

ABC-Warner Amex
to go joint venturing

Western Cable

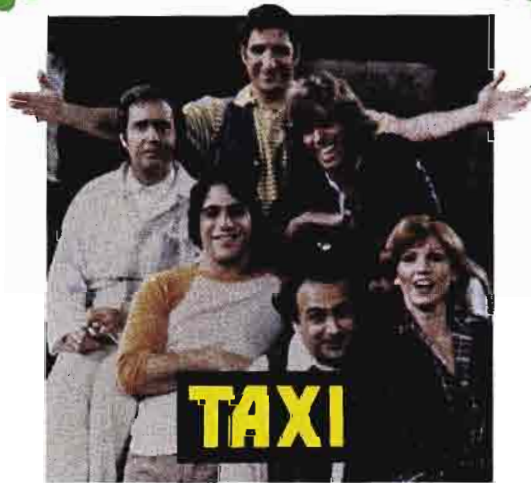
RTNDA: getting more
serious about journalism

Broadcasting Dec 8

The News Magazine of the Fifth Estate □ Established 1931

Our 50th Year □ 1980

HAPPY HOLIDAYS



FROM THE GANG AT THE GARAGE...
AND THE TEAM BEHIND

ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY

*And the whole
Paramount
family!*

PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

36112LIBRAB5184 XTK DEC/82
AU LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

NEWSPAPER

The First
50
Years Of
Broadcasting

1939

□
PAGE 87

Look who's handing you control of your market!

For three solid seasons "CHiPs" has compiled an amazing record of virtually equally distributed growth in every important demographic.

That means in late afternoon and early evening especially, when the viewing audience is most changeable, "CHiPs'" all-family appeal will really work for you...at the expense of your competition.

And "CHiPs" makes perfect programming sense, always in control, no matter who controls the set.

It all comes down to this:

When a show captures and holds onto the number one position in its time period, you've got to call it Number One.

When it continues to grow in household ratings and share every season, you've got to call it powerful.

And when it also pulls winning numbers among women 18-49...men 18-49...teens...and children... you've got to call that a "controlling interest"!

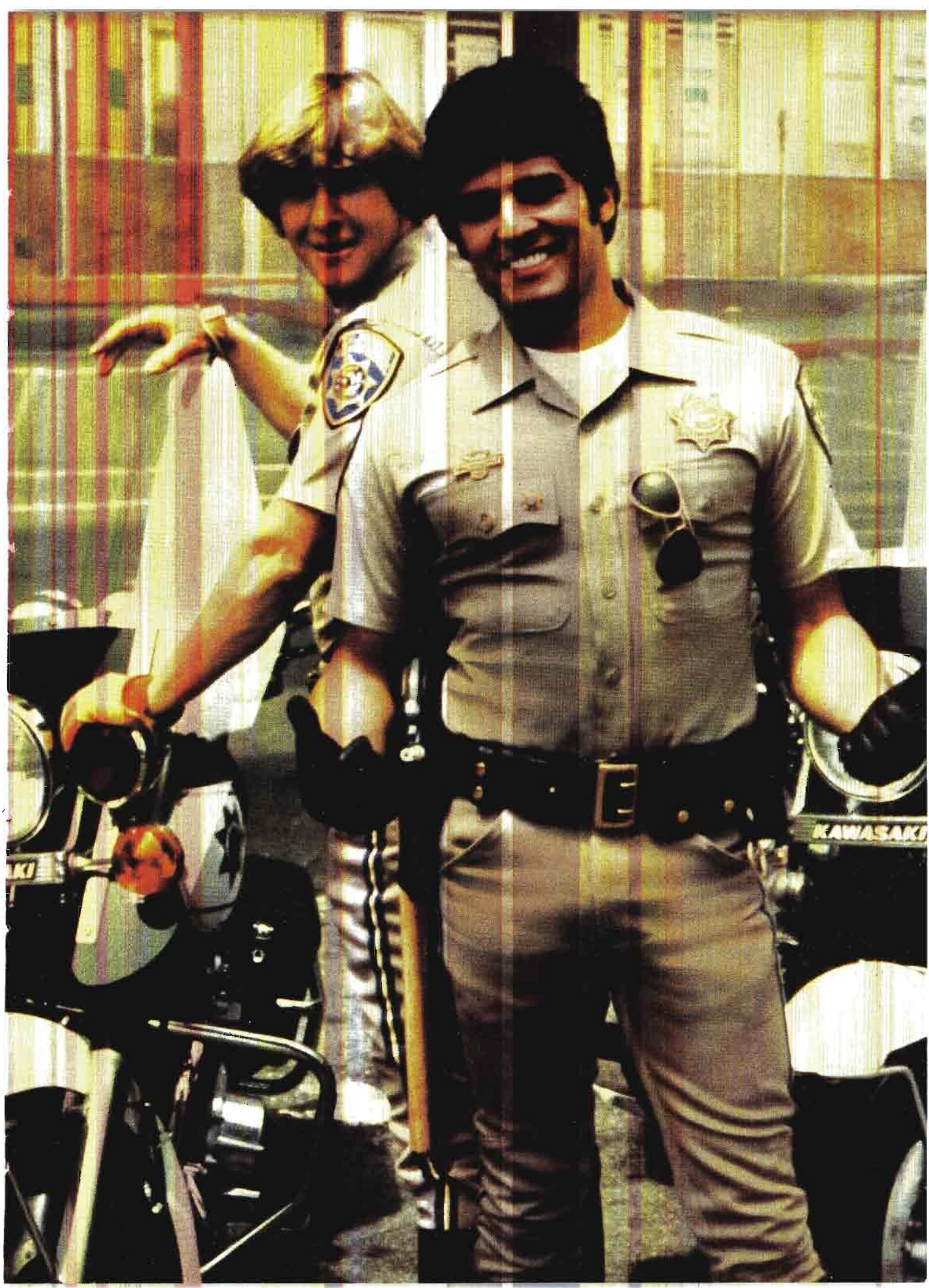


"CHiPs"*



MGM TELEVISION

*Or another appropriate title
Source: NTI Nov. & Feb. 1977-80



The Week in Brief

TOP OF THE WEEK

ABC IN CABLE □ Plans announced for new programming network in association with Warner Amex. **PAGE 27.**

WAIT UNTIL 1985 □ U.S., Mexican and Canadian broadcast associations agree that more time is needed to study 9 khz. **PAGE 29.**

SOBER SUBJECTS AT RTNDA □ In address to Florida convention, CBS's Rather expresses his hope for hour news, laments lack of TV people with print backgrounds. **PAGE 30.** NBC's Frank says that despite new technological tools TV journalists have not made most of medium. **PAGE 30.** RTNDA should have full-time president, contends Beckmann, outgoing head of association. **PAGE 31.** Networks' Small, Benjamin and Gralnick offer post mortems on just-concluded campaign and elections. **PAGE 32.** RTNDA asks outsiders for criticism of ways broadcast journalists operate, and gets it. **PAGE 32.** CNN's Schorr examines public distrust of press. **PAGE 33.**

FALTERS AT FINISH LINE □ Amended version of Swift crossownership bill doesn't make it to Senate floor. **PAGE 33.**

MORE BIRDS UPSTAIRS □ FCC authorizes 20 new domestic satellites that could more than double number of present transponders. **PAGE 34.**

SPECIAL REPORT

CABLE HEADS FOR CALIFORNIA □ More than 5,000 are expected for this week's Western Cable Show in Anaheim. It will be held coincident with CTAM and NCTA meetings and is being preceded by telecommunications conference at USC in Los Angeles. **PAGE 39.** Agenda for week starts on **PAGE 40.** Listing of exhibitors in Anaheim commences on **PAGE 44.**

MEDIA

CABLE WHERE THE 5:15 GOES □ Between big cities and rural regions, there are lands of cable opportunity. Chicago's suburbs are one example. **PAGE 56.**

MINORITY OWNERSHIP □ NBMC's study offers logistics it

says are needed to achieve parity in broadcast ranks. **PAGE 62.**

LAW & REGULATION

NOT SET IN STONE □ Court overrules FCC in comparative hearing case, saying commission's desire to promote diversification of ownership cannot automatically rule for outsider and against local broadcaster. **PAGE 66.**

PROGRAMMING

BUCK PASSING NO SIN □ L.A. district attorney will not prosecute case in which ABC funds for *Charlie's Angels* were diverted to *Starsky and Hutch*. He says network and Spelling-Goldberg erred only in "shoddy business practices." **PAGE 69.**

GOING HOLLYWOOD □ Time-Life TV will head for West Coast and shift emphasis from distribution to production. **PAGE 72.**

TECHNOLOGY

LOW-POWER ATTRACTS TWO □ Graphic Scanning Corp., radio paging and MDS operator, files in "at least" top-100 markets. Tulsa-based Satellite Syndicated Services asks for eight translators, plans 25 other bids. **PAGE 76.**

JOURNALISM

C'MON IN □ New York Court of Appeals approves rule to allow television and radio coverage of its proceedings for one-year experiment. **PAGE 79.**

1939

THE 'BROADCASTING' YEARS □ The NAB created a code of self-regulation, partly because of the war, partly to ease FCC pressures. Broadcast Music Inc. became radio's answer to ASCAP's music demands. The chain monopoly probe and the Havana treaty on allocations were among the other headlines of 1939. **PAGE 87.**

PROFILE

HAVE EXPERTISE, WILL TRAVEL □ Harold Horn is in the forefront of cable franchising. As president of Cable Television Information Center, he serves as consultant—and sometimes conscience—for cities striving to establish CATV systems. **PAGE 113.**

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THE TOP TALK/VARIETY SHOW



IN EARLY FRINGE IS...

THE MERV GRIFFIN SHOW!

	Average	
	Rtg.	Share
MERV GRIFFIN	7	25
John Davidson	6	20
Mike Douglas	5	18
Toni Tennille	5	16

Distributed by

METROMEDIA
P R O D U C E R S
C O R P O R A T I O N

SOURCE: NSI OCT. '80 (EARLY FRINGE)

In or out?

Which Charles Ferris to believe? He has denied report that he will leave post by Jan. 20 (BROADCASTING, Dec. 1), but has told friends he will indeed be gone by that date. In letter to James M. Collins, ranking Republican on House Communications Subcommittee, last week, Ferris announced it would be business as usual at FCC. As for himself, "my current plans are to stay at the commission beyond that date [Jan. 20] irrespective of any decision President-elect Reagan may make."

Highly placed source close to Ferris said chairman had decided to stay on as commissioner, thus forcing new President to appoint Republican to seat now held by Democrat James Quello, serving beyond end of term, if Reagan wants to make quick GOP majority. As commissioner, Ferris could still be influence, source said, "and he cares about the issues."

Slow October

For first time in recent memory, network TV revenues in October failed to exceed those of same month in preceding year. Estimates due out shortly from Broadcast Advertisers Reports, which compiles them monthly for Television Bureau of Advertising, will show three-network total down about 1% from October 1979. Decline was in prime time—other dayparts were up—and presumably resulted from influx of political advertising, which must be sold at lowest rates, and networks' inability to get new season under way, due to actors' strike. It's believed ABC—which had World Series last year but not this—absorbed most of loss, and that NBC—which had Series this October—showed gain.

Observers say they can't recall flat month for networks since 1971, when they lost both cigarette advertising and nightly prime-access half-hour and their annual revenues dropped 4% below 1970's. Despite October slippage, network revenues from January through October were 10%-12% ahead of same 1979 period. November and December will have to beat monthly average of first 10 months, however, if year's revenues are to break \$5-billion mark for first time. In 1979 they totaled \$4.6 billion.

Next from Turner

Turner Broadcasting is about to file FCC applications for batch of low-power television stations. Turner's Terry McGuirk said it will comment on low-power rulemaking at same time it applies for "substantial number of low-power stations." Washington attorney for Turner

suggested imminent filing is just first of series, designed to respond to FCC "cut-off list" published last Wednesday (see "In Brief," page 29). Expected use of stations: dissemination of Cable News Network in effort to increase viewership and ultimately advertising revenues. Arthur K. Peters, Gainesville, Fla., is doing engineering.

Digital cable

M/A-Com and Communications Technology Management are close to signing agreement for development of engineering and service package for sophisticated, two-way cable system. System, which will link subscribers to distant central computer using digital and satellite technologies, will be developed in three unidentified test markets over three years beginning in early 1981. M/A-Com will contribute hardware while CTM develops services and integrates entire project. First two test markets will involve about 500 homes, third will be much larger. Sections of existing cable systems will be rebuilt for experiment.

All test markets will be linked via satellite to computer at CTM headquarters in McLean, Va. Services envisioned include access to information banks, home banking and shopping. System will also feature conventional cable entertainment fare. CTM is continuing discussions with several nonentertainment services and information providers about participation in project.

End of free ride?

Is there trouble ahead for American Forces Radio and Television Service's free use of U.S. commercial networks' news, sports and selected other programs? Under agreements dating back to World War II, AFRTS has been distributing U.S. originations to service people and families overseas—about million altogether. Networks, unions and guilds have waived financial participation. Network business offices are having second thoughts.

DBS down to business

Long-awaited application of Satellite Television Corp. (Comsat), detailing its proposed satellite-to-home pay television service is expected to be sent to FCC next week or "some time before Christmas." STC has been looking for joint venturer to help with marketing and installation and maintenance of receiving dishes, but will file 1,000-page application without having found one.

Size and cost of home receivers are important factors in feasibility of satellite-

to-home television. Major electronics manufacturer, which has shrunk practical home dish from one meter to one foot, is quoting prices of \$200-\$250 each in quantities of 10 million.

Longer days?

There could be fringe benefit for U.S. daytime radio broadcasters resulting from conference of U.S., Canadian and Mexican broadcaster associations in Williamsburg, Va. (page 29). Among American delegates judgments differ on degree of Canadian willingness to temper objections to operation of U.S. daytimers from 6 a.m. to 6 p.m. (instead of sunrise to sunset as now). Some came away from meeting with opinion Canadians might go all way. Others disagreed. Nobody was mentioning attitude of U.S. full-time broadcasters who could be affected. There's U.S. treaty with Mexico fixing 6-to-6 standard.

Dropouts

Effect of NBC-TV's protracted daytime ratings slump on its station clearances—and vice versa—may be found in coverage figures in Nielsen rating books. In week of Nov. 17-23, for instance, while ABC and CBS daytime programs had coverage factors predominantly in 90-99% range, three NBC half-hours were in their 70's: *Las Vegas Gambit* and *Blockbusters*, game shows that followed low-rated *David Letterman Show* into 10-11 a.m. (NYT) period, had 75% coverage, former carried by only 133 stations and latter by 137. *Card Sharks* at noon was on 133 stations representing 70% coverage. Other NBC game shows had lineups representing 90% coverage, but soap operas for most part did far better: *Days of Our Lives* was on 207 stations with 99% coverage; *Another World*, 206 with 99%, and *Texas*, 199 with 98%. For week, NBC had daytime average rating of 4.2, compared with 7.7 for ABC and 7.0 for CBS.

Record for shortest lineup, however, went to CBS's *One Day at a Time* strip, cleared by 124 affiliates representing 72% coverage. Shortest string on ABC was for *Edge of Night*, 152 stations with 83% coverage.

In and out

International Creative Management, talent agency that launched ICM Television Marketing syndication arm early this year, has pulled back from marketplace, with division's activities suspended "indefinitely." Nashville-based Thompson Inc. has taken over distribution of *Richard Simmons Show*, said to be airing in 70 markets on barter basis.

We're talking to Am



NEW YORK
Andy Orgel
212/944-4600

CHICAGO
Scott Hulst
312/661-1670

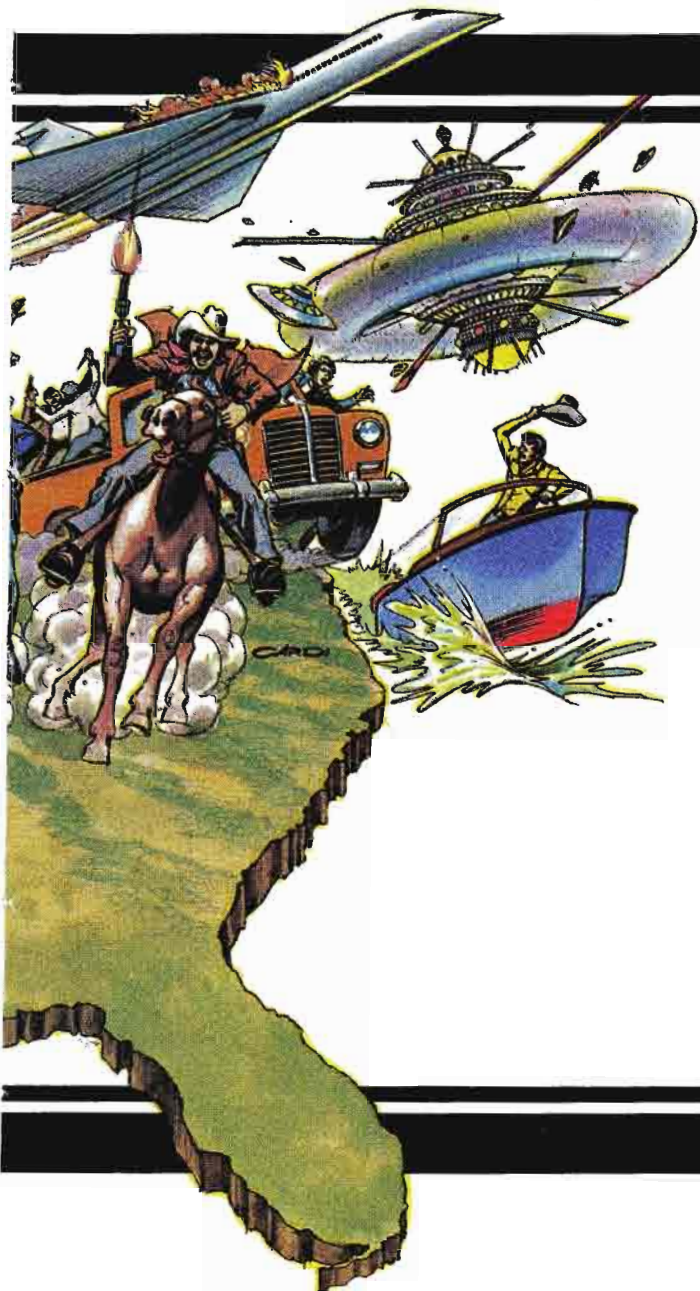
ATLANTA
Steve Adams
404/320-6808

DENVER
Larry Schneider
303/741-3600

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

LOS ANGELES
Peter Lauer
213/506-8316

the movies erica.



The Movie Channel is taking the movies to America. And we're doing it in a big way, with a compelling multimillion-dollar advertising campaign for 1980-81 in television, radio and print. This ad is your preview of what the campaign will look like.

In a cable television marketplace cluttered with confusing claims, *The Movie Channel* stands out with a very simple concept: All movies, nothing but movies, 24 hours a day. America is going to love it.

All the research tells us that this is the kind of programming that subscribers everywhere want most. Only *The Movie Channel* brings it to them, around-the-clock, and in the widest variety: the smash hits, the classics, the foreign films, and special film festivals. They'll all be there, no matter what time of day or night subscribers want to see them.

Programming that attracts and holds subscribers is important to your profit picture. Let us show you how *The Movie Channel* can help your system, and your profits. Call your local Field Representative. And bring the movies to your part of America.

**THE
MOVIE
CHANNEL™**



**We're taking the movies
to America.**

Business Briefly

TV ONLY

Gloria Marshall Figure Salons □ Begins Jan. 5 for first quarter in over 10 markets. Day, early fringe and fringe times. Agency: Donald D. Lewis, Los Angeles. Target: total women; working women.

Ralston-Purina □ Fruit Chips. Begins Dec. 29 for 10 weeks in six markets. Children's programming. Agency: CPM, Inc., Chicago. Target: children, 6-11.

Quaker Oats □ Cap'n Crunch cereal. Begins Dec. 29 for nine weeks in over 25 markets. Day, fringe and children's programming. Agency: Adcom, Inc., Chicago. Target: children, 6-11.

S.C. Johnson & Sons □ Enhance cream conditioner. Begins this week for six weeks in three test markets. Day, late fringe and prime times. Agency: Needham, Harper & Steers, Chicago. Target: total women.

Western Co. of North America □ Petroleum. Begins Dec. 20 for six weeks in about 20 markets. Sports times. Agency: William F. Finn & Associates,

Tyler, Tex. Target: adults, 25-49.

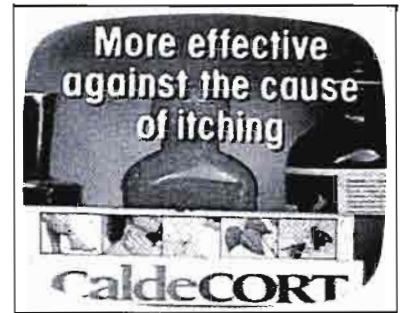
First Union National Bank □ Begins Dec. 29 for six weeks in five markets. Fringe and prime times. Agency: Burton-Campbell, Atlanta. Target: adults, 25-49; adults, 35 and over.

Car Quest □ Automotive supplies. Begins Jan. 5 for three weeks in Michigan markets. Fringe, prime and weekend times. Agency: The Pitluk Group, San Antonio, Tex. Target: men, 18-49.

U.S. Home Corp. □ New homes. Begins Jan. 26 for three weeks in 26 markets. All day parts. Agency: Gray O'Rourke Sussman, Houston. Target: adults, 18-49.

Grolier Enterprises □ Disney Book Club. Begins this month for varying flights in Salt Lake City; Spokane, Wash.; Peoria, Ill.; Wichita-Hutchinson, Kan., and Minneapolis. Agency: Wunderman, Ricotta & Kline, New York. Target: women, 18-34; children, 6-11.

Associated Milk Producers Inc. □ Begins Dec. 22 for two weeks in 50 markets. All dayparts. Agency Crume & Associates, Dallas. Target: teen-agers,



Spreading into TV. Spending \$1 million on prime-time network TV for six-week introductory campaign, Pharmcraft will promote new CaldeCORT hydrocortisone skin medication cream in first quarter of 1981. Rumrill Hoyt, New York, agency for Pharmcraft, also plans network TV campaign for additional 26 weeks later in year. Total prime-time schedule is expected to reach 92% of all U.S. households.

12-17; adults, 18-34; women, 25-54.

Dal Art □ "New Year's Evil" movie. Begins Dec. 20 for two weeks in various Texas markets. Fringe times. Agency: Barkley & Evergreen, Dallas. Target: adults, 18-34.

Handleman Co. □ K-Mart record promotion. Begins this week for one week in Minneapolis; Milwaukee; Green Bay, Wis.; Peoria, Ill., and Davenport-Rockford-Moline, Ill. Day, fringe and weekend times. Agency: Smith, Badofsky & Raffel, Chicago. Target: adults, 18-34; teen-agers, 12-17.

J.L. Hudson □ Department stores. Begins Dec. 14 for one week in Michigan, Indiana and Ohio markets. Agency: Hudson's Reel People, Detroit. Target: adults, 18-54.

RADIO ONLY

Del Taco □ Fast food restaurants. Begins Jan. 12 for 52 weeks in Georgia and Texas markets. Agency: McCaffrey & McCall, New York. Target: adults, 18-34.

Kraft Inc. □ Miracle margarine. Begins Jan. 5 for 12 weeks in 24 markets. Morning drive, middays and afternoon drive times. Agency: Needham, Harper & Steers, Chicago. Target: women, 25-54.

Pabst Brewing Co. □ Andeker beer. Begins this month through mid-January in Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Indianapolis, Detroit and Minneapolis. Agency: Ogilvy & Mather, San Francisco. Target: men, 18-34.

Farmland Foods □ Begins this week for

Metromedia, Incorporated

has purchased
radio station

KJR

Seattle, Washington

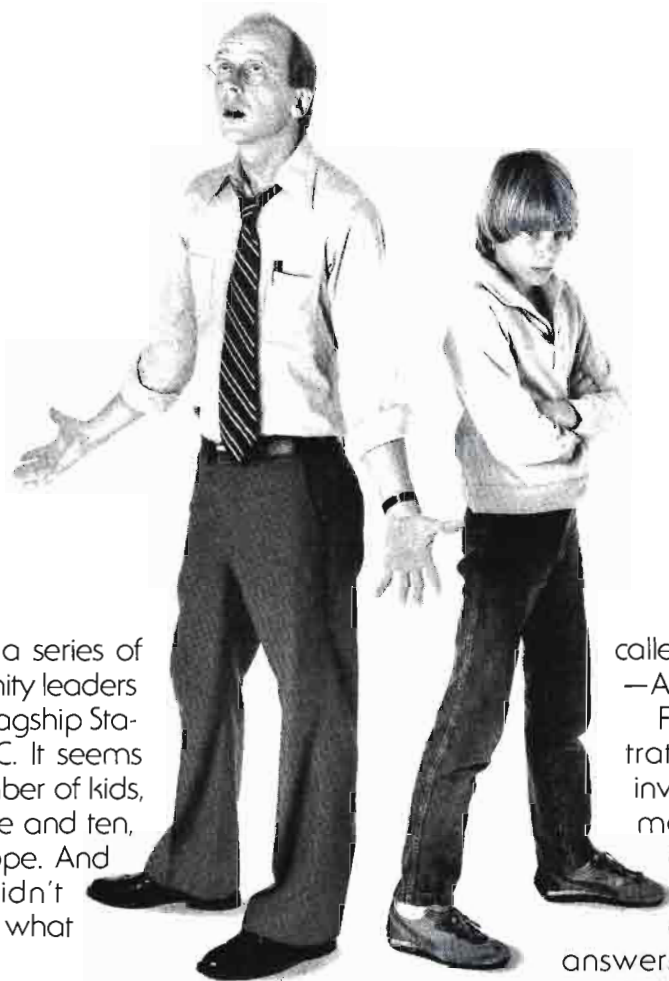
The undersigned initiated this
transaction and represented

Kaye Smith Enterprises

R. C. CRISLER & CO., INC.

Cincinnati, Ohio

MOST KIDS DON'T TELL THEIR PARENTS ABOUT DRUGS. UNFORTUNATELY, THE REVERSE IS ALSO TRUE.



The idea grew out of a series of meetings with community leaders planned by our NBC Flagship Station in Washington, D.C. It seems that an increasing number of kids, some as young as nine and ten, were turning on to dope. And their parents either didn't know—or didn't know what to do.

They just didn't speak the same language.

That suggested a real opportunity for a television station to help. So WRC-TV brought together an advisory panel of 25 drug experts from the District, Maryland and Virginia. They cooperated in designing a unique prime time special we

called "My Children, Your Children — A Parent's Guide to Drugs."

Featuring vignettes to illustrate actual family problems involving drug use, each dramatization was followed by a multiple choice quiz. Home viewers and the studio audience compared their answers with those provided by

experts. Everybody learned something.

Including us.

All NBC Flagship Stations share a common responsibility to identify and help solve significant problems in the communities they serve. It's our business to communicate. Sometimes that means helping our audience to do the same.

THE FLAGSHIP STATIONS OF NBC

WRC-TV
WASHINGTON, D.C.

WNBC-TV
NEW YORK

KNBC-TV
LOS ANGELES

WKYC-TV
CLEVELAND

WMAQ-TV
CHICAGO



AdVantage

For network radio planning. Arbitron Radio is scheduled to issue this week fifth annual edition of its nationwide service, containing estimates of radio network audiences based on spring 1980 survey containing more than 300,000 diaries. Report provides to demographics and dayparts of audiences listening to four ABC networks; CBS, Mutual, NBC, National Black Network, RKO, and Sheridan and nonwired networks, including Blair, Eastman, Katz, McGavren Guild and Torbet. Network subscribers pay \$34,000 if they ordered before July 15; will pay \$37,000 if they subscribe before it is published and \$42,000 thereafter. Agencies subscribing to Arbitron's basic radio report will receive nationwide free.

Radio growing. Fall 1980 RADAR report shows that audiences of network-radio affiliated stations reach 75% of national population and total radio reaches 95%. RADAR estimates that 75% network reach is increase from 71% in spring 1980 report and attributes growth to addition of RKO, Sheridan and The Source networks. Compiled by Statistical Research Inc., Westfield, N.J., report cites continuing growth of FM, which now represents more than 57% of total radio audience. RADAR says network radio now reaches about 130 million persons, 12 and over, while total radio reaches 170 million.

Moved. Television Bureau of Advertising has moved its headquarters to larger quarters at 485 Lexington Avenue, New York 10017. New telephone number: (212) 661-8440.

Meet Christal in St. Louis. Christal Co. has opened its 10th sales office, this one in St. Louis area, located at 130 South Remiston, Suite 310, Clayton, Mo. 63105. (314) 726-6340. Phyllis Engelbrecht is manager of new office.

Acquiring an agency. West Germany's ZBW, parent company of Wineland Baden Imports, has named Stiefel/Raymond, New York, as its advertising and public relations agency for Baden wines. Currently planning radio campaign for 1981. Stiefel/Raymond will introduce wine market-by-market.

two weeks in eight markets. Morning drive times. Agency: Barickman Advertising, Kansas City, Mo. Target: women, 25-49.

Northwest Ford Dealers □ Begins Dec. 26 for one week in Washington state. Morning drive, midday and afternoon drive times. Agency: Cole & Weber, Seattle. Target: adults, 25-54.

Herman's Sporting Goods Stores □ Begins Dec. 11 for three days in under 10 Northeastern markets. Morning drive, midday and afternoon drive times. Agency: Leber Katz Partners, New York. Target: adults, 18-49.

International Multifoods □ Boston Sea Party restaurants. Begins this month for various flights in Cincinnati; Memphis; San Antonio, Tex.; Omaha; Minneapolis-St. Paul; Philadelphia, and Buffalo, N.Y. Morning and afternoon drive times. Agency: Stevenson & Associates, Minneapolis. Target: adults, 18-54.

RADIO AND TV

Shell Chemical □ Bladex agricultural chemical. Begins Jan. 12 for 15 weeks in about 70 TV markets and about 100 radio markets. Radio spots run in morning drive times. Agency: Allen & Dorward, Houston. Target: farmers.

Dow Chemical □ Lorsban 15G agricultural product. Begins in January for first quarter in about 30 TV markets and over 80 radio markets. TV spots will run in news, fringe, sports, day and weekend times. Agency: Media/Marketing Service, Western Springs, Ill. Target: men, 25-54.

"The Christmas Songs"

Hosted by Mel Torme

Holiday spirits soar with the music of Les Brown and his Band of Renown. Swing into the Christmas Season with special guests Rich Little, Maureen McGovern, Marilyn McCoo & Billy Davis Jr., Roy Rogers and the Sons of the Pioneers, Richard Basehart and the Voices of Christmas.

**Saturday
December 13
on PBS**

Check local PBS listings

A KOCE,
Huntington Beach,
production in
association with
Two Feather Productions
of Hollywood



Made possible by a grant from Westinghouse Electric Corporation

RepReport

Ktzo(tv) San Francisco: To Adam Young Television (no previous rep.)

Kwms(am) Salt Lake City: To Lotus Reps (no previous rep.)

Wmai(am) Grand Rapids, Mich.: To Savalli and Schutz (no previous rep.)

Wbcu(am) Ithaca, N.Y.: To Lotus Reps from Savalli and Schutz.

Wtal(am) Tallahassee, Fla.: To Lotus Reps from Bolton.

Wldr(fm) Traverse City, Mich.: To Lotus Reps from Fred Smith.

Wfai(am) Fayetteville, N.C.: To Bernard Howard & Co. from Torbet Radio.

Wnpv(am) Lannsdale, Pa.: To Savalli and Schutz (no previous rep.)

One of the few things you and your accountant will agree upon.

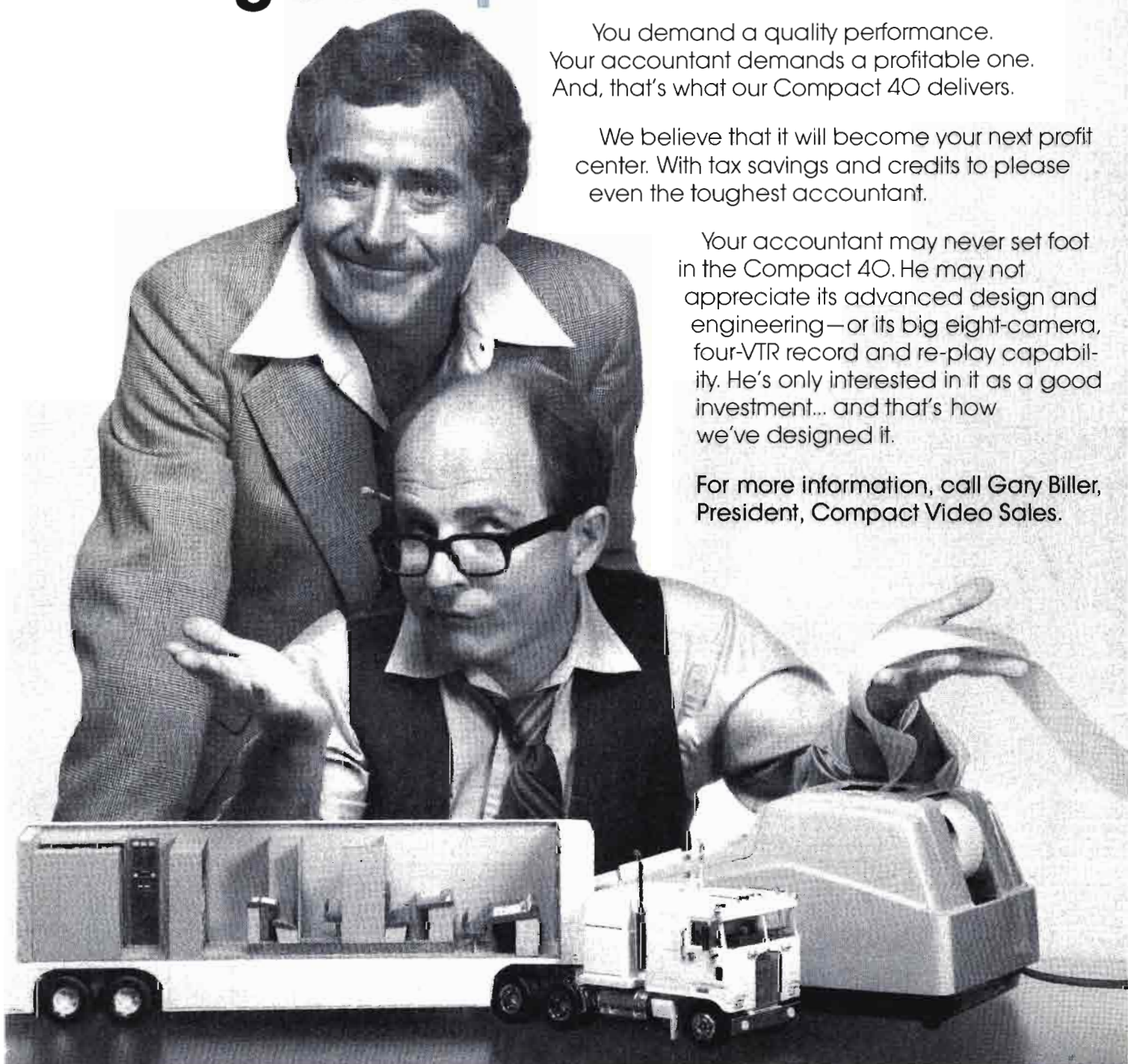
Owning a Compact 40.

You demand a quality performance.
Your accountant demands a profitable one.
And, that's what our Compact 40 delivers.

We believe that it will become your next profit center. With tax savings and credits to please even the toughest accountant.

Your accountant may never set foot in the Compact 40. He may not appreciate its advanced design and engineering—or its big eight-camera, four-VTR record and re-play capability. He's only interested in it as a good investment... and that's how we've designed it.

For more information, call Gary Biller, President, Compact Video Sales.



A Decade of Engineering Excellence

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REGIONAL OFFICES Eastern (215) 245-8886 Midwest (312) 337-5333 S. Eastern (404) 355-5255 S. Western (214) 783-0044 CMPVIDEO

STARKY & HUTCH.



ALWAYS WORKING.

ON AFFILIATES IN EARLY FRINGE, FOR EXAMPLE:

MEMPHIS WMC-TV (NBC) 4-5 pm M/F						
Doubles lead-in.						
	RTG	SH	WM	18-49 WM	M	18-49 M
3:30-4 Lead-in Kotter	4	20	18	12	8	5
4-5 Starsky & Hutch	8	29	43	23	17	10
% Increase	+100%	+45%	+73%	+92%	+89%	+100%
Big increase over last year's time period.						
10/79 Merv	5	17	25	10	15	5
10/80 Starsky & Hutch	8	29	43	23	17	10
% Increase	+60%	+71%	+72%	+130%	+13%	+100%
MILWAUKEE WITI-TV (CBS) 4:30-5:30 pm M/F						
Big increase over Rockford lead-in.						
And #1 in time period with women 18-49.						
	RTG	SH	WM	18-49 WM	M	18-49 M
4-4:30 Lead-in Rockford	5	19	21	13	19	11
4:30-5:30 Starsky & Hutch	9	24	41	28	35	21
% Increase	+80%	+26%	+95%	+115%	+84%	+91%
CINCINNATI WLWT-TV (NBC) 4-5 pm M/F						
Improved over lead-in.						
	RTG	SH	WM	18-49 WM	M	18-49 M
3:30-4 Lead-in Texas	5	14	35	16	7	2
4-5 Starsky & Hutch	7	22	36	20	21	12
% Increase	+40%	+57%	+3%	+25%	+200%	+500%
Solid gains over S&H performance last Oct.						
	RTG	SH	WM	18-49 WM	M	18-49 M
4-5 pm M/F						
10/79 Starsky & Hutch	6	20	26	15	18	10
10/80 Starsky & Hutch	7	22	36	20	21	12
% Increase	+17%	+10%	+38%	+33%	+17%	+20%

A Spelling/Goldberg Production distributed by



COLUMBIA PICTURES TELEVISION



WHO'S REALLY CLEANING UP OUR CITIES?

Coast to coast, Barney Miller is working like gangbusters. 86 cities are now under police protection and the numbers are coming in big. Book 'em!

% increase over last October time period

CITY	RATING	SHARE	TOTAL WOMEN	WOMEN 18-49
Boston	+75%	+75%	+123%	+100%
Philadelphia	+33%	+60%	+105%	+74%
Chicago	+11%	+26%	+30%	+38%
San Francisco	+57%	+43%	+68%	+56%
New York	+11%	+6%	+41%	+47%

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Monday Memo®

A broadcast advertising commentary from Joe Cohen, executive VP, National Association of Recording Merchandisers, Cherry Hill, N.J.

Using advertising to keep the music moving

Everyone is aware of the massive advertising campaigns telling us "milk is healthy," "orange juice is good for you," and "wool is quality." What consumers have not been told until now is that music is a thoughtful, lasting and inexpensive message of love and appreciation—that records and tapes make ideal gifts. In fact, the giving of records and tapes as gifts is an interesting new trend in the music business, and an increasingly widespread consumer practice, which caught us "insiders" by surprise.

According to a study done by Warner Communications Inc., an associate member of the National Association of Recording Merchandisers (NARM) and parent company of the Warner Brothers, Elektra/Asylum and Atlantic labels, some 40 million to 50 million Americans are already involved in this musical gift-giving. That's 12% of industry sales, or \$400 million for musicland's coffers, without any particular effort by record retailers and merchandisers to generate these year-round sales. Every 1% of additional gift-related sales we can add to that 12% would result in another \$40 million in volume.

These findings prompted us to take a new look at the way the industry markets records and tapes.

Unlike the dairy, citrus and wool industry associations, which spend from \$6 million to \$11 million to get their message to the public, we decided to "piggyback" on the more than \$100 million in advertising already done by the recording industry each year.

We introduced the "Gift of Music" campaign at NARM's annual convention in Las Vegas last March, showing our 500 members, including record retailers, wholesalers and record company executives, a full spectrum of promotional vehicles for "Gift of Music." We created a "Gift of Music" logo—a gift bow with musical notes in the center of each loop—and slogan, "Give the Gift of Music." In addition, we produced three-and-a-half and five-second full-color "Give the Gift of Music" video trailers, which we made available at no charge to all industry companies, as well as posters, buttons and newspaper slicks of the logo and slogan for inclusion in advertising. You may have already seen these in newspaper and magazine ads, billboards, and posters throughout the country.

Since that time, about 90% of the NARM membership has begun using the "Gift of Music" in their advertising and promotion, from point-of-sale racks, posters and signing to special "Gift of Music" advertising supplements. The



Joe Cohen is executive vice president and chief of staff of the National Association of Recording Merchandisers, one of the nation's largest trade organizations, which represents the recorded music industry. He is also the architect of the first unified promotional effort in the 104-year history of the \$3.7-billion-a-year music industry—"Give the Gift of Music," designed to stimulate year round sales of records and tapes as gifts.

"Gift of Music" logo and slogan are beginning to saturate the airwaves.

Manufacturers such as K-tel, record retailers like Record Bar and Budget Records, and record companies such as Elektra/Asylum, Capitol and CBS are among the many that are using the "Gift of Music" slogan and logo, and the video trailer—a full color animation consisting of musical notes spinning into view to form the core of the logo, followed by the slogan, "Give the Gift of Music."

K-tel has launched a \$3 million to \$5 million campaign that is currently running in 125 markets through Christmas to support its product, which is carried in some 25,000 to 30,000 retail outlets. Budget Records and Tapes, with 93 retail outlets west of the Mississippi, is using the "Twelve Days of Christmas" theme in a major advertising campaign featuring various record and tape selections for Christmas gifts. The commercials, running on shows such as *The Today Show*, *Good Morning America*, *The Tomorrow Show*, and *Saturday Night Live*, feature gift certificates with the "Gift of Music" logo and slogan and use the "Gift of Music" in a voice-over tag. Radio commercials that are running on country, progressive, rock, top 40, AOR and MOR stations also highlight the "Gift of Music." In addition, the chain is utilizing "Gift of Music" materials on in-store signing, posters and billboards.

Record Bar, with some 110 stores across the country, has been using the "Gift of Music" logo and slogan since June, incorporating it in merchandising displays and

on special ads dealing exclusively with the "Gift of Music" theme. Television commercials, primarily on late-night music-oriented programming, also carry the "Gift of Music" message.

Elektra's Christmas advertising campaign, which includes the "Gift of Music" logo and slogan, is now running in 32 key metro markets on TV, radio and in print; Capitol's Christmas TV campaign features an animated Santa Claus and his elves choosing records and tapes as gifts.

Montgomery Ward has installed permanent "Gift of Music" display racks, and Woolworth/Woolco and Sears, Roebuck are both incorporating the "Gift of Music" in their advertising and point-of-sale materials, as are department and record stores across the country. Fantasy Records is including the logo and slogan on all its new album releases as is Boardwalk Records.

Radio is playing an increasingly important part in the "Gift of Music" campaign. Last June, the Black Music Association (BMA) incorporated the "Gift of Music" message into its public service radio campaign to promote Black Music Month. Thirty-second spots recorded by artists such as Teddy Pendergrass, Stephanie Mills, Sylvester, Millie Jackson and Melba Moore were tagged with the statement, "Give the Gift of Music during Black Music Month." They were aired over stations in the Sheridan Broadcasting System, the Mutual Black Network and the National Black Network. BMA plans to include "Gift of Music" in public service campaigns it is now planning for Black Music Month in June 1981.

Word, the largest distributor of spiritual music, is tying into the "Gift of Music" through a special kit sent to its select 700 retailers, including a "Gift of Music" product mobile, newspaper slicks and four sampler in-store albums, each representing one of the four categories of religious records: contemporary, praise, Christmas and black.

So what does all of these mean to the music business? First, it means increased sales. Based on the initial success retailers and wholesalers experienced over the Mother's and Father's Day holiday following the introduction of the campaign, we predict that those who tie in with the "Gift of Music" campaign can expect a 20% increase in sales.

The movement towards musical gift-giving also reinforces the discovery by other industries that personalized gift-giving is "in"; that the "me" decade of the seventies has begun to yield to the "we" decade of the eighties; and that pre-recorded music has already begun to carve its niche in a growing list of more specific, more personalized ways to say: "I care."

Make news with our lightweight new TK-86. It's a worthy successor to RCA's trusty TK-76, the ENG/EFP veteran that's served beyond the call of duty on newsfronts around the world. Through hell and high water.

It has the same basic electronics as the celebrated TK-76, but uses 33% less power. And there's the same ruggedness, reliability and serviceability. But shoulder the TK-86, and feel the difference.

With its form-fitting base, it nestles comfortably and securely on the shoulder. It's nicely balanced. And it can remain conveniently upright when you set it down.

It has an improved optical system, with a totally-sealed f/1.4 beam splitter. It's available with low-capacitance versions of the Saticon® or Plumbicon® tubes. And with a full range of remote control devices. Of course, it's backed by incom-

parable RCA Tech-Alert service. See your RCA Representative. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

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■ Indicates new or revised listing

This week

Dec. 9—Walter Cronkite, CBS News anchor, will deliver third annual *Frank E. Gannett lecture* at 8 p.m., Presidential ballroom, Capital Hilton hotel, Washington

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* cable operators programming seminar Disneyland hotel, Anaheim Calif Information (202) 296-4219

Dec. 9—*U.S. Office of Consumer Affairs and National Citizens Committee for Broadcasting* brown bag lunch, Carnegie building, Washington. Speaker: Henry Geller, director of National Telecommunications and Information Administration.

Dec. 10—Third in series of luncheon meetings between representatives of business and journalists to discuss business/media relationships. Sponsor is *The Media Institute*. Guest speaker is Ford Rowan, Independent Network News Washington correspondent. The University Club, Washington

Dec. 10—FCC deadline for comments on its proposed rulemaking on FM quadrasonic broadcasting

Reply deadline, Feb 9

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

■ **Dec. 11**—*National Association of Spanish Broadcasters* seminar, where it will present a study, "U.S. Hispanics—A Market Profile" Mayflower hotel, Washington

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

Also in December

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

Dec. 15-16—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting Diplomat hotel, Hollywood, Fla.

■ **Dec. 15-17**—*Arbitron Radio Advisory Council* meeting The Breakers hotel West Palm Beach, Fla

Major Meetings

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* 18th annual conference. New York Hilton and Sheraton Centre. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 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 5-9, 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.

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 convention. 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.

Aug. 16-19, 1981—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

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

Sept. 20-23, 1981—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23, 1981—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Oct. 25-30, 1981—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

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


Nov. 9-11, 1981—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

■ **Nov. 11-14, 1981**—*Society of Professional Journalists*, Sigma Delta Chi national convention. Washington.

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WMAR, Tic Tac Dough18/34

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Source: A.C. Nielsen Co. Viewers in Profile, Oct., 1980.



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Dec. 15-18—10th annual Conference for Journalists sponsored by *Washington Journalism Center*: "The Economic Outlook for 1981" Watergate hotel, Washington

January 1981

Jan. 7—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar. Shoreham hotel, Washington.

■ **Jan. 7-9**—*Arbitron Television Advisory Council* meeting. The Canyon hotel, Palm Springs, Calif.

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

Jan. 9-10—*National Federation of Local Cable Programmers* regional conference. Baltimore.

Jan. 11-13—*California Broadcasters Association* winter convention. Spa hotel, Palm Springs, Calif.

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference*, independent, voluntary membership organization Iliaki 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 North State Street, 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. 15-16—*Virginia Association of Broadcasters* winter meeting. Richmond, Va., Hyatt.

Jan. 15-18—*Alabama Broadcasters Association* annual winter conference. Opryland hotel, Nashville.

Jan. 16—*Utah Broadcasters Association* convention. Airport Hilton, Salt Lake City.

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

Jan. 18-21—*Association of Independent Television Stations (INTV)* 8th annual convention. Century Plaza, Los Angeles.

Jan. 18-21—*Ohio Association of Broadcasters* executive conference. Sonesta Beach hotel, Key Biscayne, Fla.

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

■ **Jan. 24**—*Mississippi Broadcasters Association* mid-winter sales seminar. Sheraton hotel, Jackson, Miss.

Jan. 25-28—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. 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.

Jan. 30-31—*Broadcasters Promotion Association* board meeting. Caesars Palace, Las Vegas.

■ **Jan. 31**—*National Press Photographers Association* annual television news photography competition. Sponsors are *NPPA*, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Deadline for entries: Jan. 31. Information: Sheila Keyes, *NPPA*, 23918 Via Copeta, Valencia, Calif. 91355. (805) 259-1136

Jan. 31-Feb. 3—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas

February 1981

Feb. 3—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

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—Deadline for submission of entries for *Overseas Press Club* 1981 awards competition. Presentation of prizes will be made at annual awards dinner at Waldorf Astoria hotel, New York, April 29. Information: OPC Office, 52 E. 41st St., New York, N.Y. 10017, (212) 679-9650.

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

Feb. 7—*Florida Association of Broadcasters* mid-winter conference. Jupiter Beach Hilton, north of Palm Beach, Fla.

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

Feb. 12—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

Feb. 12—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff.

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

Feb. 20-21—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

Feb. 20-22—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

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.

March 1981

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

March 3—*Florida Association of Broadcasters* reception for Florida delegation. Florida House, Washington.

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 and Sheraton Centre.

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 19-20—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

March 22-29—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

March 24—*New York State Broadcasters Association* annual meeting. Essex House, New York.

March 24-25—*Ohio Broadcasters* Salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

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

Record straightener

EDITOR: Your editorial on the efforts of Representative Lionel Van Deerlin to rewrite the Communications Act ("Casualty's casualty," Nov. 17) distorts Mr. Van Deerlin's position on radio deregulation. His NRBA speech in 1978 did not point to declining profits in radio "with apparent approval" nor were unprofitable operations his "ideal."

In comparing the radio industry of 1952 to that of 1976, Mr. Van Deerlin made a compelling case, in economic terms, for radio deregulation. His point was that it is misleading to look *only* at pre-tax profits of the industry. Adjusted for inflation and for the growth in number of stations (the industry nearly *tripled* in size in those 25 years), the *average* profit per station in 1976 was *half* of what it was in 1952. In other words, despite what appears to be dramatic growth in industry profits, the *average* station is not nearly as profitable as it was 25 years ago.

Your readers might be interested in the conclusions Mr. Van Deerlin drew from these facts. In his words, "radio is an industry where there is ample evidence of competition . . . competition which is providing diversity of choice to the consumer." His position was clearly stated—"I am more convinced than ever that the time has come for radio deregulation—*now*, not in 10 years—and in *all* markets, not just the major ones." Those should be remembered as his "exit lines."—*Harry M. Shooshan III, Shooshan & Jackson, Washington.*

Editor's note. Shooshan, now in private law practice, was staff director of Van Deerlin's House Communications Subcommittee.

An AM answer

EDITOR: Your retrospective on the past 50 years of radio has certainly elicited much response from the fraternity that comprised the "movers and shakers" of that era. I too enjoy the look back.

However we're now in the 80's and what television did to radio after World War II, FM has now done to AM. Instead of wringing hands and crying "foul," how about doing something constructive? Let us look at the facts:

Stereo will not be the salvation of AM; in fact my studies indicate the crossover to FM has not so much been predicated by stereo or superior signal quality as it has been to more relatable formats; the mere fact that a station is "FM" has hip appeal.

Millions of consumers will not go rushing out to purchase AM stereo receivers unless the industry is programing something they want to hear. News/talk is not enhanced by stereo. Lip service to superior or effective programing will not

change the tide. AM radio needs to make a strong commitment to researched, relatable formats, as we should have when TV came along . . . but didn't. Copycat radio has put us in this position; innovation will correct it.

Gordon McLendon stated it best in your recent interview when he said: "It all begins with creativity and programing. You can have the greatest sales staff and signal in the world and it doesn't mean a thing if you don't have something great to put on the air." Is your station sounding *great* today?—*Gerald R. Cunningham, WNAP(FM) Indianapolis.*

Other questions

EDITOR: The "Monday Memo" by Samuel Thurm in your Nov. 24 issue correctly chastised FCC Chairman Charles D. Ferris, but for the wrong reasons. The issue does not seem to be whether there is going to be advertising or not. The cost to consumers of marketing—which includes advertising—will probably remain essentially constant over time so long as we have an economic system that rewards marketing

(or advertising).

The issues are much more fundamental and include policy questions such as whether a basic cable service ought to be provided free to all homes, whether municipal or cooperative ownership of means of communications are superior to existing means of distribution and whether, with respect to the so-called "free TV" that we get now, we are getting what we pay for.—*Samuel A. Simon, executive director, National Citizens Committee for Broadcasting, Washington.*

What's new and what's not

EDITOR: The Dec. 1 issue of BROADCASTING (page 108) indicates that Jack Valenti spoke before "the newly organized Federal Communications Bar Association of New York." As you know, the FCBA is a national organization and its roster includes a substantial number of members in the New York area. There is no newly organized FCBA of New York. What is new is the FCBA's New York Coordinating Committee, under the chairmanship of Zave Unger, which plans activities for the FCBA's members who are in the New

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 WXYZ, ABC World News 10/20

Source: A.C. Nielsen Co. viewers in Profile, Oct. 1980

York area. Mr. Valenti addressed a luncheon planned by that committee for our New York members.—*Linda A. Cincinnati, president, FCBA, Washington.*

'Citizens' of another stripe

EDITOR: As a nonprofit public interest group that has been involved in major constitutional cases and issues over the past few years, we at the Washington Legal Foundation were somewhat disappointed by your reportage on the radio format case before the Supreme Court (*WNCN vs. FCC*) and the pending EEO proposals by the FCC Nov. 10.

You stated that the FCC's and licensee's position "is being opposed by 11 citizen groups . . . represented in three friend-of-the-court briefs." That may be true, but you failed to mention that the Washington Legal Foundation filed a friend-of-the-court brief in support of the FCC's position in which we argued that for public policy and constitutional reasons, the marketplace is preferable to the bureaucratic regulation of programming. We are a citizen group comprising some 80,000 members and supporters nationwide. We believe that those groups that opposed the FCC and licensees on this issue do not have a lock on the appellations of "citizen groups" or "public interest." I would bet that the majority of the "public" in fact supports our position rather than that of the so-called other "citizen groups" you refer to.

In the same vein, your other article dealing with FCC's latest EEO initiatives made it clear that "public interest groups . . . argued for even tougher controls." As a presidential candidate once said during a recent debate, "There you go again." The Washington Legal Foundation filed a strong attack on the FCC for this ridiculous and unnecessary proposal. As a public interest group, we called for the termination of this rulemaking.

I am sure that your readers will be hearing more about WLF's activities in the broadcast media field and that this introduction of WLF is just that—the beginning.—*Paul D. Kamenar, director of litigation, Washington Legal Foundation, Washington.*

Errata

Number of affiliates for Mutual Broadcasting System's *Larry King Show* is **212**, not 105 as stated on page 72 of the Dec. 1 issue.

Broadcast Enterprises National Inc. was **seller**, not buyer of **wckx(FM) Clearwater, Fla.**, as reported on page 61 of Nov. 24 issue. In addition, **Wwba Inc.** is not challenging sale of **wckx** from **BENI** to **Metroplex Communications** of Tampa Bay Inc., but rather is challenging pro forma transfer from **Metroplex** to **Metcom Associates**, Ohio limited partnership.

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 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,
 Vanida Subpamong, 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.*

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 Rufus Crater, *chief correspondent—bureau chief.*
 Jay Rubin, *senior correspondent—asst. bureau chief.*
 Rocco Famighetti, *senior editor*
 Anthony Herring, *assistant editor.*
 Karen Parhas, *editorial assistant.*
 Marie Leonard, Mona Gartner, *advertising assistants.*

Hollywood: 1680 North Vine Street, 90028.
 Phone: 213-463-3148.
 Richard Mahler, *correspondent*
 Tim Thometz, *Western sales manager.*
 Sandra Klausner, *editorial-advertising assistant.*

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



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TOP OF THE WEEK

ABC goes for it in cable, joins Warner Amex in 'Alpha' venture

Two out of the television big three are now aboard networking bandwagon; service will begin in April, concentrate on culture with advertiser underwriting

ABC made it two out of three in the cable capitulation sweepstakes last week, announcing that it will create a new cable programming network—in association with Warner Amex Satellite Entertainment Corp.—to begin operation in April 1981.

The move was not totally unexpected; ABC had announced its general intention to supply some form of programming to the cable business almost a year ago. But there was nevertheless some surprise; of the three network organizations, ABC has been the most resistant, and hostile, to the growing competition from cable TV.

CBS was the first of the networks to make the break. It announced the formation of its CBS Cable Unit just before the National Cable Television Association convention in Dallas last May (BROADCASTING, May 19). ABC's announcement was timed for the eve of the Western Cable Show, that medium's number-two event, and was obviously intended to dampen CBS's thunder in Anaheim.

The new ABC service will be called "Alpha," and is said to be the first of several cable network services from that company. The man in charge: Herbert A. Granath, vice president of ABC Video Enterprises. Last week's announcement carried the conspicuous imprimatur of ABC Inc. President Elton Rule and of ABC Television President Fred Pierce, to whom Granath reports.

Although both CBS and ABC last week were emphasizing differences in the services they plan to offer, the similarities in the basic cable, advertiser-supported, culturally oriented programming that's to be carried on Alpha and on CBS Cable prompted questions about competition between the two for advertiser dollars and audience as well as competition these cable services together might offer to the over-the-air efforts of the Public Broadcasting Service.



Joint venturers. ABC's Granath (l) and Warner's Schneider

Alpha is to be a "collaboration" of ABC and Warner Amex, and the news about it was styled as a distinct joint announcement by Granath and WASEC's president, John A. Schneider. An April 5 premiere is promised, with Alpha carried on the Satcom 1 transponder WASEC uses for its Nickelodeon children's channel. WASEC will begin Nickelodeon's broadcast day an hour earlier than the present 9 a.m. Eastern time to permit Alpha to start at 9 p.m., the Alpha program for a given day will vary between 2.5 and 3.5 hours in length. WASEC currently estimates its subscriber base for Nickelodeon at 3.5 million households on over 700 affiliates, and operators carrying that service will not be charged extra for Alpha.

In describing Alpha, ABC called it "the first distinguished, worldwide exploration of the performing and visual arts on a nightly basis on cable television." (CBS Cable isn't scheduled to start until midyear.) Granath claims to already have available a year's worth of programming for the new channel, with one basic principle that "each original evening's entertainment is an entity unto itself."

