

More and more on DBS Talking radio
at NRBA A new history of the Fifth Estate

Broadcasting Oct 13

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Our 50th Year 1980

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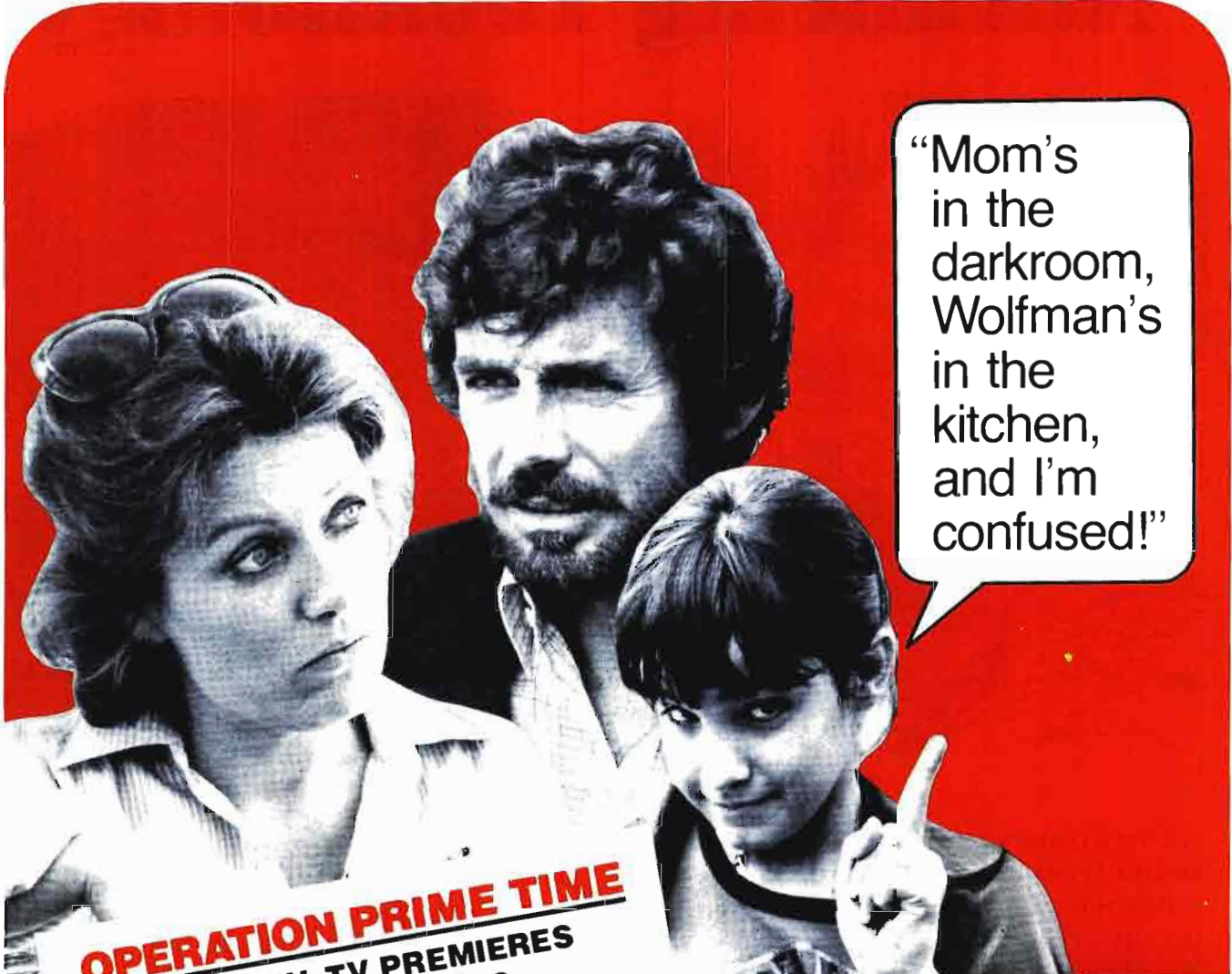
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in the
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and I’m
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Advancing Technology

Etching from *Hutchings's California Magazine*, September, 1857
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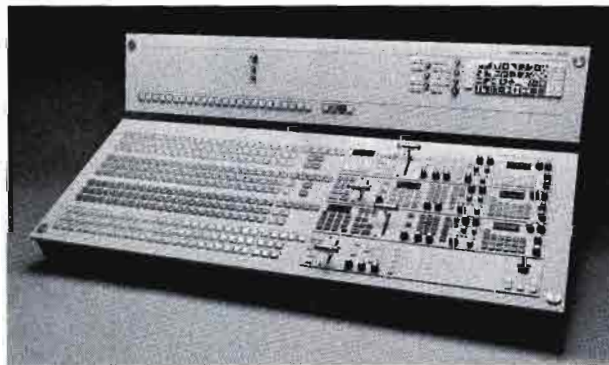


Over a century ago the technology that enriched and made Grass Valley, California famous worldwide was typified by the etching above. First came the easy strikes, in which free gold in Sierra Nevada foothill streams was panned out by hand. Next came riffle boxes, fed with large quantities of streambed material by several men, using the force of the river to wash out and separate the heavy gold. That led to the above; rivers were diverted by dams and flumes, so the gravel could be completely dug up by increasingly complex technology for the placer washing processes. Ultimately giant dredges worked the rivers taking in raw material, sluicing out the gold, and conveying the debris to stream-side piles in one continuous process.

Gold country technology is no longer concerned with mining, which ran its course after five generations of invention and change. Man's engineering creativity had led from panning by hand to dredging, and to tunnelling miles underground to follow the quartz veins.

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The Week in Brief

TOP OF THE WEEK

A NEW WORLD FOR TV □ In comments filed on DBS at the FCC, CBS proposes to leverage DBS technology into a revolutionary high-resolution system. **PAGE 23.**

HERE COMES SEARS □ The giant retailer is financing 98 applications for TV translators that would comprise a national programing network. **PAGE 24.**

FERRIS REBUTS □ The FCC chairman answers Goldenson's complaints and fields other questions on commission policy during a National Press Club appearance. **PAGE 26.**

BAUCUS AT THE BRIDGE □ The Montana senator plans legislation to block the FCC's move across the river to Virginia. **PAGE 28.**

MEDIA

NRBA'S BIGGEST □ Attendance tops 4,300 at the Los Angeles convention where the board of directors refuses to back off from a date conflict with the NAB and reinstates its next year's convention times. **PAGE 32.** The delegates are exhorted by Quello, Jones and Geller to lobby Congress for deregulation. **PAGE 38.** An NRBA engineering session affords opportunity for delegates to air gripes about AM stereo. **PAGE 38.**

PROGRAMING

CAMPAIGNING FROM THE PULPIT □ Religious broadcasters have assumed a more formidable role in this election year as they exhort millions to take political actions and draw the attention of White House hopefuls. **PAGE 42.** Lear gets into that action. **PAGE 43.**

ABC RADIO REORGANIZES □ McCauley, Lockridge, Axten and Plant become vice presidents in charge, with more autonomy in each unit. **PAGE 52.**

TECHNOLOGY

LOOKING OVER THEIR SHOULDERS □ MDS operators meet in Washington to assess their seven years of existence and to get an inkling of what regulation might be in store for them. There is some concern about competition from the new low-power TV stations. **PAGE 60.**

EQUIPMENT BOOM □ The transmitter makers see the FCC's proposal for low-power TV as the forerunner of a flood of new business. Some major firms, however, must first analyze the market before retooling for that gear. **PAGE 62.**

LAW & REGULATION

ABSCAM TAPE ISSUE □ The defense in the Myers case asks the Supreme Court to hear an appeal against the networks' victory in a lower court. **PAGE 65.**

MORE FINE TUNING □ The FCC clarifies its policy on distress sales of stations to minority buyers. It says there can be no deviation from the 75% maximum allowable price, and affirms there must be full documentation about parties involved in arrangements. **PAGE 65.**

BUSINESS

TV MARKETS RERANKED □ Arbitron and Nielsen release revised rankings that will be the basis for local market measurements in 1980-81. **PAGE 67.**

CBS RADIO PICKS HOSKING □ He succeeds Sam Cooke Digges as president and will meet affiliates this week in Phoenix. **PAGE 74.**

MIXED PICTURE □ Profits at CBS Inc. rise in the third quarter but broadcast earnings dip due to high convention costs and the soft economy. **PAGE 75.**

1931

THE 'BROADCASTING' YEARS □ As a countdown to the 50th anniversary of this publication, BROADCASTING starts a weekly year-by-year report of the times, people and events that shaped the history of radio, television and the allied fields. This week the year is 1931, when the business of broadcasting began to emerge—and experienced its first growing pains. **PAGE 79.**

PROFILE

FURST FLEXIBILITY □ Time Inc. has been using the talents of Austin Furst during the last nine years in a variety of print and electronic assignments. One indicator of his success was his appointment last January as president and chief executive officer of Time-Life Films. **PAGE 105.**

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**ODDLY ENOUGH,
WE'RE PLAYING A SUPPORTING ROLE
IN SOME OF THE TOP SHOWS ON CBS.**



For most of its 25 years, Capital Cities Communications' WTVD in Durham had served central and eastern North Carolina from atop a 1,500-foot Kline tower.

But, with an eye toward the future, the CBS affiliate wanted even more people to be able to enjoy its programming. So, once again, Capital Cities and Kline teamed up, and the resulting 2,000-foot tower helped to expand WTVD's coverage by an

additional 2,000 square miles.

Which means that a lot more people in North Carolina are getting a lot better picture of what's going on in Mel's diner and Archie's bar and Lou Grant's newsroom.

At Kline Iron & Steel, we're honored to have been chosen to design and build both towers, and we're justifiably proud of the friendships we've made at Channel 11.

Since 1950, we've made a lot of friends in broadcasting. And, in

the process, Kline Iron & Steel has become the number one company in the world in the design, fabrication and erection of tall towers.

So, if there's a new tower in your plans, give us a call. Because no matter how high you're going, you'll find that a Kline tower stands head and shoulders above the rest.

**KLINE
IRON & STEEL**

The First
50
Years Of
Broadcasting

With this issue (Vol. 99, No. 15) we begin our 50th year.

Licensed broadcasting was 11 years old when BROADCASTING, The News Magazine of the Fifth Estate, made its bow on Oct. 15, 1931. In this week's issue we return to that benchmark to introduce an informal history of broadcasting's first half-century, primarily as reflected in BROADCASTING's coverage. (We have never missed an issue.) The initial installment — 1931 — begins on page 79. Histories of succeeding years will appear in each weekly issue until the 50th anniversary number itself, on Oct. 12, 1981.

It was in the fall of 1931 that the late Harry Shaw, then owner of WMT(AM) in Waterloo, Iowa, agreed to back a new venture by a couple of Washington newsmen who had specialized in covering the very new world of radio for publications of general circulation. The newsmen had decided that broadcasters needed their own trade paper—a counterpart of *Editor & Publisher*, which served the Fourth Estate. Those newsmen were the late Martin Codel, originally of Hibbing, Minn., and I, a Washingtonian. Both had worked for the late David Lawrence's *U.S. Daily* (now *U.S. News and World Report*).

Shaw agreed to advance \$52,000 (a heap in those days) for 52% of the stock in Broadcasting Publications Inc., with the balance divided between Codel and me. But the first installment of 10% (\$5,200) was all that ever got into the kitty. Shaw's bank in Waterloo closed, a year before the bank holiday decreed by the new President, Franklin Delano Roosevelt.

Suffice to say we weathered the storm and in due course paid back Harry Shaw double his investment. Shaw, incidentally, was elected president, then an honorary post, of the National Association of Broadcasters two weeks after Vol. 1, No. 1 of BROADCASTING appeared. Thus, Martin Codel, at 30, and Sol Taishoff, at 27, became co-owners of BROADCASTING, and saw their dream come to life.

In the succeeding years BROADCASTING has undergone many changes to keep abreast of the times and enterprises it has served, but it has never veered editorially from its initial goal of "radio as free as the press." More and more "the press" is defined nowadays to mean radio, television, cable, publications—all the means of delivery of journalism.

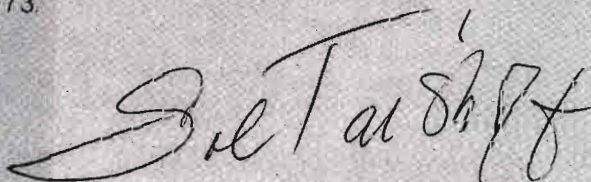
In the early days the original "Fifth Estate" subhead in the magazine's bonnet yielded to "Broadcast Advertising," to reflect the growing importance of radio in the family of media. Later, with television in the picture, we became BROADCASTING • TELECASTING, to the chagrin of diehard radio owners. (Even the NAB found itself for a while the National Association of Radio and Television Broadcasters, to keep peace and a modicum of unity among its disparate members.) When the aural and visual media learned to live with each other, we returned to the original BROADCASTING, subsequently adding the subhead, "The newsworthy of broadcasting and allied arts."

We return with this week's issue to our first instinct with the restoration of "Fifth Estate." The term is all-inclusive. The public's affection for what it sees and hears on the air—or on the wired services—transcends its relationship with any other medium, print included. The Fifth Estate not only embraces all existing information and entertainment services—whether transmitted by radio, TV, cable or satellites—but is also broad enough to comprehend all the electronic media there ever will be beyond the printed page.

Looking back at that half-century, we realize how fortunate we were to have been at the right place at the right time. It took more than an idea and the money to back it to succeed. It took dedication and perseverance—and helping hands from many in private as well as in public life.

As we are about to enter the next 50 we thank our many benefactors, over the years, who took time out to guide us and to help when we stumbled. We have rubbed elbows with genius—in technology, in business, in programing. Our capable and dedicated staff, under our president and publisher, Larry Taishoff, will carry on after I'm out of play. For the nonce, the Almighty willing, we'll do our job—giving everyone in the Fifth Estate our best shots for absolute freedom of the press—all of it.

73.



CHAIRMAN and EDITOR

WGAL PROFESSIONALISM



Heart Attack—Somebody help!

Each year thousands of lives could be saved if more people knew CPR and other life-saving skills. That's why we initiated and co-sponsored "WGAL-TV/Red Cross SAVE-A-LIFE DAY" in May involving seventeen Red Cross Chapters in central Pennsylvania.

A massive on-air and off-air public service to be sure...but worth every future life we helped save.

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



Touching the lives of over nine million Americans.

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KSDK 
St. Louis

KETV-TV 
Omaha

WLNE-TV 
New Bedford/
Providence
(formerly WIEV-TV)

WGAL-TV 
Lancaster/York/
Harrisburg/Lebanon

KTAR & KBBC-FM 
Phoenix

 Represented by Blair
Television & Radio

Right or wrong

Broadcasters in markets where 1980-81 TV-homes estimates (see page 67) seem low by preliminary U.S. census figures apparently will just have to live with those numbers through next year. And those in markets that seem high will get that bonus. Latest word is that final 1980 census data for all U.S. counties will not be available before July 1981—too late for Market Statistics Inc., which supplies total-homes and related data from which Nielsen and Arbitron develop TV-homes figures, to adjust estimates it's already made.

MSI officials say it'll be hard enough to get census figures into their estimates for 1982, which must be delivered to Arbitron and Nielsen in spring and summer of 1981.

Millennium

FCC's oldest TV proceeding—contest for channel 9, Orlando, Fla.—is headed for settlement after 11 years of interim operation on channel by WFTV(TV), primary ABC-TV outlet, and quarter-century of dispute among rival applicants. Five competing corporations have agreed to enter joint venture, retaining their individual corporation identities. It is last of cases arising from scandals precipitated by late FCC Commissioner Richard Mack, Florida politician.

Facility, which investment brokers estimate has value of \$40 million to \$50 million in current market, is managed by Walter M. Windsor. Under agreement, TV 9 Inc. (Gordon Gray, principal); Comint Corp., among whose principals are two blacks; and Mid-Florida Television Corp., original applicant, owned by Joseph Brechner and his wife, Marion, will each have capital interest in partnership of 28 1/3% and income interest of 23 1/3%. Central Nine Corp. will own 5% capital interest and 20% income interest, and Florida Heartland Television Inc. will own 10% capital interest and 10% income interest.

No firm hold-out

Don't be surprised if CBS changes mind about not joining other TV networks in closed-captioning programs for hearing-impaired. CBS thus far has refused, on grounds that its version of teletext, which it is pushing for early adoption by FCC, will provide far superior captioning. Officials still insist it's far superior, but also reportedly think timing must be taken into account.

Thinking is said to run this way: If teletext will be available reasonably soon,

CBS should not encourage purchase of current decoders while pushing system that could soon make them obsolete. But CBS is also said to feel it should not withhold service indefinitely, if teletext is not to be available reasonably soon. Assessment of timing prospects—and definition of "reasonably soon"—are regarded as pivotal to final decision.

Space space

RCA Americom's strategy to short-circuit development of Westar III, Western Union's newest satellite, as second cable satellite by dedicating Satcom IV to carriage of cable programming seems to be working. CBS Cable, once expected to distribute programming from Westar, has talked to at least one of RCA's customers on Comstar II, who have all been tentatively promised two transponders each on Satcom IV, about subleasing Satcom spot. Satcom IV is scheduled for launch in October 1981, and RCA expects to have it operational by following January.

Instants elsewhere

Nielsen overnights, already available in New York, Los Angeles, Chicago and San Francisco, will be offered in Philadelphia beginning October 1981 and in Detroit October 1982. With metered service added in those designated market areas, Nielsen Station Index officials say shows accounting for more than 30% of all spot-TV dollars will be reported daily. Negotiations with stations for metered service in other top 10 markets also is under way.

Crash program

Lawyers and engineers concerned with FCC's project to add hundreds of AM and FM stations through 9 khz AM separations, expansion of spectrum, breakdown of AM clear channels and FM drop-ins met in almost continuous session last Thursday and Friday with final session scheduled today (Monday) under auspices of radio task force of National Association of Broadcasters. Goal is to produce NAB's master plan for meeting of advisory committee of engineers and lawyers with FCC scheduled for Oct. 14.

Ramrodding work are Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., task force chairman; Erwin Krasnow, NAB general counsel, and Jules Cohen, Washington consulting engineer retained by task force several months ago. Also retained last week was George Jacobs who recently retired from Board of International Broadcasting.

Cable-station reps?

Several TV station reps are said to be considering moving into cable TV representation. They reason that cable is bound to grow, and they should grow with it, restricting representation to systems not co-located with their TV stations. They point out that several radio reps (Eastman and company formed by Sam Brownstein of Pro Radio) are already in cable and rationalize that cable is competitive for advertising with radio as well as TV.

Shearing numbers

Commission created to suggest ways to bring order out of chaos of typical presidential news conference (BROADCASTING, Sept. 29) will focus, among other things, on sheer number of people attending and on radio-TV impact on proceedings. There's no chance of recommendation that radio-TV coverage will be banned or cut back, but accreditation of White House correspondents is being studied as possible means of controlling attendance. Initial question, however, is whether that would raise First Amendment problem.

Staff work for commission is being done by Miller Center, research institution affiliated with University of Virginia. It will provide draft of report for commission's consideration at meeting in Washington Nov. 20.

Distraction

When Leonard Goldenson addressed near capacity house at National Press Club luncheon (BROADCASTING, Sept. 22), it was freely admitted ABC Inc. had invited guests from public life and affiliated stations in area to listen to network's chief executive attack FCC regulation. When FCC Chairman Charles D. Ferris addressed same forum last Tuesday to answer Goldenson, head table was under quota, and there was sparse house. There were extenuating circumstances. On day of Ferris speech press club was holding its annual golf tournament.

Give and take

Although televised presidential debates seem more and more unlikely, there is chance that three leading candidates will do talk shows on nationwide radio. National Public Radio is trying to arrange separate live, telephone call-in shows, with each candidate fielding questions, none screened in advance. Following call-ins would be 30-minute discussion. NPR was waiting word from candidates' election committees last week.

Monday Memo®

A broadcast advertising commentary from Harry Rolfe, media director, Ruben, Montgomery & Associates, Indianapolis

Getting prepared for broadcasting's future

Let's get this picture: It's 1990, and we're looking at an average American household. The nuclear family still exists, and it consists of mom and dad, brother and sis. The only difference is that Dad now works out of the house because high energy costs make it impractical for his company to maintain full staff offices. Mom gets all of her recipes and cooks them with the aid of a computer. The kids no longer attend classes but get their education using in-home terminals that, mass-produced, are cheaper for the government to buy than would cost to build and heat schools and to gas the buses it would take to transport students.

You think that's a little too Orwellian? I'll admit it may be a little futuristic, but elements of the scenario may be very real in the years to come, and media planners would be well-advised to look ahead and anticipate those changes that are certain to happen.

Although I don't claim to be clairvoyant, I'll venture a few guesses as to where the broadcast industry will be 10 years down the road, based on trends as I see them today.

We're probably talking about a four-day work week, for one thing, that will result in more leisure time for watching the tube. The viewing audience will change, and programing will have to follow suit. What will happen to the soaps, for instance? Will the guy with a day off from the foundry want to sit around and watch *All My Children*? Viewing tastes will determine what stays and what goes.

Thus, by 1990, there's bound to be more variety in programing. More widespread availability of video tapes and disks will see to that. People will no longer be stuck merely with "what's on" during prime time. Prime time as we define it today may no longer even be prime time. With the use of automatic recording devices, prime time may cover a 12-hour period instead of the usual three hours.

Which leads me to make another prediction. Rating companies are going to have to expand, not only to sort out people's references in programing but also to home in on the advertising markets. Whether there will be a plethora of new services or whether today's biggies will just grow bigger remains to be seen. But the fact is there will be an ever-growing demand for research.

Marketing stands to benefit from these increased services. More sophisticated techniques will enable researchers to



Harry Rolfe has been with Ruben, Montgomery and Associates for almost two years as media director. He was graduated from Northwestern University and has worked at various agencies, including McCann-Erickson and Post-Keyes-Gardner

determine the demographic and psychographic profiles of an area more accurately.

Cable TV, too don't forget. Its potential has scarcely been tapped. For starters, in terms of dollars and cents, cable TV will generate more revenue from the consumer through subscriptions to its systems. This will augment the development of programing.

Used in combination, the possibilities of cable TV and market research are almost limitless. With far-reaching marketing intrusions of the cable systems and with proper applications of research findings, we'll probably be able to pinpoint a six-block area that is likely to have the most customers for a given product and beam advertising into it exclusively.

How about a low-power mini-TV station that zeroes in on a given ethnic group? With the Hispanics projected to be the largest minority in another 10 years, programers may have to produce material with Spanish subtitles. In some of the nation's larger cities there's already plenty of bilingual signage and foreign-language billboard advertising.

Let your mind run rampant—it just depends upon how much capital investment you want to make and how fast the FCC will let you do it. The technology is already there.

I've mentioned variety in the programing of the future. It will also be better. The viewer, spoiled by so much to choose from, will also be much pickier about what he watches.

In the coming environment, networks will suffer the most. I'm not saying they're going to die. They have the brains, technology and equipment to survive, but I see them becoming multinetwork systems and competing internally as they did in the heyday of radio. Anyone remember the old NBC "Red" and "Blue" networks?

Which brings me to the radio of the future. It will always be around for the local news, weather, music, civil defense and traffic control. Today's FM formats as we know them may disappear and be transmitted by satellite instead. Could be good news for the classical-music buff

Since people are rapidly becoming more audio-visually oriented every day, forecasts are that the printed word may disappear altogether in the not-so-far distant future. I think this premise is extreme, but you might possibly find the magazine companies buying their own cable systems and beaming editorial to the reader rather than printing it. Escalating postal and paper costs might very well make cable cheaper.

Video games? We've hardly scratched the surface. They will get so complex—we'll have adult games like chess and people will be going to the pros to learn how to play them. Technology will invent games that will become national pastimes. Athletic games will still have their place, but intellectual games will have their own competitions as well.

What does all this mean to a person in my position as an agency media director. With all this variety, we're going to have the ability to target the markets better and to reach the markets the advertiser really wants to reach with greater frequency. We're going to have to justify the advertising dollar spent. But we're going to have to service a lot more small accounts rather than just a few large ones and our staffing will have to reflect minority cultures to a greater extent than in the past.

Forewarned is forearmed. The name of the game in the coming years will be planning. With broadcasting of the future shaping up the way it is today, it will be extremely important for media planners to take note of the trends and be prepared to go with them.

BROADCAST GROUPS	NET WEEKLY CIRCULATION
1. ABC-TV	15,372,000
2. CBS-TV	14,856,000
3. METROMEDIA-TV	14,399,000
4. NBC-TV	14,329,000

Look at the Top Three now!

As you can see, we're changing the viewing pattern of American television. Indeed, about one of every five families now watches a Metromedia Television Station.

We're proud of the company we keep.

We're proud to be the number three of all Broadcast Groups (not just the network O & O's).

And we're proud to say we have every intention of moving up from there.

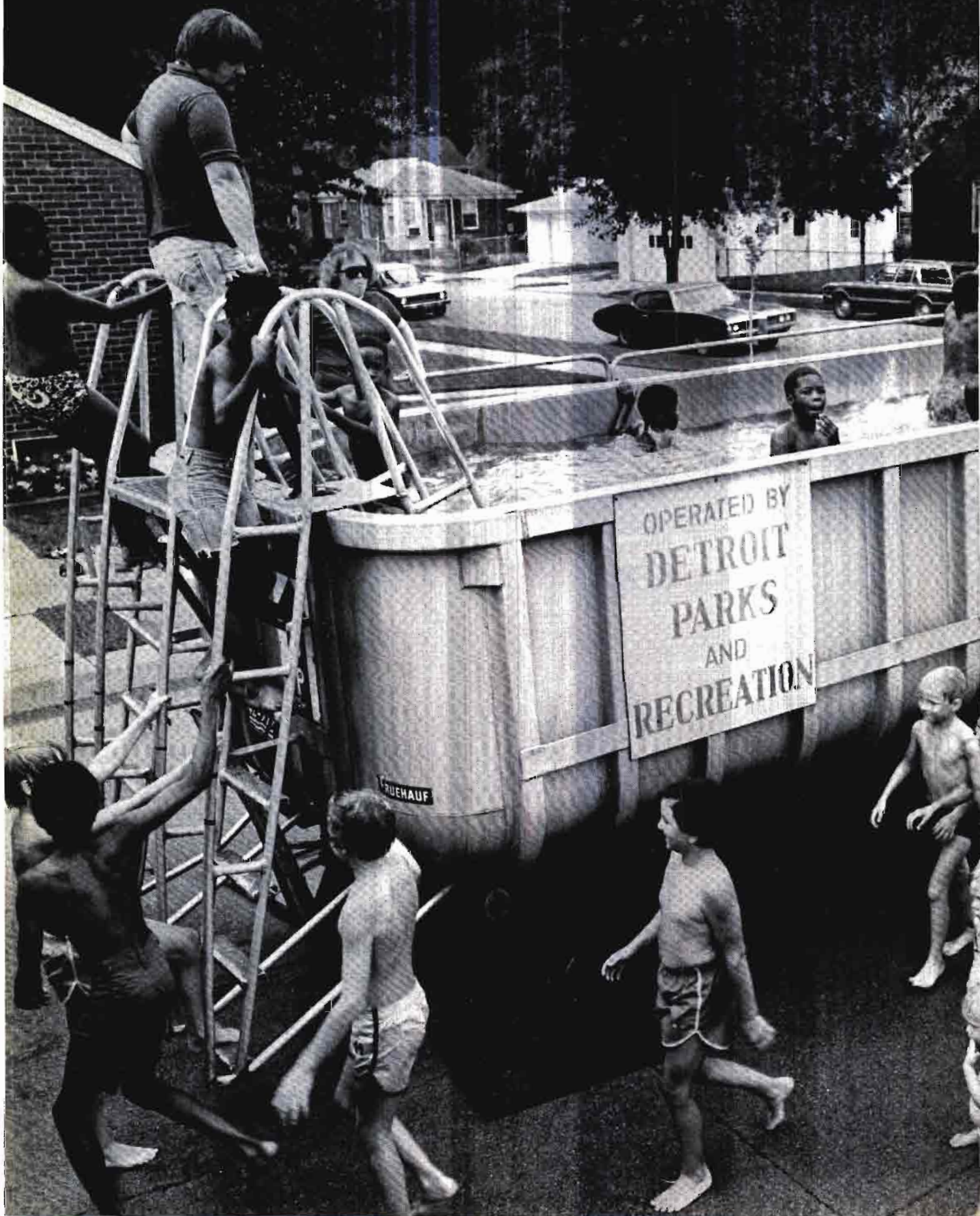
Metromedia Television

New York, Ch. 5, WNEW-TV
 Los Angeles, Ch. 11, KTTV
 Washington, D.C., Ch. 5, WTTG
 Houston, Ch. 26, KRIV-TV

Minneapolis/St. Paul, Ch. 11, WTCN-TV
 Cincinnati, Ch. 19, WXIX-TV
 Kansas City, Ch. 9, KMBC-TV

Represented by Metro TV Sales

Who says a swimming pool



has to be immobile?

Our Swimmobiles aren't. Since 1968, they've been making a big splash with kids all over Detroit.

To provide inner city youngsters with a way to keep cool in summer, Storer Station WJBK-TV in Detroit and the Detroit Parks and Recreation Commission pooled their resources to sponsor the Swimmobile Program.

From June through Labor Day five days a week, six Swimmobiles move from neighborhood to neighborhood. They're scheduled and maintained by Parks and Recreation personnel. Their locations are announced daily on WJBK-TV at 7 am, noon and 6 pm.

Detroit's Swimmobile Program has been rolling smoothly for twelve years, and it's still a refreshing success to the thousands of youngsters who get into it every summer. The program has recently been expanded to include swimming lessons and water safety tips.

It's also a prime example of how Storer stations stay in the swim of things. Because the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER
BROADCASTING COMPANY



Business Briefly

TV ONLY

Mrs. Filbert's □ Margarine. Begins Oct. 27 for six to eight weeks in 26 markets. Daytimes. Agency: A.J. Rosenthal, Chicago. Target: women, 25-54.

Zayre Corp. □ Franchise. Begins Nov. 7 for seven weeks in 12 markets. Agency: Ingalls Associates, Boston. Target: adults, 25-54.

Merrill Lynch □ Realty. Begins this week and runs for six weeks in six markets. Prime and fringe times. Agency: Young & Rubicam, New York. Target: adults, 25-49.

Hitachi □ TV sets. Begins Nov. 10 for six weeks in 12 markets. Fringe and news times. Agency: Keyes/Donna/Pearlstein, Santa Monica, Calif. Target: adults, 25-54.

Land O'Frost □ Mahoney baloney. Begins Oct. 13 for six weeks in three test markets. Agency: CPM, Inc., Chicago. Target: women, 18-49.

Black & Decker □ Drill guide tool. Begins Nov. 17 for five weeks in 43 markets. Agency: BBDO, New York. Target: men, 25-54.

Eastern Airlines □ Pre-winter vacation promotion. Begins Nov. 3 for four weeks in nine markets. Prime and fringe times. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Union Carbide □ Snap lock bags. Begins Oct. 27 for four weeks in six markets. Day times. Agency: Leo Burnett & Co., Chicago. Target: women, 18 and over

London Fog □ Rainwear. Begins Oct. 20 for four weeks in 40 markets. Day, fringe and prime access times. Agency: AC&R Advertising, New York. Target: total adults.

Home Federal Savings & Loan □ Banking. Begins this week and runs for four weeks in Phoenix and Tucson, Ariz. Day, fringe and prime times. Agency: Ogilvy & Mather, San Francisco. Target: women, 25-49.

Paterno Imports □ Gancia wine. Begins late November/early December for four weeks in about 10 markets. Fringe, day and weekend times. Agency: Kelly, Scott,

Rep Report

WCGV(TV) Milwaukee. To Adam Young from Avery-Knode!

□

KARO(AM) Portland, Ore.: To Roslin Radio from Peterson & White.

□

WTPA-FM Harrisburg, Pa.: To Selcom (no previous rep).

□

WBSM(AM) New Bedford, Mass.: To Buckley Radio Sales from McGavren Guild.

□

WYEZ(FM) Elkhart, Ind.: To Selcom from Jack Masla & Co.

□

KIXY(AM)-KOSA(FM) San Angelo, Tex.: To Selcom (no previous rep).

□

WPDE-TV Florence, S.C. (going on air Nov. 1): To Meeker Television (no previous rep).

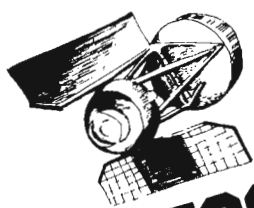
□

WOHN(AM) Herndon, Va.: To Savalli & Schutz (no previous rep).

□

WDWO(FM) St. George, S.C.: To Selcom (no previous rep).

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& Madison, Chicago. Target: adults, 35-54.

Lanier Business Products □ Text editing. Begins this week for four weeks in 12 markets. News times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-49.

Nabisco □ Wheatsworth. Begins Oct. 20 for three weeks in over 25 markets. All day parts. Agency: William Esty Co., New York. Target: women, 18-49.

Juvenile Shoe Corp. □ Begins Oct. 20 for one to two weeks in Des Moines, Iowa; Indianapolis; Milwaukee; Portland, Me., Toledo, Ohio; Rapid City, S.D., and Wausau, Wis. Day times. Agency: Deppe & Associates, St. Louis. Target: women, 25-54.

Fannie May Candy Shops □ Begins Oct. 27 for one week in Washington, Chicago and various Pennsylvania and Michigan markets. All dayparts. Agency:

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Fannie May Advertising, Chicago. Target: women, 25-49.

U.S. Shoe □ Red Cross shoes. Begins Nov. 17 for one week in Miami, Day, early fringe and late fringe times. Agency: Leber Katz Partners, New York. Target: women, 25-54.

National Liberty □ Hospitalization and veterans' insurance. Begins Oct. 15 for one week in 24 markets for hospitalization and 19 markets for veterans' insurance. Fringe times. Agency: Elkman Advertising, Philadelphia. Target: adults, 35 and over.

Dillard Department Stores □ Women's coat sale. Begins Nov. 2 for one week in 15 markets. Day, fringe and prime times. Agency: Faulkner & Associates, Little Rock, Ark. Target: women, 18-54.

Cook United □ Discount retailers. Begins Nov. 12 for three days in Cleveland, and Orlando-Daytona Beach, Fla. Fringe, prime and prime access times. Agency: Lang, Fisher & Stashower Advertising, Cleveland. Target: adults, 25 and over.

RADIO ONLY

Bertolli Imported Wine. □ Begins in November for four to five weeks in San Francisco. Agency: Responsive Marketing, Des Plaines, Ill. Target: adults, 18-49.

Bell Telephone of Pennsylvania □ Begins Oct. 27 for four weeks in Philadelphia, Pittsburgh, Harrisburg and Lancaster, all Pennsylvania. Morning drive, midday and afternoon drive times. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-54.

Simon Sez □ Toy stores. Begins Nov. 15 for four weeks in northern California markets. Agency: Wenger Advertising, San Francisco. Target: adults, 18-49.

7-Eleven stores □ Coffee promotion. Begins early November for three weeks in 165 markets. Morning drive times. Agency: The Stanford Agency, Dallas. Target: men, 18-49.

Magic Pan Restaurants □ Begins Oct. 27 for three weeks in Los Angeles, San Francisco, Chicago and Detroit. Agency: Allen & Dorward, San Francisco. Target: adults, 25-49.

International Multifoods □ Boston Sea Party. Begins this week and runs for two to four weeks in 50 markets including Philadelphia, Cincinnati and Memphis. Morning drive, midday and afternoon drive times. Agency: Stevenson Assoc. Minneapolis. Target: adults, 25-54.

Tuesday Morning □ Warehouse ski sale. Begins Nov. 7 for one week in Atlanta, Houston and Dallas. Agency: Saunders, Labinski & Powell, Dallas. Target: adults, 18-24; adults, 25-34.

RADIO AND TV

Wyatt's Cafeterias □ Begins Oct. 27 for four weeks in Oklahoma City; Dallas-Fort Worth; Fort Smith, Ark.; and Austin and Lubbock, both Texas, for TV and in various Texas markets plus Denver and Albuquerque for radio. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 25 and over.

AdVantage

Selling Swiss time. In an eight week network/spot TV campaign, Bulova Watch Co. will introduce line of Swiss-made quartz watches tagged as "The Swiss watch without the Swiss price." Flights begins this week on all three networks concentrating on news programs,



plus spots in selected markets. Featuring actor and company spokesman Burgess Meredith, campaign was developed after research assertedly revealed that consumers prefer Swiss-made watches to those made in any other country.

Army agency. U.S. Department of Army has reappointed N W Ayer ABH International as agency for one-year period, effective Oct. 1, with media budget of \$34.2 million (60% in broadcast). Department has total budget of \$66 million, including extensive promotional activities.

One year old. GalaVision, SIN's Spanish language premium pay television service, celebrates its first year in operation Oct. 26. To mark occasion, GalaVision will offer three-day preview for affiliates and introduce national advertising campaign including TV spots on National Spanish Television Network plus radio and print ads.

On the lookout. Paramount Television Distribution is presently looking for new advertising agency to handle its account. Former agency of record for Paramount was Ferrari, Grayson & Co. which disbanded when principals separated and formed individual companies. Selection is expected to be made in few weeks.

Moving in S.F. Meeker Television Inc. has moved its San Francisco office to One California Street, 94111: (415) 986-4940.

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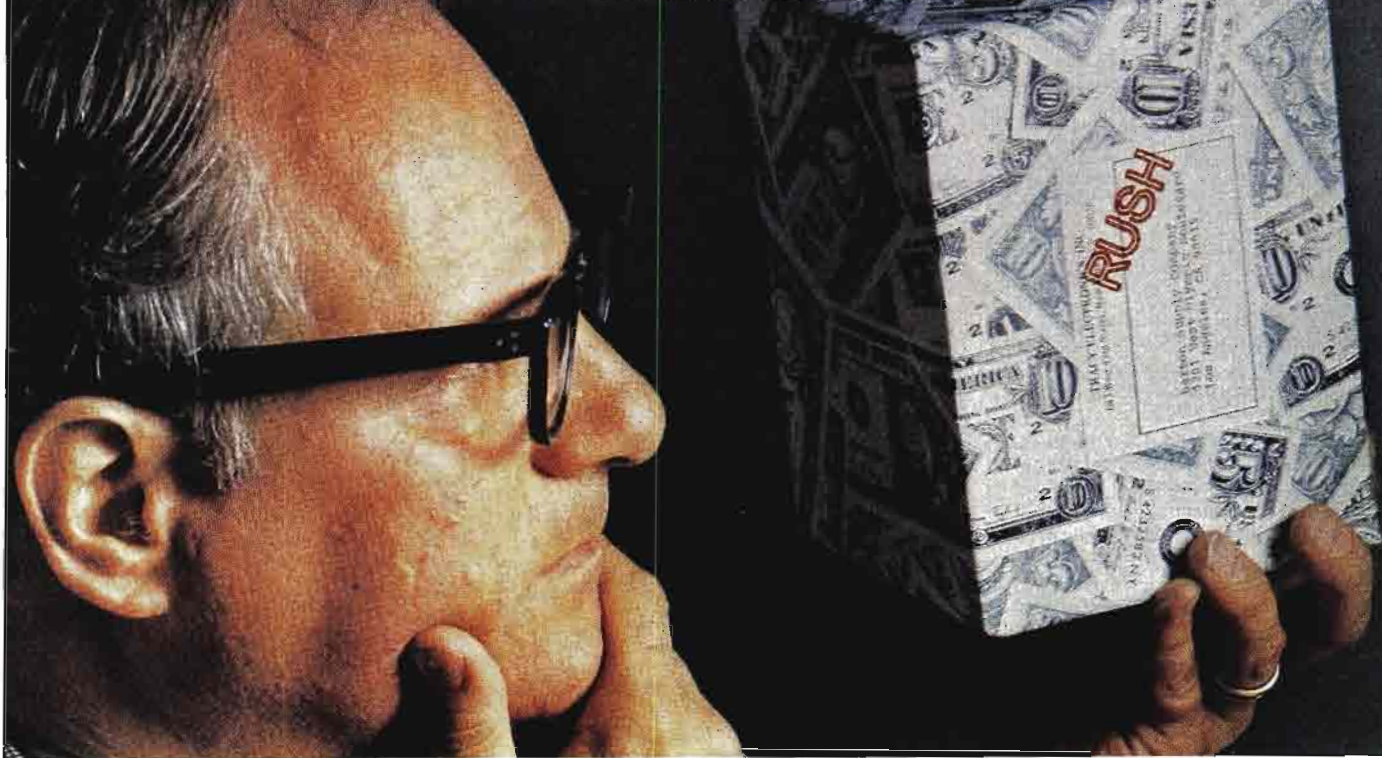
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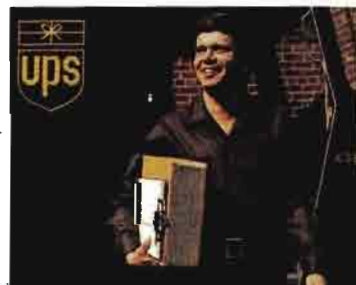
Read the numbers just once; we feel certain you'll think twice about requesting overnight delivery automatically. For example, a 10-pound package shipped between

Boston and Los Angeles by air express costs about \$36.48.* The same package delivered the second business day by Blue Label Air costs an unbeatable \$10.51.* If it's a true emergency—overnight's the answer. But for the typical "rush," put Blue Label Air to the test. High quality service. Without the high priced wrapping. What a difference a day makes!

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■ Indicates new or revised listing

This week

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

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

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

Oct. 12-15—*CBS Radio Network Affiliates* 1980 convention. Arizona Biltmore, Phoenix.

Oct. 14—*California Community Television Association* northern California technical seminar. Oakland Airport Hilton Inn, Oakland, Calif.

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

Oct. 14-16—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington.

Oct. 15—First in series of luncheon meetings between representatives of business and journalists to discuss concerns in business/media relationships. Sponsor is *The Media Institute*, Washington. Guest speaker will be Herbert Schmertz of Mobil Oil Corp. The University Club, Washington.

Oct. 15—*California Community Television Association* southern California technical seminar. Hyatt House hotel, Los Angeles.

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

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

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

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

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

■ **Oct. 16**—*Utah Broadcasters Association and Brigham Young university* annual radio workshop. Brigham Young university campus, Provo, Utah

Oct. 16—*Radio Advertising Bureau* co-op retail meeting. Denver Plaza.

Oct. 16-18—*American Women in Radio and Television* East central area conference. Bond Court hotel, Cleveland, Ohio.

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

Oct. 17—FCC deadline for reply comments on CBS's petition for rulemaking on teletext standards (RM-3727). FCC, Washington.

Oct. 17—Fourth annual Network Presidents' Luncheon sponsored by *Boston/New England Chapter of National Academy of Television Arts & Sciences*. Topic is "Election 80: The Politics Behind the Coverage". Speakers: Roone Arledge, president of news and sports, ABC; William Small, president of news, NBC, and Burton Benjamin, vice president and director of news, CBS News. Anthony's Pier Four, Boston. Information: Leo Palmer (617) 259-8656.

Also in October

Oct. 20—*National Association of Broadcasters* broadcast town meeting. Community Center Theater, Tucson, Ariz.

Oct. 21—*Radio Advertising Bureau* co-op retail meeting. Fairmont hotel, San Francisco

Oct. 21-23—*International Tape Association* seminar, "Home Video Programing—1980." Featured speaker: Akira Harada, executive vice president, Matsushita Electrical Industrial Co. New York Sheraton.

Oct. 22—*International Radio and Television Society* Newsmaker luncheon. Speaker: Ted Turner, chairman and president, Turner Broadcasting System. Waldorf-Astoria hotel, New York

Oct. 22-23—*Alabama Cable Television Association* fall workshop. Hyatt House, Birmingham. Information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402.

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

Oct. 22-24—*National Association of Broadcasters*

television code board meeting. Hotel del Coronado, San Diego.

Oct. 23—*Radio Advertising Bureau* co-op retail meeting. Holiday Inn, Sea-Tac Airport, Seattle

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

Oct. 24-25—*Maryland/Delaware Cable Television Association* fall meeting. International hotel, Baltimore-Washington International Airport

Oct. 24-26—Fourth annual National Student Broadcasters Convention sponsored by *WUMB, University of Massachusetts*. Hotel Sonesta, Hartford, Conn.

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

■ **Oct. 25**—*American Council for Better Broadcasting* conference sessions on "The First Amendment in an Information Society" coordinated by Center for Study of the American Experience at University of Southern California's Annenberg School of Communications. Annenberg Auditorium, Los Angeles.

Oct. 26-28—*American Association of Advertising*

Major Meetings

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

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

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

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

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla.; Dec. 3-5, 1984, San Antonio, Tex.

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

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

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

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

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas,

April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

May 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Las Vegas; 1986, Las Vegas.

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

June 6-10, 1981—*American Advertising Federation* national conventional. Hyatt Regency hotel, Washington.

June 10-14, 1981—*Broadcasters Promotion Association* 26th annual seminar and *Broadcasters Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Sept. 20-23, 1981—*National Association of Broadcasters* annual Radio Programing Conference. Hyatt Regency, Chicago.

Nov. 9, 1981—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.



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Agencies, Mid-Atlantic Council second annual Washington seminar. Speakers include Frank Washington, deputy chief, FCC's Broadcast Bureau; Thomas Stanton, deputy director, FTC's Office of Policy Planning; John Summers, executive vice president, National Association of Broadcasters; Kathryn Creech, senior vice president, National Cable Television Association; Michael Moore, senior vice president, Benton & Bowles. Four Seasons hotel, Washington.

Oct. 26-28—*Kentucky CATV Association* annual fall convention. Hyatt Regency hotel, Lexington.

Oct. 26-28—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programers and University of Wisconsin Extension*. Concourse hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

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

Oct. 26-28—*New Jersey Cable Television Association* annual meeting. Meadowlands Hilton, Secaucus.

Oct. 27-29—*Mid-America CATV Association* 23d annual meeting and show. Williams Plaza hotel. Tulsa, Okla.

Oct. 27-29—*Scientific-Atlanta Inc.* sixth annual Satellite Earth Station symposium. Keynote speaker: Daniel Schorr, chief Washington correspondent, Cable News Network. Marriott hotel, Atlanta. Information: Gene Lovely, (404) 449-2000.

Oct. 27-30—World Conference for Evangelical Communicators, sponsored by *Evangelische Omroep* (Evangelical Broadcasting) of Holland. RAI Conference Center, Amsterdam.

Oct. 29-30—*Ohio Association of Broadcasters* fall convention. Hilton Inn East, Columbus.

Oct. 29-30—*National Association of Broadcasters* television conference. Omni International, Atlanta.

Oct. 30—*Radio Advertising Bureau* co-op retail meeting. Tarrytown Hilton, Tarrytown, N.Y.

Oct. 31-Nov. 1—*National Translator Association*

annual convention. Hotel Utah, Salt Lake City.

Oct. 31-Nov. 1—*Broadcasters Promotion Association* board meeting. Hyatt Regency, Chicago.

November

Nov. 2-4—*Washington State Association of Broadcasters* annual meeting. Thunderbird Motor Inn, Yakima.

Nov. 3—*Radio Advertising Bureau* co-op retail meeting. Registry hotel, Minneapolis.

Nov. 3-4—*Cable Television Administration and Marketing Society* direct sales seminar. Hotel Colonnade, Boston.

Nov. 5—*Radio Advertising Bureau* co-op retail meeting. Arlington Park Hilton, Chicago.

Nov. 5-7—Conference on electronic delivery of news (teletext and videotext) designed particularly for news executives and sponsored by *Indiana University*, Bloomington, Ind.

Nov. 5-8—*National Association of Broadcasters* fourth annual labor relations seminar. Sheraton Harbor Island hotel, San Diego

Nov. 6-9—*American Advertising Federation* western region conference. Heritage Inn, Great Falls, Mont.

Nov. 7—*National Association of Broadcasters* radio code board meeting. Scottsdale, Ariz.

Nov. 9-11—*Television Bureau of Advertising's* annual meeting. Hilton hotel, Las Vegas.

Nov. 9-13—*National Black Network* affiliates advisory board meeting. Dorado Beach, PR.

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

Nov. 11-12—Cable System Advertising Conference hosted by *Cable News Network*. Colony Square hotel, Atlanta

Nov. 12—*American Women in Radio and Television* executive committee meeting. Washington.

Nov. 12—*Radio-Television News Directors Association* region 7 management training seminar. University of Illinois, Champaign. Information: Dick Westbrook, WAND-TV Decatur, Ill

Nov. 12-14—*American Association of Advertising Agencies* central region annual meeting. Ritz-Carlton, Chicago

Nov. 12-14—*Institute of Electrical and Electronic Engineers* engineering management conference. Colonial-Hilton Inn, Wakefield, Mass

Nov. 12-14—*Oregon Association of Broadcasters* 40th annual convention. Marriott hotel. Portland

Nov. 12-15—*Unda-USA* annual general assembly of national Catholic association of broadcasters and allied communicators. Capital Hilton, Washington. Information: Jay Cormier, 153 Asn Street. Manchester, N.H. 03105, (603) 669-3100

Nov. 13—Fifteenth annual Gabriel Awards banquet, sponsored by *Unda-USA*. Capital Hilton hotel. Washington

Nov. 13—*International Radio and Television Society* Newsmaker luncheon. Speaker: New York Mayor Edward Koch and panel of newspeople. Waldorf-Astoria hotel, New York

Nov. 13-14—*Practicing Law Institute* seminar, "Communications Law 1980" Biltmore hotel, New York. Information: Nancy B. Hinman, P.L.I., 810 Seventh Avenue, New York 10019, (212) 765-5700

Nov. 13-16—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo

Nov. 14—FCC deadline for comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc 20817) FCC, Washington

Nov. 14-15—*National Federation of Local Cable Programers* Northwest regional conference. Seattle

Nov. 14-16—*Loyola University* 11th national radio conference. Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611 (312) 670-2788

Nov. 16-17—*Tennessee Cable Television Association* annual fall convention. The Maxwell House, Nashville

Nov. 17-18—*Society of Cable Television Engineers* technical meeting and workshop. Ramada Inn, Philadelphia.

Nov. 17-21—*New York World Television Festival*. Screenings of international award-winning programs and seminars. Museum of Modern Art, New York.

Nov. 19—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 19—*National Commission on Working Women's* annual Women at Work Broadcast awards, honoring broadcasters for quality programming and news coverage of importance to women. National Press Club Ballroom, Washington.

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

20-21—*Arizona Broadcasters Association* fall convention and annual meeting. Doubletree Inn, Scottsdale.

Nov. 29-Dec. 3—*National League of Cities* annual meeting. Cable franchising is on agenda. Georgia World Congress Center, Atlanta.

Nov. 30-Dec. 3—*National Association of Broadcasters* joint board meeting with Canadian Association of Broadcasters. Williamsburg Inn, Williamsburg, Va.

Nov. 30-Dec. 4—*Institute of Electrical and Electronics Engineers* National Telecommunications Conference on "Telecommunications in a New Decade." Shamrock Hilton hotel, Houston.

December

Dec. 2 and 6—*Radio-Television News Directors Association* board meeting. The Diplomat hotel, Hollywood, Fla.

Dec. 3-4—*Advertising Research Foundation's* second Western conference and research fair. Los Angeles Biltmore.

Dec. 3-5—1980 U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodolski, *Electronic Industries Association*, 2001 Eye Street, N.W., Washington 20006; (202) 457-4934

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

Dec. 9—Deadline for comments on FCC's further notice of proposed rulemaking on AM stereo (Doc 21313) FCC, Washington

Dec. 9—*Cable Television Administration and Marketing Society* Western regional marketing seminar. Disneyland hotel, Anaheim, Calif

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

Dec. 12—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria hotel, New York

Dec. 12—*Washington Area Chapter of Broadcast Pioneers* awards dinner. Kenwood Country Club, Bethesda, Md

Dec. 15—FCC deadline for reply comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc 20817) FCC, Washington

January 1981

Jan. 8—Deadline for reply comments on FCC's further notice of proposed rulemaking on AM stereo (Doc 21313) FCC Washington

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference*, independent, voluntary membership organization. Ilikai hotel. Honolulu

Jan. 14—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria, New York

Jan. 18-21—*Association of Independent Television Stations* (INTV) convention. Century Plaza, Los Angeles

Jan. 21-23—*Colorado Broadcasters Association* annual winter convention. Four Seasons Motor Inn, Colorado Springs

Jan. 25-28—Joint convention of *National Religious*

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Broadcasters and National Association of Evangelists. Sheraton Washington hotel, Washington.

Jan. 26-29—National Association of Broadcasters joint board meeting, Scottsdale, Ariz.

Jan. 27-29—South Carolina Broadcasters winter convention. Carolina Inn, Columbia.

February 1981

Feb. 4-6—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center.

Feb. 4-9—International Radio and Television Society faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 6-7—Society of Motion Picture and Television Engineers annual television conference. St. Francis hotel, San Francisco.

Feb. 10-11—Arizona Cable Television Association annual meeting. Adams hotel, Phoenix.

Feb. 17—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Feb. 23-25—Advertising Research Foundation 27th annual conference and research exposition. New York Hilton.

Feb. 25-26—Association of National Advertisers TV and media workshops. Plaza hotel, New York.

March 1981

March 2—International Radio and Television Society anniversary banquet and Gold Medal award. Waldorf-Astoria hotel, New York.

