

Fall curriculum for Congress and the FCC  
RTNDA converges on New Orleans

# Broadcasting Sep 7

The News Magazine of the Fifth Estate □ Vol. 101 No. 10

50th Year □ 1981

## LEADING THE WAY TO THE FUTURE FOR 58 YEARS

1923

Free, over-the-air, advertiser-supported radio.

1948

Among the very first with free, over-the-air,  
advertiser-supported television.

1981

Leading the way toward free, over-the-air, advertiser-supported,  
broadcaster-involved Direct Broadcast Satellite.\*

■  
**HUBBARD BROADCASTING, INC.**

  
**UNITED STATES SATELLITE  
BROADCASTING COMPANY, INC.**

For full information, contact: Robert C. Fransen, Vice President, United States Satellite Broadcast-  
ing Company, 3415 University Avenue, St. Paul, Minnesota 55114 612-642-4468

\*Pending FCC approval

36112LIBRARY  
US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMERY AL 36112  
36112LIBRARY  
US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMERY AL 36112

The First  
  
Years Of  
Broadcasting

1977

PAGE 91

# 101

## good reasons for your station to subscribe to **N·I·W·S**

There are an awful lot of reasons for a station to subscribe to N·I·W·S. It's the only complete news service that provides solid content with plenty of lead-time for promotion and extensive support materials that free up your news department to do a better job of covering your local market.

For starters, here are 101 good reasons for you to consider joining the growing N·I·W·S Network:



**SEE US AT RTNDA  
BOOTH "K"**

**KTXS-TV** Abilene  
**WAST** Albany  
**KOB-TV** Albuquerque  
**KPDA-TV** Amarillo  
**WXIA-TV** Atlanta  
**KERO-TV** Bakersfield  
**WBAL-TV** Baltimore  
**WBRZ** Baton Rouge  
**KFDM-TV** Beaumont  
**WVTM-TV** Birmingham  
**KIVI-TV** Boise  
**WCVB-TV** Boston  
**CKX** Brandon  
**KRGV-TV** Brownsville, TX  
**WGR-TV** Buffalo  
**CFCM** Calgary  
**WCIV** Charleston, SC  
**WCHS-TV** Charleston, WV  
**WBT** Charlotte  
**WTVC** Chattanooga  
**WOLO-TV** Columbia, SC  
**WFAA-TV** Dallas-Ft. Worth  
**WDTN** Dayton  
**WAND** Decatur  
**KBT** Denver  
**KDUB-TV** Dubuque  
**WEAU-TV** Eau Claire  
**KDBC-TV** El Paso  
**KVAL-TV** Eugene  
**WNEM-TV** Flint  
**WPDE-TV** Florence, SC  
**KSEE-TV** Fresno  
**WEVU** Ft. Myers  
**WOTV** Grand Rapids  
**WLUK-TV** Green Bay  
**WFMY-TV** Greensboro  
**WFBC-TV** Greenville, SC  
**CJGH-TV** Halifax  
**WHP-TV** Harrisburg  
**WRTV** Indianapolis  
**WTLV** Jacksonville  
**KCMO-TV** Kansas City  
**CKWS** Kingston  
**WATE-TV** Knoxville  
**WILX-TV** Lansing  
**KLAS-TV** Las Vegas  
**WKYT-TV** Lexington  
**KARK-TV** Little Rock  
**CFPL** London, Ont.  
**KTLA** Los Angeles  
**WHAS-TV** Louisville  
**KCBD-TV** Lubbock  
**WCKT** Miami  
**KSTP-TV** Minn.-St. Paul  
**WALA-TV** Mobile  
**CKCW-TV** Moncton

**WNGE** Nashville  
**WVUE** New Orleans  
**WAVY-TV** Norfolk  
**KMID-TV** Odessa-Midland  
**KAUT** Oklahoma City  
**KMTV** Omaha  
**WESH-TV** Orlando  
**WMBB-TV** Panama City, FL  
**WRAU-TV** Peoria  
**CHEX** Peterboro  
**KPNX-TV** Phoenix  
**WPXI-TV** Pittsburgh  
**WGAN-TV** Portland, ME  
**KOIN-TV** Portland, OR  
**WOC-TV** Quad Cities  
**KTVN** Reno  
**WWBT** Richmond  
**WOKR** Rochester  
**WIFR-TV** Rockford, IL  
**KCRA-TV** Sacramento  
**KSBW-TV** Salinas-Monterey  
**WMDT-TV** Salisbury, MD  
**KENS-TV** San Antonio  
**KGT** San Diego  
**KRON** San Francisco  
**KSBY-TV** San Luis Obispo  
**KSLA-TV** Shreveport  
**KHQ-TV** Spokane  
**KYTV** Springfield, MO  
**KTVI** St. Louis  
**CJCB-TV** Sydney, N.S.  
**WTVH** Syracuse  
**WFLA-TV** Tampa  
**CITY-TV** Toronto  
**KOLD-TV** Tucson  
**KCBN-TV** Waco  
**WDVM-TV** Washington, DC  
**KRGV-TV** Weslaco, TX  
**KAKE-TV** Wichita, KA  
**WPEC-TV** W. Palm Beach  
**WTRF** Wheeling  
**KAUZ-TV** Wichita Falls, TX  
**WHIZ-TV** Zanesville

**N.I.W.S**  
**Telepictures**  
 CORPORATION



New York: 212/838-1122  
 Beverly Hills: 213/657-8450  
 Chicago: 312/440-1757

# LOOK HOW WE'RE GROWING

## MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

<u>MARKET</u>	<u>STATION</u>
New York	WKTU
Los Angeles	KIQQ-KWST
Chicago	WCFL-WXRT
Philadelphia	WYSP
Detroit	WDRQ
Boston	WBOS-WGTR
San Francisco	K101
Dallas/Ft. Worth	KNUS
Houston	KRLY
Nassau/Suffolk	WBLI-WGLI
	WHLI/WKJY
	WWWL/WMBM
Miami/Ft. Lauderdale	KADI A/F
St. Louis	WYDD
Pittsburgh	WWTC
Minneapolis	WNJR
Newark	WDBN
Cleveland	WKLS A/F
Atlanta	KBCO/KADE
Denver	KTAC/KBRD
Seattle/Tacoma	KOLA
San Bernardino	KUPD/KUKQ
Phoenix	WYSL/WPHD
Buffalo	KFAT
San Jose	KKSN
Portland	WRNO
New Orleans	WATI
Indianapolis	WHCN
Hartford	KWOD
Sacramento	KLTE
Oklahoma City	WVUD
Dayton	WWKX
Nashville	WTOD/WKLR
Toledo	KIKI/KMAI
Honolulu	WAQX
Syracuse	WANT
Richmond	WCTC/WMGQ
New Brunswick	WDZZ
Flint	WNGS
West Palm Beach	WJLK A/F
Asbury Park	KWFM
Tucson	WLAN A/F
Lancaster	KWG/KWGF
Stockton	WWQM A/F
Madison	WHWH/WPST
Trenton	KRYS
Corpus Christi	WENE/WMRV
Binghamton	WQLR
Kalamazoo	

**JACK MASLA & COMPANY, INC.**  
**MASLA MEANS MORE BUSINESS**

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



# The Week in Brief

TOP OF THE WEEK

**REVVING UP IN WASHINGTON** □ Congress returns Wednesday to face full agenda that includes bills on broadcast deregulation, license fees, common carriers, cable TV and performer royalties. **PAGE 31.** FCC will be no less busy this fall with calendar that includes teletext standards, channel 6 interference and AM stereo. **PAGE 35.**

**MAN FROM ALBUQUERQUE** □ Henry Rivera, first Hispanic to be appointed to FCC, is settling in. He's pulling together his staff and boning up on issues. He's studying past for background, but plans to keep mind open on future. **PAGE 32.**

**HEFTEL DRAWS LINE** □ Congressman-broadcaster's keynote speech to NRBA convention next week will emphasize how radio differs from TV and should be so regulated. **PAGE 36.**

**HELP FROM GANNETT** □ Company plans to start broadcast news service for PBS outlets in October. **PAGE 36.**

JOURNALISM

**RTNDA SET FOR NEW ORLEANS** □ Some 1,000 broadcast journalists and more than 450 exhibitors will be in New Orleans this week for 30th annual convention. Here's advance look at agenda. **PAGE 37.** RTNDA radio members feel there's revival in news for their medium, spurred by better equipment, new networks and increased competition. **PAGE 43.** Association TV members also assess new technologies, current issues and their concerns for future. **PAGE 46.** Listing of New Orleans exhibitors begins on **PAGE 48.**

PROGRAMING

**CBN CABLE EXPANDS** □ Satellite arm of Christian Broadcasting Network starts 24-hour programing service next week. **PAGE 66.**

TECHNOLOGY

**TELETEXT FOR COMMERCIAL TV** □ Field subsidiary starts Nite Owl news service that uses entire television channel of WFLD-TV Chicago and is visible on all sets. **PAGE 70.**

**ELECTRONIC PUBLISHING DISCOURSE** □ Specialists on telecommunications from Carter and Reagan regimes look at teletext and videotext and suggest new regulatory definitions. **PAGE 72.**

BUSINESS

**TURNER'S LATEST MOVES** □ Analysts think he will survive despite CNN and sports losses as well as heavy costs for CNN Two, radio network and heavy promotion. **PAGE 76.**

LAW & REGULATION

**NBMC'S MANY TARGETS** □ In largest such filing in years, coalition and affiliated group ask license renewals be denied 20 stations in Maryland, District of Columbia and Virginia because of EEO and reporting violations. Also sought are fines for 45 other outlets across nation. **PAGE 83.** But closer than expected relationship develops between NBMC and new FCC Chairman Mark Fowler. **PAGE 84.**

1977

**THE 'BROADCASTING' YEARS** □ Jimmy Carter took over in Washington and installed a cadre of regulators that included Charles Ferris as FCC chairman and Michael Pertschuk as FTC chairman. Lionel Van Deerlin's first attempts to reshape the Communications Act drew mixed reactions. And the courts dealt setbacks to the FCC in crossownership, decency guidelines and payable rules. **PAGE 91.**

PROFILE

**LONG WAY HOME** □ A three-month trial in 1967 with *On the Road* became a roundabout 13-year trip back to CBS headquarters for Charles Kuralt. And now, as an anchor, he continues to impart that light touch of his nomadic days. **PAGE 119.**

Index to departments	Closed Circuit..... 7	For the Record..... 95	News Beat..... 58
Bottom Line..... 76	Datebook..... 14	In Sync..... 70	Open Mike..... 22
Business Briefly..... 8	Editorials..... 122	Monday Memo..... 27	Playback..... 68
Changing Hands..... 78	Fates & Fortunes..... 115	Monitor..... 66	Stock Index..... 82

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. Weekly *Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

**Index to advertisers** ■ ABC Radio Enterprises 6, 62-63 □ Aetna 28-29 □ American Chiropractic Association 89 □ American Educational TV Network 77 □ American Petroleum Institute 117 □ Ampex 64-65 □ Associated Press 15 □ Blackburn & Co. 80 □ Blair Television 75 □ Broadcast Electronics 60 □ Central Dynamics 73 □ ColorGraphics 40-41 □ Continental Electronics 50, 78 □ Doubleday Broadcasting 124 □ Eastman Kodak 79 □ Edison Electric 87 □ Fetzer Stations 30 □ Gammon, Canfield & Ninowski 95 □ Group W Productions 52-53 □ Hayes Productions 61 □ Home Theater Network 76 □ KSTP Front Cover □ King World 66, 68, 70 □ Lederle Labs 88 □ Lotus Repts 19 □ MGM-TV 12-13 □ Jack Masla & Co. 4 □ Mobil 21 □ George Moore & Assocs. 96 □ More Music Programing 72 □ Multimedia Program Productions 55 □ Mutual Broadcasting System 67 □ O'Connor Productions 71 □ Petry Television 23-26 □ RCA 49 □ RKO General TV 47 □ RKO Radio Inside Back Cover □ Research Group 9 □ Cecil L. Richards 81 □ SIN 90 □ St. Joe Lead 69 □ Sherwood, Hennes & Associates 15 □ Sony 56-57 □ Studio Center 84 □ TM Programming 10, 18, 39 □ TV Guide 74 □ Tandem 11 □ William B. Tanner 20 □ Telepictures Inside Front Cover/Page 3 □ Thermius Inc. 83 □ 20th Century-Fox TV 51, 59 □ Viacom 16-17 □ WCCO-TV 42 □ WDTN-TV 54 □ WPIX-TV 44-45 □ Xerox 65 □ Youngs, Walker & Co. 8 □

**THE  
SATELLITE  
MUSIC  
PROGRAMMING  
SOLUTION!**

COMING SOON FROM **ABC RADIOENTERPRISES**

CONTACT: DAVID POLLEI AT THE NRBA, SUITE 1562-63 FONTAINEBLEAU HILTON, MIAMI BEACH, SEPTEMBER 13-16

**RDI** abc



# Closed Circuit®

Insider report: behind the scene, before the fact

## Cooling it on PTAR

Unless plans go awry, present controversy over repeal of prime-time access rule may be settled without FCC action. Prospect is that Chronicle Broadcasting Co. (KRON-TV San Francisco) will withdraw its request for alteration—not repeal—of rule to permit use of off-network syndication in access period. Or FCC staff will dismiss Chronicle petition. That would terminate proceeding that NBC entered with proposal to repeal whole rule.

That doesn't mean that repeal will be permanently buried. As Richard Shiben, chief of Broadcast Bureau, pointed out in denying petitions for extensions of time to comment on NBC petition (see "In Brief"), FCC staff is reviewing report of now-disbanded network study staff, which declared prime-time access rule to be obsolete, if ever necessary.

## Brokers' dream

If FCC Chairman Mark Fowler gets support for announced interest in lifting "rule of seven" for broadcast station ownership (seven AM, seven FM and seven TV, no more than five of last VHF), it could trigger biggest spate of station trading in history. Reasoning goes like this: Many major groups stay below maximum ownership, waiting to fill portfolios with major-market properties that are hard to find. If lid goes off or up, acquisition of smaller-market stations in larger numbers would make sense for big companies.

Only one group, Park Broadcasting, based in Ithaca, N.Y., now owns full complement of stations. Metromedia will fill portfolio upon FCC approval of its acquisition of KHOW(AM) Denver (BROADCASTING, June 8).

## A flack for Ferris

Reporters in some Washington newsrooms have received letter from Boston public relations firm offering introduction to new members of Boston law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, who had "significantly augmented" firm's Washington "presence." Among those whom Ronald C. Brinn, vice president of Newsome & Co., said would be made available for interviews are Charles D. Ferris, former FCC chairman; Frank Lloyd, former assistant to Ferris at commission, and Thomas J. Casey, former deputy chief of FCC's Common Carrier Bureau.

Letter from PR firm hyping law firm, although surprising to reporters accustomed to dull gray image of legal

profession, is not aberration. American Bar Association spokesman in Boston said that since Supreme Court in 1977 struck down ban on lawyer advertising, firms, especially large ones, have been hiring PR representation. Spokesman said he doubts number is "statistically significant."

## Boost for Mankiewicz

One of quieter moves made by board of National Public Radio at July 24 meeting was to up authorization for NPR President Frank Mankiewicz's salary from current \$69,630 to \$81,000. Observers suggest part of reason that decision hasn't previously found limelight is that public broadcasting is facing stiff cutbacks in federal funding. Although NPR chairman, Maurice Mitchell, said board is now conducting "legal and practical" investigation to determine whether raise can be appropriated, "we want to pay him \$81,000, and we will if we can," he said.

## Assault on 315

FCC staffers were wrestling over weekend with legislative proposals that would be certain to grab Congress's attention. Equal time and fairness doctrine in Section 315 are target. It wasn't clear last week whether staff would recommend that commission include outright repeal in package, or one of several other options for easing restrictions. Those options may include applying fairness only to smaller markets and equal time only to paid appearances by candidates. But if repeal does not wind up as staff recommendation, there were indications commissioners themselves might vote to make a repeal of equal time their principal proposal.

There was less soul-searching over at Cable Bureau on political broadcasting matters. Staff recommended that commission propose repeal of equal time, fairness and other political broadcasting laws now applicable to cable.

## No takers

Ziff Corp., which spent 21 months acquiring Rust Craft Greeting Cards' six TV stations for \$89.4 million, also may be in for long haul disposing of them. More than three months since Ziff publicly put group on block (BROADCASTING, June 1), Ziff-Davis Broadcasting President Ralph E. Becker says: "Things are really slow now," and that there are "too many stations for sale" everywhere. Becker

reports "some conversations" about group sale but says individual-station sales also will be investigated. FCC approved transfer of stations to Ziff in May 1978.

## Atlanta bound

Gannett has decided to move broadcasting headquarters from Denver to Atlanta (see "In Brief") for several reasons. Alvin Flanagan, president of Gannett Broadcasting Corp., will find airline service better to New York and Washington, where he spends much time. Atlanta is site of Gannett's most profitable station, WXIA-TV, from which Jeffrey Davidson, now general manager, moves up to become vice president-general manager of Gannett group (see page 115). It's also thought that Flanagan and wife, both graduates of University of Florida, may find it easier to scout eventual retirement sites from Atlanta than from Denver. Flanagan is 66.

## Contending forces

Post-Labor Day lobbying on cable will pick up where it left off before August Washington hiatus. Cable interests are imploring FCC to dump must-carry rule that requires house room for all local stations and eliminate restrictions on duplicated broadcast services. Opposite position is being argued by independent stations that contend elimination of must-carry rule would force local stations to buy way on cable systems. Independents also want nonduplication retained.

It's too early to count FCC votes, with three new members aboard. But odds are that FCC will move slowly on total cable deregulation, given known opposition of Abbott Washburn and James Quello.

## Longer days

FCC staff with cooperation of National Telecommunications and Information Administration is beginning to prepare proposals aimed at extending hours of daytimers, in both morning and evening. One idea is to permit daytimers to operate under "variable" power morning and night, to accommodate station to skywave pattern. Experimental operations are also under consideration.

These and other ideas were discussed at meeting Tuesday of representatives of National Association of Broadcasters, Daytime Broadcasters Association, FCC, and NTIA. No hard deadline for commission action has yet been set, but official said issue has been given "fairly high priority" and guessed it would on commission agenda by end of October.

# Business Briefly

TV ONLY

**Odom sausage** □ Begins Sept. 23 for 14 weeks in about 20 markets. Day, fringe and news times. Agency: Culbertson King Condiles & Ross Advertising, Brentwood, Tenn. Target: women, 25-54.

**Millikin & Co.** □ Visa fabrics. Begins Sept 21 for 13 weeks in 24 markets. Day and fringe times. Agency: Benton & Bowles, New York. Target: women, 25-54.

**Bell Telephone of Pennsylvania** □ Long distance. Begins Sept. 28 for 12 weeks in Pittsburgh, Altoona, Harrisburg and Philadelphia. All dayparts. Agency: Lewis & Gilman, Philadelphia. Target: total adults.

**H.P. Hood & Sons** □ Nuform milk. Begins this week for 12 weeks in eight New England markets. All dayparts. Agency: Hill, Holliday, Connors, Cosmopolos, Boston. Target: women, 25-54.

**Idaho Potato Commission** □ Begins Oct. 5 for 10 weeks in 27 markets. Day, news and late fringe times. Agency: D'Arcy-MacManus & Masius, San Francisco. Target: women, 25-54.

**Noxell** □ 12-hour acne medication. Begins this week for nine weeks in about 40 markets. Prime access and early fringe times. Agency: SSC&B, New York. Target: women, 12-17; 18-24.

**Nabisco** □ Junior mints. Begins in fourth quarter for six weeks in 11 markets. Fringe, prime and weekend times. Agency: Arnold & Co., Boston. Target: adults, 18-34.

**Volvo** □ Automobiles. Begins late September/early October for four to six weeks in 16 markets. Late fringe, fringe, prime, news and sports times. Agency: Scali, McCabe, Sloves, New York. Target: adults, 25-54.

**Matex** □ Rusty Jones. Begins Sept. 14 for

five weeks in nine markets primarily in Midwest. Agency: CPM, Inc., Chicago. Target: adults, 25-54.

**Doric Foods** □ Sunny Delight fruit drink. Begins Oct. 5 for four weeks in over 10 markets. All dayparts. Agency: Gumpertz/Rentlay/Fried, Los Angeles. Target: women, 18-49.

**Quickie Manufacturing** □ Mops. Begins Sept. 14 for four weeks in eight markets in Florida and California. Agency: LSF Media Services, New York. Target: women, 25-54.

**Nutri-Systems** □ Weight loss centers. Begins Sept. 28 for two to three weeks in six markets. Day and fringe times. Agency: Kelly, Scott & Madison, Chicago. Target: women, 25-54.

**Ken's Pizza Parlor** □ Begins this week for four weeks in eight markets. Fringe times. Agency: Hinkle-Brown-Boyed, Tulsa, Okla. Target: adults, 18-34.

**Kitchen Aid** □ Appliances. Begins Oct. 14 for two weeks in over 10 markets. Day, prime access and fringe times. Agency: Griswold-Eshleman Co., Cleveland. Target: adults, 25-54.

## the most experienced firm in broadcast executive recruitment.

Corporate executives, general managers, managers in all departments—we're the industry professionals at recruiting these key people for stations and cable TV companies in all size markets throughout the U.S. We take pride in the quality of our personal service—it has earned us many close, long-term relationships. Our in-depth studies (of people AND positions) are backed by more than 15 years experience as broadcast management consultants specializing in executive recruitment.

For a confidential discussion, call **312-394-9330**.



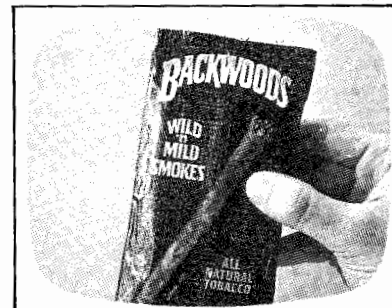
Carl Youngs



Mike Walker

*Youngs, Walker & Company*

ONE CROSSROADS OF COMMERCE, ROLLING MEADOWS, ILLINOIS 60008



**Out of woods.** Calling it "biggest cigar production ever launched," Backwoods Smoker Consolidated Cigar Co. has prepared \$5-million 12-month TV sports schedule breaking Sept. 21 on ABC's *Monday Night Football*. Network spots will also be seen on CBS-TV and NBC-TV sports programs including baseball playoffs and World Series games. Nadler & Larimer, New York, devised campaign with jingle for small cigar, "How can anything that looks so wild, taste so mild." Target group for "Wild and mild cigars in men, 20 to 49 age category who are cigarette smokers.



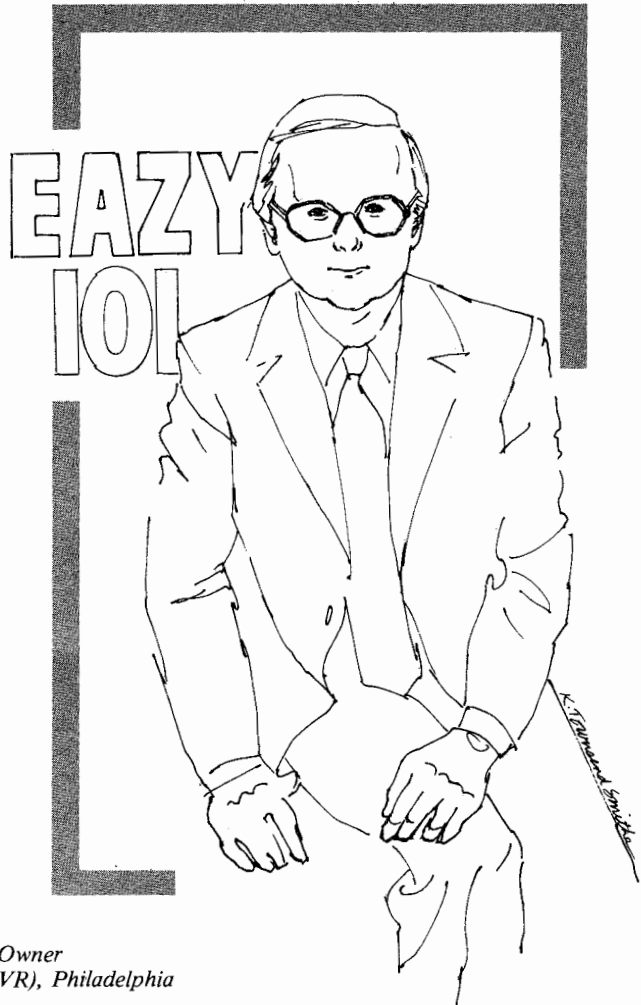
# “...heart of the problem.”

“I find their concepts for marketing and positioning are just absolutely excellent. They cut through everything and get right to the *heart of the problem.*”

“Because of their work, among other things, we have changed our call letters and we went from our own programming to a programming service which is much better than we were doing ourselves. We’ve gone from a number six to a number three station in the market ratings in just a year’s time.”

“Did we see any monetary benefits as a result of their work? Absolutely. One of the best moves I’ve ever made.”

“They are known as the best researchers in the business and my philosophy in life is to hire the best! We looked at all the research companies that were in the business and The Research Group was not available here in Philadelphia at the time. So I just hired another firm until they were available, then I hired them.”



*JERRY LEE: President and Owner  
WEAZ Radio (formerly WDVR), Philadelphia*

*In almost every field there is a company that has EARNED  
a reputation as the leader . . .*

## The Research Group

*Radio's Strategic Research Team*

## Advantage

**ARTS signs GM.** ABC has signed General Motors, nation's biggest automaker, as its first "underwriter" for ARTS cultural cable channel that ABC Video Enterprises presents in partnership with Warner Amex Satellite Entertainment. Announcement came last week from James T. Shaw, vice president, marketing of ABC Video Enterprises. ARTS was launched back in April, and it's been conceded service had some difficulty lining up advertisers when all it was offering them was billboards around service. According to last week's announcement, GM's messages will "rotate throughout the ARTS format," although it's promised they "will not interrupt a given program or performance." GM gets billboards as well, as participating sponsor. Commitment from GM is for one year, commencing Oct. 5; it is said to be in "under \$1 million" range ABC had targeted for underwriters. ARTS order was placed through NW Ayer, whose Richard Welsh, director of network programming, said "we are intrigued with the possibilities inherent in reaching a highly targeted audience and with the unique marketing techniques and research possibilities suggested by the new video technologies."

**Three more for Marsteller.** Milnot Co., Campbell Corp. and Stop-n-Go Food stores have placed advertising in hands of Marsteller Inc. Chicago office will take over Milnot's canned milk and Chilli Man accounts, while Marsteller's Toronto office handles Campbell Corp.'s electronic printing account and Stop-n-Go franchise goes to Marsteller in Pittsburgh.

**Groomed for sports.** Bristol-Meyers has just signed "six-figure agreement" with Entertainment and Sports Programming Network to promote Vitalis hair care products. In addition to "major commitment" to advertise on ESPN, cable service, product line will also sponsor Vitalis Award for Sports Excellence in each college event televised on basic cable service now through 1982. Indications were made as to options in deal that could make it "multiyear, multimillion-dollar package."

**Filenes** Department store. "Fine art of fashion promotion." Begins in September for one week in Boston and Providence,

R.I. All dayparts. Agency: Ingalls Associates, Boston. Target: women, 25-54.

**Naturalizer Shoe Co.** Begins Sept. 21 for three weeks in 20 markets. Day, early fringe and news times. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: women, 25-49.

**Jamaica Tourist Board** Begins fourth quarter for varying flights in Boston, New York, Minneapolis-St. Paul, Philadelphia and Pittsburgh. Agency: Young & Rubicam, New York. Target: total adults.

### RADIO ONLY

**Southern Bell** Business long distance. Begins Oct. 5 for eight weeks in 22 markets. Morning and afternoon drive times. Agency: Tucker Wayne & Co., Atlanta. Target: men, 25-54.

**Speigel Publishing** Begins Sept. 14 for five weeks in two test markets. Agency: Marsteller Inc., Chicago. Target: women, 25-54.

**Campbells** Franco-American brand. Begins this week for three weeks in about six markets. Agency: Needham, Harper & Steers, New York. Target: women, 35-54.

**'Parade' magazine** Begins Sept. 21 for three weeks in four markets. Agency: Warwick, Welsh & Miller, New York. Target: adults, 25-49.

**Scandinavian Airline System** Begins this week for varying flights in five markets. Agency: Scali, McCabe, Sloves, New York. Target: men, 35 and over.

When you sign  
with TM Programming,  
be ready to move.

	Before TM	With TM
KNWR	5.4	15.3
WANJ	9.8	16.3
WPLZ	.4	8.5
KIIZ	5.4	20.4
WFBS	.6	8.5

Arbitron 12+ shares. Mon-Sun, 6AM-Mid, Spring or Fall '80 to Spring '81.

Start moving up!

Call TM Programming Collect at 214/634-8511.

**TM**  
Programming

1349 Regal Row, Dallas, Tx. 75247 214/634-8511

## Rep:Report

WITN-TV Greenville, N.C.: To Seltel Inc. from Katz.

WCBI-TV Columbus, Miss., WBOY-TV Clarksburg, W.Va., and KQUB-TV Dubuque, Iowa: To Seltel from Meeker.

WMUR-TV Manchester, N.H.: To Seltel from UBC Sales.

KTNT(AM)-KMPQ(FM) Tacoma, Wash.: To H-R Stone Inc. from Market 4.

WBMX(FM) Oak Park, Ill.: To H-R Stone Inc. from Bernard Howard & Co.

KLIK(AM)-KJFF(FM) Jefferson City, Mo.: To H-R Stone Inc. from Buckley.

WMYB(AM)-WJRR(FM) Myrtle Beach, S.C.: To H-R Stone Inc. from TN Spot Sales and Southern Spot Sales.

KPAC(AM)-KHYS-FM Port Arthur, Tex.: To Bernard Howard & Co. from Pro Radio.

WEFM(FM) Chicago: To Bernard Howard & Co. from H-R Stone, Inc.



# Here's an offer that's short and to the point.



© 1981 Tandem Productions, Inc.

## Diff'rent Strokes/'84

Diff'rent Strokes a **TANDEM** production distributed by **PATHE** films  
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM • TAT • LSA



**YOU'LL BE HEARING  
MORE FROM US.**



# **"CHiPs"**

**Entering its Fifth Hit Season!**  
**Executive Producer Cy Chermak**  
**Created by Rick Rosner**

## **CHICAGO STORY**

**A unique 90 minute series involving  
the dramatic lives of lawyers,  
doctors and police in Chicago!**  
**Executive Producer / Created by Eric Bercovici**

## **MCCLAIN'S LAW**

**James Arness and Marshall Colt  
star in this exciting  
modern police action drama!**  
**Executive Producer / Created by Eric Bercovici**



**Based on the hit motion picture!**  
**Executive Producer William Blinn**  
**Consulting Producer David DeSilva**  
**Created by Christopher Gore**

**4½ hours of programming for NBC**



**MGM TELEVISION**

# Datebook

■ indicates new or revised listing

## This week

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

**Sept. 7-10**—*International Institute of Communications* annual conference. Speakers include Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee, and Delbert Smith, senior vice president of Comsat. Palais d'Europe, Strasbourg, France.

**Sept. 9**—Ohio Association of Broadcasters sales workshop. New Marriott, I-71, Columbus, Ohio.

■ **Sept. 9**—*New Jersey Broadcasters Association* sales and engineering conference. Cherry Hill Hyatt hotel, Cherry Hill, N.J.

**Sept. 9-11**—"Cable Television: An Advertising and Marketing Tool" national conference, sponsored by *University of Wisconsin-Extension*. Speakers include J. Leonard Reinsch, cable consultant, and Robert Alter, Cabletelevision Advertising Bureau. Information: Barry Orton; (608) 262-2394. Concourse hotel, Madison, Wis.

**Sept. 9-14**—*Public Broadcasting Service* development conference. Dutch Resort Inn. Orlando, Fla.

**Sept. 10-12**—*Radio-Television News Directors As-*

*sociation* international conference. Marriott, New Orleans.

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

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

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

■ **Sept. 12**—Fifth annual "Broadcasters vs. Unregulators" softball game, sponsored by *D.C. chapter of American Women in Radio and Television*. "Unregulators" coach, FCC Chairman Mark Fowler. 3 p.m., Northern Virginia Community College, Annandale campus. Information: Jane Greenbaum, (202) 457-4554.

## Also in September

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

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

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Speakers include: FCC Chairman Mark Fowler; former FCC Commissioner Robert E. Lee; Senate Commerce Communications Subcommittee Chairman Bob Packwood (R-Ore.); Cecil Heftel (D-Hawaii), and radio pioneer Gordon

McLendon. Fontainebleau Hilton, Miami Beach.

**Sept. 14-15**—1981 Editors' Seminar sponsored by United Nations Association of the United States for American Society of Newspaper Editors, AP Managing Editors Association, National Conference of Editorial Writers and Radio-Television News Directors Association. United Nations, New York. Information: William Powell or Ann Claxton, UNA-USA, (212) 697-3232.

**Sept. 14-17**—*Washington Journalism Center's* conference for journalists, "The Family Under Stress." Watergate hotel, Washington.

**Sept. 15**—Deadline for entries in 14th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, 76150, (817) 737-4011.

**Sept. 15**—*Advertising Club of New York* forum on growth and direction of cable television. Panel members include Gustave Hauser, Warner Amex Cable Communications; Kay Koplovitz, USA Network; Gerald Levin, Time Inc.; James Perkins, Hearst-ABC Video Services, Dick Cox, CBS Cable, and William Baker, Group W Television. Sheraton Center hotel, New York.

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

**Sept. 17**—Bench/Bar Media Conference sponsored by *Kentucky Court of Justice, Kentucky Bar Association, Kentucky Press Association, Kentucky Broadcasters Association*. Hyatt Regency, Louisville, Ky.

**Sept. 17-18**—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Information: Drew Larson, (703) 841-0500.

**Sept. 17-19**—*American Women in Radio and Television* East central area conference. Westin hotel, Cincinnati.

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

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

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

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

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. George Will, syndicated columnist, will be Monday luncheon speaker; FCC Commissioner Anne Jones will address Tuesday luncheon; Sol Taishoff, editor of BROADCASTING, will be Wednesday luncheon speaker. Sheraton-Washington hotel, Washington.

**Sept. 21**—*Advertising Club of New York's* 58th "Advertising and Marketing Course." Ad Club's Ballroom, New York.

**Sept. 21-23**—*Advertising Research Foundation's* seventh annual midyear conference and research fair. Hyatt Regency hotel, Chicago.

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

**Sept. 23-25**—*Public Service Satellite Consortium* sixth annual conference for satellite communications

# Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a one-of-a-kind issue. We'll pay due court to the past in an "At Large" interview with Editor Sol Taishoff, filling in between the lines of stories published over the last 50 years, and in a year-by-year chronology that will be a standard reference to the magazine's—and the industry's—first half-century. But we'll also pay court to the future in an ambitious, wide-ranging look ahead to the next 20 years of the Fifth Estate. We call it our "2001 Story." We think you'll call it great.

Bonus readership for your advertising. Reserve space now.

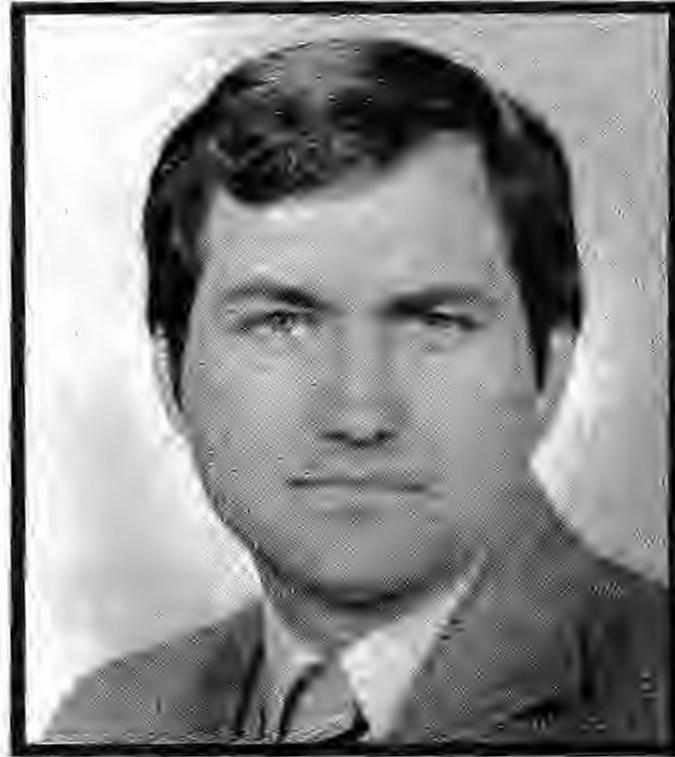
For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

## You belong in Broadcasting Oct 12



# “The Associated Press has done something for television nobody else has.”

John Spain, News Director,  
WBRZ-TV  
Baton Rouge, Louisiana



John Spain knows that television news is uniquely demanding and extremely fast paced. So, for a news-wire to be of real service, it has to keep up. That's why WBRZ-TV uses APTV, the only high speed newswire designed specifically for television.

Ask John Spain about APTV and he'll tell you how it helps get the job done better: "APTV's speed is a tremendous benefit in reacting to breaking news. The end result is many times we'll get a story on our early news and the competition won't. APTV is a great competitive tool for us."

Or ask him about APTV's depth and completeness: "APTV brings our newsroom a whole lot more information, from more sources, at much greater speed than we've ever had before. Plus we see a lot of story ideas, feature ideas, and light material on APTV. It's a great improvement over what we had before."

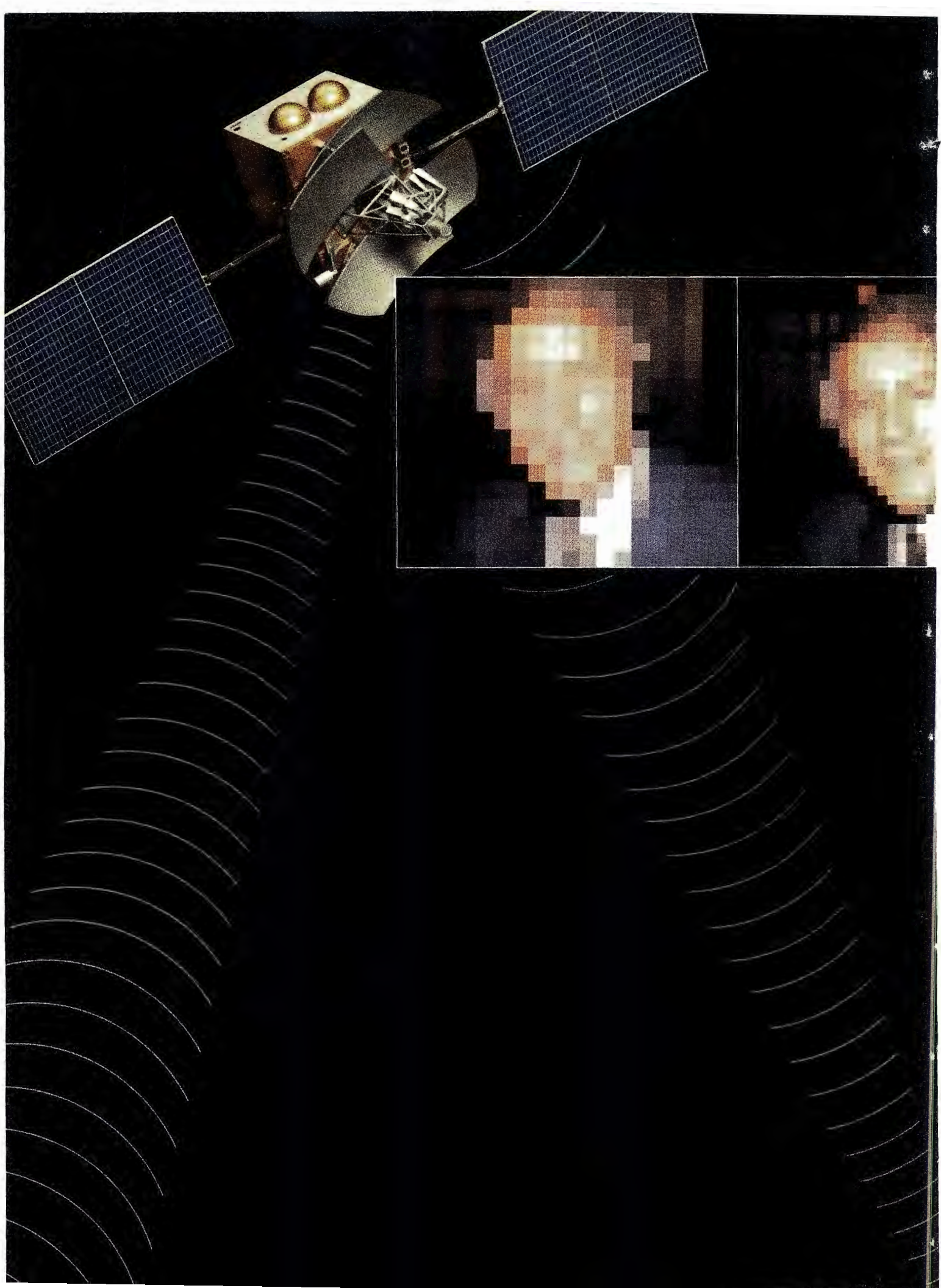
APTV is a generation ahead of other services in fulfilling the special needs of television news. APTV was designed for television's future too—it's a ready and proven asset for tomorrow's computerized newsroom. And soon all APTV points will receive the high speed service via satellite.

Want to know how to put APTV to work for your station? Write or call AP Broadcast Services, 50 Rockefeller Plaza, N.Y. 10020 (212) 621-1511. Or contact your nearest AP Broadcast Executive.



**Innovation for  
better news  
programming**

**AP Broadcast Services**





# BUSINESS COULDN'T BE BETTER



On Oct. 11, 1981 LOUIS RUKEYSER'S BUSINESS JOURNAL, hosted by America's foremost financial news personality, will bring to television a stimulating and provocative look at the world of business and the nation's economy.

Louis Rukeyser is the award-winning, 11-year host of "Wall Street Week," author of the best-selling *How to Make Money in Wall Street*, a nationally syndicated columnist for 315 newspapers and a luminary on the lecture circuit.

Delivered every week by satellite LOUIS RUKEYSER'S BUSINESS JOURNAL will provide... on-location coverage of the week's top

economic story... in-depth profiles of the personal and professional lives of the top executives who rule the world of business... personal finance information on how to survive and thrive in today's difficult economic climate... Rukeyser, playing the devil's advocate with experts on the pros and cons of a major economic issue... and more!

It all adds up to an exciting, no-nonsense perspective on the world of business.

Get down to business and call *Viacom* today for availabilities.

52 original advertiser sponsored half-hours.

## LOUIS RUKEYSER'S BUSINESS JOURNAL



Gateway  
Productions, Inc.

