

Closing hours of Campaign 80 □ FCC momentum
for a New Jersey VHF □ "At Large" with Don Curran

Broadcasting Oct 27

The News Magazine of the Fifth Estate □ Established 1931

Our 50th Year □ 1980

WE COVER AUSTIN WITHOUT ANY IFS, ANDS OR SCUTTLEBUTTS.
Because we're the only station in Texas with a year-round news bureau
in the state capital. From the first returns to the last hurrah, we stay on
top so our viewers can stay informed. So when it comes to covering Texas
politics, we're always the people's choice. **KPRC TV HOUSTON.**



Petry Television, Inc., National Representatives, NBC Affiliate.

361122 LIBRARY
A U LIBRARY
US AIR FORCE
SERIAL ACQUISITION
MONTGOMERY AL 36112
NEWSPAPER
XTK DEC/82

The First

Years Of
Broadcasting

- Over 20,000 ITC cartridge machines purchased since 1969.
- Since 1975, ITC has outsold all other cart machines combined.
- One of every two radio stations uses ITC machines.
- Three of five stations planning to buy cartridge machines will buy ITC.
- ITC Premium cartridge machines have been improved continuously and now share advanced features with ITC's exotic new Series 99 machines.

For information on our no-risk
30-day trial order
CALL TOLL FREE
800-447-0414
In Alaska, Hawaii or Illinois,
Call Collect: (309) 828-1381

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main St., Bloomington, Illinois 61701
Marketed exclusively in Canada by
McCurdy Radio Industries Ltd., Toronto

Broadcasters' No. 1 Choice:

IT Premium Line Cartridge Machines





EASTMAN RADIO

proudly announces
its reappointment
as national sales rep

KHOW-AM/FM

Denver
Doubleday Stations



BMI congratulates these writers of the 88 BMI Country Songs, most performed from April 1, 1979 to March 31, 1980.

JOHN ADRIAN
CURTIS ALLEN
JOE ALLEN
PETER ALLEN
BILL ANDERSON
MAE BOREN AXTON
HOMER BANKS
RANDY BARLOW
MAX D. BARNES
THERESA BEATY
STEPHEN BOGARD
WILLIAM BOLING
KARLA BONOFF
ROGER BOWLING
BOBBY BRADDOCK
PAT BUNCH
JOHNNY BUSH
MIKE CHAPMAN
KERRY CHATER
NICKY CHINN
JOHN CONLEE
PAUL CRAFT
TOMMY CRAIN
CLIFF CROFFORD
JERRY CRUTCHFIELD
IRVING DAIN
CHARLIE DANIELS
GAIL DAVIES
TAZ DIGREGORIO
DEAN DILLON
STEPHEN DORFF
JOHNNY DUNCAN
TOMMY DURDEN
FRED EDWARDS
SCOTT ENGLISH
DONNA FARGO
ANSLEY FLEETWOOD
KYE FLEMING
SNUFF GARRETT
LARRY GATLIN
HOWARD GREENFIELD

JOHN GUMMOE
MERLE HAGGARD
TOM T. HALL
CARL HAMPTON
GARY HARRISON
CHARLES HAYWARD
LARRY HERBSTTRITT
WAYLAND HOLYFIELD
CHUCK HOWARD
RAYMOND JACKSON
WAYLON JENNINGS
STEVE JOBE
BERT KAEMPFERT (GEMA)
JACK KELLER
FRED KELLY
BUDDY KILLEN
LINDA KIMBALL
LARRY KOLBER
KRIS KRISTOFFERSON
DENNIS LAMBERT
RED LANE
HARRY LLOYD
JOHN D. LOUDERMILK
* DAVID MALLOY
BARRY MANN
JIM MARSHALL
* RANDY McCORMICK
BOB McDILL
CHRISTY McVIE
JOE MELSON
BUCK MOORE
DENNIS MORGAN
JOHNNY MULLINS
MICKEY NEWBURY
KENNY NOLAN
ROY ORBISON
JIMMY PENNINGTON
BEN PETERS
JAMES S. PINKARD
STEVE PIPPIN
DOC POMUS

BRIAN POTTER
ELVIS PRESLEY
DARRELL PUETT
CURLY PUTMAN
* EDDIE RABBITT
DON REID
HAROLD REID
GEORGE RICHEY
KENT ROBBINS
BRUCE ROBERTS
JOHNNY RODRIGUEZ
DAVID ROSSON
CAROLE BAYER SAGER
TROY SEALS
BILLY SHERRILL
MARK SHERRILL
MORT SHUMAN
CHARLES SINGLETON
GLORIA SKLEROV
JOHNNY SLATE
MARGO SMITH
EDDIE SNYDER
BOBBY SPRINGFIELD
VAN STEPHENSON
* EVEN STEVENS
JOHN STEWART
DOUG TEASLEY
SONNY THROCKMORTON
TANYA TUCKER
MICHAEL UTLEY
RAFE VAN HOY
CYNTHIA WEIL
STERLING WHIPPLE
DON WILLIAMS
HANK WILLIAMS, JR.
LAWTON WILLIAMS
LEONA WILLIAMS
NORRO WILSON
BOBBY WOOD
TAMMY WYNETTE

* Writers of the Most Performed Song of the Year- "Suspicions"

What the world expects from the world's largest music licensing organization.



The Week in Brief

TOP OF THE WEEK

HEAD-ON IN CLEVELAND □ Carter-Reagan TV confrontation Tuesday sets pace for countdown to election day next week. CNN will patch in uninvited Anderson. **PAGE 27.**

SCORECARD □ In last days of campaign, journalists look at candidates, how they ran and way media performed. **PAGE 29.**

PULSE OF PEOPLE □ Study reports on how public feels about news freedom. **PAGE 31.**

MOVE FOR DETENTE □ Prodded by unhappy members, NAB committee seeks way to resolve conflict between its radio conference and NRBA convention. **PAGE 32.**

JERSEY BOUNCE □ FCC may propose that New York's channel 9 be reallocated to New Jersey. **PAGE 33.**

DIGITAL BREAKTHROUGH □ Worldwide standards may evolve from recommendations of CCIR subgroup. **PAGE 34.**

MORE LOW-POWER GROUPS □ Another three TV proposals are filed at FCC. **PAGE 34.**

AT LARGE

ICE STILL THIN □ Don Curran has long been standard bearer for UHF in fight for parity with VHF. But, president of Field Communications explains in interview, gains of later years could be offset by unanticipated new competition on horizon. **PAGE 36.**

LAW & REGULATION

LOOK TO YOURSELF □ FCC's network inquiry staff tells commission that existing allocations plan is biggest barrier to development of new TV networks. **PAGE 42.**

MORE ATTENTION TO SIN □ Justice's Antitrust Division is probing Spanish International Network, already under FCC scrutiny. **PAGE 44.**

CABLE STUDY □ FCC's Office of Plans and Policy is ordered to examine ownership and other restrictions. **PAGE 45.**

TECHNOLOGY

OPENING CHINA'S MARKETPLACE □ U.S. telecommunications products will be shown next year in Beijing at major trade show sponsored by Electronics Industries Association and National Council for U.S.-China Trade. **PAGE 48.**

NOW THERE'S MICRO-TV □ That's "flea-powered" television service proposed in study for FCC. **PAGE 48.**

MEDIA

REAGAN ON RFE/RL □ Republican candidate says it's vital to strengthen overseas broadcasts. **PAGE 53.**

BUSINESS

ABC EARNINGS DROP □ Third-quarter profits decline 6.9% to \$29.7 million. **PAGE 56.**

COLUMBIA PICTURES PRICE TAGS □ In meeting with New York analysts, Vincent reviews company operations, says ABC will pay in \$20-million range for "Close Encounters" and \$15 million, with escalator, for "Kramer vs. Kramer." **PAGE 56.**

PROGRAMMING

NBC-TV'S DELAYED START □ Three-phase launching in next three months is announced for 1980-81 season that was virtually grounded by strikes. **PAGE 58.**

OBSTACLES □ Premiere chairman Harris sees more dross than gold for new pay-TV network. **PAGE 58.**

1933

THE 'BROADCASTING' YEARS □ FDR and his fireside chats become American institution. It happens while broadcasters have to cope with accelerated press-radio war, and Washington starts to phase out Federal Radio Commission. **PAGE 61.**

PROFILE

PAST IS PROLOGUE □ Young & Rubicam's Jerry Baldwin last year supervised placement of about \$250 million in radio-TV spot and network radio. He's not awed by magnitude of that figure since he sees even greater things down road with new media. **PAGE 97.**

Index to departments

Bottom Line..... 56
Business Briefly..... 8
Changing Hands..... 54

Closed Circuit..... 7
Datebook..... 14
Editorials..... 98
Fates & Fortunes..... 91

For the Record..... 70
In Sync..... 52
Intermedia..... 53
Monday Memo..... 12

Open Mike..... 22
Playback..... 59
Stock Index..... 95
Washington Watch..... 44

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$45, two years \$85, three years \$120. Canadian and other international subscribers add \$12 per year U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. Weekly *Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$55.00. *Across the Dial-Around the Channels* \$3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

Index to advertisers ■ Ampex 20-21 □ Associated Press 17 □ BIAS back cover □ Blackburn & Co. 54 □ Blair 60 □ Bogner 26 □ Broadcast Electronics 46 □ Broadcast Music Inc. 4 □ Broadcast Programming Inc. 10 □ Chapman Company 45, 57 □ Christal 9, 11, 13, 15 □ Continental Electronics 16 □ Eastman Kodak 24-25 □ Eastman Radio 3 □ Enterprise Radio inside back cover □ Fetzer Stations 18 □ Firstmark 52 □ Group W 63-65 □ Group W TV Sales 90 □ Harris 43 □ International Tapetronics Corp. inside front cover □ KPRC-TV front cover □ McDonnell Douglas 39 □ Multimedia Program Productions 19 □ O'Connor Creative Services 16 □ Pulitzer Broadcast Group 6 □ RCA 35 □ Cecil L. Richards 55 □ Sound Shop 49 □ Howard Stark 50 □ Joe Sullivan 91 □ William Tanner 92 □ TeleRep 23, 51 □ Tobacco Institute 8 □ Ed Tornberg 70 □ United States Chamber of Commerce 47 □ Warner-Amex 41 □ Worldvision 37 □

KTAR PROFESSIONALISM



Arizona proudly casts its vote for KTAR NewsRadio.

Detroit. New York. We were there...bringing home the Arizona perspective to all the Republican and Democratic convention news.

And when the polls close November 4th, we'll be all over Arizona with nearly 30 reporters and computerized results.

Because when more people cast their listening vote to KTAR than any other Arizona radio station, we know we have to perform.

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



KOAT-TV 
Albuquerque

KSDK 
St. Louis

KETV-TV 
Omaha

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

WGAL-TV 
Lancaster/York/
Harrisburg/Lebanon

KTAR & KBBC-FM 
Phoenix

 Represented by Blair
Television & Radio

Closed Circuit®

Insider report: behind the scene, before the fact

Exempt or not?

Cable News Network's scheme to videotape John Anderson into debate with President Carter and Ronald Reagan Tuesday (see page 27) raises legal question. FCC lawyers express befuddlement as to whether equal time law—which FCC has applied to cable systems as well as to broadcasters—would obligate CNN to afford other presidential candidates equal opportunities after tape-delay debate. Reese Schonfeld, CNN president, poo-poo's idea, says 24-hour news service constitutes bona fide newscast and is therefore exempt. Commission lawyers say situation is without precedent.

Situation may be somewhat clearer for broadcasters picking up CNN-originated program. Several have told commission officials they regard broadcast of part-live, part-tape debate as on-spot coverage of bona fide news event and therefore exempt from equal time rule—and officials so far have not argued point.

Labor costs

Analysis completed by media/TV programming department of Ketchum, MacLeod & Grove, New York, on impact of performers' strike puts average drop-off in TV network prime-time ratings during affected period at about 5%. Ketchum says that in slippage, ratings for some demographic groups sought by advertisers held up well, while ratings for others fared poorly. Make-goods will be made to prime-time advertisers whose ratings did not reach guaranteed levels.

View from top

FCC's expected proposal to reassign channel 9 New York to city in New Jersey without moving antenna from New York's World Trade Center Building (see page 33) is supported by computer study done by National Telecommunication and Information Administration's Institute for Telecommunication Sciences, in Boulder, Colo. Study, not yet released, is said to conclude that that arrangement, from technical standpoint, is most feasible for improving television service to New Jersey. WOR-TV ch. 9 signal now reaches 79% of state's population. Study says short-spaced VHF would not provide adequate service, statewide, but indicates that channel 8 drop-in, if directionalized, would be sensible way of meeting service needs in southern part of state.

Study was done at request of White House domestic policy staff member Rick

Neustadt. He says he made request after drop-in idea was suggested in controversy that arose after Representative Andrew Maguire (D-N.J.) proposed legislation calling for reassignment of channel 9—legislation that later died.

On his own

Robert Howard, former president of NBC-TV, later general manager of WNBC-TV New York and since then vice president, television projects, NBC Stations (BROADCASTING, June 9), has left NBC after more than 25 years and has formed Citicom, firm set up to buy and manage TV-radio stations. Citicom's first purchase is WBEC-AM-FM Pittsfield, Mass., for \$1.2 million, subject to FCC approval. It also has entered into management contract with WOKO(AM) Albany, N.Y., with intention to buy station.

Digest-ible

Acquisition of about 5% of Storer Broadcasting Co. stock by Reader's Digest Association, Pleasantville, N.Y., was "for investment purposes" rather than move toward operational involvement in television or cable broadcasting. So says high official of company.

Denied was report that Digest had eye on Ted Turner's Cable News Network, in need of infusion of new capital. Nor was possible acquisition of troubled United Press International acknowledged.

Second-level shuffle

No matter who wins Presidency Nov. 4, these top-echelon appointed officials at FCC are expected to leave to enter private sector, where money is: Frank G. Washington, deputy chief of Broadcast Bureau and former legal assistant to Chairman Charles D. Ferris; Philip Verveer, chief, Common Carrier Bureau, along with his deputies, William B. Ginsberg and Thomas J. Casey.

Republican victory would spell termination of tenures of general counsel, Robert R. Bruce; chief of Plans and Policy, Nina W. Cornell, another Ferris protege; and chief scientist and head of Office of Science and Technology, S.J. Lukasik.

Proficiency test

Although many broadcast engineers oppose FCC's rulemaking to dispose of first-class operator's license, National Association of Broadcasters is supporting it. NAB, however, is sensitive to need of broadcast managers to have some way of

evaluating engineering job applications, and is considering ways to fill vacuum in testing and certification that will be created if FCC drops license. Under consideration: publishing standardized test that would be administered to job applicants and joining with the Society of Broadcast Engineers to beef up SBE's existing testing and certification program.

FCC is broadening

Slogan for commissioners' floor at FCC Washington headquarters: "Join the Telecommunications Committee and see the world." Under Chairman Charles D. Ferris, committee, whose membership has been augmented on some trips, has been to Tours, France; The Hague, Netherlands; Dublin, and Montreal. On Tuesday, committee, comprising Ferris and Commissioners Joseph Fogarty and Robert E. Lee, will travel to Madrid to meet with representatives of European and Canadian telecommunications organizations in session that runs until Friday.

Added attractions

If, as some contend, football runovers gave CBS-TV just enough yardage for prime-time victory in ratings last season, could they be decisive factor again in 1980/81? Though it's too early to tell, one thing seems clear: There probably will be as many NFL runover minutes to count in averages this season as last.

By last week, ratings observers could count 74 unscheduled football minutes since CBS and NBC-TV began televising afternoon games in September. Comparable period last season showed 68 minutes of runover on two networks. Last-season total of 181 extra minutes on CBS averaged 25.2 rating/42 share; 80 minutes on NBC brought 17.0/32.

Bumped

USA Network, cable program supplier owned by UA-Columbia and transmitted over Satcom I, transponder 9, has given C-SPAN, public affairs programmer that buys several hours per day of time on its transponder (at rate of \$200,000 per year), two years to find new satellite home. USA Network's request brings into question future of C-SPAN. Brian Lamb, co-founder and president of C-SPAN, said "jury is still out" on whether service remains as it is, essentially carrier of House of Representatives proceedings, or grows into full-fledged programming service. "If the concept matters at all, it should go to its own transponder," says Lamb.

Business Briefly

TV ONLY

Taco Bell □ Fast food restaurants.

Begins Nov. 3 for eight weeks in about 40 markets. Fringe, prime access, prime, weekends and specials. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34; teen-agers, 12-17.

Sofa Factory □ Furniture. Begins Nov. 10 for six weeks in five West Coast markets. All day parts. Agency: Needham, Harper & Steers, Los Angeles. Target: adults; 25-54.

Standard Brands □ Planters snacks. Begins this week for about five weeks in 27 markets. Day and fringe times. Agency: Benton & Bowles, New York. Target: adults, 18-49.

General Mills □ Stir N' Frost. Begins Nov. 3 for five weeks in six markets. Day, fringe and late fringe times. Agency: Needham, Harper & Steers, Chicago. Target: women.

Kaiser-Roth □ Oscar Dela Renta menswear. Begins Nov. 17 for five weeks in test markets. Fringe and weekend

times. Agency: Daniel & Charles, New York. Target: adults, 25-54.

Wrigley □ Spearmint gum. Begins Nov. 3 for four weeks in over 20 markets. Early fringe, late fringe, prime access and weekend times. Agency: BBDO, Chicago. Target: adults, 18-34.

Swift □ Soup starter. Begins Oct. 29 for four weeks in over 20 markets. Early and late fringe times. Agency: Foote, Cone & Belding, Chicago. Target: men, 25-54.

Saks Fifth Avenue □ Department stores. Begins Nov. 27 for four weeks in about 10 markets. Fringe and day times. Agency: Western International Media, New York. Target: adults, 25-54.

K-tel □ Snow toys. Begins Nov. 17 for four weeks in 25 markets. Agency: Christenson, Barclay & Shaw, Kansas City, Mo. Target: adults, 18-49.

Endicott-Johnson Corp. □ Various shoes. Begins Nov. 10 for three weeks in

about 15 markets. News, prime access, fringe and weekends. Agency: Fahlgren & Ferris, Parkersburg, W. Va. Target: men, 35 and over.

M.B. Majic □ Various toys. Begins Nov. 24 for three weeks in about 57 markets. Day and fringe times. Agency: A. Eicoff & Co., Chicago. Target: total women.

Blue Mountain Pet Food □ Various products. Begins Nov. 17 for three weeks in California markets of Fresno, San Jose, San Francisco and Sacramento-Stockton, plus Reno. All day parts. Agency: Cole & Weber, Portland, Ore. Target: children, 6-11; women, 18-49.

Regency Electronics □ Police scanner. Begins Dec. 1 for two weeks in 17 markets. News, fringe and sports times. Agency: Kelly, Scott & Madison, Chicago. Target: men, 35 and over.

Seald Sweet □ Grapefruit and oranges. Begins Nov. 24 for 23 weeks in over 15 markets. Day times. Agency: Joseph Jacobs Advertising, New York. Target: total women.

Associated Mills □ Pollenex bath products. Begins Dec. 1 for three weeks in over 175 markets. Day and fringe times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 25 and over; adults, 50 and over.

Farmland Foods □ Ham. Begins Dec. 8 for two weeks in St. Louis, Kansas City and St. Joseph, all Missouri; Omaha, Denver and Minneapolis. Day, fringe and prime times. Agency: Barickman Advertising, St. Louis. Target: women, 25-49.

Schoenling Brewing Co. □ Little Kings beer. Begins Nov. 1 for three weeks in 12

"I'll fill in the government's blanks."

No judge would decide a case without hearing both sides. But a lot of people have done just that on the subject of smoking.

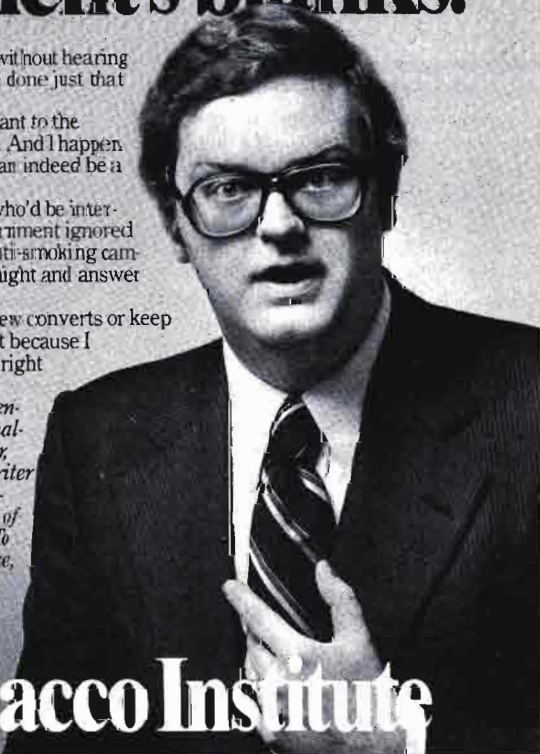
I'm Walker Merryman, Assistant to the President of The Tobacco Institute. And I happen to believe that a little knowledge can indeed be a dangerous thing.

So if you've got an audience who'd be interested in some of the facts the government ignored when it embarked on its current anti-smoking campaign, I'd like to set the record straight and answer their questions.

Not because I want to make new converts or keep anybody from quitting. I don't. But because I think the American public has the right to the whole truth.

Walker Merryman has an extensive background in broadcast journalism. He has served as news director, documentary film producer, and writer for several radio and television stations and is a member of a number of prestigious professional societies. To arrange for a free guest appearance, write The Tobacco Institute, 1875 I St., N.W., Washington, D.C. 20006, or call (800) 424-9876.

The Tobacco Institute



Rep Report

WOAY-TV Oak Hill (Bluefield-Beckley), W. Va.: To Meeker Television from Spot Time Ltd.

WFOG-AM-FM Suffolk, Va.: To Torbet Radio from Eastman Radio.

WPFB(AM)-WPBF(FM) Middletown, Ohio: To Lotus Reps from Fred Smith.



Christal

Congratulations to our client

KFAB

America's #1 Rated Station... again.

(Arbitron April/May '80 Metro Area, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

Christal

NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

markets. Late fringe times. Agency: Byer & Bowman Advertising, Columbus, Ohio
Target: adults, 18-34.

American Tree & Wreath □ Christmas trees. Begins late November for three weeks in about 20 markets. Fringe and weekend times. Agency: Vitt Media International, New York. Target: adults, 18-49.

Funk Seeds International □ Seed corn. Begins Nov. 27 for one week in 21 Midwestern markets. Agency: Bader Rutter & Associates, Brookfield, Wis. Target: men, 18-49.

RADIO ONLY

Dunkin' Donuts of America □ Franchise. Begins Nov. 2 for four weeks in Presque Isle, Me., Norfolk, Va., and Boston. Agency: Ally & Gargano, New York. Target: women, 18-49.

Pier I Imports □ Various products. Begins Nov. 17 for two weeks in three markets. Morning drive, midday afternoon drive times and evenings. Agency: Witherspoon & Associates, Fort Worth. Target: women, 18-34.

Schenley Beverages □ Orangeboom beer. Begins Nov. 3 for eight weeks in Los Angeles and San Francisco. Afternoon drive times and weekends. Agency: Lois, Pitts, Gershon, New York. Target: men, 18-34.

Northwestern Bell □ Residential phone service. Begins Nov. 3 for six weeks in 75 markets. Morning drive, midday, afternoon drive and evenings. Agency: Bozell & Jacobs, Minneapolis. Target: men, 18-54.

Business People Inc. □ Career job fair. Begins Nov. 21 for three days in Boston. Morning drive and afternoon drive times. Agency: Fischbein Advertising, Chicago. Target: adults, 18-34.

O's Gold Seed Co. □ Seed corn. Begins Nov. 3 for four weeks in about 20 markets. Middays. Agency: Three Arts, Cedar Rapids, Iowa. Target: men, 18 and over.

AdVantage

CBS co-op ad plan. CBS Entertainment has revised its co-op advertising plan for affiliates, starting today (Oct. 27) and replacing earlier plan that was postponed because of performers' strike. Plan concentrates on first and second episodes of all new and returning prime-time series and contains 35% increases in dollar allowance for print advertising to be spent in any medium (except *TV Guide*). CBS also will place and pay for 100% of *TV Guide* advertising, starting today and continuing throughout November.

Serious business. Schieffelin & Co.'s Blue Nun wine, which gained recognition through comedians Stiller & Meara's radio spots, takes serious approach in new campaign breaking in mid-November. Two new commercials



will illustrate theme "Blue Nun goes any time, any place with everything, Blue Nun goes everywhere". Cunningham & Walsh, New York, created spots which run in 35 major TV markets and coast-to-coast on cable.

Cheap but good. Production budget for retail television commercials can be inexpensive, according to Thomas McGoldrick, vice president—retail, Television Bureau of Advertising. He cited three case histories at National Retail Merchants Association seminar to prove his point. Peter A. Meyer Advertising agency for Maison Blanche department stores in New Orleans,

developed slide-to-tape technique that is portable, fast and affordable. PA Bergner Co., 27-unit chain in Illinois, made use of film footage from public library and from local TV stations' news departments. Hochschild/Kohn department stores in Baltimore tapped co-op dollars of such brand names as Haggard, Arrow and Devon to help it produce quality commercials that benefited its stores generally.

Cable not special. Young & Rubicam Inc., New York, which for several years handled buying of advertising on cable TV in its Electronic Media unit, says cable no longer needs special treatment. Henceforth cable TV advertising buying will be integrated into Y&R's regular media department under supervision of Richard H. Low, senior vice president, director of broadcast programming and purchasing. William Donnelly, vice president, group supervisor of New Electronic Media, will become director of resource management for Communications Services Department and will be involved in new business activities.

New message. BBDO, new agency for Avis, Inc., has expanded "We try harder" theme created by Doyle Dane Bernbach, in "Leave your worries behind" campaign that broke this month on all three networks. Also using spot TV and radio in 21 markets, current advertising addresses concerns of business and leisure travelers with car rentals.

Captioned Coke. Hearing-impaired viewers will see for themselves what Mean Joe Greene has to say to his young fan when famed Clio-award commercial and unreleased commercial titled "Train" are aired for Coca-Cola Co. with closed-captions, beginning in November.

Radio plus TV. NBC Radio Network has issued booklet, "A Proven Method of Testing a Radio/Television Mix," which suggests means of testing benefits of combining radio and television advertising. Advertisers and agencies may obtain copy of booklet by writing Charles W. Strehan, vice president, market development, NBC Radio Networks, 30 Rockefeller Plaza, New York, N.Y. 10020.

Nominations, please. American Advertising Federation is accepting 1980 nominations for its Advertising Hall of Fame. Deadline for nominations is Nov. 28. For information and to request nominating forms, contact AFA, 1225 Connecticut Ave., N.W., Washington, D.C. 20036, (202) 659-1800.

"While others may fit the station to the format...

**BPI fits the format
to the station."**

David F. Lindsay
Program Consultant

As the original music syndicators, BPI has more formats than anyone else, so we're sure to have one for you. What's more, we customize. Make it personally yours. After all, it's **your** station. Call for further details. No obligation. **Toll free: 1-800-426-9082**

BPI Broadcast Programming International, Inc.
Box 2027 • Bellevue, WA 98009 • (206) 454-5010

BPI
MUSIC IS

Christal

Congratulates two of its AM clients

WGY
WTMJ

who are again among America's Top 20 Radio Stations.

(Arbitron April/May '80 ADI, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

Monday Memo®

A broadcast advertising commentary from Ronald Bliwas, senior VP, A. Eicoff & Co., Chicago.

Spots should inform, not just create viewer awareness

In a recent study conducted by Professor Jacob Jacoby, a consumer psychologist at Purdue University, 81.2% of viewers tested misunderstood some part of the commercials they watched. What is surprising is not that so many people misunderstood the commercials, but that 18.8% were able to understand them at all.

Traditionally, commercials have been attacked for all the wrong reasons. People rail against the inanity of a Mr. Whipple, the absurdity of the Jolly Green Giant or the blatant sexism of the "dumb" housewife vainly struggling to make a decent pot of coffee.

But the greatest failing of commercials lies in their inability to communicate. Most of them are textbook studies in illogic, a mishmash of irrelevant thoughts and barely articulated ideas. Commercials communicate with all the verve and clarity of a three-year-old.

This is most notably the case when the commercial is trying to sell a product that is at least mildly sophisticated—stereos, televisions, copiers and the like. One watches those spots and a minute later can remember only a jingle or a tag line; the message is ephemeral as the product's shelf life. Journalism's who, what, why, when and where are ignored by the commercial to the detriment of the viewer. The price is not given, the key characteristics of the product are not enumerated, and the places where it may be purchased are never mentioned. The name of the product, however, is repeated like a litany, as if that repetition alone conveyed some Zen-like essence.

Perhaps copywriters should borrow a page from their journalistic brethren and answer the five w's. If they did, commercials would be infinitely easier to understand.

But would they sell? The philosophy espoused by A. Eicoff & Co. provides the answer. That philosophy is rooted in a journalistic approach to advertising—an approach that has made Eicoff one of Chicago's largest agencies with billings upwards of \$50 million annually. It is an approach that has turned products like Classic Nails, Tarn-X and Roll-O-Matic Mops into huge successes almost overnight.

The secret to success: The ability to make commercials which coherently give the consumer all essential information. Each commercial provides a product's price, where it may be found, and demonstrates how it works. They run the



Ronald L. Bliwas, senior VP at A. Eicoff & Co., Chicago, has been with agency for 11 years. He serves as director of client services, working with such accounts as Time-Life Books, Mattel and Roll-O-Matic Mops. Before joining Eicoff, Bliwas was account executive with Lee King & Partners, Chicago, and director of marketing for Rhodes Pharmacal, Chicago.

gamut—from two-minute direct-response spots to key outlet to straight retail commercials. Most of them will never win awards, dazzle you with visual imagery or contain a boffo song and dance number. What they will do is provide all the information relevant to a product, allowing viewers to make an educated buying decision.

And what the commercials never will do is foster "awareness." Awareness, that accursed buzz word, is the bane of advertising's existence. Too often, it is the measuring stick account executives trot out to judge a commercial's effectiveness. When their research shows a commercial achieved a high awareness level, they proudly tell the client all is well. Yet all is not well, because awareness often has nothing to do with sales. The correlation is tenuous at best. And at worst, it is merely an excuse the agency can use when a client's product does not sell. The agency will blame the salesmen, the distributors or any other convenient scapegoat. After all, the commercial fostered brand awareness.

Long ago, the Eicoff agency learned that the only measure of a commercial's success was the sales it generated. And so we created the journalistic commercial as the optimum selling tool. We found it worked whether we were making a direct-response spot or a retail one. And in recent years, we discovered that major advertisers are

more than willing to use it—from Ohio Bell to Mattel to Time-Life Books. For a relatively small expenditure of advertising dollars, they get a commercial that's virtually guaranteed to sell their product. Because the journalistic commercial is so straightforward in approach, it does not normally require the large sums necessary to produce an "awareness" spot.

Of course, resistance to "journalistic" commercials runs strong and deep in the advertising community, especially on Madison Avenue. Agency creative types shrink from it in horror. What will become of their big budgets, their famous product spokesmen, their award-winning jingles?

They will probably become things of the past. In their place will be an emphasis on language as a descriptive, dramatic selling tool. At the Eicoff agency, the two most important ingredients of a commercial are verbs and adjectives. A product doesn't simply do a job; it does it faster, better, cheaper. During the demonstration of a product, the announcer will describe it in vivid, visceral terms. When the commercial ends, the viewer has no questions. The product has been shown and described with such absolute clarity—with such power-packed words—that there is no chance of any misunderstanding.

Of course, the journalistic commercial works best with products that work best. Most commercials cloak products with so much razzamatazz it becomes impossible to determine their worth. If the journalistic commercial becomes the norm, that would cease to be the case. In fact, companies would be forced to manufacture quality products, no longer able to hide deficiencies behind advertising. When the souls of their products are laid bare, they had better have something they're not ashamed for the public to see.

It is quite possible that in the future, only the fittest commercials will survive, as well as the fittest products. At the recent convention of the Association of National Advertisers, Penelope Hawkey, senior vice president-creative group head of McCann-Erickson, explained that "zap buttons," devices that can automatically blank out commercials, might be a standard feature in homes in the coming years. If that happens, there must be a compelling reason for viewers to watch commercials. And that compelling reason certainly won't be dancing dogs and talking soup cans. Instead, it will be valuable product information laid out in clear, concise, exciting terms. It is something for agencies and advertisers to consider when they plan their advertising strategies. An audience of itchy-fingered people with hands poised above their zap buttons should make them consider it very long and hard indeed.

Christal

Congratulates five of its FM clients

**WHIO
WNCI
KNIX
WSOC
KKNG**

who are now among America's Top 20 Radio Stations.

(Arbitron April/May '80 ADI, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

Datebook

■ Indicates new or revised listing

This week

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

Oct. 26-30—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas 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. Speakers include FCC Commissioner Tyrone Brown, National Radio Broadcasters Association President Sis Kapan and National Association of Broadcasters senior VP's Larry Patrick and Ken Schanzler. 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

Oct. 31-Nov. 2—*Electronic Industries Association*, Northeastern Group, distributor products division, annual fall conference. Dunfey's Hyannis hotel, Cape Cod, Mass.

Also in November

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

■ **Nov. 3**—FCC deadline for comments on notice of proposed rulemaking on adoption of postcard-size renewal application form (Doc 80-253) FCC, Washington

■ **Nov. 3**—*Supreme Court* will hear oral arguments in radio format case. At issue 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. Supreme Court, Washington

Nov. 3—*Radio Advertising Bureau* co-op retail meet-

ing. 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. 6**—*Federal Communications Bar Association* luncheon. Speaker: Martin Rubenstein, president and chief executive officer, Mutual Broadcasting System Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031

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.

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;

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* and *University of Illinois* region 7 management training seminar. University of Illinois, Champaign. Information: Eileen Goodchild, (217) 333-2880.

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 Ash 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 Ed-

Major Meetings

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

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

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



Christal

Represents the top ranked stations.
Eight of our clients are ranked in the
top 20 in America. . . more than any
other representative.

(see preceding pages)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414



24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

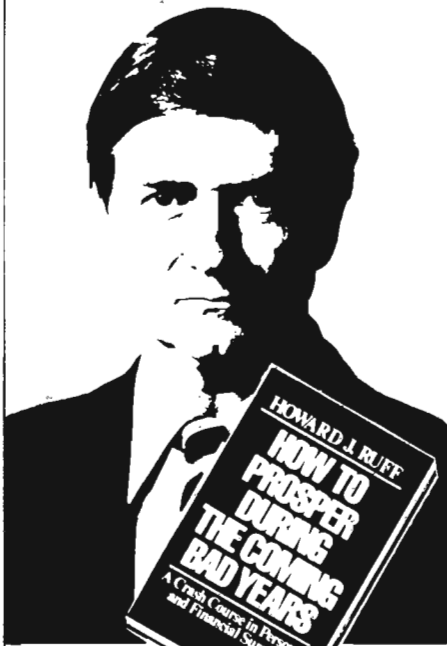
(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879; Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental 
Electronics

"A New Strength in Radio Broadcasting Equipment"

GET RUFF 225 Radio stations have.



Call Toll Free for details.
(800) 423-2694

O'CONNOR

BOX 8896 - UNIVERSAL CITY, CA 91608

ward Koch and panel of newpeople Waldorf-Astoria hotel, New York

Nov. 13-14—*Practicing Law Institute* seminar, "Communications Law 1980" Biltmore hotel, New York. Information: Nancy B. Hinman, PLI, 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 Programmers* 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. 19-20—*National Association of Broadcasters* broadcast leadership conference NAB headquarters, Washington.

Nov. 19-22—*Society of Professional Journalists, Sigma Delta Chi* national convention. Banquet speaker: William Small, president of NBC News 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. 4—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031.

Dec. 5-6—*Council of Communication Societies* annual seminar. Crystal City Marriott hotel, Arlington, Va. Information: Dr. Vernon Root, Applied Physics Laboratory, Johns Hopkins Road, Laurel, Md 20810, (301) 953-7100

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. Benefit for Broadcast Pioneers Library, Washington.

Dec. 15—*FCC* deadline for comments on notice of proposed rulemaking on VHF generic drop-ins (Doc. 21418). Replies due Feb. 15 FCC, Washington.

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. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston Information NECTA, 8 1/2 N. State St., Concord, N.H. 03301, (603) 224-3373.

Jan. 15—*FCC* deadline for comments on notice of proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1. FCC, Washington.

Jan. 18-20—*Louisiana Association of Broadcasters* winter convention. Royal Sonesta hotel, New Orleans

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

Feb. 26—*Association of National Advertisers* media workshop. Plaza hotel, New York.

GOOD NEWS FOR SMALL STATIONS.

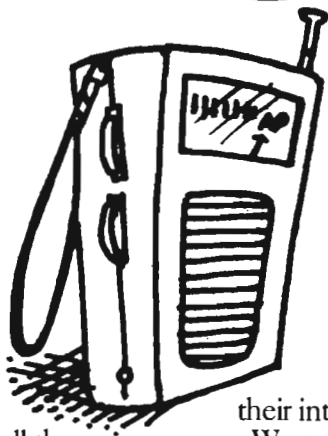
No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank



Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats —from Rock to Bach—a common thread of listeners of all formats is

their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

AP Broadcast Services

INNOVATION for better news programming

Associated Press Broadcast Services
50 Rockefeller Plaza New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name _____

Station _____

Address _____

Phone _____

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 13-14**—*Country Radio* seminar. Hyatt Regency, Nashville. For information: (615) 329-4487

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 26-29**—*Alpha Epsilon Rho*, National

Honorary Broadcasting Society, annual convention. Opryland hotel, Nashville.

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

April 1981

April 8—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

April 12-15—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center

April 23-24—*Oklahoma AP Broadcasters* convention. Holiday Inn, Oklahoma City

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

May 1981

May 1-3—*Texas AP Broadcasters* convention. Marriott North, Dallas.

May 3-7—*National Public Radio* annual conference. Phoenix.

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

May 20-22—*Videotex '81*, international videotext conference and exhibition. Royal York hotel, Toronto, and Canadian National Exhibition grounds.

May 27—*International Radio and Television Society* annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York

■ **May 27-30**—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Dr., suite 103, Houston, Tex 77036. (713) 776-0725

May 29-June 4—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

June 1981

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton.

July 1981

July 15-18—*Colorado Broadcasters Association* annual summer convention. Sheraton/Steamboat, Steamboat Springs.

August 1981

Aug. 10-19, 1981—*International Union of Radio Science*, 20th General Assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Ave., N.W., Washington D.C. 20418, (202) 389-6478

September 1981

Sept. 20-23—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-sea, Fla.

October 1981

Oct. 5-7, 1981—1981 *International Electrical, Electronics Conference and Exposition*, sponsored by *Canadian Region of Institute of Electrical and Electronic Engineers*. Automotive Building, Exhibition Place, Toronto. Evening functions, Royal York hotel, Toronto, conference headquarters



You may never see
the world's largest crab* . . .

. . . but cheer up. You can still have the largest adult audience
in Western Michigan with WKZO-TV.

With more than \$8.7 billion in Effective Buying Income, the Grand Rapids-Kalamazoo-Battle Creek ADI ranks 39th in the nation according to Sales & Marketing Management's 1979 Data Service. And among consumers there, WKZO-TV ranks first.

From 9 a.m. to Midnight, Sunday through Saturday, more

adults 18+ watch WKZO-TV than any other station in the market. It's No. 1 in both Metro and ADI audience share, too.**

So, if you want to get your message to active buyers in Western Michigan, get the good news about WKZO-TV from your Avery-Knodel representative.

*According to the 1980 Guinness Book of World Records, the largest crab is the giant spider crab, also called the stilt crab, found in the deep waters off the southeastern coast of Japan. Mature specimens of up to 19' in length have been reported.

**Arbitron ADI, May 1980.



A Felzer
Station

WKZO-TV

Channel 3 ● A CBS Affiliate 100,000 WATTS
1000 FT. TOWER

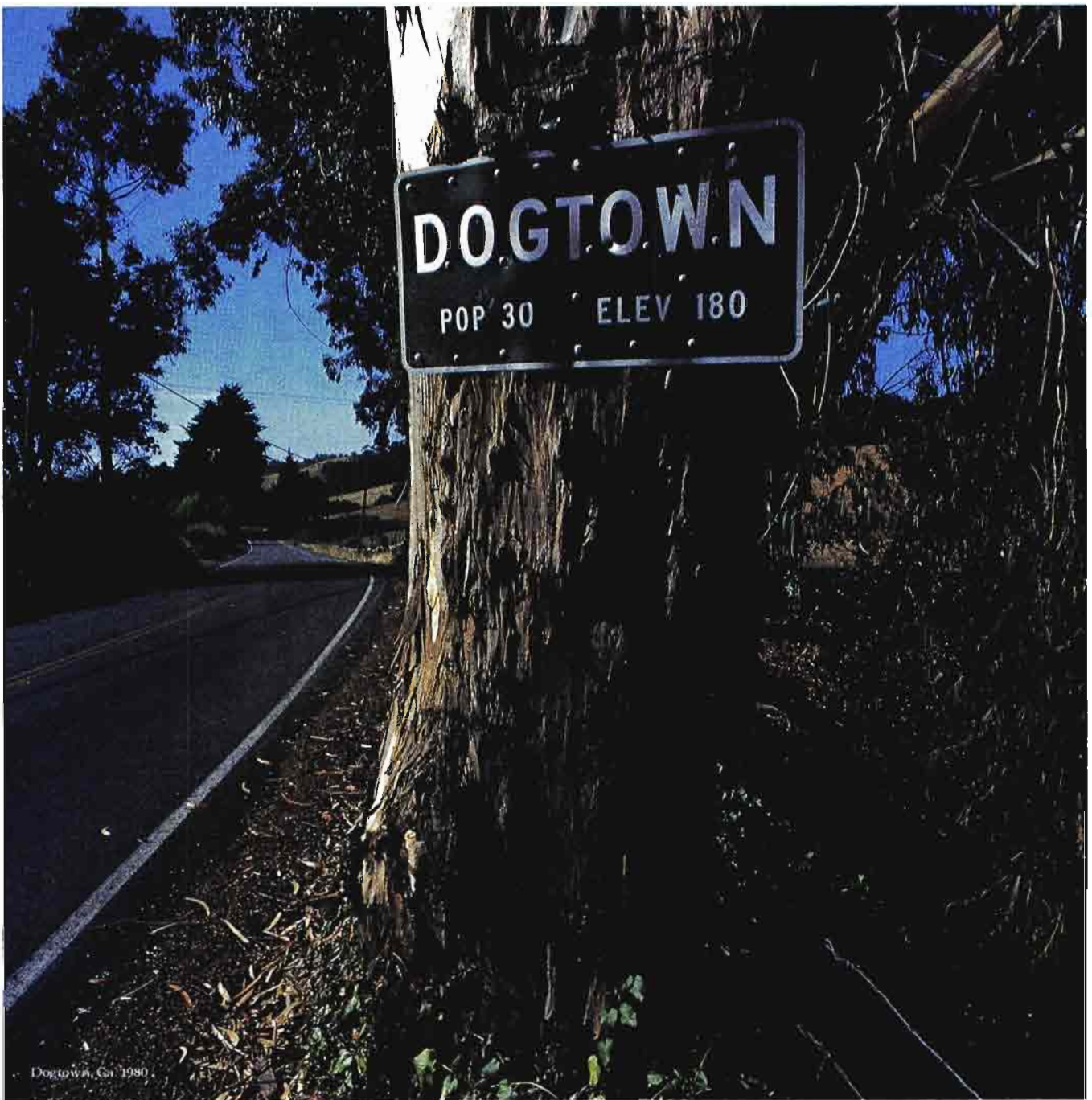
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

Errata

Neither **James A. Heavner** nor **Roland P. McClamroch** have any ownership interest in **WDBS(FM) Durham, N.C.**, as was reported in Oct. 6 "Changing Hands," item on **WCHL(AM) Chapel Hill, N.C.**

□ **Comment deadline date** on FCC proposal to revise **annual financial report form (324)** has been extended to **Nov. 17**, not Nov. 1 as reported in last week's issue.

□ Sept. 22 issue reported wrong **number of USA Network affiliates**. Satellite cable programmer has over 1,000. Also, it is distributed over Satcom I, transponder 9, not transponder 6.



YOU'D HAVE TO LOOK AWFULLY HARD TO FIND A PLACE WHERE DONAHUE ISN'T NUMBER ONE.

You may need a bloodhound to find Dogtown, California. But finding the answer to your programming is considerably easier.

Just put Donahue in the lineup.

Consider this: in 21 of the top 25 ADI markets, Donahue is number one in his time slot. And with Donahue kicking off the morning schedule, 80% of those affiliates dominate the crucial 9 to noon time period.

When a show fetches those kinds of numbers, no wonder it's the sales manager's best friend.

For more information, call Don Dahlman at 513-352-5955.

DONAHUE

AT \$200,000 AVA FROM AMPEX IS A SMART INVESTMENT FOR PROFIT-ORIENTED BROADCASTERS.

AVA is a new, computerized video art system that will change the look of TV graphics. At \$200,000 it represents a major buying decision. So we've asked ourselves the same question that you will ask. Why should I invest that kind of money in a new concept?

Local News. It's a way to own the market. If ratings are good for the 6:00 news, then the stage is set for the following programming.

With AVA, you'll open a new world of possibilities in news presentations. That unique "look" that means so much in the ratings race can belong to your station.

AVA allows the TV artist to "stretch out" with new, innovative techniques and allows him to perform a full range of video art tasks that, up until now, were extremely time consuming or just not practical for TV productions!

Furthermore, AVA lets the artist work entirely in the TV medium. With all graphic tie-ins—maps, symbols, prominent people, free hand compositions, any original art—your news department will realize greatly improved turnaround time.

Fast-breaking news stories will not be a problem. If necessary, original art can be turned out in minutes and fed immediately to your news program.

Local Commercials Are Bread and Butter. AVA has some nice tricks in store for your commercial and program producer. As the artist creates on the AVA screen, a computer remembers each stroke of the "brush."

That means AVA can recall each action created and replay the creation of that picture in an animated fashion.

Add to this the ability to introduce almost any visual effect into your commercial production, and you'll begin to see profit potential. Your sales staff will have an unbeatable sales tool, as well. AVA can produce hard copies of any art work desired. Thus, your sales people can make custom presentations to potential clients.

Station promos. How good should they be? Your creative people will love the possibilities AVA brings to promotions. That unique, quality look AVA brings to news and commercials will also bring a new, fresh look to promotion.

Since AVA opens up creative possibilities, you'll find your staff eager to produce exciting new video art for station promotion.

AVA will reduce costly mistakes. Video art slides have been known to disappear moments before air time. And a last minute search of the art files often turns up an original graphic that, to put it kindly, is a mess. AVA's computer storage system will reduce those types of error.

Recall of often-used graphics is built-in with the AVA system. The operator simply recalls the desired art work by selecting the name or number assigned. When the recalled artwork appears on the AVA screen, it can be broadcast as shown, or last minute changes made!

With AVA your image is consistent and always professional.

AVA lets people do their best.

Getting the most out of your best people can make the difference between mediocrity and success; between profit or loss!

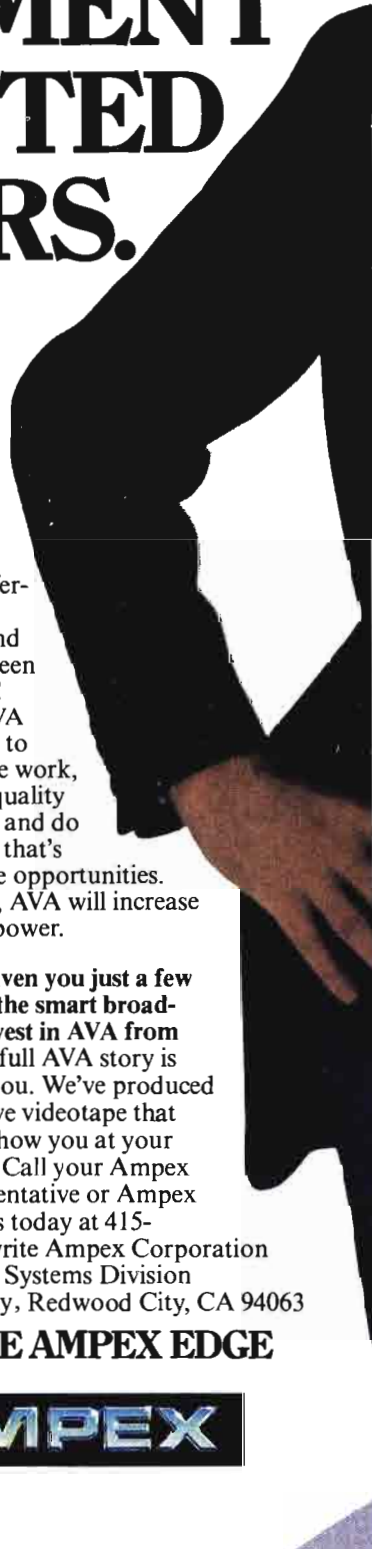
With AVA you'll be able to produce more work, increase the quality of that work, and do it with a staff that's excited by the opportunities.

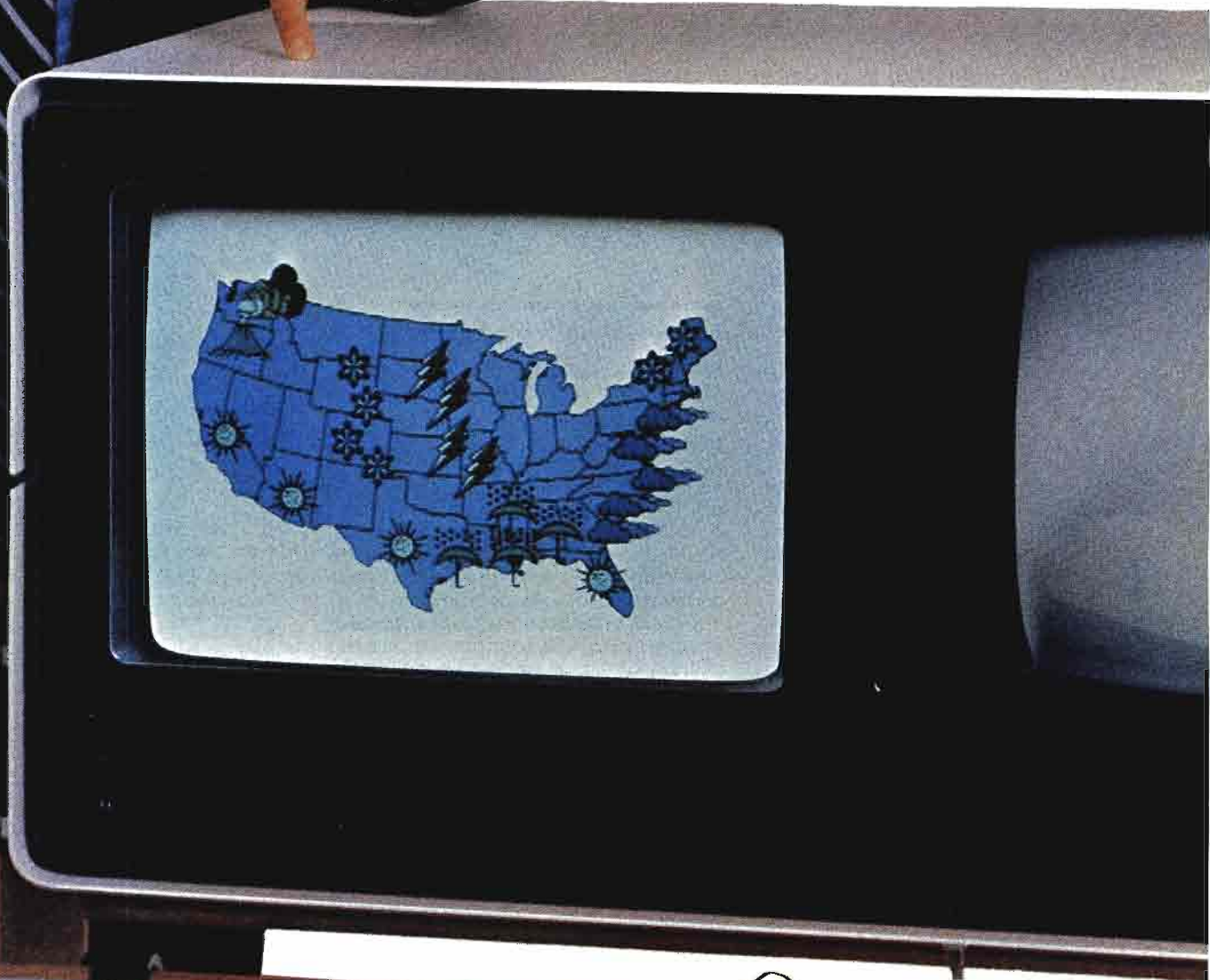
In short, AVA will increase your people power.

We've given you just a few reasons why the smart broadcaster will invest in AVA from Amplex. The full AVA story is available to you. We've produced an informative videotape that we'd like to show you at your convenience. Call your Amplex Sales Representative or Amplex Headquarters today at 415-367-2911 or write Amplex Corporation Audio-Video Systems Division 401 Broadway, Redwood City, CA 94063

GET THE AMPEX EDGE

AMPEX





Open Mike®

First-50 fans

EDITOR: October seems to be the month for anniversaries. While overseas helping the Australian Association of Radio Broadcasters celebrate their 50th anniversary on Oct. 15th, I thought of yours.

Now that I have returned, I want to formally salute you and BROADCASTING magazine on your 50th anniversary, and thank you on behalf of the industry for your immense contributions during those 50 years.

The NAB was not quite a decade old when your presses began to roll. During the years that have passed, BROADCASTING has become the bible of the industry—and for good reason. You have supplied us with fair reporting and you have displayed integrity in your editorial policy. We have depended upon you. In the coming years, as our job grows even more complex, the dependence will deepen.

Congratulations on 50 years of superb service. We wish you many, many more.—*Vincent T. Wasilewski, president, National Association of Broadcasters, Washington.*

EDITOR: I returned to the office today to find more than the normal interest in this week's issue of BROADCASTING. First, the note from the chairman and editor was done in his usual and scholarly fashion and made me reach immediately for the story on page 79, "The First 50 Years of Broadcasting."

Aside from the fascination of the story itself, to which I shall look forward with continuing interest, I am reminded that your career has truly been phenomenal. I don't know anybody who has combined his life work and interest in such an accomplished and highly professional manner unabated.—*Larry H. Israel, president, North American Broadcasting, Washington.*

EDITOR: That was a super, superb, superior article on "The First 50 Years of Broadcasting."—*Clifford Evans, vice president-Washington news bureau, RKO General Broadcasting.*

Wants waiver

EDITOR: I was disappointed in studying the proposed low-power TV rules to learn that a cable TV company would be able to operate low-power TV stations, while local broadcasters would not. In fact, as I read it, cable operators will be able to operate as many low-power outlets as they wish. I feel this is most discriminatory. In order to allow low-power TV operations, many rules will have to be changed or waived. It would seem to me that the crossownership

prohibition should also be waived.