According to WASEC's Schneider, discussions concerning the "joint effort" have been under way for at least nine months. He says neither side was a suitor in making the arrangement—"we just met in the middle of Sixth Avenue one day." The resulting Alpha is "a real symbiotic relationship," in Schneider's view, with

ABC providing the programming and his WASEC organization providing not only distribution (transponder time) but the marketing organization as well.

That's one reason ABC won't be at Anaheim with a booth—the company notes that WASEC, an exhibitor at the Western show, would be responsible for the actual signing of affiliates. ABC's presence at the convention (Granath and some staffers will be at Anaheim, while he's also on the schedule of the USC conference earlier in the week) is thus reminiscent of CBS Cable's down-played appearance at the last National Cable Television Association convention in Dallas.

Some of Schneider's observations suggest a certain experimental tone to the Alpha venture. "This is an important learning process," he said, determining what kind of cultural programming people will want, how big an appetite there is for such material and how to program to satisfy that appetite. The agreement between the two companies, he noted, is only for one year.

Granath, however, insists that Alpha isn't simply an experiment—"we're in this for the long haul," he said, adding that Alpha is "the kind of service cable is all about." That the signed agreement is for one year was just "to put some finite time limit" on it; at the end of six months, he suggests, the partners can agree on an extension. For the long haul, he stressed,

ABC plans additional cable services, with one that's "not on Warner" now targeted for a fourth-quarter 1981 introduction. Further information will be forthcoming next month, Granath said.

The selection of Alpha, a cultural offering, as the first ABC cable service was made on the basis of extensive research into new media that ABC commissioned at a cost of over \$1 million, said Granath. That research indicated the existence of two large segments of the population, neither heavy television viewers, who are seen as prime consumers of the type of product Alpha would offer.

The first group Granath mentions is a 16% chunk of Americans who are the core audience for theater, ballet and other art forms. They're an upscale audience in both education and income, and what little television viewing they do is concentrated on PBS, according to Granath. While he doesn't want to "alienate" them with Alpha, Granath intends to pitch his service primarily at another, larger group—some 24% of the country that ABC research identified as having high education but more medium income, and who have diverse interests. These people, Granath says, focus their light television viewing on actuality programs such as news—"they find PBS stuffy and dull."

That analysis will be reflected in the way Alpha is packaged and promoted, according to Granath. One indication is the sort of regular host/hostess ("to be named shortly") that Granath says is being considered for Alpha—no "Alistair Cooke or

Dick Cavett," but "as a for-instance, a David Hartman—someone recognized by the public as interesting, interested, intelligent and caring."

One aspect of Alpha that's drawn a lot of attention and generated some confusion is the concept of "underwriting"—the form the advertising is supposed to take. The program material itself will be uninterrupted, but Granath indicated Alpha underwriters will receive "identification beyond PBS—they'll have billboards in the traditional sense," 10- or 15-second spots with the opportunity for a product ID. He accepts a comparison to the type of spots that appear on network "newsbreaks."

Seven "charter" underwriters will be sought for the first year—they'd subscribe for the year and not be associated with individual programs.

The package that will be offered underwriters goes beyond the on-air ID, according to Granath. The advertisers will be given access to the research and data ABC has on cable and will acquire through Alpha. "We're pushing the learning experience of cable advertising."

Furthermore, advertisers will be able to "extend" their identification to videodisk and cassette material that might be based on Alpha.

On the research front, Granath and Schneider both point to the research capacity they expect to have, thanks to an expansion of the Qube capability of WASEC's related company, Warner Amex Cable Communications.

Over at the competition, CBS Cable's chief, Robert Shay, asked for reaction, began by noting that "we never assumed we'd be getting into cable all by ourselves."

"Competition is the key to every form of venture," Shay added, going on to point out what he considers the distinctions between CBS Cable's announced plans and Alpha. Shay's group is looking to provide 12 hours a day of programming, 60% of it produced especially for the cable channel. Alpha, he notes, is a comparatively short program form, and is to have only about 25% of its material specially produced. CBS also will be offering actual commercials, and has in the past spoken of a perceived advertiser desire to be able to present a "message," not merely an ID.

As to whether he's been beaten to the punch by ABC, Shay said: "We're not in a hurry. We want the thinking to be right when we go on." And it will take until mid-1981 to get the apparatus in place.

At PBS, there are no signs of panic, either. Peter Downey, senior vice president, says that over 15 years the noncommercial network has built loyalty and respect among its viewers.

"I'd say one of our objectives is to improve the quality of television in general and we welcome any effort to offer quality."

Downey also questioned any suggestion that commercial "underwriting" would undercut PBS funding. Those monies that find their way to PBS are usually earmarked for charitable purposes, he said.

InBrief

Time Inc. has "agreed in principle" to acquire **Capital Cable Co.**, operator of cable system serving **Austin, Tex.**, and two small contiguous communities, for estimated **\$50 million**. Capital's 12-channel system has 1,500 miles of plant and serves between 78,000 and 85,000 subscribers. Austin city official called it "one of the largest and most lucrative" systems in country. American Television and Communications Corp., Time's cable subsidiary, will operate system once agreement is finalized. Deal calls for Midwest Video Inc., midsize MSO, and LBJ Co., group broadcaster owned by estate of President Lyndon Johnson, to exchange their half shares in Capital for cash and subordinated notes, some of which are convertible into Time stock. Austin franchise, which contains all but 2,500 subscribers, is in year 17 of 20-year franchise and deal is contingent on city granting franchise extension. Franchise extension had been in jeopardy, but last Thursday city council authorized city staff to begin negotiations with Capital and Time for new franchise agreement. Darron Butler, city staffer in charge of cable matters, said his instructions from council "are to negotiate the most technologically advanced system available" within "a moderate and reasonable rate structure."

Former U.S. Representative **Louis Frey Jr.** (R-Fla.) has been **contacted by Reagan transition team about possible appointment as FCC commissioner**. Frey was member of Congress from 1968 to 1978 and was ranking minority member of Communications Subcommittee from 1974 through 1978. He was defeated in unsuccessful bid for Senate in 1978. He is currently attorney with Washington firm of Pepper, Hamilton & Scheetz and has formed company, Southern Broadcasting Corp., which has construction permit for ch. 43 in Melbourne, Fla. Company hopes to have station on air with call letters WKNA in 10 months.

Premiere antitrust hearing before Judge Gerald Goettel in New York

took on aspects of race against calendar last week, with sessions from 10 a.m. through 7 or 8 p.m. and extension expected through today or tomorrow (Dec. 8-9) in order to complete testimony; most participants were anxious to enplane for Western Cable Show activities on West Coast this week. Defense began to present its case Wednesday. Among witnesses: **Larry Hilford**, one of Premiere co-venturers (he's senior VP of Columbia Pictures), who focused on barriers to entry in pay cable marketplace, including long-term volume discounts provided by existing services. He contended that market leader, HBO, has "take it or leave it" attitude toward motion picture producers, pays far less than competitors Showtime or The Movie Channel for similar product.

No major rulemakings will be coming out of **FCC's Broadcast Bureau in December**. Of two remaining commission meetings scheduled for December, first (Dec. 16) will focus on common carrier issues including reconsideration of Computer II decision and possibly consideration of proposed rulemaking on telephone company-cable system crossownership. Members of commissioners' staffs suggest that second meeting (Dec. 18), to quote one, will be "typical end-of-year Christmas tree junk yard session," concerning many routine items affecting individual licensees. One cable item of interest may come up in December—consideration of Westinghouse request for short-term waiver of crossownership rules to enable it to acquire small amount of Teleprompter stock as preliminary step to merger.

FCC has denied petition by *Washingtonian* magazine asking that four noncommercial educational licensees (WNET-TV New York, KCET-TV Los Angeles, WITW-TV Chicago and WETA-FM-TV Washington) **be prohibited from promoting joint venture monthly magazine, *The Dial***, over air. Commission said rules do not forbid announcements in which *The Dial* is mentioned in conjunction with fund-raising activities, and that there was insufficient evidence supporting charge that promotions of *The Dial* have been anticompetitive. Burden of proof was put on *Washingtonian*. That organization's publisher, Philip Merrill (who, ironically, was mentioned in *Washington Star* last week as possibility to

Canadian, Mexican associations, with NAB, agree to seek more study on 9 khz

Williamsburg summit meeting drafts resolution that would put decision off until 1985

The National Association of Broadcasters and the Canadian and Mexican associations issued a joint resolution last Tuesday (Dec. 2) urging further study of technical and economic impacts that could result from a reduction of AM channel spacing from 10 to 9 khz in the Western hemisphere. Leaders of the three associations met in Williamsburg, Va.

Although conferees shared information on a number of issues of mutual concern, the discussion of 9 khz took most of their time. Canadian association representatives supplied the NAB and Camera Nacional de la Industria de Radio y Television (CIRT), the Mexican association, with results of studies it has completed on 9 khz. They indicate, among other things, that reducing channel spacing would cause increased interference, unfavorable impact on development of AM stereo, an adverse effect on audio processing, obsolescence of some radio receivers, disruptions to existing radio service and substantial economic cost without sufficient public benefit.



Summiters. These representatives of broadcaster associations from the U.S., Canada and Mexico met in Williamsburg, Va., last week. L to r: Jaime Robledo, CIRT engineering executive; Luis Ignacio Santibanez, CIRT president; Vincent T. Wasilewski, NAB president; G.G.E. "Ernie" Steele, CAB president; Donald Smith, CAB chairman, and Thomas E. Bolger, NAB joint board chairman.

"Independent of the results of the CAB studies," said the joint resolution, "and taking into consideration the unique effects reduced channel spacing may have on Canada, Mexico and the U.S., the CAB, CIRT and NAB believe that it is essential that further studies be conducted to determine the impact of such channel spacing reduction on the quality, availability and viability of local AM broadcast services in North America. If such studies do not establish that North American countries would benefit from the proposed channel spacing reduction, the three associations agreed to urge their respective governments not to support the proposed

change."

The resolution ends by recommending that formal resolution of the 9 khz issue be deferred from the agenda for the November 1981 Region 2 conference to that of the 1985 Region 2 conference. Such deferral, the three associations said, would give countries involved enough time to conduct further 9 khz studies.

Because the NAB joined CAB in its resolution, there was talk at the meeting that the Canadian association may soften its opposition to expanded hours for U.S. daytime stations. CAB indicated it might be willing to discuss this issue at a future date.

run Corporation for Public Broadcasting under Reagan administration), told BROADCASTING Friday he was steadfast in contention *Dial* (a) was unfair competition, (b) was in basic disregard of free enterprise principles and (c) violated "separation of press and state." As to trial balloon on CPB, he said: "I'm holding out for secretary of state."

National Association of Broadcasters has received more than 1,000 letters protesting its planned study of public opinion regarding contraceptive advertising on radio and TV. Letter-writing campaign was stimulated by editorial in *Columbia* magazine published by Knights of Columbus, Catholic lay organization. Study, authorized last January, is being conducted by Market Opinion Research, Detroit, and will question more than 2,800 people on human sexuality in programing, contraceptive and personal product advertising. Editorial accused broadcast industry of greed. Study is hoped to be completed by early 1982.

FCC issued **cut-off notice for 223 low-power television and translator applications.** Cut-off date for filing mutually exclusive applications with any on list is **Jan. 16, 1981.** Applications on list include those of Neighborhood TV Co. (Sears); Community Television Network; Applied Communications Technologies Inc., Bogner Broadcast Equipment Corp., and Graphic Scanning Corp. (see page 76).

WSMD(AM) Waldorf and **wxtr-FM La Plata**, both Maryland, sold by Crystal Broadcasting Co. to The Dalton Group for \$2 million. Seller has no other broadcast interests. Buyer is principally owned by William Lee Dalton, general sales manager, broadcast group, U.S. Chamber of Commerce, and wife, Susan, general sales manager, WASH-FM Washington. Daltons plan to manage stations.

FCC this week will reject NAB proposal that it recommend postponement of January conference of experts sponsored by International Frequency Registration Board or delay of November 1981 Region 2 conference. NAB had cited need to further study of proposed

change of AM spacing from 10 khz to 9. FCC also said it will recommend U.S. urge adoption of 4 khz shift as best way to implement Region 2 transition to 9 khz, but will reserve right to alter that position after it has had time to digest results of study on "Canadian plan" for 9 khz shift.

ABC-TV will carry for first time on free television last month's championship welterweight bout between **Sugar Ray Leonard** and **Roberto Duran on Dec. 19** (9-11 p.m. NYT) as main event of ABC Sports prime-time boxing special. Both fighters have agreed to appear in live interviews with ABC sportscaster Howard Cosell. ABC declined to reveal amount paid for rights to telecast. For similar rights to first Leonard-Duran fight, which also was carried initially on closed circuit, ABC reportedly paid \$500,000 (BROADCASTING, June 30).

Joe L. Allbritton, chairman of Washington-based Allbritton Co., whose newspaper-broadcasting holdings include WJLA-TV there, has agreed to buy 397,545 shares of Riggs National Bank, Washington, at \$67.50 per share. Completion of proposed \$26.8-million transaction would raise Allbritton's interest to 15.4% of bank's 2,992,131 shares outstanding.

In **comments on FCC's notice on interim** (between now and 1983 Regional Administration Radio Conference) **direct broadcast satellite policy, National Telecommunications and Information Administration** said since DBS is technically feasible and frequencies for it have already been assigned, **FCC should not inhibit companies from moving forward on DBS.** Indeed, NTIA said, FCC should encourage companies to file DBS applications "by adopting an administratively flexible approach to the technical and procedural issues which will remain unresolved until 1983."

Frank Stanton, former president and vice chairman, CBS Inc., and **William H. Hornby**, editor and VP, *The Denver Post*, elected as new media members of National News Council. Outgoing council members include **Richard Salant**, NBC vice chairman.

The RTNDA: Sober subjects by the seaside

From appearances, members of the Radio-Television News Directors Association assembling at the Diplomat Hotel in Hollywood, Fla., last week for the association's 35th annual conference, had reason to feel satisfied. Total registration of more than 1,560 was a new record.

The organization itself includes some 1,000 active members—that is, working news directors—and its total membership in all categories has doubled in four years to some 2,400. To outgoing president Curtis Beckmann of WCCO(AM) Minneapolis, such prosperity and success reflect an organization too much for an unpaid, part-time president to handle. Whether he is successful in pushing his proposal for a full-time, paid president was uncertain, at best, last week (see page 31). But still, the organization seemed a factor to be reckoned with on the broadcasting scene. So much for appearances.

Examined more closely, as the members were by members of panels and by speakers, the nation's news directors and their co-workers in local stations across the country seem to lack a high professional gloss. Pauline Frederick, winner of the Paul

White Award, expressed concern about the influence on broadcast news of those who shape the medium to "snare listeners and viewers from the competition" (page 33). A number of speakers lamented the low level of competence they said they encountered in correspondents at stations across the country. Business executives talked of the unfairness with which they say business is treated—if stations pay any attention to it at all (page 32). There was so much criticism, some of it seemed contradictory. NBC's Reuven Frank complained about the lack of pictures in television, about their subservience to words (page 30); CBS's Dan Rather seemed to feel writing for television news is a fading art form (page 30).

Much of that, of course, has been heard before by the news directors, who may indeed be the "masochists" one speaker said they were. But there was something else. ABC's Lynn Sherr, smiling and pleasant in manner in a luncheon address (page 32), suggested RTNDA is a sexist organization. All in all, as Sherr would (or would she?) say, RTNDA and its members have a long way to go, baby.

Rather serves notice on longer evening news

Cronkite heir, in RTNDA speech, states determination to have hour newscast; laments lack of TV people with print backgrounds

Dan Rather, who is scheduled to succeed Walter Cronkite as CBS News's anchor-man early next year, last week offered some clues to the views and attitudes he will bring to that job, a job that will provide the prestige and influence to see to it that attention is paid to him. He wants around him people trained on newspapers, people who, he says, can write well. More than that, he yearns for the kind of "scholar/reporter" of the Ed Murrow school. And, like Cronkite, he feels network news operations need an hour each night to do their job properly.

Rather, who expressed those views, in remarks both prepared and ad libbed, in an appearance at a luncheon at the RTNDA conference, could have gotten an argument on any one of them. (In fact, NBC's Reuven Frank, in the keynote address, deplored television's emphasis on words at the expense of pictures [see next story].) But it was the last view that got the least sympathy. "This is the wrong audience to talk to about expanding network news to an hour," said one station news director. "If news is going to be expanded, we want to do our own empire building."

But Rather seemed more intent in going on the record with the issue than in making converts. "Time—we need time," he said. "We need time to tell the American people the important things that are going on in the world. There is simply more than a half hour of news each day." Too many stories, he said, get cut for lack of time.

He is as determined as Walter Cronkite to see the evening news show expanded to an hour, he said, and because it is needed, he added, "We'll get it—sooner or later we'll get it, and I hope it's sooner." The expanded newscast, he said in his prepared text, "is the wave of the future. People really want to know."

But as anchor, he may find he has more impact in calling for the kind of training and skills he thinks important. That will not involve arguments with affiliates.

His view of the importance of newspaper experience reflects in part his own early training, on the *Houston Chronicle*. But more than that, he said that the longer he is in broadcast journalism the more important he sees even limited experience in print journalism. "It is important to our craft ethic, our credibility, our ability to cope with new pressures and new technology—and to the preservation of the values of American journalism as we have known them," he said.

Rather acknowledged that pictures are important. Television "is, after all, a visual medium." But, he asked, "do you remember ... words? Do you remember the days when a gifted writer on a news broadcast was worth a lot?" And gifted young writers, he said, are in increasingly short supply.

"For the first time," he said, "we're reaching a point where we have a full generation of people in television without a full grounding in the ethic of print journalism."

If the newspapers are no longer serving as a farm team for network television, what about local stations? Rather was not impressed. In his prepared remarks he suggested that instead of being taught how to get and tell a story, young reporters are being taught "how to look good."

And in that connection he joined the long list of on-the-line broadcast journalists who find fault with news consultants. Some of what they say is warranted, Rather conceded. But much of that they

say is wrong. "You don't have to limit every story to 40 seconds," he said. "Some stories are worth five minutes of time—and you know it."

"I have big plans and hopes for what's ahead," he said in his prepared remarks. "I want to set a standard—I want all of us on the *Evening News* to set a standard of excellence, something other news organizations and local news organizations can aim at. I want to tell the news with good words. I want to work with professional craftsmen—the scholar/reporters—and tell America the news with their expertise."

Frank puts tough questions to TV

Ethics of not trying for largest audience raised by NBC newsmaster; he also stresses the importance of thinking pictures, not words

"Satellites and portable cameras and miniaturized tape have put us within instant range of everything happening everywhere. That is what we used to long for, but the result has been a kind of bulletin service that provides information no different in essential nature from that which comes by other media, radio or print."

That somewhat sorrowful estimate of television news in the 1980's was offered last week by Reuven Frank, the former NBC News president who now serves the network as a senior executive producer, in a low-key keynote address to the RTNDA convention.

Frank not only suggested that the industry in which he has served for three decades is having trouble mastering its own technology. He asked some tough ethical and professional questions—and quickly added he was only asking; answering was someone else's problem. Indeed,

at bottom, he said there is no escape for the professionals involved; it's their decision that will shape the future of television news, not the technology or even the consultants.

It was what he considers the failure of television journalists to make the most of their medium that seems to concern Frank the most—their failure to depend more on pictures than on words (Dan Rather's subsequent observations to the contrary, notwithstanding [see page 30]). "It's rare," he said, that "the information is other than the words, or that the value is other than the speed of dissemination . . . Pictures, when they are available, are matched to words—the words come first—not words to pictures."

Then Frank offered a brief lecture on the subject: "Pictures are different from words. They are not illustrations of words. They are a different dimension of information. Pictures are as different from words as smells are from sounds, but all four of those kinds of information . . . Words go mostly to the intelligence; pictures go more to the feelings and responses, and we have become afraid of feelings and responses.

"Television," he said, "has become something to listen to from the next room. So has television news." Pictures, he said, if used, "are accompanied and in fact overridden by voices talking about something else."

But what of the ethics involved in attempting to satisfy the preferences of a mass audience? What of the broadcaster who does "a fine, responsible, informative, even occasionally amusing news program" when the fellow down the street who "does things that turn the stomach . . . runs away with the audience and the income," and the responsible broadcaster is left with an expensive shambles? It was there that Frank said that, "luckily," he just asks the questions; he has no answer. "A nice mention in the *Columbia Journalism Review* saves no jobs if you're last in the market," he observed.

But cynicism was not his way out. "It is fine to seek the largest possible audience for your news so long as it is still news, and not all of it is, by even the wildest definition," he said. "Chitchat and joking on the set is not in itself news, and would not be even if they were funny jokes." He wondered if "for every dollar spent on consultants to improve the ratings" there has been "a nickel spent on consultants to improve the news."

Beckmann urges full-time RTNDA president

Outgoing head makes case for breaking with tradition of member/leader; cites increased travel and job demands

After 35 years, there is a move afoot within the Radio-Television News Directors Association to give up its amateur standing. Outgoing president Curtis Beckmann, of WCCO(AM) Minneapolis, said last week he would propose that the association change its charter to provide for the hiring of a full-time president. The job, he feels, has grown too large for anyone from the ranks to handle on a volunteer, part-time basis.

Beckmann disclosed his plans at the first business meeting of the association's 35th annual conference, in Hollywood, Fla. And the size and scope of the conference tended to support the idea that the association—which now has a paid membership of 2,400, including 1,000 news directors, the only voting members—is moving into a bigger league. Total attendance, including 1,056 paid registrants, was 1,567, the highest ever, and 76 exhibitors paid over \$100,000 to demonstrate everything from minicams to helicopters.

For Beckmann, the need for a paid president was borne out in the heavy workload it imposed on him—it required travel of two or three days a week (including weekends) most weeks—and in what he said was the scarcity of news directors willing to take on the job.

Beyond that, he said, "We need someone to speak for RTNDA, to develop and articulate positions that need to be developed quickly. We need someone always available for comment. That's not always possible for a part-time president." He cited the model of the National Association of Broadcasters.

It was not immediately clear last week what support the proposal will have. Beckmann is aware of opposition on the present board of 27 members. Some directors indicated members might be reluctant to accept the changes in the character of the organization. They fear what a paid president who was not a news director might involve.

The present and future presidents of RTNDA—Jack Hogan, of WZZM-TV Grand

Rapids, Mich., and Wayne Godsey, of WTMJ-TV Milwaukee, expressed opposition to the idea. Hogan said he prefers having a president from the ranks, and "getting a cross-section of news directors" to represent the organization. Neither did he think RTNDA needs the kind of lobbying effort—usually involving business matters—that NAB President Vincent Wasilewski performs. Godsey said he prefers easing the burden on the president by expanding the role of the present managing director's office—though not to the point where it would speak for the association.

To exit poll or not?

That's question hashed over at RTNDA by NBC's Small, CBS's Benjamin and ABC's Gralnick

For NBC News President Bill Small, discussing the election coverage of 1980 at the RTNDA conference, in Hollywood, Fla., last week seemed the thing he was most comfortable doing. Never mind that his opposite numbers at CBS and ABC had canceled and sent replacements. He was happy about being there, talking about the election. "It went very well," he said.

He didn't have to make a point of the fact that NBC's projection of Ronald Reagan's win had beaten that of the other two networks not by a matter of minutes but almost of hours. It was the premise on which some of the discussion was based.

For Small, CBS News Vice President Bud Benjamin, who was sitting in for Bill Leonard, and Jeff Gralnick, ABC vice president and executive producer of special events and the *World News Tonight*, who was replacing Roone Arledge, the subject was "TV Network Coverage of 1980 News Highlights," with the executives fielding questions from an audience of several hundred news directors.

Small seemed not a bit concerned by the "hullabaloo," as he called it, that NBC's 8:15 p.m. NYT projection had caused. That kind of commotion has happened before and will happen again, he said. Nor did he think those who would lay a guilt trip on NBC for discouraging voting in the Western states, where the polls were still open when the projection was made, have a case. "Nine of the 10 states with the best voting records closed their polls after the NBC projection," he said.

The conversation for a time veered off polls and onto other things. At one point, Gralnick was asked about ABC's decision to grant Kaiser Aluminum & Chemical Co. four minutes of unedited time later this month to respond to what it considers an unjustified attack, in a 20/20 segment. And Gralnick indicated it was the threat of a slander suit that was the persuader. He talked of "complicated law"

New slate. Wayne Godsey, news director of WTMJ-TV Milwaukee, is the new vice president/president-elect of the Radio-Television News Directors Association. Godsey, who will take office as president at the association's convention in New Orleans on Sept. 10-12, 1981 defeated Peter Williams of KTWO-AM-TV Casper, Wyo., by a vote of 144 to 56, at the RTNDA conference in Hollywood, Fla., last week. At the same time, Jack Hogan of WZZM-TV Grand Rapids, Mich., moved up from vice president to president.

In other actions, the RTNDA members elected Lou Prato of WDTN-TV Dayton, Ohio, who was unopposed in his bid for treasurer, re-elected two directors to two-year terms—Ed Godfrey of WAVE-TV Louisville, Ky., and David Lampel of WLIV(AM)-WBLS-FM New York—and named Bob Gilmartin of KIII-TV Corpus Christi, Tex., to fill, until September, the director's post Godsey vacated in assuming his new office.

that is changing all the time on "how we can be sued for what we report, and how."

He did not hide his disappointment at the decision to make the time available. "As far as we can, we believe we do an adequate job of covering all aspects of the news," he said. "It's not our place to open programs to anybody who says, 'I want time on your air.'"

The decision obviously bothered Benjamin as well. "It sets a terrible precedent," he said. "It worries me. I'd use all my powers to resist that." At the same time, he indicated that CBS is not insensitive to complaints of viewers about its programs. He noted the network's occasional *Your Turn* provides time for viewers to state their opinions.

Sherr gives the 'woman's speech'

ABC correspondent criticizes sexism in broadcasting

ABC News's Lynn Sherr struck a blow or two for her sisters at the RTNDA conference last week, doing her bit to eliminate what she indicated was more than a vestige of sexism in the organization. "I'm here because you asked for a woman from ABC," she opened, at the Thursday lunch. "At least we're past the point where you could ask for *the* woman from ABC News."

She noted that Pauline Frederick was to receive the Paul White Award, but said that didn't get the organization off the hook. Nor was she satisfied with the progress she conceded was being made in the employment of women in broadcasting. There are still too many in the lowest paid jobs, she said.

And there is still too much concern with the way a woman correspondent looks. "Why, if fat, balding men get on the air, must a female have to be young and slim in order to get on?"

The problem, she said, is that "the bosses are still men." Women "can get in the door, and even get promoted," but they find little room at the top. And if they have prestigious titles, women have little authority.

And the system, run by the "old boy network," hurts the entire news operation, she said. "If women were able to hire the talent," she said, "more women would be hired for their qualifications."

Sherr's remarks were not without a warning. Unless changes in TV news operations are more than cosmetic, she said, "you'll be spending more time in court, if not for discrimination, then for sexual harassment."

If Sherr's remarks left her largely male audience uncomfortable, she was probably happy. "You asked for a woman," she said in closing, "so I gave you a woman's speech. I look forward to the day when you invite me as a reporter, so I can give you a reporter's speech."

What their best friends wouldn't tell them

RTNDA imports critics from media and business to appraise what's wrong with local and network news coverage

Organizers of the Radio-Television News Directors Association's 35th conference in Hollywood, Fla., last week wanted to expose RTNDA members to some concerted criticism. The organizers, at least, weren't disappointed.

For three hours, in two one-and-a-half-hour sessions, news directors and their colleagues in local and network news operations heard a litany of criticism about their operations.

First, there were media critics—Hodding Carter, the former State Department spokesman, who will do a program of media criticism for public broadcasting beginning in the spring; Jeff Greenfield, CBS's television critic, and Bob Schulman, television critic of the *Louisville Times* and *Courier Journal*.

Then it was representatives of big business—Brewster Atwater Jr., president and chief executive officer of General Mills; Ronald V. Rhody, corporate vice president for public relations and advertising, Kaiser Aluminum & Chemical Co., and Robert A. Beck, chairman of the board of Prudential Insurance Co.—who got in their licks.

For openers, Carter related his experiences in traveling over the country and giving interviews to local correspondents, and seeing the results on television. "What I saw and heard on local radio and television was a revelation," he said. "It was downright irrelevant and frighteningly wrong." There had been no effort to research questions, he said.

More than that, he deplored what he said was local television's failure to relate national and world events to local concerns. A multilateral trade negotiation sounds dull, he conceded. But, "what does it mean to trade in the local market?"

Greenfield took it from there. People discussing national and international events on local television are ignorant of them, he said. More than that, given the usually brief tenure of correspondents in a job, they don't even know the community where they are working. But that result, he said, is not surprising, given the values he said are involved in hiring. "You get reporters and anchors who have been asked to communicate electricity, sexuality. If that is the value system, there's no reason to ask them what they know."

Investigative journalism—he would say "so-called investigative journalism"—doesn't impress Greenfield. Too often, he said, the target of the effort is an easy mark who can't fight back—a foreign-born cab driver who rips off fares—instead of a well-connected practitioner of white-collar crime. Greenfield said stations demonstrate a "class bias."

Schulman, at least, had some kind words for one local station—WHAS-TV Louisville—because of its two-hour

nightly program of news and information. "When a productive effort is made and money and talent provided, people will not turn away from local news," he said. He added that the program had knocked off some "shoddy competition." But he, too, had his problems with local news. "In Louisville as elsewhere," he said, "the question is how to justify the persistent play to sexuality and class bias."

(Schulman, incidentally, offered some gratuitous criticism of fellow television critics who had been picked ahead of him for the RTNDA spot. He said Tom Shales of the *Washington Post*, who begged off because of what he said was an "emergency," is a good writer, but, in a piece on network political coverage, showed irresponsibility and "sophistry." And he said Gary Deeb, of the *Chicago Sun Times*, rejected the invitation when his request for his customary \$1,000 speaking fee was turned down.)

The big-business types wrapped much of their criticisms in the cotton of constructive comments. General Mills' Atwater, for instance, noted that surveys indicate that neither business nor the media is highly regarded by the public, and said the reason is due at least in part to the shortcomings of both in dealing with each other.

Business can help improve conditions by becoming more knowledgeable about the media—learning "what ends up on the evening news, what doesn't and why"—and by making itself more accessible, he said. And "we can resist the mindset that says 'Avoid the media because they are not to be trusted.'" As for the media, journalists can help "if they approach us with less of the 'presumed guilty until proven innocent' attitude that characterizes so much of business reporting today," and if news operations "insist that reporters think for themselves . . . to try to see the whole picture rather than accept at face value the statements of business critics."

Kaiser's Rhody stressed the company's determination to win a right of access to the airwaves for companies that consider themselves unjustly attacked in broadcasts. Kaiser Aluminum, after threatening a slander suit, won the concession of four unedited minutes on ABC's *20/20* to respond to what it considered an unwarranted attack in a segment by Geraldo Rivera. The response, to be aired later this month, may be rebutted by ABC, which says it stands by the Rivera piece. (Also see network news discussion story, page 31.)

(The ABC concession would not be the first of its kind. KRON-TV San Francisco provided 30 minutes for a documentary rebuttal to a 60-minute program it had done—*First Strike*—which argued that the U.S. is vulnerable to a missile first strike by the Soviet Union. After some 300 protest telephone calls were received, the station agreed to the rebuttal, which was produced by Dr. Andrew Stern, who

heads the broadcast journalism program at the University of California's Graduate School of Journalism, at Berkeley. Stern used the facilities in producing the reply, which was broadcast on Oct. 30.)

Business, "as well as others, should have the opportunity to enter its diverse ideas and facts into the marketplace of ideas through television," Rhody said. "If not, the American public will be shortchanged on facts, information and perspective." Business would also be denied its opportunity to resist what he called "trial by television"—in which, he said, "television production teams become the accuser, judge and jury of the people, actions and institutions—with no real recourse for the accused to get a fair hearing in the court of public opinion." He said such trials occur "too frequently," but when challenged from the audience was unable to provide specifics. He said it was his "opinion."

Prudential's Beck, whose company has received what it considers unfair coverage in connection with Labor Department and Federal Trade Commission actions involving it, said broadcast news operations are far behind newspapers and magazines in strengthening their coverage of the business and economic issues. "You're just scratching the surface right now, and, I would submit, relying too much on government as your source of information."

And that, he suggested, is a matter of serious concern to the business community. He said it is facing "a sort of bureaucratic terrorism, with government agencies punishing companies with bad publicity and placing them in the position of having to prove their innocence." Journalists, he said, should approach those issues with the same skepticism and independence which they demonstrate in other fields—"and not take a point of view against business as gospel just because it comes from a federal agency."

As Carter said on greeting the first RTNDA members to file into the hall for the start of the first session, at 8:30 a.m., on Thursday, it was a morning to bring out the "masochists."

Schorr examines public distrust of the press

CNN correspondent feels media have gotten too big, too much the same; holds up his cable network as example of what's needed to restore trust—choice

"The time has come to point with alarm at the public disinclination to admire our self-sacrifice in the service of America's right to know," Cable News Network's Daniel Schorr said last week. The reason for the disinclination, he feels, is that the press is perceived as too powerful. The solution is in providing the public more

Pauline Frederick, former NBC United Nations correspondent now broadcasting international affairs commentaries on National Public Radio, set a high standard for broadcast journalists as she accepted Paul White Award of RTNDA last Friday: "Give the people not what they want but what they will learn to want." She made it clear she felt mark had yet to be attained, citing recent local and national news programs as offering "rape, pillage, destruction and incest" and other material suitable for X-rated movies around Times Square—"all to snare listeners and viewers from the competition." She was particularly critical of "what if" journalism ("What if the Soviet Union attacks Europe with poison gas?") and urged instead "what is" news.

□

Man in charge of arranging presidential debates, **Lee Hanna**, told RTNDA he thought a National Debates Commission should replace League of Women Voters, which he says lacks necessary clout in middleman role. He will offer suggestion to league this week.

□

Growing unanimity among media groups was symbolized at RTNDA by appearance of National Association of Broadcasters President **Vincent Wasilewski** at luncheon headtable Friday. He made sales pitch for NAB's new First Amendment/libel insurance plan.

□

For the second year, RTNDA **failed to muster votes to rescind Article 9** of organization's constitution, which prohibits membership for journalists below news director rank. Motion was tabled as convention adjourned Friday afternoon.

choices. And as part of that solution he offered, with no false modesty, CNN.

Schorr, who addressed a luncheon at the RTNDA conference, in Hollywood, Fla., was not alone there in expressing concern about the development in recent years of what he called "an anti-media cult," although he expressed it in a more ear-catching way than most: "We are held up to contumely by minorities and majorities of all kinds, from the Nixon silent to the Reagan moral. And the Moral Majority, though steeped in the Bible, refuses to forgive us our press-passes."

Schorr noted that harsh, high-level criticism of the press did not fade with the passing of former Vice President Spiro Agnew. Former Under Secretary of State George Ball has gotten in his licks, on coverage of the hostage issue, and the courts including the Supreme Court, are "hostile." The White House, he added, has been critical of the press whether the occupant is Republican or Democrat.

The change in attitude, Schorr believes, has accompanied a change in perception. "The tradition of the corruption-fighting maverick reporter with the press card in his greasy hatband could not survive the talk of a million-dollar contract and the isolation of the anchor booth. The tradition of the gadfly antiestablishment press could not survive the picture of the press as a billion-dollar establishment where the little tail of journalism is wagged by a giant entertainment beast and the public is manipulated in a savage fight for ratings at a million dollars a point . . .

"People," Schorr said, "feel control of their lives and their institutions slipping away under the impact of the media giant."

What is needed to remedy the situation is already in place, at least in part, he said, warning to what he acknowledged was his "plug"—the Cable News Network and the cable industry it serves. They "represent a part of the breakdown in established ways that will fragment the existing system and help to restore choices to Americans."

Indeed, he believes "'choices' will be the great slogan of the eighties." He noted that Sony had used the word in full-page magazine ads for its Betamax video-cassette recorders and that FCC Chairman Charles D. Ferris foresees an era of "new choices for the American consumer," and added, "When Sony and Ferris agree on a slogan, people had better listen."

And "a 24-hour television news service provides a choice," Schorr said. "It is one of the things—along with videotape recordings, videodisks, two-way cable, and text on command—that will help people regain control of their lives."

Swift bill falters short of finish line

Senate committee reported it out, but it couldn't quite make it to the floor; measure will die with 96th Congress

It looked like time had run out last week on efforts by the 96th Congress to pass communications legislation. Although the Senate Commerce Committee tried to bring an amended version of Representative Allen Swift's (D-Wash.) H.R. 6228 to the floor for a unanimous consent vote, opposition to parts of the bill by two senators prevented its placement on the Senate calendar.

The Commerce Committee met last Wednesday (Dec. 3) to mark up the Swift bill, which would have codified existing FCC multiple ownership rules and modified FCC procedures in comparative renewal actions (BROADCASTING, Dec. 1.) The committee amended the bill, despite indications that the House would not accept any amendments. Senator Bob Packwood (R-Ore.), who will chair the next Commerce Committee, argued that

"We've all heard that argument before. We still have three or four days left in this session. A lot can happen."

These were the six amendments:

(1) To remove an unintended anomaly in language of the Swift bill that would have made a Paducah, Ky., television station, grandfathered under current cross-ownership rules, ineligible for license renewal unless it divested itself of its Paducah newspaper.

(2) To clarify the Swift bill's statement that the FCC could not raise the question of ownership of other media interests in comparative renewal hearings. According to the amended bill, the FCC could not consider crossownership in cases where it has applicable general rules governing media concentration. In cases where it does not have applicable rules, it could consider media structure on a case-by-case basis.

(3) To modify Section 222(a)(10) of the 1934 Communications Act to make Hawaii a domestic rather than an international communications point. This amendment was not considered controversial.

(4) To repeal Section 222 altogether. Offered by Senator Barry Goldwater (R-Ariz.), who will chair the next Communications Subcommittee, it would allow Western Union to compete as an international record carrier and allow international record carriers to compete domestically. Senator Ernest Hollings (D-S.C.) expressed reservations that such an amendment would be too controversial to pass in the full Senate, but Packwood engineered its passage by attaching a provision that it be dropped in the event of significant opposition later on.

(5) To extend license renewal terms from three to five years. Senator Howard Cannon (D-Nev.), outgoing Commerce Committee chairman, argued for passage.

(6) To clarify language in the Swift bill permitting the FCC to adopt policies and procedures specially related to the comparative renewal process.

FCC opens gate on satellites

20 more birds authorized, although many will only replace existing models; nevertheless, doubling of transponder capacity is in prospect within five years

The FCC has authorized the construction and launch of 20 new domestic satellites that, when in orbit, will more than double the current number of operational transponders—from 156 to approximately 340 by 1985. In addition, CP authorization was granted for five other satellites, although launching authority was deferred until CP holders can make a showing of need.

The commission also announced its intention to initiate a proceeding looking into the feasibility of reducing satellite or-

More Rosslyn-bound than ever

Absent some last-minute intervention (that many in the telecommunications industry would consider divine), the way has been cleared for the FCC to move to Rosslyn, Va., beginning in mid-1981. Although President Carter said he would veto any appropriations bill containing a restriction on his authority to initiate school busing litigation, the bill's provisions, minus the anti-busing rider, were expected to become the law of the land.

The vehicle was a congressional resolution continuing the funding—until some time in 1981—of many government agencies whose appropriations bills were not passed before time ran out on the 96th Congress. The measure allows the FCC to negotiate its own leases for office space and to meet within two miles of the District of Columbia. Preparations for the move have been under way at the FCC for nearly a year. The National Treasury Employees Union, to which many FCC employees belong, mounted a last-minute lobbying effort for the bill. Congressional sources expect action early this week.

According to Tom Campbell, associate executive director for FCC operations, the agency is ready to sign a lease for space in Rosslyn (at 1000 Wilson Boulevard) as soon as it receives budget authorization from Congress. More than half of the FCC would move to its new accommodations early in the summer of 1981, and the rest would follow shortly thereafter. The first big move would involve FCC staff housed in auxiliary buildings, including that of the chief scientist, parts of the Common Carrier Bureau and the Private Radio Bureau. Those housed in main buildings would follow later.

bital spacing from 4 to 3 degrees in an effort to use the orbital arc more efficiently.

Hughes Communications Inc. was granted authority to construct three satellites to operate in the 4/6 ghz bands (uplink signals utilize the 6 ghz band, downlink signals the 4 ghz band) and to launch two of them into slots at 74 degrees and 135 degrees west longitude, respectively. Launch authority for the third will come only after a showing by Hughes of customer demand. The two authorized satellites are expected to be launched some time in late 1982.

Southern Pacific Communications Co., a subsidiary of Southern Satellite Systems, has been granted CP's to construct three satellites to operate in the 4/6 and 12/14 ghz bands (uplinks via 12 ghz, downlinks via 14 ghz). Launching authority was granted only for two of the satellites, at 70 degrees and 119 degrees west longitude.

Comsat General was granted authority to launch Comstar D-4 in a slot located at 127-127.5 degrees west longitude and to reposition Comstar D-1 to 95 degrees west longitude and to operate Comstar's D-1 and D-2 as a composite satellite. Comstar D-4 is scheduled to be launched in February 1981.

The commission authorized AT&T to build a Telstar satellite system consisting of three 24-transponder satellites in the 4/6 ghz bands and to launch two of them into slots at 95 degrees west longitude and 87 degrees west longitude respectively. Launch dates for the two are 1983 and 1985. They will replace the current Comstar satellites when they expire.

RCA American Communications Inc. was granted authority to build six additional Satcom satellites on the 4/6 ghz bands and to launch four of them into slots at 131 degrees, 83 degrees and 139 degrees (to replace Satcom I) and 143 degrees west longitude (to replace Satcom II). Of the remaining two, one will be used as an on-ground spare and the other may receive launch authority if RCA Americom can justify need. The Satcom I

replacement satellites are scheduled for launching in June 1981 while the Satcom II replacement is scheduled for launch in October 1981.

Western Union has been granted CP's to build and authority to launch replacements for Westar I and II. The new satellites will be known as Westar IV and V and will operate on 4/6 ghz in slots located at 99 degrees and 123 degrees west longitude, respectively. Launching is scheduled for 1982.

The commission also granted Space Communications Co.—a partnership of Western Union (50%) and Fairchild Industries and Continental Telephone Corp. (25% each)—authority to construct the Advanced Westar system, a set of five space stations operating in the 4/6 ghz bands and utilizing high-speed, digital-type voice, data and video transmissions. The space stations will be launched on a space shuttle but it is not known when.

Fairchild and Continental, parents of American Satellite Co., also were granted authority to acquire joint 20% ownership interest in Westar I, II, IV and V for \$31,900,000. Total costs for the Advanced Westar project are estimated at about \$1.1 billion. Fairchild and Continental are expected to foot about half of that bill as well.

The Advanced Westar system will be used in part by the National Aeronautics and Space Administration (NASA) for its Tracking and Data Relay Satellite System (TDRSS), an experimental system that will be used to transmit data from low-orbit experimental satellites up to geostationary satellites and back down to earth. It is hoped that such a system would enable the elimination of overseas tracking stations.

Satellite Business Systems (SBS), was given the go-ahead to launch its second satellite to operate in the 12/14 ghz bands, with authority for a third deferred until SBS can justify need. It has a choice of slots for its two satellites: 128, 125, 122, 97, 94 and either 106 or 100 degrees, all west longitude.

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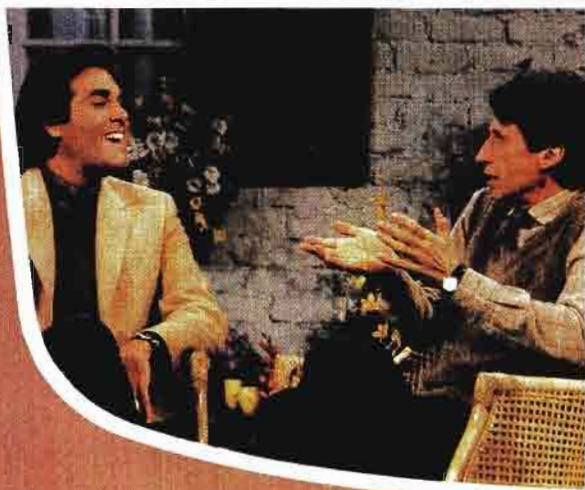
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Cable adopts the Western look

It's a busy week in the land of the setting sun with the Western Cable Show looking to be the largest ever, a conference on telecommunications at USC and CTAM and NCTA meetings; programing promises to be the big news at the Disneyland hotel

The cable industry has moved west for a week-long schedule of meetings, panel sessions and buying and selling of equipment that started yesterday at the University of Southern California in Los Angeles and will end this Friday with the last panel session of the Western Cable Show at the Disneyland hotel in Anaheim.

The Western Cable Show, an annual convention sponsored by state cable associations in California, New Mexico, Arizona, Hawaii and the Rocky Mountain area, is the major attraction. It starts its two-and-a-half-day run at the Disneyland hotel on Wednesday afternoon. Attendance is expected to surge past last year's total and top the 5,000 mark. According to statistics available last Thursday, it will be the largest exhibition in the show's history: 192 exhibitors will occupy approximately 500 booths covering 49,420 square feet.

But much will have taken place by the time the Western show starts. The kick-off to the week was "Telecommunications for the 80's," three-day conference at the USC campus co-sponsored by USC/Annenberg School of Communications and Communications Technology Management Inc. Representative Timothy Wirth (D-Colo.) was scheduled to deliver the keynote address yesterday afternoon (Dec. 7).

While that's going on, the board of directors of the National Cable Television Association will meet on Monday and Tuesday at the Disneyland hotel to discuss the 1981 budget, which proposes to spend \$3.7 million on revenues of just \$3.5 million (BROADCASTING, Nov. 24).

On Tuesday (Dec. 9) the Cable Television Administration and Marketing Society meets for a day-long session for what it is billing as its first Cable Operators Programing Seminar. Essentially, it will be a day-long

show-and-tell. Representatives of 26 programing services will be on hand to tell the expected audience of 500 operators why they should carry their particular cable services. Each programer will have a chance to present a three-minute video-tape of his service and make a two-minute pitch.

The basic cable programers will show their stuff during the morning. They have been divided into seven categories: superstations, WTBS(TV) Atlanta, WGN(TV) Chicago and WOR(TV) New York; sports programers, USA Network and the Entertainment and Sports Programing Network; children's programers, Calliope and Nickelodeon; variety networks, Satellite Program Network, Las Vegas Entertainment Network and Modern Cable Network; news and public affairs, C-SPAN and the Cable News Network; religious programers, Trinity, Christian Broadcasting Network and PTL, and specialized audience programers, Black Entertainment, Television Cinemerica and Appalachian Community Service Network.

The afternoon session will be devoted to pay cable. The participants: Home Box Office/Cinemax, Showtime, The Movie Channel, Escapade/Bravo, Home Theatre Network and GalaVision.

John Nesbitt, writer of the Trend Re-

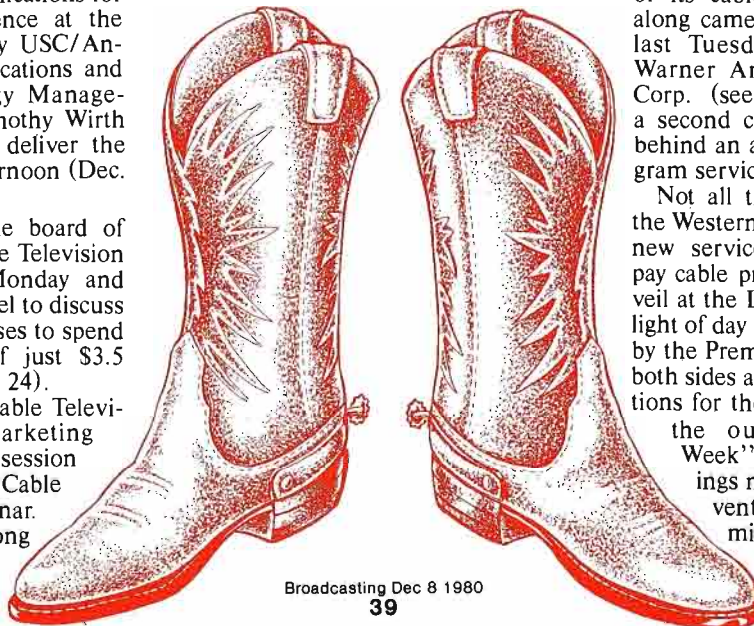
port, is the luncheon speaker. According to Lucille Larkin, CTAM's executive director, representatives of CBS Cable and the new ABC-Warner Amex service may also make short presentations before lunch.

One of the highlights of the Western show will be a Thursday afternoon session on the future of the Copyright Act, at which Thomas E. Wheeler, president of the National Cable Television Association, and Jack Valenti, president of the Motion Picture Association of America, will have another opportunity to square off over the question of whether there should be a new copyright law. That will be followed by a session and discussion on another controversial issue—the piracy of pay television signals.

The Friday highlights are short speeches by Representatives Charles Rose (D-N.C.) and Robert Kastenmeier (D-Wis.) and Senator Daniel K. Inouye (D-Hawaii) and a panel session featuring a number of congressmen who will affect communications legislation in the upcoming 97th Congress: Thomas A. Luken (D-Ohio); Robert T. Matsui (D-Calif.); Carlos J. Moorhead (R-Calif.); Allen Byron Swift (D-Wash.); Henry Waxman (D-Calif.), and Wirth.

■ ■ Programing is expected to be the hottest topic of the week. CBS selected Anaheim to formalize the announcement of its cable programing network. Then along came ABC with its announcement last Tuesday of the partnership with Warner Amex Satellite Entertainment Corp. (see "Top of the Week"), throwing a second commercial television network behind an advertiser-supported cable program service.

Not all the programing excitement of the Western show is reserved for those two new services. Still, what developments pay cable programers were hoping to unveil at the Disneyland hotel will reach the light of day under a pall of uncertainty cast by the Premiere hearing in New York that both sides allege will have serious implications for the pay cable business whatever the outcome (see "Top of the Week"). Should the court proceedings not end by the time of the convention, indications are that Premiere may feel constrained from





Wirth



Wheeler



Ferris



Joslin



Turner



Van Deerlin

making those scheduling announcements it had planned in anticipation of a Jan. 2 start.

Showtime has announced a press conference for Wednesday at which its president, Mike Weinblatt, intends to discuss programming and marketing plans that are said to include news about "major" program launches.

HBO, in contrast, doesn't anticipate making any major announcements at Anaheim. That network's efforts will be concentrated on the Cinemax service it premiered in August. HBO also plans marketing briefings and seminars with affiliates, the principal one being a Tuesday session with the Ted Bates Agency.

And the giants of the industry have no monopoly on attention. There's bound to be a great deal of interest among cable operators in attendance over the premiere

of the Rainbow Programming package that includes the Bravo performing arts service. Bravo will inaugurate its programming at 5 p.m. California time with a tribute to composer Aaron Copeland that was taped at New York's Carnegie Hall in November, and Rainbow is hosting a press conference just before the event.

In keeping with heavy sports emphasis of its program offerings, USA Network is styling a hospitality suite as a "sports bar"—piping in a satellite feed of its service that will allow Ranger hockey and Knicks basketball fans among others, a chance to keep up with their teams. There's also a suggestion that USA Network may complete some negotiations in time for a significant announcement during the show.

Entertainment and Sports Programming Network plans to have "all the guns" of

its operation out in Anaheim—including top-caliber management. The sports service will have one of its 40-foot trailer mobile units on hand, and in conjunction with Women in Cable will be providing coverage of the show for cable operators unable to make the trek west.

Hospitality and entertainment being a major part of any industry convention, the Western show programmers will be no slouches. In addition to the "fairly selective" affair CBS is hosting (it's supposed to be "live version" of its "quality" channel), Premiere and Showtime plan gala events for Wednesday, with Premiere's featuring singer Dolly Parton. HBO's event is slated for Thursday, with comedian Red Skelton.

The complete agenda for the Western show and the conference on telecommunications at USC follow:

AGENDAS

CTM-Annenberg

All sessions will be held at the auditorium of the Annenberg School of Communications on the University of Southern California campus in Los Angeles.

Sunday, Dec. 7

Opening remarks. 3-4 p.m. Robert Schmidt, CTM; Herb Dordick, Annenberg School of Communications. Speakers: Timothy Wirth (D-Colo.) and Thomas Wheeler, president, National Cable Television Association

Monday, Dec. 8

Panel sessions. 9-10:30 a.m. *Telecommunications Potential for Effective Advertising.* Moderator: Tom Ashley, Total Video. Panelists: Mike Trager, D'Arcy MacManus & Masius; Chet Simmons, ESPN; Kay Koplovitz, USA Network; David Harkness, Nielsen Home Video Index; Ned Gelband, Case & McGrath.

10:45 a.m.-12:15 p.m. *Prospectives on Service Development: What Does the Future Hold?* Moderator: Tom Crowley, CTM. Panelists: David Holzman, University of Southern California;

Gus Hauser, Warner Amex; Herb Granath, ABC Video Enterprises; Bill Dunn, Dow Jones.

Luncheon. Noon-2 p.m. Speaker: Charles Ferris, chairman, FCC.

2-3:15 p.m. *Role of Satellites in Network Distribution.* Moderator: Howard Blank, CTM. Panelists: Herb Dordick, Annenberg; Clay Whitehead, Hughes Communications; David Russell, Satellite Business Systems; Bob Pfankuch, Bell & Howell; Ed Taylor, Southern Satellite Systems.

3:30-5 p.m. *Interactive Systems: More Sizzle Than Reality?* Moderator: Paul Kagan, Paul Kagan newsletters. Panelists: John Puente, MA/Com; Jeff Rochlis, General Consumer Electronics; David Leininger, Las Colinas; David Simons, Antiope Videotext Systems.

Tuesday, Dec. 9

9-10:30 a.m. *Government Impact on Marketplace Competition.* Moderator: Gary Arlen, Arlen Communications. Panelists: Dick Wiley, Kirkland & Ellis; Al Warren, TV Digest; Frank Lloyd, FCC; Bernie Wunder, counsel, House Committee on Interstate and Foreign Commerce.

10:45 a.m.-12:15 p.m. *Alternative Distribution Systems vs. The Cable Connection.* Moderator:

Bob Schmidt. Panelists: Jim Jimirro, Walt Disney Telecommunications; Andrew Wald, ON-TV; George Billings, Comsat; Ted Turner, Cable News Network; Bob Reuss, Central Telephone and Utilities.

Western Cable

Wednesday, Dec. 10

Panel session. 2 p.m. Magnolia room. *How to Raise a Million—Financing the Small Cable Operator.* Moderator: Amanda M. Wallis, Chase Manhattan Bank. Panelists: Steve Halstedt, Daniels Investment Services; Terry L. Jones, Syndicated Communications; David O. Wicks, Warburg Paribus Becker; Linda Kreer Witt, Kanter and Eisenberg.

3 p.m. Magnolia Room. *Cost-Cutting Techniques for Insurance Programs.* Jerome Aparton, Clifton and Co.

3:45 p.m. Magnolia room. *Computer Utilization.* Moderator: Gene G. Cook, General Electronic Cablevision. Panelists: Frank C. Baxter, GE Cablevision; Wayne Churchman, TOCOM; Charles Eissler, Oak Communications; Ruth T. Herring, Herring Associates.

Exhibits. Open 4 p.m.-8 p.m., with welcoming reception.

Are you going to miss the fast-growing trend in television?

ing tickets for Broadway shows
 tern's concerts are sold out
 nce at dance recitals all over the
 cent a year. Musicians like Pinchas
 Pavarotti are becoming matinee idols.
 of Modern Art was the hottest ticket in
 time television audiences for this type of
 ming have grown 32 percent over last year.*

to huge—
 and growing—public interest.
 And now CBS Cable can help
 you ride the crest of the new
 wave by providing the most
 exciting programming yet
 developed to meet this
 demand.

It includes superlative
 offerings like dance from



George Balanchine and
 Twyla Tharp. Drama from
 the innovative Joseph Papp
 (e.g., Meryl Streep and Raul
 Julia in "Kiss Me, Petruchio").
 Jazz by the likes of Sarah
 Vaughan, Dizzy Gillespie
 and other greats. Leonard
 Bernstein conducting all
 nine Beethoven symphonies.
 The musical genius of
 Pinchas Zukerman,
 Yo-Yo Ma, Ravi Shankar.
 And much more!

Naturally, our commitment
 also involves a
 creative team of the
 unique caliber needed
 to
 produce such
 programming.
 We have
 assembled that
 team.

It's headed by Jack
 Willis, Vice President
 of Programming, a
 seven-time Emmy
 Award winner ("The
 Great American
 Dream Machine," "The 51st
 State"); Merrill Brockway
 ("Camera Three," "Dance in
 America"); Roger Englander
 ("New York Philharmonic
 Young People's Concerts with
 Leonard Bernstein"); and
 Stephanie Sills ("Lovers and
 Other Strangers").



So CBS Cable has put
 together two spectacular
 pools of talent—one in
 front of the cameras and
 one behind them—to create
 a vibrant array
 of programming
 unique to cable.
 To capture the
 vast and un-
 tapped public
 interest in the
 lively arts. And
 to focus a new
 spotlight of audience
 attention on your system.



*Source: Nielsen, PBS prime time weekly cum audience;
 February/May 1980 vs. February/May 1979. These
 estimates subject to qualifications which CBS will supply
 on request.

Program ideas and personalities mentioned above
 are subject to change.

**Avery-Knodel
Television
now
represents**

WJBA
Augusta, Georgia

• • •

WTVM
Columbus, Georgia



WESTERN BROADCASTING COMPANY

The Western Broadcasting Company Stations

KMVT

Twin Falls, Idaho

An NBC-CBS-ABC affiliate
Channel 11

WJBF

Augusta, Georgia

An ABC affiliate
Channel 6

WTVM

Columbus, Georgia

An ABC affiliate
Channel 9

represented nationally by Avery-Knodel Television

Avery-Knodel Television

New York, Chicago, Atlanta, Dallas, Denver, Detroit,
Los Angeles, Minneapolis, Philadelphia, Portland, San Francisco, Seattle, St. Louis.