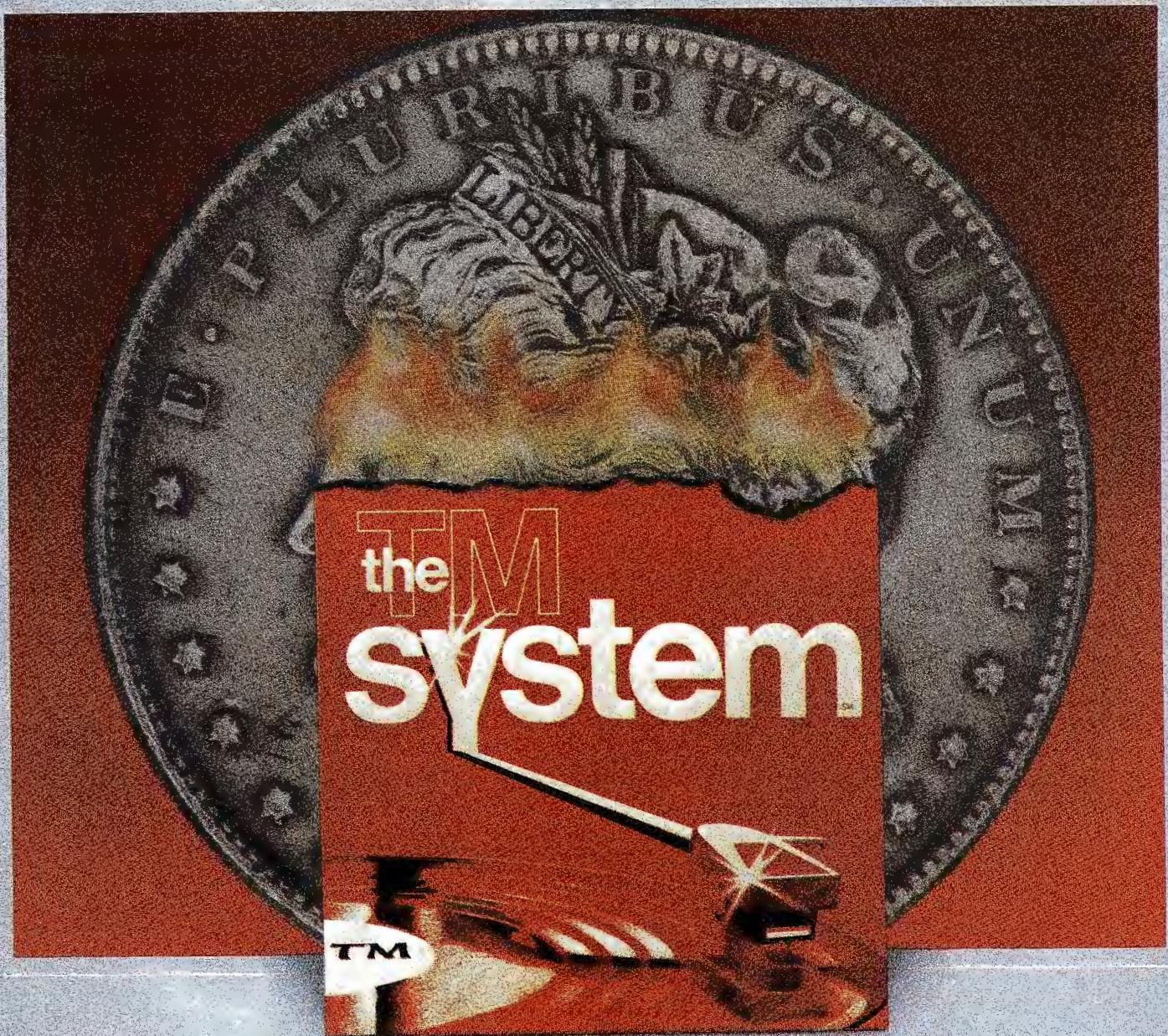
CO-PRODUCED BY



Viacom  
Our Tenth Year

Already cleared in 7 of the Top 10 and 25 of the Top 50 Markets including these groups... CBS, Storer, Outlet, Gannett and Hubbard.





## The TM System... Hot & Profitable.

"The TM System" is working, and earning, in markets of every size, locking up 52 week contracts with ease.

Growth of "The TM System" has been dramatic, and that translates directly into dollars for you.

Why? Because broadcasters designed "The TM System." It took over three years and thousands of interviews with broadcasters, like yourself, to create *The* definitive sales support package. Station managers, sales managers, and production directors told us they needed a sales and production system that was:

- Simple to use
  - Versatile
  - Contemporary
  - Profitable
- |        |              |
|--------|--------------|
| Jan/81 | 18 stations  |
| Mar/81 | 35 stations  |
| Apr/81 | 51 stations  |
| Aug/81 | 135 stations |

"The TM System" from TM Productions, *meets and exceeds* every sales and production need you can imagine; and some you haven't even had time to consider.

**"The TM System's" Success Is Proven.**

"The quality and new sound of 'The TM System' are so good that all of our sales people are excited and enthused about it. And, we've written over \$300,000 so far this year in new local merchant business."

Bob May, General Sales Mgr.  
KMGC, Dallas, TX

It doesn't take a production wizard to make money with "The TM System." If you can operate a turntable, you're halfway there.

All the tools you'll need to create and sell successful commercial images, from individual spots to total marketing concepts, are contained in "The TM System."

**"Sales are super! Our average spot rate is only \$3.00, but since we've started using 'The TM System,' we've signed over \$30,000 in new business. We also**

**hired three sales people when we started with 'The TM System,' and they're selling only long-term contracts. 'The TM System' is one of the best investments we've ever made. And the staff of TM Productions sets the standard for the word 'professional' in radio support groups."**

Daryl Hanauer, Sales Mgr.  
KBBO/KYBO, Yakima, WA

"The TM System" It's selling, plain and simple... *and* profitable!

Nobody beats "The TM System" from TM Productions, and you don't need to when you can have it.

To find out more about "The TM System," send in the coupon. Or, call TM collect at 214-634-8511.

**Act now while it's still available.**

Yes, I would like to find out more about "The TM System."  
Please send me complete information and a demo.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Station \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# TM

## Productions

1349 Regal Row Dallas, TX 75247 214-634-8511

© 1980 TM Productions, Inc.



## Major Meetings

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

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

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas, and Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 5116 Paris.

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

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

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

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

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

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

**Jan. 23-27, 1982**—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

**March 11-16, 1982**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences:

users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

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

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

**Sept. 24-26**—*American Women in Radio and Television* Western area conference. Marina City Club, Marina Del Rey, Calif.

**Sept. 25**—*TM Productions* commercial libraries workshop for Southern region. Airport Hilton, Kansas City, Mo. Information: May Moseley or Betty Newman, (214) 634-8511.

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

**Sept. 25-26**—*Society of Broadcast Engineers*, north Texas chapter, Southwest regional convention and exposition. Rodeway Inn, Arlington, Tex.

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

**Sept. 27-29**—*Minnesota Broadcasters Association* fall convention. Guests will include Richard Wiley, former FCC chairman, now with Washington law firm

March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

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

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

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

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

**May 4-8, 1982**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto, Ontario; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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

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

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

**July 22-24, 1982**—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

**Aug. 29-Sept. 1, 1982**—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

of Kirkland & Ellis, and Jim Popham, VP-congressional liaison, National Association of Broadcasters, Washington. Holiday Inn Downtown, Rochester Minn.

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

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

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

**Sept. 29-30**—*Louisiana Association of Broadcasters* license renewal-EEO seminars. One will be held at Travelodge North In Lafayette, La., on Sept. 29, and another at Holiday Inn in Natchitoches, La., on Sept. 30.

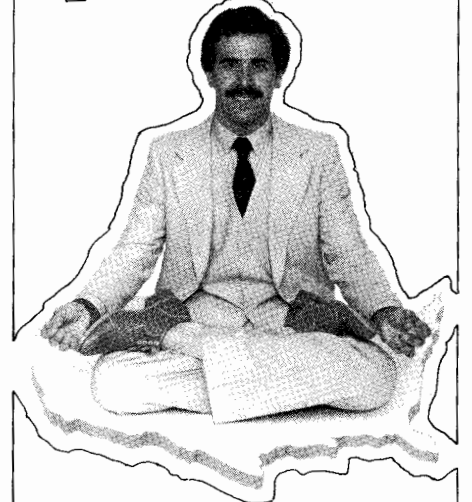
**Sept. 30**—*Iowa Cable Television Association* annual state convention. Marriott hotel, Des Moines, Iowa.

**Sept. 30**—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television*. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 43210.

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

**Sept. 30-Oct. 2**—*Indiana Association of Broadcasters* fall conference. Downtown Holiday Inn, Fort Wayne, Ind.

# the lotus position



means...

**increased national radio sales dollars for our station list**

because...

~~11~~, ~~13~~, **16**

young, aggressive, hungry, hard-working, sales people are selling schedules for our stations in our five owned and operated offices in:

<b>New York</b> —	212 697-7601
<b>Chicago</b> —	312 346-8442
<b>Los Angeles</b> —	213 466-8119
<b>San Francisco</b> —	415 563-3252
<b>Dallas</b> —	214 960-1707
<b>Atlanta</b> —	404 237-1577

Call or write us if you want to be in the better LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.



**Lotus Reps**

Division of Lotus Communications Corporation

## October

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

■ **Oct. 1-3**—*Broadcast Education Association* seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.

■ **Oct. 1-4**—*Music Personnel Conference* annual meeting of public radio music directors and producers. Radisson hotel, St. Louis. Information: Mary Edwards, (314) 553-5968.

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

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

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

**Oct. 4-6**—*Cable Software Symposium and Exposition*, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

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

**Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Speaker: FCC Commissioner James H. Quello. Golden Nugget casino hotel, Atlantic City, N.J.

**Oct. 4-6**—*Pennsylvania Association of Broadcasters* fall convention. Seven Springs Mountain Resort, Champion, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101.

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

**Oct. 5-9**—*Hughes Microwave Communications Pro-*

*ducts* technical seminar on its AML local distribution microwave equipment. Hughes facility, Torrance, Calif.

**Oct. 5-10**—23d National Radio and Television Week, "Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio y Television*. Guests will include Vincent Wasilewski, president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

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

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

**Oct. 7-8**—*Society of Broadcast Engineers* tri-state convention. Indiana Convention Center, Indianapolis. Information: (317) 264-7992.

**Oct. 7-8**—*Kentucky Broadcasters Association* fall convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency hotel, Lexington, Ky.

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

**Oct. 8-11**—*National Black Media Coalition* annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

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

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 75116 Paris.

■ **Oct. 10**—*UPI Broadcasters of Louisiana* one-day reporters' workshop, co-sponsored by *UPI Newspapers of Louisiana*. Louisiana College, Fineville, La.

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

Washington 20015.

**Oct. 12**—*Louisiana Association of Broadcasters* sales seminar. Sheraton Inn, Alexandria, La.

**Oct. 13**—*Louisiana Association of Broadcasters* sales seminar. Travelodge North, Lafayette, La.

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

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

**Oct. 13-16**—*Southern Educational Communications Association* fall planning conference. Bahamar hotel, Fort Lauderdale, Fla.

**Oct. 14**—*Louisiana Association of Broadcasters* sales seminar. Gateway hotel, Metairie, La.

**Oct. 14**—*Chicago Collegiate Broadcasting Day*, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago's* department of communication. Marquette Center, Loyola University of Chicago.

**Oct. 14-15**—*Maryland/Delaware Cable Television Association* annual fall meeting. Hyatt Regency, Baltimore.

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

**Oct. 14-18**—*Women in Communications* national professional conference. Stouffer's, Cincinnati.

**Oct. 15**—Fund-raising dinner honoring *Sol Taishoff on 50th anniversary of Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers, and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

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

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

**Oct. 15**—"Video Production for Filmmakers" seminar, sponsored by *Advanced Technology Seminars*. Bärbizon Plaza, New York. Information: ATS, Suite 610, 1600 Broadway, New York, 10019, (212) 582-6050.

**Oct. 15-16**—*Pittsburgh chapter Society of Broadcast Engineers* eighth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 15-17**—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

■ **Oct. 15-17**—*Arkansas Broadcasters Association* annual meeting. Sheraton hotel, Fort Smith, Ark.

**Oct. 15-18**—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

**Oct. 15-18**—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

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

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

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

**Oct. 16-17**—*Broadcasters Promotion Association/Broadcast Designers Association* board of directors meeting. St. Francis hotel, San Francisco.

**Oct. 16-18**—*North Carolina AP Broadcasters* annual meeting. Holiday Inn-Coliseum North, Winston-Salem, N.C.



The  
**Tanner  
Musical  
Spectrum**

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.  
BRIGHT BLUE is Adult Contemporary or MOR.  
SONSHINE brings you MOR-Christian programming.  
TANNER COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call  
Dick Denham person-to-person collect at (901) 320-4433.

 WILLIAM B.  
**Tanner**  
COMPANY, INC.



# GREAT QUESTIONS

***“You ask great questions accidentally.  
To answer them would be events.”***

*—Emily Dickinson  
Letters*

Not always accidentally—sometimes the reporters who call us ask great questions intentionally, and getting the answers becomes an event for everyone involved. Including us.

Great questions make events because the answers break new ground, provide unexpected insight, or shed new light on facts that were otherwise overlooked or ignored. Great questions make news. But even that short description makes it obvious that coming up with such questions is easier than answering them. And surely a great question deserves a great answer.

That’s why we think that dialogue between the press and an oil company like Mobil has to be a two-way street—not a shooting gallery in which we get to play the duck. Admitted: we can’t always find answers as quickly as some reporters need them, especially when the question takes us into territory

that has been quiet or unexplored. We have to dig for a source, make sure it’s accurate and reliable, sometimes even persuade it to face the music. Great questions can be unsettling—but our assignment is to see they get answered: properly, clearly, fully, and soonest.

Mobil takes that seriously, just as we do your questions—the great and the routine both. We want to be forthright and forthcoming, about our business and operations, about our positions on energy, energy policy, and any other issue that affects our business performance. And all of this begins with our press relations staff: two in New York—John Flint at (212) 883-3232, and Ed Norton at (212) 883-2757, and one in Washington, D.C.—Jim Amanna at (202) 862-1306.

When you’ve got great questions, they’ll get the answers.

**Mobil**

# Open Mike®

## Financial figures fix

EDITOR: I have your Aug. 10 issue which includes the television financial data for 1980. However, I note on page 50 that the city of Toledo, Ohio, is missing from the data. The city of Toledo also appears to be missing from all other financial data reported in this issue.

Can you tell me why it was not included in the report?—*Robert D. Smith, president and general manager, noncommercial WGTE-FM-TV Toledo.*

**Editor's note:** The FCC omitted Toledo from its market listings for lack of a financial questionnaire from one of the three commercial stations there. Those figures have since been submitted and appear, along with a number of changes for other markets released by the FCC, on page 102.

## Lowell Thomas

EDITOR: Lowell Thomas was a great man. He was also a nice man.

We will all miss that marvelous voice. The obituary writers will call him an explorer, an author, an adventurer, a businessman, a raconteur. But he was first and always a broadcaster.—*William O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.*

## Price papers

EDITOR: I read, with much interest, your tribute to Byron Price in the Aug. 17 issue of BROADCASTING.

Some years ago, Mr. Price established his collection of papers at the Mass Communications History Center of the State Historical Society of Wisconsin. The Price Papers are an excellent resource for general historical study, as well as for more particular topics, such as censorship during World War II. We are proud to have them.—*Janice L. O'Connell, director, Mass Communications History Center, Madison, Wis.*

## Buying service rebuttal

EDITOR: The Aug. 24 "Profile" on Rod Erickson of Time Buying Services, while interesting in terms of Mr. Erickson's personal career background, served as an unnecessary indictment of the buying services business.

He mentions two areas of buying service paranoia:

1. "Never let an ad agency or a media service have your money" (i.e. pay your media bills).

I guess what he is saying is that no agency or media service can be trusted, and I resent that; I'm sure that others will feel

the same way. An element of control over cash flow is all part of a healthy client/agency/media relationship, and should be encouraged.

2. He is "willing to reveal the names of a few of TBS's clients, but not all because of the intensely competitive nature of the business."

Agencies announce and list their clients, with the confidence that the world should know who they work for. Why not buying services?—*Matthew Bryant, president, Media Buying Services International, New York.*

## Name change

EDITOR: We would like to draw your attention to an error in the article, "FCC's 'Character' Qualification Comes Under Fire," which appeared in your July 20 issue. In that article, BROADCASTING incorrectly stated that Stephen Sharp's article appeared in the spring 1981 edition of the *Federal Communications Bar Journal*.

In 1977-78, the *Federal Communications Bar Journal* was changed to the *Federal Communications Law Journal* when the UCLA School of Law began to publish the *Journal* in conjunction with the Federal Communications Bar Association. We would also like to point out that Mr. Sharp's article was co-authored by Don Lively as it appeared in the spring 1980 edition.—*Sam Fischer, editor-in-chief, Federal Communications Law Journal, Los Angeles.*

## First in his heart

EDITOR: Congratulations on your Aug. 17 special report on "Radio 1981." There are still more radio station operators in business than there are TV and cable operators put together.—*Sidney King, general manager, KCIN(AM) Victorville, Calif.*

## Six years ago

EDITOR: Congratulations to you and the staff of BROADCASTING on your efforts to place into perspective the development of broadcast communications during its first 50 years.

I believe your series would not be complete without incorporating the role that blacks have played in helping to shape the broadcast industry as it exists today. The Communications Task Force of the National Conference of Black Lawyers is just one of the many organizations that have been involved. The task force was founded in 1975.—*Patti Grace, vice chairman, Communications Task Force, National Conference of Black Lawyers, Washington.*

## Broadcasting Publications Inc.

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

# Broadcasting

The News Magazine of the Fifth Estate  
INCORPORATING

# TELEVISION AND Cablecasting®

Broadcasting-Teletesting Building  
1735 DeSales Street, N.W., Washington 20036.  
Phone: 202-638-1022.

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

## EDITORIAL

Edwin H. James, executive editor.  
Donald V. West, managing editor.  
Rufus Crater, chief correspondent (New York).  
Leonard Zeidenberg, chief correspondent (Washington).  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Frederick M. Fitzgerald, senior editor.  
Harry A. Jessell, associate editor.  
Kathy Haley, Matt Stump, assistant editors.  
Steve McClellan, Doug Halonen, staff writers.  
Candyece H. Stapen, contributing editor (50th anniversary series).  
Kim McAvoy, John Lippman, John Eggerton, Debra Shapiro, editorial assistants.  
Pat Vance, secretary to the editor.

## BROADCASTING & CABLE YEARBOOK

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

## ADVERTISING

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

## CIRCULATION

Kwentin K. Keenan, circulation manager.  
Christopher McGirr, assistant circulation manager.  
Patricia Waldron, Sandra Jenkins,  
Vanida Subpomong, Debra De Zarn.

## PRODUCTION

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

## ADMINISTRATION

Irving C. Miller, business manager.  
Philippe E. Boucher.  
Doris E. Lord

## BUREAUS

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Rufus Crater, chief correspondent—bureau chief.  
Jay Rubin, senior correspondent—asst. bureau chief.  
Rocco Famighetti, senior editor.  
Anthony Herrling, assistant editor.  
Karen Parhas, staff writer.  
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.



Founded 1931. Broadcasting-Teletesting\* introduced in 1946. Television\* acquired in 1961. Cablecasting\* introduced in 1972. \*Reg. U.S. Patent Office. □  
Copyright 1981 by Broadcasting Publications Inc.



# **A Winning Combination**

WJXT

WFE

WDIV



OB

WPLG

PETRY

## **...And Pure Gold**

**Petry Television  
is Now the National Representative for  
the Dynamic Post-Newsweek Stations**

**WDIV ch 4, Detroit, NBC**

**WFSB ch 3, Hartford, CBS**

**WJXT ch 4, Jacksonville, CBS**

**WPLG ch 10, Miami, ABC**



# Together We Make a Formidable Line-Up



## POST-NEWSWEEK STATIONS INC.

WDIV Detroit  
WFSB Hartford  
WJXT Jacksonville  
WPLG Miami

Now Represented Nationally By

**PETRY**

Representing the Broadcasting Industry for 50 Years



# Monday Memo®

A broadcast advertising commentary from O. Leonard Press, executive director, Kentucky Authority for Educational TV, Lexington.

## Using commercial broadcasting to sell noncommercial spots

Public broadcasting faces much more than a dollar dilemma as a consequence of federal budget cutbacks. It faces the prospect of losing its unique program identity and, if that happens, its reason for being. Here's why:

Congress, in an attempt to cushion the cutbacks in federal appropriations for public broadcasting, has proposed an 18-month "Study of Alternative Financing for Telecommunications." One of the alternatives proposed is the sale of public broadcast time for advertising (subject to some limitations not imposed on commercial broadcasters).

The study, to be conducted by a temporary Commission on Alternative Financing for Public Telecommunications which will be headed by the chairman of the FCC (or a member of the FCC designated by the chairman), is instructed by Congress "to determine appropriate means for insuring that the use of such funding alternatives does not interfere with the content and quality of programing appearing on public television and radio." But is it realistic to expect noncommercial stations to be able to raise significant income through the sale of time for advertising (possible) while resisting the pressure, external or internal, of trying to build program ratings and, thereby, the value of the time to be sold (unlikely) with concomitant dilution of our basic program mission (probable if not inevitable).

"With commercial money, you're going to get commercial programing, not educational broadcasting." That persuasive argument was made before Congressman William Natcher's House Appropriations Committee in June by J.T. Whitlock, general manager of WLBN(AM) Lebanon, Ky., board member of the National Association of Broadcasters, executive director of the Kentucky Broadcasters Association and member of the Advisory Committee of Kentucky Educational Television.

The congressional proposal to allow sale of time for advertising on noncommercial stations poses still another dilemma for state and university licensees which, together, constitute two-thirds of all public television stations and three-quarters of all public radio stations. Relations between state and institutional licensees and their commercial colleagues are generally good. Nor can we afford for them to be otherwise. Commercial broadcasters not only do much to promote our programs and our activities; their active good will is an important ingredient in the community backing on which our appropriations and our institutional support depend.



O. Leonard Press has been executive director of the Kentucky Authority for Educational Television since 1963. He has been involved in noncommercial television since 1948 and has served as a consultant to a variety of organizations including the National Association of Educational Broadcasters, National Educational Television and the U.S. Office of Education.

Given this cornucopia of conflicts, does public broadcasting have a way to go that will steer it safely between extinction by malnutrition or by metamorphosis into one more rating-oriented, commercial-type programer? Can noncommercial broadcasting, in short, become half commercial yet survive with its mission uncompromised? Perhaps.

It may be possible to create the same insulation between programing and profits that Congress tried to create, with some success, between federal money and federal influence over public programing. It is absolutely essential that we try.

One way may be to encourage noncommercial licensees to put their advertising time up for bid. Let qualified bidders, commercial broadcasters or others who normally deal in commercial broadcast time, offer a fixed payment to each participating licensee for a period of at least a year. Later, as experience offers more accurate expectations, it may be possible for stations to ask for two- and three-year guarantees. This would give the stations the kind of stabilized lead time that congressional advanced funding was, in part, designed to provide.

But the principal benefit would be the separation of advertising income from day-to-day, or even month-to-month, program decisions. Certain stipulations, even beyond FCC limitations, should be included in the bid specifications to further insure this insulation. Bidders should be prohibited, for example, from conditioning their bids on the station's planned program schedule. They should also be

prohibited from attempting at any time during the life of the contract to influence station programing. They would, on the other hand, have total discretion over placement, rotation and content of commercials, subject only to the limitations and conditions imposed by the FCC.

Further insulation could be achieved if present methods of securing underwriting were abandoned in favor of placing all underwriting under this same bidding procedure.

"National" underwriting and "national" advertising could be bid by PBS or some other consortium and would involve only those stations that wanted to participate. Regional underwriting and regional advertising could be consolidated for bidding by public broadcasting's regional organizations. In this way, stations would share in the income of national and regional underwriting while making their program decisions, whether through SPC, IPS, or other buying combines, wholly independent of underwriter preferences. Underwriting credits, like advertising, would appear on the screen separate from programs. Underwriters would, however, be permitted to indicate what category of programing they wanted credit for: e.g. "cultural programs on this station are supported in part by Blank Co. Inc." Blank Co.'s dollars would then, in fact, be restricted to production or acquisition of cultural programs and its credits could be rotated adjacent to cultural programs.

A not inconsequential benefit of incorporating all "time sales" in the bidding process is that it would help overcome public broadcasting's growing schizophrenia over what business it's in. We are being pressured to be more entrepreneurial. We are offered the chance to sell commercials. We're exploring pay TV. We're leasing our satellite time. We're into teleconferencing. We rent out our studios. We can do commercial productions. All to make a buck to stay alive. All of which tends to redirect our imaginations and our energies so that it is painfully difficult to concentrate on the task that justifies our existence in the first place, the creation of programs that educate, provoke, inform, uplift, broaden, encourage change, explore and stretch the intellectual and artistic potential of our culture and our citizens.

Let the commercial people who are expert at selling time sell ours. That's their business. Let us turn our full attention to our business, the business of making uncommon programs, and leave the business of making money, for us and for them, to our commercial friends.

If we're destined to become bedfellows with commercial media, it will surely profit us more if we can devise ways to make that relationship mutually rewarding.



# Our case for sex discrimination.

Sex no longer determines who, if anyone, wears the pants. So why, a lot of you are demanding, should it determine insurance rates?

Consider the nearly double crack-up rate of male drivers 25



and under versus female drivers 25 and under.

Suppose we at Ætna Life & Casualty ignored this statistical reality. Sister Sue would pay 40% more for auto insurance so Brother Bob could pay 20% less. Unfair!<sup>1</sup>

Now let's sauce the gander. Say we had unisex insurance rates. Collective Bobs would more than chivalrously pay for collective Sues' annuities, since women live to collect longer. *Equally* unfair!

Accusations of Neanderthalism aside, Ætna simply isn't going to toss out cost differences based on criteria like sex and age when the results would be inequitable.<sup>2</sup>

But we *do* have squads of experts studying the impact of changing life patterns on auto, life, and other insurance.<sup>3</sup> And ongoing analysis has already eliminated some risk criteria and instituted others, including *factors you control personally*.

Example: We give young driver-training graduates an average 12.3% discount.<sup>4</sup> And we now reduce individual life premiums for non-smokers.

That's fairer, we think, than changes that would make insurance *less* affordable for a lot of us — men and women alike.

# Ætna wants insurance to be affordable.

<sup>1</sup>According to an Ætna study of auto insurance made in 1979, people generally warmed to the idea of equal rates for different groups. But when they were informed of the effect on their pocketbooks, the majority turned thumbs down.

<sup>2</sup>We admit it can be rankling to be treated as a statistic. But the whole idea of insurance is the pooling of risk among groups of individuals. Those groups are defined by the loss experience of up to millions of cases, and are

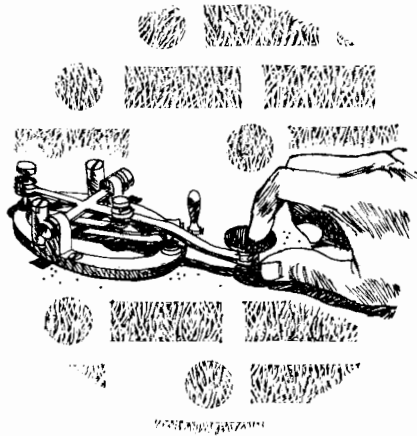
charged accordingly — what we in insurance call "cost-based pricing."

<sup>3</sup>At last count, we had some 135 people looking into how risk can be measured in life, casualty-property, and group insurance.

<sup>4</sup>Ætna also charges less to

accident-free drivers, for cars less prone to damage or theft, and for homes equipped with burglar and fire alarms. We think *positive incentives* make more sense than experimental policies that turn their backs on actual experience.





## **Dit. Dah. Dah.**

Three years ago, WKZO Radio in Kalamazoo began airing the International Morse Code "W" at regular intervals throughout National Weather Service storm watches and warnings to alert listeners who might tune in between bulletins. Recently, a WKZO listener wrote, "We thought the radio 'W' was used nationwide until this spring when we were on vacation and driving in a frightful midday storm. It wasn't until much later that we learned there had been a tornado watch. It's funny how you take something for granted until you don't have it. Then how you do miss it! Keep up the good work." Communicating potential dangers to life and property is all part of the Fetzer tradition of total community involvement.

**50<sup>th</sup>**  
*Fetzer*  
*Anniversary*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City



# Broadcasting Sep 7

Vol. 101 No. 10

TOP OF THE WEEK

## WASHINGTON RETURNS TO LIFE AFTER SUMMER VACATION

### September finds Congress back with lots to do

**In the works are bills on broadcast deregulation, license fees, common carriers, cable TV, performer royalties**

When Congress returns from its August recess on Wednesday (Sept. 9), it faces a full agenda, most of it centered on spending bills of national consequence. But action is also expected on broadcast deregulation, especially in the Senate. And cable operators can expect a floor fight when cable amendments, attached to a common carrier bill, are brought before the Senate, perhaps this month.

Action on broadcast deregulation could come as early as the end of this month. Senator Howard Cannon (D-Nev.), ranking minority member of the Commerce Committee, has urged committee leaders to combine radio deregulation and TV licensing provisions, stricken from a giant budget bill signed into law in August, into a new bill (BROADCASTING, Aug. 17).

The Senate passed the same deregulation measures in its version of a budget bill (BROADCASTING, June 29), so it can be expected to pass them quickly if they are brought up again.

Cannon would like to add a new clause to the prospective bill, directing the FCC to "encourage competition, foster innovation, encourage new and additional services, and to promote the efficient use of spectrum." This provision, according to Tom Cohen, minority counsel to the committee, is consistent with the philosophy of S. 898, key common carrier legislation the committee has passed, which seeks to make competition the eventual regulator of telecommunications services rather than a government agency.

Republican leaders on the Senate Commerce Committee had not decided before recessing in early August what to do about reintroducing the broadcast deregulation measures stricken from the budget package in conference with the House (BROADCASTING, Aug. 3). The majority is likely, however, to favor combining the measures into a new bill, now that Cannon has pushed for that course, according to Ward White, senior counsel to the Commerce Committee. "We'd intended to

move quickly on those anyway," he said. White expects staff work on the new bill to begin by next week and to be completed quickly, an indication that it will consist almost entirely of provisions once contained in the budget bill.

Included in that budget bill was S. 270, a bill introduced early this year, which would put into law deregulatory steps already taken by the FCC (BROADCASTING, Jan. 19) and would also prohibit the FCC from becoming involved in station programming decisions. It would have made radio license terms indefinite and provided for license revocation after FCC hearings determined that a licensee was unfit. Because the budget bill set radio license terms at seven years, new legislation is expected to change the renewal standard for radio in the same way the committee's TV licensing and renewal bill (S. 601) proposed for television.

Also stricken from the budget bill is S.

three years, would be designated in the bill and could be raised or lowered by the FCC. Revenues raised by fees could not exceed 50% of the FCC's annual budget in any given year.

The FCC could only raise and lower fees in amounts equally distributed among all categories of charges and in amounts proportional to increases and decreases in total FCC budget appropriations for the preceding two fiscal years.

The license fee bill also contains provisions for the creation of a task force on international communications policy development. The task force would have the authority to review and approve all proposed statements by federal agencies on international telecommunications and information policy.

Its members would be the secretaries of commerce, state, and defense, the attorney general, U.S. Trade Representative, the chairman of the FCC and the director of the International Communications Agency. The President could extend the initial three-year term of the task force by executive order.



Goldwater

Wirth

Swift

Packwood

601 which would have eliminated comparative renewals by requiring the FCC to renew the license of any station it found that had "substantially met the problems, needs and interests of residents in its service area in its programming," and if operations of the station had been "free of any serious violation of the Communications Act or any FCC regulation," and if the licensee had continued to meet technical, legal and other qualifications in section 308(b) of the act. The FCC would not be permitted to consider competing applications for an occupied facility until it had already determined a renewal applicant to be unfit.

License fees for broadcasters and others regulated by the FCC would also be part of the Commerce Committee's new bill. Fees, originally part of S. 821, a bill to change the FCC from a permanent agency to one that must be reauthorized every

Both Senate and House Commerce Committees agreed early this year to set license fees and limit the FCC's permanent authorization. During the conference on the budget bill, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) linked passage of the fees with passage of deregulation and promised to maintain that linkage after the conference ended.

Packwood plans to address himself to radio deregulation next Monday (Sept. 14) before a luncheon session of the National Radio Broadcasters Association's annual convention in Miami Beach, Fla.

A hearing on VHF service in New Jersey is likely to be one of the Senate Communications Subcommittee's earliest activities after Congress returns this week. Subcommittee Chairman Barry Goldwater (R-Ariz.) committed himself to such a hearing, according to White, after an amendment providing for assignment to

New Jersey of the next suitable VHF frequency that becomes available was deleted from budget legislation in conference with the House. The Communications Subcommittee has shown no interest in a New Jersey VHF bill until now.

Combining the already-passed deregulation measures and holding one hearing on New Jersey VHF service won't take a great deal of time, according to White, and will take a back seat to the committee's top priority for the next two weeks—getting S. 898, a controversial common carrier bill, to the Senate floor for a vote.

Passed with a nearly unanimous vote by the Commerce Committee (BROADCASTING, July 20), S. 898 was kept from the floor prior to the August recess by Senate Judiciary Chairman Strom Thurmond (R-S.C.), who says the bill is not worded strongly enough to prevent AT&T from unfairly subsidizing its proposed fully separate subsidiary.

Thurmond's staff has received 22 proposed amendments to S. 898 from the Ad Hoc Committee on Competitive Telecommunications, a group including a number of long-distance carriers that compete with AT&T but depend on it for local interconnection. The staff has also received 13 proposed amendments from "A Users-Service Providers-Manufacturers Coalition," a group of about 15 associations and companies. This group is

said to have been working with Cohen, of the Commerce Committee's minority staff, and the amendments include two introduced in committee markup by Senator Ernest F. Hollings (D-S.C.).

Thurmond's staff and that of the Commerce Committee plan to begin working on amendments to satisfy Thurmond by early this week, according to White, who believes S. 898 will go to the full Senate by mid-September. The committee could meet once before bringing the bill to the floor to consider Thurmond's amendments. When it does, the National League of Cities hopes to make its first attempt to obtain the removal of cable amendments that were added at the last minute to S. 898.

Cynthia Pols, legislative counsel to the league, says it has enough support to defeat the amendments on the Senate floor and may have enough votes to kill them in committee. "Only one senator is willing to speak on behalf of the amendments on the floor," she said. The amendments were added after the National Cable Television Association secured a majority of favorable votes from Commerce Committee members. The amendments would prohibit any federal, state or municipal rate regulation of basic cable services except in areas where "no reasonably available alternative electronic media services" exist. They would allow cities or states to

require channels for government or public access and would set into law the FCC's authority to set ceilings on local franchise fees.

Jim Mooney, NCTA executive vice president, government relations, said last week that committee support for the amendments is still firm and that the unanimous consent that would be needed to remove the amendments in committee is unlikely. White said Packwood "continues to feel the way he has about the amendments. He didn't sponsor them and they were added because a majority of committee members supported them."

Although Mooney and others expect a floor fight over the cable amendments, Commerce Committee leaders are said to be confident that S. 898 itself will pass by a significant margin in the Senate.

Once S. 898 is out of the way, the committee is expected to introduce a bill deregulating some international telecommunications services and increasing separations between quasi-government satellite carriers (such as Comsat) and their commercial subsidiaries.

Farther down the road is a cable bill, expected to prohibit, among other things, municipal ownership of cable systems. Committee staffers have not begun to draft this bill.

The Commerce Committee expects to receive by next week a legislative report

## From New Mexico to Washington: the making of an FCC commissioner

**In his first week on the job, Henry Rivera is adjusting to his new life; philosophically he's ready to help Chairman Fowler deregulate; industry points of view will be welcomed**

Henry M. Rivera, the FCC's newest commissioner, is still a man in transition. A month after he was sworn in, in a ceremony in his home town of Albuquerque, N.M., and four days after he first walked into his office on the eighth floor of the FCC building, on M Street in northwest Washington, Rivera on Thursday seemed a man less than comfortable in his new role. Familiar surroundings and old friends were 2,500 miles behind him; the job of establishing a new life and career had hardly begun.

The office in which Rivera was sitting seemed a metaphor for his condition. Other than the government-issue furniture—desk and chairs—it was virtually empty. The moving van carrying the Rivera family belongings from Albuquerque had not yet arrived; the books with which the new commissioner planned to stock the office were part of the cargo.

The office is not the only aspect of his new life lacking a finishing touch. Rivera and his wife are settling into the house

they just bought in McLean, Va., and their only child, 6-year-old Henry E. II, is still finding his way around his new school.

But a visitor to Rivera's office—it once housed Commissioner Joseph Fogarty who has moved down the hall to the corner office vacated by the retired Commissioner Robert E. Lee—didn't have to rely on metaphor to grasp Rivera's mood. "I will miss my [law] firm a lot," Rivera said. "I will miss having access to my partners when questions come up." After all, he had been with Sutin, Thayer & Browne since 1973, after graduating from the University of New Mexico School of Law.

"It's frightening being out here all alone," he said.

But he will work on that. He is spending considerable time screening a list of some 100 candidates for two legal assistant jobs he wants to fill. He has had help in that effort from the former head of the Reagan administration's FCC transition team, Michael (Mickey) Gardner, with whom Rivera became friendly when he was under consideration for appointment to the FCC, and Edmund Cardona, Rivera's administrative assistant. Both interviewed candidates before Rivera's arrival in Washington, and have made recommendations.

Beyond his personal staff, Rivera said he will look to commissioners and other staff members for guidance. What's more, he plans to develop sources in the industries the commission regulates. "I hope to find people I can trust, who will give me straight answers or who will tell me the answer is from their perspective," he said. "The industry is going to be a tremendous resource."

For those familiar with the ways of Washington, it would not be surprising to find industry types, eager to volunteer their assistance, forming a long queue outside Rivera's office door after that statement is published. Gardner cautioned against selling Rivera short. "He's a strong guy; once he's settled, he'll be off and running."

The transformation of Rivera, who will be 35 on Sept. 25, from Albuquerque lawyer to FCC commissioner has been a slow and pleasant process. After being sworn in by FCC Chairman Mark S. Fowler (and bringing the commission up to full strength for the first time since January, when Tyrone Brown resigned), Rivera took a 10-day holiday in the mountains of northern New Mexico, trout fishing. Then the Riveras spent the next two weeks motoring across the country.

When he could, in that interval, Rivera pored over resumes of candidates for the legal assistant jobs and began boning up on issues confronting the commission. As he indicates, he has not yet got the "feel" of being a commissioner. But he is looking



from the FCC containing recommendations for deregulating television. Goldwater, who requested the recommendations for a television bill, is expected to push for the drafting of one as soon as possible.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has said since early this year that broadcast deregulation legislation will be considered in his subcommittee during the 97th Congress. Under pressure during the House-Senate conference on the budget package, Wirth said several times that it would be introduced "this year."

Broadcasters "expect Wirth to keep his promise made during the budget conference," said Kenneth Schanzer, senior vice president, government relations for the National Association of Broadcasters. Wirth's promise, said Schanzer, may be one reason Senate conferees agreed to let go of many of the deregulation measures they had included in their version of the budget bill. Others, however, are not as sanguine about the Wirth timetable.

Wirth's plans for the next month include publication of a subcommittee report on the status of competition in telecommunications and introduction by early October of a common carrier bill based on data in that report. Subcommittee staff members have been drafting the report during the August recess, but do

not anticipate finishing it until late in September.

Wirth will hold a final hearing on users of telecommunications services in Denver next Friday (Sept. 11). He plans two hearings in Washington on diversity of information for next Tuesday (Sept. 15) and Sept. 23. If the competition status report is completed before Sept. 23, information from the diversity hearings could be compiled in a separate report. The report on competition will include some data on broadcasting.

It is likely that the subcommittee will be immersed in hearings on its common carrier bill for the rest of this congressional session, and will not have time to focus on broadcast deregulation legislation, according to a staff spokesperson.

Wirth has continually been accused of using delay tactics to avoid introducing common carrier legislation or considering broadcast bills that have been introduced by members of his subcommittee. He is said to have wanted to develop national visibility for his broad approach to communications legislation and is said to have been disappointed by a poor turnout for many of his hearings this year.

Wirth does plan to hear testimony on a broadcast crossownership bill introduced during this Congress and last by Representative Al Swift (D-Wash.). Witnesses for and against the bill will appear at the

Sept. 23 hearing on diversity of information. The Swift bill would codify FCC crossownership rules but prohibit the commission from considering crossownership in a comparative hearing if licensees were in compliance with the rules.

Action on three copyright bills pending in the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice is expected to begin with two days of markup, Oct. 14 and 15. Bills to be considered include two on cable copyright, H.R. 3560, introduced by subcommittee Chairman Robert W. Kastenmeier (D-Wis.), which would retain compulsory licensing for as many distant signals as are permitted under rules eliminated this year by the FCC. Kastenmeier's bill would also permit the Copyright Royalty Tribunal to establish its own syndicated exclusivity rules and would expand the tribunal's rate-making powers.

A second cable bill (H.R. 3844) would eliminate compulsory licensing for all distant signals, except those carried by cable systems with fewer than 2,500 subscribers. It would also eliminate must-carry rules for local TV signals and would make satellite resale carriers liable for copyright fees. Introduced by Representative Barney Frank (D-Mass.), the bill is a revised version of a bill (H.R. 3528) Frank introduced earlier this year (BROADCASTING, May 18), that would not have eliminated must-carry rules.

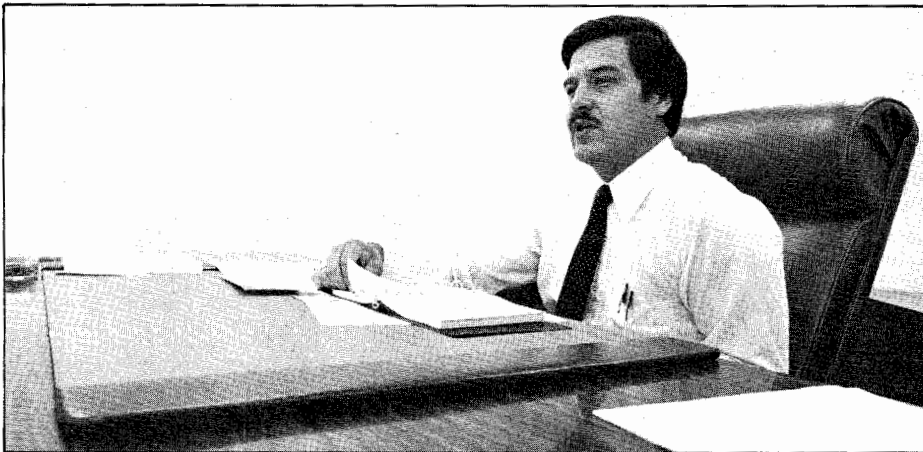
Kastenmeier's subcommittee also plans to mark up a performer royalty bill (H.R. 1805) at its mid-October sessions. Introduced by Representative George Danielson (D-Calif.), the bill would require radio stations to pay 1% of their net annual advertising receipts, less commissions to advertising agencies, in royalties. Television stations with revenues between \$1 million and \$4 million annually would pay \$750, and those netting over \$4 million would pay \$1,500 a year.

Broadcast representatives in Washington are optimistic that Kastenmeier will move a cable copyright bill out of his subcommittee by the end of this year. They are less sure about the performer royalty bill. Although versions of H.R. 1805 have failed in previous Congresses, Register of Copyrights David Ladd has testified in favor of the bill (BROADCASTING, July 29).

Regulatory reform legislation that would substantially limit federal agencies' rulemaking powers, may reach the Senate floor by the end of this year. One bill (S. 1080), introduced by Senator Paul Laxalt (R-Nev.), has been passed by Laxalt's Judiciary Subcommittee on Regulatory Reform and has also been reviewed by the Senate Governmental Affairs Committee.

A similar bill pending in the House (H.R. 746) has been passed by the Judiciary Subcommittee on Administrative Law and Governmental Operations, chaired by Danielson, the bill's author, and awaits action by the House Governmental Affairs Committee.

Attempts to amend the Freedom of Information Act will continue. The Senate



The new commissioner in his new office

forward to the myriad issues and problems that are the FCC's responsibility. It's what he is sure he will find most interesting.

Rivera, the first Hispanic ever named to the commission, plans to be the focal point of minority groups at the agency. But a minor irony is that if Hispanics unable to speak English drop in on him, Rivera will be obliged to call on the interpreting services of his confidential assistant, Celia Nogales. Rivera is part of that generation of Hispanics whose parents wanted their children to be assimilated into the Anglo culture and who, as a result, did not speak Spanish at home.

Everything he has said publicly thus far about the commission and its responsibilities indicates that Rivera, though a

Democrat, will follow the same pro-business philosophy espoused by Chairman Fowler. And in his office last week, safely sworn in as a commissioner, Rivera offered no reason for anyone to assume otherwise. "I subscribe to Mark Fowler's philosophy," he said. "I will look at what's on the books [in the way of regulations], see if it's viable; if not, I'd get rid of it." Which indeed sounds much like Fowler.

But it's obvious the Rivera line is not yet set in concrete. For he was talking of reviewing stuff on the books. What of the philosophy he will follow in dealing with the issues of the future? "Until I look at the new problems," said the commissioner in transition, "it's difficult to develop the philosophy to handle them."