March 12—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

March 13-18—National Association of Television Program Executives conference. New York Hilton.

March 15-17—North Central Cable Television Association meeting. Holiday Inn, Fargo, N.D.

March 16-17—Society of Cable Television Engineers annual spring engineering conference. Opryland hotel, Nashville.

March 28-April 1—Illinois-Indiana Cable Television Association annual convention. Hyatt Regency hotel, Indianapolis.

Open Mike®

The first 50

EDITOR: CONGRATULATIONS ON 50 YEARS OF REPORTING AS WELL AS MAKING HISTORY. YOU ARE TO BE SALUTED FOR YOUR VISION AND YOUR DETERMINATION. WE LOOK FORWARD TO 50 MORE YEARS OF BROADCASTING'S COVERAGE OF THE EXPANDING COMMUNICATIONS MARKETPLACE.—*Thomas E. Wheeler, president, National Cable Television Association, Washington.*

EDITOR: I've been meaning for a long time to write you a fan letter. I wanted to say how much I admire what you and your people have done with BROADCASTING through so many years. Good as it is, you are always improving it—its ideas, its coverage, its style, its reporting. I don't know any other magazine that's ever done that as effectively as yours. Others seem to grow old or stale or, worse yet, lose their touch, lose their audience and go out of business.—*Dick Pack, Great Neck, N.Y.*

A case of priorities

EDITOR: One point was not mentioned in the Sept. 15 article on the low-power TV proposal. As of this time, the FCC plans making this new class of stations a secondary service, meaning that you could put your life savings on the line and invest thousands of dollars developing your market, then be bumped by a Mr. Big who decides you are vulnerable and wants to put in a multimillion dollar regular TV station on your channel or a taboo channel that has priority over your secondary service. In this event you would have to fold up or go into some very expensive hearings. I feel that some reasonable protection should be provided, and local independent ownership should be given priority. As it is now, big money will soon own all the translators, and they will not bother with

local needs or programming.—*D.W. Strahan, Houston.*

New Jersey nuance

EDITOR: Your point—the wrongness of the congressional action to force allocation of a VHF channel to New Jersey—is sound. "As national policy [it] . . . makes no sense whatever."

Your reason—that it would be intrusion by Congress into the FCC's authority—has something backward. Congress merely lent its own authority to the FCC through the Communications Act of 1934. Any examination of the regulation of American business will show that if any governmental corpus has been intruding into anything, it certainly hasn't been the Congress.—*Alan J. Gottesman, assistant research director, The Value Line Investment Survey, New York.*

'Centennial's' second success

EDITOR: Your "Editor's note" appended to my letter in "Open Mike" Sept. 29 gives me a chance to say that one of the programs Fred Silverman inherited from my crop was *Centennial*. If I read the ratings right last week, the repeat of *Centennial* accounted for over 35% of NBC's second-week schedule, which it won by virtue of a program he inherited.

Centennial also beat the NFL Monday night football game, and when did a repeat ever do that?

On the other hand, I didn't notice ABC scheduling a repeat of *Washington: Behind Closed Doors*.—*Paul L. Klein, president, PKO Television Ltd., New York.*

Editor's note. The editor's note to which Klein refers reported that the programs inherited by Silverman in his first season as NBC president had been fashioned under Klein, then NBC executive vice president, programs.

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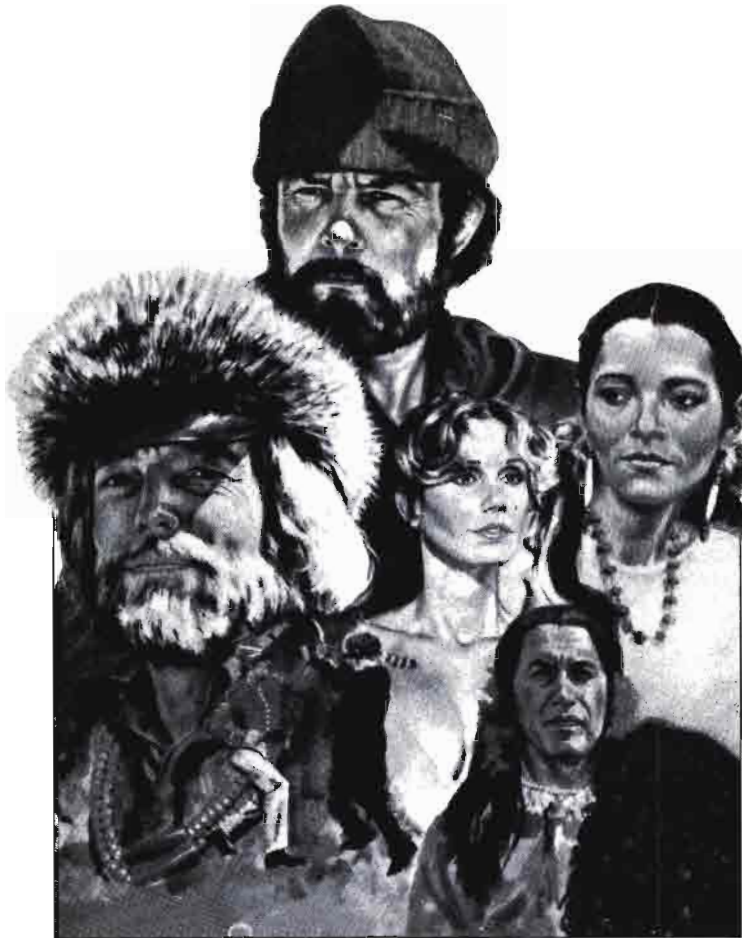
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first-run telecast of *Midnight Express* and the season premiere episode of *Lou Grant*. Moreover, it beat *Taxi*, *WKRP*, *Fantasy Island*, *Monday Night Football*, *Chinatown*, *Black Sunday* and *Papillon*. In fact, two **Centennial** telecasts finished among the top eleven for all programming for the week ending Sept. 28.

Centennial. Perennial!

MCATV

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TOP OF THE WEEK

CBS aims for the stars on satellite TV

Network suggests U.S. develop compatible high-resolution system to co-exist alongside current 525-line technology; NAB, AMST go for 'flexibility'; ABC would go to Congress

The possibility that American television could evolve into a new era of high-resolution, wide-screen satellite transmission moved out of the realm of science fiction and into the world of politics last Friday (Oct. 10). The principal instruments: a filing by CBS suggesting the organization of a government-scientific-industry coalition to explore such a system, and, in a footnote to a companion filing by Comsat's Satellite Television Corp., a suggestion that STC's plans to use direct broadcast satellites also contemplate experimental high-resolution TV.

Should the FCC follow the leads in either of those filings—and the suggestions of others who made their views known that day—the U.S. television system might one day have a 1,100-1,500-line TV system operating side-by-side with the 525-line system that is standard today. The coming policy decisions on DBS could, indeed, take on the outlines suggested in BROADCASTING's Sept. 15 special report on DBS: "the last bright chance to stake out a high-quality future for over-the-air broadcast television and to give it a fighting chance to compete with such other television media as cable and videodisks for the kind of program distribution [futurists] see as inevitable."

Also filing in the FCC's Docket 80-398 last Friday were the National Association of Broadcasters, the Association of Maximum Service Telecasters, ABC, Comsat and Western Union. NBC had planned to file, but elected at the last minute to defer until the time for reply comments (Nov. 17). The Comsat and Western Union filings (see box at right) dealt primarily with technical issues in the docket, while the others were directed principally to political issues.

CBS said that the 1983 Regional Administrative Radio Conference for which the FCC is preparing "represents the first major opportunity in the past 30 years to achieve a high-resolution television ser-

vice without causing significant economic hardship. The 'window' for this technological advance has just opened . . . and is soon to close if the United States does not take advantage of the [conference] to advance the state of the art."

CBS supported the FCC's proposal that an advisory committee comprising representatives from government and industry be formed to consider basic service requirements, technical specifications and sharing criteria in preparation for the conference. CBS would have the FCC charge that committee to "investigate and compare the feasibility of various advanced television technologies to provide high-resolution television within broadcastable bandwidths and to improve the presentation of television ancillary services, such as teletext." Although CBS didn't specify how much of the DBS spectrum should be allocated to its suggested purpose, it said, in a footnote, that the dedication of the entire DBS spectrum to a high-resolution system would provide "the incentive needed by manufacturers to produce and the public to purchase new high-resolution receivers."

The system CBS envisions would be compatible with the existing NTSC system. Instead of increasing the bandwidth to carry the additional raster lines necessary for improved resolution, the lines would be digitally compressed into the 6 mhz of the NTSC system. (According to a CBS official, a "bandwidth compressor" capable of squeezing 1,100 lines into the existing bandwidth is being developed at CBS Technology Center. But,

the official stressed, the device is still in the "scientific stages." Sony, he added, has been developing a similar device.)

CBS suggested high-resolution television introduced via DBS "could pave the way for the adoption of broadcast standards within the existing terrestrial allocation formulas enabling these advances to become integrated into, or at least compatible with, television broadcast services in the future."

CBS stressed, however, that such advanced systems should not be investigated without due consideration "to the unique value of the broadcasting system already in place in the United States that provides a wide range of local, regional and national entertainment and informational programs on a basis that is free to the country's citizens."

CBS took a swipe at Comsat's plans for DBS, which look almost tame in comparison with the CBS proposal. Use of DBS for the extension of pay television and cable delivery services as planned by Comsat, CBS said, "may provide a few additional channels but with the resultant loss of a unique opportunity to improve the technical quality of television service to the public."

In one of the filing's few comments on preparing specific U.S. goals at the 1983 conference, CBS urged the FCC to play for all it can get. "It is clearly in the interest of the United States . . . to strive to obtain the maximum frequency allocations available . . . to enable it to exploit the opportunities for such new services."

The "watchword" of U.S. planning for

First peek at Comsat's DBS planning. The great interest of Comsat's Satellite Television Corp. in using DBS to provide a subscription TV service was reflected in the size of its comments in Docket 80-398—64 pages addressing in detail the questions raised in the FCC notice. Although the details of its proposed service are still to come—possibly this month or next—STC's comments give some indication of the shape its service will take. ■ STC recommended that four service areas, defined by the four time zones of the continental U.S., be created for DBS and that, for a variety of technical reasons, they be served from orbital slots at 175 degrees, 155 degrees, 135 degrees and 115 degrees, all west longitude. STC feels that four service areas would fall within the capability of existing technology. "A service area the size of a time zone will require satellite transmitter RF power per channel on the order of 150-200 watts, and a 200 watt [amplifier] is about the largest STC can predict will be available in the near future with adequate" longevity and reliability, it said. ■ At the 1979 World Administrative Radio Conference, 400 mhz of spectrum (11.7 ghz-12.1 ghz) was allocated for fixed satellite services and 400 mhz (12.3 ghz-12.7 ghz) was allocated to BSS (broadcast satellite service). A decision on use of the 200 mhz between the two bands was left to the 1983 conference. STC's suggestion: Divide the 200 mhz down the middle so each of the services would have 500 mhz with which to work. Assuming 500 mhz of spectrum and four orbital slots, STC estimated that "40 channels could exist serving a single area from a single orbit location." And, it said, if four additional slots are considered—a future possibility—the total North American channel capacity jumps to 80. ■ Western Union, a major domestic satellite carrier, agreed with STC that the 200 mhz should be evenly divided between the fixed and broadcast services but suggested only three service areas (consolidating the Pacific and Mountain zones).

RARC 83 "should be flexibility," according to the National Association of Broadcasters. Although saying that its comments would be "neither comprehensive nor substantive," the NAB nevertheless supported "resoundingly" the idea of a joint industry-government committee.

The NAB was keeping an eye on the future, technologically. It spoke of new channel capacity that might be made available in the future, and of "split channel" or "beam compression" developments as well as higher powered transponders that will "effect bandwidth utilization and potentially . . . allow for sharing of orbital slots between different countries." Underscoring its point, the NAB said:

"We need only look to recent history to see the folly of an allocations policy based on current technology. The International Telecommunication Union slotting requirements established for FSS [fixed satellite service] during WARC 77 [the World Administrative Radio Conference of 1977] were rendered technologically obsolete prior to WARC 79." The NAB advocated "non-permanent" allocations as the better choice to prepare for evolving demand. "A yoke of premature allocation decisions must not be placed on this newly emerging communications system."

Moreover, as did AMST and others, NAB said the FCC should preserve the "greatest flexibility" in dividing spectrum between FSS and BSS—making it possible, for example, for all the new spectrum to be allocated for broadcast satellites (direct-to-home or community TV), or all for fixed satellites (like the current generation of Satcoms, Westars, etc.), or a combination of both with other spectrum users (data communications and the like).

The Association of Maximum Service Telecasters found it hard to be enthusiastic about the prospect of direct-to-home broadcasting, although it found "great promise" in satellite service in general. For example, it called to the FCC's attention the fact that there were both "benefits and disadvantages" in direct-to-home

satellite broadcasting, but then submitted only a list of seven disadvantages, with no companion list of benefits.

In general, it was AMST's stance that WARC 79, while setting aside an area of the spectrum (11.7 to 12.7 ghz) for satellite broadcasting, did not specify that any one type of service should have any or all of the band. AMST encouraged the FCC to be "guided by the same spirit of flexibility" in its own spectrum allocation considerations. Among the possibilities it saw as competing with DBS for public policy favor: reduction of long distance telephone costs or program distribution to UHF stations.

AMST also touched on the possibility that high-resolution television might develop as a DBS alternative. It expressed no particular enthusiasm for that development either, but did weigh in on the side of compatibility should the FCC move that way. "The public's stake should not be left high and dry" by the new technologies, AMST said, speculating that it would be wasteful to introduce a system inconsistent with the present 6 mhz bandwidth of U.S. television.

Least enthusiastic of all, perhaps, was ABC. Although specifically noting that it "is taking no position at this time on the merits" of DBS, it nevertheless said the FCC was not the proper forum in which to judge the matter. Instead, ABC advised, the question should be put to Congress. "Sound public policy, as well as common sense, dictate that these are the kinds of issues which an elected Congress, and not an appointed agency, should decide."

The ABC filing also voiced concern that the FCC, in a companion proceeding (Docket 80-603) on satellite-to-home broadcasting itself (as opposed to Docket 80-398, which has to do with the reservation of frequencies at RARC 83), seems to be prejudging the desirability of establishing DBS service. Among the elements it found undesirable in that initiative: the possibility of freeing DBS operators from the obligations of Section 315.

Sears has everything, maybe even translators

It applies for 98 UHF outlets that would rebroadcast signal of ch. 7 in Prescott, Ariz., as ad-supported network

Sears, Roebuck & Co.—through its Allstate Insurance Co. subsidiary—is financing what could be the first nationwide television translator network.

Neighborhood TV Co., newly formed for this purpose, has filed 98 applications with the FCC for UHF translators (each 100 w) in cities across the country including New York; Boston; Des Moines, Iowa; Tampa, Fla.; Los Angeles; Seattle; Portland, Ore.; Phoenix; Dallas; Denver, and Detroit.

All of the translators will rebroadcast the signal of KUSK(TV) [ch. 7] Prescott, Ariz., which is scheduled to go on the air in the latter part of next year.

KUSK's signal will be transmitted to the proposed translators via satellite. Neighborhood TV has leased time—five hours per day from 7 p.m. to midnight—on Westar 1, transponder five.

William Sauro, vice president and minority stockholder of Neighborhood TV and the CP holder for the Prescott station, said the programing format for the network will be "country television." The types of programs Sauro has in mind involve country music, comedy, rodeo shows, "Zane Grey adaptations," and the like. The KUSK theme, said Sauro, is, "the U.S., the greatest 'country' in the world." He envisions the network "hooking into the main stream of rural America."

The network will provide a free TV service and will carry national advertising. KUSK will provide 50% of its total advertising revenues (after ad agency commis-

In Brief

With **actors strike settled** and **production starting up again**, networks' post-strike **debuts will be staggered**. Both **ABC-TV** and **CBS-TV** are claiming **Oct. 27-Nov. 2** as "premiere week." Joining shows unaffected by strike and *Love Boat* and *Fantasy Island* which start Oct. 25 will be eight ABC shows that week: premieres of returning *Three's Company*, *Hart to Hart*, *Eight is Enough*, *Barney Miller* and *Benson* and new *Too Close for Comfort*, *It's A Living* and *I'm a Big Girl Now*. During its "premiere week," CBS will be starting new season of *Flo*, *Archie Bunker's Place*, *Alice*, *Jeffersons* and introducing *Ladies Man*. Rest of CBS premieres—among them, *Dallas* on Nov. 7—are expected to filter in through mid-December. Beyond "premiere week" entrants, ABC says all other eight series will be on by Nov. 30. From NBC-TV, which maintains its season began with *Shogun* week starting Sept. 15, there was no public word yet when bulk of regular series would start premiering. However, due to delayed series start, intention is to reduce number of episodes ordered from production houses. On specific NBC program fronts, upcoming *Harper Valley PTA* will be half-hour rather than hour show and *Speak Up America* was canceled as of last Friday (Oct. 10). In short term, specials and movies will fill *Speak Up* slot.

Supreme Court is expected to **schedule oral argument in radio format case in first week of November**, according to Justice Department officials. Court this week is expected to announce cases to be heard in that period. At issue in case is question of whether FCC has duty to review proposed changes in entertainment format, if it is unique and members of public object to change, or whether, as commission says, it should leave decision to discretion of broadcaster and market.

FCC's plans for opening spectrum to more than 1,000 low power television stations may be going sour, as far as **community groups** are concerned. Samuel A. Simon, executive director of National Citizens Committee for Broadcasting, expressed that concern last week in remarks to Society of Consumer Affairs Professionals in Business in Washington. He noted that Sears, Roebuck & Co. has applied for 98 translators (see above) and that Turner Broadcasting System is also reported planning to apply for substantial number. Since translators would occupy spectrum space that would otherwise be available for low-power, community stations envisaged in FCC rulemaking, Simon sees many communities being denied opportunity for those stations. As result, Simon said later, NCCB is considering petitioning FCC to limit number of translators individual interest could seek.

Representative John M. Murphy (D-N.Y.) has **filed \$10-million suit**

sions) to Neighborhood TV during the hours that the translators carry the signal. The agreement is to take effect one year after the third translator within the top 30 markets is operational.

If all goes well at the FCC end of the process, Sauro said he expects 20 translators—mostly in the top 30 markets—to go on the air “almost simultaneously” with the start-up of KUSK. According to Sauro’s calculations, these 20 translators would provide KUSK’s signal to some 19.6 million people.

By the fourth quarter of 1982, Sauro expects between 80 and 90 translators to be operational, making the primary signal available to 65 million people.

By selling advertising time at \$2 per thousand homes, “or less,” Sauro anticipates revenues for the first four years to be in the \$10-million to \$20-million range, with total sales of between \$100 million and \$200 million. He added that after three years he’d be “very happy,” if the network attained a 3 rating.

Alan Gearing, a broadcast consulting engineer with the firm of Jules Cohen & Associates—which has helped prepare the technical sections of the translator applications, said a “valid comparison” could be made between the proposed translator network and Ted Turner’s superstation, WTBS(TV) Atlanta. The only difference, Gearing said, was that translators were being used instead of cable “to relay the primary signal to points for local final distribution.”

When asked of the possibility of converting the translator network to a low-power television network—if the FCC adopts its low-power television rulemaking—Sauro told BROADCASTING, “Yes, that would definitely be a possibility.”

Neighborhood TV has calculated construction costs for each translator to be \$64,000. EMCEE Broadcast Products is providing the transmitters, Andrew Corp. the transmission lines and Scala Products the antennas. The first-year operating cost for each translator is estimated to be

\$20,000.

Allstate currently owns 44.5% of the outstanding Neighborhood TV common (voting) stock. Marshall Carpenter, president of Neighborhood (and former president of WDTM(FM) Detroit); Lyle Mettler, vice president and secretary of Neighborhood, and Sauro each own 18.5% of the outstanding common stock. Allstate has an option to convert 1,484 shares of preferred (nonvoting) stock owned by it to that number of common shares which would give it an 80% total and controlling interest in the proposed translator network.

No consensus in DBS's line of sight

Panelists at PSSC meeting find no common ground, see many variables affecting its eventual implementation

Issues concerning the implementation of direct broadcast satellites got a public airing in Washington last week—just before formal comments were filed on the subject at the FCC (see page 23). Forum: the annual convention of the Public Service Satellite Consortium.

Nina Cornell, architect of the FCC staff report that will serve as focus for comments in the notice, reiterated her philosophy of nonregulation based on a future marketplace teeming with supplementary video services.

But that philosophy was challenged as being unrealistic by another panelist, Alan Pearce, an economist and consultant, who said Cornell’s thinking was grounded in “19th century laissez-faire liberalism.” It was a myth then, he said, and it’s a myth now. Pearce maintained that “perfect competition never existed” and suggested that

the television marketplace could never develop as Cornell envisions in the report because it doesn’t take into account powerful political and economic forces like the three major television networks and the National Association of Broadcasters. “We should be talking in more pragmatic terms,” he said.

Pearce ruffled the feathers of another panelist—George Billings, vice president of the Satellite Television Corp., the Comsat subsidiary that plans to file an application for a subscription-based DBS service—by stating that STC is going to be competing primarily with Home Box Office, the leading pay cable supplier. Billings countered by saying that although HBO-like services will be a part of the STC service package they won’t be the whole package. Movies and sports, he said, will be the “locomotive” pulling other channels of “value added” counterprogramming. The value-added programming, he said, will be aimed at the needs of consumers not met by HBO and its competitors. He also said that STC would be serving many communities without access to cable.

Billings also said that STC expects cable systems to be a “wholesale market” for its offerings. He said STC has had “extensive discussions” on the subject with the National Cable Television Association and several cable operators. “To the extent we are successful with value-added programming,” Billings said, “we will be a source” of programming to cable systems.

Wilbur Pritchard, another panelist and president of Satellite Systems Engineering, addressed the question of how many DBS channels there eventually would be, but was unable to come up a satisfying answer. “There is no simple answer and I’m not sure there is a complicated one.” The number of channels, he said, is a function of bandwidth, frequency allocation and coverage area, and the formula contains too many variables to estimate how many channels might be created.

Pritchard said he was “chagrined” by reports that STC plans to have channel

against NBC, claiming newscast dealing with Abscam investigation last February had libeled him. He said newscast implied or stated he had “wrongfully” accepted money from “so-called Abscam operator” in return for introducing bill on behalf of man believed to be Arab sheik.

□

President Carter, as part of new effort to stress issues rather than engage in attacks on his Republican opponent, Ronald Reagan, is taking to radio to address country on major issues in campaign, in series of 20-minute broadcasts that began Sunday (Oct. 12) on Mutual Broadcasting System at 12:10 p.m. First address was on economy. Over next two Sundays, president will discuss defense and arms control and future of country. Carter disclosed intention to change emphasis of his campaign and to use radio to reach country in interview with Barbara Walters on ABC’s *World News Tonight*, on Wednesday. . . Reagan-Bush Committee last week announced new campaign tactics of their own that will involve national and state-wide television. **Ronald Reagan** last night (Oct. 12) began series of five-minute campaign reports on CBS, starting at 10:55 p.m. NYT. Additional reports are scheduled for Wednesday and Friday. Reagan’s running mate, George Bush, will play a principal role in a series of 30-minute *Ask Reagan/Bush* citizen forums in cities across country. He and Reagan will appear separately at forums—in which members of audience will ask questions—and Bush is expected to provide answers at five forums, in areas where he is believed

to have voter appeal. He will kick off series in Detroit on Thursday, at 7:30 p.m. Forums will be televised statewide or nationally, depending on circumstances, according to Reagan-Bush spokesman. . . Independent candidate **John Anderson** last week was also making paid-media news, finally. Anderson campaign disclosed that commercials, including five-minute programs, promoting Anderson will begin appearing on network television this week. Radio spots are also in works. Anderson campaign, barred from advertising by lack of funds, will finance time buys with \$2 million it is raising through small loans from Anderson supporters. Anderson commercials are up against \$16 million ad campaigns of Anderson’s two opponents.

□

Among **comments** received at FCC on proposals to alter FM band including allowing FM “drop-ins,” were many citing A.D. Ring study claiming that drop-ins would result in interference that would cause net loss to station service area. Metromedia also presented results of study it contracted showing its FM stations’ coverage could be cut by as much as 43%. NAB said matter should be considered together with other radio allocation proceedings. National Public Radio supported plan.

□

Allen Ludden, 62, long-time host of *Password* television game show, was in critical condition at Monterey, Calif., Community hospital after suffering stroke last week.

bandwidth of only 15 mhz in its imminent system. "It's not wide enough," he said. "It underscores the low quality of American television." He said if DBS offers no more than the narrow bandwidth of the NTSC system the U.S. may be stuck "permanently with second-class television."

How much freedom the FCC will give DBS remains to be seen, but even if it does opt for minimal regulation, DBS would still be subject to a set of rules. As Pritchard pointed out, the FCC can deregulate DBS in the U.S., but not on the international scene. In North and South America the medium will fall under regulations to be agreed upon at the 1983 Regional Administrative Radio Conference of the International Telecommunication Union.

The two major problems Dizard sees on the international scene are the spillover of satellite signals from one country into another and the one-nation, one-vote setup of the ITU. Most countries, Dizard said, object to signals of foreign countries coming into their territory. Satellite "footprints," he said, "are hard to contain within national boundaries." This question will be resolved at UNESCO and the Outer Space Committee of the United Nations. The one-nation, one-vote rules, he said, may have the effect of assigning precious orbital slots and frequencies to nations entirely unprepared to use them.

Speaking of the 1983 conference, Dizard said he had some "very special concerns" about the Canadians who may seek a DBS system based on satellites of lower power (and larger and costlier earth stations) than those envisioned in the U.S., but that it was the Latin American countries that will cause the "biggest problems." The U.S., he said, is "not going to have an easy time of it."

Of particular concern to Pritchard is the "terrible competition" he foresees among the nations for optimum orbital slots. According to Pritchard it is desirable to have a satellite orbiting a certain distance west of the service area so that eclipses—times during the spring and fall when the satellite passes into the shadow of the earth for extended periods—occur during non-prime-time hours when the satellite can be turned off. If satellites are forced to remain on during the eclipses—as fixed satellites now are—they must carry supplementary battery power, greatly increasing costs. The proper orbital slots, Pritchard said, could save "millions and millions of dollars in satellite costs."

■ The PSSC comprises 108 nonprofit organizations whose common interest is making use of satellite technology. Of concern to the representatives of those organizations—total attendance was around 300—was the availability of satellite capacity for their diverse needs. But the news they heard from satellite carriers at a Thursday afternoon panel session was not good, at least not for the immediate future. Gary Burke of Western Union said the carrier has three satellites in orbit, but little time to sell during high-demand periods. What time there is, he

said, is in the late mornings and afternoons. Larry Driscoll, manager of broadcast services for RCA Americom, said there is a shortage of occasional time. "We are completely sold out." However, "within Americom, within the next year, there will be a tremendous increase in the number of occasional-use transponders." Following the launch of the Satcom III replacement in June 1981, Driscoll said, there will be nine transponders dedicated

for occasional use in the Satcom system. And when Satcom V becomes operational in January 1983, 21 will be available. Burke didn't promise any increase in the number of occasional-use transponders, but he did suggest that through the use of digital techniques, which allow video, voice and data to be integrated into one transmission signal, the existing spectrum and transponder capacity can be "magnified."

Ferris's turn

FCC chairman, in speech before National Press Club, answers complaints aired there earlier by ABC's Goldenson that networks have been hampered by commission; he also links freedom of press to increase in broadcast outlets

In what amounted to an "equal time" appearance before a National Press Club audience in Washington last Tuesday (Oct. 7), FCC Chairman Charles Ferris vigorously defended recent FCC policy initiatives that had been denounced by ABC Chairman Leonard Goldenson at the press club last month (BROADCASTING, Sept. 22).

Ferris took Goldenson and the television networks to task, rejecting the notion that commission rules have precluded the networks from exploring and utilizing newly emerging forms of communications technologies.

"No network," Ferris said, "... has ever been barred by the FCC from creating a cable [programming] network or programming for subscription TV, or home video." He cited CBS's work in developing a teletext system and its recently announced plan for programming a fine arts cable channel as examples of how a network can use the new technologies to its benefit. Ferris added: "The enemy of those who have not seized the opportunity is complacency—no government."

He compared the role that the communications industries "are poised to play" now with the leading role played by the automobile and steel industries 10 years ago. He said the "grave crises" that confront those two industries today are due to "our past failures to recognize the perils of protectionism and to anticipate the future needs of our society." He added that he was "determined that we not repeat in the communications industries ... those errors of the past."

Citing several FCC policy initiatives undertaken this year—breaking up the AM clear channels, adding VHF drop-ins to the existing TV table of assignments, starting a rulemaking on low-power television stations and issuing a notice of inquiry into direct broadcast satellite technology—Ferris said the commission has moved into a "new era of communications regulation."

Whatever controversy has erupted as a result has been caused by a "break in a comfortable relationship that developed over the years between the commission and the industries we are charged to regulate," Ferris said.

Ferris called the new FCC initiatives the "essence and the genius of the free enterprise system—that the public and not the government can have the power to choose the product they want at a price they are willing to pay."

Economics aside, Ferris said these "open entry" policies were also called for to "introduce equity into structurally unequal industries."

Broadcasting developed, said Ferris, "when this country systematically denied basic rights to blacks and other ethnic minorities. In the 1940's and 50's when broadcast licenses were being assigned to those now firmly planted in the industry, only whites were there to seize the opportunity."

In the 1960's and 70's regulation was geared toward stabilizing the industry, but now, "opportunity is knocking a second time," Ferris said, with the FCC paving the way for minorities to acquire a piece of the communications industry pie.

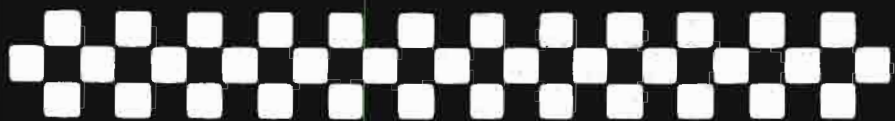
Ferris chided broadcasters for crying "foul" in response to FCC open-entry policy initiatives. He noted that the Supreme Court has recognized the need for a balancing of the First Amendment interests of broadcasters and the interests of listeners and viewers "in a diverse and



Critics hail



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Winning awards is one thing. Winning audiences is another. TAXI will be an outstanding success in syndication because of both its creative excellence and dynamic rating performance. It has strength with young adults, teens and kids, and with its unusually powerful male appeal, also offers the tremendously important flexibility of late night.

TAXI is a winner!

Paramount Television Domestic Syndication



On the chairman's side. FCC Chairman Charles Ferris appears to have the support of one influential legislator. Senator Howard Cannon (D-Nev.), chairman of the Commerce Committee, last week applauded the direction in which the commission has been moving, saying that recent FCC proposals appear to be consistent with the goals of his committee's most recent broadcasting legislation.

Cannon, pointing to the commission's low-power television proposal, its proposal for VHF drop-ins, and its inquiry into direct broadcast satellite service, said that while he could understand broadcasters' concerns about the coming changes, he believed their fears "are somewhat premature, and most likely unfounded." Cannon, in an address to the National Association of Broadcasters television conference in San Francisco last Wednesday (Oct. 8), also shifted the blame for licensing delays away from the commission. "I do not think we can blame the FCC entirely," he said. "Some of the cumbersome procedures with which the commission struggles are self-made or imposed by the courts. Of course, the general requirements of the broadcast licensing process stem from the Communications Act. Clearly we should devote more attention to seeking effective means to speed the licensing process." The FCC's comparative renewal procedures are "a mess," Cannon said, but he said that court decisions have exacerbated the problem, and perhaps the solution will be legislation that will give the commission "greater statutory flexibility to employ a range of selection methods where competing applicants vie for limited spectrum. I think that lotteries are an alternative to which we should give another serious look as we proposed in our most recent bill," he added.

vigorous marketplace of ideas."

Because of the "scarcity" of broadcasting outlets, Ferris said Congress and the Supreme Court have mandated that licensees act as public trustees and serve the public interest. "Hardly a day has gone by," said Ferris, "since these obligations were first imposed to reduce the effects of scarcity that a chairman of the FCC has not been criticized by the industry for standing the First Amendment on its head.

"Yet now that we are moving aggressively to erase the condition of scarcity upon which our entire regulatory edifice is resting these same guardians of the First Amendment scream foul."

Ferris also saw a danger to the freedom of print media if the FCC fails in its encouragement of new radio and TV entries.

He said his "great fear is that, if we do not resolve this First Amendment dilemma for the broadcast media today, what we now call the print media will become mired in this same regulatory quicksand tomorrow." He did not amplify.

In a question and answer session after the speech—which was covered live by C-Span and National Public Radio—Ferris was asked if he was worried by Senator Birch Bayh's (D-Ind.) comment two weeks ago that Bayh would "welcome a change in the FCC chairmanship" ("Closed Circuit," Oct. 6). Ferris responded: "Not at all. If it had been made after Nov. 4 it might worry me more."

Another question addressed the commission's motive for seeking outside consulting advice regarding its move to Rosslyn, Va., instead of using the Government Services Administration (GSA). Ferris said the "FCC has been trying for 15 years to get new space [from GSA] with no response."

Ferris was also asked to reconcile the FCC policy of encouraging subscription TV (which the disadvantaged may be unable to afford) with its policy of providing diversity and encouraging access to programming. He replied that "free TV is a misnomer" and that the consumer pays "indirectly" through cost increases of ad-

vertised products.

In response to a question that sought Ferris's opinion about the legitimacy of public television stations publishing *The Dial*, a magazine that accepts paid advertising, Ferris commented that it is an "innovative way of raising money," which he encourages and "didn't understand the reason for frustrating that effort."

FCC move runs into trouble

While House passes bill OK'ing move to Virginia, Senator Baucus moves to stop action, questions role of commission's general counsel in awarding contracts

The FCC's proposed move to the Virginia suburbs, which appeared to have the blessings of Congress, now has a substantial roadblock in the way. Senator Max Baucus (D-Mont.), chairman of a Judiciary subcommittee, will offer legislation that would keep the commission in downtown Washington at least for this fiscal year. The legislation will be submitted as an amendment to the FCC appropriations bill when Congress reconvenes in November.

Baucus had planned to introduce such an amendment on the Senate floor before the election recess, but time ran out, and Congress voted a continuing resolution for the federal agencies to keep them in business. The House has already approved its version of the appropriations legislation, which includes a provision that not only gives the FCC independent authority to lease its own office space but also would allow the commission to move anywhere within a two-mile radius of the District of Columbia.

It will now be the Senate's turn to deal with the bill, but Baucus, who held hearings last week on the contracting and consulting processes used by federal agencies, is hoping to block the FCC's move, and there is the belief in some camps on

Capitol Hill that the first-term senator may have enough support to dash the commission's plans.

Baucus, who chairs the Subcommittee on Jurisprudence and Governmental Relations, had three FCC officials in for questioning last Tuesday (Oct. 7): Richard Lichtwardt, FCC executive director; Thomas Campbell, associate executive director of operations, and Kenneth Gordon, chief of the Procurement Branch.

Of particular concern to Baucus were FCC contracts with Julian J. Studley Inc., a Washington real estate firm, to locate new office space and Computer Sciences Corporation (CSC), a Nevada-based firm with offices in northern Virginia, to design it. Studley has been paid approximately \$83,000 during the past year and CSC has been paid \$123,000.

Baucus complained that three years ago the commission had advertised 69% of its contracts before an award was made, while in fiscal year 1980 only 25% of such contracts were let competitively. He cited a report, prepared by two FCC officials, that criticized the commission's procedures in contract awards.

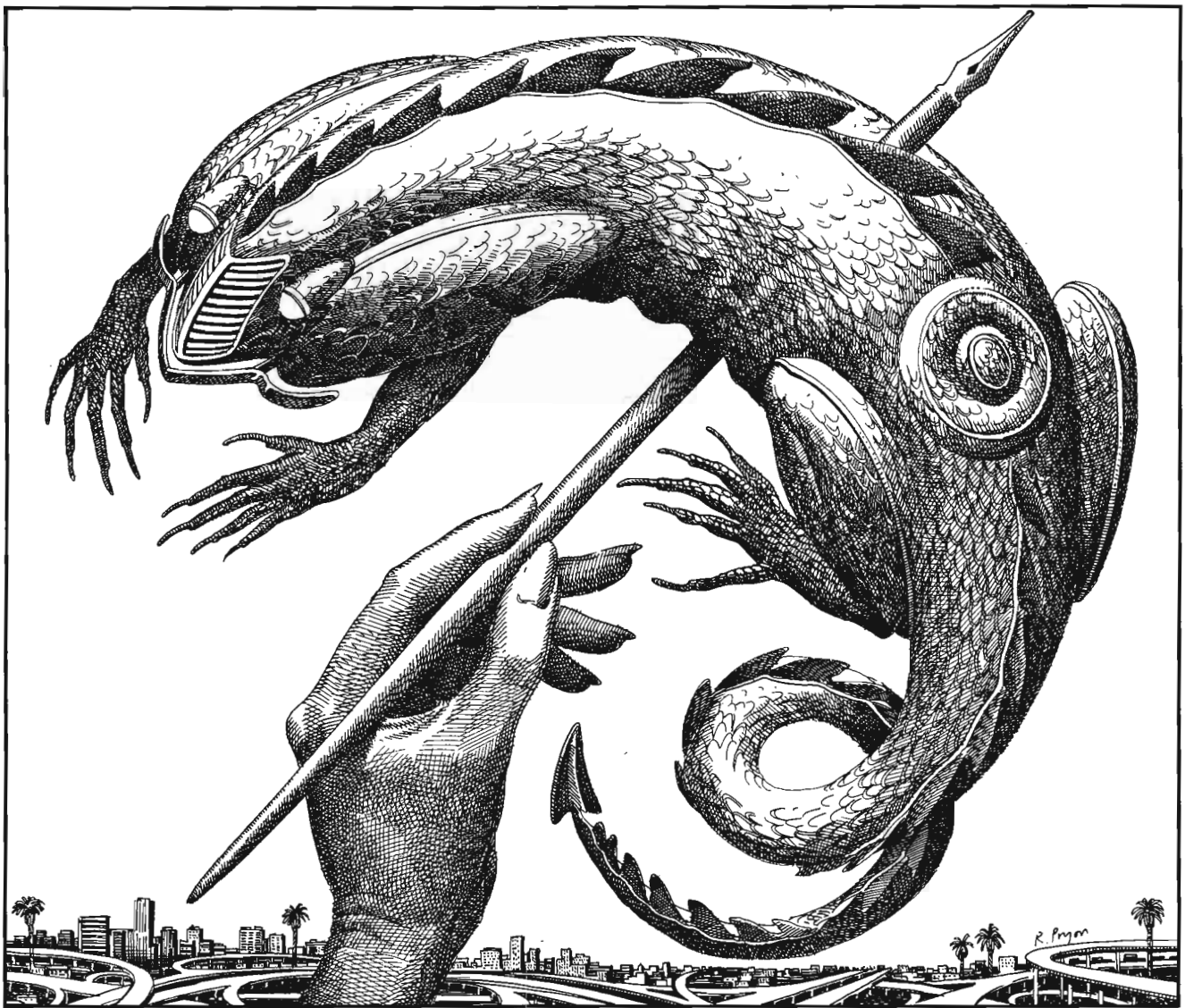
The report, prepared by Fred Goldsmith, chief of the Internal Review Division, and Edwin Schafer, of the Office of the General Counsel, says that the FCC is deficient in a number of areas, including the role of the general counsel in the procurement process and the treatment of unsolicited proposals.

"The absence of any competitively awarded contracts points to the absence of effective management controls," the report says. "It appears that in several of the contract situations examined, the pressure of time and the requirement to go 'sole source' arose because the need for consulting services was not recognized early enough within a given project, and because insufficient inquiry was made to locate persons called for under some of those contracts or with admittedly rare skills and the ability to address the topics without any institutional bias."

Baucus zeroed in on the Studley and CSC contracts during the hearing, grilling Campbell on why the commission had to hire either firm, without competitive bidding, particularly when the General Services Administration is available to perform the same functions. According to government regulations, Baucus said, sole-source authority is to be used only when there is unusual urgency, as when the government would be seriously injured, financially or otherwise. "I understand the FCC wanted additional office space," Baucus said. "That is not unusual ... I don't understand why a several-month delay in getting office space is so compelling."

Baucus questioned the fees paid Studley, which are \$85 per hour, or \$680 per day. He also questioned the way the Studley and CSC contracts were arranged, which he said have the appearance of a conflict of interest.

According to the Goldsmith/Schafer report, the Studley consultant working to



DRIVING AUTO INSURANCE FRAUD OUT OF BUSINESS

LOS ANGELES—Hundreds of unsuspecting drivers on the freeways of Los Angeles have been victims of accidents staged to defraud insurance companies.

This pattern of deceit was disclosed by reporter Lori Lerner in a six-part investigative series on KIIS, a Gannett radio station.

Lerner described the activities of

one gang of defrauders blamed for 700 accidents. They forced innocent drivers into collisions with vehicles driven by their accomplices, who padded injury and repair bills that grossly overstated monetary damages.

These conspirators helped make auto insurance fraud a \$500-million business in Southern California. And motorists are paying for it in higher insurance premiums.

The KIIS radio series revealed that the accident ring carefully kept each claim under \$5,000, to avoid calling their fraud to the attention of the insurance companies.

As a result of the KIIS investigation, public awareness of the illegal practice has risen. The District Attorney of Los Angeles reports it has helped close doors once open for auto insurance fraud. The California State Bar Association and the California State Board of Medical Quality Assurance are probing violations of professional conduct. The courts are handing down tougher sentences to convicted defrauders.

And Lori Lerner and KIIS radio won

the Golden Mike award for the best radio news documentary in Southern California.

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WVON, WGCI-FM Chicago	WPTA-TV Fort Wayne	WLKY-TV Louisville	WCZY-FM, WLQV-AM Detroit	KSD AM-FM St. Louis	WWWE, WDOK-FM Cleveland	KOCO-TV Oklahoma City



Cause celebre. One of the Twin Towers to which the FCC hopes to move.

locate space for the FCC is Barbara Pryor, whose husband was employed by CSC. "The initial reference or suggestion that the services of the Studley firm be considered was made by a commission employe who (1) is personally acquainted with both Mr. and Mrs. Pryor; (2) was formerly employed by CSC where Mr. Pryor was his supervisor; and (3) is a former tenant or lessee (1972/73) of a personal residence owned by the Pryors."

"On the face of it, it looks like there is a cozy, sweet arrangement, a sweet deal here, particularly when [Mrs. Pryor] is billing \$85 an hour, particularly when she is getting paid a fee that is almost twice the top fee that you pay your communications consultants," Baucus said.

Campbell said that Studley has been paid only for services involved with locating space for the commission near Gettysburg, Pa., but has not been paid for its work to secure space in Twin Towers, the controversial 32-story structures in Rosslyn, Va., where the FCC plans to relocate. Studley would be paid on a commission basis by the building's broker, Campbell said, if the FCC settles there.

But Baucus was not satisfied with the arrangement. "If Studley is being paid by Twin Towers to locate in Twin Towers, and Studley at the same time is being paid by

the FCC to find office space for the FCC, that to me is a conflict of interest," Baucus said.

Although the FCC did have a contract with Studley for \$30,000 for the "Exodus Project," it was later withdrawn. But while Campbell said that Studley was not being paid for any work on the Rosslyn move, the Goldsmith/Schafer report indicates otherwise.

"A relationship, the precise nature of which has not been determined, exists between Studley and the owners or lessors of the space in Rosslyn that the commission is considering for lease in its efforts aimed at consolidation of staff offices. It is presumed that Studley is acting as a broker and/or leasing agent with respect to the Rosslyn space," the report states.

"References to invoices submitted to Studley indicate that certain services and advice have been provided in connection with the acquisition of space in Rosslyn. These invoices have been honored, and payment has been made."

Senate staff members said last week there would be follow-up conversations with the commission to determine whether Studley has in fact been paid in connection with the Rosslyn move.

Campbell told Baucus, when asked if the commission actions might constitute a conflict of interest: "At first impression, it looks like another government contract gone awry. But I believe we can justify our actions." Top FCC management, he said, thought the contracts should be awarded quickly "to get the staff into adequate, at least minimum adequate, quarters."

Baucus, however, said he was unconvinced that the commission needed to award a sole source contract—meaning a two-month time saving—and instead could have let a contract on a competitive basis, which probably would have proved cheaper.

Senate sources said last week that Baucus will proceed with his plans to offer his amendments to revoke the commission's authority to lease its own office space and to keep the FCC within the current boundaries of the city. There were predictions on Capitol Hill that Baucus may be successful, as members of the Public Works Committee have complained about the House-approved language to Senator Warren Magnuson (D-Wash.), chairman of the Appropriations Committee.

Although the House approved the measure as a rider to the appropriations bill, many believe that any such language

should be taken up in the commission's authorizing legislation following hearings by the Communications Subcommittees. If the Senate approves Baucus's amendments, that scrutiny by the Communications Subcommittees may come next year. If it does not, the commission can continue packing.

Canadian MSO gets franchise in Portland, Ore.

Subsidiary with 50% local ownership will wire eastern part of city with 117,000 homes

Canadian Cablesystems added another U.S. jewel to its crown last week by winning the franchise award to wire half of Portland, Ore.

The city council unanimously passed a resolution authorizing final negotiations to begin with Cablesystems Pacific, a joint venture 50% owned by Canadian Cablesystems, Toronto, and 50% owned by 41 local investors.

Pacific was well on its way to winning the award to wire Portland's eastern section (about 117,000 homes) after favorable recommendations from an independent citizen task force, cable consultant Carl Pilnick and the mayor. Cox Cable, Storer and Oregon-based Liberty Communications were the other bidders.

Liberty owns the cable system in western Portland, (approximately 35,000 homes) and had made a strong bid to wire the whole city, citing principally its local ownership and the fact that Pacific is partially foreign owned.

Pacific proposed a 330 mhz, 80-channel system with the capability to expand to 108 channels with 400 mhz. The system contains five tiers, the first consisting of five free access channels. The next three tiers contain, cumulatively, 21, 40 and 57 channels ranging in price from \$3.15 to \$10.45, the last with interactive service. The 80-channel tier includes full interactive service. Pacific also proposed a \$1.3 million expenditure for local origination facilities with 34 fulltime staff and a \$1 million operating budget.

Phil Lind, Pacific's president and senior vice president of Canadian Cablesystems, estimates it will cost \$40 million to build the system.

Peter Engbretson, assistant to city commissioner Charles Jordan, said "a fine community access program, more staff, more channels," and Pacific's "extensive" minority business enterprise plan aided in its victory. The 41 local investors are contributing a total of \$3 million.

Canadian also won an original award in Minneapolis, but court challenges have put Storer in the driver's seat there, although Canadian is litigating. Canadian has systems in Syracuse, N.Y., Orange county, Calif., and a number of Canadian cities.

Under the microscope. Senator Baucus was not the only one in government interested in the activities of Computer Sciences Corp. last week. CSC, along with a number of persons presently or formerly associated with it, were indicted as a result of alleged bribery during negotiations of a major computer contract with the General Services Administration. According to the Justice Department, the computer time-sharing contract was negotiated between GSA and the Infonet Division of CSC. The indictment, handed down by the U.S. District Court in Virginia, charges that CSC covertly increased the price of computer processing charges under a fixed-price contract. In addition, it alleges that CSC bribed a GSA official with a promise of future employment for information during the contract negotiations.

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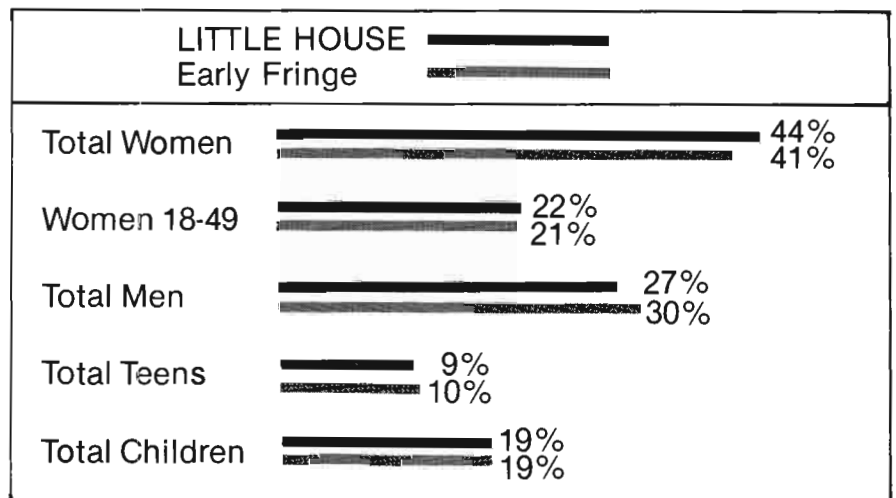
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NRBA in L.A.: its biggest convention ever

Attendance tops 4,300; addition of programmers praised, workshops well received; some complaints heard on exhibit hall traffic; board votes to keep next year's meeting Sept. 20-23 and go head-to-head with NAB conference

The board of directors of the National Radio Broadcasters Association surprised its members last week by voting to stand firm on the dates of its 1981 convention. Meeting the day before this year's convention began last week in Los Angeles, the board voted to overrule a decision made three weeks ago by the executive board to try to find new dates for next year's convention (BROADCASTING, Sept. 22).

Scheduled to meet September 20-23 in Hollywood, Fla., next year's NRBA convention falls on the same days that the National Association of Broadcasters' Radio Programming Conference is scheduled for Chicago. The NRBA executive board had decided to try to move its convention in hopes of better serving the radio industry.

Called upon to explain the reversed decision, NRBA President Sis Kaplan said: "The executive board's decision to try to find August dates for next year's convention was a mistake. Nobody liked it." She was speaking at a Wednesday morning convention workshop that took time out to discuss association politics.

Kaplan explained that the difficulties of trying to move a large convention at such a late date and the fact that the NRBA had scheduled its convention long before NAB scheduled theirs were primary factors contributing to last week's decision. "NRBA membership increased dramatically this year and NAB is worried," she said, "so they scheduled their convention at the same time as ours."

After the decision about next year's convention was made, this year's kicked off the next day, Sunday, Oct. 5. In the five spectacular glass towers of the Los Angeles Bonaventure hotel, approximately 4,300 conventioners gathered for "1980 Radio Expo."

Of the 4,300 people with passes to the convention, some 2,000 were full-time registrants. The remainder held one-day tickets or passes to the exhibit hall. Last year's NRBA convention in Washington drew a total participation of 1,880.

Reaction from participants to the biggest convention in the association's history was on the whole positive. A number of people polled said they enjoyed this year's convention more than last year's because it added program directors to the usual



Taking a breather. Three of the prominent figures on last week's NRBA landscape were pictured in a relaxed moment at the Bonaventure hotel in Los Angeles. L to r: FCC Commissioner James Quello, Monday's luncheon speaker; Golden Radio award winner Gene Autry, and NRBA President Sis Kaplan.

mix of sales and general managers.

NRBA had made a special effort to attract programmers this year. Although association leaders had expressed some fears about mixing sales and general managers with programmers, the "chemistry worked well," in the estimation of regional director Eric Hauenstein, vice president, radio division of Sandusky Newspapers.

The convention got off to a slow start. Although it officially opened Monday morning with a general session and concurrent workshops, it broke up after lunch for a free afternoon. The free time was intended to encourage traffic in the exhibit hall, but drew complaints from some participants who felt the energy level and direction of the convention had been dissipated. "Yesterday was a waste for me," said one program director, "I didn't feel things got started until Tuesday."

In spite of the free afternoon, exhibitors reported little or no traffic until Tuesday afternoon when NRBA held a cocktail party in the exhibit hall. Although some exhibitors reported fair or good activity at their booths during that time, equipment companies remained dismayed. Engineers were not in attendance in great numbers, and the verdict from several equipment companies was, "It's even worse than last year. This may be the last NRBA conven-

tion we'll attend."

Traffic in the hospitality suites was generally described as "ok." Record company suites were particularly boisterous and late night parties in several of them were broken up by hotel management.

Workshops at the convention were for the most part well-attended and generally well-reviewed by those who participated. Sales and management sessions drew the biggest crowds and a Tuesday morning engineering session provided a forum for a current controversy among engineers on composite clippers (see page 40).

Programming workshops were a let-down to many people. With the exception of the album-oriented rock group, which met at least three times with standing-room-only crowds, programming sessions were conducted as free-form get-togethers with no panelists and little direction. In workshops on promotions a complaint heard was that sales pitches from suppliers were often allowed to take the place of exchange of ideas.

The overriding theme emerging from the convention was that it is getting harder to be in the radio business. "Ever increasing competition" and "government's regulation" were phrases heard often in convention sessions. These factors plus inflation are making it tough going for some

What a beautiful picture **WTVT's** ADI ratings make in the **Tampa/St. Petersburg May Arbitron.**

WTVT

Rated #1 in the top 25 markets in early evening local news.

WTVT

The hour long local news gets a 40 share from 6:00-7:00 p.m., Monday-Friday.



WTVT

The half-hour long local news gets a 43 share from 11:00-11:30 p.m., Sunday-Saturday.

WTVT

The CBS affiliate has twice the ratings as the ABC station.*

WTVT

The CBS affiliate has 25% higher ratings than the NBC station.*



WTVT

The hour long local news gets a 44 share from 12:00-1:00 p.m., Monday-Friday.