Thursday, Dec. 11

Breakfast. 7:30 a.m. Speaker: Ted Turner, Turner Broadcasting.

Panel session. 9 p.m. Magnolia room. *Marketing Strategy in the 80's—Evolution or Revolution.* Moderator: Graham Moore, TCI. Panelists: Ron Letterman, ATC; Jerry Maglio, Rainbow Programing Services; Jon Salkin, Teleprompter.

Technical seminar. 9 a.m. *Standard/Addressable Converters.* Moderator: Bob Cowart, Valley Cable TV. Panelists: Wayne Churchman, TOCOM; Jim Farmer, Scientific-Atlanta; Art Johnson, Oak Industries; Dave Large, Gill Cable; Pete Morse, General Instrument.

Panel session. 10 a.m. Magnolia room. *Marketing the Tier.* Moderator: Greg Liptak. Panelists: Gene C. Cook, GE Cablevision; Paul S. Lenberg, A.S.I. Market Research; Rod Warner, Storer Cable.

Technical seminar. 10:30 a.m. *Data Transmission.* Moderator: Gil Tash, Times Mirror Cable. Panelists: Jim Holly, Times Mirror Cable; Bob Fector, Times Mirror Cable.

Panel session. 11 a.m. Magnolia room. *The Auxiliary Service of Cable.* Moderator: Robert Schmidt, Communications Technology Management. Panelists: Cliff Schrock, Cablebus Systems; Don Soldwedel, Yuma Sun.

Exhibits. Open noon-8 p.m.

Luncheon. Noon. Embassy room. Speaker: Raymond E. Joslin, president, California Community Television Association.

Panel session. 2 p.m. Magnolia room. *Copyright . . . Here We Go Again.* Moderator: Christopher Cohan, Sonic Cable. Panelists: L. Gregory Ballard, FCC; Representative George E. Danielson (D-Calif.); Irving B. Kahn, Broadband Communications; Sol Schildhouse, Farrow, Schildhouse & Wilson; Jack Valenti, Motion Picture Association of America; Thomas Wheeler, NCTA.

Technical seminar. 2 p.m. *Rebuild and Retrofit—Challenge of the 80's.* Moderator: Pat Gushman, CED magazine.

Panel session. 3 p.m. Magnolia room. *Piracy of Pay Television Service.* Moderator: Peter Gross, Home Box Office. Panelists: John Gwin, Oak Communications; Mel Levine, California assemblyman; John Sampson, Pirate TV.

Technical seminar. 3:15 p.m. *Technical Standards and Regulation.* Moderator: Joe Van Loan, Viacom. Panelists: Don Stasi, Warner Amex Communications; Jim Stilwell, Times Mirror Cable.

Panel session. 4 p.m. Magnolia room. *Managing the More Complex Cable System of the 80's.* Moderator: James K. Waldo, Teleprompter. Panelists: Joe Cannon, Sheldon Satin Associates; Larry Greiner, University of Southern California; Bill Lilly, Viacom; Patsy Smullin, Southern Oregon Cable.

Technical seminar. 4:30 p.m. *Current Amplifier Technology.* Moderator: George Livergood, Theta Cable. Panelists: Dr. Joe

Garodnick, Stern Telecommunications; Mike Jeffers, General Instrument; Jim Palmer, C-COR; Larry Richards, Magnavox.

CCTA reception. 6-7 p.m. Exhibit areas.

Friday, Dec. 12

Breakfast. 7:30 a.m. Embassy room. Speaker: John E. Bryson, president, California Public Utilities Commission.

Government and regulatory sessions. 9 a.m. Magnolia room. Speaker: Representative Charles Rose (D-Calif).

9:15 a.m. Magnolia room. Speaker: Representative Robert Kastenmeier (D-Wis.)

9:30 a.m. Magnolia room. *Federal Communications Policy in the 80's.* Moderator: Douglas Dittrick, Douglas Communications. Panelists: Thomas A. Luken (D-Ohio); Robert T. Matsui (D-Calif.); Carlos J. Moorehead (R-Calif.); Al Swift (D-Wash.); Henry Waxman (D-Calif.); Timothy E. Wirth (D-Colo.).

10:30 a.m. Magnolia room. Speaker: Daniel K. Inouye (D-Hawaii).

11 a.m. Magnolia room. *State Communications Policy in the 80's.* Moderator: Allen T. Gilliland, Gill Industries. Panelists: Alfred E. Alquist, Ralph C. Dills and Omar L. Reins, California state senators; Ross Johnson and Alister McAlister, California state assemblymen.

Exhibits. Open noon-5 p.m.

Luncheon. Speaker: Lionel Van Deerlin (D-Calif.).

2 p.m. Magnolia room. *Telco's Entry Into the Cable Television Industry.* Moderator: Robert W. Ross, NCTA. Panelists: Daniel L. Brenner, FCC; Larry Darby, telecommunications consultant; Anna Marie Hutchison; Barry Simon, Teleprompter.

3 p.m. Magnolia room. *Poles Update.* W.E. Hargen, Feather River Systems.

3:10 p.m. Magnolia room. *How Municipalities View Overbuild.* Robert J. Bradahl, metropolitan Dade county, Fla.


3:30 p.m. Magnolia room. *The FCC's New Deregulatory Program for Cable Television.* Moderator: Harry M. (Chip) Shooshan III, Shooshan & Jackson. Panelists: Frank W. Lloyd, FCC; Willard R. Nichols, FCC Cable Television Bureau; Bernard J. Wunder Jr., House Subcommittee on Communications.

4 p.m. Magnolia room. *Independent Operators Look at the 80's.* Moderator: Anna Marie Hutchison, Eagle North Cable. *Channel Capacity: Upgrading the 12-channel System.* Fred Rogers, Broadband Communication. *State Regulation.* Carolyne Smith, Pennsylvania Cable TV Association. *Franchise Renewals: The Political Process.* Martin F. Malarkey, Malarkey Taylor & Associates. *Local Advertising: New Revenue Source.* Char Beales, NCTA.

All technical seminars will be held in the King Arthur Ballroom of the Sheraton Anaheim hotel.

#1
WCKT, 7:30 P.M., MIAMI
 WHIPS "PM MAGAZINE" AND "FAMILY FEUD!"
 WTJV, PM Magazine10/19
 WCIX, Sanford & Son6/12
 WCKT, Tic Tac Dough14/28
 WPLG, Family Feud8/16

WINK MARTINDALE



WIIC, 7:00 P.M., PITTSBURGH
 ADDS 50% TO AUDIENCE SHARE SINCE JULY.
 IMPROVES SUBSTANTIALLY OVER LEAD-IN!
 6:30 P.M., NBC Nightly News . . .6/11
 7:00 P.M., Tic Tac Dough11/21

Source: Arbitron Television Audience Estimates: Oct., 1980.

Exhibitors

The following is a list of the programing, equipment and media firms with booths at the Disneyland hotel in Anaheim, Calif. An asterisk (*) indicates a new product.

Aberdeen Cable TV Supply 1320
5933 Boucraoft St., Los Angeles 90116

Adda 2821, 2819
1671 Dell Ave., Campbell, Calif. 95008

Advance Industries 106
2301 Bridgeport Dr., Sioux City, Iowa 51102

Tower and building materials. **Staff:** Manuel Camposano, Jerry Audus.

AEL CATV Communications 1460
Box 552 Lansdale, Pa. 19446

Staff: Stan Disson, Ken Siegel, Bill Stone, Lynn Hood, Pete Hasse, J. Dolinski, Seth Shapiro, Adam Lochanko.

Alpha Technologies 2126
1305 Fraser St. D-6 Bellingham, Wash. 98225

Staff: Fred Kaiser, Karl Parsons, Bob O'Hara, G. Bor-sari, L. Black.

AM Cable TV Industries 2128-2227
Box 505 Quakertown, Pa. 18951

400 mhz taps, subscriber devices, turnkey construction service. **Staff:** Mac Qurashi, Masood Qurashi, Dick Behr, Bob Ford, Wally Hooks, Matt Lysek, Barb McFarland, John Richardson, Bill Ross, Milton Shapp.

American Educational TV Network 2614, 2616
2172 Dupont Dr., Suite 7 Irvine, Calif. 92715

National continuing education programing for professionals. **Staff:** N.N. (Bill) Luxon Jr., Barry Rupp, Peter Miller, Jim Fitzpatrick, Wayne McFarland, Dick McGeary, Jeff Schuster, Yancy Bissonnette, John Addis, Bruce Sangster, Rose Bartz, Marina McClure.

American Program Bureau 3313

Anixter-Pruzan 1030
4711 Golf Rd., Skokie, Ill. 60076

Five-meter earth station, head-end electronics, distribution gear, passives, pay-TV products, tools and safety equipment, construction materials, coaxial cable. **Staff:** John Egan, Gordy Halverson, Herb Pruzan, Gene Robinson, Gary Wilcox, Dave Staney, Gary Workman, Wayne Burress, Everett Hirsh, Tom Robinson.

Antenna Technology 3013
854 N. 26th St., Mesa, Ariz. 85203

Appalachian Community Service Network 2114
1200 New Hampshire Ave., N.W. Suite 240 Washington 20036

Programing. **Staff:** Linda Resnick, David Buckingham, Rob Shuman.

Arko Equipment 2225, Lot B 19, 20
19062 E. San Jose Ave., Industry, Calif. 91748

UEC Skyvan. **Staff:** Doug Arnell, Wayne Harris, Larry Borson, Bill Barrett.

Associated Press 1009
50 Rockefeller Plaza, New York 10020

Astoria-Fibra Steel 2823, 2825
Box 726, Astoria, Ill., 61501

Avantek 130
3175 Bowers Ave., Santa Clara, Calif. 95051

Bankers Trust 2310
280 Park Ave., New York 10017

Belden 402, 404, 406, 408, 410
2000 S. Batavia Ave., Geneva, Ill. 60134

CATV drop cable, converter cables, fiber optics cables. **Staff:** John Duffin, Brad Hubnick, Phil Pennington, Matt Schultz, John Lund, Glen Grosser, Dave Billish, Tom Wise.

Beston Electronics 2223
Box 106 A Olathe, Kan. 66061

Model CG-800 "Marquee" character generator with computer interface. **Staff:** Rod Herring, Jim Sherry, Leo O'Brian.

James G. Biddle 3416
3416 Township Line & Jolly Rd., Plymouth Meeting, Pa., 19462

Black Entertainment Network 2807
3222 N St. N.W. Suite 300 Washington 20007

Programing. **Staff:** Robert Johnson, Vivian Goodier.

Blonder Tongue 503
1 Jake Brown Rd., Old Bridge, N.J. 08857

Bogner-Multitenna Corporation of America 2116
401 Railroad Ave., Westbury, N.Y. 11590

MDS transmitter antenna*, MDS receiving antennas. **Staff:** Leonard King, Debbie King.

Business Control 3314

CableBus Systems 1901, 1903, 1905
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Alarm and energy control equipment including automatic alarm controller*, self contained alarm controller*. **Staff:** Clifford Schrock, Mercedes Peterson, Pat Robison, Helen Schrock, Rhys Schrock.

Cable Communications 3001

Cabledata 1420
3200 Arden Way, Sacramento, Calif., 95825

Cablefacts 803, 805
Box 11908 Lexington, Ky. 40578

Cablemaster 2612
3000 Dundee Rd., Suite 201 Northbrook, Ill. 60062

Cable TV program guide. **Staff:** Don Dethlefsen, Michael Mondini, Michael Hanna, Sherry Maguire, Carolyn Maguire, Jim Wells, Rick Wein.

Cableview 3015

Cadeco 2408
2706 National CI, Garland, Tex. 75401

Cardiff Publishing 1620, 1622
3900 S. Wadsworth Blvd., Denver 80235

Carlton International Management 3412

Catel 912, 914
1400 D. Stierlin Dr., Mountain View, Calif. 94043

CATV Services 2030

WDIV, 7:30 P.M.,
DETROIT

IN ITS FRESHMAN SEASON LEADS ABC AND CBS AFFILIATES IN TIME SLOT. 32% MORE WOMEN THAN LAST YEAR'S "THREE'S A CROWD"!

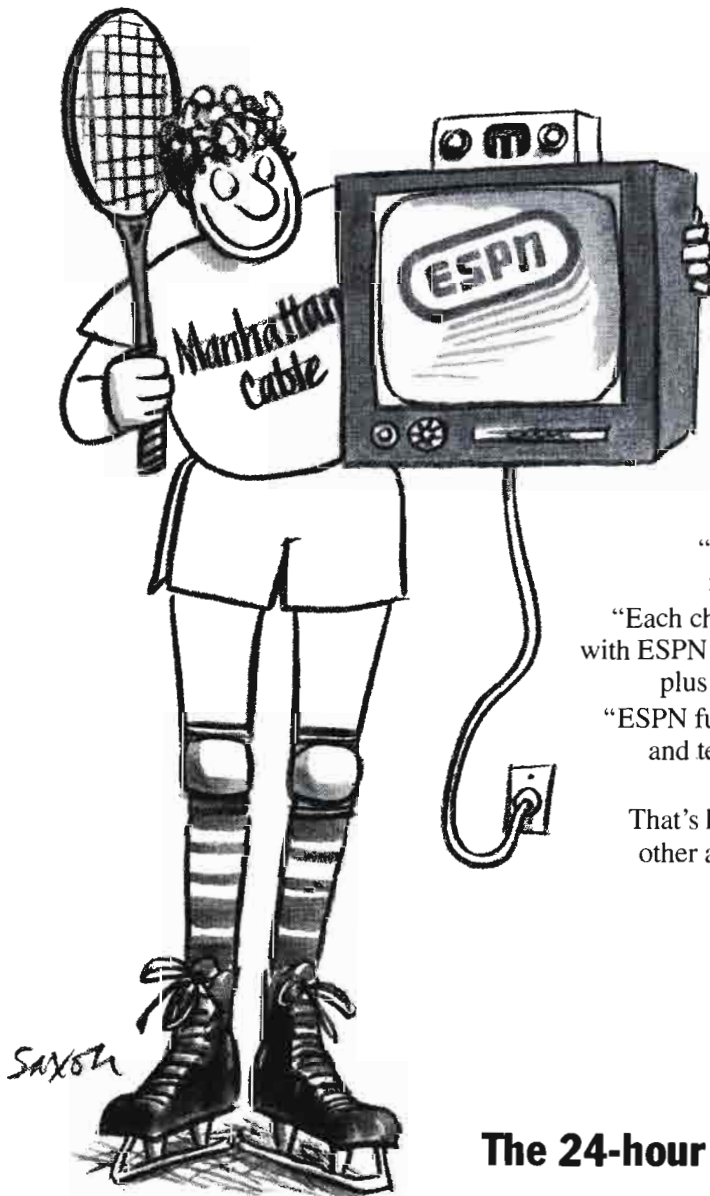
WDIV, Bullseye13/25
WJBK, Tic Tac Dough11/20
WXYZ, Various8/15

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(213) 217-7251

JIM LANGE



Why is Manhattan Cable dedicated to ESPN?



“Very simply, because we can make more money with ESPN on full-time.” *John Gault, President of Manhattan Cable*

On October 1st, Manhattan Cable Inc. dedicated a channel totally to ESPN, the 24-hour total sports network. John Gault, their President, tells why:

“Sports are right on the heels of movies in subscriber interest. And ESPN is a leader in basic cable sports.

“Each channel must be its own profit center. Going full-time with ESPN entitles us to 30¢ a subscriber for co-op advertising, plus a way to make good money by selling our own ads.

“ESPN full-time also cuts down costly switching, man-hours and technical problems . . . while providing a really strong channel identity.”

That’s how ESPN works for John Gault, for more than 900 other affiliates, and for more than 6 million homes in just over a year. Now find out how it can work for you.

Call Jim Cavazzini today at (203) 584-8477.

Visit the ESPN Booth Complex 2108,
lower level, at the Western Cable Show.

The 24-hour total sports network



3270 Seldon Ct., Fremont, Calif. 94538

CBS Cable 2513

51 West 52d St., New York 10019

Audiovisual presentation of CBS Cable programming. **Staff:** Charlotte Schiff Jones, Robert Shay, Joseph DiCerto, Aaron German, Robert Mariano, Jack Willis, Vince Benedict, Sid Kaufman, Robert Williams, Carmella Czegledi, Tom Delaney, Merrill Brockway, Julie Livingston, Brian Neuwirth, Stephanie McClelland, Andrew Scott, Marilyn Egol, Regina Dantas, Mark Rosenthal, Pat Dunphy, Stephanie Sills, Roger Englander, Bob Shanks, Ann Shanks, Gloria Gallo, Kathy Tatge, Maxine Wishner, Kathy Wieland.

C-COR Electronics 510

60 Decibel Rd., State College, Pa. 16801

SCAT system and 400 mhz*, trunk amplifiers, extenders, passives splitters, couplers, equalizers, power inserters, signal mixers, surge protection, stand-by power. **Staff:** James Palmer, Richard Taylor, Kenneth Gorman, Sally Thiel.

CCS Hatfield Communications Products 1220

5707 W. Buckeye Rd., Phoenix 85043

Coaxial cable. **Staff:** Bill Terrill, Dick MacMillan, Kevin Lynch, Jim McLain, Daune Crist, Ron Ackerman, Pat Kasney, Andy Forti.

CDC-Lectro Products 2801

Box 567, Athens, Ga. 30603

Century III Electronics 15

3880 E. Eagle Dr., Anaheim, Calif. 92807

Feedforward products in 400 mhz. **Staff:** Larry R. Fry, Merv Hussack, Vic Tarbutton, George Harvey, Ron Solomon, Peter Wronski, Charlie Hawson.

Cerro Communications 702, 704

Halls Mill Rd., Freehold, N.J. 07728

Channematic 1500

2232 Lindsay Michelle Dr., Alpine, Calif. 92001

Chesney Communications 3319**Cineamerica Satellite Network 1010**

9477 Brighton Way, Beverly Hills, Calif., 90210

Coil American Technology 2118

4902 Tollview Dr., Rolling Meadows, Ill. 60008

400 series tech top, taps, couplers, splitters, connectors, buried plant housings. **Staff:** Kurt Bird.

Commonwealth Telephone 2034

100 Lake St., Dallas, Pa. 18612

Comm/Scope 1310

Box 199 Catawba, N.C. 28609

Staff: Joe Teague, Jim Webb, Bill Barbour, Gene Swithenbank, Ed Foust, Ernie Massei, Jerry Smith, Dale Hollar, Frank Drendel, Jim Kanely, Brian Garrett, Nita Hunsucker, Jean Pope.

Communications Marketing 1103

2326 Tampa Ave., El Cajon, Calif. 92020

Brokerage, personnel, market research services, publications. **Staff:** Jim Bloxham, Suzanne Bloxham, Jim Applegate, Dorothy Applegate, Bob Lemon, Roger Yoder, Joyce Flynn.

Communications Supply 2406

319 J. Westtown Rd., West Chester, Pa. 19380

UPS*, signal lever meter*, security connection box*, Sterling connectors*, Tru 100 expandable digital/RF

interface for coaxial cable*. **Staff:** Shelly Rittenberg, George Newman, David Shefler, Ivor Kaye, Tony Sandaluk, Kevin Doherty, George Tamasi, Terry Ryan.

Compact Video Sales 2521, 2523

1104 W. Chestnut St., Burbank, Calif. 91506

Compact 42 mobile earth station. **Staff:** Bob Seidenglanz, Bob Manahan, Merle Arnold, Dick Smith, Stu Kravitz, Pat Hubbard.

Comp-U-Card 3403

777 Summer St., Stamford, Calif. 06901

Compucon 1602

Box 401229 Dallas 75240

Satellite earth station frequency coordination services including low power UHF-TV translator channel selection*. **Staff:** Becky Shipman, Rick Miller, Dan Yost, Ken Schimnowski.

Computer Video Systems 1125, 1127

3678 West 2150 South, Unit 2 Salt Lake City 84120

Third generation microprocessor based-data display systems with interchangeable, interface, editing, memory and titling capabilities. **Staff:** Randy Wegner, Bruce Robertson, Ed Walden, Ray Malheiro, Larry Stephan, Craig Giles, Boyd Hales, Don Thomsen, Al Laughlin, Steve Grossman, Jim Miller, Tom Pitts.

Comsearch 1705

7633 Leesburg Pike Falls Church, Va. 22043

Satellite earth station replacement, frequency coordination and RFI measurements, CARS band microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. **Staff:** Kurt Oliver, Harry Stemple.

ComSonics 1811, 1813

Box 1106 Harrisonburg, Va. 22801

Spectrum analyzer, video sensing coaxial relay, RF leakage detection system, uninterruptible LNA power source, nonbroadcast video repair services, CATV repair services. **Staff:** Alex Lushpinsky, Wayne Bruffy, Carl Hensley, Dennis Zimmerman.

Comtech Data 1618

613 S. Rockford Dr., Tempe, Ariz. 85281

Conifer 2726, 2728

Box 832 Burlington, Iowa 52601

MDS equipment including, downconverters, microwave receiving antenna, STV antennas, installation kits, UHF preamps. **Staff:** John Von Harz, Jim Clark, Gary Brotherson, Robert Fleming, Gene Rodeffer, George Jones.

Control Technology 3001

991 S.W. 27th Ave., Fort Lauderdale, Fla. 33312

Copal Industries 2613

595 Madison Ave., New York 10022

Cable reclamation service. **Staff:** Thomas Ashley, Dave DeBusschere, John Smeriglio.

Corinth Films 2428**Cosmo Graphics 2422**

4347 S. Hampton Rd., Dallas 75237

Creative Factor 2428

6255 Sunset Blvd., Los Angeles 90028

Custom Cable Television 2404

1107 Hazeltine Blvd., Suite 115 Chaska, Minn. 55318

#1
WPVI, 7:00 P.M.,
PHILADELPHIA

MORE WOMEN THAN "EVENING
 MAGAZINE" AND "TO TELL THE TRUTH"
 COMBINED. 35 SHARE IN 6-STATION
 MARKET, INCLUDING "MASH"
 ON ONE OF INDEPENDENTS!

COLBERT TELEVISION SALES
 1888 CENTURY PARK EAST
 LOS ANGELES, CALIFORNIA 90067
 (213) 277-7781
WINK MARTINDALE

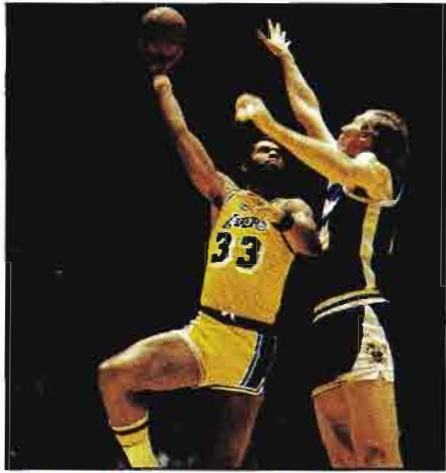


WOR, 6:30 P.M.,
NEW YORK

Leads All Independents In The Market
 With Adult And Women Viewers!

Source: Arbitron Television Audience Estimates, Oct., 1980.

ALL NETWORKS ARE NOT CREATED EQUAL



The USA Network is dedicated to the proposition that advertisers should have something more than just another alternative to traditional media. Our ability to reach specific target audiences via cable television affords you a unique and effective marketing opportunity.

Consider sports...front-page sports, that is.

Whether it's the NBA or the NHL, pro soccer or pro tennis, Major League Baseball or Madison Square Garden, USA has it all and more, all year long.

USA carries more than 375 prime-time events to nearly 6 million cable households in 48 states. In fact, no other network offers more live, professional sports than USA.

And this season, we're producing a new show...Sports Probe. A hard-hitting half-hour of sports figures in the "hot seat," facing the sports press and hosted by nationally syndicated columnist Larry Merchant.

But USA does not live by sports alone. "Calliope" is an important part of our line-up. This award-winning children's program, produced in cooperation with Learning Corporation of America, offers young minds eight hours of films to grow by every week.

For the upscale audience who likes their TV with a British accent, we have the "English Channel." A sterling assortment of the best in cultural entertainment, in the tradition of PBS and the BBC.

This is the foundation of the

USA Network. But we are committed to a long-range program involving even greater diversity. For more information about these programs as well as those on our drawing board, call Jeff Lawenda at (201) 445-8550. You'll be amazed at the quality and scope that one network can offer. Prestige programming that other networks would find hard to equal.

USA NETWORK

208 HARRISTOWN ROAD, GLEN ROCK, NEW JERSEY 07452



**Everything you
always wanted in
a half-hour..**



And more.

In EIGHT IS ENOUGH, you're not just buying one of TV's highest rated hours. You're getting two of TV's strongest half-hours.

EIGHT IS ENOUGH actually works like two half-hours. Consistently attracting women 18-49, teens and kids in huge numbers. And keeping them for 30 more minutes than your strongest sitcom.

Solve two of your half-hour needs with one decision. EIGHT IS ENOUGH.

Eight Is Enough
Our Shining Hour

LORIMAR

Cable consulting, construction, strand mapping.
Staff: Cam Sheffner, Marlene Sheffner, Carlos Pedraja, Evon Weber, Michelle Weber, Wendy Heinen, Debra Naber, Diane Burkstrand, Jody Panning, Jim Gonsior.

Daniels & Associates 1011, 1013
 2930 E. 3rd Ave., Denver 80206

Staff: Jeanne O'Grady, John Saeman, Erika Schafer, Gerry Zimmerman, Lura Green, Cynthia Baker, Chris Barker, Bob Brooks, Bob Brown, Jay Busch, Betty Clark, Bill Daniels, Tim David, Bruce Dickinson, Jay Dugan, Andy Eiseman, Jack Estes, Bill Fogarty, Judy Grant, Steve Halstedt, Rose Anne Strauser, Bob Holman, Chcuk Kersch, Tom Johnson, Tom Marinkovich, Hugh McCulloh, Jim Vaughn.

Datafax-Atlanta 2213, 2215
 6290 McDonough Dr., Norcross, Ga., 30093

Defensive Security 2730
 288 W. Houston, Jasper, Tex. 75951

Deloitte Haskins & Sells 2424
 1 Wilshire Blvd. Los Angeles

Financial forecasting, planning system. **Staff:** David Thompson, Jay LaMarchel, Mario Umana, Blair Nance, Ted Middendorf.

Delta Benco Cascade 807, 809
 124 Belfield Rd., Rexdale, Ont., M9W 1G1

Staff: Dennis Atha, Dave Fear, Willi Tack, Phil Allman, Don Atchison, Zygmunt Zara, Eric Chisholm, Don Sterling.

DitchWitch 3510

DI-Tech 2035
 311 Wyandach Ave., North Babylon, N.Y. 11704

Dotson & Brown Insurance Agency 1616
 Box 276 Tyler, Tex. 75710

Insurance. **Staff:** Martin Brown, Ann Mitchell.

Dow Jones 2803
 Box 300 Princeton, N.J. 08540

Dow Jones cable news. **Staff:** Richard Stickney, Frank Nini, Hal Frock.

Durnell Engineering 1401
 Highway 4 South Emmetsburg, Iowa 50536

One man aerial personnel lift. **Staff:** Mike Hermansen, Gordon Kuivanan.

B.E. Duval 1121
 29619 Western Ave., San Pedro, Calif. 90732

Eagle Comtronics 1120
 Box 93, Phoenix, N.Y. 13135

Eastern Microwave 1001, 1003
 3 Northern Conc., Syracuse, N.Y. 13221

Electroline TV Equipment 1709
 8750 8th Ave., Ville St. Michel, P.Q. Montreal H1Z 2W4

Entertainment & Sports Programing Network 2201-2112

ESPN Plaza Bristol, Conn. 06010

Staff: Jim Cavazzini, A. Wider, C. Simmons, S. Connal, D. Rasmussen, J. Bates, C. Mills, C. Harwood, R. Williams, B. Schweizer, D. Murphy, J. Simpson, B. Wilkinson.

Evergreen Equipment 3220

Expeditions Unlimited 3001
 Box 1747 Pompano Beach, Fla. 33061

Fort Worth Tower 1123, Lot 13, 14, 15
 1901 E. Loop 820 S., Box 8597 Fort Worth 76112

Staff: Tommy Moore, Betty Moore, Carl Moore, Fred Moore, Billie Ballweg.

4 Star Entertainment 2317

Gardiner Communications 1514, 1516
 1980 S. Post Oak Rd., Suite 2040 Houston 77056

5.6 meter antenna, low noise amplifiers*, receivers, modulators, DC power supply, channelcue, time and tone video switcher, 4100* and 4200* receivers.
Staff: Clifton Gardiner, Wally Briscoe, Gary Morley, Doug Smith, Bill Simonite, Nelson Thibodeaux, Ken Maples.

General Cable 2507
 5600 W. 88th Ave., Westminster, Colo., 80030

Apparatus division.

General Cable 1520
 Box 700, Woodbridge, N.J. 07095

CATV division.

General Instrument 2098
 220 Byberry Rd., Hatboro, Pa. 19040

400 mhz amplifier, cable security system. **Staff:** Frank Hickey, Fred Shuh, Colin O'Brien, Jack Forde, Ken Coleman, Hal Bjorklund, Gary Stein, Jim Wiesenberg, Leo Borin, Ed Ebenbach, John Dahlquist, Len Ecker, Terry Godwin, Jim Orwick, Jim McDade.

Gilbert Engineering Co. 1502, 1504, 1506
 5310 W. Camelback Rd., Glendale, Ariz. 85301

Coaxial connector, tools, accessories. **Staff:** Jim Moulin, Robert Spann, Robert Hayward, Howard Flink, Del Shumate, Don Arndt, Tony Ramsey, Joe Dolan.

Green Enterprises 2033

GTE Sylvania 1210
 1105 County Rd., San Carlos, Calif. 94070

Hamlin USA 203, 205
 128 S.W. 153 St., Seattle 98166

Harris 2501, 2503
 Box 1700 Melbourne, Fla. 32901

Satellite antennas and video receivers for TVRO, 120 degree K low noise amplifier. **Staff:** Jan Pappas, Marty Bandler, Al Jones, Tony Grimes, Dave Northen, Bob Schneider, Cliff Fields, Jorgen Bistrup, George Maier.

Heller-Oak Communications Finance 1430
 105 W. Adams St., Chicago 60603

Lending services. **Staff:** Edward Zukerman, Lester Golbeck, Matt Breyne.

Henderson Crow Productions 3511

Home Box Office 1250
 1271 Avenue of the Americas New York 10020

HBO and Cinemax services. **Staff:** Staff: James Hayworth, Winston (Tony) Cox, Michael Fuchs, Bob Bedell, Bob Caired, Matt Blank, Peter Frame, Don Anderson, Bill Grumbles, Dennis Garcher, Stan Thomas, Bill Hooks, Tom Oliver.

Home Theater Network 2809, 2811
 465 Congress St., Portland, Me. 04101

Literature on movie package. **Staff:** Kathryn Peterson; Steve Broydrick, Marcia Babb, Kathleen Boss, Dorothy

The Joker's Wild

#1
WMAR, 7:30 P.M., BALTIMORE
 TOPS "EVENING MAGAZINE" AND "FAMILY FEUD" IN SLOT. STATION UP 69% OVER LAST YEAR'S CHECKERBOARD!

WBAL, Family Feud11/19
 WBFF, Sanford & Son7/13
 WJZ, Evening Magazine12/23
 WMAR, The Joker's Wild15/27

WCPO, 7:30 P.M., CINCINNATI
 #1 In Time Slot
 With Women Viewers!

CTV COLBERT TELEVISION SALES
 1888 CENTURY PARK EAST
 LOS ANGELES CALIFORNIA 90067
 (213) 277-7751

JACK BARRY

The Joker's Wild

Source: A.C. Nielsen Co. Viewers in Profile Oct., 1980.

WESTERN CABLE

Lewis, Raymond Murdough, Peter Kendrick.

Hughes Aircraft 1020
3060 W. Lomita Blvd., Torrance, Calif. 90509

AML 54-channel 400 mhz system*, 3.7-5 meter expandable antenna, diplexer. **Staff:** A.H. Sonnenschein, L. E. Stanley, N. P. Weinhouse, M. Plost, B. Forte, J. Taglia, A. Heiny, N. Woods, D. Coug, J. Williamson, M. Talley, B. Stanton, J. Sparacio, E. Pastel, L. Kaufman.

IBM General Systems Division 120
Box 2150 Atlanta 30301

System/34 customer service and billing. **Staff:** Lou Ozer, Denny Sullivan, Virginia Minor, Len Clarke, Roy Greenland, Rod Patton, Marshall Hall, Dave McLaughlin, Ralph Gootner.

Intercept 1604, 1606
215 Entin Rd., Clifton, N.J. 07014

PED 6000, 8000*, 10000*, converters, multitaps, drop material. **Staff:** Jay Shapson, Peter Parikh.

Jackson Communications 2732, 2734
Box 6 Clayton, Ohio 46315

Keystone Electronics 1101
830 Monro St., Hoboken, N.J. 07030

Klein & 3310

Klungness Electronics Supply 1711
Box 547 Iron Mountain, Mich. 49801

Staff: James Klungness, Charles Henry, Bob Knoke, Marian Gammey, Larry Filson, Carol Henry.

KMP Computer Services 3212
555 Totavi, Los Alamos, N.M. 87544

Lamb Corp. 3005
Box 950 Addison, Tex. 75001

Las Vegas Entertainment 2330
3355 W. Spring Mountain Rd., Las Vegas 89102

LDM 2708, 2710
529 S. 2d Ave., Covina, Calif. 91723

Program guides, accounting system for subscription TV. **Staff:** Kevin Mahan, John Torres, Jackie Ryan, Rick Brutolao, Randy Northam.

Lewmark TV 3017

Lindsay Specialty Products 906, 908
150 Mary Street West Lindsay, Ont. K9V 4S7

TVRO and MDS antenna products. **Staff:** J.E. Thomas, C.A. Allinson, D.T. Atman.

LRC Electronics 1117, 1119
901 South Ave., Horseheads, N.Y. 14845

Ultra series connectors for 400 mhz*. **Staff:** Keith McIntosh, John McQuaid, Art Bodner, Ken Wood, Ben Duval, Glen Duval, Gill Clinker, Steve Grossman.

Magnavox CATV Systems 1410
100 Fairgrounds Dr., Manlius, N.Y. 13104

Complete 440 mhz system, including amplifier, line extender, taps, converter/descrambler, TFC's, connectors, upgrading capabilities. **Staff:** D.N. Mezzalingua, C.R. Mullen, James Duffy, Ron Jones, Dominick Maio, Larry Richards, Herb Longware, Marthy Zelenz, Peter Warburton, Steve Schoen, Jay Staiger, Matt Hart, Andrew Szegada, Robert King, George Fletcher.

Merrill Cable Equipment 801
2629 N. 24th Dr., Phoenix 85009

Trunk/distribution amplifiers, line extenders, power supplies, addressable system—4 port and 16 port units* **Staff:** Tom Heiser, Joe Lish, Herm Braun, Dennis Cowley.

Metrodata Corp. 2010
2150 N. 107 St., Seattle 98133

Metromedia Producers 3308
5746 Sunset Blvd., Hollywood 90028

Microdyne 1612, 1614
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

1000 TVRM receiver with built-in modulator* 3.66 meter antenna*, 1110-FFC(X1) (S) satellite receiver, 1110-TV(R)(X24), 1000 TVM modulator, 1100 HEM modulator, 5 meter antenna. **Staff:** Thomas Kidd, David Alvarez, R. L. Hooper, G. A. Bell, L. H. Wolcott.

Microwave Associates Communications 930
63 3rd Ave., Burlington, Mass. 01803

VR-3X, VR-4X satellite receivers, MA-12X and MA-126 receiver and transmitter. **Staff:** Charlie Stanton, Duke Brown, Al Gillingham, Mike Osoke, Bruce Carlisle, Pete Pifer, Hong Yu, Tom Humphries.

Mid State Communications 1811
174 S. 1st Ave., Beech Grove, Ind., 46107

Midwest Corp. 3602, 3604

Modern Satellite Network 110, 108
45 Rockefeller Plaza, New York 10111

Motorola Semiconductors 1113, 1115
220 W. Broadway, Mesa, Ariz. 85201

Multitenna Corp. of America 2116
Box 67, Valley Stream, N.Y. 11582

National Spanish TV Network & GalaVision 2120-2124

250 Park Ave., New York 10017

SIN, GalaVision services. **Staff:** Bill Stiles, Fred Landman, Susan Catapano, Starrett Berry, Suzette Grimm, Jennifer Cashoty, Rayce Anselmo, Luisa Bacchiani, Sara Greenwood, Connie Zandstra.

Net Enterprises 3001, 3009

New Earth TV Works 2817
Box 1281, Santa Cruz, Calif. 95061

Northern CATV Sales 1911
115 Twin Oaks Dr., Syracuse, N.Y. 13206

Oak Communications 1430
Crystal Lake, Ill. 60014

Total Control addressable systems, moduline 400 mhz converter, TC-56 converter/decoder. **Staff:** Hank Sauer, Bob McRann, Dean Bach, Gary Frank, Loris Thacker, Art Johnson, Jack Hooper

Omni 3210

Permo International 2813
3001 Malmo Rd., Arlington Heights, Ill. 60005

Phasecom Corp. 210
6365 Arizona Cl. Los Angeles 90045

Pico 2520
1001 Vine St., Liverpool, N.Y. 13088

Security products for pay TV application. **Staff:** Bud

#1
WMC, 6:30 P.M., MEMPHIS
31 SHARE IN 4-STATION MARKET.
67% MORE WOMEN THAN "FAMILY FEUD!"
WREG, Family Feud12/22
WMC, Tic Tac Dough17/31
WHBQ, Eyewitness News11/21
WPTY, Wonder Woman6/12

#2
WFLA, 7:30 P.M., TAMPA/ST. PETERSBURG
INCREASES "HOLLYWOOD SQUARES" LEAD-IN.
HOT ON THE HEELS OF "THE JOKER'S WILD!"
WFLA
7:00 P.M., Hollywood Squares14/25
7:30 P.M., Tic Tac Dough17/30
WTVT
7:00 P.M., CBS Evening News24/42
7:30 P.M., The Joker's Wild20/36

Source: Arbitron Television Audience Estimates, Oct., 1980.

Hitchcock, George Knapp, Irene Burke, Peter Petrus

5649 Peck Rd., Arcadia, Calif. 91006

PowerVision 602,604
2840 Coronado St., Anaheim, Calif. 92806

CTF 3000 floating stand by power supply. **Staff:** Ben Dody, Garth Orgill, Craig Pollara, Marie Foster, Howard Dreschler

30 & 60 VAC conventional and stand-by power supplies. **Staff:** Ed Harmon, Don Chandler, Jim Marino, Russ Taylor, Tom Marino.

Scientific Atlanta 1350
3845 Pleasantdale Rd., Atlanta 30348

Earth stations, video receivers, prepackaged head-ends, coaxial cable, trunk amps, line extenders, taps, passives, set top terminals. **Staff:** Sidney Topol, Jack Kelly, J.H. Levergood, James Power, John Messerschmitt, Ben Forrester, Pat Miller, Basil Kehoe, Hal Mathews, John Cheval, Bob Bird, Jim Hart, Pat Bohana, Barney Geolat, Solomon Webb.

Premiere 2540, 2550
10880 Wilshire Blvd., Suite 2209 Los Angeles 90024

Pay program network. **Staff:** Burt Harris, M. Christopher Derick, J. Ronald Castell, Larry Miles, Jane Biggins, Charles Klein, Julie Green, James McMillan, Corey Bender, Linda Harrison, Linda Legiere, Greg Nathanson, Lucy Stutz, Jon Leland, Pat Narup, Peter Newman

Showtime 1230
1211 Avenue of the Americas New York 10036

Staff: Mike Weinblatt, Jules Haimovitz, John Sie, Ronald Bernard, Michael Clark, Susan Denison, Charles Hairston, Stephan Schulte, Richard Sullivan, Reva Meiniker, "Butch" Henley, Pat Grotto, Art Gusow, Bob Mason.

Prime-Time School TV 3308

Prodelin 910
Box 131, Hightstown, N.J. 08520

Rainbow Programing 2040
1355 S. Colorado Blvd., Suite 100 Denver 80222

Bravo*, Escapade* **Staff:** Jerry Maglio, Que Spalding, Pam Wilson, Lynn McNeelley, Lila Reinhard, Debra Lieberman, Tim Kelley, Sandy McGovern, Bill Leer, Laurie Riddell, Stacy Nuttle

Signal Vision 520
22732 Granite Way Laguna Hills, Calif. 92653

Staff: Neil Phillips, Brian Dickey, Paul Rhodes, Dick Richards

RCA American Communications 320
400 College Rd., East Princeton, N.J. 08540

Live demos from CableNet I and II. **Staff:** John Williamson, Andrew Inglis, Harold Rice, Paul Farmer, William Kopacka, Lou Donato, Mike Pirrone, Dave War-nock, Dana Pratt

Sky Dart 2708
Loop 132 & Hwy 79, Olney, Tex. 76374

Southern Satellite Systems 1107, 1109
Box 45684 Tulsa, Okla. 74145

CableText-video data* **Staff:** Edward L. Taylor, Sel-man M. Kremer, Thelma Smith, Garnet Rich, Mike Stangeby, Cindy DiMattia, Gary Stanton.

RCA Cablevision Systems 320
8500 Balboa Blvd., Van Nuys, Calif. 91409

Model 450 line extender amplifier, 452 hybrid amplifier, headend equipment, distribution equipment, subscriber devices. **Staff:** D.O. Reinert, Wade Hansen, Bill Oldt, Jim Bailey, Marty de Alminana, Jerry Horton, J.H. Cassidy, Bryon Brammer, Jim Roling, Warren Reih, R.G. Walters, Tom Hamilton, Bob Venner, Duane Benton.

Standard Communications 501
Box 92151, Los Angeles 90248

Station Business Systems 606, 608
600 W. Putnam Ave., Greenwich, Conn. 06830

Staff: Jim Lang, George Pupala, Herb Claassen, Jack Doren.

Reis Electronic Schools 3412

Reuters 1111
1212 Avenue of the Americas New York 10036

News View—sports and stock ticker. **Staff:** Kurt Hansen, James Outman, John Demery.

Supra Products 1105
2611 Pringle Rd. S.E. Salem, Ore. 97302

Lock boxes. **Staff:** Doug Marshall, John Knott, Steve Roby.

RMS Electronics 1440
50 Antin Place, Bronx 10462

Rockwell International Collins Transmission Systems Division 505, 507
1200 N. Alma Rd., Richardson, Tex. 75081

Satellite video receivers, CARS band microwave equipment. **Staff:** W. Shurtleff, T. Noble, R. Hammond, T. Moore, J. Brown.

Swank Telefilms 3007
201 S. Jefferson Ave., St. Louis 63103

SyndiCable 2402
366 N. Broadway Suite 209 Jericho, N.Y. 11753

Programing including *Backstage on Broadway**, *Fabulous Follies**, *San Diego Show**. **Staff:** Jeffrey Smith, Ralph Guzzi.

Roscor 2521

Satellite Cablevision Equipment 1801
9144 S. Bishop St., Chicago, 60620

Full line converters, inverters, system electronics, microcomputers, test equipment. **Staff:** Mike Jarard, Ronald Moseley, Michelle Walker, David Peters.

System Concepts 1803, 1805
2440 S. 2000 West, Salt Lake City 84119

Staff: Shirley Dixon, Gordon Hofhine, Jeff Peterson, John Weiland.

Systems Comm Cable 1340
Box 21007, Phoenix 85036

T.A. Associates 2610
111 Devonshire St., Boston 02109

Satori Productions 1701, 1703
250 W. 57th St., New York 10019

Sawyer Industries 1005, 1007

TeleMine 2020
888 7th Ave., New York 10106

BULLSEYE

CT COLBERT TELEVISION SALES
1888 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
(213) 277-7751

JIM LANGE

BULLSEYE

**WOR, 7:00 P.M.,
NEW YORK**

UPS 18-49 WOMEN 27% OVER
LEAD-IN. OUTPERFORMS ALL THREE
NETWORK O&Os WITH WOMEN
VIEWERS!

BULLSEYE

**KHJ, 6:30 P.M.,
LOS ANGELES**

41% MORE WOMEN THAN LAST
YEAR'S "MAUDE" IN THE TIME SLOT!

BULLSEYE

Source: A.C. Nielsen Co. Viewers in Profile, Oct., 1980.

LITTLE HOUSE

ON THE PRAIRIE

STARRING MICHAEL LANDON



AMERICA'S MOST BELOVED
TELEVISION SERIES

★ AVAILABLE FOR LOCAL TELECASTING SEPTEMBER 1981 ★

LITTLE HOUSE: POWER HOUSE FOR EARLY FRINGE

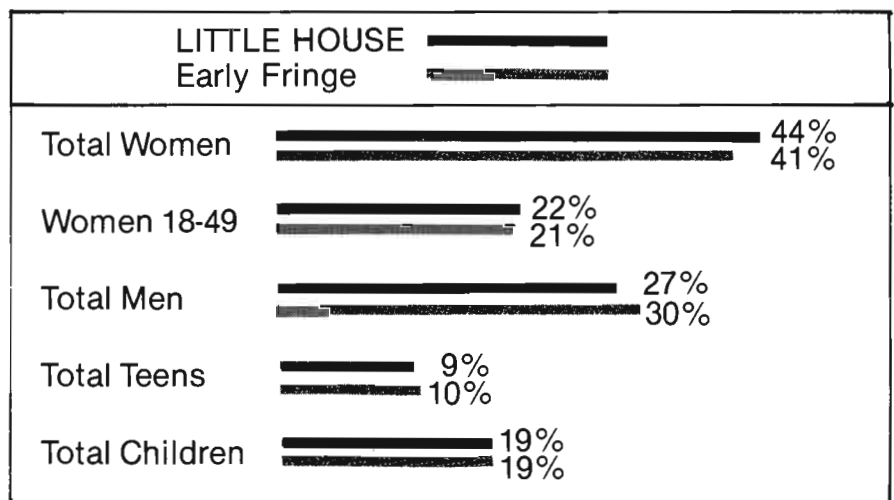
TRACK RECORD PROVES PROGRAM'S POWER FOR EARLY FRINGE

After six seasons of head-to-head competition against sit-coms, movies and action adventure, LITTLE HOUSE is the big choice of young women and children.

In fact LITTLE HOUSE is *big enough* for the whole family.



AUDIENCE PROFILE MATCHES EARLY FRINGE



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

TeleMine program center. **Staff:** Robert Jacobs, Morton Richter, Joseph Hersh, Judy Shepard, Elizabeth Domoff, David Smith.

1018 W. Peachtree St., Atlanta 30309

Television Engineering Systems 3110
1911 Chris Ln., Anaheim, Calif. 92805

TV Compulog 3411, 3413
1640 New Highway, Farmingdale, N.Y. 11735

Tele-wire Supply 2815
122 Cutter Mill Rd., Great Neck, N.Y. 11021

TV Guide 201
4 Radnor Corporate Center Radnor, Pa. 19088

Staff: Sy Guttenplan, Sylvia Guttenplan, Jim Ruh, Lance Belcher.

Staff: Herb Zucker, Cassie Travaini Gary Waynesmith.

T.E.S.T. 1330
16130 Stagg St., Van Nuys, Calif. 91409

TVSM 2611
801 Fox Pavilion Jenkintown, Pa. 19046

Staff: William Kommers, Karen Glen, Bill Lawry, Jack Schnabel, Roy Brady, Marlene Tanner, Ron Roberts.

Staff: Beryl Walk, Neil Heller, Richard Summers, Al Turner, Robert Hemmig, Art Fay.

United Press International 102, 104
220 E. 42d St., New York 10017

Cable newswire, newstime. **Staff:** Tom Hawley, Gordon Rice, Jack Klinge, Jordanka Lazarevic, Dennis Kinsella.

Texscan/Theta-Com 207, 209, 1130
2960 Grand Ave., Phoenix 85017

Staff: Carl Pehlke, Jim Luksch, Bert Henschield, Bill Dawson, Raleigh Stelle, Bob Shannon, Bob Thompson, Ivan Curtis, Don Paul, Gary Campbell, Ann Newman, Terry Hunt, Susan Arnold, Susan Coady, Ed Kirk.

United States Tower 2525, 2527, 23, 24 Lot A
Drawer "S" Afton, Okla. 74331

Multi-Beam spherical earth station. **Staff:** M.N. Weathers, Dan Weathers, L.C. Mitchell.

Texscan/MSI 207, 209
3855 S. 500 West Salt Lake City 84115

Flexicaster—Character generator with nine channel display. **Staff:** Ivan Curtis, Ann Newman, Terry Hunt, Larell Nielsen, Ron Payne, Robert Thompson.

United Video 2219, 2221
5200 S. Harvard Suite 215 Tulsa, Okla. 74135

WGN-TV, WFMT-FM, Dow Jones business service* **Staff:** Roy Bliss, Robert Price, Marilyn Smith, Diane Flourney, Leanne Knowles, Cheryl Lambert.

Times Wire & Cable 1150
358 Hall Ave., Wallingford, Conn. 06492

400 mhz trunk, feeder and drop for total bandwidth systems, fiber optic satellite downlink. **Staff:** Larry DeGeorge, Bill Lynch, Rex Porter, Bruce Brown, John Patterson, David Massaglia, Don Keene, Jerry Stovall, Frank Hamilton, Jack Sutton.

USA Network 940
208 Harristown Rd., Glen Rock, N.J. 07452

Sports programming including Wednesday NASL soccer*, Sports Probe*, Sports Look*, The English Channel* **Staff:** Kay Koplovitz, Bill Padalino, Jeff Lawenda, Andrew Besch, Mary Lou Brown, Al Goldstein, Ed Stecher.

Titsch Publishing 1913, 1915, 1917
2500 Curtis St., Denver 80217.

TL Systems 1518
3001 Redhill Ave., Costa Mesa, Calif. 92626

Earth stations, modulators, video FM system for cable, demodulators, heterodyne processors. **Staff:** Ted Lafleur, Mary Ann Lafleur, Don Nelson, Bob Watson.

Vermeer Manufacturing 3304
Box 200, Pella, Iowa 50219

Video Data Systems 1240
5630 Waterbury Way Suite B 102 Salt Lake City 84121

Staff: Barry Kenyon, William Leventer, Bob Hall, Roy Funk, Marvin Douglas, Karol Loeffler, Kenneth Lawson.

TOCOM 1510, 1512
3301 Royalty Row Irving, Tex. 75061

TOCOM 55 Plus converter*, security communications systems. **Staff:** John Campbell, Michael Corboy, James Smith, Sandra Rogers, Sid Prothro, Tom Fendrick, Curt Bennett, Diz Dizdar, Wayne Churchman, Janie Cull, Loring Frank, Bill Geary.

Vitek Electronics 321, 322
4 Gladys Ct., Edison, N.J.

Staff: Robert Geissler, Carmine D'Elia, Paul Ellman, Randy Pattison, Donna Risberg, Peggy Sharp, Carleen Schaal.

Tomco Communications 706, 708
1145 Tasman Dr., Sunnyvale, Calif. 94086

VU-TV 2732, 2734
4201 N. 16th St., Phoenix 85016

Warner Amex Satellite Entertainment 920
1211 Avenue of the Americas New York 10036

Toner Cable 310
969 Horsham Rd., Horsham, Pa. 19044

Equipment.

Wavetek Indiana 1807, 1809
66 N. 1st Ave., Beech Grove, Ind., 46107

Trinity Broadcasting 2505
Box "A" Santa Ana, Calif. 92711

Staff: Sam Starr, Bill Miller, Vicki Tucku.

WIPCO 1508
Box 6591, Orange, Calif., 92667

TRW RF Semiconductors 902, 904
Hybrid I.C. amplifiers, discrete transistors for cable

Staff: Warren Gould, Bernie Lindgren, Dan Faigenblat, George Couchard, Bob Hunter, Kermit Pickett, Dan Brayton, Bob Kessler.

Women in Cable, Southern California 3214

Zenith Radio 1129
1000 Milwaukee Ave., Glenview, Ill. 60025

Staff: Jim Faust, Gordon Kelly, Walt Cicora, Ken Karner, Merv Cox, Mike Nakanishi, Bill Thomas.

Turner Broadcasting 1140

#1
WKBW, 7:00 P.M.,
BUFFALO

MORE THAN TWICE THE AUDIENCE OF "PM
MAGAZINE"!

WGR, PM Magazine 8/15
WIVB, Prisoner Cell Block H ... 11/21
WKBW, Tic Tac Dough 20/39

COLBERT TELEVISION SALES
1888 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
(213) 277-7751
WINK MARTINDALE



WEWS, 7:30 P.M.,
CLEVELAND

Delivers More Women Than "PM
Magazine" And Family Feud"! Increases
"Match Game" Lead-In With 36% More
Women!

Now Harris puts low cost multiple TV program sources at your fingertips!

With the new Harris Satellite to Studio Link (SSL), over 40 additional program sources are instantly available to your station—with many more on the way on a regularly scheduled basis over the coming years.

The Harris SSL system provides complete satellite receiving flexibility...from transponder to transponder, and from satellite to satellite. Type a keyboard entry and the system will reorient a precision satellite antenna to a preselected satellite/transponder, and provide you with a broadcast quality signal for retransmission. All within the time required for a commercial break (72

seconds maximum). The cost is much lower than individual antennas for each satellite, and the signal quality is superior!

Take advantage now of the new alternatives in programming that are available through Harris' Satellite to Studio Link. Also, remember that Harris is a complete system supplier, from satellite antenna to studio to transmitter to broadcast antenna—and all the required links in between.

For more information contact your Harris TV District Sales Manager, or Harris Corporation, P.O. Box 4290, Quincy, Illinois 62301. 217-222-8200.



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**A
slick plan
for a
rainy day.**

Some people manage to go through life without ever having a rainy day. But most people run into a storm now and then.

So it pays to plan for a storm and then hope it never happens.

The Payroll Savings Plan is one sure, safe, easy way to force yourself to start saving. And savings are a must to keep any financial plan from going on the skids.

The little you set aside each payday for U.S. Savings Bonds will grow. And help to keep you covered come rain or come shine.

And if you're lucky enough to miss the rain, it might help you plant a few shade trees.

**Take
stock
in America.**



The Media

Chicago: eye at center of a cable storm

Franchise efforts are under way all around Windy City with many communities banding together to distribute joint awards

The easily identifiable big bucks these days in cable franchising are in the major cities. But as cable skips from rural to urban areas, it is not forgetting the area between. Suburban developments that surround major cities, home to many of the nation's political, business and economic leaders, are lucrative cable prizes in themselves. Higher incomes mean a greater capacity to subscribe to cable and take additional pay services.

As the cities become franchised, so do the suburbs, and Chicago is no exception. The city is in the earliest stages of the franchise process. But there is substantial activity in the suburbs. A few franchises have been granted; many other communities are studying consultants' reports or are about to issue requests for proposals (RFP's). Still others have decided to band together, some just for educational purposes, some with the intention of issuing franchises to one company. Some of those amalgamations measure up to large cities when the statistics are compiled. The largest in the Chicago area is the Northwest Municipal Conference.

Last month the NMC—made up of delegates from communities north of Chicago—met and 16 decided to remain as one franchise group for the remainder of the process. Each will submit to the conference the names of two cable companies that responded to the RFP for further interviewing, Mary Magnuson of NMC said. From that list a final cable applicant will be designated, possibly later this month, Magnuson said.

NMC was organized in February 1979. It counted 400,000 homes in its area at that time. Its task force, made up of assistant city managers and administrative assistants, was organized by July of that year. Each community (there were then 23) contributed \$1,500 to cover expenses. In July the RFP went out, with 14 companies responding by the Oct. 1, 1979 deadline. One month later, Malarkey, Taylor & Associates was hired as a consultant to evaluate the bids. Its preliminary report was issued in April of this year and a final report in July.

The leading contenders, based on the Malarkey report, were Warner Amex Cable Communications and Cablenet, a Canadian firm owned 74% by Agra Industries. On the second rating tier was a subsidiary of Cablevision Systems Develop-

ment and Metrovision. The third rating tier comprised Central Telephone (Centel), United Cable, subsidiaries of both Cox Cable and Storer Cable, and a Sarasota, Fla., firm called Coaxial Communications.

Malarkey's report was divided into three areas: financial, technical and programing. The first tier (Warner and Cablenet) received excellent ratings in all three; the second tier, an excellent in two of the three categories, and the third tier, an excellent in one of the three categories.

Gary Hurvitz, vice president of regulatory affairs for Malarkey, Taylor, said coming in on the end of a process was a bit unusual. By not being there from the beginning, it was hard to make parallel comparisons of the proposals, he said.

The 16 communities are expected to issue the franchise award to one company. Two other communities will grant separate franchises, although they still are a part of the conference. The 18 total 200,000 homes. Arlington Heights and Schaumburg are the biggest communities in the NMC, where cable will pass 24,000 and 20,000 homes, respectively.

Magnuson said the conference has set up two committees. One, which apparently will continue even after franchises are awarded, is named the future committee. The other aids in the education process, addressing present technology and economic viabilities related to cable services, Magnuson said.

One member of the conference has awarded a franchise. Palantine and its 10,000 homes went with Warner Amex. Nearby, Evanston (not in the conference) has yet to award a franchise for its 29,000 homes. Nine companies have applied there; Cablenet, subsidiaries of Storer, Harte-Hanks and Cablevision Systems, Century Broadcasting, Cox, Telematrix, Teleprompter and Warner.

The Cable Television Information Center's final report is due in Evanston on Dec. 22, with the award tentatively scheduled for January. Warner's bid was the only one that included the now familiar 80%-20% MSO-local ownership split.

Skokie's 22,000 homes have received much attention even though an RFP has yet to be released. Already 20 companies have inquired about cabling the community. Final adoption of a cable policy statement that will guide the drafting of the enabling ordinance and the RFP release was scheduled for Dec. 2.

To the north and west are the 33 cities and 200,000 homes in the Dupage Mayors

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HIALEAH. With over-the-air Spanish TV established for more than ten years, Dynamic Cablevision launched GALAVISION at the outset of service to Hialeah, Florida in October,

1979. Still building, the system reports a GALAVISION penetration of 54% of total homes passed, 77% of estimated Spanish homes.

CORPUS CHRISTI. In Corpus Christi, Texas, Athena Cablevision had 27,000 subscribers when GALAVISION was first offered September 10, 1980. 3,000 signed up for GALAVISION in the first week, including 1,000 taking basic service for the first time.