# THE PLEASURE OF YOUR COMPANY

is requested  
at a testimonial dinner in honor of

*Sol Taishoff*

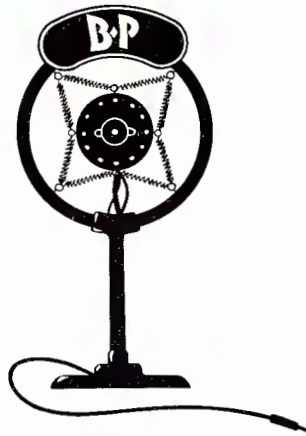
on the 50th anniversary of the first issue  
of BROADCASTING MAGAZINE

*On Thursday, October 15, 1981  
in the International Ballroom  
of the Washington Hilton Hotel  
Washington, D.C.*

Reception at 6:30  Dinner at 7:30

Black Tie  \$100 per person  \$1,000 per table of ten

Proceeds to support the Broadcast Pioneers Foundation  
and the Broadcast Pioneers Library



## **Broadcast Pioneers**

A Society of Broadcast Professionals  
Contributing to the past, present and future of broadcasting

320 West 57th St. New York, N.Y. 10019 (212) 586-2000

Founded by H.V. Kaltenborn, 1942

For reservations contact: Ed DeGray, Broadcast Pioneers, 320 West 57th St. New York, N.Y. 10019 (212) 586-2000.

Hal Niven, National Association of Broadcasters, 1771 N St., N.W., Washington, D.C. 20036 (202) 293-3518.



Judiciary Subcommittee on the Constitution plans two more hearings on three bills on Sept. 23 and 24 and hopes to go to markup in October. The bills (S. 587, S. 1235 and S. 1247) would exempt the Central Intelligence Agency from any application of the FOIA, put a 10-year moratorium on the release of FBI documents, allow agencies more time before having to comply with FOIA requests and allow businesses to secure injunctive relief against FOIA disclosure of information a company considers sensitive or confidential.

The House Subcommittee on Government Information and Individual Rights has held three oversight hearings on the FOIA (BROADCASTING, July 20) and expects to receive proposals for a series of amendments to the act from the Justice Department later this month. After it receives them, it will wait to see if the Senate passed any amendments. According to a spokesman for the subcommittee, it appears unlikely that any amendments will be passed by either Senate or House this year.

## FCC readies for fall activity

**After summer doldrums, commission returns to face full agendas; en banc meetings will return; items to be considered in near future include teletext standard, ch. 6 interference, AM stereo**

Although the FCC is gearing up a little late this September as a result of the later than usual Labor Day weekend, this fall will be a busy one, as usual, at the commission.

The first scheduled meeting of the month—Sept. 17—will be a closed session which will address a proposed legislative package currently being drawn up by the commission's Office of General Counsel. FCC General Counsel Stephen Sharp indicated that the package will include "several substantive proposals" related to broadcasting, but that they are still in the "formative stage." Sharp also noted that the proposals are being generated from both within and outside of his office. The package is expected to be circulated to the commissioners' offices this week.

If the commission intends to follow through on a request from Senator Barry Goldwater (R-Ariz.), the legislative package will include ideas for implementing some form of television deregulation, which Goldwater specifically asked FCC Chairman Fowler for in a letter written more than two months ago (BROADCASTING, June 29).

This fall the Fowler FCC will also revive two procedures that have been used by previous administrations. One is an attempt to quicken the pace at which non-controversial agenda items can be adopted. The other is aimed at making the commis-

sion more accessible to outsiders.

Randy Nichols, FCC Chairman Mark Fowler's administrative assistant, told BROADCASTING that approximately 35 such items would be circulated in September, all of which would be "more routine" than not. He also indicated that such agendas would not be announced beforehand, but only after action had been taken on them. Nichols said that the chairman's office was "trying it out right now," and that if no problems arose, the practice would be continued. He characterized the process as a "pre-clearance vote."

The commission will convene in open session on Sept. 24. Although the agenda for that meeting is not yet set, any items knocked off the circulated agenda will be discussed at that time.

The second procedure to be reinstated this fall—one started by former Chairman Richard Wiley—will be the convening of periodic "en banc" ("on the bench") meetings. The meetings will be held at the commission's eighth floor meeting room, 1919 M Street, N.W., Washington, and will give interested members of the public an opportunity to state their views on any given communications issue.

The first en banc meeting is scheduled for Oct. 7 from 9 a.m. to noon. Those wishing to participate must write to FCC Director of Public Affairs William Russell with a brief outline.

Sam Simon, executive director of the National Citizens Committee for Broadcasting, said reinstatement of the en banc proceeding was "probably a good idea," but should not be interpreted as a "substitute for hard evidence or substantive participation." It is his hope that the meetings provide more than a "mere show." He then asked rhetorically, "Are there minds to be changed?" In the case of Mark Fowler, Simon said, "I don't think so."

Nevertheless, Simon indicated that he was "glad to have the opportunity to say my piece," and, without committing himself to the Oct. 7 date, noted that it would be a good time to respond to what is expected to be a major policy statement by Fowler at the International Radio and Television Society newsmaker luncheon in New York on Sept. 23. Although no one at this point knows exactly what the chairman will say, rumors abound that he will advocate doing away with the fairness doctrine and various multiple- and cross-ownership restrictions, to which he has already referred several times.

In addition to the IRTS speech, Fowler will address the National Radio Broadcasters Association convention on Sept. 15 in Miami. He will address the National Association of Black Owned Broadcasters on Sept. 24; the Federal Communications Bar Association on Oct. 1, and the National Black Media Coalition on Oct. 10. Those three engagements will be held in Washington. On Oct. 8, he will give a speech before the Kentucky Broadcasters Association.

FCC Broadcast Bureau Chief Richard

Shiben outlined some of the major items that will be forthcoming from his bureau this fall. An inquiry or rulemaking proposal will be issued in late September concerning the development of a nationwide teletext standard, said Shiben. He also indicated that a report and order on possible revisions to the annual financial reporting form would be issued in late September or October.

Shiben also said that a further notice of proposed rulemaking to re-evaluate the need for several existing subscription television rules would also be issued in September or October.

The bureau is also working on possible solutions to the interference problems of TV channel 6 caused by educational stations in the noncommercial FM band. Shiben has not yet reviewed that item, but was hopeful that it would be ready by the end of September. In July, the commission instituted a temporary freeze on grants of FM's in the lower part of the reserved band within the grade B of any existing channel 6 station (BROADCASTING, July 20, 27). That freeze will remain in place until a final solution is adopted.

Shiben was also hopeful that his bureau could get out an item before the end of the year on reconsideration of the four VHF drop-ins the commission adopted last September (BROADCASTING, June 15).

The Broadcast Bureau is also expected to issue an item this year on the common ownership of AM-FM stations or UHF-radio properties in the same market. For several years a condition has been placed on new AM-FM combinations stating that the licensee will be required to divest itself of one or the other should the commission ultimately adopt a ban on such combinations. At one point, the Ferris FCC had directed its staff to draw up a proposal that would consider such a rule, but it never materialized.

There is, however, an existing rulemaking proposal to do away with the part of the one-to-a-market rule that states that proposals for UHF-radio combinations can be considered by the commission on a case-by-case basis.

Sources within the commission speculate that given the deregulatory, let-the-marketplace-decide atmosphere that currently prevails, the AM-FM condition will be lifted while the UHF-radio rulemaking proposal will be shot down.

According to Shiben, reports and orders on the commission's low-power television, AM stereo and probably FM quadrasonic proceedings will be issued in the first part of 1982. Scheduling for the proposed non-commercial "omnibus" rulemaking is as yet uncertain.

The two most talked about issues being handled by the Office of Plans and Policy right now are the direct broadcast satellite applications which it is currently analyzing and its ongoing study concerning all aspects of cable ownership. That office is expected to make a decision this month as to the acceptability of the CBS applications now on file (with the exception of that of



Satellite Television Corp., which was accepted back in April).

A third item that OPP is currently working on, along with the general counsel and the various bureaus, is a study of how a lottery provision might be implemented for the purpose of awarding licenses.

On the cable television front, FCC Cable Bureau Chief William Johnson said that his bureau is working on three major items for the remainder of 1981:

- A proceeding concerning the problem of interference caused by cable usage of aeronautical frequencies. The proceeding is for the most part a technical one that deals with monitoring procedures and how far offset a cable operator must adjust a channel he is using on an aeronautical frequency. Interference by cable systems to aeronautical communications can be caused by leaks in the cable.

- A report and order on a proposal to eliminate the rule that limits the ability of local authorities to collect franchise fees in excess of 3% of a cable system's gross revenues. Pending Senate bill S. 898, if adopted, would codify the commission's authority to set such a ceiling.

- A report and order concerning the amendment of the must-carry rules in cases where the availability of additional channels on a cable system has been exhausted.

A fourth item that Johnson said his bureau intends to complete this fall is the proposed acquisition of UA-Columbia by Rogers CableSystems Inc. and UA Columbia's largest stockholder, United Artists Theater Circuit, for \$215 million.

## Radio is different from TV and should be so regulated, Heftel to tell NRBA

**Hawaii congressman-broadcaster will suggest to annual convention next week that their medium deserves to be free of fairness doctrine, other encumbering laws**

"There's no way radio and TV should be thought of simultaneously—in the way they are organized, in the way they represent themselves or in the way they are regulated. Now that radio clearly has an organization of its own, we must move to do the things we've been talking about for 30 years."

In his keynote speech to the National Radio Broadcasters Association next Monday (Sept. 14), Representative Cecil Heftel (D-Hawaii), a fellow broadcaster, says he won't be telling broadcasters anything new, but will be "reminding us of a lot of things we know we should do, but they still don't seem to happen."

Heftel, who owns Heftel Broadcasting

Corp., Honolulu, the licensee of three AM, four FM and two TV stations, and was elected to Congress in 1976, previewed the statements he plans to make before NRBA's annual convention in an interview with BROADCASTING last week.

"The fairness doctrine doesn't operate in the public interest as applied to radio," he said. "Radio could provide a crying need for varying forms of editorial expression in a community with 10, 20, 30 or 40 voices, if the fairness doctrine were not applied."

"In terms of business," said Heftel, "there is no major method of communications [except radio] that directs itself to identifiable, targeted audiences and in which you can, in a sense, pay for what you get as an advertiser."

In addition to the fairness doctrine, "there's another thing we can't or won't do anything about," he said, "and that's the measurement of radio." The lack of competition among rating services "works to the detriment of all concerned."

Heftel said he doubts that the 97th Congress will pass a law eliminating the comparative renewal process. He said he "would hope," however, that Congress could put into law deregulatory steps already taken by the FCC this year in its radio deregulation rulemaking.

"There's a hesitancy on the part of government to go all the way from where we are now to zero regulation," he said. "I expect we'll see some compromise position."

Most members of Congress "are afraid" to eliminate the fairness doctrine "at this juncture," he said, but "more and more people are coming to the Congress who have no fear of allowing radio the freedom and the right to express itself politically and to take their chances with the open marketplace." TV is "such a potent force and is so limited" that the fairness doctrine is still considered necessary there, he said.

Other than the fairness doctrine, Heftel said he doesn't really find broadcast regulations "a meaningful factor." Regulations "don't inhibit the development of radio," he said. "They're somewhat of a nuisance, but they don't hurt anybody."

"The problem is, they don't really help anything, so why have this tremendous process [license renewal] go on?"

Equal employment opportunity guidelines "do not make sense" in broadcasting, because, said Heftel, it is an entertainment medium and the public will choose what it wants to watch or listen to "no matter who is creating a particular program."

Television, said Heftel, "is not adequately competitive." It's "a closed corporation and as long as that's true, radio shouldn't be equated with it at all."

"After the advent of TV," he said, "It became evident that radio was not well served if it did not have an independent organization serving radio alone. This group," he said, referring to NRBA, "finally did it."

## Gannett stations to provide news to PBS outlets

**'America Today' service will use Pacific Mountain Network to distribute news and weather**

The Gannett Broadcasting Group announced last week that it will launch a new broadcast news service—*America Today*—to provide news and weather features for Public Broadcasting Service stations beginning in October.

The service will consist of three-and-a-half to four-and-a-half-minute segments of news and weather features. It will be produced by Gannett's KBTV(TV) Denver and transmitted via satellite to PBS stations by the Pacific Mountain Network, a consortium of public television stations in the western United States.

The feature material—business and economic news, medical developments, investigative reports and human interest stories—will be taken from the regular newscasts broadcast by Gannett's seven television stations. Gannett will pay production costs and receive the usual credit as an underwriter.

Joseph Zesbaugh, executive director of the Pacific Mountain Network, said PMN's research department came up with the concept for the service to provide "more interesting" material to fill slots between PBS programs of irregular length. Zesbaugh said many station managers thought they lost portions of their audiences because they didn't have attractive material to fill those gaps.

"The program managers are very, very excited about this . . . For once we'll have something timely [to use for fillers] instead of all that baloney," Zesbaugh said.

Zesbaugh said PMN will feed the programming to the stations twice a week. The stations may record the material for use whenever they wish.

In addition to the feature material, Gannett will provide a five-day national weather forecast and a weekend forecast.

Jim Sieger, vice president for news for the Gannett Broadcast Group, said there would be "up into six figures" of out-of-pocket costs. If public stations make use of the service, it could be continued indefinitely, he said.

Sieger admitted that Gannett's image shouldn't be tarnished by offering the service, but said Gannett's primary motivation was "altruistic."

"This company is committed to public services," he said.

Sieger noted the service would benefit Gannett television stations, by providing a national showcase for locally originated features, and the public, by giving it access to otherwise-unavailable news stories.

*America Today* will be anchored by KBTV's Bertha Lyn and produced by KBTV's Kathy Teets.



## RTNDA heads south to New Orleans

### Annual convention begins Thursday with session on early reporting of election returns; Paul White award goes to Walter Cronkite

Some 1,000 broadcast journalists and spouses and more than 450 exhibitors are converging on New Orleans and its Marriott hotel this week for the 36th annual Radio-Television News Directors Association International Convention. It will be a time, as usual, for stock-taking and consciousness-raising in terms of news directors' journalistic responsibilities. But it will also afford directors a crash course in management training.

The three-day conference, which begins on Thursday (Sept. 10), will be filled with the customary panel sessions designed to hype the medium and give news directors ideas on how to improve their operations—for instance, "Emergencies: How Radio Covers Them Best."

There will also be sessions giving the broadcast journalists a look ahead—at the changing pattern of weather reporting (the importance of that subject indicated by the presence of more than half a dozen exhibitors promoting weather-reporting equipment), at the use of computers in the newsroom and at the capabilities of satellites to permit local stations to rival the networks in coverage of distant news events.

If the news directors won't hear the same kind of criticism of broadcast news that representatives of some major corporations dished out last year, the con-

ference won't be without discussions of controversial subjects. A session on "Early Reporting of Election Returns" will include California's secretary of state, March Fong Eu, who is expected to complain about the effect of such early reporting last November.

Then, too, some egos may be stepped on in panels on investigative reporting (an occupation that has sometimes made investigators rather than investigatees look bad) and the need to maintain "credibility."

The sudden proliferation of radio networks is providing subject matter for another panel—"The Network Supermarket." Representatives of RKO, ABC, CBS, NBC, and the Mutual Broadcasting System will discuss the phenomenon that allows news directors to pick and choose among the network offerings.

One session expected to attract considerable attention features a couple of courtroom media stars—F. Lee Bailey and Richard ("Racehorse") Haynes of Houston—as well as David Brink, president of the American Bar Association, and Philadelphia attorney Richard Sprague. The session—"Advocates and Adversaries: Is All the Courtroom a Stage?"—will focus on the relationship between lawyers and the broadcast press at a time when cameras and microphones are showing up in an increasing number of state courts.

The major star at the convention, however, will be CBS's Walter Cronkite, who will receive the Paul White Memorial

Award and deliver the traditional Paul White address at the conference's closing banquet, Sept. 12. Another major figure from the networks who will appear at the conference is Richard Wald, senior vice president of ABC News, who will deliver the keynote address on Thursday morning. And as in the past, the luncheon meetings will feature network personalities as speakers—CBS's Lem Tucker on Thursday, MBS's Larry King on Friday and ABC's Sam Donaldson on Saturday.

But beyond the rhetoric there will be a heavy emphasis on management matters. Management Day seminars, scheduled for Saturday, were designed in response to wishes expressed by members following the RTNDA meeting in Hollywood, Fla., in December.

During the day, news directors will get an idea of what station managers think of them and what kind of news director they would like to have on the staff—at least, the results of a study on suggestions by Professor Vernon Stone, of Southern Illinois University, will be released, and will be discussed at a panel on which Stone will participate.

One of the sessions on Saturday that could cause uneasiness among some in the audience is entitled "Handling the Big Ego," which addresses a not uncommon problem of station managers and news directors. Two media consultants, Jim Topping, formerly with WABC-TV New York and now with McHugh & Hoffman, and Dr. William Wilkinsky, of the Athyn Group, will run the session.

## The daily RTNDA agenda

### Thursday, Sept. 10

**Business session.** 8:30-9:45 a.m. Acadia room. Reports from president, Jack Hogan, and executive VP, Ernie Schultz.

**Keynote address.** 9:45-10:15 a.m. Acadia room. Richard C. Wald, senior VP, ABC News.

**General session.** 10:15-11:30 a.m. Acadia room. *Early Reporting of Election Returns.* Moderator: Dean Mell, KHQ(AM) Spokane, Wash. Panelists: Richard Scammon, NBC elections consultant; March Fong Eu, California secretary of state.

**Luncheon.** 12:30 to 2 p.m. Bissonet/Carondelet ballrooms. Speaker to be announced.

**Three concurrent sessions.** 2-3 p.m. Mardi Gras E. *Satellites.* Moderator: Mark Pierce, WTHR-TV Indianapolis. Panelists: Mark Fehlig, Harris Corp.; Jack Gallivan, KUTV-TV Salt Lake City; Dick Mallery, WSB-TV Atlanta; Gary Worth, Wold Communications; Doug Terry, Capital Broadcast News.

**Economics Reporting on Radio.** Acadia room. Speaker: Gordon Williams, ABC Radio News.

**Polling and Opinion Research.** Mardi Gras D. Moderator: Alan R. Walden, NBC Radio News. Panelists: Bruce Garrison, Miami University; Gary Anderson, wis-TV Columbia, S.C.; Dr. Sheldon Gawiser, National Opinion Research Center.

**Three concurrent sessions.** 3:10-4:10 p.m. Mardi Gras E. *The Weather Is Changing.* Moderator: Bob Jordan, KSTP-TV Minneapolis. Panelists: Frank Magid, Frank Magid Associates; Bob Ryan, WRC-TV Washington; Dennis Feltgen, KSTP-AM-FM-TV Minneapolis.

**Registration.** The registration booth in La Galerie will be open 8 a.m. to 5 p.m. Wednesday, Thursday and Friday.

**Exhibits.** The exhibit floor will be open from 9 a.m. to 6 p.m. Thursday and Friday, and 7:30 a.m. to noon on Saturday.

*Emergencies: How Radio Covers Them Best.* Acadia room. Moderator: Jo Moring, NBC News.

*Investigative Reporting.* Mardi Gras D. Moderator: Mike Sullivan, wcco-TV Minneapolis. Panelists: Scott Craig, wbbm-TV Chicago; Eric Mink, *St. Louis Post-Dispatch*; Phil Scheffler, CBS's *60 Minutes*.

**Three concurrent sessions.** 4:20-5:20 p.m. Mardi Gras D. *TV News and Promotion.* Moderator: Phil Johnson, wwl-TV New Orleans. Panelists: Bill Brown, Audience Research & Development; Lori Crouse, ktbc-TV Austin; Linda Akin, wwl-TV New Orleans; Gene Davis, Corinthian Broadcasting.

*The Network Supermarket.* Acadia room. Moderator: TBA. Panelists: Tom Burchill, Dave Cooke, RKO; Bob Hoberman, Bob Benson, ABC, Bob Hosking, Emerson Stone, CBS; Richard Verne, Jo Moring, NBC; Marty Rubenstein, Tom O'Brien, Mutual.

*How Editorials Affect Your News.* Mardi Gras E. Moderator: Vin Burke, whas-TV Louisville, Ky. Panelists: Robert Morse, whas-TV; Jack Bowem, McHugh and Hoffman; Ralph Renick, wtvj-TV Miami.

**Newsroom Computer Workshop.** Mardi Gras F, G, H. Moderator: Howard Kelley, Harte Hanks. Panelists: Bill Ballard, Jefferson Data Systems; Ron Hudson McInnes-Skinner; Steve Miller, *Broadcast Management Engineering*.

## Friday, Sept. 11

**Continental breakfast.** 7:30-8:30 a.m. Exhibit area.

**General sessions.** 8:30-10 a.m. Acadia room. *Maintaining Credibility.* Moderator: Ralph Renick, wtvj-TV Miami. Panelists: James Boylan, *Columbia Journalism Review*; George Watson, ABC News. 10-11:30 a.m. *Advocates and Adversaries.* Moderator: Curtis Beckmann, wcco-AM-FM Minneapolis. Panelists: Attorneys F. Lee Bailey, Richard "Racehorse" Haynes, Richard Sprague, and David Brink, president of American Bar Association.

**Luncheon.** 12:30-2 p.m. Bissonet/Carondelet ballrooms. Presentation of RTNDA radio awards. Address: Larry King, Mutual Broadcasting.

**Business session.** Acadia room. 2-3:30 p.m.

**Exhibits open.** 3:30-5:30 p.m.

**Newsroom Computer Workshop II.** 5:30-7:30 p.m. Mardi Gras F, G, H. Moderator: Larry Cooper, KCBS(AM) San Francisco. Panelists: George Pupala, Station Business Systems; Ed Gerdzein, Basys; Phil Keirstead, Broadcast Communications.

## Saturday, Sept. 12

**Continental breakfast.** 7:30-8:30 a.m.

**Management day seminars.** 8:30 a.m.-5:30 p.m. Acadia room. *Managers Panel.* Moderator: Fred Young, wtae-TV Pittsburgh. Panelists: Vernon Stone, Southern Illinois University; Neal Derrough, CBS TV Stations; Clayton Brace, KGTV-TV San Diego; Frank Scott, WRC-AM Washington; Doug Smith, WFBC-TV Greenville, S.C.

*Give Your Station a New News Director—You.* 10:15-11:30 a.m. Speaker: Jerry Judd, Leadership Development Associates.

**Luncheon.** 12:30-2 p.m. Bissonet/Carondelet ballrooms. Presentation of RTNDA television awards. Address: Sam Donaldson, ABC News.

*Media Management and Middle Age.* 2-3:15 p.m. Speaker: Paul Chase-man, University of Minnesota.

*Handling the Big Ego.* 3:30-5 p.m. Moderators: Jim Topping, McHugh and Hoffman; Dr. William Wilkinsky, Athyn Group.

**Paul White banquet.** 7:30-10 p.m. Bissonet/Carondelet ballrooms. Address: Walter Cronkite, CBS News.

## What's news to the news directors?

*As news directors from across the country gather in New Orleans for the Radio-Television News Directors Association's annual convention this week, they will undoubtedly carry with them a sense that they face an uncertain and challenging future. Cable is challenging over-the-air stations for their news audiences, the legislative horizon can look cloudy or bright and new technology, which in many ways has made the news director's job easier, has paradoxically made it harder by allowing increased competition. In radio, competition among AM stations for a better news image is approaching the intensity of competition among local TV stations, with sophisticated equipment, bigger staffs and a greater role for the news department in overall station operations becoming the norm.*

*On FM, where the commitment to news has traditionally been slim, there is also expansion, but much of it is in national network and syndicated program carriage rather than in local coverage. As the market for news expands, both media find themselves competing more strenuously for competent young journalists, a resource many news directors are finding in serious short supply. The feelings of a selection of news directors in various markets begin on page 43.*



**“TM’s ‘SOUNDS LIKE’ was one of the few commercials that my staff and I saw which really met the MSA criteria for truly ‘effective’ TV.”**

**— Dr. Robert E. Balon,  
President, MSA**



## How Does Your Radio Stand Up On TV?

The television spot from TM's blockbuster "Sounds Like" Total Marketing Campaign was recently reviewed by Multiple Systems Analysis (MSA), a national marketing and communications firm, conducting a lengthy study on the effectiveness of TV spots for radio stations.

### The Results!

MSA President, Dr. Robert E. Balon concluded that "in our investigations, we found scores of commercials that were visually appealing but eminently forgettable; likewise, we found numerous commercials which neglected to let the potential listener know what the radio station being pitched was really all about.

"That's why I'm pleased to be able to extend a hearty endorsement to TM's "Sounds Like" cam-

paign. It was one of the few commercials that my staff and I saw which really met the MSA criteria for truly "effective" TV. There's plenty of *call letter identification*, a *very pleasant musical hook*, lots of *lifestyle identification*, and virtually *no incongruent elements*; in short, the campaign has all the ingredients for success. It should

work well in building station image, reinforcement, and position in any market."

Not only has TM's "Sounds Like" campaign earned the approval of professionals, but it's also been readily accepted by audiences across the country, gaining recognition and increased ratings for "Sounds Like" stations everywhere!

To find out more about TM's effective Total Marketing Campaigns, send in the coupon. Or, call TM collect at 214/634-8511, today!

**Yes, I want to learn more about TM's Total Marketing Campaigns. Send me a demo on "Sounds Like."**

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

Station \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**TM**  
**Productions**

1349 Regal Row Dallas, TX 75247 214-634-8511

© 1980 TM Productions, Inc.



# LiveLine Color Satellite System



- Now weather satellite pictures have stunning clarity and brilliance!
- Dial up Environmental Satellite Data's new digital satellite data . . . for real time pictures of the nation or of your region!
- High-Resolution pictures with your choice of 4096 colors . . . makes analog display systems obsolete.
- Lowest system costs in the industry!

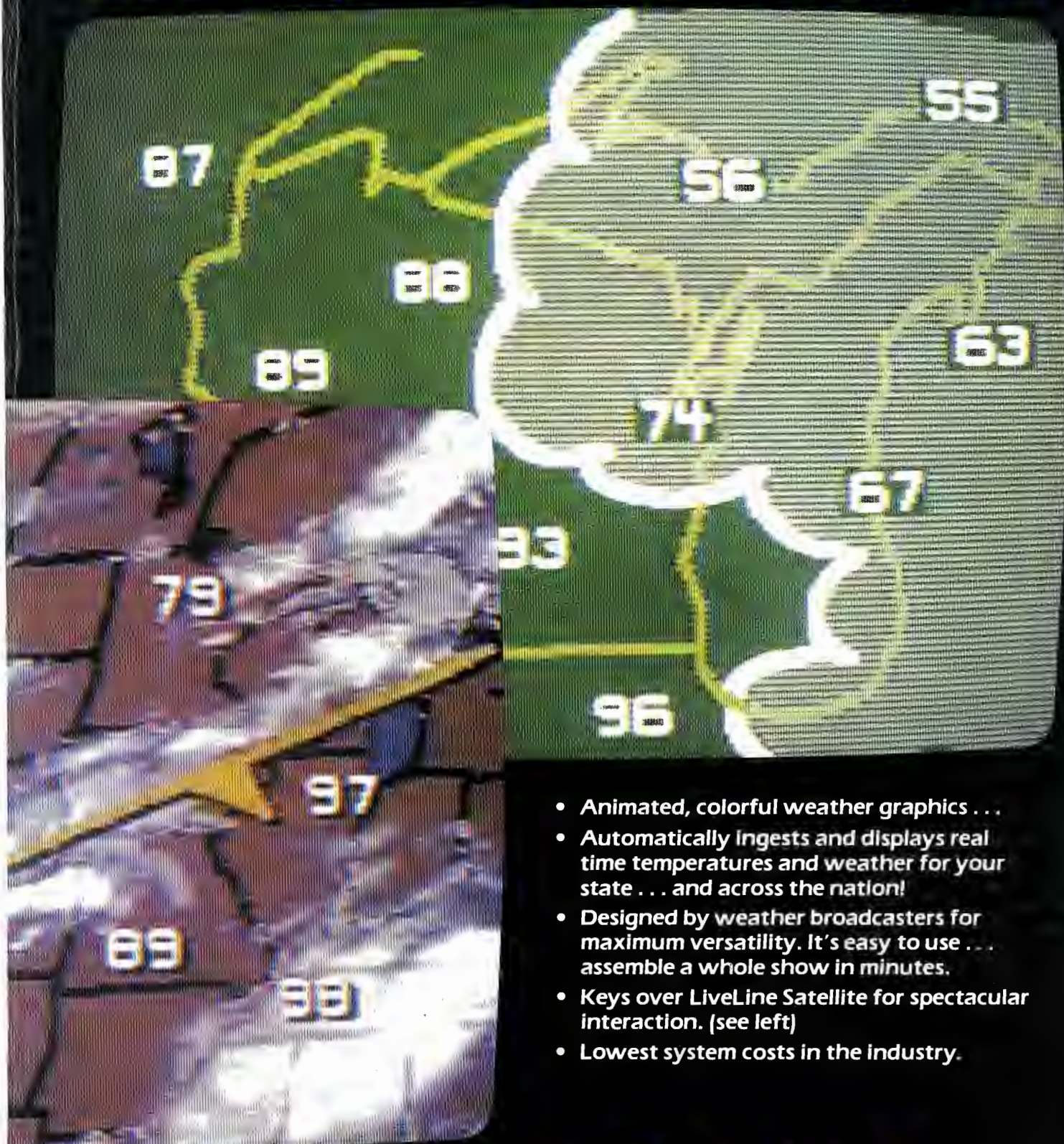
**The One-Two Punch for the**  
... More stations use our electronic weather graphics

**RTNDA**

ColorGraphics Weather Systems, Inc.



# ColorGraphics Weather Computer



- Animated, colorful weather graphics . . .
- Automatically ingests and displays real time temperatures and weather for your state . . . and across the nation!
- Designed by weather broadcasters for maximum versatility. It's easy to use . . . assemble a whole show in minutes.
- Keys over LiveLine Satellite for spectacular interaction. (see left)
- Lowest system costs in the industry.

**Best in Weather Graphics**  
and digital color satellite displays than any other . . .

**Booth 6**

5727 Tokay Blvd., Box 100, Madison, Wisconsin 53701 608-274-5786



# Thank you, Edward R. Murrow.

Your genius has inspired us all.  
It is fitting that the level of  
excellence for which we strive  
is recognized by an  
award in your name.  
Your legacy continues.

The Edward R. Murrow International Award for 1980 has been awarded to WCCO-TV  
for best overall news and public affairs programming by a local television station.



**WCCO-TV**

MINNEAPOLIS/ST. PAUL

A CBS Affiliate  Represented by TeleRep.



## Radio news

### There's a revival, of sorts, in radio news, with better equipment, new networks and increased competition

Radio news is experiencing a comeback. As competition increases, stations and group owners are pouring money into both AM and FM news departments, trying to improve their news images.

Although deregulation has led some stations on both AM and FM bands to cut back on news personnel, this is a trend that is just beginning to show itself, and many news directors believe expanding news departments at other stations are absorbing displaced talent. News directors, in the words of one, are becoming more important in overall station management.

The comeback in radio news began with upgraded equipment. "There was a time when the technology of radio news fell by the wayside," said Bob Cain, news director at WGBS(AM) Miami. While radio was just "nice voices" and not covering news the way it should, TV came in with ENG, microwave and other innovations and "swept past radio," according to Cain.

Now, radio is beginning to catch up with TV, using better mobile units, repeaters that enable reporters to leave mobile units and broadcast right from the scene of a breaking story, and equipment that enhances audio quality. Radio, said Cain, "is getting back to live reports again."

New technology will continue to influence the way radio news is programmed, with satellites probably having the most immediate effect. "Networks will be able to serve us better," said Len Deibert, news director at WMAL(AM) Washington, "and we'll be able to tailor our sound better."

Few newsrooms are computerized at this point, and it is primarily major market news and some news/talk stations that anticipate installation in the near future. Curtis Beckmann, news director at WCCO(AM) Minneapolis, said his station installed a computer connection six months ago for doing background research in major newspapers and magazines. "It's been used about six times," he said.

Growth in radio news appears to be happening differently in different formats. Ed Belkin, news director at all-news KYW(AM) Philadelphia, says his station does much more in-depth reporting now, with four major investigative reports a year, each in-

volving "massive coverage" of a story over a two-week period. Shorter mini-series with five, 10 or 15 parts have also become a norm at KYW.

At KGO(AM) San Francisco, where the format is news/talk, growth has been in features. "Radio is finally beginning to learn a lesson TV learned years ago," said Jack Swanson, KGO news director. "We are not journalism of record.

"People are not less interested in hard news," he said. "There has always been a limited segment of the public as interested in hard news as journalists are."

At WMAL, a middle-of-the-road station that programs about 50% music and 50% news and talk, the news department has become more involved in the whole station's activities, according to Deibert. "We're an information arm of the programming department," he said. "I see us becoming more intertwined with programming," he said. "Some day, news won't be an interruption, but a short-form vignette on an issue."

While growth in radio news is fastest right now on the AM band, FM rock stations also appear to be generally expanding what was once a minimal commitment to national news. "You'll see more full-service FM stations, but the majority of service will be from national, outside sources" such as networks, said Laurie Lerner, who recently left KHIS(FM) Los Angeles and joined KHJ(AM) there as news director. "I don't know how much longer we'll see local news on FM and it's absolutely tragic," she said. "I see FM regressing to the old days when a disk jockey ripped wire copy when something important happened."

Lerner left her position as news director at KHIS when the station eliminated its afternoon newscast, telling her it was no longer cost effective. "I was a budget cut at a station owned by one of the largest and most prestigious news organizations," she said, referring to Gannett Broadcasting Group. Lerner says she's having to adjust to a different presentation on an AM country station after years on an FM rocker, but that she finds a much greater commitment to news on the AM side.

Ace Young, news director at KMET(FM) Los Angeles, sees "more people being hired into FM news on rock stations." Young, one other on-air reporter and two editors make up KMET's news department, and it is the limitations of a small staff that appear to be his only frustration with rock radio news. "We gather all our informa-

tion here in the newsroom," he said, "and it's tough for us to get away to cover a story."

Abby Goldman, news director at KMEL(FM) San Francisco, finds FM a refreshing change after years of reporting on AM radio. "There are fewer molds to break, and now that FM is making inroads, news is becoming even more creative." Goldman does not find limitations on the amount of news considered appropriate for FM stations a problem. "Now that news is no longer required, the question is: How can you make it more interesting?" she said. "The limitations are a challenge to our creative instincts."

News directors in New York, Los Angeles, Chicago and other cities say they are noticing some FM stations cutting back on news since deregulation went into effect, with resulting cutbacks in personnel. According to some, the full ramifications of deregulation won't be known for a few years, because larger groups are reacting to it slowly.

"Deregulation got rid of a lot of rip'n' reads that gave radio news a bad name anyway," said Paul McGonigle, news director at KOY-AM-FM Phoenix. "News on FM has never been big and will grow in the future, if anything."

Competing at the local level appears to be uppermost in the minds of news directors headed for this week's RTNDA convention. Although some are worried about the Reagan administration's attempts to amend the Freedom of Information Act, they appear more concerned about improving their coverage of local issues. "There's a real issue in FOIA," said Swanson of KGO. "But we still have much to do in local coverage. Good reporters have always been dependent on their sources," she said.

KYW's Belkin said he is concerned about a "proliferation of subpoenas" for information for court cases that often do not even involve the station. "Someone may have heard a medical story and will have information subpoenaed for a malpractice suit," he said.

Belkin attributes the increase of subpoenas to people's greater use of radio and their understanding of how to use information given over the air to support a case. "It's part of the business" to handle such subpoenas, he said, but their proliferation is causing an increasing drain on his staff's time and resources. "It's often a needle-in-a-haystack search," he said, and people requesting information are sometimes



Cain

Belkin

Swanson

Goldman

McDonigle

Deibert

Young

# Coming in October. Two important new opportunities from Independent Network News.

Phase One started fifteen months ago with Independent Network's nightly prime time newscast.

Independent Network News quickly became a national success: Today it's carried by sixty-nine stations. Reaching 1.9 million homes nightly.

Now, Phase Two:

Scores of leading independents have already signed to broadcast Independent Network's two new major news programs.

**"Midday Edition" Premieres October 5.** America's only full midday network newscast. A half hour of latest national and international coverage, plus features on health, lifestyles, celebrities—and more—geared to the interests of midday audiences. News anchors: the appealing young team of Marvin Scott and Claire Carter. Satellite feed: 11:30 AM, Monday through Friday.

**"From The Editor's Desk."**

**Premieres October 4.** Key figures in national and international affairs, in the spotlight to answer questions about important issues. The moderator:

Richard D. Heffner, an incisive interviewer and respected world affairs authority. The panel: editors of major newspapers and newsmagazines. 30-minute satellite feed each Friday night.

If you want these prestige programs for your station, contact John Corporon, Independent Network Vice President, News, at RTNDA. Or call Nicki Goldstein at (212) 949-8743.

Phase Two is beginning.



Marvin Scott    Claire Carter



*“Nighttime Independent Network News is an established success in San Francisco. We’re definitely taking the new ‘Midday Edition’ and ‘Editor’s Desk.’”*

Bill White  
Vice President and General Manager  
KBHK-TV San Francisco

*“We know from experience that the excellent quality of Independent Network News attracts viewers and advertisers to KZAZ-TV. That’s why we’re adding ‘Midday Edition’ and ‘Editor’s Desk’ to our schedule in October.”*

Harry West  
Station Manager  
KZAZ-TV Tucson

*“We’ve got nighttime INN now and ‘Midday Edition’ starting in October. We’ll have the only prime time network newscast and the only midday network newscast in Houston.”*

Gene Jacobsen  
Vice President and General Manager  
KHTV Houston

*“‘Midday Edition’ and ‘Editor’s Desk’ will be important additions to our schedule this year. Independent Network’s news is every bit as good as any network news on the air.”*

Errol R. Kapellusch  
Executive Vice President and General Manager  
WBTI Cincinnati

*“With INN’s nighttime edition we’ve been able to give Boston viewers a quality network news alternative in prime time. We’re delighted to bring that same quality to midday with ‘Midday Edition.’”*

Joseph C. Dimino  
Vice President and General Manager  
WSBK-TV Boston

**Independent Network News produced by WPIX New York**

“on a fishing expedition.”

Another major concern of Belkin and of many other news directors is what they term a lack of talent in younger broadcast journalists, whether just out of college or coming from smaller markets. “They have no liberal arts background,” said McGonigle. “Ask them what the power was of the first radio station and they’ll tell you right away, but ask them about Teapot Dome and they think it’s a new product

from Lipton.”

Colleges and universities do not appear to discipline journalism students to write well, produce creative copy or to be sensitive to the power of the broadcast medium, according to Belkin. “It takes only a few minutes to check out and understand a story that comes over the wire,” he said. “I don’t know if colleges are falling down on the job or if people just aren’t motivated, but I’m surprised at the deteriora-

tion in the quality of people available.”

Despite concerns, news directors appear overwhelmingly enthusiastic about the course their field is taking, especially in the light of growing fragmentation in television as a result of increasing cable penetration.

In the words of McGonigle: “Radio news is in a position of greater importance than it’s ever been in, with the possible exception of its very beginning.”

## Television news

### **Effect of new technologies, access to government information and search for competent reporters among TV news directors’ concerns as they head to RTNDA convention**

As television news directors from across the country arrive in New Orleans this week for the Radio-Television News Directors Association annual conference, chances are they’ll devote more thought to some subjects than others. And if a BROADCASTING survey of television news directors conducted last week is any indication, they’ll be primarily thinking about what effect the new technologies are having—and will have—on the news business, what the cards hold for access to government information and where they can find competent broadcast reporters.

Ronald Mires, news director for KGTV(TV) San Diego and an RTNDA board member, said he is primarily concerned about stations’ access to government information of all kinds. And he is more optimistic about increasing television’s access to some kinds of government information than others.

For example, he said that while he didn’t think the federal Freedom of Information Act had been of great help to TV journalists—using the act often takes too much time to be of practical use to TV reporters—he thought broadcasters were probably getting closer to the day when they would be allowed to cover courts in action.

California, he noted, has been experimenting with state courts—and that experiment, originally the admission of cameras was scheduled to be halted in June, has been extended through the end of the year, and “seems to be working well,” he said.

Mires also said he was concerned about what he sees as a growing trend for businessmen—even in major markets—to pull advertising in reaction to what they determine to be “unfavorable” business stories—and he thought it incumbent upon stations with live capabilities to guard against letting themselves be manipulated by news sources.

Mires said, for example, that since more and more stations are capable of live coverage, many news sources have acquired the habit of scheduling “news events” during local newscasts. To avoid being used, Mires said, stations should ask

themselves whether they’re covering those events because they have the technology or if “it’s really a worthy event to cover.”

Reid Johnson, news director for WCCO-TV Minneapolis-St. Paul, said his primary concern was what effect the new technologies would have on local stations.

Johnson thought that as more stations started offering more services through new channels—WCCO-TV is planning to offer 24 hours of mostly textual news on one cable channel, weather information on another and has agreed to provide regional coverage for Westinghouse/ABC’s News-Channels—there is a danger that managers will try to cut back on costs and water down their offerings.

The danger, he said, is that station managers could become overly conscious of the bottom line, especially since it will take time for cable operations to return profits, and will try to spread their resources too thin.

Johnson also thought stations that owned helicopters should be careful to avoid becoming partners with law enforcement agencies.

Although Johnson said there are times when cooperation with law enforcement agencies is proper—WCCO-TV used its helicopter to rescue three persons stranded in a river last year—he thought stations should consider law enforcement agencies’ requests for assistance carefully. “I don’t think we should become extensions of arms of the law,” he said.

James Thistle, news director for WCVB-TV Boston, also thought stations had to be careful about how they used the new technologies, making sure they balanced “content against form.”

Thistle noted that as the technology improves, the quality of television reporting could drop.

That, he said, is because the new technology is cutting back on the time needed to report a story and get it on the air, which cuts back on the time a producer or reporter has to reflect on the story. “There are times when I wish that we were back in the film days,” he said. “Then you had time to reflect on a story while the film was being developed.”

Thistle also thought that with too much technology at their disposal, stations were tending to focus on “big, flashy things” instead of stressing “good, thoughtful reporting,” putting into gadgetry money that could be better spent on hiring good reporters.

For example, he said, a helicopter costs from \$200,000 to \$250,000 to lease each

year—a sum that would pay for quite a few talented reporters, he said.

Noting Metromedia’s purchase of WCVB-TV (pending FCC approval), Thistle also said he was concerned about whether a station’s ability to cover news is harmed by group ownership—if only because distantly based corporations can’t be as responsive to a station’s immediate needs as a local owner.

Paul Beavers, news director for WMAQ-TV Chicago, thought that although technology was making it easier for reporters to get their stories on the air, he wasn’t sure it was all for the good. “The technology is making us able to get stories on the air faster and faster, but I’m not sure faster is better . . . I’m not sure we’re doing any better of a job covering the news,” he said.

Beavers said he was also concerned about the effect the new technologies—pay TV, cable, videodisks and videocassettes—will have on the news audience. The way he sees it, those new technologies are offering the public a host of alternative ways to spend its leisure time which he says the public carefully allots.

As a result, Beavers thought that local news operations would have to become even more competitive to insure that they don’t lose their news audiences to those new forms. “We’re going to have to work harder and harder to compete for people’s leisure time,” he said.

John Miller, news director for WFAA-TV Dallas, said he thought that considering the alternative forms of delivery of news and entertainment programs entering the market, everyone should be concerned about what the future holds for broadcasting.

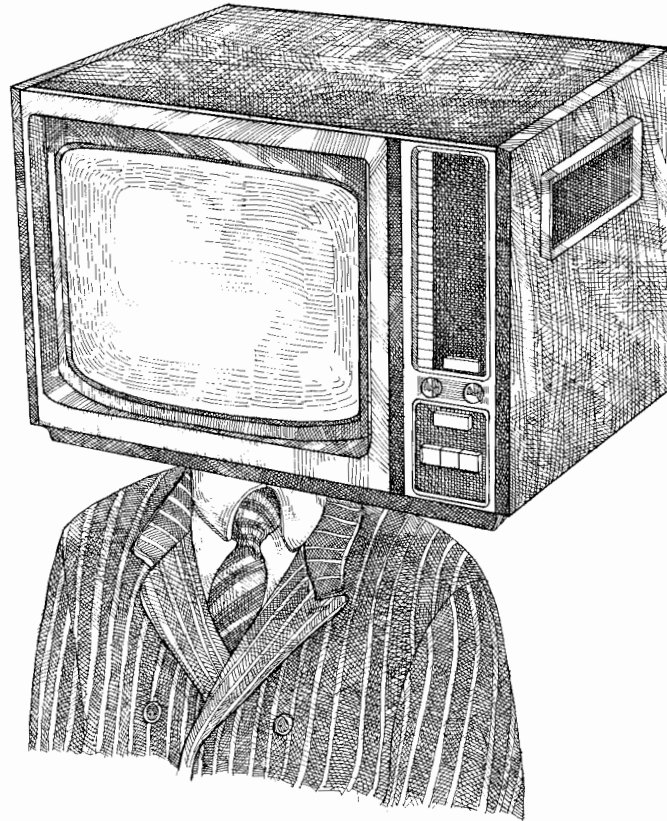
Although Miller thought there would always be a demand for newsmen—even though those newsmen might not be working as broadcasters in the future—stations should evaluate carefully “how to react to the new opportunities that are opening up.”