After all, a "micro-station," as proposed, is hardly a full-service operation that should be considered in any monopolistic discussion. It is my position that a small town could never afford a normal television station, what with the costs involved and the ever increasing encroachment of cable systems and satellite technology. However, a low-power TV translator with local origination capability would satisfy that need very nicely. I feel that a natural extension of that would be the local radio broadcaster operating said facility. An existing broadcaster is in a position to share costs, personnel, equipment and facilities with the new (and marginal) TV operation. In addition, the broadcaster in a small town is in an excellent position to know the community needs, to know the advertisers who will support the fledgling operation and a multitude of other viable factors that a cable operator does not know, or even care about.

I respectfully suggest that the crossownership prohibition be removed completely. If that is not possible, perhaps it could be waived in populations of less than 50,000.—*Lee Shoblon, president/general manager, KFWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.*

Accentuating the positive

EDITOR: In your Sept. 22 issue, you presented a fine review of the FCC panels on deregulation. In citing NPR's discussion in these panels, however, our position was erroneously represented as being much more negative about deregulation than in fact it is. We have subsequently received several inquiries growing out of your article, and therefore would appreciate this opportunity to clarify the record with the pertinent quote from my testimony:

"In our preparation for this proceeding, we informally polled our member stations and asked them to estimate what effect the commission's proposals might have on the services commercially available to the audiences in their areas. Their projections varied according to the audience needs in their particular communities and to the response they expected from the local commercial broadcasters. Some indicated that commercial broadcasters were already programming for maximum profits, that news and public affairs were part of the success formula and that deregulation would result in little change in local service. Others projected a commercial withdrawal from public affairs programming should nonentertainment restrictions be lifted."—*Walda W. Roseman, senior vice president, national affairs and planning, National Public Radio, Washington.*

Broadcasting Publications Inc.

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

Broadcasting TELEVISION®

The News Magazine of the Fifth Estate
Executive and publication headquarters
Broadcasting-Telesharing Building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

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

EDITORIAL

Edwin H. James, executive editor.
Donald V. West, managing editor.
Rufus Crater, chief correspondent (New York).
Leonard Zeidenberg, chief correspondent (Washington).
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Harry A. Jessell, assistant editor.
Mary Pittelli, Kathy Haley, Stephen T. McClellan, Matt Stump, staff writers.
Candace H. Stap, contributing editor.
Anthony L. Carrol, editorial assistant.
Pat Vance, secretary to the editor.

BROADCASTING CABLE YEARBOOK

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

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager (Washington).
David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager (Hollywood).
Charles Mohr, account manager (New York).
Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin K. Keenan, circulation manager.
Sandra Jenkins, Christopher McGirr, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.
Don Gallo, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.
Doris E. Lord.
Robin Smithers, secretary to the publisher.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herling, assistant editor.
Karen Parhas, editorial assistant.
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
William J. Sposato, correspondent.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ Broadcast Advertising* was acquired in 1932. *Broadcast Reporter** in 1933. *Telesat** in 1953 and *Television** in 1961. *Broadcasting—Telesharing* was introduced in 1946. □ *Reg. U.S. Patent Office. □ Copyright 1980 by Broadcasting Publications Inc.

TELEREP Now Represents:

WTVF

NASHVILLE

5 

At the top of ARB & NSI rating charts (9AM to
Midnight Sun.-Sat.), in America's Music
Capital—the Nation's 30th largest
television market.

TeleRep Inc. • 919 Third Avenue • New York, N.Y. 10022 • (212) 759-8787

Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Memphis • Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle



RIGER



"Slow motion for me is never decorative."

Robert Riger is a producer-director at ABC Sports exclusively involved in directing slow-motion inserts. Soon he will work with John Huston on sports sequences for Mr. Huston's new feature. Here Riger tells us how he has made the stadium his studio:

"I'm probably unique among the cinematographers and television directors in that I was trained as an artist. What I liked to do best was sports drawings. I had an appetite for teaching or learning how an athlete performs technically. I don't care what the final score is but rather about how the double play ended the inning. In six years with *Sports Illustrated* they published over 1,200 drawings on all sports. Then in 1960 I picked up a 16 mm camera for the second time. (The first time was when I was 9 years old and took neighborhood movies.)

"In 1964 I went to Innsbruck for ABC. In those days there was no videotape equipment, no stop action, no slow motion. Using still photographs and drawings, I was actually able to show the skiers' ski-tips an eighth of an inch from the pole. This was a forerunner of today's technology. I took high-speed sequence pictures anywhere from 5-10-20 pictures a second in black-and-white stills. Then as now, I focused on the moment I thought would be the crux of the race.

"Different sports require different camera speeds. Most people don't realize

that. For figure skating you need 100 frames. For a jumping horse, 200. For a race horse, 400. You have to balance the time you have to tell your story against the slow motion, and you need to record the action clearly. My success has been knowing how much slow motion to use. How much the eye needs to see something sequentially. The other half of my pictorial success is angle and position.

"Slow motion for me is never decorative. I use it for information. I'll never use it for a *Bonnie and Clyde* ending—the ballet of death thing. Sports are very poetic and beautiful...the grace and movement of human figures and animals.

"I'm one of the few cinematographers who uses prime lenses in motion picture work. I very rarely use a zoom—maybe one in thirty jobs. With my prime lenses, I get more sharpness and more light. And I've used only Kodak films. They are truly exceptional. I've used every motion picture film that Kodak has manufactured.

"The basic need for me has been clarity. What I do is combine all the qualities of creative filmmaking with hot-line journalism, not giving anything away and still getting the same emotional response. That's the key. The stadium is my studio, and my works are moments which have been achieved—or not achieved—by athletes. The most satisfying single scene I

ever shot was in the Winter Olympics at Lake Placid. I'd set my camera at the most difficult gate of the downhill run. I knew that I would get the highest dramatic moment there, either success or failure. The stage was set. Then a favorite came down two miles of mountain, and his binding exploded right before my camera. In that moment a man had lost the medal. The film camera achieved a moment that no other camera on the course recorded. That's the challenge today: to show somebody something they have never seen before."

If you would like to receive our quarterly publication about motion picture production for television, Telek, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY 14650.

© Eastman Kodak Company, 1980

EASTMAN KODAK COMPANY
MOTION PICTURE AND AUDIOVISUAL MARKETS DIVISION
ATLANTA: 404/351-6510
CHICAGO: 312/654-5300
DALLAS: 214/351-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/930-7500
ROCHESTER: 716/254-1300
SAN FRANCISCO: 415/928-1300
WASH., D.C.: 703/558-9220

1880  1980

America's Storyteller

Do you know the score?

UHF TV	NEW STATIONS								1980
BOGNER ANTENNAS	WBTI	KADN	WSFJ	WMDT	WXAO	WHMC	WRTS	KCWY	
	KMXN	KNDU	WDDD	WFTI	WLYJ	KTBO	WGVA		
OTHER ANTENNAS	WUHF	WTVE	KAUT	WFUM					
	WCGV	WQOW	KNBN	WTJC					

If you're involved in broadcasting systems you know us. But are you aware that in UHF we're now also the *biggest* as well as the *best*! The fact that this year a vast majority of all new UHF TV stations have gone on the air with a Bogner antenna is only part of the story. Since 1964 we have put into broadcast use more than 600 slot arrays, with over thirty 55kw to 200kw slot antennas during the past three years alone. Antennas that are all still meeting their promise—trouble-free, dependable operation with solid coverage.

Put together all the qualities you want in your antenna: exceptional performance, proven durability, economy and on-time delivery, and you'll know the score about Bogner. We have competitors but no equal.

Prove it to yourself. Talk to the stations listed above (or call Len King for the names of all TV stations using Bogner manufactured antennas). Find out first hand why Bogner is the champion of UHF antennas. Bogner Broadcast Equipment Corp., 401 Railroad Avenue, Westbury, New York 11590, (516) 997-7800.

BOGNER[®]

CHAMPIONSHIP BROADCAST ANTENNAS

Broadcasting Oct 27

Vol. 99 No. 17

TOP OF THE WEEK

Shootout in Cleveland

Television, the medium for most of Campaign 80 all along, will carry what appear to be the most decisive moments on Oct. 28—a one-on-one between Carter and Reagan

After the candidates had spent more than \$30 million on advertising, and after the networks and local stations had devoted perhaps hundreds of hours to coverage of the campaign, the outcome of the Carter-Reagan contest may hinge on one 90-minute television spectacular tomorrow night (Oct. 28).

It will be the debate between President Carter and his Republican challenger, Ronald Reagan. The confrontation will enable the League of Women Voters Education Fund to salvage something from the schedule of three debates involving the major party candidates it had proposed last summer.

But more important to the candidates involved, the debate, originating in Cleveland's Convention Center and scheduled to start at 9:30 p.m. NYT, is seen as crucial to the outcome of the election next week. Polls continue to show the race not only as extremely close among voters who say they have a choice but reveal as well large blocs of undecided voters in key states.

It was those factors that helped induce the candidates to agree on the debate. Each hopes the exposure will provide the additional support he needs to win. With the three commercial television networks, as well as the Public Broadcasting Service, carrying the debate live, the audience should be enormous—perhaps 120 million, according to estimates by league officials. (NBC will provide the pool coverage.) There also will be some 1,500 news media representatives on hand in Cleveland. As Robert Strauss, Carter's campaign manager, said, "There are great stakes in it."

Indeed, it seemed that the debate could be dominated as a news story only if the American hostages in Iran were released—as stories out of Teheran last week indicated was a possibility.

Beyond the closeness of the contest, the disappearance of independent John Anderson from the ranks of the "viable" candidates was another factor in making the debate possible. Carter had insisted on facing Reagan alone, at least in the first debate involving presidential candidates;

he did not want to contribute to the attention paid to a man likely to draw votes away from him. Reagan, on the other hand, had insisted on Anderson's appearance, as a matter of "fairness"—and thus had contributed to the stalemate. But when the league sent out its invitations, Anderson—who had faced Reagan alone in the only other league-sponsored debate, in Baltimore on Sept. 21—was not included. Because his standing in the polls had slipped below the 15% mark, the league said Anderson no longer met its criteria for participation.

Last week, however, Anderson seemed determined not to lose access to the audience the debate will draw. He had abandoned previously announced plans to buy 30 minutes of network time following the debate as "impractical," according to an Anderson spokeswoman; she said that

time period would be too late in the evening. But Anderson's aides were considering other possibilities—shorter segments of time before tomorrow's debate, as well as a possible "roadblock," with a purchase on all three networks at the same time. He is certain to reach at least the viewers of Cable News Network, as part of the debate they will see. CNN will employ a tape delay system to present Anderson—speaking from Washington—as a participant (see below).

The league's announcement last Tuesday (Oct. 21) of the debate agreement among the candidates' aides and representatives of the league came after intense negotiations over the previous 48 hours. The only indication of disagreement involved the date and possibly the place. (Reagan aide James Baker III suggested election eve, Nov. 3, as the date, while Carter's Strauss urged a date on the weekend. The President plans extensive travel this week.)

The debate will resemble others that have been held in that it will involve a



One-candidate-upsmanship. While the rest of the nation tunes in to the Carter-Reagan debate tomorrow night (Oct. 28), viewers of the Cable News Network will have a chance to watch the Carter-Reagan-Anderson debate. Stuart Loory, vice president and managing editor of CNN (right), and Mitchell Rogovin, chief counsel of the Anderson campaign, announced at a hastily arranged press conference last Thursday that Anderson had accepted a CNN invitation to appear alongside his rivals through the magic of television. Appearing before an audience and the CNN cameras at Washington's Constitution Hall, Anderson will respond to the same questions put to Carter and Reagan at their debate, being broadcast at the same time by the three major television networks and the Public Broadcasting Service. His responses will be inserted into a time-delayed videotape of the Carter-Reagan debate, and the package will be transmitted to CNN's cable affiliates. The CNN program will start at the same time but, because of the Anderson inserts, will run two hours instead of 90 minutes. CNN senior correspondent Daniel Schorr will moderate. Loory said that the program will be made available "to television stations desiring it on a live or tape-delayed basis." As of last Friday, two broadcasters had signed up for the CNN production: WQRF-TV Rockford, Ill., the independent station in Anderson's home town, and WTOP(AM) Washington. WQRF-TV will pick the feed off the satellite with one of its two earth stations.



Cronkite's mini-debates. Reagan and Carter shared the tube last week on CBS's evening news.

moderator—reportedly Howard K. Smith (BROADCASTING, Oct. 20)—and a panel of four journalists, whose names were to be announced over the weekend.

But the format of the 90-minute program, which will conclude with statements from the candidates, reflects the special preferences of Carter and Reagan. During the first 40 minutes, each panelist will ask a question and a follow-up, and each candidate will have an opportunity to comment on the other's answers. That satisfies Reagan's preference for a "structured" format.

In the second 40-minute segment, the panelists will not be allowed follow-up questions; instead, each candidate will have time to comment on his opponent's answers and to reply to the rebuttals. That approaches Carter's request for a "free-wheeling," Lincoln-Douglas type debate.

The debate is timed to provide a kind of climax to issues that have been building. For Carter, it will offer an opportunity to demonstrate the mastery of complex details of issues of profound importance that his aides say he has. For Reagan, it will be an opportunity to demonstrate that Carter's efforts to paint him as trigger happy are unfounded—and his aides are confident he has the presence and bearing to do just that. What's more, he also is certain to attempt to regain the initiative by pressing hard on the issue of the economy.

Reagan, incidentally, is not relying on the debate alone to address those two matters. On Oct. 19 (a Sunday night) he bought a half hour of CBS-TV prime time to discuss defense and foreign policy in a speech entitled "A Strategy of Peace for the 80's." The following Friday (Oct. 24) he had bought a half hour of ABC-TV prime time to speak on the economy. Carter has used network radio to speak on the same and other matters; he was heard for 20 minutes at 12:10 p.m. on the Mutual Broadcasting System on each of the past three Sundays.

■ The debate may be climactic in terms of television's coverage of the campaign, but it will be only part of the rushing torrent of news and comment that television and radio, along with the press, have been providing. Last week, the range of that activity on television, from the sublime to the ridiculous, was on view.

At the high end was the electronically

rigged debate CBS News arranged between Carter and Reagan. Walter Cronkite interviewed Carter on Oct. 17 and Reagan three days later, asking each the same questions on a series of issues, including defense and the economy. The interviews were then spliced together and edited into a series of mini-debates that concluded the last several minutes of the *CBS Evening News with Walter Cronkite* each night last week. Viewers saw one candidate answering a question as his opponent's face was frozen on the other half of a split screen, then saw Cronkite summarizing the answer of each to another question. The series provided a quick survey of the views of each man.

On the other end of the TV scale was Carter's appearance on *Good Morning America* last Tuesday. Steve Bell in the White House and David Hartman from the ABC studio in New York were interviewing Rosalynn Carter shortly before 8 a.m. as part of a series of interviews with the candidates' wives when the President walked into the room. An ABC spokeswo-

man said he had an invitation to participate if he had time. But the President, led on by his interest in the subject of why he was having a difficult re-election fight, fell victim in mid-sentence to a computer programed to cut away to the station break.

The interview was scheduled to end at 7:55 a.m., after seven minutes. But Carter, who appeared at about 7:53, was only getting warmed up at that point. He kept talking, forcing ABC to dump two commercials scheduled for 7:55. By that time, viewers may have noticed that Hartman seemed a touch nervous, as he tried to interrupt the President. The transcript shows the following:

Carter: "... I believe Americans will express their views clearly. They'll make a judgment between two men ..."

Hartman: "Mr. President ..."

Carter: "... representing two parties and two futures."

Hartman: "Mr. President?"

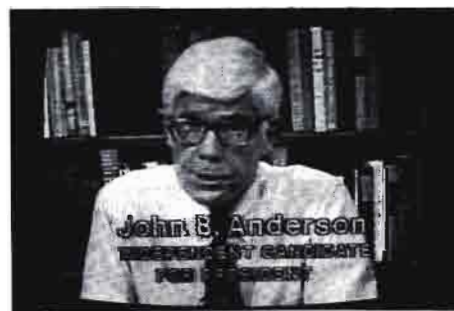
Carter: "And the fact that we are concerned about ..."

Announcer: "This is ABC."

Anderson takes to the airwaves as Carter, Reagan pour it on TV

Independent candidate turns to television to pick up sluggish campaign with 30's, 60's and five-minute piece funded by loans from supporters

Independent candidate John Anderson, in shirtsleeves and looking into the camera while at a table in what appears to be a booklined study, says the things that, since the days he was campaigning for the Republican nomination for President, set him apart from other candidates: "Solutions to our problems are going to be difficult." He is against the "multibillion-dollar tax cuts" his opponents favor; "they will increase inflation." He is against the MX missile and for a 50-cent tax on gasoline, for the Equal Rights Amendment and gun control, and against the political preachings of the Moral Majority. All of which, he says, is not controversial but "a new realism."



With the presidential election little more than two weeks off, Anderson's fading campaign for the Presidency began getting the benefit of commercial programming. The five-minute program, produced by media consultant David Garth, Anderson's campaign manager, began appearing on stations in six major markets the weekend of Oct. 18-19, and is now on all three networks. The time is being purchased with \$1.1 million in small loans from supporters, and the Anderson campaign—denied loans by banks—expects to raise close to another \$1 million in the same manner. Three spots—a 30-second and two 60-second pieces—have also been prepared but not yet placed in a market or

on a network.

Whatever appeal Anderson's late TV campaign may have, it is up against some \$18 million worth of commercials with which each of Anderson's two major opponents is flooding the airwaves. And last week, President Carter's and Ronald Reagan's media consultants and media buyers were not letting up. Both sides released new flights of spots and five-minute programs for airing on the networks and in major markets.

The Carter-Mondale Re-Election Committee is airing two new five-minute programs, as well as a score of 30- and 60-second spots, all produced by the Rafshoon advertising agency. One of the five-minute pieces is keyed to an issue Carter is attempting to emphasize in the campaign: It stresses the importance of arms control. The other is aimed at eliminating doubts among the party faithful that Carter is a committed Democrat. It features a num-

ber of prominent Democrats speaking well of Carter. Several of the spots emphasize the peace issue in one form or another—some are cut from the five-minute programs, and others deal with the uneasy situation in the Middle East and Carter's role in bringing about the Camp David accord.

For its part, the Reagan-Bush committee's advertising man, Peter Dailey, has produced a series of four five-minute programs hammering away at what Reagan considers the principal issue—the economy and the problems Carter's alleged mishandling of it has caused. Reagan is also featured in a 30-second spot discussing inflation.

The new flight of commercials also features a couple of supporting players the Reagan-Bush committee evidently feels have important constituencies of their own. Both had battled Reagan for a presidential nomination. One is the present

vice presidential nominee, George Bush. He is seen expressing concern about the state of America today. The other is former President Gerald Ford, who turned back Reagan's effort to deny him the nomination in 1976 and who now attacks the record Carter accumulated—among other things, inflation went from 4% to, at one point, 18%—after defeating Ford.

Anderson's five-minute program does not try to obscure the difficulty of the independent's position. Indeed, it says a win for a "bipartisan government of national unity" would be "unprecedented" and "remarkable." But it closes on a note designed to appeal to the large number of voters said to be disappointed by the choice the two major party candidates offer: "How would it feel if your vote on Nov. 4 made possible not a lesser of two evils but a greater good—a new vision—a new chance for our country? You can make it happen."

An early retrospective on Campaign 80

Or: No man's a hero to his valet, or to the correspondents who follow along the campaign trail

The journalists' long march to the election is in its final week. And for most of the broadcasting correspondents involved—and their bosses in New York—it has not been a particularly inspiring campaign to report. Indeed, the 1980 presidential campaign may be the first in which journalists have had more complaints about the candidates than the candidates about reporters.

But wait. As ABC's Sam Donaldson said, in effect, last Thursday: The critical and decisive phase of the campaign has just begun.

Looking back, the presidential campaign began, really, with Roger Mudd's documentary on Ted Kennedy on CBS a year ago. Kennedy backers had hoped the program would get Kennedy off and running in his effort to wrest the nomination from President Carter. Instead, he fell on his face. There are those who would say Kennedy's performance set the tone for what was to follow.

Ask about the criticism being heard regarding coverage—the lack of attention to issues, for instance—and hear what the men in New York say:

"The main feeling [near the end of the campaign] is not fatigue but frustration, because of the level of the campaign and the quality of the candidates, which leave something to be desired."
—Ernest Leiser, CBS's vice

president for special events and political coverage.

"We can't force the candidates; they have to set the tone."—Lester Crystal, senior executive producer, NBC News.

"In recent weeks, the candidates have been concentrating on issues—defense, the economy—and they're drawing distinctions that will be useful. But they're doing it in a complicated way."—Richard Wald, ABC News senior vice president.

The statements may be unnecessarily defensive, a conditioned reflex to the kind of criticism to which broadcast journalism has always been subject, and is, along with newspapers, subject again this year. *New York Times* columnist William Safire offered his view that "the television analysis should get out of the way of the reporting." And *Washington Star* columnist James J. Kilpatrick expressed wonder

at the "foolish notion" that Reagan "has been avoiding the issues." He has actually "talked his head off" on them, Kilpatrick said, but no one is listening. A columnist who is friendly to Carter, if there is one, would probably say the same about the alleged lack of attention being paid to the President's discussion of the issues.

Then, too, there is the criticism of a slightly different sort—that the reporters have not been rigorous or tough enough in their scrutiny of the candidates. James P. Gannon, executive editor of the *Des Moines (Iowa) Register*, in a speech to the National News Council that was reprinted in the newspaper on Oct. 12, said, "We are overdosing on political detail and undernourishing on meaning. . . . We editors more often ought to tell our guy on the bus, 'Don't write today if there is nothing really new—and please don't predict how

Mr. Charisma is going to do in Grundy Center.'"

(That last remark would probably draw blood from any number of journalists. Crystal, for one, says, "All of us have gone heavy on the horserace aspect of campaigns. There is a preoccupation with it. No matter what you say about polls not being predictive, people look on them as predictive.")

CBS's Eric Engberg, the man on the John Anderson press bus, offered the defense of the medium usually heard in response to such criticisms. "It's very easy to criticize on the basis of a couple of newscasts," he said. "But if you watch us consistently, it's there." In that connection, he also put a knock on the candidates:



"There have been a lot of shows on all three networks of what the three candidates think—if they think at all."

And all three networks have gone well beyond routine coverage in their evening news to report the election campaign. CBS and NBC are producing weekly late-night programs on the subject, and ABC is devoting a substantial amount of its nightly *Nightline* to campaign developments. CBS last week in effect scooped the League of Women Voters with a series of "mini-debates" between Carter and Reagan on controversial issues (see page 27).

The Leisers and Crystals and Walds are the generals, or at least the colonels, in the network news organizations. Talk to the men and women on the bus about issues and the quality of the campaign, and it's like talking to riflemen on the front lines about heroism and glory, a little embarrassing.

Bill Plante of CBS, who has been following Reagan for a year—full time since January—turns aside questions designed to elicit serious evaluations of the candidate's performance—questions like: "Is he fulfilling Adlai Stevenson's charge of talking sense to the American people?" Says Plante: "I saw no reason to hope there would be more enlightened discourse this year than in other campaigns." And the Reagan campaign generally, he said, "doesn't offer much in terms of style. I can't remember any that did."

And it's not a matter of Plante being a burnt-out case after a year on the trail. CBS's man in the Carter camp, Jed Duvall, has been following the President for only eight weeks and seems happy as a bird. "I love it," he said last week. "I hope it never ends." But talk to him about issues, and he says, "I don't want to complain about issues not being addressed; they're never addressed. You don't sit down and discuss things as though it's a

League of Women Voters symposium or a Council on Foreign Affairs meeting."

What are the themes of the campaign as divined by the correspondents covering it? What seems to stand out particularly vividly in the minds of most correspondents are Carter's attacks on Reagan—he's a warmonger, not too bright—and Reagan's attacks on Carter—incompetent. Duvall is right; it's not the sort of thing for a meeting of the Council of Foreign Affairs.

"This has been a nastier campaign than '76," says Engberg. But he has been following the one candidate who has been discussing the issues. For Anderson, however, it may be a matter of making virtue of a necessity; he lacked the funds for the kind of advertising campaign that would keep his name and face before the electorate. In discussing issues—and he is forever holding news conferences and making speeches—he has, Engberg noted, gotten the media's attention.

Underlying at least some of the criticism of the networks' coverage of the candidates is the tension that always exists between reporters and those they cover. While on the road, the candidates' handlers generally schedule two events a day—one in the morning, to make the deadlines for the evening television news shows and evening papers, and another in the afternoon, for the morning news programs and the morning papers. "It's a question whether we accept their agenda, or decide to ask them to react to breaking news," says Plante.

But there are times when the items on the candidates' agenda are simply too attractive—too perfectly packaged for a television crew's creative eye—to reject. Reagan's people are said to be particularly good at providing good pictures. There was the visit to the largely shutdown Jones & Laughlin steel plant in Youngstown, Ohio.

NBC's Chris Wallace, who had been there when he covered Kennedy during the primaries, recalls that the senator simply addressed out-of-work union members in a union hall. But he said Reagan, whom he has been following since the election campaign started, "goes to the deserted, shutdown plant—a shell of a building—walks off by himself, looks at it, comes back, and says, 'I'm angry.'"

Isn't that media manipulation? Perhaps. But, in its way, it also addresses an issue. And Wallace says, "you've got to decide what's hype and what isn't."

The correspondents also seem to feel compelled to "put things in context," as more than one put it.

There was, for instance, Plante's near-classic piece of television journalism on Reagan's shift of position from the right to the center of the political spectrum since beginning his presidential campaign in 1980. Using clips of the candidate stating positions early in the year, Plante listed five examples—involving proposals to abolish the Departments of Education and Energy, getting rid of inheritance tax, subjecting unions to the antitrust laws, and opposing the Chrysler bail-out and aid to New York City.

"Which," asked Plante, "is the real Ronald Reagan? Does he plan to deliver on his conservative promises, or is he a closet moderate?" (The piece was a bit too strong, however. To stress the point that Reagan had abandoned a position, a large white X was superimposed on Reagan's face, which was frozen on the tape after he was shown stating his initial position on an issue. Viewers' complaints about the use of the X's were so strong Cronkite apologized for the use of the "graphic.")

And last week, print and broadcast reporters made a point of cleaning up the record while reporting Carter's efforts, during a campaign stop in Waco, Tex., to ridicule Reagan for claiming, in Carter's

Countercommercials. Three 60-second spots, stressing that there is no one "Christian" way to vote, have begun airing in major markets in an attempt to counter the political exhortations of those evangelists who have become a controversial issue in Campaign '80 (BROADCASTING, Oct. 13). Supported by the People for the American Way, a group of religious and lay leaders assembled by producer Norman Lear (who also took his case to the *Today* show last week), the spots use actors in everyday settings (such as the hard-hatted individual pictured here) to tell voters to follow their own consciences—not necessarily their minister's.

According to the supporting organization, spots have been bought in these markets and on the following stations: WNEW-TV and WPIX (TV) New York; WTTG (TV) Washington; KXAS-TV Dallas-Fort Worth; WNAJ-TV and WSBK-TV Boston; WAGA-TV Atlanta; KTTV (TV), KTLA (TV) and KHJ-TV Los Angeles; WJKW-TV and WUAB (TV) Cleveland; WJBK-TV Detroit; WTAE-TV and WPGH-TV Pittsburgh; WCIX-TV Miami; KRIV-TV and KPRC-TV Houston; WFLA-TV Tampa, Fla.; KMSP-TV Minneapolis, and KPLR-TV St. Louis, with Des Moines, Iowa; Denver; Nashville; Birmingham, Ala.; Little Rock; Omaha; Phoenix, and Fargo, N.D., being pursued. Lear, in a press briefing last week, said the major TV networks turned down the spots because they "will not accept paid advertising that is likely to be controversial." On the radio side, the Mutual Broadcasting System was said to be starting spots last week.

Lear reported spending \$300,000 thus far in the campaign, with



his the initial seed money and other contributions raised in meetings around the country. (Earlier reports put the over-all project cost between \$1.5 million and \$3 million). Frequency of the television spots was said to be 12-15 a week, with about half in prime time. Lear claimed that the People for the American Way, through spots and literature, will continue after the election. He explained that his initial contact with the new right came while he was researching a movie that was to satirize the movement. "It grew less amusing to me," he explained.

version, to have "a secret plan" to free the American hostages in Iran. Carter likened the language to Richard Nixon's talk in 1968 of a "secret plan" to end the war in Vietnam. Donaldson, who along with other reporters pointed out that Reagan was being misquoted—he had said only that he had "some ideas" on the issue—said that kind of clarification is a reporter's job. "We don't just pass along what a candidate says." Or as NBC's Wallace puts it, "We're not just a paid commercial."

But all of that, as Donaldson was saying

last week, is part of the preliminaries. Neither candidate had yet demonstrated a greater appeal to the electorate than the other. The possibly climactic League of Women Voters-sponsored debate between the two candidates will be held tomorrow night. And, since the World Series is finally over, Americans can now turn their full attention to presidential politics. "So what the candidates and my colleagues do over the next several days," said Donaldson, "is extremely important." Indeed it is.

the foundation says the public wants equal coverage for major-party candidates; coverage of "diverse points of view in controversial issues," and fair and full coverage of minority stances. However, the "fairness" demands are not meant to "imply a minute-by-minute, line-by-line standard"; the report says the public wants "over-all balance and objectivity."

Furthermore, the Public Agenda Foundation claims that the public only holds up those standards to major news organizations such as TV stations and daily newspapers, with "fringe groups [having] a right to cover the news from their own point of view" in smaller newspapers.

The report also shows the public in support of "some trade-offs" in having the government enforce "fairness." Sixty-two percent of those interviewed said they would be willing to give up a popular TV program so fringe candidates could have air time. Even if it meant news organizations would avoid many controversial issues, "55% said they would favor laws requiring both sides of an issue to be covered." And the same percentage, the report says, would opt for equal-time laws "even if major party candidates received less coverage as a result."

But the support for trade-offs goes only so far. "The possibility of enforcing fairness by closing newspapers forced many of the respondents into a real conflict," the report says, "People want to increase the variety of the information they receive, but a law or an enforcement procedure that results in eliminating a source of news is the last thing they have in mind."

People are said to be "concerned about heavy-handed government intervention, and they do not want to impose a mechanistic impartiality on the media. For the most part, people are willing to delegate responsibility for finding a 'fair' way to achieve fairness to leadership."

The public, according to the report, sees the government "as an ally of freedom of expression by acting as a check on the media's power." As evidenced by the interviews, the foundation claims that "for many Americans, it is the media who may be the enemy of freedom of expression since the media have the power to select and limit the information available to the public."

When asked which medium, television or newspapers, is more guilty of unfairness and inaccuracy, television shows up more trusted. Fifty-four percent of those surveyed claimed that newspapers are "not usually fair" and 52% said "not usually accurate." The percentages for television don't show a unanimous vote of confidence but the negative quotient is lower. Forty-six percent said television is "not usually fair" and 37% "not usually accurate." However, by percentages of 63 to 19, those surveyed believe that "television would deteriorate without rules requiring fairness."

On the subjects of violence and sex, the "findings suggest that people are calling for choice, not censorship." While 70% thought there was too much violence and

A 1980 SNAPSHOT

How public feels about news freedom

Public Agenda report on attitudes toward journalism shows people supportive of fairness doctrine and idea of diversity of programing; television seen as more trusted than newspapers; 70% see freedom of press 'working well'

A report on American attitudes about freedom of expression in the media, released today (Oct. 27) by the Public Agenda Foundation, has found that "the public rejects direct government censorship" but believes that regulation of television and major newspapers "can actually increase freedom of expression. . . ."

The study, part of a two-year project funded by the John and Mary R. Markle Foundation, contends that "the media and the public share a common goal—a diverse marketplace of ideas. There is, however, a major disagreement about the means to the desired end.

"For most leaders [involved with the media], the marketplace of ideas is best achieved by insulating the media and the press from governmental control or interference. In contrast, the public believes the government should act to insure that diverse points of view will be heard."

From individual interviews with 1,000 people and group sessions in five major cities, the Public Agenda Foundation reports the public attitude on various regulatory policy issues. Among the major conclusions:

- "Because of its commitment to fairness, the public is not sympathetic to current efforts to deregulate the media." Such "traffic cop rules" as equal time and the fairness doctrine are supported for the electronic media and the public would like to see them extended to print as well.

- "Despite fears about the effect of TV sex and violence on their children, people oppose government regulation of program content." The public is for parental control of children's viewing but believes such tools as program scheduling at a later hour and program labeling are preferable to censorship.

- "The public has not taken a clear

position on recent disputes between the press and the Supreme Court over the nature and extent of First Amendment protections." The public feeling is that the press is more free today than it has been in the past and will be freer still in the future. Therefore, the public thinks press/court conflicts can be handled "on a pragmatic, case-by-case basis." Philosophically, however, there is support for confidentiality of journalists' sources but against publication of national security secrets.

In preparing the report, the Public Agenda Foundation sees itself as a "communications broker," trying to "create a dialogue between decision-makers and the public." Improved communications between the two groups is taken as the best way to avoid "potentially drastic strains on our democratic institutions."

One particular attitude generally attributed to the public is shot down. The foundation disagrees with research and studies claiming that the public would eliminate the Bill of Rights if given the chance.

"The Public Agenda believes that many of these findings have been misinterpreted. If we re-examine the results from the perspective of the listener, the public's opinions and statements begin to reflect a very different outlook," the report says, adding, "There has been a tendency . . . to assume that lack of support for the autonomy of the media indicates a lack of concern for freedom of expression."

The report asserts that "the public does not connect these concepts in the same way. For most people, the principal concern is their ability to get the information they want and need. What is paramount is their right to hear all significant points of view. Fairness is a primary value; media freedom is secondary."

Throughout the report, in order to drive home the point, the public is described as the "listener" and the media as the "speaker." The report itself is titled "The Speaker and the Listener: A Public Perspective on Freedom of Expression."

The listeners' demand for all points of view is said to "transcend demographic and ideological categories." Specifically,

64% said too much sex, 65% said they would "object to the principle of restricting what can be shown on television." Scheduling, labeling and cable channels were among the possible solutions suggested by those interviewed.

Journalists may well be pleased with the public's reported support for confidentiality of sources but not for the reasons they might expect. "The main concern was the right to privacy," the report says, "For many people, confidentiality was an end in itself, not a means to enhance freedom of the press."

Over-all, 70% of the public said that "freedom of the press is working quite well as it is, compared to only 22% who believe that 'nowadays, the press has too much freedom.'"

In order to pick out the main areas of public/press controversy, the Public Agenda Foundation interviewed 57 communications professionals including publishers, broadcasters, journalists, government officials and public interest leaders. These professionals also were used to shape what was considered the leadership viewpoint.

Those interviewed ranged from FCC Commissioner Tyrone Brown and Donald Wildmon, head of the National Federal of Decency, to Erwin Krasnow, general counsel of the National Association of Broadcasters, and Richard Salant, vice chairman of NBC.

NAB vs. NRBA: Detente possible?

Radio committee of senior broadcast organization takes initiative to resolve row caused by conflict in conference dates; move is seen as reflecting members' impatience with dispute

The possibility of combining the National Radio Broadcasters Association's annual convention with the Radio Programming Conference of the National Association of Broadcasters was raised in Washington last week.

That suggestion was one of several considered by the NAB Metro Market Radio Committee, chaired by Len Hensel, WSM-AM-FM Nashville, which subsequently recommended that the NAB executive committee "explore procedures to minimize the number of individual separate radio meetings throughout the course of the year and to eliminate meeting 'conflict of dates' problems."

Wayne Cornils, NAB radio vice president, described the recommendation as an important break. "These are members telling us, 'You're causing a problem; let's get it fixed,'" he said.

Notified of NAB's position, NRBA

President Sis Kaplan said, "We're always willing to talk. We've had many discussions with them in the past, but NAB has always suggested that NRBA become a part of NAB."

Concurring with Kaplan was NRBA vice president, government affairs, Abe Voron, who said, "Past discussion about this has never gotten beyond initial stages. We're conditioned by the fact that NAB has always advocated absorbing NRBA."

Last week's initiative grew out of increasing dissatisfaction among broadcasters with the simultaneous scheduling of NAB's conference and NRBA's annual convention in 1981. Both are scheduled for Sept. 20-23, the NAB's in Chicago and NRBA's in Hollywood-by-the-Sea, Fla. NAB set the dates for its programming conference in February and discovered in late March it had settled upon the same period claimed years in advance by NRBA. NRBA maintains that NAB intentionally scheduled its radio programming conference simultaneously with NRBA's convention in an attempt to undermine NRBA.

NAB's Metro Market Radio Committee also addressed the basic problem of having two industry associations—often working at odds or in competition with each other. "For the good of the radio industry," it said in its recommendations to the executive committee, NAB should "take the initiative in bringing about a unified voice speaking for the radio industry as a

InBrief

FCC says policy of advance notice that ABC requires of political candidates seeking to buy time on its radio network violates reasonable access rule, in case of federal candidates, and may have effect of denying candidates equal opportunity rights. Commission's Broadcast Bureau issued ruling in responding to complaint filed by Barry Commoner and LaDonna Harris, Citizen Party's presidential and vice presidential candidates. They had sought on Oct. 7 to buy two 60-second spots for now-famous "Bullshit" commercial [BROADCASTING, Oct. 20] on ABC Information Network on Oct. 14 and Oct. 20. But ABC said it would not sell time before week of Oct. 27; it cited policy requiring commercial and political advertisers to give 17 days advance notice. That across-board policy has effect of circumscribing candidates' access to airwaves immediately before election, bureau said. ABC spokesman said policy is essential if commercials, which are delivered by mail, are to be cleared by affiliates and received in time for airing. Network is considering appealing decision. ABC earlier had sold Commoner/Harris time for spots on Oct. 27 and 31.

UNESCO biennial conference now approaching conclusion in Belgrade, Yugoslavia, **has produced mixed-bag of results on global communications issues**, in view of U.S. officials in Washington and members of U.S. delegation. U.S. officials are pleased about creation of international clearing house, whose function will be to identify and find ways of meeting needs of Third World countries in improving their press and broadcast facilities. Clearing house will have no control over content of news and, U.S. officials stress, will be independent of UNESCO secretariat, which is suspect in eyes of West on press freedom issue. Bad news was series of resolutions pushed through by Third World countries backed by Soviet Union that call for promoting ideas Western countries see as threat to press freedom. They include programs in UNESCO budget calling for international code of ethics for journalists and for universal definitions of "responsible" reporting, as well as for ways of strengthening propaganda capability of "liberation movements," including Palestine Liberation Organization.

Anheuser-Busch Inc., St. Louis, has signed contract with Entertainment and Sports Programming Network, Bristol, Conn., which it calls "largest sponsorship commitment" on cable TV based on length of contract. It said pact was "multi-year," and on pro-rata basis was larger than Bristol-Myers's 10-year, \$25-million commitment to Cable News Network, meaning its investment was more than average of \$2.5 million annually but contract was for fewer than 10 years. Agreement takes effect January 1981. Agency for Anheuser-Busch, which will advertise all its beer brands, is D'Arcy-MacManus & Masius, St. Louis and New York.

With certain **affiliates up in arms over syndication of *Tonight* show in Canada**, NBC-TV last week said that it had received assurances from Johnny Carson's organization that there would be "no further Canadian sales" beyond Toronto and Calgary and that "Johnny is working with us to resolve any problems." Strongly worded private letter had been sent to NBC President Fred Silverman from King Broadcasting President Ancil Payne criticizing network for allowing Carson to offer show north of border and claiming delayed broadcasts there could cause major competitive damage. Last Friday, Payne said "network has been responsive" and that "everyone," including affiliates and Carson, "is concerned."

Screen Actors Guild membership voted to accept three-year prime-time television contract with networks and producers, **formally ending strike** that began last July 22. American Federation of Television and Radio Artists earlier had ratified pact (BROADCASTING, Oct. 20). Performers returned to work on Sept. 25 pending ratification of tentative agreement.

Last Tuesday's (Oct. 21) **sixth and final game of 1980 World Series** scored 40.0 rating and 60 share, **highest-rated series game ever**, according to NBC-TV. Six-game average of 32.5/56 didn't break record but network claimed new high in viewers; NBC research estimated 140 million people saw all or part of four games in prime time and two in daytime.

National Archives **officials confirmed authenticity of Watergate tapes made available to broadcasters** last week by Nixon-nemesis

whole."

Asked whether the radio committee's action last week could lead to resolution of the problem of the 1981 conventions, Cornils said: "Whatever action the executive committee takes ought to be done in time to do something about the 1981 dates, but the logistics of moving one of the conventions or of combining the two are a major problem.

"I don't think either association wants a confrontation next fall, nor do we want to

offend our exhibitors or hospitality suite hosts," Cornils continued, "but finding a hotel to accommodate a combined convention could be impossible and pulling out of one hotel at this late date could present legal problems."

Among possible solutions to the convention problems is a separation between radio and TV during NAB's own annual conventions. "That was mentioned at the meeting last week," said Cornils, "and it's one of many alternatives."

take up to three years.

Republican Commissioners Robert E. Lee, Abbott Washburn and Anne Jones are expected to oppose the proposal.

According to one commission source, Chairman Ferris has been pushing to get the item on the FCC's agenda for two months because of "a great deal of congressional pressure to do something for New Jersey." That pressure has recently included legislation sponsored by Representative Andrew Maguire (D-N.J.) providing that if the FCC revokes the license of a VHF television station in a state with more than one VHF, the channel, if technically feasible, shall be assigned to a state without one.

Even if the channel is technically reallocated to New Jersey, the ch. 9 transmitter would remain in downtown New York City. According to the petition, the assignment would go to any city in New Jersey that would not require moving channel 9's present transmitter site in New York.

Spacing requirements would preclude moving the channel 9 transmitter site more than 12 miles west of its present location because of a co-channel station in Syracuse, N.Y., and an adjacent channel conflict in Philadelphia. Because of Federal Aviation Administration restrictions, it would be difficult to move the transmitter—located atop the World Trade Center at 1,600 feet above average terrain—to a comparably elevated height.

In the wind: ch. 9 move to New Jersey

The FCC is expected to put out for public comment a proposal that, if adopted, would reallocate channel 9 New York—currently operated by RKO General (WOR-TV)—to New Jersey. Commissioner James H. Quello is expected to join other Democrats, Chairman Charles Ferris and Commissioners Tyrone Brown and Joseph Fogarty, in a majority favoring adoption of a notice of proposed rulemaking looking toward the proposed switch.

The proposal is to be considered on Thursday, Nov. 6—two days after the presidential election.

The item had originally been tacked on to the agenda of a special common carrier meeting that will take place tomorrow (Oct. 28). However, Commissioner Anne Jones—in a memorandum to Ferris—

raised serious concerns about considering the controversial RKO issue at the same meeting that the commission was already dealing with complex common carrier matters. She felt there was insufficient time to prepare thoroughly for the RKO item as well as the second computer inquiry and other complicated common carrier issues. Ferris deferred to Jones's concern and postponed the item one week.

If the commission eventually adopts the proposal to move ch. 9, the critical question would be when the reallocation would take effect—before or after a final resolution of RKO's status as licensee of that facility. RKO's ongoing appeal of the commission's June 4 decision to deny renewal of RKO's licenses for its Boston, New York and Los Angeles VHF outlets could

Dick Tuck. All three networks aired portions of tapes on evening newscasts—ABC even devoted one entire *Nightline* broadcast to story. Tapes have been available to public at Archives in Washington, but not for duplication. Tuck said his copies didn't come from there. Networks, which had fought unsuccessfully through Supreme Court for access to tapes, made point of identifying Tuck's history as "political prankster" in their newscasts.

□

Minnesota Supreme Court has upheld lower court and **denied Minneapolis Cablesystem's challenge of cable franchise award for Minneapolis.** Franchise was awarded to Northern Cablevision, subsidiary of Storer Broadcasting, last December, but Minneapolis Cablesystems, subsidiary of Canadian Cablesystems, filed lawsuit against city, claiming resolution naming it franchisee passed by city council prior to Northern award constituted valid franchise contract. Suit was rejected by county district court. Despite signed contract between it and city, Northern is still awaiting approval of franchise by state cable board.

□

Stock of Canadian Cablesystems, major Canadian MSO, **has shot up almost 50% in one week**, from 10 3/8 to 15 3/8 (see "Stock Index," page 95). Jump is attributed in part to news that Canadian Radio-Television and Telecommunications Commission would begin processing of pay television licenses in first half of next year and that government would begin crack down on use of satellite earth stations for unauthorized reception of satellite signals, practice that had begun to threaten established cable operators. Colin Watson, president of Canadian Cablesystems, also noted demand for its stock in United States has been "tremendous." He said that Teleprompter-Westinghouse deal (BROADCASTING, Oct. 20), emphasized relatively low trading price of Canadian Cablesystem's stock. Stock is traded on Montreal, Toronto and other exchanges in Canada and over-the-counter in United States

□

RCA said Friday that **Toshiba will manufacture videodisk players** for North American market **utilizing RCA's capacitance system.** Companies that have already announced plans to market RCA system are Zenith, Sears, J.C. Penney and Sanyo.

Citing Supreme Court's ruling making FBI videotapes of Abscam probe available to public, **wroc-TV Savannah, Ga., asked federal judge to order release of 34 tape recordings** used to help convict former state senator on drug conspiracy charges. Station attorney Dick Harris and reporter George Murphy filed petition for release of tapes with Judge Avant Edenfield in U.S. District Court in Savannah Oct. 21. Tapes were used in trial of Roscoe Dean, who was convicted of smuggling cocaine, marijuana, and quaaludes to raise \$10 million for future campaign for governor of Georgia. Attorney Harris said wroc has right to "inspect these tapes, and if [it] feels they're newsworthy, then to broadcast them."

□

FCC has extended comment deadline one week to Oct. 30 on its **proposed rulemaking to revise its equal employment opportunity rules.** National Association of Broadcasters requested extension to enable it to analyze results of research contract it let to Chilton Research Services, Radnor, Pa., regarding EEO issue. National Radio Broadcasters Association comments reject FCC's EEO proposals on grounds that they are overly "intrusive."

□

FCC denied request by **Senator Thomas F. Eagleton (D-Mo.) that KCBJ-TV Columbia, Mo., be required to provide him with free air time** to respond to advertisements aired by that station sponsored by National Conservative Political Action Committee attacking his candidacy. Commission determined that NCPAC spots did not constitute "use" of airwaves triggering equal time obligation because spots projected neither image nor voice of Eagleton's opponent.

Up Coming

In Cleveland: Carter-Reagan TV debate will originate Tuesday in Convention Center (see page 27). □ **In Dallas:** City council expected to vote Wednesday on award of cable franchise in 10th largest market. □

In New York: Association of National Advertisers will conduct corporate advertising seminar at Plaza hotel Wednesday. National Advertising Review Board holds annual meeting at Park Lane hotel Thursday.

Digital breakthrough

Worldwide standard may evolve from recommendations of CCIR subgroup; CBS and EBU play leadership roles

A subgroup of the International Radio Consultative Committee (CCIR) has issued draft recommendations that could form the basis for a single worldwide digital television standard. If they pass muster at a "final meeting" of the CCIR in September or October 1981 and a "plenary meeting" in early 1982, they will be published in the CCIR "green books" and effectively become the standards for the manufacture of digital production equipment.

Issuance of the recommendations, even though tentative and incomplete, is significant as it shows that the countries represented on the CCIR recognize the benefits to be gained from a universal standard and demonstrate that they can work together in developing it.

Ed Miller, head of the National Aeronautics and Space Administration and national chairman of the digital subgroup, said the "major elements" of the subgroup's work are recommendations for component coding, extensibility of standards and sampling characteristics.

The recommendations synthesize the work of many organizations throughout the world, particularly CBS and the European Broadcasting Union.

According to Richard Green, director of advanced television technology at the CBS Technology Center and a delegate to the CCIR, adoption of a universal digital standard would benefit both program producers and broadcasters. Producers would no longer have to struggle with converting their product from one standard to another; they could make one program and sell it everywhere. And manufacturers, working from the green book, would be able to enjoy and pass on to their broadcaster customers economies of scale by designing and building a single piece of equipment that could be sold everywhere. Green estimated such cost saving could be more than 10%.

Green noted that the only present incompatibility that could not be overcome by a move to universal digital standards would be in field frequency, necessitated by the 60-cycle electrical system common in the U.S. versus the 50-cycle systems in other parts of the world. That incompatibility, however, could be circumvented by manufacturing equipment that could be switched to accommodate systems using either 60 or 50 fields per second.

The key to making the digital standards universal, and the heart of the draft recommendation, is component encoding of the television signal. The signal emanating from the camera is encoded digitally before the peculiarities of the three television systems now in use around the world—NTSC, SECAM and PAL—are imposed upon it. This does not

necessarily mean the encoding of the red, blue and green signals, Green said—a luminance and two color-difference signals would also suffice.

The subgroup also recommended "an extensible family of compatible digital coding standards." In other words, it recommended the development of several different digital standards, each capable of producing a different signal quality, that could be converted easily to any of the other standards. Thus a videotape recorded on a low-quality, ENG-type recorder could be played on a high-quality studio recorder.

One way of achieving this convertibility among the various standards of a "family" is to establish a simple binary relationship among sampling frequencies.

According to Green, the subgroup recommended that the sampling rate on each frame be the same, thus eliminating the color-frame ambiguities and other picture irregularities that now make editing of analog pictures difficult.

Also recommended: that the number of samples per line be compatible for all television systems. What that number should be, Green said, depends on which sampling frequencies are finally adopted.

The crucial question of sampling frequencies will confront the CCIR delegates when they meet again next year. The European Broadcasting Union has done all its experiments with a 12-4-4 standard, but there is some concern, even within the EBU, over whether that is the best way to go. Green said the 12-4-4 standard may preclude a useful "family of standards" and would be insufficient for program production. Also, Green felt 12-4-4 might be selling the potential of digital technology a bit short. CBS, which would like to bring the full production flexibility of digital techniques to videotape, is testing higher frequencies, Green said.

The Society of Motion Picture and Television Engineers will aid in the understanding of the different sampling frequencies by contrasting them in a demonstration preceding the SMPTE television conference in San Francisco next February. The EBU technical committee will be on hand.

Three more seek low-power groups

Three more applications for low-power television networks have been put before the FCC—two for UHF systems, the other for a VHF system.

■ Applied Communications Technologies Inc., based in Roslyn, N.Y., proposes a 15-station low-power UHF television network programed for minorities in major Southern cities.

■ Bogner Broadcast Equipment Corp., a Westbury, N.Y.-based antenna manufacturer, has applied for 25 translators nationwide to rebroadcast the signal of ch. 40 KTVN-TV Fontana, Calif. (Los Angeles).

■ Kingston, Tenn., radio broadcaster Edward Johnson has applied for four low-power VHF stations in Tennessee.

Applied Communications—owned by Angela DeCock, an attorney who previously worked for FCC Commissioners Joseph Fogarty and Benjamin Hooks—had applied for low-power television facilities in 10 cities last February, seeking experimental status. That application was returned, however, and Applied was told to reapply on a nonexperimental basis. DeCock reapplied in late September, this time seeking 15 1 kw UHF outlets, all in major Southern cities including Nashville; New Orleans; Jacksonville, Fla.; Houston; Atlanta, and Raleigh, N.C.

Her proposed programing format is "Afro-cultural," with each of the outlets rebroadcasting the signal of a "single production center," which would be located at the proposed Raleigh facility.

The company says it's prepared to spend more than \$3 million for a satellite uplink and transponder time for the first year, but before such a commitment is made DeCock said she will wait to see how many of the applications get FCC approval. A microwave feed system might be sufficient if only a few of the applications survive the rigors of the FCC processing line. If all 15 applications were granted, the network would have a potential viewing audience of eight million, including four million minorities. Proposed construction cost for each facility is \$71,000. Plans call for the use of Emcee transmitters, Bogner antennas and Andrew Corp. transmission lines.

The intent of the Bogner proposal is to enable that company to experiment further with circular polarized UHF antennas. Bogner's application states that it seeks to "engage in long-term observation of the electrical and mechanical performance of its products in actual service."

A spokesman for Bogner said that "if the opportunity arises"—that is, if the FCC eventually adopts its pending rulemaking on low-power television—the firm would see "no objection to pursuing low-power" capacity for its translators.

All of the Bogner translator applications propose 100 watt (although most have an effective radiated power of 1 kw or better) UHF service with an average construction cost of approximately \$20,000 each.

Kingston, Tenn., radio broadcaster (WTNR/AM) Edward Johnson has applied for three 10 watt VHF stations in Greenville, Newport and Morristown, all Tennessee, and a 100 watt VHF outlet at Knoxville. Proposed construction cost for each proposed station is \$20,000.

According to Clay Pendarvis, chief of the FCC's auxiliary services branch, there are about 160 low-power TV applications pending. The Sears-backed Neighborhood TV Co. has 120 low-power applications before the commission (about 75% of the total). Applied Communications and Community Television Network are the second and third largest low-power television applicants.

NO OTHER 1" VTR SYSTEM GIVES YOU ALL YOU GET WITH THIS RCA SYSTEM.

You won't find a 1" helical-scan VTR system anywhere that beats ours for performance, convenience and versatility. And none that comes with the total service backup you get only from RCA.

An advanced studio recorder.

The TH-200 studio VTR offers incomparable editing with ease and flexibility. Transparent picture quality. Built-in previewable editing. Shuttle and jog bi-directional search control for fast, accurate edit decisions. Optional Dynamic Tracking provides broadcast quality slo-mo, fast-mo and freeze-frame playback, incrementally from 1/5 reverse speed to two times normal speed. And there's a record confidence head.

An optional Digital Time Base Corrector.

The TBC-200 Time Base Corrector utilizes advanced digital processing techniques. It extends the VTR's capability and provides exceptional video performance. It enables the TH-200 to retain a fully-locked color picture at up to ten times normal speed, with recognizable monochrome pictures at more than 60 times speed. Equipped with a built-in drop-out compensator, velocity error corrector and a standard correction range of 12 horizontal lines.



A great portable VTR.

The TH-50 is a compact, light-weight recorder with up to 90 minutes of battery operation. Includes an auto-backspace editor and a built-in time code generator. All basic specifications are identical to those of the studio VTR, so you can record in the field, then edit directly on 1" tape without converting to another format.



In the studio or in the field, for programming or production, no other system has as much going for it. And for you. Ask your RCA Representative to prove it. Or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

Total support from RCA.

RCA protects your equipment better than anyone else. With 24-hour parts replacement service. And our famous TechAlert, for help as close as your phone, any time of the day or night. Plus emergency service. And service manuals and training seminars.



Cost-effective broadcasting: we make what it takes.





Field Communications President Don B. Curran

From the moment it appeared on the U.S. television scene in the early 1950's, UHF has become familiar with the territory between a rock and a hard place. The inheritor of second-class citizenship, technologically speaking, the lot of UHF broadcasters has been lean—made easier but not secure by the all-channel set legislation of the 1960's. Now, in many markets, UHF is beginning to sense the possibility of parity with VHF—and in some rare instances has even moved out ahead. To Don Curran, whose all-UHF Field Communications station group has been the medium's most conspicuous standard bearer for years, that's the good news. The bad: that just when things began to look upbeat, some unanticipated competition has appeared on the horizon. First of all, cable. Second, the prospect of VHF drop-ins. Third, an entire new category of competition from low-power TV, both VHF and UHF. Curran and his UHF colleagues are alarmed, as he describes in this interview with BROADCASTING editors.