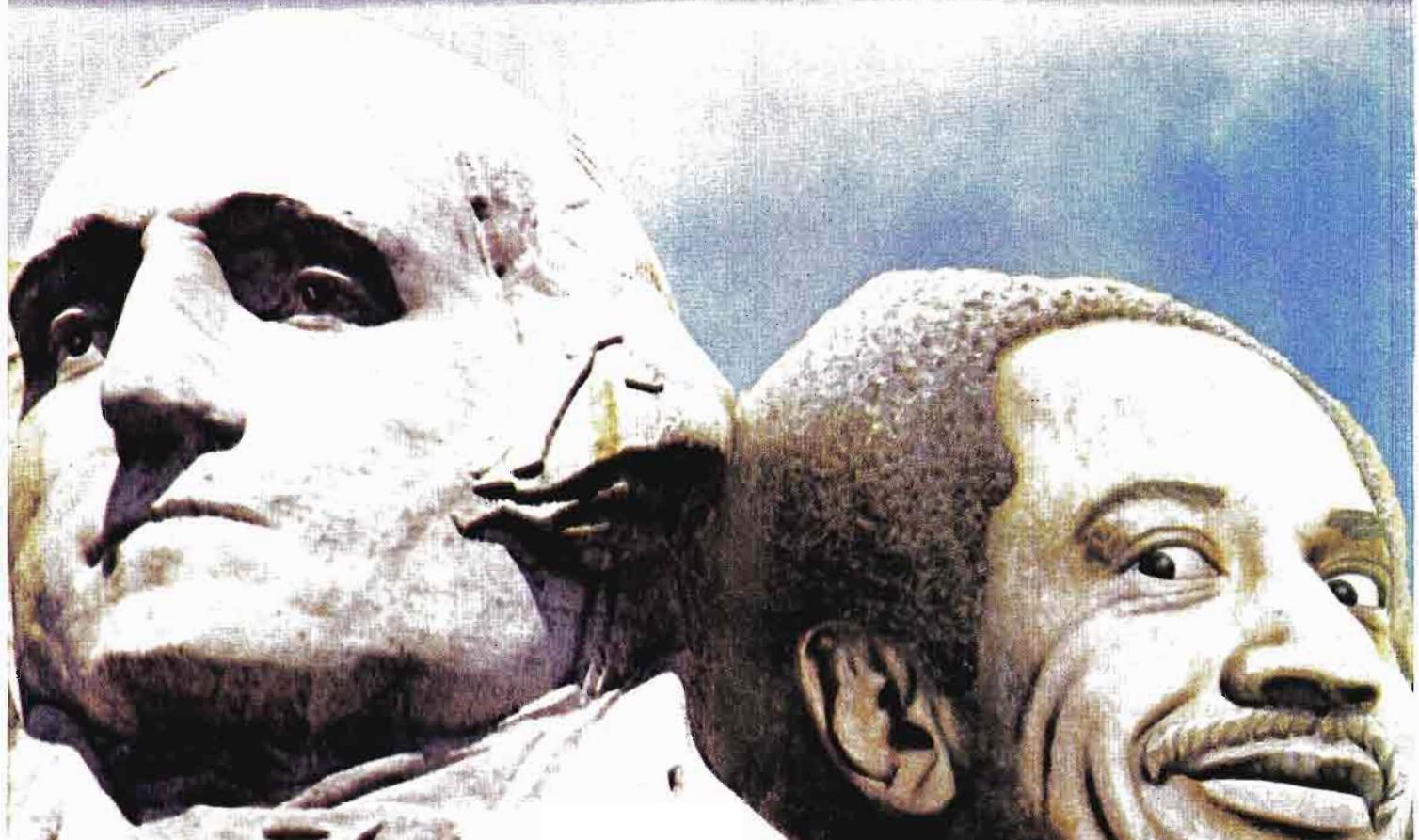
For more information about **GALAVISION** contact: Starrett Berry, National Director of Sales. (212) 953-7550 or Jennifer Cashoty, West Coast Regional Manager, (213) 463-4182.

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and Managers Conference. The Dupage group differs from NMC in that, according to executive director Steven Aavang, it "doesn't get directly involved in the franchise process." Aavang said the conference's role is to provide the communities with a source of information via seminars. Aavang said seven to eight municipalities have already awarded franchises, with the others intending to award franchises individually, except for one group of five.

Of the eight franchises that have been awarded, a local group, Village Communications, has been the big winner, with awards in Aurora and Bolingbrook (combined population of more than 100,000). Centel has won in Winfield and Addison; Continental Cablevision in Elmhurst; Cablevision Systems in Darian and Downers Grove; and a Storer subsidiary in Glendale Heights, according to Aavang.

Dupage county's unincorporated area represents about 150,000 people, according to Aavang, and those residents won't be getting cable as soon as the cities. Areas between cities cause some problems. Until now they have been passed over for the higher densities and greater profits seen in other areas. For many county residents, it is a matter of informing the local governments (county supervisors, boards, commissioners, etc.) as to their needs and desires, as a part of making agreements to interconnect with the nearest city. Aavang said that the Dupage county government has begun to look at its own franchise agreement and ordinance—setting standards but remaining flexible. "The county [Dupage] has worked admirably," Aavang said.

To the west of Chicago is the West Central Municipal Conference. It comprises 15 communities in Cook county. Five have been awarded; four to a subsidiary of Long Island, N.Y.-based Cablevision Systems, and the fifth (Berwyn [pop. 50,000]) to Metrovision. Five communities have decided to pursue a cable franchise on a joint basis. The other five are in various stages of the process. The conference itself has a total population of 250,000 and its director, Thelma Padower, estimates there are over 100,000 homes to be wired by cable there. The largest town in the conference is Cicero, with a population of 67,000. Five companies are involved in the race, with the matter presently resting with a city council committee.

The five towns that have decided to seek one franchise are La Grange, La Grange Park, Riverside, Countryside and Indian Head Park, comprising 50,000 residents. Those communities, Padower said, are in the earliest stages of the process, evaluating various consultant services before making a decision on which company and what services to choose.

One of Padower's concerns is that language used in interconnection by all the communities in the conference jibes with the language used in the communities of the Dupage conference. Padower said the

principal reason is that both conferences share the same community college, and without exact replicated wording, differing interpretations could cause interconnection problems. In fact, Padower said, the technical problems of interconnecting many different companies are not as critical as replicating the same wording in agreements to provide for smooth interconnection.

Consultants that have spoken to the conference have urged the communities to draw up identical franchise agreements, even though each may go with a different company, Padower said.

To the south, there is the South Suburban Mayors and Managers Association. Its cable council, comprising delegates from 36 municipalities, has organized for educational purposes but does not intend to undertake any joint interest at this time, according to SSMMA attorney Beth Ruyle. The group is still in the earliest of cable stages. It has sponsored an all-day cable seminar and plans to provide communities with a model request for proposal.

One group of eight SSMMA communities in a 10-mile area plans to grant individual franchises but negotiate together with one company. Ruyle said the RFP was released two weeks ago with 60 days allowed for responses. The eight towns are Crete, Flossmoor, Harvey, Hazel Crest, Matteson, Olympia Fields, Park Forest South and Thornton. Combined, the group represents 28,500 housing units, 11,500 in Harvey alone. Ruyle said two other cities, Calumet City and Dolton, have narrowed their choice to three applicants.

Ruyle said eight companies already have footholds in the area; Multimedia (Oak Lawn) and (Oak Forest with 40,000 homes passed), Cox (Park Forest and Orland Park), Cablevision Systems Development (Oak Park), Six Star Cablevision (Glenwood), Metrovision, United Cable, Teleprompter and Centel. The conference has hired the Los Angeles-based Telecommunications Management Corp. as a consultant.

The city of Chicago itself is now deciding what kinds of services and options it wants from the consultancy of Malarkey, Taylor (BROADCASTING, Nov. 10). It met two weeks ago to iron out some of those matters. The city plans to set up three subcommittees as part of the franchise process. One, with "citywide participation," will be called the community subcommittee. The others will be a media subcommittee and a hardware and technical subcommittee. The three will report to the cable committee, headed by alderman Edward R. Vrdolyak. No timetable has been set.

The Chicago stakes are clearly high. At this point, with its 1.25 million homes, it potentially could be the largest franchise to be singly awarded. Los Angeles and New York have broken down franchising boundaries and Chicago could well do the same, although, according to Malarkey, Taylor's Hurvitz, it is too early to tell.



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WTMJ, Family Feud	12/23
WITI, The Joker's Wild	13/26
WISN, PM Magazine	12/23
WVTV, Benny Hill	8/15

Source: Arbitron Television Audience Estimates, Oct., 1980

NBMC study tracks minority ownership

It identifies number of stations it says should be minority-run to achieve parity in radio through use of 9 khz, expansion of AM band and other methods

It's no secret that minority group members lag behind whites in broadcast station ownership. It's the reason the Carter administration and the FCC have for the past several years been fashioning policies aimed at boosting minority ownership. But a study prepared by the National Black Media Coalition indicates how wide the gap is.

According to the study, there are now some 150 stations owned by minority group members—most of them black. But if ownership among the four "protected" minorities—blacks, Hispanics, American Indians and Asian Americans—was in proportion to their numbers in the population, nationwide, they would own a total of 1,773 stations. Blacks would own 1,224; Hispanics, 436; Indians, 30, and Asian Americans, 83.

The study, done by David Honig, NBMC's research director, is intended to show "demand for new minority-owned radio stations," and was prepared in response to a request from a subcommittee of the FCC's Advisory Committee on Radio Broadcasting, which is reviewing a variety of commission proposals to increase the number of AM and FM stations across the country. The study's goal is to identify the communities where "ownership parity" could be achieved through the addition of new stations.

As Honig uses the term, it describes a situation in which stations owned by each of the minorities "would stand in the same ratio to the total number of stations then on the air as the ratio of the minority's population to the total population in the market." Unlike the goal of Equal Employment Opportunity parity, which has long been in use at the commission and which often involves the substitution of minority for nonminority group members, ownership parity would be achieved through an "additive process."

The study acknowledges that more than 1,773 stations would have to go on the air for minorities to achieve ownership parity. For—as is inevitable—when nonminority stations go on the air, minority ownership will fall farther behind relative to total station ownership. The study, then, assumes that, for parity to be achieved, "all of the new minority-owned stations would go on the air overnight—in 1980."

The study identifies 1,197 specified assignments which it says can be made to achieve ownership parity in 345 radio markets. It says another 388 are needed in communities for which no specific potential assignments were identified.

In those 1,585 cases, Honig says addi-

tions can be made without modifying current assignment criteria—specifically for the purpose of achieving "ownership parity." But they could not be made without the adoption and implementation of the various schemes designed to increase the number of stations. These include the breakdown of the clear channels, reduction of AM channel spacing from 10 khz to 9, expansion of the AM band and the "streamlining" of FM assignment standards. What's more, in discussing proposals to squeeze additional channels out of the AM band, Honig says the use of Class IV channels (on which upward of 150 stations can be placed) rather than Class III's (which can accommodate only some 25 or 30) is essential.

To gain the final 188 stations and reach the 1,773-station goal of "ownership parity," the study indicates some special modifications in criteria would be needed. The additional stations would be earmarked for large cities.

It isn't only the large cities that should be a matter of concern, according to the study. It says that "particularly large numbers of assignments are needed in the deep South, Texas, Florida and the Southwest." Accordingly, it adds, "it is extremely important to reach an early accommodation with Mexico and Cuba" before the second session of the Region 2 conference on AM broadcasting, which is scheduled to begin next November.

Cuba, particularly, is a matter of concern to U.S. officials preparing for the conference, which will develop a plan for the use of AM broadcasting in the hemisphere. The island country has prepared an inventory of existing and proposed stations, many of them of very high power, which would cause serious interference problems to existing—let alone proposed—stations in the Southeastern U.S.

Nominating ballots distributed for NAB board elections

That's first step in the process of filling six TV and 13 radio seats; winners expected by March

The National Association of Broadcasters will complete another step this week in the process of electing new members to its board of directors. Nominating ballots listing 230 certified candidates running for the TV and radio boards are to be mailed Tuesday and Wednesday.

Six seats on the TV board and 13 on the radio board are up for election. The 15-member TV board, comprising three appointed network representatives and 12 elected representatives, has six of its seats up for election next year.

On the 25-member radio board, four of eight market representatives and about half of 17 district representatives are up for election each year. Odd-numbered districts

Intermedia

The Tampa 6. Six companies have responded to cable franchise "intent" deadline in Tampa, Fla. Tampa Bay Cablevision (Storer), Cox Cable, Coaxial Communications, Telecable (Knight Ridder), Tribune Co. (Chicago Tribune) and Continental Cablevision were applicants. Request for proposal and ordinance are expected to be issued in January. Deadline precludes other companies from entering process.

Canadian win. Canadian Cablesystems has won cable award for 12,000 homes of La Mirada, Calif. System has channel capacity of 54. Win moves Canadian's southern California homes count to 122,000.

Newly appointed. Dallin Oaks, chairman of board, Public Broadcasting Service, has been appointed Utah Supreme Court justice. He replaces retiring Chief Justice J. Allen Crockett and remains chairman of PBS board.

Quite a kitty. New York chapter of American Federation of Television and Radio Artists collected \$34,234,499.29 for jobs performed by its members for period June 1, 1979, through May 31, 1980. This does not include direct payment to members for initial appearances on TV and radio shows and to news personnel, staff announcers, disk jockeys and sportscasters. Figure includes payments for commercials (both original sessions and re-use fees), program re-use and late payment penalties.

Cable's election response. Douglas Dittrick, NCTA chairman, told Denver Cable Club audience that following shake-ups of election "we must develop new relationships to insure our message is heard." Dittrick said "upheaval" in Washington will probably slow regulatory processes for at least first half of 1981. "Thereafter, however, expect the unexpected as new policymakers explore new or previously rejected ideas." He said conservative tide that swept country will not necessarily mean deregulation for cable. Citing comment of NAB President Vincent Wasilewski that election meant new hope for new copyright law, Dittrick said: "We can discount only at our peril the friendly familiarity the President-elect has with the broadcast and movie industries."

are elected in odd-numbered years, and even-numbered districts are elected in even-numbered years.

As of last week, 35 candidates had requested lists of their constituents from NAB, according to Sheila Boland, assistant to the secretary-treasurer, and a coordinator of the election process.

It's still too early, however, according to Boland, to determine who is actively campaigning. "People who request constituency lists can change their minds or have major changes in career responsibilities between now and the election that could cause them to withdraw," she said.

NAB expects to announce nominees on Jan. 8, and mail final election ballots on Feb. 9. Winners should be announced by March 5.

A list of TV and radio board members up for election this year follows. Asterisks denote members ineligible for reelection.

TV Board

Leslie Arries* WIVB-TV Buffalo, N.Y.; Eugene Bohi, WGHP-TV, High Point, N.C.; William Brazzil, WTVJ-TV Miami, Fla.; Kathryn Broman, Springfield Television Corp., Springfield, Mass.; Don Curran, Field Communications, San Francisco; Gert Schmidt, Harte-Hanks Communications (WTLV-TV Jacksonville, Fla.).

Radio Board

District 1: Arnold Lerner*, WLLH(AM)-WSSH-FM Lowell, Mass.; District 3: Jerry

Lee*, WEAZ(FM), Bala Cynwyd, Pa.; District 5: William Stakelin, Bluegrass Broadcasting (WHOO-AM-FM, Orlando, Fla.); District 7: Robert Pricer, WCLT-AM-FM, Newark, Ohio; District 9: Charles Wright*, WBYS-AM-FM Canton, Ill.; District 11: John Lemme*, KLTF(AM) Little Falls, Minn.; District 13: Stanley McKenzie*, KWED-AM-FM Seguin, Tex.; District 15: Harry Barker, KQMS(AM) Redding, Calif.; District 17: Ted Smith*, KUMA-AM-FM Pendleton, Ore.; Class A Markets, Len Hensel, WSM-AM-FM Nashville; Class B Markets, Bruce Johnson, Shamrock Broadcasting, Hollywood, Calif.; Class C Markets, Dick Painter, KYSM-AM-FM Mankato, Minn.; Class D Markets, Edward Fritts*, Fritts Broadcasting, Indianola, Miss.

Arbitron, Burke and Time will measure test commercials using cable in three markets

A three-way effort will be launched next year by Arbitron, Burke Marketing Research's AdTel and Time Inc.'s Selling Areas-Marketing Inc. (SAMI) using cable television to measure the influence of test commercials on consumer purchasing decisions.

The tests will be conducted initially in Orlando, Fla., in either February or March, and spread to Evansville, Ind., by

KING, 7:30 P.M., SEATTLE

#1 WITH WOMEN VIEWERS WHILE TOPPING "PM MAGAZINE" BY 20%!

KOMO, Various	14/26
KING, Tic Tac Dough	14/27
KIRO, PM Magazine	11/20
KSTW, Bob Newhart	9/17

#1

WPRI, 7:00 P.M., PROVIDENCE

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WLNE, Action News 6	3/6
WJAR, Newswatch 7	12/23
WPRI, Tic Tac Dough	19/35

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Source: Arbitron Television Audience Estimates, Oct., 1980.

MEDIA MONITOR**PBS Censors Spoof
on Federal Bureaucracy**

By Reed Irvine
and
Cliff Kincaid

Whenever one asks the people responsible for public broadcasting why they aired some one-sided program on a controversial subject, they look down their noses and ask if you believe in censorship. The implication is that *they* would never think of censoring the work of a creative artist.

Stan Freberg, a famous Hollywood comedian and satirist, knows better. He recently produced a one-hour spoof of the federal bureaucracy called "Stan Freberg's Federal Budget Revue." It was a series of skits and song-and-dance numbers poking fun at the bloated federal budget and the way in which Washington bureaucracy wastes money and complicates our lives. PBS was supposed to air it.

The skit on welfare opened with a parody of a typical public TV discussion of welfare. It's so dull that after about a minute of doubletalk, Freberg turns a big orange lever that drops the entire panel through the floor. He then shows a welfare official handing a check to a poor woman. Suddenly four dapperly dressed men appear, two black and two white, and say that's not the way to do it. They grab the check, start passing it around, each tearing off a piece for himself while they sing:

You gotta go through me; I gotta
go through him.
He's gotta go through Leroy, and I
gotta go through Jim.
Before you hand out any welfare
money today,
You gotta go through poverty
pimps along the way.

©1980 Freberg Music Corp.

That was too much for PBS. The skit was ordered cut out entirely. They said it might offend black people, although it was not clear why blacks or anyone else should be offended at a satire on the high cost of welfare administration. The idea for the skit had come from Walter Williams, a black economist.

PBS also scrapped a musical piece titled, "There She Goes, Miss Federal Budget." This takeoff on the Miss America contest showed six slender,

attractive young ladies losing out to a woman weighing 300 pounds. The point was that a fat budget is more attractive to the bureaucrats than a slim one.

After insisting on cuts that reduced the hour-long program to a mere 30 minutes, PBS then tried to keep it from being aired prior to the election, arguing that it was "partisan." Freberg was outraged. He told TV critic Gary Deeb: "I wanted this on before the election because that's when everybody's interested in it. You wouldn't do a football special three weeks after the Super Bowl. It's not a matter of Carter vs. Reagan. The budget would be just as big if Reagan were president."

Bob Chitester, whose Public Communications Corporation of Erie, Pa. produced the program, thwarted PBS by buying the satellite time to transmit the program to public television stations around the country independently of PBS. Some 152 stations ran it in the October 31 to November 3 period, including the stations in New York, Chicago, and Los Angeles. Washington's WETA refused to run it, saying the program was of inferior quality. We don't think it was inferior to the extreme leftist anti-CIA diatribe, "On Company Business," that WETA had aired for three long hours last May. Bob Chitester thinks PBS has different standards for programs with a liberal or radical theme.

Stan Freberg said this was definitely the worst experience he had ever had with censorship. PBS, of course, doesn't practice censorship—except when they don't like the message.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.

either March or April and to Portland, Me., by summer or later. Cooperating in the tests will be local TV stations, which must approve the drop-in of test commercials, and local food marketers.

SAMI is lining up 2,400 test households in Orlando and will issue cable home ID cards that will be presented to participating food stores to log purchases rung up via their scanning equipment. Arbitron is installing 200 diaries in sample homes in Orlando and, according to Pierre Megroz, vice president, marketing, "cable TV metering will be down the road." AdTel is soliciting advertisers for the project.

The test households in each city will be split into two groups and fed different TV commercials interspersed in regular TV programs. In some cases, added weight will be given to one commercial over another.

**Ayer sees chance of
consumer acceptance
of ads on cable TV**

**Study shows subscribers will
tolerate commercials if spots
will keep subscription cost down**

N W Ayer ABH International, New York, believes that most cable television subscribers will accept commercials between programs, provided those advertising revenues are used to keep their cable subscription costs from rising.

Marcella Rosen, senior vice president and media director of Ayer, told the western conference of the Advertising Research Foundation in Los Angeles last Thursday (Dec. 4) that Ayer recently conducted a small pilot test on the subject among 101 persons. They were asked: If they had the option of accepting commercials between programs or a higher subscription rate, at what cost would they accept commercials?

"We asked the question for \$10, \$15, \$20 and \$30, and we found that among the cable subscribers, 61% would accept advertising on cable if it kept the fees down by the time it cost \$20 and 70% by \$30," Rosen reported. "Based on the small pilot study, consumer resistance was not so strong when related to an actual dollar figure."

Rosen conceded that cable operators have resisted advertising, but said there is "a new trend that may neutralize their resistance." She cited reports that both ABC and CBS are developing advertiser-supported programming to be provided at no cost to cable systems.

"They will thus depend on advertising revenues to generate programming," she stated. "The offer of programming free to cable systems will undoubtedly influence the cable operators' views toward the presence of advertising. From these trends, these small pieces of evidence, and from our own judgment, we are convinced that advertisers will have a very fine medium in cable television."



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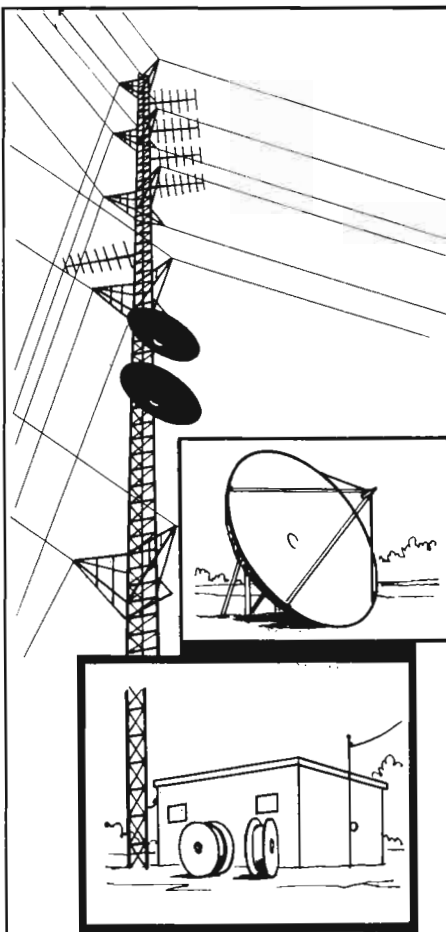
Because when everyone uses trademarks incorrectly, they may stop being trademarks. And then anybody can use them. Which means you can't be sure of getting the quality you expect. That's true, whether you want a certain cola to drink, a certain tissue to sneeze in—or a certain copier to copy on.

That's why we'd like to remind you that Xerox is a registered trademark of Xerox Corporation, and is properly used as an adjective, followed by a noun describing our product.

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FCC overruled in Utah hearing

Appeals court reverses commission decision based on increasing diversity of ownership; says it cannot automatically opt for newcomers against incumbents

The FCC's frequently expressed desire to promote diversification of ownership of media may be a legitimate policy goal. But it cannot override the need for fairness when existing licensees are competing for a frequency with "untried" newcomers.

The U.S. Court of Appeals in Washington offered that observation last week in reversing a commission decision noteworthy for a circumstance that did not influence the commission: The existing licensee toward whom the court felt the commission had acted unfairly was one of the few women who are sole owners of broadcast properties—Julie P. Miner.

Miner owns KDXU(AM) St. George, Utah, which operates on 1450 khz with 1 kw day and 250 w night, and its companion station, KDXU-FM. She ran into competition when she proposed improving the AM's facilities by moving to 890 khz and increasing the power to 10 kw day and night. Albert L. Crain entered the picture

with an application for an AM station on 890 khz that would operate with 50 kw night and 10 kw day.

Crain, who lives in Colliersville, Tenn., and operates WMSO(AM) there and an FM, KBSN, in Crane, Tex., was preferred by both the administrative law judge who presided at the comparative hearing and the Review Board. Both gave Miner a preference for integration of ownership and management. But overriding other considerations in both decisions was the commission's policy goal of diversification of media interests; they noted that Crain would bring a new voice to the small community (of 7,097), and provide what the Review Board said was "the only competition to a two-station local monopoly." The commission refused to review that decision.

To the appeals court, the commission erred when it "engaged in assumptions" instead of making findings of fact and articulating them clearly. The court noted that the ALJ and the review board simply "assumed" that if Crain's application were granted, Miner would continue to operate her AM on 1450 khz but that if her application were granted, it was unlikely a newcomer, such as Crain, in the face of competition from a high-power station, would establish a new service on the frequency Miner would vacate. "Such conclusions are without support in the record," the court said.

Then it added: If, as a policy statement the commission adopted in 1965 says, "diversification of control of the media of mass communications" is "a factor of primary importance" in comparative hearings, "it must be achieved in a way that is fair and does not automatically disadvantage existing licensees who have a record of service in favor of untried newcomers." And, the court said, it was "patently unfair" to resolve a comparative hearing on the issue of desired competition without investigating "the factual realities of whether increased competition will actually result."

A maximum diversification of media control may be "a commendable goal," the court said. But what the FCC did in the Miner case "creates the worst of both possible worlds—controlled competition without equal access to the marketplace." It said the commission has not engaged in the required "reasoned decision-making" because it has not taken a "hard look" at the "salient problem" of equitably fostering competition in the context of mutually exclusive applications.

The decision was written by Judge Roger Robb for himself and Judge Patricia Wald. The third member of the panel that heard the case, Judge Harold Leventhal, died before it was decided.

Growing list. The names of six more persons on President-elect Ronald Reagan's FCC transition team surfaced last week. They bring to 28 the number working under the direction of Michael Gardner, the team leader.

Four of the names are of communications lawyers—Leonard Raish of Fletcher, Heald & Hildreth; James R. Cook, a lawyer from Arlington, Va.; Thomas Carroccio of Santarelli & Gimer, and Jay Baraff of Baraff, Koerner & Oleander.

The other newly identified members are Robert Luff, who was engineering assistant to Richard E. Wiley when he was FCC chairman and who is now engineering vice president of UA Columbia, San Angelo, Tex., and Seb Lasher, a former engineering assistant to FCC Commissioner Abbott Washburn who is now with Intelsat.

BROADCASTING identified 17 members of the Gardner team in its Nov. 24 issue (page 28) and added five others last week (Dec. 1, page 32).

In addition to the team, there are three "senior advisers" to Gardner: former FCC Chairmen Wiley and Dean Burch and a former FCC member, Margita White.

Radio dereg set for FCC action in January '81

Commission calendar also shows teletext, license renewal form scheduled for early next year; children's TV action unlikely

A radio deregulation proposal is scheduled for FCC action next year on the commission's "Semiannual Agenda of Significant Proceedings" for the first half of 1981.

The FCC has scheduled action on the deregulation matter for January. The proposal—initiated in September 1979—proposes eliminating commission rules regulating commercial levels, amounts of nonentertainment programming, ascertainment and program log keeping. Although public interest groups are putting up quite a fight (BROADCASTING, Sept. 22), the commission is expected to adopt the rulemaking proposal if its 7-0 vote initiating the proceeding is any indication.

Another proceeding that FCC Chairman Charles Ferris had hoped would come to final action before he is replaced with a Reagan appointee is that on children's television. Among options under consideration are mandatory children's programming standards for commercial broadcasters.

However, action on that proceeding will not come before the second quarter of 1981, by which time Ferris will probably have relinquished his chairmanship if not

his seat on the commission.

In February the commission is expected to act on its proposal to adopt a new license renewal form which has not been accepted favorably by broadcasters or public interests groups (BROADCASTING, Nov. 10).

Also in the first quarter of 1981, the FCC is expected to act on a CBS petition to authorize a single teletext system as the industry standard; a proposed rulemaking looking to the possibility of assigning six UHF frequencies to various New Jersey communities, and revision of the annual financial report form (324) which broadcasters are required to submit to the commission (BROADCASTING, Nov. 24).

In addition to the children's television rulemaking, other proceedings on which commission action is scheduled to take place in the second quarter of 1981 include:

- A subscription television rulemaking examining the desirability of maintaining the existing rules that govern that service.
- A rulemaking proposing more stringent EEO reporting conditions.
- A decision on what to do about the recommendations of the commission's network inquiry special staff.
- A rulemaking on FM allocations.
- An inquiry looking into possible changes in the structure of Comsat.
- A proposal to revise the current FCC operator licensing process, possibly eliminating the first-class operators permit altogether.
- A study of regulatory options concerning direct broadcast satellites.
- An inquiry into reimbursement for public participation in commission proceedings.

Daniels, Greenfield praise Ferris

Cable entrepreneur's letter to chairman thanks him for his efforts in reducing government burden on cable industry; CBS commentator echoes complimentary sentiments

The FCC chairmanship of Charles D. Ferris was lauded by Bill Daniels, chairman of Daniels & Associates, in a letter sent last week to Ferris. Copies were sent to industry representatives and the trade press.

Daniels praised Ferris unabashedly: "You have done more to advance the public's opportunity for freedom of choice of the type of TV programming they wish to view than any member of the [FCC] in the 30 years I have dealt with [it]."

Ferris has yet to decide whether to leave the commission. He still has about three-and-a-half years left in his term (BROADCASTING, Dec. 1) If he remains on the commission, his chairmanship is expected to go to another when Ronald Reagan becomes President next January.

Daniels said Ferris, through the deregulatory efforts of his FCC, created "thousands" of jobs in the cable television industry. "This should be a great source of satisfaction to you and the other members of the commission who have sided with you on the deregulation

crusade." He added that because of the actions of the FCC, the cable industry will employ as many as 1.5 million people—as many as the Bell system currently employs—within 10 years.

Daniels also credited Ferris with infusing over \$1 billion in new capital into the industry. Since economists state that new capital turns over eight times in a community before it leaves, Daniels added, Ferris is responsible for pumping indirectly \$8 billion into local economies.

By way of introduction, Daniels identified himself in the letter as a "conservative Republican" and "participatory Reagan supporter." Nonetheless, he said, "I must give President Carter his due in appointing you chairman." He said Ferris's belief that "the marketplace should decide what the public wants and not the government regulators is philosophy that I have long believed and am confident will be carried on by the Reagan administration."

Daniels told Ferris the two politicians he admires most are Senator Barry Goldwater (R-Ariz.) and former Senator Mike Mansfield (D-Mont.). "And you, my friend, are my favorite regulator, and I admire you deeply."


Jeff Greenfield, the CBS television critic expressed many of the same sentiments as

The Joker's Wild

KIRO, 7:00 P.M., SEATTLE

CONTINUES AS #1 WITH WOMEN VIEWERS AMONG ALL AFFILIATES!


KOMO, PM Northwest9/17
KING, Seattle Tonight8/14
KIRO, The Joker's Wild12/22



JACK BARRY

WTTV, 8:00 P.M., INDIANAPOLIS

INDEPENDENT ADDS 59% MORE VIEWERS AND 116% MORE WOMEN OVER LEAD-IN IN PRIME TIME!



JACK BARRY

The Joker's Wild

Source: Arbitron Television Audience Estimates, Oct. 1980

It's called People-to-People...



Since 1958 the Project HOPE staff has provided medical training for people in every part of the globe. The thousands trained have treated and taught their own. Assistance through a people-to-people relationship has never been more important. At a time when uncertainty prevails in the international climate, only people working together with other people can bring back some semblance of mutual respect and friendship. Help keep HOPE alive.

Give to:

PROJECT HOPE

Dept. B, Millwood, VA 22646

Daniels during his regular commentary on CBS-TV's *Sunday Morning* two weeks ago. It's ironic Chairman Ferris will be replaced by the Reagan administration, Greenfield said. "When Ronald Reagan replaces [Ferris] he will be replacing a life-long Democrat who has done what Republicans profess to believe."

Citing Ferris's efforts to deregulate cable and radio and encourage direct broadcast satellites and other new technologies, Greenfield said, "The philosophy of this FCC has been to give the audience the widest range of services and let the market decide not the government. Eliminate

scarcity, the FCC has said, and you eliminate much of the need for regulation.

"Not surprisingly the broadcast industry welcomes the departure of Ferris as chairman. They see him as having given an unfair edge to cable, and the industry was horrified by the FCC's vote to strip RKO General of its TV stations. . . . But for those who have believed that TV's worst enemy is scarcity . . . the tenure of Chairman Charles Ferris will be a time when government did lessen its grip on broadcasting and when viewers actually began to experience the TV of abundance and choice. Not a bad legacy for a bureaucrat."

Anselmo asks for low-power freeze

SIN president says minorities, others need time to learn of rulemaking, and 'mass filings' such as Sears's should be halted

Rene Anselmo, president of the Spanish International Network (SIN), has petitioned the FCC to put a freeze on "mass filings" of low-power television applications—such as those filed by Sears, Roebuck's Neighborhood TV Co. and Bogner Broadcast Equipment Corp.—until "minority and local community groups have had an opportunity to file."

Anselmo said that the filing of a hundred or more such applications by a single entity such as Neighborhood TV, "goes against the whole idea of the [low-power television proceeding]—localism and minority ownership" of broadcast facilities.

He said the low-power proceeding was generally "an excellent rulemaking except for a couple of loopholes like processing 'normal' translator applications in the interim." He said that the loophole has enabled "Sears to apply for 'translators' on a station that isn't even built yet."

In calling for the proposed freeze, An-

selmo said "the word is just getting out to minorities . . . This has to seep down before every frequency is gobbled up" by large corporations.

In his letter to the commission, Anselmo suggested that a limit on the number of low-power television stations owned by a single entity be imposed. He said he would be comfortable with a limit of "around 14."

He also suggested that two additional preferences be added in the case of mutually exclusive applications. In addition to applying first, being minority controlled, and noncommercial, he suggested local applicants provide a local service, and applicants provide a free service as opposed to a subscription or other pay television service.

Although not included in the letter to the commission, Anselmo told BROADCASTING that he also favors prohibition against cable system ownership of low-power television stations.

SIN—licensee of six UHF's—operates six translators that rebroadcast the signal of KWEX-TV San Antonio, Tex.; has been granted five more, and has approximately 12 more translator applications pending.

Washington Watch

Opening new sources. Corporation for Public Broadcasting has adopted liberalized criteria for calculating nonfederal financial support. Stations filing fiscal year 1980 financial reports may claim support from sources, such as production-for-advertising trades or special rates for public service, unclaimable in past. Nonfederal support is matched by federal funds. CPB's Office of Educational Activities is looking for proposals for instructional television series to be used in elementary or secondary schools. Proposals submitted by stations or producers must plan to supply half of funding from nonfederal sources. CPB has allocated \$1 million to match funds. Deadline for proposals is March 13.

□

Tomy's dollhouse. Action for Children's Television, Newtonville, Mass., has filed formal complaint with FTC against Tomy Corp., for utilizing "unfair and deceptive advertising practices" in its ads for deluxe dollhouse set. ACT maintains that commercials do not accurately reflect Tomy's sales practices, because product, as depicted in ads, is not sold in same form by company. Tomy sells dollhouse separately from furniture and other features, and cost for complete set is significantly higher than cost of house, which is price stated in ads.

□

Cut that workload. FCC has reduced number of copies of pleadings, briefs and other papers required for filing in matters other than rulemaking and hearing cases from 10 to five.

Programing

'Charlie's Angels' producers cleared of criminal acts

Los Angeles DA will not prosecute Spelling-Goldberg or anyone at ABC-TV; finds 'shoddy business practices' rather than fraud

The Los Angeles county district attorney announced last Tuesday (Dec. 2) that because of insufficient evidence no one would be prosecuted for diverting \$1.2 million from one hit ABC-TV series to another.

But the district attorney, John Van de Kamp, accused the network and producers Aaron Spelling and Leonard Goldberg of "shoddy business practices" in connection with the *Charlie's Angels* and *Starsky and Hutch* productions.

Labeling it a "no harm, no foul" situation, the prosecutor explained at a news conference in his office that his investigation "revealed insufficient evidence to prove beyond a reasonable doubt that any of the parties individually intended to commit grand theft." In fact, said Van de Kamp, the major profit participants in the dispute, actor Robert Wagner and his wife, Natalie Wood, did better than they would have if Spelling and Goldberg had strictly enforced the terms of the *Charlie's Angels* contract with the pair.

The couple own 43.75% of the series and were presumed to be major victims of the Spelling-Goldberg diversion. In a statement issued on their behalf, Wagner

and Wood indicated they do not intend to bring civil charges in the case.

"We are pleased with the conclusion that there is no basis for criminal prosecution," said the statement. "As friends of Aaron Spelling and Leonard Goldberg, we are delighted with this result and we look forward to a continuing relationship with them, both professionally and personally."

In a written response of their own, Spelling and Goldberg concluded Van de Kamp "has demonstrated his commitment not only to prosecute the guilty but to protect the innocent." The producers said that they "have suffered irreparable harm because of some unfair sensationalized media coverage."

Not everyone involved was satisfied with the decision not to prosecute.

Charlie's Angels creators and writers, Ben Roberts and Ivan Goff, who hold a 12.5% interest in the show, said they may file a civil lawsuit in an attempt to recover disputed profits.

Van de Kamp said he would not block any efforts by profit participants in the series to recover money through civil lawsuits.

The district attorney's report concurs with Spelling-Goldberg's claim that the funds it diverted from *Charlie's Angels* to *Starsky and Hutch* were eventually to be returned to the *Angels* series.

"I know it's coming back," said James Ferruzzo, the deputy attorney who headed the probe. "I just don't know if it's all coming back." The investigation revealed that between \$660,000 and \$1.2 million was transferred from one show to another over a three-year period ending last spring.

Describing the bookkeeping practices he encountered as "murky," Van de Kamp



The announcement. Los Angeles county District Attorney John Van de Kamp (standing) and Deputy DA James J. Ferruzzo look at charts tracking the flow of money between the two Spelling-Goldberg shows, *Charlie's Angels* and *Starsky and Hutch*. The DA's investigation decided there was insufficient evidence of wrongdoing to pursue the case.

#2

**WRTV, 9:00 A.M.,
INDIANAPOLIS**

MOVES STATION FROM FOURTH TO SECOND IN TIME SLOT IN ITS PREMIERE SEASON; NOW CLOSING IN ON DONAHUE FOR LEAD!

WTTV, Phil Donahue 5/25
WRTV, Bullseye 5/22
WISH, Jeffersons 4/20
WTHR, David Letterman 4/17

**KPTV, 11:30 A.M.,
PORTLAND**

NEWCOMER CLEANS UP AGAINST SOAPS; TIES FOR RATING LEAD OPPOSITE THREE NETWORK AFFILIATES. IMPROVES "MIKE DOUGLAS" LEAD-IN 300%!

KPTV, Bullseye 4/27
KOIN, Young and Restless 4/27
KATU, Ryan's Hope 3/22
KGW, The Doctors 3/20

CTV COLDERT TELEVISION SALES
1898 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
(213) 277-7751



JIM LANGE

BULLSEYE

Source: Arbitron Television Audience Estimates, Oct., 1980.

The Joker's Wild

CTV COLBERT TELEVISION SALES
1888 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
(213) 277-7751

JACK BARRY



The Joker's Wild

#1
WTVT, 7:30 P.M.,
TAMPA/ST. PETERSBURG
TOPS "TIC TAC DOUGH," "PM MAGAZINE"
AND "TO TELL THE TRUTH!"

WFLA, Tic Tac Dough	17/30
WTSP, To Tell The Truth	5/9
WTVT, The Joker's Wild	20/36
WTOG, PM Magazine	10/18

KPLR, 9:00 P.M.,
ST. LOUIS
UPS AUDIENCE SHARE 30% SINCE LAST YEAR.
IMPROVES "FACE THE MUSIC" LEAD-IN IN ALL
DEMOGRAPHICS!

Joker's Wild

Source: Arbitron Television Audience Estimates, Oct., 1980.

concluded that "to some extent, those involved brought it upon themselves."

"Until such time as business practices in this area are tightened, the potential for cheating and deception will be present, particularly with reference to those who can ill-afford the audits the Wagners were able to afford here," Van de Kamp said.

"As for ABC, were I an ABC executive involved with corporate finances, I'd be upset about this case. I would surely want to know of oral understandings reached by deal-making executives which could have a substantial financial impact in future years... Much of this is avoidable if industry record-keeping and documentation practices are improved."

Frank Rothman, the ABC-retained attorney who conducted an in-house investigation of the case, was present at Van de Kamp's news conference but declined to comment on the district attorney's report. A statement issued by ABC said, "The district attorney's report confirms the results of ABC's prior independent investigation which concluded that there were no improprieties on the part of any ABC personnel."

"We are also pleased for both Aaron Spelling and Leonard Goldberg. We have enjoyed a long and valued relationship with Mr. Spelling and Mr. Goldberg. They are among the outstanding and most respected producers in Hollywood. Our relationship with Spelling-Goldberg Productions has been, and continues to be, the most successful of any in the industry."

The prosecutor's investigation began in October 1979, after former ABC attorney Jennifer Martin accused Spelling and Goldberg, along with their business manager, J. William Hayes, of conspiring with ABC-TV to cheat the owners of *Charlie's Angels* out of profits due them.

In October of this year, Martin filed a \$6-million civil suit claiming she was wrongfully dismissed by ABC after making public her charges against the company and producers. Specifically, Martin alleged that Wagner and Wood were being defrauded of \$30,000 per *Angels* episode through a diversion of that amount as an "exclusivity fee" to *Starsky and Hutch*, in which the couple had no ownership interest. Martin said she had been told of the arrangement by ABC's vice president for business affairs, Ronald Sunderland.

Van de Kamp, noting both Sunderland and Martin were given lie detector tests in the investigation, said he believed Martin acted in good faith but misinterpreted the situation.

Martin was not available for comment after the news conference. Sunderland deferred to ABC's official response, which noted the district attorney's conclusions matched the network's finding that "there were no improprieties on the part of any ABC personnel."

The FBI and the Securities and Exchange Commission are conducting their own investigations into entertainment industry accounting practices, some of which may be linked to this case. No findings have yet been released.

White Sox add cable to lineup

New arrangement will put home games on Chicago cable systems, away contests on WGN-TV

The Chicago White Sox, which in past years sold its TV rights to conventional over-the-air television stations, will cut pay cable in for a piece of the baseball action next season.

The club is completing details of a new rights contract with Cablevision Systems Development Corp., Woodbury, N.Y. Under it, 81 regular-season home games will be carried by Cablevision's systems in the Chicago area. And in a separate arrangement with WGN-TV Chicago, that station will telecast 60 road games of the team. During the past season, WSNS(TV) Chicago telecast 125 White Sox games.

The White Sox pay-cable games will be produced by Sportschannel, also based in Woodbury. A meeting with White Sox owner Bill Veeck to iron out further details is planned this week, according to Larry Meli, Sportschannel vice president.

Meli said that Cablevision is currently wired into nearly 3,000 homes in the Chicago area. He added that the figure could exceed 10,000 homes by next baseball season with much of the impetus provided by the White Sox games.

Combined radio-television rights to the White Sox this year were estimated at nearly \$2 million. While no prices would be given on the new contract, it was indicated that bidding had put the price well beyond the 1980 figure.

WGN-TV is also rights holder to Chicago Cubs games and is expected to continue in that capacity next season.

CBS captures Nov. sweeps

'Dallas,' '60 Minutes' and returning series help network win second fall contest in row

With its highest sweeps score in more than a half-dozen years, CBS-TV easily won the crucial November ratings period—and by a margin of two points over ABC-TV, its closest competitor.

The Nielsen averages (Oct. 30-Nov. 26) showed CBS with a 21.0 rating in prime time to ABC's 19.0 and a low 16.6 for NBC-TV. Arbitron (Oct. 29-Nov. 25) told the same story: CBS 21.1, ABC 19.2 and NBC 16.5.

As for audience shares, CBS had 32% of homes viewing television, ABC had 30% and NBC 26%. Excluding all but network competition, CBS had 37%, ABC 34% and NBC 29%.

It was CBS's second November sweeps victory in a row but considerably more impressive than last year's upset of less than half a rating point, which ended ABC's

four-year streak.

Veteran series strength was the key to CBS's victory. Of the top-10 sweeps programs, all were returning series and CBS had seven of them. The leader was no surprise. Averaging a 33.9 rating and 53 share for its sweeps episodes was CBS's *Dallas*.

Next in line were CBS's *60 Minutes* (28.3/44) and *Alice* (25.6/36); ABC's *Love Boat* (25.4/42); CBS's *Jeffersons* (25.2/37), *One Day at a Time* (25.2/35), *Dukes of Hazzard* (24.8/39) and *Archie Bunker's Place* (24.2/35), and ABC's *Three's Company* (23.0/34) and *Happy Days* (22.6/33).

Specials did not show up until the next 10 and within the top 20 only one new entry this year made the ratings grade: ABC's *Too Close for Comfort*. Positions 10-20 went to *NBC Tuesday Night Movie* (22.4/33); CBS's *Rape and Marriage* special (22.3/37); ABC's *Laverne & Shirley* (22.1/32); CBS's *Trapper John M.D.* (21.8/33); ABC's *That's Incredible* (21.7/32) and *Fantasy Island* (21.6/38); CBS's *Kenny Rogers's America* special (21.5/33); NBC's *Little House on the Prairie* (21.5/31) and CBS's *M*A*S*H* and ABC's *Too Close for Comfort* (tied at 21.4/32).

Aside from *Comfort*, this season's new

Monitor

In the marketplace. Worldvision Enterprises Inc. has acquired worldwide distribution rights to *11th Annual Senior Olympics*, one-hour special hosted by Peter Marshall, available January 1980. *America's Top 10*, weekly music show distributed by Gold Key Media, now airs in 103 markets including recent clearances: WFAA-TV, Dallas; WPLG(TV) Miami; WUTV(TV) Buffalo, N.Y. and KETV(TV) Tijuana (San Diego). Golden West Television is syndicating coverage of 49th annual *Hollywood Christmas Parade* to 70 markets, with live coverage in nine markets including Los Angeles, clearing 80% of country... Group One Television has completed production of one-hour music program *Music Central*. Planned as weekly series, *Music Central* is targeted to audience ages 14-34. It's been record year for international division of 20th Century-Fox Television in 1980. Richard Harper, senior vice president, International, estimates gross licenses to be in excess of \$38 million. Highest grossers: *The Monte Carlo Show*, in more than 60 countries; *M*A*S*H*, in 55 countries and *Trapper John, M.D.*, in more than 40.

Insider. CPB has awarded \$300,000 to *Inside Story*, half-hour weekly news magazine on performance of press to be anchored by former State Department spokesman Hodding Carter. Press and the Public, company producing program, has also secured funds from William & Mary Greve Foundation, New York, Johnson & Johnson Corp., and Atlantic Richfield Corp., but remains short of projected budget of \$1.85 million. Scheduled launching date on PBS has been set back from Feb. 1 (BROADCASTING, July 28) to early spring.

Fight fans. Nearly half of ON-TV's 336,400 subscribing homes signed up for subscription TV network's coverage of Sugar Ray Leonard-Roberto Duran boxing match last month from New Orleans Superdome.

PlayBack

Musical chairs. West Coast radio stations are keeping audiences busy with format turnovers. In Los Angeles, rock outlets KHJ(AM), KZLA(AM) and KZLA(FM) have switched to country music playlists. In San Francisco, KSAN(FM) abruptly abandoned progressive rock format it had pioneered since late 60's and went C&W in mid-November. Not to be outdone, Fresno's KARM(AM) has decided to change its format every day. Program director Bill Weaver told Associated Press KARM is switching from oldies to big bands to country to top 40 on day-by-day basis. It's too early to tell how station is doing in local ratings.

Live concerns for AM. ABC Contemporary Radio Network has signed D.I.R. Broadcasting Corp. to produce series of live-recorded concerts. First of three 90-minute events is to air Feb. 28. Series will be entitled *Rock Live*, and is geared to AM audience. Among other programs produced by D.I.R. for ABC Radio Networks are *King Biscuit Flower Hour*, *Silver Eagle* and *Supergroups in Concert*.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Lady* by Kenny Rogers on United Artists; (2) *More Than I Can Say* by Leo Sayer on Warner Bros.; (3) *Hungry Heart* by Bruce Springsteen on Columbia; (4) *Love On the Rocks* by Neil Diamond on Capitol; (5) *Just Like Starting Over* by John Lennon on Warner Bros. The top five in **country radio airplay**: (1) *Smoky Mountain Rain* by Ronnie Milsap on RCA; (2) *One In a Million* by Johnny Lee on Asylum; (3) *Lovers Live Longer* by Bellamy Brothers on Warner Bros.; (4) *Texas In My Rearview Mirror* by Mac Davis on Casablanca; (5) *That's All That Matters To Me* by Mickey Gilley on Epic.

TIC
AC
DOUGH

20th CENTURY FOX TELEVISION SALES
1888 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90087
(213) 277-7761

WINK MARTINDALE



#1
WTVE, 6:30 P.M.,
NASHVILLE
MORE ADULTS AND WOMEN THAN "PM MAGAZINE"
AND ALL OTHER STATIONS COMBINED!

WNGE, PM Magazine10/16
WSM, Scene At 619/32
WTVE, Tic Tac Dough26/42
WZTV, Odd Couple3/4

WTTV, 8:30 P.M.,
INDIANAPOLIS
Charging Ahead In Prime Time With
75% Rating and 83% Share Increases
Over Last Season's Programming!

SOURCES: Arbitron Television Audience Estimates, Oct., 1980.

entries generally didn't give much support to the networks' sweeps efforts. None of the others scored above the 30-share mark of acceptability. CBS's *Ladies Man*, in 49th place brought an 18.1/27, followed by ABC's *It's a Living* (17.8/28) and *I'm a Big Girl Now* (17.1/28) and CBS's *Enos* (17.1/27).

The caboose of the sweeps programs (in position 95) was *NBC Magazine* (5.5/9) which competes with *Dallas*; other regular series in the bottom-10 were NBC's *Games People Play* (11.1/19) and CBS's *Tim Conway Show* (12.6/21). Specials occupied the rest of the basement, along with *NBC Friday Night Movie* (12.8/21).

With its winning scores of either 21.0 (according to Nielsen) or 21.1 (Arbitron),

CBS had its highest average since it was given a 21.7 and a 21.8 respectively in February 1974. CBS also claimed the "biggest differential" since November 1973 when Nielsen, for example, gave it a 21.0 to ABC's 19.2. NBC was in third then as now—but a much better third—with an 18.3.

According to NBC, ABC offered the most original programing during the sweeps period (98%), followed by CBS (89%) and then NBC (70%).

During the sweeps, both Nielsen and Arbitron track the performance of local stations. Reports come later. National sweep figures are compiled by the networks for both the Nielsen and Arbitron survey periods but based on Nielsen data.

Time-Life TV goes Hollywood

In addition to physical move of headquarters, company is shifting its emphasis from distribution to production; Tandem's Warshaw will head L.A.-based operation

In a dramatic shake-up across the board at Time-Life Television, company headquarters will be moving from New York to Los Angeles with the aim of increasing its program production. Affected are 65 employees, some of whom will be moving to the West Coast or seeking transfers to other Time Inc. divisions. For many others, the pink slips came last Tuesday (Dec. 2).

According to Austin Furst, president and chief executive officer of Time-Life Films (which includes the television division), "The television activities of Time-Life Films historically have involved more distribution than production and have been rather specialized in focus. These moves signal a change toward a larger and more production-oriented company."

Heading the new Los Angeles-based operation will be Arthur S. Warshaw, currently executive vice president of both Tandem Productions and T.A.T. Communications. He takes over Time-Life's television division effective Jan. 1.

Within the next two months, Furst said to expect the "staffing up of the entire operation in Los Angeles" and "umbrella arrangements" with members of the production community.

Furst agreed that the television operation essentially would be starting over, from a "New York-based distribution company to a Los Angeles-based production-oriented company."

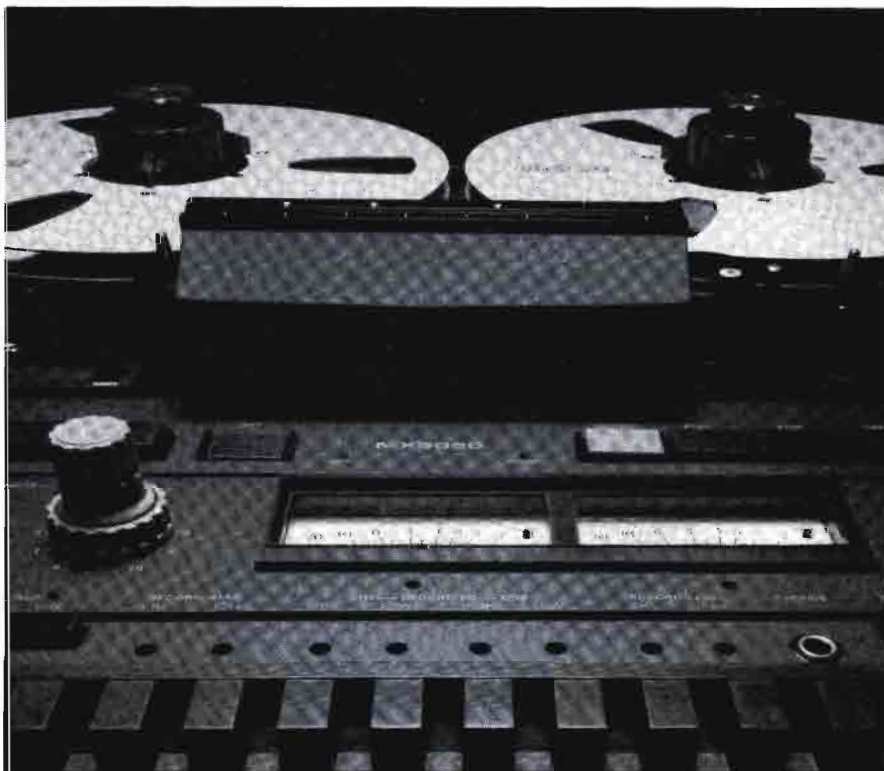
"It's that simple," he added.

For the personnel involved in the New York office, however, it was far from simple and it looked as if it would take a while to determine the final tally of who would be leaving and who could find other jobs within the Time Inc. organization.

While the extent of the changes at Time-Life Television sent shockwaves through the company and proved the major topic of discussion across the syndication business, the fact that changes did come was no surprise to many.

In its last quarterly report, Time Inc. showed a loss from its television operations. From the distribution standpoint, it has been encountering problems with its long-standing client, the British Broadcasting Corp. Its other properties basically have been movies and reruns of *The Real McCoys*. On the production side, changes have been occurring since the departure of David Susskind, Time-Life's former senior executive producer, who now is with MGM.

According to sources at Time-Life, among those who will be staying with the organization (most in television) are:



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**THIS FIRE TOOK
A YEAR TO PUT OUT.**

Wynn Nathan, vice president, special market sales; Norman Zeller, vice president, domestic sales; David Meister, vice president, programming; Haidee Granger, vice president and general manager, public television. Of the regional sales managers, only Dennis Emerson (Southwestern) is staying. Harvey Chertok, vice president, advertising, promotion and publicity, is understood to be either moving to the West Coast or switching divisions in New York.

Among those leaving the organization will be Tom Girocco, senior vice president, television distribution. His departure, according to a high-level Time-Life executive, was coming before last week's shakeup; Girocco was said to have informed his management that he would be leaving to work in radio in the Midwest.

Others said to be departing from Time Life ranks, either immediately or when contracts expire, include Stephen Elsky, manager, television operations for syndication and public television, and Sarah Frank, director, public television sales.

With Emerson said to be the only regional sales survivor, managers understood to be out are Jack Garrison (Midwestern), Thomas Todd, (Southern), Chips Barrabee (Eastern) and Jack Donahue (Western).

For Time-Life television staff already on the West Coast, no changes were expected.

It's official: Daly is chairman of Warner Bros.

Former head of CBS Entertainment will succeed retiring Ashley; Grant takes over at CBS

Warner Communications Inc. last week made official what already has been accepted as a fait accompli—that Robert A. Daly had resigned the presidency of CBS Entertainment to run Warner Bros. (BROADCASTING, Nov. 24).

WCI named Daly board chairman of Warner Bros. effective Jan. 1, succeeding Ted Ashley, who is retiring. Daly also will serve as co-chief executive officer with Frank Wells, Warner Bros. president.

At CBS Entertainment, B. Donald Grant, former vice president, programs, has stepped up to the presidency.

With the announcement, Daly said that "I have for some time found myself increasingly eager to become deeply involved in the management of a major motion picture company. When Ted Ashley confided in me his desire to leave his position as chairman, it presented me with the opportunity I desired."

In addition to the Daly appointment, WCI also named Terry Semel, executive vice president at Warner Bros., to the post

of vice chairman, succeeding John Galley, who resigned. Semel continues as chief operating officer as well. Robert Shapiro, executive vice president in charge of worldwide distribution, was named president of Warner Bros.' theatrical production division.

Both outgoing executives, Ashley and Galley, will continue to work with Warner Bros. as consultants.

Ratings Roundup

Score another prime-time victory for CBS-TV and make it four in a row.

For the week ended Nov. 30, CBS continued its winning ways, with an average 19.7 rating/32 share to ABC-TV's 18.8/30 and NBC-TV's 16.4/26.

Even with the "who shot J.R." mystery over, CBS's *Dallas* continued as the week's biggest draw, scoring a Texas-sized 34.0/56. CBS won seven of the top-10 positions and 11 of the top 20.

Of the week's premieres, ABC's *Bosom Buddies* earned a solid 17.4/32 and the returning *Charlie's Angels* (in a three-hour special) also fared well with a 22.2/33. Considerably less auspicious was the debut of *Breaking Away* which gave the same network only a 14.8/24.