Miller also noted that as the new technologies continue to fragmentize audiences, the major concern for local television stations will be how to continue their over-the-air services for smaller audiences. “I think the days of geometrically exploding newsroom budgets are over,” he said.

Louis Prato, news director of WDTN(TV) Dayton, Ohio and RTNDA treasurer, said he was also concerned about the effect the new technologies have on local news audiences—and his prognosis wasn’t rosy. He said he feared that competition would



# VIEWERS ARE THE STARS OF SOME OF OUR BEST PROGRAMS.



Some of the best programs we're involved in never get on TV. That's because they're community programs. And the only stars are the people we help.

Whether it's dealing with the problems of the Black and Hispanic communities, or making Christmas a reality for needy children, or running a marathon to aid retarded citizens, or helping promote community health centers—RKO Television stations know that some of the best programs we run happen when the cameras aren't rolling.

So at RKO, there's always something good on TV—even when it's off.



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





Grissom



Miller



Beavers



Thomas



Thistle



Totten



Mires

some day see many local broadcasters presenting minimal coverage of the news at best.

Of more immediate concern, Prato said, is that the legislative environment for electronic journalism doesn't seem promising.

That, Prato said, is because the legal community thinks that television has a "terrific" impact on people's thinking.

Not helping television's image, he said, are the print media critics who are "super-critical" of television. Although Prato agreed that television was subject to criticism, he thought it "hypocritical" of print critics to pay less attention to the print media's own shortcomings than they do to television's. "I wonder if Tom Shales [critic for *The Washington Post*] realizes the impact he's having when he's constantly criticizing us ... and Tom Shales doesn't know what the frick he's talking about," he said.

Echoing several other news directors' concerns, Bob Totten of KTSB-TV Topeka, Kan., said his chief concern is "money."

Although his news department budget hasn't been cut back, Totten thought that any tightening of a news department's budget couldn't come at a worse time.

That, he said, is because cable programming is becoming increasingly competitive with local broadcast news, and if local broadcasters didn't step up their coverage now, they could only lose.

"The thing we have to sell the local market is local news," he said.

Totten also said he was concerned that NBC (KTSB-TV is an NBC affiliate) would increase its evening news to an hour—an eventuality that would take away a half hour of KTSB's prime-time access.

Of primary concern to Steve Grissom, news director for WRAL-TV Raleigh-Durham, N.C., is coping with legal problems and trying to get his cameras into North Carolina's court rooms.

And Grissom said he's finding that dealing with legal problems is becoming a "larger and larger part of my work load."

Grissom said he's "continually being barraged" by attorneys' subpoenas "to see every scrap of material we have on some stories," but has taken to fighting off those subpoenas in court "because we don't feel we should be the investigative agency for attorneys or law enforcement agencies."

Neil Carmean, news director for WTVG(TV) Toledo, Ohio, and an RTNDA

board member, said his "overriding concern" was the low quality of the people trying to break into broadcast journalism. "What really grinds me is when you get a resume and cover letter filled with ungrammatical constructions and misspellings," he said.

Fresh out of college, broadcast journalism students are under the mistaken impression that all you need is good looks and a good voice to be a television reporter, he said. "To me, writing is still the foundation of television reporting," he said.

Carmean's sentiments were shared by many of the news directors interviewed.

Walt Christophersen, news director for WCMH-TV Columbus, Ohio, said: "There's a surplus of applicants for reporters' jobs, but a shortage of talent."

Mary McCarthy, news director for WFBC-TV Greenville, S.C., noting that she also was feeling "pinched" because her budget wasn't rising as quickly as her fixed costs, said she was "depressed at the quality of the students the colleges with broadcast departments are turning out."

"They don't know how to write, they don't know how to interview aggressively," she said. Instead of learning those basics in school, "they're learning to be little stars," she said.

Rabun Matthews, director of news for KTVI(TV) St. Louis, said even the larger markets were having trouble attracting "qualified" reporters. "I am blown away by the lack of really good people," he said.

Newcomers to the trade no longer want to pay their dues, he said. "They walk in off the street from Burger King and think they can be a television reporter," he said.

Matthews laid blame for much of that scarcity on the Cable News Network, which he said absorbed many of the top reporters. And he was concerned that Westinghouse/ABC, when it starts staffing its NewsChannels, would make stations' search for talented reporters even tougher.

One result of this "squeeze" on reporters is that the "ones left can price themselves right out of your market," he said.

Phil Thomas, news director for WHO-TV Des Moines, Iowa, agreed that good reporters are in short supply and blamed that deficiency on the broadcast schools and the smaller markets—where they should be getting their experience.

Nonetheless, he said, many of the

prospects he interviews—even after supposedly gaining experience in smaller markets—"lack the dedication and commitment requisite to good reporting," he said. Their major problem, he said, is "they don't want to be reporters; they want to be stars right away."

Thomas thought it might help for broadcasters to try to recruit reporters from daily newspapers. He noted that he'd never received an application from a newspaper reporter—but would welcome one.

## For sale in New Orleans

The following is a list of exhibitors that will be attending the Radio-Television News Directors Association convention at New Orleans's Marriott hotel this week. New products are indicated with an asterisk.

### Alcare Communications 29

1503-05 Walnut St., Philadelphia 19102

Buyer Beware, Making Ends Meet, Corner Drugstore, Mr. Wizard's Science Report, Maintenance Ms., Medical Report, National TV Sports Quiz, Senior Report, One Great Moment in Sports, Pixanne, Great American Men, New Mr. Wizard's Whadyaknow Show\*, Great Ideas, NFL Great Moments, Championship Moments plus movies network graphics, time lapse weather scan. **Staff:** Frank Beazley, Jordan Schwartz, Frank Aversa, Frank Kreh, Richard Grove.

### American Heart Association 14

National Center, 7320 Greenville Ave., Dallas 75231

Heart news features, cookbooks on nutritional programing, exercising programing. **Staff:** Gary Schwitzer.

### American Institute of Physics 66

335 E. 45th St., New York 10017

Science TV Report. **Staff:** David Kalson, Susan Regan.

### Ampex 58

401 Broadway, Redwood City, Calif. 94063

### Angenieux 2

120 Derry Rd., Hudson, N.H. 03051

Lenses for ENG and cine cameras.



# TK-86 provides good pictures... even in bad light.



Actual unretouched photograph  
showing scene without  
Contrast Compression.



The same unretouched scene  
showing the TK-86 picture with  
RCA Contrast Compression.



In electronic newsgathering and television production, getting the proper light on a scene is not always possible. But the final result must be a pleasing, usable picture. With its effective Contrast Compression and capability for virtually noise-free video at +9 and +18 dB gain, the RCA TK-86 portable camera delivers subjectively pleasing pictures in demanding light conditions.

RCA's Contrast Compression pulls subject details that would be lost out of high contrast scenes. Because

Contrast Compression works in RGB, not just luminance, full color fidelity is maintained.

Utilizing special circuits, RCA has designed +9 and +18 dB gains that deliver visibly quiet pictures. Pictures suitable for use are produced in light levels as low as one footcandle.

The TK-86 is a camera for professionals who work in the best and worst conditions. Professionals who require a dependable camera that is sealed against RFI and the weather, that offers full feature VTR interface, that rests

comfortably on the shoulder or stands upright on the ground, and has complete remote control capabilities.

Available from stock, the RCA TK-86 can be delivering superior pictures for you... in low light, normal and high contrast situations. Contact your RCA representative for a TK-86 demonstration at your facility.



Arvin/Diamond Electronics 46

Association of American Railroads 43,44  
1920 L. St., NW, Washington 20036

Diesel locomotive. **Staff:** Daniel Lang, Diane Liebman, Renie Einbinder, James Shea, Ray Bullard, William Geeslin, William Haase, David Jordan.

Associated Press 48  
50 Rockefeller Plaza, New York 10020

AP Radio Wire, AP Radio Network, APTV. **Staff:** Roy Steinfort, Ben Avery, Jim Hood, Glenn Serafin, Brent Kallestad, Bill Cook, Bill McCloskey, Jim Williams, Jim Spehar, Doug Kienitz, John Willis, Dick Shafer.

Basys 36  
4960 Hamilton Ave., San Jose, Calif. 95130

Adhesive labels\*, newsroom computer system. **Staff:** Ed Grudzien, Len Friedson.

Beston Electronics 15  
Box 937, Olathe, Kan. 66061

Character generator prompting and word processing system. **Staff:** Rod Herring, Leo O'Brien, Jim Sherry.

Champion Media Awards 25  
Amos Tuck School, Dartmouth College, Hanover, N.H. 03755

Media awards for economic understanding. **Staff:** Jan Bent, Donald Bridges, Joseph

Pokorny.

Colorgraphics Weather Systems 6  
5727 Tokay Blvd., Madison, Wis. 53701

Liveline satellite computer with digital weather pictures in high resolution color\*, ColorGraphics Weather Computer, weather graphics generator. **Staff:** Terry Kelly, Richard Daly, Mike Nelson.

Comrex 79  
60 Union Ave., Sudbury, Mass. 01776

Talk show system, low frequency extender.

Conoco 21  
Box 2197, Houston 77051

Convergence 24  
1641 McGaw, Irvine, Calif. 92714  
Microprocessor editing systems.

Dow Jones News Service 23  
200 W. Monroe St., Chicago 60606

Dyna-metrics 4  
4646 Mission Gorge Pl., San Diego 92120

Design and construction of news sets. **Staff:** John Peterson, A.G. Thomas, Russell Norton, John Ferry.

Edison Electric Institute 49,50  
1111 19th St., NW, Washington 20036

Energy exhibit. **Staff:** Bill Boyle, Kirk Willison.

Electronic Applications 41,42  
25 W. 54th St., New York 10019

Fujinon Optical 22  
672 White Plains Rd., Scarsdale, N.Y. 10583

BCTV lenses, ENG/EPF lenses. **Staff:** F Makajima, J. Dawson, K. Tindall, R. Russin, J. Newton.

G & G Designs 67  
766 2d St., Encinitas, Calif. 92024

News set design and construction, mechanical set aids, weather maps, symbols. **Staff:** Arrena Hoffmann, Bill Black, Gil Jimenez, Joyce Jimenez, Gill Davis.

Government Information Services of Hong Kong 68  
Beaconsfield House, Central Hong Kong

Graphic Express Corp. 11  
7969 Engineer Rd., Suite 201, San Diego 92111

News sets, graphics service, animation design and production, music production, image design. **Staff:** Byron Andrus, Dick Bunnell, Dave Hoogenakker, Robin Andrus.

Greenlee Geometrics 10B  
861 Thurston Ave., Louisville, Ky. 40217

Camera mount and photographer's seat for ENG helicopters.

Group W H2  
90 Park Avenue, New York 10016

**Staff:** Richard Sabreen, Len Ciarraputo, Jack

Swindel, Andy Spitzer, Anita Klever.

Harris/Farion Video 59  
1680 Bayport Ave., San Carlos, Calif. 94070

**Staff:** Cliff Fields, Jim Murray, Jorgen Bistrup, Don Littleton, Lal Basu, Dave Northen.

Hayes Broadcasting 80  
710 S. Bowie, San Antonio, Tex.

Syndication features.

Heritage Foundation 16  
513 C St., NE, Washington 20002

Hughes Helicopter C  
6320 Arizona Cr., Los Angeles 90045

Independent Petroleum Assoc. of America 54  
1101 16th St., NW, Washington 20036

Energy Perspectives. **Staff:** Peter Wellish, Joe Warren.

Information Processing Systems 3  
70 Glenn Way, Belmont, Calif. 94002

Weather satellite record with graphics.

Jefferson Data Systems Island B  
501 Archdale Dr., Charlotte, N.C. 28210

Electronic news processing system. **Staff:** Mike Jones, John McDonald, Miriam Sullivan, Bill Ballard, Barbara Herron, Steve Shockley, Dan Phillippi.

King World Productions G  
480 Morris Ave., Summit, N.J. 07901

Paul Strassels Tax Report, The Butcher, Lendon Smith, Soap. **Staff:** Bob King, Roger King, Michael King, Paul Strassels, Don Prijatel.

Marti Electronics 30  
Box 661, Cleburne, Tex. 76031

Radio communications systems for ENG and broadcast quality remote pickup, RPT-2 battery portable transmitters\*, PRT-15 mobile transmitters\*. **Staff:** George Marti, Jo Marti, M. McClanahan, Steve Jones.

Mead Data Central 37  
135 LaSalle, Suite 2127, Chicago 60603

News research.

Mighty Minute Programs 40  
840 Battery St., San Francisco 94111

Joe Carcione the Greengrocer, Garden Gazette, Harry Somerfield, Tipsters, That's About Teeth, Swingin' Country, Politics of Poison, Mom I Want to Come Home Now, In Celebration of Tutankhamun, Shanghai Shadows, Morrie's Minutes, Going to the Movies, Trav'l Tips. **Staff:** David Meblin, Andrew Meblin, Shivon Meblin.

McInnis-Skinner Associates 60  
6529 Classen Blvd., Oklahoma City 73116

Newscan, Weathergraphics, Weatherscan. **Staff:** Marvin McInnis, Judy Skinner, Ron Hudson.

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

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

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

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

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

**Continental Electronics** 

"A New Strength in Radio Broadcasting Equipment"





## **Daniel Boone. Pioneer, Indian Fighter, Patriot, Trapper, Trailblazer and Ratings Leader.**

Daniel Boone is a syndication dream. Built around a great American hero, 120 one hour color episodes starring Fess Parker, Ed Ames and Albert Salmi are now available.

It's a young people's show, it's a family show, it's an action adventure show, it appeals to all ages. Daniel Boone simply has the unique ability to attract an audience in all dayparts. During its six years on NBC, it averaged a fantastic 33% share, dominating its time period against such competition as *The Munsters*, *The Flying Nun*, *Perry Mason*, *Gilligan's Island* and *That Girl*. And Boone has a proven track record of seven successful years of syndication.

So bring back the American Classic, Daniel Boone. It fits your format.

## **Daniel Boone. An American Classic is back.**

Copyright ©1981 Twentieth Century-Fox Film Corporation. All rights reserved.





The Group W television  
to give their local new  
Now your station



# NEWS

Group W's daily satellite  
Extra depth, extra reach, e

**NEWSFEED** is varied — hard news, features of substance, packaged sports, national weather in color, multi-part series.

**NEWSFEED** is flexible — use the stories or portions on their own or as part of your local stories with your news staff voices.

**NEWSFEED** is people-oriented — the kind of coverage that makes local newscasts successful.

**NEWSFEED** is proven — paying off for the six Group W television stations since January.

**NEWSFEED** is available — in additional markets. Already sold to 22 stations.





stations found a way  
s a competitive edge.  
can share in it!

Get all  
the details at  
**RTNDA**  
Group W Productions  
Booth H2



# NEWSFEED

news exchange service.  
extra features for your news.



**NEWSFEED** is a bridge — give viewers what networks and local stations can't cover.

**NEWSFEED** is fast — satellite delivery of "today's" stories and timeless features.

**NEWSFEED** is instant — when breaking stories dictate, it goes live at a moment's notice.

**NEWSFEED** is invaluable every-day, indispensable in a crisis. Call now. Give your station this exclusive advantage.

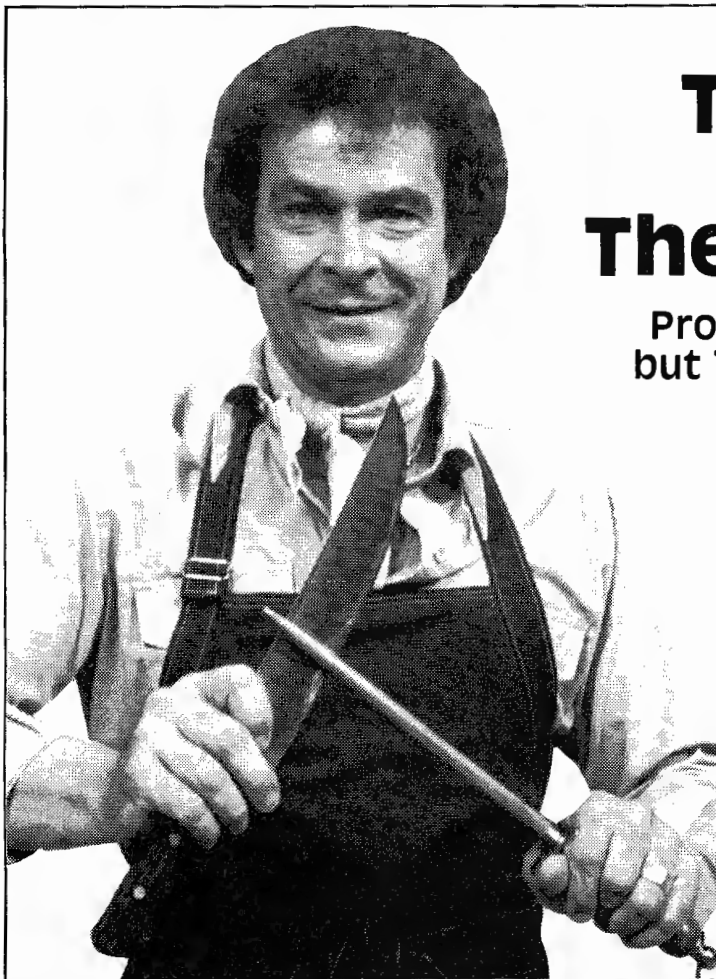


**GROUP W  
PRODUCTIONS**

WESTINGHOUSE BROADCASTING COMPANY  
70 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91608 213-700-8800  
90 PARK AVENUE, NEW YORK, NY 10016 212-980-3343



- Mycro-Tek** 39  
Wichita, Kan.  
TV newsroom systems. **Staff:** Susan Calbeck.
- National Right to Work Committee** 62  
6001 Braddock Rd., Springfield, Va. 22160
- News Information Weekly Service** K  
291 S. La Cienega Blvd., Suite 107, Beverly Hills, Calif. 90211  
News service. **Staff:** David Salzman, Don Ross, Michael Garin, Dick Robertson, Scott Stone, Frank Humphreys, Jim McGillan, Jody Shapiro, Scott Carlin, Mark Robbins, Joe Goldfarb.
- Newsweek Video** E  
444 Madison Ave., New York 10022  
Cartoon-a-torial, feature service, Today's Woman, Sports Reel. **Staff:** Bernard Shusman, Sally Hunter, Judith Green, Brian MacFarlane, John Peaslee.
- Nurad** 38  
2165 Druid Park Dr., Baltimore 21211  
Mini pod, Minipac, Copter pod, Power rod, Microrod, Supertrack. **Staff:** Leslie Lear, J. Stephen Neuberth, Cheryl Jacobs.
- Omniflight Helicopter Group** 13  
Route 7, Hwy. 51 South, Janesville, Wis. 53545  
Helicopter service for ENG. **Staff:** Bruce Stoehr, Dave Andrews, Peter Bales, Lawrence Mustico.
- Q-TV** 31  
33 West 60th St., New York 10023  
VPS videoprompter cueing equipment, mini Q prompter. **Staff:** George Andros, Al Eisenberg, John Maffee.
- RCA Commercial Communications** D  
Front & Cooper Streets, Camden, N.J. 08102  
Hawkeye recording camera system. **Staff:** J. Banister, J. Smith, B. Culbertson, R. Giles, J. Kelly, B. Laughlin, C. Patterson, M. Moon, P. Amedick, L. Detweiler, J. Denlinger, P. Hughes-Whiting.
- RF Technology** H1  
Box 36, La Canada, Calif. 91011  
Microwave systems.
- Rohrs Television** 63  
Glen Hill North, 800 B Roosevelt, Glen Ellyn, Ill. 60137  
**Staff:** John Rohrs, John Rohrs Jr.
- W. Scarberry & Argus** 69  
3130 Seaview Ave., Corona del Mar, Calif. 92625
- David F. Sifford Enterprises** 8,9  
Box 911, Brentwood, Tenn. 37027  
Videotape news library. **Staff:** David Sifford, Beverlie Brewer, Robert Chenoff.
- Sony** A  
9 West 57th St., New York 10019
- Southwest International News Service** 10A  
Box 13086, Capital Station, Austin, Tex.
- Sportsticker** 5  
2 Overhill Rd., Scarsdale, N.Y. 10583  
Sports wire service on broadpage printers and computer retrieval\*. **Staff:** Phil Hogan, Grace Gaffney, Mary Hogan.
- Station Business Systems** 32,33,34  
600 W. Putnam Ave., Greenwich, Conn. 06830  
Newsroom computer systems.
- Station Program Resources** 51,52  
6117 Blue Circle Dr., Minnetonka, Minn. 55343  
Original Fish and Game Forecaster, Weather/Health Trend\*, Crimebeat\*, You and Your Car. **Staff:** Jack Hansen, John Lehman, Dennis Gebhard, Don Lomax.
- Synsat International** 12  
4101 Linden Hills Blvd., Minneapolis 55410
- System Concepts** 71,72,73,74  
2440 South Progress Dr., Salt Lake City 84119  
QuantaNews, computer assisted newsroom,



# The Butcher Cuts Up The Competition

Program inserts come and go,  
but The Butcher, Merle Ellis, has  
a proven track record.

Available now. 65 new inserts get  
"Back To Basics" with money saving  
tips to help consumers stretch their  
food dollars at the meat counter.  
Also, 130 "Best Of The Butcher." All  
90-second program inserts.

Visit the King World display at RTNDA  
and put The Butcher in your block.

Ask about  
**DR. LENDON SMITH**  
**AMERICA'S FAVORITE**  
**CHILDREN'S DOCTOR**  
Program inserts that can  
increase your 18-49 audience.







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

The most popular daily visitor in Hitt, Missouri is the postman. But in 225 markets coast to coast,\* Phil Donahue is the man people can't wait to see.

Seen in over 6 million homes every day, Donahue continues to attract more women 18-49 than Mike, Merv and John Davidson combined.\*\*

His lead in Total Women is double that of his closest competitor.

And with more Total Households than the Davidson and Griffin shows combined, Donahue is the most watched talk show on television.

It's the kind of reception that makes Donahue the number one hometown favorite.

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

## **DONAHUE**

\*Includes Canada, Bermuda, Alaska and Hawaii  
\*\*Source: NSI 5 81 RSP estimates. Qualifications on request



**MULTIMEDIA**

Millwright Program Productions, Inc. 140 W Ninth Street, Cincinnati, OH 45202.



# "IN TWO YEARS, OUR HICCUPED ONCE OR TWICE.



"Our Sony BVE-5000 editing system is unbelievably reliable," says Randy Cohen, vice president and editor for Broadway Video.

"Amazing that Sony could come up with a state-of-the-art computerized system on its first try," Cohen continues. "And because it's specifically designed for one-inch, it lets me do more with my equipment than other editors."

Broadway Video is both a production and post-production facility in New York City. Its recent credits

include "The Best of Saturday Night Live," major political campaigns, promos for the cable network Showtime, and a variety of industrial shows.

"The BVE-5000 worked right out of the box and has been performing flawlessly ever since. With no problems of any kind. Unlike some other systems, whose manufacturers wait for customer complaints to get the bugs out, instead of thoroughly testing their equipment *before* it's sold.

"With its simplified keyboard, the BVE-5000 is



# HUMAN EDITORS MAY HAVE BUT NOT OUR SONY."

*Randy Cohen, Broadway Video*



easier to use, too. It has saved me 25% to 50% of the time other systems require. And since you don't have to be mechanically oriented to use it, the editors can be artists rather than technicians.

"Other advantages include variable search. Dual audio. Vertical interval time code. And the ability to interface with a wide variety of switchers.

"I'll be buying more Sony equipment in the future. Because there are enough reasons for indigestion in this business without machines that hiccup and burp."

Sony makes a full line of 1" and 3/4" broadcast equipment, including cameras, recorders, editors and digital time base correctors.

For more information, write Sony Broadcast, 9 West 57th Street, New York, New York 10019. Or call us in New York/New Jersey at (201) 368-5085; in Chicago at (312) 792-3600; in Los Angeles at (213) 537-4300; or in Atlanta at (404) 451-7671.

**SONY**  
Broadcast

Sony is a registered trademark of Sony Corp.



and Nightwatch\*, automatic signoff to sign on character generator display system. **Staff:** Ray Unrath, Roy Romijn, Mel Williams, Tom O'Connell, Laura Lunceford, Gordon Hoffine, Peter Glassberg, Rick Pack, Mike Cannon.

**Technology Service Corp.** 78  
2950 31st St., Santa Monica, Calif.

Weather equipment.

**Telescript** 35  
20 Insley St., Demarest, N.J. 07627  
Monitor prompting system.

**Telesound** 70  
1088 Howard St., San Francisco 94103

John Chancellor & the NBC News team spots\*, NBC affiliate news music\*, news signatures\*, music package, plus other music, animation and graphics packages. **Staff:** Karl Sjodahl, Debra Robins.

**Telesource Communication Services** 75  
Box 7132, Phoenix 85011

Computerized election, reporting service, character generator interface system. **Staff:** Michael Rich, Kim Daniels, Gary Leemaster, Bob Foulke.

**Texaco** 76,77  
2000 Westchester Ave., White Plains, N.Y. 10650

Oil industry information. **Staff:** Rick Whitmyre, Foster Morgan, Max Hebert, Bob McCarthy, Brenda Buras.

**The Tobacco Institute** 17  
1875 Eye St., NW, Washington 20006

Public information. **Staff:** Walker Merryman, Bill Toohey.

**Toshiba America** L  
292 Gibraltar Dr., Sunnyvale, Calif. 94086

**Staff:** Ron Fried, Bud Schneider, Ron Zimbrick.

**Uni-set Corp.** 55  
449 Avenue A, Rochester, N.Y. 14621

Modular news settings. **Staff:** R. Kniffin, G. Harvey, S. Cercone, R. Vincent, C. McDaniels.

**UPI** F  
360 N. Michigan Ave., Chicago 60601

**Vipro Program Services** 56,57  
645 N. Michigan Ave., Chicago 60611

Paul Harvey Comments, Hints from Heloise, The American Way, Financial Planning for Women, Foreign Affairs. **Staff:** Donald Frehe, Thomas Edinger, Steven Palmer.

**Washington Journalism Review** 45

**Weathercaster** 64,65  
391 Chipeta Way, Salt Lake City 84108

CT-1000 color graphic weather forecasting computer system, CT-100g color graphic computer weather system\*, APS-200 digital art/paint systems\*, R-300 weather data acquisition and forecasting system\*. **Staff:** Steve

Root, James Bateman, Peter Van Schenck, Dee Hildt, Charles Bohling, Robert Borstadt, Steve Beck.

**Weatherscan** 61  
2145 NW 39th St., Oklahoma City 73112

**Weathermation** 19,20  
190 N. State St., Chicago 60601

Weather and news equipment. **Staff:** William Smith, Bob Muellner, Steve Herpolsheimer, Ed

Anderson, Cathie Anderson, Lance Fisher, Steve Rutkowski.

**Winsted** 7  
8127 Pleasant Ave., South, Minneapolis 55420

ENG editing and production consoles for three quarter and one inch tape\*, tape storage systems. **Staff:** Jerry Hoska, Greg Hedlund.

**Wold Communications** 26,27,28  
8150 Leesburg Pike, Vienna, Va. 22180

Satellite transmission.

## Lowell Thomas dead at 89

### Veteran broadcaster's career spanned six decades; was a founder of Capital Cities Communications

Lowell Jackson Thomas, dean of newscasters and renowned as an author, world traveler and business entrepreneur, died of heart attack Aug. 29 in his sleep at his Pawling, N.Y., estate. He was 89.

Thomas had already gained fame as a reporter-editor-photographer by the time of his first radio broadcast in 1925. Among those earlier notable happenings was his close association during World War I with T.E. Lawrence, while the English

archeologist was fighting with the Arabs against the Turks in the Middle East. That led to film presentations and lectures around the world and publication of "Lawrence of Arabia," the first of Thomas's more than 50 books.

Thomas's initial news broadcast in March 1925 was a description, on KDKA(AM) Pittsburgh, of the first aerial circumnavigation of the globe by four U.S. Army planes. His career in network journalism followed a call in 1930 from William Paley, then president of CBS, who persuaded Thomas to audition for a *Literary Digest* news program. Continuously,

## NewsBeat

**First in Peking.** CBS News has announced opening of its new bureau in Peking headed by Bruce Dunning, correspondent in Asia for CBS for 11 years. NBC News, which announced plans to open office there, is in process of finding talent and expects to establish bureau in few weeks.

**Northwest news.** Satellite NewsChannels, cable joint venture of Group W and ABC announced last month (BROADCASTING, Aug. 17) has announced regional news affiliate for northwestern U.S.—Fisher Broadcasting. According to Fisher Broadcasting president, John Bahnke, company will establish new subsidiary for participation in NewsChannels (and for overseeing nonbroadcast operations of Fisher). Feed from as yet unnamed subsidiary will be complemented by contributions from Fisher's KOMO-TV Seattle and KATU(TV) Portland, Ore.

**Florida grant.** Joseph L. Brechner, president of WFTV-TV Orlando, Fla., has given \$25,000 to Florida Freedom of Information Clearing House at University of Florida to establish Joseph L. Brechner Freedom of Information Endowment. Income from gift will be used to support undergraduate work and scholarships in clearing house and other clearing house expenses. Dean Ralph L. Lowenstein of university's College of Journalism and Communications said college's aim is to establish \$150,000 endowment for permanent support of clearing house through University of Florida Foundation.

**To the defense.** National Association of Broadcasters has asked New Jersey Supreme Court to overturn decision prohibiting New Jersey Public Broadcasting Authority's right to provide news coverage of political campaigns as it sees fit. NJPBA broadcast interviews with only leading candidates of each party in primary election earlier this year. NAB argued in friend of court brief that state statute requiring airing of all candidates is subordinate to federal broadcasting laws and First Amendment. Also filing briefs were Corporation for Public Broadcasting, National Association of Public Television Stations, National Public Radio, Public Broadcasting Service and Reporters Committee for Freedom of the Press.

**Went too far.** Two freelance television cameramen working for ABC were arrested last week inside Pease Air Force Base, Portsmouth, N.H., for allegedly "entering upon a military base for a purpose prohibited by law or regulation." Cameramen Donald O'Sullivan, Canton, Mass., and Mark Faulkner, Milton, Mass., were collared by Air Force policemen on base, where F-16 fighter jets were awaiting shipment to Israel. Pease spokesman said two "climbed a fence and entered the base illegally." They were released on \$1,000 bail and face maximum of six months in jail and \$500 fine if convicted.



**Dance Fever in the Top 10.** The audience power of Dance Fever was proved again in the February Sweeps. Dance Fever ranked #4 with Women 18-49, #8 with Men 18-49 and #6 among Teens.

**Alive with entertainment.** The dynamic Deney Terrio and the ever-movin' Motion present the latest dances and music, along with top performers and celebrity judges. Top dance teams from all

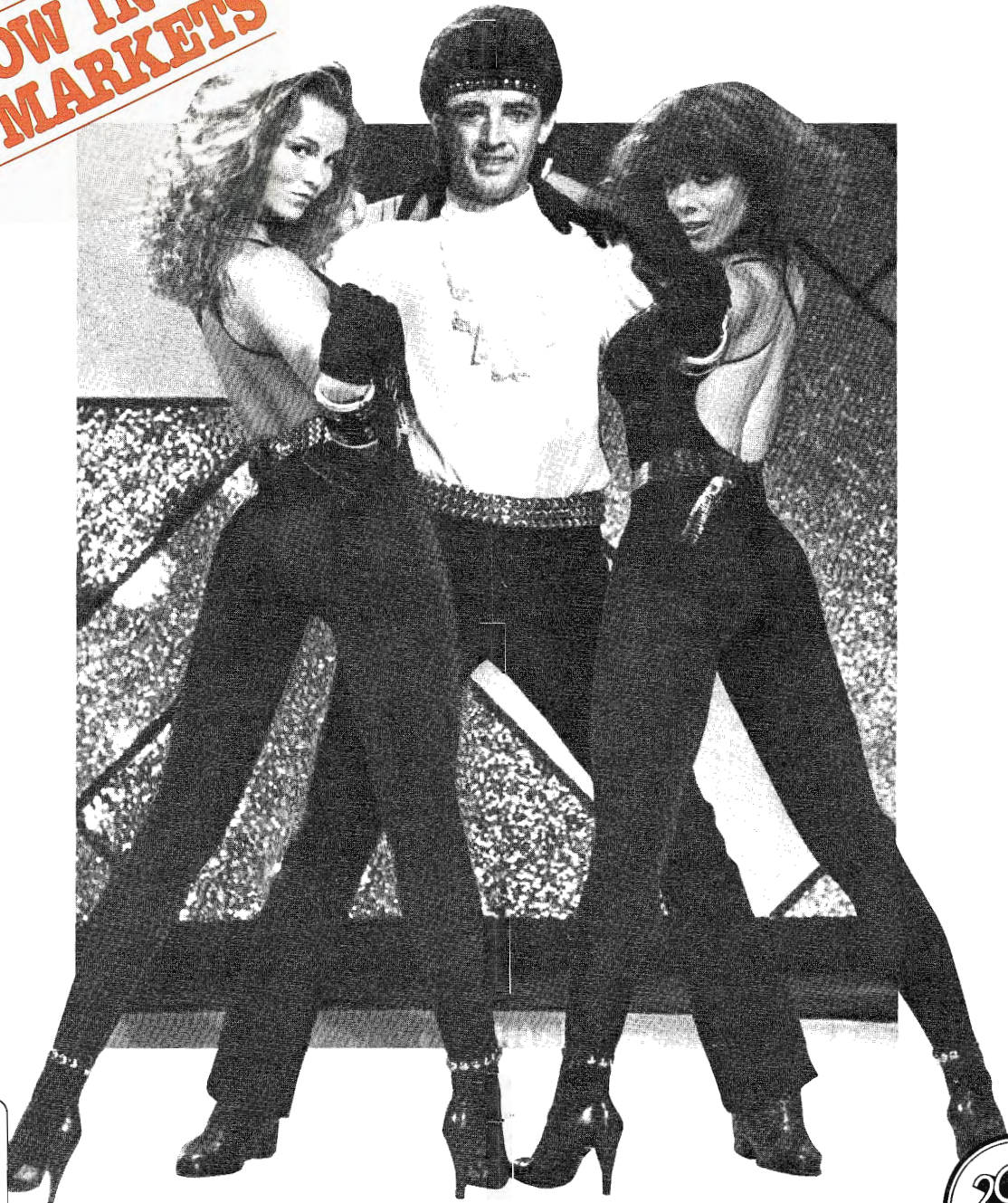
over the country compete for \$75,000 in cash and prizes.

**Change partners and dance with us.** When planning your new schedule keep in mind that, in market after market, in all dayparts, Dance Fever has shown dramatic improvement over its station's previous programming. And now for 1981-82 season, Dance Fever is offered on a national advertiser supported basis.

**DANCE  
FEVER**  
Year 4

**“Dance your way to the top  
with us.”**

**NOW IN  
100 MARKETS**



Source: Cassandra, February 1981.  
Copyright © 1981 Twentieth Century-Fox Film Corporation. All rights reserved.





# CONTROL 16

program control system

## Does What Others Can't Do!

	CONTROL 16	CETEC 7000	HARRIS 9000 Series	IGM BASIC A
Immediate full-English description of reason for aborted event.	YES	NO	NO	NO
Monitor display of program log printout during normal system operation.	YES	NO	NO	NO
System assignments programmable from keyboard.	YES	NO	YES	YES
Interchangeable processors for emergency back-up automatic operation.	YES	NO	NO	NO
One type of source card for all source interfacing	YES	YES	NO	NO
All audio specifications are from 40 to 20,000 Hz	YES	NO	NO	NO
Circuit board redundancy for ease of servicing	YES	NO	NO	NO
Non-ASCII keyboard for easy, simple operation	YES	NO	NO	NO



When you compare Control 16 to other program control systems you'll prove to yourself that it CAN do, and DOES do what the other systems can't do. For more detailed information on Control 16 - the "Intelligent One", call John Burtle at (217)224-9600 or write for brochure. You'll understand what Control 16 CAN DO for you!

a **FILMWAYS** company **BE BROADCAST ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142



**NAB honor.** The late Lowell Thomas (c) was presented with the National Association of Broadcasters Distinguished Service Award in 1968 by NAB President Vincent Wasilewski (l) and late Grover Cobb, NAB chairman.

from Sept. 30, 1930, through May 14, 1976, Thomas's distinctive voice was heard nightly on network radio in newscasts that ritually ended with "So long until tomorrow..." In the beginning he was on both CBS and NBC until April 1931, then on NBC alone until September 1947, before returning to CBS exclusively.

Other on-air activity included a travelogue series, *High Adventure*, that ran on CBS-TV from 1957 through 1959, and a 39-week telecast, *Lowell Thomas Remembers*, on the Public Broadcasting Service in the 1970's. Two years ago, he began a syndicated series of radio vignettes about famous people, *The Best Years*, sponsored by Mutual of Omaha.

Thomas was a founder, member of the board of directors and large stockholder of Capital Cities Communications Inc. With the late Frank Smith, his business manager, and other associates, his Hudson Valley Broadcasting Co. bought WROW-AM-TV Albany, N.Y., in 1954, the initial acquisition for a company that was to go public in 1967 and become Capital Cities Communications with group radio-TV holdings, newspapers, magazines and other publications and, in 1980, cable interests.

Among Thomas's many honors was the National Association of Broadcasters Distinguished Service Award in 1968. It was after accepting that honor at the NAB Chicago convention that Thomas was called on to fill time on stage pending the arrival of President Johnson, who had made a last-minute decision to address the broadcasters on the morning after he had removed himself as a candidate for re-election. For nearly half an hour, Thomas ad-libbed humorous observations about the President and himself. One was about [Thomas's] epitaph that had been suggested: "Here lies the bird who was heard by millions who were waiting to hear *Amos 'n Andy*." Thomas then told the delegates, "After this morning, they put something else on my tomb: 'Here is the bird who was heard by thousands of people waiting to hear LBJ.'"

Survivors include his wife, Marianna, whom he married in 1977, and Lowell Thomas Jr., former lieutenant governor of Alaska, son by Thomas's first wife, Frances, who died in 1975.



*"Prices like these are no joke. If the Midwest grain growers experience a repeat of last year's drought, the price of grain products could triple by this time next year."*

——Andrea Canon



**Have you been  
to the grocery  
store lately?**

Andrea Canon has been telling people in dozens of radio markets how to save money for their households. She is a "watchdog" for food prices in each individual market. She is the first nationally organized, local food news service ever offered. Now she is available to be a member of your local television news team.

**An extensive, national, food news gathering network knows what is happening in your market before you do.**

By carefully monitoring the flow of foods, foreign purchases of food stock, weather conditions, and economic and political considerations, Andrea Canon's staff can predict availability and pricing in your market! Before the newspapers. Before the government. Before anyone.

**Five 60 second inserts per week of authoritative, excellently produced food features and price updates.**

At the beginning of each 13 weeks, your staff receives 39 timely pre-produced inserts reporting on trends in food. Grain and beef production, nutritional values of various foods, practical tips and cost-cutting ways to stretch the food dollar, for airing three times a week.

Each Monday, your staff receives your weekly market update material, to be inserted into your localized pre-produced donut for both meat and produce in your market. Both audio and video material is provided.

*For less than 30 minutes of your local production time, Andrea Canon will be "sitting with your news team" at your station in the eyes of your viewers.*

*Adapted from the successful radio news series, Andrea Canon is now available for television.*

Well researched, well produced, and well worth your time looking into. Our research and results speak for themselves. You must know more about Andrea Canon and this breakthrough format in local news coverage. Call today.

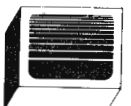


*Andrea Canon*  
**FOOD  
FOR  
THOUGHT**

... and you thought you knew it all!

*"Jimmy Carter took a step down, peanuts took a step up—make that 5 or 6 steps up! With these prices, we're better off sending the kids to school with T-Bone steak in their lunch pails!"*

——Andrea Canon



**Hayes**  
**BROADCAST  
PROMOTION**

**& SYNDICATION**

710 S. Bowie, San Antonio, Texas (512) 224-9565



# DOUBLE DIGIT SHARES ARE BACK

Maximize your audience share and reach for higher ratings with the "REACH FOR COUNTRY" campaign from ABC Radio Marketing Services.

Join the stations which have dramatically boosted their ratings and moved back into the "double digit

WPOR, Portland reaches a 15.7 share-up from 9.0  
WTQR, Winston-Salem reaches a 16.6 share-up from 11.2  
WZZK, Birmingham reaches a 13.6 share-up from 7.7\*

Proven effective with stations across the country. The total marketing campaigns from ABC Radio Marketing Services—a unit of ABC Radio Enterprises.

*Handwritten signature*

VISIT THE ABC RADIO HOSPITALITY SUITE

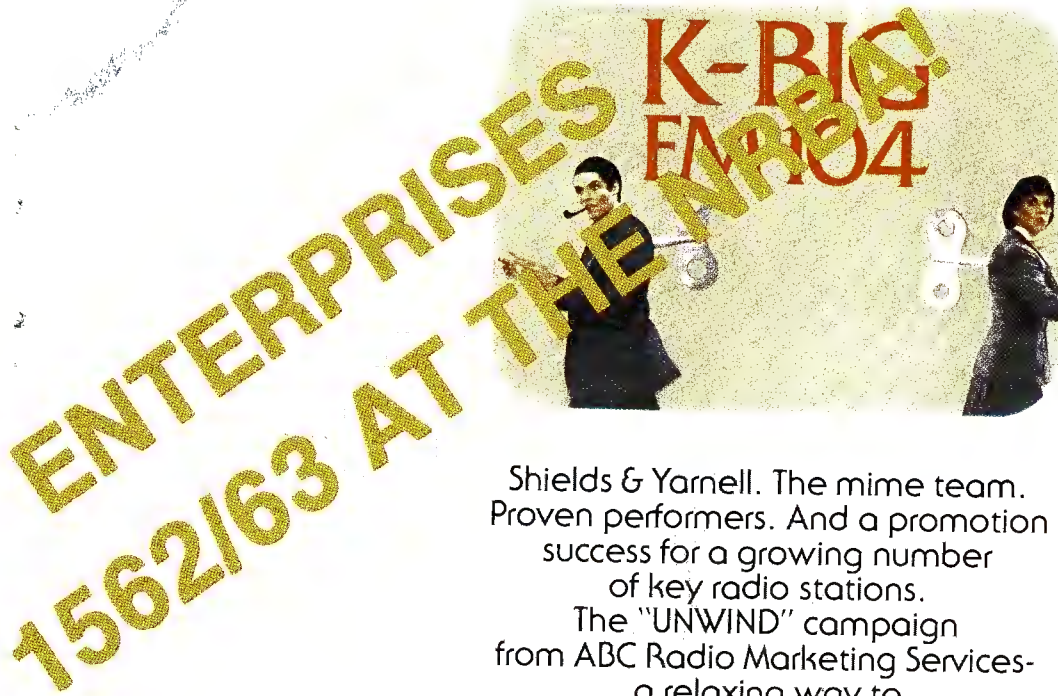


"REACH FOR COUNTRY"





# Share Facts



Shields & Yarnell. The mime team. Proven performers. And a promotion success for a growing number of key radio stations.

The "UNWIND" campaign from ABC Radio Marketing Services—a relaxing way to boost your audience share.

How? Higher than average recall among test listener groups.

And, excellent communication of your key copy points.

Most importantly, "UNWIND" WORKS.

For stations like WXTZ, Indianapolis.