UHF broadcasting: Re-endangered species

Considering recent FCC decisions in the areas of low-power TV and VHF drop-ins, do you believe that the prospects for UHF are beginning to unravel?

Well, I'll tell you, having been in the UHF end of the business for six and a half years now, you develop a bit of resiliency. In VHF, you take your signal for granted to a great extent. With UHF you have to battle for every little inch of clear picture. You soon take on the role of a soldier going into battle with a wooden rifle.

Is UHF that bad, technically?

It varies. As an example, in Chicago, where there is flat terrain and we have height—and more important, where the VHF stations have been restricted in effective radiated power and we're allowed to transmit 2.5 million watts—we have pretty close to parity. Witness the fact that our ch. 32 WFLD-TV audiences have caught ch. 9 WGN-TV. So, given a reasonable opportunity, UHF can do the job. And we've been very encouraged by some of the technical developments that have occurred in the last year with transmission breakthroughs. The ability to use the transmitting devices that allow

the transmitter to pulsate, to rest, to get more efficiency out of the same amount of power, to use the new klystron tube developments, which again, up efficiency and so forth—we're simply able to put out a heck of a lot better picture. But to say that there is parity with VHF would be foolish, because there simply is not. I couldn't help note that the FCC, after spending several hundred thousand dollars of the taxpayers' money, came out with a report that said what we all knew to be true, and that is that we have a definite disadvantage. On one hand they're saying that, while on the other they're saying

LITTLE HOUSE ON THE PRAIRIE

STARRING MICHAEL LANDON



AMERICA'S MOST BELOVED
TELEVISION SERIES

★ AVAILABLE FOR LOCAL TELECASTING SEPTEMBER 1981 ★

LITTLE HOUSE: POWER HOUSE IN TOP 50 MARKETS



Number One Nationally And Locally

During February 1980, LITTLE HOUSE scored the highest household rating of any series on national television *and* also won the time period in 43 out of the top 50 markets.

SWEEPS SIT-COMS IN TOP 50 MARKETS

In the decisive February 1980 sweeps, LITTLE HOUSE ran against four different half hour sit-coms. The Results: LITTLE HOUSE is *big city choice*.

LITTLE HOUSE TOP 50 MARKETS

FIRST

Household Rating/Share	43 markets
Total Women	45 markets
Women 18-49	36 markets
Women 18-34	35 markets
Men	31 markets
Teens	27 markets
Children	37 markets



WORLDVISION
ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
A Taft Broadcasting Company

UHF is fine, let's not worry about it as it relates to these VHF drop-ins. They really do speak out of both sides of their mouth, simultaneously, when they're dealing with UHF.

Do you agree with the staff report that improvement in home antenna systems would substantially reduce the differential between VHF and UHF?

I do. I think that's a major frontier for us. The broadcasters themselves must do a better job of public education on proper antenna installation. There's no question that that's a major factor. But I must tell you also that there is no question that better tuning equality in the sets would make a difference. But that's coming. That's coming because of the marketplace.

You know, I've talked to the Zenith people and others, and they readily recognize that to market an all-channel television receiver these days it must really be an all-channel television receiver. UHF—either through full service television stations, such as those we operate, or STV, or any of the other services—is simply driving the manufacturer to put out a better tuner for UHF.

But isn't the fact that there are so many applications for UHF and so many people fighting each other in comparative hearings to get a UHF—aren't those signs that people believe that if it hasn't arrived yet, UHF is going to arrive tomorrow?

Well, that's part of it, but if you look behind those applications, you will find that a heck of a lot of them are for STV operations.

But still they have to provide a good signal.

No question about it. But that's a different business, because the STV people go in and install a one-channel receiving antenna directed right to that tower, and they can put in an optimum receiving situation for a subscriber. We're looking for a consumer receiver antenna system that will receive two or three UHF television stations in a community.

But that has to do with the electronic aspects of UHF. I'll tell you, when I first got into the business, I myself had a gnawing feeling of a lack of equality, of the inability to really compete. But I can't sit here today and tell you that the big problem with UHF in this country any more is the technical side; I can tell you that there are still inequities, and that there should be things done to correct that—a good part of which I think rests on the shoulders of the broadcasters themselves.

But that's not our problem—it really isn't. I think UHF is beginning, in fact, to deliver on the promise that the commission had for it—it certainly has in all of our markets. But at the very moment that UHF seems to be reaching those strides, the FCC is making decisions that without any shadow of a doubt are going to have the effect of undermining the UHF stations.

Could you be more explicit?

Well, to me, the real heart issue, and it's the one that I find the greatest anger with as it relates to the FCC and their actions, is the matter of program exclusivity as it relates to cable TV. Now I'm speaking more from the standpoint of an independent UHF operator, but there are a disproportionate number of UHF operators that are independent. When we've committed as much as we have to programing—and in the case of my company, we have millions of dollars in future program

commitments that we've obligated ourselves to. And we've bought those programs on the basis of acquiring a franchise for that show in a particular market. Let's use, as an example, a San Francisco, where we've purchased *Happy Days* or where we just contracted for *The Muppets*. Now those programs are terribly expensive; in fact, I can tell you that both of those shows set all-time record cost factors for half-hour programs in the San Francisco Bay area. We're acquiring that kind of programing to establish a revenue base for ourselves. An audience base, and thus a revenue base—to allow us to get into other things, such as the expanded news that we've gotten into now, as compared to what we had before in San Francisco. Or children's television productions that we've been very aggressive with. We've already had enough problems with erosion from adjoining markets. Sacramento is adjacent to us in one direction, and as a result, those programs have been coming into a portion of our market via cable—and remember, San Francisco is a 35% cable-concentrated market. We've had the same programing coming in, imported by cable, from San Jose, which is another separate DMA, and again, that's been cutting into our market.

But even with that, because the basic marketplace has been our franchise for that program, we've been able to succeed and grow, and we've been expanding our audience base, and expanding our ability to provide better and better programing. Now I don't have to tell you what will happen if all of a sudden the cable operator in San Francisco decides, or is allowed, to bring in a couple of Los Angeles independents. Add to that any other two or three superstations he may choose to do, and all of a sudden *Happy Days* starts showing up all over the schedule.

So that's the thing that has me more concerned than anything else—the absolute failure of the FCC to recognize that the viability of local service depends on franchises of programing that stations either acquire or develop for themselves, and if they no longer have that franchise exclusivity in those markets, how are they expected to succeed?

But that's not peculiarly a UHF problem.

No, it's an independent problem. However, I will remind you that the UHF operator is already competing with a certain degree of pressures against this operation in terms of signal strength, in terms of the fact that more often than not, he's an independent, and it's the independent that's affected. I would remind you that the networks are still protected under this rule. It's the independent guy that's really taking it on the chin with this ruling, and it's just blatantly unfair, in my opinion. And I think, ultimately, there's going to have to be a remedy, and it may have to come from the Congress. I mean, this is an absolute do or die issue. Absolutely. It's a heart issue to the independent segment of the business and to the UHF segment of the business.

You don't think that you have viable recourse at the FCC, I take it?

Obviously, the appeals are in. But I don't see a lot of smiles on the faces of the attorneys because I'm convinced that the FCC has made its move. I will tell you that two of the dissenting commissioners have both told me that they realize that there are inequities in this decision as it relates to the independent and UHF broadcasters, but they think our remedy should be with the Congress.

When you go to Congress, what are you going to ask for? Retransmission consent or a change in the copyright law?

Well, really, to ask for a reaffirmation of the copyright laws. I mean, if you've acquired a franchise to perform a program in your marketplace, should you not have the protection and the rights to perform that franchise?

You know, when this thing first happened, I wrote a letter to our counsel, Sidley & Austin, here in Washington, and I said: "Let me suggest a scenario. Why shouldn't we go to the commission now and petition for the right to carry cable produced programing on our stations and we'll just pay the copyright [the royalty set by law for cable carriage of broadcast signals]? Where's there any difference? Why shouldn't I be able to carry Ted Turner's Cable News Network if I want? I'll pay the copyright fees. Where is there any difference whatsoever?"

There's no difference. And I think all we're suggesting in this whole thing is a fair shake by the commission. A fair shake, not the slightest advantage. I'll accept the electronic state of the art, because we know it's constantly improving as it relates to UHF. But just give us a fair competitive battleground, and we'll be fine.

But with the litany of rules that have come out in the last few weeks, I don't know.

Are you speaking about the recent actions on low power . . .

Low power and the drop-ins, and the 9 kilohertz, and all the package of loading the spectrum.

But I could see where they could come up with those arguments, and I can disagree with it, and I think most broadcasters do, and I think, frankly, many congressmen do and I am hoping that there will be a reasonableness about all of that. But I can't for the life of me see where they see the slightest degree of fairness in the cable decision whatsoever.

What about the VHF drop-in situation?

Well, there are two different aspects to that. Number one, in terms of the VHF, the 139 VHF full-service drop-in stations, the ones that are going to have to provide equivalent protection. There is no question in my mind that those facilities in certain markets are going to be superior to the existing UHF facilities. It depends on the market, certainly, but there is no question in my mind.

Does that apply to any of your markets?

Oh, I would certainly say San Francisco; that's one of the markets involved. Chicago is the other one of our markets involved, and in that case, I would have to say no, I don't think it will matter that much.

Given the opportunity, would you apply for that V in San Francisco?

I sure would. But that doesn't necessarily mean that we'll receive favored treatment. But I would tell you that if another VHF is allowed to light up an independent full service VHF station in San Francisco, that not only will I probably have to go out of business, but there will be one or two other UHF operators that will do the same thing. The economics are just not there to support us all.

Why would one V knock out two U's?

Well, because of the economics. You know, the advertisers usually buy only so deep in a certain

"The same skill and technology that helped put me on the moon goes into every DC-10 we build."

Pete Conrad
Former Astronaut

"As an astronaut, I travelled more than 17 million miles in spacecraft built by McDonnell Douglas. I saw up close how well their products perform.

"After I came to work here, my confidence was confirmed. Spacecraft, fighter planes, jetliners—you can depend on them. Our DC-10 is a prime example. It's built with a remarkable combination of space-age automation and meticulous hand craftsmanship.

"I'm convinced the DC-10 is the most thoroughly-

tested jetliner ever built. Along with U.S. Government certification, it has passed structures tests just as demanding, in their own way, as those required of U.S. Air Force fighter planes.

"The DC-10 flies to more places, more often, than any other wide-cabin. It now flies more than *a million miles a day.*"

If you'd like to learn more about the DC-10, write: "DC-10 Report," McDonnell Douglas, Box 14526, St. Louis, MO 63178.

**MCDONNELL
DOUGLAS**



size market. San Francisco is not a big enough market to support as many independent stations as Los Angeles or New York, as an example. But in a market with a topography like San Francisco, VHF has a definite technical advantage over UHF. I mean, those are facts.

But you think this is essentially an economic issue as opposed to a technological one?

I certainly do.

Are you willing to accept the principle of equivalent protection as not denigrating the service of the existing V's?

Well, I think you have to look at these things in combination. You have to look at it from the standpoint of the fact that the network stations have been provided protection now in terms of the cable deregulation, in that the networks are protected in their areas. Add to that, then, the drop-in situation, and in that case, they will be independents because the networks in 90% of these markets already are VHF-affiliated properties.

So the network affiliates are not going to be as greatly affected. They're going to be affected—in the first place, they're going to have chunks of their signals interfered with by other drop-ins, more than I think anybody in that commission can imagine. I think there's going to be an electronic nightmare in some of these situations. You can't just lay circles on a map and expect that that's what's going to happen. Propagation is a strange thing, and I think there are going to be a lot of real problems for existing V's in this thing. It's not just a UHF problem.

What about the low-power V's and U's that the commission proposes to create, perhaps in the thousands.

That's probably the greatest tragedy of all. And that's not going to affect me as much as it's going to affect the people that get into it. You're talking with someone who knows what it's like to be operating with something other than a full stick. I know what it's like to be in there with a UHF against VHF powerhouses. I can't even fathom what it would be like to come in and try to make a station operate successfully with very, very limited power, and particularly in the major markets where they're going to have to be limited to a great extent, because of all the V's that are there and all the U's that are in operation.

And, as a result, they're going to be held down to that low, low power, and I think that's been sold as a bill of goods to potential minority owners in this country. I hope there can be some sense brought to that situation because they're going to find that they don't have the economic base to serve that community, and it's going to cost them an awful lot of money. Then we go to Phase Two, and they go to the commission and then say, "Well, we can't make it on our audience base, we must be carried on all the cable systems in this metropolitan area." Now all of a sudden, with a 100 watt transmitter, they're being carried in an entire DMA, by cable. I mean, that's a scenario that could well happen, and what a jungle that becomes.

That worries me as much as anything else. It really doesn't worry me from a programing point of view. If I'm not satisfying a particular segment of the audience, and there could be more specialized programing developed, then it will be and it could be.

But I feel some real concerns for the people

who are coming in. You know, I thought of a great political cartoon. There's this beautiful facade on a television building—it's called "Our Hope Television TV." And it's a nice, big facility, but in reality it's a Hollywood movie set, and it's sitting right on a precipice, and standing at the door is Charlie Ferris, inviting all of these people to come into the television business, and they open the door and step off into nothing.

That's what this thing is to me; it's a hoax.

Do you think that your segment of the broadcasting business has peaked, or is about to?

No. Given fair treatment, I think it's just beginning. If we don't get fair treatment? Well, I still think we have some growth coming, because in the first place, whatever happens, it will take some time to happen. And we've seen tremendous growth over the last two or three years. Our company is reaching more people today than ever before, a bigger cumulative audience than ever before. And we are now seeing the benefit of the all-channel act in the



Curran

sense that every new television set that comes on line has much better UHF reception than ever before, and more and more people are putting in better antenna installations. Or they are hooking up to cable, which gives us some franchise ability that we hadn't had without cable.

But the average commissioner says cable is your friend, but he doesn't realize that cable is bringing in 20 other guys against me in my market, and while they may not have sales people out calling on the advertisers, they're deleting my audience. Not necessarily the network stations, because they're protected. I'm not stating that I'm against the network protection; I'm suggesting there should be some copyright protection for all of us in our marketplace, you know? Including Ted Turner.

I, frankly, personally, have never been one to fight the distant-signal rule. I think if somebody can light up against me and bring in programing and compete successfully for my audience, then they ought to have the right to do that.

The problem I have is when they come in with my programing that I've had to pay a lot of money for, and they've paid nothing for. And compete against my station for audience.

Well, if you're not against the distant signal, then you're sort of hard put to be against another VHF facility in the market.

Unless that facility in the market places me at a definite disadvantage. The distant signal comes

in on cable. In a cable home, I'm equal to that home. I have an equal shot at that audience. But with a VHF operation, it's not necessarily true.

What sort of time frame do you give UHF broadcasting, over the air?

Well, I'm not trying to cry gloom at all. I mean, I'm trying to say that we're alarmed, don't misunderstand me. But we're alarmed primarily from the culmination of all of these decisions that have come out of this commission, and the fact that they seem—unknowingly, perhaps—to be on a steady track to dismantle UHF. Is it going to have its effect? You better know it's going to have its effect. How can I measure that? I can't really say. It's like trying to project where we are going to be a year from now in terms of our revenues and our earnings. I think in the major markets, because of the impetus that independent UHF television stations have been able to generate, that that impetus will continue to carry and will continue to grow for another five, six, seven, eight, 10 years. Who knows?

I would be a lot more concerned if I were sitting in a smaller market someplace, and many of them were listed among those 139 markets, with two or three possible facilities coming in. That's the guy who I think will go out of business very quickly, if in fact these other facilities light up against them.

You're talking about the economic competition?

Absolutely. It's something that, for whatever reasons, the commission just won't look at. They won't look at it.

But that's the fallacy of it all. The thing that's made this industry so good is the value of the scarcity of the spectrum. The fact that we have enough of a franchise, we're able to generate enough of an audience that we can sell that audience to advertisers and have the money to allow us to do the kinds of things we do in this country. When you eliminate that, the quality is going to have to go down.

You know, it's amazing—the one thing that suffers so much in all of this is that subject of localism. You get a bunch of broadcasters together, if you're out on tour or you go to the conventions or whatever, broadcasters invariably sit around and they talk about their news, they talk about their public service things, they talk about their service to the community. That's the thing that they really are proud of. That they really enjoy doing. That's what makes this business as great as it is. And you've got to have the ability financially to do those things and to succeed, to hold your head up.

We couldn't have done that a few years ago; economically, we could not have done it. How could you do those things when you're losing millions of dollars? What we were trying to do was stay alive then. Sure, now we're earning money; we're very profitable. Are we unreasonably profitable? I sure don't think so, because we're building better plants, we're competing better in our marketplaces, we're diversifying our investments, and acquiring other communications facilities to the betterment of the public. And am I anticable? No; we're going to get in the cable business, because I think cable has a place in this world. But should it have an unfair competitive advantage? I don't believe so, and I think that the people who are in both cable and broadcasting clearly understand that and can agree with that.

YOUR CUSTOMERS CAN'T GET ENOUGH.

They can't get enough movies. Survey after survey backs it up—a clear majority of cable subscribers list movies as *the primary reason for hook-up*. And that's why The Movie Channel is in business.

For subscribers, The Movie Channel concept is simplicity itself: All movies, all the time. We bring them all the movies

they want to see, when they want to see them—uncut, uninterrupted, and around the clock. The blockbusters of today, the classics of yesterday, the finest foreign films, special movie festivals and more.

We believe that this kind of premium-quality, single-format programming truly reflects the future of American

cable television. It brings your subscribers what they want most, in the widest variety. And our 24-hour format conveniently brings them movies any time they want to watch, day or night.

Your subscribers want more movies. Don't disappoint them. Call the nearest sales representative today.



New York
Andy Orgel
212/944-4250

Chicago
Scott Hulst
312/661-1670

Atlanta
Steve Adams
404/320-6808

Denver
Larry Schneider
303/741-3600

Dallas
E.A. "Buzz" Hassett
214/241-1421

Los Angeles
Peter Lauer
213/506-8316

FCC's allocations held to impede development of new TV networks

That's finding of FCC's network inquiry staff after two years of investigation; multiple ownership rules called 'arbitrary,' prohibition of cable ownership by networks not 'rational'; commission asks for list of recommendations

The most effective way for the FCC to achieve its goals of added competition, diversity and localism in television is to open its existing allocations plan to many more local outlets so that new networks can be formed.

That's the bottom-line conclusion of the FCC's network inquiry staff which presented its final report to the commission last Monday (Oct. 20).

In addition to providing more broadcast outlets to the existing allocations plan, the network inquiry staff has concluded that the commission can foster the growth of more networks in the newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable. The staff said the FCC should place no regulatory barriers in the way of new technological development.

The staff has determined that the biggest barrier to the entry of new networks into the television industry is the existing allocations plan—adopted in 1952—which does not provide for enough stations to support a fourth (or more) network even though, as FCC Chairman Charles Ferris noted, "the advertising dollars are there."

In light of its re-examination of the entire network structure, the network staff also said that:

- The commission's multiple ownership rules are "arbitrary and capricious."

- Commission rules prohibiting the ownership of cable systems by television networks have no "ascertainable rational basis."

- Commission regulation of contract terms between networks and their affiliates and program suppliers have proved to be largely ineffective in promoting the commission's goals of competition, diversity and localism within the television industry.

At one point during the presentation, Ferris asked the co-director of the network inquiry staff, Stanley Besen, whether the implementation of VHF drop-ins and low-

power television stations would provide the opportunities envisioned by the staff for development of additional television networks. Besen replied that both of these vehicles were "steps in the right direction," although much would depend on "how handicapped" a given drop-in would be due to necessary power limitations.

As to the commission's existing multiple ownership rules, Besen noted several "anomalies." For example, no company is allowed to operate more than one television network, but there are no similar restraints for cable or multipoint distribution service networks. Broadcast station ownership is confined to a limit of seven AM, FM, and TV outlets, but no similar "magic numbers" restrict the number of cable or MDS systems a firm can own.

Commissioner Abbott Washburn was concerned about the concentration of market control that would be placed in the hands of the existing networks if they were allowed to own "two HBO-type cable networks with say, 100 cable systems."

Thomas Krattenmaker, the other co-director of the network inquiry staff, responded, saying that if "ABC were to purchase a cable system in Chicago [where it already owns one AM-FM-TV combination] it would be one thing, but for it to purchase a system in Boise, Idaho [where it has no properties], would be quite a different question."

He added that the "level of bigness" that the commission can tolerate should be determined case by case. He said the commission should be concerned "a good deal less" about cable ownership by television networks per se than the "ownership of a large number of local outlets" by a single firm, which is where the real danger to competition and lack of diversity lies.

Besen said the staff had found that competition and diversity in the television industry suffer most from what he called,

"horizontal integration"—the merger of two businesses in direct competition. On the other hand, when two firms in a buyer-seller relationship merge (vertical integration), it is usually done to promote cost efficiency," Besen said, not market domination.

Conglomerate acquisitions usually have no adverse effect on competition or diversity either, the staff report concluded, as the commission recognized with its willingness to approve an ITT-ABC merger proposal that eventually fell through in 1968.

Besen pointed out that the cable system ownership structure generally has what he called "separations problems," which the commission should consider along with network ownership of cable systems.

Existing cable television rules allow total programming control of the system by the owner-operator. The staff report suggests the commission might want to consider adopting rules to force cable operators to lease one or more channels to outside programmers if the demand were there.

The staff report also concluded that the "complement of fours" rule (requiring at least four "free" TV outlets in operation in a market before a pay TV station can operate in that market) poses severe limitations on the start of subscription television networks.

Regarding the commission's efforts to regulate network contract agreements, the staff report suggests that the current regulations affect only profit distribution between networks and their station affiliates on the one hand and networks and their program suppliers on the other and do not touch at all upon the public interest which "may be completely unaffected by the manner in which these [profit] disputes are resolved."

The network inquiry staff was not charged with making specific recommendations to the commission. At the presentation, however, the FCC decided that it wanted recommendations. Besen said a list would be drawn up by himself and Krattenmaker—"as soon as possible."

Network reaction to the network inquiry staff's final report was predictable. A spokesman for ABC said that since the staff had found many of the commission's existing network-related regulations "undesirable," the commission should repeal "at least some" of them. The spokesman said ABC would like to see the regulations barring existing networks from operating additional networks or cable systems repealed. CBS and NBC said they would like to see the commission repeal the prime-time access rule as well as the rules prohibiting networks from engaging in the syndication of or acquiring financial interests in programming.



Besen

Krattenmaker

From number three to number one in the market with a Harris CP* antenna

1024 NORTH RAMPART STREET

WWL
am·fm·tv

NEW ORLEANS, LOUISIANA 70176

HUGH BURNEY
Director of Technical Services

Mr. Vern Killion
Harris Corporation
7000 Regency Square Blvd.
Suite 200
Houston, Texas 77036

Dear Vern:

Two months and one rating period after installation of our new antenna, my enthusiasm is greater than before. From downtown bent rabbit ears to rusty fringe area Yagi's, we have gone from Number Three to Number One in the market.

The edge of Class A service has made rabbit ear reception routine rather than rare. Needless to say, I am one of the greatest proponents of circular polarization. I'm delighted with the results in all areas and also with the service during the installation by all of your field technicians.

As soon as we are able to make field strength measurements and have before and after pictures taken, I'll forward a copy to you.

In the meantime if I can say anything to anyone at anytime, to forward the cause of circular polarization for television, I will be most pleased to do so.

Sincerely,

Hugh R. Burney
Hugh R. Burney

For more information on what a Harris CP antenna can do for your station, contact Harris Corporation, Broadcast Products Division, P O Box 4290, Quincy, Illinois 62301, 217-222-8200.

*circularly polarized



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Washington Watch

Share and share alike. National Telecommunications and Information Administration has issued policy statement that paves way for public broadcasting stations to share cost and use of federally funded satellite earth stations with commercial parties. Statement says such sharing—either through leasing use of earth stations to commercial parties or entering into joint venture with them—is legal, provided equipment is capable of being used simultaneously by multiple parties without interference to any of their operations. NTIA says “use interference” test “has broad applicability” to other equipment, but “is particularly advantageous for the use of earth stations.” Statement was issued in response to requests from public broadcasters for ruling on question.

Inside info. FCC has compromised with Federal Communications Bar Association on descriptions of professional services that law firms must supply in settlement agreements that require FCC approval. Fee descriptions were amended to require breakdown of personnel involved—number of senior attorneys, junior attorneys and non-attorneys—and total hours worked and fees charged for each of those groups. Previously FCC wanted fee breakdown for each person involved and total hours of time spent by each on case. Services rendered can now be described in terms of “principal documents and meetings” in case as opposed to description of specific meetings which FCBA claimed would be infringement of attorney-client confidentiality.

Florida reversal. FCC Review Board has reversed Feb. 15 decision by Administrative Law Judge Joseph Stirmer granting construction permit for new FM station at Dunedin, Fla., to Stereo FM 92 Inc., and awarded CP grant to competing applicant, Tampa Bay Concert Radio Inc. for FM at Safety Harbor, Fla. In initial decision Judge Stirmer concluded that Tampa Bay actually intended to serve larger city of Clearwater, Fla., and not Safety Harbor as it proposed. Review Board found no evidence to substantiate that determination, and concluded that Tampa Bay was actually entitled to significant preference for its proposal to establish first local transmission facility at Safety Harbor.

Resistance movement. Everett C. Parker, director of United Church of Christ Office of Communication, says that organization and other public groups are prepared to challenge in court FCC’s proposed deregulation of radio. Parker, in speech yesterday (Sunday) in Portland, Ore., said commission would be exceeding its authority in taking that action. “Only Congress may later provisions of the Communications Act,” he said. “The FCC’s responsibility is to regulate.” Parker delivered 1980 Helen Oliver Memorial Lectures, public forum held annually by First Congregational United Church of Christ in honor of one of its late leaders.

Women-watchers. FCC has let contract to East Lansing Research Associates Inc.—which outbid 17 competitors—to conduct \$39,049 study of “Female Ownership of Broadcast Media.” Study will attempt to delineate number of female owners, proportion of ownership, and degree of female involvement in ownership activity.

Comsat check-up. FCC has begun rulemaking examining corporate structure of Comsat to insure that its competitive domestic facilities operate independently of its congressionally mandated international services. Although both Comsat services currently operate separately, commission is seeking comments as to how effective that structure works in practice and whether there is need for additional changes. Comments are due Nov. 21, replies Dec. 19.

Open the doors. Supreme Court has told Massachusetts court to review ruling barring news media from covering trials for sex offenses in which victims are under age 18. High court said ban should be reconsidered in view of its decision in Richmond Newspapers case holding that press has First Amendment right to attend trials except for “overriding reasons.” Those reasons were not specified. Court acted on appeal by *Boston Globe* from state court decision upholding decision of trial judge to close trial of man accused of forcible and unnatural rape of three teen-age girls.

Slapped. FCC has “admonished” Curran Communications Inc. licensee of WPAM(AM) Pottsville, Pa., for informing paid political advertiser on station that it would sue advertiser if it ran spot with derogatory comments about one of stations owners. Commission said action constituted “censorship” prohibited by Communications Act.

Available. Nation and its press can count on easy access to next President if statements of three major candidates for that position are to be believed. Each says that, if elected, he will hold frequent, televised news conferences and, in addition, make himself available for nontelevised, in-depth questioning. President Carter, Ronald Reagan and John Anderson expressed views on those and other press-related matters in responding to questionnaire sent by American Society of Newspaper Editors. Each candidate described himself as firmly committed to free press.

Justice Dept. joins line investigating SIN operations

New probe is looking into anticompetitive practices; ties with Mexico’s Televisa already under FCC scrutiny

Spanish International Network is drawing additional attention from the U.S. government. First came the FCC’s disclosure that it was beginning another inquiry into whether SIN—as a Mexican-controlled entity—illegally controls Spanish International Communications Corp., licensee of five television stations (BROADCASTING, Sept. 15). Now the Department of Justice’s antitrust division is conducting a “preliminary investigation” into SIN’s operations.

Mark Sheehan, Justice Department spokesman, in confirming published reports, did not say the target of the “civil antitrust investigation” is SIN; rather, he said it is a “Spanish network.” But SIN is the only full-time Spanish-language network in the U.S.

Sheehan declined to disclose any details of the inquiry other than to say it is aimed at determining whether the network’s programming and advertising practices violate the Sherman Antitrust Act’s provisions prohibiting restraint or monopolization of trade.

Bill Stiles, executive vice president of SIN, said he knew nothing of the Justice Department’s investigation other than what he had read in the newspapers. He said Justice had not contacted SIN or its attorneys. But Stiles believes the investigation stems from the same source as the complaint that led the commission to institute its fourth inquiry since 1965 into whether SIN, now 75% owned by Televisa, a Mexican company, controls SICC in violation of the Communications Act prohibition against foreign dominance of broadcast stations. SICC officials noted that the three previous inquiries ended without commission action. SRBA representatives, however, say the commission has never conducted a full-fledged inquiry into the issue; it had examined the question only when raised by parties in the context of adjudicatory proceedings.

Stiles apparently is correct. The complaint was filed with the FCC by the Spanish Radio Broadcasters Association in opposition to applications for experimental translator stations in Denver and Washington to relay SIN programs. The Denver application was filed by SICC, the one for Washington by a local group that would be aided by SICC. The commission granted both applications in April.

And Matthew Leibowitz, counsel for SRBA, acknowledged last week that SRBA had “discussions with the Justice Department over a period of months” concern-

ing SIN. He said SRBA's concerns regarding SIN "involve alleged anticompetitive practices," specifically in relation to its commercial practices.

Stiles regards the Justice Department investigation as further evidence of SRBA's effort to protect its member stations from the competition of Spanish-language programs relayed by SIN's affiliates, which now number 72 and include nine stations, six translators and 51 cable systems. In several cases, SIN aided the affiliates in starting their operations. But Stiles sees nothing wrong in that. "We helped put a lot of people in business through affiliations with us," Stiles said.

And while he was reluctant to comment on the Justice Department's action until he heard from the department on it, Stiles said it was odd that, considering its size, SIN was the target of an antitrust suit. "I don't know how a company with \$20 million revenues can be much of a monopoly," he said. If it is difficult for others to get into the business, he said, "that's the FCC's fault."

In another development involving SICC, a U.S. federal district court in Los Angeles deferred argument on motions of minority stockholders that a receiver for the company be appointed and for a summary judgment in a suit that alleges mismanagement. The court set the start of trial in the three-year-old case for Feb. 3.

SICC's five stations are WXTV(TV) Paterson, N.J.; KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; KFTV(TV) Hanford, Calif., and WLTW-TV Miami.

FCC undertakes cable study

Office of Plans and Policy will examine ownership and other restrictions; commission also deletes channel regulations

The FCC last week directed its Office of Plans and Policy—headed by Nina Cornell—to conduct a comprehensive study of the structure and ownership of the cable industry. And in a related action, the commission—pursuant to a Supreme Court ruling in *FCC vs. Midwest Video Corp.* (BROADCASTING, April 9, 1979)—formally deleted its cable television two-way capacity, channel capacity and access-channel rules.

The OPP study will focus on:

- The general implications of telephone company ownership of cable systems.

- Separations policies within the cable industry—the relation of cable ownership to programming access on cable systems.

- "Horizontal integration" within the industry—the merging of cable systems that are in direct competition with one another.

- "Vertical integration" within the cable industry—the merger of cable system owners with programmers (or with satellite firms).

The FCC views access to cable system

programming as an important issue. Cornell's staff will try to determine whether it warrants commission concern, and if so, to what extent, and how the commission should proceed in formulating policy regarding cable access.

The FCC's network inquiry staff also considered to some extent the last three aspects of the proposed OPP study—separations and horizontal and vertical integration (see page 42).

Cornell told BROADCASTING that the OPP study made "such good sense," in light of the network inquiry staff's conclusions and recent FCC proceedings regarding telephone company ownership of cable systems.

One commission ruling—adopted just two weeks ago—will come under close scrutiny by OPP. That rule declared that all telephone company applications for cable systems in areas containing fewer than 30 homes per route mile will be determined on a franchise-by-franchise basis.

Commissioner Joseph Fogarty—who initially supported that ruling—said he did so with intent of "broadening" the scope of telephone company entry into the cable market. The net effect of the ruling, however, was to narrow the scope of telephone company entry into the cable business.

Fogarty said that as a result of the franchise-by-franchise ruling, 19 pending telephone company cable system applications stood no chance of receiving FCC approval.

Phil Verveer, chief of the FCC's Common Carrier Bureau, told Fogarty that was not the case and that each of the 19 applicants could seek a waiver based on other "good cause" showings.

As a result of Fogarty's concern, the commission decided that each of the 19 applications would be presented directly to the commission—as separate items—for disposition.

The cable rules which the commission officially deleted required cable systems with 3,500 or more subscribers to have a technical capacity for burglar alarm-type services ("nonvoice return communications"); 20-channel capacity, and provide where possible channel space for public education and local governmental authorities.

In deleting the rules, the commission maintained the distinction between programming on access type channels, and programming controlled by the cable operator.

Cable-operator programming is bound by fairness doctrine and equal-opportunity provisions of the Communications Act. Access programmers, on the other hand, will remain unaffected by these provisions if the programming they present is on "channels that inherently make possible equal opportunities for candidates and programming covering all sides of controversial issues of public importance."

From now on the FCC will determine on a case-by-case basis how to apply the fairness and equal-opportunity rules to access programmers.

THE SALE OF
WXIL-FM
Parkersburg, West Virginia
for
\$1,000,000
from **Electrocom, Inc. to**
Burback Broadcasting Company
has been completed.

We are pleased to have served as brokers.



Arthur H. Simmers, 22 River Street, Boston, MA 02184
William A. Hammond, 4100 McEwen, Suite 258, Dallas, TX 75234

Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

FCC overturned on lowest unit rates for politicians

Appeals court says stations must give run-of-schedule rates to nonfederal candidates

Earlier this month, broadcasters were feeling good about an FCC decision holding that nonfederal candidates seeking the "lowest unit charge" to which they are entitled under the Communications Act could not claim a right to the economical run-of-schedule rates. But the grounds for the broadcasters' good feelings have now been removed—by the U.S. Court of Appeals in Washington.

A three-judge panel of the court lost little time in reversing the commission, on an appeal by Nevada state senator William Hernstadt, a Democrat. The panel heard arguments on Friday (Oct. 17), and issued its judgment the next day.

The court's opinion will be issued later, but the judges—in their unanimous holding that Hernstadt "must be afforded run-of-schedule rates"—rejected the commission's reasoning that nonfederal candidates are not entitled even to paid access to specific classes of time during primary and general election campaigns. Indeed, the commission, in a new definition, held that ROS as well as pre-emptible spots should be viewed as classes of time, not as a "discount privilege." In the past, the commis-

sion had considered such spots as both.

At issue in the case was Hernstadt's effort to buy ROS time on Alfa Broadcasting Co.'s KTNV-TV Las Vegas in his primary campaign, in August. The station rejected the request and offered, instead, fixed-position spots, which are more expensive.

Hernstadt promptly complained to the commission. He cited a 1967 commission ruling that "ROS spots must be made available [to political candidates] on the same basis as to commercial advertisers." He cited as well a 1972 Federal Election Campaign Act amendment to Section 315 of the Communications Act which requires broadcasters to afford all candidates 45 days in advance of a primary and 60 days ahead of a general election "the lowest unit charge of the station for the same class and amount of time for the same period" and, "at any other time," the same discount privileges offered commercial advertisers.

The commission, however, rejected the complaint. It said another change in the law created by the 1972 campaign act guarantees a right of "reasonable access" to federal but not nonfederal candidates. As a result of that change, the commission in 1977 upheld a station's right to refuse to offer specific classes of time to a candidate while making other classes of time available. Since licensees are not required to sell nonfederal candidates broadcast time "in the first instance," the commission said in its Hernstadt decision, "it seems unreasonable to require licensees to make ROS and pre-emptible spots available to them," both during and outside the

45/60-day periods.

The commission's definition of ROS and pre-emptible spots as "classes of time" reinforced the intent to remove them as a category of time to which non-federal candidates are entitled. The commission justified its redefinition on the ground of their "unique pre-emptibility and scheduling attributes." It said the rates for such spots "are lower than fixed position spots, since it is the nature of such spots which is determinative of their low costs."

The extent as well as the basis of the court's action in reversing the commission, "on the facts of this case," will not be known until the opinion is issued. Whether the commission seeks Supreme Court review of the decision depends on how "inhibiting" the commission regards it, according to commission attorneys.

In the meantime, Hernstadt last week was said to be buying ROS at KTNV-TV.

NAB request for stay in cable case denied by FCC

The FCC has denied requests by the National Association of Broadcasters and Field Communications Corp. for a stay of the commission's order of last July repealing the cable syndicated exclusivity and distant-signal rules. The stay was requested pending the outcome of an appeal filed by Malrite Broadcasting in the U.S. Court of Appeals in New York challenging the FCC's decisions.

Bill Johnson, who presented the FCC Cable Bureau's recommendations to the commission, said that Malrite's case was "relatively weak."

Johnson also said that allegations by the petitioners that broadcasters will suffer irreparable harm if the decision goes into effect is "greatly exaggerated." He admitted that some "private injury" may be incurred by broadcasters but that it did not justify depriving cable consumers of programming.

Johnson also said that "there would be some difficulties involved" if the commission is eventually overturned on appeal and ordered to rescind its repeal of the two cable rules.

The commission's order repealing the two will take effect on Nov. 14 unless stayed by court order. When the commission didn't act on its petition by Oct. 3, NAB petitioned the New York appeals court to stay the commission's decision.

Erwin Krasnow, senior vice president and general counsel for NAB, believes it has "a very good shot in the courts on the issue of a stay." His prediction is based on a precedent of the Richmond, Va., appeals court granting a petition for stay by Spartan Radiocasting regarding an earlier FCC decision repealing the rule that cable systems must carry "significantly viewed" distant network signals. Later, however, the commission was upheld.

The New York court will hear oral arguments on NAB's petition on Nov. 5.

Maybe if we didn't build it so well,



we could sell a lot more.

QRK turntables last. And last! In fact, a lot of our original turntables are still in service. And they were sold over 30 years ago. Now maybe if we didn't build them so carefully, we could replace them a little more often.

But, as it is, we still build our turntables the same slow way. Turntables so fine, they've been copied. In every way except quality.

QRK The Industry Standard.

a FILMWAYS company

BE BROADCAST ELECTRONICS INC.

4100 NORTH 24TH STREET, P.O. BOX 3606, QUINCY, IL 62301, PHONE (217) 224-9600

FILL IN THE BLANKS.

*The Second Season: in 44 out of the top 50 markets.**
IT'S YOUR BUSINESS is now on 128 stations covering 82% of the country. The only national business public affairs series. Produced by the experts: the Chamber of Commerce of the United States. Lively, informative programming that hits home with issues that hit your viewers right where they live.

Why draw a blank when you can fill your schedule with programming that really means business. Bette Alofsin can tell you more. Call her at (212) 557-9891.



RANK: ADI MARKET:

1	New York
2	Los Angeles
3	Chicago
4	Philadelphia
5	San Francisco
6	Boston
7	Detroit
8	Washington, D.C.
9	Cleveland
10	Dallas-Ft. Worth
11	Pittsburgh
12	Houston
13	
14	St. Louis
15	Seattle-Tacoma
16	Atlanta
17	Miami
18	Tampa-St. Petersburg
19	Baltimore
20	Denver
21	Indianapolis
22	Sacramento-Stockton
23	San Diego
24	Portland, OR
25	Kansas City
26	Hartford-New Haven
27	Cincinnati
28	Milwaukee
29	Buffalo
30	Nashville
31	Phoenix
32	Columbus, OH
33	
34	Memphis
35	Charlotte
36	New Orleans
37	Greenville-Spartan- burg-Asheville
38	Grand Rapids- Kalamazoo-Battle Creek
39	Oklahoma City
40	Orlando-Daytona Beach
41	
42	Louisville
43	
44	Birmingham
45	
46	Harrisburg-York- Lancaster-Lebanon
47	Norfolk-Portsmouth- Newport News- Hampton
48	
49	Albany-Schenectady- Troy
50	Dayton

* In 79 of the top 100 markets.

Opening China's telecommunications marketplace

EIA will sponsor exhibition in Beijing for equipment manufacturers; expects crowds of 80,000-100,000 over 10 days

To introduce the U.S. telecommunications industry to the Chinese market—one that could generate billions of dollars in sales in the coming decades—the Electronic Industries Association and the National Council for U.S.-China Trade are sponsoring a major trade show in China next year, which they say is the first of its kind.

The exhibition and seminar program will be held at the Beijing Exhibit Center in Beijing (Peking) Nov. 3-13, 1981. The sponsors hope to fill the 7,400 square meters of the center with the booths of 75 to 100 exhibitors. The Chinese anticipate that 80,000 to 100,000 people from China will attend the show during its scheduled 10-day run.

The sponsors, eagerly looking to sign up exhibitors, announced the show at a Washington press conference.

John Sodolski, vice president of EIA's Communications Division, said the show will be the "first vertically integrated, high-technology" exhibit in China. He said several U.S. telecommunications companies have been dealing with the Chinese, but that it is "very difficult for a single company to go to China and see the right people." The exhibit, he said, enjoys an "economy of scale." At one time and at one place, he said, the "Chinese can see everything the U.S. has to offer."

Sodolski suggested that China is a prime market. China's current telecommunications system "is not the best in the world," he said, and like any country wishing to become a "modern nation" it needs a "telecommunications system to act as a nervous system." The Chinese, he said, must decide how to spend their resources and, he added: "We have a lot to offer."

Since the Chinese system is rudimentary, Sodolski said, China could decide to leapfrog "antiquated terrestrial systems" and start with the highest technology available. By doing that, he said, the Chinese might one day have the "most modern telecommunications system in the world."

According to Donald L. Miller, vice president, international electronics operations, Rockwell International, and chairman of the telecommunications committee of the National Council for U.S.-China Trade, because the Chinese do not have an extensive transportation system it is even more important that they have an extensive telecommunications system. China's



Chinese connection. China Comm '81, first opportunity for many U.S. telecommunications companies to show wares in China, is set for November 1981 at the Beijing Exhibit Center, Beijing. Agreements to hold exhibition were signed by representatives of the U.S. sponsors and the Chinese government. At signing (l-r): Don Miller, of the National Council for U.S.-China Trade; John Sodolski, of the Electronic Industries Association, and Wei Lizhi and Zhang Sun Wei of the China Council for the Promotion of International Trade.

major requirements now, Miller said, are for satellite, microwave, high frequency radio and television distribution systems, "things we take for granted but which the Chinese have very little of."

Sodolski said that of the 80,000 to 100,000 people who are expected to pass through the exhibit, not all will be technicians and engineers. The crowd will include the users and planners "who will decide where China is going to be in 10 or 20 years," he said.

Although Miller feels there are "billions" to be made by U.S. companies from the market, it will not all be made through exporting goods. Much will come through cooperative ventures and licensing arrangements with Chinese manufacturers, he said. And Sodolski stressed it is a market that will probably be shared with other countries, notably West Germany, Sweden, Holland, France, England and Japan.

"The elaborate seminar program," Sodolski said, "may be more groundbreaking than the exhibition itself." There will be "two levels" of seminars. Three general seminars, each a half-

day long, will cover telecommunications management, network planning and network switching. In addition, each exhibiting company will be able to hold a seminar in its own product area. Sodolski said the sponsors will provide the rooms and interpreters for the product seminars of which they expect 70 or 80.

Exhibit space costs \$55 per square foot, which Sodolski said "is in line with most international shows." But, he pointed out, that cost will be a minor portion of the total cost exhibitors can expect to pay. As with any show, each company must pay for the shipping, building and manning of exhibits and for the technical people to conduct the seminars. EIA will contribute between \$750,000 and \$1 million to produce the show. The Chinese are putting up no money, but have promised "wide coverage" of the show and good attendance.

According to a press release, the scope of the exhibition will include telephone station, exchange and transmission equipment; satellite communications equipment and systems; microwave equipment and systems; broadcast equipment; mobile radio equipment and systems; digital and optical fiber transmission switching and terminal equipment, and communications-related computing equipment. The show will not include consumer products, parts, tubes, semi-conductors and distributors and representatives are not invited.

Although the show is a single event, Sodolski believes it could have multiple implications. "It may be that what we do will set the pattern for the next decade of U.S.-China high-technology relations."

First there were mini-TV's, now come micro-TV's

Study for FCC proposes very-low power stations with one or 10 watts; pay operation would be allowed

Translators, low-power television and now micro-TV? Yes, micro-TV—otherwise known as "very-low-power" television (or "flea-power broadcasting")—is yet another mode of television service that the FCC may implement in its efforts to expand and diversify existing television service.

As envisioned by Parry D. Teasdale—

THE IMAGE MAKERS OF THE EIGHTIES



Assure your market positioning with a fresh new approach to image identification from **Soundshop, Inc.**, soon to be the new leader in broadcast ID's. Long recognized for the quality of our musical productions, the **Soundshop** knows your needs and tastes. Our custom ID's are developed by radio people for radio people, meeting the most demanding standards of quality and professionalism.

The **Soundshop's** Broadcast Operations Division is staffed with seasoned professionals committed to further broadening the scope of the **Soundshop's** industry-wide reputation established through award winning albums, records and jingles for products that are household words.

We are a full service imagemaker, ready to meet your radio, television, print and promotion needs. Let us show you how to employ effective custom ID's at prices competitive with what you are paying for syndicated material. Call us today.



The Soundshop, Inc. Nashville • New York 1307 Division Street, Nashville, Tennessee 37203, (615) 244-4149

whom the commission engaged to study the idea—micro-TV would be a secondary television service that would operate on both the VHF and UHF bands at one watt and 10 watts, respectively. The low-power television task force—which drew up the notice of proposed rulemaking that the commission initiated last month examining the possibility of thousands of low-power television outlets (100 watt VHF and 1 kw UHF) (BROADCASTING, Sept. 15)—relied on Teasdale's final report in part in developing some of its own recommendations to the commission.

Teasdale based his findings on the experience of an existing micro-TV service in Canada, called the Northern Access Network, and upon a prototype micro-TV station (one watt VHF) in Lanesville, N.Y., which was on the air from 1972 to 1977.

He sees micro-TV as a "logical outgrowth of the low-power broadcasting tradition in this country, begun over 30 years ago with the initiation of the first TV booster systems. As part of that tradition, micro-TV would help to provide better TV service to more viewers throughout the United States."

Except that micro-stations would be limited to a two-and-a-half-mile projected coverage area—as compared with the 12-to-15 mile area projected for a typical low-power television—Teasdale's envisioned service is similar to the low-power television service proposed in the commission's rulemaking.

The micro-TV service would be assigned secondary status, requiring it to accept any interference from primary television stations and forbidding it to interfere with such stations.

Provisions for local origination are an integral part of the micro-TV concept as is the case with low-power television. Operators are encouraged to experiment with various programming and program distribution technologies such as videocassettes and disks and microwave and satellite links. Teasdale even suggested the possibility of a micro-TV operator "leasing" a signal from a cable TV company. He suggests this might be feasible in a situation where the cable operator is unable to profitably extend service to a sparsely

populated area.

Teasdale sees subscription TV as the most viable means of economic support for the service and he recommended that micro-TV operators be authorized to broadcast pay programming with no restrictions.

Background report on AM stereo: NAB's still trying to speed up the act

But it doesn't want to go so fast this time that the FCC would be forced to rush into judgment; proponents are resisting joint testing at this stage of the game

The National Association of Broadcasters hasn't received formal replies from all the AM stereo proponents to its letter offering to aid them in responding to the FCC's AM stereo rulemaking. But it has gotten plenty of informal feedback, some positive and some negative.

The offer was made in a letter sent to Harris, Magnavox, Kahn Communications, Motorola and Belar Electronics (BROADCASTING, Sept. 29). According to Chris Payne, of NAB's engineering department, who has talked on the phone with all the proponents, they, "with some qualifications, are in favor of setting up a meeting with the FCC." All agreed, he said, that a meeting with the staff would be helpful in clarifying the questions the FCC posed in its further notice of rulemaking and suggesting ways of answering them.

However, the proponents were not taken with the NAB's proposal that it oversee their own testing of the five proposed systems, as called for by the FCC's notice. Payne said that at least for the present they seem to prefer to do the "retesting, modification and improvement" of their own equipment on their own. He said that Magnavox, Motorola and Harris have all indicated that they will begin their testing

at nearby AM stations "to satisfy their individual needs." Payne believes, however, that after they have done their own testing, "we might be able to get them to test on a common station." (In a second letter to the proponents, NAB informed them that two stations—WTAQ LaGrange, Ill., and WGAR Cleveland—have volunteered.)

Hazeltine Corp., a partner of Kahn Communications, is one of the two proponents that has replied to the NAB letter and the only one to make its reply public. Hazeltine liked the idea of a meeting but was concerned that it might be excluded—NAB's letter was sent to Kahn—and that it would be inappropriate for the NAB to organize the meeting because it has strongly opposed the marketplace approach (the FCC's approval of two or more systems). "We believe that such a meeting would most appropriately be convened by the FCC staff on a public notice basis with no restrictions on attendance or on portions of the [notice] to be discussed."

Lewis Wetzel, the NAB's senior vice president for engineering and author of the NAB's letter, said Hazeltine's fears are unfounded. What the NAB envisions, Wetzel said, is a meeting open to all interested parties and all ideas. "We just want to be a catalyst to get the thing moving. We just don't want the thing to lie there for another year and have nothing be done."

Payne said the NAB is advising all the proponents to use the same receiver in their individual tests—the Philips high-fidelity AM tuner.

Despite NAB's best efforts, Payne is not sure that its efforts will succeed in speeding the introduction of AM stereo. He believes the comment deadline, now set for Dec. 9, will surely be extended and that the testing and comment period will go at least into next February. With that kind of time frame, Payne said, it is unlikely that AM stereo will be ready by NAB's convention next April. And Payne doesn't think it wise to press the FCC in analyzing the data once it has been received. "In a way, we were burned last time, trying to speed them up," Payne said. "It might be best to let the FCC do its work in its own time."

IIA idea exchange

The Information Industry Association has created an Electronic Media Committee to help businesses exchange ideas on the new technologies, videotext, teletext, viewdata, videodisks, two-way cable and other electronic media.

EMC also intends to provide member firms with ongoing business forums (one has been held in San Francisco where teletext/videotext hardware was discussed and displayed), information on public policy developments, on-site visits to existing facilities and periodic briefings on the industry.

Robert T. Quinn, vice president of ancillary business development for Warner Amex Cable Communications, has been named chairman.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

TELEREP Now Represents:

30 WVIT in Hartford. Consider its influence!



**Emmy Award:
Outstanding Newscast**

BOSTON/NEW ENGLAND CHAPTER
NATIONAL ACADEMY OF
TELEVISION ARTS AND SCIENCES

**First Place Award:
General News Reporting
(Series)**

**First Place Award:
General News Reporting
(Single Story)**

**First Place Award:
Human Interest Story**

CONNECTICUT CHAPTER
SIGMA DELTA CHI

**First Place Award:
General News**

**First Place Award:
Sports News**

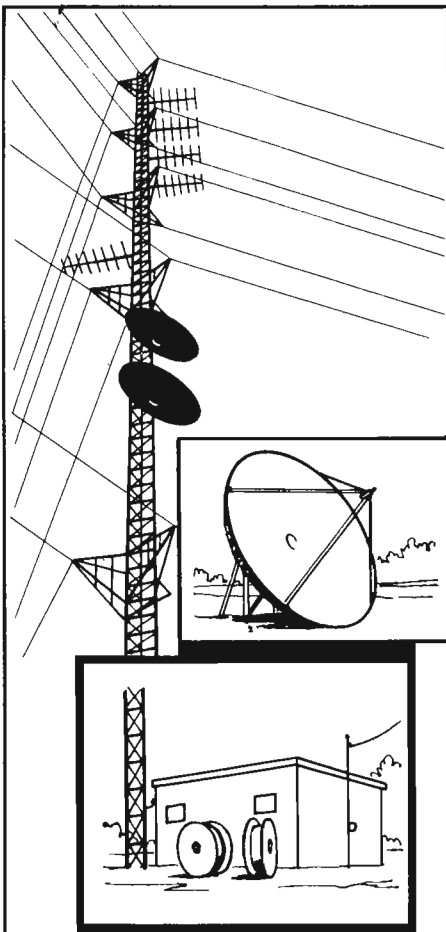
**First Place Award:
Feature News**

**Special Fire Award:
"New Haven Dock Fire"**

CONNECTICUT NEWS
PHOTOGRAPHERS ASSOCIATION



TeleRep Inc. • 919 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Memphis • Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle



CONSTRUCTION MONEY

Build the cable system you need—but do it right—with the advice and resources of the experts at Firstmark.

Consider these advantages . . .

- Our 21 year history of providing funds to the cable industry.
 - Our current financial involvement with hundreds of existing cable systems.
 - Our resources and expertise to structure a flexible construction loan with competitive terms tailored to your needs.
 - So, for construction, acquisition or restructuring of existing debt call us. Bill Kennedy, Bill Van Huss or Phil Thoben can assist you with a concise, confidential financial analysis.
- Call 317/638-1331.

Firstmark Financial

Firstmark Financial Corp.
 Communications Finance Div.
 110 E. Washington St.
 Indianapolis, IN 46204
 317/638-1331

InSync

No noise. CBS Records claims "revolutionary noise reduction process" developed by CBS Technology Center, eliminates surface noise and greatly enhances dynamic range on audio disks—digital or analog—mastered with it. Process will require adapter to be fitted to existing stereo sets, but disks incorporating it are promised to be compatible with systems now in use.

New line-up. At fall meeting in Los Angeles, board of directors of Electronic Industries Association/Consumer Electronics Group elected new officers and formed new division and subdivision. Lud Huck of General Electric Television was elected chairman of EIA/CEG and William E. Boss of RCA Consumer Electronics was re-elected vice president. Jeff Berkowitz of Panasonic/Technics was elected chairman of audio division, while Jack Doyle of Pioneer Electronics was re-elected chairman of car audio subdivision. Tony Mirabelli of Quasar was re-elected chairman of video systems subdivision. New divisions: personal electronics division and blank tape subdivision.

Glass connection. Times Fiber Communications, Wallingford, Conn., has won contract to install two-mile fiber optics link between satellite earth station and headend for Falcon Communications in Los Angeles. According to A.C. Deichmiller, Times's director of technical services, no repeaters will be used in link; signal-to-noise is estimated at 50 db.

More lines. Mitsubishi Electronics America, Compton, Calif., has announced monitor capable of 1,800 lines of resolution. According to Mitsubishi, recently formed U.S. marketing arm of Tokyo-based electronics firm, prior to new C-8912 "the highest line rates available were in area of 1,200 lines."