NBC may not have had much to rave about ratingwise during the week but one bright spot came with the premiere of *Barbara Mandrell* in its regular Saturday time slot. Against *Breaking Away* and CBS's *WKRP in Cincinnati* and *Tim Conway Show*, Mandrell scored a 19.0/31—said to be the second-highest premiere rating for a new show this season, next to ABC's *Too Close for Comfort* with a 19.1/28.

The First 20

Rank	Program	Network	Rating/Share
1.	<i>Dallas</i>	CBS	34.0/56
2.	<i>60 Minutes</i>	CBS	28.5/43
3.	<i>Dukes of Hazzard</i>	CBS	25.4/42
4.	<i>Love Boat</i>	ABC	24.9/42
5.	<i>M*A*S*H</i>	CBS	24.6/35
6.	<i>Trapper John M.D.</i>	CBS	23.6/38
7.	<i>Jeffersons</i>	CBS	22.9/33
8.	<i>Charlie's Angels</i> (premiere)	ABC	22.2/33
9.	<i>That's Incredibly</i>	ABC	22.2/33
10.	<i>Alice</i>	CBS	22.1/31
11.	<i>Three's Company</i>	ABC	22.0/33
12.	<i>House Calls</i>	CBS	21.8/31
13.	<i>Children of Divorce</i> (movie)	NBC	21.5/32
14.	<i>Archie Bunker's Place</i>	CBS	21.4/32
15.	<i>One Day at a Time</i>	CBS	21.2/30
16.	<i>Fantasy Island</i>	ABC	20.7/37
17.	<i>Hart to Hart</i>	ABC	20.7/33
18.	<i>Little House on the Prairie</i>	NBC	20.6/29
19.	<i>Real People</i>	NBC	20.2/33
20.	<i>Little Lord Fauntleroy</i> (special)	CBS	20.2/31

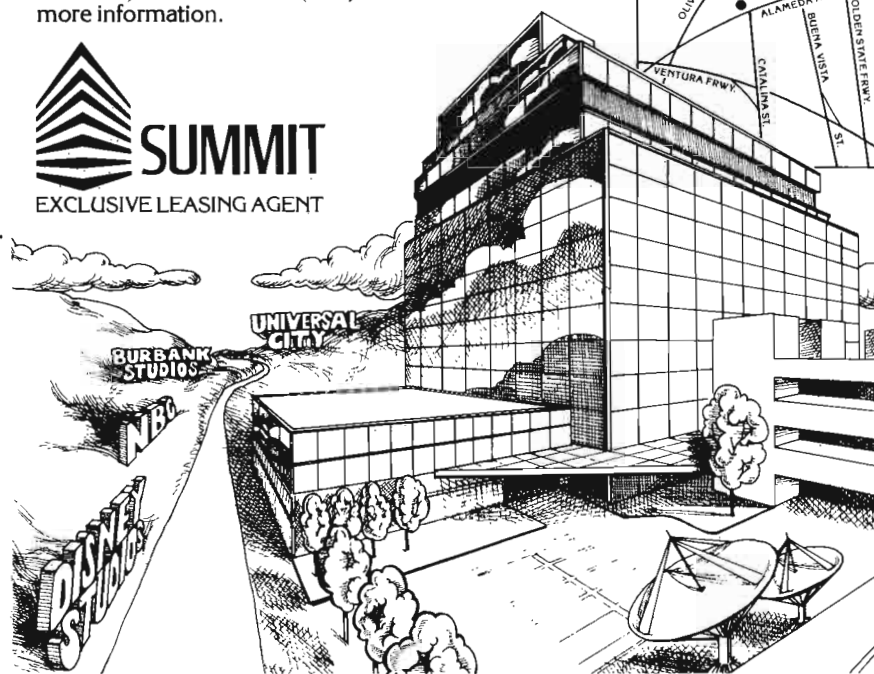
The Final Five

60.	<i>Good Ol' Days</i> (movie)	NBC	13.2/22
61.	<i>Secret War of Jackie's Girls</i> (movie)	NBC	13.1/23
62.	<i>Linda in Wonderland</i> (special)	CBS	12.2/22
63.	<i>NBC Reports: American Fashion</i>	NBC	10.8/18
64.	<i>NBC Magazine</i>	NBC	7.8/13

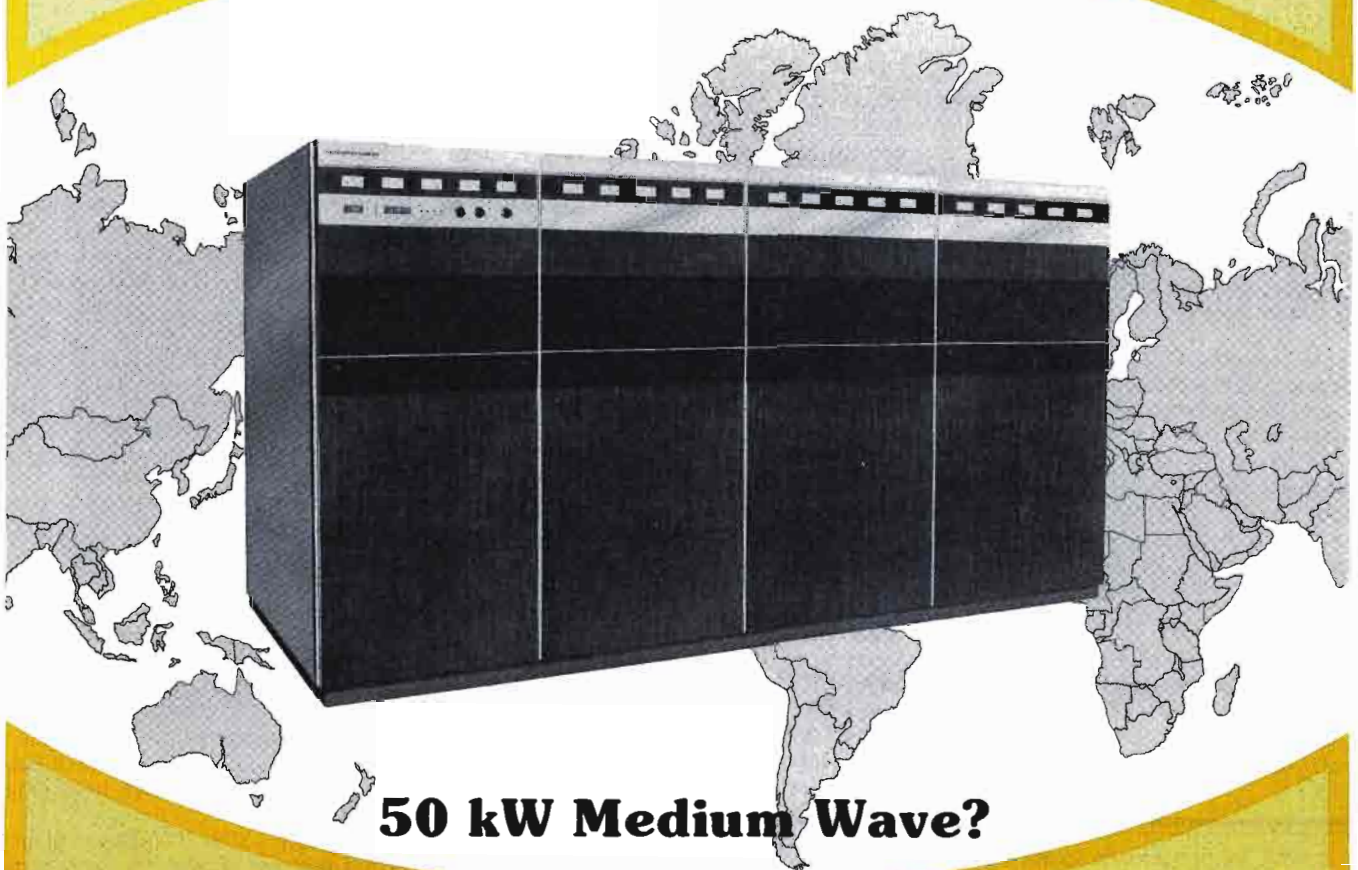
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50 kW Medium Wave?

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The McMartin BA-50K fifty kilowatt medium wave transmitter combines the latest circuit designs and high performance components with a very old principle: Keep It Simple.

A simple transmitter with fewer parts and better accessibility will fail less often. *The McMartin BA-50K has a component count that is about half that of comparable models by other manufacturers.* This provides the highest possible mean time between failure (MTBF).

The principle of simplicity is carried through also in the physical construction of the BA-50K. The various sections of the transmitter are neatly arranged in four cabinets. The unit uses swing-out assemblies and control panels. *It is possible to change parts without having to disassemble any part of the transmitter.*

The BA-50K also features excellent diagnostic capabilities and *continuous monitoring of all vital parameters* of the power amplifier and modulator with front panel display. The use of multimeters is kept to a minimum and employed only if any of the parameters indicated on the meters do not have to be observed simultaneously.

No Performance Compromises

Operational simplicity and maintenance ease do not mean lowered performance standards. *The BA-50K incorporates the latest components and designs to assure the kind of performance features that modern broadcast stations demand:* Full 125% positive peak modulation. Optimum bandwidth control and incidental phase control to accommodate future stereo operation. Superb sound.

Easy to Afford

A low parts count and clean construction help lower manufacturing costs and permit an affordable selling price. In addition, only four identical tubes are used in the BA-50K. The tubes are a low cost type and since they are all of the same type number, inventory costs are reduced.

The high efficiency of the final RF amplifier stage — over 90% — permits an overall operating efficiency that is competitive with the most exotic and complex "high efficiency" designs. *This means you get the benefits of simple construction, low parts count, and easy maintenance without sacrificing low operating costs.*

The McMartin BA-50K is refreshingly simple in a complex world. It may help you stay on the air longer and reduce your operating and maintenance expenses. It's that simple.

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Low-power interest grows larger

Graphic Scanning wants about 100 of the stations to air new network-type programing; SSS plans to show STV fare

Two more communications firms are looking to get into the low-power television business in a big way.

Graphic Scanning Corp., an Englewood, N.J.-based radio paging and MDS operator, is in the process of filing low-power applications in "at least" the top 100 markets. To date, approximately 60 of those applications have been filed.

Satellite Syndicated Systems, a Tulsa, Okla.-based common carrier and cable programmer, has filed eight translator applications in Oklahoma and Michigan and plans to file approximately 25 low-power applications shortly.

Graphic Scanning plans to provide nationally distributed subscription program-

ing via domestic satellite similar to Home Box Office-type programs and will also provide national news service programing.

In applications filed with the FCC, Graphic Scanning said it expects to affiliate with one or more national networks established to serve the low-power television industry, "which it is reasonable to assume will evolve."

If such networks do evolve as the company anticipates, Graphic Scanning envisions setting up a "national advertiser revenue sharing program" for its proposed low-power television network.

Its proposed programing schedule is 35 hours per week of local programing; 25 hours per week of regional programing, and 80 hours per week of national network programing.

Studio facilities for the low-power outlets would feature three-quarter-inch video recorders, electronic newsgathering equipment, color cameras and videotape equipment.

Graphic's low-power outlets would be in the UHF band with a transmitter power output of 1 kw. It estimates construction

costs for each facility to be in the \$80,000 range with first-year operating costs of \$100,000. Proposed equipment for the facilities include Emcee transmitters, Bogner antennas and Andrew transmission lines.

Satellite Syndicated Systems owns 98% of WHRT(TV) Ann Arbor, Mich., a CP with STV authorization that is expected to go on the air within 30 days, with STV service beginning in February 1981. It has applied for translators to rebroadcast the signal of that station in Toledo, Ohio, and Battle Creek, Mich., and, according to SSS's attorney John Fiorini, "possibly more" in the near future.

SSS is also 50% owner of KGCT(TV) Tulsa, Okla.—a CP on ch. 41 with STV authorization—as is Green County TV Inc., owned principally by former CBS executive Ray Beindorf.

They had filed six translator applications to rebroadcast KGCT in Norman, Lawton, Seminole, Stillwater, Edmond and Chickasha, all Oklahoma.

KGCT is scheduled to go on the air some time around the beginning of February 1981 with STV service beginning in early March.

Meanwhile, SSS is making plans to further increase its pay TV operations. It will soon apply for 25 low-power TV stations with program originating capability to allow it to feed programing by satellite. In doing so, one option it may consider is a plan to assist local groups—particularly minority groups—in setting up stations that would carry SSS subscription TV at night and local or specialized programing during the rest of the day. In other cases the firm may opt to own the low-power station outright.

Another SSS plan in the works is one where the firm would approach community groups that already own translators and suggest that they upgrade their translators into low-power television stations so that they can carry the SSS subscription package.

This announcement appears as a matter of record only.

TV Station KLKK 23 and

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Equity Financing

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November 1980

NTIA disputes ABC cost estimates for switch to 9 khz

The National Telecommunications and Information Administration has challenged the accuracy of costs that ABC says it would incur in switching its AM radio stations from 10 khz to 9 in accordance with the so-called "Canadian plan." That plan would require some stations to shift a maximum of 9 khz (BROADCASTING, Nov. 10).

ABC has calculated that it would have to

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spend about 10 times as much money to switch to 9 khz in accordance with the Canadian plan as it would to make the "4 khz shift" that the U.S. has contemplated.

NTIA contends that "general physical principles would suggest that it should cost only twice as much," to implement the Canadian as opposed to the 4 khz shift plan. It says that ABC's cost projections are inflated, since "ABC's estimates include the cost of complete replacement of the phasing networks for their directional stations: No evidence is given to justify the need for such a complete replacement, rather than simply adjusting the phasing networks."

NTIA also claimed that ABC's estimates were based on costs it already incurred in "replacing the phasing and matching networks" of its WXYZ(AM) Detroit. "Presumably this was not done in anticipation of a frequency change," said NTIA, and "we therefore doubt that ABC's estimates can be regarded as generally applicable and they should certainly not be taken as typical of the costs the industry may incur over a period of several years, should the 9 khz plan be implemented."

In any event, NTIA said the costs of even ABC's "high estimates" were insignificant "in relation to the value of a broadcasting station."

It also noted that broadcast licensees are issued a license only on the condition that they make any changes in their operations that subsequent rules require.

BBC wants DBS

Corporation's Chairman Howard asks government to move quickly to let work begin on satellite broadcasting; movie and sports channel and rebroadcast of evening programming envisioned

In a major policy statement, George Howard, chairman of the BBC, said the corporation would be actively involved in direct satellite to home television broadcasting (DBS).

Howard called on the British Home Office, the government department responsible for broadcasting, to avoid delay in making decisions regarding DBS. The Home Office has taken submissions on the subject, and is expected to issue a report in January 1981.

Howard predicted that "direct broadcasting by satellite or satellite and cable will reach the U.K. by the mid 1980's," but only if the Home Office does not delay. He said many opportunities will have passed by 1990.

Each of the European countries has been allocated a minimum of five DBS channels under international agreement through the International Telecommunication Union.

Howard outlined his proposed uses for two of the British channels. The first would be for an American-style cable channel, providing feature films, dramatic and sporting events, and re-runs of popular old series.

Britain at present has only three nationwide television channels, so series are seldom seen more than twice, even if highly popular.

The second channel would offer the evening prime-time schedule during the daytime, for shift workers and others unable to watch television at night.

The BBC is interested in exploiting DBS as a way to provide a new source of revenue. The corporation accepts no advertising, and is totally financed by an annual TV set license fee. An additional cable channel, with a monthly charge, could be a profitable operation for the network.

DBS is especially attractive because of the low penetration of cable systems—only 14% of British homes are wired.

Howard dismissed fears, voiced by others in Britain, over the flooding of American programs into Britain through European DBS channels.

According to ITU agreements, countries cannot intentionally beam programs to viewers in other countries using DBS, but because of the nature of satellite coverage patterns (known as footprints), some overlapping of international boundaries is unavoidable, especially among small countries.

This means that a small country, such as Luxembourg, could use one of its allotted five channels to transmit American programs intended for a British audience, and sell advertising time.

This occurred in radio during the 1960's,

when the BBC had no popular music station, and Radio Luxembourg became highly popular.

Radio-Tele Luxembourg (as it is now known) is interested in DBS and says its first moves would probably be in Germany, where the profusion of cable systems makes the concept commercially promising.

But Radio-Tele Luxembourg is being excluded from what may be the first European DBS system, a joint two-satellite project between France and Germany. Little is known, however, about the intended programming for the project. Its main intention is to boost the aerospace industries of the two countries, for what is seen as a strong demand for satellites in Europe through the eighties and nineties. Launch is set for 1983.

Other European countries are relying on development of the L-Sat, now being built for the European Space Agency by British Aerospace. The first L-Sat, due for launch in 1984, is to provide one experimental DBS channel for Italy.

Howard said the BBC continues to seek a broadcasting slot on the L-Sat 1, although it is more likely that Britain will have to wait for L-Sat 2 (which is not yet approved).

"It would seem that the French and Germans are going to have a running start while there is a real danger that our satellite will have a confused beginning," Howard said.

The Nordic countries of Europe are considering a joint DBS satellite, although no firm plans have been made.

The future of a major British consortium is in doubt, after the pullout of one of the key members, Thorn-EMI. The plan was to offer an English language service on the fifth channel of a Swiss satellite. The other four channels would be for Switzerland's three languages (German, French, Italian) plus one spare channel. The consortium included a group of Swiss newspapers.

Laser disk group fields its own trade association

The laser videodisk industry now has its own trade association, formed in Los Angeles to promote consumer recognition of reflective laser optical video technology. The Laser-Vision Association is headed by Jack Reilly, president of Discovision Associates. Other charter board members are: James N. Fiedler, president of MCA DiscoVision; Ken Kai, executive vice president of U.S. Pioneer Electronics Corp., and John C. Messerschmitt, vice president of North American Philips Corp.

In making the announcement, Frank L. Randall, vice chairman of North American Philips, claimed "laser optics offer the ultimate in technologically advanced carefree home video entertainment and education" and emphasized that the new association was to promote laser technology rather than any specific products of association members.

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Journalism

Experiment in Rooms

The New York Court of Appeals last week approved a rule that will allow television and radio coverage of appellate court proceedings.

The court was acting upon a recommendation made last June by a special advisory committee that the deliberations of the appellate court be opened to television and radio (BROADCASTING, June 9).

The rule will go into effect Jan. 1. In announcing the change, the court said that a "one-year experiment with electronic and photographic coverage for civil trial courts" will be allowed but only after amendment of a section of the state civil rights laws prohibiting use of cameras and other electronic equipment in cases in

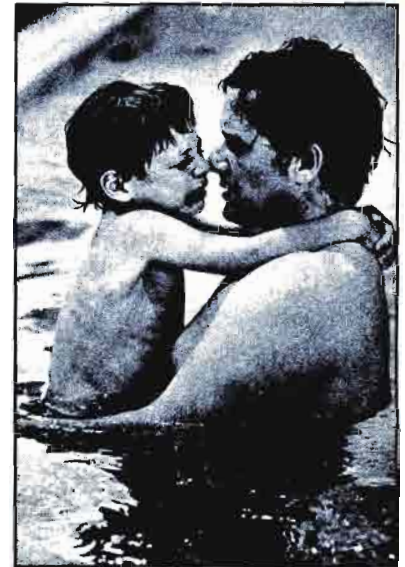
which witnesses are subpoenaed to testify.

The court refused to allow live coverage of criminal trials, going along with the advisory committee's decision that such coverage "now imparts too great a risk of possible irreparable error." As a spokesman for the Court of Appeals noted last week, that issue is now before the U.S. Supreme Court.

Minnesota News Council to hear complaint against WTCN-TV

A case that started when Metromedia's WTCN-TV Minneapolis reported on breakfast meetings being held by four of the seven members of the board of county commissioners is due for hearing by the Minnesota News Council this week.

The Minnesota News Council, like the National News Council, headquartered in New York, hears complaints lodged against news media. Metromedia officials



Mark Duncan/Dayton Daily News

Sure,
he's scared.
It's a
matter of
life
and breath.®

The first dip is frightening. Even when Dad is there. But not for long. Swimming is good exercise for children with asthma. It helps build confidence, too. So they can learn other sports. Christmas Seals support family asthma programs for children and their parents. Together they learn about asthma. What causes it. How to cope. So the kids can lead normally active lives. Contact your local American Lung Association for more information. And remember, a generous contribution will help turn tears to laughter.

News Beat

ABC regroups for Reagan. New assignments for ABC News correspondents in Washington will take effect on Jan. 1. Sam Donaldson continues as chief White House correspondent and joining him there will be Susan King, who covered campaign of Vice President-elect George Bush. Correspondent Bill Greenwood also will be stationed at White House. Sander Vanocur, who has been on assignment overseas, becomes chief diplomatic correspondent, joining diplomatic correspondents Barrie Dunsmore and Jack Smith at State Department. James Wooten and Barry Serafin have been designated national correspondents, focusing on broad political and economic issues. Brit Hume moves from his post at House of Representatives to become chief Senate correspondent, working with correspondent Mike von Fremd. Replacing Hume at House will be Charles Gibson, who will be joined by Ann Compton. CBS News had no word last week on changes to be made in its Washington bureau and NBC News said it contemplates no immediate changes.

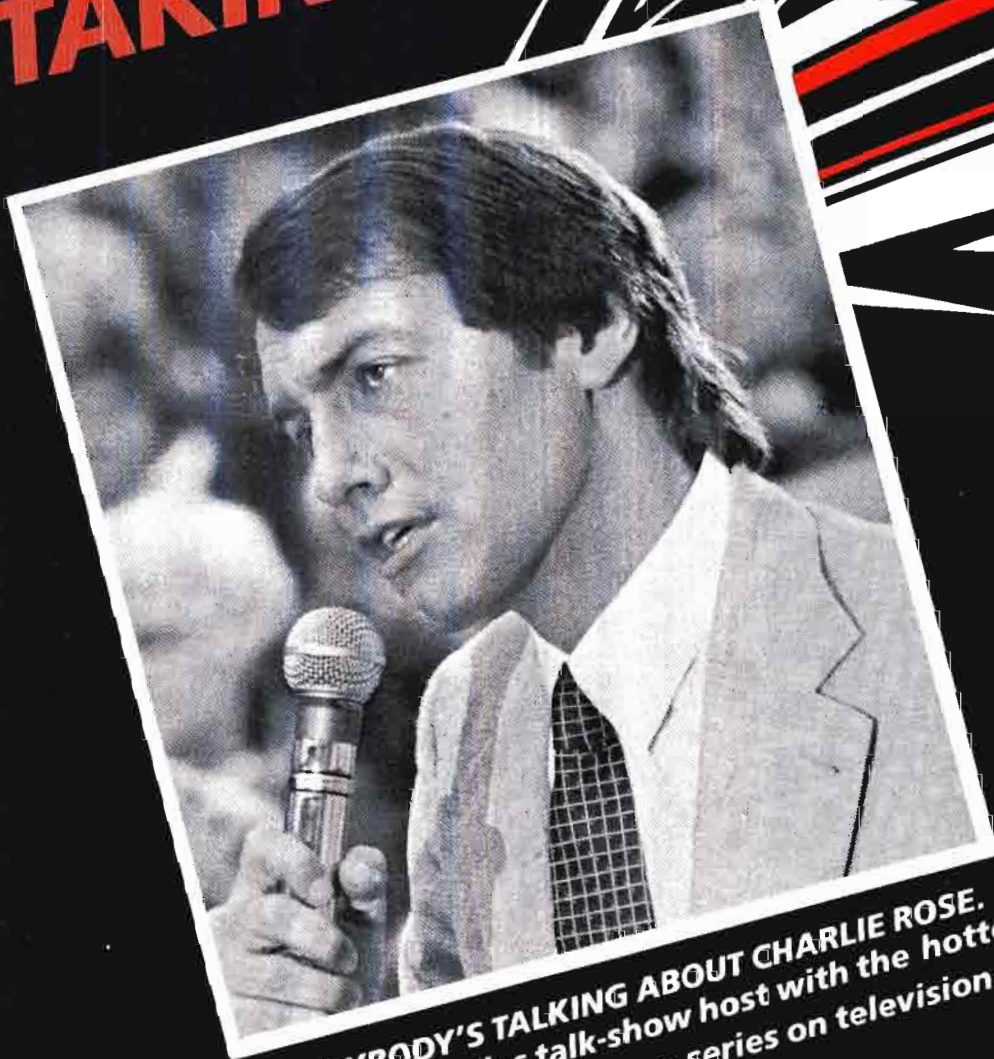
Staying in the news. Kyw-tv Philadelphia has filed complaint against two Philadelphia police officers for failure to intervene in incident involving station investigative reporter Stan Bohrman and former mayor Frank Rizzo. Damages totaling \$50,000 to ENG equipment resulted from incident. Station was investigating police protection of Rizzo and his home more than year after his term as mayor had ended. When Bohrman attempted to question Rizzo on matter, he was verbally abused and his camera was thrown on ground. Station expects no action on its complaint for 45 days, while police department is conducting investigation. Police guard at Rizzo's home has ended, according to station spokesperson.

Inauguration info. Radio and television correspondents wishing to cover inaugural ceremony at Capitol on Jan. 20, 1981, should apply now for credentials. Applications should be in writing and addressed to: Marya McLaughlin, chairman, Radio-Television Galleries Inaugural Committee, Room S-312, U.S. Capitol, Washington, D.C., 20510. Deadline for filing is Jan. 7.


On his own. George Skinner, former vice president and director of Katz News Service and veteran broadcast journalist, has launched news consultancy firm, George Skinner Associates, 15 W. 44th Street, New York (212) 354-3001.

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say that Minneapolis television stations, including WTCN-TV, have refused to participate in council hearings, on grounds that, among other things, the council would become a forum for others to use in attacking TV. The current case proves that the council can be so used, Metromedia officials say, and they decided to take part in this hearing because they feel they can show the council that it's being used, and is "caught in the middle of a political thicket."

The case started in August, according to Metromedia, when the county board's three Republican members, plus one of its Democratic members, decided to hold regular breakfast meetings at 7:30 a.m., reportedly without advising the three other Democrats on the board. WTCN-TV got word of the decision and reported it, also noting that Minnesota's sunshine laws require that board meetings be publicized.

One of the Republican members "took umbrage," as a Metromedia attorney put it, and filed a complaint with the Minnesota News Council even though WTCN-TV aired a report, following the protest, saying that plans for the breakfast meetings had in fact been publicized (in a "technical" publication of limited circulation, according to the attorney).

The council hearing is set for Wednesday. In the meantime, Metromedia sources say, WTCN-TV has coverage from which to choose for any further reports it may decide to air.

Changing Hands

PROPOSED

■ **WJIT(AM)-WKTU(FM)** New York and **WYSP(FM)** Philadelphia: Sold by Gulf United Corp. to Infinity Broadcasting Corp. for \$32 million. Sale is spin-off from Gulf United-San Juan Racing (SJR) merger (BROADCASTING, May 26). Seller is publicly traded, Dallas-based insurance conglomerate. It owns **WVOJ(AM)** Jacksonville and **WTSP-TV** Largo, both Florida; **WNDE(AM)-WFBQ(FM)** Indianapolis; **WKAP(AM)** Allentown, Pa.; **WWNR(AM)** Beckley, W. Va.; **WGHP-TV** High Point, N.C., and **KTXQ(FM)** Fort Worth. SJR stations that will be retained by Gulf if merger is approved include: **WKLS-AM-FM** Atlanta; **WQAL(FM)** Cleveland; **KRLY(FM)** Houston, and **WJMD(FM)** Bethesda, Md. Remaining SJR property, **WUST(AM)** Washington, has been spun off to separate buyer (see below). Alan Henry is president of Gulf broadcast division. Buyer is owned by Richard Ullman (30%), Gerrald Carrus and Michael Weiner (23.3% each) and others. They own **WBCN(FM)** Boston;

WIVY-FM Jacksonville, Fla., and **KOME(FM)** San Jose, Calif. Sale of last two fell through last summer ("In Brief," June 30). **WJIT** is on 1480 khz with 5 kw full time. **WKTU** is on 92.3 mhz with 4 kw horizontal, 3.8 kw vertical and antenna 1,220 feet above average terrain. **WYSP** is on 94.1 mhz with 16 kw antenna 900 feet above average terrain.

■ **WKOS(FM)** [formerly **WMTS-FM**] Murfreesboro, Tenn.: Sold by Hale Broadcasting Inc. to **WKOS Inc.** for \$2,372,000. Seller is owned by Monte Hale who has no other broadcast interests. Buyer is owned by Thomas V. Armshaw, Murray Moss and Joseph Wolf (one-third each). Armshaw is president and general manager of **WRQK(FM)** Greensboro, N.C., which group also owns. Moss is Los Angeles investor. Wolf is Los Angeles attorney. Their purchase of **KPLV(FM)** Pueblo, Colo., has received FCC approval although sale has not yet been consummated (BROADCASTING, Nov. 24). They have announced plan to acquire full complement of FM stations within next five years, concentrating on top 25-50 markets (BROADCASTING, July 21). Armshaw also has one-third interest in **WPET(AM)** Greensboro. **WKOS** is on 96.3 mhz with 20 kw and antenna 170 feet above average terrain. Broker: Blackburn & Co.

■ **KJET(AM)-KWIC(FM)** Beaumont, Tex.: Sold by Gibson Broadcasting Co. to Charles W. Pyle and associates for \$2 million. Seller is owned by R. Thomas Gibson who has no other broadcast interests. Buyer is owned by Pyle Communications Inc. (95%) and Richard Kelley (5%). Pyle Communications is owned by Charles W. Pyle and family (65%), Delwin R. Romero (20%) and Gerald A. Snyder (15%). Pyle is 30% owner of Beaumont real estate company. Romero is 25% owner of Electrical Distributing Co. of Austin (Tex.). Snyder is general manager of Pyle Communications, licensee of **KIKM-AM-FM** Sherman, Tex. Kelley is sales manager of **KIKM-AM-FM**. Kelley has no other broadcast interests. **KJET** is 1 kw daytimer on 1380 khz. **KWIC** is on 107.7 mhz with 5 kw and antenna 250 feet above average terrain.

■ **WPVA-AM-FM** Colonial Heights, Va.: Sold by **WPVA Radio** to **WPVA Inc.** for \$1.69 million. Seller is owned by Ashley T. Joyner, Sanford L. Korschun and David Weil (one-third each). They have no other broadcast interests. Buyer is owned by Alan R. Brill, Charlottesville, Va., financial consultant. He has 10% interest in **Worrell Broadcasting Inc.**, licensee of **WHSV-TV** Harrisonburg, Va.; **WIFR-TV** Rockford, Ill., and **WBNB-TV** Charlotte

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Amalie, Virgin Islands. Wpva(AM) is on 1290 khz with 5 kw day. Wpva-FM is on 95.3 mhz with 3 kw and antenna 390 feet above average terrain. Seller is (50.124%) and John P. Smith (16.34% each); Ruben H. Johnson (15%); James C. Armstrong and Richard L. Moore (14.99% each) and Lowell H. Lebermann Jr. (6%). Spelce owns Austin, Tex., advertising and public relations firm. McMahon is executive director of Independent Bankers Association of Texas, Austin-based banking trade association. Smith is former sales executive with KSCS-FM Dallas. Johnson is Austin real estate investor. Armstrong owns Austin oil company. Moore owns Midland firm with interests in oil, gas and minerals. Libermann is principal owner of automobile dealership and real estate firm, both in Austin. They have also purchased, subject to FCC approval, KIIZ(AM)-KIXS(FM) Killeen, Tex. (BROADCASTING, Oct. 27). In addition, Moore is chairman and 51% owner of KPRO-FM Ardmore, Okla., and Spelce is applicant for new AM in West Lake Hills, Tex. KNFM is on 92.3 mhz with 100 kw and antenna 390 feet above average terrain.

WUST(AM) Washington: Sold by Gulf United Corp. to District Group Communications Inc. for \$1.5 million in spin-off from Gulf United-San Juan Racing merger (BROADCASTING, May 26). Seller is publicly traded, Dallas-based insurance conglomerate. It has also spun off WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia (see page 82). Buyer is owned by James McQueen, executive with Department of Transportation in Washington. He has no other broadcast interests. WUST is 1 kw daytimer in 1120 khz.

WBEC-AM-FM Pittsfield, Mass.: Sold by Richard S. Jackson Sr. to Citicom Radio Corp. for \$1.2 million ("Closed Circuit," Oct. 27). Jackson has no other broadcast interests. Buyer is owned by Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC-TV. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Group has also purchased, subject to FCC approval, WOKO(AM) Albany, N.Y. (see below). In addition, Robb has 10% interest in applicant to purchase WKND(AM) Windsor, Conn. (BROADCASTING, Aug. 20, 1979) and is principal in applicant for new TV at New Bedford, Mass. WBEC(AM) is on 1420 khz with 1 kw full time. WBEC(FM) is on 105.5 mhz with 630 w and antenna 590 feet above average terrain.

KCOG(AM)-KMGO(FM) Centerville, Iowa: Sold by Chariton Valley Broadcasting Co. to KMGO/KCOG Inc. for \$875,000. Seller is owned by Michael G. and John O'Connor, brothers, Paul Ahrens and Edward F. Bock (25% each). They also own KCHE(AM) Cherokee, Iowa. Bock also owns 22.2% of KCCY(FM) Pueblo, Colo.; 20% of WCCI(FM) Savannah, Ill., and 17% of WBLM(FM) Lewiston, Me. Buyer is owned by Joyce Dennison (50.5%) and husband, Paul L. (49.5%). They own KILJ(FM) Mount Pleasant, Iowa. KCOG is on 1400 khz with 500 w day and 250 w night. KMGO is on 98.7 mhz with 100 kw and an-

tenna 450 feet above average terrain.

KNFM(FM) Midland, Tex.: Sold by Permian Broadcasters Inc. to Citimedia Corp. for \$775,000. Seller is owned by Michael Fitz-Gerald (76.24%) and seven others. They have no other broadcast interests. Buyer is owned by Neal L. Spelce Jr. (president), Fred H. McMahon Jr. and John P. Smith (16.34% each); Ruben H. Johnson (15%); James C. Armstrong and Richard L. Moore (14.99% each) and Lowell H. Lebermann Jr. (6%). Spelce owns Austin, Tex., advertising and public relations firm. McMahon is executive director of Independent Bankers Association of Texas, Austin-based banking trade association. Smith is former sales executive with KSCS-FM Dallas. Johnson is Austin real estate investor. Armstrong owns Austin oil company. Moore owns Midland firm with interests in oil, gas and minerals. Libermann is principal owner of automobile dealership and real estate firm, both in Austin. They have also purchased, subject to FCC approval, KIIZ(AM)-KIXS(FM) Killeen, Tex. (BROADCASTING, Oct. 27). In addition, Moore is chairman and 51% owner of KPRO-FM Ardmore, Okla., and Spelce is applicant for new AM in West Lake Hills, Tex. KNFM is on 92.3 mhz with 100 kw and antenna 390 feet above average terrain.

WOKO(AM) Albany, N.Y.: Sold by Anthony Mason to Citicom Radio Corp.

for \$575,000. Mason has no other broadcast interests. Buyer has also purchased WBEC-AM-FM Pittsfield, Mass. (see above). WOKO is on 1460 khz with 5 kw fulltime.

WXNC(FM) Henderson, N.C.: Sold by Rigel Inc. to Bible Broadcasting Network Inc. (BBN) for \$350,000. Seller is owned by Roy O. Rodwell and William Belote (45% each) and James M. Simpson (10%). They also own WHNC(AM) Henderson. Buyer is nonprofit religious corporation that owns Colonial Baptist College in Roanoke, Va., and four religious-format radio properties: WYFI(FM) Norfolk and WYFJ(FM) Ashland, both Virginia; WHPE(FM) High Point, N.C., and WAVO(AM) Decatur, Ga. Lowell Davey is president. WXNC is on 92.5 mhz with 15.5 kw and antenna 280 feet above average terrain.

WNAG(AM) Grenada, Miss.: Sold by Grenada Broadcasting to Chatterbox Inc. for \$300,000. Seller is owned by Birney Imes Jr. who also owns WROX(AM) Clarksdale, 97.4% of WCBI(AM) and 25% of WCBI-TV, both Columbus, Miss. He is also 60% owner of Commercial Dispatch Publishing Co., Columbus daily newspaper publisher, which owns KDUB-TV Dubuque, Iowa, and 85% of WBOY-TV Clarksburg, W. Va. Buyer is owned by Robert E. Evans and wife, Dorothy (50% each). They own WQXB(FM) Grenada.

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■ WACX(AM) Austell, Ga.: Sold by South Cobb Broadcasting Co. to Chapman-Purdy Communications for \$250,000. Seller is owned by M.L. Lamar Sr. who also owns 80% of WWCC(AM) Bremen, Ga. Buyer is owned by George W. Purdy (51%) and Roger B. Chapman (49%). Purdy is associated with Atlanta-based life insurance company. Chapman is show director of Cleveland theater. They have no other broadcast interests. WACX is 1 kw daytimer on 1600 khz.

■ WJLJ(AM) Tupelo, Miss.: Sold by All America Broadcasting Co. to Lee Broadcasting Inc. for \$230,000. Seller is owned by Gary Hughes (60%) and William Van Devender and James E. Poole Jr. (20% each). They have no other broadcast interests. Buyer is owned by J.A. Baxter, Gordon L. Bostic and Raymond F. Akin (one-third each). Baxter owns Corinth, Miss., department store. Bostic is Laurel, Miss., mobile home dealer. Akin is Tupelo, Miss., mobile home dealer and insurance agent. Baxter and Gibson own one-third each of both WJHR(FM) Jackson, Tenn., and applicant for new AM in Milan, Tenn. Akin has no other broadcast interests. WJLJ is daytimer on 1060 khz with 250 w.

■ Other proposed station sales include: WKYD-AM-FM Andalusia, Ala.; WCIS(AM) Pascagoula-Moss Point, Miss.; WBTF(FM) Attica, N.Y., and WEND(AM) Ebensburg, Pa. (see "For The Record," page 91).

APPROVED

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

■ WUBE-AM-FM Cincinnati: Sold by Kaye-Smith Radio to Plough Broadcasting for \$3.9 million. Seller is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (20%). It is Bellevue, Wash.-based group owner of three AM's and five FM's. It has sold KJR(AM) Seattle (BROADCASTING, Aug. 25), and, subject to FCC approval, KCKN-AM-FM Kansas City, Kan. (BROADCASTING, Oct. 27). Buyer is owned by Schering-Plough Corp., Memphis-based manufacturer and distributor of consumer products and pharmaceutical drugs. Its broadcasting division owns five

AM's and five FM's. H. Wayne Hudson is president of Plough Broadcasting. WUBE is on 1230 khz with 1 kw day and 250 w night. WUBE-FM is on 105.1 mhz with 11 kw and antenna 920 feet above average terrain.

■ WTOW(AM) Towson, Md.-WZIP(AM) Cincinnati-WGOR(AM) Toledo, Ohio: Sold by Gore Broadcasting Inc. to JACO Broadcasting for \$1.5 million plus \$400,000 consultancy agreement. Seller is owned by Harold Gore who also owns WINQ(AM) Tampa and 5% of WAVS(AM) Fort Lauderdale, both Florida, and 50% of KBZT(FM) San Diego. Buyer is owned by Terry Jacobs (85%), John Boyd, Thomas Steele and Lee Schimberg (5% each). Jacobs is senior vice president of Great American Insurance Co., Cincinnati. He also owns 25% of Cincinnati real estate firm and 43% of Wilmington, Ohio, machine tool company. He owns cable system in Inglewood, Calif. Boyd and Steele are partners in Garden Grove, Calif., broadcast consulting firm, and each owns 10% of KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque, N.M. Schimberg is Cincinnati business broker and financial consultant and 15% owner of Evanston, Ill., real estate firm. WTOW is on 1570 khz with 5 kw day. WZIP is 1 kw daytimer on 1050 khz. WGOR is on 1520 khz with 1 kw full time.

■ KWG(AM) Stockton, Calif.: Sold by Barnes Enterprises Inc. to JATO Communications Inc. for \$1 million. Seller is owned by John Jacobs who has no other broadcast interests. Buyer is owned by Jack L. Siegal, who also owns KNSE(AM)-KNTF(FM) Ontario, Calif. He has also purchased KSRT(FM) Tracy, Calif. (see below). KWG is on 1230 khz with 1 kw day and 250 w night.

■ KKIQ(FM) Livermore, Calif.: Sold by General Broadcasting Corp. to Tri Valley Broadcasters Inc. for \$900,000. Seller is owned by Gerald D. McLevis who has no other broadcast interests. Buyer is owned by Helen Pedotti (30%), Burns Rick and Mile Acquistapace (15% each), Robert Burris (25%) and others. Pedotti, Rick and Acquistapace are Santa Barbara county ranchers. Burris is general manager of KCOY-TV Santa Maria, Calif., which buyer group has sold to Stauffer Communications (BROADCASTING, June 30). They have no other broadcast interests. KKIQ is on 101.7 mhz with 3 kw and antenna 150 feet below average terrain.

■ KSRT(FM) Tracy, Calif.: Sold by KSRT Broadcasting Inc. to JATO Communications Inc. for \$500,000. Seller is owned by Augustin Soto Sr. who has no other broadcast interests. Buyer is owned by Jack L. Siegal who also owns KNSE(AM)-KNTF(FM) Ontario, Calif. He has also purchased KWG(AM) Stockton, Calif. (see above). KSRT is on 100.9 mhz with 3 kw and antenna 350 feet above average terrain.

■ Other approved station sales include: KLCY(AM) Laurel, Mont.; WJIV(FM) Cherry Valley, N.Y.; WSEW(AM) Selinsgrove, Pa.; KSEY(AM) [and FM CP] Seymour, Tex., and WPUV-AM-FM Pulaski, Va. (see "For The Record," page 91).

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THE FIRST 50 YEARS



OF BROADCASTING

To the public, radio's big story in 1939 centered on its around-the-clock reporting as World War II broke out in Europe in late summer.

To the broadcasters, the big stories at home centered on the creation of Broadcast Music Inc. as the copyright war intensified and the establishment of a self-imposed code of behavior by broadcasters keeping a wary eye on the FCC.

The war brought the frequent news commentary of H.V. Kaltenborn, Edward R. Murrow and William L. Shirer for CBS; Fulton Lewis Jr. and John Steele for MBS; and Max Jordan, Fred Bate, Howard Marshall and Earl Godwin for NBC.

All the international leaders offered their agendas to the world via radio prior to the outbreak. Dr. Edward Benes, former president of Czechoslovakia, answered questions on March 19 for NBC. Benito Mussolini's speech before the Fascist Grand Council in Rome on March 20 received air time, a translation and a summary from all three networks. French Premier Daladier's response to Il Duce's demands on March 29 received similar treatment, as well as a special analysis by H. V. Kaltenborn for CBS. Chancellor Adolf Hitler's speech to the German Reichstag in which he answered Roosevelt's suggestions for world peace came on at 6 a.m. (EST), direct from the Kroll Opera House in Berlin, with running translations and foreign and domestic commentaries.

With the world so much in turmoil, the networks agreed to adapt their coverage "... to avoid horror, suspense and undue excitement [and] ... descriptions of hypothetical horrors which have not actually occurred. ... Broadcasters will, at all times, try to distinguish between fact, official statement, news obtained from responsible official or unofficial sources, rumor, and matter taken from or contained in the foreign press. ... If broadcasts become available from scenes of battle, bombed areas, air-raid shelters, refugee camps ... broadcasters ... will use taste and judgment to prevent such broadcasts from being unduly harrowing." Caution, temperance and neutrality were the watchwords.



Gasoline sold at 14 cents a gallon. Sounds of an approaching world war were somewhat muted by the cheers when Joe Louis knocked out four aspirants to his heavyweight title. Other crowns in the news: Great Britain's King George VI and Queen Elizabeth visited the U.S., and Eugenio Cardinal Pacelli was coronated as Pope Pius XII in a Vatican ceremony broadcast to the world. There was no Nobel prize for peace in 1939, the year in which Hitler finally provoked World War II by invading Poland and annexing the free city of Danzig. FDR reacted by calling a special session of Congress to revise the Neutrality Act to permit munition sales to Great Britain and France. An NBC eyewitness report from Uruguay in December chronicled one of the first setbacks to the Nazis: the scuttling of the Admiral Graf Spee, on Hitler's order, after the German pocket battleship had been cornered by British warships in Montevideo harbor. And in BROADCASTING ...

After Hitler's August annexation of Czechoslovakia, a BROADCASTING headline read: "Crisis Will Not Upset American Broadcasts." The editors reported that "While certain regulatory steps will be taken to preserve the neutrality of the United States, there is no present disposition on the part of the U.S. government to molest normal commercial operations of most stations. On the contrary, the government attitude appears to be that of maintaining a 'hands-off' policy, realizing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people. ... Because of the vastly increased numbers of news broadcasts, direct from the theater of operations abroad, government officials themselves, as well as the citizenry

radio reports for first-hand information."

by and large, are relying upon radio reports for first-hand information." In fact, some like Dr. Lee DeForest, inventor of the audion radio tube, predicted that "the magic might of radio" would put the world back together again since "... sufficient millions of radio receivers are scattered throughout the hamlets and rural districts of Europe. ... The masses of the warring people are thus acquiring hourly ... knowledge of how the battle is going on all fronts. ... In 1914 and in 1918 millions of listeners could not hear, as today ... the hourly news bulletins, the emphatic words of their national chiefs."

With the world situation intensifying America's demand for news, BROADCASTING reported a "young boom" in spot business from advertisers "grabbing up" news time. The Associated Press in February began supplying news to NBC without charge and for sustaining use only, once NBC stopped using the Press Radio Bureau. By June AP's board authorized the sale of AP news for sponsored broadcasts.

The war and the trade boom pushed radio's gross time sales to more than \$171 million, a 14% gain over 1938, with net time sales of \$131 million, a 12% gain over 1938.

Partly because of the war, and partly because of FCC scrutiny, the NAB created a code (effective Oct. 1), one tenet of which proclaimed that there shall be "no sale of time for

New NAB Code Would Limit Commercials

New York Meeting Makes Marked Progress

By BRUCE ROBERTSON

A LIMITATION on length of commercials employed in all programs will be a likely key conclusion in the projected new Code of Ethics being drafted by the NAB, under preliminary plans discussed by the NAB Committee on Self-Regulation during a three-day session at the Hotel Ambassador, New York, March 23-25.

Conversation centered around a proposal which would put a time limitation on 15-minute program units, with a differential between day and night offerings. While a completed code was not produced and conversation was only general, there was considerable support for something in the nature of a 15% limitation on commercials daytime and 10% at night, with an overlap of an additional 30 or 35 seconds for contest offers.

NBC's projected program standards [see article on this page] may be held up until the NAB committee completes its work, contemplated for the convention at Atlantic City July 10. NBC



LOOKING UP from a hard tussle with the problems of setting up program policies for the entire broadcasting industry are (standing, l to r): Theodore C. Streibert, MBS; Edward M. Kirby, NAB; E. B. Craney, KGIR; Edwin M. Spence, NAB; Gilson B. Gray, CBS; Earl J. Glade, KSL; Edwin M. Craig, WSM; Edgar L. Bill, WMBD. Seated: Gomer Bath, NAB; Karl O. Wyler, KTSM; Walter J. Damm, WTMJ; Neville Miller, NAB; Samuel R. Rosenbaum, WFIL; Herb Hollister, KANS; Paul W. Morency, WTIC. Not present when the picture was taken were Niles Trammell, NBC; William S. Hedges, NBC; Edward Klauber, CBS.

and of every class and type of station, there was a unanimous agreement on the fundamental point that the broadcaster must accept the task of presenting the news of the day and impartial discussions of the many issues.

the committee was in full agreement is the differences that exist between communities of varying sizes and in various geographical locations. A program that is entirely acceptable in a large city

served for the announcement of special news bulletins exclusively.

False and misleading statements and all other forms of misrepresentation must be avoided.

Pointing out...

—Broadcasting, April 1

controversial issues." Almost immediately, two skirmishes resulted. One involved the Rev. Charles E. Coughlin, a controversial Detroit cleric, who broadcast on a 44-station independent network. The other concerned FDR's son, Elliott Roosevelt, president of the Texas State Network.

Coughlin had begun his social commentary on radio in 1930 by attacking such items as Hoover's Presidency, bankers and "unregulated capitalism," while praising Franklin Roosevelt, silver and a responsible state. By the mid-thirties, Coughlin turned on Roosevelt, the World Court and Jews, while praising his right-wing National Union for Social Justice, which embodied many Nazi principles.

When the NAB Code Compliance Committee ruled that Father Coughlin's program should not be renewed for sponsorship after its expiration at the end of October, many stations pledged to follow the ruling while almost as many pledged to ignore it. The ruling was based on the code provision that banned sponsorship of programs that dealt with controversial issues. John Shepard III of the Yankee Network, the most formidable opponent of the edict against Father Coughlin, finally acquiesced in November. Shepard said he would not air Coughlin on a sponsored basis, but would only accept revenue sufficient to defray actual line and overhead costs. However, some other stations dropped Coughlin altogether.

Elliott Roosevelt violated the code by continuing to present his personal opinion on the arms embargo in his thrice-weekly

commentaries over MBS. Not only would he not compromise, but Roosevelt protested by withdrawing four Hearst-owned Texas State Network stations from the NAB.

While most of the industry supported the code, Elliott Roosevelt was not alone in labeling it blatant censorship. Some like John F. Patt, vice president of WGAR Cleveland, WJR Detroit and KMPC Los Angeles, and David Lawrence, editor of the *United States News* and noted Washington commentator, felt that the code moved radio, in Patt's words, "a step in the direction of censorship and abridgment of free speech. . . . It [the code] goes beyond mere self-regulation into the realm of strangulation, stagnation and censorship." Nevertheless, the code prevailed.

Along Washington's Pennsylvania Avenue the FCC collected controversy, data, new members, decisions and some reversals. An FCC shake-up attempt, rumored in late 1938, surfaced in 1939 in a request by President Roosevelt and a proposal by Senator Burton K. Wheeler (D-Mont.) to replace the seven-member FCC with a three-member Federal Communications and Radio Commission. FCC Chairman Frank R. McNinch, tired of a seven-member team whose "ultimate result is likely to be a breakdown of regulation, playing into the hands of the industries to be regulated and leaving the public interest unprotected," campaigned for the Wheeler bill, which ultimately met defeat, but not before it conjured a good deal of anti-FCC sentiment, and a counterproposal by Senator Wallace White Jr. (R-

Me.) for an 11-member FCC.

Typical of the prevalent anger aimed at the FCC was BROADCASTING's Feb. 1 editorial, "The FCC's Chickens Come Home To Roost." "After its magnificent four-year buildup of internal turmoil, invective and plain old-fashioned squabbling," wrote the editors, "President Roosevelt finally had to blow the lid off the FCC. His call for a new commission and for a new law setting forth policies is the inevitable result of the disquiet and the quarreling within the commission and its resultant widespread disrepute."

Nevertheless, the FCC accomplished some of its goals. The chain monopoly inquiry, begun in November 1938, culminated in May 1939 with a wealth of acquired data ready for sifting. Among the interesting facts, CBS revealed that its lifetime profits (from its inception in 1927 to 1938) totaled \$22.5 million. NBC listed its net profits for a 12-year period as \$22 million. In other actions, the FCC increased station license terms from six months to one year, although the Communications Act provided that licenses could be issued for up to three years. And the commission rescinded the special 500 kw authorization for midnight-6 p.m. operation of WLW Cincinnati.

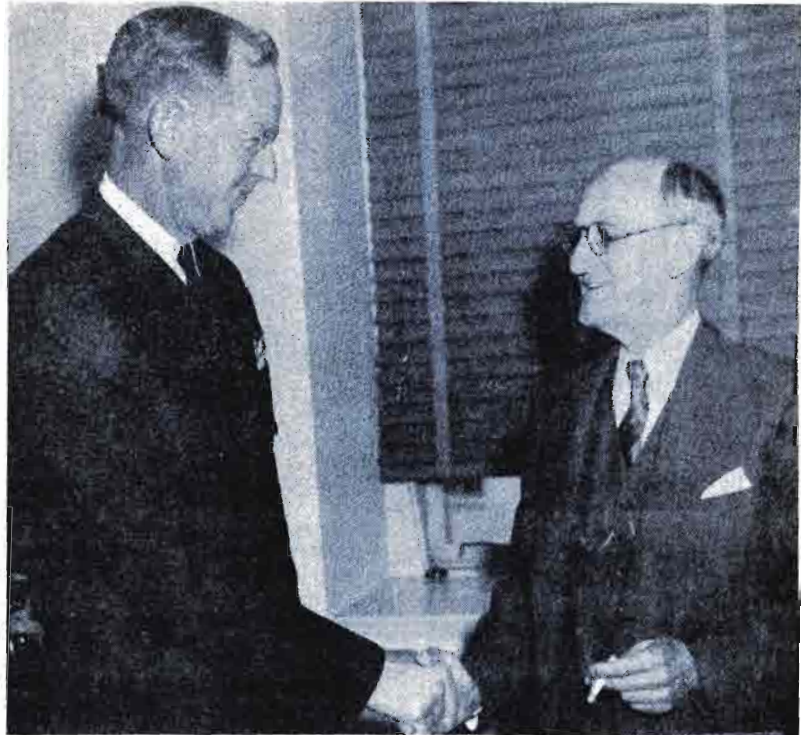
However, the FCC encountered some reversals:

■ When the FCC allowed the sponsorship of international, short-wave broadcasts as long as the programs "culturally represented" the U.S., the cries of censorship forced a deletion of the caveat that allowed only programs "which promote

ing elevi- Radio televi- them, the succumbed A's 441-line, ics as the international goodwill, up- Radio televi- them, the succumbed A's 441-line, ics as the and cooperation. When the court ruled in the theory that a broadcasting license was never meant to provide the licensee with "an immunity from unlimited competition" since the same economic principles that govern the "butcher, the baker or the candlestickmaker" govern the broadcaster.

While the FCC called this ruling "a body blow to the American system of broadcasting," BROADCASTING placed the issues in perspective by focusing on the possible new powers of the FCC: "There can be no question that the court intended and delivered a knockout punch on the FCC's pet philosophy . . . it is hard to conclude whether the industry wins or whether the FCC now is armed with new and broad powers which forebode more stringent regulation, delving more deeply into income, rates and programs . . . the court . . . apparently assigns to the FCC broader powers than it has ever exercised or even asked."

Two new faces appeared on the FCC in 1939. When Commissioner Eugene O. Sykes retired in April, Frederick I. Thompson, publisher of the *Montgomery (Ala.) Journal*, replaced him. When



CHANGE in command of the FCC took place Sept. 1 when James Lawrence Fly (left) took over the chairmanship from Frank R. McNinch. The angular Texan visited his diminutive predecessor Aug. 30, at which time this picture was made. Upon suggestion of an obstreperous reporter, Mr. McNinch went through the motions of handing to his successor a miniature, lapel-model eight-ball, not discernible here.

—Broadcasting, Sept. 1

Chairman McNinch retired in September, James Lawrence Fly, general counsel of the Tennessee Valley Authority, was FDR's choice to replace him.

In 1939 the FCC approved 50 stations,

bringing the total at the end of December to 814. NBC, for the year, garnered \$45,244,354 in gross monthly time sales, a gain of 9.1% over 1938, CBS \$34,539,665, a gain of 26.3%, and MBS \$3,329,782, a gain of 14%. Such figures lured more network competition; Elliott Roosevelt announced the formation of The Transcontinental Broadcasting System, a new national network to begin in January of 1940.

Broadcast journalism made an important stride when radio gained gallery privileges in May for both the House and the Senate, largely through the efforts of Fulton Lewis Jr., the MBS news commentator, who organized the Radio Correspondents Association and pushed for the appropriate legislation to establish it.

Such privileges, along with new laws and new visions, formed the signposts of radio growth and responsibility. Much to the relief of broadcasters, the Supreme Court of Pennsylvania overruled a lower court in September and held that a station is not liable for ad libbed remarks by a radio artist. Al Jolson's interjection about the Summit hotel in Pennsylvania—"That's a rotten hotel"—would have cost NBC \$15,000 under the lower court ruling in February. But with the new decision, such remarks just cost the station embarrassment without cash.

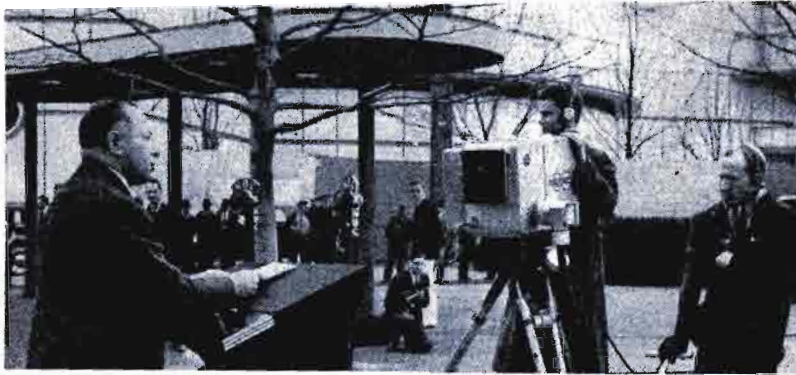
Another legal decision did cost the stations cash, and as might be expected, the controversy centered on music copyrights, although ASCAP was not the culprit.

Will Grace 'Radio Press Galleries'



RADIO REPORTERS who become charter members of the newly formed Radio Correspondents Association, with full Congressional gallery privileges are these three well-known ex-newspapermen. Al Warner (left) is the new CBS reporter-commentator. Fulton Lewis Jr. (center) is the MBS man who was instrumental in driving through the gallery recognition. H. R. (Buck) Baukhage is NBC's full-time air-journalist.

—Broadcasting, May 1



DAVID SARNOFF delivers the dedicatory address of the RCA Building at the Fair. His words are picked up by the microphones, heard in homes across the country. His image is captured by the television camera, seen by scores of onlookers seated before television receivers in Radio City, eight miles away. Handling the pickup are NBC's Richard Pickard, at the camera, Thomas Riley, at the right, while Sid Desfor of the network's photo staff (kneeling in the center background) prepares to make an angle shot of the dedicatory ceremonies. At right is image as seen on the Kinescope receivers.