Arbitron, May, 1980, ADI, Average Quarter-Hour Estimates.
 *Sunday through Saturday, Sign-On to Sign-Off.
 All estimates subject to source and method limitations.



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small companies.

For others, they seem to be providing a stimulus to do better in the face of hard times. In the words of ABC Radio Network President Ed McLaughlin, "I'm out to compete with TV. I want to get those guys."

Singing the tune radio wants to hear: deregulation

NRBA hears Quello, Jones and Geller support the idea, exhort broadcasters to lobby for it

The subject was radio deregulation last week, as two FCC commissioners and an under secretary of commerce told the audience at the NRBA meeting that the time has come to lift the regulatory restraints from the oldest form of electronic mass communications.

Commissioner James Quello opened the deregulatory comments last Monday when he told luncheon guests: "The time has come to remove all First Amendment and regulatory restraints from broadcasting."

Quello, whose term on the commission expired last June and who has actively sought reappointment, told the radio broadcasters that federal restraints "are no longer justified." He included among those restraints the fairness doctrine and equal-time requirements as well as community ascertainment or petitions to deny. He said, however, that the commission is prohibited from fully deregulating the medium and that broadcasters would, ultimately, have to take their case to Congress.

"Just wishing will not make it so," Quello said. "Total deregulation will need a massive and coordinated effort." That effort, he added, will have to be made in the Congress.

"I hope that some day the FCC will make a constructive legislative proposal on deregulation," he said. And proposals to deregulate radio "represent an opportunity to get a foot in the door," he added.

Quello told the broadcasters that the commission could go only so far and that it was up to them to carry the message of deregulation to Capitol Hill. "Sell something more than time," he implored. "Sell the idea of deregulation."

"Broadcasting has been an inept sleeping giant for too many years," Quello continued, discussing the industry's inability of late to win its way before regulatory and legislative bodies. Deregulation, he said, will "allow for true market forces" to determine the fate of the broadcast media. And that, ultimately, will lead to "true media freedom."

Delivering a similar message in a more reserved speaking tone, Henry Geller, under secretary of commerce and administrator of the National Telecommunications

and Information Administration, also addressed the Monday luncheon audience. Setting 1984 as a reasonable date for deregulation of radio, Geller said that: "It would be ironic that instead of Big Brother we get freedom for broadcasters."

Geller also said that the real battleground will be the Congress, but he cautioned the broadcasters not to demand too much or, for that matter, too little.

He said that broadcasters should first strive for a radio deregulatory bill, one that would not apply to television or any of the other communications fields of interest to broadcasters. He said, too, that broadcasters should not necessarily resist the legal movements now in progress that will further increase the number of radio outlets. "There should be no new frequencies without sound engineering," he said, but the arguments for "economic protectionism"—contentions that new outlets will harm existing outlets financially—would not likely be accepted as valid.

Geller called for the elimination of the public trustee concept of radio broadcasting as well as the three-year renewal period. To replace the latter, he suggested a "long-term lease" (15-20 years) with broadcasters operating under contract to the FCC in return for a "nondisruptive fee."

The fee, he said, would not be a "dedicated tax" and could be used, according to the dictates of Congress, to foster a variety of communications services—public broadcasting, for example. Geller said the proposed fee was "markedly" to broadcasters' advantage, in part, because it would help to stem the "income distribution" to communications attorneys.

Geller also endorsed the concept of editorial freedom for radio. "It's better to have the government out of it," he said of editorial decision-making.

On Tuesday, Commissioner Anne Jones also addressed the issue of deregulation. And she, too, found it generally agreeable—although she admitted that arguments against deregulation have "some merit." (On that, she quoted one critic who said, "It's hard to believe that continuous easy listening music satisfies radio's duty to serve the public interest.")

But, on balance, Jones appeared to lean toward more freedom for radio, especially in light of the "very competitive" environment in which most larger-market

stations exist. She made a distinction, however, between the large market, where the "station that does not provide service won't survive," and the smaller market, where "the spur of competition may be slight."

Jones's talk was brief (she was billed just ahead of the star attraction of the luncheon—country music singer Barbara Mandrell), but delivered a generally upbeat assessment of the present and future of radio. "The available data," she said, "clearly shows that radio is alive and well. Radio is providing service to listeners and to advertisers. I couldn't be happier."

Word from the network bosses

Radio chiefs answer questions on compensation, satellites

Banter flew at a Tuesday afternoon NRBA panel discussion in which operating chiefs of the largest radio networks were brought together on the same dais. The discussion was entitled: "What's New at the Networks?"

After introductory remarks from the panelists, moderator Bernard Mann, Mann Media, directed the first question: With network revenues up 32% over last year's, will networks increase station compensation? Dick Brescia, vice president, general manager, CBS Radio Network, responded that, "when compensation becomes the key element, drop the affiliation with a network." The network's task, he continued, is to improve its product.

Answering the same question, ABC Radio Network President Ed McLaughlin said, "We expect to pay more." He then said stations have the task of delivering more audience to encourage higher compensation.

McLaughlin made the point during the discussion that he is competing with TV for advertising dollars by trying to prove radio's ability to deliver listeners. Referring to recent efforts by networks to secure rights to the Muhammad Ali/Larry Holmes fight, McLaughlin said that the event could have delivered the "biggest radio audience for a single event in the history of radio." Networks bidding for the



"What's New At the Networks?" L-r: Chuck Renwick, NBC Radio Network; Martin Rubenstein, Mutual Broadcasting System; Bernard Mann, Mann Media, moderator; Thomas Burchill, RKO Radio Network; Edward McLaughlin, ABC Radio Network, and Richard Brescia, CBS Radio Network.

The unconventional uplink.

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fight lost out when fight exhibitors decided a radio broadcast event might harm ticket sales to the fight. Several panelists agreed that local stations should make known to local sports exhibitors that radio is a worthy investment.

Another question from the audience came from Dick Hammer, of Enterprise Radio. Hammer asked if the networks plan to document for advertisers the number of listeners in the face of increased competition among the networks. The panelists generally agreed that documenting pure numbers of listeners isn't necessary. "Concept or program selling" is the method most ascribed to. "Advertisers who want you to substantiate on the come will miss the boat," said one panelist.

On the subject of satellites, a member of the audience asked: "Will we eventually have to have more than one receiving dish to receive programs from more than one network?" RKO Radio Network Vice President and General Manager Tom Burchill responded that dishes are being developed that can move from "bird to bird" to receive programs from several sources. He recommended looking into leasing a dish in the interim. McLaughlin responded with a counterquestion: "Why are you asking us how to deal with the problem?" McLaughlin and other panelists felt broadcasters should get together and decide on an industry approach.

After each network head outlined his company's policy for assuring that affili-

ates carry advertisers' spots, Brescia offered a parting remark. He urged the audience to make sure government knows more about its business. "Don't wait for the big companies to do the work," he said. "If elected officials hear how you feel, some of its current 'hands-on' policies toward our industry will dissipate."

The regulator and the regulated

NRBA hears opening speeches from FCC's Washington on plans for more stations and from Karl Eller urging broadcasters to voice their concerns to the government

NRBA President Sis Kaplan officially opened the 1980 Radio Expo Monday morning Oct. 5 in a ballroom half full of broadcasters and other convention participants. After a brief welcome, Kaplan introduced FCC Assistant Broadcast Bureau Chief, Frank Washington.

Washington stood in for Broadcast Bureau Chief Richard Shibben who had been scheduled to speak that morning. "He's in Canada selling 9 khz," said Kaplan explaining Shibben's absence, "and selling us down the drain."

Washington's address was a defense of the commission's proposals to allow a

substantial increase in the number of radio stations in the U.S. "Although the FCC gets all the credit for proposing to increase the number of facilities," said Washington, "the seeds for this movement were sown elsewhere and long before now."

Referring to the Communications Act, the First Amendment and Supreme Court decisions, Washington stated the commission's belief that there is a public demand for more radio service. Proof of this demand, he said, was evidenced by the 30% increase in spot radio sales this year over last year and the fact that the "vast majority of applications for new facilities" are for radio rather than TV.

Finally, Washington pointed out that proposals for expansion of the AM band and for FM drop-ins would only create the potential for more radio service. The process of getting more stations on the air will take years, he said, and won't create an instant flood of new stations.

"Change is the raison d'être of the industry," said Washington in concluding



Eller

his remarks, and "radio people have been and will continue to be the pioneers of the broadcast industry." The impending increased rigors of the marketplace could prove to be the "emancipation proclamation of the industry."

Following Washington's remarks, Karl Eller, former president of the recently dissolved Charter Media Co., gave the convention's keynote address. Eller spoke of the conflicts created by rapidly changing new technologies and the fact that no country in the world today can govern itself successfully. "These facts promise to make the decade of the 80's as full of conflict as were the 70's," he said.

Eller urged broadcasters to voice their support for FCC proposals to deregulate radio in nonentertainment programming, ascertainment procedures, commercial practices and log keeping. "These are positive," he said, "for the simple fact that they will lessen the workload and expense of operating a station." Eller also urged those present to file comments in the FCC's proposal to change its EEO model program.

Despite problems, Eller pointed out that

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radio revenues were up more than 30% over those of 1979. "Recession re-teaches resourcefulness," he said, "and big advertisers are getting back on the radio bandwagon."

Eller concluded his remarks by asking broadcasters to reaffirm the free enterprise system and to educate bureaucrats, elected officials and the educational community about the business of radio. "Free enterprise is the eighth wonder of the world," he said, "and the ninth wonder is the fact that so few people understand it."

Searching for the perfect promotion

The need for cost-effective promotions that don't draw listeners away from radio listening were primary topics of conversation at a Tuesday morning NRBA workshop entitled: "Keeping Old, Getting New—On Air Promotion."

Jerry Rogers, WSGA(AM) Savannah, Ga., noted that his station had made charity fundraisers cost effective with a "dollar a holler" policy in which the station is compensated for on air mentions of a fund raising event. Bernie Lucas, WLPX(FM) Milwaukee described his station's "Rock 'n' Roll Air Force" promotion in which 35,000 people paid 50 cents to join a station club. Recruiting posts for the club were retail outlets of advertisers and club members receive discounts at those stores.

"The future of AM radio will involve a return to block programming and personalities," said Stan Kaplan, WAYS(AM)-WROQ(FM) Charlottes, N.C. "Stations afraid to promote their personalities because they're afraid they'll lose them to bigger markets, should pay like the bigger markets," he said.

Kent Burkhart, Burkhart Abrams/Michaels/Douglas & Associates, noted that in the last 10 years, his firm had seen only two instances in which a station's "heaving up" on promotions during an Arbitron rating period had definitely improved the station's ratings for that period. Agreeing

Background. Four engineers and a communications attorney explained the politics and the technology of proposals currently being considered by western hemisphere nations to reduce the spacing between AM radio channels at a Tuesday NRBA panel session, "9 KHz and Other Region 2 Drama." The panel included (l-r): Douglass Crombie, director of the Institute for Telecommunications Science, Boulder, Colo.; Betty Dahlberg, consulting engineer, Lohnes & Culver, Washington; Russell Eagan, attorney, Kirkland & Ellis, Washington; Gary Stanford, supervisory engineer, FCC, Washington, and Wallace E. Johnson, executive director, Association for Broadcast Engineering Standards, Washington. Eagan served as moderator. Most of the two-hour session was devoted to reporting on the international negotiations among the U.S. and other nations in the Americas. The panelists also entertained questions from the floor. Many in the audience were concerned about over-powered foreign broadcast stations (Cuba was cited as a primary culprit) and their impact on U.S. stations. Interference is already a problem for some domestic broadcasters, and they fear that the shorter spacing between stations would worsen the problem. One Puerto Rican broadcaster was especially concerned. There was no unanimity of opinion from the panelists, however, about how U.S. broadcasters could cope with the problem. Stanford, a member of the U.S. delegation to the Region 2 meetings, said, "We have one vote in these matters" and that this country was prepared to take "reservations" on some matters in the proposed treaty if they threatened U.S. broadcasting interests.

with Burkhart was Scott Slade, also of WAYS-WROQ, who noted that in a recent rating period, no Charlotte stations drastically increased promotional activities and none experienced significant change in their ratings pictures.

George Volger, KWPC(AM)-KFMH(FM) Muscatine, Iowa, brought up the subject of radio stations going onto local cable services. Broadcasters in the room cautioned him against putting anything on the cable service not on the air at the same time. Special programs done especially for a cable service with the intent of promoting the radio station could draw listeners away from the radio station, Volger was warned.

Airing gripes over AM stereo

Representatives of the five systems vent their displeasure over FCC's delay; Kahn wants to turn all loose in market

Monday morning's NRBA engineering session was billed, appropriately, as the "Annual Meeting of the Long-Suffering AM Stereo Alumni Association." It has

been five years, the participants noted, since the formation of the national committee charged with establishing standards for the new medium. It has been over six months since the FCC selected and then voiced second thoughts about the Magnavox stereo system. So, last week's panel once again brought representatives from each of the five competing companies to a common table and, once again, the audience was treated to discussions of the merits of each system.

Leonard Kahn, president of Kahn Communications, served up most of the spice at the meeting. Contrary to most others, Kahn insisted that the AM stereo system to be used in the U.S. should be chosen by the marketplace, largely the marketplace of broadcasters. "Whatever decision the FCC makes," he insisted, "the marketplace will decide." He said he believed that broadcasters, some of whom have already made on-air tests of his system, would finally determine which system best suits their needs. Then, he added, the receiver manufacturers would follow.

Kahn also discounted the often-heard argument that broadcasters will settle on different systems. "Don't think," he said, "that there's the slightest chance Chicago will have a different system from New York." But Kahn did address the possible need of universal decoders—those capable of receiving any of the conflicting systems. Although others on the panel disagreed with him, he insisted that such micro-processing devices would add no more than \$4 to \$6 to the price of receivers.

Joining Kahn on the panel were: David Hershberger, lead engineer for Harris Corp.; Frank Hilbert, technical officer, Motorola; Robert Streeter, design engineer and inventor of the Magnavox system; Arno Meyer, president of Belar, and Harold Kassens, of A.D. Ring & Associates, consulting engineers, who served as moderator.

With the exception of Meyer, each of the panelists took his allotted time to extol the virtues of his company's system. Meyer said he was unhappy with the FCC's decision on Magnavox but was willing to live with it. "We weren't happy, but



"Keeping Old, Getting New—On Air Promotion." L-r: Jerry Rogers, WSGA(AM) Savannah, Ga.; Kent Burkhart, Burkhart/Abrams/Michaels/Douglas; Robert Herpe, General Communicorp; Scott Slade, WAYS(AM)-WROQ(FM) Charlotte, N.C.; and Bernie Lucas, WLPX(FM) Milwaukee.

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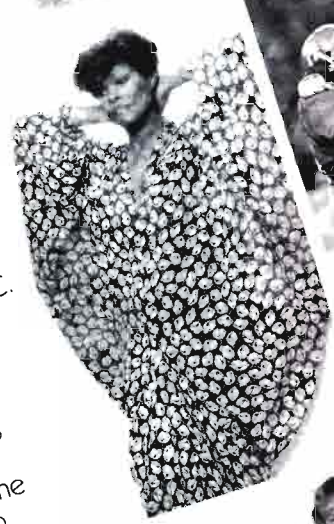
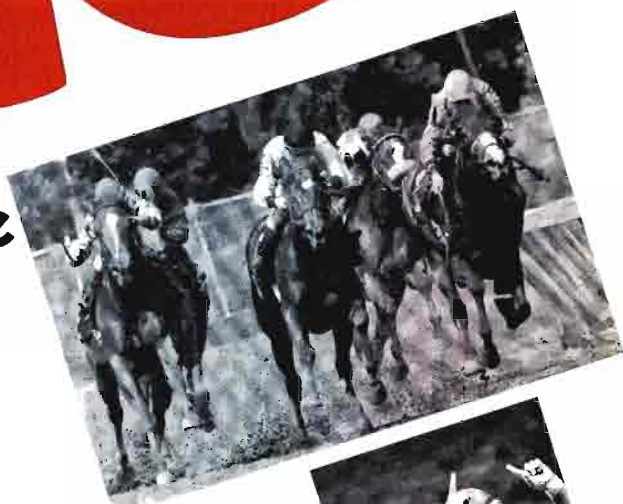
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we wanted to see AM stereo get going." He said his company was prepared to build any of the proposed systems, but he said he would offer the rights to manufacture his system to any of the others as well.

Hershberger took the most technical point of view. He insisted Harris's system was superior because it is the only one, he said, that was linearly compatible with synchronous detection.

Hilbert said, "There are no perfect systems. Each represents compromises." He was opposed to the marketplace decid-

ing on which of the systems will survive, he said, because "this is a scientific problem." Motorola, he said, would prefer a lottery to a marketplace decision.

Streeter, too, was opposed to a marketplace decision. He was tired, he said, of the "unpleasant, drawn-out battle" that has continued even beyond the FCC's April 8 decision. He said the Magnavox system is "very simple" and easy for broadcasters to adopt. "Its simplicity," he added, "will be an asset in the implementation of receiving systems."



"Annual Meeting of the Long-Suffering AM Stereo Alumni Association." L-r David Hershberger, Harris Corp., Leonard Kahn, Kahn Communications; Frank Hilbert, Motorola; Robert Streeter, Magnavox; Arno Meyer, Belar, and Harold Kassens, A.D. Ring & Associates.

Engineers seeing red over black box

They decry use of composite clippers by programers; say devices hurt signal, cause interference and other problems

Radio engineers are up in arms about a device that, they say, is degrading the signals of the nation's FM stations but is being used nevertheless at the insistence of programers. The device is called a composite clipper, and the engineers at an NRBA panel last Tuesday said programers were having the boxes installed as a way of increasing the loudness of their stations. The engineers, however, said that the devices are causing potentially illegal interference in their signals.

So heated are the feelings on the subject that one panelist, Ian Robertson of Audio Design & Recording of Bremerton, Wash., was loudly applauded by the session audience when he said: "If you want composite clipping, find yourself another engineer."

The panel was called "The Last Black Box," and it dealt, for the most part, with the composite clippers. The panelists included Harvey Rees, consulting engineer, Carl T. Jones & Associates (moderator); Greg Oganowski, Gregg Labs; Craig Siegenthaler, KISW(FM) Seattle; Robertson, and Bob Orban, Orban Associates Inc.

The FCC has authorized the use of the wideband clippers as auxiliary devices for "overshoot" protection only. They prevent uncontrolled overmodulation while increasing program levels. When used to create a louder sound at the receiver,

however, the devices can result in greater audio distortion, loss of stereo separation and an inability of some receivers to demodulate the stereo signal correctly.

Some of the problems caused are "illegal," said Oganowski.

Orban delivered a lengthy, highly technical paper on the subject of the clippers. According to his research, the clippers can cause signal degradation at noise levels as low as .5 db. He said that the boxes provide a "relatively small increase in loudness for a lot of 'grunge.'"

According to Oganowski, "From an engineer's point of view, there is no reason to have" the devices in stations.



Gavel to gavel. Peter Kizer (l), The Evening News Association, Detroit, is presented with plaque in thanks for his "many contributions, dedicated service and personal leadership" as chairman of the Broadcast Rating Council. Making the presentation is Dan Kops, Kops-Monahan Communications, New Haven, Conn., who was elected Sept. 30 as the new BRC chairman. Kizer, who served as council chairman from 1975 through 1980, will remain on the BRC board.

CRT reviews inflation's effect on cable payments

MPAA argues for CPI-based increase of 21.5%; cable industry calls for no change citing Personal Consumption Index

The Copyright Royalty Tribunal last week concluded the first phase of its review to determine whether the cable copyright royalty schedule should be adjusted for inflation.

By law, the CRT is required to conduct such a review every five years. Squaring off before the tribunal were attorneys for the cable industry, represented by the National Cable Television Association and the Community Antenna Association, and the copyright holders, represented by the Motion Picture Association of America.

At issue is inflation's effect on royalty fees paid by cable operators for the transmission of distant broadcast signals. The broadcast community has little at stake in the proceedings, since the CRT, in a decision released last month, awarded all U.S. and Canadian TV broadcasters just 3.25% of the fees collected for 1978 (BROADCASTING, Sept. 29). Although that figure could change in the coming years, it is not likely that the formula will change much, unless an appeal of this year's decision substantially alters the tribunal's formula.

The program syndicators, however, which were awarded 75% of the revenues, have a good deal at stake, as does the cable industry. And quite predictably, their ideas on how the rates should be adjusted differed significantly.

MPAA argued that, using the Consumer Price Index as a measure, the Distant Signal Equivalent (DSE) rate established by Congress in 1976 should be increased 21.5%. In addition, MPAA argued that adjustments should be made on a system-by-system basis and should be recalculated every six months, rather than every five years, as the copyright law stipulates.

But the cable industry argued before the tribunal that no increase in cable royalties was justified. According to arguments offered, the royalty fees paid per subscriber, based on the Personal Consumption Expenditure (rather than the Consumer Price Index), have increased almost evenly with inflation. The cable industry believes that the Personal Consumption Index, which does not take into account such things as mortgage rates, is a more accurate reflection of the inflation rate.

The CRT, after listening to rebuttals which have not yet been scheduled, will have to decide whether or not to increase the royalty payments, and if so, by how much. By law, the tribunal must finish its investigation and publish a final determination before the end of this year.

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DOUGLAS** 





Falwell



Robison

Election-year alarm about the New Christian Right

Evangelical broadcasters are occupying a center-stage role in 1980 campaign as they seek to mobilize millions behind conservative political goals

For years, religious broadcasters occupied a quiet backwater of the American broadcasting system—using radio and television to spread the gospel but generally ignored, even at their national conventions, by what the preachers among them call the “secular” press. How times have changed.

The Rev. Jerry Falwell of *The Old Time Gospel Hour* bursts from the cover of *Newsweek*. Falwell and other TV preachers of star status are featured in a *60 Minutes* segment on CBS-TV as well as in a one-hour *Bill Moyers Journal* on the Public Broadcasting Service. An NBC crew flies into Lynchburg, Va., drawn by a regional—a *regional*, not a national—meeting of the National Religious Broadcasters (BROADCASTING, Oct. 6). And presidential candidates (although not the President himself, yet) appear before religious broadcasters to take questions in sessions that are reported on the network news shows.

It's enough to make religious broadcasters—or some of them—puff up with pride. “It's great,” says Paul Hollinger of WDAC(AM) Lancaster, Pa., of the attention being paid Falwell and James Robison of

A Man with a Message and others as they thunder against what they consider the immorality of abortion, pornography, the Equal Rights Amendment and homosexuality, even on matters once thought purely secular—national defense and the Panama Canal treaties, for instance. “Finally, someone is advancing our cause,” says Hollinger. “Generally,” adds Audrey Langdon, editor of NRB's *Religious Broadcasting*, of the publicity her readers are getting, “it says, ‘Take them seriously.’ That's important for all of us.”

It isn't the religious content in itself that is proving so intriguing to the lay media. It is the potential political power represented by the syndicated TV preachers and, by extension, the hundreds of religious broadcasters across the country. They are seen as forming a critical part of what is being called “a New Christian Right,” and conservative politicians from Ronald Reagan on down are seeking to tap into it. After all, there are said to be between 30 million and 60 million evangelical Christians in the country, 25 million of whom, according to estimates, were not even registered to vote. And the 1,400 radio and 35 television stations providing substantial amounts of religious programing reach, according to NRB estimates, a total of 130 million Americans each week.

Falwell, through the Moral Majority, the

political action organization he heads, claims to have registered four million voters since it was formed in June 1979. But he and Robison insist they are interested in principles, not candidates or parties. “We are working to get our people informed on the issues,” Falwell says. (His approach in that regard is not subtle: “Unborn babies should not be murdered . . . pornography is the poison of the human mind and soul in America. Homosexuality is perversion.”) “We would like to rely on their intelligence and their prayerful consideration of every candidate, and then we want them to have the prerogative to vote.” It's clear that of the three born-again candidates for President in this campaign, Falwell hopes his followers will pull the lever for Ronald Reagan. He makes no secret of his intention to vote for the Republican nominee—though he insists he has not “endorsed” Reagan.

For all the publicity Falwell and other elements of the New Right have received, religious broadcasters do not constitute a monolith. Ben Armstrong, executive director of the NRB, says the 900 members “run the range, on both sides of the political spectrum. On balance, though, we're a little to the right of Carter.” But political activity is not common among them. “Maybe a handful” are engaged, Armstrong says. Even among those who agree with Falwell on specific moral and

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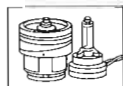
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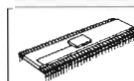
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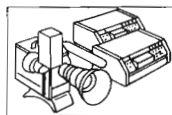
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Shown from left AU-700 editing recorder, AU-A70 programmable editing controller.

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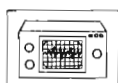


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Lear to the rescue. TV Producer Norman Lear, backer of liberal causes who is now supporting independent John Anderson in his quest for the Presidency, is among those concerned about the New Right and its evangelical component. But unlike many people, Lear acts on his concerns. And this week he will meet at his New York home with a group of religious leaders he has asked to serve as advisers on a program to respond to the political evangelizing calling for a rebirth of morality in government and, by implication, the election of conservative candidates.

The response Lear is proposing? A series of commercials to run on the networks in the next few weeks. Details of the project, which Lear is calling "People for the American Way," were not available last week. Lear has declined BROADCASTING's calls on the subject for a month, apparently not wanting disclosure until the program was completed and packaged.

According to some who have agreed to serve on the advisory board, Lear has produced "12 to 14" commercials aimed at providing

a "balance," as one put it, to the "political and religious extremism" of the New Right movement. They are said to encourage voters to reach conclusions on political issues without worrying if they differ from the views of representatives of the church.

It wasn't clear how the purchase of network time would be financed. One of those contacted said he thought Lear would provide some of the financing himself and seek to raise the rest.

The advisory board is believed to include the following: The Reverend Theodore Hesburgh, president of Notre Dame; Rabbi Marc Tannenbaum, national interreligious affairs director of the American Jewish Committee; former Senator Harold Hughes of Iowa; Dr. William Howard, president of the National Council of Churches; Methodist Bishop James Matthews of Washington; Dr. William Thompson, an official of the United Presbyterian Church; Charles Bergstrom, executive director of government affairs for the Lutheran Council in the U.S.A., and Dr. Colin Williams, former dean of the Yale Divinity School.

social issues, there is an unwillingness to identify with, let alone endorse, a candidate or party. "I do not want to say to anybody, 'If you're a Christian, you must vote this way,'" Jerry Rose, of WCFC-TV Chicago, said during a panel session at the NRB's regional conference in Lynchburg.

What's more, there is clear and expressed dissension in the ranks. Some major TV preachers who had been regarded as generals in the new Christian army are breaking away. Jim Bakker of the *PTL Club* and, more recently, M.G. (Pat) Robertson of the Christian Broadcasting Network and host of *The 700 Club*, have made it clear they intend to stick to their particular last—religion. In a letter resigning from the Religious Roundtable, a new coalition of nationally known evangelists and political organizers, Robertson said his job is "to change society through spiritual rather than political means." A month earlier, at a rally of evangelicals in Dallas, Robertson had said, "God isn't a right-winger or a left-winger." A White House aide said Baker reversed his position after he met President Carter "and got to know him." (Both Baker and Robertson had been scheduled to appear at the NRB conference in Lynchburg but begged off, pleading lack of time in their schedules.)

Major, long-time broadcast preachers like Billy Graham, Oral Roberts, Robert Schuller and Rex Humbard have been conspicuous by their absence from the Christian crusade. Humbard, who has been preaching the gospel on radio for 47 years and on television for 28, last week gave several reasons for not getting involved in politics. "My duty is to preach God's word," he told BROADCASTING. "That's the number-one calling I could choose. If I get into politics, I'd be lowering myself." Furthermore, he said, history shows that the mixture of politics and religion does not produce a happy progeny. He cited the Dark Ages—when the church became involved in state affairs and government in the church—as an example. "I think time will tell you," he said of Falwell and Robison, "they made a sad mistake."

And last week, Jimmy Allen, president of the Radio and Television Commission

of the Southern Baptist Convention, entered the controversy with a statement denouncing the political activity of the New Christian Right. He said it "damages churches by creating a political test for religious fellowship" and hurts the state "by producing a religious test for political office." And those who "label their political solutions as the Christian answer and reject as un-Christian those who address the problem's solution in another way," he added, take a liberty to which they have no right.

Allen appeared at a news conference in Washington with three other religious leaders—Rabbi Marc Tannenbaum, national interreligious affairs director of the American Jewish Committee; Monsignor George G. Higgins, of the Catholic University of America, and Charles V. Bergstrom, executive director of the office for governmental affairs of the Lutheran Council in the U.S.A.—in an effort to demonstrate that the New Christian Right is out of step with substantial elements of the religious community in America.

Those who endorse the Falwell approach are not likely to be impressed. Falwell himself, to an appreciative audience during a service at his Thomas Road Baptist Church, on the eve of the NRB convention, spoke of "termites [who] want to close us down and shut us up." And many of those at the convention pointed out that evangelicals are not breaking new ground in using politics to achieve desired goals. They noted that Jews have organized for political activity, as have blacks in their churches. They said fundamentalists have been quiet, politically, for too long.

John B. Conlan, a former Republican congressman from Arizona whose ties to the religious broadcasters go back to 1974, when he was invited to address their convention in Washington, believes some broadcasters will be part of the evangelical movement into politics. "Some stations are run by intensely spiritual men who see their sole function as introducing people to a personal relationship with God," he said. "But most broadcasters live in the real world . . . and when you live in the real world, you can't withdraw into a ghetto. You live in a world where economics and politics and civil liberties are very much a

part of your life."

Still, religious broadcasting is an occupation, it seems, for a breed that is truly conservative. Consider, for instance, the most popular radio programs. *Back to the Bible*, a daily half-hour presentation heard on 550 stations, has been on the air for 50 years. So has *Southwest Radio Church*, which is heard on more than 100 stations. And so has the weekly *Lutheran Hour*, which is heard on 1,100 stations in the U.S. and Canada. Somehow, it seems those who make up the ranks of religious broadcasters and their listeners are not easily diverted from traditional ways.

Nevertheless, the 150 broadcasters and programers who attended the NRB conference in Lynchburg seem to have been encouraged to consider a new departure. One luncheon was co-sponsored by the Moral Majority (many of whose state chairmen were holding a parallel meeting at nearby Liberty Baptist College, a part of Falwell's academic-church complex on Liberty Mountain), and Falwell addressed the broadcasters on the organization's purpose. It is political, he said; its aim is to help "bring this country back to moral sanity." And he made it clear the aim could involve the election of political candidates supportive of fundamental Christian values and the defeat of those who oppose them. "Is it wrong to elect candidates who are pro-life?" he asked. "Is it wrong to inform people on how congressmen are voting, and then let the people vote?" Later in the afternoon, the broadcasters attended a panel session on "Influencing Our Audiences on Moral Issues" that offered helpful hints on how to engage in political activity—including boosting election chances of candidates who share their views—without offending the FCC or the Internal Revenue Service.

But it wasn't the individual religious broadcasters who were a matter of concern to the White House last week. They talked of Falwell, 47, smooth and engaging in his manner, and Robison, 37, of Fort Worth, who has been described as a "19th century, hell-fire and damnation-type preacher, maybe an 18th century type." Falwell's *Old Time Gospel Hour* is seen weekly on 373 television stations while Robison's *A Man With a Message* ap-



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*Arbitron July 1980, Program Audience Average, M-F 6:00 p.m.

**Arbitron July 1980, Daypart Audience Estimate Summary, M-F 10:30 p.m.-Mid.



Candidate Reagan brings presidential politics to the National Religious Broadcasters

pears on some 100.

The number of people watching is uncertain, however. Falwell aides claim 25 million viewers, based on mail the show receives. Nielsen's May survey indicates viewership is much lower—1,220,000. But Oma Bradner, of the Lynchburg agency that buys the time for the Falwell program, says Nielsen's figures are inaccurate. "They don't have a fair way to figure the people who watch religious programming," he said. "If Nielsen's figures were accurate, there would be no way *The Old Time Gospel Hour* could survive." Robison's organization makes no audience claims. "There's no accurate way to measure," said Tammi Ledbetter, Robison's director of communications. Nielsen says *A Man With a Message* attracted 442,000 viewers in May.

Whatever the accurate figures, Falwell and Robison are media stars capable of drawing large crowds to rallies where they preach their brand of political evangelism. Each also has produced political documentaries seen on hundreds of stations this year. Robison's *Wake Up, America, We're All Hostages* shows Soviet troops entering Afghanistan and presents a retired Air Force general charging the U.S. is engaged in a policy of appeasement. Falwell's *America, You're Too Young to Die* is lush with a story of America's moral decay. Neither urges the election or defeat of any candidate, but both could be regarded as suggesting a change in leadership.

For all of that, Carter—the first born-again candidate to surface in presidential politics, an active lay preacher before entering the White House and a native of an area that is home to many evangelicals—was found in a Gallup survey last month to be leading Reagan by a substantial margin—52% to 31%—among evangeli-

icals. And the Carter White House is making a low-key but determined effort to maintain that lead, if not increase it. Principal responsibility for leading that effort has been given to Robert Maddox, a former minister of the First Baptist Church in Calhoun, Ga., who is the President's liaison with the religious community. No attempt has been made to mobilize the churches; the President thought that would not be "appropriate," since the White House objects to what it sees as the attempted organization of the churches against it. But Maddox has been spreading the Carter gospel among friends in the religious community, in person and on the telephone, and, interestingly, through a number of interviews on



Mixed bag for the NRB. Ben Armstrong heads the principal trade association for religious broadcasters, and with his colleagues tries to maintain a neutral stance concerning the controversy that has drawn so much media attention to his business. But even those religious broadcasters who aren't taking political sides are glad to be, finally, in the national spotlight

religious radio and television stations. PTL and Trinity Broadcasting Network were among the outlets made available to Maddox. Then, too, Carter has invited a number of ministers to the White House for a chat (as he has representatives of countless other segments of American society). "He has not asked for endorsements," Maddox said, "but he has said, 'I need your help.'"

Meanwhile, the Reagan camp is watching developments in the evangelical community with some encouragement but with feelings that are not unmixed. Reagan is the only one of the three major candidates who attended the evangelicals' Dallas rally or who accepted the NRB's invitation to the convention in Lynchburg. (Representative John Anderson met with the broadcasters in Washington two days before the conference was to start, and publicly scolded them for mixing politics with religion. Carter has yet to find time for them in his schedule. For that matter, he wasn't able to find time to attend the NRB's annual national convention, held each year in Washington, until January, the start of the election year.)

"I haven't seen any negatives in it," said Reagan deputy press secretary Ken Towery. "I think it's a plus for us—an erosion of Carter's base." But those who do the polling and worry about demographics are not sure there are no "negatives." "We hope [the evangelicals] will be more influenced to vote for us than was the case in 1976," when they provided Carter with a significant portion of his margin of victory over President Ford, said Vincent Breglio, an aide to Richard Wirthlin, who does Reagan's polling. "But," he said, "we're hoping it [the fundamentalists' support for Reagan] doesn't create major divisions within the total community of Christian

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"The city's all for it."

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Bob Mohr, plant manager of Baltimore's huge Back River waste water treatment plant, calls it "A unique example of government and industry cooperation."

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Bob Mohr explains: "Federal and state laws require cities to limit phosphorus in the treated waste water they discharge. They also require Bethlehem Steel to properly dispose of spent acid water, or pickle liquor, which results from making sheet steel.

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pickle liquor to reduce the phosphate level, the City of Baltimore will save the cost of chemicals needed with conventional methods. And Bethlehem will eliminate the need for an acid-reclamation plant, a major capital expenditure."

More government/industry cooperation needed

This pickle liquor project is what government/industry cooperation should be all about: *working together to protect public health at the lowest possible cost to taxpayers and to industry.*

Bethlehem's policy is to work with state and Federal agencies toward developing and implementing cost-effective environmental control programs.

However, Bethlehem believes that some regulations are overly restrictive or have requirements that are not realistic. For example, does it make good economic and energy sense

to require industry to "purify" the air and water beyond what is necessary to protect public health?

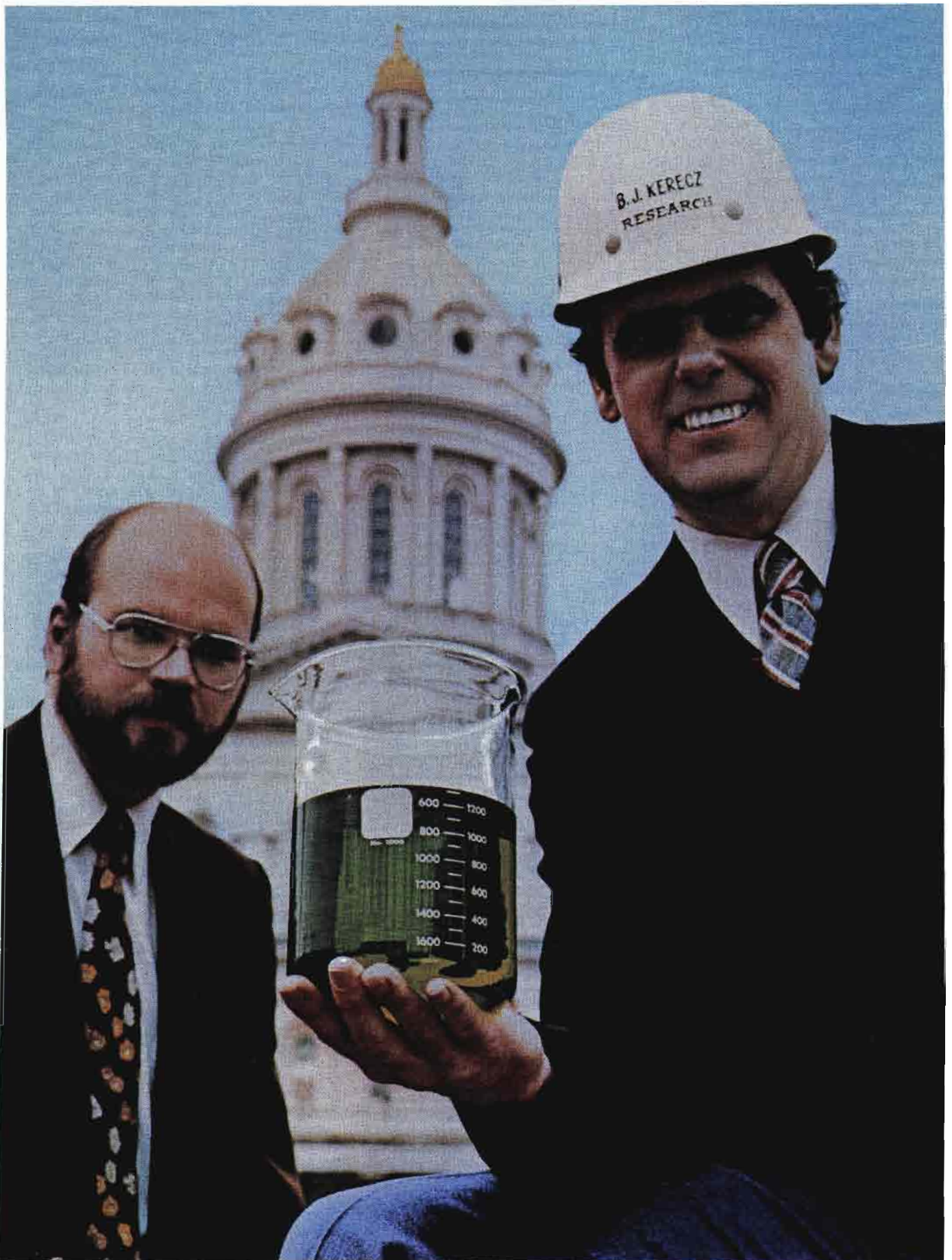
Our position is clearly explained in our booklet, *Steelmaking and the Environment*, which includes our *Statement on Environmental Quality Control*. If you would like a copy, write: Public Affairs Dept., Room 476, Martin Tower, Bethlehem Steel Corporation, Bethlehem, PA 18016.

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How pickle liquor solves the problem

Bela Kerecz, one of Bethlehem Steel's thousand employees active in our environmental control program, explains: "Pickle liquor contains iron sulphate. We knew that under properly controlled conditions the iron would combine with the phosphate in the waste water to form insoluble iron phosphate. The iron phosphate, in turn, would settle as a solid which could be disposed of readily. The small amount of dilute acid in the pickle liquor would be neutralized by the normal alkalinity of the treated waste water.

"In 1978, a four-month-long cooperative experiment, conducted at Baltimore's Back River waste water treatment facility, was successful and led to the signing of an agreement between our Sparrows Point Plant and the City of Baltimore."



support for Reagan. There is a possibility the fundamentalists will frighten off the high church protestants."

At bottom, the question remains, as Tim Smith, general counsel to the Carter-Mondale Committee, put it, "whether

Falwell and the others can deliver voting blocs. It's like labor leaders and union members. There's no guarantee they can deliver."

If they can, neither broadcasting, religion nor politics will ever be the same.

One of his own. For the 25 years the Reverend Jerry Falwell has been minister of the Thomas Road Baptist Church in Lynchburg, Va., he has spread the gospel beyond the sound of his own voice through somebody else's radio and television stations. He has thus avoided the problems the FCC represents for station owners. That will soon change.

The Liberty Baptist College, which Falwell heads, will soon have a station of its own—a 100,000 watt noncommercial educational FM, WRVL. Now under construction on the college campus, on Liberty Mountain, the station is expected on the air by mid-November.

The station will start with an 18-hour-a-day schedule, but will go to 24 hours as soon as subscriptions permit. The station will air Christian music and syndicated religious programming, as well as educational and instructional programming.



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ABC Radio networks reorganized with new heads for each

**McCauley Lockridge, Axten
and Plant become VP's in charge,
with more autonomy for each unit**

The ABC Radio Network has been totally reorganized in a move to position it better for future expansion. Official announcement of the plan reached network executives late last Monday at the NRBA convention in Los Angeles.

The move placed a newly appointed vice president at the head of each of ABC's four networks. Each vice president will have bottom-line responsibility for his network and will report to network vice president, general manager, Bob Chambers.

Formerly, all four networks were under Chambers's direction. A single affiliate relations department and programing department served all four networks. Now, each network will have its own affiliate relations department and program director.

Each network will also have a director, who will be involved primarily in sales and recruiting new affiliates and who will report to that network's vice president. Dick Foreman, vice president, programing, will



McCauley



Lockridge



Axten



Plant

remain in that capacity. He will plan special projects and advise all four networks.

According to Chambers, the network appointed each new vice president from a different area of network management, with the hope that all four networks will benefit from a sharing of ideas and experience. Richard P. McCauley, formerly vice president, affiliate affairs, will head the ABC Entertainment Network. Willard Lockridge, formerly a general manager at several of ABC's owned stations, most recently KSRR(FM) Houston, will direct the ABC Contemporary Network. John Axten, formerly network director of plan-



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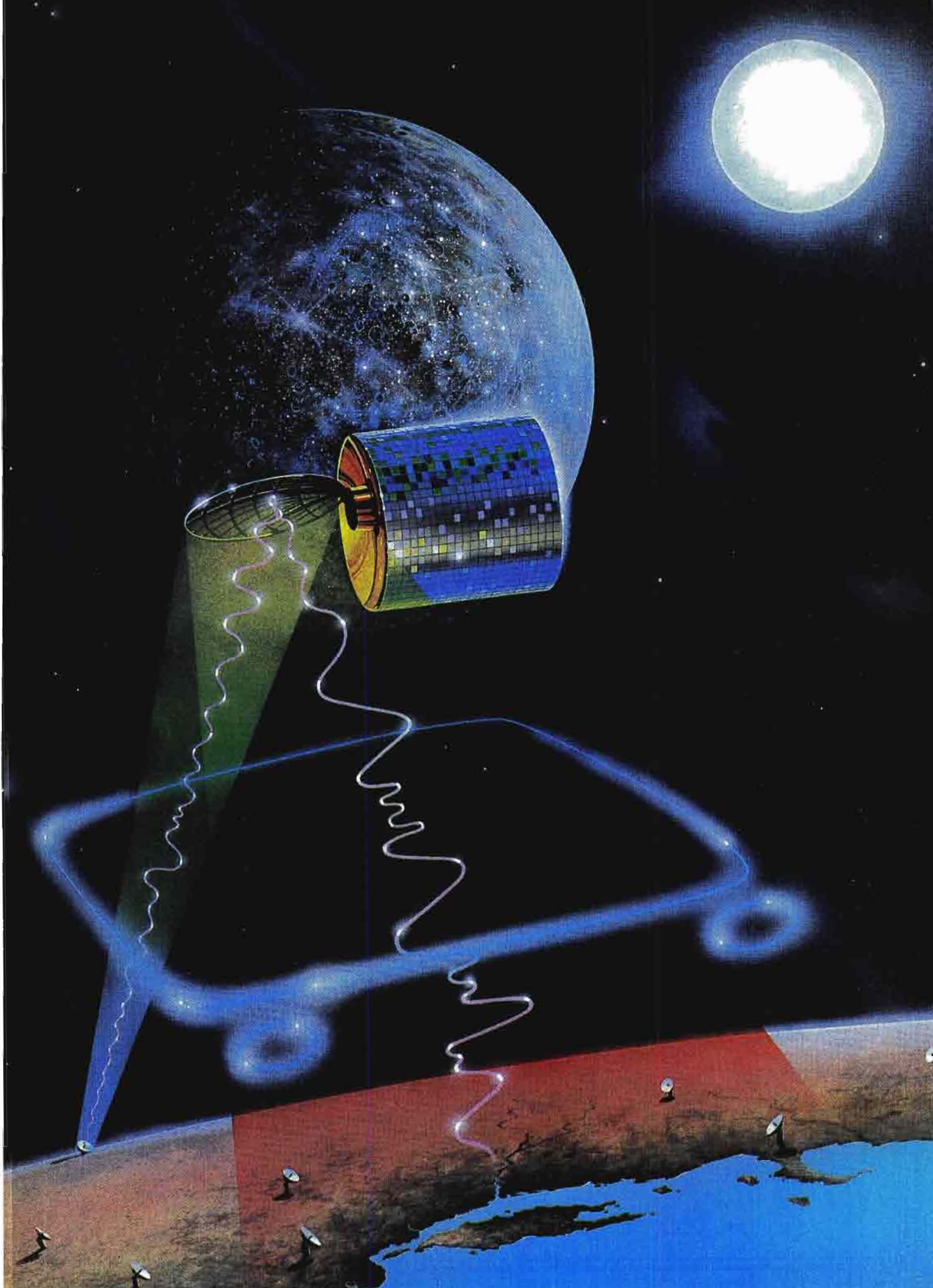
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ning and finance, will head the ABC Information Network, and Thomas A. Plant, formerly network vice president, Eastern sales, will direct the ABC FM Network.

ABC Radio Network President Ed McLaughlin explained the move as an attempt to structure each network more like a radio station. "We want to be able to act rather than react," he said. "The pendulum is swinging back to a time when networks will have greater influence in radio. We want to be able to take more initiative in providing stations with what they need and in responding to their input."

Specials come through for CBS

Network wins week ended Oct. 5 with high ratings for 'Playing for Time'; NBC comes in second

In yet another strike-affected week, when network viewers had a dozen theatrical and made-for-TV movies to choose from, CBS-TV inched by NBC-TV for the highest prime-time ratings average Sept. 29-Oct. 5, leaving ABC-TV in third.

Buoyed by the top-rated performance of the controversial *Playing for Time* (BROADCASTING, Oct. 6), CBS finished the week with a 17.5 rating and 29 share to NBC's 17.4/29 and ABC's 16.1/27.

While the three-hour *Playing for Time* on Tuesday gave CBS the highest nightly average of the week, NBC wasn't far behind on Monday when the wedding of Laura Ingalls on *Little House on the Prairie* (26.1/39), followed by a *Johnny Carson Anniversary Special* (25.6/39), averaged a 25.8/39. As the week continued, NBC won Tuesday and Thursday; CBS scored on Friday, and ABC came on over the weekend.

The top-10 list read as follows: *Playing for Time*; *Little House*; *Carson*; CBS's *60 Minutes* (23.9/40) and a *Dukes of Hazzard* repeat (22.9/40); NBC's *Real People* (22.5/38); another showing of "Jaws" on ABC (21.9/33) and a rerun of "The End" on NBC (21.8/33); a CBS *Dallas* repeat (20.3/39) and ABC's *That's Incredible* (19.5/29).

Movies dominated the prime-time schedule to such an extent that on two nights there was three-network movie competition. While all three films weren't head-to-head in their entirety, viewers on Thursday could turn the dial among ABC's "Murder by Death" (15.4/26), CBS's "Fast Break" (14.4/24) and NBC's "Great American Traffic Jam" (17.8/30). Similarly, on Sunday, start times may have differed but for more than an hour, there was the choice among "Jaws," "The End" and CBS's "A Perfect Match" (19.3/29).

As explanation for its third-place performance, ABC said that it carried only six hours of original programming while CBS and NBC each aired 18 hours of first-run fare. Furthermore, ABC added that it has

Monitor

Chinese choice. *Garrison's Gorillas*, World War II series aired on ABC-TV during 1967/68 season, has been sold to China Central Television in Peking, along with two animated Hanna-Barbera specials, *Gulliver's Travels* and *Five Weeks in a Balloon*. Deal was with Worldvision Enterprises.

For refugees. Daily Spanish-language television now is available to Cuban refugees at Fort Chaffee, Ark., through SIN National Spanish Television Network signal brought in by earth station on loan from Scientific-Atlanta. SIN said it made arrangements with State Department. Spanish-language information and entertainment was said to have been limited at converted army base.

In the marketplace. ... ITC Entertainment's "Big Ben Theater" feature package of eight titles, including "The Executive Syndrome" and "One Joke Too Many," with stars ranging from Patrick McGeehan to Alan Bates, now is available to pay-TV markets. ... Package of 12 specials keyed to Halloween, Thanksgiving and Christmas seasons is available from Worldvision Enterprises; it includes diverse offerings ranging from Hanna-Barbera's animated *Thanksgiving That Almost Wasn't* to Emmy Award-winning drama, *The Gathering I* and its sequel. ... Lexington Broadcast Services, on barter basis, will be distributing *Hot Fudge* children's series in strip for 1981 for first time. As Sunday fare, it's in 90 markets now.

Big names in the afternoon. *Julie Andrews's Invitation to the Dance with Rudolph Nureyev* includes not only those celebrities but also dancer Ann Reinking, ballerina Eva Evdokimova and others for Sunday, Nov. 30, late afternoon installment of CBS Festival of Lively Arts for Young People. This is first program of series to run in 1980-81 season.

Let's talk. Parent Participation TV Workshop Project held third annual convention Friday in Chicago, with Coretta King featured speaker. Project, created by Teachers Guide to Television and funded in full by NBC grant, operates in 20 states. It brings parents and children together in local groups to watch selected programs and hold discussions afterward, focusing on use of television in opening parent/child communication about "awkward subjects."

Rights secured. Viacom announced long-term deal for exclusive worldwide distribution rights to certain Norman Rosemont Productions television properties. Titles include *Little Lord Fauntleroy*, in production with Sir Alec Guinness, and *Ivanhoe*, in development, with a network commitment for coming season.

East and West. Noncommercial WNET(TV) New York, public station, announced agreement with Japanese network, NHK, for joint production of "major science series." First of eight planned installments is titled "The Brain." Series project director is Richard Thomas, broadcast journalist and producer whose credits include Canadian magazines series, *W-5*.

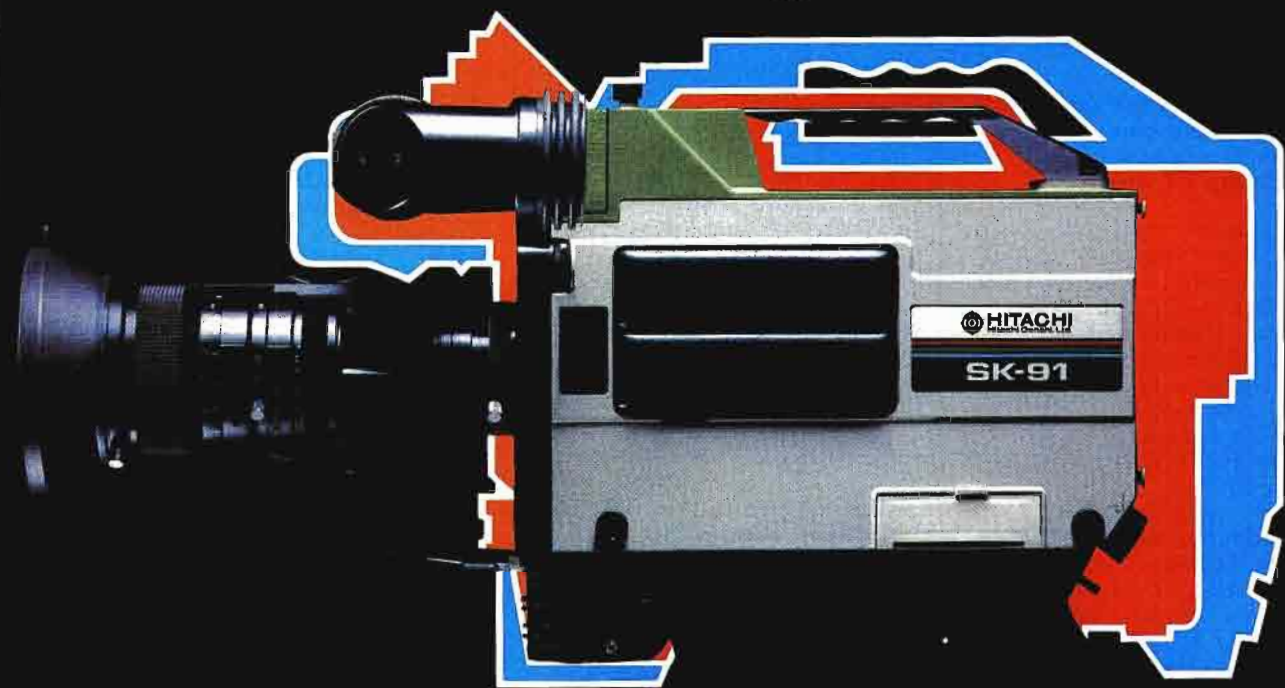
Prime-access project. Hillier Productions and Okulski Television, having just launched daily half-hour *World of People* syndicated strip (48 stations with about 36% clearance, distributed by Jim Victory), announced plans for new strip magazine show next fall. New venture—said to be different from *World of People*—is based on "cooperative option," with program structured to air either as offered by Hillier/Okulski or with local stations cutting as much national production and inserting as much local as they choose. Unlike *P.M. Magazine* (created for Westinghouse Broadcasting by Bill Hillier), new untitled project for prime-access will not require stations to supply features back to national source. According to Hillier, format specifics haven't been worked out yet as talks are under way for possible station-group involvement. Distributor hasn't been named.