Station Manager Tom Severino unleashed "UNWIND"

and wound up with a 12.8 share-up significantly from a 10.3 in the spring 1981 Arbitron.\*



"UNWIND"





**Now You Can Have Both.  
Awesome Power.  
Elegant Simplicity.**

Introducing the AVC Series Production Switchers from Ampex.

Microprocessor based. Unequaled multi-level video power. And a simplicity of operation that can only be called an incredible design achievement.

The AVC Series Switcher is the most advanced switcher available today.

**Designed For The Operator.**

Our new switcher delivers two important advantages. It vastly increases the operator's creative capabilities while actually reducing his workload.

So you can expect better results. Because the AVC Series features a logical, familiar A-B operation and a simple, compact control console.

**Innovative Design That Offers More.**

The AVC Series offers more capability than any competitive switcher on the market today.

For instance, unrestricted keying power from a very flexible keying system. Every video input, as well as two external inputs, can be key sources.

The switcher's standard key memory system can remember up to four separate and distinct key set-ups for each input. No keyer is restricted as to what type of key is introduced.

Another example of design innovation is the panel-oriented STAR Memory System. This provides increased capability because you can recall the entire switcher set-up or any desired part. It also allows the contents of the M/E's to be swapped with each other or transferred as required.

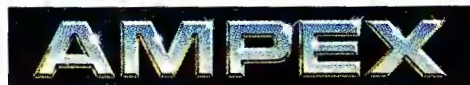
**The Future Is Now.**

The introduction of the AVC Series Switchers represents a strong commitment from Ampex to the state-of-the-art in switcher technology.

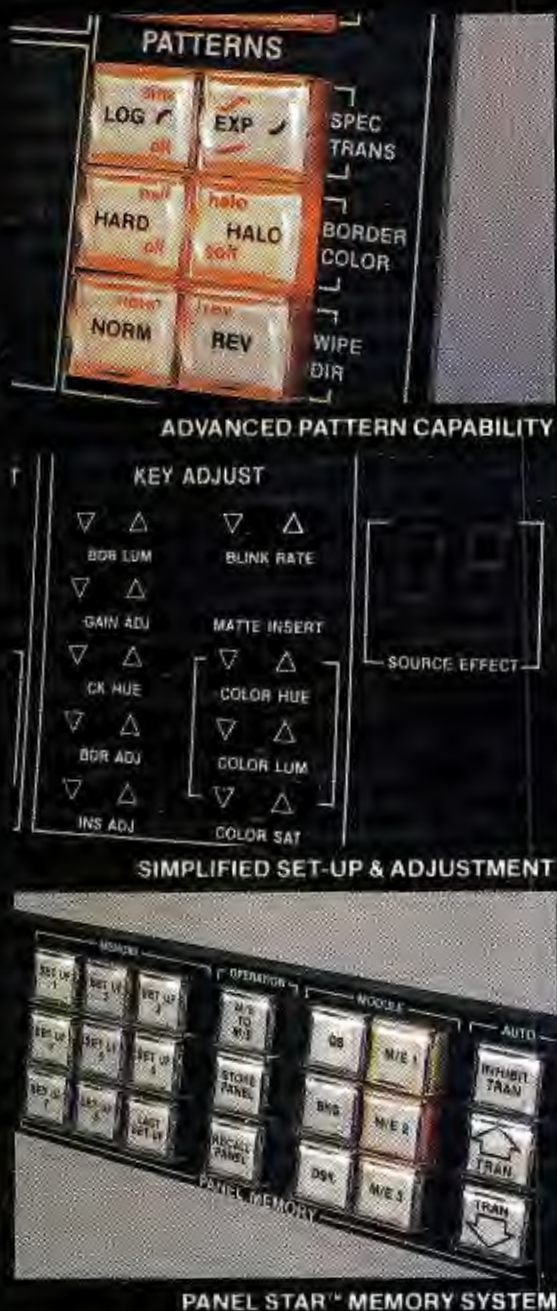
We invite you to take a closer look. Ampex has combined awesome power and elegant simplicity and the result is tomorrow's switcher today.

Call your Ampex representative soon.

**Get the Ampex Edge.**



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





# Programing

## CBN cable expands to 24-hour service

Program schedule is designed to compete with 'unethical' fare shown by 'giants of television'

Against a background of continuing talk of possible boycotts against the commercial broadcast networks or their advertisers, the folks at the CBN Satellite Network think they've got a product with sure-fire appeal to advertisers looking for alternatives. (CBN Satellite is the cable arm of the Christian Broadcasting Network of Virginia Beach, Va., the organization perhaps best known for *The 700 Club* program that features CBN's head, Pat Robertson.) On Sept. 14, CBN Satellite will launch a 24-hour schedule of programs designed to compete with the "unethical programming" with which Robertson says "the giants of television are flooding our homes."

*The 700 Club* occupies a prominent place (or places) in the CBN Satellite schedule—the 90-minute broadcast is on three times a day. Also appearing will be two programs that the parent offers in syn-

**Paul Strassels  
has the  
answers**

**THE MARRIAGE  
PENALTY WILL BE  
DROPPED. WHEN?**

**THE  
PAUL STRASSELS  
TAX REPORT**

**KING WORLD  
PRODUCTIONS  
(201) 522-0100**

dication to broadcast stations: the soap-opera, *Another Life*, and *USam*, a new morning news program slotted at 6 a.m. Eastern time. The latter is an "upbeat," "wake-up" program featuring a staff of "friendly faces" (including former Miss

America Terry Meeuwsen) "who haven't forgotten what makes America great."

Among other features of the announced schedule are a revival of *The \$50,000 Pyramid* and a midnight-to-6 a.m. comedy block filled by old off-network series

## Monitor

**Afternoon clearances.** CBS-TV isn't claiming great success with clearances for new afternoon newscast, *Up to the Minute*, replacing *One Day at a Time* reruns Sept. 28 but neither does it report major problem. When decision was made to go with new show, according to Tony Malara, VP, affiliate relations, network knew it would be vulnerable to stations wanting to take 4-4:30 p.m. locally and that some stations already had made other programing commitments. However, he claims launch will see CBS reach goal of 10 points higher than *One Day at a Time*, from about 70-72% clearance of country to 80-82% for both live and delayed broadcasts. Of CBS-owned stations, WCBS-TV New York and WBBM-TV Chicago will take show live while WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT-TV Los Angeles will delay until following day at noon. Malara expects about same live-delay balance as *One Day at a Time*. CBS-TV will closed-circuit five episodes of *Up to the Minute* to affiliates, probably this week, hoping to convince undecided ones to take it.

**Not child's play.** Actress Lynn Redgrave, co-star of CBS-TV's *House Calls*, last Monday (Aug. 31) filed \$10-million lawsuit and sex discrimination complaint against Universal Television. Suit, filed in Los Angeles Superior Court, charges Universal and parent MCA Inc. with breach of contract, wrongful discharge and intentional infliction of emotional distress. In both actions, Redgrave alleges that Universal terminated her contract because she insisted on breastfeeding her infant daughter in her studio dressing room.

**Firming up.** CBS-TV has set premiere dates for 15 more prime-time series, with most set for week of Oct. 4. Exceptions include *Walt Disney Presents*, which premieres Sept. 26 and *Falcon Crest*, for which no debut date has been set, presumably because of writers' strike delay. For that reason, Friday night lineup on CBS will begin with *Dukes of Hazzard* at 9 p.m. and *Dallas* at 10 p.m., same as last year. *Falcon Crest* had been slated for 10 p.m. slot. CBS has also ordered production for midseason replacement series, *Baker's Dozen*. Half-hour situation comedy, about New York undercover police team, has not been given start date. Meanwhile, ABC-TV has set Oct. 5 as official start date for its 1981-82 prime-time season, although some shows will not premiere until later and others will begin with new episodes as early as Sept. 10. Staggered schedule is attributed to writers' strike.

**In the marketplace.** . . . *The American Way* is series of 39 90-second TV features from Vipro Program Services. Financial expert Jim Mallame is producer and host of series which uses actors on location "in real-life situations" to explain how to cope with inflation.

**Making a movie.** J. Walter Thompson Syndication, New York, is syndicating to TV stations half-hour special program, *Cannonball Crazyies*, based on production of feature film, "Cannonball Run," by 20th Century-Fox Film Corp. Special features stars of movie in interviews and behind-scenes situations. JWT Syndication reports it has cleared special in 60 markets on barter basis, with advertisers still to be selected.

**Already gone.** PBS's new fall and winter schedules won't reflect its current financial troubles as "some of programs were in the pipeline a long time ago," said Sue Weil, director of prime-time programing for PBS. Lineup for fall includes: *Masterpiece Theater*, *Great Performances*, *Nova* and *Dance In America*; winter season features: *Playhouse* (26 weeks of original dramas) and *Media Probes* (analyzing TV news, soaps, etc.).

**Drama for cable.** Santa Barbara, Calif., advertising agency, Aubuchon-Christianson & Associates, has begun production of made-for-cable drama, *The Public's Polinsky*. Program is believed to be first dramatic series made specifically for cable and consists of 26 one-hour episodes about public defender who considers himself champion of poor. Agency is financing series on its own, currently seeking other backers and distributors.

**Basic bilingual.** New bilingual (Spanish-English) advertiser-supported cable TV program service, Buena Vista Channel, is scheduled to begin daily programing to two Los Angeles-area franchises this fall, with satellite transmission on national basis by mid-1982. Buena Vista's plans are for service emphasizing needs of more assimilated, English-dominant and younger Latino audience.



# MUTUAL BROADCASTING SYSTEMWORKS

Mutual is the only radio network headquartered in Washington, with more reporters in the news capital than any other radio network.

Mutual brings you the best in music entertainment, from the Beach Boys and Elton John concerts, to award-winning music specials like our "Johnny Cash Silver Anniversary Special" and "Country Music Countdown".

Mutual presents the biggest play-by-play sports line-up in the business. N.F.L., Notre Dame, and other major college contests, N.B.A. Championships, major P.G.A. Tourneys, and the Wimbledon and U.S. Open Tennis Championships.

At Mutual, we're the radio experts, committed to bringing you the best news, sports, and entertainment. That's why the system works.

Mutual's radio satellite offers new dimensions in sound quality and enhanced programming capabilities.

Mutual has resident correspondents in every major world capital. Mutual affiliates receive 66 newscasts every broadcast day.

Mutual delivers all radio pros. Jack Anderson's "Inside Washington"; Larry King's all-night talk show; and Dick Clark's weekly "National Music Survey" and holiday specials.

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



starring Jack Benny, Burns & Allen and Ozzie and Harriet.

The CBN Satellite feed will provide a foot in the cable door for the Independent News Network. According to CBN, it has worked out a special arrangement under which the INN half-hour noon news broadcast will be carried on the CBN cable network.

Also promised within the "all-family entertainment" package are programs especially targeted to women and children. And scheduled for 1982 cablecast is a 13-part documentary series featuring Efram Zimbalist Jr. titled *XPose*. It will focus on pornography, based on the proposition that "pornography hurts people."

The package is designed as a basic cable service, and is available free to cable systems over Satcom I. CBN has already run up a subscriber base of 9 million homes with a schedule of "ministerial" programs that will disappear to make room for the new package. With its new service, CBN hopes to reach the 12 million subscriber threshold for Nielsen measurement by January.

Some advertisers have already come on board. Richardson Vicks has signed a four-year deal and Oscar Meyer is set for participating sponsorship of a women's program, *Keeping Time*. The network says other advertisers have expressed interest in making deals and were just waiting for the announcement of the schedule.

## PlayBack

**Candidate for future.** Parkway Productions, syndicator of fine arts programming to over 300 radio stations, has joined *U.S. News and World Report* in creating new firm, Parkway Communications Corp. Neil Currie, president of Bethesda, Md.-based Parkway Productions, will preside over new company, which he says will "further develop current programming and marketing operations... and capitalize on new technologies, including plans for satellite transmission of programming." New firm is financed by U.S. News Investment Corp. and is "opportunity to extend our operations beyond print," according to John H. Sweet, U.S. News chairman. Headquartered in Washington, U.S. News also owns weekly newsletter, monthly business report, book division and interests in electronic publishing services.

**Crain programming.** Crain Communications Inc. has announced formation of radio news service, available through Crain Broadcasting Unit, which will produce and syndicate business and consumer-oriented programming tailored to advertisers' needs. Programs vary in length, from one to several minutes, and each program segment will feature two or more positions for insertion of spots. Since four different shows will be offered, there is "possibility of many different stations getting different services from Crain Broadcasting," says broadcasting consultant Donn Pearlman. Program packages will be sold in cash only, he says, and so far two major networks (to be announced later) have considered purchases. Crain also plans to syndicate shows to individual stations. Crain Communications Inc., founded in 1916, publishes 16 business and consumer magazines.

**Country switch.** WFIL, Philadelphia AM contemporary station, introduced country format Sept. 4. Co-owned WUSL(FM) uses "continuous country" approach that differs from WFIL's new personality and promotion style, according to program director, Dean Tyler.

**Branching out.** NBS Radio of New York, producer of programs and commercials for radio, has opened Hollywood studio at 1220 North Highland Avenue. According to spokesman, 6,200-square-foot plant will allow firm to double current production capacity.

**Paul Strassels  
has the  
answers**

**THE AUDIT  
"HOT SPOTS" HAVE  
CHANGED FOR  
1982. WHAT ARE  
THEY?**

**THE  
PAUL STRASSELS  
TAX REPORT**

**KING WORLD  
PRODUCTIONS  
(201) 522-0100**

### Ratings Roundup

CBS-TV claimed its 15th consecutive prime-time win with the week ended Aug. 30—averaging a 14.8 rating and 26 share to ABC-TV's 14.6/26 and NBC-TV's 13.1/23.

If it hadn't been for a first-run *CBS Reports: The Best Little Statehouse in Texas*, the network's win would have been by a larger margin. The CBS look into the Texas legislature earned a meager 4.5 rating and 8 share, the lowest *CBS Reports* numbers in recent memory. Against the documentary, repeats of NBC's *Real People* and ABC's *Greatest American Hero* scored 18.5/34 and 14.8/27 respectively.

Outside prime time, CBS News also suffered, with the *CBS Evening News with Dan Rather* falling from its usual place at the top of the early-evening scorecard. ABC boasted its 11.7/25 score (to CBS's 11.2/24 and NBC's 10.9/23) as "the second time in the last seven weeks" that "ABC's *World News Tonight* has finished first." Lesley Stahl was substituting during the week for Dan Rather on the CBS program.

The week's prime-time lineup was heavy on movies that were low on ratings and shares. Of the week's 11 films, only three scored above a 25 share: ABC's *When She Was Bad* (16.7/28) and "An Unmarried Woman" (16.5/26) and NBC's "Airport '77" part I (15.8/26). Six brought in a 20 share or less: ABC's "FM" (9.6/18) and "Bad News Bears"

(10.2/19) and NBC's *Death Penalty* (12.4/20), *Burnt Offerings* (20.4/18), *24 Hours of the Rebel* (7.9/15) and *Country Western Murder* (11.0/20). The week's remaining films were CBS's *Belle Starr* (13.7/23) and "I Never Promised You a Rose Garden" (13.3/22).

During the week CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC won Wednesday.

### The First 20

1.	<i>M*A*S*H</i>	CBS	24.0/38
2.	<i>Diff'rent Strokes</i>	NBC	21.9/37
3.	<i>Hart to Hart</i>	ABC	21.6/37
4.	<i>Jeffersons</i>	CBS	21.3/34
5.	<i>Three's Company</i>	ABC	21.2/35
6.	<i>Too Close For Comfort</i>	ABC	21.1/34
7.	<i>Facts of Life</i>	NBC	20.9/34
8.	<i>House Calls</i>	CBS	20.4/32
9.	<i>Dukes of Hazzard</i>	CBS	20.3/37
10.	<i>Quincy, M.E.</i>	NBC	19.8/35
11.	<i>Trapper John, M.D.</i>	CBS	19.8/33
12.	<i>Alice</i>	CBS	19.8/32
13.	<i>Real People</i>	NBC	18.5/34
14.	<i>60 Minutes</i>	CBS	18.2/36
15.	<i>CHiPs</i>	NBC	17.9/31
16.	<i>Lourene &amp; Shirley</i>	ABC	17.8/31
17.	<i>20/20</i>	ABC	17.4/31
18.	<i>Magnum, P.I.</i>	CBS	17.0/29
19.	<i>Bosom Buddies</i>	ABC	16.7/29
20.	<i>When She Was Bad</i> (movie)	ABC	16.7/28

### The Final Five

61.	"FM" (movie)	ABC	9.6/18
62.	<i>NBC Magazine</i>	NBC	9.0/16
63.	<i>Two Reelers</i> (special)	NBC	8.9/17
64.	<i>24 Hours of the Rebel</i> (movie)	NBC	7.9/15
65.	<i>CBS Reports: The Best Little Statehouse in Texas</i> (special)	CBS	4.5/08





## Our recreation depends on lead.

Most of the power boats and auxiliary-powered sailboats that cruise our waters are started by lead-acid batteries.

On land, golfers ride in battery-powered carts and just about everybody gets to the ballpark, tennis courts, fishing, hunting, or other sports areas in a car, bus or small plane that's started by a lead-acid battery.

In fact, we depend upon lead every day of our lives. Tractors and other farm equipment needed to produce our food and the trucks that carry it to us get started by lead-acid batteries. Ambulances, fire engines, police cars, construction and materials handling equipment all need battery power to get rolling. If you would like to

know more about lead's essential contribution to our lives today and in the future, write for our free booklets.

# ST. JOE

LEAD COMPANY

Division of St. Joe Minerals Corporation

7733 Forsyth Blvd., Clayton, Mo. 63105



# Technology

## Catching up with cable: teletext for commercial TV

Field subsidiary to produce 'Nite Owl' service for its WFLD-TV Chicago and will be visible on all TV sets

WFLD-TV Chicago, which has been broadcasting a conventional 100-page teletext magazine since last April, was scheduled to introduce a supplementary "vision" teletext service last Friday (Sept. 4) at midnight.

Unlike conventional teletext, which is broadcast in the vertical blanking interval of video programming and requires special decoders to receive it, "vision" teletext is broadcast using the entire television channel and is visible on all television sets.

The vision teletext pages are broadcast sequentially appearing for periods ranging from a few seconds to 20 seconds.

Beginning with its Friday debut, Nite Owl, as the new service is called, will be

broadcast each morning from midnight to 6 a.m., central time. The "rolling" pages of Nite Owl will contain entertainment and financial information and advertising. The information will be packaged into 20-minute "orbits," which can be continually updated.

Nite Owl is produced by Field Electronic Publishing Inc., which like WFLD-TV, is a subsidiary of Field Enterprises. FEP also produces Keyfax, WFLD-TV's conventional teletext service. Keyfax is now broadcast to 36 decoder-equipped receivers scattered around the



city. According to Peter Winter, editorial director for FEP, the number will grow to 100 by the end of this month—80 in public buildings and 20 in homes on a rotating basis.

Winter said many of the pages prepared for Keyfax will also appear on Nite Owl, but that many will be different. Research and marketing has shown that 20 seconds appear to be the ideal display time for a page full of text, Winter said, but pages with less text will appear for shorter periods. "We are well aware of the danger of losing viewer interest," he said.

If each page were broadcast for the full 20 seconds, only 60 pages would appear during each orbit, but Winter said the premiere orbit prepared for last Friday night

contained 136 frames.

A single Nite Owl orbit probably contains more information than the Keyfax magazine, but, as Winter pointed out, a viewer must wait up to 20 minutes for the Nite Owl information he desires to appear. With Keyfax, the entire magazine is broadcast in several seconds and any page can be called up with a keypad connected to the decoder and displayed in a fraction of the time it takes to broadcast the magazine.

Don Kaleta, president of FEP, said last Thursday that he had lined up 11 advertisers for the inaugural service, though plenty of time is available. The FCC's limit of 16 minutes of advertising per hour translates to 54 20-second frames per hour or 16 frames per orbit. According to Kaleta, one frame per orbit for 13 weeks costs \$1,050; one frame per orbit per day costs \$150, and one frame costs \$8.33. Kaleta said he is now "a one-man sales force" but is looking to hire an experienced radio salesman.

The audio portion of Nite Owl will be unrelated to the text and graphics. It will consist of music supplied by Kalamusic, a syndicator based in Kalamazoo, Mich.

Although a Nite Owl-type service is a novelty in broadcasting, it is common in cable television.

Keyfax and Nite Owl are based on the British Ceefax teletext system, one of two systems now being considered by the FCC as a possible national standard.

The information used by the services is supplied by the Associated Press, United Press International, Dow Jones, the Chicago City News Bureau, the Chicago Public Library and *The Chicago Sun-Times*, another subsidiary of Field Enterprises.

WFLD-TV is an independent station, broadcasting on channel 32.

**Paul Strassels  
has the  
answers**

**TAX CUTS—WHEN?  
HOW MUCH?**

**THE  
PAUL STRASSELLS  
TAX REPORT**

**KING WORLD  
PRODUCTIONS  
(201) 522-0100**

## InSync

**Direct-to-theater.** New satellite transmission system could supply theaters with direct transmission of movies and other program material, president of Compact Video Systems believes. Robert Seidanzanz said CVS will unveil its Image Vision Oct. 28 at company's Burbank, Calif., headquarters. According to Seidanzanz, system maximizes use of new high-definition technology providing image that compares favorably with traditional film projection. Paramount Pictures is experimenting with similar system.

**Backyard gear.** Downlink Inc., Putnam, Conn.-based supplier, is offering complete home satellite earth station system for \$4,595. Outfit includes 11-foot fiberglass parabolic antenna (sold separately for \$1,945), receiver, 120-degree low-noise amplifier, television modulator and all necessary cable. R. L. Drake Co., Miamisburg, Ohio, meanwhile, has introduced new satellite receiver that resembles high-priced stereo receiver. Its ESR24, Drakes says, is available for under \$1,000.

**Megadollars.** C-Cor Electronics, State College, Pa., says it will supply \$6 million worth of distribution electronics cable to Warner Amex Cable Communications by end of 1982. Gear will be used to build systems in Dallas, St. Louis, Pittsburgh, Cincinnati, Mesquite, Tex., and other communities.



# O'CONNOR

O'CONNOR CREATIVE SERVICES  
BOX 8888, UNIVERSAL CITY, CA 91608

## O'CONNOR presents GODFREY presents 'THE TIME OF YOUR LIFE'

### WHO'S RETIRING? NOT ARTHUR GODFREY....

But he does have timely, helpful advice for forward-looking pre-retirees and their families in "The Time of Your Life"... a new radio show for mature people.

### WE BROUGHT YOU REAGAN, RUFF, LINKLETTER AND DOLE...

and we bring you now the mastery of Arthur Godfrey. "The Time of Your Life", a three minute daily radio feature, directly targets the huge and influential 40's plus demographic group. It's candid, positive and helpful. It provides essential information needed by mature listeners. Topics such as the meaningful use of time, life enrichment, keeping fit over forty, sex in aging, financial planning and second careers. And it's

overlaid with Godfrey's own delightful sense of humor and joy in being alive.

### "THE TIME OF YOUR LIFE"...

shares and cares about an audience that has long been neglected... an audience that is growing as fast as the rising age of the population and that holds an enormous share of the discretionary income that advertisers want to reach.

Realtors, insurance companies, travel and leisure operations and investment institutions are all logical sponsors for this program.

And we've got the promotional tools you'll need to make "The Time of Your Life" a special time on the air. Press releases, ad slicks, glossy photos and on-air promos with the unforgettable Godfrey charisma, are all provided without cost.



**LENGTH OF EACH SHOW:**  
2½ minutes.

**COMMERCIAL AVAILABILITIES:**  
Two per program.

#### SCHEDULING:

Five new programs provided for airing each week. (No additional charge for additional airings weekdays or weekends).

#### RECOMMENDED DAYPARTS:

9:00 am to 4:00 pm weekdays; all times on weekends.

#### PROGRAM SERVICE MODE:

12" LP disc; return not required.

**AVAILABLE IN BARTER  
SYNDICATION TO  
QUALIFIED RADIO  
STATIONS.....**

Call Toll-Free  
1-800-423-2694

In California, Alaska, Hawaii  
and Canada Please Call  
(913) 789-3500, Collect.





## CBS briefs stations on teletext progress

About 60 CBS affiliate representatives from more than 40 stations and group owners attended a two-day teletext seminar held in Los Angeles by the CBS/Broadcast Group. According to CBS, the sessions were scheduled "because of numerous inquiries by affiliates about the status and future of the CBS teletext experiments and eventual local station participation."

The network began an on-air experiment with an 80-page teletext magazine last April, over its owned-and-operated KNXT(TV) Los Angeles. CBS is carrying out the test, which includes advertising and captioning components, in association with noncommercial KCET(TV) Los Angeles and The Captioning Center of WGBH-TV Boston.

"It was basically a progress report intended to bring those attending up to date on what we've been doing," explained David Percelay, the director of the project for the CBS/Broadcast Group. "We assured them that CBS has made no decision yet on how it will proceed with teletext." He said that sessions exploring the business and technical aspects of the experiment were "very well received" by both managers and chief engineers. The first day's sessions were held at the Los Angeles Century Plaza hotel and the next day's, focusing on the actual teletext equipment, at KNXT.

Commenting on the future of teletext, the Group's senior vice president for policy, Gene Mater, pointed out that although much of what has been written about the new technology "has painted the rosier of pictures, we are still writing the book. We have much knowledge [about teletext], probably more than any other broadcaster in the United States, but we do not have all the answers. We are optimistic. We have some questions; we have no serious doubts."

Percelay said that the installation of teletext decoders into a test sample of Los Angeles homes has been delayed "but will definitely occur before the end of this year." Fourteen decoder-equipped receivers have been installed in public buildings.



CBS's teletext briefing with project director, David Percelay, at podium.

## Electronic publishing discourse

### Neustadt, Skall and Hammer take look at teletext and videotext in upcoming FCBA publication; authors suggest new regulatory definitions

Two former officials of the Carter administration who specialized in telecommunications matters and a colleague who remained in government with the Reagan team have taken a long look at the developing electronic publishing medium, and, in a law review article, have offered some basic suggestions for the policymakers whose job it will be to develop the framework in which the new medium will grow. The nature of the job awaiting the policymakers, as the authors see it, is suggested in a sentence they use in their introduction: "This technology gives us round pegs to fit into the square holes of old regulatory classifications."

The authors are Richard M. (Rick) Neustadt, former associate director of the White House domestic policy staff, who was active in helping to shape Carter administration telecommunications policy and is now with the Washington law firm of Kirkland & Ellis; Gregg P. Skall, former

general counsel to the National Telecommunications and Information Administration, who is now a partner in the Washington law firm of Blum & Nash, and Michael Hammer, who is now, as he was during Skall's tour at NTIA, associate chief counsel for broadcasting and cable.

Essentially, the authors in the latest draft take a pro-First Amendment approach to the question of regulating the new medium: "The policies for this new medium should reflect the principles the United States adopted for print two centuries ago: freedom for publishers and diversity for audiences."

And while the authors generally favor a marketplace approach, they evidently see a critical role for government in shaping the new information era.

The lengthy article—"The Regulation of Electronic Publishing," which will appear either in the *Federal Communications Bar Journal* due out in the fall or as a special editorial in that publication—has been in preparation for almost a year, and offers a primer on the technology involved (what it is, how it works), as well as suggestions for fitting it into the regulatory framework.

The round pegs and square holes analogy is suggested by the fact that, as the authors note, electronic publishing "blurs" the distinctions between telephone and broadcasting services, and between those two services and publishing, and "offers a dazzling variety of new information services." And where the old system was based on scarcity of channels of communication, "electronic publishing offers the prospect of diversity," the authors said.

The new media involve teletext, in which a viewer selects one of a relatively limited number of constantly revolving pages (about 200) for display on a television screen, and videotext, the two-way

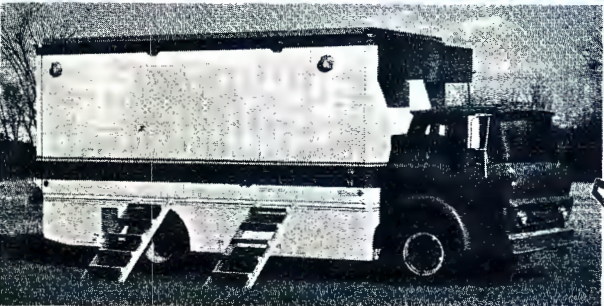
LOS ANGELES (213) 681-0744



**More Music Programming**  
Quality Automated Radio Formats  
Since 1974



# rugged, cost effective vans... Philips equipped.



Photos courtesy Wolf Coach (Models A, C, D) Shook Electronics (Model B).

If you want the best mobile... for the best price... and with the best equipment... start with Philips.

These 4 standard fully equipped mobiles will consistently and reliably produce the quality you require for prime time and network feeds.

Selectively equipped with rugged, reliable equipment including:

- Philips LDK14S ENG/EFP cameras, or LDK5B triax or LDK25B multicore remote/studio cameras, or Philips' new LDK44 ENG/EFP cameras,
  - ADC or CDL switchers,
  - portable or rack mount 1" C type VTR's...
  - even lighting kits and mics,
- these vans are ready to roll with self-contained airconditioning and power generator systems.

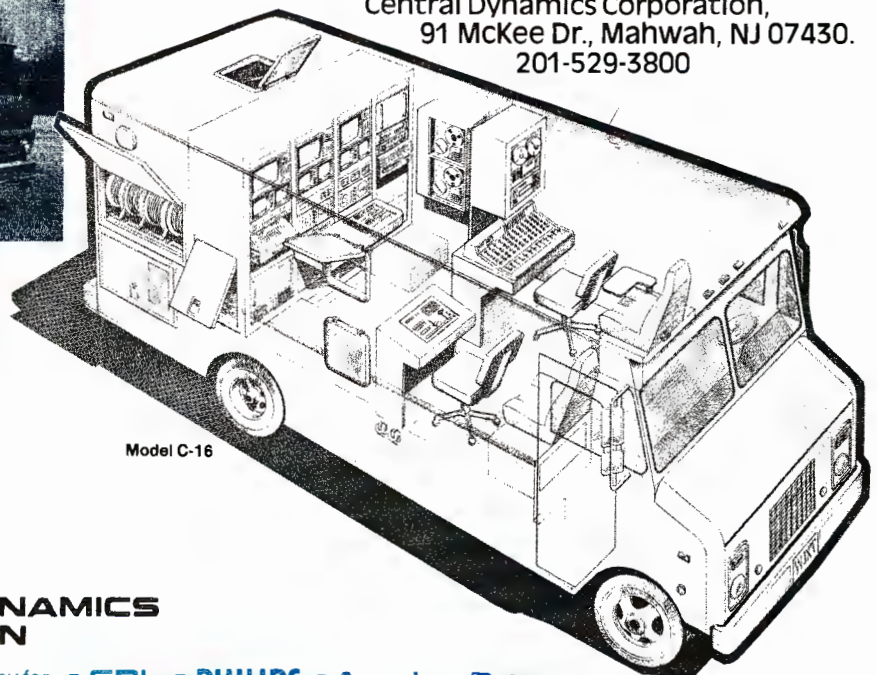
And, these vans are designed for expansion and customizing.

Plus we offer total financing.



It's easy to get started. Call or write and our design team will aid you in selecting a model and equipment to match your budget and application.

Central Dynamics Corporation,  
91 McKee Dr., Mahwah, NJ 07430.  
201-529-3800



Model C-16

**A-10:** 10-11' production area, 1-2 cameras, 1 portable VTR, audio mixer, video switcher, audio cart recorder, and ancillary equipment.

**B-14:** 12-14' production area, 2-3 cameras, 1 studio VTR, audio console, production switcher, audio cart and reel/reel recorder, intercom, and ancillary equipment.

**C-16:** See illustration to right. 16-18' production area, 2-4 cameras, 1-2 studio VTR's; other equipment similar to B-14.

**D-22:** 18-24' production area, 3-6 cameras, 1-3 studio VTR's, A/V routing switcher, 2 audio cart recorders, telephone system; other equipment similar to B-14.



**CENTRAL DYNAMICS CORPORATION**

The U.S. Broadcast Company for ■ CDL ■ PHILIPS ■ American Data



## This is not a tv guide. It's TV Guide®

Our 42 million weekly readers know that. And they don't like to be misled when they're looking for their favorite magazine.

There's no reason why they should be. Because TV Guide, Television Guide® and the TV Guide logo are all registered trademarks of Triangle Publications, Inc., and can't be used by anyone. Except by Triangle Publications, Inc., which publishes the only TV Guide magazine in America.



system in which a user orders the material he wants to view from a large (virtually unlimited) data base. For broadcasters, narrow-band teletext offers the means to electronic publishing; for telephone companies and cable systems, it is videotext (although cable systems can also offer broadband teletext service).

The authors make these points:

- Content regulation should be minimized. The commission should classify teletext as a "hybrid" service, free from broadcast content rules; it should delete those rules for teletext and videotext over cable origination channels; and it should preempt state and local content controls. The authors offer no guarantee the courts would sustain the commission in classifying teletext as a "hybrid" medium; if they don't, say the authors, Congress should act.

- "There should be no rate regulation for information services." But regulation of transmission capacity may be justified, since transmission capacity may be used for services other than electronic publishing.

- "The government should intervene to promote diversity in the sources of information." The authors favor congressional limitations on the kinds of content AT&T can provide over its monopoly facilities. And "cable systems with large numbers of channels should be required to make some channels available to others, including electronic publishers."

- The FCC should take "at least the minimum action on technical standards needed to authorize broadcast teletext."

The authors go beyond basic communications policy to discuss the question of privacy and economic rights in the era of electronic publishing.

They say that Congress or state legislatures or—in the case of cable systems—local franchising authorities could establish principles for protecting the privacy of subscribers about whom substantial amounts of information will be compiled in the computers of videotext operators. However, the authors do not call for legislative action at present: "The privacy threats . . . are real, but they are prospective." They suggest that videotext operators develop their own privacy policies.

As for economic rights, the others note that the merging of publishing and communications raises a special copyright issue for broadcast teletext when the television signal is being carried on a cable system. The compulsory license given cable systems applies only if the broadcast is transmitted intact, and there is a question whether teletext is part of the broadcast being retransmitted. The authors suggest that teletext and television programs should be considered "separate, copyrightable works."

The authors make no firm predictions about electronic publishing. They say that as the next century begins, in 20 years, teletext and videotext may have replaced newspapers and magazines. "On the other hand," they say, "The development of electronic publishing will take decades. And it may not get very far at all."



# **BLAIR TELEVISION PROUDLY ANNOUNCES**

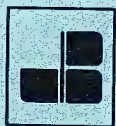
**ITS APPOINTMENT AS  
NATIONAL SALES REPRESENTATIVE FOR**

**KHON-TV** NBC/CHANNEL 2  
HONOLULU, HAWAII

**WSAV-TV** NBC/CHANNEL 3  
SAVANNAH, GEORGIA

**KOAM-TV** NBC/CHANNEL 7  
PITTSBURG, KANSAS-  
JOPLIN, MISSOURI

**WISG-TV** CBS/CHANNEL 3  
MADISON, WISCONSIN



**Blair Television**

*A division of John Blair & Company*  
Reliable people, reliable data



## Turner's latest cable moves: Are they gambles?

**Despite CNN and sports losses, addition of CNN Two, radio network and heavy promotion, analysts think he'll survive**

Just how can Ted Turner afford to launch a new cable news network, a radio network and spend \$80 million to promote his cable services (BROADCASTING, Aug. 31) while sustaining continuing losses from his original Cable News Network? That's the kind of question that keeps fueling speculation that Turner's only bail-out may be a buy-out.

But the situation isn't all that bleak, it would appear. One step Turner took little more than a week ago was to fold the Atlanta Chiefs soccer team. It was one of three money-losing teams owned or controlled by Turner's Turner Broadcast Systems (TBS)—the others are the Atlanta Hawks basketball team and the Atlanta Braves baseball franchise. The sports losses, though not of the caliber of the \$16

million CNN lost in 1980, were not insubstantial; the Braves lost \$4.5 million in 1980; and TBS equity in the losses of the other two teams totaled \$2.9 million. While TBS tends to look on the losses of the Braves and Hawks, in part, as program costs for WTBS(TV) Atlanta, the Turner superstation, soccer broadcasts can't be considered in the same light. The Chiefs have lost \$7 million in the last three years, about \$3 million this year alone, and the TBS stake in those losses is over 90%.

Meanwhile, the losses of CNN are dropping rather dramatically. Turner said publicly that CNN is losing "under \$1 million a month" and that CNN will break into the black next year. According to John Reidy, of Drexel Burnham Lambert, that loss figure right now is really down to \$600,000 a month. And Reidy believes that the new services can make use, rather inexpensively, of a great deal of material that's already generated by CNN.

The advertising expenditure figures Turner cited—\$50 million for CNN and \$30 million for WTBS—have been generally greeted with the same epithet Turner applied to his new competition in the cable news field. For one thing, Turner himself

noted that there will be a great deal of cross-promotion between the services, converting that portion of the advertising budget from actual expenditures to matching TBS bookkeeping entries. "Intersegment revenues," as they're called, are nothing new to TBS—they totaled \$4.5 million last year—7.6% of total TBS revenues, and included the \$825,000 WTBS paid for Braves rights.

An idea that has been postponed for now is the production facility Turner was going to build to attract Hollywood to Atlanta, and make that city a powerhouse of cable production. That capital-devouring project will be deferred until after the new services are launched, according to word from inside TBS. TBS has to take into consideration the \$3.5-million capital spending cap Citicorp Industrial Credit wrote into the loan agreement with which it restructured the company's debt in July.

In the end, the proof that TBS's goals are achievable (given some interchangeability) is that very loan agreement. Citicorp sources, while admitting they're not infallible, insist: "You can be sure we've done some pretty good analysis . . . and we believe his numbers work."

## "There's always a good movie on HTN"

Our lineup includes all the best first run movies with only G and PG ratings. HTN's programming lets you hook up homes that prefer to avoid R-rated material and helps avoid the disconnects that are turned off by some R-rated films in prime time.

Find out how HTN's blockbuster movies can bring you blockbuster revenue by calling 207-774-0300.

**We can open a lot of doors for you.**



## Bottom Line

**Bargain price.** According to final report filed with Securities & Exchange Commission by 20th Century-Fox Corp., company was acquired by Marvin Davis and his family last June for \$724,681,000. Figure is similar to estimates previously reported and includes approximately \$189 million as listed value for property and equipment. Estimates of actual value of several Fox properties on current market, such as its acreage in Los Angeles, Pebble Beach, Calif., and Aspen, Colo., are in some cases more than double what is listed in report. SEC report also records studio was approaching 15% increase in operating revenues for first half of 1981, but drop of 40% in profits, compared with same period in 1980 (company was sold three weeks before first half ended). Report shows Fox's broadcasting subsidiary, United Television Ltd., turned profit of \$2.9 million for period ending June 8, compared with \$3.2 million earned during first half of 1980. Revenue for United, sold as part of Davis acquisition, was \$18.8 million for first 23 weeks of 1981 against \$19.6 million for first half of 1980.

**Tiring work?** Gulf + Western Industries (owner of Madison Square Garden and Paramount Pictures) announced it has boosted its stake in General Tire & Rubber, parent of RKO General Broadcasting, by 270,000 shares to 5.1 million shares or 21.22% of GT&R. Move, which cost \$7.2 million, was for "investment purposes," according to G+W.

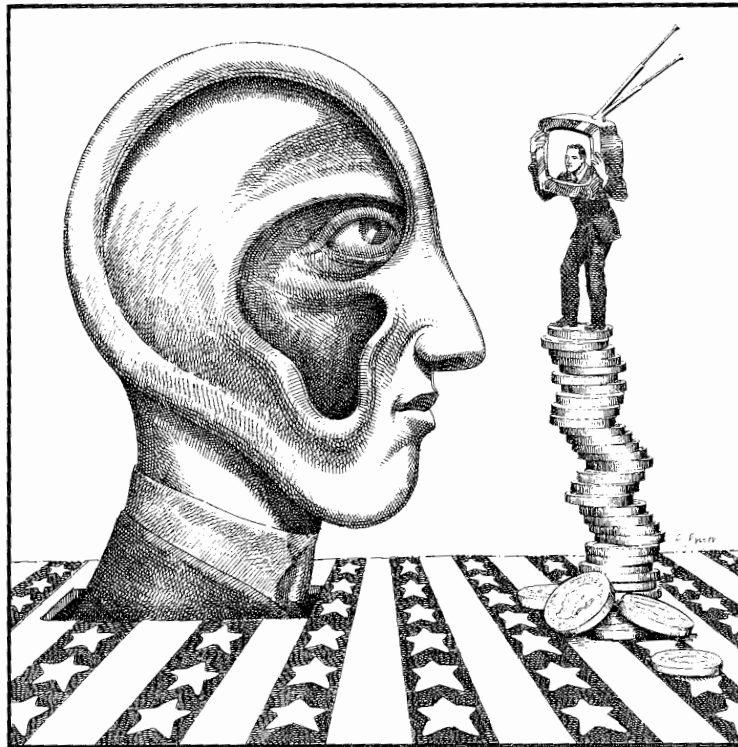
**Dividend.** Regular quarterly dividend of 45 cents per share of common stock was declared by RCA board of directors. It is payable Nov. 2 to holders of record Sept. 14. Other dividends declared were 87.5 cents per share on \$3.50 cumulative first preferred stock, \$1 per share on \$4 cumulative preference, 91.25 cents per share on \$3.65 cumulative preference and 53.125 cents per share on \$2.125 cumulative convertible preference, all for Oct. 1 to Dec. 31 period, and all payable Jan. 2, 1982, to holders of record Dec. 11.

**Another star in the galaxy.** Hughes Communications has found another well-heeled cable programmer for its exclusive Galaxy I. Times Mirror Satellite Programming announced last week that it bought two transponders on satellite, set for launch in May 1983. It joins Turner Broadcasting System (two transponders); Time Inc. (six transponders), and Group W Satellite Communications (four transponders). Four more transponders are available.

**Dollars and cents.** MCA Inc. reported revenues of \$669,450,000 for six months ended June 30, up 7% over year earlier. Earnings for period dropped from \$67,505,000, \$2.87 per share, to \$55,091,000, \$2.31 per share.



# FINALLY. NETWORK TELEVISION FOR ADVERTISERS WHO CAN'T AFFORD NETWORK TELEVISION.



Small to medium advertisers can now afford to be where they never dreamed they'd be.

On network television.

And large advertisers get a less costly, more efficient medium.

**A**merica's  
newest audience delivery system is here.

American Educational Television Network.

It's the first, and only, commercial network to provide continuing education for practicing professionals. Target groups you could never afford to reach on national TV... until now.

Now you can reach them by narrowcasting to a captive audience who need to upgrade their knowledge each year. With a message that's part of the course programming they pay to receive in their homes or offices.

**T**V's answer to the direct sales call.

Consider the possibilities:

You can now pinpoint your hard-to-pin-down targets.

Doctors, dentists, CPAs, lawyers, engineers, city managers, hospital administrators.

We'll deliver by the thousands. We'll get their undivided and eager attention for an hour or longer. We'll deliver your complete corporate/product story with the impact that only television can deliver.

And we'll do it all at about 2% of the cost of a sales call.

So even if your salesforce never makes it past the receptionist, AETN can.

---

**F**or our complete information package, call (800) 854-7388.  
In California (714) 955-3800.

Or write to us at the address below.

We'll show you how to get the impact of TV advertising. Without a TV budget.

---



**AMERICAN  
EDUCATIONAL  
TELEVISION  
NETWORK**

2172 Dupont Drive, Irvine, CA 92715

New York (212) 688-9700 • Chicago (312) 944-3647 • Atlanta (404) 255-7990 • Irvine (714) 955-3800

# Changing Hands

PROPOSED

**WAZY-AM-FM Lafayette, Ind.** □ Sold by Peoria (Ill.) Journal Star to Richard Lightfoot for \$1,350,000. **Seller** is Peoria, Ill.-based publisher and owner of five AM's and four FM's. Henry P. Slane is president. **Buyer** owns WSUB(AM)-WQGN(FM) Groton, Conn. WAZY is 1 kw daytimer on 1410 khz. WAZY-FM is on 96.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

**WDLW(AM) Waltham, Mass.** □ Sold by David J. Ferrari, trustee in bankruptcy, to Acton Communications of Massachusetts for \$875,000. **Seller** represents Anthony Martin-Trigona, who is serving 12-year jail sentence in Chicago for mail fraud (BROADCASTING, Oct. 20, 1980) and also owns WNHC(AM) New Haven, Conn. **Buyer** is subsidiary of Acton, Mass.-based Acton Corp., diversified company publicly traded. Samuel J. Phillips is chairman, president and 3.865% owner. Acton owns WMYD(AM) Wickford, R.I., and WACZ(AM) Bangor, Me., plus cable systems in Florida, South Carolina, Michigan, Utah, California and Kansas. WDLW is on 1330 khz with 5 kw full time.