—Broadcasting, Mar. 1

When the federal District Court in New York issued a permanent injunction against WNEW New York in favor of RCA Victor, the ruling in effect held that without special provisions the performance rights on records belong to the recording company and not the artist. RCA Victor, therefore, announced plans to make its records available to stations for "a reasonable fee," which turned out to be between \$100 to \$300 a month.

Meanwhile, the broadcasting industry's war with ASCAP continued. NAB President Neville Miller called a special copyright convention in September, at which time the NAB established a \$1.5-million fund to create its own music supply. It marked the beginning of Broadcast Music Inc. BROADCASTING warned in April that in the next licensing negotiations ASCAP would ask for more than its present royalty "take" of between \$3.4 and \$5 million a year. As ever, the issue centered on, as BROADCASTING put it, the "payment of royalties . . . under conditions which do not entail duress and under circumstances which would involve payment only for what they [the broadcasters] use—not what ASCAP dictates as a 'privilege tax.'" Speaking for broadcasters, BROADCASTING argued that "The real issue is the salvation of the industry itself against tribute seekers of every ilk. ASCAP was the first to discover radio as an easy mark. . . ."

ASCAP shifted some of its focus to television in May. It announced that the society "unquestionably holds" the television rights of its members.

Throughout 1939 several state legislatures appeared to have perceived

monopolistic practices in ASCAP's procedures. Accordingly, they passed laws limiting the collection of music royalties to the actual music used, causing ASCAP to form legislative contingents for combat on a state-to-state basis. This led BROADCASTING to declare: "War is hell, whether its purpose is to preserve democracy in Europe against a madcap dictator or to preserve it in radio against an arbitrary totalitarian ASCAP."

On the technical side in 1939, facsimile, FM and television provided some provocative new territory for investors. Powel Crosley began marketing the Finch home facsimile unit, the "Reado," for \$79.50, which, according to BROADCASTING, "pushed facsimile out into full view of the public eye and, in presenting a new form of entertainment to the public, he has also presented to the broadcasters the task of making facsimile interesting enough to keep the public entertained. . . ." W2XBF New York, an experimental facsimile station, began regular programming for three hours a day in March.

When Edwin Armstrong's FM system made its debut on the Yankee Network in July with a 16-hour daily schedule, a new part of the industry appeared to have begun. By the fall when Armstrong's own 50 kw FM station, W2XMN Alpine, N.J., had reached full power, the FCC had 150 applications for FM stations, including one by CBS. Because of the successful experiments, the Yankee Network in October asked the FCC for a license for a regular 50 kw FM station in New York. General Electric as well as Bell Laboratories announced intentions to manufacture FM equipment.

When David Sarnoff inaugurated the telecast, the magazine estimated that it would cost \$13 million in equipment, with RCA's contribution at between \$5 and \$10 million, Philo T. Farnsworth's \$1 million, and General Electric's \$1 million. Besides RCA, CBS, DuMont, and Zenith were also involved in experimenting with telecasts or in advanced stages of planning. British engineers developed the augetron, a new type of electronic multiplier which was heralded as the successor to the vacuum tube. There was enough activity in television to warrant BROADCASTING's inauguration of a "Television News Notes" as a new feature. All the activity led to the expression of territorial prerogatives, and a sense of manifest destiny.

BROADCASTING sounded the call: "A new industry is being born—a blood relation to broadcasting, reared and nurtured in the same laboratories that produced sound broadcasting. Realizing that television is their natural heritage, a number of far-sighted broadcasters have pitched into the new art. . . . The broadcasting industry must realize that it cannot afford to sit back. . . . The broadcasters, who can now buy television equipment if they can get transmission licenses, are in a strategic position to benefit from the errors of sound radio as they adopt techniques of video."

As 1939 closed out, radio learned that some of its technical problems were to be solved: Word came Dec. 29 that Mexico had ratified the Havana treaty of two years before. Mexico was the last of the North American countries to formally agree to a reordering of allocations to eliminate international interference and border station problems. It also set the stage for moving days in early 1941 when assignment shifts would be made for almost 800 U.S. AM stations.

Stay Tuned

1. What two network newsmen reported Hitler's revenge tactics at the peace-treaty signing near Compiegne, France?
2. A dummy, a tightwad and a keeper of a cluttered closet led the evening ratings. Name them or their network shows.
3. What presidential candidate drew the highest rating for a political speech in 10 years of CAB research?
4. Why did the FCC pull back on commercial TV?
5. In what music case did the U.S. Circuit Court of Appeals reverse an earlier decision that had gone against broadcasters' rights?

The answers next week.
in "1940."

For the Record

As compiled by BROADCASTING, Nov. 24 through Nov. 28 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

- Pueblo West, Colo.—Public Broadcasting Co. of Pueblo West Inc. seeks 650 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 502 Pueblo 81002. Estimated construction cost: \$204,718; first-quarter operating cost: \$39,000. Format: MOR. Principals: William J. Engler, president, and nine others. Applicant is nonprofit corporation established to set up radio facility for training women and minority broadcasters. Ann. Nov. 21.
- Chicago-Maywood, Ill.—Midway Broadcasting Corp. seeks 1200 khz, 5 kw-D, 2.5 kw-N. Address: 3350 S. Kedzie Ave., Chicago 60623. Estimated construction cost: \$165,625; first-quarter operating cost: \$187,200; revenue: \$700,000. Format: Blues/contemporary. Principals: Wesley W. South and Pervis Spann (40.61% each) and eight others. Midway is minority controlled shared-time licensee (96.5 hours per week) of WXOL(AM) Cicero, Ill. (other group operating on WXOL is Migala Enterprises Inc. which serves Eastern European ethnic communities in Chicago area). Ann. Nov. 21.
- South Glen Falls, N.Y.—Premier Broadcasting Corp. seeks 1230 khz, 1 kw-D, 250 w-N. Address: 15 Charles St., Glen Falls 12801. Estimated construction cost: \$63,000; first-quarter operating cost: \$29,000. Format: MOR. Principal: Carlton R. Reis, Robert G. Jennings and Lewis Roth (one-third each). Reis is South Glen Falls broadcast engineer. Jennings is Hudson Falls, N.Y., radio program producer. Roth is Glen Falls attorney. They have no other broadcast interests. Ann. Nov. 21.

FM applications

- San Mateo, Calif.—Afro-American Communications seeks 107.7 mhz, 6.17 kw, HAAT: 1162 ft. Address: 1155C Chess Drive, Ste. A, Foster City, Calif. 94404. Estimated construction cost: \$225,000; first-quarter operating cost: \$75,000; revenue: \$600,000. Format: Black. Principal: Stanley P. Herbert, Del Green and Frederick E. Jordan (one-third each). Herbert is general counsel of Port of Oakland (Calif.). Green is Foster City management consultant. Jordan is San Francisco civil engineer. They have no other broadcast interests. Ann. Nov. 21.
- Ft. Myers, Fla.—Univ. of South Florida seeks 90.1 mhz, 100 kw, HAAT: 869 ft. Address: 4202 Fowler Ave., SVC 116, Tampa, Fla. 33620. Estimated construction cost: \$202,500; first-year operating cost: \$33,800. Format: Cultural/educational. Principal: State educational institution. It is licensee of WUSF-FM-TV. Ann. Nov. 21.
- Haynesville, La.—Ladybug Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 275 ft. Address: Rt. 1, Box

224-D, Haynesville 71038. Estimated construction cost: \$4,000; first-quarter operating cost: \$900; revenue: \$36,000. Format: Beautiful. Principals: Joseph P. Robillard (100%), who has 49% interest in permittee for new FM at Stamps, Ark. Ann. Nov. 21.

- Biloxi, Miss.—Mississippi Authority for Educational Television seeks 90.3 mhz, 100 kw, HAAT: 1414 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$227,000; first-year operating cost: \$50,775. Format: Cultural/educational. Principal: Official state educational television-radio agency. E.L. Morris is executive director. It is licensee of *WMAA-TV Jackson; *WMAB-TV Mississippi State; *WMAE-TV Booneville; *WMAH-TV Biloxi; *WMAO-TV Greenwood; *WMAU-TV Bude; *WMAV-TV Oxford, and *WMAW-TV Meridian, all Mississippi. It is applicant for new *FM's at Greenwood, Jackson, Booneville, Bude, Meridian and Mississippi State (see below). Ann. Nov. 21.

- Booneville, Miss.—Mississippi Authority for Educational Television seeks 89.5 mhz, 85 kw, HAAT: 657 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$169,800; first-year operating cost: \$50,767. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

- Bude, Miss.—Mississippi Authority for Educational Television seeks 88.9 mhz, 100 kw, HAAT: 958 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$200,000; first-year operating cost: \$50,770. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

- Greenwood, Miss.—Mississippi Authority for Educational Television seeks 90.9 mhz, 100 kw, HAAT: 882 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$200,000; first-year operating cost: \$50,768. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

- Commerce, Tex.—Commerce Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 9304 Raeford Dr., Dallas 75243. Estimated construction cost: \$85,000; first-quarter operating cost: \$17,000; revenue: \$35,000. Format: Adult contemporary. Principals: Charles A. Cervantes and wife, Karen, and Chester A. Maxwell (24% each); Carolyn K. Maxwell (23%) and Kendall A. Minter (5%). Charles Cervantes is associated with Dallas insurance company. Karen is associated with Dallas firm that manufactures electronic components. Chester Maxwell is vice president and general manager of KBOX(AM)-KMEZ(FM) Dallas. Carolyn is housewife. Minter is New York attorney. They have no other broadcast interests. Ann. Nov. 21.

- Mission, Tex.—Citrus Communications Corp. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1521 Xanthisma, McAllen, Tex. 78501. Estimated construction cost: \$97,000; first-quarter operating cost: \$25,000. Format: MOR. Principals: Ronald Whitlock, wife, Anna, and Morgan Talbot and wife, Jane (25% each). Whitlock is executive vice president, general manager and 25% owner of KITE-FM Portland, Tex. Anna is housewife. Talbot is McAllen attorney. Jane is housewife. Ann. Nov. 21.

TV application

- Anchorage, Alaska—Totem Broadcasting Corp. seeks ch. 4; ERP: 42.5 kw vis., 8.5 kw aur., HAAT: —17 ft.; ant. height above ground: 411 ft. Address: 510 L St., Suite 700, Anchorage 99501. Estimated construction cost: \$1.5 million; first-quarter operating cost: \$254,000; revenue: \$500,000. Legal counsel: Kirkland & Ellis, Washington; consulting engineer: Raymond E. Rohrer, Silver Spring, Md. Principals: Oscar Kawagley (chairman and president) and 15 others. Kawagley is president of Calista Corp., Anchorage firm with interests in oil exploration, commercial fishing and geophysical consulting services. Action Nov. 21.

AM action

- Arlington, Tenn.—Dr. George Flinn Jr. granted CP for new daytime AM on 1220 khz, power 1 kw. (BP-780727AJ). Action Nov. 17.

FM licenses

- *WISU(FM) Terre Haute, Ind.
- KHUT(FM) Hutchinson, Kan.
- KWKS(FM) Winfield, Kan.

Ownership Changes

Applications

- WKYD-AM-FM Andalusia, Ala. (AM: 920 khz, 5 kw-D, 500 w-N; FM: 98.1 mhz, 100 kw)—Seeks transfer of control of Triple H Broadcasting Inc. from William Hoisington (33-1/3% before; none after) to Knowlton L. Hollis and Charles G. Tomberlin (66-2/3% before; 100% after). Consideration: \$35,000. Hoisington has no other broadcast interests. Buyer: Hollis is Georgiana, Ala., physician. Tomberlin is Andalusia physician. They each own one-third of WKYD-AM-FM. Filed Nov. 20.
- WACX(AM) Austell, Ga. (AM: 1600 khz, 1 kw-D)—Seeks assignment of license from South Cobb

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	—	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231	—	—	—	—	—
Educational TV						
VHF	—	—	231	90	321	—
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	—	—	339	184	523
UHF						
VHF	2,567	—	—	2,567	259	2,826

*Special temporary authorization

**includes off-air licenses

Broadcasting Co. to Chapman Purdy Communications for \$250,000. Seller: M.L. Lamar Sr. who also owns 80% WWCC(AM) Bremen, Ga. Buyer: George W. Purdy (51%) and Roger B. Chapman (49%). Purdy is associated with Atlanta-based life insurance company, Chapman is show director of Cleveland theater. They have no other broadcast interests. Ann. Nov. 21.

■ KCOG(AM)-KMGO(FM) Centerville, Iowa (AM: 1400 khz, 500 w-D, 250 w-N; FM: 98.7 mhz, 100 kw)—Seeks assignment of license from Chariton Valley Broadcasting Co. to KMGO/KCOG Inc. for \$875,000. Seller: Michael G. O'Connor, brother John, Paul Ahrens and Edward F. Bock (25% each). They also own KCHE(AM) Cherokee, Iowa. Bock also owns 22.2% of KCCY(FM) Pueblo, Colo.; 20% of WCCI(FM) Savannah, Ill., and 17% of WBLM(FM) Lewiston, Me. Buyer: Paul L. Dennison (49.5%) and wife, Joyce (50.5%). They own KILJ(FM) Mt. Pleasant, Iowa. Filed Nov. 24.

■ WNAG(AM) Grenada, Miss. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Grenada Broadcasting Co. to Chatterbox Inc. for \$300,000. Seller: Birney Imes Jr., who also owns WROX(AM) Clarksdale, 97.4% of WCBI(AM) and 25% of WCBI-TV Columbus, all Mississippi. He is also 60% owner of Commercial Dispatch Publishing Co.—Columbus daily newspaper publisher—which owns KDUB-TV Dubuque, Iowa and 85% of WBOY-TV Clarksburg, W.Va. Buyer: Robert E. Evans and wife, Dorothy (50% each). They own WQXB(FM) Grenada. Ann. Nov. 24.

■ WCIS(AM) Pascagoula-Moss Point, Miss. (AM: 1460 khz, 500 w-D)—Seeks assignment of license from Standard Broadcasting Inc. to WGUD Stereo Inc. for \$65,000. Seller: M.R. Cole (president) and others. They have also sold, subject to FCC approval, WKKY(FM) Pascagoula-Moss Point. Buyer: Houston L. Pearce and Don Partridge (40% each) and Glen Murphy (20%). They own WGUD(FM) Pascagoula-Moss Point. In addition Pearce is 50% owner of WTSK(AM)-WTUG(FM) Tuscaloosa and WARF(AM) Jasper, both Alabama, and 30% owner of Philips Radio Inc., permittee of WTUX(AM) Chickisaw, Ala. He also owns 50% of WDAL(AM)-WJDQ(FM) Meridian, Miss. Partridge also owns 50% of WDAL-WJDQ. Ann. Nov. 24.

■ WJLJ(AM) Tupelo, Miss. (AM: 1060 khz, 250 w-D)—Seeks assignment of license from All America Broadcasting Co. to Lee Broadcasting Inc. for \$230,000. Seller: Gary Hughes (60%) and William Van Deventer and James E. Poole Jr. (20% each). They have no other broadcast interests. Buyer: J.A. Baxter, Gordon L. Bostic and Raymond F. Akin (one-third each). Baxter owns Corinth, Miss., department store. Bostic is Laural, Miss., mobile home dealer. Akin is Tupelo, Miss., mobile home dealer and insurance agent. Baxter and Gibson own one third each of both WJHR(FM) Jackson, Tenn., and is applicant for new AM in Milan, Tenn. Akin has no other broadcast interests. Filed Nov. 24.

■ WOKO(AM) Albany, N.Y. (AM: 1460 khz, 5 kw-U)—Seeks transfer of control of station from Anthony Mason (100% before; none after) to Citicomic Radio Corp. (none before; 100% after). Consideration: \$575,000. Seller: Mason has no other broadcast interests. Buyer: Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC and is currently vice president special projects there. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Robb is 40% owner of applicant for new TV at New Bedford and 10% interest in applicant to purchase WKND(AM) Windsor, Conn. (BROADCASTING, Aug. 20, 1979). Filed Nov. 14.

■ WBTF(FM) Attica, N.Y. (FM: 101.7 mhz, 1.25 kw)—Seeks assignment of license from Batavia Broadcasting Corp. to Champion Broadcasting System of New York Inc. for \$182,500. Seller: William F. Brown and Harriet S. Gamble (50% each). They also own WBTA(AM) Batavia, N.Y. Buyer: Matthew B. Hoffman and sisters Carol and Barbara (one-third each). Matthew and Barbara are students. Carol is employee with WUNR(AM)-WBOS(FM) Brookline, Mass., which is owned by applicant principal's father, Herbert S. Hoffman. Buyers have no other broadcast interests. Filed Nov. 25.

■ WEND(AM) Ebensburg, Pa. (AM: 1580 khz, 1 kw-D)—Seeks assignment of license from Great American Wireless Signal Co. to Herlihy-Kuehn & Associates for \$180,000. Seller: Mark A. Kriebel and J. Jeffrey Long (49.999% each) and David L. Olds (.001%). They have no other broadcast interests. Buyer: David F. Herlihy Jr. and Carl C. Kuehn II (general partners) and John E. Mason and wife, Lillian (limited partners). Herlihy is retail sales manager and announcer for WCMB(AM) Harrisburg, Pa. Kuehn is employed with Pennsylvania state agency. Mason is Evansville, Ind., division manager of National Federation of Independent Business. Lillian is housewife. They have no other broadcast interests. Filed Nov. 18.

■ KJET(AM)-KWIC(FM) Beaumont, Tex. (AM: 1380 khz, 1 kw-D; FM: 107.7 mhz, 5 kw-U)—Seeks transfer of control of Gibson Broadcasting Co. from R. Thomas Gibson (100% before; none after) to Charles W. Pyle and Associates (none before; 100% after). Consideration: \$2 million. Seller: Gibson has no other broadcast interests. Buyer: Pyle Communications Inc. (95%) and Richard F. Kelley (5%). Pyle Communications Inc. is owned by Charles W. Pyle and family (65%), Delwin R. Romero (20%) and Gerald A. Snyder (15%). Pyle is 30% owner of Beaumont real estate company. Romero is 25% owner of Electrical Distributing Co. of Austin (Tex.). Snyder is general manager of Pyle Communications, licensee of KIKM-AM-FM Sherman, Tex. Kelley is sales manager of KIKM-AM-FM. Kelly has no other broadcast interests. Filed Nov. 17.

■ KNFM(FM) Midland, Tex. (FM: 92.3 mhz, 100 kw)—Seeks assignment of license from Permian Broadcasters Inc. to Citimedia Corp. for \$775,000. Seller: Michael Fitzgerald (76.24%) and seven others. They have no other broadcast interests. Buyer: Neal L. Spelce Jr. (president), Fred H. McMahon Jr. and John P. Smith (16.34% each); Ruben H. Johnson (15%); James C. Armstrong and Richard L. Moore (14.99% each), and Lowell H. Lebermann Jr. (6%). Spelce owns Austin, Tex., advertising and public relations firm. McMahon is executive director of Independent Bankers Association of Texas banking trade association. Smith is former sales executive with KSCS-FM Dallas. Johnson is Austin real estate investor. Armstrong owns Austin oil company. Moore owns Midland firm with interests in oil, gas and minerals. Lebermann is principal owner of automobile dealership and real estate firm, both Austin. They have purchased, subject to FCC approval, KIIZ(AM)-KIXS(FM) Killeen, Tex. (BROADCASTING, Oct. 27). In addition, Moore is chairman and 51% owner of KPRO-FM Ardmore, Okla., and Spelce is applicant for

new AM in West Lake Hills, Tex. Filed Nov. 21.

■ WPVA-AM-FM Colonial Heights, Va. (AM: 1290 khz, 5 kw-D; FM: 95.3 mhz, 3 kw)—Seeks transfer of control of Atlantic Broadcasting Co. from WPVA Radio (100% before; none after) to WPVA Inc. (none before; 100% after). Consideration: \$1.69 million. Seller: Ashley T. Joyner, Sanford L. Korschun and David Weil (one-third each). They have no other broadcast interests. Buyer: Alan R. Brill, Charlottesville, Va., financial consultant. He has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va., WIFR-TV Rockford, Ill., and WBNB-TV Charlotte Amalie, V.I. Ann. Nov. 14.

Actions

■ KWG(AM) Stockton, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Barnes Enterprises Inc. to JATO Communications Inc. for \$1,081,264. Seller: John Jacobs who has no other broadcast interests. Buyer: Jack L. Siegal, who also owns KNSE(AM)-KNTF(FM) Ontario, Calif. He has purchased KSRT(FM) Tracy, Calif. (see below). Action Nov. 21.

■ KSRT(FM) Tracy, Calif. (FM: 100.9 mhz, 3 kw)—Granted assignment of license from KSRT Broadcasting Inc. to JATO Communications Inc. for \$500,000. Seller is owned by Augustin Soto Sr. who has no other broadcast interests. Buyer is owned by Jack L. Siegal who also owns KNSE(AM)-KNTF(FM) Ontario, Calif. and has also purchased KWG(AM) Stockton, Calif. (see above). Action Nov. 21.

■ *WTOW(AM) Towson, Md.-WZIP(AM) Cincinnati-WGOR(AM) Toledo, both Ohio [WTOW(AM): 1570 khz, 5 kw-D; WZIP(AM): 1050 khz, 1 kw-D; WGOR(AM): 1520 khz, 1 kw]—Granted assignment of license from Gore Broadcasting Inc. to JACO Broadcasting for \$1.55 million. Seller: Harold Gore who also owns WINQ(AM) Tampa and 50% of KBZT(FM) San Diego and 5% of WAVS(AM) Fort Lauderdale, Fla. Buyer: JACOR Inc. (85%), John Boyd, Thomas Steele and Lee Schimberg (5% each). JACOR is owned by Terry Jacobs who is senior vice president of Great American Insurance Co., Cincinnati. He also owns 25% of Cincinnati real estate firm and 43% of Wilmington, Ohio machine tool manufacturer. He owns cable system in Inglewood, Calif. Boyd and Steel are partners in Garden Grove, Calif., broadcast consulting firm. They each own 10% of both KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque. Schimberg is Cincinnati business broker and financial consultant and 15% owner of Evanston, Ill., real estate firm. Action Nov. 21.

■ KLCY(AM) Laurel, Mont. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from George M. Fox (receiver) to himself for \$240,000. Station has been off air for year. Former owners are Conrad Burns and Dale Fairlee (50% each). Fairlee owns 25% of both KANA(AM)-KGLM(FM) Anaconda, Mont. Burns has no other broadcast interests. Fox, court appointed receiver of station, is former owner of Rock Springs, Wyo., oil distribution company. He has no other broadcast interests. Action Nov. 21.

■ WJIV(FM) Cherry Valley, N.Y. (FM: 101.9 mhz, 7.1 kw)—Granted assignment of license from Christian Broadcasting Network Inc. to WJIV Radio Partnership for \$300,000. Seller: Nonprofit religious organization based in Portsmouth, Va. Mariog G. Robertson is president. They also own WBIV(FM) Wethersfield, WEIV(FM) Ithaca; WMIV(FM) Bristol and WOIV(FM) DeRuyter, all New York; WYAH-TV Portsmouth and WXR1(FM) Norfolk, both Virginia; WANX-TV Atlanta; WXNE-TV Boston and KXTX-TV Dallas. It is also permittee of ch. 63 at Richmond, Va. Buyer: Floyd Dykeman and wife, Nancy (50% each). They own and operate coin and antique shop in Schenectady, N.Y. They have no other broadcast interests. Action Nov. 24.

■ WUBE-AM-FM Cincinnati (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 105.1 mhz, 11 kw)—Granted assignment of license from Kaye-Smith Radio to Plough Broadcasting for \$3.9 million. Seller: Actor Danny Kaye and wife, Sylvia (40% each) and Lester Smith (20%). They own three AM's and five FM's and have sold KJR(AM) Seattle (BROADCASTING, Aug. 25). They have sold, subject to FCC approval, KCKN-AM-FM Kansas City, Kan. (BROADCASTING, Oct. 27). Buyer: Schering-Plough Corp., Memphis-based manufacturer and distributor of consumer products (Maybelline cosmetic line) and pharmaceutical drugs. Broadcast division has five AM's five FM's in portfolio. H. Wayne Hudson is president of broadcast division. Action Nov. 24.

■ WSEW(AM) Selingsrove, Pa. (AM: 1240 khz, 1

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kw-D, 25 w-N)—Granted 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 media planning company. Senior George owns Carlisle, Pa., florist shop. They have no other broadcast interests. Action Nov. 20.

■ **KSEY(AM)** [and FM CP] Seymour, Tex. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Floyd Broadcasting to Venture Group for \$300,000. Seller is owned by W. David Floyd who also owns 20% of WVOM(AM)-WTIB(FM) luka, Miss. Buyer is owned by B.J. Glascock (40%), S.R. Brown (10%) and 22 others. Glascock is Dallas investor. Brown is retired Dallas physician. Buyer principals have no other broadcast interests. Action Nov. 24.

■ **WPUV-AM-FM** Pulaski, Va. (AM: 1580 khz, 5 kw-D, 1 kw-N; FM: 107.1 mhz, 2.85 kw)—Granted 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. Action Nov. 24.

Facilities Changes

AM applications

■ **KYAK(AM)** Anchorage, Alaska—Seeks CP to increase nighttime power from 25 kw to 50 kw; change from DA-2 to non-directional and make changes in ant. sys. Ann. Nov. 26.

■ **WSDS(AM)** Ypsilanti, Mich.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 5 kw; install DA-2 and make changes in ant. sys. Ann. Nov. 28.

■ **KISD(AM)** Medford, Ore.—Seeks CP to change city of license from Medford to Phoenix, Ore.; change hours of operation to unlimited by adding nighttime service with 1 kw; specify SL and RC: 700 E. Main St., Medford; change frequency from 860 khz to 880 khz. Ann. Nov. 26.

AM actions

■ **KXR(AM)** San Jose, Calif.—Granted CP to change nighttime directional antenna MEOV's (BP-800609AH). Action Nov. 6.

■ **KSMA(AM)** Santa Maria, Calif.—Granted CP to make changes in ant. sys. and change TL to 600 ft. W of Black Road, 1700 ft. S. of W. Main Street, Santa Maria (BP-800905AK). Action Nov. 12.

■ **KFML(AM)** Denver—Granted CP to change city of license from Denver to Westminster, Colo.; change hours of operation to unlimited by adding nighttime service with 1 kw; install DA-2; change TL and SL to near 116th and Pierce, Westminster; and make changes in ant. sys. (BP-800225AN). Action Nov. 17.

■ **WDAX(AM)** McRae, Ga.—Granted CP to make changes in ant. sys. (BP-791105AP). Action Nov. 13.

■ **WGTR(AM)** Natick, Mass.—Granted mod. of CP to change nighttime and daytime ant. parameters and increase theoretical RMS to 420.54 mV/m (night), and 1250.47 mV/m (day) (BMP-800703AE). Action Oct. 23.

■ **WOBR(AM)** Wanchese, N.C.—Granted CP to increase power to 1 kw; change from non-DA to DA and make changes in ant. sys. (BP-790924AB). Action Nov. 18.

■ **KHOB(AM)** Hobbs, N.M.—Granted CP to make changes in ant. sys.; change TL and SL to 400 ft. W of Calche Road, near Hobbs, N.M. (BP-800806AG). Action Nov. 12.

■ **KGRO(AM)** Pampa, Tex.—Granted CP to change TL to 0.29 mile E of State Highway 70, Pampa (BP-800130AE). Action Oct. 27.

■ **KXOX(AM)** Sweetwater, Tex.—Granted CP to make changes in ant. sys.; increase height of tower to 100 ft. to support FM ant. and install limiting resistor in AM lead (BP-800717AL). Action Nov. 12.

■ **KAYO(AM)** Seattle, Wash.—Granted mod. of CP to change TL to 14th Avenue, SE and Qualheim Road, Bellevue, Wash. (BMP-800714AW). Action Nov. 17.

FM applications

■ **KPOP(FM)** Roseville, Calif.—Seeks CP to change TL: Rosebud Lane at Auburn Blvd., Citrus Heights, Calif., SL/RC: 8842 Quail Lane, Roseville. HAAT: 229.4 ft., change type trans. and make changes in ant. sys. Ann. Nov. 24.

■ **WDCS-FM** Portland, Me.—Seeks CP to increase ERP: 100 kw; HAAT: 55.2 ft., install new ant., trans. and transmission line. Ann. Nov. 28.

■ **KYBS(FM)** Livingston, Mont.—Seeks CP to change frequency to: 97.5 mhz; change TL: atop Bozeman Pass, 0.6 mi. s. of US 10, Livingston, change SL/RC: 108 No. Main St., Livingston. ERP: 100.0 kw; HAAT: 245 ft. and make changes in ant. sys. Ann. Nov. 28.

■ ***KEPO(FM)** Eagle Point, Ore.—Seeks CP to change frequency: 92.1 mhz. Ann. Nov. 24.

■ ***KKED-FM** Corpus Christi, Tex.—Seeks CP to change TL 3.2 miles east of Petronilla, Tex., increase HAAT: 809.9 ft., and make changes in ant. sys. Ann. Nov. 24.

FM actions

■ **WAPI-FM** Birmingham, Ala.—Granted CP to make changes in ant. sys.; change studio and remote control location to 2146 Highland Avenue, Birmingham; change type trans. and ant.; increase ant. height 1210 ft., and change TPO (BPH-800618AB). Action Nov. 6.

■ ***KHSU-FM** Arcata, Calif.—Granted CP to change frequency to 91.5 mhz, ERP 100 w; ant. height —220 ft., change TL and SL to Language Arts Building, Humboldt State University, Arcata; and make changes in ant. sys. (BPED-791226CA). Action Nov. 20.

■ **KMMT(FM)** Mammoth Lakes, Calif.—Granted CP to change TL to Mammoth Mountain, Mammoth Lakes; SL/RC 4700 Laurel Mountain Road, Mammoth Lakes; change type ant.; change ERP .055 kw, ant. height 2160 ft. (BPH-791228BP). Action Nov. 18.

■ ***KVMR(FM)** Nevada City, Calif.—Granted CP to increase ERP to 1.95 kw, ant. height 980 ft. (BPED-791220AF). Action Nov. 14.

■ **KVIB(FM)** Makawao, Maui, Hawaii—Granted mod. of CP to change TL and SL to 572 Laie Street, Makawao; locate remote control at 296 Alama Street, Kahului, Hawaii; change type ant.; increase ERP 3 kw; increase ant. height —55 ft., and change TPO (BMPH-801010AJ). Action Nov. 6.

■ **KULA(FM)** Waipahu, Hawaii—Granted CP to make changes in ant. sys.; change studio and remote control location to 1599 Kapiolane Boulevard, Palehua, Hawaii; change type trans. and ant.; increase ant. height to 1950 ft.; and change TPO (BPH-800707AO). Action Nov. 10.

■ **WXRT(FM)** Chicago—Granted CP to make changes in ant. sys.; change TL to 875 N. Michigan Avenue, Chicago; change type trans. and ant.; decrease ERP 6.7 kw; increase ant. height 1310 ft. and change TPO (BPH-800310AK). Action Oct. 31.

■ ***KBBG(FM)** Waterloo, Iowa—Granted mod. of CP to make changes in ant. sys.; change type ant.; increase ERP 9.5 kw; increase ant. height 85 ft. and change TPO (BMPED-800924AI).

■ ***WBRH(FM)** Baton Rouge, La.—Granted CP to change frequency to 90.3 mhz; increase ERP 1.3 kw, ant. height 145 ft. (BPED-791226CT). Action Nov. 14.

■ ***WPRG(FM)** Baton Rouge, La.—Granted mod. of CP to change frequency to 91.1 mhz, ERP 1.8 kw, ant.

height 300 ft., change TL to 3555 River Road, Baton Rouge; and make changes in ant. sys. (BMPED-791221AC). Action Nov. 21.

■ ***WKKL(FM)** W. Barnstable, Mass.—Granted CP to change frequency to 90.7 mhz; increase power to 250 w, ant. height 123 ft.; and make changes in ant. sys. (BPED-791105AJ). Action Nov. 14.

■ **WTRW(FM)** Whitehall, Mich.—Granted CP to change TL, SL and RCL to corner of Blank Road, and Michilinda, Whitehall; change type trans. and ant.; ERP 2 kw, decrease ant. height 360 ft., and change TPO (BPH-800616AG). Action Nov. 13.

■ **KEFM(FM)** Omaha, Neb.—Granted CP to make changes in ant. sys.; change TL to 5815 Harrison Street, Omaha; change type trans. and ant.; decrease ERP 60 kw; decrease ant. height 170 ft.; and change TPO (BPH-801030AG). Action Nov. 18.

■ ***WSUC(FM)** Cortland, N.Y.—Granted CP to change frequency to 90.5 mhz, ERP .240 kw (H), ant. height —10 ft (H); change TL and SL to Brockway Hall, Graham Ave., Cortland (BPED-791219AH). Action Nov. 14.

■ ***WXXI-FM** Rochester, N.Y.—Granted CP to make changes in ant. sys.; move existing FM ant. to WXXI-TV tower change center of radiation; increase ERP 45 kw; and change TPO (BPED-800527AU). Action Nov. 7.

■ **WLTV(FM)** Statesville, N.C.—Granted CP to change TL to 1/2 mile west of State Road 1306, Morrisville, N.C.; ERP 100 kw (H); 42.2 kw (V); ant. height 560 ft.; and make changes in ant. sys. (BPH-800130AK). Action Nov. 18.

■ **KIZZ(FM)** Minot, N.D.—Granted mod. of CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 90 kw (max), increase ant. height 570 ft. (H&V), and change TPO (BMPH-800519AQ). Action Nov. 3.

■ **KAFM(FM)** Dallas—Granted CP to make changes in ant. sys.; change TL to Beltline Road, 0.81 mile W of Cedar Hill Road, Cedar Hill, Tex.; change studio and remote control location to 12700 Park Central Dr., Dallas; change type trans. and ant.; decrease ERP 95 kw, 98 kw (max); ant. height 1570 ft.; and change TPO (BPH-800721AM). Action Nov. 3.

■ ***KTEC(FM)** Klamath Falls, Ore.—Granted CP to increase ERP 100 w; ant. height 133 ft. and make changes in ant. sys. (BPED-791204AC). Action Nov. 20.

In Contest

Procedural rulings

■ **Hart, Mich.** (Alpine Broadcasting Co. et al) **FM Proceeding:** Chief ALJ Lenore Ehrig designated ALJ Edward Kuhlmann as presiding judge and scheduled prehearing conference for Jan. 7 at 9 A.M. and hearing for Feb. 4 at 10 A.M. (BC Docket Nos. 70-687-90). Action Nov. 7.

■ **Springfield, Mo.** (Christian Center of the Ozarks and Springfield Family Television Inc.) **TV Proceeding:** Chief ALJ Lenore Ehrig designated ALJ James F. Tierney as presiding judge and scheduled prehearing conference for Jan. 7 at 9 A.M. and hearing for Feb. 5 at 10 A.M. (BC Docket Nos. 80-685-86). Action Nov. 7.

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■ Omaha, Neb. (Omaha TV 15 Inc.) **TV Proceeding:** Chief ALJ Lenore Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference for Jan. 5 at 9 A.M. and hearing for Feb. 6 at 10 A.M. (BC Docket Nos. 80-691-96). Action Nov. 7.

■ Rome, N.Y. (CLW Communications Group, et al.) **FM Proceeding:** ALJ John M. Frysiaik suspended procedural dates and hearing until further notice in light of possible settlement agreement (BC Docket Nos. 80-550-52). Action Nov. 6.

■ Cresson, Pa. (The Great American Wireless Signal Co. and Sounds Good Inc., a close corp.) **FM Proceeding:** ALJ Joseph Stirmer granted to limited extent motion by Sounds Good and enlarged issues to determine whether Great American operated Station WEND(AM) with unauthorized power; whether trans. logs of station were falsified; and effect thereof on basic and/or comparative qualifications of Great American, ordered that burden of proceeding be on Sounds Good and burden of proof on Great American (BC Docket Nos. 80-325-26). Action Nov. 5.

Designated for hearing

■ FCC's Review Board has remanded for further hearing mutually exclusive applications of Guy S. Erway and Goleta Communications Corp. for new FM station on 106.3 mhz at Goleta, Calif. Action Nov. 10.

Allocations

Applications

■ Whitehall, Mich.—LDM Broadcasting Inc. requests amendment FM table of assignments to assign 98.3 mhz to North Muskegon, Mich. (RM3794). Ann. Nov. 25.

■ Claremont, N.H.—Masterpeace Communications Corp. requests amendment FM table of assignments to reassign 101.7 mhz from Waterbury, Vt. to Stowe, Vt. (RM 3792). Ann. Nov. 25.

■ Cabo Royo, P.R.—David Ortiz Radio Corp. requests amendment FM table of assignments to assign 103.7

mhz to Cabo Royo (RM 3795). Ann. Nov. 25.

■ Washington, D.C.—Radio Oriental Inc. requests amendment FM table of assignments to assign 97.5 mhz to San Lorenzo, P.R. (RM 3796). Ann. Nov. 25.

■ Pago, American Samoa—Radio Samoa Ltd. requests amendment FM table of assignments to assign 101.1 mhz to Leone, American Samoa. (RM 3793). Ann. Nov. 25.

Actions

■ Santa Barbara, Calif.—Broadcast Bureau extended to Dec. 15 and Jan. 5 time for filing comments and reply comments, respectively, in matter of amendment of TV table of assignments for Santa Barbara, Calif. (BC Docket No. 80-157). Action Nov. 14.

■ Munising, Mich.—Broadcast Bureau granted request by Laidlaw and Associates and extended through Dec. 1 and Dec. 21 time for filing comments and reply comments, respectively, in matter of amendment of FM table of assignments for Munising, Mich. (BC Docket No. 80-493). Action Nov. 14.

Translators

Low-power applications

■ Birmingham, Ala.—Applied Communications Technology seeks CP for new low-power translator on ch. 51 (TPO: 1000 w, HAAT: 600 ft.); TL: site of WAPT-TV tower, Birmingham. Ann. Nov. 26.

■ Mobile, Ala.—Applied Communications Technology seeks CP for new low-power translator on ch. 67 (TPO: 1000 w, HAAT: 600 ft.); TL: site of WKRG-TV tower, Mobile. Ann. Nov. 26.

■ Garden Grove, Calif.—Community Service Telecasting seeks CP for low-power translator on ch. 66 (TPO: 100 w, HAAT: 25 ft.). Ann. Nov. 26.

■ Inyokern and Ridgecrest, both California—Kitchen Productions seeks CP for low-power translator on ch. 43 (TPO: 100 w, HAAT: 60 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ San Rafael, Calif.—Marin Television Inc. seeks CP for new low-power translator on ch. 22 (TPO: 1000 w, HAAT: 40 ft.) via baseband from Wild Cat Mountain, Petaluma, Calif. Ann. Nov. 26.

■ Santa Monica, Calif.—Community Service Telecasting seeks CP for low-power translator on ch. 26 (TPO: 100 w, HAAT: 65 ft.). Ann. Nov. 26.

■ Denver—Graphic Scanning Corp. seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 440 ft.). Ann. Nov. 26.

■ Stamford, Conn.—Metrovision Inc. seeks CP for low-power translator on ch. 38 (TPO: 100 w, HAAT: 401 ft.). Ann. Nov. 26.

■ Jacksonville, Fla.—Applied Communications Technologies seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Tampa, Fla.—Graphic Scanning Corp. seeks CP for low-power translator on ch. 66 (TPO: 1000 w, HAAT: 483 ft.). Ann. Nov. 26.

■ Atlanta—Applied Communications Technologies seeks CP for low-power translator on ch. 63 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ DeKalb, Ill.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 200 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ Baton Rouge—Applied Communications Technologies seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ New Orleans—Applied Communications Technologies seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Washington and Wheaton, Md.—Translator TV Inc. seeks CP for low-power translator on ch. 42 (TPO: 1000 w, HAAT: 282 ft.). Ann. Nov. 26.

■ Vineyard Haven, Mass.—Metrovision Inc. seeks CP for low-power translator on ch. 79 (TPO: 1000 w, HAAT: 190 ft.). Ann. Nov. 26.

■ Minneapolis/St. Paul—Graphic Scanning Corp. seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 838 ft.). Ann. Nov. 26.

■ Jackson, Miss.—Applied Communications Technologies seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Independence, Mo.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 32 (TPO: 100 w, HAAT: 500 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ St. Louis—Graphic Scanning Corp. seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 257 ft.). Ann. Nov. 26.

■ Billings, Mont.—Telecrafter Corp. seeks CP for low-power translator on ch. 5 (TPO: 10 w, HAAT: 536 ft.). Ann. Nov. 26.

■ Brooklyn, N.Y.—Bethany Broadcasting System seeks CP for low-power translator on ch. 19 (TPO: 1000 w, HAAT: 545 ft.). Ann. Nov. 26.

■ Gastonia, N.C.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 66 (TPO: 100 w, HAAT: 80 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ Greensboro, N.C.—Applied Communications Technologies seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Raleigh, N.C.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 60 (TPO: 100 w, HAAT: 206 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ Raleigh, N.C.—Applied Communications Technologies seeks CP for low-power translator on ch. 68 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Hazleton, Pa.—Edward F. and Richard S. Genetti seek CP for low-power translator on ch. 14 (TPO: 1000 w, HAAT: 190 ft.). Ann. Nov. 26.

■ Portland, Ore.—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 65 (TPO: 100 w, HAAT: 189 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ Hazleton, Pa.—Videotape Specialists Inc. seeks CP for low-power translator on ch. 26 (TPO: 1000 w, HAAT: 199 ft.). Ann. Nov. 26.

■ Wilkes-Barre, Pa.—Community Northeast seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 190 ft.). Ann. Nov. 26.

■ Columbia, S.C.—Applied Communications Technologies seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Cookeville, Tenn.—Millard V. Oakley seeks CP for low-power translator on ch. 7 (TPO: 10 w, HAAT: 100 ft.). Ann. Nov. 26.

■ Greenville, Tenn.—Edward M. Johnson seeks CP for low-power translator on ch. 3 (TPO: 10 w, HAAT: 100 ft.). Ann. Nov. 26.

■ Knoxville, Tenn.—Johnsons Community TV Service seeks CP for low-power translator on ch. 8 (TPO: 100 w, HAAT: 320 ft.). Ann. Nov. 26.

■ Memphis—Applied Communications Technologies seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Memphis—Bogner Broadcast Equipment Corp. seeks CP for new UHF translator on ch. 61 (TPO: 100 w, HAAT: 500 ft.) to rebroadcast indirectly KTVN(TV) Fontana, Calif. Ann. Nov. 26.

■ Morristown, Tenn.—Edward M. Johnson seeks CP for low-power translator on ch. 4 (TPO: 10 w, HAAT: 20 ft.). Ann. Nov. 26.

■ Nashville—Applied Communications Technologies seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Newport, Tenn.—Edward M. Johnson seeks CP for low-power translator on ch. 3 (TPO: 10 w, HAAT: 100 ft.). Ann. Nov. 26.

■ Dallas—Graphic Scanning Corp. seeks CP for low-power translator on ch. 66 (TPO: 1000 w, HAAT: 327 ft.). Ann. Nov. 26.

■ Fort Worth—Graphic Scanning Corp. seeks CP for low-power translator on ch. 65 (TPO: 1000 w, HAAT: 254 ft.). Ann. Nov. 26.

■ Houston—Graphic Scanning Corp. seeks CP for low-power translator on ch. 67 (TPO: 1000 w, HAAT: 480 ft.). Ann. Nov. 26.

■ Houston—Applied Communications Technologies seeks CP for low-power translator on ch. 69 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Norfolk, Va.—Applied Communications Technologies seeks CP for low-power translator on ch. 65 (TPO: 1000 w, HAAT: 600 ft.). Ann. Nov. 26.

■ Washington—Communicating Corp. seeks CP for low-power translator on ch. 42 (TPO: 1000 w, HAAT:

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

165 ft.). Ann. Nov. 26.

■ Seattle—Graphic Scanning Corp. seeks CP for low-power translator on ch. 66 (TPO: 1000 w, HAAT: 575 ft.). Ann. Nov. 26.

Other

■ FCC has authorized AT&T and eight associated operating companies to construct and operate fiber optic cable transmission system between Washington, D.C., and New York City. Proposed construction represents first major application in United States of fiber optic technology—in which messages are transmitted simultaneously over strands of pure glass—in long haul interstate telephone network. Action Nov. 25.

■ Broadcast Bureau granted request by Citizens Communications Center and extended through Dec. 8 time for filing reply comments in matter of revision of applications for renewal of license of commercial and noncommercial AM, FM and TV licensees (Docket No. 80253), and denied motion by National Association of Broadcasters to suspend reply comment dates and other relief in matter of amendment of broadcast equal employment opportunity rules and FCC Form 395 (Docket No. 21474) and in Docket No. 80-253. Action Nov. 25.

Cable

■ The following cable service registrations have been filed:

■ Ocean Reef Cable Television for Ocean Reef Club, Fla. (FL0502) new system.

■ Action CATV Inc. for Orem, Utah (UT0058) new system.

■ Eaton Rapids Cable TV for Eaton Rapids, Mich. (MI0444) new system.

■ South Houston CATV for South Houston, Tex. (TX0381) add signal.

■ Coaxial Communications of Central Ohio for Columbus, Whitehall, Reynoldsburg and Franklin County, all Ohio (OH0817,8,9,20) new system.

■ Midwest Video Electronics of Tomahawk Wis. for Tomahawk, Wis. (WI0235) new system.

■ Columbia Cable TV of Rosenberg for Rosenberg and Fort Bend, both Texas (TX0674,5) new system.

■ Columbia Cable TV for Houston, Harris-NW, Harris-SW and Fort Bend-NE, all Texas (TX0676,7,8,9) new system.

■ Columbia Northshore Cable TV for Jacinto City, Galena Park and Harris-E, all Texas (TX0671,2,3) new system.

■ Cable Systems Inc. for Stafford, Kan. (KS0255) new system.

■ Genesee County Video Corp. for Bergen, N.Y. (NY0878) new system.

■ Liberty TV Cable Inc. for Bangor and Hartford, both Michigan (MI0457,6) new system.

■ Delta Video Inc. for Dunklin and Gibson, both Missouri (MO0234,6) new system.

■ Covington Cable Television for Covington, Ga. (GA0295) new system.

■ Owensboro on the Air Inc. for Hancock, Ky. (KY0471) new system.

■ TV Transmission Inc. for Inglewood, Neb. (NE0074) new system.

■ Gateway Cablevision Corp. for Amsterdam, N.Y. (NY0879) new system.

■ Multi-Channel TV Cable Co. of Mansfield for Morrow, Ohio (OH0815) new system.

■ Warner Amex Communications Inc. for Land- ingville, Pa. (PA1905) new system.

■ Teleprompter Corp. for Corbin, N.J. (NJ0455) new system.

■ Video International Productions Inc. for Woodleaf Apartments and Cross Creek Apartments, both Texas (TX0680,1) new system.

■ Warner Amex Cable Communications for Harrison, Ohio (OH0816) new system.

■ Lake of the Woods CATV for Candlewood Estates and Woods Apartments, both Illinois (IL0420,1) new

system.

■ Earl L. Chadwell for Blanco, Tex. (TX0670) new system.

■ Nueces Cable TV for Port Aransas, Tex. (TX0669) new system.

■ Atascosa County Cable TV for Pleasonton, Tex. (TX0668) new system.

■ Buckeye Cablevision Inc. for Holland, Ohio (OH0814) new system.

■ Vista TV Cable Inc. for Kirkland, Wash. (WA0310) new system.

■ Warner Amex Cable Communications for Tusculum City, Tenn. (TN0178) new system.

■ Warner Amex Cable Communications for Mesquite, Tex. (TX0682) new system.

■ Chester County Broadcasting Co. for East Brandywine, Pa. (PA1907) new system.

■ Commonwealth Cablevision of Massachusetts for Granby, Mass. (MA0118) new system.

■ Warner Amex Claremont for Ascutney, Vt. (VT0129) new system.

■ Warner Amex Pottsville for Seltzer, Mechanicsville, North Manheim, South Manheim, Wayne and Cass, all Pennsylvania (PA1910,08,9,11,3,6) new system.

■ Warner Amex Roaring Spring for Taylor, Pa. (PA1912) new system.

■ Warner Amex Ely for Winton, Minn. (MN0185) new system.

■ Warner Amex Bakersfield for Rio Bravo, Calif. (CA0854) new system.

■ Warner Amex Sedona for Sedona, Ariz. (AZ0107) new system.

■ Galax Cablesystems for Galaxy, Va. (VA0244) new system.

■ Breckenridge Cablevision Inc. for Summit, Colo. (CO0092) new system.

■ Malone Newchannels for Constable, N.Y. (NY0885) new system.

■ Vista Cable TV for Nichols addition and Lehe addition, both Indiana (IN0232,3) new system.

■ Potsdam Newchannels for Madrid, N.Y. (NY0886) new system.

■ Alert Cable TV of South Carolina for Andrews, S.C. (SC0164) new system.

■ Vista Cable TV for Meadow North, Ind. (IN0231) new system.

■ Cablevision of Oklahoma for Blair, Neb. (NE0076,7) new system.

Satellites

Applications

■ Brookville, Penn.—Multi-Channel Cablevision Inc. (4.5m; Prodelin, E2723).

■ Muncy, Penn.—Muncy TV Corp. (4.6m; S-A; E2724).

■ Mansfield, Penn.—Mansfield Video System (4.6m; S-A; E2725).

■ Calera, Okla.—Alpha Communications Inc. (5.6m; GCC; E2736).

■ Dentsville, S.C.—Cable TV of Carolina Inc. (5.0m; AFC; E2737).

■ Belan, N.M.—Belan Cablevision Inc. (5.0m; Microdyne; E2738).

Actions

■ Dunkirk, N.Y.—Harbor Vue Cable TV Inc. (E2544).

■ St. Albans, W. Va.—Cablevision (E2590).

■ Strong City, Kan.—Flint Hills Cable TV Inc. (E2592).

■ Alief, Tex.—Gulf Coast Cable Television (E2600).

■ Cheyenne, Wyo.—Frontier Broadcasting Co. (E2601).

■ Tulsa, Okla.—Tulsa 23 (E2602).

■ Cuba, N.Y.—Cuba Cable TV (E2603).

■ Greenfield, Ind.—Horizon Communications Corp. of Greenfield (E2604).

Call Letters

Applications

Call	Sought by
New AM	
WASG	Alabama Native Broadcasting Co., Atmore, Ala.
New FM's	
*KCRH	South County Community College District, Chabot College, Hayward, Calif.
WPAC	Wireless Works Inc., Ogdensburg, N.Y.
KITO	DLB Broadcasting Corp., Vinita, Okla.
WCEF	Randy Jay Communications Corp., Ripley, W. Va.
Existing AM's	
KUUX	KWEW Hobbs, N.M.
KCWM	KVIC Victoria, Tex.
Existing FM's	
WDRE	WELV-FM Ellenville, N.Y.
KPMI	KRRQ Ardmore, Okla.
KVIC	KCWM Victoria, Tex.
KKWZ	KJMC Richfield, Utah
Existing TV	
KRBK-TV	KMUV-TV Sacramento, Calif.

Grants

Call	Assigned to
New FM's	
WDJB	Bermey E. Stevens, Windsor, N.C.
*WVID	Centro Collegial Cristiano Inc., Anasco, PR
WAQE-FM	Red Cedar Broadcasting Inc., Rice Lake, Wis.
Existing AM	
WKEW	WGBG Greensboro, N.C.
Existing FM's	
KPKY	KSIIH Pocatello, Idaho
WQYX	WCPA-FM Clearfield, Pa.

New Television Stations Analysis of Low-Cost Low-Power TV Opportunities

The communications industry consulting firm of Block, Butterfield & Riely is preparing a comprehensive study of the low-power TV service proposed by the FCC. Industry managers and investors interested in the potential of this medium should call: **Mark Riely, 212-744-5146**

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Excellent management opportunity in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to: Box M-123.

Seeking highly qualified sales manager to lead surging California suburban daytime to unprecedented billings heights. If you got it and can prove it, you're on your way to fat five figures. Box M-163.

Are you the top biller in a small or medium market station? Are you ready for a management opportunity? GM/SM position open at successful central Minnesota station, excellent growth potential. Individuals billing in excess of \$10,000 per month will be given first consideration. Box P-4.

General Sales Manager for Southern California Coastal AM/FM. Growing group broadcaster offers great future for highly motivated leader who can produce. Stations are rated no. 1 in highly competitive medium market. Excellent salary plus override and benefits. Person selected will move up to General Manager in very short time as we continue to expand. We seek a "street fighter" with proven record in retail sales. Account executives ready to move up encouraged. EEO Employer. Complete details in first letter. Box P-28.

Program Manager for 50,000 watt major market ABC Radio Information Network affiliate. Qualified applicants should have academic training in radio broadcasting and on-air and supervisory experience, including budget development and control. Will manage News and Public Affairs Departments. Supervise announcers and producers. Salary commensurate with experience. Send resume, references and salary requirement to Monty Grau, Station Manager, KOMO, 100-4th Avenue, No., Seattle, WA 98109. EEO Employer.

General Sales Manager needed for central Kentucky AM/FM facility. We are looking for a creative, self motivated person with leadership qualities. Market is ripe and ready for right person. Car, salary and commission. Send resume, salary history, and references to Box P-103.

Sales Manager for medium market radio station in central NJ seeking creative individual capable of leading and motivating others. Top notch sales skills a must. If you are a proven sales pro with media sales experience, who welcomes a challenge, this could be the opportunity for you. Salary with excellent commissions and overrides. Send resume to: Bill Mathews, WIMG, PO Box 2050, Princeton, NJ 08540.

General Manager for Southern New Hampshire small market radio station (5000 watts) and weekly newspaper (circulation 50,000). Send resume to Earley and Earley, 9 East Pearl Street, Nashua, NH 03060. No phone calls.

Sales Manager for Midwest AM one owner station. Opportunity for growth into management and part ownership. Box P-91

Public Radio Station Manager Wanted—University FM station seeks full-time manager. Salary range \$16,200-\$19,200 dependent upon qualifications. Candidate should have Master's Degree plus appropriate professional experience. Send application letter, resume and three references postmarked by December 22, 1980, to Dr. Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action, Equal Opportunities Employer.

HELP WANTED SALES

\$22.5K for experienced, aggressive street fighter. If you're good we'll move you, benefits, more. Top 100, MidWest, established station. Box M-162.

Wanted—experienced local Sales Manager and experienced radio account executive for Lynchburg, Virginia's No. 1 Arbitron rated station WJJS-FM and WLGM-AM. Excellent account list available. Good company benefits from regional communications and movie theater corporation. Send resumes to Ed Smith, General Manager, Penthouse Studios, Allied Arts Building, 8th and Church Streets, Lynchburg, VA 24504.

Top rated contemporary AM/FM in Wheeling, WV has immediate opening for sales manager. Excellent compensation, opportunity and growth with group broadcaster. If you think you are ready to work with a six person sales staff, contact Wanda Williamson, Personnel Manager, Community Service Broadcasting, PO Box 1209, Dept. W-SM, Mt. Vernon, IL 62864. EOE M/F.

Sales Manager. Group owner seeks experienced Sales Manager for AM/FM combo in top 50 Midwest market(s). Applications should include resume, salary history and compensation requirements. This is a growing group of stations offering rare opportunity for Sales Manager with proven track record. Equal opportunity employer. Please reply Box P-2.

Florida - AM and FM—A great opportunity for someone who can sell and work in a great place. Resume to WMMB, Melbourne, FL 32901

Attn Money motivated sales people: Have we got a deal for you. You write your own ticket on how much you want per month. We'll start you out with an excellent draw against commissions. We'll provide you with all the tools necessary, a market in excess of 250,000, a well accepted rate card, your choice of either a highly rated AM country or an adult contemporary FM that is no. 1 with women 18 to 49. Both stations housed in a brand-new facility in central California. Your number for the good life is 209-883-0433 ask for the General Manager. Or, if you prefer, we're KCEY/KMIX-FM Box 979 in Modesto, CA 95354. Check us out. Equal Opportunity Employer.

Super Arbitron in small town—70 miles from Chicago needs pro with radio track record. Doubled business in 3 years without sales manager need you to manage 2 man team for draw plus 30% commission. 219-866-4555.

Sales-self starter wanted with additional ability to write and produce. \$600-\$800 base plus 15% commission, expenses and benefits. Write Roger Galstad, Telesound, 611 S. Farwell, Eau Claire, WI 54701

Nebraska—Sales Manager—Experienced, aggressive. Lead and motivate present staff. Send resume. Contact WL Morton, Box 1847, Grand Island, NE 68801.

North-Central Wisconsin station seeks candidates for Sales Manager position. Minimum one year experience. Must be aggressive and ready to take charge of existing sales team. Contact Jeff Smith, WJQQ, Box 81, Tomahawk, WI 54487, 715-453-4481 E.O.E.

Long established AM in Chicago area looking for veteran radio salesperson. Draw against commissions, benefits, gas allowance, active starter list, excellent income opportunity. Equal opportunity employer. Send resume data to Box P-74.

Radio Salesperson experienced in small-medium markets. Excellent opportunity with New England group. Active accounts, good compensation, fringe benefits. E.E.O. Reply Donald Thurston, Berkshire Broadcasting, Box 707, North Adams, MA 01247

If you can sell small market radio and would like to live in a pleasant Upstate New York community, we would like to talk with you. If you can handle an air shift, all the better. We are a young, expanding organization. Box P-84.

No. 1 powerhouse. Aberdeen, SD 57401 Sales Person who makes calls will make money. Excellent fringes. Contact Vince Hallett, SM, KSDN, 605-225-5930. Or send resume.

HELP WANTED ANNOUNCERS

Country programmer and talk show host needed for excellent media market in South. Must have mature, conservative approach on air, and ability to think on feet. Quick sense of humor, within program dignity, a must. Excellent facilities and opportunity for a "pro." Resume and air sample to PO. Box 8147, Charlottesville, VA 22906.

Classical Producer-Announcer: Produce and announce classical music programming. Strong background in classical music pronunciation, good vocal delivery. Send resume with 5 professional references, audition tape including classical pronunciation samples to Frank Thomas, Station Manager, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. AA/EOE 309-673-7100.

All night Country Jock. Midnite to 5:00 6 days a week. Must have knowledge of country music. No beginners. Good benefits. Tapes or resumes to Mike King, Box 709, Columbus, IN 47201, 812-372-4448. EOE Employer. Need somebody now!