Art history. Video Art Review, exhibition billed as documenting "development of video art from its inception," begins nine-month series of presentations at New York's Anthology Film Archives. Eighteen separate programs make up series, with two on rotating schedule in each month. October's programs "highlight the major contribution made by the Television Workshop at WGBH(AM) Boston." Programming is provided by Electronic Arts Intermix.

Change of address. CBS Video Enterprises has moved to 35th floor of 1700 Broadway, New York, from former location at CBS Inc.'s headquarters, 51 West 52 Street.

New venture. New Citizen Productions, newly formed production arm of Ralph Nader's organization, has signed contract with California-based Marble Arch Productions to develop TV programs based on Nader's files. First project is *A Matter of Courage*, film about Southern doctor who challenges corrupt political machine. All projects will be produced under Nader's auspices, with his associate, Mark Litwak, working on production of films.

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more heavily relied on series episodes, mostly repeats, while the other networks have favored specials and long form.

Although movie specials like *Playing for Time* and the *Carson Anniversary* show aided ratings averages, certain series repeats paid off as well. CBS's winning Friday (18.7/34) was based entirely on reruns: *Incredible Hulk* (13.0/24); *Dukes of Hazzard* and *Dallas*.

From Sept. 15, conventionally the start of the season, through Oct. 5, the three-week averages give *Shogun*-powered NBC a commanding lead of a 20.3 rating to ABC's 16.1 and CBS's 16.0.

How to watch, what to watch

ABC produces series for Yale to be used in classrooms to teach youngsters how to be discriminating TV viewers

At a formal ceremony, ABC presented to Jerome and Dorothy Singer, the co-directors of Yale University's Family Television Research and Consultation Center, a videotape series to supplement the grade school curriculum the two have developed for teaching children to become more discriminating television viewers. The Singers' work on the classroom material was underwritten by ABC grants (BROADCASTING, June 23)

Each of the "video modules," 10-12 minute tapes featuring Nan-Lynn Nelson (of NBC's *Hot Hero Sandwich*) and Bing Bingham (from ABC's *Dear Alex & Annie*), focuses on a separate area of television—commercials, special effects, staged violence and broadcast news, for examples. Noticeably absent (a point that was raised during the accompanying press conference) was a segment discussing sex or sexuality in television programming. The omission, it was said, was deliberate—school officials were said to be reluctant to acquire classroom materials broaching the subject of sex.

Negotiations are under way between Yale and a unit of ABC Video Enterprises for the distribution of the cassette series, entitled *Getting the Most Out of TV*. (TV printed materials are to be distributed by an independent educational publisher.) However, ABC executives took pains to refute suggestions that expected profits was a factor. While ABC's arrangements with Yale may permit it to recover eventually the \$200,000 production cost of the taped series, they said, the Yale Family Television unit will be the primary beneficiary of any series sales.

RKO Radio to offer new programing and affiliate services

The two hundred affiliates that the RKO Radio Network expects to have in place by year-end (it has 165 now) will find two ma-

major programing additions when the network kicks off its new season Jan. 1. Mounting an assault on the wee hours, RKO will present *Night-Time America*, a midnight to 5 a.m. "personality hosted," "young-adult appeal" music show. RKO will also debut *Weekend America*, a series of 10 90-second features each Saturday and Sunday geared to leisure activities.

In addition to program expansion, RKO announced increases in services provided for affiliates. The network will subscribe to "Broadcast Co-Opportunities" a cooperative advertising program developed by Broadcast Marketing Co. The service will be available to stations at no charge, with any current subscribers having the cost assumed by RKO. The network is also designing a research support program to

provide access to Arbitron data for subscribing stations via the Intercom data system linking the network.

RKO isn't ready to announce a personality as host of *Night-Time America*. But as described by network president Thomas Burchill, the program will be arranged on a modular basis, and will incorporate interviews and informational elements.

With its programing produced in stereo, the network says that by the first of the year, 120 RKO affiliates will have the satellite capability to pick up the stereo signal.

Although the network has had heavy start-up costs, Burchill said it turned a profit for the first time in August, and he's looking forward to a profitable 1981.

PlayBack

Who said that? CBS News, in association with Columbia Special Projects of Columbia Records, has produced "The CBS Library of Contemporary Quotations," consisting of 417 quotations from world figures dating back to about 1900. Compiled from tapes in CBS News archives and other sources, 10-record collection features voices of 193 persons, including William Jennings Bryan, Eugene Debs, Albert Einstein, Adolf Hitler and Casey Stengel. Package is designed for use by producers of radio and TV programs, other audio/visual producers and schools and libraries. Cost is \$350.

New direction. Bonneville Broadcast Consultants has quietly opened office in Nashville and enters special holiday programing field of syndicated radio production. *American Country Christmas* and *American Country New Year*, each four-hour magazine style programs, were announced at last week's National Radio Broadcasters Association convention in Los Angeles. Programs will be hosted by Kris Kane, former radio and TV announcer. Directing Bonneville's new Nashville office is Brad McCuen, former president, Country Music Foundation.

Also expanding. NBC Radio plans to double network special program offerings in 1981. Among new offerings will be weekly country music concerts on NBC Radio Network, and *A Very Special Christmas*, music show hosted by singer Anne Murray. New from The Source will be *Source Events*, music and interview programs offered each month. Upcoming *Events* will feature Genesis and Supertramp. Concerts will include Robert Palmer, Kansas and live Rossington Collins Band.

Bullish on music specials. Nineteen eighty-one will be year of music specials on ABC Radio Network with 96 such programs slated, representing increase of 200% over 1980. Making up most of ABC's specials are 52 *King Biscuit Flower Hour* shows and 24 editions of *Silver Eagle: The Cross Country Music Show*, both produced in conjunction with D/R Broadcasting.

Inauguration fees. Broadcasters planning to cover presidential inauguration in January will find costs prorated among those using facilities. Costs for camera platforms and radio booths will be shared by broadcasters with expenditures estimated between \$500 and \$1,500 per camera position. Information: Marya McLaughlin, chairman, radio and TV galleries, room S-312, U.S. Capitol, Washington 20510.

Drumbeating help. Radio advertising and promotional service, Project 90, has been announced by Bill Kirk, president of William Kirk Advertising and First Media Management Co. Offered are more than 90 promotions with all necessary art work, thematic logos, posters, newspaper layouts and sales suggestions. In addition, each subscribing station gets more than 30 public service campaigns, as well as 25 idea starters, and fresh promotion each month with all necessary components. Company is at 101 Wymore Road, suite 506, Altamonte Springs, Fla. 32701; (305) 869-5200.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Woman In Love* by Barbra Streisand on Columbia; (2) *Real Love* by the Doobie Brothers on Warner Bros.; (3) *Upside Down* by Diana Ross on Motown; (4) *Another One Bites the Dust* by Queen on Elektra; (5) *All Out Of Love* by Air Supply on Arista. The top five in **country radio airplay**: (1) *On the Road Again* by Willie Nelson on Columbia; (2) *Dukes of Hazzard Theme* by Waylon Jennings on RCA; (3) *I Believe in You* by Don Williams on MCA; (4) *Lovin' Up a Storm* by Razy Bailey on RCA; (5) *I'm Not Ready Yet* by George Jones on Epic.



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MDS: growing older, wiser and a little concerned

At fourth annual MDS Association meeting in Washington, industry shows signs of positive growth in terms of subscribers and revenues, but is troubled over competition that may result from new low-power stations

Multipoint distribution service—MDS to those in the business, and generally unknown to everyone else—appears to be coming of age. This year's annual meeting of MDS operators—their fourth—brought nearly 700 people to Washington (nearly three times last year's total), with 50 exhibitors displaying their wares and an impressive list of speakers and panelists—including FCC Chairman Charles Ferris and Henry Geller, head of the National Telecommunications and Information Administration—on hand.

The Common Carrier Association for Telecommunications, renamed at the meeting the MDS Association, had government regulation on its mind during the three-day convention. With the ranks of MDS operators growing, and the FCC exploring the possibility of allocating more channels to MDS service, the operators were particularly interested in what Washington has in store for their industry.

MDS signals—videotape or film, data processing input or live events—are transmitted over the air on a super high frequency microwave signal within a 25-mile radius. The signal is either channeled into a master antenna system, a closed circuit or cable system, or individual homes, where a device converts the frequency of the signal so that it can be viewed on an unused VHF channel.

To date, MDS has been primarily a vehicle for distributing entertainment services, such as Home Box Office, in areas where pay cable is not available. The first station was turned on in September 1973, and it is estimated that number will be approximately 100 by the end of next year. According to current estimates, there are now 550,000 households receiving MDS pay TV service (150,000 of which receive MDS service via a cable link) which is less than 10% of the total pay TV universe. Cities with substantial MDS operations include New York, Pittsburgh, Milwaukee, Denver and Washington.

Although only about one-third of the operating MDS stations are profitable today, there was optimism at the meeting that MDS could become lucrative, despite competition from subscription TV stations and the possibility of low-power VHF and UHF TV stations coming on line.

Mark Foster, president of Microband, a New York-based MDS service, said the MDS industry was holding its own against the competition, and he predicted that MDS would compete with cable by adding more tiers of service.

According to Foster, nearly \$800 million in revenue will be generated by pay television in 1980, up from \$65 million in 1976. Of that 1980 total, Foster said, STV will generate \$143 million and MDS \$72 million—which is higher than other estimates that put the figure closer to \$58 million. But half of the STV total, he said, will come from one station in Los Angeles, meaning throughout the country, the two services are about equal.

But MDS has a greater chance of turn-

ing a profit. Foster added, because an STV station needs about 50,000 subscribers to break even, while an MDS station needs only 4,000-8,000.

The key, he said, would be for MDS operators to come up with unique programming and go after additional channels, which could be programed as over-the-air cable systems.

Not everyone, however, was as optimistic about the future of MDS. The constituency huddled in a private session to figure out what steps could be taken to stop the pirating of signals—a problem, most agreed, that is a serious threat to the industry.

Carroll Bowen, vice president of Kalba Bowen Associates, a Cambridge, Mass., research firm, told the meeting that new types of services should be considered for future delivery, to expand beyond entertainment programming. With technologies such as direct to home satellite broadcasting, Bowen said, there will be serious competition for MDS operators. DBS, he said,

InSync

Three in one. General Telephone & Electronics, which manufactures Sylvania and Philco brands of television sets, has agreed to sell those operations to North American Philips for undisclosed sum. Philips now owns Magnavox, says it will continue separate brand names of new acquisitions. Reported estimates of their value range between \$50 million and \$100 million.

Getting bigger. Satellite Syndicated Systems, which has been selling and leasing 10-foot satellite antennas around country at cost to promote reception of its Satellite Program Network II on Westar III, is now making 12-foot (3.6-meter) dishes available to cable systems under similar arrangement. Difference is cost. Whereas 10-footers cost \$2,500 to buy and \$60 per month to lease, 12-footers cost \$3,600 to buy and \$90 per month to lease. Satellite Syndicated said larger dishes are needed in weak signal areas—southern portions of Florida, Texas and California and northern sections of New England. Small dishes (of which eight have been installed and turned on) were supplied by Prodelin, but larger dishes will come from Microdyne. Dick Smith, Satellite Syndicated's executive vice president, said Prodelin's production of 12-foot dishes "won't be up to speed for a while yet, whereas Microdyne has this size dish in stock."

New generation. RCA Broadcast Systems unveiled successor to TK-76 ENG/EFP camera—TK-85. New model portable has curved bottom said to aid in weight distribution and improve operator comfort. Camera's electronics are claimed to drop power consumption below that of earlier models, while providing higher sensitivity and improved bias light. Deliveries are scheduled for first quarter of next year.

Cost cutter? Eimac Division of Varian Associates, San Carlos, Calif., has come up with new combination of triode tubes and cavity amplifiers that, it says, provides less power drain than conventional tetrode configuration. Since the triodes (3CX10 or 000U7) are simpler than tetrodes, no complicated circuitry or power supply is needed. Consequently, driving power and cooling needs are reduced, leading to easier maintenance and longer life.

Under the microscope. National Science Foundation has awarded contract to Institute for the Future, independent research firm based in Menlo Park, Calif., to study technological and social effects of teletext and videotext in United States over next 20 years. Among questions 20-month-long study will explore are what public policy problems may be encountered, who will provide information, what services will cost and who will pay and what are consequences of different government roles as information provider.



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which could conceivably be under way in five years, could spell trouble for MDS.

"It may be that MDS is the wrong delivery system for video," Bowen said. "You better start looking at the delivery of text, because that's where your future is."

Richard Wiley, former FCC chairman, said that with the regulatory climate moving toward less regulation, there will likely be more competition, and MDS operators will have to show more aggressiveness to succeed.

One potential cloud on the horizon, Wiley said, is AT&T, which will be entering various data markets in direct competition with MDS operators. But Wiley said that the MDS industry should not try to keep others out of the business; instead, the industry should work to deliver high-

quality, useful services, and protect the right for everyone to compete in the marketplace.

Ferris had a similar message. Competition, the FCC chairman said, is "a two-way street. Just as you are challenging existing broadcasters and common carriers, a generation of new services may come along to challenge you. Low-power television, a new service that the FCC is considering, could take customers away from you. Direct broadcast satellites, considered by the commission last week, could have the same effect. You already compete with cable and broadcast subscription TV.

"I hope that you will use your energies to adapt to the competitive challenges these services will bring you rather than to fight them with your lawyers," Ferris ad-

ded. "If you lose pay TV customers because of low-power TV and DBS, you can use your skills to find and develop other, entirely new markets."

Low-power TV is seen to be boon for equipment manufacturers

Transmitter makers, especially those with 1 w-1 kw models, expect a flood of business as a result of FCC action

The FCC last month proposed rules that could introduce thousands of low-power television stations into the broadcasting environment. Although those rules are neither final nor definitive, most observers expect a rapid proliferation of mini-stations. The only certain effect of that proliferation, however, is that it would be a boon to transmitter manufacturers, particularly those who have developed expertise in low-power transmitters and translators (transmitters without modulators) over the years.

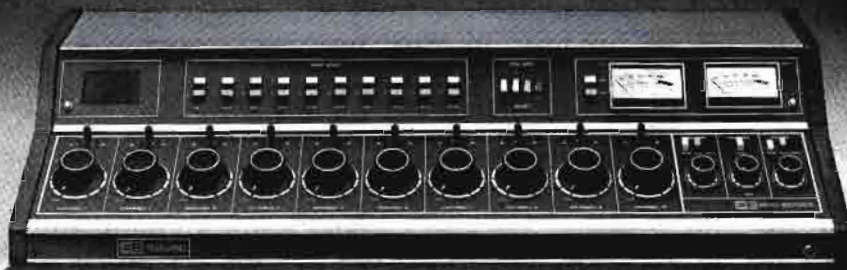
While the leading manufacturers of low-power equipment—Emcee Products, Acrodyne Industries and Television Technology—can rush into the market vacuum created by the FCC announcement of its proposal last month, companies such as Harris and RCA, major manufacturers of high-power transmitters, must wait and analyze the market before committing to the development of competitive low-power gear.

The rules as proposed would permit low-power stations on VHF and UHF television channels 2 through 69 outside the existing table of assignments. VHF's would have a 10 watt limit and UHF's would be restricted to 1 kw. VHF's, however, could operate with as much as 100 watts as long as they comply with existing mileage separations. None, of course, would be allowed to interfere with existing full-service stations or the proposed VHF drop-in stations (BROADCASTING, Sept. 15 and 22).

Although Steven Koppelman, president of Emcee, expects "a deluge of applications at the FCC for low-power television," he doesn't expect a commensurate increase in demand for low-power transmitters. He estimated that 1,000 applications will be filed at the FCC in the next three months, but because of the "logjam" they will create at the FCC only 200 will come through in the next year. "In my wildest thoughts," Koppelman said, "I don't know how they are going to be able to cope." He said it will take anywhere from six months to a year to get anything through the FCC.

Nonetheless Koppelman envisions a "dramatic increase" in business based on the "tremendous amount of interest" that has been shown. An exhibitor at the MDS

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Association convention held in Washington last week (see page 60), Koppelman said that fully half the inquiries heard at his booth concerned low-power television.

Koppelman believes that most of the demand will be for 1 kw UHF facilities. The choice VHF allocations will be bogged down in litigation, he said, and there is simply more room in the UHF band. "I'm positive of it. Ninety percent will be UHF and 80% of those will be 1 kw."

Emcee makes a line of VHF and UHF low-power transmitters and translators (from 1 w to 5 kw) and is well-positioned to grab a good portion of the low-power business. Koppelman is still unsure how that should be done. He said Emcee is trying to analyze the market and added, "It's a bit premature to formulate a [marketing] strategy."

Regardless of what happens in the new low-power market, Koppelman should have no complaints about the old one. In the last two years, he said, the revenues of the publicly traded company have jumped from \$2 million to \$4.2 million and profits have "skyrocketed." And times are apparently getting better. Emcee is supplying a subsidiary of Sears, Roebuck & Co. around 125 100 w UHF translators. They will be installed throughout the country and fed by satellite programming emanating from KUSK(TV) Prescott, Ariz., a station not yet on the air.

Like Koppelman, Nat Ostroff, vice president of engineering for Acrodyne Industries, believes the "first wave" of demand for low-power stations will be for 1 kw UHF's. According to an Acrodyne study, Ostroff said, there is room for an average of two 1 kw stations in each of the top-100 markets and as many as six in the remaining markets. Only when there is no more room for 1 kw facilities will interest turn to the lower powers, he said.

At powers less than 1 kw, the operator will be faced with a number of options and a series of trade-offs. Ostroff said that a 10 w VHF, which costs around \$10,000, would have the same "reach" as a 100-watt UHF transmitter, which costs twice as much. Another advantage of the VHF is that it is all solid state as opposed to the comparable UHF which employs relatively inefficient tubes. On the other hand, the UHF transmitter, more likely to operate on an open channel, would be less susceptible to co-channel interference. And the advantages of solid state can be had in the UHF-transmitter by spending an additional \$20,000.

Ostroff believes "the market is going to be determined by the people who have the programming." He expects the religious broadcasters, superstations—he has already heard from WTBS(TV) Atlanta—and individuals and groups interested in subscription television to be the principal customers. He also expects to sell 10 watt VHF's and the 100 watt UHF's to colleges, "resort communities," and others with small areas to cover.

Another potential market—one that he has yet to hear from—is the cable operators. He thinks a low-power station would

be a way for them "to extend their programming beyond their wire." He said they could offer any of the pay television services they carry on their cable to unpassed homes on a subscription basis. He doesn't feel the cable programmers themselves will operate stations, at least not in areas where they have cable affiliates.

Acrodyne's marketing strategy is ambitious. In addition to selling individual units, it intends to offer "one step beyond turnkey systems." Ostroff said Acrodyne will design, pre-wire and pre-package an entire mini-station, including studio equipment, transmitter and earth station, and deliver it by flat-bed truck directly to the operator's site. He said many of the inquiries Acrodyne has received involve multiple stations. In a purchase of pre-

package units all the stations would be alike, facilitating their operation and maintenance. And, Ostroff said, the stations would be more efficient since they would have been "engineered as a package." Ostroff also suggested that most of the groups applying for the stations will not have the technical know-how to put a station together and will be looking to get on the air as quickly as possible.

Television Technology also sees a demand for 1 kw transmitters. B.W. St. Clair, president of Television Technology, said the company will introduce a 1 kw unit "by next summer." He said it will be "nothing startling or revolutionary." It will employ "very straightforward technology."

St. Clair was uncertain whether the

New York didn't hesitate!



company would make a similar commitment on the VHF side. He doesn't know if there will be enough of a 100 w VHF market to merit development and manufacture of such a transmitter (the firm's line presently includes just 1 w and 10 w transmitters). He said a decision on the 100 w units will be held in abeyance until the FCC decides what mileage separations it is talking about in its proposed low-power rules—the existing ones or the shorter ones proposed in its VHF drop-in rulemaking.

St. Clair suggested a method of stretching the 10 w VHF rules. He said that four 10 w transmitters with directional antennas covering different parts of a community would have the effectiveness of a 40 w transmitter. Since the three additional transmitters—actually translators—would operate off the modulator and low-level amplifiers of the first transmitter, the cost of the entire system would be relatively low. The first transmitter would cost \$5,000 and the three translators would cost \$2,000 each, he said.

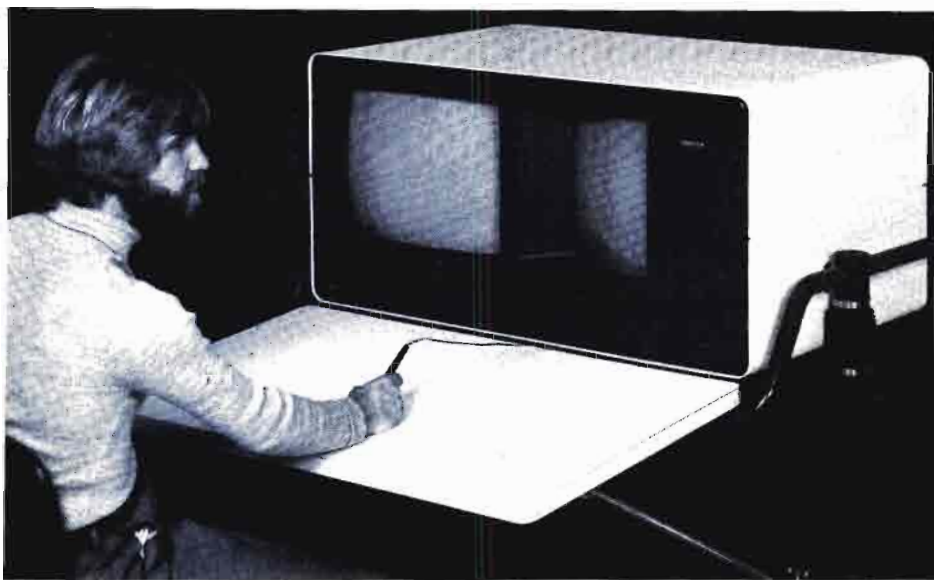
The translator and low-power transmitter market heretofore has been virtually ignored by the major transmitter manufacturers. But with the prospects of a large new market opening up, RCA and Harris are asking questions about that market and what place they might have in it. Richard Broadhead, product manager of television transmitters for RCA, said, "We do not have transmitters in the power levels that have been talked about, but we are looking into what is necessary to address those requirements."

Broadhead said RCA could crack the market by reconfiguring the low-level stages of existing equipment like RCA's new G-line transmitters or by building equipment from the ground up. "We just have to wait and see what the potential opportunities are."

The problem with selling modified RCA transmitters is that they would be too sophisticated and most likely too costly for the market. Speaking of the 10 w VHF market, Broadhead said operators in that market are "extremely cost-conscious" and he doubts RCA could come up with a 10 w unit "at a reasonable cost," for anyone to operate.

Harris is also interested, but is keeping the lid on its plans. Gene Edwards, vice president, marketing, said Harris plans to pursue the UHF and the VHF markets, but is "not ready to make any announcements."

If the estimates of Koppelman and Ostroff are accurate, all the manufacturers stand to cash in in a big way on the FCC's proposed rules. St. Clair spoke for his competitors as well as himself when he said: "If even a small fraction of the people who have asked questions do something, it will keep us all busy." Although Harris and RCA might not take as big a share of the low-power business as they are used to taking, they also stand to reap many of the benefits of the VHF drop-in rulemaking which proposes to create as many as 139 new full-service stations to the existing number of V's.



AVA: Ampex, CBS turn video into art

New system lets artists draw on television screen, using an electronic paint brush

Calling it a graphic tool "whose utility is limited only by the imagination of those using it," Ampex Corp. and CBS Inc. have introduced AVA—Ampex Video Art—to the television world. A sophisticated computer graphic system that its creators say is "designed for artists ... tailored to the nontechnical person," AVA looks to be little more than two video monitors mounted over a drawing table (Ampex calls it a palette) on which an artist works with an electronic stylus. Somewhere nearby, of course, stands a rack of electronics. The combined package, according to Ampex, replaces "the X-Acto knives, paste pots and straight edges, the endless array of paints, pens, pencils and brushes that are the working tools of the conventional graphic artist."

Television viewers had a chance to see a prototype of the system in action during CBS's coverage of the 1978 Super Bowl—artist LeRoy Neiman created sketches highlighting the event, using what was then being called an "electronic palette" (BROADCASTING, Jan. 16, 1978). As described by CBS vice president, production facilities and engineering, George Shannon, the genesis of the AVA concept goes back to 1974, when the CBS News department expressed a need for better graphics. CBS's engineers, in turn, took the request to Ampex, and the AVA system is now credited as having been "developed by Ampex with the assistance of CBS."

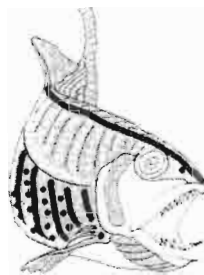
The pre-production prototype Ampex has just unveiled will, in fact, be used by CBS News to produce graphics for this year's election night coverage. The first production unit, set for delivery to CBS, will roll out in February. Orders,

at \$200,000 a unit, are also said to have been placed by several production facilities, and the unit was shown at the recent International Broadcasting Convention in England.

In operation, the palette is divided into two sections, each corresponding to one of the two monitors: either the right-hand "menu" monitor or the left-hand video display of the work in progress. Touching the stylus to a point on the palette will cause a cursor to appear in that relative position on the appropriate monitor. Moving the cursor to one of the "plain English" commands appearing on the menu monitor, the artist would press down on the stylus tip to activate the particular command. The stylus could then be used as a pen or brush to sketch or paint a video image that would appear on the display monitor. "Brush" thickness can be varied; indeed, AVA will consider virtually any shape the artist selects, even lettering, to be a "brush," reproducing it in sequence along whatever line the artist traces.

Built into the AVA system are 256 colors and six basic painting modes—opaque paint, tint paint, value paint, picture paint, and two softening modes. Nine type fonts are provided for captions, and additional colors and fonts can be added to AVA's memory. The developers lay heavy emphasis on AVA's savings in an artist's time and work, noting that the device can generate a variety of regular shapes, such as circles and rectangles, and color in any bounded area of a picture automatically.

Vice president-general manager of Ampex's Audio-Video Systems Division, Donald V. Kleffman, calls AVA "an example of the computer-based systems that will dominate the broadcast industry during the 1980's, to produce a new era of creative communications."



AVA's video fish

Abscam tape issue goes to Supreme Court

Appeals court upholds networks in request to air tapes used as evidence in Myers trial; defense appeals, saying release would prejudice case's outcome

The television networks' legal battle to obtain permission to copy and telecast videotapes used as evidence in the first Abscam trial has gone to the Supreme Court.

The court was expected to deliberate on Friday (Oct. 10) on whether it will hear the appeal of defendants from a verdict of the U.S. Circuit Court of Appeals in New York that upheld broadcasters' right to the tapes. The appeals court decision on Oct. 1 affirmed a previous ruling by the U.S. District Court in the trial of Representative Michael O. Myers (R-Pa.) and three other defendants who were convicted of bribery and related charges last Aug. 30.

The circuit court's decision stemmed from the television networks' requests to copy and broadcast the videotapes introduced during the trial. The appeals court ruled that the tapes could be copied and telecast, but stayed the release of the tapes so that defense lawyers might appeal to the Supreme Court (BROADCASTING, Oct. 6). Defense attorneys filed the appeal to the highest court shortly after the circuit court handed down its decision.

Congressman Myers and others who face appeals and trials as a result of the

FTC upheld. The Court of Appeals for the Second Circuit in New York, by a 2-to-1 ruling, last week upheld a 1979 Federal Trade Commission decision that barred the American Medical Association from restricting advertising by its members. The AMA's leadership voted last July to adopt a new code that lifted a ban on advertising. But the AMA, along with two local medical societies, petitioned for the judicial review, claiming that, as a nonprofit organization, it was not subject to FTC jurisdiction and that the FTC order constituted prior restraint under the First Amendment. The majority opinion, written by Judge Dudley Bonsal, also rejected a claim by the AMA that FTC Chairman Michael Pertschuk should be disqualified from the case on the grounds that he prejudged it. Pertschuk's statement, the opinion said, does not "approach the appearance of impropriety."

corruption investigation complained that permitting telecasts of the videotapes would prejudice potential jurors and preclude fair trials in appeals and in pending cases.

Judge Jon O. Newman of the circuit court, who wrote the decision, said "there is a presumption in favor of public inspection and copying of any item entered into evidence at a public session of a trial." He noted that transcripts of the videotapes already have provided the public with the written words, but said "there remains a legitimate and important interest in affording members of the public their own opportunity to see and hear evidence that records activities of members of Congress as well as agents of the Federal Bureau of Investigation." (The videotapes had been made surreptitiously by FBI agents during the investigation.)

Spokesmen for all three network news organizations applauded the decision of the appeals court, hailing it as a victory for the principle of news access. They said no definite plans have been made on how to schedule the tapes once they are released, but indicated they might be used on various news programs and as specials, depending on the quality of the tapes and the relevance they may have at the time they become available.

More fine tuning of FCC's policy on distress sales

Sellers can't negotiate way around 75% limit; agency will require more proof before purchase

The FCC has further clarified its policy on broadcast station "distress sales" to minority buyers. The net effect: to forestall sales techniques that might increase the price to buyers.

The instant case: a distress sale application of WKND(AM) Windsor, Conn., a station designated for hearing in May 1979 after allegations of fraudulent billing and unauthorized transfer of control (BROADCASTING, Aug. 20, 1979).

Three months later owner Jerome Dawson sold the station, subject to FCC approval, to minority controlled Hartcom Inc. for \$525,000 including a \$30,000 brokerage fee. Last May the commission authorized the sale but only at a price of no more than \$500,000, which it determined—by averaging three market value appraisals—to be 75% of the fair market value.

To meet the \$500,000 ceiling imposed

by the commission, Dawson requested that he be allowed to deduct the \$30,000 brokerage fee from the selling price, which would then be paid by buyer as an additional expense incurred in the acquisition of the station. The commission rejected that request, however, saying it will not "chip away" at the 75% standard which it has imposed as the absolute maximum allowable price for a station seeking distress sale relief.

The commission also said that in all future requests for distress sale relief, petitioners will be required to submit affidavits disclosing all pertinent facts about the parties involved—for example, backgrounds of all buyer principals and any existing relationship they have with the station being sold.

In addition, future distress sale petitioners will be required to inform the commission of all negotiations surrounding the transaction and to fully describe everything of value to be exchanged, including payment of brokerage fees, noncompete and consulting agreements and separate real estate transactions.

According to one commission staff

"There's always a good movie on HTN"

The smart cable operators are target tiering with HTN — going after the 40% who don't take pay TV because it's too expensive or because they object to R-rated material in their homes.

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member, the new procedures are intended to enable the FCC to make a more efficient initial determination—on a case by case basis—whether distress sale relief is warranted. If so, the petitioner is then given the go-ahead to file a formal assignment application, at which time qualifications of the proposed assignee can be assessed.

FTC's children's inquiry delayed

Commission puts off action in ad investigation for four months after staff requests more time

The Federal Trade Commission's children's advertising inquiry, which has been on hold since August 1979, will remain that way for at least another four months.

Last June, the commission instructed its staff to prepare recommendations by Oct. 15 on possible courses of action in the proceeding, including the text of a pro-

posed rule. At that point, the commission planned to solicit public comments on the staff recommendations and the future of the proceeding, and decide whether to resume the inquiry.

But last week, acting on a request by the staff for an extension of time to submit its findings, the commission postponed until Feb. 15, 1981, the deadline for submission of recommendations, or a status report describing the staff's progress.

"The reason for the requested extension is that informal meetings with major parties to the proceedings have been conducted and further such meetings are necessary to permit staff to fully evaluate possible alternatives to the proceeding," the order said.

"If a status report is submitted, staff should indicate the expected date of submission of final recommendations," it added.

The children's advertising inquiry, which proposed to limit, and in some cases ban, television advertising aimed at children, had called in more than 200 wit-

nesses to testify in six weeks of hearings early last year. The hearing judge in the case, Morton Needelman, suggested that three key issues still remain in dispute and that further hearings should be held. But the commission never took up Needelman's report. Congress subsequently passed authorizing legislation stipulating that the record in the investigation could stand but that any new FTC rules could have to be based on false and deceptive advertising, rather than "unfair" advertising which was the standard the children's investigation was based on.

Family viewing case easing out of the picture

Supreme Court turns down request to review decision that ordered case back to FCC; it's unclear what will happen next

The string ran out last week on the Hollywood community of artists' guilds and production companies seeking to keep alive the U.S. district court decision that the networks, the National Association of Broadcasters and the FCC had violated the First Amendment in the five-year-old family viewing case. The Supreme Court rejected a petition for review of an appeals court opinion overturning that decision.

The appeals court, in San Francisco, did not quarrel with the conclusions of Judge Warren J. Ferguson in Los Angeles that the parties had violated the First Amendment and that the commission had violated the Administrative Procedure Act. But it ordered the case sent back to the commission for consideration on the ground it had primary jurisdiction (BROADCASTING, Nov. 19, 1979). The court said the "ultimate judicial resolution" of the issues would be aided by a commission review.

The suit grew out of the adoption by ABC, CBS and NBC, in 1975, of the policy of restricting the first two hours of prime time to material suitable for the entire family, and NAB's inclusion of the concept in its television code.

Four writing, directing and acting guilds, various writers, producers and directors, and production companies went to court, charging that those actions resulted from pressure that then-FCC Chairman Richard E. Wiley applied on the networks and, with their assistance, on the NAB.

It wasn't clear last week what would happen next in the case. It could simply fade away. The plaintiffs could ask the commission to review the action found illegal by the district court or ask that court to direct the commission to undertake that review. But Ron Olson, one of the attorneys for the plaintiffs, said no decision has been made on what, if any, action will be taken. "We don't know what our clients want to do," he said. "It's indefinite."

Washington Watch

Help is on the way. Senator Barry Goldwater (R-Ariz.), ranking Republican on Communications Subcommittee, offered presidential hopeful Ronald Reagan his help and help of staff members Ward White and Ray Strassburg in developing positions on telecommunications issues "both during the campaign and after your election this fall." Reagan has taken up Goldwater offer, asking for issue package for his staff to review.

Rejected. FCC has rejected complaint from Ed Clark for President Committee that NBC-TV had acted unreasonably in refusing to sell it 20 five-minute slots in prime time. Commission noted that committee's reference to "reasonableness" of its request was largely irrelevant because NBC had offered to sell committee seven five-minute time slots through Sept. 28. Commission said that under these circumstances NBC had provided reasonable access.

Postponement. FCC has extended effective date of its decision eliminating cable television distant-signal and syndicated exclusivity rules from Oct. 14 to Nov. 14. Extension was granted to give commission and U.S. Court of Appeals in New York time to consider motions for stays filed with commission and court.

Short subject. Deadline for comments on FCC rulemaking looking toward adoption of short-form station license renewal applications has been postponed for one month until Nov. 3. Public interest groups see proposal as "ridiculous" as stated in United Church of Christ comments, which were submitted on post card.

Playing hardball. National Football League and Miami Dolphins won court skirmish in their effort to impose blackout rule on WTVX-TV Fort Pierce, Fla. U.S. Court of Appeals in New Orleans lifted preliminary injunction issued by U.S. district judge in West Palm Beach, Fla. Court said lower court should hold hearing on station's request for preliminary order. Decision was first setback in court cases suffered by station (BROADCASTING, Sept. 22, Oct. 6).

Frozen. Some 70 of highest-paid employees at FCC, including seven commissioners, are among officials throughout government who will go without 9.1% pay raise that was scheduled to go into effect on Oct. 1. Senate voted to deny pay raises to government employees who earn more than \$51,112. Pay-raise ban applies also to judges and members of Congress.

All for naught. FCC, deluged since early August with postcards protesting planned ABC series, *Adam & Yves*, comedy whose leading characters are homosexuals, has traced mail campaign to California-based organization called The American Christian Cause. Protest has created problem for commission, which doesn't have resources to answer all 14,000 postcards, and which wants to limit its response—explaining that it can't interfere with freedom of expression—to man behind campaign, Rev. Robert G. Grant. Fact is ABC is planning no such show. Network considered series two years ago, but dropped idea.

Arbitron and Nielsen rerank television markets

Both Arbitron Television and Nielsen Station Index have released the market-by-market rankings that will serve as the basis of local measurement for the 1980-81 television year. Arbitron tracks ADI's, the areas of dominant influence; Nielsen ranks according to DMA's, the designated market areas.

Arbitron

Despite many market-rank changes in the 1980/81 Arbitron Television areas of dominant influence (ADI's), all those stations that have benefitted over the past year by being one of the top 50 can breathe easily. So can the stations in the top 100. There were no drop-outs ("Closed Circuit," Oct. 6).

Through the 14th ADI market, rankings remain the same, with the first positive jump being Seattle-Tacoma's move from 18th to 15th. The largest market to slide was Miami, from 15th to 17th. The greatest rank changes within the top 50

were both drops, with Hartford-New Haven, Conn., and Dayton, Ohio, each losing six positions from, respectively, 20th to 26th and 44th to 50th.

The widest major-market gains were made by Birmingham, Ala., from 49th to 44th and by Providence, R.I.-New Bedford, Mass., from 38th to 33rd (the addition of New Bedford making it a hyphenated ADI).

Elsewhere, Columbus, Ohio, registered a three-rank gain to 32d and up two notches were San Diego, Calif. (now 23d); Kansas City, Mo. (25th); Salt Lake City (45th), and Wilkes-Barre-Scranton, Pa. (48th). Moving up one rank were Denver (20th); Indianapolis (21st); Sacramento-Stockton, Calif. (22d); Cincinnati (27th), and Louisville, Ky. (42d).

Down three slots was Charlotte, N.C. (now 35th) and losing two were Milwaukee (28th); New Orleans (36th), and Charleston-Huntington, W.Va. (43d). Slipping one place were Tampa-St. Petersburg, Fla. (18th); Memphis (34th);

Greenville-Spartanburg, S.C.-Asheville, N.C. (37th); Grand Rapids-Kalamazoo-Battle Creek, Mich. (38th); Harrisburg-York-Lancaster-Lebanon, Pa. (46th); Norfolk-Portsmouth-Newport News-Hampton, Va. (47th), and Albany-Schenectady-Troy, N.Y. (49th).

Beyond the top 50, the most extreme gain came in Wheeling, W.Va.-Steubenville, Ohio (from 130th to 117th). Both Panama City, Fla., and Cheyenne, Wyo., were up 10 ranks, to 167th and 177th respectively. Huntsville-Decatur-Florence, Ala., was up nine places to 87th.

Suffering the worse loss in ranking terms was Wilmington, N.C., from 118th to 131st. Topeka, Kan., didn't do much better, from 133d to 145th and Columbus-Tupelo, Miss., lost 11 to 146th. Jackson, Tenn., was down nine to 191st.

Aside from adding New Bedford, Mass., to the Providence ADI, Arbitron this year added Bend, Ore., to the over-all list as the 207th of 214 ADI's. Charlottesville-Harrisonburg, Va., last year combined as an

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ADI at 157, once again are separate, with the former at 198 and the latter at 195.

Nielsen

It's good news for Charleston-Huntington, W.Va., now one of the top 50 markets. And it's bad news for Albany, N.Y., now below that cut-off point. Austin, Tex., can now claim to be one of the top 100, but Fort Wayne, Ind., no longer can. Others like Savannah, Ga., and Wausau, Wis., each jumping seven positions in market rank, have reason for cheer. Yet many others don't, particularly Beckley-Bluefield-Oak Hill, W. Va., having dropped 18 notches.

Nielsen Station Index has completed its new television household universe estimates ("Closed Circuit," Sept. 29), with many designated markets areas (DMA's) switching position within a range of from one to 18 rankings.

Untouched were the top 10 rankings. The largest market change affects Seattle-Tacoma, which moves from 17th to 14th place. St. Louis, Miami-Fort Lauderdale and Atlanta now are markets 15 through 17, each having slipped one rank.

Other upward changes in the top 50 markets: San Diego, from 25th to 24th; Kansas City, Mo., from 28th to 25th; Birmingham-Anniston, Ala., from 39th to 36th; Raleigh-Durham, N.C., from 46th to 43d; Salt Lake City, from 48th to 44th;

Dayton, Ohio, from 50th to 48th, and Charleston-Huntington, from 51st to 49th.

Dropping down: Hartford-New Haven, Conn., from 24th to 26th; Cincinnati, from 26th to 27th; Milwaukee, from 27th to 28th; New Orleans, from 36th to 38th; Grand Rapids, Kalamazoo-Battle Creek, Mich., from 38th to 39th; Norfolk-Portsmouth-Newport News, Va., from 43d to 47th; San Antonio, Tex., from 44th to 46th; Harrisburg-Lancaster-Lebanon-York, Pa., from 47th to 50th, and Albany, N.Y., from 49th to 51st.

Farther down the list, a four-rank gain by Austin, Tex., from 104th, put it in the top 100; Fort Wayne, Ind., dropped from 100th to 101st.

Arbitron TV household estimates

Nielsen TV household estimates

1980 Rank	1979 Rank	Market	TV Households
1		New York	6,432,000
2		Los Angeles	4,181,600
3		Chicago	2,847,200
4		Philadelphia	2,358,400
5		San Francisco	1,917,800
6		Boston	1,859,900
7		Detroit	1,606,200
8		Washington	1,400,400
9		Cleveland	1,328,800
10		Dallas-Fort Worth	1,210,800
11		Pittsburgh	1,165,300
12		Houston	1,151,400
13		Minneapolis-St. Paul	1,009,500
14		St. Louis	1,000,800
15	18	Seattle-Tacoma	976,800
16		Atlanta	973,000
17	15	Miami	966,000
18	17	Tampa-St. Petersburg, Fla.	927,700
19		Baltimore	810,100
20	21	Denver	774,100
21	22	Indianapolis	761,000
22	23	Sacramento-Stockton, Calif.	735,200
23	25	San Diego	716,000
24		Portland, Ore.	700,400
25	27	Kansas City, Mo.	696,600
26	20	Hartford-New Haven, Conn.	676,100
27	28	Cincinnati	667,800
28	26	Milwaukee	660,700
29		Buffalo	629,800
30		Nashville	611,900
31		Phoenix	605,200
32	35	Columbus, Ohio	578,800
33	38	Providence, R.I.-New Bedford, Mass	574,800
34	33	Memphis	555,400
35	32	Charlotte, N.C.	553,800
36	34	New Orleans	535,400
37	36	Greenville-Spartanburg, S.C.-Asheville, N.C.	532,900
38	37	Grand Rapids-Kalamazoo-Battle Creek, Mich.	532,500
39		Oklahoma City	529,800
40		Orlando-Daytona Beach, Fla.	501,300
41		Raleigh-Durham, N.C.	497,300
42	43	Louisville, Ky.	485,100
43	41	Charleston-Huntington, W. Va.	476,300
44	49	Birmingham, Ala.	465,600
45	47	Salt Lake City	464,000
46	45	Harrisburg-York-Lancaster-Lebanon, Pa.	460,400
47	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	457,400
48	50	Wilkes Barre-Scranton, Pa.	457,300
49	48	Albany-Schenectady-Troy, N.Y.	441,000
50	44	Dayton, Ohio	435,700
51		San Antonio, Tex.	432,700
52		Flint-Saginaw-Bay City, Mich.	430,400
53		Greensboro-Winston Salem-High Point, N.C.	421,500
54	55	Little Rock, Ark.	414,300
55	56	Toledo, Ohio	407,300
56	57	Tulsa, Okla.	405,400
57	54	Wichita-Hutchinson, Kan.	394,800
58		Shreveport, La.-Texarkana, Tex.	376,800
59	64	Richmond, Va.	375,400

1980 Rank	1979 Rank	Market	TV Households
1		New York	6,459,700
2		Los Angeles, Palm Springs	4,292,890
3		Chicago	2,854,980
4		Philadelphia	2,374,520
5		San Francisco-Oakland	1,946,790
6		Boston, Manchester, Worcester	1,886,310
7		Detroit	1,625,090
8		Cleveland, Akron	1,360,200
9		Washington	1,297,260
10		Dallas-Fort Worth	1,216,930
11		Pittsburgh	1,166,120
12		Houston	1,150,020
13		Minneapolis-St. Paul	996,400
14	17	Seattle-Tacoma	994,040
15	14	St. Louis	986,760
16	15	Miami-Ft. Lauderdale	967,110
17	16	Atlanta	956,750
18		Tampa-St. Petersburg, Sarasota, Fla.	932,360
19		Baltimore	809,540
20		Indianapolis, Lafayette	802,380
21		Denver	764,560
22		Sacramento-Stockton, Calif.	749,480
23		Portland, Bend, Ore.	740,520
24	25	San Diego	725,260
25	28	Kansas City, Mo.	690,130
26	24	Hartford-New Haven, Conn.	687,660
27	26	Cincinnati	681,680
28	27	Milwaukee	664,200
29		Buffalo	635,270
30		Nashville, Bowling Green	632,330
31		Phoenix, Flagstaff	621,110
32		Providence, R.I.-New Bedford, Mass	583,140
33		Charlotte, N.C.	559,720
34		Columbus, Ohio	556,790
35		Memphis	548,560
36	39	Birmingham, Anniston, Ala.	543,870
37		Greenville-Spartanburg, S.C.	542,510
38	36	New Orleans	537,430
39	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	536,630
40		Oklahoma City	527,670
41		Orlando-Daytona Beach, Fla.	504,630
42		Louisville, Ky.	489,950
43	46	Raleigh-Durham, N.C.	469,020
44	48	Salt Lake City	467,300
45		Wilkes Barre-Scranton, Pa.	465,210
46	44	San Antonio, Tex.	460,620
47	43	Norfolk-Portsmouth-Newport News, Va.	457,640
48	50	Dayton, Ohio	453,120
49	51	Charleston-Huntington, W.Va.	451,620
50	47	Harrisburg-Lancaster-Lebanon-York, Pa.	449,960
51	49	Albany-Schenectady-Troy, N.Y.	447,590
52		Syracuse-Elmira, N.Y.	442,540
53		Flint-Saginaw-Bay City, Mich.	423,170
54		Greensboro-High Point-Winston-Salem, N.C.	415,830
55		Richmond-Petersburg-Charlottesville, Va.	412,040

1980 Rank	1979 Rank	Market	TV Households	1980 Rank	1979 Rank	Market	TV Households
60	59	Knoxville, Tenn.	368,700	56	60	Tulsa, Okla.	406,190
61	60	Mobile, Ala.-Pensacola, Fla.	361,500	57	58	Little Rock-Pine Bluff, Ark.	404,240
62	61	Roanoke-Lynchburg, Va.	351,000	58	57	Wichita-Hutchinson, Kan.	393,630
63		Syracuse, N.Y.	344,100	59	56	Toledo, Ohio	392,900
64	62	Des Moines, Iowa	340,500	60	59	Shreveport, La.	380,200
65	67	Green Bay, Wis.	336,800	61		Knoxville, Tenn.	372,180
66		Jacksonville, Fla.	333,300	62		Mobile, Ala.-Pensacola, Fla.	360,270
67	68	Rochester, N.Y.	333,200	63		Roanoke-Lynchburg, Va.	346,270
68	69	Fresno, Calif.	329,800	64	66	Fresno (Visalia), Calif.	340,170
69	65	Omaha	323,800	65	64	Jacksonville, Fla.	338,050
70	73	Spokane, Wash.	304,700	66	67	Green Bay, Wis.	337,790
71	70	Davenport-Rock Island-Moline (Quad City), Ill.	302,900	67	65	Rochester, N.Y.	336,890
72	75	Albuquerque, N.M.	295,800	68	69	Des Moines-Ames, Iowa	327,620
73	76	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	292,100	69	68	Omaha	323,000
74		Portland-Poland Spring, Me.	289,400	70	71	Albuquerque, Farmington, N.M.	319,170
75	72	Springfield-Decatur-Champaign, Ill.	276,600	71	72	Spokane, Wash.	310,830
76	77	West Palm Beach, Fla.	275,400	72	70	Davenport-Rock Island-Moline, Ill.	304,740
77	71	Chattanooga	273,300	73		Champaign, Springfield-Decatur, Ill.	304,090
78		Johnstown-Altoona, Pa.	263,500	74	75	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	296,040
79		Cedar Rapids-Waterloo, Iowa	259,600	75	74	Cedar Rapids-Waterloo, Dubuque, Iowa	295,260
80	82	South Bend-Elkhart, Ind.	257,700	76		Portland-Poland Spring, Me.	292,780
81	80	Jackson, Miss.	256,000	77	78	Chattanooga	280,790
82	83	Springfield, Mo.	252,000	78	83	West Palm Beach-Fort Pierce, Fla.	277,520
83	84	Bristol-Kingsport-Johnson City, Tenn.	248,600	79	77	Johnstown-Altoona, Pa.	268,670
84	85	Lincoln-Hastings-Kearney, Neb.	242,100	80	79	Honolulu	266,330
85	89	Lexington, Ky.	234,200	81	82	Springfield, Mo.	263,770
86	87	Peoria, Ill.	227,600	82	81	South Bend-Elkhart, Ind.	259,920
87	96	Huntsville-Decatur-Florence, Ala.	225,000	83	80	Jackson, Miss.	255,830
88	86	Springfield, Mass.	223,700	84		Kingsport-Johnson City, Lincoln-Hastings-Kearney, Neb.	254,560
89	88	Evansville, Ind.	221,200	85	91	Lexington, Ky.	229,590
90	81	Youngstown, Ohio	217,500	86	86	Springfield-Holyoke, Mass.	227,890
91		Lansing, Mich.	210,200	87	87	Evansville, Ind.	227,660
92	90	Tucson, Ariz.	208,500	88		Florence, Ala.	226,570
93	95	Sioux Falls-Mitchell, S.D.	208,200	90	88	Greenville-New Bern-Washington, N.C.	222,700
94		Ft. Wayne, Ind.	207,800	91	92	Youngstown, Ohio	218,940
95	99	Austin, Tex.	206,400	92	93	Burlington, Vt.	216,510
96	92	Baton Rouge, La.	204,000	93	89	Plattsburgh, N.Y.	215,910
97		Columbia, S.C.	200,000	94	95	Peoria, Ill.	211,240
98	93	Fargo, N.D.	199,600	95	94	Lansing, Mich.	211,240
99	98	Burlington, Vt.-Plattsburgh, N.Y.	196,500	96		Sioux Falls (Mitchell), S.D.	208,680
100		Waco-Temple, Tex.	195,100	97	98	Tucson (Nogales), Ariz.	208,640
101	105	Greenville-New Bern-Washington, N.C.	190,000	98	96	Baton Rouge, La.	206,330
102	103	Madison, Wis.	189,400	99	97	Fargo-Valley City, N.D.	201,980
103	102	El Paso, Tex.	182,400	100	104	Austin, Tex.	198,240
104	101	Colorado Springs-Pueblo, Colo.	179,200	101	100	Fort Wayne, Ind.	197,200
105	104	Rockford, Ill.	175,600	102		Madison, Wis.	191,690
106		Duluth, Minn.-Superior, Wis.	171,200	103	101	Waco-Temple, Tex.	191,540
107	112	Joplin-Pittsburg, Mo.	164,200	105		Colorado Springs-Pueblo, Co.	180,390
108	110	Wichita Falls, Tex.-Lawton, Okla.	163,900	106		Wheeling, W.Va.-Steubenville, Ohio	178,180
109	108	Terre Haute, Ind.	162,800	107		Rockford, Ill.	176,840
110		Augusta, Ga.	162,400	108	110	Montgomery, Ala.	173,990
111	107	Amarillo, Tex.	161,200	109		Duluth-Superior, Wis.	172,550
111	117	Charleston, S.C.	161,200	110	108	Augusta, Ga.	168,910
113		Columbus, Ga.	160,200	111	112	Wichita Falls, Tex.	167,340
114	111	Monroe-El Dorado, Ark.	160,000	112		Lawton, Okla.	167,340
115	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	159,600	113	114	Joplin, Mo.-Pittsburg, Kan.	165,960
116	115	Lafayette, La.	157,900	114	113	Terre Haute, Ind.	164,930
117	130	Wheeling, W.Va.-Steubenville, Ohio	157,800	115	117	Monroe-La-El Dorado, Ark.	164,080
118	122	Montgomery, Ala.	156,900	116		Santa Barbara-Santa Maria-San Luis Obispo, Calif.	163,690
119	114	Salinas-Monterey, Calif.	155,200	117	123	Savannah, Ga.	160,480
120	119	Beaumont-Port Arthur, Tex.	152,500	118	115	Amarillo, Tex.	160,370
121		Sioux City, Iowa	151,900	119	119	Lafayette, La.	160,000
122	126	Las Vegas	151,500	120	118	Binghamton, Ala.	159,730
122	120	Savannah, Ga.	151,500	121		Columbus, Ga.	159,230
124		Binghamton, N.Y.	149,100	122	116	Monterey-Salinas, Calif.	158,360
125	127	Eugene, Ore.	147,200	123	124	Charleston, S.C.	157,850
126	129	Fort Myers-Naples, Fla.	145,200	124	127	Las Vegas	155,030
127	132	Yakima, Wash.	145,000	125	122	Beaumont-Port Arthur, Tex.	152,660
128	123	La Crosse-Eau Claire, Wis.	144,700	126	126	Eugene, Ore.	151,840
129	134	Columbia-Jefferson City, Mo.	143,200	127	129	Yakima, Wash.	151,290
130	128	Wausau-Rhineland, Wis.	142,700	128	121	Sioux City, Iowa	149,400
131	118	Wilmington, Del.	142,000	128	134	Fort Myers-Naples, Fla.	147,640
132	137	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,400				
133	125	Lubbock, Tex.	138,100				
134	131	Corpus Christi, Tex.	137,300				
135	136	Traverse City-Cadillac, Mich.	135,000				
136	140	Tallahassee, Fla.	134,100				
137	145	Macon, Ga.	130,900				
138		Erie, Pa.	129,500				
139	144	Reno	128,800				
140	141	McAllen-Brownsville, Tex. (LRGV)	128,700				
141	146	Chico-Redding, Calif.	126,800				