Artifacts. Harry Lubcke, director of early television station in Los Angeles, W6XAO, has donated three television sets, built in 1930's, to Academy of Arts and Sciences/University of California at Los Angeles television archives. Two of receivers were built by staff of W6XAO in 1937 and 1939. Third is vintage commercial receiver, TRK-12, manufactured by RCA in 1939. Archives, located at UCLA, is eager to accept "historically significant equipment" and documentation.

New tower, new power. Some \$2.5 million of RCA Broadcast Systems transmitters and antennas are on order by three Milwaukee television stations that are to share new transmitter building and 1,013-foot tower. Gaylor Broadcasting's WVTM-TV is buying 55 kw UHF transmitter for its ch. 18 signal, Milwaukee Area Technical College is picking up both 35 kw VHF unit for its ch. 10 WMTV-TV, and 60 kw UHF transmitter for co-owned ch. 36 WMTM-TV there.

Need approved model. FCC has adopted rule requiring type acceptance of all transmitters used in television auxiliary broadcast stations including translators, low-power television stations and cable relay stations.

Marconi buy completed. British station, London Weekend Television, has purchased 11 Mark IX cameras from Marconi, in order totaling \$1.2 million. Order completes equipping of London Weekend's main studios with 15 Marconi cameras.

More time. Canadian Department of Communications has exercised option and extended its lease for all 14/12 ghz capacity on Telesat's Anik-B satellite for additional 19 months. DOC will pay additional \$5.4 million. DOC has used satellite capacity for two years in number of experimental projects, most notable of which tests feasibility of direct broadcasting satellite service. DOC has been transmitting programming through 20-watt transponder of Anik-B to 100 small-aperture earth stations scattered throughout country. That experiment is scheduled to end in February 1981 when original lease runs out.

Duty dispute. RCA's consumer electronics division was hit with \$6.28-million suit by U.S. attorney's office in Indianapolis, where RCA division is headquartered. Government charges RCA improperly claimed customs duty exemption for parts company said (and U.S. disputes) were manufactured in U.S., then shipped to Taiwan for assembly into television sets it imported from there. Civil penalty that government seeks is standard four times duty government claims was avoided, about \$1.5 million. RCA calls suit "totally without merit," says it discovered and brought to government's attention some "mistakes" that were made in duty claims in 1972, and that with government's permission it corrected import documents and paid all additional duties owed.

Strands. Wire that Warner Cable Corp. of Pittsburgh will use to build that city will come from Times Fiber Communications. Warner awarded \$5-million contract to Wallingford, Conn. firm to supply 20.6-million feet of coaxial cable for three-loop system.

Reagan wants to increase funding for RFE/RL

Candidate would strengthen International Communications Agency with more broadcasts to Afghanistan as part of peace plan

To Republican presidential candidate Ronald Reagan, America's capacity to transmit its message to the world—through official means—is one of the weaknesses in the country's foreign affairs and defense programs he would remedy if elected. Indeed, "a plan to send our message abroad" is one of nine steps in his "strategy of peace for the 80's" that he outlined in the speech he delivered in a half hour of paid time Sunday night (Oct. 19) on CBS-TV.

"I will strengthen the United States' International Communications Agency, including the Voice of America, including the Voice of America," he said, adding, "We will also strengthen Radio Free Europe and Radio Liberty. Compared with other costs of our national security, the dollar amounts involved in this are small. What is needed most is a sense of conviction, the conviction that by carrying the American message abroad we strengthen the foundations of peace."

President Carter is seeking \$448 million for ICA in fiscal year 1981, an increase of some \$21 million over the funds Congress provided the agency in fiscal 1980. (The House has voted to increase that amount by \$2.1 million to increase VOA broadcasts to Islamic countries.) He is also seeking an increase for the two Radios through the Board for International Broadcasting—\$103,835,000, as against \$89,470,000. The Senate is moving toward voting the full amount, while the House has appropriated some \$4 million less.

Reagan said the administration has permitted the "vital efforts" of transmitting the American message abroad to "decline." As an example, he said the U.S. has been "unable to broadcast to a majority of the Afghan people during these critical years, yet all the while Soviet-sponsored broadcasts were stirring up hatred toward America throughout the Islamic world."

About five months ago, the VOA began organizing a program for broadcasting in Dari, described by Alan Baker, in charge of the VOA's Near East section, as the "lingua franca" of Afghanistan but a language understood only by Afghans who have been to school. A nightly, 30-

minute program in the language was introduced three weeks ago; Baker said another 30-minute program to be aired every morning, is being planned.

Baker said VOA has been reaching Afghanistan since April 1979 with a program in Farsi, a version of Persian spoken in Iran but similar to Dari and understood in Afghanistan. Under consideration, he added, is the introduction of a program in Pushto, a language understood by about 50% of the Afghans and common among

those in the hills who are fighting the Soviets. Whether a Pushto program will be aired depends on resources available in light of demands for other broadcast services, Baker said.

Reagan described the "communication of our ideas" as essential "to our strategy for peace. We have a story to tell about the differences between the two systems now competing for the hearts and minds of mankind," said the Republican candidate.

Intermedia

Busting at the seams. Organizers of the Western Cable Show's exhibition have been forced to open up another section in Disneyland hotel in Anaheim, Calif., to make room for latecomers. Total space available now stands at almost 55,000 square feet. As of last Wednesday, 172 exhibitors had signed up for 450 booths (each booth covers 100 square feet). Count is big jump over last year when 124 exhibitors manned 289 booths. Two newcomers that are swelling booth count are CBS Cable, which plans to make its formal entry into cable at Dec. 10-13 meeting, and Premiere, which first exhibited at National Cable Television Association annual convention last spring. CBS has reserved 12 booths and Premiere will be right next door with 11.

It's academic. American Academy of Dramatic Arts, New York institution that bills itself as oldest acting school in English-speaking world, has new library devoted to theatrical arts, thanks to \$260,000 in grants from CBS Inc. Facility, which opened last week, includes audio and video materials to aid students in pursuit of their craft.

September's million. Entertainment and Sports Programming Network is calling it probably "largest monthly increase in cable industry" outside initial turn-ons; network's subscriber base grew 20%, close to 1,000,000 homes, last month. As of Oct. 1, ESPN said it had 5.7 million subscribers, advanced six million projection from December to October and now calls 7 million subs year-end target.

Franchise activity. Warner Cable and American TV & Communications' Queens City Cablevision have gained early edge in six-company cable franchising race in Cincinnati. Both were recommended as top candidates by Cable Television Information Center, and Queens received favorable B-3 vote from citizen advisory board. Council committee is compiling its report with final recommendation and award due within month for 161,000 homes in franchise area. ■ Seven companies have responded to RFP deadline in Fort Worth: United Cable, Storer, Panther City Metrovision (affiliated with Metrovision), Fort Worth CATV (affiliated with Canadian-based MacLean-Hunter Cable), Sammons of Fort Worth, Fort Worth Tele-Communications Inc. and one local citizen group, Citizens Cable Corp. CTCI has been hired as consultant. Award target date for 160,000 homes is January 1981.

Newspapers too. Impact of new electronic communications will be felt not only by broadcast media but also by newspapers, according to Leo Bogart, executive vice president and general manager of Newspaper Advertising Bureau. He told conference on newspaper marketing that some information now supplied by newspapers, including stock market quotations, batting averages and movie timetables, can be better handled by some of new emerging media. Bogart said new media will generate advertising market of its own and is likely to affect newspaper advertising but added it will compete also with broadcast advertising; perhaps more immediately. He ventured that television is "about to be transformed as radio was" after the development of TV.

Says no. Warner Communication's Jay Emmett filed innocent plea in answer to federal charges of bribe-taking and misappropriation of company funds (BROADCASTING, Sept. 22)

Changing Hands

PROPOSED

■ **KIIZ(AM)-KIXS(FM)** Killeen, Tex.: Sold by Accent Broadcasters to Independent Communications for \$3.2 million ("In Brief," Oct. 20). Seller is owned by Lon Williams who has no other broadcast interests. Buyer is owned by Neal Spelce, John P. Smith and Hagen McMahon (16.34% each), Ruben Johnson (15%); James C. Armstrong and Richard L. Moore (14.99% each) and Lowell Lebermann (6%). Spelce owns Austin, Tex., advertising agency. Smith is former sales manager for Capital Cities Inc., New York-based group broadcast station owner. McMahon is executive director of Austin-based Independent Bankers Association of Texas. Johnson is Austin banker. Armstrong, based in Houston, and Moore, based in Midland, Tex., have oil interests throughout Southwest. Lebermann owns Austin car dealership. Spelce is applicant for new AM in West Lake Hills, Tex. Moore has 51% interest in applicant to purchase KRRO(FM) Ardmore, Okla. Remaining buyer principals have no other broadcast interests. KIIZ is daytime on 1050 khz with 250 w. KIXS is on 93.3

mhz with 100 kw and antenna on 520 feet above average terrain. Broker: Riley Representatives.

■ **KCKN-AM-FM** Kansas City, Kan.: Sold by Kaye-Smith Radio to Allbritton Communications for \$2.7 million ("In Brief," Oct. 20). Seller, Bellevue, Wash.-based group owner of three AM's and four FM's, is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (10%). It has sold KJR(AM) Seattle (BROADCASTING, Aug. 25). It has also sold, subject to FCC approval, WUBE-AM-FM Cincinnati (BROADCASTING, June 2). Buyer is owned by Joe Allbritton who owns WJLA-TV Washington; WSET-TV Lynchburg, Va., and WCIV-TV Charleston, S.C., as well as daily newspapers in Paterson and Union City, both New Jersey, and in Westfield, Mass. KCKN(AM) is on 1340 khz with 1 kw day and 250 w night. KCKN(FM) is on 94.1 mhz with 100 kw and antenna 460 feet above average terrain. Broker: R.C. Crisler & Co.

■ **KLRA(AM)** Little Rock, Ark.: Sold by First Communications Corp. to Philip R. Jonsson for \$2.3 million ("In Brief," Oct. 20). Seller is owned by Tobias Coe and

family. They have no other broadcast interests. Jonsson is president and principal owner of KELI(AM) Tulsa, Okla. KLRA is on 1010 khz with 10 kw day and 5 kw night. Brokers: Milton Q. Ford & Associates Inc. and Blackburn & Co.

■ **WwGS(AM)-WCUP(FM)** Tifton, Ga.: Sold by Ralph Edwards to WwGS-WCUP Partnership for \$1.175 million. Edwards has no other broadcast interests. Buyer is owned by Jon Peterson (50%); Lester I. Levine and son, Bryan, Jay M. Cohen and David S. Albertson (12.5% each). Peterson owns Orlando, Fla., outdoor advertising company. Lester Levine and Cohen are partners in Orlando law firm. Orlando attorney Bryan Levine is president and 60% owner of National Fitness Centers, Orlando-based health club chain. Albertson is owner of Orlando citrus fruit groves and processing business. Peterson has sold WYLD-AM-FM New Orleans (BROADCASTING, Feb. 4). Buyer group has no other broadcast interests. WwGS is on 1430 khz with 5 kw day and 1 kw night. WCUP is on 100.3 mhz with 100 kw and antenna 650 feet above average terrain. Broker: Reggie Martin & Associates.

■ **KXXK(FM)** Galveston, Tex.: Sold by Beacon Broadcasting to Marr Broadcasting Co. for \$650,000. Seller is owned by William Marr III, John Walker and Glendon Johnson (16.2% each) and 17 others. They have no other broadcast interests. Buyer is owned by Michael Benages, Allan Levine, Jaime Santillana, Enrique Lopez and Joseph Gomez (20% each). Benages and Levine are Chicago attorneys. Santillana and Lopez are Chicago radio and television producers specializing in Hispanic programming. Gomez is Chicago government employe. Benages, Santillana and Lopez are principals in Focus Broadcasting, CP holder for new UHF in Joliet, Ill. Levine and Gomez have no other broadcast interests. KXXK is on 106.5 mhz with 26 kw and antenna 195 feet above average terrain. Broker: Chapman Associates.

■ **KPCG(FM)** Joplin, Mo.: Sold by Pentecostal Church of God to Pat Demaree (90%) and Dwayne McChristian (10%) for \$575,000. Seller has no other broadcast interests. Buyers own and operate KFAY(AM)-KKEG(FM) Fayetteville, Ark. Demaree also owns 50% of KRBB-AM-FM Sallisaw, Okla. KPCG is on 102.5 mhz with 100 kw and antenna 440 feet above average terrain. Broker: John Mitchell & Associates.

■ **KHSN(AM)** Coos Bay, Ore.: Sold by Kerry Radio Inc. to Bay Radio Corp. for \$500,000. Seller is owned by Cecilia Murphy (25%); Robert Walberg and former wife, Susan (18.75% each); and Michael Whitty and wife, Janet (37.5% jointly). They have no other broadcast interests. Buyer is owned by Arnold D. Sias, Arthur B. Hogan, John D. Feldmann and F. Robert Fenton (25% each). They also own KMYC(AM)-KRFD(FM) Marysville, Calif., and KCMX(AM)-KKIC(FM) Ashland, Ore. Sias is vice president and general manager of KCMX-KKIC. Hogan and Feldmann are

MIDWEST
AM/FM
\$350,000

Underdeveloped properties in single station market and near attractive larger market. Negotiable terms.

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C. 20036 1111 19th Street, N.W. 1202) 331-9270	CHICAGO, 60601 333 N. Michigan Ave (312) 346-6460	ATLANTA, 30361 400 Colony Square (404) 892-4655	BEVERLY HILLS, 90212 9465 Wilshire Blvd. (213) 274-8151
--	--	--	--

10/27/80

partners in Encino, Calif., media brokerage firm. Fenton is president and 51% owner of KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas, both California. In addition, Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido and KRKC(AM) King City, and have purchased, subject to FCC approval, KNJO(FM) Thousand Oaks, all California (BROADCASTING, June 16). KHSN is on 1230 khz with 1 kw day and 250 w night. Brokers: William A. Exline Inc. and Hogan-Feldmann Inc.

■ Other proposed station sales include: WCMD(AM)-WISE(FM) Cumberland, Md.; WMRN-AM-FM Marion, Ohio; WSN(AM) Allentown, Pa.; WSEW(AM) Selinsgrove, Pa.; WCAY(AM) Cayce, S.C.; WPUV-AM-FM Pulaski, Va., and KLYN-FM Lynden, Wash. (see "For the Record," page 73).

Wussler subs for Turner at IRTS, backs change in must-carry rules; Nielsen will meter WTBS

A disappointed crowd of over 800 filled the Grand Ballroom of the Waldorf-Astoria in New York last Wednesday (Oct. 22) in anticipation of an appearance by Turner Broadcasting's Ted Turner. But illness intervened, and the International Radio and Television Society's Newsmakers Luncheon had to settle for TBS's executive vice president, Robert Wussler, and Reese Schonfeld, president of Turner's Cable News Network.

Asked to comment on what a questioner termed BROADCASTING's "scathing" Oct. 20 editorial concerning Turner's petition to the FCC to "redefine" the "must-carry" rule for cable operators, Wussler reiterated the Turner position that such regulation is "unfair." Marketplace forces should determine carriage, he said, expressing his belief that in most instances carriage will continue. "We're looking," Wussler added, "at instances where there's a UHF not offering service equal to what we or some other cable programmer offer."

Wussler also confirmed reports that the company is seeking outside underwriting for the CNN operation, saying "we are in the money market actively . . . I can't say anything more, but that probably tells you enough."

Earlier in the day, Turner Broadcasting and A.C. Nielsen announced signing of a three-year agreement providing for continuous measurement of WTBS(TV) Atlanta's national audience by the National Nielsen Television Index meters. Measurement will start in February 1981, with the proviso that WTBS by that time reach 15% penetration of television homes. The companies called it "the first time any continuous broadcast service other than the three networks" qualified for Nielsen national metered measurement.

Separately, Turner announced a \$1.5-million, 11-month advertising commitment from American Home Products,

\$1.2 million of it going to WTBS, \$300,000 to CNN.

TV's 'four crises': Rosenfield says the latest is new media technology

CBS-TV president decries 'double standard' that considers present medium dangerous while new ones are assumed to be harmless

James H. Rosenfield, president of the CBS-TV Network, pictured television last week as a medium that has survived three trials and is now approaching the fourth—"the trial of technology."

In a speech before the Atlanta chapter of the American Women in Radio and Television last Wednesday (Oct. 22). Rosenfield said television's first trial was acceptance as a medium. There was concern, he said, about whether people would or would not like television. "It was not as obvious a victory as it seems in retrospect," he observed.

He described the second crisis as dealing with the position television occupies within the cultural hierarchy. Early television, he said, was positioned well below such institutions as theater, literature and

the press.

"By the 1960's this was changing," Rosenfield said. "And then a series of momentous events accelerated the process. From President Kennedy's assassination through the civil rights struggle, the medium moved upward. It became, and continues to be, the most trusted as well as the largest source of information we have."

During the 1970's television faced the third trial of "maturity," according to Rosenfield. The question for television was whether its own, created series could reach the seriousness and power that its realities coverage had achieved in the 1960's. He said *All In*, *The Family*, *M*A*S*H*, *Lou Grant*, and *The Selling of the Pentagon* revealed different themes, different issues, different interests and different risks.

Addressing the fourth trial, Rosenfield pointed to an "amazing" regulatory double standard that has emerged regarding television and the new media. He claimed that the new media, which have no histories, are regarded as "neutral and harmless" and therefore entitled to freedom.

"The established medium, whose history has been misread, is considered to be dangerous and thus requires restraint," Rosenfield told his audience. "This means not only continued, if not increased, regulation, but the encouragement of unregulated competitors."

- *Negotiations*
- *Appraisals*
- *Radio*
- *T. V.*
- *Newspapers*
- *CATV*
- *Financing*

(703) 821-2552

**Cecil L.
Richards,
inc.
media brokers**

*Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043*

SOUTHEAST

Fulltime AM
Class A FM

In good growth market

\$1,800,000 on terms

*A Confidential Service to
Owners & Qualified Buyers*

ABC earnings drop for third quarter

However, actors strike allows television network to post gain from lower production costs; over-all revenues rise to \$491.2 million, profits dip to \$29.7 million or \$1.05 a share

The long-term effect of the recent actors strike may be debated for some time, but one theory on the short-term impact gained support at ABC last week. Although reporting third-quarter earnings that were below 1979 levels, ABC said the strike was the principal reason it achieved "somewhat stronger" results in the quarter than it had anticipated—the delayed start of the season permitting "the deferral of costly new programming." ABC indicated those costs would be deferred "into 1981," but the network parent didn't identify over-all savings that might accrue from ordering fewer than the origi-

nally planned number of episodes for individual series.

The strike benefit allowed the company's television network operations to report improved revenues and profits in the quarter, as compared with the year earlier, "despite a continuing sluggishness in the over-all economy and in the network television advertising marketplace." Owned television station revenues and profits were both down, a decline attributed to "the recent slowdown" in national spot and local time sales. Meanwhile, ABC Radio was said to have had "higher administrative expenses" this year that trimmed profits on rising revenues. ABC had announced a reorganization of its four radio networks to "better position the group for the future expansion." The company doesn't provide more specific breakdowns for the results of its separate operations.

In the quarter, revenues were up 4.8%, to a record \$491.2 million, from \$468.6 million. Earnings declined 6.9%, to \$29.7 million, \$1.05 per share from \$31.9 million, \$1.14 per share.

In keeping with earlier projections, ABC

said "we continue to believe that 1980 will be the second best year in the company's history." (Last year's results topped the list at \$5.67 per share.)

The anticipated decline has been pegged to a variety of factors—the general economy, network competition, election and Persian Gulf news coverage costs, developmental costs for ABC Motion Pictures and ABC Video Enterprises and the costs of Travel Network (sold in May).

However, the firm last week mentioned "the uncertainty of fourth-quarter results," which it says it expects "will be substantially less than the \$1.59 we reported" in 1979, "largely due to the sluggish economy and its impact on broadcasting." And a further caveat was added—that "unless current economic conditions improve, however, the negative impact on the company's earnings will continue into 1981."

At other operations, ABC Publishing experienced an earnings decline on increased revenues, attributed to softening of advertiser demand. Leisure park revenues and profits both rose.

Nine-month figures reported last week were \$1.62 billion in revenues, a 14% rise, and net income of \$107.8 million, a 5.8% decline from 1979's \$114.4 million. Earnings per share slid from \$4.08 to \$3.82.

Bottom Line

Big rise. Viacom reported net earnings increase of 77% for third quarter, to \$4.2 million, 81 cents per share. Jump came on 48% revenue climb, to \$42.5 million. Company also announced registration with SEC of proposed 750,000-share public offering. Slated for this month, offering would be second of that magnitude this year.

Buying Fish. Corporation for Entertainment & Learning Inc. announced acquisition of Fish Communications, its co-producer of several programs including *Marlo and the Magic Movie Machine*. Sanford Fisher, Fish's founder, has been appointed vice president of CEL and company director, subject to stockholder approval.

Slump. Fiscal first quarter, ended Aug. 31, saw net income hit skids for Chuck Barris Productions. Earnings plummeted 72%, to \$88,000, one cent per share, from \$309,000 (five cents per share) year earlier. Decline came as revenues were off 33%, to \$1,025,000. Company cited "traditionally" weak first quarter, plus "lower than usual demand for our existing productions."

Healthy glow from video. Atari video game unit's performance was shining light of Warner Communications Inc.'s "excellent" third quarter, along with gains in recorded music. Total earnings climbed 31% to \$32 million, \$1.11 per share, on 33% revenue rise to \$528 million. Consumer electronics and toys division logged 274% increase in operating income. Filmed entertainment earnings declined sharply, due to "disappointing" summer releases, but theatrical downturn was partly offset by gains in films licensed to television which showed 255% revenue boost. Series revenues dropped by 27%.

Extraordinary difference. Thanks to extraordinary gain of \$2.4 million (98 cents per share) from sale of interest in transit advertising company, Capital Cities Communications reported 183% net income gain for third quarter. Net was \$17.5 million, \$1.33 per share. Before gain, consolidated income rose 2% to \$15.1 million, on revenue rise of 12%, to \$113.9 million. Operating income was off 1% from 1979 quarter, due to reduced advertising demand at publishing and radio operations, and start-up losses in cable television and new publications. Company said advertising slowdown experienced in third quarter is running into fourth.

Columbia Pictures president reviews firm's operations

Vincent's meeting with security analysts covers prices films bring from TV—\$20 million for 'Close Encounters'—involvement in home video and Premiere

At a meeting with security analysts in New York, Columbia Pictures President Francis T. Vincent Jr. has thrown out some numbers of interest to those who track the prices feature films bring from network licensing. Describing the company's methods of covering its risks for the negative costs of films, Vincent used the example of an upcoming Christmas release, "Stir Crazy," featuring Richard Pryor and Gene Wilder. Putting the cost of the negative at \$10 million, Vincent said Columbia has secured \$2.5 million by selling an equity interest in the film, with another minimum \$6.5 million to come from a network pre-sale that includes an escalator clause tied to box-office performance.

Reviewing the film company's major network availabilities somewhat later in the session, Vincent gave price tags for two other Columbia releases: "Close En-

counters of the Third Kind—Special Edition” (which industry sources indicate ABC has picked up) is “in the \$20-million license fee range” and “Kramer vs. Kramer” (acquisition of which ABC has announced) was sold “on an escalator for \$15 million.”

A good portion of Vincent’s time was taken up with discussion of the claims and counterclaims between the company and major stockholder Kirk Kerkorian (BROADCASTING, Oct. 6), with Vincent voicing confidence that Columbia’s position will prevail.

Examining specific segments of Columbia’s operations, Vincent conceded Columbia’s lack of success in television programming, saying “we haven’t made the kind of major breakthrough we’d like.” Recent management changes there should, however, lead to success in the near future, he asserted.

Syndication operations, in contrast, are “a major source of profit” for Columbia, according to Vincent, and he’s looking for them to “generate very substantial profits” over the next two to three years. Likewise, Vincent expects Columbia’s “significant” involvement in home video to become “a major contributor . . . in coming years.” Radio broadcasting (the company owns five stations) is a field where Columbia remains “a rather modest participant” in Vincent’s words, although the company is looking at possible acquisitions.

Columbia’s participation in the Premiere pay cable joint venture also drew substantial analyst interest. Vincent said Premiere puts Columbia “in an attractive position to combat a market problem with a market solution” (a reference to alleged domination of the pay field by HBO). He’s “confident, but not absurdly so” (“any litigation involves risk,” he said) that the government challenge to Premiere will be resolved in the company’s favor by Christmas, permitting it to commence in January.

Fractionalization a key word in the 80’s, says Y&R’s Ostrow

Media-related issues of the 1980’s, including fractionalization of media, satellite transmission, advertising to children, advertising clutter and governmental activities, were discussed last week by Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, New York, addressing the New York chapter of the American Marketing Association.

Fractionalization, he said, will continue to expand in the 80’s and can be either a negative or a positive development. He noted that a reduction in mass audience results in more selective communication, but that on the other hand it can be viewed as a potential loss in advertising efficiency.

The importance of satellite transmission, he said, is that cable systems, which are local in nature, can be linked together



Y & R’s Ostrow

to create national networks producing audiences large enough to attract advertisers. He said that the development of satellite transmission will contribute to viewer fragmentation but will add to media choices and the total media audience.

Ostrow said it is difficult to predict future governmental activities in advertising, but that it is a certainty the government will be involved to some extent in all media. He cited as examples U.S. government involvement with TV programming via the prime time access rule, the ban on cigarette advertising in broadcasting and the government’s challenge to the National Association of Broadcasters code on levels of TV commercialization.

With respect to advertising to children, he said there are pressures to regulate and/or limit such advertising not only in the U.S. but also in a number of foreign countries. But he ventured that proposals in the

U.S. are not likely to become law especially any that require bans on television communications.

The issue of “advertiser clutter” is likely to persist in the 1980’s, according to Ostrow, who said the primary concern is in the broadcast area but also can be applicable to print. He contended that the greater the amount of nonprogram material and the longer the string of commercials, the greater the chances that attention to the commercials will diminish.

With all the changes predicted for the 1980’s, he said, emphasis must be put on refined media and marketing measurements criteria. He insisted there is a strong need for “media measurement sources that are both accurate and reliable” and “for data which provides more elaborate insights into consumer behavior and the evaluation and comparison of individual media forms.”

NASH COMMUNICATIONS CORP.

has acquired radio station

WILD(AM)

Boston, Massachusetts

for the sum of \$1,000,000

from Sheridan Broadcasting Corp.

The undersigned represented the Seller in the negotiations.



Arthur H. Simmers, 22 River Street, Boston, MA 02184

Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

Programing

NBC sets up its premiere plans

It announces 'three-phase' schedule that will put new half hours on in Nov., hours in Dec. and returning series plus 7 new shows in Jan.

Enter the "post-strike, three-phase schedule."

Original plans for the 1980/81 television season—already twisted, turned and protracted due to the now-settled performers' strike—have taken on yet another slant.

NBC-TV last week announced a three-stage series premiere effort, with half hour comedies coming in November; hour variety and comedy set for late November and December, and seven new and returning series having their season debut in January.

According to NBC Entertainment President Brandon Tartikoff, the production hiatus during the strike allowed the network to refine programing plans. Shows, previously envisioned as midseason replacements, now will be among NBC's crop of strike-delayed premieres. Others, originally on the network's premiere roster, have been reassigned as back-ups.

NBC's "post-strike, three-phase schedule" adds the previously unscheduled new series titles of *The Gangster Chronicles: An American Story* about organized crime; *Walking Tall* from the movie about a Tennessee sheriff; *Fitz and Bones* with the Smothers Brothers as a San Francisco ENG (electronic news-gathering) team, and *Number 96*, a limited series about apartment-house residents spun off from an Australian hit.

Harper Valley PTA (cut from an hour to a half-hour), *Sanford* and *Boomer* have ceded their places on the schedule but NBC maintained that production continues for future use. Already canceled was *Speak Up America*. Elsewhere, NBC has given new times and days for some returning series.

Night-by-night, the new NBC schedule will filter in as follows, with certain premieres in expanded form.

■ Monday remains untouched with *Little House on the Prairie* leading into *Monday Night at the Movies*. The *Little House* series already has premiered and the movies continued during the strike.

■ Tuesday starts with original episodes of *Lobo* at 8 p.m. beginning Dec. 30, with *Walking Tall* at 9 p.m. added Jan. 13, then a limited run for the *Steve Allen Comedy Hour* at 10 p.m. starting Dec. 12. *Allen*,

which had a special telecast earlier this month, is scheduled to give up its slot to *Flamingo Road* Jan. 6.

■ Wednesday will continue with *Real People* (already premiered); new episodes of *Diff'rent Strokes* at 9 beginning Nov. 12. *Facts of Life* at 9:30 (Nov. 19) and then *Quincy* (Nov. 12).

■ Thursday, it's NBC programing as usual with *Games People Play* and *Thursday Night at the Movies*.

■ Friday, *Marie*, variety with Marie Osmond, begins a limited run for an hour at 8 on Dec. 5 until *Buck Rogers* takes over Jan. 9; *Number 96* has the 9 o'clock slot beginning Dec. 5, until *Fitz and Bones* moves in Jan. 23. *NBC Magazine* with David Brinkley continues its run at 10.

■ Saturday, *BJ and the Bear* starts Jan. 17; *Gangster Chronicles* follows at 9 as of

Jan. 31. And a limited country music/variety series, *Barbara Mandrell and the Mandrell Sisters*, premieres Nov. 29. *Hill Street Blues* has been assigned the 10 o'clock slot beginning Jan. 10.

■ Sunday has the same shows: *Disney's Wonderful World*, *CHiPs* (with a new season of episodes starting Dec. 10) and *The Big Event*.

The new NBC strategy means that all new series will have their debuts by Jan. 31. ABC and CBS expect to have their series all on-air by Nov. 30 and Dec. 11, respectively (BROADCASTING, Oct. 20).

NBC's new schedule, three-part or not, wasn't believed to be cast in stone, however. If, for example, a limited series proved a ratings smash, it is unlikely that the network would trade it in for an unproved show to premiere later.



Harris sees more dross than gold in Premiere's immediate future

He'd trade exclusive franchise with four movie partners for HBO's present market position, Hollywood meeting hears; start is still planned for Jan. 2

A host of obstacles facing the new Premiere pay TV network gives it no "easy opportunity to develop as a profit center," despite its \$200 million in start-up capital and "some exclusivity" of feature film product. That's the forecast outlined by Chairman Burt Harris to the Academy of Television Arts and Sciences last Tuesday (Oct. 21) in Los Angeles.

"HBO is not fighting for its life," Harris said. "It's Premiere that is." Elaborating, he cited "Premiere's problems in reaching cable systems with no free channels, using a satellite that cable systems can't receive and having no owned cable systems to take

the service," as "just a few of the entry barriers that make Premiere's launch as precarious as the life of a premature baby. And the Department of Justice would like Premiere to be stillborn."

Although he didn't go into detail about the Justice Department's lawsuit against Premiere's five joint venturers, Harris predicted a court decision by December on Justice's request for a preliminary injunction. Harris said Premiere still plans to launch its new service on Jan. 2, 1981, using Comstar D-2 for Eastern cable systems and Satcom I for the West Coast.

Harris said the network will use movies from its four film-producing partners for half of its service and acquire other movie product for the remaining 50%. Product from the partners—Columbia, Paramount, 20th Century-Fox, and Universal—will be exclusive to Premiere for nine

New resource. Chicago Programing Resources, six-month-old research firm, is offering services to radio stations including full-week competitive music monitors, artist preference studies, ratings of stations' attributes, focus group recruitment and moderating, customized computer programing, record request tabulations and consulting. For information: (312) 291-9200.

Football rights. Mutual Broadcasting System has acquired exclusive radio rights to all pre- and regular-season Kansas City Chiefs football games for next five years. Network plans to feed broadcasts to regional network of over 100 stations in Missouri, Kansas, Illinois, Iowa, Nebraska, Arkansas and Oklahoma, beginning with 1981 season. Mutual provides similar coverage of Dallas Cowboys and indicates it has other regional sports networking arrangements in works.

Information syndication. Sunbelt Network Inc., Dallas, is entering radio syndication competition with four daily 90-second informational programs. Current offerings are "Heloise" household tips, travel and food programs and news commentary. It distributes shows on tape on barter basis. For information: (214) 741-1198.

Winners. Country Music Association awarded Barbara Mandrell its "Entertainer of the Year" award last week. Other winners this year include: single of the year—*He Stopped Loving Her Today* by George Jones; album—*Coal Miner's Daughter*, motion picture soundtrack; song—*He Stopped Loving Her Today* by Bobby Braddock/Curly Putnam; female vocalist—Emmylou Harris; male vocalist—George Jones; vocal group—Stabler Brothers; vocal duo—Moe Bandy and Joe Stampley; instrumental group—Charlie Daniels Band; instrumentalist—Roy Clark, CMA disk jockeys of year are: Larry Scott, KRDL(AM) Dallas, Bob Cole, KOKE(AM) Austin, and Lee Shannon, WCCF(AM) Punta Gorda, Fla.

Halloween concert. Starfleet Blair will originate live radio concert of rock group, Utopia, on Halloween night. Fifty-four major-market stations will carry special from 10 to 11:30 p.m. *Utopia's National Live Radio Halloween Ball* will originate from Capitol Theater in Passaic, N.J. Starfleet Blair is recently formed subsidiary of John Blair & Co.

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) *He's So Shy* by the Pointer Sisters on Planet; (3) *Real Love* by the Doobie Brothers on Warner Brothers; (4) *Lady* by Kenny Rogers on United Artists; (5) *Another One Bites the Dust* by Queen on Elektra. The top five in **country radio airplay**: (1) *On the Road Again* by Willie Nelson on Columbia; (2) *I Believe In You* by Don Williams on MCA; (3) *I'm Not Ready Yet* by George Jones on Epic; (4) *If You Ever Change Your Mind* by Crystal Gayle on Columbia; (5) *Dukes of Hazzard Theme* by Waylon Jennings on RCA.

months insofar as satellite networking is concerned. The fifth partner in Premiere is Getty Oil.

Harris argued that "Premiere is the best thing to come along for Hollywood in years," and said it would increase competition and mean more jobs. He said that "the dominant monopolistic program network"—referring to HBO—needs competition from other networks like Premiere. "Unless other networks can develop and compete in the marketplace, demand and pricing for Hollywood product is likely to be restricted, and the programing for the public will be limited," he said.

While complimenting HBO's parent company, Time Inc., for its farsighted entry into pay cable, Harris pointed out that competing systems such as Movie Channel, Showtime and Cinemax altogether do not equal half of HBO's market share. He estimated that HBO's inventory of movies

to which it controls pay TV distribution rights is larger than that of Premiere's joint venturers combined.

"I'd trade the money and exclusive product [we have] in a minute for HBO's 5,000,000 subscribers and probably throw in a lot of extra dollars," Harris added.

The Premiere executive warned the motion picture industry that attempts to obtain more payment for its product could upset the "delicate balance" needed "to insure a long-lived 'golden goose' ... To fill these networks, Hollywood will be busier than ever. Although you hear concern from the movie producers that the cable companies keep too much of the gross dollar and do not pay enough for product," he said, "it has been that allocation that has moved the cable industry into its current frenzy."

Harris predicted that the number of pay cable subscribers will increase from about eight million to 20 million by 1985.

Baseball scores big for NBC

World Series baseball during the week ended Oct. 19 gave NBC-TV its third-highest prime-time average ever, scoring almost 10 rating points more than CBS-TV and ABC-TV.

Buoyed by the first three Philadelphia-Kansas City games scheduled for prime time and a 38-minute runover from a daytime broadcast, NBC pulled a 25.5 rating and 40.5 share. CBS and ABC tied at 15.9/25.

For the first two games of the series, NBC was claiming record numbers: the best opening-game performance, with a 32.9/51 and an estimated 68 million viewers, and the best second-game, with a 34.4/53 and some 70 million tuned to the network. The third game may not have broken previous highs but scored an impressive 32.0/53.

As expected from World Series telecasting, the prime-time games were the strongest draws of the week, with the top-10 shows being: Wednesday's Game Two, Tuesday's Game One and Friday's Game Three; NBC's Big Event presentation of "The Outlaw Josey Wales" (27.9/44) and *CHiPs* (25.4/41); ABC's *That's Incredible* (25.0/38); NBC's Pre-Game One (23.5/39) and Pre-Game Two (23.1/30), and CBS's *Country Music Association Awards* (22.9/34) and *M*A*S*H* (22.0/33).

Whether or not the 38-minute runover of Sunday's game (36.1/61) should be counted as the top-rated show of the week was a subject of disagreement among the networks. NBC claimed it at the top. CBS and ABC did not, since it wasn't scheduled for prime time. The point, however, is moot in ratings reality because all three networks score runovers in prime-time averages.

With the World Series games which were played that week, NBC easily took Tuesday, Wednesday and Friday. But the network also proved strong on Thursday, as *Games People Play* (18.4/31) and the movie, "Piranha" (21.1/34), won the night, and on Sunday, with the runover (36.1/61) leading into high scores for *CHiPs* (25.4/41) and "Josey Wales" (27.9/44).

ABC took the remaining two nights of the week, scoring the best on Monday, with *That's Incredible* (25.0/38) and *Monday Night Football: Washington versus Denver* (20.9/33), and Saturday with back-to-back episodes of *Love Boat* (18.0/32, 21.7/37) and *Fantasy Island* (19.6/36).

Considerably below the top-rated shows was NBC's *Steve Allen Comedy Hour* (14.2/26, in position 43 out of 66). Allen joins the NBC schedule with a limited series run beginning Dec. 2 (see story, page 58).

The week added substantially to the NBC average since mid-September when television seasons conventionally begin.

In the tough times of 1933, it took vision, imagination and a good measure of courage to launch a radio station rep company or a magazine. But John Blair and Sol Taishoff both had faith in the future of broadcasting. Today, forty-seven years later, that commitment to broadcasting's growth is stronger than ever.



John Blair & Company

BROADCASTING

REPRESENTATION DIVISION

Blair Television • Blair Radio

OWNED STATIONS DIVISION

Blair Broadcasting of California • Blair Broadcasting of Oklahoma • WHDH Corporation

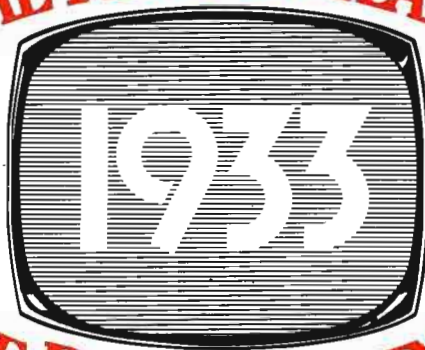
SPECIALIZED OPERATIONS

Blairsat, Inc. • Starfleet Blair, Inc. • Blair Pro-Rodeo Enterprises

GRAPHICS

Alden Press • American Printers & Lithographers • John Blair Marketing • Meehan-Tooker

THE FIRST 50 YEARS



OF BROADCASTING

THE SPORADIC snipping of newspapers at radio broke into wide open warfare in 1933. And a so-called truce in December only served to make broadcasters all the more rebellious about the terms dictated.

In addition, it was the year in which there were definite indications that the Federal Radio Commission was destined to be supplanted by yet another communications regulatory agency, the Federal Communications Commission.

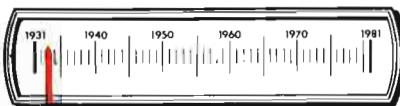
For broadcasters and America, 1933 also brought the "fireside chat"—Franklin D. Roosevelt's recognition of radio as a catalyst to reunite an economically depressed nation.

It was a role that broadcasting willingly assumed, as exemplified by this headline in the Jan. 1 BROADCASTING:

"Broadcasters Accept Challenge of 1933; Business Prospects Held Favorable, Competition Keener; Improvement in Technique and Programs Foreseen." The word was "opportunity" and the hoped-for condition, "improvement." Optimism prevailed in the broadcasters' statements about the coming year and, as BROADCASTING noted, this feeling "should prove a tonic to broadcasters, agency radio executives and radio advertisers" who suffered through 1932, "the first year that radio really felt the effects of the Depression."

Radio entered 1933 with clearly defined adversaries. Not only was the dispute with the American Society of Composers, Authors and Publishers escalating but bad feelings had developed between radio and the newspaper and film businesses, both of which blamed radio for their shrinking revenues. Radio was by now so large that it attracted hyperbole in comments on its functions. Commercial broadcasting was described as venal, boorish, corrupt, tiresome. That was the picture that emerged from "American Broadcasting," published early in 1933 by the *Ventura* [Calif.] *Free Press*. However, equally detailed documentation showed that commercial broadcasting was varied, educational, cultural, magnanimous. That was the picture that emerged from "Broadcasting in the United States," published in 1933 by the National Association of Broadcasters.

While newspaper publishers and movie house owners were complaining about radio, radio executives warily contemplated



World leadership was changing in 1933. January saw Adolf Hitler assume power as chancellor of Germany. In March, Franklin D. Roosevelt brought his New Deal to the White House. In April, 3.2% beer was legalized and in December Prohibition went down the drain with ratification of the 21st Amendment. Chicago was host to The Century of Progress World's Fair.

America's bravado toward the Depression was epitomized by the hit song "Who's Afraid of the Big Bad Wolf?" On Broadway, "Tobacco Road" began its amazing run of 3,182 performances, and Maxwell Anderson won the Pulitzer for drama. The Chicago Bears beat the New York Giants, 23-21, at Wrigley Field in the first National Football League championship game. And in BROADCASTING . . .

the clout of ASCAP. In December 1932 the National Association of Broadcasters had started fighting back by encouraging the Department of Justice and the Federal Trade Commission to investigate ASCAP for possible violations of antitrust laws. In January, Oswald F. Schuette, the NAB's director of copyright activities, began a campaign to unite all of ASCAP's "victims," including broadcasters, hotels, restaurants, dance halls and amusement parks. At that time ASCAP demanded and received royalties from radio receiving sets in hotel rooms, small business establishments, drug stores, barber shops and boot-black stands.

An article in the January issue of *Fortune* and summarized in BROADCASTING revealed that ASCAP, before its rate hikes in 1931, utilized a budget of \$1,971,000 of which radio furnished \$939,000, motion pictures \$665,000, dance halls \$135,000, hotels \$89,000, restaurants \$79,500 and parks, carnivals, circuses and steamships \$63,000. NAB's Schuette felt that radio not only bore an inordinate share of ASCAP's financial burden, but also had undertaken an unfair portion of the battle. In unity, he hoped, lay victory.

Besides ASCAP's copyright demands, broadcasters now encountered problems with the Music Publishers Protective Association, a transcription copyright organization that insisted broadcasting stations should acquire MPPA licenses and pay fees for MPPA records and transcriptions. MPPA, however, maintained that those recordings be played only on stations with ASCAP licenses. The NAB objected to that restriction and felt it was another attempt at control by ASCAP, many of whose board members also were directors of MPPA. Schuette and the NAB retaliated by asking for government studies of MPPA's structure and fees.

The MPPA countered in January by labeling its records "Not licensed for radio broadcast." A. E. Garmaize, counsel for the Columbia Phonograph Co., rationalized MPPA's action: "The broadcast of our records places at the disposal of the public the labor, skill and money investment [of our company] . . . for the sole benefit of the broadcaster, so that the broadcast of our records is a use of our property rights without our consent for the benefit of someone else without any com-

pensation accruing to us, the owners of the property rights. Broadcasting stations probably are not aware that they are violating our rights by the broadcast of our records, so that in order to give them notice that we reserve our rights and do not desire them to be violated, we have placed on the labels of all of our records the notice 'not licensed for radio broadcast.'"

Unconvinced by this reasoning and suspecting MPPA to be an ally of ASCAP, Schuette and the NAB maintained that MPPA's ban was illegal and was an attempt to force broadcasters to use transcriptions instead of records. If an advertiser or station used a transcription, MPPA collected 25 cents per number and 50 cents for a restricted number, but if a record were used, MPPA collected only two cents.

The NAB fought on. On Jan. 18 ASCAP announced willingness to reopen negotiations, but refused "under any circumstances" to deal with the NAB's Schuette. To facilitate continued discussions and to fortify its position, the NAB retained as its counsel Newton Baker, Cleveland attorney and secretary of war in the Wilson administration. Calling this "the biggest step forward in NAB history," BROADCASTING said that "it brings to radio fully as strong representation against the arbitrary onslaughts of ASCAP as that organization has had. ASCAP now has a foe worthy of the respect it has hitherto denied broadcasting, and radio now has an advocate who can really test and bring to task the legalistic shroud which Mr. [Nathan] Burkan [ASCAP counsel] has woven around his organization."

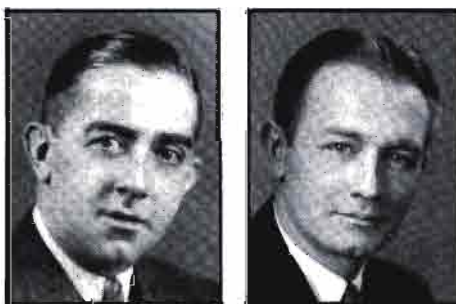
With radio programing proliferating and diversifying, music was becoming an ever more integral part of broadcasting. This much fought-over element provided what David Grosch, vocal instructor and radio personality in Kansas City, called "the essential atmosphere" of a program as well as an ad. "Say it with music," wrote Raymond Paige, then music program director at KHJ Los Angeles, "has gradually come into its own." "The modern trend in radio programs," said BROADCASTING in March 1933, "is to let music do most of the talking that was recently done by long-winded announcers. . . . Whereas, in the old days an orchestra and perhaps a soloist were linked with a commercial announcement more or less haphazardly, today the progressive program manager tries to adjust every program, even to the music, to the tastes of his audience."

These careful efforts to improve the effectiveness of programing and advertising worried newspaper publishers. Even though BROADCASTING's Jan. 15 editorial, "Can't Blame Radio," argued that the Depression and not radio was responsible for the losses suffered by other advertising media, BROADCASTING also noted "radio's steady progress, even through the Depression, . . . [because of its] fundamental soundness as an advertis-

ing medium."

Radio's growing commercial acceptance prompted still other newspaper publishers to seek protective measures. James G. Stahlman, publisher of the *Nashville Banner* and president of the Southern Newspaper Publishers Association, urged newspaper publishers to try to gain control of the Federal Radio Commission. Stahlman warned that "newspaper publishers had better wake up or newspapers will be nothing but a memory on a tablet at [just opened in New York] Radio City."

While publishers like Stahlman fought radio, others, like William Randolph Hearst, sought to capitalize on radio's power. To boost circulation, the Hearst papers sponsored two 15-minute transcribed programs per week. Broadcasts included opera, jazz and romantic stories, as well as dramatizations of outstanding



At the NAB helm. At its October 1933 convention in White Sulphur Springs, W.Va., the National Association of Broadcasters voted not to change its leadership. That meant the reelection of Alfred J. McCosker (l), of New York, N.J., for a second term as president, and the continuation of Philip G. Loucks (r) as NAB managing director.

features from the *American Weekly*, the Sunday supplement in Hearst papers.

The newspapers' unhappiness with broadcasting continued to grow as radio increased its stature in news, both at the network and station level. Locally, for example, WIL St. Louis claimed the distinction of becoming the first station to broadcast daily news from Washington, gathered by an accredited Washington correspondent.

Election returns, inaugural ceremonies, major events and "fireside chats" provided networks and stations with important material that proved radio's special accessibility and unique powers. Both NBC and CBS utilized the largest staff of commentators, announcers and technicians in each of their histories to cover President Roosevelt's March 4 inauguration with broadcasts from the Capitol, the White House and from various points along the Washington parade route.

During the March banking crisis broadcasters placed radio's facilities at the disposal of the Roosevelt administration. BROADCASTING reported: "It was a period

of radio news reporting on a magnificent scale, with the networks sparing no effort nor expense to provide an intensive coverage of the Washington scene." NAB President Alfred J. McCosker added that besides providing facilities, stations must "radiate calm, confidence and good humor in our attitude and in our broadcasts [so that] the listening public—60,000,000 of our citizens—[will] become infused with the same spirit."

Radio's range and importance increased further with Roosevelt's "fireside chats" broadcast on March 12, May 7, July 17 and Oct. 27. The first, in which he announced the closing of banks to preserve the nation's economy, set the tone by projecting a new FDR.

While bringing the nation into the White House, Roosevelt also brought importance to radio as a news medium. Quoting from a CBS summary of the event, BROADCASTING said: "It remains for radio to thank the President. . . . What else could have won radio such gallant praise from the press. . . . It is hard to believe that any other drama could have called radio so urgently into the council and conference rooms of America—its force suddenly revealed, its promise newly seen, its influence on social and on business thinking so swiftly accelerated overnight."

Also, the Depression helped to accelerate radio's development as a major source of entertainment. Broadcasters were discovering new techniques in production. *Tarzan of the Apes*, a transcription program that first aired on Sept. 12, 1932, gained great popularity in 1933. The show, broadcast five times a week in 15-minute segments, made novel use of special effects.

According to Barton A. Stebbins, president of Logan & Stebbins, the agency responsible for *Tarzan*, the show's "sound effects are synchronized to a degree that could never be achieved before the studio microphone. All the birds and beasts of the jungle appeared in their own voices. Sound equipment was taken to zoos in all parts of the country where suitable animals were available. There, the operator waited hours and days recording the voices of tiny birds, lions or trumpeting elephants in all of their various moods. A tremendous collection of these sounds has been assembled and appropriate portions were synchronized on the transcriptions with fraction-of-a-second exactitude and with emotional quality that fit the story. *Tarzan* on the air was the jungle made audible."

Other popular shows included Caswell Coffee's weekly sponsorship of hour-long Gilbert and Sullivan operettas and WLS Chicago's Saturday night broadcasts of the *National Barn Dance* before a capacity crowd at the Eighth Street Theater.

Broadcasts of baseball and football continued to arouse interest as well as ire as the professional club owners, college groups and broadcasters argued over whether radio reduced or boosted box of-

PRESENTING 60 YEARS OF BROADCAST HISTORY IN JUST ONE PICTURE...

American broadcasting was born November 2, 1920 with KDKA's historic reports of the 1920 elections. Since then, Group W's history has been a significant part of broadcasting history.

But we aren't looking back, because ahead of us we see a future filled with promise and challenge.

There's so much history yet to be made. We plan to be among those who will make it.

GROUP



60 YEARS

fice receipts. Most club owners felt certain that radio caused a significant drop in attendance, but a few believed radio's spurring of interest in the games helped.

No one, however, was pleased with the drop-off in box office receipts. But there were those who perceived that the cause was more the Depression than radio. One such observer was David Driscoll, program director for KGDE Fergus Falls, Minn. "A diagnosis of the attendance slump is hardly necessary," he wrote in the Feb. 1 BROADCASTING. "Baseball was hard hit for the simple reason that the boys who ordinarily packed the grandstand and bleachers were out of work or simply could not afford the expense of entertainment. Baseball owners, like everybody else, cannot collect dollars when there are no dollars to collect. . . . Club owners are pricing down expenses right to the bone. Salaries of players will be cut as much as 40%." Baseball, regarded as distinctly a luxury, was in for a bad season.

Like business generally, the networks also had a bad season financially. Throughout the beginning of the year, network revenues continued to drop, reaching a new low in July. NBC and CBS had combined incomes for April 1933 of \$2,462,970 as compared to \$4,004,484 for April 1932, itself a bad year. Network revenues continued to decline. In June 1933 the networks collected \$2,065,195 as opposed to \$2,997,296 for June the year earlier, and in July 1933 the network revenues totaled \$1,809,473, down from \$2,416,616 in July 1932.

Because of the economy, and despite shrinking network budgets, radio's popularity increased. For people who had little or no money to spend on sports events, shows and movies, radio grew in importance as a source of entertainment.

L.B. Wilson, president of wcky Cincinnati and owner of the Wilson movie theaters—a "showman of 23 years experience"—analyzed the situation. "Radio," he said in the March 15 BROADCASTING, "is successfully competing with the theater. Hard times have added millions of persons to the radio audience, while taking millions from the [theater] audience. You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theater. You may need the 50 cents for food or clothing. So the theater loses a patron and the radio gets a listener. In previous depressions, the theater was not so badly affected. There was no radio, and people had to have something to get their minds off their worries."

The more people listened to radio, the more other issues entangled themselves with the simple pleasures of entertainment and news. In late February, the secretary of the Navy, Charles Francis Adams, banned Navy and Marine band broadcasts because of pressure from the musicians' union. While thousands of musicians were without work, the service bands played without pay. In March, Adolf Hitler banned American jazz from Ger-

many's airwaves, particularly the work of black orchestras and singers, because he felt such music was detrimental to his intended goals.

In America, the proponents of educational radio still felt themselves to be the guardians of American cultural standards despite a Federal Radio Commission report to the Senate stating that educational broadcasting could be entrusted to commercial stations. From 1927 to 1933, there had been a steady decline in the number of exclusively educational stations—95 to 39—with 12 selling time.

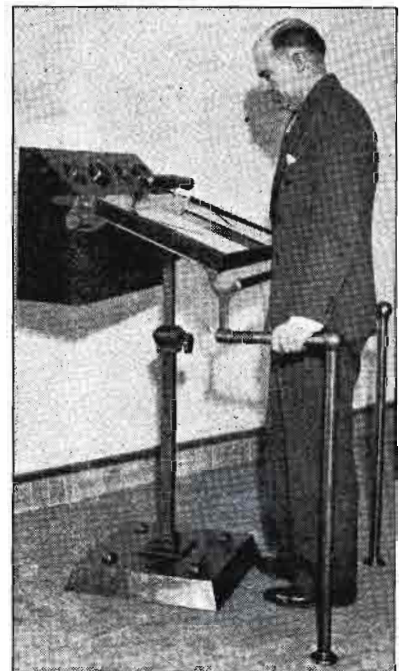
According to BROADCASTING, the decline was caused by a lack of financial support and listener interest. According to Joy Elmer Morgan, the forces of commer-

cialism, if not greed, had won out. Although admitting defeat, Morgan's National Committee on Education by Radio would not accept death. In April the committee formed the American Listeners Society intended to "supply machinery through which listeners might exert an influence in determining the nature and content of radio programs." Implying that this group had little power and less reason for existence, BROADCASTING reported that "the most prominent of educators now are associated with the National Advisory Council on Radio in Education, directed by Levering Tyson, which has cooperated with stations throughout the country in offering educational features."

BROADCASTING, in a Jan. 15 editorial,



The radio Presidency. FDR's White House years were an era of close rapport with America via radio. It started with his March 4 inaugural broadcast and his first "fireside chat" March 12. The photo above was taken on May 7, 1933, when Roosevelt broadcast his second fireside chat, a report on the state of the nation and a thank-you to the radio audience for the unexpectedly large amount of mail that flooded the White House after his first fireside chat. The fireside chat term is generally attributed to Harry Butcher, then director of the CBS Washington office at wjv (now retired in Santa Barbara). In a discussion with CBS Washington newsmen Ted Church, Butcher felt it would be more friendly to use that description than to say the broadcast originated from the diplomatic reception room Marvin McIntyre, FDR's appointments secretary, later said that the President was captivated by the term. Bob Trout, then a CBS newsmen (and now with ABC Radio), was the first to use the phrase on the air. The photo at right shows the specially designed microphone stand that was presented by CBS to FDR and used for the first time at his inauguration. Herbert Glover, CBS director of news broadcasts, grips the side bars that supported the disabled President.



wrote: "That educational stations, by and large, are misfits in American broadcasting, commanding little financial support from their own institutions and having negligible listener appeal, is reflected in the official records of the radio commission. . . . How can Joy Elmer Morgan . . . and his group of misguided pedagogues justify their silly demand for more wavelengths for educational stations . . . ? How can they have the audacity to oppose commercial broadcasting when some 30 educational stations have sold out—voluntarily—to commercial groups. . . . It is one thing to present well-organized educational programs over commercial stations which have the audience. It is another to attempt to cram education down the public's throat over more stations that have no listener appeal, as is proposed by Mr. Morgan's National Committee on Education by Radio."