**KAOL-AM-FM Carrollton, Mo.** □ Sold by Quality Broadcasting Inc. to Kanza Inc. for

\$665,000. **Seller** is owned by Frank R. Carvell Jr. and Bryan K. Hawkins (50% each), who have no other broadcast interests. **Buyer** is owned by Mike L. Carter and wife, Carol S. (50% each), who own 40% each of KNZA(AM) Hiawatha, Kan. KAOL is 500 w daytimer on 1430 khz. KAOL-FM is on 101.1 mhz with 110 kw and antenna 275 feet above average terrain. **Broker: Ralph E. Meador.**

**WVLD(AM) Valdosta, Ga.** □ Sold by Basic Communications Inc. to Valdosta Media Services Inc. for \$382,000. **Seller** is owned by Al H. Evans Jr. (90%) and brother, Lynn C. Evans (10%), latter to keep 10% interest in buying corporation. **Buyer** principal is Harrison Cooper, who owns WLGA(FM) Valdosta. Lynn Evans is high school athletic director. WVLD is on 1450 khz with 1 kw day and 250 w night.

**KRSY(AM) Roswell, N.M.** □ Sold by KRSY Inc. to Enchantment Broadcasting Inc. for \$360,000. **Seller** is owned by Ray Moran, who owns KTEZ(FM) Lubbock, Tex., and traded, subject to FCC approval, KRIZ(FM) Roswell for construction permit of KJTV(TV) Amarillo, Tex. (BROADCASTING, March 30). **Buyer** is owned by Jim C. Moore (80%) and wife, Carol K. (20%). Jim Moore is manager of KRSY and has no other broadcast interests. KRSY is on 1230 khz with 1 kw day and 250 w night.

**WVOO(FM) Berryville, Va.** □ Sold by Berryville Media Group Inc. to Emmet Broadcasting Inc. for \$311,512. **Seller** is owned by Kenneth F. Smith, (49%), James G. Myers (48.5%) and Brian L. Leiter (2.5%). Smith owns 50% of WYH(FM) Williamsport, Md. **Buyer** is owned by Grenville T. Emmet III, president and 70% owner of WAGE(AM) Leesburg, Va. WVOO is on 105.5 mhz with 3 kw and antenna 440 feet above average terrain. **Broker: Blackburn & Co.**

**KMED(AM) Medford, Ore.** □ Sold by Northstar Broadcasting Inc. to KMED Radio for \$295,000. **Seller** is owned by Martin W. Hawke and Gary L. Hawke, brothers (25.5% each), and William D. Friden and James Friden, brothers, (24.5% each). Hawkes own KSYC(AM) Yreka, Calif. Fridens have no other broadcast interests. **Buyer** is owned by Champion Broadcasting Inc. (40%), Robert L. Bridge (18%), Henry Friedman (10%), Alfred and Edith Adler (10% jointly), Ralph Policar (5%) and three others. Richard G. Mattson is president and 40% owner of Champion, licensee of KTAC(AM) Tacoma, Wash. Others are Seattle businessmen and have no other broadcast interests. KMED is on 1440 khz with 5 kw day and 1 kw night.

**WOIV(FM) DeRuyter township, N.Y.** □ Sold by The Christian Broadcasting Network Inc. to Forus FM Broadcasting of New

York for \$242,500. **Seller** is Virginia Beach, Va.-based group of four FM's and, through subsidiary, Continental Broadcasting Network, one FM and four TV's. M. G. Robertson is president. It sold, subject to FCC approval, WMIV(FM) South Bristol township, N.Y., for \$700,000 (BROADCASTING, July 6). **Buyer** is owned by Simon Rosen and Lind C. Voth (50% each), who own WTIS(AM) Tampa, Fla., WYRD(AM) East Syracuse, N.Y., WITA(AM) Knoxville, Tenn. and 37.5% each of KITA(AM) Little Rock, Ark. They also bought, subject to FCC approval, 49% of WPRZ(AM) Evanston, Ill. WOIV is on 105.1 mhz with 42 kw and antenna 540 feet above average terrain.

**KHAD(AM) Desoto, Mo.** □ Sold by Desoto Broadcasting Inc. to Jefferson County Broadcasting Inc. for \$240,000. **Seller** is owned by Warren R. McKnight, Raymond E. Duff and Pinkney B. Cole (25% each), Duff's brother, William, and latter's wife, Edna K. (12.5% each). Cole is applicant for new FM at Desoto and, with wife, Judy, will acquire 50% interest in buyer. Others have no other broadcast interests. **Buyer** is owned by Coles (50% jointly), Erich R. Schafermeyer Jr. and J. Charles Studyvin (25% each). Cole is general manager of KHAD. Schafermeyer and Studyvin are Desoto businessmen. KHAD is 5 kw daytimer on 1190 khz.

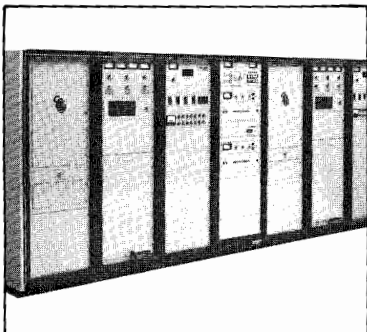
**WKTJ-AM-FM Farmington, Me.** □ Sold by Franklin Broadcasting Corp. to Alfredo E. Ibarguen and wife, Nancy T., for \$212,000. **Seller** is owned by Elden H. Shute Jr., who has no other broadcast interests. Alfred Ibarguen is engineer at WKTJ. Nancy Ibarguen is teacher. They have no other broadcast interests. WKTJ is 1 kw daytimer on 1380 khz. WKTJ-FM is on 99.3 mhz with 1.5 kw and antenna 400 feet above average terrain.

APPROVED

**WKZL(FM) Winston-Salem, N.C.** □ Sold by Golden Circle Broadcasting Inc. to Nationwide Communications Inc. for \$5 million. **Seller** is owned by Robert B. Brown, who has no other broadcast interests. **Buyer** is group owner of two AM's, four FM's and three TV's owned by Columbus, Ohio-based Nationwide Mutual Insurance Co. Charles Fullerton is president. FCC granted approval for it to sell WKTQ(AM) Pittsburgh for \$1.5 million to Ragan Henry (BROADCASTING, April 13). WKZL is on 107.5 mhz with 100 kw and antenna 500 feet above average terrain.

**WTLC(FM) Indianapolis** □ Sold by Community Media Corp. to Broadcast Enterprises National Inc. for \$3,732,000. **Seller** is owned by Frank Lloyd (73.77%), Judith Barrett (14.75%) and Robert Davies (11.48%). They have no other broadcast interests. **Buyer** is Philadelphia-based group owner of five AM's, three FM's and one TV; Ragan Henry is president and principal owner. He has bought, subject to FCC approval, WIFL(FM) Philadelphia for \$6.8 million (BROADCASTING, Aug. 10) and sold WGIV(AM) Charlotte, N.C.

## NOW! CONTINENTAL'S 50 KW FM



**High performance.** Offers you high fidelity, dynamic balance, good stereo separation; extremely low noise and distortion; excellent frequency stability. Easy installation. Low power consumption. Proven exciter. Available with fully automatic exciter and combiner control.

Write for brochure on 817R-1  
Continental Electronics Mfg. Co.  
Box 270879  
Dallas, Texas 75227

**Continental Electronics** 



# THEY OPENED OUR EYES.



*KING-TV, Seattle; News Photography Station of the Year.*



*Bob Tews, KBTB, Denver; TV News Photographer of the Year.*

## The 1980 NPPA Winners.

It's easy to see why Bob Tews of KBTB, Denver, has won the 1980 Kodak Ernie Crisp Award for TV News Photographer of the Year. His stories are meticulously crafted and compelling. By preferring a sequence of shots over camera moves and trying to let the public see and hear a story happening, his work involves the viewer. Working with his writer-producer wife, Susan Tews, he comprised an entry of nine stories. They ranged from a police shooting to a wildcatter's search for oil. Every story had stunning dramatic impact.

For the second time in three years, KING-TV, Seattle, was chosen as the News Photography Station of the Year. Their coverage of the Mt. St. Helens eruption was news coverage at its absolute best. The volcano films (shot in part on

Eastman Ektachrome video news film 7240) were crisp and sharp. And showed the teamwork with which KING-5 News camera crews work. Teamwork and the sincere ability to really care about their work have made KING-TV number one... again.

Eastman Kodak Company congratulates Bob Tews and KING-TV. In a world where much of what we look at is only a fraction of what we see, these people took that closer look and brought us the world they saw. Congratulations for a job well done.

Eastman Kodak Company, Motion Picture and Audio-visual Markets Division, Rochester, N.Y. 14650.



We're saddened by the passing  
of our founder and friend,  
James W. Blackburn,  
on August 20, 1981.

The Blackburn tradition will  
continue with James W. Blackburn, Jr.  
as President of the company  
together with those who have made  
invaluable contributions over more  
than 25 years:

Jack V. Harvey	Joseph M. Sitrick
Richard F. Blackburn	Tony Rizzo
Roy A. Rowan	W.W. "Bud" Doss
Alan C. Tindal	Jay Bowles
Howard J. Stasen	Hub Jackson

As in the past, our strength and  
integrity rests on these fine individuals  
who together form a true national  
media brokerage company with the  
experience and ability necessary to  
produce results.

*We look to the future.*

## **BLACKBURN & COMPANY, INC.**

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

**WASHINGTON, D.C.**  
20036  
1111 19th Street, N.W.  
(202) 331-9270

**CHICAGO, 60601**  
333 N. Michigan Ave.  
(312) 346-6460

**ATLANTA, 30361**  
400 Colony Square  
(404) 892-4655

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

(BROADCASTING, March 16). WTLC is on 105.7 mhz with 50 kw and antenna 450 feet above average terrain.

**KNAC(FM) Long Beach, Calif.** □ Sold by Harden Broadcasting Co. to Wright Communications Group of Long Beach Inc. for \$1,350,000 plus \$650,000 non-compete agreement. **Seller** is owned principally by James Harden who has no other broadcast interests. **Buyer** is controlled by Wright Communications Group Inc., owned equally by Edward W. Wright (president), and brothers Paul and Virgil. Edward Wright is former vice president of KAGB-FM Inglewood, Calif. Paul and Virgil Wright are Oakland, Calif., physicians. KNAC is on 105.5 mhz with 3 kw and antenna 400 feet above average terrain.

**WIRA(AM)-WOV(FM) Fort Pierce, Fla.** □ Sold by Indian River Broadcasting Co. to David A. Roth for \$2,250,000. **Seller** is owned by Hudson C. Miller Jr. and family, who own WKUL(AM) Cullman, Ala. **Buyer** is Boston neurosurgeon and has no other broadcast interests. WIRA is on 1400 khz with 1 kw day and 250 w night. WOVV is on 95.5 mhz with 100 kw and antenna 440 feet above average terrain.

**WHAG-TV Hagerstown, Md.** □ Sold by Henson Aviation Inc. to Great Trails Broadcasting Corp. for \$1.6 million. **Seller** is owned by Richard A. Henson (36%), Sheldon Magazine and brother, Samuel (29.8% each), and Hans Omenitsch (4.4%), who have no other broadcast interests. **Buyer** is principally owned by Charles Sawyer family, Dayton, Ohio-based group owner of five AM's and four FM's. Alexander J. Williams is president. WHAG-TV is NBC affiliate on ch. 25 with 436 kw visual, 51 kw aural and antenna 1,230 feet above average terrain.

**WCLE(AM)-WQLS(FM) Cleveland, Tenn.** □ Sold by Southeastern Enterprises to A. Thomas Joyner for \$1.3 million. **Seller** is owned by Carl J. Haskins (32.5%), Teresa T. Sharpe (25%), Richard B. Helms (17.5%), and son, Richard L. Helms (15%) and Haskins's nephew, Jack L. Haskins (10%). They have no other broadcast interests. **Buyer** sold WPVA-AM-FM Petersburg, Va. (BROADCASTING, Feb. 9), and has no other broadcast interests. WCLE is 1 kw daytimer on 1570 khz. WQLS is on 100.7 mhz with 50 kw and antenna 360 feet above average terrain.

**WGGG(AM) Gainesville, Fla.** □ Sold by Miller Broadcasting Inc. to U.S. Broadcasting Inc. for \$1,103,400. **Seller** is owned by Howard A. Miller, who owns WMMB(AM)-WYRL(FM) Melbourne, Fla., and WFXW(AM) Geneva, Ill. **Buyer** is owned by Frederick C. Mezey (62%), Robert A. Elkins (35%) and Charles Warner (3%). Mezey is New Brunswick, N.J., attorney and real estate investor. Elkins is Jersey City, N.J., attorney and real estate investor. Warner is lecturer in communications department of Southern Illinois University and former vice president and general manager of WNBC(AM) New York. They



have no other broadcast interests. WGGG is on 1230 khz with 1 kw day and 250 w night.

**WWTR-FM Bethany Beach, Del.** □ Sold by Connor Broadcasting Co. to Coastal Communications-Delaware Corp. for \$1 million. **Seller** is principally owned by J. Parker Connor, who owns 83% of WJDY(AM) Salisbury, Md., and 51% of new FM for Salisbury. **Buyer** is subsidiary of Coastal Telecommunications-Ocean City Corp., which is wholly owned by Stuart D. Frankel, president and owner of WETT(AM) Ocean City, Md. WWTR-FM is on 95.5 mhz with 3 kw and antenna 300 feet above average terrain.

**WTCH(AM)-WOWN(FM) Shawano, Wis.** □ Sold by Shawano County Leader Publishing Co. to Wheeler Broadcasting Inc. for \$950,000. **Seller** is owned by Jeann Donald, who has no other broadcast interests. **Buyer** is owned by Ray L. Wheeler (80%) and wife, Ahna (20%). Ray Wheeler is news anchor at WLUK-TV Green Bay, Wis., and has no other broadcast interests. WTCH is on 960 khz with 1 kw full time. WOWN is on 99.3 mhz with 3 kw and antenna 180 feet above average terrain.

**WFDR-AM-FM Manchester, Ga.** □ Sold by WFDR Inc. to Provident Broadcasting Co. for \$790,000. **Seller** is owned by Jack Whitehorn, who has no other broadcast interests. **Buyer** is subsidiary of Watkins Associated Industries Inc., Atlanta, with interests in transportation, construction and real estate investments, owned by Bill Watkins and 26 others. WFDR is 1 kw daytimer on 1370 khz. WFDR-FM is on 93.3 mhz with 100 kw and antenna 460 feet above average terrain.

**WROD(AM) Daytona Beach, Fla.** □ Sold by Elyria-Lorain Broadcasting Co. to First Daytona Investment Corp. for \$700,000. **Seller** is closely held Elyria, Ohio-based publisher of Elyria *Chronicle Telegram* and *Medina [Ohio] Gazette* and group owner of three AM's and one FM. It has been granted FCC approval to buy WELE(FM) Deland, Fla., for \$1.85 million (BROADCASTING, Aug. 17). Otto B. Schoepfle is president. **Buyer** is principally owned by Frank D. Ward who has sold, subject to FCC approval, WXYR(FM) Columbia, S.C., for \$950,000 (BROADCASTING, May 18). WROD is on 1340 khz with 1 kw day and 250 w night.

**WITY(AM) Danville, Ill.** □ Sold by Vermilion Broadcasting Corp. to Bates Broadcasting Co. for \$630,000. **Seller** is owned by John R. Ax, Bonnie Metzger and Louis Metzlauff (one-third each), who own WITZ-AM-FM Jasper, Ind. **Buyer** is principally owned by Richard K. Bates, who is Danville attorney and has no other broadcast interests. WITY is 1 kw daytimer on 980 khz.

**WCPT-TV Crossville, Tenn.** □ Sold by WCPT-TV Inc. to Cumberland Communications Corp. for \$600,000. **Seller** is owned by Calvin C. Smith (51%) and John A. Cunningham (49%), who have no

other broadcast interests. **Buyer** is partnership of McClatchy Newspapers (90%) and Sainte Broadcasting (10%). McClatchy Newspapers is Sacramento, Calif.-based group of four AM's and four FM's, publisher of three dailies in California and one in Washington and owner of cable systems in Fresno, Calif., upper Sacramento valley, and Reno. C. K. McClatchy is president. McClatchy sold KOVR(TV) Stockton-Sacramento for \$65 million to Outlet Co. last year (BROADCASTING, March 24, 1980). Sainte is principally owned by Chester Smith, 51% owner of KCSO(TV) Modesto and KCBA(TV) [CP] Salinas, both California. WCPT-TV is independent on ch. 55 with 18.6 kw visual, 3.71 kw aural, and antenna 1,180 feet above average terrain.

**KXTC(AM)-KQZQ(FM)[CP] (formerly KAIN-AM-FM) Nampa, Idaho** □ Sold by Broadcast Inc. to Hayes Broadcasting Co. for \$525,000. **Seller** is owned by Jack R. Bolton and wife, Sharon L., and LeRoy T. Roper and wife, Catherine (one-quarter each), who also own CP for new FM at Caldwell, Idaho. **Buyer** is owned by John T. Hayes, who owns and operates KAYT(AM)-KNAQ(FM) Rupert, Idaho. KXTC is on 1340 khz with 1 kw day and 250 w night. KQZQ-FM is on 103.1 mhz with 3 kw and antenna 298 feet above ground.

**WEMD-AM-FM Easton, Md.** □ Sold by Easton Broadcasting Co. to Clark Enterprises for \$512,500. **Seller** is owned by

Richard Cobb and mother, Mary Cobb Russo (50% each), who have no other broadcast interests. **Buyer** is owned by A. James Clark, who is with the George Hyman Construction Co., Washington, and has no other broadcast interests. WEMD is on 1460 khz with 1 kw day and 500 w night. WEMD-FM is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain.

□ Other approved station sales include: WULA(AM) Eufaula, Ala.; WWSW(TV) [CP] Opelika, Ala.; KBWA(AM) Williams, Ariz.; KYDE(AM) Pine Bluff, Ark.; KMFO(AM) Aptos-Capitola, Calif.; KYLO(FM) Davis, Calif.; WKED(AM) Frankfort, Ky.; WREM-AM-FM Jenkins, Ky.; WKLK-AM-FM Cloquet, Minn.; WYAZ(AM)-WJNS(FM) Yazoo City, Miss.; KMZK(FM) Belgrade, Mont.; WPQR(FM) Uniontown, Pa.; WAKN(AM)-WNEZ(FM) Aiken, S.C.; WCHU(AM) Soddy-Daisy, Tenn.; KCONY(AM) San Marcos, Tex. (see "For the Record," page 98).

#### CABLE

**Cable system based in Sandusky, Ohio** □ Sold by North Central Television Inc. to Toledo Blade Co. for about \$10 million. **Seller** is owned by some 70 stockholders. Jay Wagner Jr. is president. **Buyer** is publisher of *Toledo (Ohio) Blade* and also owns cable systems in Toledo and Monroe, Mich. John Willey is president. Wagner will stay on as general manager. Sandusky system serves 13,600 basic subscribers and passes 21,700 homes.

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

**(703) 821-2552**

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

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

## **NRBA Convention Headquarters**

**Suite 1204/06  
Fontainebleau Hilton**

*A Confidential Service  
to Owners and  
Qualified Buyers*

# Stock Index

Exchange and Company	Closing Wed. Sep 2	Closing Wed. Aug 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	29 3/4	28 5/8	+1 1/8	+ 3.93	6	833
N Capital Cities	67 3/4	70	-2 1/4	- 3.21	12	891
N CBS	50 3/4	50 1/2	+ 1/4	+ .49	7	1,414
N Cox	66	68 1/4	-2 1/4	- 3.29	18	891
A Gross Telecasting	26 1/4	27	- 3/4	- 2.77	8	20
O LIN	32	32 1/4	- 1/4	- .77	11	177
N Metromedia	143	144 1/2	-1 1/2	- 1.03	13	640
O Mooney	7	7 1/4	- 1/4	- 3.44		2
O Scripps-Howard	73 1/2	80	-6 1/2	- 8.12	12	189
N Storer	28 3/8	30 1/8	-1 3/4	- 5.80	18	372
N Taft	30 7/8	30 3/8	+ 1/2	+ 1.64	11	302
O United Television	6 5/8	6 7/8	- 1/4	- 3.63		79

Exchange and Company	Closing Wed. Sep 2	Closing Wed. Aug 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	20 1/2	22 3/8	-1 7/8	- 8.37	19	67
A Affiliated Pubs.	28 1/4	28 3/8	- 1/8	- .44	10	145
N American Family	7 3/4	7 1/8	+ 5/8	+ 8.77	6	95
N John Blair	23 1/8	22 1/2	+ 5/8	+ 2.77	8	86
N Charter Co.	9 7/8	9 7/8				270
N Chris-Craft	32 1/4	32 3/8	- 1/8	- .38	10	101
N Coca-Cola New York	10 1/4	10 1/4				14
N Cowles	29 1/4	29 1/4				19
N Dun & Bradstreet	63	66	-3	- 4.54	17	1,757
N Fairchild Ind.	19 1/2	20 1/8	- 5/8	- 3.10	5	222
N Gannett Co.	38 1/4	38 1/2	- 1/4	- .64	13	2,068
N General Tire	25 3/8	25 3/8				8
O Gray Commun.	42 1/2	42 1/2				9
N Harte-Hanks	30 1/2	34	-3 1/2	-10.29	13	290
O Heritage Commun.	12 3/8	11 3/4	+ 5/8	+ 5.31	35	67
N Insilco Corp.	17 3/4	18 7/8	-1 1/8	- 5.96	8	191
N Jefferson-Pilot	23 3/4	23 5/8	+ 1/8	+ .52	6	520
O Marvin Josephson	13 1/2	13 1/2				9
N Knight-Ridder	33 7/8	34 1/2	- 5/8	- 1.81	12	1,096
N Lee Enterprises	27 1/2	27 5/8	- 1/8	- .45	12	196
N Liberty	13 5/8	13 5/8				6
N McGraw-Hill	46 1/2	48	-1 1/2	- 3.12	13	1,155
A Media General	33 1/2	35 1/4	-1 3/4	- 4.96	9	242
N Meredith	55 1/2	55 3/4	- 1/4	- .44	7	174
O Multimedia	31	32 1/4	-1 1/4	- 3.87	14	312
A New York Times Co.	30 1/2	29 5/8	+ 7/8	+ 2.95	9	365
N Outlet Co.	33 1/2	34	- 1/2	- 1.47	15	84
A Post Corp.	24	24				17
N Rollins	17 3/4	17 5/8	+ 1/8	+ .70	12	484
N San Juan Racing	19 5/8	20 3/8	- 3/4	- 3.68	24	49
N Schering-Plough	30 1/4	30 3/4	- 1/2	- 1.62	7	1,606
O Stauffer Commun.*	45	45				11
A Tech Operations	12 1/2	12 1/2				6
N Times Mirror Co.	50	49 1/2	+ 1/2	+ 1.01	12	1,705
O Turner Bcstg.	15 1/2	14 1/2	+1	+ 6.89		310
A Washington Post	27 1/2	28 5/8	-1 1/8	- 3.93	12	386
N Wometco	17	17 5/8	- 5/8	- 3.54	10	225

Exchange and Company	Closing Wed. Sep 2	Closing Wed. Aug 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	12 3/8	12 1/8	+ 1/4	+ 2.06	10	37
N American Express	42 7/8	43 1/2	- 5/8	- 1.43	8	3,056
O Burnup & Sims	13 1/4	14 1/8	- 7/8	- 6.19	14	118
O Comcast	23 3/4	24	- 1/4	- 1.04	29	91
N General Instrument	34 3/8	35 3/4	-1 3/8	- 3.84	4	873
O Rogers Cablesystems	7 5/8	7 5/8				15
O Tele-Communications	21 7/8	22 1/4	- 3/8	- 1.68	56	521
N Teleprompter	37 1/2	37 1/2				30
N Time Inc.	73 7/8	73 1/8	+ 3/4	+ 1.02	15	2,079
O Tocom	12	10 1/4	+1 3/4	+17.07		39
O UA-Columbia Cable	81 1/8	81 1/2	- 3/8	- .46	30	272
O United Cable TV	21 1/4	23	-1 3/4	- 7.60	25	208
N Viacom	25 1/8	24 3/4	+ 3/8	+ 1.51	5	224

Exchange and Company	Closing Wed. Sep 2	Closing Wed. Aug 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	2 5/8	2 3/4	- 1/8	- 4.54	2	8
N Columbia Pictures	35 1/4	36	- 3/4	- 2.08	7	357
N Disney	51	53 1/4	-2 1/4	- 4.22	13	1,659
O Enterprise Radio	1 1/2	1 1/8	+ 3/8	+ 3.33		2
N Filmways	6 3/4	7 1/2	- 3/4	-10.00		42
O Four Star	1 1/2	1 1/4	+ 1/4	+20.00		15
N Getty Oil Corp.	66 7/8	67 3/4	- 7/8	- 1.29	8	5,494
N Gulf + Western	17 1/8	17 1/4	- 1/8	- .72	4	1,278
N MCA	45	44 7/8	+ 1/8	+ .27	250	1,057
O Medcom	10 1/4	9 3/4	+ 1/2	+ 5.12	24	17
N MGM Film	7 1/2	7 7/8	- 3/8	- 4.76	14	243
O Reeves Commun.	25 1/2	26 3/4	-1 1/4	- 4.67	15	138
O Telepictures	6 5/8	6 7/8	- 1/4	- 3.63	30	16
N Transamerica	21 3/4	22 1/4	- 1/2	- 2.24	6	1,421
O Video Corp. of Amer.	9 3/4	9 7/8	- 1/8	- 1.26	16	9
N Warner	44	45 1/4	-1 1/4	- 2.76	17	2,585
A Wrather	20 3/8	20 1/8	+ 1/4	+ 1.24		47

Exchange and Company	Closing Wed. Sep 2	Closing Wed. Aug 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	35 1/4	36 1/2	-1 1/4	- 3.42	7	88
O Compact Video	18 1/8	17 7/8	+ 1/4	+ 1.39	14	53
N Comsat	50 1/8	49 5/8	+ 1/2	+ 1.00	11	401
O Doyle Dane Bernbach	15	15				9
N Foote Cone & Belding	27 1/4	26 1/2	+ 3/4	+ 2.83	7	74
O Grey Advertising	62 1/2	63	- 1/2	- .79	6	38
N Interpublic Group	31	30 3/4	+ 1/4	+ .81	7	138
N JWT Group	31 1/8	31	+ 1/8	+ .40	7	95
O MCI Communications	22 3/4	21 3/4	+1	+ 4.59	126	832
A Movielab	4 1/4	4 3/8	- 1/8	- 2.85	5	6
A MPO Videotronics	5 5/8	5 5/8				19
O A.C. Nielsen	36 1/2	37 7/8	-1 3/8	- 3.63	15	409
O Ogilvy & Mather	28 1/4	28 1/4				8
O Telemation	2 1/2	2 3/8	+ 1/8	+ 5.26	15	2
O TPC Communications	3 1/2	3 7/8	- 3/8	- 9.67		3
N Western Union	24 1/8	23 5/8	+ 1/2	+ 2.11	13	366

Exchange and Company	Closing Wed. Sep 2	Closing Wed. Aug 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	14 1/8	15	- 7/8	- 5.83	12	110
A Cetec	4 1/2	5	- 1/2	-10.00	7	9
O Chyron	16	16 1/4	- 1/4	- 1.53	26	20
A Cohu	6 1/8	7	- 7/8	-12.50	7	10
N Conrac	22 7/8	23 1/8	- 1/4	- 1.08	17	48
N Eastman Kodak	66 3/4	66 1/8	+ 5/8	+ .94	9	10,772
O Elec Missile & Comm.	11	11 1/4	- 1/4	- 2.22	52	30
N General Electric	56 1/4	56 3/8	- 1/8	- .22	8	12,749
N Harris Corp.	39 7/8	43	-3 1/8	- 7.26	14	1,226
O Microdyne	20 1/4	21 3/4	-1 1/2	- 6.89	24	53
N M/A Com. Inc.	24 1/4	25 1/2	-1 1/4	- 4.90	26	809
N 3M	51 1/2	50 1/2	+1	+ 1.98	9	5,998
N Motorola	64 3/8	64	+ 3/8	+ .58	11	1,837
O Nippon Electric	84 5/8	88 3/4	-4 1/8	- 4.64	37	2,779
N N. American Philips	42	45 7/8	-3 7/8	- 8.44	7	505
N Oak Industries	30	30 5/8	- 5/8	- 2.04	16	326
A Orrox Corp.	11 1/4	11 1/2	- 1/4	- 2.17	40	18
N RCA	20 1/2	21 1/8	- 5/8	- 2.95	7	1,537
N Rockwell Intl.	33	35	-2	- 5.71	9	2,475
A RSC Industries	4 7/8	4 3/4	+ 1/8	+ 2.63	35	11
N Scientific-Atlanta	25	28 3/8	-3 3/8	-11.89	31	529
N Sony Corp.	18 7/8	20	-1 1/8	- 5.62	14	4,069
N Tektronix	46 1/2	48 1/8	-1 5/8	- 3.37	10	849
A Tescan	14	13 3/4	+ 1/4	+ 1.81	24	41
N Varian Associates	27 1/4	29 1/4	-2	- 6.83	13	209
N Westinghouse	27 3/8	28	- 5/8	- 2.23	6	2,325
N Zenith	13 1/2	13 3/8	+ 1/8	+ .93	10	254

Standard & Poor's 400 Industrial Average 139.18 140.82 - 1.64

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.



## NBMC goes after Baltimore and Washington stations

**It petitions to deny renewal of 20 stations for EEO and reporting violations and wants 45 across the country fined**

The National Black Media Coalition and affiliated groups have petitioned the FCC to deny the renewal applications of 15 broadcast licensees for 20 broadcasting outlets in Baltimore, Washington and outlying communities as well as LIN Broadcasting's WAVY-TV Portsmouth, Va. NBMC also asked the commission to impose reporting conditions and fines upon an additional 33 licensees operating 45 stations nationwide.

The Maryland stations that NBMC filed against in Baltimore and vicinity are:

WMAR-FM-TV and WMPB-TV Baltimore; noncommercial WAPB-TV and WYRE(AM), both Annapolis; WAMD(AM) Aberdeen; WVOB(AM) Bel Air; WJOR(AM) Glen Burnie, and WASA(AM)-WHDG(FM) Havre de Grace. NBMC came down hardest on WMAR-FM-TV because of what it called the relatively ample resources available to it to carry out "extensive" training, recruitment and affirmative action programs, and its failure to do so. It said that over the last four years, WMAR-TV has had a maximum of three black managers out of a total of 30 in any given year. None, said NBMC, "is in a top management team role, despite the fact that turnover among WMAR-TV managers has been extremely high over the past year and a half."

It said that the station's recruitment programs "have been geared to lower level positions, not to management; hence, not surprisingly, minorities in management have been stagnant in numbers and powerless to impact."

NBMC also determined that major organizations such as the National Association for the Advancement of Colored People and schools and colleges with sig-

nificant black enrollments were "conspicuously absent from the referral lists" of both WMAR-FM and WMAR-TV.

NBMC also said that WMAR-TV told its employes in early 1981 that there was a hiring freeze. "Nevertheless," said NBMC, "in 1981, 11 whites have been hired, including a new general manager."

For those stations cited that were in the area but outside Baltimore proper, NBMC called on the commission to impose short-term renewals. The responsibility to implement successful EEO programs was no different for those stations, it said. Referring to WAMD, it declared, "Although not physically within Baltimore, this station is as accessible to blacks living in Baltimore as Baltimore stations are accessible to whites living in Aberdeen. Thus, its requirements are the same as those of other Baltimore stations."

The stations cited in the Washington area were: noncommercial WAMU-FM Washington; WDON(AM) Wheaton, WLMD(AM) Laurel, WSMD(AM)-WXTR(FM) La Plata and WINX(AM) Rockville, all Maryland, and WPKX(AM)-WVKX(FM) Alexandria and WQHN(AM) Herndon, both

## Wind Chill... as easy as telling the time.

In the wintertime it really doesn't matter what the temperature is . . . what we want to know is how cold it is going to feel when we go outside — the wind chill factor.

The Thermius electronic Wind-Chill Meter's Swedish inventor has made it possible for your station to give your listeners and viewers the wind-chill factor any time *you* want. It is a precision-calibrated instrument which gives a wind-chill reading correct within  $\pm 1^\circ\text{F}$ .

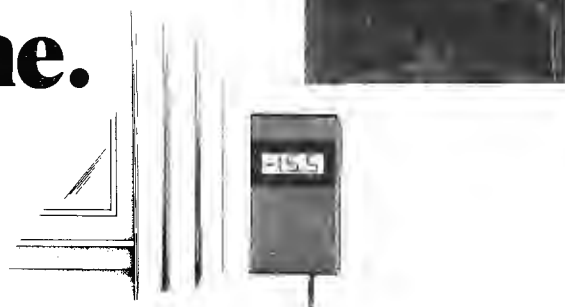
The digital read-out can go anywhere inside your studio. It is connected to an electronic sensor placed outside where it will be exposed to the weather. The device runs on regular household current.

Supplies may be limited this first season, so order your Thermius Wind-Chill Meter today.



**THERMIUS, INC.**

356 Oblong Road  
Williamstown, MA 01267



Please send \_\_\_\_\_ digital Thermius Wind-Chill meter(s) at \$150.00 each (postpaid). Massachusetts residents please add 5% sales tax. Make checks payable to Thermius, Inc.

- My check is enclosed for \$ \_\_\_\_\_ .  
 Please bill me.  
 Please bill my company (below).

\_\_\_\_\_ Master Charge \_\_\_\_\_ VISA \_\_\_\_\_ Expiration Date

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip Code \_\_\_\_\_ Telephone ( ) \_\_\_\_\_  
 Signature \_\_\_\_\_

Virginia.

NBMC said that the stations represent the "most egregious cases of licensee neglect of their EEO responsibilities in the Washington area." It said the stations fit into one or more of the following criteria:

- An "extremely poor" EEO record for black employment over the past two license terms.

- Had EEO conditions imposed upon them from the 1978 renewal period "but have failed to abide by the spirit of those conditions and upgrade their EEO profiles."

- Have "misrepresented to the commission that they relied on certain organizations for EEO recruitment when, in fact, they did not."

In the cases of WAMU-FM, WDON, WLMD and WPKX-WVKX, NBMC called for evidentiary hearings. The others cited in the Washington area deserved "at least" short-term renewals, it said.

As to WAVY-TV, NBMC said that the parent company, LIN Broadcasting, based in New York, had "abdicated control" of the station, a violation by itself worthy of denial of license renewal.

It noted that various groups, including the NAACP and Urban League affiliates, have called a boycott of WAVY-TV and said that a majority of the black employees have filed a class action suit with the Equal Employment Opportunities Commission, seeking, among other things, redress for retaliatory actions taken by the station

following employe complaints.

NBMC charged that WAVY-TV misrepresented facts to the commission (and the EEOC) on its annual EEO form (395) for the years 1978-81 in an attempt to make its "EEO record appear substantially better than it actually was."

NBMC also charged that the station made "numerous misrepresentations and self-serving omissions" in its 1981 model affirmative action plan. Among other things NBMC said WAVY-TV inaccurately described the lateral transfer of minority employes as promotion.

In some cases, said NBMC, the station "openly discriminates" against blacks. In one instance, according to NBMC, a new black female account executive was hired, but the accounts of her predecessor were distributed among other white male salesman while she was told to develop her own accounts. "To our knowledge," said NBMC, "[that] was the only instance when [the station] told a salesperson to develop her own accounts rather than service those of a departing employe."

NBMC also submitted that the station was guilty of violating FCC rules concerning sponsorship identification, payola, and the licensing of programing.

As to the 33 nationwide licensees that NBMC asked the FCC to fine and impose reporting conditions, it said they represent the "worst cases." It said it was offering the petition concerning those licensees "as an invitation to the commission to

publicly declare that deregulation is not synonymous with 'anything goes,' [and] that it intends to remain vigilant in protecting fundamental rights of black media employes, potential employes and media consumers."

It said that those stations cited nationwide shared the following characteristics:

- Each had at least 15 full-time employes in 1980 (11 full-time employes in 1979 and 1978).

- Each was located in an area whose most recently available data for both its work force and its population reflected more than 5% black representation.

- None were Hispanic-owned or Spanish-language stations.

- Each had "no full-time black employes in 1978, 1979 and 1980; 18 also had none in 1975, 1976 and 1977."

## Fowler, NBMC uncommon allies

**Although media group's chairman, Pluria Marshall, has not given up fight, he supports some of FCC chairman's EEO proposals**

With the election of Ronald Reagan to the Presidency and Reagan's selection of Reaganite Mark Fowler as chairman of the FCC, the public interest groups concerned with broadcasting were expected to find Washington a forbidding place. And many of them do. But not the National Black Media Coalition. Its chairman, Pluria Marshall, speaks well of Fowler, and is prepared to support the chairman in an effort to reduce the number of stations required to file affirmative action reports.



Marshall

Marshall's attitude does not, however, reflect a willingness to put away the sword. Last week, the NBMC filed petitions to deny and other pleadings seeking sanctions against 49 stations—the heaviest batch of such filings in years.

But Marshall, a registered Republican who never seemed comfortable with Fowler's predecessor, Democrat Charles D. Ferris, appears to be getting along well with Fowler. The new chairman, who promised an open administration, has met several times with Marshall. And Marshall seems impressed.

He said last week that in a meeting with Fowler several weeks ago, he had been "encouraged" when Fowler spoke of the need to deal with "bad actors" among the

**FOUR IN THE CAN FOR FALL**

ON (or about) THIS DAY IN HISTORY

MALICE

ROCK DEVIL PRIVATE ER

Spot Shop

**HOT RADIO FEATURES TO PUT A HEAD ON YOUR RATINGS, BREW UP BONUS SALES, AND PUT YOUR COMPETITION ON ICE!**

studio center

If your station hasn't received it's kit, call Warren Miller at (804) 622-2111.



# There are two R's in Xerox.

One is right in the middle.

But the really important one is the one you probably never notice.

It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And it reminds you that our name— which is also our trademark— should only be used in connection with the products and services of our corporation.

Including everything from Xerox copiers to information processors to electronic printers.

So as you can see, our trademark is a very valuable one.

To us. And to you, too.

Because it ensures that when you ask for something you can be sure of what you're going to get.

Of course, we don't expect you to use the second R every time you use our name.

But we do hope you'll give it a second thought.

**XEROX**

broadcasters. Then he said Fowler had disclosed that he intended to propose an amendment to the EEO rules exempting smaller stations from the obligation to file affirmative action reports with their renewal applications. He would lift from five to 15 the minimum number of full-time employees triggering the requirement, according to Marshall.

Fowler's aim reportedly is to reduce the paperwork burden on smaller stations. An FCC official estimated that the proposed cutoff would exempt more than half of the nation's 9,000 stations; about two-thirds of them are now covered. And Marshall said NBMC could support the proposal, "if more attention is paid to the larger stations and if violators are brought into line."

The commission attempted once before, in 1976, to exempt smaller stations from filing EEO reports: It adopted an amendment restricting the requirement to stations with 10 or more employees. However, the U.S. Court of Appeals in New York, acting on an appeal by citizen groups, set the commission's order aside on the ground the commission had not adequately justified the change (BROADCASTING, Aug. 15, 1977). The commission's justification was that it lacked the resources to review the programs of smaller stations and that smaller stations do not have formal personnel procedures that can be reformed.

Marshall's readiness to support Fowler on the proposal to ease a burden on

smaller stations is not the only indication Fowler has a friend at the NBMC. Marshall indicated a readiness to defend Fowler against criticisms of other citizen groups.

"I'm not bent out of shape with the way things are going," Marshall said. "The folks taking pot shots are those relying on old, traditional ways of doing things." He said "tactics of the '70's"—of confrontation—"won't work in the '80's," and added, "We're working with the new administration to see how much can be accomplished."

If Marshall's sympathetic remarks about Fowler were not sufficient indication he and other public interest groups constitute something less than a monolithic bloc, Marshall offered another bit of evidence. He said he had directed David Honig, NBMC research director, to make sure his name was removed from a list of individuals he said Sam Simon of the National Citizens Committee for Broadcasting had organized into a "monitor Mark Fowler committee."

Simon offered a different version. He said he has not organized a "committee" but had written to several individuals in the media reform movement, including Honig, suggesting they keep each other up to date on their activities and informed about what they learn regarding FCC activities. He said Marshall said "he wanted to be kept informed but didn't want NBMC's name involved in any stationery. He said 'it might fall into the wrong hands,

like BROADCASTING magazine.'"

Marshall didn't deny Simon's account, but he insisted his concern was in maintaining NBMC's independence from other groups, specifically including NCCB. "I don't need to consult with other people if I have a direct relationship" with FCC officials, he said. Marshall also raised the race issue: "I resent white folks involving us in their work to maintain their credibility."

But the split, as Marshall indicated, is not of recent origin. It goes back to the controversy over General Electric Co.'s proposed acquisition of Cox Broadcasting. Marshall had obtained from the parties commitments he felt would benefit blacks, and supported the takeover. NBMC and several other groups concerned, among other things, over the concentration of media control they felt would result from the merger, opposed it. And the opposition stalled implementation of the commission's order approving the acquisition long enough to enable Cox, which had had second thoughts on the wisdom of the deal, to back out (BROADCASTING, April 28, 1980). Marshall called the collapse of the merger "a real blow to blacks."

## Florida equipment distributors hit with injunction in pay-TV case

Makers of reception gear pirating pay service in MDS system told by federal court to quit

The pay-television business is claiming another victory in its ongoing battle with what it regards as pirates—those selling devices enabling viewers to pick up pay signals without paying. A U.S. District Court in Miami issued a preliminary injunction against 11 companies in Dade and Broward counties, barring them from the unauthorized distribution of equipment that had been used to intercept the Home Box Office service of Private Channel Club, a partnership of American Television & Communications Corp. and Midwest Corp.

The decision, by Judge Edward B. Davis, forbids the defendants from "interfering with, interrupting, intercepting, receiving, divulging or using plaintiffs' communications . . . without authorization." The signal is transmitted by a multi-point distribution system.

The order also directs the defendants to provide Private Channel with lists of their customers, and Private Channel, which serves 12,000 homes in the Dade-Broward area, is attempting to increase its circulation as a result of the case. It has solicited subscriptions from those who had purchased the devices from the 11 companies, even as it was issuing a warning.

"We want these people to have a chance to become subscribers," said Ellen L. Wedner, general manager of Private Channel. "However, Private Channel is



# Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a one-of-a-kind issue. We'll pay due court to the past in an "At Large" interview with Editor Sol Taishoff, filling in between the lines of stories published over the last 50 years, and in a year-by-year chronology that will be a standard reference to the magazine's—and the industry's—first half-century. But we'll also pay court to the future in an ambitious, wide-ranging look ahead to the next 20 years of the Fifth Estate. We call it our "2001 Story." We think you'll call it great.

Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

## You belong in Broadcasting Oct 12



# You don't need a press conference to get the energy story.

Let's have a conference right now.  
And it won't even cost you a dime.

One of our experts is ready to help you  
with your newsbreak, feature, or editorial.

Ask for facts, background and the  
national perspective on electric energy.

Ask about energy sources, economics,  
and the environment.

Because energy is one of the crucial  
issues in American life today, there's someone on  
the hotline, 24 hours a day, 7 days a week.

Just think. By using the phone, you'll be  
saving energy while writing about it.

**Call toll free 800-424-8897.**

(In Washington, D.C., call 828-7581 from 9-5.)