1980 Rank	1979 Rank	Market	TV Households	1980 Rank	1979 Rank	Market	TV Households
142	143	Minot-Bismarck-Dickinson, N.D.	125,400	129	132	Lubbock, Tex	144,930
143	142	Boise, Idaho	124,900	130	131	Columbia-Jefferson City, Mo.	144,400
144	139	Bluefield-Beckley-Oak Hill, W Va.	122,800	131	128	Wilmington, Del.	143,540
145	133	Topeka, Kan.	120,900	132	125	La Crosse-Eau Claire, Wis.	141,120
146	135	Columbus-Tupelo, Miss.	120,700	133		Mason City, Iowa-Austin-Rochester, Minn.	139,670
147	148	Quincy-Hannibal, Mo.	117,600	134	135	Traverse City-Cadillac, Mich.	137,920
148	147	Bangor, Me.	115,400	135	136	Corpus Christi, Tex.	137,420
149	147	Fort Smith, Ark.	114,000	136	137	Columbus-Tupelo, Miss.	135,480
150	149	Odessa-Midland, Tex.	113,500	137	141	Macon, Ga.	134,480
151	156	Missoula-Butte, Mont.	111,900	138	144	Reno	132,330
152	150	Albany, Ga.	109,400	139	138	Erie, Pa.	131,310
153	152	Abilene-Sweetwater, Tex.	108,200	140	146	Chico-Redding, Calif	129,600
154	153	Medford, Ore.	107,900	141	145	Minot-Bismarck-Dickinson, N.D.	128,060
155		Bakersfield, Calif.	104,000	142	140	Tallahassee-Thomasville, Fla.	127,760
156	153	Utica, N.Y.	103,800	143		Harlingen-Weslaco, Tex.	127,050
157	159	Idaho Falls-Pocatello	87,000	144	139	Boise, Idaho	125,850
158	165	Elmira, N.Y.	83,500	145	152	Wausau, Wis	125,670
159	166	Tyler, Tex.	82,900	146	147	Topeka, Kan.	122,100
160	163	Alexandria, Minn	79,700	147	149	Fort Smith, Ark.	121,900
161	160	Florence, S.C	79,500	148	130	Beckley-Bluefield-Oak Hill, W Va.	121,690
162	164	Rapid City, S.D.	78,400	149	142	Quincy, Ill.-Keokuk, Iowa-Hannibal, Mo	118,830
163	162	Clarksburg-Weston, W. Va.	78,100	150	148	Bangor, Me	118,240
164	167	Watertown-Carthage, N.Y.	77,000	151	150	Albany, Ga	114,330
165	158	Dothan, Ala	75,500	152	151	Odessa-Midland-Monahans, Tex	113,050
166	168	Laurel-Hattiesburg, Miss.	74,700	153	155	Medford-Klamath Falls, Ore.	110,860
167	177	Panama City, Fla	73,600	154	153	Bakersfield, Calif	109,950
168	161	Salisbury, Md	72,300	155	156	Hagerstown, Md	106,050
169	175	Great Falls, Mont	67,700	156	157	Utica, N.Y	100,240
170	174	Ardmore-Ada, Okla.	67,300	157	154	Abilene-Sweetwater, Tex.	99,870
171	173	Jonesboro, Ark.	66,900	158	159	Dothan, Ala.	91,400
172	169	Anchorage, Alaska	66,600	159	160	Florence, S.C.	90,440
173	176	Billings, Mont.	65,800	160	158	Rapid City, Iowa	89,930
174	171	Alexandria, La.	65,700	161	162	Idaho Falls-Pocatello	85,210
175	172	Lake Charles, La	65,400	162	161	Alexandria, Minn	84,840
176	170	Meridian, Miss.	65,200	163		Tyler, Tex.	83,460
177	187	Cheyenne, Wyo.	56,800	164		Hattiesburg-Laurel, Miss	74,620
177	178	Gainesville, Fla	56,800	165		Clarksburg-Weston, W. Va.	73,450
179	186	Palm Springs, Calif.	52,900	166		Salisbury, Md	72,960
180	179	Marquette, Mich.	52,800	167		Billings, Mont	71,020
181		El Centro, Calif-Yuma, Ariz	52,400	168	170	Great Falls, Mont	69,970
182	184	Eureka, Calif.	52,300	169	172	Jonesboro, Ark	67,360
183	184	Roswell, N.M.	52,000	170	173	Ada-Ardmore, Okla.	67,320
184	188	St Joseph, Mo	51,300	171	168	Alexandria, La.	66,000
185	183	Biloxi-Gulfport-Pascagoula, Miss.	49,600	172	171	Lake Charles, La.	65,930
186	180	Casper-Riverton, Wyo.	49,300	173	169	Meridian, Miss.	64,780
187	189	Grand Junction, Colo.	44,300	174		Watertown, N.Y	64,180
188	190	Greenwood-Greenville, Miss.	41,900	175	178	Butte, Mont	63,330
189	193	Anniston, Ala.	41,500	176	181	Missoula, Mont	62,050
190	192	Tuscaloosa, Ala.	41,400	177		Panama City, Fla.	61,990
191	182	Jackson, Tenn	40,000	178	175	St. Joseph, Mo.	60,740
192	191	Lafayette, Ind	36,500	179	176	Cheyenne-Scottsbluff-Sterling, Wyo	60,520
193	195	Lima, Ohio	35,800	180	182	Gainesville, Fla	57,020
194		Mankato, Minn.	35,400	181	179	Marquette, Mich	55,150
195	157	Harrisonburg, Va.	34,300	182	180	Mankato, Minn.	54,520
196	199	San Angelo, Tex	32,500	183		Yuma-El Centro, Ariz	54,230
197	198	Parkersburg, W. Va	32,400	184		Parkersburg, W Va	53,640
198	157	Charlottesville, Va	31,100	185		Eureka, Calif	53,460
199	201	Presque Isle, Me.	28,900	186	188	Casper-Riverton, Wyo	53,100
200		Twin Falls, Idaho	28,800	187	186	Roswell, N.M	52,580
				188	187	Biloxi-Gulfport, Miss.	49,320
200	203	Zanesville, Ohio	28,800	189		Grand Junction-Montrose, Colo	45,110
202	204	Ottumwa, Iowa-Kirksville, Mo.	28,500	190		Ottumwa-Kirksville, Iowa	44,030
203	202	Dubuque, Iowa	27,800	191		Greenwood, Miss	42,060
204	196	Bowling Green, Ky.	27,100	192		Jackson, Tenn	39,860
205		Laredo, Tex	26,800	193	194	Lima, Ohio	36,270
206		Farmington, N.M.	24,600	194	195	San Angelo, Tex.	33,030
207	—	Bend, Ore	21,300	195	197	Harrisonburg, Va.	30,910
208	207	Flagstaff, Ariz.	21,000	196		Presque Isle, Me.	29,900
209	208	Victoria, Tex.	20,700	197	198	Zanesville, Ohio	29,140
210		North Platte, Neb	18,400	198	193	Twin Falls, Idaho	28,570
211	209	Selma, Ala	17,100	199		Laredo, Tex	26,860
212	211	Helena, Mont	15,400	200		Rhineland, Wis.	19,010
213	212	Alpena, Mich	14,800	201		North Platte, Neb.	15,950
214	213	Miles City-Glendive, Mont	10,100	202		Alpena, Mich.	11,440
				203		Glendive, Mont	4,500

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

Company	Period Ended	Revenues	Current and change			Year earlier			
			Change	% Net Income	% Per Share	Revenues	Net Income	Per Share	
Burnup & Sims.....	3 mo. 7/31	49,406,000	+25.9	2,105,000	+43.4	.24	39,253,000	1,468,000	17
General Tire & Rubber.....	9 mo. 8/31	1,570,505,000	- 6.3	10,199,000	-84.6	.42	1,675,619,000	66,157,000	279
Tektronix.....	yr 5/31	971,306,000	+23.4	85,072,000	+10.3	4.66	786,936,000	77,151,000	4.28
United Cable TV.....	3 mo. 8/31	13,700,000	+37.0	1,844,000	+29.4	.46	10,002,000	1,425,000	35

Kennedy goes to Carter's aid

Former opponent takes to the air in support of the President

Senator Edward M. Kennedy (D-Mass.), who battled President Carter for the Democratic presidential nomination, is making good on a promise to help Carter in his effort to win the election. In the last two weeks of the campaign, Kennedy will be seen and heard in television and radio spots urging the President's re-election.

Kennedy last week traveled to New York and the studio of David Sawyer, the television producer who prepared many of the senator's commercials in the campaign that failed. Three 30-second television spots and three 60-second radio commercials were taped, and in each Kennedy explains his reason for supporting Carter: Because of "my 'deep belief in the ideals of the Democratic party,'" of which he said he spoke at the Democratic convention, in New York.

Some of the spots are aimed at blacks and Hispanics, constituencies that supported Kennedy in the primaries. One television commercial, for instance, says, "In the area of human rights, economic justice, and bilingual education, there's a clear choice for Hispanics between the

President and Ronald Reagan." Two radio spots stress the increases in the number of Hispanics and blacks in the judiciary and in other high government posts.

Only one commercial—a radio spot—suggests the tone of recent Carter commercials that portray Reagan as a man who would be incompetent and perhaps irresponsible as President. It urges listeners before voting to ask themselves two questions—"Who can we really trust with the future of our country, and perhaps even the fate of the world?" and "What kind of future do we really want for our families and our children?"

Kennedy then says, "The Democratic party and President Carter offer the best hope for America in the years ahead. As Democrats we are united in our commitment to a strong defense and the pursuit of peace. . ."

The commercials were written by Kennedy's staff—Robert Shrum, a speech writer, is said to have had the major drafting role—but the Carter-Mondale Committee's advertising consultant, Gerald Rafshoon, was involved. He was consulted on the scripts, and will arrange for the timebuys. Most of the spots are expected to run in targeted areas, although one may run on the networks.

Rafshoon, meanwhile, heard another complaint about a commercial he prepared for Carter. Actually, it was a five-minute program on Carter as "chief of state" and

showed him in the company of world leaders. It was a piece of film showing him with Pope John Paul II that disturbed the Catholic League for Religious and Civil Rights. The league, in Mailgrams to Carter and Robert Strauss, chairman of the Carter-Mondale Re-Election Committee, said "use of the Pope as a visual campaign slogan" demeaned him and insulted Catholic voters. The group asked the President to stop using the program.

Rafshoon's office said the piece was no longer running and may not run again. It is not scheduled for a network or major-market buy, at present, said Becky Hendricks, a Rafshoon aide.

Last month, Rafshoon pulled a five-minute program from the schedule after a woman featured in it complained. She had been pictured as a Carter booster, but she said she had changed her position and was backing Reagan (BROADCASTING, Sept. 29).

Tampon advertising re-evaluated in light of Rely matter

While Procter & Gamble launched a four-week television, radio and print campaign last week urging women to stop buying and using its Rely tampons (BROADCASTING, Oct. 6), other manufacturers of such products were re-evaluating their own ad-



MOZART, Psalm 67 and some thoughtful words for Thanksgiving

Music for Thanksgiving.

The language is universal. The effect is lasting and uplifting. This annual program of "Joy," from the International Lutheran Laymen's League, is now available for your Thanksgiving schedule. Hosted by the Reverend Alvin C. Rueter, it is twenty-nine minutes of classic choral music, bridged with thoughts that give Thanksgiving more meaning.

Joy: A Thanksgiving Special.



International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, MO 63139

Joy is free on a 12 inch stereo disc and postage paid. Just fill in and return this coupon.

JOY

2185 Hampton Avenue
St. Louis, MO 63139
ATTN: Violet Knickrehm

Please send me Joy: A Thanksgiving Special.

NAME _____

STATION _____

STREET _____

CITY _____

STATE _____

ZIP _____



vertising plans.

P&G's campaign followed mounting evidence linking the use of Rely with the sometimes fatal toxic shock syndrome (TSS). The advertising was part of a binding agreement signed by P&G and the Food and Drug Administration, and last week other tampon manufacturers planned to meet with the FDA to explore steps they might take in advertising and labeling.

In response to the developments, Kimberly-Clark Corp. said it has suspended all

advertising for its Kotex brand tampons until "the TSS situation is clarified." International Playtex, which recently introduced a new Playtex tampon, was completing plans for a campaign this month but has decided to hold off until it meets with the FDA. Tampax Inc. began an educational campaign last week in 42 newspapers and several consumer publications alerting women to the symptoms and dangers of TSS and suggesting more frequent changing of tampons and alternating use with napkins.

each), Leonard Kitchen (15%) and 12 others. Paragon is also licensee of WRTR(AM) Two Rivers. Buyer is owned by Don Seehafer who also owns WIMT(AM) Manitowoc; WGEZ(AM) Beloit, and WXCO(AM) Wausau, all Wisconsin. WQTC-FM is on 102.3 mhz with 3 kw and antenna 250 feet above average terrain. Broker: Richard H. Shaheen Inc.

■ KYOR-AM-FM Blythe, Calif.: Sold by Blythe Radio Inc. to James S. Mayson for \$500,000. Seller is owned by Robert R. Hull and Willis E. Stout (42% each) and three others. They have no other broadcast interests. Mayson is Riverside, Calif., physician with no other broadcast interests. KYOR(AM) is on 1450 khz with 1 kw day and 250 w night. KYOR-FM is on 100.3 mhz with 35.1 kw and antenna 278 feet above average terrain. Broker: Blackburn & Co.

■ WIMO(AM) Winder, Ga.: Sold by Cecil H. Grider to Gordon L. James and Emory W. Post (35% each); Joe M. Ford (20%) and Sidney K. Griffin (10%) for \$450,000. Grider owns 21% of WPFA(AM) Pensacola, Fla. James owns office supply business in Gadsen, Ala., and 50% of WKXC(FM) Soddy Daisy, Tenn. Post is former general manager of WQEN(FM) Gadsen and owns 40% of WKXC. Ford is Alabama state representative. Griffin is former sales manager of WQEN. Ford and Griffin have no other broadcast interests. WIMO is 1 kw daytimer on 1300 khz. Broker: MacMillan Co.

■ WAPG(AM)-WOKD(FM) Arcadia, Fla.: Sold by Arcadia-Punta Gorda Broadcasting Co. to William N. Dakos for \$300,000. Seller is owned by Murray Benton and family. They have no other broadcast interests. Dakos is Fort Myers, Fla., physician with no other broadcast interests. WAPG is 1 kw daytimer on 1480 khz. WOKD is on 98.3 mhz with 3 kw and antenna 195 feet above average terrain. Broker: Keith W. Horton Co.

Changing Hands

PROPOSED

■ WQHI(FM) Jeffersonville, Ind. (Louisville, Ky.): Sold by Whatever's Fair Inc. to Frank E. Wood (principal) and father, Frank Wood, for \$2.175 million. Seller is owned by John Rutledge (80%) and Chuck LeGette (20%). They also own WINN(AM) Louisville. Woods own WEBN(FM) Cincinnati of which younger Wood is president and general manager. WQHI(FM) is on 95.7 mhz with 32.8 kw and antenna 580 feet above average terrain. Broker: Ted Hepburn Co.

■ KARE(AM) Atchison, Kan.: Sold by KARE Inc. to KARE Radio Inc. for \$535,000. Seller is owned by James

Griffith (66.67%) and wife, Christeen (33.33%). They have no other broadcast interests. Buyer is owned by John Carl, Brent Slay, Robert Selden and Wesley Dirks (25% each). Carl owns KCOB(AM)-KLVN(FM) Newton, Iowa. Slay is associated with Grand Rapids, Mich., jewelry manufacturing company. Selden and Dirks are Chicago certified public accountants. KARE is on 1470 khz with 1,000 w full time. Broker: Ralph E. Meador.

■ WQTC-FM Two Rivers, Wis.: Sold by Paragon Radio Network Inc. to Seehafer Broadcasting Corp. for \$500,000. Seller is owned by Thomas L. Stewart (president), Ronald Flick and Thomas Stringer (20.5%

The purchase of television station

KAAL-TV

Austin, Minnesota

for

\$11,250,000

by

News-Press & Gazette Co., St. Joseph, Mo.

from

Black Hawk Broadcasting Co.

has been consummated as of October 1, 1980.

We are pleased to have served
as broker in this transaction.

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(312) 346-6460

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400 Colony Square
(404) 892-4655

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

10/13/80

3 kw and antenna 200 feet above average terrain.

■ Other approved station sales include: WPXC(AM) Prattville, Ala.; KNOT-AM-FM Prescott, Ariz.; WKKX(AM) Deland, Fla.; WTAL(FM) Tallahassee, Fla.; WMES(AM) Ashburn, Ga.; KSEE(AM) Santa Maria, Calif.; WART(FM) Plainfield, Ind.; WJBQ-FM Scarborough, Me.; WRNN-AM-FM Clare, Mich.; KROW(AM) Dallas, Ore.; WCKM(AM) Winnsboro, S.C., and KMND(AM) Midland, Tex. (see "For the Record," page 84).

Running deeper in red, UPI seeks bail-out

That's word to editors at annual meeting, which also looks at cable futures, treatment of leaks and candidate John Anderson

United Press International, its financial troubles apparently worsening, disclosed officially last week that it is up for sale.

The announcement, at the news service's annual convention of editors at Cambridge, Mass., caused little surprise. Last fall, the company had tried unsuccessfully to sell 90% interest to selected broadcasters and publishers in an effort to obtain "greater financial stamina" (BROADCASTING, Oct. 1, 1979, et seq.). When that attempt failed, officials said UPI would not go out of business but would examine "other options," or, as President Roderick Beaton put it, "go back to the drawing board."

UPI is primarily owned by the E.W. Scripps Co. trust (95%). The Hearst Corp. holds the remaining 5% as a result of the 1958 merger of United Press and the Hearst-owned International News Service. The Scripps trust was established for the grandchildren of E.W. Scripps and will dissolve at the death of its last member. The unsuccessful partnership offer last fall was described at the time as a means of attaining a "guarantee of perpetuity" lacking in the trust arrangement.

Several options were reported last week to be under consideration in the quest for new ownership. One was formation of a general partnership with broadcasters and newspapers to operate the agency. This plan, in which the partners would share control, presumably would be more attractive to them than last fall's unsuccessful proposal, which called for a limited partnership with Scripps retaining control.

Other possibilities were said to be a public stock offering among broadcasters and newspapers, or outright sale of outside interests.

There have been reports of inquiries by foreigners about buying the company, but members of the Scripps family are said to oppose this, except as a last resort, on grounds that a U.S. news organization

should not be owned by foreigners. They are believed to prefer ownership by U.S. broadcasters and publishers above ownership even by outside U.S. interests.

UPI has been in financial difficulty for several years. The confidential memorandum circulated to selected station and newspaper owners in connection with the limited-partnership offer said that from 1974 through 1978, UPI had operating losses totaling \$21.2 million and a net loss of \$8.6 million. Operating revenues for the period were put at \$325.5 million.

Authorities last week estimated that pretax losses, about \$7 million in 1979, would exceed \$7 million this year and might reach \$10 million.

UPI has 3,757 broadcast clients. In 1978 they accounted for about \$19.8 million, or 35%, of its total domestic revenues and \$2.3 million, or 13%, of foreign revenues. UPI also claims 1,040 daily newspapers as subscribers.

Officials emphasized again last week that the Scripps interests had no intention of "abandoning" UPI, the only major U.S. competitor of the Associated Press. But, they said, new ownership must be found.

At the UPI convention, a discussion of cable television's future influence on newspapers, a critique of the press's Abscam coverage and John Anderson's view on courtroom coverage by the news media were among the features.

It's too soon to predict just what cable television will do to newspapers, but it won't be anything bad, the editors were told.

UPI's director of cable TV services, Tom Hawley, called "cable-print experimentation essential, not just a nice option." He said that print will still provide the basic data base of editorial content and advertising but that "the rule is that there are no rules" on just how.

John Mansell of Paul Kagan Associates also said that it is "much too early to tell" just how cable television and print will interact. He predicted a "volatile growth" in cable over the next decade—to 46.1 million cable subscribers and \$13.8 billion total annual revenues.

Dennis Mollenkamp, Cox Cable public relations director, said cable poses more opportunity than threat to newspapers, giving them an alternative to rising production costs.

In a discussion of Abscam coverage, two defense lawyers and a defendant agreed that the press must air leaks but should try harder to get all the facts behind them.

Calling an NBC Abscam story on Feb. 2 inaccurate and prejudicial, attorney Michael E. Tigar said network and other outlets accepted leaks with insufficient checking. "Skepticism writes no leads, but credulity makes the deadline every time," he charged. He claimed the press was manipulated by government officials.

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Tigar, attorney for Representative John Murphy (D-N.Y.), who is under indictment in an Abscam case, urged reporters to use freedom of information challenges to force fuller government disclosures.

(Murphy sued NBC for libel last week [see "In Brief"].)

Florida congressman Richard Kelly, also under indictment for alleged bribe taking in another Abscam case, told editors that "when you get information, you have to print it." But he said that in his case, "the bad guys are begging for daylight and truth and the good guys are trying to hide." He said he talked with David Brinkley on NBC to state that he needed the truth to come out.

Kelly's lawyer, Anthony Battaglia, said the government has invented "a new school of prosecution—the leak."

Jack Landau, director of the Reporters' Committee for Freedom of the Press, said the defense and the prosecution should either disclose nothing or all information about a case instead of the low-level government leaks that revealed the Abscam investigation. "Why not encourage more information rather than less and biased information?" he said.

Landau said no one can predict publicity's effects on a jury. But independent presidential candidate John Anderson told the editors that no simple law could resolve the court access issue. He said reporters deserve a speedy review of their exclusion from a trial. Anderson added reporters should not have to reveal confidential sources.

Hosking picked to head CBS Radio

CBS-TV VP will succeed Digges in top radio spot next year; he'll meet affiliates in Phoenix

Robert L. Hosking, vice president, affiliate relations, CBS-TV network, has been tapped to succeed Sam Cooke Digges as president of the CBS Radio Division. His formal introduction to the ranks comes this week, during the 22d biennial CBS

Jankowski, president of the CBS/Broadcast Group, said there were "several excellent candidates for the position" and "the selection of one in no way diminishes the importance to CBS of the others." Among executives reported to have been in contention for the division post, in addition to Hosking, were William Grimes, senior vice president of the division, and Richard Brescia, vice president and general manager of the CBS Radio Network.

Although Hosking is sure to be a main attraction for the 500 executives expected at the affiliates convention, his role there is



Digges



Hosking



Malara

Radio Network Affiliates Convention at the Arizona Biltmore hotel in Phoenix.

Hosking will join the radio division officially on Nov. 3 as executive vice president and will work with Digges until the latter retires on Jan. 31.

In making the announcement, Gene F.

said primarily to be one of getting acquainted with affiliates and being introduced to the group by Jankowski.

Highlighting the formal agenda begun last night (Oct. 12) and running through Wednesday, will be Thomas H. Wyman, new president and chief executive officer, CBS Inc., in his first address before an affiliate convention. Keynoting responsibilities go to Jankowski, and another major address will be offered by CBS News's Walter Cronkite.

Among others scheduled for center-stage are Digges, who will welcome affiliates; Brescia, on the state of the network; Neil Knox, CBS radio vice president, affiliate relations; James Joyella, network vice president and general sales manager; W. Thomas Dawson, vice president, division services; Ed Hynes, vice president national promotion, Columbia Records, and Michael J. Roarty, vice president, marketing, Anheuser Busch.

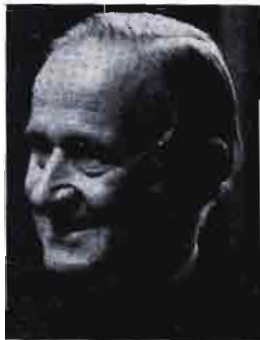
Representing the news ranks will be Bud Benjamin, vice president and director, CBS News; John Lane, vice president, CBS News, and Emerson Stone, vice president, CBS News Radio. They will be followed by a Cronkite-moderated political panel with correspondents Reid Collins, George Herman, Charles Osgood and Lesley Stahl.

Washington concerns will be the territory of Gene P. Mater, vice president and assistant to the president, CBS/Broadcast Group; William Lilley III, vice president, Washington, CBS Inc., and Rae Forker Evans, director, affiliate/Washington relations, CBS/Broadcast Group.

A panel of CBS Radio sportscasters will be moderated by Brent Musburger; other convention business includes words from incoming affiliates chairman Al Sanders of WMAZ(AM) Macon, Ga., outgoing chair-

NATIONAL RADIO PULPIT CONGRATULATES Dr. David H.C. Read

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—Society for the Family of Man Nov. 19, 1980

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(His 17th season in the series)

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National Council Of The Churches Of Christ

man Bill Lester of KARZ(AM) Phoenix, and other affiliates. Entertainment will be provided by comedian/actor George Burns. Convention chairman is Charles Kinsley, of KHSL(AM) Chico, Calif.

While Hosking may be a new face to some at the convention, he is no stranger to CBS Radio. He is a 22-year veteran of CBS, starting as a management trainee in 1958. He progressed to account executive at WCBS(AM) New York in 1959; to CBS Radio Spot Sales in 1962 and general sales manager of WCBS(AM) in 1963. In 1970 he was advanced to vice president and general manager of WCBS-TV New York and in 1973 was named vice president and general manager of WCAU-TV Philadelphia. Hosking was appointed vice president, affiliate relations of CBS-TV in early 1978.

CBS's broadcast profits dip in 3d quarter

Revenues are up, but costs of convention coverage and soft economy affect bottom line; company's income rose by 5%

Broadcasting profits for CBS were down "modestly" in the third quarter, with the decline attributed to higher costs, particularly for political convention broadcast coverage, plus "soft economic conditions in the television station advertising marketplace."

The company didn't quantify either the percentage decline or the profit total, though it did say revenues for the Broadcast Group were up 11% in the quarter, with television network, television stations and radio operations all contributing to that gain.

CBS also noted that "development expenditures for the company's activities in businesses related to emerging communications technologies rose sharply in the quarter." But expenses for the CBS Cable unit, which was recently rolled into the Broadcast Group, didn't affect the group's profit picture—those costs are made up from a corporate development fund.

Across the company, CBS said net income in the quarter was up 5% to \$55.8 million (\$2 a share), on revenues that rose 8% to \$951.4 million. However, the net effect of losses from the sale of *Sea* magazine and gains from the sale of CBS's interests in cable systems in Canada was a \$7.5 million pretax gain. Lopping that gain off the \$100.2 million CBS reported as pretax income leaves \$92.7 million, almost 6% less than the pretax income reported in the year earlier quarter, \$98.6 million.

Profits were up for the company's records and publishing groups in the quarter, and revenues for the two were up, respectively, 6% and 16%. But the performance of the CBS/Columbia group took a serious fall, as profits "declined sharply due principally to the effects of the reces-

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sion" and revenues slid 13%.

For the first nine months, earnings were down 10% to \$123.4 million, \$4.42 a share, on revenues that were up 10% to \$2.89 billion. CBS said the nine-months earnings picture reflected the declines the company experienced in the first two quarters.

Sony extends global stock offering

It hopes to raise \$225 million with half to be used to increase production of VTR, color units; decision follows recent upswing in sales and stock performance

There will be 15 million more shares of Sony common stock come December, under a plan announced by the company. To help finance a major capital spending program, the company intends to sell that number of new shares outside the U.S. and Canada. The date set for payment on the shares is Nov. 30, with the price to be determined by the then prevailing quote on the Tokyo Stock Exchange. If the stock were to remain in the \$15 or plus a share range, in which it was trading last week, Sony stands to pick up over \$225 million through the offering.

According to Sony's announcement, the reason behind its spending plans is "to strengthen its competitiveness in the global market and expand its business further." Within one year following Nov. 1, Sony said it expects to invest a total of \$380 million, two-thirds of it within Japan, to increase output in various product categories. Some \$70 million has reportedly been earmarked to yield a 50% increase in VTR production, and \$45 million committed for building Sony's color television business.

This latest news came against a background of several weeks during which Sony had a lot to crow about. Not only did the firm announce that sales and earnings for the quarter ended July 31 set all-time

records, but the company's stock (traded in this country as American Depository Receipts) had been receiving favorable attention from investors on both sides of the Pacific and, in getting to the \$15 level, was reaching price levels that hadn't been hit in seven years.

In Sony's fiscal third quarter, consolidated net sales topped \$966 million, a 33.6% boost over the year earlier. Consolidated income soared, up 173.9% over the comparable 1979 figure, reaching \$75 million. Earnings per depository receipt rose from 13 cents to 35 cents.

According to Sony, "sales growth was seen especially in video products centering around the Betamax VTR and other high-technology products with high added-value," such as Trinitron color television sets. Videotape recorder sales increased 68% and accounted for 24.1% of third-quarter sales; television receiver sales rose 18.4% and represented 28.1% of the company's total in the period. The geographical breakdown the company provides put sales outside Japan at 68.3% of net sales; up 50% over the year earlier.

A factor that had negatively affected Sony earnings in some recent quarters provided a substantial boost this time around. Foreign exchange adjustments produced a \$22.8-million gain for Sony in the quarter; in the comparable period last year the company reported a foreign exchange loss of close to \$33 million.

On Wall Street, Sony shares have seen a flurry of trading that carried the stock past the \$11 mark it hadn't breached since 1973. It crested at \$16.375 before sliding back somewhat to about \$14.50, only to advance later by another dollar. The fancy footwork has drawn the attention of the financial press as well as investors.

One of the more significant effects of the resurgence of interest in Sony has been a shift in stock ownership patterns. When Sony was last a darling of Wall Street (pre-1973), 47% of its shares were held by United States investors. That percentage was cut as low as 7% by the end of last year, which prompted company chairman Akio Morita, in a speech to New York analysts, to say he'd like to see Sony stock holdings more closely reflect the

company's distribution of worldwide sales. The company now estimates that somewhere between 18% and 20% of its 215 million shares are held as ADR's in the U.S.

Agency forecasts less rise in media costs in '81 than in recent years

Della Femina says ad rates will be up by smaller percentage next year than they have been since '71, with TV experiencing the smallest gain of all

Della Femina, Travisano & Partners, New York, has relatively good news for advertisers for 1981: Media costs next year will rise but the increases will be less steep than in the past three years.

The agency projects that television costs particularly will taper off. It says network nighttime TV, which climbed at an annual rate of 19% from 1971 through 1978 and increased by 15% in 1980 over 1979, will rise by an estimated 11% in 1981. Della Femina predicts that daytime network TV and fringe spot TV will rise at 9% each in 1981, as against 11% and 12% respectively in 1980 over 1979.

"The high unit costs, among other factors, have temporarily limited the demand for television time," Della Femina says.

Other reasons for the slowdown in the television rate increase, the agency points out, is that "1981 will have no elections, no primaries, no winter Olympics, no canceled summer Olympics; thus a full inventory of regular programming."

The agency estimates that network radio costs will go up by 9.1% in 1981 and spot radio costs by 8.5%, slightly below the 1980 increase over 1979. It comments that "the desire for greater selectivity by today's marketers should strengthen demand for radio time."

Della Femina envisions that print media costs will rise at almost the same rate as the broadcast media, 9% to 10% above 1980 levels.

Della Femina says it foresees no significant changes in audience size for any of the media and concludes that cost-per-thousand forecasts for 1981 are very close to the unit costs in terms of the percent climb over 1980.

CBS set to expand FM co-op advertising

Just about the hottest advertising news these days is supposed to be co-op sales. But the problem with co-op, according to Lawrence Ostrow, director of retail marketing for CBS Radio, is that "maybe four or five people really understand it."

Most stations, he says, simply do "cut-

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Mike Walker

up jobs," working from syndicated lists of co-op programs. Sales personnel from stations represented by CBS FM Sales, meeting in New York for a sales seminar, heard Ostrow describe an approach to radio co-op that CBS has been developing for some time and that is now ready to go all-out in applying.

Called "Co-Op Activation," the thrust of Ostrow's assault is to "leverage our way into co-op through the manufacturers. We want to create our own exclusive co-op franchise by working with them," he says.

The program's first step, outlined to station personnel at the seminar, is to contact the manufacturer and seek permission to work through its other regional sales managers to organize recommended dealers into local cooperatives (of course, in those markets where there are CBS-represented stations). The main tool in organizing the dealers is a CBS-hosted party, at which the benefits of advertising on radio, and particularly on the local CBS stations, are extolled. With the emphasis on "mom and pop" retailers, "reach and frequency" aren't mentioned in the presentation; "cost per commercial" is what's discussed.

The co-op package CBS proposes will set up an ad schedule that uses 30-second dealer messages, each tagged with three 10-second announcements for the local dealer. CBS will rotate dealer tags through the flight to give each equal exposure.

The pitch to manufacturers is that the program would yield greater control over and greater efficiency for each co-op dollar; to dealers, the pitch is that by pooling their resources they can advertise effectively in a medium they otherwise might not be able to afford.

Ostrow claims success with the project so far, listing such manufacturers as Ampex and Vivitar among a long list of participants, and thinks he's got enough of a jump on any competition that he has no hesitancy in talking about the details.

Clarification sought

The National Association of Broadcasters says that the media need a clear statement from the Federal Election Commission that they may create and present voter-registration and get-out-the-vote messages, whether sponsored or not by commercial interests, without running afoul of the law. The FEC, in an advance notice of proposed rulemaking, indicated that such ads that are sponsored would not be exempt from the proposed rule that is designed to implement a provision of the election law.

The NAB, in a filing with the FEC, argues that all media "are responsible for virtually everything they disseminate," whether sponsored or not. The FEC, the NAB notes, has stated repeatedly that whatever is seen or heard over the air "is the nondelegable responsibility of each licensee." Accordingly, the NAB argues, the FEC "should immediately indicate its view that the news media are free to communicate voter-registration and get-out-

the-vote information, based on the principle that they and they alone bear full responsibility for all such information . . ."

The NAB filing says that a "major broadcasting group" decided against undertaking a voter-registration drive in conjunction with a nationwide retailer because of what it regarded as the "risk of suffering criminal penalties."

Bates sees fall-off in network audiences

An analysis prepared by the Ted Bates & Co.'s media department concludes that the three television networks will still dominate the medium over the next decade but

that there will be a slow, steady erosion of their audiences.

Bates's prognostication was based on information in a recent Nielsen special report which points out that while the three networks still capture an 86% share for prime time in all TV households, the figure falls to a 70% share in pay cable homes and an 82% share for other cable households ("Monday Memo," Aug. 11).

With the inevitable growth of cable, pay cable and STV, Bates forecasts that by 1985 the network share of prime time will decline from 86% to 83%. It calls this estimate "conservative" in that it does not include cable originated programming which could have an impact on network prime-time audiences.

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THE FIRST 50 YEARS



OF BROADCASTING

The year 1931 might well be regarded as the end of the beginning for American broadcasting. Order had been restored to the spectrum in the years since the Radio Act of 1927. The number of radio stations had stabilized at 608 and, abetted by expanding network operations, broadcasting was attracting an ever growing share of the advertising dollar. By the end of 1930, the Census Bureau had found radio sets in more than 12 million of the country's 30 million homes.

Small wonder that a nation mired in the Depression had at least this area in which to feel a sense of accomplishment. One such sentiment came in October 1931 from Major General Charles McKinley Saltzman, then chairman of the Federal Radio Commission. Saltzman, retired as the U.S.'s chief signal officer, called the American broadcasting industry "the best in the world."

But Walter J. Damm, the elected president of the National Association of Broadcasters, almost simultaneously had words of caution. Damm, general manager of WTMJ Milwaukee, warned: "Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed . . . In other words, American broadcasting is given its choice between organization or destruction."

Far from being contradictory, each had evidence for his point of view. Together, their statements delineated the status of broadcasting in the 1930's. All of the elements and factions that shaped broadcasting were present—including the Depression. As the medium grew in power and influence, advertisers, educators, newspaper publishers, legislators and critics took particular notice by creating special interest groups, voicing concerns and proposing legislation.

BROADCASTING magazine appeared on Oct. 15 in 1931. Chairman Saltzman greeted the new semi-monthly publica-



In the summer of 1915, an assistant manager of Marconi Wireless Telegraph proposed a "radio music box" and described the possibilities of broadcasting to the public. That vision — of David Sarnoff, the future chairman of RCA — was but one in the chronology of events that determined the course of radio before 1931. The more tangible history began to materialize in the early 1920's. There was the coverage of the Harding-Cox election in November 1920 as KDKA Pittsburgh and WWJ Detroit provided crackling reports to a limited number of crystal set owners. The decade that followed became a blur of events with the proliferation of stations by pioneer broadcasters — to such a degree that, in 1927, the Federal Radio Commission was created to bring order out of chaos. The Zworykins, DeForests and Armstrongs were already hard at work in their laboratories, not only advancing AM radio's state of the art but laying the groundwork for FM and television. "Amos 'n' Andy" and "The Rise of the Goldbergs" were among the programs that came on the American scene to help the nation weather the hard times. And then came BROADCASTING on Oct. 15, 1931. The rest, as they say, is history.

tion by expressing interest "in all agencies or instrumentalities operating to advance or improve radio . . . The commission therefore welcomes the entrance of BROADCASTING into the national radio field . . . and hopes that it may be a means for great good in the development and advancement of the art. An ideal trade journal is not only a forum wherein the problems of the art may be discussed but also an agency which assumes a responsibility for asserting a leadership in advancing the art or profession in which it is interested."

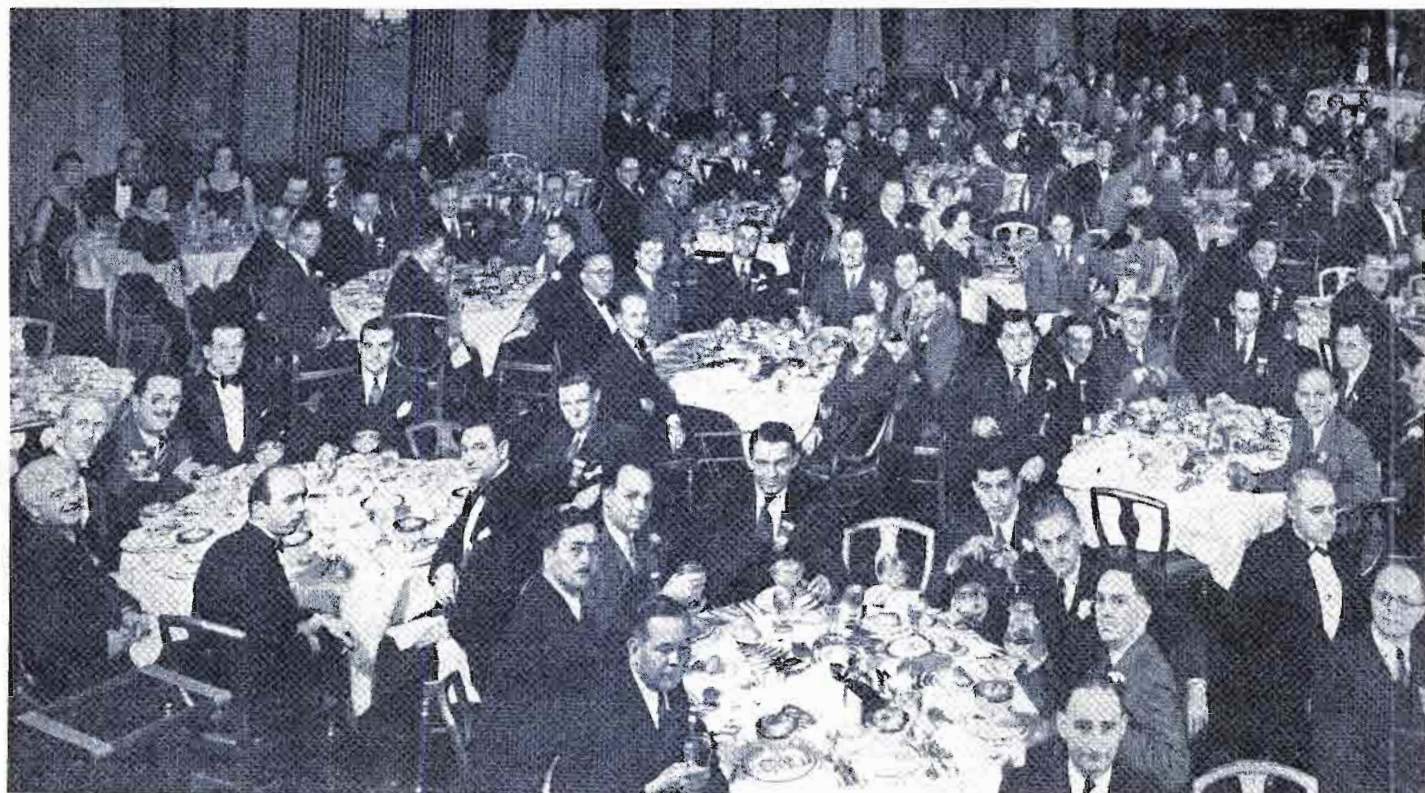
BROADCASTING, which dedicated itself "to the American system of free, competitive and self-sustaining radio enterprise," accepted this challenge with the resolve "to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting." If, as Damm

suggested, radio faced problems of survival, and if, as Saltzman contended, U.S. radio remained the most advanced in the world, then BROADCASTING as the trade journal for this promising but still evolving "Fifth Estate" had work to do.

BROADCASTING's opening editorial declared: "And now, Radio! Who is there to gainsay its rightful status as the Fifth Estate? . . . Radio as the mouthpiece of all the other Estates* occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their social circles, their sectional constituencies and their circulation areas. But beyond all that, it brings new cheer, new intelligence, new light to the many and diversified forms of education and entertainment that the human ear can convey to the mind."

In the course of providing all this, broadcasters faced the

* BROADCASTING's first issue traced the four other estates back to Edmund Burke by way of Thomas Carlyle: "Burke said there were Three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth Estate more important far than they all." The three earlier parliamentary estates: the Lords Spiritual, the Lords Temporal and the Commons.



practical reality of needing commercial support—and meeting the frequent hostility of critics who demanded little or no advertising on radio. In a time of increasing economic turmoil, radio's 89% gain in advertising revenues from 1929 to the end of 1931 alarmed many, especially newspapers. Measuring that 1929-31 interval, the *U.S. Department of Commerce Yearbook* noted that newspapers lost \$55 million in advertising revenues (21%), magazines lost \$37 million (18%), outdoor advertising lost \$30 million (50%) and car cards (transit advertising) lost \$5 million (50%). Radio, on the other hand, had captured \$36 million in advertising revenues by the end of 1931, according to a J. Walter Thompson study.

Despite some cooperative ventures between newspapers and radio, many newspapermen blamed radio for a loss in advertising. Perhaps the most vocal of radio's opponents was H.O. Davis, publisher of

the *Ventura (Calif.) Free Press*. Davis, in collaboration with 500 other newspapers, distributed literature alleging a radio monopoly on advertising and arguing that ads should be restricted from the air in order to make room, in Davis's words, "in the overcrowded ether for education, information, the public service, and to protect the country's publishers against unfair competition."

Besides Davis and his colleagues, two other groups interested in educational radio developed in 1930. One, Joy Elmer Morgan's National Committee on Education by Radio, wanted a "fair share," or 15%, of the channels allocated for educational institutions and government agencies. In 1931 this group was instrumental in the introduction of the Fess Bill (sponsored by Representative Simeon D. Fess [R-Ohio]), that would have achieved that end. A less demanding group was Robert A. Millikan's and Levering Tyson's Na-

tional Advisory Council on Radio in Education, established with funds from John D. Rockefeller and the Carnegie Corporation. As Tyson was quoted in *BROADCASTING's* inaugural issue: "It is almost impossible to chase a satisfactory definition of 'education' into a corner, let alone a satisfactory definition of 'educational broadcasting.' There are very few educational stations adequately financed—and broadcasting is, if anything, expensive... no one can state with any degree of confidence just what the American people will listen to... There are economic questions, and political questions, and engineering questions, and legislative questions—and any one of these questions is puzzling enough to keep the educational world, the broadcasting industry and the lawmakers of the land occupied for many years to come."

With some publishers mounting anti-radio campaigns, and educators promoting reform, broadcasters realized the need for "Brass Tacks," as the Nov. 1 editorial was entitled. "The era of reckless development is over," the editors wrote. "Henceforth, American broadcasting must build along sound social as well as economic lines... This country's broadcasting must be maintained at a high level with a maximum of self-regulation and a minimum of outside intervention."

Besides the controversy over educational radio, one threatened intervention was a redefinition of the Interstate Commerce Commission's authority to regulate advertising rates. The test case: a suit by the Sta-Shine Products Co. against NBC and WGBB Freeport, N.Y.

Other tests included the validity of the

Editor's Note. "The First 50 Years of Broadcasting" refers both to a period of time and to the magazine that has devoted its life to reporting the running story of the Fifth Estate and the formative years of the American system of broadcasting. As the magazine and its readers have learned along the way, those problems born with the electronic media have never left their side: they remain the key issues for the future as well. Thus the desire to assemble this overview of the past as a prologue to the future. ■ The work of several hundred *BROADCASTING* editors and writers, past and present, will be represented in this presentation. The assignment of reading that history in the original, researching secondary sources and preparing the basic manuscript was performed by contributing editor Candyce H. Stapen, who brought to that task a fresh mind as well as a scholar's skill. Responsibility for the accuracy of this history remains, as ever, with *BROADCASTING* magazine. ■ "The First 50 Years of Broadcasting" will be serialized in each issue through Oct. 5, 1981. On Oct. 12, 1981, *BROADCASTING* will publish a special 50th anniversary edition, and soon after that will produce a book designed to stand as the definitive history of the Fifth Estate as it approaches the 21st century.



NAB tableau. (Top left) This picture from BROADCASTING's Nov. 1, 1931, issue was taken during the National Association of Broadcasters ninth annual convention in Detroit (Oct. 26-28). Identifiable in black tie and wing collar at the lower right of the picture. BROADCASTING's co-founder, Sol Taishoff. (Top right) The same issue carried this picture of "speakers and officers" at the same convention. L to r: Henry A. Bellows, CBS vice president; Cesar Saerchinger, CBS London representative; Edwin M. Spence of WPG Atlantic City, N.J., NAB vice president; William S. Hedges of WMAQ Chicago, NAB past president and member of the executive committee; Walter J. Damm of WTMJ Milwaukee, the retiring NAB president; Senator Wallace White Jr. (R-Me.), co-author of the Radio Act of 1927; Clyde P. Steen, American Radio Association, and John Benson, president of the American Association of Advertising Agencies. (Circle photo above) Harry Shaw of WMT Waterloo, Iowa, who was elected to be the new NAB president, and whose financial backing made possible the start of BROADCASTING magazine (see editor's letter, page 7). (At right) John Shepard III of the Yankee Network, who won the NAB golf tournament with an 87

Federal Radio Commission's quota regulations in the denial of power increases to WPTF Raleigh, N.C., and KECA Los Angeles. BROADCASTING called the situation "a showdown on the commission's authority to adjust arbitrarily the distribution of broadcast facilities among the zones and states, and a test before the court is the constitutionality of the Davis [equalization] amendment itself." Still another fight involved the NAB's organizing to oppose a luxury tax on receiving sets and to oppose the Fess education bill.

Other problems that surfaced as 1931 ended included the interference caused by Mexican border stations that operated in between clear channels used by Canada and the United States, and rumors of a hike in music performance fees by the American Society of Composers, Authors and Publishers. As an international issue, "The Mexican situation," wrote BROADCASTING, "is becoming a matter of grave concern . . . and emphasizes the need for a

definite understanding on the use of wavelengths by North American stations."

As an indication of things to come in broadcaster-ASCAP relations, Julius Rosenthal, general manager of ASCAP, began negotiating a rate increase for ASCAP royalties. Said Rosenthal in a letter to BROADCASTING: "Our members are not jealous of the prosperity of the broadcasters, but their business has been affected to such an extent that they cannot exist any longer unless they receive adequate compensation from the broadcaster who, notwithstanding the Depression throughout the country in every other industry, has prospered materially."

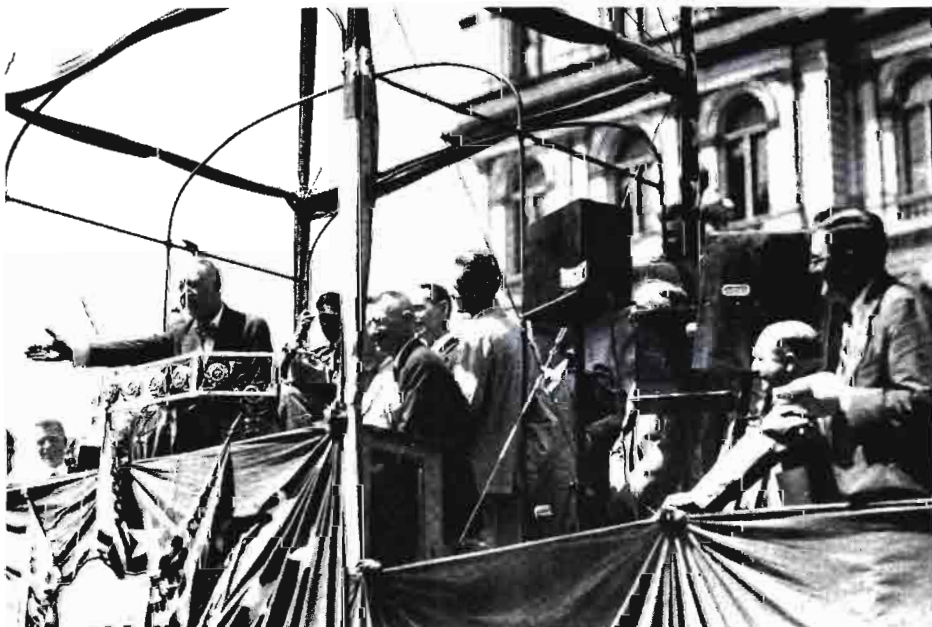
Despite some hard times, the radio networks prospered—if at lower levels than in the late 1920's. (NBC had been started by RCA in 1926, and what is now CBS began in 1927.) In October NBC formed two Pacific Coast networks, unofficially called the Orange and the Gold. In November

NBC celebrated five years of existence. "Organized national broadcasting today," said President M.H. (Deac) Aylesworth, "represents the greatest advance since the invention of type in man's eternal battle against ignorance, war and intolerance. In fact, the radio transmitter and printing press now stand shoulder to shoulder as the two greatest forces used by mankind in defeating those elements in civilization which have heretofore obstructed the road leading to international understanding and peace."

On a daily basis, however, radio—and particularly network radio—was looked to



The tube cometh. Experimental television was well on the way by the time BROADCASTING began reporting the electronic media in 1931, thanks to the groundwork of such pioneers as Vladimir K. Zworykin, shown here (in 1929) demonstrating a new cathode ray TV system he developed at the Westinghouse Research Laboratories. The Russian-born scientist applied for a patent on an electronic beam television pick-up tube in 1923. **Politics was first in line.** These General Electric television cameras, from Woy Schenectady, were said to be involved in the first TV remote when they covered New York Governor Al Smith accepting the Democratic presidential nomination in 1928.



primarily as a major source of entertainment. In November the *New York World-Telegram* polled 132 radio editors to select the most popular network shows and personalities. Guy Lombardo and Paul Whiteman were the leaders of the "foremost dance orchestras," Morton Downey, Bing Crosby and Rudy Vallee won as the "foremost male singers of popular songs," and Kate Smith, Ruth Etting and Mildred Bailey won as their opposite numbers.

The year's programming also was memorable for the beginning of Metropolitan Opera broadcasts on NBC with Milton Cross as host-announcer, a position he held until his death in 1974. Another program destined for longevity was the *March of Time*, begun March 6, 1931, as the handiwork of CBS, Time Inc. and BBDO.