Network receipts from time sales continued to decrease. In January, Frederic R. Gamble, executive secretary of the American Association of Advertising Agencies, urged that broadcasters provide agencies with a cash discount for bills paid promptly. As a result of decreased revenues, many stations tried unusual plans to increase sales. For example, KOIL Omaha created business by selling time not just to individuals but to groups of tradesmen such as barbers, beauticians, florists and grocers. With revenues down, some broadcasters looked to the legalization of beer as a potential source of new advertising.

In an economy move in April, NBC implemented its second pay cut by decreasing all employe salaries of over \$1,000 a year by 10%. NBC's first salary cut had been in September 1932. Also in April 1933, NBC discontinued its Pacific Coast Gold network to save line costs and had its Orange network absorb some Gold programs.

Comedian Ed Wynn, whose Texaco-sponsored hour on NBC was declared the most popular network program, announced in January that he would head a third network, the Amalgamated Broadcasting System, which would revolutionize the handling of commercial programs and station relations. Originally scheduled to begin Feb. 15, the network encountered financial and organizational problems, but finally started in September.

Wynn, who deplored the increase of commercialism on radio, aspired to "bring the theater to the air," and to return some of the business he felt that radio had taken from newspapers and magazines. "What I am going to do," he said, "is throw millions of dollars back to the newspapers and magazines." Wynn called his new network the "new deal" in radio and planned to limit commercial credits to 30 words at the beginning and end of each program, to prohibit price mentions, and to refer listeners to sponsors' ads in newspapers and periodicals.

Curtis B. Dall, President Roosevelt's son-in-law (he was married to FDR's daughter, Anna), became chairman of the

board and on Sept. 25 Wynn's network began a four-hour inaugural program with a 14-station hookup.

Others besides Wynn wanted changes in radio. Some were motivated by anticommmercialism and others were moved by hopes of economic improvement in a continuing Depression. In February, with the support of the Roosevelt administration, Representative Sam Rayburn (D-Tex.) proposed a bill to abolish the FRC in favor of creating a federal agency that would have jurisdiction over all communications. This bill, however, was withdrawn for rewriting. Also in February Representative Hampton Fulmer (D-S.C.) introduced a bill, sponsored by interests opposed to commercial radio, that requested a two-year inquiry into the "future administration, management, control and financing of radio broadcasting."

During a March special session of Congress, Representative Rayburn reintroduced his bill although it appeared unlikely that any radio legislation would be enacted at that session.

Also reintroduced at that time was the so-called Davis omnibus bill which had passed both Houses but had been pocket-vetoed by President Hoover. (The earlier bill had been offered by Representative Ewin L. Davis [D-Tenn.], chairman of the House Merchant Marine, Radio and Fisheries Committee. The new bill was submitted by his successor as chairman of that committee, Representative Otis Bland [D-Va.]) Among other amendments to the Radio Act of 1927, the bill would have allowed the licensing of stations under 100 watts without regard to quota restrictions and would have required that rates charged by stations to political speakers not exceed the rates charged to commercial advertisers.

Other changes affecting radio were proposed by Secretary of Commerce Daniel C. Roper, who at the request of the Roosevelt administration submitted a plan to reorganize radio legislation by providing one communications body. Roper's recommendations formed the basis for the abolition of the FRC and the creation of the FCC under the Communications Act of 1934.

Among the other changes on Capitol Hill with the new Roosevelt administration, Clarence C. Dill (D-Wash.) became chairman of the Senate Interstate Commerce Committee. Also new to that committee was Wallace H. White Jr. (R-Me.), prominently identified with previous radio legislation in both branches of Congress.

On May 8 the U.S. Supreme Court conferred upon the FRC absolute powers in distributing frequency assignments when the court upheld the commission's decision to delete WIBO and WPCG, both Chicago, which operated in "overquota" areas, and to give the 560 kc regional channel to WJKS Gary, Ind.

While many broadcasters railed against the perceived injustice of the commission, many newspapermen rallied to fight what they perceived to be the injustice of radio's

encroachment upon news reporting.

Throughout 1932 and 1933 radio stations had broadcast news of important events—the election returns, the Roosevelt inauguration, as well as the President's speeches. KFOX Long Beach, Calif., for example, kept broadcasting throughout an earthquake. When the Navy dirigible Akron crashed in early April, the networks provided immediate coverage. Newspapers became anxious.

In Sioux Falls, S.D., a judge granted the Associated Press a permanent injunction against the unauthorized broadcasting of its news dispatches by KSOO there.

As a result, broadcasters felt the need for their own news services, and a tenuous truce between newspapers and radio was shattered. A headline in the May 1 BROADCASTING read: "AP and ANPA [American Newspaper Publishers Association] Declare War on Radio," and the story reported: "An open break between broadcasting and the press, with newspaper publishers in general casting aside entirely the proved fact that they can use radio cooperatively to their own promotional ends and profits, appears to be the design of the radio resolutions adopted by the Associated Press April 24 and the American Newspaper Publishers Association April 26 at their annual meetings in New York."

The AP membership voted to ban network broadcasts of AP news and to limit local broadcasts to brief bulletins that credited the member newspaper. The ANPA recommended that newspaper listings of radio programs would now be considered as advertising and printed only if paid for.

Despite these actions, radio news broadcasts were not drastically affected. The United Press and the International News Service did not follow AP's example, and the networks established their own correspondents in key cities. A May 15 editorial in BROADCASTING summarized the situation as having "not very greatly altered the functions of either the networks or stations. . . . Radio people generally seem quite indifferent about the actions taken at the recent press meetings. The networks and their commentators have found legitimate ways of getting what they want and need without press association help, for the press by no means can have a monopoly on news."

Radio's efficacy as a news medium was further demonstrated on May 7 when Roosevelt used radio to deliver another fireside chat. BROADCASTING wrote, "That the President should again use radio as the primary medium for contacting his 'American family' is another great tribute to radio for which the broadcasters owe the chief executive their heartfelt thanks."

Besides recognizing radio as an important political vehicle, Roosevelt's New Deal utilized broadcasting, and his National Recovery Administration (NRA) affected the industry. In June Roosevelt signed the industrial recovery public works bill which was intended to revive business and to aid employment. Each industry was

to design its own plans for organization and self-regulation. In addition, the bill authorized a \$3.3-billion public works project.

"Every element in the business of broadcasting," wrote BROADCASTING, "and that includes agencies, stations and allied enterprises as well as the world of industry generally . . . becomes immediately and vitally affected by President Roosevelt's gigantic industrial recovery program." The program was presented by President Roosevelt over a nationwide radio hookup on July 24. As businessmen, broadcasters felt that the NRA would stimulate business and create renewals of advertising accounts. As employers, broadcasters pledged to create more jobs and to negotiate contracts that complied with NRA guidelines. As media representatives, broadcasters offered the practically unrestricted use of radio facilities to promote the NRA campaign.

In August and September the networks experienced increased advertising business which George F. McClelland, executive vice president in charge of sales for NBC, attributed to Roosevelt's industrial recovery drive. Delighted, broadcasters continued to help by contributing more time for NRA messages. NBC and CBS established regular NRA broadcasting periods, NBC at 10:15 on Sunday nights and CBS at 10:30 on Thursday nights. W.B. Dolph, radio director of NRA's public relations bureau (later to become a broadcaster and manager of a prominent radio commentator, Fulton Lewis Jr.), considered broadcasters' backing to be "100%."

Another sign that the Depression might be easing was the FRC's termination in August of the short broadcast day. Previously, stations, upon application, could operate less than the minimum two-thirds of their licensed hours; about 40 stations had taken advantage of the waiver. After August the FRC cut off applications for this privilege.

The NRA continued to affect broadcasting. A new broadcasting code was drafted in September by the NAB. It was the subject of an NRA hearing in September, revised in October, signed by President Roosevelt in November and enforced starting Dec. 11, and provided for the adoption of a 48-hour week for technical personnel and outlawed ratecutting, lotteries, songplugging and the acceptance of per inquiry business. The code also created a minimum wage of \$40 a week for technicians, \$20 a week for announcers and program-production employees, but \$15 a week if there were fewer than 10 such employees at a station.

BROADCASTING analyzed the code as "designed to lift the industry by its bootstraps out of objectionable and unfair trade practices. . . . The code is unquestionably the most drastic and far-reaching measure ever devised for regulation of broadcasting."

While these regulatory discussions proceeded, the FRC prosecuted 60 unlicensed

Texas stations that had challenged the FRC's right to regulate them. The 60 "outlaw" stations, as they were called, argued that since they broadcast entirely intrastate they were outside federal jurisdiction. The NAB's spokesman, Philip G. Loucks, its managing director, urged the FRC to prosecute the stations, arguing that they violated the law, competed unfairly with licensed stations and created interference. In August, the Department of Justice filed a suit against 18 persons in connection with the outlaw stations, and in November, George B. Porter, acting general counsel of the FRC, promised that federal authorities would actively prosecute the outlets.

Besides such domestic issues of channel

tions. All things considered, it is fortunate that the conference agreed to disagree."

While the international conference created no changes in the broadcasting structure, other issues such as the warfare with ASCAP and with newspapers as well as the cumulative effects of New Deal reforms on employment and advertising portended change. To counter ASCAP, the NAB created the Radio Program Foundation and in July acquired 123,000 compositions of the Ricordi catalogue which it offered to members for monthly royalties between \$2.50 and \$25. BROADCASTING called this the "first tangible step toward releasing the broadcasters from the ASCAP grip."

Just as ASCAP's demands led to the



The early days of radio's Huckleberry Finn. His name was little known outside the Baltimore-Washington area when Arthur Godfrey conducted a highly successful *Breakfast Club* for NBC-managed WMAL Washington, Devices, such as membership certificates for listeners (above), built record audiences. However, his unexpected antics—before irreverence to the establishment was tolerated on air—led to a split with WMAL. CBS's WJTV, just two blocks away, readily engaged Godfrey for its morning show and a late night show. Commentator Walter Winchell, while dialing up distant stations, picked up a Godfrey broadcast. The New York columnist-network broadcaster reported, to the nation on the refreshing manner of the man in the middle of the night. After that, it was a short trip to New York and national stardom, first with CBS Radio and later CBS Television.

allocations, there were international problems as well. The first North American Radio Conference on allocations, held in August, aborted when Mexico refused to compromise its demands for 12 AM clear channels with the American delegation's offer of three or four channels. BROADCASTING analyzed the situation: "Broadcasters are heaving sighs of relief, though mingled with regret. They are relieved because the immediate danger of a reallocation here is eliminated. They regret the failure because the way is open for more and bigger Mexican stations to preempt channels and cause even more serious interference with American sta-

formation of alternative music associations, the newspaper publishers' demands spurred the growth of radio's own news services. By October CBS organized the Columbia News Service with Paul W. White as general manager. This represented a direct answer to AP's and ANPA's edicts barring use of their news on radio. General Mills sponsored CBS news broadcasts twice a day.

NBC, meanwhile, let A.A. (Abe) Schecter organize a one-man news department. His chief tool was the telephone, and he was able to supply enough material for Lowell Thomas's NBC program and some material for Walter Winchell's Sun-

day evening program on that network.

A lull in the press-radio war came when a truce was declared in December. But the terms were so restrictive that broadcasters almost immediately rebelled and in the early months of the next year began establishing their own news organizations.

BROADCASTING reported that the Dec. 11-13 meeting in New York that drew up the truce was called "in a spirit of friendly cooperation and mutual recognition of one another's place in the economic sphere."

A 10-point plan, to be submitted to AP's board of directors, proposed that the press associations (AP, INS and UP) drop their policies of refusing to provide service to broadcasting, furnish two five-minute daily summaries to radio, and protect broadcasters with special bulletins. In return, radio was to agree to broadcast one morning summary after 9:30 a.m. and an evening summary after 9 p.m. Also, news broadcasts were not to be sold.

The plan further called for CBS to withdraw from the news agency field and dissolve its Columbia News Service corporation as well as for NBC to agree not to enter the news collection field.

The services to radio were to be provided by a new organization, the Radio-Press Bureau, composed of representatives from newspaper groups and broadcasters. The bureau got under way in March of 1934, but under heavy fire not only from broadcasters but from Capitol Hill.

Newspaper publishers felt threatened by radio competition not only for news but also for advertising—and with reason. Malcolm Muir, deputy administrator of the NRA, expected a renaissance in advertising, but with radical change in its distribution. He wrote: "Old market evaluations, old methods of distribution and old advertising policies are out. The New Deal . . . means new consumers, new trading areas, new merchandising methods. It means specifically that advertising as a great and constructive force in merchandising should at last come into its own. You and I know that the price-cutter was the biggest builder of profitless prosperity. . . . I know of no force [advertising] that can be used more effectively to re-create confidence . . . to unlock the pocketbooks of those who have been afraid to buy, to tap the resources of those new income classes created by the New Deal. I am not referring to a 'buy-now campaign' or any other such 'ballyhoo' but to that intelligent, constructive force 'advertising' which can do so much to create demand through an awakened and revitalized America."

Others, too, had their eyes on advertising, but from another perspective. Rexford Guy Tugwell, assistant secretary of agriculture, encouraged the Food and Drug Administration to prepare a new bill calling for precise information in ads about food, drugs and cosmetics.

The adverse reaction to the bill initially came more from the manufacturers, and then from broadcasters. BROADCASTING's Sept. 15 analysis conceded that the bill

sought to place responsibility on the advertiser or manufacturer rather than on the medium. BROADCASTING also expressed the belief that the elimination of "chiselers" from the food, drug and cosmetic fields would benefit advertising in the long run, despite short-term losses.

Tugwell, himself, defended the legislation in BROADCASTING, arguing: "this bill would put responsibility where it belongs, in the advertising business. The man who knows best whether a product is truthfully or falsely represented is the manufacturer or advertiser himself. Any attempt to raise standards by federal legislation must place responsibility on the shoulders of manufacturers."

Since revenues from food advertisements provided networks with their number-one source of income, and revenues from drugs and toiletries number-two, broadcasters paid attention to the bill. Advertisers and drug manufacturers soon began to pressure broadcasters on the evils of the new bill. For example, Frank Blair, president of the Proprietary Association (drug manufacturers), introduced his refutation in BROADCASTING with the following: "Radio broadcasters must be deeply interested in legislation, which, if enacted, would cripple or destroy industries—food, drug and cosmetics—from which is derived a large part of radio broadcasting's revenue."

The NAB declared war on the Tugwell bill, and opposition to it mounted so much that by December the bill was revised. BROADCASTING's Dec. 1 editorial stated that "these developments are reassuring. Only by a united front on the part of the groups affected can safe and sane legislation be obtained." Others, however, felt that the bill's revisions rendered the proposed law virtually powerless.

Meanwhile, November brought two other developments related to advertising: Ed Wynn's Amalgamated Broadcasting System went bankrupt from lack of advertising, and George F. McClelland, former NBC executive vice president, announced plans for another network, probably to be called the Associated Broadcasters Inc., to start in the fall of 1934.

Another development concerned the possibility of hard liquor advertising on radio following passage of the 21st Amendment. William S. Paley, CBS president, decided that CBS would advertise wine but not hard liquor because the network felt advertising of the latter was inappropriate in a "medium which enters the homes of so many millions of persons and which carries its messages to groups of listeners of every conceivable assortment."

Precisely because radio was a medium that entered the homes of millions, it enjoyed increasing prestige and power in 1933 despite copyright, news and other problems. NBC moved into its new headquarters at Radio City in New York during October and November. M. H. Aylesworth, first NBC president who inspired the project, characterized the move

into the 400,000 square feet of space, the world's largest broadcasting plant, as "the passing of another milestone in radio progress."

In his congratulations to NBC, President Roosevelt wrote: "Radio is an invaluable instrumentality for public service. Its values to the country are manifold—educational, recreational, entertaining, and serving the common needs of the people and the government. . . . Despite the splendid advancement made in recent years in the science of radio, I do not concede that it has yet been developed to the point where it approaches a full utilization of opportunities that it has in store for service to mankind. It is my judgment that nothing since the creation of the newspaper has had so profound an effect on our civilization as radio."

With such praise and with such promises came inevitable conflicts. "In the public interest" was destined to remain a tricky phrase to be defined by broadcasters, public interest groups, legislators and others to their mutual satisfaction.

The year ended with hints of important changes as President Roosevelt studied Secretary Roper's report recommending that all communications activities be consolidated under one government agency. With Roosevelt's NRA backed by radio and designed to encourage economic growth, broadcasters felt, as an editorial title in BROADCASTING suggested, that "Radio [was] Doing Its Part." An editorial pointed out: "Business is getting better in radio. . . . From the high tides that ran in 1932, to the ebb of the first six or seven months of 1933, the ship bearing revenues into radio's coffers now seems to be running into flood tides. . . . it looks as though the best winter season in radio's brief history is here."

Looking ahead to better times, it concluded: ". . . Radio can count more friends than ever. Radio is doing its part, with its earnings, its satisfied employes and its improved and improving methods. Its record in Depression and recovery is one of which it may well be proud."

Stay Tuned

1. What were the basic provisions of the Wagner-Hatfield broadcasting bill that "threatened" radio's structure?
2. Name the seven original members of the FCC.
3. Who began Transradio Press and why?
4. What four stations formed Mutual Broadcasting System?
5. Name two top male singers and two top comedians.

The answers next week,
in "1934."

For the Record

As compiled by BROADCASTING Oct. 14 through Oct. 17 and based on filings, authorizations and other FCC actions.

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

New Stations

AM applications

■ Williamsburg, Ky.—Williamsburg Broadcasting Co. seeks 710 khz, 250 w-D. Address: 375 Bold Ruler Trail, Corbin, Ky. 40701. Estimated construction costs \$25,400; first quarter operating cost \$9,600; revenue \$80,000. Format: Adult Contemporary. Principals: Fate L. McAnally (90%) and Howard E. Watkins (10%). McAnally is general manager of WTJM-FM Pineville Ky. Watkins is former general manager of WEJZ(AM) Williamsburg. They have no other broadcast interests. Ann. Oct. 9.

■ Derry, N.H.—Spacetown Communications Corp. seeks 1320 khz, 500 w-D. Address: RFD Box 115-A Hudson, N.H. 03051. Estimated construction costs \$165,800; first quarter operating cost \$31,700; revenue \$100,000. Format: Easy listening. Principals: Albert P. Gureckis (32.61%), and brothers Adam C., and Peter V. (10.87% each); Bertrand E. Peabody, Margaret M. DiMarzio, Frances S. Mannarini, and Joseph V. Stanick (10.87% each) and one other (2.17%). Albert Gureckis owns Nashua, N.H. apartment building. Adam Gureckis is employee at Nashua paper converting company. Peabody is 51% owner Derry funeral home. DiMarzio is Derry real estate agent. Mannarini is Derry legal secretary. Stanick is Derry attorney. Peter Gureckis is Potomac, Md. radio consultant. They have no other broadcast interests. Ann. Sept. 30.

■ Mt. Pleasant, S.C.—East Cooper Communications seeks 1500 khz 250 w-D. Address: P.O. Box 652 Mt. Pleasant 29464. Estimated construction costs \$45,700; first quarter operating cost \$16,419; revenue \$67,000. Format: MOR. Principals: William Jackson Pennington III (55%), James Steven Moore (25%), and

David Louis Isreal (20%). Pennington is Mt. Pleasant radio programing consultant. Isreal is general manager WUAG-FM Greensboro. N.C. Moore owns Greensboro vending company. Ann. Oct. 9.

FM applications

■ Yucca Valley, Calif.—Desert Radio Inc. seeks 106.9 mhz, 50 kw, HAAT: 1,227 ft. Estimated construction cost: \$171,000; first quarter operating cost: \$35,000; revenue: \$220,000. Format: CW. Principals: John H. Gayer (50%) and wife, Dorothy G. (25%), and Jeanine Harrington (25%). Gayer is Lakewood, Colo. consulting engineer. With husband, Dorothy is 20% owner of Gering, Neb. bank and 50% owner of Lakewood real estate firm. Harrington is Yucca Valley real estate broker. John Gayer is also 48% owner of applicant for new AM Vail, Colo., 30% owner of applicant for new TV in Omaha, Neb., and 48% owner of applicant for new TV in Glenwood Springs, Colo. Ann. Sept. 22.

■ Lewiston, Idaho—Seaport Broadcasters Inc. seeks 106.9 mhz, 100 kw, HAAT: 1,230 ft. Address: 10th and 21st Streets. Lewiston. Estimated construction cost: \$67,000; first quarter operating cost: \$32,700. Format: MOR. Principals: Bill Dawkins Evangelistic Assoc., a non profit corporation (51%), Dean Plank and T. Leon Swinehart (19% each), and William Dawkins (11%). Dawkins is engineer for Burlington Northern railroad. Plank is Orofino, Idaho logger. Swinehart is Kamiah, Idaho real estate developer and 100% owner of Kamiah lumber company. They have no other broadcast interests. Ann. Sept. 22.

■ Hampton, Iowa—Wayne E. Grant seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Rte. 2, Hampton, 50441. Estimated construction cost: \$87,000; first quarter operating cost: \$19,000. Format: MOR. Principal: Wayne E. Grant (100%). He is Hampton farmer and employee of KIFG(AM) Iowa Falls. He has no other broadcast interests. Ann. Sept. 22.

■ Columbus, Kan.—Columbus FM 98 Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Rte. 1 (Scammon) P.O. Box 106, Columbus, Kan. 66725. Estimated construction cost: \$62,100; first quarter operating cost: \$6,000; revenue: \$90,000. Format: Contemporary. Principals: Ben H. Woolery (51%) and father Orval F. (49%). Ben Woolery owns Joplin, Mo. commercial production firm and is announcer for KFSB(AM) Joplin. Orval Woolery is superintendent of Sedalia, Mo. Baptist Assoc. Ann. Oct. 2.

■ Boyce, La.—KGM Broadcasting Corp. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 69, Boyce 71409. Estimated construction cost: \$75,700; first quarter operating cost: \$13,300; revenue: \$150,000. Format: Soul/Gospel. Principals: Robert Allen (51%) and wife, Patricia (44%), and Clarence Allen (5%). Clarence and Robert are brothers. Robert is 50% owner of Alexandria, La. insurance agency. Patricia is Pineville, La. equal opportunity officer. Clarence is U.S. Air Force staff sergeant. They have no other broadcast interests. Ann. Oct. 6.

■ West Plains, Mo.—CM Broadcasting Co. seeks

102.3 mhz, 3 kw, HAAT: 300 ft. Address: Box 233, 701 Jamestown Rd., Dyersburg, Tenn. 38024. Estimated construction cost: \$95,800; first quarter operating cost: \$24,000. Format: Popular. Principals: Carl G. Minton and wife Mary F. (100% jointly). Carl is sales manager WASL-AM-WTRO-FM Dyersburg, Tenn. They have no other broadcast interests. Ann. Oct. 6.

■ Havre, Mont.—Havre Broadcasting Corp. seeks 95.1 mhz, 100 kw, HAAT: 545 ft. Address: 600 W. 4th St., St. Paul; Minn. 55102. Estimated construction cost: \$214,522; first quarter operating cost: \$26,600; revenue: \$41,000. Format: MOR. Principal: William J. O'Brien (100%). He is St. Paul oil and gas investor and trustee of Goodland Broadcasting Corp., which is applicant for FMs in Goodland, Kan. and Nevada, Mo. Ann. Sept. 22.

■ Incline Village, Nev.—North Lake Tahoe Broadcasting Co. seeks 93.5 mhz, .7 kw, HAAT: 629 ft. Address: P.O. Box 3549, Incline Village 89450. Estimated construction cost: \$74,800 first quarter operating cost: \$19,400; revenue: \$150,000. Format: Adult contemporary. Principals: Rod Campbell (50%), James King (37 1/2%), and Rita Leon (12 1/2%). Campbell and King are Incline Village real estate brokers. Leon is owner-operator of Incline Village dance school. They have no other broadcast interests. Ann. Sept. 22.

■ Honesdale, Pa.—WAEN Broadcasting Corp. seeks 95.3 mhz, 2.5 kw, HAAT: 300 ft. Address: 350 Erie St., Honesdale 18431. Estimated construction cost: \$38,800; first year operating cost: \$10,500; revenue: \$38,700. Format: MOR. Principal: Robert Harry Mermell (100%). He is also licensee of WDNH(AM) Honesdale. Ann. Oct. 6.

■ Ponce, PR.—Family Broadcasting Group seeks 101.1 mhz, 50 kw, HAAT: —46 ft. Address: 2236 Paseo Amapola, 2nd Seccion Levittown, Toa Baja, PR. Estimated construction cost: \$127,500; first quarter operating cost: \$22,000; revenue: \$100,000. Format: Standard popular. Principals: Jose J. Ortiz (51%) and wife, Judith Mendez (40%), and daughter, Bessy A. (9%). Jose Ortiz is Toa Baja attorney. Judith is legal secretary for husband. Bessy is student. They have no other broadcast interests. Ann. Oct. 2.

■ LaFollette, Tenn.—La Follette Broadcasters Inc. seeks 104.9 mhz, .120 kw, HAAT: 1,240 ft. Address: 307 Westbury Dr., Clinton, Tenn. 37716. Estimated construction cost: \$100,000; first quarter operating cost: \$30,000; revenue: \$100,000. Format: CW/MOR. Principals: Charles Phillips, W. Alvin Fox and brother, Lester, and J. Carson Ridenour (25% each). Phillips is salesman for WYSH AM-FM Clinton, Tenn., and WJXI(AM), Lancaster, Ky. The Foxes own and manage Clinton car dealership. Ridenour is Clinton attorney. LaFollette Broadcasters is also applicant for AM in LaFollette. Ann. Sept. 22.

■ LaFollette, Tenn.—Primo Communications Inc. seeks 104.9 mhz, 794 kw, HAAT: 600 ft. Address: Liberty and Church Streets, Jacksboro, Tenn. 37757. Estimated construction cost: \$145,000; first quarter operating cost: \$30,000; revenue: \$100,000. Format: CW. Principals: Ronald G. Hammontree, John D. Wallace, Mark S. Monafa (25% each), Anne B. Haynes (15%), and Michael Hatmaker (10%). Hammontree is consultant for U.S. Dept. of Labor. Wallace is Knoxville, Tenn. banker. Monafa is Knoxville management and communications consultant. Haynes is manager of LaFollette retail leather store. Hatmaker is Jacksboro, Tenn. attorney. They have no other broadcast interests. Ann. Sept. 22.

■ Breckenridge, Tex.—Breckenridge Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT: 298 ft. Address: 1520 W. Elliot, Breckenridge 76024. Estimated construction cost: \$10,583; first quarter operating cost: \$14,800; revenue: \$72,000. Format: CW/Contemporary. Principals: Richard L. Whitworth, James D. Bullion, and Owen D. Woodward (33.33% each). Whitworth is general manager and 50% owner of KRCT(FM) Ozona, Tex. Bullion is Breckenridge high school principal. Woodward is 100% owner of Breckenridge oil company. Ann. Sept. 22.

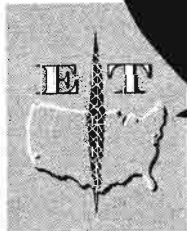
■ Whitehouse, Tex.—Smith County Broadcasters seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 929, Tyler, Tex. 75710. Estimated construction cost: \$61,000 first quarter operating cost: \$19,000; revenue:

**NOTE
NEW
ADDRESS**

**EDWIN TORNERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

**P.O. Box 4230
Washington, D.C. 20012
Tel: (202) 291-8700**



\$110,000. Format: Popular. Principals: Clint Formby and uncle, Marshall Formby (30% each), Graddy Tunnell and Don R. Chaney (20% each). They are also principals in KPAN-AM-FM Hereford, KLVF(AM) Levelland, KTEM(AM)-KPLE(FM) Temple, and KTBB(AM) Tyler, all Texas. Clint Formby is general manager of KPAN-AM-FM. Marshall Formby and Tunnell are Plainview, Tex. attorneys. Chaney is general manager of KTBB(AM). Ann. Sept. 22.

■ Evanston, Wyo.—Brent T. Larson seeks 106.3 mhz., .85 kw. HAAT: 1,393 ft. Address: 4014 Beus Dr., Ogden, Utah 84403. Estimated construction cost: \$35,700; first quarter operating cost: \$7,800; revenue: \$18,000. Format: Popular. Principal: Brent T. Larson (100%). He is president and 51% owner of KOOS(FM) North Bend, Ore.; and 100% owner of KUUX(FM) Nampa-Boise, Idaho. He sold his 50% interest in KXA(AM) Seattle (BROADCASTING, Oct. 6) and has purchased KSVL-AM-KJMC-FM Richfield, Utah subject to FCC approval (BROADCASTING, Sept. 29). Ann. Sept. 22.

■ Gillette, Wyo.—Octagon Corp. seeks 100.7 mhz., 100 kw. HAAT: 610 ft. Address: 800 Nogales Way, Gillette 82716. Estimated construction cost: \$218,000; first quarter operating cost: \$35,000. Format: CW. Principals: Delora E. Schneider (34%), Patricia B. Zipay, Mary Jane Gregory and Annabeth Ort (22% each). Schneider is Gillette bookkeeper. Zepay is teacher's aide, Wyoming School for Deaf. Gregory is self-employed bookkeeper. Zepay's husband, Robert, and Ort's husband, Henry, are principals in The Chrysoston Corp., permittee of KCWY-TV Casper, Wyo., and applicant for new TV, Cheyenne, Wyo. Ann. Sept. 22.

■ Gillette, Wyo.—Quality Communications Inc. seeks 100.7 mhz., 100 kw. HAAT: 617 ft. Address: Energy Technical Suite 270, Gillette 82716. Estimated construction cost: \$10,000; first quarter operating cost: \$39,000; revenue: \$240,000. Format: Adult contemporary. Principals: Tim Hobson (35%), Ben Doud (15%), Neal Shambaugh and Jim Nulle (12.5% each), and three others (10% or less each). Hobson is Gillette physician. Doud is Gillette banker and 25% owner of office development company. Shambaugh is 100% owner of audio design studio and audiovisual materials firm, where Nulle is employed as engineering director. They have no other broadcast interests. Ann. Sept. 22.

■ Gillette, Wyo.—Sears Broadcasting of Wyoming Inc. seeks 100.7 mhz., 100 kw. HAAT: 517 ft. Address: 1655 Peachtree St. N.E., Suite 900, Atlanta 30309. Estimated construction cost: \$199,000; first quarter operating cost: \$33,000; revenue: \$170,000. Format: Contemporary. Principal: Michael J. Sears (100%). He is president and 90% owner of Sears Broadcasting of Georgia, licensee of WAEC(AM). Ann. Sept. 22.

■ Laramie, Wyo.—Curt Gowdy Broadcasting Corp. seeks 95.1 mhz., 100 kw. HAAT: 1,011 ft. Estimated construction cost: \$139,000; first year operating cost: \$50,000; revenue: \$80,000. Format: Beautiful. Principal: Curtis E. Gowdy (100%), national network sportscaster and commentator. He is also 100% owner of WCCM(AM)-WCGY(FM) Lawrence, Mass., KOWB(AM) Laramie, and WEAT-AM-FM West Palm Beach, Fla. Ann. Sept. 22.

TV applications

■ Montgomery, Ala.—Christian Life Broadcasting Inc. seeks ch. 45; ERP: 703 kw vis., 133 kw aurr., HAAT: 518.25 ft.; ant. height above ground: 545.5 ft. Address: 135 Bell Rd., Montgomery 36117. Estimated construction cost: \$232,500 first-quarter operating cost: \$41,500; revenue: \$280,000. Legal counsel: Baraff, Koerner & Olender, Washington, consulting engineer; Peter V. Gureckis, Potomac, Md. Principals of this nonprofit corporation are: Coy R. Barker and wife, Donna, Douglas J. Marcum and wife, Janice A., John W. Fletcher, and Michael K. Hoover. Barker and Marcum are Montgomery ministers. Hoover is owner of Mobile, Ala. electronics firm. Fletcher is director of WCLF-TV Clearwater, Fla. Ann. Oct. 2.

■ Los Angeles, Calif.—Future Broadcasting Inc. seeks 101 mhz., 58 kw. HAAT: 2880 ft. Address: 16830 Bajio Rd., Encino, Calif. 91436. Estimated construction cost: \$465,000; revenue: \$250,000. Format: Contemporary. Principals: Margaret N. Daniels (13%), Maritza L. Garrido (8%), and 21 others (less than 5% each) including N. Arthur Astor. Daniels is Encino freelance photographer. Garrido is Los Angeles physician. Astor is general manager and 20% owner of KORJ(FM) Garden Grove, Calif. None of the other principals have other broadcast interests. Ann. Oct. 2.

■ Colorado Springs, Colo.—Colorado Springs Family Broadcasting Inc. seeks ch. 21; ERP: 1130 kw vis., 226

kw aurr., HAAT: 2,114 ft.; ant. height above ground: 120 ft. Address: 4450 Echo Rd., Bloomfield Hills, Mich. 48013. Estimated construction cost: \$1,358,000; first-quarter operating cost: \$84,000. Legal counsel: McCampbell & Young, Knoxville, Tenn.; consulting engineer: B. Scott Baxter & Assoc., Brentwood, Tenn. Principals: Joseph J. Seregny, Edmund H. Doyle, Robert Vanderkloot, A. James Sterling, S. Douglas McLaughlin, and David M. Sather (16.39% each), and one other (1.66%). Seregny is Detroit advertising account executive. Doyle was officer of Chrysler company and is 41% owner of Bloomfield Hills holding company. Vanderkloot is chairman of Detroit engraving company. Sterling is vice president Avon, Colo. insurance company. McLaughlin is Vail, Colo. attorney. Sather is Colorado Springs attorney. They have no other broadcast interests. Ann. Sept. 30.

■ Glenwood Springs, Colo.—Colorado High Country Television Inc. seeks ch. 3; ERP: 100 kw vis., 10 kw aurr., HAAT: 1830 ft.; ant. height above ground: 199 ft. Address: Suite D, 1620 Grand Ave., Glenwood Springs 81501. Estimated construction cost: \$985,100; first-quarter operating cost: \$196,200; revenue: \$1,200,000. Legal counsel: Glaser, Fletcher & Johnson, Washington. Principals: John H. Gayer (48%), John A. Dobson and J. Robert Young (both 24%), and Molly Downs (4%). Gayer is Lakewood, Colo. consulting engineer. He is 48% owner of applicant for new AM Vail, Colo., 30% owner of applicant for new TV Omaha, Neb., and 50% owner of applicant for new FM Yucca Valley, Calif. Dobson owns Vail, Colo. retail merchandise store. He is 20% owner of applicant for new AM in Vail and 12½% owner of WCAX-TV Burlington, Vt. Young is 35% owner of banks in Basalt, Carbondale, Snowmass, and Glenwood, all Colorado. Downs owns Glenwood Springs mortgage company. Ann. Sept. 30.

■ Glenwood Springs, Colo.—Western Slopes Communications Inc. seeks ch. 3; ERP: 100 kw vis., 10 kw aurr., HAAT: 1834 ft., ant. height above ground: 162 ft. Address: 201 N. Mill St., Aspen, Colo. 81611. Estimated construction cost: \$2,224,000 first-quarter operating cost: \$165,000. Legal counsel: Verner, Liefert, Bernhard & McPherson, Washington, D.C.; consulting engineer: Kessler Assoc., Gainesville, Fla. Principals: 51 individuals with less than 5% interest each. None have other broadcast interests, except Edwin Thorne Jr., vice president and treasurer of Aspen Center for Public Radio Inc., which is applicant for new FM in Aspen. Ann. Sept. 30.

■ Wilmington, Del.—HHL Broadcasting Inc. seeks ch. 61, ERP: 2290 kw vis., 229 kw aurr., HAAT: 980 ft., ant. height above ground: 939 ft. Address: c/o Nixon, Hargrave, Devans & Doyle, 1666 K St., N.W., Washington 20006. Estimated construction cost: \$2,804,000 first-quarter operating cost: \$358,100; revenue: \$400,000. Consulting engineer: Jules Cohen, Washington. Principals: Harvey Seslowski (49%), Herman Pease (41%), and Leslie Z. Tobin (10%). Seslowski is Syosset, N.Y. broadcast consultant and real estate developer. Tobin is sales executive of Los Angeles television production and distribution firm. Pease is general manager and 54.2% owner of WUTV Buffalo, N.Y. Ann. Sept. 30.

■ Daytona Beach, Fla.—Daytona Broadcasting Co. seeks ch. 26; ERP: 2477 kw vis., 187.9 kw aurr., HAAT: 951 ft. Address: 3445 Peachtree Rd., Suite 840, Atlanta 30326. Estimated construction cost: \$1,902,000; first-year operating cost: \$263,800; revenue: \$350,000. Legal counsel: Smith & Pepper; consulting engineer: Robert L. Purcell. Principals: Anthony C. Kupris (80%) and six others (each less than 5%). Kupris owns Atlanta commercial brokerage firm and is also president of WMBB-TV Panama City, Fla. Ann. Sept. 22.

■ Daytona Beach, Fla.—Daytona Beach Family Television Inc. seeks ch. 26; ERP: 1569 kw vis., 313.8 kw aurr., HAAT: 319 ft., ant. height above ground: 367.5 ft. Address: 1620 Mason Ave., Daytona Beach 32018. Estimated construction cost: \$253,800; first-quarter operating cost: \$60,000. Legal counsel: McCampbell & Young, Knoxville, Tenn.; consulting engineer: B. Scott Baxter & Assoc., Brentwood, Tenn. Principals: Doctor R. Crants Jr. (45.5%), Jeanette Dalton (15%), and husband Jack H. Dalton (30.5%), and Betty Osteen (7%). Doctor Crants is owner of Nashville, Tenn. investment and health consulting firm. Jack Dalton is owner of Nashville construction company. Jeanette Dalton is owner of Nashville interior decorating service. Osteen is employee of Daytona Beach civil engineering firm. Crants and the Daltons are also principals in application for new TV Richardson, Tex. Crants' wife Shirley is applicant for TV in Springfield, Mo. and FM in Fayetteville, Ark. Ann. Sept. 22.

■ Daytona Beach, Fla.—Daytona Beach Television Corp. seeks ch. 26; ERP: 1820 kw vis., 363 kw aurr., HAAT: 1669 ft.; ant. height above ground: 1690 ft. Address: Suite 800, 444 Seabreeze Blvd., Daytona Beach 32018. Estimated construction cost: \$3,716,000; first-quarter operating cost: \$250,000. Legal counsel: Welch & Morgan, Washington; consulting engineer: Sargent Broadcast Service, N.J. Principals: Edgar M. Dunn (20%), and Donald B. Holton, Samuel P. Bell, Robert L. Voges, Samuel G. Dunn, Susan S. Root, Merrel C. Lloyd, Lonnie T. Brown, and Margaret M. Dunn (10% each). Edgar M. Dunn is brother of Samuel and husband of Margaret. Edgar Dunn is Daytona Beach attorney. Holton is 100% owner of Ormond Beach, Fla. antique aircraft firm and 33.3% owner of real estate trust. Bell is Daytona Beach attorney. Voges is vice president and 25% owner of Daytona Beach bottling company. Samuel Dunn is vice president and 25% owner of several Florida lumber stores. Lloyd is 80% owner of Daytona Beach electrical service. They have no other broadcast interests. Ann. Sept. 22.

■ Daytona Beach, Fla.—Lifestyle Broadcasting Inc. seeks ch. 26; ERP: 5000 kw vis., 500 kw aurr., HAAT: 1983 ft. Address: 1025 Volusia Ave., Daytona Beach 32015. Estimated construction cost: \$5,400,000 first-quarter operating cost: \$280,000. Legal counsel: Cohn and Marks; consulting engineer: John Moffett. Principals: E.J. Daniels and Henderson Belk (18% each); J. Kermit Coble (10.8%), and 13 others (each less than 10%). Coble is Daytona Beach attorney. Daniels is president of Orlando, Fla. publishing company. Belk has no other broadcast interests. Coble has 1% interest in Halifax Cable TV Inc., operator of cable system in Daytona Beach. Ann. Sept. 22.

■ Key West, Fla.—Key West Television Inc. seeks ch. 16; ERP: 564.94 kw vis., 112.99 kw aurr., HAAT: 355 ft.; ant. height above ground: 359 ft. Address: 4897 NW 6th Ct., Plantation, Fla. 33317. Estimated construction cost: \$990,000; first-year operating cost: \$435,000; revenue: \$464,000. Legal counsel: Cordon & Jacob, Washington. Principals: Don S. Sundquist and Leonard R. Harris (50% each). Sundquist is 100% owner of Plantation commercial television production firm and 50% owner of Hollywood, Fla. broadcast time broker firm. Harris owns Plantation broadcast engineering firm and is director of Ft. Lauderdale, Fla. National Subscription TV. They have no other broadcast interests. Ann. Oct. 2.

Please send

Broadcasting

The News Magazine of the Fifth Estate

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 Smyrna Beach, Fla.—WTWV Inc. seeks ch. 26; ERP: 5000 kw vis., 500 kw aur., HAAT: 990 ft.; ant. height above ground: 1024 ft. Address: P.O. Box 3434, Fort Pierce, Fla. 33450. Estimated construction cost: \$1,750,000; first-quarter operating cost: \$339,500. Legal counsel: Arent, Fox, Kintner, Plotkin & Kahn, Washington. Principals: F.K. Spain and former wife, Margaret H. (35% each); Leitha M. Sapin, mother of F.K. Spain (20%), and Perrin Purvis (10%). They also own WTVF-TV Tupelo, Miss., and WTVX-TV Fort Pierce, Fla. F.K. Spain is also 70% owner of Central Television Inc., licensee of WHTV Meridian, Miss. and applicant for new satellite television broadcast station in Hattiesburg, Miss. Ann. Sept. 27.

■ Wichita, Kan.—Greater Wichita Telecasting Inc. seeks ch. 24; ERP: 2944 kw vis., 294.4 kw aur., HAAT: 1,023 ft., ant. height above ground: 1,069 ft. Address: 412 Century Plaza Building, Wichita 67202. Estimated construction cost: \$2,258,000; first-quarter operating cost: \$355,000; revenue: \$725,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington. Principals: Henry Posner (54%), Albert M. Holtz (30%), Thomas D. Wright (15%), and Fred W. Schwarz (1%). Posner is partner and 51% owner of Pittsburgh real estate and investment company. Holtz is president and 9% owner of Meridian Corp., Pittsburgh. Wright is Pittsburgh attorney. Schwartz is 1% owner of Meridian Corp. They are also applicants for TVs in Akron and Dayton, both Ohio; Portland, Me.; and Charleston, W. Va. Ann. Sept. 30.

■ St. Cloud, Minn.—L.E.O. Broadcasting Inc. seeks ch. 41; ERP: 3845 kw vis., 769 kw aur., HAAT: 1522.1 ft.; ant. height above ground: 1549 ft. Address: 127 N. Seventh St., Minneapolis 55403. Estimated construction cost: \$2,900,000; first-quarter operating cost: \$873,000; revenue: \$2,700,000. Legal counsel: Haley, Bader & Potts, Washington; consulting engineer: Steel, Andrus & Assoc. Grasonville, Md. Principal: N. Walter Goins (100%) is Minneapolis film producer. He has no other broadcast interests. Ann. Oct. 2.

■ Fayetteville, N.C.—Fayetteville-Cumberland Telecasters Inc. seeks ch. 62; ERP: 2547 kw vis., 254.7 kw aur., HAAT: 704 ft., ant. height above ground: 774 ft. Address: 301 W. Main St., P.O. Box 586, Durham, N.C. 27702. Estimated construction cost: \$2,215,500; first-quarter operating cost: \$114,500; revenue: \$105,000. Legal counsel: Baraff, Koerner & Olender, Washington; consulting engineer: Silliman, Moffet & Kowaleski, Arlington, Va. Principals: Robinson O. Everett and Mother, Kathrine R. (24% each); Jacob H. Froelich, Jr., George W. Lyles, Jr.; G. Nolan Beardon, and J. Hariss Covington (10.02% each), and two others less than 10% each. Robinson and Kathrine are Durham, N.C. attorneys. They have no other broadcast interests. Ann. Oct. 6.

■ Akron, Ohio—Akron Telecasting Inc. seeks ch. 55; ERP: 1038 kw vis., 103.8 kw aur., HAAT: 957 ft.; ant. height above ground: 969 ft. Address: 1655 W. Market St., Akron 44313. Estimated construction cost: \$2,952,000; first-quarter operating cost: 383,000; revenue: \$800,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington. Principals: Henry Posner (54%), Albert M. Holtz (30%), Thomas D. Wright (15%), and Fred W. Schwarz (1%). Posner is 51% owner of Pittsburgh real estate and investment company. Holtz is president and 9% owner of Meridian Corp., Pittsburgh. Wright is Pittsburgh attorney. Schwarz is 1% owner of Meridian Corp. They are also applicants for new TVs in Wichita, Kan., Dayton, Ohio; Portland, Me.; and Charleston, W. Va. Ann. Sept. 30.

■ Akron, Ohio—Ebony Blackstar Broadcasting seeks ch. 55; ERP: 1808 kw vis., 181 kw aur., HAAT: 334 ft.; ant. height above ground: 490 ft. Address: 8686 Michael Lane, Fairfield, Ohio 45014. Estimated construction cost: \$161,600; first-quarter operating cost: \$137,500. Legal counsel: William P. Bernton, Washington; Principals: Broadcast Management Corp. (50%) and 7 individuals with less than 10% each. Broadcast Management Corp., with more than 40 stockholders, owns WCNW(AM) Fairfield, Ohio; WNDB(AM)-WVLV(FM) Daytona Beach, Fla.; WWEG(AM)-WRKR(FM) Racine, Wis.; WABY(AM) Albany, N.Y.; WINF(AM) Manchester, Conn. It is also 50% owner of applicant for new TVs in San Antonio, Tex. and Dayton, Ohio. Ann. Sept. 30.

■ Akron, Ohio—Rhema Television Corp. seeks ch. 55; ERP: 2298 kw vis., 229.8 kw aur., HAAT: 582 ft., ant. height above ground: 480 ft. Address: 31478 Bagley Rd., North Ridgeville, Ohio 44039. Estimated construction cost: \$223,100; first-year operating cost: \$139,700. Legal counsel: Gammon & Grange, Washington; consulting engineer: Carl E. Smith, Cleveland, Ohio. Principal: Amer C. a North Ridgeville minister,

is principal director of this nonprofit corporation. Ann. Sept. 30.

■ Mexia, Tex.—Limestone Broadcasting Inc. seeks 104.9 mhz, 3 kw, HAAT: 292 ft. Address: 215 E. Commerce, Mexia 76667. Estimated construction cost: \$31,000; first year operating cost: \$20,000; revenue: \$30,000. Format: C.W. Principals: B.W. Wallis, Aubrey E. Irby, Wade Ridley, Wilton H. Fair, Isadore Roosth (20% each). Wallis is president and 20% owner of Commercial Communications Co., Tyler, Tex. two-way radio firm. Irby is Mexia investor. Ridley is president and 100% owner of oil corporation. Fair is 27.3% owner of oil company. Roosth is president of oil company. Limestone is also licensee of KBUS-AM Mexia, and KMOO-AM-FM Mineola, Tex. Ann. Oct. 2.

■ Richardson, Tex.—Metroplex Television Inc. seeks ch. 23; ERP: 2600 kw vis., 260 kw aur., HAAT: 674 ft.; ant. height above ground: 791 ft. Address: First Southwest Corp., 900 Mercantile Bank Building, Dallas 75201. Estimated construction cost: \$2,027,000; first-quarter operating cost: \$489,900. Legal counsel: Koren & Burt, Washington; consulting engineer: Carl T. Jones & Assoc. Springfield, Va. Principals: Malcolm K. Brachman (46%), Daniel H. Garner Jr. (45%), and First Southwest Co. (9%). Brachman is 100% owner of Dallas oil production company. Garner is Little Rock, Ark. real estate developer, and 30% owner of applicant for new TV in Little Rock. Ann. Sept. 30.

■ Richardson, Tex.—Richardson Family Television Inc. seeks ch. 23; ERP: 776 kw vis., 155 kw aur., HAAT: 305 ft., ant. height above ground: 299 ft. Address: 7331 Fieldgate Dr., Dallas 75230. Estimated construction cost: \$377,000; first-quarter operating cost: \$75,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Principals: Doctor R. Crants (44%), Jack H. Dalton (34%) and wife, Jeannette (15%), and two others each less than 10%. Crants is 100% owner of Nashville investment and health consulting firm. Dalton is 100% owner of Nashville construction company, and Jeannette Dalton is 100% owner of Nashville interior decorating service. The Daltons also own Nashville rental properties. Crants and the Daltons are also principals in application for new TV in Daytona Beach, Fla. Ann. Sept. 30.

■ Norfolk, Va.—Focus Broadcasting of Norfolk Inc. seeks ch. 49; ERP: 2026 kw vis., 206.2 kw aur., HAAT: 1,002 ft. Address: One American Plaza, Suite 314, Evanston, Ill. 60201. Estimated construction cost: \$2,623,000; first-quarter operating cost: \$177,500; revenue: \$2,800,000. Legal counsel: Midlen & Reddy, Washington; consulting engineer: E. Harold Munn & Assoc., Coldwater, Mich. Principals: Carole J. Allen (20%), Leelabathe C. McCullough and Janis-Rozena Peri (15% each), and 15 others less than 10% each. Allen has less than 5% interest in applications for new TVs in Kannapolis and Murfreesboro, both Illinois, and Washington, D.C. McCullough is housewife. Peri is professor at Old Dominion University, Norfolk. Ann. Sept. 30.

■ Norfolk, Va.—Tidewater Community Broadcasting Inc. seeks ch. 49; ERP: 2796 kw vis., 280 kw aur., HAAT: 1005 ft.; ant. height above ground: 1029 ft. Address: 2417 Everglades Rd., Norfolk 23518. Estimated construction cost: \$2,826,000; first-year operating cost: \$150,000. Legal counsel: Welch & Morgan, Washington; consulting engineer: Serge Bergen, Fairfax, Va. Principals: Benjamin J. Levy (15%) and 10 others with 10% or less each. Levy is Portsmouth, Va. attorney and 25% owner of Portsmouth real estate development firm. Neither he nor other principals have any other broadcast interests. Ann. Sept. 30.

■ Vancouver, Wash.—KLRK Broadcasting Corp. seeks ch. 49; ERP: 1000 kw vis., 200 kw aur., HAAT: 1,576.6 ft., ant. height above ground: 970 ft. Address: P.O. Box 1155 Camas, Wash. 98607. Estimated construction cost: \$1,834,000; first-quarter operating cost: \$420,000; revenue: \$2,000,000. Legal counsel: Lester W. Spillane, San Francisco; consulting engineer: Robert McClanathan, Portland, Ore. Principals: Richard L. Schwarz, Duane D. Wilson, Albert C. Angelo, Donald E. Pollock, Richard Bolton, Dr. R. L. Cople, Winfield A. Fletcher, Gerald R. Williamson, and James H. Hambleton (10% each). Schwarz is president of KLRK Broadcasting Corp. Wilson owns several furniture retail outlets. Angelo owns Vancouver contracting firm. Pollock is Portland real estate investor. Bolton is Portland physician. Cople is Portland optometrist. Fletcher owns Camas, Wash. furniture company. Williamson is Vancouver building contractor. Hambleton is 50% owner of Washougal, Wash. lumber company. They have no other broadcast interests. Ann. Sept. 30.

■ Suring, Wis.—Northeastern Wisconsin Christian

Television Inc. seeks ch. 14; ERP: 200 kw vis., 40 kw aur., HAAT: 621.77 ft.; ant. height above ground: 503 ft. Address: P.O. Box 414, Suring 54714. Estimated construction cost: \$24,000; first-quarter operating cost: \$12,000. consulting engineer: Lyle R. Evans, Green Bay, Wis. Principal of this non-profit corporation is Gerald L. Taylor, manager of Appleton, Wis. paper company. Kemp is also president of non-profit Fox Cities Radio Inc. which operates Appleton translator for WRVM programming. Ann. Oct. 2.

■ Cheyenne, Wyo.—The Chrysoston Corp. seeks ch. 27; ERP: 1170 kw vis., 117 kw aur., HAAT: 760 ft., ant. height above ground: 635 ft. Address: 300 N. Center St., Casper, Wyo. 82601. Estimated construction cost: \$1,129,000; first-quarter operating cost: \$169,000. Legal counsel: Brown, Bernstein & Longest, Washington. Principals: Robert Zipay and Henry Ort (20% each), Franklin Brown and M. Joseph Burke (18% each), Daniel M. Burke and Vincent J. Horn Jr. (12% each). Joseph Burke is father of Daniel. Zipay is general manager of KCWY-TV Casper, Wyo. Ort is president and 6% owner of Casper two-way radio service company. Brown is 51% owner of Casper livestock and land companies. Joseph Burke is 50% owner of Casper ranch and 16.6% owner of Casper real estate company. Daniel Burke is Casper attorney and 33-1/3% owner of construction company there. Horn is Casper attorney. Zipay's wife, Patricia, and Ort's wife, Annabeth are applicants for FM in Cillette, Wyo. Ann. Sept. 30.

AM action

■ Washington, La.—Mamou Broadcasting Inc. granted 1190 khz, 250 w-D. P.O. Address: 416 N. 6th St., Mamou, La. 70554. Estimated construction cost \$69,780; first-year operating cost \$43,000; revenue \$60,000. Format: C&W/pop. Principals: Joseph L. and Gardnel Sylvester (27% each) and Frank P. Savoy Jr. (27%). Joseph Sylvester owns TV repair shop; other principals are doctors. Action Sept. 16.

■ Homer City, Pa.—Ridge Communications Inc. granted 1520 khz, 5 kw-D. Address: P.O. Box 231 Somerset, Pa. 15501. Estimated construction cost \$130,184; first year operating cost \$64,500; revenue \$60,000. Format: C&W. Principals: Ira Adams, George Shafer, Robert M. Keim and Dean Hottel (25% each). Group also owns WVSC-AM-FM Somerset, Pa. They all have other business interests in area. Action Sept. 25.

■ Harvey, N.D.—Shamrock Communications Inc. granted 1570 khz, 2.5 kw-D. P.O. address: Box 643, Cando, N.D. 48324. Estimated construction cost \$81,720; first-year operating cost \$63,720; revenue \$100,000. Format: MOR. Principals: D. Thomas McKinnon and William C. Harrington. McKinnon owns Cando furniture store, and Harrington is Devils Lake, N.D., automobile dealer. Action Sept. 16.