**Edison Electric Institute Information Service**

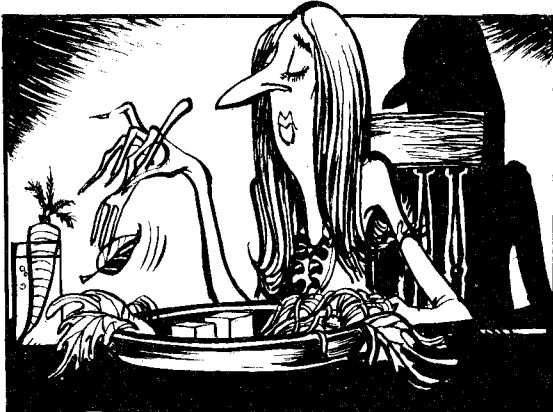
The association of electric companies. 1111 19th Street, NW, Washington, D.C. 20036



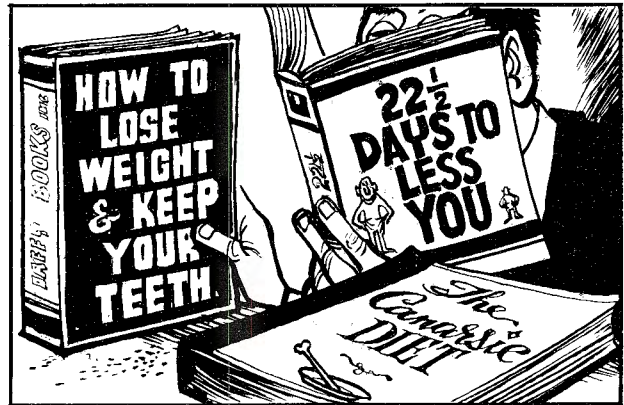
**Sure a well-balanced diet is a key to good health, but...**



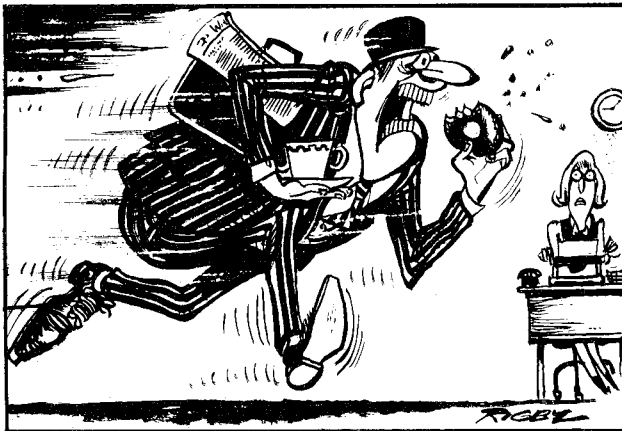
**what about the millions of food-faddists, daffy-dieters, junk-food kids and gulp-&-dash execs?**



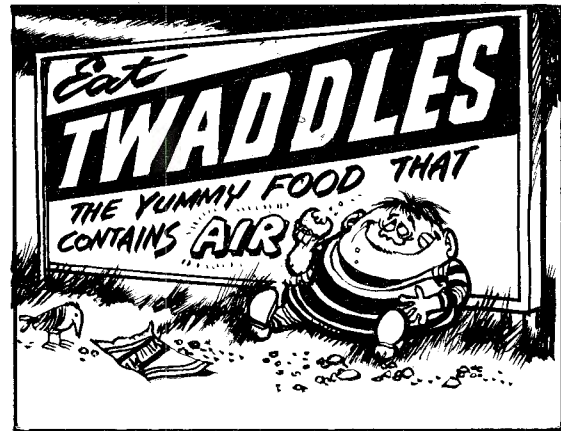
**Food-faddist**



**Daffy-dieter**



**Gulp-&-dash exec.**



**Junk-food kid**

**Maybe they need the additional support of a balanced nutritional supplement.**

For information on diet quackery vs. nutritional supplements, call or write:  
Public Affairs Department, Lederle Laboratories  
Wayne, New Jersey 07470, 201/831-4684





prepared to seek civil and criminal sanctions to halt theft of service if necessary."

The court's order was another in a series indicating that the courts are virtually unanimous in the view that Section 605 of the Communications Act prohibits the unauthorized reception of pay signals. Davis granted the preliminary injunction in part on the ground that, in view of "recent federal appellate decisions which ... have held that such practices constitute violations" of the law, Private Channel has "met the burden of demonstrating the likelihood of success on the merits."

## Sticky issue in WGN-United Video case

**District court judge must decide whether inclusion of teletext signal in TV broadcast falls under copyright protection**

A U.S. district court judge in Chicago who is wrestling with a complicated copyright case involving a common carrier's transmission of broadcast signals to cable television systems last week got predictably conflicting views from the parties involved—WGN Continental Broadcasting Co. and United Video Inc.

The question Judge Susan Getzendanner asked the parties to address is whether United Video's transmissions of WGN-TV Chicago's signal are performances to the public "within the statutory definition 'to perform or display to the public.'"

The case is a product of the new information era. At issue is not the television programing of WGN-TV that is being transmitted but the teletext material the station is including, in a test, in the vertical blanking interval of the signal. United Video is stripping the information—program schedules—and inserting material of its own, the Dow Jones business news service. WGN is seeking a court order to prevent United Video from continuing the practice (BROADCASTING, May 4).

WGN bases its request on the ground that United Video's satellite transmission of the programing in a "mutilated and altered" fashion is an infringement of the Copyright Act because United Video exercised direct control over the content of a primary transmission of the programing, in violation of the act.

United Video has promoted the fact that some 3.5 million subscribers watch WGN-TV programing on the cable systems it serves—more than 1,000. But it maintained in its brief last week that transmitting material to cable systems does not constitute a performance "to the public," as spelled out in the Copyright Act.

"United Video's role as a carrier is identical to that of a trucker who ships books

from a publisher to various bookstores," the company said in its brief. "The trucker may 'select' the publisher from which deliveries are made, but has no control over the content or selection of books shipped, except as ordered by the trucker's paying customers. In no case would the trucker be liable for copyright infringement of the books shipped."

WGN offers a different view. "Even engaging in the incredible assumption that UVI has nothing to do with the transmission of WGN's programing to 3.4 million cable system subscribers," WGN said, "UVI's retransmission of WGN's TV signal to its 1,134 cable system customers independently constitutes a performance 'publicly.'"

The argument that it is not engaged in "public" performance is United Video's principal but not sole defense against the copyright infringement charge. The second—which would pose an even more vexing question for the court—is that the teletext material is not part of the copyrighted program. Rather, United Video said it is a separate transmission, both in terms of content and physically, since it is not viewable on ordinary television receivers. Since it did not carry the teletext material, United Video contends, "there can be no claim of infringement." Thus, the question the court would be obliged to answer, if it rejects the first defense, is whether WGN-TV is transmitting one program or two.

**To compete, the U.S. needs more production.  
To get more production, we must keep people working efficiently...  
AND KEEP THEM OFF THE SICKROLLS!**

**"More Production"**  
A Series of  
Public Service Spots  
To Promote  
Health and  
Safety.



**FREE**  
60 SECOND AND  
30 SECOND SPOTS  
FOR TELEVISION  
AND RADIO.

There's no doubt that the U.S. is slipping farther and farther back as new competition is threatening us all over the world. If we are to regain our stature, we *must* produce more at a lower cost. This doesn't mean finding cheaper labor; rather, it means making the most out of every workhour. Keeping that valuable employee on the job. Safeguarding him from illness and disability. Helping management and the employee both with the peak performance that comes from good health.

We have the best health care system in the world. Why not use it to strengthen America?

TO: American Chiropractic Association 81-3  
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me copies of "More Production" public service spots for:

- Television (One 60-sec. & one 30 sec. Filmed Spots)  
 Radio Five 60-sec. & five 30 sec. Taped Spots

I understand the spots will be sent without cost or obligation.  
Public Service Director \_\_\_\_\_

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

**On October 11, 1981**

**UNIVISION**

**unites the entire Spanish-speaking world  
into a single  
Global marketing entity.**

From New York City and for the first time, a live commercial television network will interconnect Spanish-speaking countries worldwide. 20 nations, 35 million TV homes ... 270 million people!

**UNIVISION's** inaugural telecast will cover the activities on "El Día de la Hispanidad" in a two-part, seven-hour special:

**1.** The Hispanic Day Parade with soccer immortal Pelé as Grand Marshal leading thousands of marchers along Fifth Avenue portraying their nations' culture and heritage through floats, bands and folklore groups.

**2.** A monumental three-hour Variety extravaganza, hosted by the charismatic Raúl Velasco, live from Madison Square Garden, starring the biggest celebrities from the entire world of Latin show business.

**UNIVISION** brings multi-national companies a new television medium with the ability to deliver an advertising message to the entire Spanish-speaking world simultaneously, from a single source, with complete control.

For further information call: Bill Stiles, Vice President,  
**SIN** National Spanish Television Network  
(212) 953-7500

**20 Nations - 35 Million TV Homes - 270 Million People**

A UNIVISION presentation by SIN National Spanish Television Network, USA  
Televisa, S.A., México • Radiotelevisión Española, Spain

**UNIVISION**





# THE FIRST 50 YEARS



# OF BROADCASTING

**J**immy Carter took office as the 39th President on Jan. 20, 1977, and immediately created a television spectacular by walking the ceremonial route from the Capitol, site of his swearing-in, to the White House. Where other Presidents had ridden in their limousines, Carter strode jauntily, hand-in-hand with his wife, Rosalynn, and daughter, Amy, while cameramen, who had planned for a conventional inaugural parade, hastily refocused and network anchors stared in disbelief. It would not be the last time that Carter would shake the broadcasting establishment.

By the end of the year Carter had installed a cadre of regulators drawn principally from consumer-minded careerists in government, of the kind to give broadcasters fits. For FCC chairman he picked Charles D. Ferris, aide to Mike Mansfield (D-Mont.) when the latter was majority leader of the Senate and later aide to Thomas P. (Tip) O'Neill Jr., Speaker of the House. For Federal Trade Commission chairman, the choice was Michael Pertschuk, counsel to the Senate Commerce Committee, remembered by broadcasters as the behind-the-scenes architect of the tobacco interests' deal that cost radio and television \$230 million a year in outlawed cigarette advertising.

Upon arrival at the FCC, Ferris began talking about regulation that broadcasters would hate: releasing their financial reports as a public service, identifying the percentage of informational programming that broadcasters would be expected to supply. His first appointments were of a piece with his own: lawyers who had been associated with citizen groups. As for Pertschuk, he began talking of regulating television advertising directed to the young and closed the year with a call for outright prohibition of advertising in television programs attracting juvenile audiences.

But whatever was in store for broadcasting from the regulators Carter chose, his personal stamp was put on radio and television early in his Presidency. He had hardly moved into the White House before he appeared in a television-era adaptation of Franklin Roosevelt's fireside chats: There was a folksy Carter on the screen, wearing a sweater and sitting



*Carter pardoned Vietnam draft evaders Jan. 21. Two jumbo jets collided March 27 over the Canary Islands killing 528, the worst aviation disaster in history. Tongsun Park was identified as a Korean agent who allegedly spent millions to influence U.S. officials. An agreement was drawn up to transfer the Panama Canal to Panama by the year 2000. Elvis Presley died Aug. 16. Bert Lance, U.S. budget director, resigned Sept. 21 after criticism of his banking practices before joining government. A nationwide strike of farmers started in December. On Dec. 15, Congress approved Social Security payroll tax increases that President Carter said would make the system financially sound through the year 2030. Senator William Proxmire's (D-Wis.) August "Golden Fleece Award" went to the Agriculture Department for its research to "identify methods of reducing psychological stress and boredom" of pregnant pigs. And in BROADCASTING ...*

cozily before a fire. He drew an audience of 80 million. Next was a two-hour telephone-talk show on CBS Radio, *Ask President Carter*. That one was also videotaped and played back on the Public Broadcasting Service.

In further sharpening his chosen image as a president of the people, Carter traveled to Clinton, Mass., to attend a town meeting and to Charleston, W.Va., for a roundtable discussion with local residents—trailed by cameras and microphones.

Calling Carter a "master of television," NBC's Washington director of news, Ed Fouhy, noted that the President "used television intelligently, making use of different formats and forums to get his views across." David Broder of the *Washington*

*Post* felt that Carter "has transformed himself from the very shaky winner of a bungled campaign into a very popular President, whose mastery of the mass media has given him real leverage with which to govern." The broadcasting media, of course, formed the elixir for this magical change.

Changes were in the air in Washington. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, won a first-year appropriation of \$498,000 to hire a 10-member staff and outside consultants for a "basement-to-attic" rewrite of the Communications Act. In April, the staff presented an 850-page report containing a wide range of options for the subcommittee's consideration. Among the options proposed for broadcasting were the lease of spectrum space and the regulation of broadcasting as a public utility. "Why," asked Vincent Wasilewski, president of the National Association of Broadcasters, "have hundreds of man-hours of congressional staff time been spent dreaming up wild and woolly schemes to repair something that's not broken?"

Van Deerlin, trying to quiet the broadcasters' alarm, began telling them they had little to fear and a lot to look forward to. To a convention of the National Radio Broadcasters Association he promised "virtually the total deregulation of radio." Afterward, however, Harry M. (Chip) Shooshan, Van Deerlin's staff director and author of the broadcasting section of the options report, said radio broadcasters would have to make concessions to win deregulation. That's right, said Van

Deerlin: "You don't graze on public lands without paying something for it... such as a fee, based on broadcast station revenues or profits, whatever seems fairest."

The broadcasters were dead set against fees of any amount. The year ended with the House Communications Subcommittee and the broadcasters growling at each other.

At the FCC, 1977 was a year of setbacks in the U.S. Court of Appeals. In February, the court, headed by Chief Judge David Bazelon, unanimously reversed the FCC's crossownership rules that had been adopted in 1975. The FCC had ordered divestitures in 23 markets where it found "egregious" concentrations of control of broadcasting stations and newspapers. Elsewhere it decreed existing crossownerships to be lawful while under present ownership but to be broken up upon transfer to others. The court ordered divestiture everywhere. BROADCASTING identified 153 combinations that would be affected, worth billions of dollars. In his opinion, Bazelon wrote: "The commission has sought to limit divestiture to cases where the evidence discloses that crossownership clearly harms the public interest. ... We believe precisely the opposite presumption is compelled, and that divestiture is required except in the cases where the evidence clearly discloses that crossownership is in the public interest."

In October, the Supreme Court agreed to hear appeals by the FCC, joined by the National Association of Broadcasters, the American Newspaper Publishers Association and others.

The U.S. Court of Appeals also over-

turned an FCC action that established rules for decent language, removing the commission from the "forbidden ground of censorship." Complaints about WBAI-FM New York's broadcast in 1973 of a George Carlin album had led the FCC to establish a standard for acceptable broadcast language that included what came to be known as the "seven dirty words one can never say" on the air. But in overturning the commission's ruling, Judge Edward A. Tamm wrote: "We should continue to trust the licensee to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes. To whatever extent we err, or the commission errs in balancing its duties, it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste." The appeals court by a 5 to 4 vote rejected the FCC's request for a rehearing. The commission appealed to the Supreme Court.

The Court of Appeals in Washington in March overturned the FCC's pay-cable rules designed to protect broadcasters against the siphoning of sports and movie programming. The decision held that the commission exceeded its authority over cable in promulgating the rules and failed to present evidence to support its claim that such rules were needed. The court also directed FCC members and staff to avoid ex parte contacts in rulemaking proceedings. The commission petitioned the Supreme Court in July to review the appeals court decision, claiming the FCC had the same authority to regulate cable as to regulate over-the-air pay TV. The high court declined to review.

By 1977, cable penetration of TV homes had increased to 17.3%, the number of systems to 3,800, and the number of subscribers to almost 12 million. The motion-picture industry accused Time Inc.'s Home Box Office of being a monopoly since it possessed 80% of the pay-cable programming market, the rest being divided among six other companies. The Motion Picture Association of America took its complaints to the Federal Trade Commission and the Justice Department's Antitrust Division in hopes of an investigation of HBO.

Warner Cable Corp.'s two-way experiment, Qube, at a cost of more than \$10 million was inaugurated in Columbus, Ohio, on Dec. 1. First conceived as an incentive to TV households that didn't subscribe to cable, the two-way system, according to Gustave M. Hauser, chairman and chief executive of Warner Cable, was a "dramatic leap" in cable programming that combined elements of conventional television, community channels, premium programming on a pay-per-view basis and means for subscribers to talk back to their television sets. Qube, besides offering subscribers 30 channel choices, including TV programming and premium movies, sports, art and education, offered subscribers five "response buttons" that allowed subscribers to participate in local game shows, vote on referendums, take quizzes and purchase products. The 26,500 subscribers to Warner's pre-Qube system there paid only \$9.95 for the installation of Qube. New subscribers paid \$19.95. Subscribers also paid a basic monthly service charge of \$10.95 plus whatever paid programming they purchased. A new era had begun.

If cable programming seemed innovative and on the edge of a revolution, broadcast television labored under the old criticisms of programming excessive violence and sex. House hearings on violence culminated in a controversial report. In its first draft, the networks received the brunt of criticism. But in the adopted form, the guilt was distributed among producers, writers, advertisers and viewers as well. Although the co-authors of the new report, Representatives Martin Russo (D-Ill.) and Lou Frey (R-Fla.), felt that their version presented a more balanced picture, Representative Henry Waxman (D-Calif.) criticized their report as a "whitewash" of the networks. "If we adopt this report," Waxman stated, "we're telling the American people 'Don't worry about it. Everything's under control, and no more needs to be done [about TV violence].'" Representative Albert Gore Jr. (D-Tenn.), another member of the House Communications Subcommittee, objected to the final report saying: "This subcommittee ought to be unyielding in saying that violence on TV is a terrific problem and ought to be corrected."

In a denouement worthy of a televised cop drama, 15-year-old Ronald Zamora, facing charges of murder in Florida, pleaded insanity due to "involuntary, subliminal television intoxication." In the



Mutual Broadcasting System again changed hands in 1977 when Amway Corp. bought Mutual Broadcasting Corp. from a group principally owned by Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn. Final contract was signed Sept. 29 by Richard M. DeVos (l), president of Amway Corp., and C. Edward Little, president of MBS, who represented the sellers and who continued as president of the network. Not present at the consummation of the \$18-million purchase was Amway Chairman Jay Van Andel, owner with DeVos of the Ada, Mich., distributor of household and personal care products.

Broadcasting, Oct 3



trial, which was broadcast by Miami television stations, Ellis Rubin, the boy's lawyer, contended that his client's constant viewing of such programs as *Kojak* and *Policewoman* produced "a mental condition of insanity . . . diseasing his mind and impairing his behavioral controls." Zamora was convicted and received a life sentence.

The NAB in September adopted a TV code amendment prohibiting the broadcast of material that in the licensee's judgment was "obscene, profane or indecent." BROADCASTING commended the NAB for its "realistic understanding of the true purpose of the code—to assert general guidelines with which the great majority of broadcasters can agree, but to stop well short of the explicitness that would deny subscribers their individual interpretation."

One new program, ABC-TV's *Soap*, especially tested the NAB code's promotion of programming in "good taste." A satire on daytime serials, the show featured a homosexual son who wanted a sex-change operation and a mother and daughter who shared the same lover. ABC-TV officials recognized the show's "outrageousness," but reasoned that the program was done in good taste and bet that the show would be one hit of the new season. Among those objecting to *Soap* was the U.S. Catholic Conference Department of Communication, which criticized the program for a "titillating obsession with sex" and urged that the program be taken off the air. Despite criticism, *Soap* survived and made it through to regular fall scheduling.

Another ABC innovation, which won a ratings coup, was the TV adaptation of Alex Haley's book, "Roots," about his search for ancestry leading back to Africa. The telecast, over eight consecutive nights, became the most watched program in the history of television. Eighty million people saw at least some part of the final two-hour episode. With *Roots*, the mini-series form reached its apogee. ABC in 1977 again won rating leadership with NBC in second place and CBS in third.

The rating successes of the 1976 Olympics prompted feverish negotiations for the 1980 games. ABC-TV had commanded a 48.2 share of audience with its 1976 coverage of summer games in Montreal. In addition, the network had used the summer games to promote its upcoming season schedule and went into the fall with a large audience lead. ABC in January 1977 formalized its agreement for American and Puerto Rican rights to the 1980 winter games in Lake Placid, N.Y. The price was \$15.5 million, according to an Olympics Organizing Committee spokesman, with another \$25 million paid for services and equipment. That brought ABC's total cost to \$40.5 million, a record price for broadcasting rights to the winter Olympic Games.

Negotiations for the 1980 summer games in Moscow were more complex. Initially, the three American TV networks



Michael Pertschuk, former chief counsel of the Senate Commerce Committee, was Jimmy Carter's choice to be chairman of the Federal Trade Commission. He was sworn in April 21 in a White House Rose Garden ceremony, where he presented his fiancee, Anna Sofaer, to the President.

Broadcasting, April 25

discussed a plan for pooled coverage. However, after the agreement was submitted to the Justice Department for antitrust clearance, CBS pulled out. Then in early February, ABC signed an \$85-million agreement with the Soviet Olympic organizing committee for the 1980 summer games. Payments, to begin in 1977 and continue through 1980, included approximately \$22.5 million to Russia for U.S. broadcast rights, \$12.6 million to the International Olympic Committee for U.S. broadcast rights and \$50 million to Russia for production facilities, services and the origination of the link to the Intelsat satellite.

The 1977 ratings war between the TV networks featured heavier promotion and more "specials," including variety shows, mini-series, special movies, dramas, and two-hour episodes of regular series. New shows included: *Love Boat* (ABC), comedy-drama sketches about the passengers and crew of the "Pacific Princess," a cruise ship, starring Gavin MacLeod; *Lou Grant* (CBS), a drama about the newsroom of the *Los Angeles Tribune*, starring Edward Asner, Mason Adams and Nancy Marchand; *Three's Company* (ABC), a comedy that debuted in March, about two women and a man that shared an apartment, starring John Ritter, Joyce DeWitt and Suzanne Somers; *Fish* (ABC), a comedy spinoff of the *Barney Miller Show*, featuring detective Fish's personal life as a foster parent, starring Abe Vigoda and Florence Stanley; *The Betty White Show* (CBS), a comedy about movie people, starring Betty White as a middle-aged actress and Georgia Engles as her friend; *The Oregon Trail* (NBC), a drama about a widower who takes his three children on a wagon train out West, starring Rod Taylor; *Man from Atlantis* (NBC), an adventure show about the last survivor of the lost continent of Atlantis, starring Patrick Duffy.

In 1977 CBS celebrated 50 years of operation, and Chairman and Chief Executive Officer William S. Paley delegated additional powers to President John Backe in a move to regain the TV network's supremacy. Backe attributed CBS's loss of the top spot to complacency: "We'd been number one for a long time. There was nothing in the pipelines; we had nothing on the shelf and our programs began to fail back last September. That's hardly the case now. We've had probably the most dramatic change in our development efforts that we've had in a long time, and we're certainly not going to be caught off guard this time." Although still attempting to regain its 20-year tradition of being the number-one network, CBS, on its 50th birthday, could trace its growth from a broadcast operation that in 1927 grossed \$72,500 to an entertainment-information conglomerate with a 1977 revenue of \$2.5 billion.

For being what the Justice Department considered too powerful an influence on programming, CBS and ABC continued to face antitrust charges. The Justice Department in September 1977 added more than 200 pages of pleadings to its record of network abuses, including charges that CBS and ABC used their control of prime-time programming to eliminate competition and to restrain competition from such secondary communications markets as pay television. NBC, named in the original suit filed in 1972, was not named in the current pleadings since that network had negotiated a consent decree (see 1976) that received court approval in December 1977. The consent decree, whose major provisions would become effective only if ABC and CBS agreed to the same terms, restricted NBC from obtaining exhibition rights to independently produced programs if those rights were conditioned on the grant to NBC of any other right to the program, restricted NBC from using for three years any prime-time program in other domestic communications markets, and restricted NBC from acquiring exclusivity against the exhibition of feature films in theaters, on closed-circuit television or on videodisks, cartridges or cassettes.

While television grew and prospered, radio, with FM leading the way, also experienced a steady push toward more stations and bigger revenues. By the end of 1977, 4,513 AM stations were on the air (4,569 authorized), 3,972 FM stations were on the air (4,130 authorized), and radio net times sales had increased 12.8% over the preceding year for a record \$2,512,500,000. Between 1967 and 1977 the number of FM stations had grown by more than 1,100 while the number of AM's increased by only about 300.

To compete with FM's sound, AM stations began to look at stereo programming. The NAB in a report, "Radio in 1985," predicted AM stereo would be in general use within a decade. To compete with the other media, radio continued to be sensitive to local needs. Nicholas Gordon of

Keystone Broadcasting Co., a company that served as sales representative and programmer for more than 1,200 stations in smaller towns, noted: "Radio stations must fill a need and the need has become acute with the decline of the daily newspaper in many towns. And in some towns which never had a daily newspaper there's a radio station giving local news and community service programming." The spectacular growth of local radio billings from \$602 million in 1967 to \$1.87 billion in 1977 proved one measure of local radio's success. From progressive rock, to country, to top 40, to classical, to all-news, radio, the first broadcast medium, proved itself flexible enough to compete through diversification.

The increase in the 1960's and the 1970's in the number of assassinations and attempts on lives of public figures as well as other terrorist activity brought new problems to broadcast journalism, aside from reporting obligations. It was the question of whether intensive media coverage influenced others to resort to similar violent behavior.

The issue was revived in March 1977 when Hanafi Muslims seized 134 hostages at three different locations in Washington. During the 39-hour siege, a WHUR-FM Washington reporter was killed, and others were injured. The media meticulously covered all phases of the incident, including reports on the demands of the Hanafi Muslims for the turnover of Black Muslims involved in the 1973 murder of seven Hanafis and the withdrawal of a film on Mohammed that the Hanafis consider sacrilegious.

Andrew Young, ambassador to the United Nations, suggested that the First Amendment might be "clarified" to lessen the probability of creating terrorist acts through media coverage. "A lot of these phenomena," argued Young, "are the result of the publicity they are given. In a sense, we are advertising to neurotic people [that the way to get attention is] to do something suicidal and ridiculous." Just what that clarification might involve remained vague.

The Washington incident was complicated for journalists by the Hanafi Muslim leader's choice of Max Robinson, WTOP-TV Washington anchorman, as an intermediary. While acknowledging the seriousness of the problem, CBS's Walter Cronkite stated that reporters and editors in instantaneous journalism should not be concerned with the consequences of their reporting: "I don't know how this society got so media-oriented in blaming the messenger for everything that transpires in our society and for all of its ills. . . . We are only the messenger." Cronkite also argued against blackouts as an ameliorative technique, saying: "That's not serving the public's best interests at all. All that does is lead to rumor, speculation, to doubt that the press is telling the whole story under any circumstances. And that's the most important consideration of all. If we cover up stories under one circum-



CBS commentator Eric Sevareid (l), retiring after 38 years, was presented the Radio-Television News Directors Association's Paul White Award. Making the presentation at RTNDA's San Francisco convention was the association's past president, John Salisbury of KXL-AM-FM Portland, Ore.

*Broadcasting, Sept. 26*

stance, the public has every right to believe that we cover them up under any circumstance. And if we cover up at all, then the whole belief, reliance upon the press, is gone."

The National News Council offered two suggestions to broadcasters: the consideration on a case-by-case basis of self-restraints that included the curtailment of live coverage which the council felt "precludes full context and judicious editing," and the elimination of docudramas that mix fact and fiction and, according to the council, cause "public confusion and historical revisionism or inaccuracy . . . particularly because the needs of drama may tend to take priority over journalistic standards." Responding to the seriousness of the situation, CBS News in April issued guidelines for the coverage of terrorist/hostage stories. While noting that all coverage must be guided by the uniqueness of each situation, the network's recommendations for personnel included advocating that they avoid providing an excessive platform for terrorists or kidnap-

### Stay Tuned

1. How did FCC Commissioners Brown and White feel about the elimination of the "public interest" premise in the proposed rewrite of the Communications Act?
2. What was the outcome of the WBAI "filthy words" case?
3. What Rafshoon-inspired use of radio by President Carter was called "informative" by supporters but "propagandistic" by opponents?
4. What TV arch-villain became the man American loved to hate?
5. What new communications agency began in 1978 and who headed it?

The answers next week  
in "1978."

pers when reporting demands, limit live coverage since "we may fall into the trap of providing an unedited platform" and contact specialists and follow instructions on phrases to use and to avoid.

Another noteworthy programming effort in 1977 was the interviews of former President Richard Nixon by David Frost. The series was carried on a special lineup of TV stations set up by Syndicast Services and simulcast on the Mutual Broadcasting System. The first broadcast drew both high ratings and high praise. Benjamin Bradlee, executive editor of the *Washington Post*, and Richard Salant, president of CBS News, called the segments some of the best TV they had ever seen. Mickey Johnson, president of Syndicast, envisioned the interview series as the "Roots of syndication." Nielsen overnight ratings showed the initial interview, which dealt with Watergate won a 32.9 rating and a 50 share in Los Angeles, a 33.5/47 in New York, and a 20.7/35 in Chicago. A fifth Frost-Nixon interview was offered. But it was picked up by only 50-odd stations in September. In it, the former President renewed his attack on the news media.

In other broadcast journalism events: Boone Arledge, ABC sports chief, became head of ABC News as well. Frederick Pierce, president of ABC Television, explained that Arledge would "bring a different perspective to the network's news through the eye of a production expert with journalistic leanings." CBS commentator Eric Sevareid retired in November after more than 38 years with CBS. Looking back, Sevareid felt that it was CBS News that gave that network its push to prominence. Looking forward, Sevareid warned: "Competition has sharpened, and it is going to put a higher premium on personality. Now the immediate assumption is that that means a lot of lowering of standards—a lot of Hollywood types with a lot of black hair and white teeth—but it doesn't have to be like that. I'm afraid that everybody on a thing like a network evening news program is going to have to be not only a good reporter and good writer; he's going to have to have some quality of personality that sticks with the audience."

An offshoot of broadcasting in 1977 was the home video games that grew in popularity: TV consumers interacted with their sets by manipulating cartridges and joy sticks, the paraphernalia of a new kind of TV high. Broadcasters pondered the permanent effect these games might have on ratings.

The end of the year signaled the beginning of the Ferris FCC. Commission Chairman Richard Wiley had left in September to enter private law practice. The naming of Ferris returned the chairmanship to a Democrat for the first time since 1966. A few days later, in September, Washington attorney Tyrone Brown, also a Democrat, was appointed to the commission. Brown, a black, took over the vacancy created when Benjamin L. Hooks resigned to head the National Association for the Advancement of Colored People.



# For the Record

As compiled by BROADCASTING Aug. 17 through Aug. 21 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

### FM applications

- Bald Knob, Ark.—R. B. Management Services seeks 107.1 mhz, 3 kw, HAAT: 517 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: contemporary. Principals: Robert G. Blow and son, Robert B. (50% each). Robert B. is Knoxville-based communications consultant. Robert G. is vice president of production for William B. Tanner Company, Memphis. They have also filed 10 lower power TV applications for six states, Filed Aug. 13.
- West Memphis, Ark.—Minority Broadcasting of the Midwest Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 5525 South State Street, Chicago 60621. Estimated construction costs: \$48,000; first-quarter operating cost: \$16,000; first-year revenue: \$225,000. Format: Jazz. Principals: Pervis Spann (80%) and six others. He is former concert promoter and currently general manager and 40% owner of WXOL(AM) Cicero, Ill. They are also applicants for new AM's at Chicago, Memphis and FM's at Miami Beach, and AM at Pritchard, Ala. Filed Aug. 20.
- Eagle, Colo.—Castle Peak Communications Ltd. seeks 101.5 mhz, 43.4 kw, HAAT: 2862 ft. Address: 602 South Magnolia Street, Denver 80224. Estimated construction costs: \$176,000; first-quarter operating cost: \$44,000; first-quarter revenue: \$44,100. Format: MOR. Principals: Mark K. Shaner (90%) and Edward O. Romero (10%). Shaner is Denver attorney, Romero is president and general manager of KBNO(AM) Denver. Filed Aug. 18.
- Eagle, Colo.—Discovery Broadcasting Inc. seeks 101.5 mhz, 29.56 kw, HAAT: 2857 ft. Address: P. O. Box 3181, Vail, Colo. 81658. Estimated construction costs: \$204,500; first-quarter operating cost: \$50,000; first-quarter revenue: \$250,000. Principals: Tracey Fountain (50%), Carl V. Venters III (49.75%) and Stephanie Failla (.25%). Fountain is account coordinator for J. Walter Thompson, Washington, D.C. Venters is president of Vail, Colorado, audiovisual production firm. Failla is Vail bank account secretary. Carl V. Venters is son of Carl V. Venters, Jr., president of Durham Life Broadcasting Inc., licensee of WPTF-TV Durham, WPTF(AM)-WQDR(FM) Raleigh, all North Carolina. Fountain is daughter of Vinton E. Fountain, 13.3% owner of WCPS(AM)-WKTC(FM) Tarbo, N.C. Filed Aug. 19.
- Fruita, Colo.—Fruita Broadcasting Co. seeks 99.9 mhz, 28.5 kw, HAAT: 9952 ft. Address: P. O. Box 719, Steamboat Springs, Colo., 80477. First-quarter operating cost: \$24,500; first-year revenue: \$240,000. Format: Modern country. Principal: John G. Gayer (100%), who is vice president and 31.25% owner of KBCR-AM-FM Steamboat Springs, Colo. Filed Aug. 19.
- Snowmass Village, Colo.—Alpine Broadcasting Corp. seeks 103.9 mhz, 3 kw, HAAT: -513 ft. Address: P. O. Box 6260, Snowmass Village 81615. Estimated construction costs: \$104,500; first-quarter operating cost: \$35,000. Principals: Donald P. Zeifang, Nancy S. Southmayd, Janis B. Judd (20%) and four others. Zeifang is Washington attorney and former senior vice president of National Association of Broadcasters. Southmayd is Chevy Chase, Md., housewife. Judd is president of Boulder, Colo., computer billing firm. None have other broadcast interests. Filed Aug. 19.
- Snowmass Village, Colo.—Craig Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: Park Drive Manor Apartments, Lincoln Drive & Harvey Street, Philadelphia 19144. Estimated construction costs: \$183,500; first-quarter operating cost: \$49,000. Principals: Craig Stevens and brother, Matthew K., and Nancy Lovendahl (one-third each). Craig is resident manager for apartment building. Matthew is law student. Lovendahl is Aspen, Colo., sculptor. Craig and Matthew are sons of Richard Stevens, former sole owner of KUPL-AM-FM Portland, Ore., which FCC recently granted approval for assignment of license to Scripps-Howard Broadcasting. Filed Aug. 19.
- Snowmass Village, Colo.—Roaring Fork Broadcasting Inc. seeks 103.8 mhz, 3 kw. Address: 3941 Nassau Circle West, Englewood, Co. 80110. Estimated construction costs: \$87,000; first-quarter operating cost: \$27,000; first-year revenue: \$80,000. Principals: Robert M. Richmond (90%) and Ashton R. Hardy (10%). Richmond is Denver real estate broker. Hardy is New Orleans attorney and former Federal Communications Commission general counsel. They have no other broadcast interests. Filed Aug. 19.
- Oildale, Calif.—KMAP Inc. seeks 95.3 mhz, 3 kw,

HAAT: 77 ft. Address: 5200 Standard Street, Bakersfield, Calif. 93308. Estimated construction costs: \$100,000; first-year operating cost: \$40,700; first-year revenue: \$100,000. Principals: Edward R. Hopple, Gordon B. Sherwood (45% each) and Robert J. Duffy Sr. (10%). Hopple is president and 45% owner of KWAT(AM) Bakersfield, Calif. Duffy is vice president and operations manager at KWAC. Sherwood owns Seattle recording studio. Filed Aug. 19.

■ Williams, Calif.—Sacramento Valley Radio Inc. seeks 107.5 mhz, 29.5 kw, HAAT: 650 ft. Address: P.O. Box 5M, Medford, Ore. 97501. Estimated construction costs: \$200,000; first-quarter operating cost: \$45,000; first-year revenue: \$48,000. Principal: Applicant is wholly owned subsidiary of California Oregon Broadcasting Inc., Medford, Ore.-based group owner owned by William B. Smullin and family. Filed Aug. 18.

■ Fowler, Ind.—Benton Country Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 27002, Indianapolis 46227. Estimated construction costs: \$107,500; first-quarter operating cost: \$28,500; first-year revenue: \$120,000. Format: Easy listening/gospel. Principals: William W. Isham (70%), Stephen B. Miller (20%) and William's brother, James S. (10%). William Isham is former farmer. Miller owns 20% of insurance agency. James Isham is real estate investor. They have no other broadcast interests. Filed Aug. 19.

■ Fowler, Ind.—Twin I Entertainment Inc. seeks 98.3 mhz, 3 kw, HAAT: 199 ft. Address: 111 East Fifth Street, Fowler, Ind. 47944. Estimated construction costs: \$36,800; first-quarter operating cost: \$13,000. Format: Adult popular. Principals: Sidney P. Thompson (50%), Richard L. Young (35%), Garvey A. Guthridge

## GAMMON, CAMFIELD & NINOWSKI

Media Brokers, Ltd.

### HAS FOR QUALIFIED BUYERS THESE AND OTHER BROADCAST OPPORTUNITIES

—MID-WEST SUNBELT—Fulltime AM, excellent terms and potential \$1,500,000

—SOUTHERN IDAHO—Powerful, fulltime AM. \$835,000, Terms available.

—PENNSYLVANIA—Less than 1 1/2 times gross—Fulltime AM. Medium market. \$600,000, excellent terms.

For information regarding these and other available facilities or how Gammon, Camfield & Ninowski may assist you with your purchasing or selling needs, contact one of our offices:

<i>Wash., D.C.</i> James A. Gammon Ronald Ninowski	<i>Dallas Fort Worth,</i> William Camfield	<i>Los Angeles/ San Diego,</i> Carl Fielstra Timothy Flynn	<i>San Francisco</i> Gary E. Willson	<i>Harrisonburg, Virginia</i> Dave Eshleman	<i>Jackson Hole, Wyoming</i> Robert W. Campbell
(202) 861-0960	(817) 731-0522	(714) 837-9800	(415) 435-3159	(703) 896-1311	(307) 733-3913

(10%) and James A. Kizer (5%). Thompson is salesman for WAZY-AM-FM Lafayette, Ind. Young operates Fowler, Ind., movie theater. Guthridge is Benton county farmer. Kizer is Lafayette attorney. None have other broadcast interests. Filed Aug. 19.

■ Camden, Me.—Camden Broadcasters Inc. seeks 102.5 mhz, 9.6 kw, HAAT: 1092 ft. Address: 7035 West Bee Cave Road, Austin, Tex. 78746. Estimated construction costs: \$200,000; first-quarter operating cost: \$58,800; first-year revenue: \$263,000. Principals: Donald E. Libby and Arthur R. McPhee (50% each). Libby is Austin broadcast consultant and real estate broker. McPhee is retired. They have no other broadcast interests. Filed Aug. 18.

■ Columbia, Mo.—Radio Corp. of Missouri Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 609 East Broadway, Columbia, Mo. 65201. Estimated construction costs: \$312,600; first-quarter operating cost: \$42,800; first-quarter revenue: \$50,000. Principals: A. Basey Vanlandingham (90%), and son, Forrest Barry and Tony L. Knipp (5% each). Vanlandinghams are Columbia farmers. Knipp is account representative for Columbia advertising and marketing services firm. They have no other broadcast interests. Filed Aug. 19.

■ Albuquerque, N.M.—Albuquerque FM Broadcasters Inc. seeks 103.3 mhz, 100 kw, HAAT: 4107 ft. Address: 5701 Woodway, Suite 324, Houston 77057. Estimated construction costs: \$86,500; first-quarter operating cost: \$173,000. Format: Adult contemporary. Principals: Livingston Kosberg, George C. Hackler (25% each), Vivian Cordova (20%), Robert A. Caplan, Sosimo Padilla and Michael R. Gardner (10% each). Dosberg is chairman of Gulf Republic Financial Corp., Houston-based bank holding company. Cordova owns Albuquerque automobile dealership. Caplan is Houston real estate developer. Gardner is Washington attorney. Kosberg, Caplan and Hackler are minority principals in application for new AM at Houston. Kosberg owns 20%, and Caplan 10% of new FM for Luling, Tex. Filed Aug. 19.

■ Albuquerque, N.M.—Spanish Radio Inc. seeks 103.3 mhz, 21.84 kw, HAAT: 4,107 ft. Address: 6121 Indian School Road, N.E., Suite 44, Albuquerque 87110. Estimated construction costs: \$147,000; first-

quarter operating cost: \$45,000; first-quarter revenue: \$24,000. Format: Hispanic oriented. Principals: Rosita M. Campbell, Felix A., Robert L. and Leroy J. Sanchez, brothers (20% each) and three others. Sanchez brothers are Albuquerque real estate investors. Campbell is housewife and investor. None have other broadcast interests. Filed Aug. 19.

■ Rio Rancho, N.M.—Rio Rancho Broadcasting Inc. seeks 103.3 mhz, 22.5 kw, HAAT: 4070 ft. Address: 1117 Rio Rancho Estates Drive, Rio Rancho 87124. Estimated construction costs: \$24,000; first-quarter operating cost: \$67,000; first-quarter revenue: \$58,000. Principals: Donald G. Vogel (26%), wife Reba M. and son Donald S. (25% each), Steven J. Boucher (20%), and Mark A. Nodine (4%). Vogels own Pleasant Hill, Calif., custom glass and screen business. They also own Concord, Calif., record and radio program production company. Boucher is chief engineer at KFMR (FM) Stockton, Calif. Nodine is with telephone company. None have other broadcast interests. Filed Aug. 19.

■ Santa Fe, N.M.—Frederic W. Constant seeks 104.1 mhz, 100 kw, HAAT: 1631 ft. Address: 107 Burnham Road, Lake Oswego, Ore. 97034. Estimated construction costs: \$14,000; first-year operating cost: \$35,000. Principal: Frederic W. Constant (100%), is broadcast consultant and applicant for new FM's at Laramie, Wyo., Keauhou, Hawaii; New Plymouth, Idaho; Burney Calif., and Florence, Ore. Filed Aug. 19.

■ Frankfurt, N.Y.—WTMK Broadcasting Corp. seeks 105.5 mhz, 3 kw, HAAT: 410 ft. Address: P.O. Box 123 - 818 Talson Park Drive, Herkimer, N.Y. 13350. Estimated construction costs: \$47,500; first-quarter operating cost: \$29,000; first-year revenue: \$170,000. Principals: Teresa M. Walters (85%), Franklin Upthegrove (10%) and Gerhard Musch (5%). Walters is supervisor at Iliion, N.Y., nursing home. Upthegrove is Utica, N.Y., minister. Musch owns and operates North Utica hotel and restaurant. Filed Aug. 10.

■ Little Falls, N.Y.—Cove Communications, Inc. seeks 105.5 mhz, 3 kw, HAAT: -326 ft. Address: R.D. 3, Box 239, Oswego, N.Y. 13126. Estimated construction costs: \$58,500; first-quarter operating cost: \$9,000. Format: MOR. Principals: Lewis B. O'Donnell and Bernard A. Sadowski (29.4% each), Eugene L. Flavin (23.5%) and Regina E. Battaglia (17.7%). O'Donnell is chairman of communications department of State University of New York, Oswego. Sadowski is account executive at WNDR (AM)-WNTQ (FM) Syracuse, N.Y. Flavin is director at WTVH (AM) Syracuse, N.Y. They are also principals of WLFH (AM) Little Falls, N.Y. Filed Aug. 19.

■ Defiance, Ohio—All American Broadcasting Co. seeks 98.1 mhz, 50 kw, HAAT: 500 ft. Address: Box 100, Defiance 43512. Estimated construction costs: \$194,000; first-quarter operating cost: \$35,000. Principals: James F. Phillips, Keith E. Hubbard, John W. Weaner and M. Charles Horman. Phillips is sales manager for WPNM (FM) Ottawa, Ohio. Hubbard owns Defiance office supply store. Weaner is Defiance attorney. They have no other broadcast interests. Filed Aug. 19.

■ Defiance, Ohio—Information Services Ltd. seeks 98.1 mhz, 50 kw, HAAT: 500 ft. Address: 608 Holgate Avenue, Defiance 43512. Estimated construction costs: \$136,000; first-quarter operating cost: \$14,300. Principals: Terri Jo Barringer (51%) and Dennis R. McBroom (49%). Barringer is former continuity director and air personality for WHFD (FM) Archbold, Ohio. McBroom is broadcast representative for Associated Press, Chicago. Filed Aug. 19.