Even though radio was an important source of entertainment, and even though the April 1930 census revealed that almost every other home in America contained a radio, and even though the networks were making money, Harry Shaw, owner of WMT Waterloo, Iowa, and by then the successor to Damm as NAB president, was careful to tell the Federal Radio Commission in December that more than half of the nation's stations were operating without profit. "These stations," he said, "are being faced with increased music license fees, the necessity for expenditures for new equipment and, in some instances, increased demands from local musicians unions."

Broadcasters, therefore, anxiously watched Congress and state legislatures for signs of increased interference with their business. Henry Adams Bellows, CBS Washington vice president, felt that "Danger Number One lurks in Washington, in the form of congressional encroachment on the functions of the Federal Radio Commission . . . Danger Number Two lies in the probability of ill-advised and misdirected action by state legislators."

Meanwhile, in December, the FRC ordered "drastic rule revisions," as reported by BROADCASTING, and simultaneously recommended to Congress amendments to the Radio Act of 1927. BROADCASTING's analysis cited the "bitter" recommendations: "A strict one-year limitation on station licenses, as against the three-year provision in the law is the most important of the recommendations . . . An anti-lottery law that would hamstring broadcasters, small stations and networks alike, to a degree that was not hoped for even by radio's most ardent enemies, is a second recommendation. The right to suspend broadcast licenses for 30 days . . . is a third important suggestion." On the "sweet" side the commission relaxed the language needed to identify electrical transcriptions, reduced the station identification requirement from every 15 minutes to every 30 minutes, and created procedures for licenses to be granted without formal hearings.

In its first formal pronouncement on the

subject, the FRC issued a guarded, yet firm, warning against excessive commercialism. The commission cautioned broadcasters that the voluntary elimination of such "blatant" practices was necessary to stave off "proper legislation." It specified false, deceptive, exaggerated and offensive advertising, and commended to the attention of licensees the code of ethics that the National Association of Broadcasters had adopted on March 25, 1929.

In December 1931, however, broadcasters remained worried about the survival of radio. BROADCASTING summarized concerns about the new session of Congress by writing: "Legislative tom-toms already beating on Capitol Hill are calling into session next week the 72d Congress of the United States. To the radio world at large this heralds the renewal of much palaver about radio and more attempts to legislate for American broadcasting... [Broadcasters] are fearful lest Congress yield to the anti-radio campaigns now in swing, and they are not un-

mindful of the fact that radio is being ogled by a growing congressional element as a bouncing new political football... The danger is real. Were it not for the disturbed economic situation... Congress might blunder into the political radio morass camouflaged by these lobbying factions. Some members are already on the war-path, raising alternately the cry of too much commercialism and of monopoly... this Congress probably will not be disposed to accede to demands for government ownership, which in the last analysis is what the enemies of present radio want."

By the end of 1931 it was clear—to broadcasters, at least—that there were "enemies of radio" who advocated government ownership and other restrictions on commercial broadcasting. Besides these combative factions, other groups (such as ASCAP) and certain legislators (such as Representative Fess) appeared with demands that looked equally threatening. Legislators, educators, adver-

tisers, ASCAP members, newspaper publishers and broadcasters readied themselves for 1932 as a year of fighting for their individual definitions and concepts of survival in a growing and powerful industry.

Stay Tuned

1. Who sponsored the *Amos 'n' Andy* shows?
2. What congressman began hearings on the ASCAP copyright issue?
3. What kind of increase did E. Claude Mills, general manager of ASCAP announce for June 1, 1932? (a) 50%. (b) 100%. (c) 300%.
4. Which sponsor was the first to take advantage of NBC's new policy allowing prices to be mentioned over radio during the day?
5. Who designed the directional antenna?

The answers next week, in "1932."

For the Record

As compiled by BROADCASTING, Sept. 29 through Oct. 3 and based on filings, authorizations and other FCC actions.

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

seeks 105.5 mhz, 3 kw, HAAT: —156 ft. (H) Address: 271 Lake Havasu Ave. S., Lake Havasu City, Ariz. 86403. Estimated construction cost: \$22,500; first year operating cost: \$22,605. Format: Contemporary. Principal: Lee R. Shoblom (100%). Applicant also owns KFJW(AM)-KRFM(FM) Lake Havasu City, Ariz. He is also applicant for new FM in Yucca Valley, Calif. Ann. Sept. 22.

■ Desert Hot Springs, Calif.—Royce International Broadcasting Co. seeks 106.9 mhz, 1.6 kw, HAAT: 2000 ft. Address: 401 Watt Ave., Sacramento 95825. Estimated construction cost: \$61,900; first year operating cost: \$134,400; revenue: \$75,000. Format: Popular. Principal: Edward R. Stolz II (100%), president and 100% owner of KWOD(FM) Sacramento and applicant (in hearing) for new AM in Burbank, Calif. Ann. Sept. 22.

■ Tahoe City, Calif.—The Women's Network seeks 96.5 mhz, 1.9 kw, HAAT: 2155 ft. Address: P.O. Box 1450 Tahoe City 95730. Estimated construction cost: \$77,000; first year operating cost: \$25,400; revenue: \$118,300. Format: Contemporary/Classical. Principals: Donna L. Heinle (53.19%), John S. MacInnis (31.91%), and four others. Heinle is Reno physician. MacInnis is Berkeley, Calif. economist. Heinle and MacInnis are married. They have no other broadcast

interests. Ann. Sept. 22.

■ Yucca Valley, Calif.—Corinthians XIII Broadcasting Co. seeks 106.9 mhz, 4.7 kw, HAAT: 1,275 ft. Address: 86 East Alegria Ave., Sierra Madre, Calif. 91024. Estimated construction cost: \$75,436; first quarter operating cost: \$29,900; revenue: \$12,531. Format: Contemporary/Inspirational. Principals: John J. Davis and wife, Deanne (50% each). They own and manage Sierra Madre broadcast consulting firm. They have no other broadcast interests. Ann. Sept. 22.

■ Yucca Valley, Calif.—Jane E. Cote seeks 106.9 mhz, 50 kw, HAAT: —351 ft. Address: 5563 Jurupa Ave., Riverside, Calif. 92504. Estimated construction cost: \$13,500; first quarter operating cost: \$19,900; revenue: \$15,000. Format: Popular. Principal: Jane E. Cote is part time secretary at KOLA(FM) San Bernardino, Calif., station owned by husband Frederick R. Cote, who also owns KGUD(AM) Banning, Calif. Ann. Sept. 22.

■ Yucca Valley, Calif.—Total Desert Broadcasting, Inc. seeks 106.9 mhz, 50 kw, HAAT: 1190 ft. Address: 3239 Gethsemane, Yucca Valley 92284. Estimated construction cost: \$39,300; first quarter operating cost: \$10,900; revenue: \$15,000. Format: Popular. Principals: Curtis W. Beckel and wife, Shirley (50% jointly)

New Stations

FM applications

■ Fairbanks, Alaska—Prime Time of Alaska Inc. seeks 102.5 mhz, 25 kw, HAAT: —89.5 ft. Address: P.O. Box 1234 Everett, Wash. 98206. Estimated construction cost: \$17,000; first quarter operating cost: \$22,500; revenue: \$145,500. Format: Contemporary/public affairs. Principals: Martin J. Hamstra, Robert J. Brown (28.33% each), George W. Akers (26.67%), and William H. Lucas (16.67%). Hamstra and Brown are real estate development partners in Everett, Wash. Lucas owns Everett chiropractic clinic. Akers is Seattle attorney. Applicant is licensee of KYAK-AM-KGOT(FM) Anchorage and KIAK(AM) Fairbanks, Alaska. Brown and Hamstra each have 50% interest in KWYZ(AM) Everett. Ann. Sept. 22.

■ Wickenburg, Ariz.—Shoblom Broadcasting Inc.

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

and Jack E. Young and wife, Nancy (50% jointly). Beckels operate Vista, Calif., collection agency. Youngs operate Vista stoneware manufacturing firm. They have no other broadcast interests. Ann. Sept. 22.

AM actions

- Sycamore, Ill.—Hometown Communications Inc. granted CP for new daytime AM station on 1560 khz, 250 w. (BP-780825AA). Action Aug. 28.
- Coushatta, La.—James G. Bethard granted CP for new daytime AM station on 950 khz., power 500 W.D.A. (BP-790807AH). Action Aug. 29.
- Willmar, Minn.—Kandi Broadcasting Inc. granted 1590 khz., 1kw-D. Address: Rt. 1 Box 250 Willmar 56201 Estimated construction costs: \$110,434; first year operating cost: \$107,400; revenue: \$217,834. Format: C&W. Principals: Gerald Barber, Neil Nemmers, Dennis Stramer, Peter Kaluza, Rodney Thompson, and David Rose (16.67% each). Barber is sales rep. for WKLL(AM) Cloquet, Minn. Nemmers is Cloquet, realtor. Stramer owns and operates WKLL-AM-FM Cloquet. Kaluza is sales rep. for same. Thompson is Cloquet banker. Rose is one-third owner for Willmar motorcycle dealership. Besides Stramer, group has no other broadcast interests. Action Aug. 28.

FM actions

- *Hayward, Calif.—South County Community College-Chabot College granted 89.9 mhz., 10 kw. ERP 19.5w. HAAT: -135 ft. Address: 2555 Hesperian Blvd., Hayward 94545. Estimated construction cost: \$24,834; first-year operating cost: \$1,100. Format: variety. Applicant is public college. Action Aug. 27.
- *Walnut Creek, Calif.—Del Valle High School FM Radio Club granted 100.5 mhz., 10 w. ERP 0.0105 kw (H). HAAT: -250(H) ft. P.O. address: 1963 Tice Valley Blvd., Walnut Creek 94595. Estimated construction cost: \$5,195; first-year operating cost: \$300. Format: educational. Applicant is student club. Jonathan D. Hymer, president. Action Aug. 19.
- Beloit, Kan.—KRZJ Broadcasters Inc. granted 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%. They jointly own 53% KRDX(AM) Wray, Colo. and have been granted CP's for new AM's in Beloit and Greycliff, Wyo. Action Aug. 19.
- Ogdensburg, N.Y.—The Wireless Works Inc. granted 92.7 mhz., 3 kw ERP 1.9 kw. HAAT: 370 ft. Address: P.O. Box 239, 2315 Knox St., Ogdensburg 13669. Estimated construction cost: \$39,789; first quarter operating cost: \$2,100; revenue \$30,000. Format: pop. Principal: Wireless Works Inc., licensee of WSLB(AM) Ogdensburg. Christopher B. Coffin is president. Action Sept. 8.
- Falls City, Neb.—SE Nebraska Broadcasting Co. granted 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. Action Aug. 19.
- Boulder City, Nev.—Ferraro and Ferraro granted 105.5 mhz., 120 kw. HAAT 148 ft. P.O. address: 628 Avenue L, Boulder City 89005. Estimated construction cost: \$71,301.20; first-year operating cost: \$49,120; revenue: \$50,000. Format: classical/news. Principals: Art and Jodi Crowfoot Ferraro, each 50% (married couple), partners in M and T Sales, Los Angeles, both former broadcast and print journalists. Competing application of Garrett, Andrews & Letizia denied (see below). Ann. Oct. 2.
- Boulder City, Nev.—Garrett, Andrews & Letizia Inc. denied 105.5 mhz., 12 kw. HAAT: 1470 ft. P.O. address: 500 S. Fourth Street, Las Vegas 89101 Estimated construction cost: \$30,500; first-year operating cost: \$47,100; revenue: \$228,000. Format: contemporary country. Principals: William C. Andrews (55%), his wife, Rivers (5%), Thomas Letizia (20%) and Ronald J. Giarrantano (Garrett) (20%). Mr. Andrews is sales manager for Sandy Frank films. Other principals are owners of Western Advertising agency, Las Vegas. Competing application of Ferraro & Ferraro received grant (see above). Ann. Oct. 2.
- Abilene, Tex.—The Christian Broadcasting Co. granted 88.1 mhz., ERP 3.1 kw. HAAT: 71 ft., TL and SL to Key LN 2 miles W., 1 mile S. of Potosi, Tex. Address: P.O. Box 2424, Abilene 79504. Estimated construction cost: \$16,965; first year operating costs: \$38,400; revenue: \$38,400. Format: contemporary Christian music. Principal: Larry J. Hill, president of board

of non profit corp. He is former minister of Church of Christ. Action Sept. 4.

TV action

- West Monroe, La., Roger D. Pinton. Granted CP for new TV station on 620-626 MHz. CH-39, ERP 16.6 kw. MAXERP 16.6 kw. antenna height 500 ft. (BPCT-5231). Action Sept. 3.

Licenses

- WGRC(FM) Greensboro, Ga.
- KGCS(FM) Derby, Kan.
- KLIL(FM) Moreauville, La.
- WHUH(FM) Houghton, Mich.
- KQYB(FM) Spring Grove, Minn.
- WXPN-FM Philadelphia.
- KKEE(FM) Alamogordo, N.M.
- *WJWJ-FM(ED) Beaufort, S.C.
- WTNE-FM Trenton, Tenn.
- WLSA(FM) Louisa, Va.

Ownership Changes

Actions

- WPXC(AM) Prattville, Ala. (AM: 1410 khz)—Dismissed application for assignment of license from Prattville Radio Inc. to Broadcast Company of the South for \$190,000. Seller: T.O. McDowell (70%) and Al Finch (30%). They have no other broadcast interests. Buyer: E.D. Steele Jr. (99.6%) and two others. Steele owns WGML(AM) Hinesville, Ga. Action Sept. 25.
- KNOT-AM-FM Prescott, Ariz. (AM: 1450 khz., 1 kw-D, 250 w-N; FM: 98.3 mhz., 3 kw)—Granted assignment of license from Parkell Bestg Inc. to Wagonwheel Communications Corp. for \$425,000. Seller: Boyd J. Browning (60%) and brother John K. Browning (20%) are principal owners. Buyer: Alan W. Harris (49%), Wycom (51%), a Laramie, Wyo. group. Harris is president and director of Wagonwheel and treasurer of Wycom (.9% interest in latter). Other shareholders of Wycom are: William Sims, president (68.3%); Fred Sena (7.7%); Phil Riske (.2%); Robert Flotte (20.7%); Don Hargis (2.1%); and Sam Ishmael (.2%). Harris is president and general manager and 49% owner of KUGR(AM) Green River, Wyo. Wycom owns 51% of KWYO(AM)-KLWD(FM) Sheridan; KUGR(FM) Green River, both Wyoming; KPASA(AM) Almagordo; KVSF(FM) Sante Fe, both new Mexico. Action Sept. 25.
- WKKX(AM) Deland, Fla. (AM: 1310 khz., 5 kw)—Granted assignment of license from Mid-Florida Broadcasting Co. to Donald Stork and Wayne Wagner (35% each) and Jack Clancy (30%) for \$285,000. Seller is owned principally by Randolph Marsh and brother Robert. They also own WPUL(AM) Bartow, Fla. Stork owns insurance company and Wagner, flour mill, both in Penn. Yan., N.Y. Clancy is president, general manager and 49% owner of WFLR-AM-FM Dundee, N.Y., of which Stork is 51% owner. They also owns WWJB(AM) Brookville, Fla., and are applicants for new AM in Cobleskill, N.Y. (BROADCASTING, Aug. 27, 1979). Wagner has no other broadcast interests. Action Sept. 22.
- WTAL(AM) Tallahassee, Fla. (AM: 1450 khz., 1 kw-D, 250 w-N)—Granted assignment of license from WTAL Inc. to Donald C. Keys and Raymond N. Malcolm (50% each) for \$480,000. Seller is owned by Gene E. Camp (70%) and Frances X. Veihmeyer (30%) Camp has no other broadcast interests. Veihmeyer has interest in applicant for new FM in Tallahassee. Keys owns WNYN(AM) Canton, Ohio. Malcolm owns Ashton insurance firm. Action Sept. 26.
- WMES(AM) Ashburn, Ga. (AM: 1570 khz., 1 kw-D)—Seeks assignment of license from Ray Mercer to Dawn Lott for \$250,000. Seller: Mercer has no other broadcast interests. Buyer: Lott is Turner County, Ga., school teacher with no other broadcast interests. Action Sept. 17.
- KSEE(AM) Santa Maria, Calif. (AM: 1480 khz., 1 kw-D)—Granted transfer of control from Cal-Coast Broadcasters Inc. to Pueblo Broadcasting Co. for \$450,000. Seller: Buddy Black who has no other broadcast interests. Buyer: Frank Oxarart, son, Frank Jr., John Young, Al Sturges and Milton Zack (20% each). Senior Oxarart is president and 52% owner of KIBS(AM)

Bishop, Calif. Junior Oxarart is general manager of KFWB(AM) Los Angeles. Young is general manager and 10% owner of KIBS. Sturges is sales manager of KRUZ(FM) Santa Barbara, Calif. Zack is Santa Maria investor. Action Sept. 22.

- WART(FM) Plainfield, Ind. (FM: 98.3 mhz., 3 kw)—Granted assignment of license from A&R Broadcasting Inc. to Radio One Five Hundred for \$800,000 (including assumption of liabilities and non-compete consulting agreement). Seller: Thomas M. Allebrandi and Keith L. Reising (50% each). Allebrandi owns 25% of WTRE-AM-FM Greensburg, Ind. Reising owns remaining 75% of WTRE-AM-FM, 50% of WQXE(FM) Elizabethtown, Ky. and 25% of Corydon, Ind., cable system. Buyer: Edwin Tornberg, Edward Wetter and Douglas D. Kahle (one third each). Tornberg owns Washington broadcast station brokerage firm. He is 50% owner of KBND(AM) Bend, Ore., one third owner of WFIA(AM)-WXLN(FM) Louisville, Ky., and WABS(AM) Arlington, Va. Wetter also owns broadcast firm in Havre de Grace, Md. He also owns one third of WFIA(AM)-WXLN(FM) and WABS. Kahle is former associate with Tornberg's firm. He owns 50% of both KBND and KFIA(AM) Carmichael, Calif. He owns one third of WFIA(AM)-WXLN(FM), WBRI(AM) Indianapolis, and WABS. Action Sept. 24.
- WRNN-AM-FM Clare, Mich. (AM: 990 khz., 250 2-D-DA; FM: 95.3 mhz., 3 kw)—Granted assignment of license from James Burke, Trustee to Kelly Communications Inc. for \$105,000. Seller: Licensee is bankrupt and has no other broadcast interests. Buyer: Henry Baskin and Bernard Schwartz (33.33% each), Paul Christides (23.33%) and wife Joan (10%). Baskin is Brimingham, Mich. attorney. Schwartz is vice president and one third owner of Livonia, Mich. record distribution company. Christides' own and operate radio program consulting and mobile music service company. Paul Christides already has 8.33% interest in WRNN-AM-FM. Rest have no other broadcast interests. Action Sept. 24.

Facilities Changes

AM applications

- WDDD(AM) Marion, Ill.—Seeks CP to change TL to 2.2 miles W. of Goreville, Ill.; decrease ERP to 20 kw; increase HAAT to 720 ft., and make changes in ant. sys. (BPFT-800722IB). Ann. Sept. 29.
- WOWW(AM) Pensacola, Fla.—Seeks CP to make changes in ant. sys.; change TL to 1 mile S. of Molino, Fla.; change type ant.; increase HAAT to 469 ft., and change TPO. (BPH-800716AD). Ann. Sept. 29.

AM actions

- WCRL(AM) Oneonta, Ala.—Granted CP to increase power to 2.5 kw (BP-790725AB). Action Sept. 8.
- KLIT(AM) Pomona, Calif.—Granted CP to change TL to 3990 Riverside Dr., near Chino, Calif.; conditions (BP-800215AC). Action Aug. 12.
- KCAL(AM) Redland, Calif.—Granted CP to increase N power to 1 kw; make changes in ant. sys.; conditions (BP-790420AD). Action Aug. 28.
- WOKC(AM) Okeechobee, Fla.—Granted CP to increase ant. height and change trans. (BP-20,975). Action Aug. 19.
- WUME(AM) Paoli, Ind.—Dismissed application for mod. of CP to make changes in ant. sys. and change trans. (BMP790416AH). Action Sept. 11.
- WAOV(AM) Vincennes, Ind.—Granted CP to change TL to 404 State Rd. 67 N. Vincennes, and make changes in ant. sys., conditions (BP-791009A1). Action Aug. 22.
- KNEM(AM) Nevada, Mo.—Granted CP to increase D power to 1 kw (BP-791019AF). Action Sept. 8.
- WKMB(AM) Stirling, N.J.—Granted CP to increase power to 2.5 kw; change to DA; make changes in ant. sys.; conditons (BP-791116AA). Action Sept. 11.
- WCKL(AM) Catskill, N.Y.—Granted CP to make changes in ant. sys., conditions (BP-790904AR). Action Aug. 28.
- KBMR(AM) Bismarck, N.D.—Granted CP to increase power to 50 kw; install DA-2, delete RC control; change SL to Lincoln, N.D., add N power with 10 kw;

change TL to State Highway 1806, 13.5 miles S.S.E. of Mandan, N.D.; conditions (BP-21,160). Action Sept. 11.

■ WIXZ(AM) McKeesport, Pa.—Granted CP to change TL to 0.1 mile S. of Calvary Cemetery on Broadway Dr., Pittsburgh (BP-791024AJ). Action Aug. 18.

■ WLYC(AM) Williamsport, Pa.—Granted CP to change TL to Cemetery Rd., near Wildwood Cemetery between Williamsport and Garden View, Loyalsock Township, all Pennsylvania; conditions (BP-790919AP). Action Sept. 8.

■ KMSD(AM) Milbank, S.D.—Dismissed application for CP to install alternate main trans. to be used during critical hour and pre-sunrise authorization (BP-800611AF). Action July 30.

■ KVAA(AM) Volga, S.D.—Granted mod. of CP to make changes in ant. sys.; change SL and TL to 5.5 miles S. of U.S. 14, 1.5 miles W. of Volga Rd., Volga, and change D pattern; conditions (BMP-800410AG). Action Aug. 22.

■ WLIC(AM) Adamsville, Tenn. Granted CP to increase power to 2.5 kw, and install DA conditions (BP-790823AD). Action Sept. 8.

■ KRWT(AM) Winters, Tex.—Dismissed application for mod. of CP to increase power to 2.5 kw; and to install new trans. (BMP-781204AJ). Action Aug. 29.

■ WVWI(AM) Charlotte Amalie St. Thomas, V.I.—Granted CP to increase D power to 5 kw; install new trans. (BP-790108AN). Action Sept. 15.

■ KTHE(AM) Thermopolis, Wyo.—Granted CP to change specified hours of operation to Monday through Saturday 6:00 am to 8:00 pm and Sunday 8:00 am to 7:00 pm (BP-800709AD). Action Sept. 25.

FM actions

■ *KSWH(FM) Arkadelphia, Ark.—Granted CP to increase ERP to 6.5 kw; ant. height to —21 ft. change TL to Smith building, 12th and Henderson Sts., Henderson State College Campus, Arkadelphia; Arkansas Hall Building, 12th and Henderson Street, and make changes in ant. (BPED-791227AB). Action Aug. 26.

■ KPEN(FM) Los Altos, Calif.—Granted CP to make changes in ant. sys., change TL to on Kaiser Cement Plant Prop. 2 miles W. of Monte Vista, Calif.; change type trans. and ant.; increase ant. height 300 ft., and change TPO (BPY-790719AJ). Action Sept. 8.

■ WKIO(FM) Urbana, Ill.—Granted CP to reduce ERP to 2.0 kw; ant. height to 370 ft., and make changes in ant. sys. (BPH-791029AG). Action Aug. 19.

■ KQKQ(FM) Council Bluffs, Iowa—Dismissed application for CP to change type trans.; change type ant., decrease ERP to 25 kw; decrease ant. height to 154.2 ft.; and change TPO (BPH-800623AG). Action Aug. 19.

■ KFRA-FM, Franklin, La.—Granted CP to increase ant. height 300 ft., and make changes in ant. sys.; condition (BPH-790711AF). Action Aug. 27.

■ KDWX(FM) Crookston, Minn.—Granted request for waiver of rules to identify as Crookston, Minn.-Grand Forks, N.D. Action Aug. 20.

■ *KWPB(FM) Liberty, Mo.—William Jewell College granted CP to increase ERP to 180 W; change ant. height to 165 ft.; install new ant. and make changes in ant. sys. (BPED-790709AD). Action Aug. 19.

■ KFMS(FM) Las Vegas—Granted CP to change trans. and ant. sys., change TL to Black Mountain, near Henderson, Nev., change ERP to 100 kw ant. height 1,110 ft. (BPH-791025AN). Action Aug. 26.

■ WSRD(FM) Youngstown, Ohio—Granted CP to decrease ERP to 31.8 kw; ant. height 1,370 ft., change TL to 3930 Sunset Blvd., Youngstown, and make changes in ant. sys.; conditions (BPH-791009AC). Action Aug. 26.

■ KRCT(FM) Ozona, Tex.—Granted CP to make changes in ant. sys.; change TL to 4 miles E. of Ozona., decrease ERP to 3.0 kw; increase ant. height to 300 ft.; change type trans. and ant.; change TPO and operate trans. by RC from 685 12th St., Ozona (main SL) (BPH-791023AE). Action July 10.

TV actions

■ KEMO-TV San Francisco—Granted CP to change ERP to 1700 kw, ant. height 1,270 ft., condition (BPCT-800721KP). Action Sept. 5.

■ WFLX(TV) West Palm Beach, Fla.—Granted mod. of CP to change ERP to 692 kw; ant. height to 1,500 ft.; change ant. (BMPCT-800708KF). Action Aug. 27.

■ WSNS-TV Chicago—Granted CP to change ERP to 1050 kw vis., 123 kw (aur), and make changes in ant. sys., condition (BPCT-800729KF). Action Sept. 5.

■ WRHT(TV) Ann Arbor, Mich.—Granted mod. of CP to change ERP to 1000 kw; ant. height to 1,080 ft.; change type trans and ant.; conditions (BMPCT-800522KF). Action Sept. 10.

■ KTMA-TV Minneapolis, Minn. Granted mod. of CP to change ERP 74.1 kw (vis.), 14.8 kw (H); ant. height 1,190 ft., change to Gramsie Rd., and Mackubin St., Shoreview, Minn. (BMPCT-800729KH). Action Aug. 25.

■ KYNE-TV Omaha, Neb.—Granted mod. of CP to change ERP to 398 kw, ant. height 425 ft.; type trans. and ant.; and make change in ant sys (BMPET-791001KS). Action Aug. 28.

■ KLKK-TV Albuquerque, N.M.—Granted request for authority to change SL to 1310 Coors Blvd., N.W., Albuquerque. SL (BRCT-800714KE). Action Sept. 4.

■ *KFME(TV) Fargo, N.D.—Granted CP to change ERP to 245 kw; ant. height to 1,130 ft., change TL to 1 mile E. of Amenia. N.D.; SL to 4500 S. University Dr., Fargo; change type trans. and ant. (BPET-605). Action Sept. 15.

■ KFHC-TV Oklahoma City, Okla. Granted mod. to CP to change ERP 1070 kw; antenna height to 1,560 ft., redescribe TL and SL to 11901 N. Eastern Ave. Oklahoma City; change trans. and ant. make changes in ant. sys. (BMPCT-800730KF). Action Sept. 10.

■ KOCO-TV Oklahoma City—Granted request for authority to operate by RC from 1300 East Britton Rd., Oklahoma City (BRCT-800808KK). Action Aug. 27.

■ *WDOM(FM) Providence, R.I.—Granted CP to increase ERP .125 kw; ant. height to 130 ft. install new ant. and make changes in ant. sys.; conditions (BPED-790918AA). Action Sept. 8.

■ WNET(TV) Providence, R.I.—Granted mod. of CP to change ERP to 2140 kw; ant. height to 1,020 ft., change trans. and ant.; and make changes in ant. structure (decrease height); conditions (BMPCT-780711IB). Action Sept. 8.

■ WBTW(TV) Florence, S.C.—Granted request for authority to change SL to 3430 TV Rd., Florence; operate trans. by RC from SL (BRCT-800205KE). Action Sept. 10.

■ WGSE(TV) Myrtle Beach, S.C.—Dismissed application for CP to decrease ERP to 64.6 kw, ant. height to 610 ft.; change TL to S.E. of intersection of S.R. 79 and U.S. 701 near Bucksville, S.C.; and make changes in ant. sys., (BMPCT-800421KF). Action Aug. 29.

■ WEZF-TV Burlington, Vt.—Granted request for authority to change SL to 100 Market Square, S. Burlington, Vt. and operate trans. by RC from SL (BRCT-800714KF). Action Sept. 20.

■ WCCV(TV) Milwaukee—Granted CP to change aur. ERP to 500 kw (BPCT-800710KG). Action Aug. 27.

■ KTNW(TV) Riverton, Wyo.—Granted request for authority to operate by RC from 500 Arapahoe St., Thermopolis, Wyo. (BRCT-800327KF). Action Sept. 4.

Procedural rulings

■ Willows, Calif. (OMPC Wireless Broadcast Co. and Willows Broadcasting Co.) **FM proceeding:** (BC Doc. 80-138-9)—ALJ Edward Luton granted motion by Willows and enlarged issues to include whether OMPC deliberately falsified reports concerning its ascertainment of community leaders and, if so, effect on its qualifications to be licensee. Action Sept. 17.

■ Berlin, Md. (Musicradio of Maryland, Inc. and Coastal Telecommunications/Berlin Corp.) **FM proceeding:** (BC Doc. 80-287-88)—ALJ Byron E. Harrison granted to limited extent motion by Coastal and enlarged issues to determine whether Musicradio's proposal to locate main studio outside its community of license is in compliance with section 73.210 of FCC rules and if not whether circumstances warrant waiver. Action Sept. 18.

Designated for hearing

■ Harrison, Ark.—Bowman and Loveland Broadcasting Co. and Harrison Radio Station Inc. for new FM on 96.7 mhz at Harrison, to determine whether applicants have complied with requirements of Section VI of FCC Form 301; which proposals would, on comparative basis, better serve public interest; and which application should be granted (BC Docs. 80-574-75). Action Sept. 19.

■ Stonington, Conn.—Metro Broadcasting Corp., Stonington-Mystic Broadcasting Co. and Shore Broadcasting for new FM on 102.3 mhz at Stonington, to determine whether applicants are financially qualified; which of proposal would, on comparative basis, best serve public interest, and which application should be granted (BC Docs. 80-571-73). Action Sept. 16.

■ Evansville, Ind.—Channel 44 Inc. and Family TV Inc. for new UHF at Evansville to determine whether common ownership, operation or control of stations WIKY, WIKY(FM) and Channel 44 Inc.'s proposed television station would be in public interest; which proposal would, on comparative basis, better serve public interest, and which application should be granted (BC Docs. 80-557-58). Action Sept. 16.

■ Clinton, La.—Feliciana Broadcasting Co., and James D. and Sharon A. Miller for new FM on 92.7 mhz at Clinton, to determine Millers' ascertainment efforts; which of proposal would, on comparative basis, better serve public interest, and which application should be granted (BC Docs. 80-576-77). Action Sept. 22.

■ Duncan and Comanche, both Oklahoma—R&R Broadcasting, Inc. and Stephens County Broadcasting Co. for new FM station on 96.7 mhz at Duncan and Comanche, respectively, to determine areas and populations which could receive primary aur. service from proposed operation of applicants and availability of other primary service to such areas and populations; which of proposals would better provide fair, efficient and equitable distribution of radio service; which of proposals would, on comparative basis, better serve public interest, and which of applications, if either,

Summary of broadcasting

FCC tabulations as of Aug. 31, 1980

	Licensed	On air, STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,561	3	0	4,564	122	4,686
Commercial FM	3,233	2	0	3,235	145	3,380
Educational FM	1,068	0	1	1,069	85	1,154
Total Radio	8,862	5	1	8,868	352	9,220
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	86	315
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	12	174
Total TV	997	4	12	1,013	114	1,127
FM Translators	322	0	0	322	187	509
TV Translators						
UHF	2,553	0	0	2,553	252	2,805
VHF	1,324	0	0	1,324	478	1,802

*Special temporary authorization

**Includes off-air licenses

should be granted (BC Docs. 80-555-56). Action Sept. 16.

■ Austin, Tex.—Texas Television, Inc., Austin Telecasting Co., Mountain Laurel Broadcasting, Inc., Television Corp. of Central Texas and Pappas Telecasting Inc. for new UHF on ch. 42 at Austin, to determine whether Pappas is financially qualified; which proposal would, on comparative basis, best serve public interest; and which application should be granted (BC Docs. 80-578-82). Action Sept. 22.

Allocations

Petitions

■ Arcata, Calif.—Pentreed, Ltd. requests amendment TV Table of Assignments to assign Ch. 23 to Arcata (RM-3760). Ann. Oct. 2.

■ Sandpoint, Idaho—Tri-County Broadcasting requests amendment FM Table of Assignments to assign 92.1 mhz to Sandpoint (RM-3757). Ann. Oct. 2.

■ Joplin, Montana—KTQV-TV requests amendment TV Table of Assignments to assign ch. 38 to Joplin (RM 3739). Ann. Oct. 2.

■ Owensville, Mo.—Gerald W. Hertlein requests amendment FM Table of Assignments to assign 95.3 mhz to Owensville (RM-3758). Ann. Oct. 2.

■ Appomattox, Va.—WTTX-FM requests amendment FM Table of Assignments to substitute 102.7 mhz for 107.1 mhz at Appomattox (RM-3754). Ann. Oct. 2.

■ Newport, Wash.—Pend Oreille Valley Broadcasting requests amendment FM Table of Assignments to assign 104.9 mhz to Newport (RM-3756). Ann. Oct. 2.

■ Yakima, Wash.—Tri-County Broadcasting requests amendment FM Table of Assignments to assign 99.3 mhz to Ellensburg instead of Yakima, both Washington. (RM-3755). Ann. Oct. 2.

Actions

■ Visalia, Calif.—In response to petition by Russell Schwamb proposed assigning 97.1 mhz to Visalia as its second FM assignment, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-566). Action Sept. 18.

■ Fort Pierce, Fla.—In response to petition by Hubbard Broadcasting Inc. proposed assigning ch. 59 to Fort Pierce, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-570). Action Sept. 19.

■ Brookville and Versailles, both Indiana—In response to petition by Twin Forks Inc. proposed deletion of 103.1 mhz from Versailles and its reassignment to Brookville as that community's first FM assignment, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-567). Action Sept. 18.

■ Hays, Kan.—In response to petition by Central Radio Inc. proposed assigning 98.5 mhz to Hays as its second FM assignment, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-563). Action Sept. 18.

■ Paintsville, Ky.—In response to petition by Hometown Television Inc. proposed assigning ch. 69 to Paintsville as its first TV assignment, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-568). Action Sept. 18.

■ Middletown, Md.—In response to petition by Middletown Broadcasters Association assigned 103.1 mhz to Middletown as its first FM assignment, effective Nov. 5, Canadian concurrence has been obtained (BC Doc. No. 79-342). Action Sept. 18.

■ Bridgeport, Neb.—In response to petition by Media Inc. assigned 101.3 to Bridgeport as its first FM assignment, effective Nov. 5 (BC Doc. 80-52). Action Sept. 18.

■ Hastings, Neb.—In response to petition by Central Radio Inc. proposed assigning 101.5 mhz to Hastings as its second FM assignment and ordered Highwood Broadcasting Corp., licensee of 93.5 mhz, Hastings, to show cause why it should not be modified to specify operation on 98.1 mhz, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-565). Action Sept. 18.

■ McCook, Neb.—In response to petition by Jerrell E. Kautz proposed substituting 94.1 mhz and 101.9 mhz for 95.9 mhz and 103.1 mhz at McCook and ordered Semeco Broadcasting Corp., licensee of station KICX-FM, McCook, to show cause why its license should not be modified to specify operation on 94.1 mhz, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-569). Action Sept. 18.

■ Bath and Hammondsport, both New York—In

response to petition by Richard Snively proposed assigning 103.1 mhz to Bath as its first FM and to reassign 98.3 mhz to Hammondsport to reflect its use there, comments due Nov. 20, replies due Dec. 10, Canadian concurrence must be obtained. (BC Doc. 80-562). Action Sept. 18.

■ Blairsville, Pa.—In response to petition by Ada L. Otie, et al., proposed assigning 106.3 to Blairsville as its first FM assignment, comments due Nov. 20, replies Dec. 10 (BC Doc. 80-564). Action Sept. 18.

■ Denison and Madill, both Texas—In response to petition by Grayson Collegiate Communications proposed assigning 104.9 mhz to Denison as its second FM assignment and substitution of 102.3 mhz for 104.9 mhz at Madill, comments due Nov. 20, replies due Dec. 10 (BC Doc. 80-561). Action Sept. 18.

■ Petersburg, W. Va.—In response to petition by Creative Broadcasting Inc. assigned 101.7 mhz to Petersburg as its first FM assignment, effective Nov. 5, Canadian concurrence has been obtained (BC Doc. 79-339). Action Sept. 18.

Translators

UHF applications

■ Mobile, Ala.—Barbara J. and Horace Ward Jr. seek CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 262) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Phoenix, Ariz.—Sunburst Broadcasting Corp. seeks CP for new UHF translator on ch. 55 (TPO: 100, HAAT: 361) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Sept. 29.

■ Santa Ana, Calif.—Bogner Broadcast Corp. seeks CP for new UHF translator on ch. 62 (TPO: 100, HAAT: 150) to rebroadcast directly WPTT(TV) Pittsburgh. Ann. Sept. 29.

■ Sacramento, Calif.—Arike Logan seeks CP for new UHF translator on ch. 61 (TPO: 100, HAAT: 245) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Carol City, Fla.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 64 (TPO: 100, HAAT: 250) to rebroadcast directly WPTT(TV) Pittsburgh. Ann. Sept. 29.

■ Jacksonville, Fla.—Trans-America Television Corp. seeks CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 315) to rebroadcast indirectly WRBV(TV) Vineland, N.Y.

■ Chicago—Gwendolyn May seeks CP for new UHF translator on ch. 62 (TPO: 1000, HAAT: 140) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Shreveport, La.—Antoinette C. and David M. Gibbons seek CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 284) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Minneapolis—Antoinette C. and David M. Gibbons seek CP for new UHF translator on ch. 57 (TPO: 100, HAAT: 475.8) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Jackson, Miss.—Leslie Alan Williams seeks CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 146) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Las Vegas—Leslie Alan Williams seeks CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 140) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Sept. 29.

■ Reno—Leslie Alan Williams seeks CP for new UHF translator on ch. 55 (TPO: 100, HAAT: 5495) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Buffalo—Trans America Television Corp. seeks CP for new UHF translator on ch. 58 (TPO: 100, HAAT: 594.8) to rebroadcast directly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Charlotte, N.C.—Trans America Television Corp. seeks CP for new UHF translator on ch. 24 (TPO: 100, HAAT: 289.8) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Durham, N.C.—James K. and Hope S. Smith seek CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 100) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ High Point, N.C.—Barbara J. and Horace Ward, Jr.

seek CP for new UHF translator on ch. 67 (TPO: 100, HAAT: 241) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Nashville—Talley Television Corp. seeks CP for new UHF translator on ch. 69 (TPO: 100, HAAT: 374) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Austin, Tex.—Gwendolyn May seeks CP for new UHF translator on ch. 68 (TPO: 100, HAAT: 346) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Sept. 29.

■ Camp Verde, Tex.—Via Cable Inc. seeks CP for new UHF translator on ch. 59 (TPO: 20, HAAT: 180) to rebroadcast directly KSAT(TV) San Antonio, Tex. Ann. Sept. 29.

■ Houston—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 61 (TPO: 100, HAAT: 288) to rebroadcast directly WPTT(TV) Pittsburgh. Ann. Sept. 29.

■ Norfolk-Portland, Va.—Barbara J. and Horace Ward, Jr., seek CP for new UHF translator on ch. 65 (TPO: 100, HAAT: 271) to rebroadcast indirectly WRBV(TV) Vineland, N.Y. Ann. Sept. 29.

■ Tacoma, Wash.—Jackie R. Brown seeks CP for new UHF translator on ch. 39 (TPO: 100, HAAT: 255) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Sept. 29.

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Sales Manager for Central Minnesota station who can sell and lead others to high sales volume. May move into management at a future time. Must have positive outgoing nature to match station format. Box K-48.

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General Manager Religious Format Station in one of top 40 major markets. Must have strong spot and program sales orientation. Good salary plus monthly bonus based upon performance. Send resume to Box K-2.

Excellent management opportunity in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to Box J-171

Station Manager, Small Southern Market, only station, new CP, need experienced manager with sales, programming experience to get station started. Radio, PO Box 314, Coushatta, LA 71019.

WMUB. Promotion/Development Manager. BA required; MA desirable. Experience in broadcasting or arts management required. Not an entry level position. Responsibilities: community awareness, program underwriting, coordinating volunteers and paid assistants, monthly program guide, fundraising. Salary \$13,500 year. Liberal benefits include fee waiver. Miami University. Applications considered starting November 1. 1980 and continues until position filled. Application, resume, three confidential references to William L. Utter, Manager, WMUB, Miami University, Oxford, OH 45056. EEO/MF.

General Sales Manager for a super AM/FM combo in medium to large southern market. A dynamic motivator who can manage the finest sales team in the city as well as handle a substantial individual list is our target. Solid background in radio sales essential sales management preferable. Resume to Box K-95.

Sales Manager/Assistant General Manager for Mid-Atlantic AM/FM. We're looking for a polished pro who can direct a 7 person sales staff and sell in a highly competitive medium market. Our stations are extremely successful in both revenue and ratings... can you help us achieve even greater growth? Compensation open. EOE M/F. Send complete resume and salary requirements to Box K-74.

Station Manager. Great opportunity for qualified leader who can do it all. Position is with AM station that is owned by well established and successful small group in Northwest. Send resume, references and salary requirements to Box K-83.

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Northern New England AM-FM looking for an experienced sales person for leading stations in Northern New Hampshire. Good account list. Salary plus commission. Live and work in this beautiful four season resort area. Write, Manager, WMOU/WXLQ, 40 Main Street, Berlin, NH 03570.

Strong Medium Market AM/FM combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent College grad with commercial selling experience and/or one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road Rockford, IL 61111 EOE.

Wanted Immediately: Sales Manager for AM/FM in South East Kentucky. Must have management experience. Contact Randall Bliss at 606-598-5103.

Salesperson Announcer. Small Southeast market. Salary and commission. Pop Adult format. Contact Bob Manning, 919-734-8003

Experienced Salesperson needed for new FM station in Southern New Mexico. Excellent opportunity for advancement. Call 505-434-1165.

Shenandoah, Pa. Established daytimer in new modern quarters has increased power to 2500 watts and considerably expanded our potential. New 100 store mall also opening in our town in October. Need experienced salesperson or one capable of being a selling sales manager. Contact Rod Wolf, WRTA, Altoona, PA 814-943-6112. EEO Employer.

Wonder Woman—and dollars to match. If you can sell our small single station Florida market plus 50,000 in immediate selling area—station already a \$ winner, plus No. 1 rating. Please send resume and if you can announce, send tape also. Will definitely reply A.S.A.P in total confidence. Duke Roberts, PO. Box 1390, Avon Park, FL 33825.

Sales Person with air experience. Good solid opportunity. Resume and salary requirements. WTSB/WGSS, PO Box 393, Lumberton, NC 28358.

Aggressive Salesperson with Experience—located in the beautiful Pacific Northwest at the new, exciting KAR Radio, Portland. A contemporary Station going for numbers. Join us if you're No. 1, top list. Call Greg Fabos, 503-223-6328. A Patten Communications Station.

Self-starter sales person needed for Western Maryland full-time AM/FM group owned operation. Opportunity for rapid advancement limited only by your ability to produce. Compensation commensurate with experience. Call General Manager, WARK/WWCS, Hagerstown, MD. Phone 1-301-733-4500. An equal opportunity employer.

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New FM looking for local sales manager and salespeople with at least five years experience. Excellent pay and benefits. E.E.O. Send resume to Genevieve Glascock, WHLG, 1000 Alice Avenue, Stuart, FL 33494.

WFMC Radio is looking for a sales person. You must have at least three years experience and enjoy Country Music. Mail resumes to Webster James, General Manager, WFMC Radio, PO. Box 2006, Goldsboro, NC 27530. WFMC is an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Wanted: Announcer for country format. Up to \$1250 per month. Send tape and resume to KSOX 345-57th Ave., Raymondville, TX 78580. E.O.E.

Q-107 (WDWQ, Charleston, S.C.) is expanding its staff of professionals. Wanted killer jock. Must be natural, exciting and able to work phones. In return we'll offer excellent pay, security, and more. Clock watchers, and persons scared of hard work need not apply. If you can truly entertain, send your tape and resume today. Gery London, Operation Manager, WDWQ, PO Box 903, St. George, SC 29477 803-723-5119.

Opportunity—Morning Announcer—experienced only apply. You'll be second man on established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTRR/KZNN, Rolla, MO 65401. 314-364-2525.

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Religious Radio: In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHYD, 1415 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

Creative announcer wanted. Afternoon drive plus production. Very competitive small market. AC format with heavy information emphasis. No beginners. Pennsylvania. EEO Employer. Box J-110.

Chicago area contemporary religious outlet is looking for experienced and talented full and part time staff announcers, full and part time board engineers, and one "super" chief engineer to keep us hummin' Good pay for right people! Send tape and complete resume to: Rick Patton, WYCA, 6336 Calumet Ave., Hammond, IN 46324. No phone calls. E.O.E.

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Announcer/Production person wanted for 50,000 watt FM in beautiful college-historical city of Williamsburg, Va. Person selected will handle live/assist shift, adult contemporary format and do production. Send tape, resume and salary requirements to Tony Macrini, PO. Box 180, Williamsburg, VA 23185. EOE.

Immediate opening. Adult contemporary announcer Sales helpful. Tape, resume to: WSER Radio, 192 Matoney Road, Elkton, MD 21921

Top 40/Rock—1 year experience production a must. Salary negotiable. Good young staff. No floaters. Tape/resume: Stacey Scott, Box 1307, Americus, GA 31709 912-924-1290.

HELP WANTED ANNOUNCERS CONTINUED

Immediate opening DJ—adult—contemporary, WVOS AM-FM, Liberty, NY 914—292-5533. EOE.

FM Midday Announcer—Soft Rock format-submit air check to Personnel Director, Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Immediate opening for Staff Announcer with good production skills for non-automated, Beautiful Music station. Evening shift. Experience and a mature, mellow sound required. Tape & resume to WRSR, West Side Station, Worcester, MA 01602. EOE.

Articulate, intelligent personality needed by Pennsylvania Adult Contemporary station. Will be responsible for "talk show" and mid-day time slot. Excellent working conditions. Only experienced personalities will be considered. Compensation open. EOE M/F Send complete resume and salary requirements to Box K-73.

Would you like a 25 share? This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family individual looking to settle down. An equal opportunity employer M/F Immediately contact Box K-37

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KS-KX/KSWT in Topeka, Kansas has a challenging opportunity for a Chief Engineer. Applicant must be capable of handling directional array, microwave, automation and 100,000 watt FM stereo broadcast equipment. Well maintained technical facility. Please send your career goals and salary requirements, along with a resume to Bob Russell, General Manager, PO Box 4407, Topeka, KS 66604.

1st Class Chief for a two-man Engineering Department at No. 1, AM/FM Combo in Tampa Bay area, Florida. Must be strong on high power FM, automation, good audio and a working type, hands on Engineer. Excellent working conditions, benefits and salary, with a chance to grow for the right person. Call immediately: Bill Dutcher, WWBA 813—576-6868. An EEO Employer.

Expanding East Coast Broadcast Group. Looking for experienced, corporate Chief Engineer, AM and FM facilities. Must have strong—audio, transmitter, and management background. "Hands on Position", excellent salary and benefits. Send resume and references to Box K-44.

Maintenance Engineer needed for 5 kw AM. Class A automated FM in midwest small market. Good salary, equipment, and working conditions. Send resume, references, and salary requirements. Box J-164.

Chief Engineer for AM and FM facilities. Group ownership in Michigan. Send resume and salary. P.O. Box 1776, Saginaw, MI 48605. EOE.

Chief Engineer, Central Calif. automated FM, Directional AM must be experienced, send resume and salary requirements to M. Hill, KYOS, Merced, CA 95340. 209—723-2191.

10,000 watt flagship station in growing midwest chain is looking for an experienced chief engineer. The person we're after is well versed in all phases of transmitter and studio work, hardworking, stable and family orientated. Plenty of chance for advancement both salary and position wise if you're the right individual. An Equal Opportunity Employer. Send full resume and references to Box K-104.

Radio Engineer—part-time, 15 hours per week to do maintenance work at a college radio station. Also to work with students interested in Radio Engineering. Salary: \$7.50/hour. Morning or afternoon availability preferred. Equal Opportunity (m/f). Affirmative Action Employer. Box K-97

HELP WANTED NEWS

News/public affairs director for leading AM/FM in beautiful upper midwest medium market. We seek an experienced "take charge" broadcast journalist with strong managerial and on-air talents. Opening due to expansion and internal reorganization; our staff is aware of this ad. EOE/M-F Tape, resume with references, writing samples, and letter of application briefly outlining your news philosophy along with indication of salary expectations to: Operations Manager, Radio Stations KWEB and KRCH, Broadcast Plaza, Rochester, MN 55901. No phone calls, please.

WAKR Radio, the news leader in northern Ohio, is looking for two experienced reporters. If you're looking for a career in news with the best, send tape and resume to Carl Dickens, News Director, WAKR, Akron, OH 44309. EEO. Please, no phone calls and no beginners.

Are you ready to move up to large eastern Massachusetts Metro market? News Director position open for bright hardworking reporter with good organizational skills. Send tape, resume and salary requirements to General Manager, PO Box 1410, Brockton, MA 02403.

Reporter for good small market news oriented station. Must be able to gather, write and broadcast. Midwestern preferred. An equal opportunity employer. WBYS AM/FM, Box 600, Canton, IL 61520.

Expanding all-news radio network operation looking for aggressive reporter to fill slot now open. A minimum of three (3) years radio news experience is required. Salary negotiable. EEO. Send tape and resume to: News Director, 200 S. President, Suite 618, Jackson, MS 39201

News Director, Georgia's second largest market. Dynamic power house AM/FM operation will give you the tools to maintain our news dominance and credibility. Self starter with strong leadership capabilities. Resume and data to: Bernie Barker, VP-GM, WDAK/WEIZ, PO Box 1640, Columbus, GA 31994. No calls please. An equal opportunity employer.

Experienced news director. Salary and commission. Resume and salary requirements. WTSB/WGSS, PO Box 393, Lumberton, NC 28358.

Now accepting tapes and resumes for future on air positions. Announcer—News/Sports Send to Program Director, WKTN-Radio, PO Box 213, Kenton, OH 43326.

Aggressive, Seasoned, radio news reporter wanted for long hours, low pay. In return, experience covering Congress-federal agencies. Cassettes, resumes to Bob Rast, States News Service, 316 Pennsylvania Ave., S.E., Washington, DC 20003. 202—546-7500.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music Programmer: For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine melodic currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. M/F Send resume with salary history to Box H-89.

Production/News. Must be creative, humorous, professional. FM100, 555 Benjamin Holt, Stockton, CA 95207

WNCN in New York City, is looking for a combination operations manager/program director for this 24-hour commercial classical station. Knowledge of classical music and station operations is essential. EEO. Resumes and letters only, no calls, to WNCN, 1180 Avenue of the Americas, New York, NY 10036.

Program Director: Major AM/FM in Northeast seeks PD Knowledge of news, music, talk, and production a must. Resume and salary requirements in first letter. EEO. Employer. Box K-30.

Program Director for 5000 watt WLAM, Lewiston, State's second largest market needs a person who is strong on leadership, management and promotional skills. Secure position at top rated contemporary outlet. State of the art facilities. Salary commensurate with experience. Send tape, resume and programing philosophy to Ron Frizzell, General Manager, WLAM, Box 929, Lewiston, ME 04240. EOE.

Copywriter/announcer. Five years experience. Good copy/production ability for southeastern AM/FM combo. Send resume. EEO. Box K-80.

WMUB. Operations Coordinator. BA required. Individual with solid experience in public radio operations/production or related experience. Responsible for all facets pertaining to daily operations of WMUB. Candidate should have knowledge of production procedures necessary. Salary \$13,400 per year. Liberal benefits include fee waiver at Miami University. Applications considered starting November 1, 1980, and continue until position filled. Application, resume, cassette indicating voice quality, three confidential references to William L. Utter, Manager, WMUB, Miami University, Oxford, 45056. EEO/MF

Religious Radio: In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHYD, 1415 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Top Notch Management Team Available ... Currently in Top 50 market ... looking to relocate with a stable operation offering good growth potential. One of us is a sales management pro, the other excels in programming and operations. Will consider top 75 Markets. Reply Box K-19.

General Manager. Presently employed. 35 year old General Manager with strong history in local, regional and national sales. Former Rep. Former General Sales Manager in top 50 market. College degree in Business Administration. Seek midwest. Will consider investing. Box K-111

Experienced Agency Executive. Over thirty years experience in Radio-Television management, programming, award winning commercial announcer. Would like to return to Radio-TV Market in management capacity. Top References. Write Box K-108.

General Manager—Qualified professional with 20 plus years of experience in management, sales, programming and engineering. Will consider any size market. Looking for challenge and reward. Box K-95.