FM action

■ Stamps, Ark.—Talbot-Robillard Inc. granted 100.1 mhz, 3 kw, HAAT: 300 ft. Address: Main St., Stamps. Estimated construction cost \$9,000; first year operating cost \$64,902; Format: easy listening. Principals: D.O. Talbot (50%), Joseph P. Robillard (49%) and wife, Elizabeth (1%). Talbot is department store owner in Stamps. Robillard owns 60% of Haynesville Broadcasting Corp., licensee of KLUW(AM) Haynesville, La. and 25% owner of Robillard Communications Inc., applicant for FM in Duibach, La. His wife is registered nurse in Haynesville. Action Sept. 17.

■ Nantucket, Mass.—Home Service Broadcasting Corp. granted 93.5 mhz, 3 kw, HAAT: 445 ft. Address: 24 West Central St., Natick, Mass. 01760. Estimated construction cost \$26,125; first-year operating cost \$10,000; revenue \$20,000. Format: top 40. Principals: John H. Garabedian (42%) and five others. Group also owns WGTR(AM) Natick, Mass., and is applicant for new TV at Marlboro, Mass. Garabedian (95%) is also applicant for new FM at Newport, Vt. Action Sept. 23.

■ Elko, Nev.—Holiday Broadcasting Co. of Elko granted CP for new FM on 95.3 mhz, ERP 45 kw ant. height 760 ft. (BPH-791211AF). Action Sept. 18.

■ Bottineau, N.D.—D&H Broadcasting Inc. granted 101.9 mhz, 51.5 kw, HAAT: 493 ft. Address: 2600 6th St. N.W. Minot, N.D. 58701. Estimated construction cost \$70,154; first-quarter operating cost \$27,725; revenue \$185,000. Format: C&W. Principals: Alan Henning, Allen Stewart, Dennis Danielson (one-third each). Henning is salesman for Minot, N.D. office equipment firm and owns business in Minot that leases industrial equipment. Stewart is broadcast engineer for Northwestern College, Roseville, Minn. Danielson is Rolette, N.D. farmer. They have no other broadcast interests. Action Sept. 16.

■ Alva, Okla.—Zumma Broadcasting Co. granted 99.7 mhz, 100 kw, HAAT: 835 ft. Address: Box 3 Alva 7317. Estimated construction cost: \$318,072; first quarter operating cost: \$28,600; revenue: \$225,000. Format: Contemporary. Principal: William R. Lacy who is Oklahoma City broadcast consultant. He also owns 60% of Oklahoma City advertising company. He has no other broadcast interests. Action Sept. 24.

■ Quanah, Tex.—Joy Radio Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 219 ft. Address: Box 456, Quanah 79252. Estimated construction cost \$8,950; first year operating cost \$7,450; revenue \$24,000. Format: C&W and Talk. Principals: Joe E. Willis, Robert Rachwig, Charles Maddux, E. F. Abercrombie Jr., and Marlin Maddoux (20% each). Joy Radio is also licensee of KOLJ(AM) Quanah. Action Sept. 24.

■ East Wenatchee, Wash.—Read Broadcasting granted 97.7 mhz, 3 kw, HAAT: -150 ft. Address: Box 683 Spokane, Wash. 99210. Estimated construction cost: \$9,500; first quarter operating cost: \$10,500; revenue \$60,000. Format: Mature. Principal: Thomas W. Read (100%). He owns TWR Enterprises which is advertising, radio program production and syndication and broadcast equipment sales firm. He also owns KQIN(AM) Burien. Wash. Action Sept. 18.

■ Rice Lake, Wis.—Red Cedar Broadcasters Inc. granted CP for new FM on 97.7 mhz, ERP 3 kw, ant. height 300 ft., condition (BPH-791022AE). Action Sept. 12.

TV action

■ Mobile, Ala.—Hess Broadcasting Co. granted ch. 15; ERP 2570 kw vis., 91.2 kw aur., HAAT: 1630 ft.; ant. height above ground 1312 ft. Address: 4900 Bayou Blvd., Pensacola, Fla. 22503. Estimated construction cost \$1,311,115; first-quarter operating cost \$140,850; revenue \$1,528,542. Legal counsel: Hamel, Park, McCabe & Saunders, Washington; consulting engineer: Jules Cohen. Principals: Milt deReyna (20%), Roy L. Hess (79%) and his daughter, Shelley Jean (1%). deReyna is executive vice-president of Hess Marketing Center. Hess is president. Firm is engaged in sales and service of airplanes, boats, and automobiles. Shelley is student. There are no other broadcast interests. Action Oct. 3.

■ *Fort Meyers, Fla. University of South Florida granted ch. 30 (566-572 mhz); ERP 631 kw vis., HAAT 968.3 ft., ant. height above ground 970 ft. P.O. address: 4202 Fowler Ave., Tampa, Fla. 33620. Estimated construction cost \$915,524; first-year operating cost \$60,500. Legal counsel: Cohn & Marks, Washington; chief engineer: Jown W. Ralle. Applicant is state university, William G. Mitchell is general manager. Action Sept. 16.

■ Melbourne, Fla.—Southern Broadcasting Corp. granted ch. 43; ERP 1780 kw vis., HAAT 1009 ft., ant. height above ground 990 ft. Address: 1000 South Harbor City Blvd., Melbourne 32901. Estimated construction cost \$1,049,000; first-quarter operating cost \$110,250. Legal counsel: Midlen and Reddy, Washington; Consulting engineer: Robert Silliman. Principals: Louis Frey Jr. (25.8%), Wharton K. Burgreen (22.5%), Hugh M. Evans Sr. (22.5%), Oscar Juarez (4.2%), William Hampton (8.3%), and E.J. Kendall Jr. (16.7%). Frey is partner of Pepper, Hamilton and Scheetz, Washington Law firm; Burgreen is Melbourne restaurateur; Evans is owner of real estate firm in Melbourne; Juarez is partner in government and political consulting firm in Orlando, Fla.; Hampton is licensee of KRNS Radio in Burns, Ore. until Dec. 1978; and Kendall has various interests in banking and insurance in Merit Island and Titusville, Fla. There are no other broadcast interests. Action Sept. 15.

■ *Terre Haute, Ind.—Indiana State University granted ch. 26; ERP 1510 kw vis., 302 kw aur., HAAT 475 ft.; ant. height above ground 400 ft. Address: 216 N. 6th Street, Terre Haute. Revenue \$379,670. Consulting engineer: Donald Mier. Principals: Board of Trustees of Indiana State University. Charles W. Ainlay, an attorney, is president. The board is also licensee of *WISU-FM Terre Haute. Action Oct. 2.

■ *Alexandria, La.—Louisiana Educational Television Authority granted ch. 25; ERP 1,070 kw vis., 107 kw aur., HAAT 1,360 ft., ant. height above ground 1,324 ft. P.O. address: 626 N. Fourth Street, Baton Rouge 70804. Estimated construction cost \$2,239,210; first-year operating cost \$205,850. Consulting engineer: Jules Cohen & Associates. Applicant is state agency. A. Fred Frey is executive director. Action Sept. 15.

■ Watertown, N.Y.—R.B.D. Productions denied ch. 50; ERP 30 kw vis., 6 kw aur., HAAT 633 ft., ant.

height above ground 577 ft. Address: 29A Gifford Rd., Rte. 2, Watertown 13601. Estimated construction cost \$717,188; first-year operating cost \$229,500; revenue \$350,000. Legal counsel: Lauren Colby, Frederick, Md.; Consulting engineer E. Harold Munn Jr. Applicant is owner of WOTT(AM)-WNCQ(FM) Watertown, J. Graham is president. Action Sept. 15.

■ Canton, Ohio—Ray A. Rogers granted ch. 67; ERP: 138 kw vis., 13.8 kw aur., HAAT: 290 ft. Address: 4855 Fulton, Canton 44718. Estimated construction cost \$48,986; first-year operating cost \$192,917; revenue \$300,000. Legal counsel: Layton, McNeese, Stone & Perry, Oak Ridge, Tenn. Consulting engineer B. Scott Baxter. Principals: Ray Rogers, construction contractor in Canton, with no other broadcast interests. Action Oct. 2.

■ Brownsville, Tex.—Tierra Del Sol Bdcg. Corp. granted ch. 23; ERP 500 kw vis., 1000 kw aur., HAAT 1470 ft., ant. height above ground 1500 ft. Address: PO 671, Brownsville 78250. Estimated construction cost \$2,623,200; first-quarter operating cost \$310,034; revenue \$1,200,000. Legal counsel: Pierson, Ball & Dowd, Washington; Consulting engineer: Steel, Andurs, Washington. Principals: Paulette Dean (40%); and seven others. Dean is business manager for Brownsville law office and 50% owner of Brownsville land development company. Neither she or other principals has other broadcast interests. Action Sept. 16.

Licenses

- WMFE(FM) Orlando, Fla.
- WRTU(FM) San Juan, PR.

Ownership Changes

Applications

■ WCMD(AM)-WJSE(FM) Cumberland, Md. (AM: 1236 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 3.5 kw)—Seeks assignment of license from Greater Cumberland Broadcasting Inc. to Community Service Broadcasters Inc. for \$550,000. Seller: William R. Crossley (51%) and William L. Thompson (49%). They have no other broadcast interests. Buyer: C. Alfred Dick (100%). He owns Chattanooga-based broadcast brokerage firm. He owns 50% of both WKYV(FM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala., Ann. Sept. 23.

■ WRNR-AM-FM Marion, Ohio (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 25 kw)—Seeks assignment of license from Marion Broadcasting Co. to Sandance Corp. for \$2 million. Seller: Worth Kramer (100%). He has no other broadcast interests. Buyer: Robert C. Kanuth Jr. (51%), John P. Courtwright Jr. (29%) and Donald B. Shackelford (20%). Kanuth is chairman and 90% owner of Columbus, Ohio investment banking corporation. Courtwright is owner of Marion, Ohio-based real estate investment corporation. Shackelford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. Ann. Sept. 23.

■ WSN(AM) Allentown, Pa. (AM: 1470 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from

Lehigh Valley Broadcasting Co. to WSN Inc. for \$1.5 million. Seller: Estate of B. Bryan Musselman (60%) and Olivia M. Barnes and Revel H. Musselman (20% each). They have no other broadcast interests. Buyer: Harold G. Fulmer III (100%). He owns Wescosville, Pa.-based chain of McDonalds fast food restaurants, and Allentown real estate investment company. He has no other broadcast interests. Ann. Sept. 25.

■ WSEW(AM) Selingsgrove, Pa. (AM: 1240 khz, 1 kw-D, 25 w-N)—Seeks assignment of license from B & K Broadcasting Co. to Riverside Media Inc. for \$240,000 plus assumption of liabilities (\$24,000). Seller: William Mahoney (51%), Jimmie C. George (40%) and three others. Buyer: Douglas W. George (51%), father, Jimmie (40%) and three others. Junior George is associated with Baltimore, Md., media planning company. Senior George owns Carlisle, Pa., florist shop. They have no other broadcast interests. Ann. Sept. 23.

■ WCAY(AM) Cayce, S.C. (AM: 620 khz, 500 w-D)—Seeks assignment of license from Lexington County Broadcasters Inc. to Southcom Inc. for \$290,000. Seller: J. Olin Tice Jr. (100%). He owns 1.5% of Communications Corp. of America, licensee of WFIF(AM) Millford, Conn., and 49% owner of WBUG(AM) Ridgeland, S.C. Buyer: Robert Liggett Jr. and Daniel F. Covell (50% each). Leggett is 63.49% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLWL(FM) Minneapolis-St. Paul. Liggett, as individual owns 37.99% of WLWL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm and 10% of cable system serving Leslie, Mich. Megamedia is applicant to purchase WZZR-FM Grand Rapids, Mich. (BROADCASTING, Oct. 6). Clovell is owner of Bay City, Mich. advertising agency. He has no other broadcast interests. Ann. Sept. 29.

■ WPUV-AM-FM Pulaski, Va. (AM: 1580 khz, 5 kw-D, 1 kw-N; FM: 107.1 mhz, 2.85 kw)—Seeks assignment of license from Pulaski Broadcasting Corp. to Clayton Lake Broadcasting Corp. for \$385,000. Seller: Richard J. Fraser who has no other broadcast interests. Buyer: Jimmy R. Lester (75%) and Thomas M. Compton (25%). Lester owns cable system serving Oceana, W. Va., and 50% of Oceana-based real estate development and management firm. Compton is salesman for WPUV-AM-FM. They have no other broadcast interests. Ann. Sept. 29.

■ KLYN-FM Lynden, Wash. (FM: 106.5 mhz, 100 kw)—Seeks transfer of control of KLYN-FM Inc. from Sidney Baron and family (100% before; none after) to Christa Ministries (none before; 100% after). Consideration: \$750,000. Principals: Baron has no other broadcast interests. Buyer: Nonprofit religious corporation based in Seattle. It owns KGDN(AM)-KBIQ(FM) Edmonds, Wash., and WSYX(FM) London, Ohio. Edward McMillan is chairman. Ann. Sept. 23.

Facilities Changes

FM applications

■ KFSK(FM) Petersburg, Ark.—Seeks CP to in-

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses

crease ERP to 0.44 kw; HAAT: to -605 ft. Ann. Oct. 9.

■ WNSL(FM) Laurel, Miss.—Seeks CP to change TL to 2.5 miles N.E. of Moselle, Miss.; increase ERP to 30 kw; HAAT to 400 ft., and make changes in ant. sys. Ann. Sept. 22.

■ KOZZ(FM) Great Falls, Mont.—Seeks CP to change ERP to 3 kw and make changes in ant. sys. Ann. Sept. 22.

■ KNEV(FM) Reno, Nev.—Seeks CP to change TL to summit of McClellan Peak, 17 mi. S.S.E. of Reno; SL/RC to 1500 E. Prater, Sparks, Nev.; increase ERP to 60 kw; HAAT to 2269 ft; change type trans. and make changes in ant. sys. Ann. Oct. 2.

■ WIRQ(FM) Rochester, N.Y.—Seeks CP to change frequency to 93.3 mhz.; and change coordinates. Ann. Oct. 14.

■ KFMK(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; install aux. trans. and make changes in ant. sys. Ann. Oct. 9.

■ KIKK-FM Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

■ KILT-FM Houston, Tex.—Seeks CP to change TL to Senior Rd., 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1,425 ft., change type of trans. and make changes in ant. sys. Ann. Oct. 9.

■ KLEF(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

■ KLOL(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft., change type of trans. and make changes in ant. sys. Ann. Oct. 9.

■ KODA(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Ann. Oct. 9.

■ KRBE(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft., change type of trans. and make changes in ant. sys. Ann. Oct. 9.

■ KSRR(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft., and make changes in ant. sys. Ann. Oct. 9.

■ KUFO(FM) Odessa, Tex.—Seeks CP to change TL to intersection of Rd. 1787 & 1788 near Odessa; increase ERP to 100 kw; HAAT to 359 ft; change type trans. and make changes in ant. sys. Ann. Oct. 14.

■ KYND(FM) Pasadena, Tex.—Seeks CP to change TL to Senior Rd., 2.2 mi. S.E. of Missouri City, Tex.; increase ERP to 100 kw; HAAT to 1425 ft., change type trans., and make changes in ant. sys. Ann. Oct. 2.

AM action

■ WCCC(AM) Hartford, Conn.—Granted CP to increase power to 5 kw; change TL to approximately 1/2 mile S.W. of Glastonbury Town Hall, Glastonbury, Conn.; install DA; conditions (BP-790801AE). Action Sept. 18.

■ WMJK(AM) Kissimmee, Fla.—Granted CP to make changes in ant. sys., change TL to 0.5 mile E. of highways 17, 8 and 92. 0.88 mile N. of Kissimmee; and change type trans.; conditions (BP-800702AO). Action Sept. 25.

■ WEZJ(AM) Williamsburg, Ky.—Granted transfer of control from Honus Shain to Paul Estes; consideration \$550,000 which includes a satisfactory non-complete agreement (BTC-800718HS). Action Sept. 18.

■ KJOE(AM) Shreveport, La.—Granted CP to make changes in ant. sys.; change TL to 2 miles N. of Shreveport between Red River and Twelve Mile Bayou, Shreveport (BP-800807A1). Action Sept. 15.

■ WSPE(AM) Hickory, N.C.—Granted CP to increase CH from 1 kw to 2.5 kw; conditions (BP-800124AF). Action Sept. 18.

■ WMTN(AM) Morristown, Tenn.—Granted CP to change to non-directional ant. D; conditions (BP-800102AU). Action Sept. 15.

FM action

■ WIZY-FM Gordon, Ga.—Granted CP to change TL and SL to 575 Menton St., Gordon; change ERP 2.7

kw. ant. height 320 ft., and make changes in ant. sys.; conditions (BPH-800516AD). Action Sept. 17.

■ *WEEM(FM) Pendleton, Ind.—Granted CP to change ERP to 1.20 kw; ant. height 155 ft., change type trans. and ant., make changes in ant. sys. (increase height); add RC (intersection Indiana Routes 38 and 67, Pendleton). (BPED-780929AN). Action July 31

■ WSLM(FM) Salem, Ind.—Granted CP to change TL to Salem Reservoir State Rd. 60, Salem; increase ant. height 360 ft., and make changes in ant. sys. (BPH-790928AL). Action Sept. 16.

■ WRTB(FM) Vincennes, Ind.—Granted CP to change TL to 404 State Rd., 67 N Vincennes; ERP 1.85 kw, ant. height 370 ft., and make changes in ant. sys., conditions (BPH-791009AJ). Action Sept. 17.

■ KQCR(FM) Cedar Rapids, Iowa—Granted CP to change aux. TL to 1110 26th Ave., S.W., Cedar Rapids; decrease ant. height 65 ft. (BPH-800402AH). Action Sept. 18.

■ KFMD(FM) Dubuque, Iowa—Granted CP to increase ERP to 100 kw, ant. height 470 ft (BPH-800516A1). Action Sept. 17.

■ *KSWC(FM) Winfield, Kan.—Granted CP to change frequency to 103.3 mhz. increase ERP .01 kw, ant. height 44 ft., and make changes in ant. sys. (BPH-800512AB). Action Sept. 19.

■ KRRV(FM) Alexandria, La.—Granted CP to increase ERP 100 kw, ant. height 490 ft., change TL to intersection of Broadway and TP RR, Alexandria; and make changes in ant sys. condition (BPH-790516AG). Action Sept. 16.

■ *WGAO(FM) Franklin, Mass.—Granted CP to change frequency to 88.3 mhz; increase power to 12 w and ant. height 175 ft., condition (BPED-790914AD). Action Sept. 24.

■ WBAB-FM Babylon, N.Y.—Granted CP to change TL on Walk Hill Rd., 0.4 mile E. of Deer Park Ave., Half Hollow, N.Y.; ERP 2.35 kw; ant. height 340 ft.; and make changes in ant. sys. (BPH-800130AL). Action Sept. 18.

■ WVOR-FM Rochester, N.Y.—Granted CP to change TL to W. side of Baker Rd., 535 feet S. of Monroe-Ontario County line, near Victor, N.Y., increase ant. height 480 ft.; and make changes in ant. sys. (BPH-791121AK). Action Sept. 24.

■ WBBO-FM Forest City, N.C.—Granted CP to change ERP 100 kw and ant. height 300 ft., condition (BPH-800424AE). Action Sept. 16.

■ KLOR(FM) Ponca City, Okla.—Granted CP to change TL to W. of US Highway 77, 5.5 miles N. of P.O. Ponca City; increase ant. height to 290 ft., and make changes in ant. sys. (BPH-800304AJ). Action Sept. 18.

■ *KSLC(FM) McMinnville, Ore.—Granted CP to increase ERP to .320 kw; ant. height -46 ft.; conditions (BPED-790801AG). Action Sept. 12.

■ WKJB-FM Mayaguez, PR.—Granted CP to increase ERP 15.0 kw, ant. height 1950 ft., change TL to Road 120, 2.2 miles S. of Maricao, PR.; and make changes in ant. sys. (BPH-800213AF). Action Sept. 16.

■ *WFHC(FM) Henderson, Tenn.—Granted CP to increase ERP 3 kw, ant. height 300 ft.; change TL to U.S. 45N, approximately 4 miles N. of downtown Henderson; make changes in ant. sys. (BPED-791226CN). Action Sept. 16.

■ KGOL(FM) Lake Jackson, Tex.—Granted CP to make changes in ant. sys., change type trans. and ant., increase ERP 100 kw; increase ant. height 940 ft., and change TPO (BPH-800318AS). Action Sept. 17.

■ WEZR(FM) Manassas, Va.—Granted CP to increase ERP to 36 kw and change TPO (BPH-800813AM). Action Sept. 17.

■ KACA(FM) Prosser, Wash.—Granted CP to make changes in ant. sys., change type ant. and trans., decrease ant. -260 ft., and change TPO (BPH-800519AL). Action Sept. 17.

■ WQFM(FM) Milwaukee, Wis.—Granted CP to change TL to 0.3 miles W. of Milwaukee Rd., and Capitol Dr., Milwaukee; ERP 14 kw, ant. height 940 ft. (BPH-791026AF). Action Sept. 12.

■ WPRE-FM Prairie Du Chien, Wis.—Granted CP to increase ERP 0.75 kw, ant. height 544 ft., change TL to N. of Wisconsin highway 27, 2.3 miles E. of center of Prairie Du Chien; and make changes in ant. sys. (BPH-791126AE). Action Sept. 24.

■ WDOR-FM Sturgeon Bay, Wis.—Granted CP to change type trans., increase ERP 77 kw; and change TPO (BPH-800520AE). Action Sept. 17.

TV action

■ WVTV(TV) Milwaukee, Wis.—Granted CP to change ERP 1020 kw, MAXERP 2510 kw, ant. height 1010 ft., change TL to 0.5 mile N. of East Capital Dr. on N. Humboldt Ave., Milwaukee; change type trans. and ant., conditions (BPCT-800303KH). Action Sept. 15.

In Contest

FM hearing decisions

■ Durango, Colo. (Broadcast Management, Inc., et al.) **FM Proceeding:** (BC Docs. 79-330-33)—Granted joint requests for settlement agreement, approved payment of \$10,000 from Mountain States Broadcasting Investments Corp. and M.M.G. Broadcasting Corp. to Hosanna Christian Broadcasting Inc., payment of \$28,050.21 from Mountain to M.M.G. including \$5,000 to reimbursement for sum to be paid to Hosanna, payment of \$13,000 from Mountain to Broadcast Management Inc., dismissed with prejudice applications to Broadcast Management, M.M.G. and Hosanna, granted Mountain's application and terminated proceeding. Action Sept. 24.

■ Tulsa, Okla. (KOTV Inc. and Scripps-Howard Broadcasting Co. **TV Proceeding:** (BC Docs.

Services

**COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV**
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates-search services-mailing
lists, C.B., Amateur, etc.
1114 21st St. N.W.
Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
**AVIATION SYSTEMS
ASSOCIATES, INC.**
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 378-2281

CENTURY ENERGY SYSTEMS
Radio, Technical Services Group
• CONSTRUCTION MGMT.
• FIELD ENGINEERING
• AM-FM MEASUREMENTS
• AUDIO ENHANCEMENT
Box 1241, San Luis Obispo, CA 93406
(805) 544-7944 • AFCCE Assoc. Member

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
 Telecommunications Consulting
 Member AFCCE
 5390 Cherokee Avenue
 Alexandria, Virginia 22314
 (703) 642-4164

**EDWARD F. LORENTZ
& ASSOCIATES**
 Edward F. Lorentz, P.E.
 Charles I. Gallagher, P.E.
 1334 G St., N.W., Suite 500
 Washington, D.C. 20005
 (202) 347-1319
 Member AFCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
 Suite 500
 1140 Nineteenth St., N.W.
 Washington, D.C. 20036
 (202) 223-6700
 Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St., N.W., Suite 703
 (202) 783-0111
 Washington, D.C. 20005
 Member AFCCE

CARL T. JONES ASSOCS.
 (Formerly Gautney & Jones)
CONSULTING ENGINEERS
 7901 Yarnwood Court
 Springfield, VA 22153
 (703) 569-7704
 AFCCE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
 (214) 631-8360
 Member AFCCE

SILLIMAN AND SILLIMAN
 8701 Georgia Ave. #805
 Silver Spring, MD 20910
 ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
 THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
 Member AFCCE

Moffet, Ritch & Larson, P.C.
 (Formerly Silliman, Moffet & Kowalski, P.C.)
CONSULTING ENGINEERS
 1925 North Lynn Street
 Arlington, VA 22209
 (703) 841-0500
 Member AFCCE

**STEEL, ANDRUS
& ASSOCIATES**
 David L. Steel Sr. PE
 R D 1 Box 276 Grasonville, Md 21638
 (301) 827-8725
 Alvin H. Andrus PE
 351 Scott Dr. Silver Spring, Md 20904
 (301) 384-5374
 Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
 (415) 342-5208
 Member AFCCE

JOHN B. HEFFELFINGER
 9233 Ward Parkway, Suite 285
 816-444-7010
 Kansas City, Missouri 64114

**JULES COHEN
& ASSOCIATES**

Suite 400
 1730 M St., N.W., 659-3707
 Washington, D.C. 20036
 Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
 Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 4940 E. 39th Ave. - 80207
 (303) 393-0488
DENVER, COLORADO
 Member AFCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
 250 West 57th Street
 New York, New York 10019
 (212) 246-3967

JOHN H. MULLANEY
 Consulting Radio Engineers, Inc.
 9616 Pinkney Court
 Potomac, Maryland 20854
 301 - 299-3900
 Member AFCCE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 3525 Stone Way N.
 Seattle, Washington 98103
 (206) 633-2885
 Member AFCCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
 6934 A N. University
 Peoria, Illinois 61614
 (309) 692-4233
 Member AFCCE

MATTHEW J. VLISSIDES, P.E.
 STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
 Studies, Analysis, Design Modifications,
 Inspections, Supervision of Erection
 7601 BURFORD DRIVE McLEAN, VA 22102
 Tel (703) 358-9504
 Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
 P. O. BOX 18312
 DALLAS, TEXAS
 75218
 Computer Aided, Design & Allocation Studies
 Field Engineering
 (214) 321-9140
 Member AFCCE

RADIO ENGINEERING CO.
 Box 4399 RR 1, Santa Ynez, CA 93460
CONSULTANTS
 ALLOCATIONS, INSTALLATIONS, FIELD
 ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
 NORWOOD J. PATTERSON
 (805) 688-2333
 Serving Broadcasters over 35 years

**JOHN FX. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
 1901 Pennsylvania Ave., NW
 Washington, D.C. 20006
 525 Woodward Avenue
 Bloomfield Hills, MI 48013
 Tel (313) 642-6226 (202) 293-2020
 Member AFCCE

**WILLIAM B. CARR
& ASSOCIATES, INC.**
 DALLAS/FORT WORTH
 WILLIAM B. CARR, P.E.
 1805 Hardgrove Lane,
 Burleson, Texas 76028, 817/295-1181
 MEMBER AFCCE

Consulting Electrical Engineer to Educa-
 tion and Industry specializing in instruc-
 tional and broadcast television, cable dis-
 tribution, sound reinforcement, to meet
 short and long range needs of engineering
 and the objectives of management.
POHTS ENGINEERING
 301 South Allen St. - Suite 301
 State College, PA 16801 814/234-9090
 Member AFCCE

FIELD ENGINEERING SERVICES
 Specializing in Small Market AM-FM TV
 Design-Installation-Maintenance. Com-
 plete system overhaul, update, checkout,
 proofs, diagramming, Instr Book, equip-
 ment inventory.
 REALISTIC RATES ON A REGULAR OR
 ONE-TIME BASIS.
 Templeton, California 93465 Phone
 805-466-8837/24 hrs. MEMBER: SMPTE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
 BROADCAST AND COMMUNICATIONS
 Computer Assisted Directional Array and
 Feeder System Design, Analysis, and
 Bandwidth Optimization
 Applications - Field Engineering
 10517 CATAWBA WAY
 RANCHO CORDOVA, CALIFORNIA 95670
 (916) 366-7666

79-254-55)—Granted joint motion by Herneich, KOTV and KTEW and approved settlement agreement and Herneich's withdrawal, approved \$16,000 reimbursement of expenses to Herneich, granted joint request by Mid-America, MCM, KOTV, and KTEW and approved settlement agreement and \$15,000 reimbursement of expenses to MCM, granted contingent motions by KOTV and KTEW for leave to amend and granted joint motion for summary decision by KOTV, KTEW, Mid-America and MCM and resolved the UHF impact issue in KOTV and KTEW's favor. Action Sept. 22.

Designated for hearing

■ Little Rock, Ark.—Board of Trustees of University of Arkansas and Arkansas Broadcasting Foundation Inc. for new non-commercial educational FM on 88.3 mhz to determine University of Arkansas' ascertainment efforts; if university is financially qualified; whether share-time arrangement between applicants would result in most effective use of channel and thus better serve public interest, and, if so, terms and conditions; extent to which each of proposed operations will be integrated into overall educational operation and objectives of respective applicants; or whether other factors in record demonstrate that one applicant will provide superior FM educational broadcast service; and which application should be granted (BC Docs. 80-268-629). Action Oct. 6.

■ Mountain View, Ark.—Mountain View Broadcasting Inc. and The White River Broadcasting Co. for new FM on 103.3 mhz, to determine whether Mountain View is financially qualified and which proposal would, on comparative basis, better serve public interest (BC Docs. 80-630-31). Action Oct. 6.

■ Baxley, Ga.—WHAB Radio Inc. and Appling County Broadcaster for new FM on 94.5 mhz to determine applicants' ascertainment efforts, which proposal would, on comparative basis, better serve public interest and which application, if either, should be granted (BC Docs. 80-635-36). Action Oct. 7.

■ Burlington, Iowa—Hensley Broadcasting Inc. and Town & Country Broadcasting Corp. for new FM on 93.5 mhz, to determine which proposal would, on comparative basis, better serve public interest and which application should be granted (BC Docs. 80-620-21). Action Sept. 30.

■ Belen, N.M.—Wuenschel Broadcasting Co. and Manzano Broadcasting Corp. for new FM on 97.7 mhz, to determine whether Wuenschel is financially qualified and which proposal would, on comparative basis, better serve public interest (BC Docs. 80-622-23). Action Sept. 30.

■ Lincoln City, Ore.—Rainbow Broadcasting Corp. and Brown Broadcasting Enterprises Inc. for new FM on 96.7 mhz, to determine which proposal would, on comparative basis, better serve public interest and which application, if either, should be granted (BC Docs. 80-624-25). Action Oct. 6.

■ Summersville, W. Va.—R&S Broadcasting Co. and Bright Broadcasting Corp. for new FM on 92.9 mhz, to determine whether R&S' proposed tower height and location would constitute hazard to air navigation; whether good cause exists for Bright to locate its main studio outside its community of license; which proposal would, on comparative basis, better serve public interest; and which, if either, application should be granted (BC Docs. 80-626-27). Action Oct. 6.

Allocations

Applications

■ Sonora, Calif.—Donald E. Leutz Jr. requests amendment FM Table of Assignments to assign 93.5 mhz to Sonora (RM3767). Ann. Oct. 17.

■ Yuma, Calif.—People Broadcasting Co. requests amendment FM Table of Assignments to assign 100.9 mhz to Yuma. (RM3764). Ann. Oct. 17.

■ Rayville, La.—North Louisiana Broadcast Enterprise requests amendment FM Table of Assignments to assign 92.1 mhz to Rayville. (RM3766). Ann. Oct. 17.

■ Tioga and Boyce, both Louisiana—Loren Yadon requests amendment FM Table of Assignments to assign 98.3 mhz to Tioga, and substitute ch. 102.3 mhz for 98.3 mhz at Boyce. (RM3763). Ann. Oct. 17.

■ Glenwood, Minn.—Dove Broadcasting Co. requests amendment FM Table of Assignments to assign 99.3 mhz to Glenwood. (RM3765). Ann. Oct. 17.

Actions

■ Madisonville, Owensboro, and Princeton, all Kentucky—In response to petition by Life Anew Ministries proposed reassigning UHF ch. 19 from Owensboro to Madisonville, substituting ch. 48 for ch. 19 at Owensboro and assigning ch. 54 to Princeton or assigning ch. 57 to Madisonville, substituting ch. 48 for ch. 19 at Owensboro and reassigning ch. 19 to Princeton, comments due Dec. 2, replies Dec. 22. (BC Doc. 80-607). Action Oct. 1.

■ Livingston, Mont.—In response to petition by Yellowstone Broadcasting Service Inc., licensee of KYBS(FM), substituted 97.5 mhz for 97.7 mhz at Livingston, effective Nov. 17. Canadian concurrence has been obtained. (BC Doc. 80-106). Action Oct. 2.

■ Alliance, Neb.—In response to petition by Nebraska Rural Radio Assoc. proposed assigning 102.1 mhz to Alliance and modification of license on 92.1 mhz at Alliance to specify operation on 105.9 mhz and ordered Fortner-Hill Broadcasting Inc., licensee of station KFAH(FM), to show cause why its license should not be modified to operate on 105.9 mhz, comments due Dec. 2 replies Dec. 22. (BC Doc. 80-606). Action Oct. 1.

■ Concord, Franklin, Hinsdale, Littleton, Plymouth, and Wolfeboro, all New Hampshire, Lyndon, Vt., and Skowhegan, Me.—Assigned 105.1 mhz to Skowhegan to reflect its use there, assigned 105.5 mhz to Concord, assigned 94.3 mhz to Franklin, assigned 104.9 mhz to Hinsdale, assigned 106.3 mhz to Littleton, deleted 105.3 mhz from Plymouth, assigned 104.9 mhz to Wolfeboro, assigned 98.3 mhz to Lyndon, effective Nov. 17. (BC Doc. 20576). Action Oct. 3.

■ Hilton Head Island, S.C.—In response to petitions by Santee-Cooper Broadcasting Co. and Leonard Stevens proposed assigning 105.5 mhz to Hilton Head Island as its second FM assignment, comments due Dec. 2, replies Dec. 22. (BC Doc. 80-609). Action Oct. 2.

■ Rio Grande City, Tex.—In response to petition by Antonio L. Graza proposed assigning UHF ch. 40 to Rio Grande City, comments due Dec. 2, replies Dec. 22. Mexican concurrence must be obtained (BC Doc. 80-608). Action Oct. 3.

■ Olympia and Chehalis, both Washington—In response to petition by Washington Oregon Broadcasting Inc. assigned 96.1 mhz to Olympia as its first FM assignment, effective Nov. 17. (BC Doc. 80-37). Action Oct. 2).

Translators

UHF applications

■ Granada Hills, Calif.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 60 (TPO: 100 w, HAAT: 30 ft.) to rebroadcast directly WPTT-TV Pittsburgh. Ann. Sept. 24.

■ Thousand Oaks, Calif.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 66 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast directly WPTT-TV Pittsburgh. Ann. Sept. 24.

■ Union Park, Fla.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 61 (TPO: 100 w, HAAT: 160 ft.) to rebroadcast indirectly KTBN-TV Fontana, Calif. Ann. Oct. 9.

■ Falmouth, Me.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 57 (TPO: 100 w, HAAT: 35 ft.) to rebroadcast directly WPTT-TV Pittsburgh. Ann. Sept. 24.

■ Driver, Va.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 68 (TPO: 100 w, HAAT: 200 ft.) to rebroadcast indirectly KTBN-TV Fontana, Calif. Ann. Oct. 9.

■ Cedar Hills, Tex.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 55 (TPO: 100 w, HAAT: 150 ft.) to rebroadcast directly WPTT-TV Pittsburgh. Ann. Sept. 24.

■ Haltom City, Tex.—Bogner Broadcasting Equipment Corp. seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 200 ft.) to rebroadcast indirectly KTBN-TV Fontana, Calif. Ann. Oct. 9.

VHF applications

■ Dixon, Embudo, et al, all New Mexico—Dixon Social Action Committee seeks CP for new VHF translator on ch. 2 (TPO: 5 w, HAAT: 20 ft.) to rebroadcast directly KGGM-TV Albuquerque, N.M. Ann. Sept. 24.

Satellites

■ Based on FCC tabulations announced Sept. 2, there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Applications

■ American Cable Television Inc.—Eloy, Ariz. (5m; AFC; E2609).

■ American Television and Communications Corp.—Moraga, Calif. (6m; Hughes; E2616).

■ Communications Systems Inc.—Adelanto, Calif. (5m; Microdyne/AFC; E2614).

■ Entertainment and Sports Programming—Bristol, Conn. (11m; S-A; E2607).

■ Ultracom of Dale County Inc.—Coral Gables, Fla. (7m; AFC; E2610).

■ Tele-media of Homestead—Homestead AFB, Fla. (7m; E2608).

■ Continental Cablevision of Michigan Inc.—Holland, Mich. (4.6m; S-A; E2613).

■ Holston Valley Broadcasting Corp.—Kingsport, Tenn. (5m; S-A; E2606).

■ San Patricio County Cable TV Inc.—Sinton, Tex. (5.6m; GCC; E2612).

■ Continuing Objectives Inc.—Coal City, W. Va. (4.6m; S-A; E2611).

■ Midwest Radio Television Inc.—Rice Lake, Wis. (4.6m; S-A; E2615).

■ Badger CATV—Spooner, Wis. (4.6m; S-A; E2605).

Call Letters

Applications

Call	Sought by
WDJB	Berney E. Stevens, Windsor, N.C.
*WVID	Centro Collegial Cristiano Inc., Anasco, PR
*KURU	San Antonio Community Radio Corp., San Antonio, Tex.
WAQE-FM	RedCedarBroadcastingInc., RiceLake, Wis.
	Existing AM's
KMMO	KDWA Hastings, Minn.
WKEW	WGBG Greensboro, N.C.
WSBL	WEYE Sanford, N.C.
	Existing FM's
WSNE	WRLM Taunton, Mass.
WRRM	WLOA Cincinnati, Ohio
*WOJB	WCHP Reserve, Wis.

Grants

Call	Assigned to
	New AM's
WOGO	Stewards of Sound Inc., Cornell, Wis.
	New FM's
WASZ	Robert A. Perry, Ashland, Ala.
WIRI	Martha's Vineyard Communications, Inc., Tisbury, Mass.
*KKED-FM	South Texas Educational Broadcasting Council, Corpus Christi, Tex.
	New TV's
WBHA	Focus Broadcasting Co., Joliet, Ill.
KTXA	Channel 21 Inc., Fort Worth, Tex.
	Existing AM's
KCDR	KLWW Cedar Rapids, Iowa
WAMV	WKYY Amherst, Va.
	Existing FM's
WKSJ	WFDT Columbia City, Ind.
WPYX	WHSB Albany, N.Y.
WETO	WUUU Oak Ridge, Tenn.
WLUM	WLUM-FM Milwaukee
	Existing TV's
WFWY	WONH Syracuse, N.Y.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Experienced Sales Manager or top producer who feels he has Management ability. Successful Central Minnesota Station, excellent earnings and good future advancement. Box K-28.

General Manager—With strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary history. Box K-135.

Florida—Sales Manager. Aggressive, streetwise. Growth market. Equity possible. Expanding company. EOE. Box K-161.

Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well-experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box K-167

Experienced sales pro. Immediate, management, chance for ownership once you prove that you have what it takes. Must carry heavy list while directing entire sales effort. Contact Walter Isbert 616-637-1138. EOE/AA.

I need GM, 100% sales oriented, to buy in for 50%. The better you are... the less it will cost. Details phone 304-523-3422 between 5 & 6 EDT. Ask for Mike.

Sales Manager/Assistant Manager Southwest AM/FM Small Market Operation. Must have excellent personal and Sales Management record. Excellent compensation plan including equity opportunity. EOE/M/F. Box K-193.

Profitable Alaska group seeks experienced general manager. See station for sale advert.

General Sales Manager sought to lead and motivate very productive sales force. Must be proven producer who has had record results as a sales manager or sales person. Applicant can be top salesperson where working now! He or she will find all tools and promotion they need. Station No. 1! First class compensation package and opportunity! Box K-194.

General Manager for San Jose AM/FM. Must have successful previous management record in large competitive markets. Detailed resume to Cliff Hunter, KSJO/KXRX, 1420 Koll Circle, San Jose, CA 95112.

General Sales Manager for a super AM/FM combo in medium to large Southern market. 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.

HELP WANTED SALES

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.

High-powered sales manager wanted for class C, group-owned FM in medium Texas growth market (live AOR format). Welsh experienced preferred. Write Greg Gentling, 122 S.W. 4th St., Rochester, MN 55901

Finally here's the chance you've been looking for. An opportunity to grow with a young, aggressive, multi station broadcasting company. Excellent upward mobility for dedicated account executive. Must have radio selling experience. If you're looking for a bigger market, plus job security, act today. Send resume to General Manager, KSO/KGGG, 3900 N.E. Broadway, Des Moines, IA 50317

Your Sales Opportunity! Full time ABC. Salary, commission. Tell all KFRO, Longview, TX 75606. EOE.

Three of our clients (two midwest, one southeast) have unusual radio sales positions open. All three require goal-oriented people capable of dealing at the highest levels of the market's largest accounts. Creative and organizational skills a must. Good appearance and education assumed. Send resume in confidence to: Continental Broadcast Consultants, Inc., 31113 Manchester, Bay Village, OH 44140.

Radio Sales/Account Executive—Opening available for Account Executive. Must have prior broadcast sales experience. Salary & commission. Send resume to: WQXM Radio/98 Rock, PO Box 4809, Clearwater, FL 33518. An Equal Opportunity Employer.

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to J. McCullough, Personnel Manager, WLPO/WAJK, PO Box 215, La Salle, IL 61301 An Equal Opportunity Employer, M/F.

A self-motivated hustling sales personality who can close. Area experience in radio sales will present sales manager possibility. Salary, commission, plus benefits. Call Jeff Jacobs 203-646-1230 for interview. E.O.E.

KLEB Broadcasting Inc., has an immediate opening for a sales person. Contact Frank Landry at 504-475-5141. KLEB is an affirmative action, equal opportunity employer.

Billboard's station of the year is seeking professionally minded men and women who want to move up in broadcasting. We need a competitive self-starter who has the tools for success. RAB, full-time co-op department, marketing support materials and research are here to help. Good writing skills, imagination and media degree or experience preferred. Send resume and personal presentation now to: Rob Kemper, WDFW Radio, P.O. Box 10,000, Marion, OH 43302. EEO.

New England station with new format seeks salespeople who wish to grow with newly forming group. Experience and/or college helpful, but not necessary. Above average pay plan. Box K-150.

Salesperson, northwest high power country FM station seeking salesperson to assume active list. Send resume and references to Jay Corbin, Box 346, Twin Falls, ID 83301. Or call 208-733-7512.

Dynamic Sales Person. Management a possibility. Excellent 450,000 mid-western market. Resume, earnings history, salary requirements to Box K-172.

KMJ Radio, Central California network affiliate is looking for a person with background in broadcasting sales to sell AM-FM. Draw against commissions. Five day week, liberal employer paid benefit package. Send resume, data to Mel Wilkins, Sales Manager, KMJ AM-FM, 3636 North 1st Street, Fresno, CA 93726. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

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.

Full and part time announcers: Prior on-air contemporary radio experience required, preferably in a top 50 market and 3rd class FCC license required. HS diploma. Salary open. Send resume with air check to WQXM Radio/98 Rock, P.O. Box 4809, Clearwater, FL 33518. An equal opportunity employer.

Experienced announcer with creative production abilities. Previous sports/automation helpful. Send tape, resume, WCVL, Box 603, Crawfordsville, IN 47933.

KLEB Broadcasting Inc. has an immediate opening for an afternoon drive disc jockey. Contact Randy Chermie at 504-475-5141. KLEB is an affirmative action, equal opportunity employer

Top rated Northern Indiana station looking for mid-day personality who can entertain. Will need at least 2 years commercial experience to handle this MOR format. EOE. Send air check and resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46515.

Contemporary rock FM needs down to earth, no-hype type announcer. Some experience necessary. EOE. Tape and resume to Ed Klimek, KMKF, Box 1350, Manhattan, KS 66502.

Producer/Announcer. Duties: Announce classical and jazz programs; produce arts features. Requires: H.S. diploma and 2 years experience in radio. College degree, preferably in music or journalism, plus NPR on-air/production work desired. Women and minorities encouraged to apply. Salary: \$10,800. Contact: Send resume and audition tape to Robert Calvert, Program Director, WUWF, University of West Florida, Pensacola, FL 32504.

Dropping automation—going live. Modern country. Small market, but owner wants to sound like large market. Need jocks and Program Director. Solid pay Midwest. Send resume with references. Tape will be required at a later date. Box K-190.

Jazz Announcer/Producer for N.Y. area's only jazz station, Public Radio WBGO-FM. Send demo tape and resume to Al Pryor, P.O. Box 8, Newark, NJ 07101. EOE, m/f.

California: Schulke Beautiful Music station seeks an evening announcer. Radio experience, although not necessarily Beautiful Music, a must. If you sound bright and personable and can read scripted continuity, news, and live copy with a fresh conversational flair, send resume. Tape will be requested at a later date. EOE. Box K-188.

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

HELP WANTED TECHNICAL

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.

Chief Engineer for high-power, duo-FM, full-time public radio facility. Requires First Class License and experience as chief or assistant chief engineer. Public radio experience desirable. \$12,625.60. Send resume, including two references, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Application deadline: November 13, 1980. EOE.

Engineer/Announcer: well equipped small AM/FM. Send resume. P.O. Box 1023, Tappahannock, VA 22560. EOE.

Experienced Chief Engineer for well equipped Michigan AM/FM operation. Need self starter with automation experience, belief in heavy preventive maintenance. Duties 100% technical. Above average compensation with fringes. EOE. Resume and requirements to Box K-134.

Chief Engineer—NY suburban AM-FM facility seeks full-time experienced radio engineer with transmitter, studio equipment & automation repair/maintenance background. Salary commensurate with experience. Contact S. Spengler 914-241-1310.

\$22,000 for the right engineer! AM/FM group needs an innovative Chief. Metro area near fantastic recreation. Call Tom Greenleigh, SGS Broadcasting of Utah, Inc. 801-392-7535. EOE.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer wanted for AM/FM in Glens Falls, N.Y. Must be familiar with Automation and Digital Logic. Contact Jay Scott between 9-5 518-792-2151. EOE

Northeast technical service for radio stations desires 1st phone technician for field and shop work. Limited travel, some overnights. Salary commensurate with ability. Company expanding, requires several skilled persons. CATV experience helpful. E.O.E. Reply in confidence to Box K-198.

Chief Engineer. AM/FM Radio. Must have extensive experience AM directionals and FM stereo. FCC first class license required. Resumes only. Contact Don Kidwell, Vice President & General Manager, WONE-WTUE, PO. Box 98, Dayton, OH 45402. An Equal Opportunity Employer.

Chief Engineer to handle two northern Vermont AM's within 40 miles of each other. Must have knowledge of automation and keep on top of maintenance of good equipment. Send resume, references immediately to: WIKE, Box 377, Newport, VT 05855.

Engineer. Modern establishment. Immediate opening. Contact Bob Baldrice, WFTL/WEWZ, PO. Box 5333, Fort Lauderdale, FL 33310. 305-485-4111. EOE.

Rocky Mountain Station seeks chief engineer with FM, automation, AM, directional, maintenance, and construction experience. Best of benefits. All replies in confidence. E.O.E. Box K-149.

Chief Engineer—experienced with studio and automation equipment, along with transmitter maintenance. 36 hour week good pay and fringe benefits. Contact John Frankhouser, Vice Pres/GM, KLLM AM/FM, 1314 50 St., Lubbock, TX 79412.

Chief Engineer: Northeast Class IV fulltimer. Must be dedicated to top flight maintenance and able to handle any RF or audio problems. Totally adult, professional working atmosphere. No air work required. \$17,000 plus paid Blue Cross. Resume to Box K-179.

HELP WANTED NEWS

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.

Radio/Television Reporter—Person to do on-air announcing and daily reporting for radio and television station. At least one year professional experience required. Familiarity with audio and ENG equipment preferred. \$10,500. Contact Karen Hasby, WSKG Public TV and FM, PO. Box 97, Endwell, NY 13760. EOE/AA/M-F

Seeking qualified reporter for inside and outside work. \$200 per week. Contact Mike Piggott, WASK, Lafayette, IN. 317-447-2186.

Experienced radio news reporter. Collect, write & broadcast local news. Air-check & resume to WDUZ AM/FM, PO. Box 36, Green Bay, WI 54305, Attn: Ken Peterson.

Full time station in town of 30,000 in Southeast New Mexico needs a news director immediately. Must have experience in gathering, writing, editing, and on air delivery of news. Contact Bob Tate, phone 505-887-7563, or send resume and tape to Box 1538, Carlsbad, NM 88220.

New England small market AM/FM station seeks experienced news director to handle all aspects of news. Must be able to produce five original stories a day with sound, cover local meetings, and handle a 30 hour per week board schedule with an automated system. Serious applicants need only apply. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

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 date to: Bernie Barker, VP-GM, WDAK/WEIZ, PO Box 1640, Columbus, GA 31994. No calls please. An Equal Opportunity Employer.

News and Public Affairs Director for a regional CPB-NPR Public Broadcasting station. Strong air personality, ability to supervise other talent and student assistants. Master's degree in Mass Communications preferred. Bachelor's degree required in same or related field. Two to three years experience in news; experience in Public Broadcasting preferred. Send tape, resume, and references to John A. Regnell, Director, WSIE-FM, Box 73, Southern Illinois University, Edwardsville, IL 62026 Affirmative Action Employer.

Vermont's Information Station needs an assistant news director. Send tape and resume to WDEV, Box 296, Waterbury, VT 05676. Attention Craig S. Parker. 1 year experience required. E.O.E.

WAAY Radio is looking for an experienced news director. 50,000 watt station with an award-winning news department. Top 100 market and a station with a real commitment to news, not just music. Rush tape and resume to Jerry Dean, Program Director, Box 551, Huntsville, AL 35804. Equal Opportunity Employer.

Successful small market AM in North Dakota seeking news director/announcer. Good future employer owns other stations. Tape and resume to: KNCK Radio, Hiway 1 N., Langdon, ND 58249.

Wanted: Busy North East small market news room wants a new person who can think, dig out facts and then air a good news story. If you think you qualify, contact Box K-144

13-KOCY wants good news person with enterprising abilities. Let us know all about you. Send letter, tape & resume to James Banzer, News Director, 13-KOCY, 101 N.E. 28th Street, Oklahoma City, OK 73105.

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.

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.

Experienced Program Director for major market 50,000 watt country facility needed. Must have thorough knowledge of modern country music programming. Send tape and complete resume (with ARB numbers) immediately to General Manager, WYDE, Post Office Box 3326-A, Birmingham, AL 35255. Phone calls not accepted. EOE.

Music Director—Needed: a take-charge classical programmer who can grow with the station. Duties: Preparing program guide listings; supervising other programmers and record librarians; daily announce shift. Requires: Broad knowledge of classical music and proper on-air presentation; smooth announcing technique; capacity to work harmoniously with students. Salary: To \$11,000, DOE, 40-hour week. Send resume and audition tape to Director, WDAV, Davidson College, Davidson, NC 28036 before Nov. 3rd.

Program Director. WTAR Radio, Norfolk, Va., is seeking a Program Director to lead Virginia's most respected radio station. Adult Contemporary format with heavy news, sports, and community involvement. Applicant should have major/medium market programming experience with winning record. Send application with air check, references and salary requirements to Dick Fraim, General Manager, WTAR Radio, 720 Boush St., Norfolk, VA 23510. EOE M/F

Looking for personality MOR morning DJ and program director. 3-5 years experience. Top notch station, top notch people in Southeast Iowa. Looking for someone to help us get the day started right. Call 319-524-5410.

Audio Producer/Director—See our ad under Allied Fields/Help Wanted Programming, Production & Other October 20 issue. Studio Center.

SITUATIONS WANTED MANAGEMENT

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

CEO/General Manager of successful non-commercial FM seeks to return to commercial broadcasting. Smart, resourceful. 29, strong in organization, innovation, motivation. Joe Martin, WHIL, Box 160326, Mobile, AL 36616.

GM, 20-year pro, all phases! Seeking return to small market, Midwest or West. Confidential. Box K-145.

GM/GSM presently San Diego County looking for return to small market AM/FM. 23 years all phases radio. Looking for end result to make \$\$\$\$\$\$ for both of us. Reply: Box K-151

Attention Owners! If your ambition includes building a dynamic broadcast group, I'm your man. Team play and community involvement organization are my specialties. Sales, engineering, programming, promotion, renewal, and acquisition. My references will show you I'm a good chief because I learned to be a good Indian! Box K-143.

Successful, promotion-minded executive, 15 yrs. experience all phases of broadcasting. Seeks management position. Box 2218, West Monroe, LA 71291

General Manager, 22 years broadcast experience, includes: Programming, Engineering, Local Sales, Retail Sales, Regional Sales Manager, Local Sales Manager, National Sales Manager, General Sales Manager, General Manager, and Owner. Previous business experience qualifies me to cope with problems of unpredictable economy. I will get the job done whatever the format. Currently employed. Good position, but need to advance. Reply to Box K-175.

GM or GSM, strong sales, 14+ years experience, excellent track record and ref., Jennings, RAB, college. Results. 503-370-9288.

General/Station/Sales Manager. Have 16 years radio & TV experience. 10 on talent/program side, 6 in radio & TV sales; 10 years in top 15 market. Strong program and sales skills plus ability to handle and motivate people. Group position would be considered as would earned-interest situation. Box K-195.

GM and/or GSM—Made a bad move and let the competition steal me away, transfer me to another top 100 market and then out to pasture—now I look like a job-hopper. 36 years old, successful track record in local and national sales management. Major market background. Highly professional presentation and image. Good trainer, motivator and listener. Well organized, business degree, bottom line oriented. Combination Jennings/RAB/Hooker/Dale Carnegie. Good programming skills and on-air numbers. Super in Arbitron research, numbers, positioning and presentation. Seeking permanent opportunity with solid company. I'll make you money! Call Rick at 915-584-6365.

SITUATIONS WANTED ANNOUNCERS

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Channell, at 312-764-0262 or 312-929-0776.

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.

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.

Dependable, hardworking male, 22 seeks A.O.R. station or top 40. Tape-resume available. Steve Barile, 550 Kingman Ln., Hoffman Est., IL 60194, will relocate. 312-885-7159.

10 years exp., 1st Phone, without tape. Looking for a small to medium market in a warm climate. Also would consider announcer/sales. For more information, call Bob Peacock, 214-327-1090 or write PO. Box 140246, Dallas, TX 75214.

Solid, Stable, successful pro looking for something better. Modern country or MOR formats. Box 2218, West Monroe, LA 71291.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Personality, production, great voice! Female, 3-1/2 yrs. on-air exp. (1-1/2 as MD) BA, NY area 212-336-7198.

Experienced First combo man. Full-time position. Washington-Metro area. Box K-200.

Broadcast Artist. Classically-minded. From programming to announcing—copywriting to production and feature reporting. NPR background. Have vox, will travel. Wire Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Get ready for basketball season. Experienced sportscaster excellent jock and sales skills will relocate. Mitch 212-594-5824.