Florida—experienced top 40. Great place to live and work. Tape & resume to WMMB, Melbourne, FL 32901

AM/FM has opening for drive time announcer. If qualified, applicant will assume some programming responsibilities for both stations. Excellent salary and fringe benefits. EOE. Send tape and resume to: WLBR/WUFG, Box 1270, Lebanon, PA 17042.

Announcer needed for small market Virginia AM/FM. Resume and air tape to PO. Box 512, Altavista, VA 24517.

Jock/Production for growing AM/FM medium market. Must have mature voice, personality and be a motivated worker. Resume/tape-WINW/WOOS, Box 9217, Canton, OH 44711.

KHHW AM/FM has opening for experienced announcer. 5 day week. Excellent facilities and working conditions. Resume and tape to George Wilburn, Box 577, Altus, OK 73521 EOE.

Experienced announcer needed immediately. 100 KW FM in Minnesota with MOR/Personality format looking for versatile 6-10 jock with production expertise. Contact Jim O'Rourke, WJYY, Box 746, Brainerd, MN 56401 218-828-1244.

Versatile sports director/annncr. with football/basketball PBP experience needed by AM/FM station west of the Mississippi. Send full information to Box P-58.

Combination position—Good diction, voice, talk. Communications or journalism background preferred. Mrs. Warren, 315-363-6050.

WGDL, 100KW in 47th Metro needs an announcer. Beautiful Music experience not necessary, but talented style is. A great opportunity to join the flagship of a young dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

Experienced Announcer with creative airwork and commercial production. Good voice and air personality required. First phone preferred. NC AM and FM. EOE. Send resume to Box P-37

Strong AM Station in the west needs a strong sign-on person. Please send complete resume with references & salary expectations to Box P-38.

Creative, talented morning jock. Ability to draw numbers. Great personality. Entertainer. No Jokesters. Doug Hamilton, WAAM, 4230 Packard Road, Ann Arbor, MI 48104. Detroit Metro.

HELP WANTED ANNOUNCERS CONTINUED

Group-owned Midwest major market religious radio station looking for morning drive announcer with proven production ability. Two years experience needed. Knowledge of contemporary religious music vital. Opportunity to Box P-10.

Central Pa. AM-FM station looking for experienced announcer/newsperson. Excellent salary and benefits. Send resume to Box P-93.

HELP WANTED TECHNICAL

Chief Engineer: Must be able to handle 5 kw/1 kw DA AM, 100 kw FM, studio gear, Schaffer 901 experience helpful. State-of-art equipment, great staff, great benefits, salary depends on experience. Resume to R.S. Tucker, PD, Media West, Inc., PO. Box 2128, Rock Springs, WY 82901. EOE/M-F

Directional AM plus FM needs high quality chief engineer. 18M, vehicle. Assistant. Benefits. Great location. Good, new equipment. Write Box P-22.

Radio Broadcast Operations Engineer. Immediate opening for radio staff engineer. Minimum 2 years experience in studio operations. First Class license required. Send resume to personnel dept., WTOP Radio, 4646 40th St., NW Washington, DC 20016.

Chief engineer needed for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to: WIKE Box 377, Newport, VT 05855 E.O.E.

Radio Engineering Technologist. University of Florida. New NPR station has an opening for a radio engineer. Responsible for maintenance, installation, troubleshooting and repair. Requires a degree in electrical engineering, electronic engineering technology or high school and four years of experience in radio and/or television electronics or a relevant combination of education and experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611 by December 22, 1980. Requests must refer to position identification number 20535 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

Audio engineers, operations, and maintenance positions available. 24 hour major market radio network. Hartford, CT area. First phone preferred. Experience necessary. Please call for appointment. 203-677-6843.

Radio Technician/Producer—Light technical/engineering work. Weekend air shift. Coordinate remote music and news broadcasts. Classical music knowledge and First Class license preferred but not required. Send resume to Mary Diegert, WSKG Public Radio, P.O. Box 97, Endwell, NY 13760. EOE/AA/M-F.

Aggressive, midwest broadcasting chain in search of audio expert for AM and FM in 500,000 plus market. The individual we're looking for takes pride in his work and the sound of the station. Tremendous opportunity for growth. Ownership bound and determined to win the ratings and audio battle as well. Equal Opportunity Employer. Send resume to Box P-39.

HELP WANTED NEWS

Good opportunity to learn more about radio news. If you are dedicated to the news business and are hard working, we'll consider your application. Call News Director John McBreen, KGAK/KQNM Gallup, NM. 505-863-4444. An EOE employer.

Newsperson wanted: WINE/WRKI-FM; Fairfield County, Conn. Looking for dynamic morning newsperson. Superior writing/delivery. WRKI is 50Kw "Superstars"; WINE is A/C, heavy local news commitment. Rush T&R to Mike Allen, ND, Box 95, Danbury, CT 06810. No calls. EOE/M-F

Experienced news broadcasters for medium market station with heavy news commitment. Strong on-air ability is a must. Male/Female. EOE. Minimum 2 years experience. Nice location in Pennsylvania. Box M-177.

Newsperson with journalism training, and radio experience. Excellent opportunity for person with local news ability. Dave Solmonson 817-441-9444. EEO/M/F.

Northern Minnesota chain looking for broadcast journalists who want to work with number one operation. College required, 'experience a plus. Midwest only. Tapes and resumes to Rich Younger, 419 West Michigan Street, Duluth, MN 55802. No calls.

One of Northern California's top beautiful music stations is looking for a news and public affairs director. If you're experienced in both and want a career opportunity, send resume to Gordon Zlot, KZST, Box SS, Santa Rosa, CA 95402. EOE/M-F

News/Public Affairs Coordinator. Administration of news and public affairs, full responsibility for daily creation, production, scheduling. Establish and execute news policy, contacts, methodology. Train readers/reporters. Community needs ascertainment. Generate material for WKSU and NPR submissions. On air anchoring, reporting, moderating, and hosting. Applicable degree, public affairs knowledge, demonstrated creative radio production ability essential. Extensive practical experience desired. Minimum salary: \$12,500. Deadline: January 2, 1981 Send audio cassette (no reel tapes), 3 letters of recommendation, and resume to John Perry, General Manager, WKSU, Kent State University, Kent, OH 44242. Kent State University is an Equal Opportunity/Affirmative Action Employer.

Sports Director for Central Ohio's No. 1 sports station. Includes PBP Tapes and resumes to Jeff Ryder, PD, WBNS, Columbus, OH 43215. No phone calls please. Equal Opportunity Employer, M/F

WAAY Radio in Huntsville is still searching for the right news director. We're a 50,000 watt station with a commitment to local news. I'm looking for a person who can sound adult and be able to ad-lib with our morning drive jock. You would coordinate the radio news department plus work closely with our sister TV station and their team of reporters. The first tape that meets the requirements, gets the job. Rush tape & resume to Jerry Dean, Program Director, Box 551, Huntsville, AL 35804. Equal Opportunity Employer.

Broadcast/writer with three years experience for growing radio operation in New York metropolitan area. Good voice essential. Send resume, tape and salary requirements to J. Guilfoyle, 22 Cortlandt St., New York, NY 10007

Boston's No. 1 Radio Station has an opening for a sports anchor/reporter. Excellent writing skills, imaginative use of sound, ability to develop stories—all a must. Five years major market experience. WHDH is an equal opportunity employer. Send air check, letter and resume to Ed Bell, News Director, WHDH Radio, 441 Stuart Street, Boston, MA 02116.

Dubuque needs a full time reporter for afternoons and evenings. Strong delivery and writing skills a must. Send tape and resume to: Mike Hawkins, WDBQ Radio, Dubuque, IA 52001.

Akron's hottest stations WNIR/WKNT are looking for experienced newsperson, with strong delivery and personality. Join this growing communications company with new building, new studios, excellent salary and benefits. Hiring now. Call Bill Klaus 216-673-2323. E.O.E./Affirmative action.

Highly regarded AM-FM stereo operation in beautiful southern city needs qualified public affairs and news person. Interesting, exciting, and a challenge for you if you can qualify. EOE/Affirmative Action. Send replies to Box P-56.

New ownership in central PA is committed to develop top news programming, seeks energetic news director. Salary dependent upon experience, car. Resume etc. to WSEW, Box 1240, Selinsgrove PA 17870 E.O.E. No phone calls.

Award winning local news department needs newsperson to direct. Also must do play-by-play basketball and football. Great facilities and working conditions. Send tape, copy to: Paul G. Fyffe, WSIP AM/FM, PO. Box 591, Paintsville, KY 41240

Full time station in smaller town in sunbelt needs a news editor immediately. EOE. Must have full time radio experience in gathering, writing, editing local news and must have on air experience in delivery of news. Send resume to Box P-73.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for small-medium market in Oregon's finest outdoor area. Must be creative and be strong on leadership and management. If you like hunting, fishing, skiing and other amenities, this is for you. An Equal Opportunity Employer. Send resume, references and salary requirements to Box P-46.

Communications Director. National trade association is looking for a strong writer with a radio background. Responsibilities include weekly newsletter and information bulletins, press relations and convention promotion. Please send resumes to NRBA, 1705 DeSales St. NW, Washington, DC, 20036.

WGMS AM/FM has immediate openings for Classical Music Director and Assistant Classical Program Director. Qualified, experienced candidates should contact Paul Teare, PD, WGMS AM/FM 11300 Rockville Pike, Rockville, MD 20852 301-468-1800.

Program Director/Morning DJ wanted for new 100,000 watt adult contemporary. Total control over programming, production and music. Bonus based on book. Medium sized market. Send tape and resume to M. Leighton PO Box 297, Grand Forks, ND 58201 or phone 218-281-6820. (EOE).

Energetic P.D. Needed Now! AM/FM Combo. No. 1 & No. 2 in 6 station market for last two years. AM-News/MOR. 100kw FM-Automated & live assist/Adult contempo. We want an experienced P.D. Some on air required. \$18K. Send resume & tape to Larry Birleffi, Gen. Mgr., KFBC-KFBQ, 1806 Capitol Ave., Cheyenne, WY 82001. Don't delay!!!

Ohio AM-FM needs a "take-Charge" type of individual yesterday, for it's continuity department. Write, and produce some, copy Knowledgeable in co-op procedures. Also will help in coordination of all commercial production. Will work with one other individual in department. Resume, references, work samples, salary requirements all in first reply. Box P-71.

Full time position involving copywriting and production as well as some news editing. Send tape and resume to Roger Galstad, 611 S. Farwell St., Eau Claire, WI 54701. Salary and benefits commensurate with ability.

Production Senior Producer Coordinator. University of Northern Iowa. Serves as producer and host of programs for CPB qualified public radio stations KUNI/KHKE FM. Provides coordination and direction for continuing production efforts; administrative/production position requires creative leadership and production experience. B.A. Speech/Broadcasting/Theatre or related field; three to six years experience in professional broadcasting/production, preferably public broadcasting; must have a thorough knowledge of standard broadcast procedures and regulations. Starting salary \$14,000-\$16,000. Application deadline: January 16, 1981. Send letter, resume and audition tape to: Vicki Pospisil, Personnel Services, 225 Latham Hall, UNI, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of affirmative action.

SITUATIONS WANTED MANAGEMENT

If you need an honest, hardworking radio pro with a proven track record, I could be your man. Strong in sales/programming/administration/motivation. I have managed stations in markets 5,000 to 100,000. 10+ years with current company. Desire to return and settle in native North Carolina area. Salary should be fair to both of us. Box M-167

Successful Manager—In competitive medium market. Twenty years experience, sales, street fighter, rules and regulations, budgets, programming, profits. Major market background. Seeking relocation. Box P-63.

A highly successful general manager in all aspects of the broadcast industry, would like to take his talents to a warm climate. Naturally RAB oriented. All efforts are constantly directed to the bottom black line! Only serious corporations need apply. Box P-78.

Major Market General Sales Manager looking for GSM or GM position in a comparable market. Outstanding track record and references in both local and national sales. Ready to make \$1 a big one for both of us. West Coast preferred. Box P-87.

SITUATIONS WANTED MANAGEMENT CONTINUED

Ten years commercial radio. Recent station operations manager. Programming, promotions, ascertainment, public affairs. TV/Radio talk producer-host. Detailed resume/references. Box P-90.

SITUATIONS WANTED SALES

Sales 5 yrs. experience. Aggressive Stanford graduate. Will relocate. Call C. Dorsey at 615-870-1964 after 5 pm.

Sales/Sports pro wants to return to midwest. 11 years experience, from D.J. to G.M. Call Dick at 209-935-1811 now, after December 15 call 317-474-2006.

SITUATIONS WANTED ANNOUNCERS

D.C. Hollywood. Dependable. Energetic. Creative. 3rd phone any shift. Format efficiency expert. Clarence Collins Jr., PO. Box 97, Hammond, IN 46325. 219-931-9180

Prior D.J., Radio sales, TV experience looking for small quiet station write: K.J. McAteer, 24 Mt. Vernon St., Providence, RI 02907

Announcer looking for position in western U.S.A. Will relocate immediately. Tape and resume. Tim Bergl, 6 N. Tower Rd., Oakbrook, IL 60521

I've eliminated the scotch thus can offer your audience, a buoyant cheerful air delivery, with a crisp clarity, if interested please buzz John at 315-736-1538 before 2 PM or after 4 PM.

Young announcer with one year experience longing to work in Wisconsin or Minnesota. For tape and resume, call Randy 605-845-2724.

Music fanatic, seeks top 40 or A.O.R. station. Will relocate anywhere. Call before 2PM Mon-Fri. 312-885-7159 Steve Barile, 550 Kingman Ln, Hoffman Est., IL 60194. Tape-resume available

3rd endorsed with 10 yrs exp. wants part time for Sundays within 25 miles of NYC area. Call 201-768-4291 and ask for Joe Norman.

Radio fanatic loves radio industry; don't miss this tape by hardworking, determined disk jockey; excellent play by play man, experience, good references contact Al Zipsie 815-449-2229.

Wanted a radio station to hire an innovative, dependable, hardworking AOR jock. Please contact Johnny Rock at 312-525-4614 or send all responses to Damian Rajkovich, 3712 N. Leavitt, Chicago IL 60618.

CMA Country DJ of the year nominee. Wants Medium to Major Market in Western States. Will relocate now. Call Eddy 602-836-6968.

Highly creative, amusing British personality. Production wizard, unique top 40 technique. BBC experience. Tim Rose, 57 Branch Brook Place, Newark, NJ 07104.

Dependable Top 40 Jock looking for first job preferably in Montana or Pacific Northwest. Tape and resume available. Call 312-830-4153-952 Grant St., Bartlett, IL 60103. Phoenix Flyer.

Recent graduate seeks staff announcer position in Far West or Northwest. Call Bob after six, 415-626-8906.

Triple Threat—Top flight Announcer, Newsman, Copywriter. Can prove tall claim. Tape and resume available: S.G. Quast 312-348-3314. 1952 N. Seminary, Chicago, IL 60614.

Give a listen. AOR or top 40. Will travel. Tape and resume available. Victor Kaye, 5714 S. Talman, Chicago, IL 60629. 312-984-2271 or 436-9480.

Seeking Florida employment to rejoin family. 5 yrs. experience, Top 40 and A/C, suburban NYC. Talented, stable, team-worker. Good news/production skills. Great voice. Excellent references. Prefer Tampa Bay area or other medium to major. Box P-40.

Good deep voice, experienced top 40 personality available now. East preferred. Bill 516-423-0167

5 year broadcaster seeks on air music or program director position in small or medium market. Possible long term. Will relocate. Midwest preferred. Box P-75

12 years experience in various formats also operations and programming. First class ticket. Box P-94

I love jazz, but don't hear much commercially. Open up to a good jazz format. Own library, 32. 1st, 10 yrs comm'l radio. Currently Country Rock. Help! Box M-143

SITUATIONS WANTED TECHNICAL

Ambitious, enthusiastic, first phone, college degree, communications school graduate, ready and willing to get hands dirty to learn all phases of broadcast engineering. Box P-70.

Female 1st phone excellent operations/production skills. 5 years experience in top 10 radio NYC. Looking to learn maintenance. Contact Box P-82.

Chief Eng'r must relocate prior Jan. XP:fmt AM-DA, FM Stereo, live-in transmitters, 4-wheel drives, consulting, musicast. Sunny, suitable future retiree. Walt 305-421-6823, 971-9679.

The loudest, cleanest signal on the dial is what you'll get if I'm your engineer. Experienced in AM, directional, high power, STL, automation, FM stereo, maintenance and construction from mike to antenna. Write Box P-89.

SITUATIONS WANTED NEWS

News-Sportscaster—available immediately—N.E., Southeast, Midwest. Station sold, Hank Holmes 617-679-6957

Experienced London-based network radio reporter available for organization wanting its own European correspondent. Fully set-up in central London office. Willing to travel for major breaking stories throughout the region. Box P-20.

Business Reporters and Anchors with major market and Wall Street news experience, seek station(s) wanting exciting new concept in business coverage. Interested? For details, write Box P-23.

Journalism Grad, seeking sportscasting position, experienced, will relocate, call Kim Schultz, 608-837-5266, write 2042 Montana, Sun Prairie, WI 53590.

Major Markets. Seasoned journalist with awesome credentials. Winner of more prestigious national and regional awards for developing hard news, provocative talk and contemporary public affairs programming than any other broadcaster in "your" state. Guaranteed. Available early 1981. Box P-24.

I'm tired of working 15 hours a day. Proven ability to compete with the best. Want to be part of a 2 to 3 person news department. Currently news director in Central PA market. Box P-36.

Looking to juice up your sports department and play by play? "Have Exciting Delivery, Will Travel!" Add a knowledgeable, professional attitude and you've got a station tops in sports. 26 with degree, four years college and high school play by play experience. Box P-55.

Newsman seeking position on west coast. Excellent articulation, experienced. Tape, resume available. Call 312-345-1315 between 12 and 7 PM.

Small market black male annor seeks change to bigger market. 1½ years broad pro experience. Box P-62.

Good voice, appearance, degree, some experience, wants air shift prefer sports would consider news. Call Joel Stern 516-869-8076.

Medium market news director at Philadelphia's number one suburban station available immediately. Proven track record. Solid writing, reporting, and professional delivery. Young, experienced workaholic offering lots of tape, digging, and genuine commitment. Leo 215-542-9062.

Award-winning sports director, news anchor, music personality seeks move to medium market station with strong sports commitment. Five years experience. Excellent p-b-p. production skills, writing ability. Box P-72.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced quality PD, talk-host, sports director. Burgraf, 517 Lucille, Sidney, NE 69162 or 308-254-7389.

First Phone, B.A. Journalism, good board. Prefers long hours of hard work over: coffee breaks, benefits, and easy living. Willing to relocate. Call Allan 516-767-6212.

One Operations Manager/Chief Engineer. Experienced in high power AM, directional, FM stereo, STL, automation, maintenance & construction. Top 40, adult contemporary, country, MOR, oldies, talk. Prefer northeast but all considered. Understand how to make total operation click. Box P-88.

Professional minded-business oriented program director with 8 years experience. Extensive knowledge in all areas of contemporary programming. Dependable, hardworking, mature. Ability to get the job done. Impeccable references. Bill 803-226-1408

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.

TV Station Manager: Top 30 market network affiliated located in North East seeks individual with heavy broadcast management experience, five years of which should be in sales management. An Equal Opportunity Employer. Send complete resume to Box M-188.

News Director. We're No. 1 Cable TV news, and looking for top flight News Director to lead our continuing climb. We won NCTA 1980 ACE award for best CATV news nationally, consistently sweep local press awards against Gannett paper, Net affiliate. Successful N.D. will bring winning track record of professional competence and managerial skill, plus desire to get totally involved in community at least three years. Compensation pkg. commensurate with experience and ability. Send resume and tape to Lee Holmes President, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910, Tel. 477-7304.

General Manager Wanted. Small market Sunbelt television station seeks general manager now. New equipment. Enthusiastic staff. Receptive community. Contact Box M-197

Position with a future. Enthusiastic TV. Manager wanted. Offering an opportunity to grow with Broadcasting firm, in one of the fastest expanding markets in the West. Requires Local TV Sales experience, recruiting, supervisory background, strong management. We are an Equal Opportunity Employer; Affirmative Action Program. Contact Box M-95.

T.V. News-Executive Producer. Person to assume responsibility for overall thrust of daily newscast and editorial control over content. Must be able to work with producers and writers on format and with assignment desk and reporters on planning stories. Must have demonstrated abilities as a show producer and management abilities for supervision of a large staff. College degree and 5 years experience preferred. An E.E.O. Employer. Send letter and resume to Box P-21

Vice President, TV Broadcasting and Operations for public broadcasting station intent upon serving its total community through local programming. Responsibilities include TV station operation, legislative, legal and network relationships and development of network of community studios. Requires commitment to issue-oriented productions, programming and technical experience, and understanding of nonbroadcast technology. Reports directly to President and participates in overall planning and development. Good benefits. Submit resume to Dr. R. F. Larson, WITF, Box Z, Hershey, PA 17033. Affirmative Action/Equal Opportunity Employer.

HELP WANTED MANAGEMENT CONTINUED

Executive Director Public Television Board. Immediate vacancy with the State of Kansas in Topeka. Position is in the unclassified service and will be appointed by, and responsible to, the Kansas Public TV Board. Duties include promoting and developing the growth of non commercial public TV broadcasting in the state, providing information about public TV broadcasting to state agencies, individuals, associations, and institutions and determines the educational agencies or institutions and public TV stations that qualify for state financial assistance and making recommendations to the board for appropriation. In addition, the position is responsible for allocating and distributing state funds to public TV stations serving the state, working with federal agencies to obtain matching and other federal funds, and establishing statewide equipment compatibility policies and determining methods of inter connection to be used. Requires any combination of education and experience which would demonstrate possession of the knowledge, skills and abilities to perform the duties and functions of the position. Salary commensurate with experience. Send complete resume to Kay Jones, Division of Personnel Services, First Floor, State Office Bldg. Topeka, KS 66612 by December 19, 1980. Equal Opportunity Employer.

HELP WANTED SALES

Sales Manager—South Texas dual network affiliate has real opportunity for aggressive and organized local sales manager. Should have at least 5 years experience in sales or combination sales-production. Send resume to T. Frank Smith, P.O. Box 840, Corpus Christi, TX 78403. EOE.

Local Sales Manager opening: Midwest station looking for an experienced small market salesperson who is ready to move up in management, must have 3 to 5 years experience, able to handle agencies as well as retail accounts and train and motivate young but growing sales staff. An equal opportunity employer. Send resume and salary requirements immediately to Box P-48.

Growing successful broadcast group in N.E. medium market seeks aggressive, motivated marketing expert to handle established local and regional list. Previous broadcast sales experience preferred. E.O.E. Reply Box P-69.

Local/regional sales manager Southeast UHF Affiliate is looking for an aggressive, knowledgeable, and organized sales manager. Great opportunity with growing station of good small group. E.O.E. Reply to Box P-67

TV Sales Manager—WTAR-TV, top 50 market in the Southeast. No. 1 CBS affiliate is looking for an experienced broadcast manager to work primarily with local sales. Sales management experience required—local necessary, some national preferred. An Equal Opportunity Employer.

Sales Manager. Station in top 50 market seeking aggressive organized highly motivated general sales manager. Prefer ten years combined sales and management experience. EOE/MF. Send resume references and the salary history to: Box P-80.

HELP WANTED TECHNICAL

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91

Chief Engineer—Excellent opportunity south, university town of 100,000. Minimum 10 years experience. Hands on, excellent equipment, solid company. Confidential—Send resume and salary requirements to: KLFY-TV, P.O. Box 90665, Lafayette, LA 70509.

Chief Engineer for Long Island PTV. Duties: administer 15 member engineer dept, supervise equipment repair, maintenance and system planning; direct master control operations and production operations. Minimum five years supervisory experience. Position available immediately. Salary negotiable. Contact: R. Civello, Director of Broadcasting, WLIW TV, 1425 Old Country Road, Plainview, NY 11803. Equal opportunity employer.

Aggressive Cable Television Company needs qualified broadcast technicians for innovative multichannel cable broadcast studio. Salary commensurate with ability and experience. Call or write: J.E. Brenneman, Citizens Cable Communications, Inc., 401 Broadway, New Haven, IN 46774 Ph. 219—493-3711.

TV Technical Director: Immediate opening. Minimum 3 years in broadcasting with experience on a 3-M/E size switcher. Also experience editing with 2-inch or 1-inch tape machines. Send resume to KBTW, 1089 Bannock Street, Denver, CO 80217 303—825-5288 Attn: Myron Oliner, C.E. We are an equal opportunity employer.

TV Engineering Technologist, University of Florida. Two positions available. Maintenance engineering work in expanding PBS station. Position requires bachelor's degree in electrical engineering, electronic engineering technology or high school and four years of experience in radio and/or television electronics or a relevant combination of education and experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611 by December 22, 1980. Requests must refer to position identification number 20972 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

TV Studio Technician. 1st phone licensed person for active commercial station. Assignment is principally tape operation of RCA TR600 and TCR 100's. Forty hour work week instantly available. Sharp handling of tape inserts and good knowledge of network affiliation operations a plus. Resumes to WBRE-TV, Box 28, Wilkes-Barre, PA 18773.

Maintenance Engineer—Experienced in studio equipment installation and maintenance. Digital experience or training a must. Excellent pay and a rewarding experience for the right person. Resume to: Chief Engineer, Pappas Teleproductions, 5111 E. McKinley, Fresno, CA 93727. 209—251-2600.

Chief Engineer for large southern New Jersey cable television company's studio and mobile facilities. Will perform maintenance on 3/4" VTRs and editors, broadcast and industrial cameras, switchers, TBC and character generators. Will be responsible for technical operations, training and staff building. Require minimum two (2) years full-time broadcast station or production house experience in maintenance. Send resume to Cable Systems, Inc., 110 West Merchant St., Audubon, NJ 08106.

Electronic Maintenance Engineer. Require first-rate, experienced technician capable of caring for wide range of modern equipment in large network affiliate station. Must have solid technical background and experience in most of following: cameras, switchers, production facilities; transmission equipment and microwave; quad and helical VTR, audio mixing and recording equipment; digital devices, E.N.G.; etc. First Phone required. Send full resume to Jack Barnes, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. Qualified applicants will be contacted for interviews. KOMO is an Equal Employment Opportunity employer.

Broadcast Engineer. Opening for Broadcast Engineer with First Phone License. Control room experience desired. Contact Darrell Hunter, 513—263-2662. EEO M/F.

Director of Engineering for group-owned Northeast VHF. Seek individual with 3-5 years operating experience. Supervisory background is desirable. Responsible for total technical functions of studio/transmitter, equipment purchasing, departmental budget and personnel administration. An Equal Opportunity Employer. Submit resume/references, salary history Box P-42.

NBC group owned UHF is looking for Maintenance Engineer, strong in RF Experience necessary. Studio experience helpful. Send resume to Lacy Worrell, Chief Engineer, WAFF-TV, P.O. Box 2116 Huntsville, AL 35804, or call for more information. 205—533-4848. EOE.

Chief Engineer. Station in top fifty market looking for Chief Engineer with 10 years experience in administration and maintenance of ENG, as well as, current state of art television equipment EOE/MF. Send resume, references, and salary history to: Box P-59.

HELP WANTED NEWS

Photographer ... to join new Washington DC Bureau. Must have shooting and editing experience. EOE. If you're aggressive and want to work for the best network of stations around send info and salary req to Box M-220.

News Photographer—experienced in film, ENG and editing. Contact Brian Zelasko, Chief Photographer, WKWB TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

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.

Producer ... Expanding news operation looking for talented individual who can produce. If you can put together a journalistic sound show and understand how to properly use visuals then you may have a bright future with a growing group. Deg/exp. EOE. Send resume and letter to Box M-221

General Assignment Reporter—Minimum one year experience. Send tapes and resume to the Personnel Director-Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Weather—Meteorologist for weekend weather at major market station. Part time. Resume. EOE. Box P-43.

News Director. Aggressive station in top fifty market looking for creative, experienced, highly motivated News Director to manage large department. Ten years experience preferred. Send resume, references, and salary history to: Box P-44.

TV Field Reporter. Top 50 news department looking for person who can find it, research it and deliver it with pizzazz. Present gal moving up to bigger market. Network affiliate in northeast with a pro staff, ENG and dedication to superior job. Resumes to Box P-61

Weekend Meteorologist—Major market station needs meteorologist for weekend weather and environmental reporter. EOE. Resume. Box P-57

Major market TV station seeks experienced Assignment Editor with writing skills. Must be able to motivate crews and reporters, know what real news is, and be able to develop news when there is none. EEO Employer. Box P-76.

Meteorologist: Progressive midwest Net affiliate needs experienced broadcast meteorologist for prime newscasts. Some radio. Equipped with radar and fax. Resumes and salary requirements to Box P-77

Assignment Editor. I am looking for a creative, hard-working Assignment Editor. Prior television desk work a must. You should be able to give direction and work well with others. Good pay and benefits at this midwest, all ENG news operation. EOE M/F Please send your resume to Box P-53.

TV Sports Reporter/Anchor. Our man is moving up soon. We're looking and will welcome your resume. Top 60 active and highly competitive market. We're No. 2 and moving. If you can put it all together with sharp A/V, tell us. Box P-60.

Weekend warrior. Weekend sportscaster for major market network affiliate who has the common touch. Must be able to produce people oriented involvement packages quickly and efficiently. Must be able to hold the attention of that 80 percent of the viewers who don't tune for sports. An EOE Employer. Send resume and one page statement of philosophy and approach to Box P-79.

Associate News Producer/Writer ... top 5 market, to write and produce show segments, co-ordinate video content. Must have broadcast writing experience. Equal opportunity employer. Box P-66.

Bureau Chief. Aggressive news operation seeks enterprising, creative self-starter to cover a key county in our viewing area. Mostly "one man band" with film. Degree and film/ENG experience in commercial TV a must. Send tape and resume to Bill Perry, News Director, WBBH-TV 20. 3719 Central Avenue, Fort Myers, FL 33901.

Reporter. Small Mid-Atlantic affiliate needs reporter who can shoot and edit ENG. Send resumes to Box P-64.

HELP WANTED NEWS CONTINUED

Reporter/Anchor. Will anchor or co-anchor weekend newscast. Must be able to produce a show as well as report. Three days a week. Excellent opportunity for advancement with group. Deg. and exp. req. EOE. Send letter and resume to Box M-153.

Director Position Open. We produce highly paced visual newscast. Experience req. EOE. If you're creative, work well with others and are looking for the opportunity to grow with us, send resume and salary requirement to Box M-157.

Meteorologist Opening. Group seeks experienced, on air person, excellent future and benefits. Finest state of the art equipment. Deg and exp req. EOE. Send resume and letter to Box M-155.

Immediate Weather Opening. Deg. and exp req. EOE. If you know how to present the facts clearly and concisely and want to work with the best equipment and news department in the midwest, send resume to Box M-156.

Reporter Position open immediately. Individual must be thorough and thoughtful journalist. Only aggressive, capable people need apply. Deg. and exp. req. EOE. If you're the right person send resume and detailed letter of news philosophy to Box M-150.

Sports & weather anchor wanted. Will Anchor as well as produce sports, also weather segments on occasion. Will produce sports packages and will shoot film. No calls please. Tape and resume to Linda Fuocco, Ass't. News Director, WTVU TV, Box 470, Rfd. IL 61105.

Assignment Editor. Five years of broad TV News experience a must. Successful applicant will be a strong personality who is highly organized, knows how to motivate reporters and has the ability to localize any major story. We are mostly ENG. have a staff of about 30, and air the best newscast in town. Can you make it better? Salary open. E.O.E. Reply to Box P-98.

Assignment editor-reporter for WTRF-TV. Some on-air work required. Minimum of two years television experience. Send resume and tape to Steve Mazure, Assistant News Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003 by December 15, 1980. An equal opportunity employer.

Weekend anchor. Strong on air. Weekday reporting. Degree and 2 two years experience minimum. EEO. Salary open. Tape and resume to Jon Poston, News Director, KGUN TV, Box 5707, Tucson, AZ 85703.

Reporter for top Northeast market station who can find, dig and creatively present all kinds of news stories. Send resume showing your experience, and cover letter selling us on your personality and writing skills. EOE/Affirmative action. Box P-81

News Producer: Minimum one year experience. Send resume to Personnel Director-Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Top fifty market expanding. Number one station in top fifty market is expanding. We need, producer, director, assignment editor and a reporter to join staff of 35. Looking for talented, creative and experienced individuals. Contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641. Equal Opportunity Employer.

Experienced anchor/producer who is also a good reporter. Top fifty market, mid-Atlantic area. Send resume including references and salary requirements to Box P-85.

Reporter/Photographer. Innovative, creative, quality SE Coastal News Department seeking a comparable experienced Reporter/Photographer. Send tape & resume to Harry Bowman, WCIV-TV, PO Box 10866, Charleston, SC 29411 Equal Opportunity Employer.

Weathercaster. We seek an experienced TV Weathercaster. Accuracy, clarity and personality are primary. meteorology a plus. Send resume and cassette to Arthur Alpert, News Director, KGGM-TV, PO. Box 1294, Albuquerque, NM 87103. E.O.E.

Producer—To handle weekend newscasts and assist 6:00 and 11:00 producers during the week. Minimum two years experience. Send resume to News Director, WTSP-TV, PO. Box 10,000, St. Petersburg, FL 33733.

Meteorologist. Weather is big news here. We need a weathercaster with three years experience who is accurate, has a clear presentation and a bright personality. Position is prime weather show twice daily five days per week. Salary negotiable. E.O.E. Reply to Box P-101.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Wanted: Strong Producer/Director; minimum 2-3 years experience. Able to handle field and studio production; field, news and studio directing. EOE. Resume only-no calls please, to Executive Producer, KDKA-TV, One Gateway Center, Pgh., PA 15222.

South Florida group owned medium market network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Operations Director, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

P.M. Magazine Co-Host—Seeking person to work with female co-host on established series. Top 50 market. Quality feature experience a must. Equal Opportunity employer. Reply Box M-183.

Top 30 Indy in S.E. area seeks Program Director. E.O.E. M/F Send Resume to Box M-205.

Writer's Opportunity in Public AM/FM/TV: Aggressive middle market station offers perfect spot for promo writer now at a smaller station who is on his or her way up or as a lateral move to gain more exposure. We are looking for a bright, promotion-minded person who can write and produce promos for radio and TV. Send us samples of your sparkling copy immediately. Salary \$9-\$12,000, possibly more for outstanding experience. Reply in confidence to: Nina Sedita, WNED-TV, PO. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Producer/Director: Create and direct major local and national productions for topnotch PBS affiliate. 2-4 yrs. exp., including nightly news, live studio and remote productions. Strong directing and writing skills essential. Resume to: WXXI-TV Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Commercial Cinematographer. For creative-oriented commercial production unit. Minimum two years experience with ENG, CP-16 and 35mm still equipment required. Send resume, reel and salary requirements to: Director of Creative Services, WAVE-TV, Box 32970, Louisville, KY 40232.

Producer/Director needed for a varied schedule of local productions, minimum 3 years professional experience required. BA, EFP/Remote/CMX editing experience preferred. Salary: \$16,000-\$17,000. Deadline for letter of application, resume, three letters of recommendation, and video tape sample of your work is January 17. Send credentials and video tape sample of your work is January 17. Send credentials to: Ronald Gargasz, Program Manager, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity/Affirmative Action employer.

Medium Market ABC-V seeks highly motivated producer-director (production assistant). Experience must include direction of live newscasts, spot, and promo production. 3/4 inch editing experience is essential. A minimum of 3 years prior experience is required. Send tape and resume to: Director of Operations, KEYT, PO. Drawer X, Santa Barbara, CA 93102. An Equal Opportunity Employer.

Operations Director. Midwest affiliate seeks individual with strong engineering and production background. This person will be responsible for the total on-air presentation of our station. An Equal Opportunity Employer. Send resume and salary requirements to Box P-52.

TV Producer/Program Co-Host. Duties: Research, write, produce, edit segments on all aspects of the arts for weekly arts magazine. Requires: BA in the Arts or combination of education and experience in the Arts; one year exp. in broadcast television production and on-camera interviews; film or EFP experience on location; demonstrated ability to maintain communication with women and ethnic minority population and audience. Arts journalism desirable. Deadline: January 2, 1981. Salary \$14,724-\$21,048 plus liberal benefits. Send cassette and resume to Selection Committee, 81-P-1E, c/o Flo Fujita, KCTS/9, 4045 Brooklyn Ave. N.E., Seattle, WA 98105. AA/EEO. Women and minorities encouraged to apply.

Commercial Producer/Director Enthusiastic, artistic, take-charge director with 3 years minimum directing experience. Person must be competent to produce both studio and location commercials from beginning to end. Send resume and example cassette to Tom Tenhundfeld, Production Manager, WKRC-TV 1906 Highland Ave., Cincinnati, OH 45219.

Producer, KUAT-TV, a PBS affiliate operated by the University of Arizona is looking for an individual to produce program segments for Arizona illustrated, our nightly television magazine program with particular emphasis on programming for the Hispanic community of Southern Arizona. Requirements are two years work experience, preferably in news and public affairs, plus bachelor's degree in related field. Additional experience considered in lieu of degree. Should be Spanish/English bilingual and able to relate to Hispanic communities of Southern Arizona. Salary \$15,300. Send resume by December 29 to George Bauer, KUAT-TV, Modern Languages Building, University of Arizona, Tucson, AZ 85721. An equal opportunity/affirmative action employer.

Operations Coordinator: We need someone to schedule production; maintain VTR library; and coordinate operations among Sales/Traffic/Production. A flair for organization is essential along with knowledge of production techniques and computer operation. Successful applicant must be skilled in creating order out of chaos in unique Southeast medium market. EOE. Box P-92.

Help wanted skilled—experienced Switcher/Tape Operator. Prefer 1-2 years experience. Operate 2"/3/4"/1" tape machines. Salary DOE. Equal opportunity employer. Contact Pat Strausse: 1007 W. 32nd Avenue, Anchorage, AK 99503, 907—272-3456.

TV News Producer/Director, for NBC Affiliate in the 41st market & Capitol city of North Carolina. Must be strong in news production & direction with no less than 1 to 2 years experience in same. Field production exp. & familiarity with editing also preferred. We are an Equal Opportunity/Affirmative Action Employer. Rush resume & salary requirement to Personnel Office, Durham Life Broadcasting PO. Box 1511, Raleigh, NC 27602.

Aggressive group-owned, network affiliate mid-west station in second 50 market seeks Producer Director with strong creative background. Minimum two years experience preferred. EOE. Send resume to Box P-95.

Public Affairs Director—KTUL-TV, Tulsa, Oklahoma Write and deliver speeches; produce public affairs announcements and programming; FCC filing and record keeping. Knowledge of Tulsa area beneficial. Knowledge of broadcast Public Affairs and on-air broadcast experience preferred. Send letter of application/resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

Producer/Director-Special Projects. Emphasis on producing sports programming including on-air announcing. Must be flexible and work effectively under pressure as deadlines require. Requires: BA in Broadcasting or Mass Comm, plus 3 years experience; additional experience may substitute for degree on year for year basis. Apply by: January 5th, 1981 Salary: \$18,795 Minimum/Yr. Send resume and tape. Contact: Paul E. Few, Assistant Manager-Administration, University Television, PO Box 83111, Lincoln, NE 68501. AA/EEO.

Producer/Director. Southwest Florida television station seeks a highly creative, versatile Producer/Director to join an 8 member Creative Services Department. Must have minimum of 2 years experience in all aspects of commercial production, including 3/4", 1" and 2" editing /mixing experience. Must be take-charge pro to direct live, studio and remote commercial production. Strong writing and idea abilities necessary. Salary open. E.O.E. Reply to Box P-99

SITUATIONS WANTED MANAGEMENT

General Manager currently operating one of nation's top television stations seeking to re-locate. Looking for progressive company with incentive for future. A master at sales, personnel, PR, promotion, news, production and administration. Will turn profits, ratings and image around for you. Box M-176.

SITUATIONS WANTED SALES

14 Years hands on experience in all departments of television operation. Seeking sales or management position in sunbelt area currently station/general sales manager 100+ market. Box P-54.

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.

Need A Chief? I have 27 years of television experience, in all phases of installation and maintenance from transmitter to studio. Over 15 years assistant chief in control room operations. Excellent reference. Prefer Southeast or Gulf Coast. Bob Taylor 205-661-5073.

First Phone, light studio experience (A/V). Prefers long hours of hard work over: coffee breaks, benefits, and paid vacations. Willing to relocate. Call Alan 516-767-6212.

SITUATIONS WANTED NEWS

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182.

Veteran news director with wide TV news background over two decades seeks change to aggressive, well-financed operation committed to journalism and to its community. Write P-3.

ENG Photographer/Editor—Dependable, energetic. 600 hours overtime in past year. Spots and Live experience. BA Journalism. Will relocate. Paul Rodgers, 2770 Roosevelt Blvd., No. 2701. Clearwater, FL 33520. 813-535-1126 or 447-4032.

Weathercaster—Entry level. Some air experience, along with a strong background in meteorology. Able to make weathercast easily understood by audience. I am looking for my start in a small market. Box M-194.

MS Meteorologist in top-100 sunbelt market seeks move north. Replies Box P-68.

Medium market news director at Phila's number one suburban radio station seeks TV reporter—writer position. First rate anchor, reporter, and writer. Good looking, aggressive. Fourth market TV reporter intern and top college TV-radio degree. 215-542-9062.

Black Female wants position as news reporter or hosting magazine type show. "I love a challenge and no job is beyond my capability" Experience: 6 years-public affairs/news/production/talent/College degrees. Box P-47.

Attractive, outgoing radio news reporter seeks entry level TV reporting position. Will relocate. Top university graduate first-rate writer, reporter, anchor. 405-360-5708.

Reporter: Creative, innovative, hard worker. 21 years old. MA Broadcast Journalism. Excellent feature reports. Need a chance to get started. Contact Tom at 502-658-3478.

Attractive, enthusiastic, hard-working newswoman desires reporting position in medium/large market. Well-educated and experienced. Good credentials. Box P-86.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Young go getter, Don Martin school communications graduate, seeks entry level position, television operations. Contact Gregory Lichtenson 212-228-9029.

Producer/Director—3 years experience, late newscast, top 100 market, seek new opportunity, call Tim at 315-363-4386.

Small Market TV: I have BS degree in TV/Radio, 6+ years pro radio w/top audio skills and photography experience. Want start in TV. Daytime call Ken: 714-884-4879.

\$2000 cash reward for suitable entry position in television production. College grad needs first break. For info write Box P-97.

Seeking position in Television, film, or cable fields. Will put new roof on your house for guaranteed job as cameraman or related position. Experienced in both. West coast preferred. Ken 213-394-5259.

Talk Host/Anchor, 35. Experience: Major Market Emcee/Commercial Announcer. Medium Market News Director/Anchor/Host, Corporate Media Consultant, Vietnam Veteran. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014. 815-455-5797 after 7 pm

Producer looking for a change. Five years experience producing PSA's, commercials and highly acclaimed children's programs. Experience includes directing location shoots and computer editing. Extremely willing to move and travel. Call Susan Sain, 602-279-6290 or write 4322 North 19th Drive, Phoenix, AZ 85015.

Natural, articulate producer/host seeking public affairs directorship; PM magazine; talk (co)host. Detailed ten year resume/references/VT. Box P-100.

AF Vet seeking first full-time job in TV Production. BFA degree in Radio-TV prod. plus 9 wk intern at WECA-TV Tallahassee FL. Cali Charles Rakestraw 1-615-246-7897. Will relocate.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHER

Rapidly expanding marketing research firm serving the radio industry seeks individual with radio management experience to head marketing function. Compensation including equity options negotiable. Reply in confidence, Box P-50.

Experienced Video Tape Producer. We are looking for another video tape production pro who is organized and gets a kick out of thinking fast on the spot. A person who would take pride in producing exciting retail spots. Someone who may currently be working as a Producer/Director at a commercial production facility or TV station, and is just waiting for a chance to show what they can do. We are an \$18 million, 4-A agency, with clients across the country. Travel and client contact are included. If this sounds like you, please send your reel, resume and salary requirements to: Mr. Harold Gillespie, Byer & Bowman Advertising Agency, Inc. 66 South Sixth Street, Columbus, OH 43215.

Washington DC radio writer/producer seeks comedy writer/actor/actress for conception and development of syndicated programs. Possibilities of radio spot productions. A partnership offer, your only investment is your time and talent. Respond No. 1145, Washington DC 20045.

HELP WANTED INSTRUCTION

Newspersons with two to five years experience are invited to apply to the Kiplinger Program in Public Affairs Reporting, now in its eighth year at Ohio State University. Entry to the year-long program leading to a Master's Degree in Journalism is competitive. Teaching associateships and scholarships are available to successful candidates. The next group of fellows begins work Sept. 23, 1981. For information, write or call: Graduate Chairman, School of Journalism, The Ohio State University, 242 West 18th Ave., Columbus, OH 43210. Telephone 614-422-7438.

Ithaca College School of Communications seeks three tenure track positions in Television-Radio Department; assistant or associate professors; Ph.D. preferred; professional and teaching experience desirable. Teach combination of courses in (1) broadcast regulation, social responsibility, and research; (2) advertising, writing, and broadcast journalism; (3) audio and video production, management, and programming. Salary competitive. Apply by January 1, 1981 Contact Thomas Wickenden, Chairperson, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

Three faculty positions with primary assignments in (1) advertising (2) broadcast news and (3) news-editorial for fall, 1981. Ph.D. required for tenure track appointment, probably at assistant professor level, (\$18,000 to \$20,000 for 10 months). Other ranks, salaries possible for persons with unusual qualifications. Significant professional (non-academic) experience required for each position. Application deadline, January 15, 1981 Contact Prof. Frank S. Holowach, Chairman, Personnel Committee, Department of Journalism, San Diego State University, San Diego, CA 92182. SDSU is an Affirmative action, equal opportunity employer.

Assistant Professor. Telecommunication department, Michigan State University. Teaching in one or more of the following areas: media history, media criticism, application and impact of Telecommunication technology, programming practices and strategies. Requires evidence of effective teaching capability, Academic background and research in areas of specialization, Ph.D. Academic year, tenure track appointment. Summer appointments expected. Salary competitive with major universities. Application deadline January 30, 1981. Contact: Barry Litman, Department of Telecommunication, Michigan State University, 322 Union Building, East Lansing, MI 48824. 517-353-6411. An Equal opportunity, Affirmative Action Institution.

Expansion Position. Arkansas State University's Department of Radio-Television seeks a person with at least a master's degree, preferably a Ph.D., in broadcasting and/or mass communications plus commercial broadcasting experience to teach in both the undergraduate and graduate RTV programs. Must be able to demonstrate ability to teach several of the following courses: RTV Copywriting, Broadcast Advertising and Sales, Station Management, Research Methods in Mass Communications, Radio Production, Television Production, Television Directing, and Announcing. Salary competitive and commensurate with degree and experience. Rank: Assistant or Associate Professor. RTV is third largest major on ASU campus; new building under construction. Application deadline: January 26, 1981. Position available: August 15, 1981. Resume and references to Chairman, Radio-Television Department, Box 2160, State University (Jonesboro), AR 72467. Arkansas State University is an equal opportunity/affirmative action employer. M/F

Three Tenure Track Positions, Assistant Professor level, to be open August 1981, to staff courses in newswriting, reporting, editing, editorial writing, magazine writing and editing, advertising and public relations, press law and international communications. Candidates should have strength in combination of those areas. Media experience, M.A. required; Ph.D. preferred. CV, references to Dr. A. L. Lorenz, head, Department of Journalism and Mass Communications, Box 3J, New Mexico State University, Las Cruces, NM 88003. Deadline: December 31, 1980. NMSU is an equal opportunity/affirmative action employer.

Loyola University is seeking applications for faculty positions for the Dept. of Communications for the 1981-82 academic year. Candidates may also be considered for the position of chairperson (Ph.D. required) in the undergraduate program of 450 majors. The chairperson should have a background which is primarily academic, but one with a thorough knowledge of the communications profession. Salary and rank negotiable. Broadcasting—Teach academic and production courses in radio and television. Broad background in production required. Journalism—Teach basic and advanced courses in reporting, and advise campus newspaper. Familiarity with VDT typesetting required. Public relations/advertising—Teach courses in theory and practice, and help develop curriculum in new concentration. Ph.D. and professional experience preferred for all positions, which are at the assistant or associate level. Salary based on background. Loyola is a Jesuit institution with a strong emphasis on the arts and sciences in an atmosphere of respect for the Judeo-Christian tradition. Loyola is an Equal Opportunity/Affirmative Action employer. Contact: Search Committee, Dept. of Communications, Loyola University, New Orleans, LA 70118.

Fordham University in New York City seeks Assistant Professor in telecommunications to teach media history, communications theory, and international telecommunications beginning September 1981. Ph.D. required. Send resume to Communications Department, Fordham University, Bronx, NY 10458.

HELP WANTED INSTRUCTION CONTINUED

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.

Part-time and weekend instructors wanted. Minimum 5 years experience in all phases of radio broadcasting. Los Angeles area people preferred. Tapes and resumes to Tommy Goodwin, Director, KISS Broadcasting Workshop, 1220 N. Highland Ave. Hollywood, CA 90038.

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.)

Christian Organization (IRS Non-Profit) seeks contributions of equipment (especially studio) for new FM. We document top dollar value for end of year donation receipts. Old is OK but please no junk. We pay shipping. Maranatha! Dr. Stan Little, Rejoice Fellowship Inc., Box 1172, Palm Desert, CA 92261.

Paul Schafer wants to buy: Good used Schafer 800T automation systems and good late model AM-FM transmitters. Please call Schafer International 714-454-1154.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

1 KW AMS-RCA BTA IR1, Collins 20V3, 1 1/2 yr old CSI. Will guarantee. M. Cooper 215-379-6585.

GE TT-25 UHF-TV Transmitter, 2 ea \$35,000

RCA TT-10AL VHF Transmitter—\$5,000.

RCA TT-35CC VHF Transmitter—\$20,000.

RCA TT-50AH VHF Transmitter—\$12,000

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.

CVS 520 Time Base Corrector—\$8,500.

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.

TR-22 RCA Hi-Band \$16,000.

BUP-100 Sony New-Call.

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. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

RCA TR-70Cs (2) for sale—with CAVEC, DOC, editor, auto tracking, B/W Monitor. Contact Bill Ebelt, 201-767-1000.

DP 2 SMC Automation system, 5 carousels, 3 Scully 270's and much more. Contact Dave Smith, WOHO Toledo, OH 419-255-1470.

FM Antenna: 2 bay Harris FMS-2 dual-cycloid circularly polarized with radomes. Tuned to 92.7. Perfect condition \$375. Box 213, Dunkirk, MD 20754.

For Sale: 1 Bosch BCN-50 Studio one inch VTR with TBC, 1 Bosch BCN-20 Portable VTR, both B format both mint condition. Call: 213-980-0704.

Audio Consoles: Broadcast Electronics Spotmaster 5 mixer stereo \$575. New micro-track 6 channel-18 input stereo console \$1575. CRK turntable \$85. Box 213, Dunkirk, MD 20754.

Schafer 902 1/2 with RAS/Mos, Audiofile 1, Schafer-decks, ASR 33, Extel and studio card. Some spare parts. Best offer over \$10,000. Contact Roger K. Bennett, Chief Engineer, WYEZ 219-293-5611

IGM-500 Automation, 2 Stereo Scully 270, 3 carousels, peg clock, time announce, single cart deck. All in 3 IGM equipment racks. Good condition and works. \$3,750. Steve Dinkel 816-279-6346.

For Sale: 2 DXC 1640 Sony Color Cameras purchased 1980 perfect cond. 1DXC 1610 Sony Color Camera good condition. 1 Sony Vo 1600 3/4 inch recorder, player perfect condition. 1 Fuji 18 zoom lens 1 Ampex 2 inch machine, repairable, 2 Telemation B&W cameras, repairable, 1 Telemation switcher, repairable. Doug Vlar, Video Productions, 901-286-0008.

Collins Stereo Generator new 786-VI for only \$1,498.50. Was originally \$1,665.000 Call Art Reed at Broadcast Consultants Corp. 703-777-8660.

20 KW FM Collins 830 HW/ exciter and stereo generator. Excellent con., on the air. M. Cooper 215-379-6585

RCA-5 10 kw usable for parts. Easily accessible for truck shipment. Assumed to be 10-B circa 1948. Will accept reasonable offer. Call Broadcast Consultants Corp. 703-777-8660.

For Sale: Steadicam Model I, programmed for TK-76, complete with retro zoom and focus control, 4 batteries, fast charger, shipping cases, mint condition. Call: 213-980-0704.

Ready for shipment, automation with two IGM stereo Instacaris and one Revox A-77 \$14,000. One 25 hz tone generator \$200. 5 kw FM RCA transmitter 7000. Write Box P-41

Editing System: Sony BVE 500A/BUV 200 (M's) with A kits installed, excellent condition, completely overhauled in last month, new heads, belts, shoes, etc., 2 years old; Maintenance history, service manuals and thermodyne cases for VTR's and editor, \$20,000. Call/write Market Video, 73 Market Street, Venice, CA 90291; phone: 213-392-2005.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample. Galaxy, Box 20093-B, Long Beach, CA 90801 213-438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967

Wanted: Whereabouts of Coupon Book Promoter Bill Poindexter WNNW Coldwater, Mich. Phone 517-279-9767

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 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.

Nostalgia: 1920/1970—Music! Features! Events! \$18.75 per week! "Demo" Tape: R.T.W.I.W. Box 174, Jacksonville, TX 75766.

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

TV/Movie Reviews. Syndicated critic. Informative and witty reviews. Great listener response. Free demo cassette. Brian Rose Productions, 516 7th Street, Brooklyn, NY 11215.

EMPLOYMENT SERVICES

Radio Jobs!!! Jobs!!! Jobs!!! "Anywhere in the U.S.," guarantee placement service write: NYMO Consultants, Box 852 Saco, ME 04072.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and DJ-News-caster 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 April 20 and June 15. PO Box 2808, Sarasota, FL 33578. 813-955-6922.

San Francisco, FCC License 6 weeks 1/12/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

RADIO

Help Wanted Management

RADIO MANAGEMENT

Our client is an expanding group broadcaster with radio stations in Little Rock and Tulsa. We're interested in General Manager, Program Manager, and Sales Manager candidates from the southwest and mid-south for immediate openings that offer top income levels for top producers. Send resume along with short term and long term goals to Ron Curtis, Management Consultant, 211 Valley Club Circle, Little Rock, AR 72212. All replies answered promptly.

SALES MGR., GEN. MGR

Empire Broadcasting Corporation, which currently operates stations KLIV and KARA in San Jose and KHYL and KAH1 in Auburn/Sacramento, is looking for people who qualify as sales managers and general managers. Although we normally promote from within, we anticipate considerable growth in the next two years and have to go outside the company this time. We now have openings for a sales manager in our Sacramento sales office and for a general manager in the Eugene, Oregon station whose transfer now awaits FCC. permission. We'd welcome your application. Please send resume and letter stating salary requirements to Robert S. Kieve, Empire Broadcasting Corp., PO. Box 995, San Jose, CA 95108.

Help Wanted Announcers

EXPERIENCED TALK RADIO HOST

Another Talk Host has moved on to bigger and better things. Now this fast growing ADI market No. 17, Tampa Bay Florida mover needs a replacement. If you're entertaining, controversial, politically minded or all of the above ... Rush tape and resume to: Dave Scott, Program Director, WPLP TalkRadio 57, P.O. Box 570, Pinellas Park, FL 33565. EOE M/F

Situations Wanted Announcers

SPORTSCASTER/ TALK HOST AVAILABLE

Major market pro. Witty, knowledgeable, opinionated. Willing to consider medium and metro markets. Call Bill Douglas (Douglas Nagy) at 313-534-0251.

Situations Wanted News

Hello Major Market TV & Radio Stations!
Please hire my husband, Gene Steinberg! He's an incredibly talented newsman and talk-show host with 12 years of multimedia experience. You won't be disappointed.

*Sincerely,
Barbara Steinberg*

P.S. You may call Gene at 212-631-9290. Thanks!

TELEVISION Help Wanted Sales

NATIONAL SALES MANAGER

Major group, O&O Independent, Sun belt, top 50 market—needs experienced national sales manager. Success oriented, motivator with independent sales experience required. Resumes and references to: David E. Murphy, VP/GM, KOKH-TV, Box 14925, Oklahoma City, OK 73113. E.E.O.

TERRITORY SALES EXECUTIVE FOR GROWING TVB

Sell to local and regional advertisers; work with TVB member station sales staffs; represent the television industry. Must have station and/or rep sales experience and knowledge of competitive media. New York location. Send resume to: Bob Lefko, Television Bureau of Advertising, 485 Lexington Avenue, New York, NY 10017. No phone calls.

Help Wanted Management

NEW UHF-TV LOOKING FOR ITS MANAGEMENT TEAM ...

Station Manager; National Sales Manager;
Chief Engineer; Production Manager; Promotion
Manager

This is small market television, Eastern location. Large coverage area. New buildings and equipment. A nice place to work with good benefits. We will give serious consideration to people with good experience and education desiring to move up or into management. We are an affirmative action employer, equal opportunity, M/F. Please include your salary requirements with your response. Box P-16.

NEW UHF — UPSTATE NY

General Manager/Film Buyer

Strategic planning, P&L responsibility;
oppty for TV pro to move up.

Chief Engineer

Specify, plan, build technical plant;
excellent compensation.

4th Qtr 81 target; submit resume by
12/15/80. Albany TV 23, Inc., Suite 1001,
141 E. 44th St., NY NY 10017. E.O.E. M/F

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

MAINTENANCE ENGINEER

Maintenance Engineer needed immediately. Must have first class FCC. license with minimum of three years studio maintenance experience. Send resume to Bill Vanscyoc, Chief Engineer, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

Help Wanted Technical Continued

MAINTENANCE ENGINEER — FLORIDA SUNCOAST

Minimum requirements FCC 1st phone, 3-5 years TV maintenance. Experience with Ampex 1 and 2 inch and ACR-25 tape machines, Grass Valley switchers, Philips cameras desirable. Excellent working conditions with large group owned CBS affiliated station. Contact Chief Engineer, WTVT, P.O. Box 22013, Tampa, FL 33622 (813) 876-1313. Equal opportunity employer.