Wife's allergies demand career move! Top biller in major NE market must relocate in Florida. Sales manager position with list preferred. Taking best offer. Write Box K-71.

Florida or Atlantic Coast: One man gang or right hand man for your property. 15 plus years programming, sales, management, announcing, news, sports, personnel. Want stable situation in sunbelt. Hard worker, quick study. Surprisingly reasonably priced. Will improve your bottom line. Box K-76.

General Manager: Young assertive broadcaster seeks new challenge in management position. Experienced in all phases, including G.M. Creative and successful. Prefer south. Box K-77

SITUATIONS WANTED SALES

Experienced Account Executive desires sales or sales managers position any location, also have 1st phone. Box K-107.

Love Money? I love it more Own a small/medium station? Wanting a proven successful sales manager? I am the one who can deliver. Proof in resume. Box K-84.

SITUATIONS WANTED ANNOUNCERS

Currently afternoons in Milwaukee, team player seeks position in Connecticut, Massachusetts. Market size, shift not as important as the people I work with. Available immediately. Keith, 414—769-6966, mornings

SITUATIONS WANTED ANNOUNCERS CONTINUED

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Channell, at 312-764-0262 or 312-929-0776.

Humorous and creative air personality. Prefer adult contemporary but can handle any format. Experienced, dependable, hardworking. Great news and sports. Send for tape and resume with great references. Steve Shovan, 5359 N. Magnet, Chicago, 60630, 312-631-1843 after 6 p.m.

Some experience. Excellent working record. Cooperative. Good voice and delivery. FCC second. Paul Kaishian, 510 N. 106, St., Wauwatosa, WI 53226 1-414-453-4548.

Experienced adult Contemporary/Oldies Workaholic (production, copy, live appearances). Advancement opportunity desired. 413-967-7686

Bright, articulate, creative. Seeking entry-level position. Prefer Northeast. MSW degree with college radio experience. Hard worker and organized. Resume and references available. Box K-18.

Sportscaster can make your station No. 1 in sports coverage. Talk show, play by play, color, production experience. 6 yrs. Basketball coaching experience. Box K-51.

College grad, 1 year experience. Looking for jock and sports position. Bob 516-221-2498.

I Love Radio. Honest, experienced, hard working jock looking for new home. Tape and resume available. Tim Garbe, 5244 Lawn, Western Springs, IL 60558 or call 312-246-4759.

Experienced; currently working small market, A/C Morning Man/Music Director. Strong production, seek AOR anywhere, will consider all. Mike 814-368-3240 after 12:30.

Stop: If you want a one to one communicator. Stop. If you want an employee who gives 125%. Stop. If you want someone who is college educated and learned his craft well in a broadcast training school in New York. Stop. If you want a person to learn your methods. Stop. and call James Roundtree at 212-791-4565 to get his audition tape and resume.

Female, 19, Ready for Action! Dedicated loyal and dependable, call anytime for tape and resume. Pat Woods, 312-493-2915, 12553 Eggleston, Chicago, IL.

Creative, hard worker desires medium western market MOR or contemporary. Year's experience in AM personality, news, creation and production. Salary negotiable. Available immediately. Contact John A. Duncan, 723 Scranton St., Aurora, CO 80010 303-366-5493.

I'm looking to break into radio announcing in a community-involved small market. Midwest MOR station. I'm also eager to do sales, commercial writing and production, and PBP. Call R.C. O'Connor evenings at 412-264-1327

Dependable, hardworking male, 22 seeks AOR station or top 40. Tape-resume available. Steve Barile, 550 Kingman Ln., Hoffman Est., IL 60194, will relocate. 312-885-7159.

Mature, dependable announcer with 3 years experience looking in Mid-Atlantic states. Experience as music and news director. Call Fred at 814-255-2362.

Dynamic Top 40's Super-Jock is seeking employment! Willing to work any shift, but prefer nights. Will relocate if necessary. Call Charlie Hill at 312-961-1526 or write 24W630 Woodcrest, Naperville, IL 60540.

Available: Woman talk show host. Major market experience. Presently employed. Versatile and informed. From consumer issues to controversy, from information to entertainment. Would prefer East Coast. Box K-57

Major market AOR air ace, seeking stable medium market AOR air shift with production. Possible music duties. Contact Tom Sullivan at 216-497-9912. Afternoons. Excellent references. Location no problem.

No chance to expand talents at North Carolina station. Female personality. Four years experience-copy, production, news, traffic, air-third class-self starter! Box K-99.

Rare country personality! Operations, program/music director, copy, production, sales. Position details first reply please. Box F-113.

SITUATIONS WANTED TECHNICAL

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box J-202.

13 years experience as C.E. AM & FM, automation, construction, maintenance studio and transmitter. Box J-223

Experienced chief of 25 years, AM-DA, FM stereo, some automation. Desires location in Southwest suitable for future retirement. K-24.

Looking for a position as a chief engineer at a medium or major market station. I have much experience with the state-of-the-art broadcast equipment including directional equipment S.T.L. devices and especially with the latest automation systems. I have excellent technical references as a chief engineer. Prefer the Pacific Northwest, but will consider other areas of employment. Box K-87

SITUATIONS WANTED NEWS

Experienced sports director all play by play seeking medium market will relocate call after 7 305-598-3615.

Totally professional sportscaster, currently freelancing. Recently covered PGA tournament for network. Am seeking general reporting and/or PBP position. Previous PBP in baseball and basketball. Seven years overall in broadcasting. Have tapes, resume. Box K-39.

Capable newsmen. Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk. Rd. Bensenville, IL 60106. 312-766-0427

If looking for thoughtful, tireless, broadcast journalist, give me a call. Rob Dillard 515-255-1237, 515-274-3471

News Department need a lift? Energetic. ND available. Management experience in upper-medium, major markets. Also some TV background. Advocates teamwork, street reporting, strong writing. Would also consider rewarding reporter position. 716-461-2427

Major Market News Director—Operations Manager. Highly experienced, take charge professional journalist. Prefer Texas-Southern Metro. Will consider others. Box J-254.

Pro Sportscaster—Anchor/Reporter/PBP/talk available. Good voice. Credits, references (station sold). News backup. 617-679-6957

Experienced, Stable, Mature professional radio newsmen seeking change. Can also do Public Affairs, telephone talk, and manage. Now in metro NYC. Box K-103.

All Purpose Newsmen looking for medium market or above in Ohio or surrounding state. Currently news director at Southwest AM-FM top in market. Ready for first snowfall, election, etc. Box K-88.

Experienced News Director looking for new challenges. Moved current top 50 station from poor three to number one in two years. Background includes 10-years as network correspondent. A staff motivator and competition beater. Want long term association. Box K-85.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

Major market programmer, experienced in AOR, mellow, disco, adult contemporary. Marketing, research-oriented. Bright, articulate, dedicated. Call now: 312-327-5482. Matthew Clenott, 509 Roscoe, Chicago 60657

Production Wizard: Third endorsed. Call Ron 316-524-7626 Wichita, KS Between 9am to 4pm CDT.

Major Market Experience wants medium market home. (Country). Box K-81.

Guaranteed Results . You'll sound 50% better within 90 days . . . or fire me. I've never been fired. Box K-90.

Research Analyst/Assistant Research Director (Television/Radio). 29 year old male seeks position in research department; desires major role in total research support for television/radio station. Five years administrative experience includes supervision, research/analysis and planning/organizing. Currently with federal government. No broadcast experience; quick learner. BS degree. Resume available. Box J-200.

Small Market—Music-Program Director/Announcer, Copywriter. Available. College educated with limited experience, willing to learn. Prefer Midwest or New England. Call Alan Katovich, 313-939-8063 or write 34788 Fargo, Sterling Hts., MI 48077

South Texas needs AOR. And as an experienced PD in the area, I can make it happen. I have the sound and contacts to build a station. The Rio Grande area—one of the fastest growing markets—doesn't have any AOR. Yet. We can make it happen together. Contact: Rick Rockwell, 1709 W. Schunior No. 1003, Edinburg, TX 78539 or 512-381-8623.

Program Director with 8 years experience, track record, and station operations capabilities looking. Detail oriented, dependable, hard working. Proficient in creative promotions, airstaff supervision, community involvement and budgeting. Solid references. Bill McCown, 803-226-1408

TELEVISION

HELP WANTED MANAGEMENT

Sunbelt VHF network affiliate in medium-size market seeks general manager. State experience and salary requirements. Box K-35.

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

Public Television Executive Director Position Available. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Executive Director. IPBN is a state-funded agency with an operating budget of over \$5 million and a staff numbering 120. The Network consists of eight transmitters and six translators providing public television service to 2.9 million citizens. IPBN possesses complete state-of-the-art studio and remote television production facilities. The Executive Director reports to the nine-member State Educational Radio and Television Facility Board and is responsible for all Network operations. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board, staff, and Friends of IPBN is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit, no later than December 1, 1980, a complete resume detailing experience and credentials along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy as it relates to the operation and administration of a public television network funded by state sources. All correspondence should be addressed to: Jolly Ann Davidson, Chairman, Search Committee, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Operations Manager—Young and aggressive independent in the Southwest needs a dedicated professional to oversee the entire operations area including film, traffic, production and on air. The person selected will have full department head status and be well paid. We prefer someone with a broadcasting degree plus considerable experience in program, operations or production management. You must be a self starter with ambition, initiative and administrative ability. The bonus to this position is that there is opportunity to learn independent programming. It's an ideal training ground for a future general manager. EOE/M-F. Resume to: Box K-68.

HELP WANTED MANAGEMENT CONTINUED

Promotion Manager. Major market independent seeks highly motivated person with promotion writing and planning skills. Great chance to move up. Send tape and resume to: Kenneth T. MacDonald, VP & GM, WKBS TV Field Communications, 3201 S. 26th St., Philadelphia, PA 19145. An equal opportunity employer.

HELP WANTED SALES

Experienced small market sales person. Must be personable, with good follow through, telephone and work habits. Write with resume. WSVI-TV, PO. Box 8 ABC, Christiansted, St. Croix 00820.

HELP WANTED TECHNICAL

TV Engineer: Houston independent UHF station needs a Transmitter Maintenance Engineer. Must have 1st class FCC license and minimum 5 years transmitter experience. Will assume responsibility of new facility construction. Send resume to Metromedia, Inc. PO. Box 22810, Houston, TX 77027. We are an equal opportunity employer.

Television Engineers needed for expanding production facility. Must have 5 years experience in Video, Audio, or Videotape maintenance and/or operation. Send resume to Personnel Dept., Oral Roberts Evangelistic Association, PO Box 2187, Tulsa, OK 74171.

Technician: Minimum 3 years maintenance experience in television studio and/or VHF transmitters. Will consider person with strong radio maintenance background. Only qualified applicant need apply. No phone calls. Send resume and salary requirements to Clarence Mosley, Director of Engineering, WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

Ass't. Chief for January 1981 hire. Good maintenance experience required, preferably with RCA Cameras and Video Tape Machines. Must have management potential. Competitive salary with benefits. Send resume to: WEVU-TV, PO Box 6277, Fort Myers, FL 33901. Equal Opportunity Employer.

Operator-technician with first phone license for top 10-market with at least 3 years recent studio experience in the following: On-air switching using Grass Valley 1600 switcher; editing 2-inch video tape; and setup live and film cameras. Salary negotiable plus company benefits. Equal opportunity employer. Please send resume and references to: Chief Engineer, KXAS-TV, PO. Box 1780, Fort Worth, TX 76101.

TV Engineer Wanted—transmitter chief—Lafayette, Louisiana. Must be solid, experienced, good work habits, self starter up to \$20,000 per year for right qualifications. Send resume to: Thomas G. Pears, General Manager, KLFY-TV, PO Box 3687, Lafayette, LA 70502. Strictly confidential. EEO employer.

Maintenance Engineers: Seeking self starters with minimum of two years TX or STU/MC maintenance experience that includes familiarity with UHF TX, VTR's, cameras, digital logic; salary is dependent on experience. Send resume to Manuel Marquez, WANX-TV, 1810 Briarcliff Road, Atlanta, GA 30029, or call 404-325-3103. WANX-TV is an EEO/AA employer.

Florida network VHF affiliate needs a maintenance engineer, 3 to 5 years experience in all phases of television engineering. Installation, digital and microprocessor experience desired. E.O.E. Call Nile Hunt or Dan Long 305-645-2222, or send resume to WESH-TV, PO. Box 7697, Orlando, FL 32854.

Experienced TV/Broadcast Maintenance Technicians needed by new TV station in upstate NY. NYC salary based on experience w/o city hassle. Contact: WFTI-TV, Box 549, Poughkeepsie, NY 12602, 914-454-3030. EOE.

Chief Engineer: For new PTW station in Denver area. Interested in good knowledge of electronics principals, transmitters and studio gear. Up to \$25,000 to start with right person. Send resume to KBDI-TV, POB 6060, Broomfield, CO. An equal opportunity employer.

Experienced Maintenance Engineers: AM, FM, TV, and translator. First class FCC required. Send resume to: A. L. Ladage, XYZ Television Inc., PO. Box 789, Grand Junction, CO 81502. 303-242-5000.

Air switchers, 8-4 and 4 to sign off. First phone, experience and dependability necessary. 3/4" 16mm, 35mm. Production experience helpful. Write with full details/requirements WSVI-TV, PO. Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands 00820.

Maintenance Supervisor needed for Western New York television station. Two years maintenance experience necessary; previous supervisory experience not necessary. Must have VTR experience. Send resume to Raymond Felckowski, WUTV-TV, 951 Whitehaven Rd., Buffalo, NY 14072. WUTV is an Equal Opportunity Employer.

Assistant Chief Engineer. VHF station, top 50 market, is looking for a person who can supervise technicians in the installation, maintenance and operation of studio and transmitting equipment. FCC First Class License, ENG, digital experience and supervisory background preferred. If qualified, send resume to Marijane Landis, WGAL-TV, PO. Box 7127, Lancaster, PA 17604, or call 717-393-5851. An EEO employer.

Top Dollars for Top engineer. Fast growing TV production company is adding to engineering staff to work in all technical facets of operation. Knowledge of CMX, RCA Quad, 1" and cameras important. A motivated, conscientious person will be very happy here. Phone: 215-568-4134, Jordan Schwartz, or write: Center City Video, Inc., Phila., PA 19102.

Wanted: Television Engineer: Staff engineer for new PBS station operating on Channel 6. Installation, bench repair and some master control operation. First class FCC license required. Contact Personnel Office for application. Call John Bradley 816-429-4127 for information regarding qualifications. Central Missouri State University is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91.

Independent TV Station in Central California has opening for master control room operators. Only experienced people with 1st class FCC license need apply. An EOE/M-F Employer. Send resumes to Box K-65.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Contact Dennis Smith, KARD-TV3, Box 333, Wichita, KS 67201.

Reporter: Leading news station in the Intermountain West has an opening for an experienced proven news journalist. Send resume and resume tape to Lucy Valerio, Personnel, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

A tough spot news major Southwest city is looking for that special breed of ENG one man band, the hard driving, hustling, aggressive overnight photographer/editor/reporter. Don't apply if you are not experienced and a dyed in the wool night person who knows the ins and outs of the police, fire and sheriff beats and don't care if you ever see the light of day. E.O.E. M/F Box J-232.

Aggressive major market network affiliate in sunny Southwest is expanding. We're accepting applications from photographers; reporter-photographers; newscast producers; sports feature reporters; general assignment and investigative reporters. All ENG operation. You must have experience and demo tape to prove it. We're a leading broadcast group with excellent opportunities. Box K-33.

Weekend anchor to double as reporter/photographer. \$9500. Send tape with first letter to: Jon Jones, News Director, KAAL Television, PO Box 577, Austin, MN 55912. EOE.

Troubleshooter for major market network affiliate. Must be able to produce daily report that attacks and solves problems relevant to a wide segment of the viewing audience. Must be fearless in approach but aware of legal pitfalls. Must have prior successful experience as troubleshooter or action line reporter with ability to manage mail and phones. An EOE employer. Send resume to: Box K-12.

Reporter position in 39th market for aggressive, creative reporter with bachelors degree and 2 years TV reporting experience. Send resume and tape to Ann Underwood, KWTV, PO. Box 14159, Oklahoma City, OK 73113. EOE.

Reporter for major market network affiliate with solid background in commercial TV reporting. Must be self starting idea person with ability to go beyond the surface story in developing comprehensive and interesting reports that tell the viewer why story is happening and why it is important. An EOE employer. Send resume to: Box K-15.

Photographer/Editor for WTRF-TV, Wheeling, WV. 2 years of film and/or electronic, photography experience. Must have valid, penalty-free driver's license in state of residence. Send resume by October 17, 1980 to News Director, WTRF-TV, 96-16th Street, Wheeling, WV 26003. An equal opportunity employer.

Anchorperson. We are a network affiliate in a top 30 sunbelt market. We are looking for someone who is a first-rate journalist and who happens to be an anchor at the same time. We are very professional, but more important, we are going to out-think and out-hustle the competition. Don't apply unless you have produced ratings, in the past and you fit the above description. EOE. Box K-70.

Weekend Sports Anchor—Midwestern top 100's market. We want a bright, knowledgeable person to anchor two weekend sportscasts and do sports reporting three days a week. Equal Opportunity Employer. Send resume to Box K-78.

ABC affiliate looking for aggressive, knowledgeable and credible weatherperson. Send tape and resume to: John Rehauer, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE.

News Reporter—Immediate vacancy for a news reporter for The Nightly Business Report. Duties involve writing, interviewing, on-camera work, field producing mini-documentaries and daily coverage. Related degree preferably in communications or economics, bilingual in English and Spanish, on-air ability, writing and reporting skills required. Send resume in confidence to Manager of Administrative Services, WPBT/TV 2, PO. Box 610001, Miami, FL 33161. EOE.

Reporter position in 39th market for aggressive, creative reporter with bachelors degree and 2 years TV reporting experience. Send resume and tape to Ann Underwood, KWTV, PO. Box 14159, Oklahoma City, OK 73113. EOE.

WAKR-TV is looking for an experienced street reporter in TV News. Now is the chance to get on with a winner, an up-and-coming News Staff in the Cleveland ADI. Send tape and resume to WAKR-TV, c/o Carl Dickens, News Director, Akron, OH 44309. EEO. No phone calls please, and no beginners.

We need an experienced TV weathercaster. Accuracy, clarity and personality are primary. Meteorology a plus. Send resume cassette to Arthur Alpert, News Director, KGGM-TV PO. Box 1294, Albuquerque, NM 87103. Equal Opportunity Employer.

Journalist/News caster. Only experienced reporters newscasters need apply. Send VTR, resume, salary history to Fred C. Douglas, News Director, WKZO-TV, 590 West Maple, Kalamazoo, MI 49008. An equal opportunity employer.

Assistant News Director/Managing Editor—Number two person in PBS station news operation. Responsible for daily news assignments and production of half-hour newscast. Requires: Master's Degree in Broadcast Journalism or related field and one year experience or Bachelor's Degree and two years of experience. Salary negotiable, minimum \$13,860. Send complete resume by October 30, 1980 to: George P. Bradley, Employment Manager, University of Florida-Personnel Division, 337 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Weekend Weathercaster needed for medium-market Midwest station. Also includes reporting three days a week, as well as doing noon show weather three days a week. Will be working with state-of-the-art weather equipment. Salary negotiable. At least one year experience preferred. Send resumes to Box K-101.

HELP WANTED NEWS CONTINUED

Broadcast Journalist with a track record. Two years' news experience required. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. No phone calls please. EOE.

News Director. Upper midwest medium market group-owned station. Small but growing news department. Send resume, references, Salary requirements. All replies confidential. Box K-102.

Co-anchor: Midwest network affiliate seeks a real communicator to join the leading news operation in a second 50's market. No readers or beginners. You must be experienced and an outstanding reporter. Our anchors cover the news as well as deliver it. An equal opportunity employer. Send resume and salary requirements to Box K-67

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Television Senior Production Engineer for major urban-based public television station. Coordinate technical aspects for studio and remote television productions. Experience with all phases of electronic editing, audio, video, lighting, and quality control essential. Experience as studio supervisor or engineer-in-charge highly desirable. First Class FCC license required. High school graduate and two years full-time broadcast television experience or equivalent education and experience. Salary range \$16,007-\$20,495. EOE. Letter of application, resume relating education and experience to specific job requirements and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Mary Lou Ray, Acting General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by October 17, 1980.

Television Camera Operator II for major urban-based public television station. Must be experienced in studio and remote camera operation and capable of serving as camera crew chief. Will assist in studio set-up, strike, and other tasks related to the production process. High school graduate and one year full-time experience or equivalent education and experience. Salary range \$12,267-\$15,010. EOE. Letter of application, resume relating education and experience to specific job requirements and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Mary Lou Ray, Acting General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by October 17, 1980.

Video tape editor. Minimum three years experience, operation and maintenance. Send resume to the Personnel Director Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Operations Manager to take over programming, production and air switching. Minimum five years commercial TV experience for this top market. East Coast, growing U. EEOE. Box K-69.

PM Magazine Co-Host needed to work with personable female in beautiful mid-western market. Must be energetic with upbeat personality and dedicated to a team effort. The ability to write and produce feature material is required. Send resume, tape, and salary requirements to: Production Manager, WMTV, Madison, WI 53711. We are an Equal Opportunity Employer

Producer, WSIU-TV, Masters Degree in Radio-Television or closely-allied discipline preferred, with at least three years of professional experience. Must have experience in all facets of television studio production, and expertise in production of film and ENG. Ability to supervise production staff and student assistants a must. Deadline for applications: October 15, 1980. Effective date of appointment: November 1, 1980. Letter of application, complete credentials, and the names of at least three professional references should be sent to: Jimmy R. Moore, SIU-C Broadcasting Service, Carbondale, IL 62901. WSIU-TV is an equal opportunity employer.

CCTV Prod/Ops Ass't; Minimum \$13,300; Available 11/20/80 to coordinate Ohio University Media Distribution System; Call M. Bowman, 614-594-5244.

Producer/Talent for TV station. Responsibilities include research, writing and on-air functions. Strong verbal and conceptual skills. Bachelors degree and two years of professional experience required. Knowledge of TV production techniques essential. Resumes to: WCNV/Syracuse, 506 Old Liverpool Road, Liverpool, NY 13088. An equal opportunity/affirmative action employer.

PM Magazine Co-hosts: Positions are now open for PM Magazine host and hostess at Baton Rouge's ABC affiliate. WBRZ is a resourceful No. 1 market station seeking fresh, imaginative talent to work with our sharp producer/photographer team already on staff. Station management is committed to find the energetic talent needed to support program. Excellent benefits. Salary negotiable. Send resumes and tapes by 10/20/80 to Ray Alexander, WBRZ-TV, Box 2906, Baton Rouge, LA 70821 An Equal Opportunity Employer.

Producer-Director for commercial production, local studio and remote programs. At least five years' professional experience required. Needs proven ability to work with clients and dedication to quality production. Exceptional opportunity with top-rated station. Send resume and tape to Mike Salmen, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

Commercial Photographer. Must have three years experience in dark room work and ENG-camera/editing experience. Good starting pay. Send resume to WAST-TV, Box 4035, Albany, NY 12204. An equal opportunity employer.

Promotion Producer: Immediate opening for experienced TV promotion producer. Must have and submit 3/4 inch cassette of sports prior to interview. This is not an entry level position. All replies confidential. Send tape, resume and current salary to: Creative Services Dept., PO Box 3412, San Francisco, CA 94119.

SITUATIONS WANTED MANAGEMENT

20 years experience. All phases of management including programming, news, promotion, sales. Seeking programming/operations. Currently in management. Box J-234.

SITUATIONS WANTED SALES

Experienced radio and newspaper advertising account executive desires television advertising sales position, any market, any location. Box K-86

Production Specialist, 15 years experience no. 2 market, wants to move to sales, 38, educated male, self-starter. Resume available upon request. Box K-40.

SITUATIONS WANTED TECHNICAL

18 years experience all phases of Engineering as well as Management totally familiar with everything from preparing an application to laying out and constructing entire station. Box J-236.

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989

First Phone wants entry level position or trainee engineering position in TV 6 mos. broadcasting school. Need a break. Craig Banks 513-932-1426.

SITUATIONS WANTED NEWS

News Director/Anchor. Proven record as administrator and ratings getter. Now employed but looking for move upward. \$40,000+. Box K-3.

Strong police reporting, missing from your newscast? News correspondent, B.A. Communications, 3 years experience CBS affiliate in Top 30's market, experienced in film/ENG photography, research and investigative reporting, plus valuable 3 years experience with a large city police department in civilian investigative and communications work. For coverage of police news before and as it happens, not just follow-ups. Will build good media-police relations and achieve solid reporting. All markets. Box K-5

Veteran TV director of the top-rated news show in major market considering change. For specifics write Box K-75.

Young Black male: degree, 3 years experience in reporting, hard worker. Looking for job in the mid west area. \$20,000 minimum. Box K-96.

Experienced Network Producer, tired of New York wants news director position with station interested in quality. Don't reply if you're a revolving door outfit. Box J-217

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director with national and regional commercial production credits, strong managerial background and 15 years television production experience seeks position with production house or television station with emphasis in production. Available now. K. Dwight Werle, 385 Good Ave., Indianapolis, IN 46219 317-357-4709. Will relocate.

Producing for cable. Experienced PBS Producer seeking public station wanting to develop cable option for future. Box J-144.

Former Staff Announcer (commercial radio experience) wants to use Communications Degree and extensive college TV training for video or audio production opening. Mark Ringel, 147-56 78th Ave., Flushing, NY 11367 212-591-3029.

Four major motion picture credits and producing/hosting experience on radio magazine program. Strong in features development, creative writing, personal interviews. Want to transfer proven public appeal to TV magazine or variety talk. Box K-72.

Experienced Director. The pressure of your live newscasts suits me fine. I'll work with your producer to get error-free shows. Box K-92.

Production Specialist, experience in all aspects of EFP/ENG, studio news direction, extensive multi-track audio experience. Also, 1 1/2 years as late-night movie host. Ready to relocate. 216-792-3200.

CMX and ENG Editor—Director-Producer. Experienced in PM, news, public affairs, and commercial production. Box K-66

Exceptionally creative, award-winning top-40 producer/writer, stagnating in apathetic, small-minded company. Seeks producing/programming position with professional organization. Single. Relocation no problem. Box J-176.

For Fast Action Use BROADCASTING'S Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

The Association for Education in Journalism (AEJ) invites applications for full-time Executive Director to begin working July 1, 1981. Resume should indicate experience in management, organization, budgeting, and working with people. Applicants should show potential in fund raising, systems work, and professional growth. Job requires self-starter willing to take responsibility and to use initiative. Must have expressed interest in journalism education and willing to travel. Applicants remaining after initial screening will be notified before references contacted. Salary competitive and negotiable. Fringe benefit package Equal Opportunity Employer. Application deadline Dec. 1. Apply to: Search Committee, c/o Susanne Shaw, AEJ Executive Director, School of Journalism, University of Kansas, Lawrence, KS 66045.

HELP WANTED SALES

New York City-Based Sales Rep wanted to sell major broadcast entertainment special about safe energy. Full-time work to begin as soon as possible. Fee negotiable. Send resume to The Energy Special, 72 Fifth Avenue, Second Floor, New York, NY 10011.

HELP WANTED TECHNICAL

\$40,000+ First Year Guaranteed. Our company has grown so quickly in the past 5 years, we are in desperate need of a very special person who knows broadcast equipment intimately and has aggressive sales ability. We are diversifying into other areas and need someone to take over the equipment sales division. Responsibilities include sales of new and used broadcast equipment and further development of equipment sales division as business demands. We are a first rate company and believe in paying top dollar for the right person. Call Bill Kitchen, Quality Media Corp., 800-241-7878.

Broadcast Systems, Inc. is a rapidly growing company serving the television industry with quality equipment and services. We represent first line equipment manufacturers, and have extensive stock of several major lines of television equipment in our warehouse for immediate delivery. We are looking for qualified representatives in several parts of the country. BSI pays travel expenses, provides group health and dental insurance, and paid vacations. We pay an attractive guaranteed salary, plus a direct sales commission on all sales. We expect each representative to earn in excess of \$60,000 per year. Management of the company are persons who have been Television Chief Engineers, and had successful careers as RCA Field Salesmen. We are looking for professional people who are presently successful equipment representatives, or who are in Television Engineering Management. If you are interested, contact us at 800-531-5232 or 512-836-6011, or write, Broadcast Systems, Inc., 8222 Jamestown, Austin, TX 78758.

HELP WANTED PROGRAMING, PRODUCTION, OTHER

Television Traffic Personnel. Nationally recognized firm in the broadcast automation industry is looking for personnel experienced in television traffic responsibilities to install our Broadcast Computer System. Thorough knowledge of station contract management, avails, log preparation, etc., is necessary. Extensive travel will take you throughout the U.S. to our customer sites where you will instruct station personnel on the use of our system. Salary \$15,000. Travel expenses paid. 404-633-0804. Atlanta.

HELP WANTED INSTRUCTION

Instructor/Vocal Coach. Must be proficient in correcting regional accents. Should have knowledge of phonetics and oral interpretation. Call for interview before 10:00 AM weekdays or send resume to: Deborah Ross-Sullivan, Director of Vocal Coaching, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

Broadcast faculty member sought for '81-'82 academic year in a tenure-track position. Work with broadcast quality TV facility, developing radio facility. Responsibility includes teaching news courses, developing graduate courses, and possibly film courses. Ph.D. or ABD preferred; M.A. with strong experience considered. Salary competitive. Apply by Dec. 1 to: William Thorn, Search Committee, College of Journalism, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. E.Effirmative Action Employer.

University Instructor—Develop, supervise broadcast news sequence; 10-month contract starting January or August 1981; teach writing, editing, production in TV-radio news, other journalism courses; should have master's in journalism, five or more years professional experience; deadline to apply Nov. 15; equal opportunity/affirmative action employer. Apply to Wm. Metz, Office 7H, Journalism Department, Univ. of Nevada, Reno, NV 89557

Television Production: Teach Television Production and Directing at University of North Carolina at Chapel Hill, N.C. Assistant or Associate Professor, tenure-track, to begin Fall, 1981. Requires advanced academic degree or professional equivalents. Deadline: November 10, 1980. Write: Search Committee, Prof. William Hardy, 202A Swain Hall, University of North Carolina, Chapel Hill, NC 27514. UNC is an Equal Opportunity/Affirmative Action Employer.

Editors—3/4": Nat'l Synd. Reality Strip looking for two additional EFP Editors to expand our editing staff. Experience in reality magazine type production a must. Highly creative working environment. Great benefits. Send resume at once! Box K-105.

Position Announcement: Faculty opening, beginning January 1, 1981. Instructor/Assistant Professor to teach in program emphasizing news gathering, writing, and production. Academic degree(s) preferred; Professional experience required. Deadline: November 15. Write: Chairperson, B. J. Search Committee, Newhouse School, Syracuse University, Syracuse, NY 13210. Syracuse University is an Affirmative Action/Equal Opportunity Employer.

Graduate Student Teaching Assistant: Radio/Television part-time position for master's degree candidate offers \$4950 for 9 months. Production experience necessary. Begins Jan. 1981. Send resume to Head, Journalism Department, Kansas State University, Manhattan, KS 66506. Application deadline: Nov. 10th. Equal Employment Opportunity.

Mass Communication—One tenure-track position. Emphasis in advertising and public relations with background in television and film production and direction. Minimum of Master's degree, Ph.D. preferred. Portfolio and videotape cassette evidence of work done by applicant and/or students should be submitted. Will teach courses such as Advertising Design, Persuasion in Advertising, Public Relations, Mass Media and the Popular Arts, and Television Production and Direction. Rank of Assistant/Associate and salary contingent on degree, academic background and experience. Minimum salary at Assistant level is \$16,213, and Associate is \$19,658. Position starting fall of 1981 Affirmative Action/Equal Opportunity Employer. Reply by January 15, 1981. Interested applicants send introductory letter, official copies of all transcripts, vita and three recommendations to: Dr. George P. Boss, Search and Screen Committee, Department of Speech, Mass Communication and Theatre, Bloomsburg State College, Bloomsburg, PA 17815.

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 needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted to Purchase: One used performance tested 1,000 watt translator unit UHF frequency channel 64, and one channel 64 transmitting antenna performance tested (used modified or rebuilt units are desired). Will pay cash and all shipping costs. Box K-45.

Wanted: Tax Deductible Donation of audio cart recorder/player and player for instructional purposes. D. Mooney, Muskegon Community College, 221 Quarterline Rd., Muskegon, MI 49442. 616-777-0214.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 1" and 5/8" available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

FM Equipment, Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

Gates Stereo Automation. Change of format. Mark Howard 912-232-0097
PO. Box 1537, Columbus, GA 404-327-1217

For Sale: Three Norelco PC70 cameras with XQ1020 series tubes, two have Angenieux J11 lenses, one has Schneider TV-1 lens, twin TV33 cable, CCU's in consoles with casters, monitoring included. Tripods, Vinton heads and some cable included. Contact Myron Oliner, KBT, 1089 Bannock, Denver, CO 80217

GE TT-25 UHF-TV Transmitter, 2 ea. \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000
RCA TT-35CH VHF Transmitter—\$20,000
RCA TT-50AH VHF Transmitter—\$12,000
Sony 2850 3/4" Video Recorders—\$1,500 ea
Sony 2860 3/4" Video Recorders—\$2,500 ea
Complete film island—\$30,000.
Sharp XC-700 Color Cameras—\$11,950. (New)
IVC 500A Color Cameras—ea \$7,500.
Panasonic AK920 Color Cameras—\$15,000.
GE PE-350 Color Cameras—ea \$4,000.
GE PE-240 Film Camera—\$8,000
Microtime 520 Time Base Corrector—\$8,500.
Amplex TBC-2 Time Base Corrector—\$12,000.
CVS 504B Time Base Corrector—\$5,500
CDL VSE-741 Switcher—\$25,000
RCA TK-27A Film Camera—\$12,000
RCA TP-6 Projectors—\$1,000.
Amplex 1200 A VTR's—ea. \$22,000.
New Garrard Turntables, \$100
New Edutron CCD-2H Time Base Corrector—\$5,800
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908

Schaefer 903E expanded memory automation system complete with four 750 ITC reel to reel playbacks, three Audio-files II cart machines, random access for 144 carts; manual control panel, digital keyboard controller, studio/network interface with control head, ASR-33 list and load TTY and VEL English logger. Two and one half years old. Contact John Fischler, Broadcast Management Corporation, 8686 Michael Lane, Fairfield, OH 45014. 513-874-5000.

5 KW FM transmitters, Gates FM 5B w/s.s. power supply, also GEL in exc. condition. M. Cooper 215-379-6585.

2 Philips LDH-20 Cameras 1 yr old. \$13,000 each, WGCB-TV Red Lion, PA F Wise 717-246-1681.

1 KW AM RCA 1 R1 w/spare plate transformer, small spares & proof. M. Cooper 215-379-6585.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

Liquidation, best offer. Four each 3M-D2000 Character Generators, 3M-210 Sync Generators, Electrohome nine inch B/W video monitors, Edward White, 118 South Royal, Alexandria, VA 22314.

Syntronics/Visual DFM-15K-B, FM transmitter. Factory reconditioned, usable to 20KW. Price includes exciter and many spare components. Excellent condition. Available immediately. David Hebert, 509-547-1618.

For Sale Equipment—RCA-TK-76 Mini/Cam \$24,995/offer or New TK-76C from RCA w/full warranty \$37,995 415-676-7260.

Tower, 150', guyed, uniform cross-section, 14" on face, angle-type construction, galvanized and painted, includes base insulator. Excellent condition. 912-764-5446.

Automation System. Shaffer 903-E with source equipment including (5) ITC reel-to-reel decks, (2) IGM instacarts, (2) IGM go-carts, (2) ITC cart machines, TI silent 700 data terminal, and much more. All equipment is stereo. This system can be yours for \$50,000. Price includes assistance with programming and setup. Contact Jerry Westerberg, Technical Director, KPPL Radio, 303-985-8771.

RCA 10 kw FM transmitter and Collins 10 FM transmitters for sale. Both in Dallas, and in top condition. Solid-state exciters. Also 1 kw AM, 5 kw AM and 10 kw AM ready for delivery. Besco Internacional 5946 Club Oaks Dr., Dallas, TX 214-630-3600.

Moseley PBR-30, 30 position, remote control. Good working condition, w/manuals, spare stepper relay extra 3 meter panel, spare boards, \$1800. 213-845-6105 after 4 pm PDT.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

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.

Antenna Site 9 Acres in Louisville, Kentucky for sale by owner. Ideal location for radio or communications antenna. 502-239-2747

Wanted to buy current Country Western Library. Contact KZIQ-Radio Phone 714-375-1360 or write PO Box 369, Ridgecrest, CA 93555.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967

FM frequency search \$200 Larry D. Ellis, P.E., Box 22835, Denver, CO 80222.

RADIO PROGRAMING

Best of Radio, highly polished weekly series of radio history. Local avails, plus national sponsor. Exclusive trade. 312-467-5430.

Nostalgia: Something old but new! Music! Actualities! Personalities! Free "demo" tape. RTWI.W., Box 174, Jacksonville, TX 75766

Help ... trying to locate the whereabouts of a radio program series entitled, "Christmas Fantasy" produced some years ago by Robin Morrow. Write to KVOK, Box 708, Kodiak, AK 99615 Call: 907-486-5159.

SALES TRAINING

How to Handle the six biggest objections to radio advertising ... Self-Study, six cassette audio program with 54-page workbook. Write for free brochure. Youngs, Walker & Company, One Crossroads of Commerce, Suite 520C, Rolling Meadows, IL 60008

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

San Francisco, FCC License 6 weeks 10/27/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194

RADIO

Help Wanted News

RADIO NEWS DIRECTOR

Thoroughly knowledgeable in station operation. At least three-five years major market experience. Location New York City. Send resume with letter to Box K-25.

Help Wanted Management

HEY SUPERMAN ... HELP US FIGHT CRIME

The crime is, we don't have *everyone* on the air ... We need a Sales Manager. Our Superman must be an organized, people motivating, "BOOK" understanding, selling, son of a gun. Superman can be a Sales Manager already or, the Number Two, who's ready to move up and there's no room at the top ... What do you get? ... A Super salary ... Plus incentives based on a Super AM/FM facility with Super proven formats with Super numbers ... a Super, brand new half million dollar building with Super equipment, Super people, Super signals and coverage area in California ... INTERESTED? Reply in strictest confidence with resume and salary history to: Box J-142

\$55,000 PER YEAR

Sales Manager needed for extremely successful Sun-belt station. Top growth market. Ratings of secondary importance. You must be an idea person with excellent leadership and motivational skills. Station part of a growing group. Write Box K-29.

STATION MANAGER

A progressive and stable chain is seeking an aggressive leader capable of molding a crack sales force for mid-Pennsylvania top-rated AM/FM combination. Must be RAB trained with considerable agency sales experience. Only dynamic, highly motivated persons possessing eventual top management qualities need respond. All replies completely confidential. An equal opportunity employer. Reply Box K-6.

Help Wanted Programing, Production, Others

OPERATIONS DIRECTOR

Priority of expanding operation postponed filling this position. Now we're back on track for solid pro with successful adult program background to join historic market leader. Organizer. Back-up air work a possibility. Some sales experience helpful. No phone calls, please. Tape, resume, salary requirements to: Hugh Barr, GM, WSYR, 1030 James Street, Syracuse, NY 13203. An equal opportunity employer.

Situations Wanted Management

V.P./G.M.

of AM-FM in major midwestern market seeks new opportunity in large or medium market 33 years old, broadcasting degree. Possess all required administrative skills, plus strong sales, sales promotion, and programing promotion background Box K-82

Situations Wanted Management Continued

Management

Radio/TV/Cable. Demonstrated ability. Documented performance. 15 years major market experience. Available immediately, salary negotiable. Reply Box K-4.

SUCCESS-ORIENTED GM

20 years experience in all phases—various formats—AM/FM—solid programing—strong sales—no gimmicks—leader/motivator—community involvement. Box K-98.

TELEVISION

Help Wanted News

METEOROLOGIST

37th Market. Must have degree and experience in broadcasting. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501 EO/E/MF.

NIGHTLY NEWS GRAPHIC DESIGNER

Must be experienced, creative, and highly motivated with the ability to organize and coordinate the visual image of a major market TV news show. At least two years television background necessary. Send slide samples and resume to: Deborah Row, Art Director, N.J. Public Television, 1573 Parkside Ave., Trenton, N.J. 08638 (EEO)

Help Wanted Programing, Production, Others



Midwest station

is seeking candidates to fill talent (Host & Hostess) positions for January premiere of PM Magazine. Preference given to Producer/Talent combo. with magazine show experience. Send resume and salary requirements to Box K-46.

Equal Opportunity Employer

**Help Wanted Programing,
Production, Others
Continued**

Assistant Program Manager

WCVB-TV(Boston) is still searching for an Assistant Program Manager. Responsibilities will include:

Program Production

Will supervise daily, live 90-minute talk/variety show; two-hour, live Sunday morning public affairs program; a live, all-night talk show; and various locally produced access shows as well as telethons, emmy's, etc.

Administration

Will assist Vice President, Programming in supervision of program schedule. Will communicate and deal with various other departments to ensure smooth programming operations.

Management and producing background and experience are required.

If qualified and interested, send resume (no telephone calls please) to Personnel Department T92580, Boston Broadcasters, Inc. 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

PRODUCER DIRECTOR

WPLG, Miami is seeking an experienced Producer/Director to join our Production Department. Respondents should have a minimum of three (3) years Commercial Television Experience. Duties include local news/weather/sportscasts, public affairs, public service, promotion, commercial production and special projects interested people should provide resume and current reel. Please... NO CALLS. Send tape and resume to

LOIS FREILICH
Personnel Manager
3900 Biscayne Blvd
Miami, Florida 33137

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

SATELLITE EARTH STATIONS TELEVISION TECHNICIANS

Wold Communications, a common carrier specializing in satellite transmission for television and radio broadcasters is accepting applications from qualified professionals to fill positions in New York City, Los Angeles, and the Washington, D.C. area. Earth Station and TV Technicians for Wold's transportable and fixed earth stations and operating centers are needed. Travel is required for some positions. Successful applicants will have experience in communications, maintaining baseband and R.F. equipment, and will hold FCC First Class License. Experience with earth station technology desirable. Salary commensurate with qualifications. Send resume and salary requirements to W. Mark McKibben, Director of Engineering:

WOLD COMMUNICATIONS
8150 Leesburg Pike
Vienna, VA 22180
(703) 442-8550

Equal Opportunity Employer

Situations Wanted News

REPORTER/ANCHOR WITH NATIONAL AWARDS

Seeking to move on. Currently in Top 25 market. Awards for investigative, documentary and spot news. 10 years & ENG exp. Minority reporter. Reply Box K-100.



A strong commitment by our station as well as talented people has resulted in our P.M. Magazine receiving 55-60 shares of the audience; we are now losing our female co-hostess; seeking articulate, creative person to work with co-host already on staff; must have on-air, writing and field producing experience, be familiar with 3/4 inch editing, and work well under stress in a team effort; salary DOE; submit resume and tape to:

Linda Imboden
KLAS-TV
P. O. Box 15047
Las Vegas, NV 89114

Equal Opportunity Employer/Male Female

GRAPHIC DESIGNER/ ILLUSTRATOR WPLG-10 POST-NEWSWEEK STATION

Position immediately available for experienced Graphic Designer/Illustrator with full range of design production skills. Design Manager, WPLG TV, 3900 Biscayne Blvd., Miami 33137 305-576-1010

AN EQUAL OPPORTUNITY EMPLOYER MF

TIME INC.

WRITER/ PRODUCER

HBO in New York is looking for a talented writer/producer of radio and television promotional materials. The job affords the opportunity to combine video tape production experience, strong copywriting skills, and good organizational ability.

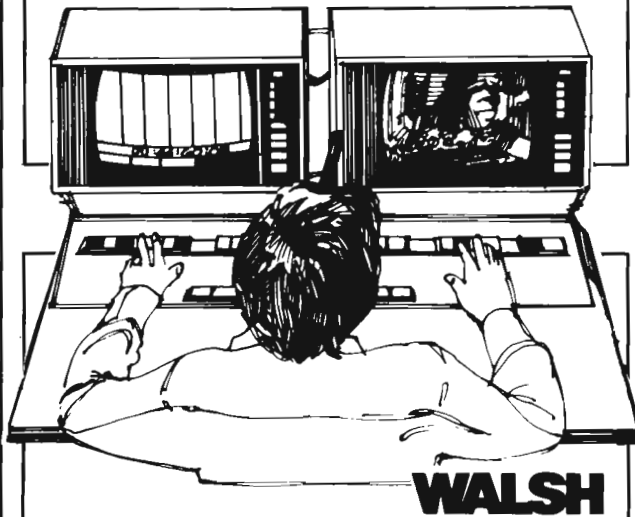
The ideal candidate will have three years experience in an advertising agency, production house or commercial television station.

All applicants must have available a 3/4" sample reel. Send resume and salary history to Vinton Taylor, Personnel Dept., Rm. 2248/HB06, Time Inc., Rockefeller Center, New York, NY 10020.

An Equal
Opportunity
Employer.

ALLIED FIELDS
Help Wanted Technical

**BROADCAST
 FIELD
 ENGINEERS**



WALSH
Broadcast Placement Service

638 Newtown Yardly Road
 Newtown, PA 18940

Our clients are equal opportunity employers.

If you're involved in the growing field of broadcast technology, you know that only a handful of companies are responsible for decades of progress and innovation. Our client is at the top of that small group. Their tradition of excellence and imagination has been known and respected from the time the broadcasting industry began.

Our client company is ready to offer **field engineering opportunities** in sound recording and TV broadcast equipment **that do not require relocation**. Key hiring managers will be here to make on-the-spot offers and to describe current projects, advancement, travel opportunities and more.

If you consider yourself a professional field project engineer with hands-on experience on **Magnetic Sound Reproduction and Telecine Equipment or Television Equipment**, we want to talk to you.

For more information on these opportunities, please call us **COLLECT: 215-968-0707** and check the Los Angeles Times on October 5, 12, and 19.

LOS ANGELES INTERVIEWS

SATURDAY, OCTOBER 18
SUNDAY, OCTOBER 19
MONDAY, OCTOBER 20

Since we are specialists in executive search in the broadcast industry, we currently have other positions available. If you are looking for a career opportunity in the broadcast field, please call us COLLECT at the number above or send your resume to:

**SYSTEMS/PROJECT
 ENGINEER**

We are a high technology electronics manufacturing systems and service company providing quality audio and video equipment for the broadcast industry.

We are currently seeking candidates with 3-10 yrs. exp. in fixed and/or mobile electronics broadcast systems who will participate in equipment development from concept through installation and final testing.

A desirable requisite is at least 2 yrs. electronic education or a BS degree.

Qualified applicants, please send resume and salary requirements to:

Corporate Recruiter
 PO Box 7760
 Burbank, CA 91505

Situations Wanted Management

FORMER SALES MANAGER

Multronics, Inc., Columbia, MD., seeks permanent position MD/DC area with broadcast related firm.

17 years active AM*FM*TV experience. Last 8 in sales, procurement, and customer service.

Tom Jones (301) 270-4405

Radio Programing

**The MEMORABLE Days
 of Radio**

30-minute programs from the golden age of radio
 VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
 ...included in each series



Program Distributors

410 South Main
 Jonesboro, Arkansas 72401
 501-972-5884



**Help Wanted Sales
 Continued**

WANTED

Person to direct syndicated sales research operation for major West Coast program distributor.

Must have strong syndicated and sales support research background. Minimum 3 years experience with a program distributor. Television station or rep. firm.

Extensive knowledge of programming, proven ability to initiate and complete major research/sales support projects. Ability to direct and manage a support staff.

This is a high visibility position that offers rapid advancement within the company. Salary commensurate with experience. Please send your resume to:

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Help Wanted Sales

TV SYNDICATION SALES REP.

Major film company needs an Eastern Regional Sales Representative experienced in selling theatrical films and programming to television stations. Will be based in our New York office.

The successful candidate will be an aggressive goal setter with an eye on the future. We offer a competitive salary and an excellent benefit package. Please send resume to Personnel.



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Public Notice

CITY OF PRESQUE ISLE, MAINE ADVERTISEMENT FOR CABLE TV BIDDERS

The City of Presque Isle, Maine invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with City ordinance and Request for Proposal form available from the undersigned.

Completed proposals must be accompanied by a non-refundable filing fee of \$1000.00 and will be accepted until November 10, 1980

Dana F. Connors
City Manager
City Hall
Presque Isle, Maine 04769

The Board of Trustees of the National Association of Public Television Stations will meet October 30, 1980 in Conference Room 4-5 of the Las Vegas Hilton, Las Vegas, Nevada. Meeting begins at 9:00 a.m. In addition to general business and Committee and staff reports, agenda will include matters of: membership and assessment policy; selection of independent auditors; review of CPB budget policy directions; utilization of new technologies in television; and development of legislative agenda.

LEGAL NOTICE FRANCHISE AVAILABLE

The Village of Sylvan Beach, in Oneida County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until Dec. 22, 1980, and all applications received will be available for public inspection during normal business hours at the Village Office.

Nanetta Jackson, Village Clerk
Harborview Drive, Box 508
Sylvan Beach, N.Y. 13157
Telephone (315) 762-4844

October 16, 1980, Public Broadcasting Service, Audit Committee, 8:00 p.m., Channel Inn Motel, 650 Water Street, S.W., Washington, D.C. Review audited financial reports for FY 1980. Receive auditors' comments and recommendations.

October 17, 1980, Public Broadcasting Service, Finance Committee, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Receive chief financial officer's report, review amendments to FY 1981 budget, consider policy regarding availability of services to nonmember stations, pricing of services, nonpayment of station assessments.

Miscellaneous

THE SYSTEMsm

Another revolutionary new idea for the broadcasting industry available this fall from the first name in profit-making promotions, FirstCom Broadcast Services Inc. Two Oaks Plaza, Suite 2215, 6730 LBJ Frwy., Dallas, TX 75240. (214) 934-2222. The System, Service Mark 1980 FirstCom Broadcast Services Inc.

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Radio Station within 90 miles of
Mpls/St. Paul Serious inquiry.
Contact John Sims, 5445 Newton
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For Sale Stations

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with excellent facilities, good ratings, positive billing trends and good cash flow. Asking price is \$3,000,000.00 range. Cash buyer preferred. Box K-110.

For Sale Stations Continued

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Bob Kimel's office:
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St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants


- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV-C.P., in the Deep South. At cost—\$250,000.
- 1,000 watt daytimer. Southern Utah. \$330,000. Terms.
- UHF-TV in Central Iowa. "Turn key job!" \$320,000.
- 1,000 watt daytimer. SE KY. \$300,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$520,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- Class C in single FM market. Montana. \$510,000. Terms.
- AM/FM in NE Oklahoma. \$1,100,000.
- AM/FM in NC Louisiana. \$320,000.
- Class C. Near city. Midwest. \$700,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Two AM's. CA. fulltimer and daytimer.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. Terms. Small DP.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Drop by our Hospitality Suite No. 2178 at the NRBA American Radio Expo, Bonaventure Hotel, Los Angeles.

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For Sale Stations Continued



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media brokerage service

STATION				CONTACT	
W	Small	AM	\$125K	Cash	Bill Whitley (214) 387-2303
W	Small	AM	\$300K	\$75K	Dan Rouse (214) 387-2303
MW	Small	Fulltime	\$350K	29%	Jim Mackin (312) 323-1545
S	Small	Fulltime	\$350K	\$75K	Bill Cate (904) 893-6471
S	Small	Fulltime	\$375K	29%	Paul Crowder (615) 298-4986
MW	Small	AM-FM	\$1100K	Nego.	Peter Stromquist (218) 728-3003
NW	Medium	Fulltime	\$600K	Terms	Ray Stanfield (213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta GA 30341

MONTANA
AM Daytime Resort Area \$150,000 Terms
AM 5 kw Daytime \$800,000 25% Dn, Terms
Metro AM Fulltime \$1.2M 20% Dn, Terms
Bill-David Associates, Inc.
2508 Fair Mount St
Colorado Springs, CO 80909

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Class A FM licensed to a single Sta. mkt. adjacent to 50,000 plus city. Absentee owned. Great investment or super place to live. Principles only. Box K-10.

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A Division of The Media Company, Inc.

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with 1250 subs and 3000 homes passed. Excellent growth left. Asking \$850,000 cash. Box K-89.

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Suite 417
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Washington, D.C. 20036

TWO FM STATIONS
in large sunbelt markets modestly profitable with great potential. Both for 2.3MM with 29% Down. Box K-93.

Small Market Network Affiliated TV
needs additional \$1.5 million capitalization. Prefer investor with TV experience. Significant minority equity goes with investment as well as option on control. Box K-106.

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AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
IL	Daytime AM	680K	Suburban
FL	Daytime AM	400K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
MN	Daytime AM	225K	Metro
NJ	Daytime AM	395K	Small
SC	AM—Down payment	\$25,000	
FL	AM—Down payment	\$30,000	
VA	AM—Down payment	\$30,000	

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Full-time AM and Class A FM in small, stable market. Building and land included in price. \$395,000, with \$100,000 cash down payment. Owner will finance balance. No brokers.
Box K-79

BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only. (Billing charge to stations and firms' \$2.00).
Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing (No telephone orders and/or cancellations will be accepted).
Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.
Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications 80c per word \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.
Rates: Classified display. Situations Wanted (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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11311 N. Central Expressway • Dallas, Texas

ATLANTA
Daytime AM—Best offer over \$575,000. Ph. (804) 623-6262.