Calling Texas . anncr/copy/production with three years experience, from market of 100,000+. Want to go before the snow. 715-832-1754. Bobby Booker.

Re-entrance job needed. Radio or TV. 8 years experience. Been out 15 years. Adult format. Jay-Dee, PO. Box 826, St. Point, Wis.

At last something to look forward to. Clean cut FCC third class college. Announcing experience. Graduate announcer training studio N.Y.C. Call James 212-528-7421.

Radio, TV Production Experience. Desire Southeast, preferably Alabama. Call Russ 915-672-5097 afternoons.

College grad, 1 year experience, seeks jock and sports position. Bob 516-221-2498.

Good voice, good reader, good attitude. That's what my broadcaster friend tells me. Listen to my tape, perhaps you'll agree. Gary Thompson, N80 W14904 Manhattan Drive, Menomonee Falls, WI 53051. 414-251-4494.

Boring, unambitious, inarticulate wimp unwilling to relocate. I also refuse to work more than five days a week. An Equal Opportunity Job Seeker. If I already sound like the model employee you've dreamed about, particularly if your sports department needs a lift, write Box K-186.

For sale: one dependable, experienced, hardworking Top 40's disc jockey who loves the radio industry. For tape and resume call Charlie Hill at 312-961-1526 or write 24W630 Woodcrest, Naperville, IL 60540.

SITUATIONS WANTED NEWS

Capable newsmen. Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk. Rd. Bensenville, IL 60106. 312-766-0427.

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.

Small Market News Director seeks advancement opportunity. Top flight news gathering skills, and a proven ratings booster. Two years experience. Box K-124.

Sportscaster-PBP. Currently own sports production company originating college football Midwest. Looking for sportscaster-PBP position medium-major market. 28, 7 years exp. M.S. Communications. Tom 316-231-9200. Box K-197

Entry level reporter seeks broadcast news position. Single female. Will travel. Box K-155.

First phone willing to sacrifice house in Philadelphia, \$16,000/yr salary, and tenure position in broadcast school for small market sports position. Some PBP and technical experience. Call Dan Alpert, 215-465-5554.

Let me add zip to your news department. 15 years experience radio & TV. Box 2218, West Monroe, LA 71291

I'm betting \$14 that you'll respond. Radio news director with broad experience looking for a professional organization. Good story ideas, people motivator. Prefer radio ND or off-air TV newsroom. Box K-166.

A sixteen year broadcast veteran desires a position in radio news/news management in a south-western medium market. Have small, medium and large market experience in news gathering and airing, public service programming, commercial and public broadcasting. B.A., numerous speaking and seminar appearances. References and resume. Rick Smith, 5942 E. Linden Pl., Tucson, AZ 85712 or 602-296-5655 evenings and weekends.

PBP Sportscaster available immediately. South-west-Midwest-N.E. Excellent credits. Hank Holmes 617-679-6957. Box K-173.

College graduate, meteorologist. Seeks position for radio or television. Some experience. Will relocate. John Hughes, 39 Nikisch Avenue, Roslindale, MA 02131. 617-327-7973.

All Purpose. News, Sales, Sports, R/TV. Currently in Sales and PBP Big Ten football. Four years major college sports. Past UPI award winner. B.S. R/TV. There's more! Interested? Call 217-443-4048.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

16 years programing country. Supervision promotions, copy, productions and sales in major markets. Seeking medium market operations manager or complete program/music director position. Challenge and long term only! Box K-142.

Programing is a Management Position. Business oriented program director with 8 years experience in station operation seeking long term relationship with quality organization. Dependable/hard working. Call 803-226-1408 for resume, programing philosophies booklet, and station aircheck. Bill McCown.

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.

Wanted: Medium market position. Two decades experience as quality PD., talk host and sports director. 308-254-7389. George.

I'll program your FM-rock station. My ARG format will bring you numbers. It's been proven. Call Jim Bunn 404-327-9608.

Programing Magician. I'll transform your station from no. 2 (or lower) to no. 1. Results guaranteed!! Box K-160.

TELEVISION

HELP WANTED MANAGEMENT

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.

Program Director. Aggressive PTV station seeks outstanding individual to plan and execute stations programming effort. Requires BA and three years experience in television broadcasting. Salary \$21,000. Deadline November 7, 1980. Contact William E. Glaeser, Station Manager, WILL-TV, 1110 West Main St., Urbana, IL 61801

KHAS-TV in Hastings, Nebraska, is now accepting applications for a General Manager. The current Manager is retiring after 25 very successful years. His replacement must have a strong background in all aspects of TV station management, including sales, personnel and accounting. This is an excellent opportunity for the right individual. Address your reply to Mrs. Gladys D. Seaton, President; Nebraska Television Corporation; c/o KHAS-TV; PO. Box 578; Hastings, NE 68901. KHAS-TV is an Equal Opportunity Employer.

Major TV group seeks general manager for VHF network affiliate in growing northeastern market. EOE. Box K-141

News Director. Control news and public affairs programming with budgetary and content responsibilities for Radio-TV stations. Provide leadership to full-time staff and instruct students in production of daily news show. BA required, MA preferred. 5 yrs. Mgt. exp. High ethical standards. Salary negotiable. Contact: Rick Lehner, WUFT, Univ. FL., Gainesville, FL 32611, 904-392-5551.

Director of Administration: State Public Network seeks aggressive, self-starter to direct its business management and support activities. Includes planning, coordinating, and supervising such activities as budgeting, accounting, payroll, purchasing and attendant analyses and reports. Degree plus four (4) years experience in business management, accounting, personnel or closely related work required. Experience in public broadcasting administration may be substituted for the required college training on a year-for-year basis. Starting salary \$21,700. Send resume to A. Fred Frey, Executive Director, Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, LA 70805. Application deadline: November 17, 1980. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Development Specialist for a Colorado PTV station. Responsible for all fundraising activities including program underwriting, memberships, grants, and special projects. Person works with community during auction. Individual may supervise station public relations and information activities. Requires two years' fundraising experience. B.A. minimum, M.A. will influence salary which is commensurate with experience. Deadline: November 10. Send letter of interest, resume, and three references names to: Search Committee, KTSC/TV, 2200 Bonforte Boulevard, Pueblo, CO 81001. An Equal Opportunity Employer.

General Sales Manager. Successful sales and sales management record in small-medium market TV a necessity. We offer an opportunity for growth with outstanding net affiliate in highly competitive market. Responsible for national as well as total sales effort. An equal opportunity employer, M/F. Send resume and references to Box K-148.

Operations Manager: Responsibilities include traffic, sales service and data processing activities. Television operations experience required. Contact Gretchen Zimmer, Personnel Manager, WJXT, 904 399-4000 or by resume to Box 5270, Jacksonville, FL 32207. WJXT is a Post-Newsweek Station and an Equal Opportunity Employer.

General Sales Manager-TV: Network affiliate in Southeast seeks General Sales Manager who can get out from behind his desk to provide personal leadership, persuasive presentations and effective inventory control. Reply Box K-162.

General Manager—For prominent middle-market community PTV in western Massachusetts. WGBY-TV/Channel 57, with extensive mobile unit and new production/administration facilities, seeks experienced administrator with strong fiscal management skills and a reputation for achievement to continue and expand excellence in local and national production and to capture opportunities from emerging communications technologies. Position available immediately. Contact, in confidence, Joan Steiger, WGBY-TV, Box 2380, Springfield, MA 01101. WGBY-TV, a division of the WGBH Educational Foundation, is an equal opportunity employer.

Local Sales Manager—Group owned West Coast network affiliate seeks excellent sales track record, superior leadership ability, and desire to grow within organization. We are an Equal Opportunity Employer. Please send resume to Box K-178.

HELP WANTED SALES

National Sales Manager. Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer desired but not a requirement. KXTV is an equal opportunity employer. Contact: Bill Bradley, General Sales Manager, KXTV Channel 10, PO Box 10, Sacramento, CA 95801 916-441-2345.

HELP WANTED SALES CONTINUED

Promotional Representative Seven Representatives, headquartered in: Philadelphia, Chicago, Austin, San Francisco, will promote carriage of multicultural children's series by commercial TV stations. Requirements: five years TV program promotion or related sales; self-starter; meet deadlines; must travel. Salary: \$25,000 annual plus incentives. 9-month assignment commencing January 1. Minorities' applications encouraged. Send resume: Pearl Banks, MCTV, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103. Deadline: November 7

Sales Manager. Local/Regional TV Sales experience and management required to aggressively lead our sales team. Excellent opportunity; present and future with a Ziff-Davis Station. Bob Craig, GSM, WJKS-TV, PO Box 17000, Jacksonville, FL 32216. An Equal Employment Opportunity Employer.

Midwest television station looking for experienced sales person to handle local territory. Previous broadcast sales experience requested. Contact Frank Hawkins, WFFT-TV, PO Box 2255, Ft. Wayne, IN 46801. WFFT-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

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.

Chief Engineer: For new PTV 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.

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.

Video Maintenance Engineer: Minimum ten years experience in maintenance or design of TV Production equipment, cameras, video tape and disc, switching, sync, and computer. Send resume to Personnel Director, Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Maintenance Engineer. Independent production/syndication house currently syndicating in over 70 markets has immediate opening for a TV maintenance engineer. Minimum of 3 years experience, 1st phone, familiar with Ampex 2" and 1" and Sony 3/4" VTRs; CMX computer editors; Thomson CSF microcams. Located in Lincoln-Omaha, NE 402-475-3300.

Video Tape Editors & Sound Engineers. Applications are being accepted by Jefferson Productions, a full service production facility, from experienced computer Video Tape Editors and Sound Engineers. State-of-the-art facilities and expanding business requires the addition of qualified craftsmen. Apply in confidence to Personnel Department, Jefferson Pilot Broadcasting Company, Charlotte, NC 28208, 704-374-3603. An Equal Opportunity Employer.

Maintenance Engineer: Heavy studio maintenance all phases. Experienced, TR70-TCR100, VTR, also knowledge state of art studio cameras and 3/4" editing equipment. Salary negotiable—good benefits. Contact Chief Engineer, WTVF, P.O. Box 3248, Reading, PA 215-921-9181. Equal Opportunity Employer.

Director of Engineering is seeking Assistant Chief to work in major market television station/production company. Only those with 5-10 years experience need apply. Send resumes to Box K-199.

Maintenance Engineer Tucson, Arizona: Minimum requirements—FCC 1st Phone, 3-5 years TV maintenance experience. Duties include maintenance and routine alignment of studio equipment. Experience on ACR25, AVR2, VPR1, TR60 is desirable. If you want to drive to work this winter in shirtsleeves, this Tucson station would like to hear from you. Send resume to Chief Engineer, Box 50307, Tucson, AZ 85703. An Equal Opportunity Employer.

Maintenance Engineer with strong background in television maintenance and operation. Apply to Bob Killian, WJKS-TV PO Box 17000, Jacksonville, FL 32216. A Ziff-Davis Station, An Equal Employment Opportunity Employer.

TV Engineer. Install, maintain, repair, design TV equipment. Experience in color, ENG, 3/4U editing, IVC 1 inch, studio mixers and switchers. Salary \$10,800-16,000 for 35 hr/wk. Contact Personnel, County College of Morris, Randolph, NJ 07869. Tel: 201-361-5000.

Video Engineer—Expanding production facility needs quality minded, production oriented EFP Engineer. Salary commensurate with technical ability. Write or call: Michael Orsburn, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312. 305-587-9477

Engineer. For professional/technical society in Scarsdale, New York. Excellent salary and benefits. Requirements include degree in engineering or science; practical experience in film or video systems; good command of English and grammar with the ability to prepare written reports of technical meetings. Duties include administrative and standards responsibilities. Forward resumes and salary requirements to D.F. Breidt, Society of Motion Picture and Television Engineers, 862 Scarsdale Ave., Scarsdale, NY 10583.

Engineer/Maintenance-I-(PTV/ITV). Qualifications—First Class FCC License. Minimum of three years of technical broadcast maintenance experience. Digital, solid state, UHF, microwave and remote control. Apply KMTF-TV Fresno County Dept. of Education Personnel Office—Room 330, 2314 Mariposa Street, Fresno, CA 93721. Phone 209-488-3018.

Television Technical Director. Immediate opening—minimum 3 years experience in Production Video Switching/Time Code Editing. TR/AE600 equipment. Salary commensurate with experience. Top \$439/week. Send resume today to: KCMO TV, 4500 Johnson Drive, Fairway, KS 66205, 913-677-7252. Attn: Jack E. McKain, Director of Engineering, EEO.

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.

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.

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, P.O. Box 14159, Oklahoma City, OK 73113. EOE.

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

News Photographer—experienced in film, ENG and editing. Contact Brian Zelasko, Chief Photographer, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An E.O.E.

ENG Photog/Editor. Salary commensurate with experience. Send tape, resume to News Director, KTBS-TV, PO Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

Assistant News Director. Will anchor late casts weekends; produce weeknight late news; some reporting; assist director on assignments. Call Rich Caughron, News Director, KCWY-TV, Casper, WY, 307-234-1111. EOE.

Producer, woman or man, for 6 and 10 news need in very progressive ENG market in sunbelt. Station has second city bureau with microwave and editing facilities. Seeking imaginative experienced producer with reporting background. We will surprise you with what we can offer. E.O.E. Send resumes to Box K-171.

Reporter with aggressive news operation. Need someone who can work creatively on the "beat" system. Degree and experience required. Resumes only. E.O.E. Contact Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901

Assignment Editor. Aggressive CBS affiliate in the Southwest needs an organized, self-starting person with previous desk or producing experience. Heavy live and reporter involvement with a "humanized" approach to news. Group-owned, 50's market. EOE/M-F. Box K-159.

Photographer. We need an experienced shooter who can effectively utilize both film and ENG. Fast, decisive editing is a must for this aggressive news operation. Degree preferred. Resumes only. E.O.E. Contact Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901

Top 20 Sun Belt Station looking for weeknight meteorologist. The person should have an excellent presentation with lots of energy and a creative approach to delivering weather information. An Equal Opportunity Employer. Send resumes to Box K-163.

Anchorperson: To report the news each evening to 340,000 people eating dinner and make them forget dessert. Journalist who wants to be the market's best newswoman, not just another pretty face. Send resume and tape to WLUK TV, P.O. Box 7711, Green Bay, WI 54303. E.O.E.

Meteorologist for small northwest market. This area is for the outdoorsman. Fishing, hunting, skiing and the like at its best. Salary is open. Call Ken Christensen, News Director, KID-TV, Idaho Falls, ID 83401. 208-522-5100.

Group owned stations in Five Midwestern Markets looking for self-motivated TV people . . . possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. We are an equal opportunity employer. M/F Send resume to Box K-176.

News Director: All-ENG department needs strong leader to continue recent growth in numbers. Need experienced manager. Send resume and one page letter stating philosophy of news management to Station Manager, WCHS-TV, Box 1153, Charleston, WV 25324.

Assistant News Director—PBS station at Texas A&M University. Co-anchor, assistant producer for radio and TV newscast. Some reporting, ENG experience required. BA or MA in Journalism; 1/4 time teaching in Broadcast News. Salary \$11,856. Contact: Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843, 713-845-5154. AA, EEO/MF

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Cinematographer/Editor familiar with commercial production, Documentaries and Public Service taping. Director/Producing and mini-cam experience required. Immediate start. Send resume and tape to Bob Jones, Program Director, WLKY-TV, 1918 Mellwood Avenue, Louisville, KY 40206.

Producer/Director: Applicants must have a minimum of three years full time experience producing/directing studio and location production. Send complete resume and cassette to: Chuck Weaver, Production Manager, KTHV, Arkansas Eleven, P.O. Box 259, Little Rock, AR 72203. KTHV is an equal opportunity employer.

Promotion Manager for WTRF-TV. Responsible for developing and executing campaigns in all media. Two years promotion experience or equivalent thereof. Also need excellent writing skills and familiarity with production techniques in all media. Send resume and sample of work to General Manager, WTRF-TV, 96-16th Street, Wheeling, WV 26003. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

PM Magazine Producer: Position open for producer of program now on air. Position requires experienced, energetic individual dedicated to a quality program. Send tape, resume and current salary to Gerald Badaux, WTHI-TV, 918 Ohio St., Terre Haute, IN 47808. EOE Employer.

Producer/Director: Plan, produce, and direct live and filmed/tape recorded programs and series for KTEH public television. \$22,296/year. App. deadline: 11/14/80. Contact: Larry Condit, Personnel Commission, 100 Skyport Drive, San Jose, CA 95110. 408-299-2754.

Producer/Director, Cultural Affairs. Small active station in New England seeks P/D for programs in music, dance, drama and fine arts. Primary assignments will be for local programming, some national. Requires 3 yrs. exper. in studio, remote and ENG film production. Prefer background in writing and music. Must be self starter and experienced in all phases of TV production. Resumes: Joanne Magdalenski, WGBY-TV, 44 Hampden Street, Springfield 01103—EOE.

Catholic magazine seeks 3/4" tape editor with magazine style experience for a new nationally syndicated magazine program based in Washington, D.C. Should have some experience producing feature stories. Equal Opportunity Employer. Dabar Productions, 3035 Fourth St., N.E., Washington, DC 20017.

Cultural Affairs Producer-Director, WMVS/WMV, Milwaukee, WI. Must be knowledgeable and experienced in all phases of television production, including: audio, lighting, video, and film cameras, including EFP. Should be familiar and experienced in EDS and Sony BVU editing systems; and have proven track record in both public and cultural affairs programming. Should be able to read music well enough to block scores for television. Must have at least two years' full-time experience in both producing and directing, plus a Bachelor's degree. Salary is \$19,000-\$25,000, plus excellent benefits. Send resume, references, and videocassette of work before October 31, 1980, to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6th Street, Milwaukee, WI 53203.

Film/Tape Production Manager, familiar with dramatic and documentary production, needed at PBS national production center. Must know state-of-art technology; prepare and implement budgets and shooting schedules; order technical facilities; work with staff and free lance personnel on national productions. Please send resume and salary requirements to Personnel Department, Metropolitan Pittsburgh Public Broadcasting, Inc., 4802 Fifth Avenue, Pittsburgh, PA 15213. Equal Opportunity Employer.

Commercial Producer/News Director. KMJ-TV, Fresno, California, is looking for an experienced, creative person to write and direct commercial production; must also have excellent news directing ability and be capable of offering creative ideas for improving looks of newscasts. Good understanding of modern broadcast equipment and its capabilities a must! Salary to \$378.50 for 40-hour week; attractive employer-paid benefit package. Send resume, other relevant information to: Personnel Manager, KMJ-TV, P.O. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

WRCB-TV, Ziff-Davis Broadcasting, seeks Promotion Manager. Send resume to 900 Whitehall Road, Chattanooga, TN 37405. EOE.

Producer/Director, Top 45 Southeastern market, directing news, commercials, public affairs. Strong in news with minimum 2 to 3 years commercial TV directing experience. Salary D.O.E. Equal Opportunity Employer. Send resume and salary info. to Box K-196.

SITUATIONS WANTED MANAGEMENT

10 years broadcasting experience, 3 years management. Seeks supervisory position 516—667-9665.

SITUATIONS WANTED SALES

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

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.

SITUATIONS WANTED NEWS

Sports Anchor/Reporter with savvy, know-how, enthusiasm & 2 years experience ready to make your numbers count. Contact Sal Urbano 609—845-8717

Intelligent, ambitious black female with producing and reporting experience, looking for first TV job. Good writing and researching skills. Resume, tape and excellent references available. Melonee Young, 602—790-6839 anytime or 624-2477 mornings.

Dynamic Reporter, national award, seeks new challenges in TV Journalism. Strong background as troubleshooter and investigative reporter. Currently general assignment reporter in number one market. Looking for growth opportunity perhaps as combination weekend anchor/weekday enterprise reporter. Married, bilingual (Spanish/English), established credentials in law and legal education. Box K-192.

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-152.

Can prove he is an asset to your dept., hard working ENG photographer with 500 hrs. overtime this year. 3 yrs. TV experience Top 100 market, some live, remotes, creative, quality oriented photographer. Box K-153.

News anchor with small and medium market background seeks relocation. Extensive radio and television experience. This applicant also has successful management experience in both radio and television. Available for personal interview and audition. Write Box K-157.

Fast, accurate reporter, experienced, mid-20s, seeks permanent position in 50-100 market. Strong writer, references; prefer Midwest or South. Box K-158.

News/Feature Reporter. Excellent writing and presentation. Can think on my feet. Major market background with 12 years experience. Radio O.K., too. News administrative experience. Western states only. Community as important as job. Stability prime consideration. Call Barrett Rainey, 208—345-2125 after 6 pm MDT.

First Phone willing to sacrifice house in Philadelphia \$16,000/yr salary, and tenure position in broadcast school for small market sports position. Some PBP and technical experience. Call Dan Alpert, 215—465-5554.

Aggressive Sports Director looking for station committed to sports. Proven winner in this medium size market. Format All Big-10 Athlete. Currently Sports Director/Anchor/Reporter, plus PBP reporting, and commentary for Statewide TV Sports Network. Excellent references and tape. Box K-191

Iran Crisis Archivist. Professional with network TV experience seeks position in radio/television news production, research, archives or education. Box K-182.

News Pro, five years experience, seeks reporter, producer, or assignment desk position. Master's. Former reporter/producer TV talk show, radio anchor, reporter, talk host. Larry Hudson, 895 Caniff, Columbus, OH 43221. 614—451-3772.

Aggressive, hard working recent graduate, willing to relocate, would like a chance to strengthen your newsroom. Experienced in a large market newsroom, in Cincinnati, Ohio. I know how to get the story. Also experienced in sports, some play-by-play and interviews. Can start immediately. Call Marc at 606—261-0684.

Weatherman, informative presentation, plenty of fresh ideas, the one the others copy. Box K-185.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Radio, TV Production Experience. Desire Southeast, preferably Alabama. Call Russ 915—672-5097 afternoons.

Production Coordinator—Experience producing documentaries, public service announcements, television shows, tape slide shows, soundtracks, films, and photography. Desires position in northeast. For resume contact: Nancy Yake, 98 Darby Road, Paoli, PA 19301. 215—644-2110.

Production man—Experienced in directing, editing, lighting, mini-cam, sports coverage, documentaries. National and regional credits. Seven years experience, public and commercial. Seeking position with production minded operation. Alan 803—279-3145.

ENG Photographer/Technical Director with extensive non-commercial TV and commercial radio experience. B.S. broadcasting. Hard working self-starter. Will relocate. 315—363-0103.

The Yonge St. cowboy writes wide-range-of-topics material: J. Travis, 15 Bunty Lane, Willowdale, Ont.

Creative, talented person seeking position in children's programming/public broadcasting. Over 6 years experience. Producer, writer, actor, puppet-maker, puppeteer, mime, set designer, graphic artist. Call Tyler Curren, 305—422-3840, or write at 627 E. Robinson No. 3, Orlando, FL 32801.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

Sales/Marketing Representative—Must be experienced in broadcasting or broadcast related products. This is a high income, professional business. Regional travel is required. We provide leads, income guarantee, training and expenses. You must provide energy, enthusiasm, intelligence, willingness to adhere to professional practices and ethics, and ability to travel. Send resume including references to Box K-189.

National Gospel Rep—looking for an aggressive, creative and self-motivated Account Executive. Experience in radio sales preferred. Salary—\$1,300 per month plus commissions. Excellent growth potential. Friendly southeastern community will be home base. Call 912—883-4908.

HELP WANTED TECHNICAL

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.

Maintenance & production engineer. Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting project by an established professional firm. West Coast location. Resume (and tape?) along with salary requirements. M/F—EOE. PO Box 1502, Studio City, CA 91604.

HELP WANTED PROGRAMING, PRODUCTION, OTHER

Religious Agency seeks Creative Director. Small, established religious communications agency seeks experienced person desiring to serve God by producing and Supervising quality, creative work. Copy writing a must. Radio production experience necessary. TV background helpful. Reply to: Box K-130.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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.

Tired of the rat race? Come "retire" with us. Stable professional company needs News, Production and Programming people. If you can do all three, you're more valuable to us. We're located near a major media center where you are encouraged to pursue your creative outlets (commercials, acting, etc.) in your spare time. Medium-major market pros only please. Salary, like they say, is commensurate with experience. Please send tape, resume and salary history in your first package. M/F—EOE, PO Box 1502, Studio City, CA 91604.

HELP WANTED INSTRUCTION

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.E. Affirmative Action 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.

Arizona State University seeking two tenure track asst. or assoc. profs. Ph.D. preferred, recent professional experience must. Evidence successful teaching. Qualified persons will teach intro. mass. communication fundamentals of radio-TV, broadcast production courses. Send letter, resume, three reference letters to Dr. ElDean Bennett, chair, Journalism/Telecommunication, Arizona State University, Tempe, AZ 85281. Deadline: Dec. 1, 1980.

Assistant Director: Materials Development and Media Design, write, edit, layout and produce multimedia educational materials. Coordinate with curriculum supervisor the development of Inupiaq language and regional social studies materials, supervise print shop, plan, budget for and coordinate scheduling of all materials production. Master's degree in instructional media or curriculum and 2 years experience in supervising curriculum projects which include the development of media and materials within the framework of a community-oriented curriculum development process. Instructional Television Specialist: Manage, operate and maintain a TV studio and control room. Plan, and organize teleconferencing and cultural and instructional programs for K-12. Determine required equipment acquisitions for an Instructional Communications System on a regional level. Degree in instructional television or television program production and 3 years experience in the operation, maintenance and repair of T.V. equipment. Send resume to Janice Aycok, Northwest Arctic School District, P.O. Box 51, Kotzebue, AK 99752, 907-442-3472. Equal Opportunity Employer.

Instructor or Assistant Professor, Teach courses in radio and television production, conduct research and/or creative activities. Master's degree and experience in public and/or commercial broadcasting for instructor-Doctorate in radio/television or closely related field required for Assistant Professor. Salary: competitive. Deadline for applications: January 30, 1981 or until filled. Effective date: August 16, 1981. Send application together with credentials which include at least three current letters of recommendation to Dr. K. S. Sitaram, Departmental Executive Officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Vocal Coach Speech Therapist—preferably with broadcasting background. Excellent growth oriented company with professional environment. Send complete bio, resume and salary history in first correspondence. M/F—EOE PO Box 1502, Studio City, CA 91604.

Broadcasting Faculty Position—Tenure track position beginning January or August 1981. PhD or ABD preferred. MA and at least three years of broadcast news experience required. To teach ENG and TV News Gathering Should have competence to teach in at least one other area. Nine month appointment. Salary comparable to broadcast industry pay in a top 100 market. Send resume by December 1 to Director, School of Journalism, Louisiana State University, Baton Rouge, LA 70803. LSU is an Equal Opportunity Employer.

Director, H.H. Herbert School of Journalism and Mass Communication, The University of Oklahoma, Norman. School has 1,100 students in graduate program and six under-graduate sequences (Advertising, News-Communication, Public Relations, Professional Writing, Radio-TV-Film and Teacher Education). Appointment effective Summer, 1981. Salary open. The candidate shall have at least five years of professional (non-academic) experience in journalism/mass communication. At least the baccalaureate degree and two years of academic or professional administrative experience are required. The candidate shall display evidence of at least two publications or nationally recognized presentations in the field of journalism/mass communication. The candidate shall present evidence of accomplishments in leadership in professional or academic journalism/mass communication. For complete position description, write Search Committee, H.H. Herbert School of Journalism and Mass Communication, The University of Oklahoma, Norman, OK 73019. Deadline for applications is December 1, 1980. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.

Associate or full professor, teach courses in radio/television theory, research, criticism, effects, law and policy. Conduct research and/or involve in creative activities. Develop the existing graduate program. Doctorate in radio/television or closely related field and experience in public and/or commercial broadcasting are required for Associate Professor. Doctorate, experience in public and/or commercial broadcasting and publication are required for Full Professor. Salary: Competitive. Deadline for applications: January 30, 1981 or until filled. Effective date: August 16, 1981. Letter of application, credentials, and at least three current letters of recommendation should be sent to: K. S. Sitaram, Departmental executive officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Instructor to teach variety of courses in Broadcast Journalism and Journalism. Professional experience and teaching ability preferred. Masters required. Salary approximately \$14,000 for nine months. Position available January or August 1981. Applications accepted until position filled. Department has new multi-million dollar facilities for professional 4-year degree programs in Broadcasting, Broadcast Journalism, and Journalism. Send letter of application, resume, three current letters of reference, and official transcripts to: Ralph Carmode, Head, Department of Journalism and Broadcasting, Mississippi University for Women, Columbus, MS 39701. EEO/AA employer.

Assistant Professor, Teach courses in radio and television law, criticism, theory and research. Conduct research. Doctorate degree or equivalent in radio/television or closely related field required. Experience in commercial and/or public broadcasting preferred. Salary: Competitive. Deadline for applications: January 30, 1981 or until filled. Effective date: August 16, 1981. Send letter of application, credentials, and at least three current letters of recommendation to: K. S. Sitaram, Departmental Executive Officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Assistant Professor, Teach courses in broadcast law, advertising and sales, public affairs, production analysis and media criticism, and station management. Conduct research and/or creative activities. Doctorate or its equivalent in radio/television or closely related field required. Experience in public and/or commercial broadcasting preferred. Salary: competitive. Deadline for applications: January 30, 1981 or until filled. Effective date: August 16, 1981. Letter of application, complete vita, and names of professional and academic references should be sent to: K. S. Sitaram, Departmental Executive Officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Broadcasting: Tenure track position, rank and salary negotiable depending on qualifications and experience. Ph.D. with recent professional experience preferred. Duties include advisement of R-TV majors, curriculum and facilities development, teaching load of 12 hours per semester. Courses: basic and upper-level R-TV, broadcast journalism, broadcast writing, directed projects and internships. Position available August 1981. Applications accepted until position filled. Send letter of application, vita, official transcripts, placement credentials and three current recommendations to: Dr. Peter Consacro, Head, Dept. of Interdisciplinary Studies, The University of Tennessee at Chattanooga, Chattanooga, TN 37402. Affirmative Action. Equal Opportunity Employer.

Oral Roberts University seeks Assistant Instructor, Instructor or Assistant Professor to teach broadcast production. Professional experience required; Masters preferred. Broadcast news experience helpful. Begin August 1981. Salary \$12,000-\$20,000. AA/EEO employer. Contact Chairman, Communication Arts, ORU, Tulsa, OK 74171.

Assistant Professor, Doctorate or its equivalent in Radio-Television or closely related field and experience in public and/or commercial broadcasting required. Teach courses in radio and television production and directing-work closely in cooperation with the SIU-C Broadcasting Service-conduct research and/or creative activities. Deadline for applications: December 1, 1980 or until filled. Appointment date: January 1, 1981 or August 16, 1981 depending upon the availability of the appointee. Salary: \$17,100-\$18,900 for nine months or higher depending upon qualifications. Letter of application, credentials, and at least three current letters of recommendation should be sent to: Dr. K. S. Sitaram, Departmental Executive Officer, Dept. of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

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.)

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" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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
Ampex TBC-2 Time Base Corrector—\$12,000
CVS 504B Time Base Corrector—\$5,500
CDL VSE-741 Switcher—\$2,500
RCA TK-27A Film Camera—\$12,000
RCA TP-6 Projectors—\$1,000
Ampex 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

FOR SALE EQUIPMENT CONTINUED

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.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

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.

Tektronix 465M Oscilloscope, \$1800 TRI EA-3 Edit Control System with DDT-1 Digital Reader, \$1700. Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1400. Buhl Mobile Multiplexer, \$600. ITE P/3/7 Camera Pedestal, \$225. Contact: National Video Industries, 15 W. 17 Street, NY, NY 10011. 212-691-1300.

1 KW AMS-RCA BTA IR1, Collins 20V3, 1 1/2 yr. old CSI Will guarantee. M. Cooper 215-379-6585.

1 AM-RF 85 McMartin Amplifier. Brand new \$450. 450 foot unopened spool of Phelps-Dodge five-eighths inch wave guide with end connectors and strap-tites \$1200. 2 six foot scala paraflectors for 951 mhz. still in crates with hardware. \$600. General Manager, Don Keys, WTAL, Tallahassee, FL AC904-386-3145.

1 kw, 5 kw and 10 kw AM and FM transmitters in stock ready for delivery. Collins RCA Sintronics. All units in top condition. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248, 214-630-3600.

5 KW FM-RCA BTF 5B, good working order w/versicount exciter. M. Cooper 215-379-6585.

UHF Translator Transmitter, Television Technology Model UUST-105 (Ch. 62 in, Ch. 58 out) associated Scala transmitting and receiving antennas, and 90 feet of 7/8" transmission line. Available immediately, \$5,000. CVS 500 time base corrector, \$1,200, or best offer. Contact: Charles P. Harper, Jr., Vice President Broadcast Operations, Shamrock Broadcasting Company, 6464 Sunset Blvd., Hollywood, CA 90028. 213-462-7711

Ampex VR 2000 Video Tape Machine, (4) GE Camera Chains, (6) Vectorscopes, (6) PC-70/60 Phillips Cameras, (1) 35 Ft. Mobile Unit with 5 PC-70 Cameras, capabilities for 2 additional Hand-Held cameras, inventory list available. Contact: Jim Richards, ABC, 40 West 66 Street, New York, NY 10023. 212-887-4906.

5 KW AM Collins, 820 E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

16 mm Television film cameras: 7-Canon Scoopics, 1-Beau Lieu, 1-Auricon Pro-600 sound camera in excellent condition, and 4-CP-16 sound cameras. Contact Robert Swayze. WJRT-TV, Flint, MI 313-233-3130.

Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5232 or 512-836-6011

Mobile Broadcast Van-6 Cameras, 1" VTR's, Grass Valley Switching, fully operational state of the art equipment, in use and well maintained. Box K-169.

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

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.

Call letter items - Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967

The Chicago Professionals will review, edit, and critique, your tapes and resumes—we'll pull no punches! Rush materials and \$20 to Air Check/Resume Critique Service, Box 87121, Chicago IL 60680.

Production Library Closeout—Selling out surplus Image and Commercial production discs from one of the most versatile libraries in the country. Many full 50 disc sets available for lifetime use at only \$995. Don't miss out on this one time opportunity. Nashville Sound Studios, 615-242-2551

Air Checks of America's Top Jocks! Collectors and current air checks! Send for free catalog—Air Checks Unlimited, Box 87121, Chicago, IL 60680.

EMPLOYMENT SERVICE

Where are the Jobs? Subscribe to "Job Openings" and find out. The most extensive current job listings available anywhere! Send \$25 for 13 weeks/or \$45 for 26 weeks to: Job Openings, Box 87121, Chicago, IL 60680.

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

An exciting three hour Beatles special that will make money for your station. Free tape... write Mike Miller, P.O. Box 9705, Savannah, GA 31412.

Disc-Jockey and News openings—all formats—many markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

INSTRUCTION

Free booklets on job assistance. 1st Class F.C.C. 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.

RADIO

Help Wanted Announcers

WQXR SUBSTITUTE ANNOUNCERS WANTED

WQXR is looking for qualified announcers for its substitute announcers list. Must have knowledge of classical music, facility in foreign pronunciation and professional broadcasting experience. Contact Hugh Morgan at (212) 556-1144 and leave message. Equal Opportunity Employer.

Help Wanted Technical

EXPERIENCED ENGINEER

wanted as chief. Challenging opportunity, excellent salary and solid future. Contact Gary James, WARE Radio, Ware, Massachusetts 01082. Phone 413-967-6231.

Help Wanted News

EXPERIENCED NEWS DIRECTOR

is needed by KEBE/KOOI Radio in Jacksonville, Texas. Community minded operation with large highly professional staff. Three person news team. One of state's best equipped facilities. Comfortable work areas, ideal working conditions, excellent growth potential in beautiful east Texas lake country. Applicant must have good writing skills, strong delivery. Some play-by-play and day-to-day sports coverage available but not required. Send tape and resume immediately to Dudley Waller, P.O. Box 1648, Jacksonville, TX 75766. Equal opportunity employer.

NEWS REPORTED NEEDED IMMEDIATELY AT WTTS/WGTC

Bloomington, IN. Permanent full time position. Applicants must have previous professional experience gathering, writing, editing and reporting local news. Strong delivery essential. Professional environment provides opportunity for growth. The last three people holding this position have graduated to major markets. Salary negotiable depending on qualifications and experience. Send tape and resume to Charlotte Webb, WTTS/WGTC 535 S Walnut St., Bloomington, IN 47401. WTTS/WGTC is a division of Sarkes Tarzian, Inc. An Equal Opportunity Employer.

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.

Program Director

KZLA AM & FM Major market programming experience in a competitive environment. On-air experience desirable. Country or MOR background. A broad musical knowledge and ability to select, train and motivate people are essential. Send resume. 5700 Sunset Boulevard, Los Angeles, CA 90028. EOE/A Cap Cities Station

PROGRAM DIRECTOR

wanted for Radio Station in one of New England's Major Markets. Putting in new format "Music of Your Life" Must take on a shift. Individual must be mature and responsible and have ability to inspire and encourage broadcast staff, work with Sales Department and Management. Indicate salary desired with resume. Send to Box K-170.

**Help Wanted Programing,
Production, Others
Continued**

**WE'RE THE BEST KEPT
SECRET IN BROADCASTING**

We can offer you a stable position in a pleasant environment with good pay and a 5 day week. We're looking for a fulltime production director who has experience with state of the art, multi-track equipment, can do character voices and work with talent. Box J-109. An Equal Opportunity Employer M/F.

Situations Wanted Management

Management

Radio/TV/Cable. Demonstrated ability. Documented performance. 15 years major market experience. Available immediately, salary negotiable. Reply Box K-4.

STATIONS SOLD.

Retirement?—NOT FOR ME. 59 years YOUNG. 30 years experience RADIO & TV Announcer, sales management, station manager & owner. Formats. Religion, C&W, MOR & Classical. Seeking position Florida—WEST COAST. Box K-177.

**Fed up with great Los Angeles
Weather! Miss Northeast Radio
Station managing!!**

NOW's your chance at a THOROUGH PRO G.M. for your Northeast station! Leadership, sales, profits, image, expertise! Impeccable credentials OWNERS—REALIZE WHAT YOU REALLY WANT FROM YOUR STATION! LET'S TALK NOW. Box K-164.

Situations Wanted News

Attention Major Market Radio Stations!
Please hire my husband, Gene Steinberg! He's an incredibly talented newsman and talk-show host with 12 years of multi-media experience. You won't be disappointed.

Sincerely,
Barbara Steinberg

P.S. You can call Gene at 212-631-9290. Thanks!

**Situations Wanted News
Continued**

NEWS DIRECTOR—PLUS

Now available for the first time in years. An allround broadcasting professional, with a knack for getting the most and the best out of people. Looking for major or medium market station with a strong management commitment to both the staff and to news excellence. First phone, know FCC, and with 20 years solid experience. I can produce an award winning news operation. Let's talk! Box K-168

Situations Wanted Announcers

**MEDIUM MARKET
STATIONS**

**EXPERIENCE/
QUALIFICATIONS:**

- MAJOR MARKET NIGHTS
- MEDIUM MARKET DRIVE
- CREATIVE CLEAN PROFESSIONAL PRODUCTION
- MUSIC DIRECTOR
- PROMOTION DIRECTOR
- NEWS
- COUNTLESS REMOTES THAT SELL
- COLLEGE
- EXCELLENT REFERENCES

CAN YOU OFFER ME:

- A DRIVE POSITION (*hopefully mornings*)
- A STIMULATING ENVIRONMENT (*well equipped*)
- JOB SECURITY (*a door that does not revolve*)
- AN ADEQUATE SALARY (*money is not a priority*)

CALL FOR TAPE AND RESUME ANYTIME
617-771-0370
Currently Employed

TELEVISION

**Help Wanted Programing,
Production, Others**

**WJZ-TV Creative Services Dept.
seeks:**

**AUDIENCE PROMOTION
MANAGER**

Responsibilities: write and produce creative on-air promotion spots, radio commercials and print ads, supervise writer/producer and assistant, manage daily on-air promo schedule.

**WRITER / PRODUCER
CREATIVE SERVICES**

Responsibilities: write and produce daily, specific on-air promos and radio commercials.

Interested candidates should send letter, resume, and sample reel (do not phone) to: Ralph Cole, Human Resources Manager, WJZ-TV, TV Hill, Baltimore, Maryland 21211 (E.O.E. M/F/H)

WJZ-TV 13 GROUP **abc**
Baltimore, Maryland

**Help Wanted Programing,
Production, Others
Continued**

PRODUCER

Searching for news producer for fast-paced, highly visual newscast in twentieth market. You have all the latest state-of-the-art equipment with which to work, including several mobile microwave units, live helicopter and weather radar. We need an aggressive person who can motivate, push and produce. Journalism degree preferred plus two years commercial television production. EEO/MF. Box K-154.



EDITOR

Looking for an editor who thinks like a producer. Extensive 3/4-inch experience with heavy audio production. Tempo-76 background a must. Please send resume and reel (no phone calls, please) to Peter Restivo, WNEW-TV, 205 East 67 Street, New York, N.Y. 10021. An equal opportunity employer.

Help Wanted Sales

SALES MANAGER

for Malrite's newest UHF Independent. Experience and strong leadership ability desired. Rush resume to Bill Luchtman, WAWS-TV, 8675 Hogan Road, Jacksonville, Florida 32216. 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

**Help Wanted Technical
Continued**

**ON-AIR
TECHNICAL MANAGER**

The National Broadcasting Company has an exceptional opportunity for an On-Air Technical Manager.

Responsibilities will include: direct supervision of technical facilities, activities, and personnel for on-air operations; insuring proper utilization and condition of equipment and reporting on outages or other operating irregularities; insuring conformance to terms and conditions of NBC agreements with collective bargaining agents (NABET, DGA and AFTRA); and the overall conduct of activities in accordance with approved policies, standards and procedures.

Qualified candidates should have extensive experience in broadcast management with a major broadcast facility, along with a Bachelor's Degree in engineering, business or communications. Knowledge of broadcast-oriented collective bargaining agreements highly desirable.

NBC offers an excellent salary and benefits package along with the opportunity for career advancement. Send resume with salary history to:

**Ms. V. Branker/OTS, Staffing Specialist
NBC, 30 Rockefeller Plaza
New York, N.Y. 10112**

We are an equal opportunity employer m/f



**Help Wanted Management
Continued**

**JOIN CHANNEL 21 IN
DALLAS
AND CHANNEL 20 IN
HOUSTON**

We need experienced television broadcast professionals with a minimum of 5 years experience who want the challenge of building the new exciting Channel 21, serving the Dallas/Ft. Worth community. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television venture, please write to: Milton Grant, Channel 21, Inc., 2225 East Randol Mill Road, Suite No. 223, Arlington, Texas 76011. Opportunities are available for:

- CHIEF ENGINEER
- STUDIO & TRANSMITTER SUPERVISORS
- PROGRAM DIRECTOR
- SALESPERSONS
- EXECUTIVE SECRETARY
- TRAFFIC MANAGER
- PROMOTION MANAGER
- PRODUCTION MANAGER
- ACCOUNTING PERSONNEL
- ART DIRECTOR
- WRITERS

ALL CONTRACTS WILL BE STRICTLY
CONFIDENTIAL

Situations Wanted Management

**EMPLOYED, YOUNG STATION
VP**

Experienced in news, programming, sales, production, promotion, etc. Seeks station mgr. or ass't GM post. Box K-187

Situations Wanted News

**FREELANCE
E.N.G. CREW**

Available for assignments in Central & South America. Ikegami 79A, Sony BVU 50,110.

Contact: Howard Dorf
(305) 653-3815

Help Wanted News

**NEWS
CO-ANCHOR**

Excellent opportunity for a professional newsperson to co-anchor, the 6 and 11 p.m. newscasts in one of the most exciting cities on the east coast. WNAC-TV is Boston's CBS Affiliate and is a Division of RKO Television.

Great facilities in a competitive top 10 market. Interested in joining our team, send resume and tape to Peter Leone, News Director, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

An EEO Employer
Minorities and females
are encouraged to apply



WNAC-TV BOSTON
A CBS AFFILIATE

PHOTOGRAPHER

needed to join TV news film department. Requires sound knowledge of 16 MM film equipment and techniques. Sharp single system editing skills a must. College degree in film preferred. Previous TV news photography experience required. Submit resume and recent examples of your news photography to:

NANCY FIELDS
PERSONNEL MANAGER
WMAR-TV
6400 YORK ROAD
BALTIMORE, MD. 21212
E.O.E. M/F

Help Wanted Management

Assistant Controller

Position available with large broadcasting/newspaper group. Background should include both broadcasting and newspapers, preferably with a group operation. Also, experience in financial reporting and analysis, budgeting and forecasting required. Send resume with salary history to Box K-183.

AVAILABLE

**ENG HELICOPTER
PILOT/REPORTER**



- BROADCAST EXPERIENCE
- EXTENSIVE FLIGHT HRS

FOR RESUME, DEMO VIDEOTAPE
BOX K-174

Public Notice

Public Notice

The City of Sheboygan, Wisconsin is accepting proposals for cable television service until 2:00 PM, January 15, 1981.

Proposals must utilize the official "Request for Proposals" form provided by the city. A nonrefundable filing fee of \$3,500 must be included.

The service area is a city of approximately 50,000 people.

Copies of the RFP documents and franchise ordinance may be obtained from FJ Paquette, Director of City Development, City Hall, 828 Center Avenue, Sheboygan, Wisconsin 53081.

ALLIED FIELDS

Help Wanted Technical

Help Wanted Sales

ENGINEERING PROFESSIONALS

Our client, a pioneer in the field of broadcast technology, can offer field engineering careers in sound recording and TV broadcast equipment. If you are a professional with field project experience in magnetic sound reproduction and telecine or television equipment, we want to talk with you about projects, advancement, travel opportunities and more. For complete details call us collect at 215/968-0707, or send us your resume.

Since we are specialists in executive and technical search for the broadcast industry, we also have other opportunities available. Our client companies pay all placement fees.



WALSH

Broadcast Placement Service
The Commons West
638 Newtown Yardly Road
Newtown, PA 18940

Representing Equal Opportunity Employers

TV COMMERCIALS SALES

We need 2 Account Representatives. **One** in our North-Central sales territory . . . **One** in the Southwest . . . to sell our national quality TV commercials during our '7-month year'. Spend 5 months off. You must be bright, a self-starter, quick to learn with 1-on-1 sales experience helpful. If you think you're right for the job call collect: Mel Jones, president, or Harlan Schillinger, national sales manager, at 203-435-2551. An equal opportunity employer.

MADISON, MUYSKENS AND JONES, INC.

Employment Service

**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

CREATIVE BROADCAST SERVICES AGENCY

"Media Placement Professionals"

- Executives
- Technical
- Management
- Talent

(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



Radio Programming

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



CHRISTMAS MUSIC FOR AUTOMATION

Call immediately for
FREE INFO 714/785-4567
11635 Richmond
Riverside CA 92505



Business Opportunities

THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized TV magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. TV Tempo supplies all scheduling and information about the happenings in TV.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write TV Tempo, Inc., PO Box 5443, Athens, GA 30604.

Products

NOSTALGIA

Baseball cards, comic books, old records & magazines, toys and trains, etc. One of America's fastest-growing pastimes—collecting memorabilia. The past comes alive in "Up in the Attic" The only show of it's kind on radio now available for nationwide syndication. Something for all ages and sponsors. Available in weekly programs of 2-30 minutes—featuring a renowned expert on collectibles. Send for demo tape to.

"Up in the Attic"
6706 Greyswood Rd
Washington, D.C. 20034

BROADCAST SCHOOL DISTRIBUTORSHIP

COLORADO
Write Box K-140

Wanted To Buy Stations

WANTED

AM and or FM station in southeastern New England. Small or medium market preferred. Write to T. Goldstein, 64 Main Street, Taunton, Mass. 02780.

WOULD LIKE TO BUY

Am interested in AM, FM or combo in Midwest. Prefer Minnesota or Wisconsin but all responses will be considered. Would consider buy in or buy out. Reply in confidence. Box K-180.

For Sale Stations

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

MEDIA BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
Shaheen INC.
435 NORTH MICHIGAN AVE • CHICAGO 60611

312/467-0040



MIDWEST METRO

Leading Class IV and Class B FM. Excellent equipment-physical plant including 20 acres. Principals only. 3½ x gross. Write Box K-156.

TELEVISION STATION

Successful VHF station in top 100 market offers minimum investment of \$19,500 payable over 3 years. Box K-132.

For Sale Stations Continued

- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$380,000.
- 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.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Fulltime A.M.

Very profitable, growing in desirable N.W. single-station market. Reasonable multiple at \$500,000, cash. Includes real estate. Financial qualifications to Box K-184.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

Small Market

V.H.F. TV. Station in Western U.S. with plenty of potential. Box K-146.

MEDIA BROKER, APPRAISER...

318-797-8668

Single market, combo, complete with FM class C, in a very productive farming area of the mid-west, priced, 750K

JOHN
MITCHELL
P.O. Box 4065 Shreveport, LA 71163

TELEVISION

Construction Permit Metro market. Real estate and equipment included. Good reason for selling. Box K-147.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

213/826-0366
Suite 214
11881 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

SUNBELT STATIONS FOR SALE

FLORIDA low frequency AM daytimer in good medium market \$500,000 with only \$125,000 down. Excellent owner financing.

GEORGIA major market AM daytimer \$450,000

GEORGIA 5 kw fulltime AM in medium market Well equipped with real estate included \$875,000 with \$250,000 down. Owner financing.

NORTH CAROLINA AM/FM combo in medium small market. \$840,000 with \$240,000 down and good owner financing.



MacMillan Broadcast Services Inc.
P.O. Box 76024, Atlanta, GA 30328 404-256-3666

THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

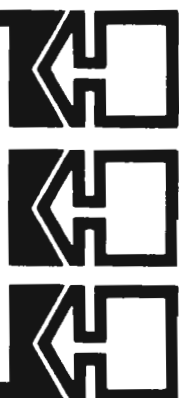
NEW ENGLAND RADIO

Several fine northern properties currently available:

Fulltime AM & FM	Small Mkt.	\$325,000	Terms
Fulltime power AM	Metro	\$425,000	Terms
Daytime AM + FM	Small	\$400,000	Terms
		\$325,000	Cash
Fulltime AM + Class B	Medium	\$600,000	Cash/Terms

Contact Bob Kimel for details.

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.



R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 503, Dallas, Tx. 75225 • 214 696 1022
8340 E. Princeton Ave., Denver, Co. 80237 • 303-771 7675
6257 Garwood St Las Vegas, Nv 89107 • 702-870-7106

Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.
Call or write now.

1819 Peachtree Road N.E.
Atlanta Georgia 30309
404-351-0555



CHAPMAN ASSOCIATES®

media brokerage service

STATION

W	Small	AM	\$125K	Cash
S	Small	AM	\$185K	\$54K
W	Small	AM	\$300K	\$75K
S	Small	Fulltime	\$375K	Terms
MW	Small	FM	\$425K	\$123K
S	Metro	Fulltime	\$700K	29%

CONTACT

Bill Whitley	(214) 387-2303
J.T. Malone	(404) 458-9226
Dan Rouse	(214) 387-2303
Paul Crowder	(615) 298-4986
Jim Mackin	(312) 232-1545
Bill Cate	(904) 893-6471

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA. 30341

Select Media Brokers
(912)883-4917
P.O. BOX 850 ALBANY, GA. 31702

ID	Daytime AM	225K	Small
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NJ	Daytime AM	300K	Small
SC	AM—Down payment	\$25,000	
FL	AM—Down payment	\$30,000	
VA	AM—Down payment	\$30,000	
TN	AM—Down payment	\$30,000	

E B S EDEN BROADCAST SERVICES MEDIA BROKERS
919-623-3000
P.O. BOX 647
628 WASHINGTON ST., EDEN N.C. 27288

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 891-2078
11311 N. Central Expressway • Dallas, Texas

H.B. La Rue, Media Broker
RADIO, TV, CATV APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

PRIME STATION XMTR SITE TAUNTON, MASS.
50 acres near Routes 24 & 140. 1500' frontage. Zoned broadcasting. 5 urban areas within 20 miles 900,000 market. All utilities. Horbach, Mtn Lakes, N.J. 201-334-5008.

Sleeping Giant
Class C FM \$400,000, terms.
Les Cunningham, Box 104, The Dalles, OR 97058

Profitable Alaska Group
2 AMs and blue-chip 10 station news network. \$250K for 25% and management control with option to acquire all. 907-274-1591.

N.Y. STATE FM
Small market, limited completion, good billing. Priced less than 2½ times gross with terms. Box K-165.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T423. MANAGING TODAY'S RADIO STATION by Jay Hoffer. Outlines principles evolved by the author during his 30 years as a broadcaster. 288 pages, illustrated. **\$12.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C. 20036

Payment must accompany order.

Name _____
Address _____
City _____
State _____ Zip _____

CBS NEWS & COLUMBIA SPECIAL PRODUCTS present a novel and exciting recording first, a rare and invaluable professional production tool...

THE CBS LIBRARY OF CONTEMPORARY QUOTATIONS

10-RECORD SET with printed transcript



Here's what you get:

- Ten twelve-inch LP discs, containing 417 quotations by 193 famous personages—in alphabetical order, and identified as to date and location.
- A complete and accurate verbatim transcript of all the quotations contained on the records (109 pages) in a sturdy three-ring loose-leaf binder.
- A complete index, by speaker and subject matter, listed alphabetically.
- Deluxe packaging: the ten vinyl LP's are protected in poly-lined sleeves through which the labels can be read, then collated in proper sequence into a sturdy double slipcase.
- Produced by CBS NEWS—by professionals for professionals—utilizing the very highest standards of engineering.

Now, Columbia Special Products offers every producer who works in news, actualities, radio or television production documentaries or education... **THE CBS LIBRARY OF CONTEMPORARY QUOTATIONS**... for the extraordinarily low price of \$350. No extras, no surcharges, no license fees, no royalties, no handling, no shipping charges. **\$350 complete.**



Marcas Reg. Printed in U S A

Columbia Special Products, "CQ" • P.O. Box 5300, Terre Haute, IN 47805
Please ship The CBS Library of Contemporary Quotations @ \$350.00 to:

Name _____
Address _____
City _____ State _____ Zip _____
Call letters or firm name _____
Telephone _____
Authorized Signature _____

Check enclosed. Please bill me.

Make checks payable to "CSP". Price includes postage and handling. You pay no extras. Please allow 4-6 weeks for delivery.

*Please Note: The purchaser of this collection needs no further permission from CBS for lawful use of this material in other media. However, any such use of this material is the sole responsibility of the user.

This record set is protected by copyright and may not be duplicated for purposes of resale or other non-authorized distribution.

417 quotes by 193 world-famous politicians, scientists, athletes, soldiers, inventors, lawyers, activists, musicians, economists, religious leaders, opinion makers, explorers and others... **in their own words!** Alphabetized, indexed and cross-referenced!

There has never been a record set like this in the entire history of recorded sound... Never!

On the occasion of the
60th Anniversary of Group W
Television Advertising Representatives
proudly announces that
we will remain the leader in
Television Station Representation.

Only our name will change.