PRODUCTION ENGINEER

Production Engineer needed immediately. Must have first class FCC. license with a minimum of three years experience in Quad and 3/4" equipment. Send resume to Bill Vanscyoc, Chief Engineer, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

Help Wanted News

REPORTER

Top 20 market station seeking experienced reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box P-27. EEOE, m/f.

METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF

**Help Wanted News
Continued**

**NEWS
ANCHOR**

Top-rated Miami T.V. station needs a News anchor. Must have T.V. anchor experience. Good communicative skills and a solid journalist background a must. Journalism degree preferred. Good salary and benefit package. Send resume in confidence to:

Manager of Employment
P.O. Box 012440
Miami, Fla, 33101
Equal Opportunity Employer M/F

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.

REPORTERS

#1 Top-10 Station looking for reporters with style, substance, and experience. Send tapes to: News Director, KDKA-TV, One Gateway Center, Pittsburgh PA 15222

KDKA-TV 2

**Help Wanted Programing,
Production, Others**

PRODUCER/DIRECTOR

The person we seek must be a creative, motivated individual with demonstrated skills in all forms of high quality studio and remote production. Applicant must possess strong skills in electronic field production and post-production. Ability to interact, manage and communicate effectively is a must. Imagination, leadership and skill in using "state of the art" electronics are also major requirements. Send resume and tape to: Ed Piette, Executive Producer, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. Equal Opportunity Employer.

**PRODUCER/DIRECTOR
WDTN TV 2**

Excellent opportunity for a highly motivated, experienced Producer/Director. News directing background required. College degree and commercial television background preferred. Send resume and salary history to John Stoddard, Office/Personnel Manager, P.O. Box 741, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F/H

**Help Wanted Programing,
Production, Others
Continued**

ANCHOR

Looking for a mature, experienced anchor who wants to work in top California market. Send resume plus salary requirements and availability to Box P-104. EOE.

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

CLARK RACE

Nationally recognized Game Show Host and Radio Personality anxious to make the transition into T.V. News and Information. Interested?

(714) 698-8566

**Situations Wanted Programing,
Production, Others**

**AWARD-WINNING FILM/
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available for short or long term free-lance assignments. DGA Member. Reel and list of impressive credits available. Jack Kunej 663-5th Ave. New York, New York. 10022 (212) 752-7386

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R3, Box 84, Lexington, Indiana 47138

**ALLIED FIELDS
Help Wanted Sales**

**WANTED MARKET
REPRESENTATIVES**

for established syndicated format. Knowledge of automation equipment helpful. Interested parties write: Mr. F Walsh, P.O. Box 1305, Woodland Hills, CA 91364.

Radio Programing

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



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Inform your listeners of the behind the scenes circumstances in the Middle East negotiations—subscribe to the Jewish Broadcasting Network: "Mid-East Report," five 15 and 30 minute reports available weekly.

Special one hour program "The Music Magazine" available on barter arrangement.

Call (201) 431-1977 or write the Jewish Broadcasting Network, c/o The World Jewish Heritage Foundation, Route 524, Adelphia, New Jersey 07710.

Public Notice

**NOTICE OF REQUEST
FOR PROPOSAL**

The Towns of Sweden, Clarkson and Murray, and the Villages of Holley and Brockport, in the respective Counties of Monroe and Orleans, NY, invite application for a cable television franchise.

Application shall be prepared and submitted in accordance with a "Request For Proposal" available from the undersigned.

Applications will be accepted until the closing date for Proposals. Neither applications nor proposals will be considered after January 26, 1981. All applications received will be available for public inspection during normal business hours at 18 State Street, Brockport, NY.

Town Clerk
Town of Sweden,
P.O. Box 366
Brockport, NY 14420
637-2144

Sunbelt Communications, Inc., KIOE, Honolulu, HI, is not now and has never been related to Sunbelt Communications Limited or The Research Group; Sunbelt Communications Consulting; Syndicom, Inc.; or radio stations KZZX(FM), KQEO(AM), KSPZ(FM), KVOR(AM), or KFYE(FM).

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It's what all of us in business are trying to obtain with a minimal amount of problems. Radio Stations have a unique problem—I have a unique solution! Let's get together! I've earned thousands of extra \$\$\$ in advertising sales revenue for Radio Stations all across the nation and I did it my way—with integrity and honesty. What am I talking about? An extremely sophisticated and well-managed telephone sales operation for merchandising your unsold R.O.S. time. No, the concept is not new, but our approach truly is. No obligations—no commitments. For information contact Radio-Active Marketing, Inc. at 715 East Golf Road, Schaumburg, Illinois, 60195—a company dedicated to a straight and clean sales operation with plenty of highly respectable references. Or call me, Ed Lester, person-to-person collect anytime at (312) 885-9573. I really believe in Radio-Active Marketing—so will you!

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RADIO STATION OWNERS ... WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort.

All sales will be done by principals of our company only. If you would like to increase your sales, at no cost, call us collect.

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Community Service Broadcasting
601 Skokie Blvd
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Northbrook, Illinois 60062
(312) 564-3904

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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

Rapidly growing

marketing research company serving the broadcast industry with a unique service seeks expansion capital. Tax benefits available. Good upside potential. Write Box P-51.

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UNLIMITED GROWTH POTENTIAL

Unprecedented investment opportunity available on a first-time national basis with our company. Minimum secured investment of \$2,000 will put you on the air with your own business in FM stereo cable radio. We supply a turn-key operation, including programming, equipment, air-ready production and full business support services. A solid business opportunity, yielding 60 to 80 thousand dollars annual income for you. Serious inquiries only, call person to person collect, area code 305-686-0169 and ask for Mr. Brown.

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WANTED TV-CP

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A CP, or, an FM or AM/FM.

Prefer warm area but will consider all. Present billing not important. To \$1,000,000. All replies confidential—brokers welcome. Box P-49.

NOTICE TO BROADCASTERS

"We have clients waiting!"

If your asset to liability ratio is one to one or better—call us ... absolute confidentiality.

Client No. 1 ... to \$1,500,000.
Client No. 2 ... to \$3,000,000.
Client No. 3 ... CATV Nego. Unl.
Client No. 4 ... Unlimited
Client No. 5 ... to \$5,000,000.

If you are considering retiring, you owe it to yourself to call EBS. Ask for Jerry Strange or Gene Ward.

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Will buy 100% of your CP for cash. Box P-65.

WANTED

Within 200 miles of Kansas City, Missouri, fulltime AM or FM, or FM CP. Small to medium markets with solid economy. Strictest Confidence Box P-83.

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5944 Luther Ln., Suite 505, Dallas, TX 75225 214•696•1022

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Profitable AM/FM. Include real estate, cash sale. Send inquiries and qualifications to Box P-45.

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24 hr Phone: (607)733-7138

Bob Kimmel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

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STATIONS

S	Small	Fulltime	\$375K	\$93K
S	Small	AM/FM	\$487K	29%
W	Small	Fulltime	\$525K	25%
S	Small	AM/FM	\$800K	\$232K
W	Medium	AM/FM	\$750K	Terms
S	Metro	Fulltime	\$400K	\$116K
S	Metro	Fulltime	\$1100K	\$319K

CONTACT

Paul Crowder	(615) 298-4986
Dan Rouse	(214) 387-2303
Corky Cartwright	(303) 741-1020
Bill Cate	(904) 893-6471
Ray Stanfield	(213) 363-5764
J. T. Malone	(404) 458-9226
Bill Chapman	(404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

- Spanish speaking. California. \$520,000
- TV in Wyoming. \$470,000. Terms.
- South Carolina. 1000 watt daytimer. \$220,000.
- 1,000 watt daytimer—New Jersey. \$615,000.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- Ala. 1000 watt fulltime. \$200,000. Terms
- 1000 watt daytimer. SE KY. \$300,000.
- 1000 fulltimer. Tenn. Chattanooga area. \$350,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- 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. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV in Central Iowa. "Turn key job." \$320,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 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.
- 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.
- 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.

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NY	FM	700K	Small
OH	FM	450K	Medium
MS	AM/FM	375K	Small
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment	\$15,000	
FL	AM—Down payment	\$30,000	
TN	AM—Down payment	\$30,000	

WESTERN FM
Full power-serving 550,000 people. 595,000 29% down 20 yrs on balance. Includes real estate. Box P-96.

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P.O. BOX 647
MEDIA BROKERS
A DIVISION OF EDE REALTY COMPANY INC.
628 WASHINGTON ST., EDEN N.C. 27288

BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only (Billing charge to stations and firms \$2.00)
Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).
Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted. 70c per word \$10.00 weekly minimum. Situations Wanted. (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications. \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space

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11311 N. Central Expressway • Dallas, Texas

Fates & Fortunes

Media

Chuck Velona, VP in charge of sales, KHJ-TV Los Angeles, named VP-general manager, succeeding Lionel Schaen (see page 108).

Lucille Salhany, VP of programming for Taft Broadcasting Co., New York, joins WJAR-TV Providence, R.I., as VP-general manager.



Salhany



Hoberg

Justin Hoberg, general manager, KNOX(AM)-KYTN(FM) Grand Forks, N.D., named executive VP-general manager for broadcast division of parent company, Peoria Journal Star Inc., based in Peoria, Ill. Peoria Journal Star owns six AM's and five FM's.

Nolan Quam, executive VP, KCCI-TV Des Moines, Iowa, assumes additional duties as general manager of KCCI-TV and VP of parent company, Cowles Broadcasting.

Hoyle Broome, account representative, WBMG(TV) Birmingham, Ala., named general manager and VP of licensee, Birmingham Television Corp. He succeeds **Hugh Smith**, who retires at end of year but remains executive VP, responsible for public service, community relations and consulting with management.

John Benson, general sales manager, KHGI-TV Kearney, Neb., joins KHAS-TV Hastings, Neb., as general manager. Benson succeeds **Duane Watts**, who retires at end of year.

Paul Palmer, station manager, KFMB-AM-FM San Diego, named VP-general manager.

Jeffrey Williams, general sales manager, KCST-TV San Diego, joins WDSU-TV New Orleans as assistant general manager.

Roger Dodson, VP-general manager, KRGI-AM-FM Grand Island, Neb., joins KQAM(AM)-KEYN(FM) Wichita, Kan., as general manager. He will also be executive VP of licensee, Long-Pride Broadcasting.

Henry Bruen, former director of minority affairs and manager of technical operations for noncommercial WAER(FM) Syracuse, N.Y., joins WITH-AM-FM Baltimore as special assistant to VP-general manager.

Bert West, former president of Golden West Broadcasting's radio division (1973-1978), Los Angeles, joins KRLA(AM) Pasadena, Calif., as VP-general manager.

John Faulk, station manager, WDEF-AM-FM Chattanooga, joins WNCT-AM-FM Greenville,

N.C., as general manager.

Norval D. Reece, VP, new markets development, Teleprompter Cable Television, New York, named to new post of VP, government affairs. Replacing Reece as VP, new markets development, will be **Christopher Conley**, president of Teleprompter Manhattan and director of urban market operations. He will retain those responsibilities pending appointment of successor.

Lawrence Epstein, financial analyst, CBS Television Stations, New York, named manager of capital and financial planning.

Ron Schiller, engineering supervisor, RKO Radio network, New York, joins WVIP-AM-FM there as operations director.

Janis Hudson, traffic manager, KGMC(TV) Oklahoma City, named operations manager.

Jay Evans, announcer, WVSI(AM)-WCEZ(FM) Jupiter, Fla., named operations manager.

Andrew Griffiths, former director of program analysis division for Environmental Protection Agency, Washington, joins noncommercial WGBH-TV Boston as chief financial officer and administrative manager.

Lawrence Murtaugh, business manager, Lighthouse Productions, audio-visual division of Scripps-Howard Broadcasting, Cincinnati, assumes additional duties at Scripps-Howard's WCPO-TV there as controller.

Merritt Rose Jr., director of marketing projects, Cox Broadcasting Co.'s broadcast division in Atlanta, named director of advertising sales for Cox Cable Communications. **Jon Lash**, system manager, Cox Cable's systems in Peru and Wabash, Ind., named system manager for its Cedar Rapids Cable Communications in Iowa. **Melvin Bijou** and **Charles Hoard**, with Cox Cable's manager trainee program, named system managers for Cox Cable Michigan City in Indiana and Cox Cable Maywood in Chicago, respectively.

Melvin Ostrander, manager of financial planning, GE Broadcasting and GE Cablevision, Schenectady, N.Y., named manager of strategic planning and business development.

Robert Gelles, controller, Capital Cities Communications, New York, named treasurer.

Richard Hebron, assistant director of broadcast accounting, ABC, New York, named director. **William Cooper**, accounting manager, TV operations, ABC, succeeds Hebron.

Denis Curley, accounting manager, Field Communications, San Francisco, named director of business affairs.

W. Ian Christopher, former general sales manager, KZAM-AM-FM Seattle, joins Cable Advertising Network, Olympia, Wash., in same capacity. Cable Advertising Network comprises regional cable systems in Washington, Oregon, Idaho and Alaska.

Vickie Pate, from Cable News Network, Atlanta, named affiliate relations representative for co-owned WTBS(TV)'s cable relations there.

Advertising

Elected VP's at Benton & Bowles, New York: **Sandy Frank**, tax manager; **Jack Warren**, manager of Limited Productions Unit, which produces test TV commercials, and **Charlotte Rosenblatt**, executive producer.

Howard Marsh, VP-senior associate, Vitt Media International, New York, named group VP, management representative and executive director of broadcast buying unit.

Charles Brandt, senior account executive, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., and **Gail Foster**, account executive, DM&M, St. Louis, named account supervisors. **J. Thomas Tipton**, former intern with Brewer Advertising, Kansas City, Mo., joins DM&M, St. Louis, as planning assistant in media department.

Barry Anbinder, copywriter, McCaffrey & McCaffrey, New York, named copy group head. **Susan Lyster**, art director, named group head and art director.

Richard Parker, senior art director, VanSant Dugdale, Baltimore, joins W.B. Doner there in same capacity. **Jerry Hunnicutt**, senior writer, Bozell & Jacobs, Houston, joins W.B. Doner

**"The person
you describe
is the person
we'll deliver"**



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there in same capacity.

Sherri Troy, former assistant field director, E.J. Wolf & Associates, New York, joins Tatham-Laird & Kudner, Chicago, as research analyst.

Judy Anzek, media manager, Northlich, Stolley, Cincinnati, named media director.

Jeffrey Piolet, freelance copywriter, based in Chicago, joins J. I. Scott, Grand Rapids, Mich., advertising, marketing and publicity agency, as copywriter.



Petrosino

Fred Petrosino, VP-sales and marketing, New England Television Corp., Boston, joins Independent TV Sales, New York, as VP-general manager.

Harry Stecker, former VP-sales, Arbitron TV, New York, joins Petry Television there as director of research. **Greg Moloznik** and **Bill Wiehe**, group sales

managers at Petry Television, Chicago, assume responsibility for two sales teams each.

Moira Dunlevy, national sales coordinator, Independent Television Sales, New York, sabers team, subsidiary of Katz Agency, named sales research analyst for Katz American Television there. **John Kontoleon**, associate account representative, ABC-TV station clearance department, New York, joins Katz Television Continental there as research analyst. **William Eldred**, account executive WTOL-TV Toledo, Ohio, joins Katz Television's sales staff in Cleveland.

Charles Lore, research analyst, HR Research Group, New York, joins HR Television there as assistant program director.

Bill Kehlbeck, from Roslin Radio Sales, New York, joins Torbet Radio there as account executive.

Laura Levek, account executive, TeleRep, New York, joins MMT Sales there in same capacity.

Ellyn Ambrose, regional manager of affiliate relations for NBC's network radio operations, New York, named VP-sales for NBC Radio's *The Source*.



French

Gordon French, VP-national sales manager of HR Television's one division, joins WPHL-TV Philadelphia as director of sales.

Curt Prince, account executive, KHTV(TV) Houston, named local sales manager.

Michael Rosen, former general sales manager, KNUS(FM) Dallas, joins KDKO(AM)

Littleton, Colo., in same capacity.

Merrell Hansen, sales manager, WRTH(AM) Wood River, Ill., named general sales manager.

Doug Thompson, account executive, KNX-FM Los Angeles, named retail sales manager.

Peter Smyth, local sales manager, WROR(FM)

Boston, named general sales manager. **Bob Fay**, former account executive, WNAC-TV Boston, joins WROR as retail sales manager.

Tim Williams, from Katz Television Continental, Los Angeles, joins WINZ-FM Miami as sales manager.

Carrie Banyasz, account executive, WRNL(AM) Richmond, Va., named sales manager.

Victor Sansone, former local sales manager, WUTV(TV) Buffalo, N.Y., joins WKBW(AM) there in same capacity.

Andrew Heiskell, retiring chairman of Time Inc., New York, has received 27th annual public service award of Advertising Council.

Ken Stanciel, account executive, WRCK(FM) Chicago, joins WIND(AM) there in same capacity.

Meg Turner, account executive, WLUP(FM) Chicago, joins WFYR(FM) there in same capacity.

Jeff Scarpelli, national-regional sales manager, WMEE(AM) Fort Wayne, Ind., joins WTWR(FM) Detroit as account executive.

Samuel Johnson, former account executive, WLBS(FM) Mount Clemens, Mich., joins WWW(FM) Detroit in same capacity.

Terrence Dunning, account executive, WIL-FM St. Louis, joins KMOX-TV there in same capacity.

Pete Duran, sales manager, Peters, Griffin, Woodward, Boston, joins WSMW-TV Worcester, Mass., as account executive.

Kathy Berni, account executive, WMAJ(AM)-WXLN(FM) State College, Pa., joins KYW(AM) Philadelphia in same capacity.

Patricia Pino, account executive, *Tallahassee* (Fla.) *Democrat*, joins WYEA-TV Columbus, Ga., as sales production coordinator.

Bill Ross, account executive, WPRI-TV Providence, R.I., joins WLVI-TV Cambridge, Mass., in same capacity.

William Riordan, with WBen-FM Buffalo, N.Y., joins WGR-TV there as local account executive.

Diane Marquez, account executive, KCKN-AM-FM Kansas City, Kan., joins KUDL-FM there in same capacity.

Tanny Dawson, account executive, WAZY-AM-FM Lafayette, Ind., joins WXUS(FM) there in same capacity.

Mik Benedek, account executive, KWAJ(FM) Monterey, Calif., joins KSBW-TV Salinas, Calif., in same capacity.

Programming

Home Box Office, New York, appoints new VP's: **Matthew Blank**, director of Cinemax and multipay marketing; **Robert Caird**, director of marketing; **Stanley Thomas**, director of national accounts; **William Grumbles**, regional director in Kansas City, Mo., and Dallas; **Stuart Rekant**, director of business affairs for film programming; **Seth Abraham**, director of sports programming, and **Dominic Serio**, general manager of studio productions. **William Hooks**, VP-general manager of Eastern region, HBO, New York, named VP-marketing, administration and communications. **Dennis Garcher**, VP-general manager of HBO's Central region, Chicago, succeeds Hooks.

Gary Koester, director of sales, Warner Amex Satellite Entertainment Co., New York, named VP-sales. **Richard Guilmenot**, director of



Koester



Guilmenot

marketing, named VP-marketing. **Jordan Rost**, director of research, named VP-research. **Jeff Weber**, former staff producer, United Methodist Communications, New York, joins WASE there as staff executive producer. **Sue Steinberg**, program manager for WASE's *Nickelodeon*, named executive producer for music program development.

Richard Moran, director of national sales for Viacom, New York, joins Metromedia Producers there as VP-sales manager for Northeast. **Jay Wolpert**, VP-program development, Metromedia, Los Angeles, named executive producer of its syndicated game show, *Rodeo Drive*.

Lionel Schaen, VP-general manager, KHJ-TV Los Angeles, joins SelectTV there as VP-chief operating officer.

John Ryan, VP-Central division manager in Chicago for Worldvision Enterprises, named VP-Eastern division manager in New York. **John Barrett**, account executive, Worldvision's Central division, succeeds Ryan. **Paul Danylik**, account executive, Worldvision's cable division, New York, replaces Barrett in Chicago. **Laurie Shapiro**, law assistant, Lifshutz & Pollard, New York, succeeds Danylik.

Eric Veale, director of operations, Viacom Enterprises, New York, named VP of operations.

Jack Heim, VP of corporate card marketing, American Express Co., New York, joins Showtime there as VP-sales and affiliate management.

Jean Goldberg, director of research and development, Viacom Enterprises, New York, MGM Television there as director-marketing research. **Robert Horen**, Central division manager, Paramount Television, based in Chicago, joins MGM TV as Midwestern division sales manager.

John Swords, account executive, Northeastern division of Worldvision Enterprises, New York, joins Trident Television Associates there as director of syndicated sales-Eastern division.

William James Butler III, account executive, WDVN-TV Washington, joins Premiere, pay TV network, Los Angeles, as regional manager responsible for service agreements with cable affiliates. **Paul Hall**, producer-director, KABC-TV Los Angeles, joins Premiere as producer of transitional programming.

Bill Contardi, VP-executive editor, New American Library, New York, joins Time-Life Films there in new post of director-literary affairs, responsible for acquiring literary properties and working with writers for both television

and feature films.

Ed Macauley, broker for Shearson, Loeb Rhoades, based in St. Louis, joins Oak Communications, Rancho Bernardo, Calif., as director of sports in programing department.

Lynn Lonker, director of special product, PRISM, Philadelphia, named program director of program service. **Barbara Klubal**, administrative assistant in marketing department, named assistant program director for program services.

David Simon, program director, WTTG(TV) Washington, named VP-program director.

Ben Bencivenga, production-promotion director, WMGC-TV Binghamton, N.Y., named program director. **Mark Jeffers**, with WMGC-TV, succeeds Bencivenga.

Sheila Germonto, program coordinator, non-commercial WCNY-TV Syracuse, N.Y., named program director.

Bill Minckler, air personality-assistant program director, KYA-AM-FM San Francisco, joins co-owned KINK(FM) Portland, Ore., as program director.

Gary Bruce, music director, WLAM(AM) Lewiston, Me., named program director.

Cathy Orr, technical director, KSBY-TV San Luis Obispo, Calif., named production manager.

Robert Stone, production manager, WTVJ(TV) Miami, is retiring after 14 years of service.

Charles Stenberg, senior producer-director, WTVJ, succeeds Stone.

News and Public Affairs

Ralph Gould, manager of broadcast affairs, U.S. Tobacco Co., Greenwich, Conn., joins U.S. Tobacco's WPBN-TV Traverse City, Mich., and its satellite, WTOM-TV Cheboygan, Mich., as news director. Reporters for 6:30 and 11 p.m. broadcasts, recently named at WPBN-TV: **Lyle Steig**, former anchor at WWTV(TV) Cadillac, Mich., and WWUP-TV Sault Ste. Marie, Mich.; **Tom Sisco**, *Today Show* local newscaster for WPBN-TV and WTOM-TV, and **Karen Anderson**, from WCBY-AM-FM Cheboygan, Mich.

Jamie Friar, news and public affairs director, KTXQ(FM) Dallas, joins KERA-FM there as news director.

Al Kamhi, news director, WFBC-AM-FM Greenville, S.C., joins WSPA-TV Spartanburg, S.C., as news manager.

Bernie Wagner, assistant community affairs director, KSFO(AM) San Francisco, named community affairs director.

Raquel Ortiz, producer-host of noncommercial WGBH-TV Boston's *La Plaza*, named executive producer for community affairs.

Mike Hughes, editor of United Press Canada, Toronto, named UPI regional executive for metropolitan New York.

Bob Hensley, news director, WLEX-TV Lexington, Ky., joins WTVQ-TV there as managing editor and co-anchor of early and late weekday news broadcasts.

Jack Gates, reporter, KPHO-TV Phoenix, joins KCST-TV San Diego as general assignment reporter.

Bill Buckmaster, anchor, KEMO-TV San Francisco, joins KGSC-TV San Jose, Calif., as news reporter-anchor.

Vikki Livlakis, midday newscaster, KFRC(AM) San Francisco, named news director.

Mary Field, assistant news director-morning editor, WIND(AM) Chicago, joins WGN-AM-TV there as news writer.

Barry Judge, anchor, KDFW-TV Dallas, joins WTHR(TV) Indianapolis as co-anchor and reporter for 6 and 11 p.m. newscasts.

Mary Conway, reporter, WKOW-TV Madison, Wis., joins WZZM-TV Grand Rapids, Mich., as reporter and co-anchor. **Ken Kolbe**, capital correspondent and investigative reporter, WJIM-TV Lansing, Mich., joins WZZM-TV as reporter for Muskegon, Mich., area.

David Waterman, reporter-anchor, WAAY-TV Huntsville, Ala., joins WFBC-TV Greenville, S.C., as assignment editor.

Jim Keller, reporter, WTVA(TV) Tupelo, Miss., joins WAAY-TV Huntsville, Ala., as bureau chief for Shoals, Ala., area. **Jim Marsh**, anchor, KATC(TV) Lafayette, La., and **Kelly Cooper**, weekend weather anchor and reporter, WAFF(TV) Huntsville, named 6 and 10 p.m. co-anchors.

Helen Howard, anchor-reporter, WOWL-TV Florence, Ala., and **Steve Newvine**, weekend anchor, WICZ-TV Binghamton, N.Y., join WAAY-TV as weekend anchors and general assignment reporters. **Wayne Matthews**, reporter, WFTV(TV) Orlando, Fla., and **Philip Coleman**, anchor-reporter, WTBC(AM) Tuscaloosa, Ala., join WAAY-TV as general assignment reporters. **Bruce Hutson**, director of photography, *Advance Magazine*, joins WAAY-TV as photographer.

Adam Lynch, from news staff of WWSW(AM) Pittsburg, joins WTAE-TV there as special assignment reporter.

Dick Lew, part-time producer, KGO-TV San Francisco, joins KABL-AM-FM there as news writer-reporter trainee.

Kate Goodin, former reporter, WILX-TV Onondaga, Mich., joins WZZM-TV Grand Rapids, Mich., in same capacity.

Dave Lane, weekend anchor-reporter, WLOX-TV



Camaraderie. Roy H. Park (l), owner of Park Broadcasting, receives a sterling silver pen and digital time piece from AP President and General Manager Keith Fuller. Park was honored at a special luncheon in New York by Fuller, who said, "AP has enjoyed one of the strongest working relationships with the Park companies, of any of the many communications organizations for whom AP provides wire service." Park owns seven AM, seven FM and seven TV stations, 17 daily newspapers and 25 weeklies and semiweeklies, 37 of which use AP service.

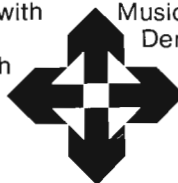
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Name _____ Title _____

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City _____ State _____ Zip _____

Biloxi, Miss., joins WCPO-TV Cincinnati as reporter-writer.

Brian Warner, from WJAY(AM) Mullins, S.C., joins KOAA-TV Pueblo, Colo., as reporter.

Andrea Zinga, former news director, WKAI-AM-FM Macomb, Ill., joins WQAD-TV Moline, Ill., as general assignment reporter.

Everett Halsey, from WYZE(AM) Atlanta, joins WSB-FM there as announcer-newsman.

Hugh Danaceau, news director, WWWE(AM) Cleveland, joins WCLV(FM) there as morning newscaster.

Pete Mobilia, executive producer, KELT(FM)-KGBT-TV Harlingen, Tex., joins WPOP(AM) Hartford, Conn., as anchor-editor.

Tom Siler, from WNGE(TV) Nashville, joins KHOU-TV Houston as weathercaster.

New officers for Economic News Broadcasters Association, Washington: **Anne Truax Darlington**, director of program planning, Maryland Center for Public Broadcasting, Owings Mills, Md., and creator of public network series, *Wall Street Week*, president; **Alan Mendelson**, CBS News, New York, VP; **Robert Gray**, Washington public relations consultant, secretary-executive VP; **James Newman**, syndicated financial reporter, Los Angeles, treasurer, and **Gerald Udwin**, Westinghouse news bureau, Washington, assistant treasurer.

Technology

Martin Siskel, materials manager, Blonder-Tongue, Old Bridge, N.J., named to newly created post of VP-operations, responsible for manufacturing, purchasing and quality control.

Robert Weirather, from broadcast products division of Harris Corp., Quincy, Ill., named VP of engineering of Broadcast Electronics Inc., Quincy.

Robert King, regional manager for Hitachi, based in Dallas, joins Sony Video Products Co. as Chicago regional manager.

Jerry Williamson, national sales manager, Compucon, Dallas consulting firm in microwave transmission, joins Hughes Microwave Communications Products, Torrance, Calif., as south-central regional sales manager.

Phillip Cook, VP, Impact Marketing Co., Houston, joins Teletronics Southwest's new videocassette duplication facility in Houston as sales manager.

Clarke Greene, project engineer, Radio Amateur Satellite Corp., Washington, joins Times Fiber Communications, Wallingford, Conn., as systems engineer.

Ed Larrabee, manager of distributor operations, Switchcraft, Chicago, named director of marketing-sales.

Larry Eskridge, head of quad video department of Wilding, Detroit production company, joins Optimus, Chicago film-videotape post-production house, as chief engineer. **Mike Fayette**, technical operations director, Standard Oil's in-house TV services, Chicago, joins Optimus as director of video post production. **Marty Sheppard**, formerly with Optimus, re-joins firm as video editor.

Gary Armour, formerly with Midwest

Telecommunications, Virginia Beach, Va., joins Dynair Electronics, San Diego, as sales engineer.

George Kraus, chief engineer, WNJU-TV Linden, N.J., named VP-engineering.

L. Karl Renwanz, manager, engineering and operations, noncommercial KVIE-TV Sacramento, Calif., joins noncommercial WGBH-TV Boston as director of engineering.

George Case, supervisor, electronic news gathering, WBBM-TV Chicago, joins co-owned KNXT(TV) Los Angeles in similar capacity.

Robert Denny Jr., VP-engineering and assistant managing director, WVOR(FM) Rochester, N.Y., joins WBT(AM)-WBCY(FM) Charlotte, N.C., as technical operations manager.

Promotion and PR

Thomas Robbins, director of public relations for J. Walter Thompson's corporate communications division in Washington, assumes same duties in JWT's San Francisco office.

Fred Selbert, manager of production, Warner Amex Satellite Entertainment Co., New York, named director of on-air promotion and production for its Movie Channel and music development. **Paula Levine**, freelance producer in New York, joins Movie Channel as senior producer for promotion and production.

Patti Gaver, sales assistant, KDKO(AM) Littleton, Colo., named promotion director.

Denise Dennis, former account supervisor, Carl Byoir & Associates, Chicago, joins Hill & Knowlton there as account executive.

Joanna Risdon Hanes, manager of public relations, American Society for Training and Development, Washington, joins Henry J. Kaufman & Associates there as account supervisor in public relations division.

Mary Prisco, account coordinator, Metzdorf Advertising, Houston, joins Weekley & Penny there as publicity writer for account service department.

Sherry Newton, advertising officer, First Pennsylvania Bank, Philadelphia, joins KYW-TV there as audience promotion manager.

Allied Fields

Larry Eads, assistant chief of FCC's Broadcast Bureau Policy and Rules Division, Washington, named acting chief of bureau's Broadcast Facilities Division (BROADCASTING Nov. 10).

A. Wray Fitch III, attorney with McGuire, Woods & Battle in Charlottesville, Va., and **Wanyee Francis**, former clerk at Beckhoefer, Sharlitt & Siegel, Washington, join Gammon & Grange, Washington communications law firm, as attorneys.

Chuck Beeson, media research specialist, Leo Burnett Co., Chicago, joins Broadcast Advertisers Reports there as Midwest sales manager.

Dennis Brajkovich, former sales representative for Panasonic, San Francisco, joins Ramko, Rancho Cordova, Calif., as sales coordinator.

Keefe Warner, account executive, Group W Television Sales, New York, joins Arbitron television station sales there in same capacity. **Dean Mutter**, account executive, WIND(AM) Chicago, joins Arbitron Midwestern radio sta-

tion sales there in same position.

New board members of Association of Independent Television Stations, New York: **Sheldon Cooper**, president, WGN-TV Chicago, chairman; **Joseph Loughlin**, executive VP-general manager, WVTU(TV) Milwaukee, vice-chairman; **Harold Protter**, VP-chief operating officer, KPLR-TV St. Louis, secretary, and **James Dowdle**, general manager, WTOG-TV St. Petersburg, Fla., treasurer.

Ian (Sandy) Wheeler, VP-station manager, WZTV(TV) Nashville, leaves to form consulting company, Wheeler Media Services, specializing in submission of applications to FCC for all types of broadcast facilities. Company will also work with separate nonprofit corporation, Trinity Broadcasting of Tennessee, to handle minority and nonprofit applications for translators and low-power TV stations. Nashville Network, Wheeler Media subsidiary, will produce and distribute programming for satellite and cable systems. Its offices are located in Hermitage, Tenn.

David Simons, of Digital Video Corp., New York, named vice chairman for industry and association relations of Information Industry Association's newly formed electronic media committee. Simons will be responsible for committee's membership activities and liaison with foreign and domestic industry groups and trade associations having interest in new electronic media.

New officers, Indiana Broadcasters Association: **William Kepler**, WAOV(AM)-WRTV(FM) Vincennes, president; **Kenneth Coe**, WLOI(AM)-WCOE(FM) La Porte, president-elect; **William Stough**, WISH-TV Indianapolis, VP-television; **Charles Blake**, WKY-AM-FM Evansville, VP-AM; **Robert Rouse**, WVTS(FM) West Terre Haute, VP-FM; **Russ Arnold**, WTHI-AM-FM-TV Terre Haute, secretary-treasurer, and **Reid Chapman**, WANE-TV Fort Wayne, assistant secretary-treasurer.

Deaths

Merrill (Red) Mueller, 64, broadcast journalist whose career spanned four decades, died of cancer Nov. 30 at St. John's hospital in Santa Monica, Calif. As NBC correspondent, Mueller covered World War II in both European and Pacific theaters. As NBC-TV correspondent, he covered manned U.S. space shots from Cape Canaveral, Fla. Mueller joined ABC Radio in 1968 and worked there until 1976 when he retired. He is survived by his wife, Jane, and two sons.

Dick Haynes, 69, air personality for 34 years at KLAC(AM) Los Angeles, died of cancer there Nov. 25. Haynes was well-known for his morning drive-time program, *Haynes at the Reins*, and his mythical sidekick, Gumdrop Gus. He is survived by his wife, Bobbie.

Osvalds Ursteins, 70, retired chief producer in USSR division of Voice of America, Washington, died Nov. 22 of heart attack while vacationing in Hanover, Germany. Ursteins was with VOA for 28 years. He is survived by his wife, Hilda, and daughter.

Robert Keller, 57, account executive, WAHT(AM) Annville-Cleona, Pa., died Nov. 30 of heart attack at his home in Cleona. He was employed at WAHT since 1972 and was former morning talk-show host for WLYH-TV Lancaster, Pa., and announcer for WLBR(AM) Lebanon, Pa.'s children's wake-up show. Keller is survived by his wife, Betty, two sons and daughter.

Stock Index

Exchange and Company	Closing Wed. Dec. 3	Closing Tues. Nov. 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	29 1/4	29 1/8	+ 1/8	+ .42	5	819
N Capital Cities	61 5/8	62	- 3/8	- .60	12	811
N CBS	51	50 7/8	+ 1/8	+ .24	7	1,421
N Cox	54 1/4	52 3/4	+ 1/2	+ 2.84	8	732
A Gross Telecasting	29 7/8	29 1/2	+ 3/8	+ 1.27	8	23
N LIN	65 1/4	65	+ 1/4	+ .38	13	180
N Metromedia	104 1/2	104 1/4	+ 1/4	+ .23	11	467
O Mooney	8 1/2	8 3/4	- 1/4	- 2.85	11	3
O Scripps-Howard	56	56			9	144
N Storer	32 5/8	34 1/2	- 1 7/8	- 5.43	10	428
N Taft	31 3/8	30 1/4	+ 1 1/8	+ 3.71	9	307

Exchange and Company	Closing Wed. Dec. 3	Closing Tues. Nov. 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 1/2	22	- 1/2	- 2.27	17	39
A Affiliated Pubs.	27 7/8	28	- 1/8	- .44	11	143
N American Family	7 1/4	7 3/8	- 1/8	- 1.69	3	76
N John Blair	19 1/2	21 1/4	- 1 3/4	- 8.23	6	72
N Charter Co.	23	24 3/4	- 1 3/4	- 7.07	1	628
N Chris-Craft	35 1/2	35 1/2			17	95
N Coca-Cola New York	9 1/4	9 1/8	+ 1/8	+ 1.36	21	163
N Cowles	29 3/8	30 3/8	- 1	- 3.29	20	116
N Dun & Bradstreet	57	58 1/2	- 1 1/2	- 2.56	17	1,590
N Fairchild Ind.	30	29 3/4	+ 1/4	+ .84	9	342
N Fuqua	15 1/2	15 7/8	- 3/8	- 2.36	3	197
N Gannett Co.	52	52 1/2	- 1/2	- .95	14	1,830
N General Tire	20	21	- 1	- 4.76	8	473
O Gray Commun.	63	62	+ 1	+ 1.61	13	29
N Harte-Hanks	31	32 3/4	- 1 3/4	- 5.34	15	292
O Heritage Commun.	26	26 3/8	- 3/8	- 1.42	13	93
N Insilco Corp.	22 7/8	23	- 1/8	- .54	10	246
N Jefferson-Pilot	24 3/8	24 1/4	+ 1/8	+ .51	5	534
O Marvin Josephson	11 1/4	11 3/4	- 1/2	- 4.25	7	28
O Kansas State Net	31 1/4	31	+ 1/4	+ .80	25	58
N Knight-Ridder	29 7/8	30	- 1/8	- .41	11	968
N Lee Enterprises	25 1/4	26	- 3/4	- 2.88	12	181
N Liberty	14 1/8	14 1/2	- 3/8	- 2.58	6	179
N McGraw-Hill	39 1/2	42 1/4	- 2 3/4	- 6.50	12	980
A Media General	31	31 1/2	- 1/2	- 1.58	8	224
N Meredith	51 1/8	52 1/2	- 1 3/8	- 2.51	7	160
O Multimedia	29 1/4	30	- 3/4	- 2.50	15	294
A New York Times Co.	34 1/4	34	+ 1/4	+ .73	10	411
N Outlet Co.	36 1/2	35 1/4	+ 1 1/4	+ 3.54	53	91
A Post Corp.	16 1/2	16	+ 1/2	+ 3.12	8	30
N Rollins	38	39 1/4	- 1 1/4	- 3.18	15	518
N San Juan Racing	20 3/8	19 5/8	+ 3/4	+ 3.82	23	51
N Schering-Plough	36 3/4	37 7/8	- 1 1/8	- 2.97	9	1,949
O Stauffer Commun*	44	44			11	44
A Tech Operations	17	18	- 1	- 5.55	18	24
N Times Mirror Co.	39 3/4	41 1/4	- 1 1/2	- 3.63	9	1,349
O Turner Bcstg	16 1/2	15 3/4	+ 3/4	+ 4.76		165
A Washington Post	23 3/8	23 1/2	- 1/8	- .53	9	328
N Wometco	25 1/2	22 3/4	+ 2 3/4	+ 12.08	11	225

Exchange and Company	Closing Wed. Dec. 3	Closing Tues. Nov. 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	17 7/8	17 3/4	+ 1/8	+ .70	13	53
N American Express	36 3/8	34 5/8	+ 1 3/4	+ 5.05	7	2,593
O Burnup & Sims	15	15 7/8	- 7/8	- 5.51	19	134
O Can. Cablesystems	14	15	- 1	- 6.66	27	266
O Comcast	29	30	- 1	- 3.33	33	74
O Entron*	5	5			5	4
N General Instrument	94	96 1/2	- 2 1/2	- 2.59	16	816
O Geneve Corp.	56 3/4	57	- 1/4	- .43	40	63
O Tele-Communications	28 7/8	27 7/8	+ 1	+ 3.58	28	665
N Teleprompter	33	33 3/8	- 3/8	- 1.12	28	561
N Time Inc.	56 3/4	56 7/8	- 1/8	- .21	11	1,595
O TOCOM	17 1/2	17	+ 1/2	+ 2.94		57
O UA-Columbia Cable	68 1/2	68 1/2			50	230
O United Cable TV	58 1/2	56	+ 2 1/2	+ 4.46	40	236
N Viacom	58 1/8	57	- 7/8	- 1.53	21	250

Exchange and Company	Closing Wed. Dec. 3	Closing Tues. Nov. 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods...	4	4 1/8	- 1/8	- 3.03	4	12
N Columbia Pictures	41 3/8	38 5/8	+ 2 3/4	+ 7.11	12	416
N Disney	47 7/8	51 3/8	- 3 1/2	- 6.81	12	1,556
N Filmways	6 3/4	6 7/8	- 1/8	- 1.81		42
O Four Star	2 1/2	1 1/4	+ 1 1/4	+ 100.00	25	1
N Getty Oil Corp.	101	100	+ 1	+ 1.00	12	8,297
N Gulf & Western	17 1/4	18 1/4	- 1	- 5.47	4	964
N MCA	51	53	- 2	- 3.77	9	1,198
O Medcom	7 3/8	6 7/8	+ 1/2	+ 7.27	26	12
N MGM Film	9 5/8	8 7/8	+ 3/4	+ 8.45	6	311
O Reeves Commun.	32	34 3/4	- 2 3/4	- 7.91	23	115
O Telepictures	5 5/8	5 3/4	- 1/8	- 2.17	26	13
N Transamerica	18	18 1/8	- 1/8	- .68	5	1,176
N 20th Century-Fox	55	46 1/2	+ 8 1/2	+ 18.27	9	592
O Video Corp. of Amer.	17 1/4	17	+ 1/4	+ 1.47	36	17
N Warner	71 1/2	72	- 1/2	- .69	18	2,057
A Wrather	30 7/8	33	- 2 1/8	- 6.43		71

Exchange and Company	Closing Wed. Dec. 3	Closing Tues. Nov. 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	42 1/4	43	- 3/4	- 1.74	9	106
O Compact Video	24 3/8	23 3/8	+ 1	+ 4.27	23	63
N Comsat	47 1/4	47 1/4			10	378
O Doyle Dane Bernbach	38 3/4	41 1/4	- 2 1/2	- 6.06	11	101
N Foote Cone & Belding	33 1/4	33	+ 1/4	+ .75	8	89
O Grey Advertising	59	60 1/2	- 1 1/2	- 2.47	6	36
N Interpublic Group	31 1/4	33	- 1 3/4	- 5.30	6	139
O MCI Communications	13 3/8	13 5/8	- 1/4	- 1.83	67	482
A Movielab	6 3/4	7 1/2	- 3/4	- 10.00	6	10
A MPO Videotronics	5 3/8	5 1/2	- 1/8	- 2.27	15	3
O A. C. Nielsen	32 3/4	34 1/2	- 1 3/4	- 5.07	14	367
O Ogilvy & Mather	27 1/4	27 3/4	- 1/2	- 1.80	8	112
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	7 1/8	7	+ 1/8	+ 1.78	51	6
N J. Walter Thompson	34 7/8	36	- 1 1/8	- 3.12	8	106
N Western Union	27 3/4	27 3/4				421

Exchange and Company	Closing Wed. Dec. 3	Closing Tues. Nov. 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	17 1/4	18 7/8	- 1 5/8	- 8.60		28
N Ampex	34	34 1/2	- 1/2	- 1.44	17	391
N Arvin Industries	13 7/8	14	- 1/8	- .89	7	108
A Cetec	5 7/8	6	- 1/8	- 2.08	7	12
O Chyron	13 3/4	14 1/4	- 1/2	- 3.50	23	17
A Cohu	9 3/4	10 1/2	- 3/4	- 7.14	14	16
N Conrac	18 5/8	19 5/8	- 1	- 5.09	8	39
N Eastman Kodak	68 3/8	71	- 2 5/8	- 3.69	11	11,034
O Elec Missile & Comm*	7	7			88	19
N General Electric	59 5/8	62 3/8	- 2 3/4	- 4.40	9	11,005
N Harris Corp.	53 1/4	52 5/8	+ 5/8	+ 1.18	20	1,621
O Intl. Video*	5/8	5/8				1
O Microdyne	30 1/4	29 3/4	+ 1/2	+ 1.68	23	80
N M/A Com, Inc.	29 1/2	33	- 3 1/2	- 10.60	26	984
N 3M	59	59 3/8	- 3/8	- .63	10	6,871
N Motorola	76 1/4	80 3/4	- 4 1/2	- 5.57	14	2,176
O Nippon Electric	63 3/8	66 1/2	- 3 1/8	- 4.69	48	2,081
N N. American Philips	38 5/8	35 7/8	+ 2 3/4	+ 7.66	6	464
N Oak Industries	45 1/8	47 1/4	- 2 1/8	- 4.49	15	245
A Orrox Corp.	7	7 3/8	- 3/8	- 5.08	23	11
N RCA	30 1/4	30 7/8	- 5/8	- 2.02	8	2,265
N Rockwell Intl.	40 7/8	40 3/4	+ 1/8	+ .30	11	3,033
A RSC Industries	5 1/8	4 7/8	+ 1/4	+ 5.12	13	12
N Scientific-Atlanta	36 5/8	38 1/2	- 1 7/8	- 4.87	32	381
N Sony Corp.	15 3/8	16 1/4	- 7/8	- 5.38	25	3,325
N Tektronix	63 3/8	64 3/4	- 1 3/8	- 2.12	14	1,157
A Texscan	22 3/8	21 3/8	+ 1	+ 4.67	44	23
N Varian Associates	28	28 3/8	- 3/8	- 1.32	13	215
N Westinghouse	30 5/8	31 3/8	- 3/4	- 2.39	8	2,598
N Zenith	19 1/2	20 1/2	- 1	- 4.87	18	367








Standard & Poor's 400 Industrial Average 157.13 160.30 - 3.17

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss *** Stock split. + Stock traded at less than 12.5 cents.

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:

- 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**.
- Jan 12  The annual recap of **1980's big deals in radio, TV and cable**, drawn from BROADCASTING's weekly "Changing Hands" report, with analysis of the marketplace supplied by leading brokers.
- Jan 19  As the television universe gets larger and larger, so do the elements within it. That applies conspicuously to the nation's **independent TV stations**, which find life without network affiliations increasingly easier to take. The Association of Independent Television Stations (**INTV**) will celebrate that fact of life, and others, at its 8th annual convention Jan. 18-21 in Los Angeles. BROADCASTING will mark the occasion with a special report backgrounding the independent marketplace, its leaders and its prospects.
- Jan 26  BROADCASTING's **29th annual** accounting of **the top 50 advertising agencies** in broadcast billings.
- Mar 9  **Pre-NATPE**. Getting ready, getting set and ...
- Mar 16  **NATPE** ... going on the year's largest program marketplace. This year, in New York, March 13-18. More than 4,000 delegates from all over the world—and a full contingent from BROADCASTING—will be there.

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.*

In the franchise forefront: CTIC's Harold Horn

When a major city decides to bring cable television into its area, a consultant is usually needed to help the city through the franchising process. The consultant's job is part referee, part guidance counselor, part adviser.

One of the men who performs those jobs is Harold Horn, a city manager by profession, who heads the Washington-based Cable Television Information Center.

Horn is a cable late-bloomer of sorts. His first exposure didn't come until he joined CTIC, one of the few nonprofit consultancies, in 1972, when it was under the Urban Institute. He witnessed the cable grants of the early 1970's and professes a sense of *deja vu* with the present wave of franchising.

Are the public's expectations being raised by cable companies again, as they were in the early 1970's? "No question about it," Horn replies. "You fail on your promises this time," Horn told the National Cable Television Association convention earlier this year, "and you are not likely to get a third chance."

Stern words for a soft-spoken, genteel Midwesterner, concerned with keeping the franchising game as clean and open as possible.

Horn entered the cable world from local government. After serving a teen-age hitch in the U.S. Navy at the end of World War II, Horn graduated from Baker University in Baldwin, Kan., and went to the University of Kansas as part of its first class of city manager trainees, begun with a grant from the Carnegie Foundation.

From there, he served stints as assistant city manager in El Dorado, and as city manager in Concordia and Lawrence, all Kansas. In 1964, Horn moved to Washington as assistant executive director of the International City Managers Association. While with ICMA, he served as liaison between 150 federal departments and private organizations concerned with urban problems. In his current position, he still walks that line between government and business.

After some urban planning and consultancy work at the turn of the decade, Horn joined CTIC, which had been formed under the wing of the Urban Institute with grants from the Ford and Markle Foundations. CTIC was created to address the concerns of local government about cable franchising. As deputy director and deputy field services director, he was responsible for overseeing the technical assistance given to local governments. He became the president of CTIC last Jan. 1.



Harold Eugene Horn—president, Cable Television Information Center, Washington, b. April 11, 1927, Ames, Iowa; U.S. Navy 1945-46; BA, Baker University, Baldwin, Kan., 1949; MPA, University of Kansas, Lawrence, 1950; assistant city manager, El Dorado, Kan., 1949-53; city manager, Concordia, Kan., 1953-57; city manager, Lawrence, Kan., 1957-64; assistant executive director, International City Managers Association, Washington 1964-68; senior associate, Booz, Allen & Hamilton, Washington, 1968-69; vice president, Doxiadis Associates, Washington, 1969-71; deputy director and director of field services, CTIC, Urban Institute, Washington, 1972; present position since Jan. 1, 1980; m. Carol Combs, Aug. 10, 1947; children—Cynthia Rogers, 32; Steven, 29; Stewart, 25; Shelley, 21.

Today, CTIC is at a crossroads. It is now out on its own, independent of the institute. It has also lost the financial support of grants, leaving it to rely on the fees charged for consulting. Its biggest contract, so far, was with Dallas, at \$65,000, Horn said. (CTIC receives some support from its 180 member cities but the "lion's share comes from our contractual work," reports Horn.) With the latest wave of franchising, CTIC is optimistic about its financial future.

"We're doing an awful lot of renegotiating work," says Horn, as franchises awarded in the mid-1960's and early 1970's come up for refranchising. Some, he says, "have a real need to modernize," in channel capacity, services and technical upgrading. And, he believes, CTIC will be around "quite a long while" after that, in helping cities with local origination, cable education, rate structure work and technical assistance.

CTIC's fees are based on the time, materials and personnel needed to do the work a city wants done. The work can include setting up meetings and workshops, evaluating reports, publishing hundreds of pages of both preliminary and final reports containing recommendations to city governments on the selection of franchise

winners.

Horn knows the stakes are high and in that sense can understand why so many franchise awards are headed for higher authority rulings. The most recent example is Dallas where a referendum appears likely on the city's award to Warner Amex Cable Communications (BROADCASTING Nov. 3). "I don't know," Horn says, what can be done to keep franchising out of the courts. "We're trying everything. In Dallas you couldn't have had a more open procedure. Everybody had the chance to speak," Horn said, "and each company had several different opportunities" to respond to questions and reports.

What impresses CTIC and Horn in a cable company's response to a city's request for proposal? Horn sums it up: "Clarity. Some companies use evasive language. It's not altogether certain that a promise is a promise until further questions are asked."

Warner has been the big franchise winner this year with victories in Pittsburgh, Dallas and Cincinnati, the last two helped by recommendations from CTIC in the final reports. To what degree is CTIC responsible if Warner fails to deliver on its promises? None, but Horn believes safeguards have improved since earlier franchising, with the use of census tracks and performance and construction bonds not required in the early 1970's.

There is one element in the cable equation Horn does not ignore. "If the community isn't behind cable from the start," Horn says, a system will have difficulty surviving. Both local governments and cable companies have to work in educating the community.

Horn remains part of cable's conscience as the latest franchising wave moves into the 1980's. At the NCTA convention he asked: "Where are you going to get the programming and services to fill that many channels? Show me a major cable system that has been built with addressable converters, TV sets that can be converted cheaply into information retrieval systems and a completed 400 mhz system?" Those are themes Horn carries with him today, including the question of local access. It has not proved revenue producing, Horn says, but still promises of many local access channels, a number of studios and millions of dollars in funds are being made.

All of this has kept Horn busy. During the early part of last week, he was in Atlanta for a National League of Cities conference and in Cincinnati, putting the finishing touches on the cable contract award there. "The job is pretty exciting and there aren't any dull moments," he says. In his spare time, of which Horn says he has little these days, he enjoys photography.

Monument

A year or so from now, when persons having business with the FCC go to Washington by mistake, they may have additional reason to wonder whether the government exists to serve the people or the people to serve the government. There will be ample time to contemplate that question on the second leg of the journey, across the river and into the towers of Rosslyn, Va., wherever that is. There the FCC will be ensconced, in the memorial to a former chairman, Charles D. Ferris.

No one can take from Ferris the credit for the move. Without consultation outside his private circle, a real estate deal was made for transfer beyond the FCC's legislated boundary. An amendment legalizing the relocation was passed by the House, was defeated by the Senate but restored in a House-Senate conference that got distracted by the insertion of a rider on busing litigation that was to attract a presidential veto. With attention directed elsewhere, the FCC's authorization to move was destined to survive in the subsequent legislation passed by Senate and House.

Absent an unforeseen obstruction, the removal of the FCC to its distant inconvenience is but a matter of time. When it is done, the only franchise more valuable than admission to the federal communications bar will be the taxicab concession outside the FCC building in Rosslyn.

Bigger picture

As reported elsewhere in this issue, the National Association of Broadcasters is the target of a letter-writing campaign intended to head off research into the acceptability of contraceptive advertising. The campaign was initiated by an editorial in a Roman Catholic magazine.

The campaign was probably to be expected and is likely to spread and intensify. Birth control by contraception is not a debatable subject among traditionalists in the Catholic Church. Still, the NAB is right to pursue its research project.

At the time NAB directors voted for the research project last January, they were viewed here as making exactly the kind of move that should have preceded a good many earlier decisions about the acceptability of advertising and program content. Too many entries have been made in the association's radio and television codes on hunch or in panicky response to pressure.

This time the NAB board has directed that a professional research organization attempt to measure public attitudes toward the presentation of human sexuality in programing and advertising. The study is to go well beyond the question of contraceptive advertising. It is supposed to find out what the public as a whole, not only special segments of it, is thinking about many matters that affect both programing and advertising judgments.

Broadcasters cannot be insensitive when letters start arriving from correspondents with serious purposes in mind. Neither, however, should they be dissuaded from inspection of the wider public view. On with the survey.

Time for reflection

After a year of too many airplane trips and too much hotel chicken, Curtis Beckmann has decided that a working news director, as he is at WCCO(AM) Minneapolis, should not be asked to serve simultaneously as president of the Radio-Television News Directors Association, as he was for the prescribed term that ended with the RTNDA convention in Florida last week.

Beckmann proposes that the RTNDA hire a paid president to run the show and run around the country. A working news director would be chairman of the RTNDA board.

Not everybody agrees. There have always been lively contests for the RTNDA presidency, up to and including one this year. Presumably candidates have known what they were getting into.

The point that Beckmann has raised, however, goes beyond the nature of the presidency. He is really asking for a re-evaluation of the association's function. Assuming the RTNDA decided to hire a high-powered president and could find the money to attract and keep one, the association would be bound to change. The guess here is that it would inevitably grow more in the direction of a trade association, with an expanding headquarters, than in the direction of a professional society.

Maybe that is what the members want. It is not what they used to want when the association was still struggling for recognition and looked to the American Society of Newspaper Editors as a model to be emulated. The ASNE has achieved premiere status in the editorial part of the newspaper business with just about the kind of setup the RTNDA has, a working editor as president, a small office headed by an executive director.

In its field, RTNDA has become what it used to hope to be. It has grown in influence and prestige with the craft that its members practice. Perhaps Beckmann has picked the right time for an inward look at the organization. The RTNDA does not, however, seem to be in need of major repair.

Small market, big case

Broadcasters who ever hope to upgrade their facilities may be grateful to the U.S. Court of Appeals which last week reversed one of the FCC's more erratic decisions. As explained in more detail elsewhere in this issue, the FCC had let stand a Review Board decision denying the operator of a low-power AM in St. George, Utah, a better frequency and higher power for which a broadcaster from Tennessee had also filed upon noticing the St. George application. The board held, as had an administrative law judge, that the outsider was to be preferred for the diversity of ownership to be created by his entry in the market.

If the decision had withstood appeal, no applicant for an improvement in facilities would have survived challenge from an applicant new to town unless the outsider were plainly disqualified for reasons other than the promised diversity. Julie P. Miner, the proprietor of KDXU-AM-FM St. George, deserves her colleagues' applause for seeing her case through.



Drawn for BROADCASTING by Jack Schmidt

"You didn't have to disagree so violently. He was just doing his job."



Meet Dwight Case

RKO RADIO

Over the past year you've had an opportunity to meet the RKO Radio station managers on this page. Now, we'd like to introduce you to the man who leads this outstanding group of dedicated broadcasters, Dwight Case, President of the RKO Radio Division. Since being promoted to the presidency in 1975 Dwight has pioneered the growth and development of RKO Radio in a number of significant and diverse directions. Among his proudest achievements are: the formation of the first new radio network in a half-century, the development of the short list-long service concept for RKO Radio Sales, the introduction of the RKO Tape Corp. line of audio cassettes and the founding of Airborn Audio Systems to program the in-flight service for TWA. All of

these innovations, combined with the continuing growth of the RKO owned stations, has made Dwight Case one of the most respected of all industry leaders.

His root philosophy, however, is that the RKO Radio stations exist for the benefit of the communities they serve. Towards that end he has invoked a mandate of service which has resulted in numerous national efforts such as the RKO Radio Graphics competition and Minority Intern Program. RKO's corporate commitment is a direct reflection of Dwight's; he serves on numerous boards among which are the California Hospital and Medical Center, California Lutheran College and as a Commissioner on the California Economic Development Commission. There is truly no area of the communications industry where his presence has not been felt. He is active with the N.A.B. and R.A.B. and has appeared as a speaker before numerous state and local broadcast organizations. This frantic schedule leaves little time for recreation, but when an odd moment crops up there's usually a tennis racket, camera or book in Dwight's hands.

Any successful group is a reflection of their leadership. RKO Radio is proud of our managers and their accomplishments and doubly proud to give you this chance to meet the man who has served as their President for the past five years, Dwight Case.



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