Fates & Fortunes

Media



Biberfeld

Matt Biberfeld, program director, WNCN(FM) New York, named general manager.

Terry Ford, VP-general manager of Belo Broadcasting's KFDM-TV Beaumont, Tex., named VP-general manager of Belo's recently acquired WTVC(TV) Chattanooga.

Ron Bergamo, general sales manager of Belo's WFAA-TV Dallas, succeeds Ford as general manager of KFDM-TV.

James W. Kitchell, senior VP, Cable News Network, Atlanta, named corporate VP of CNN's parent, Turner Broadcasting System there.

Vincent F. Saele, president and general manager of noncommercial WNIN-FM-TV Evansville, Ind., joins noncommercial WYES-TV New Orleans, as president and chief executive officer.

Phil Lamka, assistant VP and local sales manager, KYOK(AM) Houston, named general manager of co-owned WBOK(AM) New Orleans.

John Hurlbutt, VP-general manager, WSHO(AM)-WBYU(FM) New Orleans, named VP-general manager of co-owned KFJZ-AM-FM Fort Worth.

Frank Woodbeck, general sales manager, WKBW(AM) Buffalo, N.Y., named general manager, succeeding Norman Schrut, who was named general manager of KZLA-AM-FM Los Angeles (BROADCASTING, Sept. 29), both Capital Cities stations.

Peter Irmiter, operations manager, WDOX-FM Cleveland, named president and general manager.

Charlie Webb, general sales manager, WNNE-TV Hanover, N.H., named VP-general manager.

Jack A. Worly, VP-general manager, WOWL-TV Florence, Ala., named president.

Michael J. Ziegler, executive VP, noncommercial WITF-TV Hershey, Pa., named president and general manager of noncommercial WSKG-FM-TV Binghamton, N.Y.

Sue Bahner, general manager, WYRD(AM) Syracuse, N.Y., joins WWG(AM) Rochester, N.Y., as general manager.

William E. Torbert, former owner and general manager, KICA(AM) Clovis, N.M., joins WIBW-AM-FM Topeka, Kan., as general manager.

Dave Gorman, account executive, KMGC(FM) Dallas, named general manager of co-owned KXLR(AM) Little Rock, Ark.

Arthur M. Gillick, VP for broadcast operations, noncommercial WCNY-FM-TV Syracuse, N.Y., joins noncommercial WLIW(TV) Garden

City, N.Y., as president and general manager.

Bob Baldrice, VP-general manager, WFTL(AM) Fort Lauderdale, Fla., named senior VP of WFTL and co-owned WEWZ(FM) there.

Penny Tucker, operations manager, KIXI-AM-FM Seattle, named general manager of co-owned KZZK-FM Richland, Wash., and KORD(AM) Pasco, Wash.

Kent L. Colby, VP-general manager, KPRK(AM) Livingston, Mont., joins KSVC(AM)-KJMC(FM) Richfield, Utah, as executive VP-general manager.

Art Grunewald, Dale Carnegie instructor, Louisville, Ky., named VP-general manager, WYGO-AM-FM Corbin, Ky.

Gerry Norine, with Sorenson Broadcasting's KIXX(FM) Watertown, S.D., named general manager of co-owned KOBH(AM) Hot Springs, S.D.

Jeffrey Jay Weber, program and operations manager, WAZY-AM-FM Lafayette, Ind., joins WWCM(AM)-WBDJ(FM) Brazil, Ind., as general manager.



Chuzmir

Stuart Chuzmir, director of special projects, Cablevision Systems Corp., Woodbury, N.Y., named to newly created post of VP-programming services. He will be responsible for coordinating programming activities and overseeing management responsibilities for company's new Rainbow Programming venture. Rainbow is

pay cable project of Cablevision, Comcast Corp., Daniels & Associates and Cox Cable.

Roger Kirman and Henry Schleiff, assistant general counsel, Viacom, New York, named associate general counsel.

George B. Douglas III, executive director, Virginia Cable Television Association, Richmond, Va., joins American Cablesystems Corp., as general manager of company's system in northern Westchester county, N.Y.

Rod Thole, executive director, Iowa Public Broadcasting Network, Des Moines, Iowa, is resigning effective Nov. 30, to join the Telecommunications Group of Heritage Communications Inc., which is display communications and cable television firm based in Des Moines.

Ava Rosenfeld, media specialist, Aurora, Colo., public schools, joins Daniels & Associates, Denver-based cable company, as corporate writer.

David B. Watkins, assistant controller, Southmedia Co., Atlanta, named controller. Southmedia owns cable systems and three radio stations.

Richard Belkin, VP-broadcasting, Lee Enterprises, radio and TV station group owner, Davenport, Iowa, assumes additional duties as head of corporate planning for Lee.

Wayne Casa, general manager of export

operations, CBS International Publishing, New York, joins SIN National Spanish Television Network there as director of business affairs.

Peter Cusack, VP-personnel, ABC Inc., New York, named to receive Judge William B. Groate award of New York State School of Industrial and Labor Relations of Cornell University, given annually to alumnus who has demonstrated "exceptional professional accomplishments in field of industrial and labor relations."

Harvey E. DeVane, VP and general manager, WDEA-AM-FM Ellsworth, Me., named Maine Broadcaster of the Year by Maine Association of Broadcasters.

Alvin King, with greater Las Vegas chamber of commerce, joins Nevada Broadcasters Association as executive director.

New officers, Illinois Broadcasters Association: **Jack McWeeny**, WREX-TV Rockford, Ill., president; **Tom Kushak**, WMAV(AM) Springfield, Ill., president-elect; **Peter Denoes**, WLS-TV Chicago, VP-television; **Gene McPherson**, WVLN(AM)-WSEI(FM) Olney, Ill., secretary-treasurer, and **Charles Wright**, WBYS-AM-FM Canton, Ill., past president.

New officers, Texas Association of Broadcasters: **C. Herb Skoog**, KGNB(AM)-KNBT(FM)

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____

Company _____

Business Address

Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations Yes No

Signature (required) _____

3 years \$120 2 years \$85 1 year \$45
(Canadian and international subscribers add \$12/year).

1980 Yearbook \$55.00
(If payment with order: \$50.00)

Payment enclosed Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

New Braunfels, president, and **Ron Rogers**, KVET(AM)-KASE(FM) Austin, Tex., secretary-treasurer.

Advertising



Gottlieb

Jerrold H. Gottlieb, VP and account supervisor, BBDO, New York, appointed senior VP-management supervisor, J. Walter Thompson U.S.A., New York. **Peter Gridley**, account supervisor, JWT, Washington, named management supervisor-director of client services.

Gabriella (Gay)

Clark, VP-management supervisor, Dancer Fitzgerald Sample, New York, named senior VP. **Marion (Skip) Sims**, VP-account supervisor, named senior VP-management supervisor. **Barbara Gyde**, account supervisor, and **Nora Lapham**, associate media director, named VP's.

Thom R. McCarthy, account supervisor, Doyle Dane Bernbach Inc., New York, and **Nancy J. Wiese**, account supervisor, named VP's.

Gladys Oshins, VP-associate media director, Marsteller Inc., New York, joins Intermarco Advertising, New York, as VP-media director. Intermarco is new agency owned by Ramon G. Gaulke, former president, Marsteller Inc., and Intermarco-Farner Network of Publicis Group.

Daniel G. Pollick, senior VP and manager of Denver office, Tracy-Locke Advertising, Dallas, named executive VP-director of client services. **Howard Davis**, VP-management supervisor, and **Larry Spiegel**, VP-research director, named senior VP's. **Robert Largen**, associate research director succeeds Spiegel as VP-research director. **Tami Rotem**, research librarian, Enoch Pratt Free Library, Baltimore, named research analyst.

Daniel L. Riordan, creative group head, J. Walter Thompson, Atlanta, joins Sumner Inc., Atlanta, as VP-creative director.

Maggie Morino, media buyer, J. Walter Thompson, New York, joins Kelly, Scott & Madison, Chicago, as senior media buyer.

Harry L. Davis, VP for administration, Ruben, Montgomery & Associates, Indianapolis, named executive VP.

Jon Stroll, freelance advertising writer, arranger and performer, joins Michlin & Co., New York, as writer, arranger and performer.

Tinsley Van Durand, formerly with *Washington Post* national advertising and promotion department, and former instructor at Norfolk (Va.) Academy, joins Davis & Phillips, Virginia Beach, Va., advertising agency, as account executive.

Guy Cimbalo, group creative director, Cunningham & Walsh Inc., New York, and **Curtis Young**, senior copywriter, Dancer Fitzgerald Sample Inc., New York, join Kenyon & Eckhardt Inc., New York, as copywriters.

Bob D. Terwilliger, copywriter, Deere & Co. Inc., Moline, Ill., joins Associated Advertising Inc., Wichita, Kan., as senior agricultural writer in copy department.

James Malik, designer, Sandra Sanoski Co., Chicago, named art director. **Tyler S. Vogel**,

designer, Murrie, White, Drummond and Linehart, Chicago, joins Sanoski in same capacity.

Dick Brown and **Tom Belviso**, VP's and general sales managers of TeleRep Inc., New York, with strategic sales responsibilities, continue in their titles but Brown assumes direction of Cougars team in New York and Belviso, Tigers team there. Newly named general sales managers are **Dick Waller**, VP and sales manager in New York, who will supervise Lions team, and **Tom Tilson**, VP and East Coast area manager, who will be responsible for Jaguars team. **Dick Singer**, Philadelphia sales manager, succeeds Tilson as VP and East Coast area manager.



Fagan

William Fagan, general manager of Petry Television's Chicago office, named general sales manager for Petry, based in company headquarters in New York. **John Heise**, group sales manager in Chicago, succeeds Fagan as general manager. **Brian McCullough** and **Bernice Sheldon**, both research analysts for Petry Television Inc., New York, named group research managers.

Chester R. Tart, formerly with KRQQ(FM)-KMGX(AM) Tucson, Ariz., joins Blair Radio, New York, as programming strategist for marketing-programing department. **Byron H. Elton**, with Blair Television's Los Angeles sales team, transfers to NBC-blue sales team, New York. **James T. Kolson**, with Minneapolis sales team, transfers to ABC-blue sales team, New York. **Gordon Peppers**, with Boston sales team, transfers to Los Angeles ABC-CBS-independent sales team. **Jeannine A. Lefevre**, with Chicago CBS sales team, transfers to Minneapolis sales team.

Riele J. Tack, director of research and sales development, Bernard Howard & Co., New York, named to similar post at PRO Radio, New York.

Jack Myers, general manager, retail sales, CBS Television Stations, New York, named director of marketing, CTS.

Edward J. Wollock, account executive, ABC Television Network, New York, appointed sales manager, central division, Chicago.

Donald R. Hamlin, station manager, WJBK-TV Detroit, joins WCZY(FM) Detroit, as VP-sales. **Russell W. Risdon**, account executive, WOMC(FM) Detroit, joins WCZY(FM) as sales manager. **Gary P. Lewis**, sales representative, WOMC, joins WCZY as account executive.

Greg Fitzmaurice, local sales manager, KUDL(FM) Kansas City, Kan., named general sales manager. **Bob Zuroweste**, general sales manager, WSKS(FM) Hamilton, Ohio (Cincinnati), joins KUDL as local sales manager. **Kennetha Kuttler**, from Langseth Advertising, Kansas City, joins KUDL as account executive.

Patrick McGuinness, consultant in media and marketing, named director of advertising, promotion and special projects, KSAN-FM San Francisco.

Mark A. Kiestler, advertising manager, Southwestern Bell, St. Louis, joins Hicks Communications Inc., Beaumont, Tex., as VP-marketing and advertising. Hicks Communications Inc. is the licensee of KLVJ(AM) Beaumont

and KYKR-AM-FM Port Arthur, Tex.

Elected to Television Bureau of Advertising's Sales Advisory Committee: **Renli Corley**, WXII-TV Winston-Salem, N.C.; **Harvey Cohen**, WCIX-TV Miami; **John De Roche**, KCMO-TV Kansas City, Mo.; **Weldon Donaldson**, KFMB-TV San Diego; **John Funk**, KGMB-TV Honolulu; **Richard Groat**, WOTV(TV) Grand Rapids, Mich.; **Michael Lape**, KYW-TV Philadelphia; **Burke Liburt**, Corinthian Broadcasting; **Frank O'Neil**, KXAS-TV Fort Worth; **Martin Ozer**, Metromedia Television; **Thoren Schroeck**, CBS Television Stations, and **Len Tronick**, Field Communications. Appointed to TVB's Retail Development Board: **Thomas Frick**, Post-Newsweek Stations; **Paul Koenigsberg**, CBS Television Stations Division, and **David Plowden**, WNBC-TV New York.

Stacie Marie Smith, administrative assistant, Contemporary Communications Inc., Framingham, Mass., joins WCVB-TV Boston, as research analyst for sales research and development. **Sherman M. Spritz**, assistant commercial operations manager, WCVB, named retail sales trainee.

Michele W. Davis, account executive, KRTH(FM) Los Angeles, joins KFWB(AM) there as account executive.

Will Crutcher, attorney examiner, Chicago Title & Trust Co., Chicago, joins WBBM-FM Chicago as account executive.

Joe Miller, regional sales manager of WXTV(TV) Paterson, N.J., named account executive in New York for SIN National Spanish Television Network.

Kathleen Wild, copywriter, KRNA(FM) Iowa City, assumes additional duties as co-op advertising coordinator.

Programming



Miles

Larry Miles, VP-general manager, Hecht, Higgins & Peterson Advertising, San Diego, joins Premiere, Los Angeles, as VP, sales.

Don Toye, director of sales development, domestic syndication, Viacom, New York, named VP.

Bruce McKay, VP-variety programs, NBC Entertainment, Los Angeles, joins Group W Productions there as VP-program development.

Mona Kligman, associate producer, *Live From Lincoln Center*, New York, joins Warner Amex Satellite Entertainment Co., New York, as director of production. **Marshall Cohen**, VP, Dresner, Morris & Tortorello Research, New York, named director of programming for WASEC's *Movie Channel*. Dresner, Morris & Tortorello Research is public opinion-market research firm. **Patricia Stokes**, administrator for media and research, WRC-TV Washington, joins Warner Amex Satellite Entertainment as manager of audience analysis.

Seth G. Abraham, director of sports, Home Box Office, New York, named head of sports department.

Art Kane, TV commercials director and print photographer, joins Ansel Productions, New

York, producer of TV commercials.

Paul Whitehead, special projects manager, American Image Productions, Nashville, named head of TV services division. **Dennis Burton**, advertising coordinator, Pickwick International, Atlanta, joins American Image Productions as client relations director. **Lance Simpson**, sales manager, Bid Publishing International, Nashville, joins American Image Productions as head of national sales division. American Image Productions recently changed name from The Money Machine, one of firm's program offerings.

Kenneth P. Mills, manager, broadcast and film production, Ohio Department of Natural Resources, joins The Media Group Inc., Columbus, Ohio, as VP. Media Group produces films, radio and television commercials, along with audio-visual presentations.

Bill Armstrong, former producer of *The Hollywood Squares* and *Celebrity Sweepstakes*, named executive in charge of production, videotape operations, Catalena Studios, Vancouver, B.C.

Barry Schulman, producer for *Evening Magazine*, WBZ-TV Boston, named executive producer of programing. **Susan Levit**, associate program producer of *Evening Magazine* at WBZ-TV, replaces Schulman as producer. **Michael Gleason**, executive producer, for *Live At 5*, WOWT(TV) Omaha, Neb., joins WBZ-TV as executive producer of station's *Live On 4*.

Michael S. Easterling, project manager for *The New Voice*, program produced by Department of Health, Education and Welfare, joins noncommercial WGBH-TV Boston, as production manager for community affairs.

Liz Fertitta, executive producer-host of *Dialogue*, KFDM-TV Beaumont, Tex., **Lill O'Neill**, graduate of University of Texas, Austin, and **Rick Mills**, actor, join KHOU-TV Houston as department hosts on *PM Magazine*.

Dan Forman, executive producer, WTEV(TV) Providence, R.I., joins WNAC-TV Boston as producer. **Frank Shorr**, program manager, Warner Cable, Boston, joins WNAC-TV as sports producer. **Cathy Harris**, public affairs clerk, WNAC-TV, named production assistant. **Jim Amorello**, ENG librarian, WNAC-TV, named production assistant. **Johanna Baker**, production assistant, WNAC-TV, named ENG coordinator.

John Coynor, producer-director, WOLO-TV Columbia, S.C., joins WPDE-TV Florence, S.C., as production manager. **Ruth Walls**, traffic-office manager, WJAR-AM-FM Darlington, S.C., joins WPDE-TV as traffic manager. **Carol Farrell**, courtroom artist, WJLA-TV and WTTG(TV) Washington, joins WPDE-TV as art director.

Jere J. Sullivan, music director, WYNY(FM) New York, joins WYCG(AM) Miami as operations manager.

Eric Johnson, former operations manager, KQYT(FM) Phoenix, and most recently commercial photographer and freelance announcer in Phoenix, rejoins KQYT as operations director.

Norm Nathan, late-night radio personality, WHDH(AM) Boston, joins WRKO(AM) Boston as morning radio personality.

Mike Cannon, late-night air personality, KENR(AM) Houston, named production director. Cannon succeeds **J.W. Dantz** who replaces Cannon as late-night air personality.

Dennis St. John, announcer, KUDL(FM) Kansas City, Kan., named production director.

News and Public Affairs

Robert (Shad) Northshield, executive producer of CBS News program, *Sunday Morning*, named senior executive producer of *Sunday Morning* and CBS weekday news broadcast, *Morning*. **Dan Crossland**, associate producer, *CBS Evening News*, Los Angeles, named producer of program's Western edition. Joining CBS News: **David Andelman** of *New York Times* and **John Blackstone** of Canadian Broadcasting Corp., assigned to foreign staff. **Charles Krause** of *Washington Post* to Latin American bureau in Miami, and **Pam Olson** of CBS-TV affiliate KWTU(TV) Oklahoma City to Atlanta Bureau. **Kate Skattebol**, deputy foreign editor, CBS News, based in New York, named producer in London bureau.

Andrew Porte, assistant assignment manager, ABC News, New York, named Chicago bureau chief.

Jim Redmond, weekend news anchor, KMGH-TV Denver, named managing editor. **Mike Fenwick**, weekend anchor-reporter, WPMY-TV Greensboro, N.C., succeeds Redmond as KMGH-TV's weekend news anchor.

Don Rosette, account executive, KYOK(AM) Houston, named news director.

Reggie Harris, reporter, WTNH-TV New Haven, Conn., named general assignment reporter, WNBC-TV New York.

Stephen E. Stewart, news director, WMRN-AM-FM Marion, Ohio, joins WSPD(AM) Toledo, Ohio, in same capacity. **Read Shepherd**, news director, WCWA(AM) Toledo, joins WSPD(AM) as news reporter.

Bryce Zabel, weekend anchor and general assignment reporter, KVOA-TV Tucson, Ariz., named reporter-anchor, Cable News Network, Los Angeles.

Patricia Harvey, morning news anchor, WNEM-TV Bay City, Mich., named 11 p.m. news co-anchor. **David R. Baker**, news anchor, KEVN-TV Rapid City, S.D., joins WNEM-TV as 11 p.m. news co-anchor.

Cheryl Toney, weather forecaster, WTVD(TV) Durham, N.C., joins WNEP-TV Scranton, Pa., as 6 and 11 p.m. co-anchor.

Jack Kellner, news director, KHON-TV Honolulu, named community affairs director.

Ellen Rae Welker, news and public affairs director, WKAR-TV East Lansing, Mich., joins WJRT-TV Flint, Mich., as public affairs director.

Annette Parks, news editor, KCBS(AM) San Francisco, named newly designated "talking editor." Parks's duties will include editing, writing, producing and reporting.

Bill Cunningham, news producer, KBTU(TV) Denver, joins WNAC-TV Boston as 6 p.m. news producer and executive producer of *Sportsunday* program.

Creigh Yarbrough, former anchor, WAPI-AM-FM Birmingham, Ala., joins WIKS-FM Greenfield (Indianapolis), Ind., as afternoon anchor and feature reporter.

John Loyd, news anchor, Sheridan Broadcasting Network, Arlington, Va., joins KDKA(AM) Pittsburgh as anchor-reporter.

Barry ZeVan, former chief weatherman for WJBK-TV Detroit, joins WDIV(TV) there as weekend weathercaster.

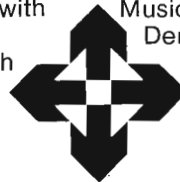
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David Towne, weekend weather anchor, WMT-TV Cedar Rapids, Iowa, named weeknight weather anchor.

Judy Messenger, former air personality, KBLT(FM) Baxter Springs, Kan., named 6 and 10 p.m. weather reporter, KODE-TV Joplin, Mo.

Katherine Morland, news producer, WLEX-TV Petersburg, Va. joins WJLA-TV Washington, as writer.

Randolph Gorbman, news director, WVOX-AM-FM Liberty, N.Y., joins WIBX(AM) Utica, N.Y., as morning anchor and reporter.

Promotion and PR

Leda Goldsmith, manager of public affairs, J. Walter Thompson U.S.A., New York, named VP-public affairs.

Howard C. Enders, manager, product news, corporate staff, RCA, New York, named director, news and information, replacing **Robert G. Shortal**, who has been appointed staff VP-public affairs, RCA SelectaVision Videodiscs, New York.

Bruce L. Buzogany, promotion manager, WKBS-TV Philadelphia, joins KTLA(TV) Los Angeles, as advertising and promotion director.

Ron Fagan, sales manager, KROI(AM) Sparks, Nev., joins KFWB(AM) Los Angeles, as promotion manager.

Judy Law, promotion manager, KIRO-TV Seattle, joins WFSB-TV Hartford, Conn., as promotion manager.

Sue Ann Staake, production manager, WTVZ(TV) Norfolk, Va., named director of creative services.

Technology

Vincent E. Clayton, VP-engineering, Bonneville International Corp., Salt Lake City, retired Oct. 1 after 40 years with company.

William D. Loveless, who has been with company since 1952 and has served as Clayton's assistant, has succeeded him as VP-engineering.

Jean M. Bishop, assistant VP-personnel, Bonneville, named VP-personnel.

Mike Stangeby, network manager for Satellite Syndicated Systems Inc.'s satellite program network, Tulsa, Okla., named general manager.

Larry Kenward, assistant director, noncommercial KERA-FM-TV Dallas, joins Jenel Corp., Dallas, as chief engineer for consulting and engineering firm.

George L. Fletcher, district sales manager, General Instrument Corp.-Jerrod Division, Tucson, Ariz., joins Magnavox CATV Systems Inc., Manlius, N.Y., as regional sales manager. Fletcher will be based in Tucson.

Russell Thalacker, customer service manager, Lenco Inc., electronics division, Jackson, Mo., named central regional manager.

Charley Carpenter, chief engineer, WJAY(AM) Mullins, S.C., joins WPDE-TV Florence, S.C., as studio supervisor. **Ronnie Hyman**, engineering technician, noncommercial WRJA-TV Sumter, S.C., joins WPDE-TV as transmitter supervisor.

James Bowe, staff engineer, WDHO-TV Toledo, Ohio, named chief engineer.

Gene Hager, sales electrical engineer, Pemco Corp., Bluefield, W. Va., joins American

Cablesystems Corp. as regional engineer for systems in West Virginia, Virginia and Tennessee. He will be based in Bluefield. **Andrew Healey**, manager of Haystack Cablevision, Lakeville, Conn., joins American Cablesystems as regional engineer for 10 New York communities, based at company's Hudson Valley Cablesystems in Peekskill, N.Y.

Charles Hecht, former chief engineer, WBRW(AM) Somerville, N.J., joins Greater Media Inc., East Brunswick, N.J., as assistant technical director. Greater Media owns 13 radio stations. **Richard Silvera**, former chief engineer, WHLI(AM)-WKJY(FM) Hempstead, N.Y., joins Greater Media as chief engineer of its WGSB(AM) Huntington and WXTD(FM) Smithtown, both New York.

International

Ralph Mace, director of European marketing, RCA Records International, London, named director, programs, "SelectaVision" Videodiscs, RCA International Limited (U.K.), London.

Tony O'Connell, sales manager, Scandinavia, Ampex International, joins Sony Broadcast as regional sales manager for northern Europe.

Michael Bennett, with Stancoil Ltd., England, joins Sony Broadcast as manager for professional audio department. **Bryan Freer**, with Ampex International, joins Sony Broadcast as sales operations manager, Basingstroke, England.

Tony Naets, from Belgian Radio and Television, joins European Broadcasting Union, as New York bureau chief. He succeeds **Yrjo Lan-**



Land of Opportunity. In an emotional speech accepting an Emmy for digital technology, Christopher S. Donoyan (r), president of Vital Industries, likened the award to "a piece of the Statue of Liberty." Donoyan and his brother, Nubar, immigrated to the U.S. from Lebanon in 1954, and Nubar founded Vital in 1963. Christopher Donoyan took over as president when his brother died last year (BROADCASTING, June 11, 1979). "The Emmy might mean so many things to a lot of people," Donoyan said, "but for me, in the United States, it means never give up—this is the land of opportunity, equality, and the impossible will happen in this country alone. I'm proud that I became an American."

The New York chapter of the National Academy of Television Arts and Sciences honored the Gainesville, Fla., company Sept. 15 for its use of digital techniques in the production of video special effects. Congratulating Donoyan (at left): S.A. Basara, RCA vice president for broadcast systems.

sipuro who returns to Finnish Broadcasting Co.

Peter Lord, sales director, BBC Enterprises, named chief executive for newly formed Video Copyright Protection Society, organized by British broadcasters to combat piracy of films and television programs.

Guy Spencer named manager of newly formed Broadcaster's Audience Research Board, joint project sponsored by BBC and commercial network to replace their separate audience research departments.

Bill Cotton, controller, BBC television network, assumes additional duties as deputy managing director. He succeeds **Robin Scott** who is retiring.

David Witherton, chief assistant-regions, BBC monitoring service, named head of service. He succeeds **John Rae** who is retiring. The service monitors international radio broadcasts.

Allied Fields

Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, has been awarded first honorary, lifetime membership by Women in Cable.

John B. Spires, VP-international sales, MGM Television, has formed his own television consulting firm, Phoenix International Consultants, Los Angeles.

George Petrutsas, chief of the rules division, FCC's private radio bureau, joins communications law firm of Fletcher, Heald & Hildreth, Washington.

Tom Lucidon, sales executive, Arbitron Co., New York, joins Media Statistics Inc., Silver Spring, Md., as Eastern sales manager for monthly Mediatrend. Lucidon will be based in Philadelphia. **Janet Brown**, supervisor, Southeastern sales for Mediatrend, succeeds **Pam Person** as general manager of Media Statistics Inc., for nonmonthly radio division. Person is retiring. **Valerie Philos**, also with Media Statistics Inc., named client services director for all monthly Mediatrend markets.

Elizabeth M. Russell, principal in Teichner Associates, Princeton, N.J., named VP of Opinion Research Corp., Princeton. Her duties will entail media and public affairs polling.

Steven Shine, general manager and part owner of WBWB(FM) Bloomington, Ind., leaves general manager position to open private law practice, which will include communications law. He retains ownership in station.

Deaths

Peter J. Coticchia, 59, executive VP and general manager, WJET-TV Erie, Pa., died Sept. 19 of cancer at Erie Osteopathic hospital. Coticchia was general manager at station since it opened in 1966. Prior to that, he was general manager of WJET(AM) Erie, since early 50's. Survivors include his wife, Clara, two daughters and two sons.

John C. Jeffrey, 77, former general manager, WIUO(AM) Kokomo, Ind., died Sept. 3 of cancer in Kokomo. Jeffrey served as general manager from 1947 to 1968 and remained on station's sales staff until his death. He worked as radio entertainer during 1930's at several radio stations including WIRE(AM) Indianapolis and KSTP(AM) Minneapolis. Survivors are his wife, Nell, and three children.

Stock Index

Exchange and Company	Closing Wed. Oct. 8	Closing Wed. Oct. 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	33 7/8	33 1/2	+ 3/8	+ 1.11	6	954
N Capital Cities	66 3/4	66 3/4			13	879
N CBS	52 5/8	51	+ 1 5/8	+ 3.18	7	1,466
N Cox	56 3/4	53 1/2	+ 3 1/4	+ 6.07	9	765
A Gross Telecasting	28 1/4	26	+ 2 1/4	+ 8.65	8	22
O LIN	61 1/2	60 1/4	+ 1 1/4	+ 2.07	12	169
N Metromedia	99 1/2	100 1/2	- 1	- .99	11	422
O Mooney	8 1/2	8 1/2			11	3
O Scripps-Howard	57 1/2	58	- 1/2	- .86	9	148
N Storer	27 7/8	27 7/8			9	363
N Taft	31 1/8	30 1/8	+ 1	+ 3.31	9	304

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	26 3/4	25 1/2	+ 1 1/4	+ 4.90	22	49
A Affiliated Pubs.	27 5/8	26 3/4	+ 7/8	+ 3.27	11	142
N American Family	7 3/4	7 3/4			3	81
N John Blair	21 5/8	23 1/2	- 1 7/8	- 7.97	7	80
N Charter Co.	19 1/4	20 1/8	- 7/8	- 4.34	1	537
N Chris-Craft	25 1/2	23 3/8	+ 2 1/8	+ 9.09	13	68
N Coca-Cola New York	6 3/8	6 1/4	+ 1/8	+ 2.00	14	112
N Cowles	26	26 1/8	- 1/8	- .47	17	103
N Dun & Bradstreet	57 3/8	55 1/4	+ 2 1/8	+ 3.84	17	1,598
N Fairchild Ind.	29 3/8	27 1/8	+ 2 1/4	+ 8.29	9	335
N Fuqua	17 1/8	16 3/4	+ 3/8	+ 2.23	3	217
N Gannett Co.	57 1/2	57 7/8	- 3/8	- .64	15	2,021
N General Tire	20 1/8	19	+ 1 1/8	+ 5.92	8	476
O Gray Commun.	54 1/2	53 1/2	+ 1	+ 1.86	11	25
N Harte-Hanks	32 3/4	30 1/2	+ 2 1/4	+ 7.37	15	306
O Heritage Commun.	22 5/8	20	+ 2 5/8	+ 13.12	11	74
N Insilco Corp.	18 1/8	16 7/8	+ 1 1/4	+ 7.40	8	195
N Jefferson-Pilot	26 5/8	26 1/8	+ 1/2	+ 1.91	6	583
O Marvin Josephson	12 1/2	11 1/2	+ 1	+ 8.69	8	32
O Kansas State Net.	29	28 1/2	+ 1/2	+ 1.75	23	54
N Knight-Ridder	30	30			11	975
N Lee Enterprises	25 1/8	24 1/2	+ 5/8	+ 2.55	12	180
N Liberty	14 3/4	14 7/8	- 1/8	- .84	6	190
N McGraw-Hill	39 3/4	39 1/2	+ 1/4	+ .63	13	986
A Media General	33 1/2	31 3/8	+ 2 1/8	+ 6.77	9	238
N Meredith	40 3/8	41 1/2	- 1 1/8	- 2.71	6	126
O Multimedia	32	30 1/4	+ 1 3/4	+ 5.78	17	321
A New York Times Co.	30	28 3/4	+ 1 1/4	+ 4.34	9	360
N Outlet Co.	30 1/4	29 7/8	+ 3/8	+ 1.25	44	76
A Post Corp.	17 3/8	17	+ 3/8	+ 2.20	9	31
N Rollins	36 1/8	32 1/2	+ 3 5/8	+ 11.15	15	495
N San Juan Racing	18	18 3/4	- 3/4	- 4.00	20	45
N Schering-Plough	40 5/8	39 5/8	+ 1	+ 2.52	9	2,154
O Stauffer Commun.	44	44			11	44
A Tech Operations	18	15 3/4	+ 2 1/4	+ 14.28	19	25
N Times Mirror Co.	44 7/8	43 1/4	+ 1 5/8	+ 3.75	11	1,523
O Turner Broadcasting	16 1/2	16 1/2				165
A Washington Post	23 1/2	22 1/8	+ 1 3/8	+ 6.21	9	331
N Wometco	23 3/8	24 1/8	- 3/4	- 3.10	10	207

CABLE						
A Acton Corp.	16 1/2	14 1/2	+ 2	+ 13.79	12	49
N American Express	38 1/8	35 7/8	+ 2 1/4	+ 6.27	8	2,717
O Burnup & Sims	14 5/8	13 1/4	+ 1 3/8	+ 10.37	18	130
O Can. Cablesystems	10 1/8	9 5/8	+ 1/2	+ 5.19	19	192
O Comcast	29	30 1/2	- 1 1/2	- 4.91	33	74
O Entron	5	5			5	4
N General Instrument	89	78 1/2	+ 10 1/2	+ 13.37	15	772
O Geneve Corp.	45 1/8	41 3/4	+ 3 3/8	+ 8.08	32	50
O Tele-Communications	22	21 1/2	+ 1/2	+ 2.32	21	506
N Teleprompter	27 1/4	24	+ 3 1/4	+ 13.54	23	463
N Time Inc.	56 1/2	57 3/4	- 1 1/4	- 2.16	11	1,589
O TOCOM	19 1/2	18 1/2	+ 1	+ 5.40		58
O UA-Columbia Cable	79 1/2	79	+ 1/2	+ .63	58	266
O United Cable TV	42 1/4	42	+ 1/4	+ .59	29	171
N Viacom	53 1/2	50 5/8	+ 2 7/8	+ 5.67	20	225

Exchange and Company	Closing Wed. Oct. 8	Closing Wed. Oct. 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.	3 7/8	4	- 1/8	- 3.12	4	12
N Columbia Pictures	34 1/4	34 3/8	- 1/8	- .36	10	344
N Disney	47 1/4	47 5/8	- 3/8	- .78	12	1,535
N Filmways	9 1/4	9 5/8	- 3/8	- 3.89		58
O Four Star	1 1/2	7/8	+ 5/8	+ 71.42		15
N Getty Oil Corp.	92	90 3/4	+ 1 1/4	+ 1.37	10	7,558
N Gulf + Western	18 1/2	19	- 1/2	- 2.63	4	1,034
N MCA	52 5/8	51 1/4	+ 1 3/8	+ 2.68	9	1,237
O Medcom	7 3/8	8	- 5/8	- 7.81	26	12
N MGM Film	8 1/8	8 1/8			5	262
O Reeves Commun.	34 1/2	31 1/2	+ 3	+ 9.52	24	85
O Telepictures	5 3/4	6 3/8	- 5/8	- 9.80	26	13
N Transamerica	19 1/2	19 1/8	+ 3/8	+ 1.96	5	1,273
N 20th Century-Fox	37 5/8	34 7/8	+ 2 3/4	+ 7.88	6	7,928
O Video Corp. of Amer.	9 1/4	9 3/8	- 1/8	- 1.33	19	9
N Warner	60	56 3/4	+ 3 1/4	+ 5.72	15	1,707
A Wrather	24	20	+ 4	+ 20.00		55

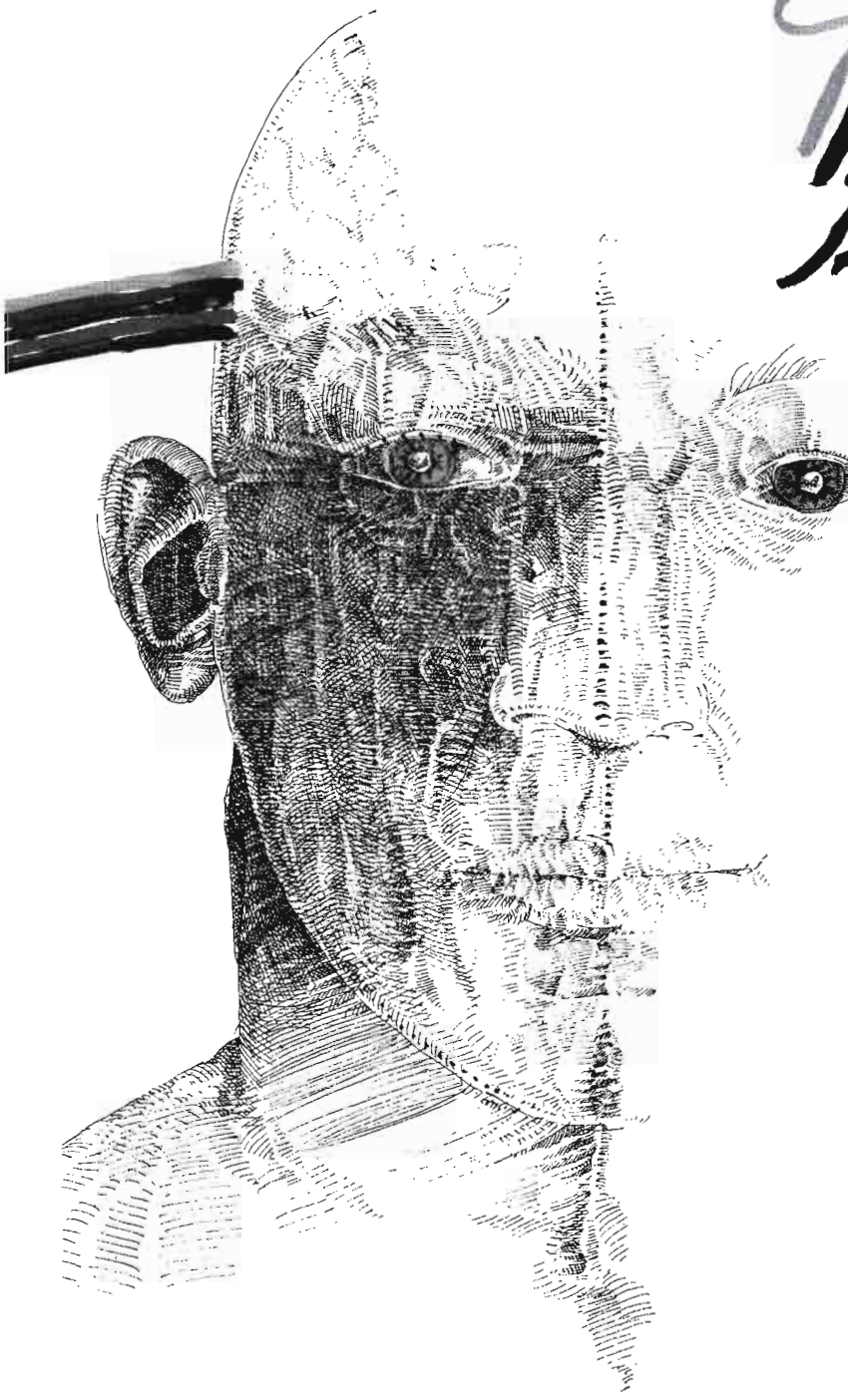
SERVICE						
O BBDO Inc.	45 3/4	47	- 1 1/4	- 2.65	10	114
O Compact Video	26 1/8	23 3/4	+ 2 3/8	+ 10.00	24	67
N Comsat	44 7/8	40 1/2	+ 4 3/8	+ 10.80	9	359
O Doyle Dane Bernbach	35 3/4	35	+ 3/4	+ 2.14	10	93
N Foote Cone & Belding	38 1/4	37 5/8	+ 5/8	+ 1.66	10	102
O Grey Advertising	59	58 1/2	+ 1/2	+ .85	6	36
N Interpublic Group	36 1/4	35 7/8	+ 3/8	+ 1.04	7	162
O MCI Communications	12 1/2	12	+ 1/2	+ 4.16	63	380
A Movielab	7 7/8	7 3/4	+ 1/8	+ 1.61	7	12
A MPO Videotronics	5 1/2	5 3/4	- 1/4	- 4.34	15	3
O A. C. Nielsen	36 5/8	35 5/8	+ 1	+ 2.80	15	402
O Ogilvy & Mather	28 3/4	27	+ 1 3/4	+ 6.48	8	118
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	8	8 1/8	- 1/8	- 1.53	57	7
N J. Walter Thompson	37 1/8	36 3/8	+ 3/4	+ 2.06	8	113
N Western Union	28 1/2	28 1/4	+ 1/4	+ .88		432

ELECTRONICS/MANUFACTURING						
O AEL Industries	16	14 3/8	+ 1 5/8	+ 11.30		26
N Ampex	29 1/4	25 3/4	+ 3 1/2	+ 13.59	14	336
N Arvin Industries	15 1/4	15 1/2	- 1/4	- 1.61	8	118
O CCA Electronics*	1/8	1/8			1	
A Cetec	7 1/8	6 1/2	+ 5/8	+ 9.61	9	14
A Cohu	8 1/4	8 1/8	+ 1/8	+ 1.53	11	13
N Conrac	18 1/2	18 3/8	+ 1/8	+ .68	8	38
N Eastman Kodak	69 1/8	67	+ 2 1/8	+ 3.17	11	11,156
B Elec Missile & Comm.	5 7/8	5 3/4	+ 1/8	+ 2.17	73	16
N General Electric	54 1/8	52 1/8	+ 2	+ 3.83	8	9,990
N Harris Corp.	47 1/2	43 1/2	+ 4	+ 9.19	18	1,436
O Intl. Video*	5/8	5/8				1
O Microdyne	28 1/2	26 1/2	+ 2	+ 7.54	21	75
N M/A Com Inc.	54 1/8	48 1/4	+ 5 7/8	+ 12.17	47	540
N 3M	57	59 1/4	- 2 1/4	- 3.79	10	6,638
N Motorola	68 1/2	62 3/4	+ 5 3/4	+ 9.16	13	1,955
O Nippon Electric	65 1/4	65 5/8	- 3/8	- .57	50	2,142
N N. American Philips	34 7/8	33 3/4	+ 1 1/8	+ 3.33	5	419
N Oak Industries	48 1/8	45 1/2	+ 2 5/8	+ 5.76	16	258
A Orrox Corp.	8 1/4	7	+ 1 1/4	+ 17.85	27	13
N RCA	28 1/2	26 7/8	+ 1 5/8	+ 6.04	8	2,134
N Rockwell Intl.	32 1/2	32 1/8	+ 3/8	+ 1.16	8	2,412
A RSC Industries	5 1/4	4 7/8	+ 3/8	+ 7.69	13	12
N Scientific-Atlanta	41 3/4	39 1/4	+ 2 1/2	+ 6.36	37	433
N Sony Corp.	15 1/8	15 1/4	- 1/8	- .81	25	3,261
N Tektronix	66 1/2	64 1/4	+ 2 1/4	+ 3.50	15	1,214
O Texscan	18 1/2	14 1/2	+ 4	+ 27.58	36	19
N Varian Associates	32 1/4	29 1/2	+ 2 3/4	+ 9.32	15	248
N Westinghouse	26 7/8	25 1/2	+ 1 3/8	+ 5.39	7	2,279
N Zenith	17	16 5/8	+ 3/8	+ 2.25	15	320

Standard & Poor's 400 Industrial Average 150.00 144.13 +5.87

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific. O-over the counter (bid price shown, supplied by Shearson Loeb Rhodes, Washington) P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed. company registered net loss. *** Stock split + Stock traded at less than 12.5 cents.



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Time-Life's Furst: a low profile with high expectations

Somewhere along the way to the communications revolution and the bottom line, big talkers with big cigars became a thing of the past. In their place emerged career-conscious college graduates with pocket calculators.

In 1980, it doesn't hurt a programming executive to have some greasepaint under the fingernails, but it's better still to have an academic degree, and like Austin Furst, president and chief executive officer of Time-Life Films, a talent for life in the corporate environment.

Within today's communications programming conglomerate, with concerns over vertical and horizontal integration, the modern media mogul more than likely sits white-shirted and conservatively suited in a corner office, pondering management as well as production.

Austin Furst is there—dressed the part on the 32d floor of the Time-Life Building in Manhattan. Far from flamboyant, he seems the corporate boy-wonder grown up, characterizing himself as a "strategist, and (in an uncharacteristic less-than-modest moment) a good one."

Time Inc. agrees—having for the past nine-and-a-half years used his strategy to build audience through various print and electronic assignments, including the work for which he's probably best known—on Home Box Office's programming.

Since January, the 37-year-old Furst has controlled Time-Life's activities in television program distribution, network production, feature films and the videocassette field. In perspective, his current territory may only amount to about a fifth the revenue of Home Box Office but Furst, the builder and administrator, has his expectations.

That means extending the Time-Life name to become synonymous with network television and feature films—the two areas of his command now taking up about 80% of his time. Time used an established name, David Susskind, to open the doors to those fields and while Susskind has departed for MGM, his soon-to-be released work will have an impact on Furst's bargaining power—particularly as the film industry watches for "Loving Couples" and "Fort Apache" and the three other theatrical films expected to follow within the next 12 months.

Time-Life's network television operation is being reorganized but projects in development include miniseries on Lyndon B. Johnson and Robert Kennedy. Elsewhere in its television world, Time-Life has its first Operation Prime Time



Austin Owen Furst Jr.—president and chief executive officer, Time-Life Films Inc.; b. Aug. 31, 1943, Harrisburg, Pa., BS economics/marketing, Lehigh University, Bethlehem, Pa., staff assistant, promotion development, Procter & Gamble, Cincinnati, 1966-68; account executive, Henderson Advertising, Greenville, S.C., 1968; director of marketing, Compusamp, New York, 1969; account executive, Metromail division of Metromedia Inc., New York, 1970-72; joined Time Inc. in 1971 as director of new subscription sales, *Time* magazine; director of new subscription sales, Time Inc. magazines, 1972; new magazine development staff, *People* magazine, 1973; circulation manager, *People*, 1974; president, Computer Television Inc., 1974-76; assistant to video group vice president, 1976; vice president, programming, Home Box Office, 1976-78; senior vice president, programming, 1978; executive vice president, 1979; present position since January 1980; m. Leslie Fitler, June 25, 1966; three children—Elizabeth, 11, twins Katherine and Susan, 9.

project, *Mom, the Wolfman and Me*, and other activities ranging from its videocassette club to negotiating its future as a distributor of BBC productions.

Unlike the independent entrepreneur anxious for overnight success, Furst, in the corporate mold, can talk about the "business patience" of a Time Inc. He describes his company as less concerned with short-term profits than with enduring earnings potential. What he hopes for five years down the line is for his areas to be "significant and well-respected" in their fields.

Furst, who calls himself shy in public and who has chosen to maintain a low profile outside of his direct business dealings, encourages industry observers to "watch our actions and don't pay much attention to our words or lack of them." True to form, Furst doesn't expect to take advantage of the soapbox that could come along with his title; instead, he adds, "my key lieutenants will become more known."

Furst is cognizant of the "danger in a large corporation to understate the importance of product and the creative process." But Furst leaves no impression that he or his staff intends to allow the creative juices to be absorbed in a stack of memos. His lieutenants may be the ones trying to cull the best from all the product available to Time-Life but Furst himself must spend the time reading selected scripts and viewing cassettes at home. And it is his phone that rings regarding co-ventures, acquisitions, co-financing and employment of producers, as he looks for the "good stories told well."

Furst's own story is one of a small-town, middle-class upbringing in Bellefonte, Pa. The son of an attorney and a housewife, he went on to study economics and marketing at Lehigh University in the state. Furst "having vowed never to work in New York," his first full-time jobs after graduation in 1966 took him to Cincinnati.

The opportunity to be part of the start-up of Compusamp, a computer sampling firm in New York, was enough incentive to abandon his vow against Manhattan and he's been there since, having gone on to the Metromail division of Metromedia Inc. before joining Time Inc. in 1971.

Furst hired as director of new subscription sales for *Time* magazine, Furst a year later had that job for all the corporation's magazines. A special assignment in 1973 had him testing circulation possibilities for what would become *People* magazine; after its launch, he held the title of circulation manager.

In 1974, Furst made the transition from Time Inc.'s print to its electronic enterprises, first as president of Computer Television Inc. pay-TV service to hotels and then in 1976 as assistant to then-video group vice president, Richard Munro, with Furst principally assigned to analysis of the Home Box Office pay-cable service. That led six months later to his appointment as vice president, programming, for HBO, then senior vice president, programming, and later further up to executive vice president. The president and CEO's chair at Time-Life Films came in January of this year.

Married and the father of three daughters, Furst may find his weekday schedule taken up with work but his weekends he says are for the kids. Workaholic perhaps is averted by his simple admission that "I also like to play. I like to relax." Building furniture reproductions is one of his pastimes.

While in his office, Furst also is building, but not by reproducing the style of the old-time television and film boss. The Furst presence is that of the 1980's, implying not extravagance but rather the corporate bottom line.

The numbers game

FCC Chairman Charles D. Ferris discovered the First Amendment, while visiting the National Press Club in Washington last week, but has decided to hold it hostage until the communications world develops to his specifications. He does not intend to liberate it until hundreds if not thousands of new radio and television stations come on the air, cables stretch into infinity, satellite broadcasts rain from the sky and newspapers are delivered electronically.

The FCC, said its chairman, "is well into the task of opening new outlets for programing so that the print and electronic media can one day stand on a similar footing under the First Amendment." What if development falls short of Ferris's plan? "My great fear is that if we do not resolve this First Amendment dilemma for the broadcast media today, what we now call the print media will become mired in this same regulatory quicksand tomorrow."

Ferris did not amplify his description of the predicament toward which print media will head absent the FCC's resolution of the dilemma of today. Presumably he foresees government regulation if newspapers retire their human carriers in favor of electronic delivery or if broadcast stations fail to proliferate at the FCC's command. What either phenomenon has to do with other in the commanding or withholding of First Amendment rights remains Ferris's little secret.

In the existing communications world, radio and television competition have developed far beyond the "cartel" conditions that Ferris described in his press club speech. Ninety-seven percent of U.S. television homes can receive four or more television broadcast signals; 80% can receive six or more, and to those figures must be added the profusion of television channels fed into 17 million cable homes. Radio signals fill the dials of most receiving sets. What is standing in the way of the resolution now of that "First Amendment dilemma" about which Ferris professes concern?

And if there is a "First Amendment dilemma" for broadcasting in its present abundance, why is there no dilemma now for the print media? The monopoly daily is the commonest feature on the American newspaper scene.

Ferris owes broadcasters, publishers and the public an explanation of what he means when he talks about the First Amendment. There would be added interest if he confided his reasons for thinking that First Amendment powers are his to give or take away.

Repair job

Just before members scattered to their local hustings for the rest of the political campaigns, the Senate and House undid some of the damage done to journalistic enterprise by the Supreme Court's decision in the *Stanford Daily* case. The bill emerging on the eve of recess showed the signs of compromise, but it ought to neutralize if not eliminate the worst features in the 1978 decision of the court.

As reported by BROADCASTING a week ago, the legislation will require law enforcement officers to obtain subpoenas for evidence they want from journalists or other persons protected by the First Amendment. There are exceptions. For example, the protection is withheld if the person involved is suspected of a crime.

If there had to be exceptions, those in the final bill seem reasonable enough. If the new legislation, as is, had been in effect last summer, those sheriff's deputies in Boise, Idaho, could not have suddenly materialized at KBCI-TV to ransack the newsroom (BROADCASTING, Aug. 4). If it had been in effect in 1978, campus police could not have conducted the raid the Supreme Court later approved on an unwarned *Stanford Daily*.

Subpoenas must specify what authorities are seeking and may be resisted by the targets of search. They provide infinitely more protection to innocent journalists than warrants which permit surprise descents like those at Stanford and Boise.

Along with the journalism organizations that vigorously lobbied for corrective legislation, this publication regrets that the protection now afforded the press was not extended to all persons. Perhaps, however, this legislation will remind the courts that there is a Fourth Amendment that protects "the people"—all of them—against unreasonable search and seizure.

Separate stations

Through the years, Walter Cronkite has said many things worth heeding by other broadcast journalists. At the annual meeting of the Association of National Advertisers a couple of weeks ago, he said something else that deserves repetition at some future journalistic forum.

Asked from the audience about the chances of his running for President in 1984, the CBS News anchorman first responded jokingly. Then he turned serious. The reason TV anchorpeople are "relatively popular," he said, is that they are by nature of their calling neutral on matters of public controversy. If, he said, they started taking positions, their popularity would begin to disappear (BROADCASTING, Oct. 6).

That ought to take care of the blown-up egos in the fraternity. But Cronkite went further. Anchorpeople, he said, should not get into politics for another reason: their own credibility as newsmen and, indeed, the credibility of the news business. Once newspeople start using journalism as a springboard into something else, their intentions and therefore their performance as journalists become suspect.

Broadcast journalism has been shown repeatedly in polls to be widely trusted by the public. It got that way because journalists like Cronkite have been as sensitive to the obligations as to the rewards of their demanding craft.



Drawn for BROADCASTING by Jack Schmidt

"Well, there goes the neighborhood."

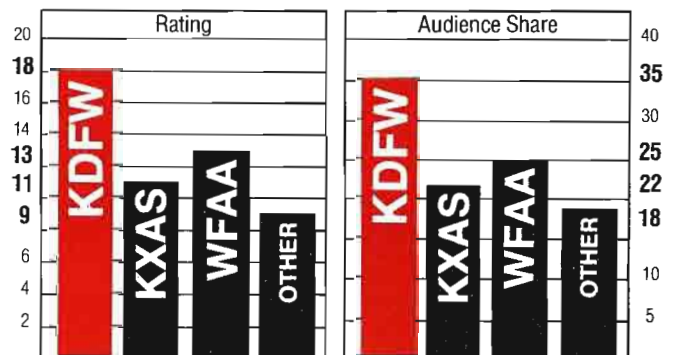


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