Introducing:

GROUP W TELEVISION SALES

Representing:

WJZ-TV, Baltimore, Md.
WBZ-TV, Boston, Mass.
WPCQ-TV, Charlotte, N.C.
KYW-TV, Philadelphia, Pa.
KDKA-TV, Pittsburgh, Pa.
KPIX (TV), San Francisco, Ca.

Offices in: New York, Chicago, Detroit, San Francisco, Atlanta, Los Angeles and Philadelphia.

Fates & Fortunes

Media

Sue Williamson, business manager-controller and station manager, KMOV-TV Sacramento, Calif., named general manager.

John Kanzius, assistant to president of Jet Broadcasting Co., named executive VP of Jet Broadcasting and general manager of Jet-owned WJET-TV Erie, Pa.



Van Valkenburg

David R. Van Valkenburg, VP, plant and facilities, American Television & Communications Corp., Los Angeles, joins United Cable Television Corp., Denver, as executive VP and chief operating officer, new office formed to handle firm's expansion.

Nathan Snyder, VP, acquisitions, CBS Inc.,

New York, named VP, planning and acquisitions.

Tyrone E. Dickerson, certified public accountant, named president and general manager, WENZ(AM) Richmond, Va.

William L. Oellermann, director of news and public affairs, Southern Illinois University, Edwardsville, joins noncommercial KETR(FM) Commerce, Tex., as general manager.

Carole L. Muchmore, budget and management analyst for city of Durham, N.C., joins WRAL-TV Raleigh, N.C., as business manager.



Wangberg

Larry N. Wangberg, VP and general manager of Warner Amex's QUBE system in Columbus, Ohio, appointed to newly created post of senior VP, metro division, Warner Amex Communications Inc., New York, responsible for all Warner systems that are to provide QUBE services.

Charlie Winner, coach with Cincinnati Bengals football team, named municipal relations manager of Warner Amex Cable Communications of Greater Cincinnati.

Richard L. Garcia, air personality and account executive, KDCE(AM) Espanola, N.M., named station manager.

Michael J. Anziano, field engineer controller, Auto-Trol, joins Mountain States Video, Englewood, Colo., as business manager. Mountain States Video is cable TV system planning to serve 14 communities surrounding Denver. Auto-Trol is manufacturer and retailer of interactive computer graphics.

Neil H. Haman, former city manager,

Brownsville, Tex., joins Valley Cable TV there as general manager. Valley Cable TV serves 20 communities in south Texas and is subsidiary of Heritage Communications Inc., Des Moines, Iowa.

Lucia Favuzzi, traffic manager of RKO Radio Network, New York, named director of affiliate services.

Randel Stair, VP-controller, Park Newspapers Inc., Ithaca, N.Y., assumes additional responsibilities as VP-controller, co-owned Park Broadcasting, which owns seven television stations and 14 radio stations throughout country.

New board members, National Public Radio: **James H. Irwin**, general manager, noncommercial WFSU-FM Tallahassee, Fla.; **George S. Klinger**, assistant director of broadcasting and general manager, noncommercial KSUI(FM) Iowa City; **Dale K. Ouzts**, director of Telecommunications Center, Ohio State University, Columbus, and **Wallace A. Smith**, general manager, noncommercial KUSC(FM) Los Angeles.

Advertising

Ronald W. Monchak, senior VP-creative director, and **Richard P. Monley**, senior VP-management supervisor, D'Arcy-MacManus &



Monchak



Monley

Masius, Bloomfield Hills, Mich., named executive VP's. **Raymond R. Rhamey**, VP-creative director, DM&M, Chicago, named senior VP.

Terry Coveny, recently appointed creative director, J. Walter Thompson/Washington, named senior VP of parent, J.W.T./U.S.A.

Al Kristensen, studio manager, and **Jon Gullner**, associate creative director, Benton & Bowles Inc., New York, named VP's.

Michael R. Dodge, senior writer, Bozell & Jacobs, Minneapolis, joins Rumsey, Knutson & Oberprillers there as agency principal and VP.

R. Stephan Harman, account supervisor, Ketchum MacLeod & Grove, Pittsburgh, named VP.

Albert J. Barr, public relations director, Glass Packaging Institute, Washington, joins Henry J. Kaufman & Associates there as VP-account supervisor.

Michael Drazen, senior VP and associate creative director, Scali, McCabe, Sloves, New York, joins BBDO there as creative director.

Sven Mohr, VP-senior art director, and **Peter S. Tannen**, senior copywriter, Campbell-Ewald, New York, named associate creative directors.

Bill Girvin, advertising manager for furnishing company, and formerly with Mass Motivators, advertising, marketing and public relations firm in Sacramento, Calif., rejoins Mass Motivators as account supervisor. **Judi Healey**, former newspaper columnist and creative director with Ronald Wren, San Francisco, joins Mass Motivators as creative director.

Lorna L. LePage, with Winius Brandon Advertising, Houston, joins W.B. Doner Co. there as media assistant.

Anthony C. Alfiero, former chief of inventory control, Dial Media Inc., Warwick, R.I., television direct-response advertising agency, named general manager.

Cynthia McAra, with J. Walter Thompson's Chicago office, joins Tracy-Locke Advertising, Dallas, as account executive.

Tony Gruber, VP, American Association of Advertising Agencies, New York, named senior VP in charge of new operations services division, which oversees membership activities and coordination of agency's meetings, seminars

"The person you describe is the person we'll deliver"



Joe Sullivan & Associates, Inc.
Executive Search and Recruitment
in Broadcasting, Cable Television,
and Publishing

1270 Ave. of the Americas, N.Y., N.Y. 10020
(212) 765-3330

and workshops.

Jane MacCallum, research coordinator, WCBS-TV New York, appointed manager, sales promotion, CBS Radio Network. **F. Scott Conant**, Metropolitan sales manager, Avon Products, New York, named account executive, CBS Radio.

Dan Hudson, manager of Philadelphia office of Eastman Radio, named account executive for Eastman in New York. **Jim Harder**, account executive in Chicago, succeeds Hudson as manager of Eastman's Philadelphia office.

Jeff Clark, local sales manager, WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey, named general sales manager. **Joan Gerberding**, VP, director of sales, WCOD-FM Hyannis, Mass., joins WHWH-WPST as sales development manager. **John Ford**, with American Institute for Professional Education, Madison, N.J., and **Mary Ward**, public affairs consultant, Edison, N.J., join WHWH-WPST as account executives.

William Stanley, account executive, WAFF(TV) Huntsville, Ala., joins WTVQ-TV Lexington, Ky., as local sales manager. **Ellen Henkel**, advertising director, Curlee Clothing Co., Lexington, and **Donald Sparks**, account executive, Harris Co. there, named account executives, WTVQ-TV Harris Co. sells business machines.

John Westerberg, account executive, Petry Television, Chicago, joins KDNL-TV St. Louis as regional sales manager.

Jack Lantry, account executive, KORD(AM) Pasco and KZZK-FM Richland, both Washington, named sales manager.

Liz Horowitz Wood, sales executive, *Penny*

Power, consumer news supplement, Dallas, joins KMGC(FM) there as account executive.

Tony Jack, announcer, KSIG(AM) Crowley, La., joins WBOK(AM) New Orleans as account executive.

Lindsay M. Berry, promotional assistant, Maryland State Fair and Track Association, joins WCAU(AM) Philadelphia as account executive.

Programing



Zinberg

Michael Zinberg, VP, comedy programs, NBC Entertainment, Burbank, Calif., has entered into exclusive, long-term production agreement with NBC Entertainment to develop pilots and world premiere movies for showing on NBC-TV. **Saul Ilson**, VP, variety, programs and talent, NBC Entertainment, succeeds Zinberg as VP, comedy programs. **March Kessler**, manager, variety programs, NBC Entertainment, appointed director, variety programs.

John Tagliaferro, VP, communications services for Madison Square Garden Communications Network, New York, and general manager of its Hughes Television Network division in New York, named senior VP for Madison Square Garden and president of Hughes.

Jean Arley, production consultant, ABC En-

tertainment, New York, named executive producer of daytime programming.

Sheldon Saltman, president, 20th Century-Fox Sports, Beverly Hills, Calif., has resigned and will announce future plans in mid-November. Saltman's successor has not been named.

Jim Miller, director of program administration, Showtime, New York, named VP of program planning and administration.

Bob Hamilton, program director, KRTH(FM) Los Angeles, assumes additional duties as national music director, RKO Radio. He succeeds **Dave Sholin** who is leaving company.

Jeff Melnick, director of motion pictures and mini-series, Columbia Pictures Television, Los Angeles, joins Metromedia Producers Corp. there as director of program development.

Toby J.D. Rogers, head of own representation-consultation firm, Toby Rogers Enterprises, New York, joins Metromedia Producers Corp. there as sales representative for Northeast region.

Donald L. Sloan, public accountant and former Motion Picture and Controllers Association president, joins Premiere, Los Angeles, as VP of finance and administration.

Linda Harrison, with Kresser, Mazer and Robbins Advertising agency, Los Angeles, joins Premiere as advertising director.

Fred Bernstein, VP, business affairs, PolyGram Pictures, Los Angeles, joins Time-Life Films, Los Angeles, in same capacity for motion picture division.

Patt Healy, business affairs executive, International Creative Management, Los Angeles, joins Hanna-Barbera Productions as VP-business affairs. **Michael Wahl**, attorney, named director of business affairs for Hanna-Barbera.

Tony Brown, VP-regional sales manager, Lorimar TV distribution, Northeast division, New York, named VP-national sales manager.

Joan Marcus, marketing director, New York Times Productions, New York, joins Gold Key Media, Los Angeles, as sales manager.

Starrett Berry, account executive, GalaVision, New York, named director of sales.

Gene Dodge, manager of television operations, Karol Media, Paramus, N.J., named VP. Karol Media is distributor of sponsored and rental films.

Bill Strong, VP, Mass Communications and Management, New Kensington, Pa., named advertising sales and rights acquisition coordinator for its pay TV network there, Action TV. **Jim Durham**, with wsw(AM) Pittsburgh, will oversee program operations for Action TV.

John V. Summerlin Jr., part-time production assistant, West Glen Films, New York, named production manager. West Glen produces and distributes free-loan films for television and general audiences.

Richard Abels, account supervisor, Point Communications, Denver, joins Telemation Productions there as director of marketing. Point Communications is graphic studio and advertising agency.

Phil Zachary, promotion manager and assistant to group program director, WSKS(FM) Hamilton, Ohio, joins WQUE(FM) New Orleans as program director.

Dale Parsons, program director, WTAR(AM) Norfolk, Va., joins co-owned WKEZ(FM) there in

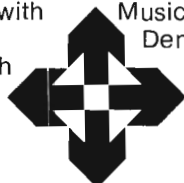
RADIO STATIONS CAN MAKE MORE MONEY.

Did you know the William B. Tanner Company offers the broadcaster complete music programming and formatting for any station in any market? It is the *Tanner Musical Spectrum*. Name your need—Middle of the Road, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Tanner computers match our music with your audi-

ence. Every service is tailored for your needs, and day-parted for your convenience. Announced or Unannounced . . . for automated or live-assist operations. The Tanner Musical Spectrum can be profitable for your station. Write for a free demonstration of the Tanner Musical Spectrum. Or call Dick Denham collect.(901) 320-4342.

Tell him you want the very best for your station . . . Today!



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

Name _____ Title _____

Station _____ Format _____

Address _____

City _____ State _____ Zip _____

same capacity.

Bob MacRae, formerly with WKBW(AM) Buffalo, N.Y., joins WZIR(FM) Niagara Falls, N.Y., as program director.

Lori Dale, former air personality, WWZZ(AM) Sarasota, Fla., joins WIKI(AM) Newport, Vt., as program director.

Sarah Scott, with Cable News Network, Atlanta, joins WHBQ-TV Memphis as *PM Magazine* producer.

Kim Jones, administrator, film operations and program services, KNXT(TV) Los Angeles, named associate producer. **Steve Wasserman**, segment producer on *PM Magazine* on KTTV(TV) Los Angeles, joins KNXT as segment producer of *2 On The Town*.

Cleo Sedlacek, general assignment reporter, WBRE-TV Wilkes-Barre, Pa., named executive producer of special projects.

Mike Hartnett, assistant sports director, WTVQ-TV Lexington, Ky., named sports director.

Rick Snow, sports director and anchor, KRCC(TV) Jefferson City, Mo., joins KGUN-TV Tucson, Ariz., as weekend sports anchor.

Jim Knapp, associate editor, *National Music Report*, Atlanta, joins WXLO(FM) New York as music coordinator.

Gordon Mills, announcer, WIAI(FM) Danville, Ill., named music director.

Victor Ledin, music director, noncommercial KQED-FM San Francisco, named producer of live San Francisco Symphony and Oakland Symphony broadcasts. **Sedge Thomson**, announcer-producer, KQED-FM, named host and co-producer of symphony broadcasts. **Jerome Neuman**, announcer-producer with KQED-FM, also named host of the broadcasts.

Bonnie Roberts, auction coordinator and director of special projects, noncommercial WTVT(TV) Goldvein, Va., named director of development.

Allison Wright, air personality, KPAS(FM) El Paso, Tex., joins KUDL-FM Kansas City, Kan., in same capacity. **Mark Roberts**, announcer WHB(AM) Kansas City, Mo., joins KUDL-FM in same capacity.

Bill Brittain, former air personality, WHAS(AM) Louisville, Ky., joins WVEZ(FM) there in same capacity.

Scott Lawrence, with WVSI(AM)-WCEZ(FM) Jupiter, Fla., joins WPRW(AM) Manassas, Va., as midday air personality.

News and Public Affairs



Heilbrunn

Henry Heilbrunn, director of information technology, AP, New York, named deputy director of AP broadcast services. He succeeds Gerald B. Trapp, who left to join Inter-mountain Network, Salt Lake City, as VP (BROADCASTING, Sept. 29).

Betsy Hyle, executive news producer, WBAL-TV

Baltimore, named assistant news director. **Douglas Neilsen**, news photographer, WBAL-



Inflationary expert. John Stossel, Emmy-award winning consumer editor for WCBS-TV New York, joins ABC News as "investigative and consumer reporter" for *20/20* newsmagazine,

with additional assignments for *Good Morning America* and *World News Tonight*. Seven-year news veteran Stossel will continue to work on program until WCBS-TV contract expires in May. Salary for Stossel's new three-year contract with ABC was not disclosed, but he denied reports that it exceeds \$400,000, claiming that he will be earning "considerably less than that."

TV, named news assignment editor. WBAL-TV has expanded its 6-6:30 p.m. news broadcast and increased its staff to handle hour-long program. Additions to staff are: **Milt Weiss**, from League of Women Voters, news adviser; **Jeffrey Hodes**, from KRON-TV San Francisco's Washington bureau, economics reporter; **Sheila Stainback**, medical reporter, WLS-TV Chicago, in same capacity; **Meredith Buel**, political reporter, WWBT(TV) Richmond, Va., general assignment reporter; **John Pavlovich**, from KCRA-TV Sacramento, Calif.; **Keith Dabney**, from WXEX-TV Richmond, Va.; **Theresa Crawford**, from WHTM-TV, formerly WTPA(TV), Harrisburg, Pa.; **Howard Melnick**, from WWBT, and **Steve Webster**, from WXEX-TV, all photographer-editors.

James Ghrist, with public information office, Ohio Department of Public Welfare, Columbus, joins WTVQ-TV Lexington, Ky., as news director.

Robin Phillips, reporter, WTVQ-TV, named weekend news anchor. **Judy Bennett**, reporter, WTVQ-TV, named news producer. **John E. Clark**, director of public information, Fayette county, Ky., public school district, joins WTVQ-TV as news reporter. **Mark Liptak**, former announcer, WBGL(AM) Lexington, joins WTVQ-TV as sports photographer. **Mark Comfort**, art director, WDRB-TV Louisville, Ky., joins WTVQ-TV as staff artist.

Tom Sanders, formerly with Guam Cable TV, joins WTLV(TV) Jacksonville, Fla., as assistant news director.

Gale Ensign, news reporter and producer at KHQ-AM-FM-TV, Spokane, Wash., joins KOMO-TV Seattle as night assignment editor.

Rick Davis, air personality, KXLR(AM) Little Rock, Ark., named assistant news and program director.

Ann Rubenstein, reporter, WCCO-TV Minneapolis, named weekend co-anchor.

Wanda Levine, with WSVA(AM) Harrisonburg, Va., joins WPRW(AM) Manassas, Va., as afternoon news anchor.

Shara Fryer, co-anchor, 5 and 10 p.m. news, KSAT-TV San Antonio, Tex., joins KTRK-TV Houston as reporter.

Jamie McIntyre, news editor, WTOP(AM) Washington, named general assignment reporter.

David Roberts, general assignment reporter, WEYI-TV Flint, Mich., and **Glenda Suber**, general assignment reporter, WRET-TV Charlotte, N.C., join WFMY-TV Greensboro, N.C., in same

capacity.

James Shipley, with WBRC-TV Birmingham, Ala., joins KHOU-TV Houston as photographer and ENG editor.

Robert Harris, formerly with WLS-TV Chicago, joins WBBM-TV there as news writer.

Miriam Schaffer, news producer, WNEP-TV Wilkes-Barre, Pa., joins KPIX(TV) San Francisco as noon news producer.

Mark Thayer, broadcast executive for southern California and southern Nevada, Associated Press' cable services, named national cable executive for Western U.S. **Steve Crowley**, broadcast executive for Iowa and Nebraska, AP cable services, named national cable executive for Eastern U.S.

Janice Gin, former intern, ABC News, Washington, joins KTXL(TV) Sacramento, Calif., as community services director.

Promotion and PR

June Shelley, marketing coordinator-consultant, ABC Pictures International, New York, named manager, advertising and promotion, ABC Video Enterprises Inc.

Geoffrey Pond, director of news operation systems, NBC News, New York, joins Bozell & Jacobs Public Relations there as senior VP for national account services.

Jane P. Miller, public relations manager, National Captioning Institute, Falls Church, Va., named public relations director.

Barbara Worby, recent graduate, Florida International University, Miami, joins WCKT(TV) there as publicity director.

Deborah Schuler, with Maryland Center for Public Broadcasting, Baltimore, joins WTVZ(TV) Norfolk, Va., as copywriter-promotion assistant.

Jerry Harpstrite, southern Colorado district director, Muscular Dystrophy Association, joins KOAA-TV Pueblo, Colo., as station promotion and public relations director.

Barbara Rothstein, former intern, WHWH(AM) Princeton and co-owned WPST(FM) Trenton, both New Jersey, named assistant promotion director.

Susan Whitley, creative services writer, WTOL-TV Toledo, Ohio, named assistant promotion director. **Janet Sims**, floor director, WTOL-TV, replaces Whitley as creative services writer.

Jan Wade, with WLKY-TV Louisville, Ky., named assistant promotion manager.

Rosie Mills, announcer, WIAI(FM) Danville, Ill., named promotion director.

Linda Wise, promotion director, noncommercial KOKH-TV Oklahoma City, joins KGMCTV there as promotion assistant.

Technology

Gilbert R. Kesser, board chairman, Microtime Inc., Bloomfield, Conn., named president and chief executive officer. He succeeds **David Acker**, who resigned. Microtime manufactures equipment for educational, industrial and broadcast television.

Richard Clevenger, director of engineering, Cablecom General, Englewood, Colo., joins Mountain States Video there as VP-engineering.

Tom Mizuno, general manager, Panasonic finance division, Secaucus, N.J., named VP. **Stan**

Hametz, assistant general manager, Panasonic consumer video division, named acting group general manager, Panasonic consumer video group and general manager of newly formed video home systems division.

Philip A. Rubin, director of engineering, research and development, Corporation for Public Broadcasting, Washington, named chief scientist and director, new office of science and technology.

John J. Lorentz, chief engineer, WLAC(AM)-WKQB(FM) Nashville, joins J-Star Broadcasting Corp. of Tennessee, as technical director. J-Star Broadcasting is licensee of WMUF(AM) Paris, Tenn.

Logan Enright, district sales manager, West Coast office of U.S. JVC Corp., named West Coast regional sales manager for professional video division of JVC.

Bill Wolfenbarger, marketing director, Time & Frequency Technology Inc., Santa Clara, Calif., joins Marcom, Scotts Valley, Calif., in Northern office as radio sales manager.

Theresa L. Zarish, with United Artists, New York, joins Greater Media Inc., East Brunswick, N.J., as administrative assistant to technical director.

Allied Fields

Leonidas P.B. (Lonny) Emerson, chairman of FCC's Review Board, will retire Nov. 14. Emerson joined Review Board in 1974 and has been chairman since 1975. **Joseph P. Gonzalez**, administrative law judge with U.S. Labor Department, Washington, joins FCC there in same capacity.

Vincent Candlera, executive director of affiliations, SESAC, New York, named VP.

David C. Driscoll Jr., senior assistant attorney, Montgomery county, Md., and **Frederick W. Finn**, former VP, Microband Corp. of America, New York, and associate general counsel, National Cable Television Association, join Washington communications law firm of Brown, Bernstein & Longest. Microband is multipoint distribution service.

Barry J. Cronin, director of captioning operations, National Captioning Institute-East, Falls Church, Va., named executive director of marketing and business development. **Sharon Earley**, director of captioning operations, NCI-West, named executive director of operations. **Deborah Popkin**, production manager, NCI-West, succeeds Earley as director of captioning operations, NCI-West. **Thomas M. Watchorn**, director of finance and administration, NCI, named executive director of finance and administration.

Wilson P. Dizard, with International Communication Agency and former executive director and vice chairman of U.S. delegation to 1979 World Administrative Radio Conference, joins Kalba Bowen Associates Inc., Cambridge, Mass., as VP. Kalba Bowen is research and consulting firm for communications and information industries. **David K. H. Cantor**, founder and general partner, Electronics Research Group, Arlington, Mass., joins Kalba Bowen as group director responsible for litigation support, domestic and international telecommunications. Electronics Research Group is research and development firm.

Randy A. Washburn, media director, Boyl-

hart, Lovett & Dean, Inc. (western division-Doremus & Co.), Los Angeles, joins Arbitron Radio advertiser-agency sales there as Western manager. **Joan E. Schwartz**, Chicago-based radio station account executive for Arbitron Radio advertiser-agency sales, named Midwest sales manager for company.

Michael J. Dorfsman, VP-public affairs, Charnas Inc., Hartford, Conn., named executive director of Connecticut Cable Television Association. Dorfsman will continue his duties at Charnas Inc., which is advertising, public relations and research agency.

Bruce Fohr, former VP-director of research, Frank N. Magid Associates, Marion, Ill., and **Ken Dennis**, general manager of Magid's radio division, have formed new research and consulting firm in partnership with Surrey Broadcasting of Tucson. **Kent Nichols**, VP of Surrey Broadcasting, is third partner of Communications Research Ltd., which will provide market research and programing consultation for radio. It will be based in Tucson.

Bill Moses, former partner, Dilworth, Paxson, Kalish & Levy, Philadelphia, joins Time-Life Films, New York, as VP, general counsel.

Lisa Friede, director of operations, National Radio Broadcasters Association, Washington, named VP.

International

Alasdair Milne, managing director, BBC Television, London, takes on additional duties as deputy director-general of BBC. He replaces **Gerard Mansell**, who retires at end of year. **Alan Lafferty**, engineer with BBC research department, named manager, engineering promotions. **Peter Rosier**, publicity officer, BBC Television, named chief publicity officer for radio.

Ken Barratt, technical director, Sony Broadcast Ltd., United Kingdom, named to board of directors.

Bill Loyd, head of film and studio operations for Granada Television, United Kingdom, named general manager.

Deaths

David J. Hopkins, 66, former VP-general manager, McCann-Erickson, Los Angeles, died Oct. 12 of heart attack at his home in Warawee, New South Wales, Australia. Hopkins, son of Harry Hopkins, secretary of commerce under Franklin D. Roosevelt, joined M-E in mid 50's and in 1962 moved to Australia as regional manager for Pacific area. Later he was named director of operations, M-E, Tokyo. He retired in 1973. Survivors include his wife, Deirdre, two sons and eight daughters.

Eleanor Grace McClatchy, 85, former board chairman and president, McClatchy Newspapers Inc., died Oct. 17 at her home in Sacramento, Calif., following earlier accident in which she broke her hip. McClatchy headed newspaper and broadcasting empire which include KMJ-AM-FM Modesto, KFBK(AM)-KAER(FM) Sacramento, all California, and KOH(AM)-KNEV(FM) Reno. McClatchy newspaper chain includes nine papers in California, Alaska and Washington and percentage of Idaho paper. She inherited newspaper chain from her father, C.L. McClatchy, in 1936. Her grandfather, James McClatchy, started his first newspaper, *Sacramento*

Bee, in 1857. Among survivors are nephew, C.K. McClatchy, who succeeded her as president in 1978.



McClatchy



Butcher

Blayne R. Butcher, 77, founder and former general manager of WXUR-AM-FM Media, Pa., died Oct. 13 of heart attack at Riddle Memorial hospital in Middletown, Pa. Butcher was officer of Roberts Broadcasting Corp., which is seeking license for WXUR(FM). He originally founded station in 1962, but it was sold to Rev. Carl McIntire in 1964. FCC stripped McIntire of license in 1973. Since then Roberts Broadcasting and two other applicants have sought station. Butcher's broadcasting career began with WTAR(AM) Norfolk, Va., in 1927. He moved on to WCAU-TV Philadelphia and later worked for advertising agencies in New York and Hollywood. He is survived by his wife, Kathlyn, and daughter.

Georg Goubau, 67, inventor of message-transmission system for television and telephone calls, died on Oct. 17 of heart attack at Monmouth Medical Center in Long Branch, N.J. While working for Army Signal Corps Laboratories in early 1950's, he invented transmission system which became known as "G string," single strand of wire that could carry large volume of messages to isolated areas otherwise reached only by coaxial cable. Survivors include his wife, Ilse Elizabeth, and daughter and son.

Charles V. Wayland, 70, Washington communications attorney, died Oct. 20 of heart attack at Montgomery county (Md.) hospital. Wayland practiced communications law with Fisher, Wayland, Southmayd & Cooper in Washington for 40 years. Wayland, of Silver Spring, Md., was member of D.C. Bar Association, American Bar Association and Federal Communications Bar Association. He is survived by his wife, Viola, and two daughters.

Robert W. Toothman, 53, operations manager, WBOY-TV Clarksburg, W. Va., died Oct. 16 in Franklin, W. Va., of heart attack while on vacation. Prominent radio, television sports personality in West Virginia for 30 years, Toothman, had been with station since it opened 23 years ago. He was also instrumental in formation of Mountaineer Sports Network which broadcasts West Virginia University football and basketball games. He is survived by his wife, Madeline.

George C. Biersack, 57, former chairman of communications arts department, and general manager, WVUD-FM University of Dayton, Dayton, Ohio, died Sept. 1 of heart attack at his home there. Biersack founded department and station in 1964, and was also television producer. He is survived by his wife, daughter and son.

Guffy P. Wilkinson, 59, president, Wilkinson Electronics Inc., Trainer, Pa., and VP, Wilkinson Electronics Canada Ltd., Rexdale, Ont., died Oct. 11, reportedly of heart attack.

Stock Index

Exchange and Company	Closing Wed Oct. 22	Closing Wed Oct. 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	31 3/8	33 1/8	-1 3/4	- 5.28	6	884
N Capital Cities	65 1/2	63 3/4	+1 3/4	+ 2.74	13	862
N CBS	49 3/4	53	-3 1/4	- 6.13	7	1,386
N Cox	53 1/4	54 1/2	-1 1/4	- 2.29	8	718
A Gross Telecasting	26 3/8	27 1/2	-1 1/8	- 4.09	7	21
O LIN	63 1/4	64 1/2	-1 1/4	- 1.93	13	174
N Metromedia	106 3/4	100	+6 3/4	+ 6.75	11	453
O Mooney	8 3/4	8 1/2	+ 1/4	+ 2.94	12	3
O Scripps-Howard	57	57 1/2	- 1/2	- .86	9	147
N Storer	34	28 5/8	+5 3/8	+18.77	11	443
N Taft	31	30 1/2	+ 1/2	+ 1.63	9	303

Exchange and Company	Closing Wed Oct. 22	Closing Wed Oct. 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/2	26 1/4	-5 3/4	-21.90	17	37
A Affiliated Pubs.	27 1/4	28	- 3/4	- 2.67	11	140
N American Family	7 3/4	7 7/8	- 1/8	- 1.58	3	81
N John Blair	20 7/8	21 5/8	- 3/4	- 3.46	7	77
N Charter Co.	18 7/8	20	-1 1/8	- 5.62	1	526
N Chris-Craft	26 1/2	24 1/2	+2	+ 8.16	13	71
N Coca-Cola New York	6 3/8	6 1/2	- 1/8	- 1.92	14	112
N Cowles	26 5/8	27 1/8	- 1/2	- 1.84	18	105
N Dun & Bradstreet	55 1/2	58 1/4	-2 3/4	- 4.72	17	1,545
N Fairchild Ind.	29	30 1/8	-1 1/8	- 3.73	9	331
N Fuqua	17 7/8	16 7/8	+1	+ 5.92	3	227
N Gannett Co.	55 1/2	56 7/8	-1 3/8	- 2.41	14	1,951
N General Tire	18 3/4	19 7/8	-1 1/8	- 5.66	8	443
O Gray Commun.	62	62 1/2	- 1/2	- .80	13	29
N Harde-Hanks	33 1/8	33	+ 1/8	+ .37	16	309
O Heritage Commun.	24 5/8	23 1/4	+1 3/8	+ 5.91	13	80
N Insilco Corp.	19 1/4	20	- 3/4	- 3.75	8	207
N Jefferson-Pilot	25 3/4	25 7/8	- 1/8	- .48	6	564
O Marvin Josephson	12	12			8	30
O Kansas State Net	29	29 1/2	- 1/2	- 1.69	23	54
N Knight-Ridder	30 7/8	30 3/4	+ 1/8	+ .40	11	1,003
N Lee Enterprises	26 3/8	28	-1 5/8	- 5.80	12	189
N Liberty	14 5/8	14 3/4	- 1/8	- .84	6	189
N McGraw-Hill	38	39 3/8	-1 3/8	- 3.49	12	943
A Media General	32 3/4	33 5/8	- 7/8	- 2.60	9	232
N Meredith	45	41 5/8	+3 3/8	+ 8.10	7	141
O Multimedia	31	31 1/2	- 1/2	- 1.58	16	311
A New York Times Co.	29 3/4	30 5/8	- 7/8	- 2.85	9	357
N Outlet Co.	29	30 1/2	-1 1/2	- 4.91	42	73
A Post Corp.	16 3/8	16 3/8			8	29
N Rollins	36 3/4	36	+ 3/4	+ 2.08	15	503
N San Juan Racing	20 1/2	18 1/2	+2	+10.81	23	51
N Schering-Plough	39 1/2	38 3/4	+ 3/4	+ 1.93	9	2,095
O Stauffer Commun.	44	44			11	44
A Tech Operations	19 3/8	18 3/8	+1	+ 5.44	21	27
N Times Mirror Co.	44	44 1/4	- 1/4	- .56	11	1,493
O Turner Broadcasting	16 1/4	16	+ 1/4	+ 1.56		162
A Washington Post	23 5/8	23 1/2	+ 1/8	+ .53	9	332
N Wometco	25 1/2	22 5/8	+2 7/8	+12.70	11	226

Exchange and Company	Closing Wed Oct. 22	Closing Wed Oct. 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	18	16 3/8	+1 5/8	+ 9.92	13	53
N American Express	35	37 7/8	-2 7/8	- 7.59	7	2,495
O Burnup & Sims	13 3/4	14 1/8	- 3/8	- 2.65	17	122
O Can. Cablesystems	15 3/8	10 3/8	+5	+48.19	30	292
O Comcast	29 1/2	29 1/4	+ 1/4	+ .85	33	75
O Entron	5	5			5	4
N General Instrument	94 3/4	91	+3 3/4	+ 4.12	16	822
O Geneve Corp.	51 7/8	53	-1 1/8	- 2.12	37	58
O Tele-Communications	29 5/8	24 1/4	+5 3/8	+22.16	28	882
N Teleprompter	33 1/2	28 5/8	+4 7/8	+17.03	28	569
N Time Inc.	55	56 1/4	-1 1/4	- 2.22	11	1,547
O Tocom	18 3/4	19 3/4	-1	- 5.06		56
O UA-Columbia	75 1/2	79	-3 1/2	- 4.43	56	253
O United Cable TV	47 1/4	46	+1 1/4	+ 2.71	33	191
N Viacom	53 1/4	52 7/8	+ 3/8	+ .70	20	224

Exchange and Company	Closing Wed Oct. 22	Closing Wed Oct. 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 3/4	3 5/8	+ 1/8	+ 3.44	4	11
N Columbia Pictures	33 1/4	33 7/8	- 5/8	- 1.84	10	334
N Disney	43 3/4	45 3/4	-2	- 4.37	11	1,421
N Filmways	8 7/8	9 1/8	- 1/4	- 2.73		55
O Four Star	1 3/8	1 1/2	- 1/8	- 8.33	14	
N Getty Oil Corp.	97 1/2	95 3/8	+2 1/8	+ 2.22	11	82,154
N Gulf + Western	18 1/8	18 1/2	-2 3/8	- 2.02	4	1,013
N MCA	53 1/8	55 1/2	-2 3/8	- 4.27	9	1,248
O Medcom	7 1/8	7 5/8	- 1/2	- 6.55	25	12
N MGM Film	8	8 1/8	- 1/8	- 1.53	5	258
O Reeves Commun.	37 1/2	38	- 1/2	- 1.31	27	93
O Telepictures	6 1/2	6 1/4	+ 1/4	+ 4.00	30	15
N Transamerica	19	20	-1	- 5.00	5	1,240
N 20th Century-Fox	37 1/2	37 1/2			6	10,525
O Video Corp. of Amer.	11 3/4	8 1/8	+3-5/8	+ 1.61	24	11
N Warner	58 7/8	61 1/4	-2 3/8	- 3.87	14	1,675
A Wrather	31 3/4	25 1/4	+6 1/2	+25.74		73

Exchange and Company	Closing Wed Oct. 22	Closing Wed Oct. 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	45 3/4	47	-1 1/4	- 2.65	10	114
O Compact Video	23 3/4	25 3/4	-2	- 7.76	22	61
N Comsat	41 5/8	44 1/8	-2 1/2	- 7.18	9	333
O Doyle Dane Bernbach	39 1/2	37	+2 1/2	+ 6.75	11	103
N Foote Cone & Belding	37 1/2	39	-1 1/2	- 3.84	10	100
O Grey Advertising	59 1/2	59	+ 1/2	+ .84	6	36
N Interpublic Group	36 1/2	37	- 1/2	- 1.35	7	163
O MCI Communications	12 7/8	11 7/8	+1	+ 8.42	64	391
A Movielab	8 1/8	8 1/8			7	13
A MPO Videotronics	6 3/8	5 3/8	+1	+18.60	18	3
O A.C. Nielsen	37 1/4	36 1/4	+1	+ 2.75	16	409
O Ogilvy & Mather	30 1/4	29 1/4	+1	+ 3.41	9	125
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	7 5/8	8	- 3/8	- 4.68	54	6
N J. Walter Thompson	35 1/4	36 3/8	-1 1/8	- 3.09	8	107
N Western Union	27 3/4	27	+ 3/4	+ 2.77		421

Exchange and Company	Closing Wed Oct. 22	Closing Wed Oct. 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	17 5/8	16	+1 5/8	+10.15		29
N Ampex	32 3/8	33 1/2	-1 1/8	- 3.35	16	372
N Arvin Industries	14 7/8	15	- 1/8	- .83	7	115
O CCA Electronics*	1/8	1/8			1	
A Cetec	7	7 1/4	- 1/4	- 3.44	9	14
O Chyron	14 1/2	15 3/4	-1 1/4	- 7.93	24	18
A Cohu	7 1/2	8 3/8	- 7/8	-10.44	10	12
N Conrac	17 1/2	18	- 1/2	- 2.77	7	36
N Eastman Kodak	70	71 3/8	-1 3/8	- 1.92	11	11,297
B Elec Missile & Comm.	7 1/4	7 1/8	+ 1/8	+ 1.75	91	20
N General Electric	53 5/8	54	- 3/8	- .69	8	9,898
N Harris Corp.	52 1/4	51	+1 1/4	+ 2.45	19	1,580
O Intl. Video*	5/8	5/8			1	7
O Microdyne	27 3/4	28 1/2	- 3/4	- 2.63	21	13
N M/A Com. Inc.***	25 1/4	24 3/8	+ 7/8	+ 3.58	22	503
N 3M	56 5/8	57	- 3/8	- .65	10	6,695
N Motorola	71	69 1/2	+1 1/2	+ 2.15	13	2,026
O Nippon Electric	68 1/2	70 1/8	-1 5/8	- 2.31	52	2,249
N N. American Philips	36 3/4	34 1/8	+2 5/8	+ 7.69	6	442
N Oak Industries	46 1/8	48 3/4	-2 5/8	- 5.38	16	247
A Orrox Corp.	7 5/8	7 7/8	- 1/4	- 3.17	25	12
N RCA	29 5/8	31	-1 3/8	- 4.43	8	2,218
N Rockwell Intl.	33 7/8	34 5/8	- 3/4	- 2.16	9	2,514
A RSC Industries	4 5/8	5	- 3/8	- 7.50	12	10
N Scientific-Atlanta	38 1/8	42	-3 7/8	- 9.22	33	395
N Sony Corp.	14 7/8	15 1/8	- 1/4	- 1.65	24	3,207
N Tektronix	62 7/8	66 3/4	-3 7/8	- 5.80	14	1,148
O Texscan*	18 1/2	18 1/2			36	19
N Varian Associates	30 1/2	32 3/4	-2 1/4	- 6.87	14	234
N Westinghouse	28 3/4	27 1/4	+1 1/2	+ 5.50	7	2,439
N Zenith	19 1/8	16 3/4	+2 3/8	+14.17	17	360

Standard & Poor's 400
Industrial Average 150.28 152.64 - 2.36


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 Rhoads, 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. *** M/A Com split stock two for one. + Stock traded at less than 12.5 cents.


Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Nov 17  Annual special report on the **state of the art in broadcast equipment and technology**. A snapshot of the first year in a new decade that, among its other accomplishments, will fine-tune three technologies: satellites, digital television and radio and ENG.

Dec 1  On the eve of the annual convention of the Radio-Television News Directors Association, BROADCASTING will report **the state of the art on all sides of the electronic journalism profession**. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

Dec 8  **Western Cable Show**. Coverage of the exhibits and seminars that make up cable's second largest convention.

Dec 22  **The top 100 records on contemporary radio playlists** in 1980, plus **the top 100 in country**. Just in time for yearend countdowns.

Jan 5  Annual double issue. Among the highlights: BROADCASTING's exclusive report and analysis of **the top 100 companies in electronic communications**.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Y&R's Baldwin: New technologies offer a challenge as well as an opportunity

Jerry Baldwin, a man quick with facts and figures on the broadcast media, envisions vast changes emerging in the marketplace as a result of the new technology. But he is not disconcerted.

Not at all. He has been witness to many changes in the 25 years that he has been active in advertising and broadcasting. Now, as vice president and director of local broadcast purchasing and network radio for Young & Rubicam, New York, Baldwin feels he is prepared for the future because the past and the present have taught him to adapt to shifts in the media universe.

"It would be dull if the way of doing business remained the same," he ventures. "What makes media exciting is that there is change. For media specialists, the new technology will be an opportunity as well as a challenge."

Baldwin's job at Y&R is a tall assignment. His agency is the largest in the U.S. in terms of total domestic billings and in television and radio expenditures. It invested almost \$675 million in television and radio in 1979. Approximately \$250 million of the total was in spot television and radio and network radio—the areas under Baldwin's jurisdiction. He supervises a staff of more than 30 in New York and in 11 branch offices, including five regional broadcast supervisors who regularly visit their assigned geographical locations.

Twenty-five years ago when Baldwin was seeking his first post-college job he wasn't sure what he wanted to do. But he knew he wanted "something to do with figures." He had majored in mathematics and statistics at New York University.

"I had to wait more than two years after college to look for a job because I served in the Army for two years and had no opportunity to use my education there," he says good-humoredly. "The Army taught me to be a radio teletype cryptograph repairman."

In the fall of 1954 he landed a job with the Medimetric Institute, a New York pharmaceutical research firm, and remained there five or six months. In early 1955 he joined ABC as a research analyst for the television network. His supervisor at the time was Julius Barnathan, who has since climbed the corporate ladder to president of ABC operations and engineering.

"A young fellow who worked with me in the research bullpen," he says, "was Fred Pierce. And you know what's happened to



Gerald Bernard Baldwin—VP director of local broadcast purchasing/network radio, Young & Rubicam, New York. b. June 8, 1930. New York; BS, mathematics and statistics, New York University, 1952, staff sergeant, U.S. Army, 1952-54; researcher, Medimetric Institute, New York, 1954-55; senior research analyst, ABC, 1955-57; research manager, WNBC-AM-TV New York, 1957-59; assistant research director, Young & Rubicam, New York, 1959-62; associate media director, Y&R, 1962-69; present position since 1969; m. Ann Kunkes, 1956; children—Michael, 20; Gordon, 17; Joseph, 14.

him." (Pierce is president of ABC Television and executive vice president of ABC Inc.).

After two-and-a-half years with ABC, he left to join WNBC-AM-TV New York, NBC-owned stations, as research manager. Eighteen months later, he got an offer that he could resist but didn't, and later wished he had.

"My father-in-law asked me to join him in a retail business," he recalls. "I realized almost immediately it wasn't for me, and stayed there five or six months."

Fired with a desire to return to broadcasting, he called his old boss at ABC, Barnathan, who arranged an interview for Baldwin at Young & Rubicam. He landed the job and has been with Y&R ever since.

Barnathan remembers Baldwin as a person who had "a great feel for audience dynamics—he knew how an audience would respond to a particular program." Barnathan says that early in his job at ABC, Baldwin showed that he could handle people as well as figures and these skills undoubtedly were helpful in his career.

Baldwin joined Y&R as assistant research director for broadcast media and filled that slot for about three years. In 1962 he was switched to the media depart-

ment as associate media director. After seven years in that post, which involved the supervision of planning and execution of media plans for such clients as Procter & Gamble, General Foods and Bristol-Myers, Baldwin was advanced to vice president and director of local broadcast purchasing/network radio.

Baldwin considers the availability of the computer to media specialists as the single most important change in the past 10 or 15 years. And he considers this tool both an asset and a hindrance.

"For record-keeping it's great," Baldwin says. "Very quickly I can find out how much money we have spent at a station, the number of homes reached and the rating points delivered."

"But I think it's been a hindrance in that reps today primarily just give the agencies the availability sheets filled with various breakouts and a lot of demographic information. It makes the job of the buyer a lot more complicated. And the salesman no longer is creative. What the salesman should be doing is being selective, giving the buyers some information or background that can be helpful in making the buy for a particular client at a particular time."

Baldwin is confident that spot television and radio and network radio will continue to flourish despite the anticipated growth of the new media.

As a purchaser of media, Baldwin believes that it's advantageous to have more advertising outlets available to advertisers. He anticipates that there will be a splintering of the audience as the new forms develop, but that will mean that media specialists will have to work harder to make the most advantageous buys.

He is particularly interested in proposals to add low-power TV stations to the spectrum but warns there could be pitfalls.

"I just wonder if there will be enough decent programming to make these new stations viable," Baldwin remarks. "In certain markets I think they can succeed—in Columbus, Ohio, for example, where there are only three V's. But in places like Chicago, another station could only hurt the UHF's there."

One of the developments that Baldwin projects for the future is the emergence of a national representative TV network along the lines of the rep-radio networks that have mushroomed in recent years.

Baldwin is a visible figure at meetings of various broadcast associations and of national representatives. He also regularly visits the agency's 11 branch offices.

"Getting out to these meetings is an excellent way of knowing what's going on in the marketplace," he observes. "People tell you things they may not want to discuss in a regular business session."

Anything goes

The timing and probable outcome of the vote the FCC originally scheduled for tomorrow (Oct. 28) on the proposed transfer of channel 9 from New York to New Jersey were traceable to campaign politics of a particularly cynical kind. The timing has been changed, but the taint remains.

If the Charles D. Ferris scenario had been performed as written, the New Jersey Democratic organization would have been given a home-state victory to claim in the last week before the Nov. 4 election.

The postponement of action to Nov. 6 removes the element of certainty, but still gives New Jersey politicians reason to predict that the Democratic majority on the FCC will perform on cue. What the politicians will not emphasize is that despite the proposed reallocation of channel 9 to Newark or whatever post office the FCC decrees, the physical facility of the channel 9 occupant will remain on top of the World Trade Center in New York. The FCC is to agree that the site is the best from which to serve populous northern New Jersey.

Maybe so. The site has also proved best from which to serve the whole New York metropolitan area. Some time ago, when there was talk of VHF drop-ins inside the state of New Jersey, Ferris wondered whether electronic curtains could be lowered to keep drop-ins from interfering with New York. The same level of technical proficiency is evident in the present proceeding.

All this leaves aside the question of who is to operate channel 9 as a New Jersey facility. The commission, of course, has written off WOR-TV, the incumbent, although the courts may have another word on that. But then who cares about little details on the eve of a critical election?

Perilous course

The National Association of Broadcasters has succeeded in injecting economic considerations into the government's proposal to reduce AM channel spacing from 10 kHz to 9. At the first meeting of the government-industry advisory committee on radio allocations, and at the NAB's insistence, the "viability" of new stations that may be created in the AM squeeze was added to a study of probable demand. The NAB presumably believes that a showing of potential financial failures may puncture the FCC's plans. The question here is whether the NAB has thrown a harpoon or a boomerang.

NAB members and other broadcasters are understandably concerned about the economic effects of a proliferation of radio stations. They argue, with the facts on their side, that radio competition today is vigorous, if not vicious in some markets. A rush of newcomers, it is said, will find the territory already overcrowded. There is inherently a chance that the promise of wealth and status to be realized by minorities from new radio grants will turn into a cruel illusion for them and an unnecessary hardship for established broadcasters, to the inevitable detriment of radio service.

Still the NAB is risking unintended consequences when it asks the government to appraise the viability of the creatures of its proposed creation. It is one thing for the government to estimate how many new radio stations may be physically accommodated by compression of the AM channels and to guess at how many applicants may appear to contest for them. It is quite another for the government to decide how many stations a given market's economy can support—if that is what the NAB is talking about.

Assuming the FCC had the resources and vision to forecast economic potentials with precision, an assumption that history

discourages, the venture, if undertaken, could not easily be stopped there. A government that determines market entry by its estimate of the market's absorption power is unlikely to stand by and watch things turn out differently from its expectations. If market entry is regulated by economic standards, regulation of the market itself is almost certain to be next.

Is that a price existing broadcasters are willing to pay for retention of their 10 kHz channels?

A few questions

If the U.S. and other nations of the western hemisphere eventually adopt the 9 kHz standard for AM channels, who is to pick up the considerable bill for conversion of existing facilities? As reported here a week ago, the cost of shifting stations no more than 4 kHz either way will run to a total of \$19,836,119 in the U.S. alone—more if the shifts are more extensive, as probable.

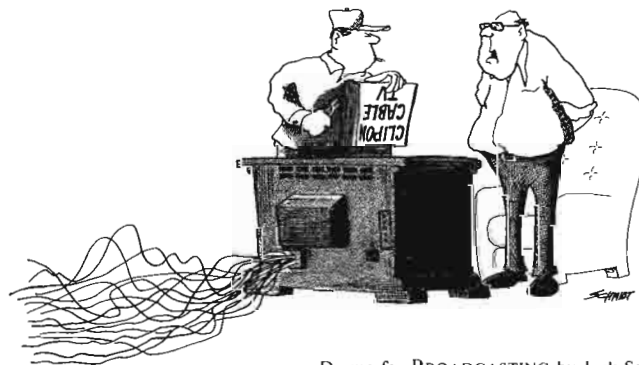
Is the tab to be presented to the 4,100 established U.S. broadcasters who must give up a tenth of their spectrum space at no benefit to their effectiveness and indeed at probable loss? That is apparently the assumption of the government. Does it have to be that way?

Would it be unreasonable to distribute the expense more evenly, certainly including in the assessment the presumed beneficiaries of the 9 kHz plan, the new broadcasters or those whose facilities may be improved by conversion to 9 kHz? As to the latter, whatever happened to all those daytimers' hopes for full-time authorization in 9 kHz?

Why go on?

A final reckoning must await more detailed analysis than was obtainable last week, but it looks as if the West lost more points than it won on questions of journalistic freedom at the UNESCO conference in Belgrade, Yugoslavia, last week. At the very best, the West succeeded in putting off some of the more disquieting proposals that had been advanced by Third World countries and their Russian mentors.

There is no doubt that the Third World and Eastern bloc can outvote the U.S. and other countries where the principle of separation between the state and the press is understood. The decision last week to enlarge UNESCO's budget was made over the opposition of the U.S. and the other countries that pay most of UNESCO's bills. Things are probably destined to go on that way. Perhaps it is time for the U.S. to reconsider the value of UNESCO membership.



Drawn for BROADCASTING by Jack Schmidt

"I thought all of the channels came in on one cable."

ENTERPRISE RADIO THE SPORTS NETWORK

The most comprehensive, informative and up-to-date radio sports package available. It's ENTERPRISE RADIO ... THE SPORTS NETWORK coming to you, via satellite, beginning on January 1, 1981.

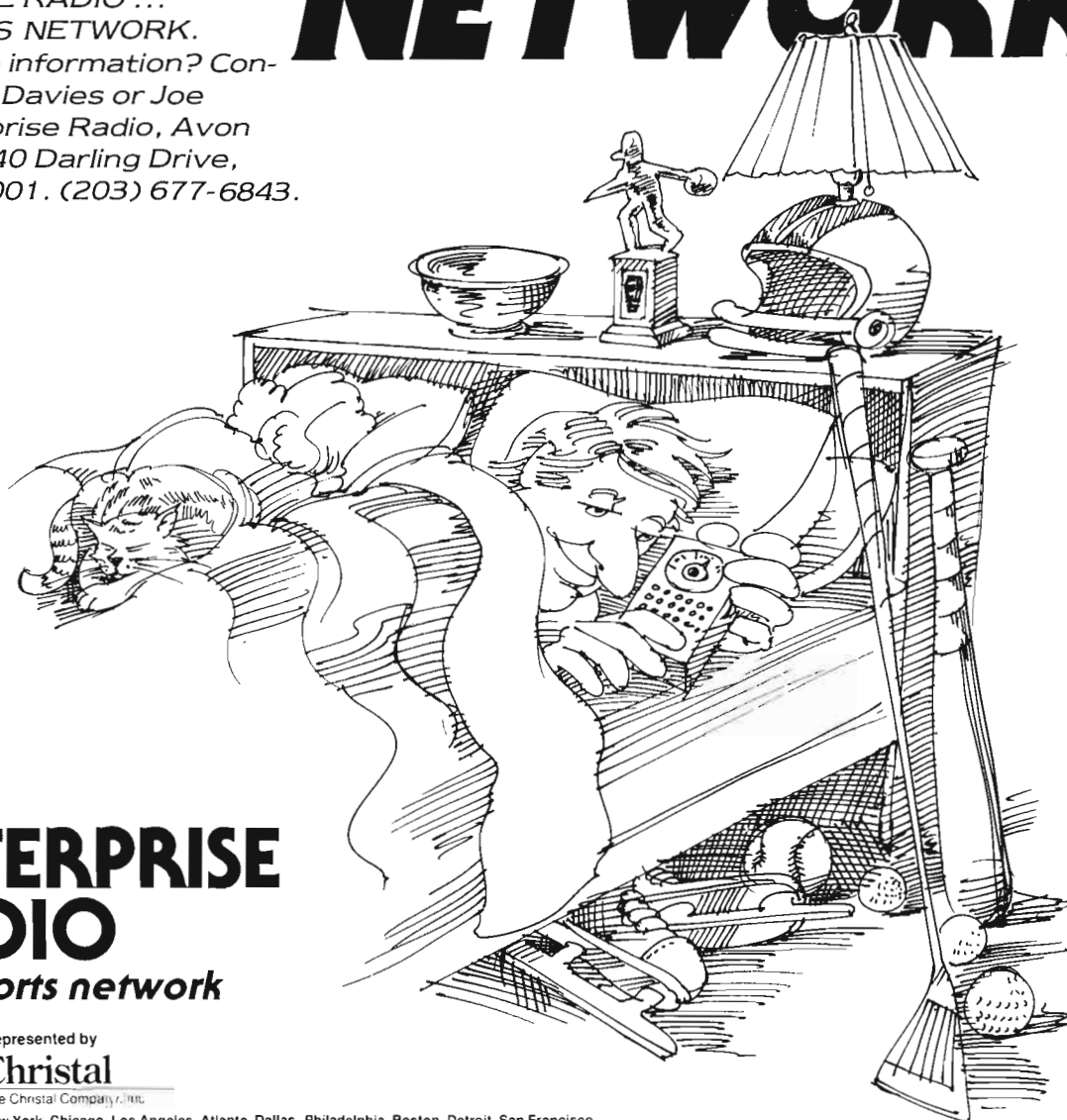
Enterprise Radio. The first and only national all-sports radio network with something for every sports fan.

JOCK AROUND THE CLOCK with Enterprise Radio. Sports Updates 48 times a day, a 13-hour National Sports Talk Show, Sports Features and more.

It's sports programming at its best made available to radio stations throughout the land.

ENTERPRISE RADIO ... THE SPORTS NETWORK.

Want more information? Contact: George Davies or Joe Rizza, Enterprise Radio, Avon Park South, 40 Darling Drive, Avon, CT 06001. (203) 677-6843.



**ENTERPRISE
RADIO**
the sports network

Represented by

Christal

The Christal Company, Inc.

New York, Chicago, Los Angeles, Atlanta, Dallas, Philadelphia, Boston, Detroit, San Francisco



Stations on line with Buy Line™ get complete avails, demographics, and sales presentations – instantly.

You're in the time selling business. So the more time your sales people spend actually selling, the more profitable your operation.

With the new BIAS* program, BUY LINE, you get your most important sales tools electronically – instantly. Highest caliber avail submissions. Complete full demographics – audience data, projected and estimated numbers, and rationale. So you can approach every prospect with a highly professional sales presentation.

BUY LINE's electronic mail feature gives you unlimited confidential correspondence with your Rep, with built-in message storage and retrieval. So you get prompt inquiry and

response capability – plus clerical and postage savings.

BUY LINE is an effective management tool, giving you the same comprehensive management reports your Rep has, including Activity Tracking and Market Share Analysis.

And, BUY LINE will soon have Electronic Contract: sales orders electronically forwarded to you by your Rep. BUY LINE will automatically schedule orders on your approval, with matching contract print outs for both Rep and station.

So if you're still digging out your own information and putting together sales presentations manually, switch to BUY LINE.

* You can utilize BUY LINE even if you are not a BIAS user.

BIAS™ The simplest, most efficient way to run a television station.

Broadcast Division of Data Communications Corporation
3000 Directors Row/Memphis, TN 38131/(901)345-3544