■ Defiance, Ohio—Northwestern Ohio Communications seeks 98.1 mhz, 50 kw, HAAT: 500 ft. Address: 5055 Rudgate Boulevard, Toledo, Ohio 43623. Estimated construction costs: \$167,000; first-quarter operating cost: \$41,700; first-year revenue: \$120,000. Format: Easy listening. Principal: Richard D. Stone (100%), former president and principal owner of WOXY (FM) Oxford, Ohio. Filed Aug. 19.

■ Henderson, Tenn.—Chester County Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 95 ft. Address: 103 1/2 West Main, Henderson 38340. Estimated construction costs: \$32,000; first-quarter operating cost: \$20,000, first-year revenue: \$72,000. Principals: Donald R. Fenimore (50%), Casey Carrington, R.G. Jordan, and O.M. McCallum (16.77% each). They own WHHM (AM) Henderson. Filed Aug. 18.

■ Bridge City, Tex.—Bridge City Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 1601 West Alabama, Palestine, Tex. 75801. Estimated construction costs: \$231,000; first-quarter operating cost:

\$43,700. Principal: Lynn C. Maree (100%), who is Palestine-based investor, has also filed three low power TV applications for Texas. Filed Aug. 19.

■ Groves, Tex.—Voice in the Wilderness Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 5335 Laurel, Beaumont, Tex. 77707. Estimated construction costs: \$102,500; first-year operating cost: \$22,200; first-year revenue: \$84,000. Principals: One stockholder of class A stock and eight of class B. Vivian W. McBride (23.529%), Lloyd L. Liming, Ralph H. McBride, L.S. Tibbets, Frances H. Brite, John F. Gaulling Jr. (11.765% each); M.J. Adair, P.L. Cooper Jr. and Omero Delpapa (5.882% each). They are south Texas area businessmen and none have other broadcast interests. Filed Aug. 19.

■ Lockhart, Tex.—Lockhart Radio Inc. seeks 94.7 mhz, 100 kw, HAAT: 982 ft. Address: 11 Park Lane, Bedford, Tex. 76021. Estimated construction costs: \$527,000; first-quarter operating cost: \$40,000; first-year revenue: \$350,000. Format: MOR. Principals: James W. Van Sickle III (60%) and Mitchell L. Potash (40%). Sickle is management sales consultant for Dallas radio program syndicator. Potash is sales assistant for Texas Rangers baseball network. They have no other broadcast interests. Filed Aug. 19.

■ Lockhart, Tex.—Texas Professional Communications Inc. seeks 94.7 mhz, 100 kw, HAAT: 1098 ft. Address: 9039 Katy Freeway, Suite 705, Houston 77024. Estimated construction costs: \$764,300; first-quarter operating cost: \$100,000; first-year revenue: \$500,000. Format: Contemporary. Principals: John Larsh, D. Gary Munson (36.5%), Renaldo H. Lopez (15%), Juan R. Gutierrez, James W. Myart Jr. (5% each) and Dominica DiMaria (2%). Larsh is former announcer with KFI Radio, Los Angeles. Munson, Larsh and DiMaria own KIEE (FM) Harrisonville, Mo., and Munson and DiMaria also bought, subject to FCC approval, 55% of KZUN-AM-FM Opportunity, Wash.; Lopez is San Antonio civil servant. Gutierrez is Houston assistant district attorney. Myart is San Antonio civil servant. DiMaria is with Houston apartment management company. Filed Aug. 19.

■ Luling, Tex.—Latin American Broadcasting Co. seeks 94.7 mhz, 100 kw, HAAT: 1100 ft. Address: 661 Seminary South Shopping Center, Fort Worth, Tex. 76115. Estimated construction costs: \$358,000; first-quarter operating cost: \$43,000. Principals: Marcos Rodriguez (58.31%) and seven others. He is president and principal owner of KESS (FM) Fort Worth, Tex., and KLAT (AM) Houston, and is also principal owner of application for new AM at Carrollton, Tex. (BROADCASTING, May 25). Filed Aug. 19.

■ Luling, Tex.—Central Texas FM Broadcasting Inc. seeks 94.7 mhz, 100 kw, HAAT: 1047 ft. Address: 5701 Woodway, Suite 324, Houston 77057. Estimated construction costs: \$691,000; first-quarter operating cost: \$170,000. Format: Adult contemporary. Principals: J. Livingston Kosberg (20%) and 13 others. Kosberg owns 8.25% of KEON (TV) Houston and 16.5% of KTXA (TV) Ft. Worth. He also owns 10.4% of applicant for new AM at Houston (BROADCASTING, May 4) and 25% of applicant for new FM at Albuquerque (see above). Filed Aug. 19.

■ Midvale, Utah—Walter P. Faber Jr. seeks 102.7 mhz, 100 kw, HAAT: 665 ft. Address: 2102 East 3300 South, Salt Lake City 74109. Estimated construction costs: \$423,000; first-quarter operating cost: \$20,500. Principal: Walter P. Faber Jr. (100%) is Salt Lake City attorney and has no other broadcast interests. Filed Aug. 19.

■ Roy, Utah—Faith Communications Corp. seeks 107.9 mhz, 100 kw, HAAT: 1264 ft. Address: 2201 South Sixth Street, Las Vegas 89104. Estimated construction costs: \$182,430; first-quarter operating cost: \$33,000; first-year revenue: \$140,000. Format: Inspirational. Principals: Jack G. French, president (10%) and nine others at 10% each. They also own noncommercial KILA-FM Henderson, Nev. Filed Aug. 19.

■ Roy, Utah—Roy Broadcasters Inc. seeks 107.9 mhz, 68 kw, HAAT: 722 ft. Address: P.O. Box 149, Roy, Utah 84067. Estimated construction costs: \$175,000; first-quarter operating cost: \$31,000; first-year revenue: \$320,000. Principals: Clifford Snyder (34%), Todd C. Schultz (33%), Jess Agraz (17%) and Mary Snyder (16%). Clifford Snyder is account executive at KBIG (FM) Los Angeles. Schultz is former control operator for Salt Lake City MDS programmer. Agraz is Salt Lake City consulting engineer. Mary Snyder, mother of Clifford, is housewife. Filed Aug. 18.

■ West Jordan, Utah—Max L. Burdick Jr. seeks 102.7 mhz, 100 kw, HAAT: 1036 ft. Address: 1106 South Main, Fallbrook, Calif. 92028. Estimated construction

## WICHITA FALLS ASSOCIATE



**BOB H. WALKER**

Broadcast veteran (38 years). First, a popular Texas network sports announcer; Second, successful radio station manager & owner; Third, has all the qualifications for an excellent media broker & appraiser. Call him at (817) 766-4742.

**George MOORE & Associates, Inc.**

**MEDIA BROKERS AND APPRAISERS**

6116 N. Central Expressway  
Dallas, Texas 75206 (214) 361-8970

424 Pine Ave. 516 1st Wichita Nat'l Bank Bldg.  
Colorado Springs, Colo. 80906 Wichita Falls, Texas 76307  
303/632-3780 817/766-4742



costs: \$150,000; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Principal: Max L. Burdick Jr. (100%), who is president and 80% owner of KAVO(FM) Fallbrook, Calif. Filed Aug. 18.

■ West Jordan, Utah—Mountain Media Inc. seeks 102.7 mhz, 100 kw, HAAT: 1035 ft. Address: 238 Douglas Street, Salt Lake City, Utah 84102. Estimated construction costs: \$22,500; first-quarter operating cost: \$24,500; first-quarter revenue: \$19,000. Format: Classical. Principals: Judith Houston, husband, John C. and later's mother, Wanda B. (one-third each). Judith Houston is curator for Smithsonian institution, Washington, D.C. John Houston is director of congressional affairs for Public Service Research Council, Vienna, Va. Wanda Houston is real estate developer. None have other broadcast interests. Filed Aug. 19.

■ West Jordan, Utah—Public Service Broadcasting of West Jordan Inc. seeks 102.7 mhz, 100 kw, HAAT: 1036 ft. Address: P. O. Box 26381 Salt Lake City 84125. Estimated construction costs: \$72,000; first-quarter operating cost: \$33,000; first-year revenue: \$75,000. Format: Current hits and favorites. Principals: Jule Cohen (40%), Bruce Briggs (20%), Martin D. Menousek, Scott E. Putnam (15% each) and Robert Immitt (10%). Cohen is administrative assistant/traffic director at KUER(FM) Salt Lake City, and 7% of application for new AM at Sautee, Calif. Briggs is sales manager/creative director at KSVN(AM) Ogden, Utah; Menousek is air personality/sales representative at KSVN(AM) Ogden, Utah. Putnam is former engineer and producer at KSVN. Immitt is administrator for Tooele, Utah, health care facility. Except Cohen, none have other broadcast interests. Filed Aug. 19.

■ West Jordan, Utah—Velma Maria Reyes seeks 102.7 mhz, 100 kw, HAAT: 1,036 ft. Address: 610 Clubhouse Drive, Aptos, Calif. 95003. Estimated construction costs: \$134,000; first-year operating costs: \$41,000; first-year revenue: \$32,000. Format: Country. Principal owns Santa Cruz, Calif. home maintenance service and has no other broadcast interests. Filed Aug. 19.

■ West Jordan, Utah—Western Broadcasting Inc. seeks 102.7 mhz, 100 kw, HAAT: 666 ft. Address: 7956 Norwood Road, Salt Lake City 84121. Estimated construction costs: \$93,500; first-quarter operating cost: \$24,800; first-year revenue: \$125,000. Principals: Carole R. Hinton (51%) and husband, John H. (49%). John Hinton, former pilot with air force, is general manager of permittee KFAN Bountiful, Utah. Carole Hinton is assistant credit manager for Salt Lake City company. They are also permittees of AM at West Jordan. Filed Aug. 19.

■ Clarksville, Va.—Mecklenburg Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 512 North Main Street, Chase City, Va. 23924. Estimated construction costs: \$44,700; first-quarter operating cost: \$11,000; first-year revenue: \$64,000. Principal: Arthur A. Moran Jr. (100%), who owns 100% of WMEK(AM) Chase City, Va. Filed Aug. 18.

■ Staunton, Va.—Augusta County Broadcasting Corp. seeks 99.7 mhz, 50 kw, HAAT: 268 ft. Address: 304 West Beverly Street, Staunton, Va. 24401. Estimated construction costs: \$226,500; first-quarter operating cost: \$52,000; first-year revenue: \$186,500. Principals: Albert C. Schmick (68%), Florence S. Howanitz (15%), Karl S. Sheffield (10.2%), Charlotte M. Kivlighan and William M. Duncan (3.4% each). They own WTON(AM) Staunton. Filed Aug. 18.

■ Staunton, Va.—Barlow Broadcasting corp. seeks 99.7 mhz, 1.78 kw, HAAT: 2246 ft. Address: Box 2097, Staunton, Va. 24401. Estimated construction costs: \$55,800; first-quarter operating cost: \$84,500; first-year revenue: \$200,000. Principals: Gordon K. Barlow (50%) and wife, Marjorie S. (40%), and Andrew A. Campbell (10%). Gordon Barlow has interests in Staunton pharmacies. Campbell is program director at WDZQ(FM) Decatur, Ill. They have no other broadcast interests. Filed Aug. 19.

■ Staunton, Va.—High Fidelity Music Show, Inc. seeks 99.7 mhz, 44.2 kw, HAAT: 214(H), 194(V) ft. Address: P.O. Box 67, New Hope, Va. 24469. Estimated construction costs: \$160,000; first-quarter operating cost: \$30,000; first-quarter revenue: \$15,000. Format: Good music. Principals: Teresa and M. Robert Rogers (50% each). After grant of application: Teresa and M. Robert Rogers (30% each), Virginia L. Lester (30%) and Lillian L. Clark (10%). Rogers owns WANV(AM) Waynesboro and WREL(AM) Lexington, both Virginia. Lester is president of Mary Baldwin (Va.) College. Clark owns Waynesboro and Lexington tax and accounting consulting service. Lester will vote her

share of stock as trustee for Mary Baldwin College. Filed Aug. 19.

■ Staunton, Va.—Mid-Shenandoah Broadcasters Inc. seeks 99.7 mhz, 1.66 kw, HAAT: 2217 ft. Address: Route 2, Box 339, Radford, Va. 24141. Estimated construction costs: \$156,000; first-quarter operating cost: \$33,000. Principals: Steven G. Kirk (45%), Portia J. Statum (25%), Pamela Lee Volk (24.77%) and Steven's father, Joseph J. Kirk (5.33%). Steven Kirk is music director at WPUV(AM) Pulaski, Va. Statum is inspector for General Electric Co., Salem, Va. Volk is manager for Arlington, Va. mortgage banking firm. Joseph Kirk is sales manager at Radford, Va., auto dealer. They have no other broadcast interests. Filed Aug. 19.

■ Staunton, Va.—Shenandoah Valley Broadcasting Inc. seeks 99.7 mhz, 50 kw, HAAT: 40.5 ft. Address: P. O. Box 2189, Staunton, Va. 24401. Estimated construction costs: \$193,000; first-quarter operating cost: \$34,500; first-year revenue: \$175,000. Principals: Brice A. Miller (52.95%) and eight others. Applicants are licensee of WKDW(AM)-WSGM(FM). They will assign license of WSGM if granted application of above facility, and WLVA(AM) Lynchburg, Va. Miller also owns 10% of WCOK(AM) Sparta N.C. Filed Aug. 19.

■ Staunton, Va.—Skyline Broadcasting Inc. seeks 99.7 mhz, 1.55 kw, HAAT: 2256 ft. Address: 103 Hudson Avenue, Staunton, Va. 24401. Estimated construction costs: \$78,600; first-quarter operating cost: \$24,800; first-year revenue: \$129,000. Format: Modern country. Principals: Sara Jane Kuhn (55%) and five others. Kuhn is service representative for C & P Telephone Co., Oakland, Md. None have other broadcast interests. Filed Aug. 19.

■ Stuarts Draft, Va.—Waynesboro Broadcasting Corp. seeks 99.7 mhz, 50 kw, HAAT: 283 ft. Address: 1304 Ivy Street, Waynesboro, Va. 22980. Estimated construction costs: \$40,000; first-quarter operating cost: \$43,000. Format: Country. Principals: Margaret T. Harris and husband, Leon P. (22.7% jointly); Nancy Boman and husband, Kenneth (22.7% jointly); Florence R. Ayers (21.1%); Mary A. Coleman and husband, Warren (19.6% jointly); Dennis G. Royer and wife, Barbara T. (14.4% jointly). They own WAYB(AM) Waynesboro, Va. Filed Aug. 19.

## TV action

■ Arcibo, P.R.—Arcibo Video Corp. granted ch. 54; ERP: 1.2 kw vis., .12 kw aur., HAAT: -219 ft.; ant. height above ground: 127 ft. Address: 3 St. No. G-39 Vista Azul, Arcibo 00612. Estimated construction cost: \$75,714; first-quarter operating cost: \$31,000; revenue: \$120,000. Legal counsel: A. L. Stein, Washington. Consulting engineer: Robert L. Purcell, Washington. Principals: Francisco Velazquez (88%) and three others. Velazquez is former manager of WNK-AM-FM Arcibo. He has no other broadcast interests. Action June 22.

## Ownership Changes

### Applications

■ KPIN(AM) Casa Grande, Ariz. (1260 khz, 1 kw-D)—Seeks transfer of control of Santa Cruz Valley Communications Systems Inc. from James B. Hughes and Dean Weatherly (100% before; none after) to Grande Communications Corp. (none before; 100% after). Consideration: 300,000 (BROADCASTING, Aug. 31). Principals: Seller is owned by James B. Hughes (51%) and Dean Weatherly (49%). Hughes owns KAMQ(AM) Carlsbad, N.M. and 99.1% of KGRO(AM)-KUEA(FM) [CP] Pampa, Tex. Buyer is owned by Wycom Corp. (51%), Philip Riske (33.995%) Max S. Young (11%), Chris Fitzrandolph (2.5%), Gordon Pirie (1.5%) and Jo A. Fuhlage (.005%). Wycom Corp. is 51% owner each of KSAA(FM) Casa Grande, Ariz., and KUGR(AM) Green River, Wyo.; 39% of KVSF(AM) Santa Fe, N.M., and 51% of application for new FM at Santa Fe. Others are executives and minority owners of KSAA. Filed Aug. 17.

■ KFEL(AM) Pueblo, Colo. (970 khz, 1 kw-D)—Seeks assignment of license from Pueblo Broadcasting Inc. to Creative Communications Associates of Pueblo Inc. for \$110,000 plus assumption of debt. Seller: Smiley & Fay Income Properties (51%), John M. Boyd and Thomas E. Steele (24.5% each). Smiley & Fay Income Properties is owned by Thomas B. Smiley III, who has no other broadcast interests. Buyer: John M.

Boyd, Thomas E. Steele and Richard D. Scott (one-third each). Boyd and Steele own 50% each of KLIT(AM) Pomona, Calif., and 5% each of WTSJ(AM) Cincinnati; WVOI(AM) Toledo; WTOW(AM) Towson, Md. Also, each own 22.5% of KKIM(AM) Albuquerque, N.M., and are also applicants for new FM at Albuquerque. Scott is Burbank, Calif., marketing consultant. Filed Aug. 25.

■ WVLD(AM) Valdosta, Ga. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Basic Communications Inc. to Valdosta Media Services, Inc. for \$382,000. Seller: Al H. Evans Jr. (90%) and Lynn C. Evans (10%) who have no other broadcast interests. Lynn Evans will retain 10% interest in buyer. Buyer: Harrison Cooper (90%) and Lynn C. Evans (10%). Cooper owns WLGA(FM) Valdosta. Evans is junior high school teacher. Filed Aug. 25.

■ KRXX(AM)-KKQT(FM) [CP] Rexburg, Idaho (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Snake River Valley Radio Inc. to Tri County Radio Corp. for \$307,500 (BROADCASTING, Aug. 31). Seller: Don T. Ellis (100%), who has no other broadcast interest. Buyer: Jerry W. Black (66.67%), Robert G. Hauser and Robert G. Norris (33.33%). They own KSEN(AM)-KZIN(FM) Shelby, Mont. Filed Aug. 14.

■ WXOK(AM) Baton Rouge, La. (1460 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Security Broadcasting of Baton Rouge Inc. to Winnfield Life Broadcasting Inc. for \$2,850,000 (BROADCASTING, Aug. 31). Seller is owned by Ed Muntz, Michael O'Keefe and Ben Bridgeman. They own WAIL(FM) Slidell, La.; WNNR(AM) New Orleans, KAJQ-AM-FM Beaumont, Tex. and KIEL(AM)-KEZQ(FM) Jacksonville, Ark. Buyer is owned by Ben B. Johnson, Shreveport, La., insurance executive who owns 12.5% of permittee of KLAX-TV Alexandria, La. and 50% of applicant for new AM at Shreveport, La. Filed Aug. 21.

■ WKTJ-AM-FM Farmington, Me. (AM: 1380 khz, 1 kw-D; FM: 99.3 mhz, 1.5 kw, 400 ft.)—Seeks transfer of control of Franklin Broadcasting Corp. from Elden H. Shute Jr. (100% before; none after) to Alfredo E. Ibarquen and wife, Nancy T. (none before; 100% after). Consideration: 212,000. Principals: Seller has no other broadcast interests. Alfredo Ibarquen is engineer at WKTJ. Nancy Ibarquen is teacher. They have no other broadcast interests. Filed Aug. 21.

■ WDLW(AM) Waltham, Mass. (1330 khz, 5 kw-U)—Seeks assignment of license from David J. Ferrari, trustee in bankruptcy to Acton Communications of Massachusetts for \$875,000. Seller: Anthony Martin-Trigona (100%), who owns WNHC(AM) New Haven, Conn. Buyer is subsidiary of Acton Corp., Acton, Mass.-based diversified company of more than 12,000 stockholders. Samuel J. Phillips is president, chairman and 3.865% owner. It owns WMYD(AM) Wickford, R.I., and WACZ(AM) Bangor, Me., plus cable systems in Florida, South Carolina, Michigan, Utah, California and Kansas. Filed Aug. 25.

■ KAOL-AM-FM Carrollton, Mo. (AM: 1430 khz, 500 kw-D; FM: 101.1 mhz, 110 kw, ant. 275 ft.)—Seeks assignment of license from Quality Broadcasting Inc. to Kanza Inc. for \$665,000. Seller: Frank R. Carvell Jr. and Bryan K. Hawkins (50% each) who have no other broadcast interests. Buyer: Mike L. Carter and wife, Carol S. (50% each) who own 40% each KNXA(AM) Hiawatha, Kan. Filed Aug. 19.

■ KHAD(AM) DeSoto, Mo. (1190 khz, 5 kw-D)—Seeks assignment of license from DeSoto Broadcasting Inc. to Jefferson County Broadcasting Inc. for \$240,000. Seller: Warren R. McKnight, Raymond E. Duff and Pinkney B. Cole (25% each), Raymond's brother, William and later's wife, Edna K. (12.5% each). They have no other broadcast interests, but Cole is applicant for new FM at DeSoto and also will retain 50% joint interest in buyer. Buyer: Pinkney B. Cole and wife, Judy A. (50% jointly), Erich R. Schafermeyer Jr. and J. Charles Studyvin (25% each). Cole is general manager of KHAD. Schafermeyer owns bakery and Studyvin owns pharmacy, both DeSoto. Filed Aug. 21.

■ KGAK(AM)-KQNM(FM) Gallup, N.M. (AM: 1330 khz, 5 kw-D, 1 kw-N; FM: 93.7 mhz, 30 kw, ant. 160 ft.)—Seeks transfer of control of Gallup Broadcasting Co. from Jack B. Chapman, individually (100% before; none after) to Jack B. Chapman and wife, Betty (none before; 100% after). Consideration: none. Principals: Application seeks to transfer ownership from individual to joint ownership. No financial consideration is involved. No other broadcast interests. Filed Aug. 20.

■ KRSY(AM) Roswell, N.M. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KRSY Inc. to

Enchantment Broadcasting Inc. for \$360,000. Seller: Ray Moran (100%), who owns KTEZ(FM) Lubbock, Tex., and has traded, subject to FCC approval KRIZ(FM) Roswell, N.M., for construction permit of KJTV(TV) Amarillo, Tex. (BROADCASTING, March 30). Buyer: Jim C. Moore (80%) and wife, Carol K. (20%), who is manager of KRSY and has no other broadcast interests. Filed Aug. 26.

■ **WOIV(FM)** DeRuyter Township, N.Y. (105.1 mhz, 42 kw, ant. 540 ft.)—Seeks assignment of license from the Christian Broadcasting Network Inc. to Forus FM Broadcasting of New York Inc. for \$242,500. Seller: Virginia Beach, Va.-based group of four FM's and through it subsidiary, Continental Broadcasting Network, one FM and four TV's. M. G. Robertson is president. It sold, subject to FCC approval, WMV(FM) South Bristol Township (BROADCASTING, July 6). Buyer: Simon Rosen and Lind C. Voth (50% each). They are stockholder, officers and directors of WTIS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WYRD(AM) East Syracuse, N.Y.; and WITA(AM) Knoxville, Tenn. Voth and Rosen have also bought, subject to FCC approval, 49% of WPRZ(AM) Evanston, Ill. Filed Aug. 19.

■ **KMED(AM)** Medford, Ore. (1440 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Northstar Broadcasting Inc. to KMED Radio for \$295,000. Seller: Martin W. and Gary L. Hawke, brothers (25.5% each) and William D. and James Friden, brothers (24.5% each). Hawke brothers own KSYC(AM) Ureka, Calif. Buyer: Champion Broadcasting Inc. (40%), Robert L. Bridge (18%), Henry Friedman (10%), Alfred and Edith Adler (10% jointly), Ralph Polcar (5%) and three others. Richard G. Mattson is president and 40% owner of Champion, licensee of KTAC(AM) Tacoma, Wash. Bridge is Seattle jeweler. Others are Seattle businessmen and have no other broadcast interests. Filed Aug. 17.

■ **WAYZ-AM-FM** Waynesboro, Pa. (AM: 1380 khz, 1 kw-D; FM: 101.5 mhz, 3.2 kw, ant. 21 ft.)—Seeks assignment of license from Richard F. Lewis Jr. Inc. of Waynesboro to HJV Ltd. for \$550,000. Seller: John P. Lewis and family, who are Winchester, Va.-based group owners of five AM's and three FM's. Buyer is owned by John D. Verstandig and family who own WCEM(AM)-WESP(FM) Cambridge, Md. Filed Aug. 19.

■ **WAVA(FM)** Arlington, Va. (FM: 105.1 mhz, 50 kw, ant. 500 ft.)—Seeks assignment of license from WAVA Ltd. to Doubleday Broadcasting Inc. for \$8,000,000 (BROADCASTING, June 22). Seller is owned by Alex Sheffell (14%), president and general manager; Melvin Lenkin (12%) and son, Edward (12%), real estate investors; David Hillman (12%), real estate investor; Robert Understein (10%), accountant, and others. None have other broadcast interests. Seller bought WAVA in 1977 for \$2.5 million. Buyer is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's. Doubleday has sold KHOW(AM) Denver to Metromedia for \$15 million, subject to FCC approval (BROADCASTING, June 8). Gary Stevens is president of broadcast subsidiary. Filed Aug. 20.

■ **WYVA(FM)** Yorktown, Va. (94.1 mhz, 50 kw, ant. 500 ft.)—Seeks assignment of license from Cradle of Democracy Broadcasting Co. to Karas Radio Corp. for \$475,000 (BROADCASTING, April 27). Seller is owned by George W. Liddicoat, president, and 16 others who have no other broadcast interests. Buyer is owned by Thomas L. and Craig L. Siebert, brothers, Lee G. Lovett (30% each) and Stanley Karas (10%). Thomas Siebert and Lovett are partners in Washington communications law firm. Craig Siebert is Annapolis, Md., CPA. Karas is general manager of WEAM(AM) Arlington, Va. Filed Aug. 25.

## Actions

■ **WULA(AM)-WKQK(FM)** Eufaula, Ala. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw, ant. 79 ft.)—Granted assignment of license from WULA Inc. to McGowan Broadcasting Inc. for \$300,000. Seller is owned by Roth E. Hook and wife, Lucile. Roth Hook owns 55% of WRAG(AM) and 100% of WAQT(FM), both Carrollton, Ala.; 80% of WMAG(AM)-WQST(FM) Forrest, Miss.; 55% of WRUS(AM)-WAKQ(FM) Russellville, Ky.; 50% of WSLG(AM) Gonzales and KRUS(AM)-KXKZ(FM) Ruston, both Louisiana. Buyer is owned by Steven McGowan (51%) and wife, Denise G. (16.3%), James R. Williams III (16.3%) and William B. Blunt (16.4%) Steven McGowan is salesman at WOOF-AM-FM Dothan, Ala. Williams is broadcast executive with Associated Press in Jackson, Miss. Blunt is Montgomery, Ala., in-

vestment banker. They have no other broadcast interests. Action Aug. 17.

■ **WSWS(TV)** [CP] Opelike, Ala. (ch. 66)—Granted assignment of license from Wardean Inc. to RCH Broadcasting Inc. for \$39,000. Seller: Dee W. Ward Jr. and family, who have no other broadcast interests. Buyer: Richard C. Hilton Sr. (100%), who is Tampa, Fla., real estate broker and has no other broadcast interests. Action Sept. 7.

■ **KBWA(AM)** Williams, Ariz. (1240 khz; 2 kw-D, 250 w-N)—Granted assignment of license from Cocoon Media Inc. to Soho Broadcasting for \$60,000. Seller: Eric Hauenstein and Dwight Tindle, who last year sold their interest in KNOT-AM-FM Prescott. Hauenstein is broadcast division manager of Sandusky Newspapers Inc., Ohio-based group owner of 3 AM's and 4 FM's. Buyer: Stanley Soho (49%) and his wife, Venita (51%). They have also purchased, subject to FCC approval, KDAN(AM) South St. Paul, Minn. (BROADCASTING, March 2) and KWRT(AM)[CP] Winters, Tex. (BROADCASTING, Aug. 3). Action Aug. 20.

■ **KYDE(AM)** Pine Bluff, Ark. (1590 khz, 2 kw-D)—Granted assignment of license from Smith, Davis, Shields Inc. to Southwest Communications Inc. for \$307,000. Seller: Warren B. Smith, his son-in-law, John J. Shields, and Smith's brother-in-law, Don J. Davis (one-third each). Shields also owns KPOC(AM)-KCYN(FM) Pocatontos, Ark., and 2% of KFOLO(AM) Shreveport, La. Smith and Davis have no other broadcast interests. Buyer: George S. Ivory Jr., James E. Moore Jr., Alonzo D. Williams (one-third each). Ivory is director of Arkansas Regional Minority Purchasing Council. Moore is Little Rock, Ark., dentist. Williams is Little Rock physician. Moore also owns 24% KDEW-AM-FM DeWitt, Ark. Action Aug. 11.

■ **KMFO(AM)** Aptos-Capitola, Calif. (1540 khz, 10 kw-D)—Control (50%) sold by Lawrence M. Wrathall to Pajaro Radio Corp. for \$277,904. Seller is owned by brothers, Lawrence M. and Grant R. Wrathall. Grant Wrathall will keep 50% interest in new partnership. Buyer is owned by Grant K. Norlin, former vice president for sales at Telepictures Corp., New York, who has no other broadcast interests. Action Aug. 14.

■ **KYLO(FM)** Davis, Calif. (FM: 105.5 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of KYLO Radio Inc. from Richard C. Dorf and Bruce Horgan (51% before; 35% after) to Vernon Miller (48% before; 65% after) consideration: \$3,600. Principals: Sellers together own 25.5% of station and are transferring it to Miller, who already owns 48.02%. Miller also owns KHIP(FM) Hollister, Calif. Action Aug. 17.

■ **KNAC(FM)** Long Beach, California (105.5 mhz, 3 kw, ant. 400 ft.)—Granted sale by Harden Broadcasting Co. to Wright Communications Group of Long Beach Inc. for \$1,350,000 plus \$650,000 non-compete agreement. Seller is owned principally by James Harden who has no other broadcast interests. Buyer is controlled by Wright Communications Group Inc., owned equally by Edward W. Wright (president), and brothers Paul and Virgil. Edward Wright is former vice president of KAGB-FM Inglewood, Calif. Paul and Virgil Wright are Oakland physicians. Action Aug. 11).

■ **WWTR-FM** Bethany Beach, Del. (95.9 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Connor Broadcasting Co. to Coastal Communications/Delaware Corp. for \$1,000,000. Seller: principally owned by J. Parker Connor, who owns 83% of WJDY(AM) Salisbury, Md., and 51% of new FM for Salisbury. Buyer: Coastal Telecommunications/Ocean City Corp. (100%), which is wholly owned by Stuart D. Frankel, who is president and owner WETT(AM) Ocean City, Md. Action Aug. 17.

■ **WROD(AM)** Daytona Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Elyria-Lorain Broadcasting Co. to First Daytona Investment Corp. for \$700,000. Seller is closely held Elyria, Ohio-based publisher of two newspapers and group owner of three AM's and one FM that has bought WELE(FM) Deland, Fla., for \$1.85 million (BROADCASTING, Aug. 17). Otto B. Schoepfle is president. Buyer is principally owned by Frank D. Ward who has sold, subject to FCC approval, WXYR(FM) Columbia, S.C., for \$950,000 (BROADCASTING, May 18). Action July 28.

■ **WIRA(AM)-WQVV(FM)** Fort Pierce, Fla. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 95.5 mhz, 100 kw)—Granted assignment of license from Indian River Broadcasting Co. to David A. Roth for \$1,850,000. Seller is owned by Hudson C. Millar Jr. and family, who own WKUL(AM) Cullman, Ala. Action Aug. 4.

■ **WGGG(AM)** Gainesville, Fla. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Miller Broadcasting Inc. to U.S. Broadcasting Inc. for \$1,103,400. Seller: Howard A. Miller (100%), who owns WMMB(AM)-WYRL(FM) Melbourne, Fla., and WFXW(AM) Geneva, Ill. Buyer: Frederick C. Mezey (62%), Robert A. Elkins (35%) and Charles Warner (3%). Mezey is New Brunswick, N.J., attorney and real estate investor. Elkins is Jersey City, N.J., attorney and real estate investor. Warner is lecturer in communications department of Southern Illinois University and former (1977-79) general manager of WNBC(AM) New York and vice president of NBC Broadcasting (1975-79). They have no other broadcast interests. Action Aug. 20.

■ **WFDR-AM-FM** Manchester, Ga. (AM: 1370 khz, 1 kw-D; FM: 93.3 mhz, 100 kw, ant. 460 ft.)—Granted transfer of control of WFDR Inc. from WFDR Inc., debtor in possession (100% before; none after) to Provident Broadcasting Co. (none before; 100% after) consideration: \$790,000. Principals: Seller is owned by Jack Whitehorn (100%), who has no other broadcast interests. Buyer is subsidiary of Watkins Associated Industries Inc. closely held company with 27 stockholders based in Atlanta, Ga., with interests in construction, transportation and real estate investment; it has no other broadcast interests. Bill Watkins is principal owner. Action Aug. 14.

■ **KXTC(AM)-KQZQ(FM)** [CP] Nampa, Idaho (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz, 3 kw, ant. 298 ft.)—Granted assignment of license from Broadcast Inc. to Hayes Broadcasting Co. for \$525,000. Seller: Jack R. Bolton and wife, Sharon L.; LeRoy T. Roper and wife, Catherine A. (one-quarter each), who also own CP for new FM at Caldwell, Idaho. Buyer: John T. Hayes (100%), who also owns and operates KAYT(AM)-KNAQ(FM) Rupert, Idaho. Action July 30.

■ **WITY(AM)** Danville, Ill. (980 khz, 1 kw-D)—Granted assignment of license from Vermillion Broadcasting Co. DBA WITY-AM to Bates Broadcasting Co. for \$630,000. Seller is owned by John R. Ax, Bonnie Metzger and Louis Metzlauff (one-third each), who own WITZ-AM-FM Jasper, Ind. Buyer is principally owned by Richard K. Bates, who is Danville attorney and has no other broadcast interests. Action Aug. 11.

■ **WTLC(FM)** Indianapolis: (105.7 mhz, 50 kw, ant. 450 ft.)—Granted transfer of control from Community Media Corp. to Broadcast Enterprises National Inc. for \$3,732,000. Seller is owned by Frank Lloyd (73.77%), Judith Barrett (14.75%) and Robert Davies (11.48%). They have no other broadcast interests. Seller is Philadelphia-based group owner of five AM's, two FM's and one TV; Ragan Henry is president and principal owner. He bought WIFL(FM) Philadelphia for \$6.8 million (BROADCASTING, Aug. 10). Action Aug. 21.

■ **WKED(AM)** Frankfort, Ky. (1130 khz, 500 w-D) Sold by D&R Broadcasting Inc. to Allan Communications Inc. for \$350,000. Seller is owned by David Roederer and David Rogers, who have no other broadcast interests. Buyer is owned by Leigh Allan, news director at WKRS(AM) Waukegan, Ill. He has no other broadcast interests. WKED is on 1130 khz with 500 w day. Action Aug. 21.

■ **WREM-AM-FM** Jenkins, Ky. (AM: 1000 khz, 1 kw-D; FM: 94.3 mhz, 125 w, ant. 1340 ft.)—Granted assignment of license from Cardinal Broadcasting Inc. to Kincaid Industries for \$220,000. Seller: principally owned by J.K. Robinson and Arthur D. Gibson, who have no other broadcast interests. Buyer: James W. Craft and Anna C. Kincer (50% each). Craft is attorney. Kincer is insurance broker, both Whitesburg, Ky., who have no other broadcast interests. Action July 30.

■ **WEMD-AM-FM** Easton, Md. (AM: 1460 khz, 1 kw-D, 500 w-N; FM: 96.7 mhz, 3 kw, ant. 245 ft.)—Granted assignment of license from Easton Broadcasting Co. to Clark Enterprises Inc. for \$512,500. Seller: Richard Cobb and mother, Mary Cobb Russo (50% each), who have no other broadcast interests. Buyer: A. James Clark, who is with George Hyman Construction Company, Washington, D.C., and has no other broadcast interests. Action July 31.

■ **WHAG-TV** Hagerstown, Md. (TV: ch. 25, CBS, 436 kw vis., 51 kw aurr., ant. 1,230 ft.)—Granted assignment of license from Henson Aviation Inc. to Great Trails Broadcasting Corp. for \$1,600,000. Seller: Richard A. Henson (36%), Sheldon Magazine and brother, Samuel (29.8% each); and Hans Omeritsch (4.4%), who have no other broadcast interests. Buyer: Charles Sawyer family, Dayton, Ohio-based owners of five AM's and four FM's. Action July 30.



■ **WKLK-AM-FM** Cloquet, Minn.: (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 100.9 mhz, 3 kw, ant. 300 ft.)—Sold by Stramer Broadcasting Co. to Mid-Continent Broadcasting Inc. for \$452,000. Seller is owned by Dennis J. Stramer and wife, Sherryl E. (100% jointly). Dennis Stramer owns 20% of KDJIS(AM) Willmar, Minn. Buyer is owned by John E. Carl, Brent Slay, Robert H. Seldon and Wesley E. Dirks (25% each), who earlier this year purchased KARE(AM) Atchison, Kan. (BROADCASTING, Jan. 5). John Carl also owns 100% of KCOB(AM)-KLVN(FM) Newton, Iowa. Action Aug. 17.

■ **WYAZ(AM)-WJNS(FM)** Yazoo City, Miss. (AM: 1530 khz, 250 w-D; FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Gateway Broadcasting Inc. from Joel Netherland and Kenneth Helton (100% before; none after) to James Baker (none before; 100% after) consideration: \$75,000. Principals: Joel Netherland (57.1%) and Kenneth W. Helton (42.9%), who have no other broadcast interests. Buyer is noncommercial corp; James Baker is president. He is Chicago evangelist and has no other broadcast interests. Action Aug. 20.

■ **KMZK(FM)** Belgrade, Mont. (96.7 mhz, 2.9 kw, ant. 195 ft.)—Granted assignment of license from Christian Enterprises Inc. to CD Broadcasting Inc. for \$420,000. Seller: Group of 5 AM's and 3 FM's; Harold Erickson is president. It is licensee of KURL(AM)-KKOZ(FM) Billings; KGLE(AM)-KIVE(FM) Glendive; KGVW(AM)-KMZK(FM) Belgrade; KARK(AM) Great Falls; KALS(AM) Kalispell, all Mont. Buyer: Chad A. Parrish and Daniel H. Walker (50% each). Parrish is Bellevue, Wash., producer of audio visual presentations and radio commercials. Walker is marketing manager for Seattle interior furnishing business. They have no other broadcast interests. Action Sept. 7.

■ **WKZL(FM)** Winston-Salem, N.C. (107.5 mhz, 100 kw, ant. 500 ft.)—Granted assignment of license from Golden Circle Broadcasting Corp. to Nationwide Communications Inc. for \$5 million. Seller is owned by Robert B. Brown, who has no other broadcast interests. Buyer is group owner of two AM's, four FM's and three TV's owned by Columbus, Ohio-based Mutual Insurance Co. Charles Fullerton is president. Action Aug. 20.

■ **WPQR(FM)** Uniontown, Pa. (99.3 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Warman Broadcasting Inc. from Estate of Edwin G. Warman (100% before; none after) to Warman Broadcasting Inc. (none before, 100% after) consideration: \$27,000. Principals: Transferer is Gallatin National Bank as executor for estate of Edwin G. Warman. Buyer is corporation, which is owned by Edward Oleski (63%) and 14 others. He has been general manager at WPQR. None have other broadcast interests. Action Aug. 10.

■ **WAKN(AM)-WNEZ(FM)** Aiken, S.C. (AM: 990 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Aiken Radio Inc. from John W. and Gary M. Davidson (100% before; none after) to Charles W. Hubbard Sr. and others (none before; 100% after) consideration: \$50,000. Principals: Sellers are John W. Davidson (55%) and son Gary M. (15%), who are relinquishing interest in station. Buyer is owned by Charles W. Hubbard Sr. (80%), Charles T. Walker (15%) and Charles W. Hubbard Jr. (5%). Elder Hubbard and Walker are currently 15% owners each of station. Elder Hubbard also owns 10% of WLOP(AM)-WIFO(FM) Jessup, Ga. Younger Hubbard is general manager at WAKN(AM)-WNEZ(FM). Action Aug. 20.

■ **WCLE(AM)-WQLS(FM)** Cleveland, Tenn. (AM: 1570 khz 1 kw-D; FM: 100.7 mhz, 50 kw, ant. 360 ft.)—Granted transfer of control of Southeastern Enterprises Inc. from Carl J. Haskins and others (100% before; none after) to Atlantic Broadcasting Group Inc. (none before; 100% after) consideration: \$1,300,000. Principals: Carl J. Haskins (32.5%), Teresa T. Sharpe (25%), Richard B. Helms (17.5%) and son, Richard L. (15%) and Haskin's nephew, Jack L. Haskins (10%). They have no other broadcast interests. Buyer is owned by Ashley T. Joyner (50%) and Sanford L. Korschun and David Weil (25% each). Joyner is Petersburg, Va. producer of radio and television commercials. Korschun is Goldsboro, N.C. Pepsi bottler and real estate investor. Weil is Goldsboro real estate developer and investor. They sold late last year WPVA-AM-FM Colonial Heights, Va. to Alan Brill for \$1.69 million (BROADCASTING, Dec. 8, 1980 et seq.). Currently they have no other broadcast interests. Action Aug. 20.

■ **WCPT-TV** Crossville, Tenn. (ch. 55, 18.6 kw vis.,

3.71 kw aur., ant. 1,180 ft.)—Granted assignment of license from WCPT-TV Inc. to Cumberland Communications Corp. for \$600,000. Seller: Calvin C. Smith (51%) and John A. Cunningham (49%), who have no other broadcast interests. Buyer is McClatchy Newspapers (90%) and Sainte Broadcasting (10%). McClatchy is Sacramento, Calif.-based group owner and newspaper publisher. Sainte is 51% owned by Chester Smith. Action Aug. 17.

■ **WCHU(AM)** Soddy-Daisy, Tenn. (1550 khz, 1 kw-D)—Granted assignment of license from Ben B. Hicks to ARC Broadcasting Corp. for \$350,000. Seller has no other broadcast interests. Buyer: Charles E. Dunn (80%) and William J. Surgeoner (20%). Dunn is Los Angeles-based management consultant. Surgeoner is partner in Hollywood computer software firm. They have no other broadcast interests. Action Aug. 13.

■ **KCNY(AM)** San Marcos, Tex. (1470 khz, 250 w-D)—Granted transfer of control of Central Broadcasting Co. from William C. Veidt (100% before; none after) to SMR Corp. (none before; 100% after) consideration \$398,650. Principals: Seller is majority principal (85.73%) who has no other broadcast interests. Buyer is owned by W.J. Harpole (50.01%) and father, E.J. Harpole (49.99%). They own KVOU(AM)-KYUF(FM) Uvalde, Tex. Elder Harpole also owns 50% of KEPS(AM)-KINL(FM) Eagle Pass and 49% of KVOZ(AM)-KOYE(FM) Laredo, Tex. Action Aug. 20.

■ **WTCH(AM)-WOWN(FM)** Shawano, Wis. (AM: 960 khz, 1 kw-U; FM: 99.3 mhz, 3 kw, ant. 180 ft.)—Granted assignment of license from Shawano County Leader Publishing Co. to Wheeler Broadcasting Inc. for \$950,000. Seller: Jeann Donald, who has no other broadcast interests. Buyer: Ray L. Wheeler (80%) and wife, Ahna (20%). Ray Wheeler is news anchor at WLUK-TV Green Bay, Wis., and has no other broadcast interests. Action July 20.

## Facilities Changes

### AM applications

■ **WCRT(AM)** Vestavia Hills, Ala.—Seeks CP to change city of license to Vestavia Hills, Ala; add 1 kw-N, DA-N; and change TL. Ann. Aug. 19.

■ **KEZY(AM)** Anaheim, Calif.—Seeks CP to increase D power to 10 kw; change from non-DA to DA-2 and make changes in ant. sys. Ann. Aug. 19.

■ **KHEE(AM)** Hayden, Colo.—Seeks modification of CP to change SL, RC and TL. Ann. Aug. 17.

■ **WCMA(AM)** Corinth, Miss.—Seeks CP to change RC and SL; and change TL. Ann. Aug. 19.

■ **WLLY(AM)** Wilson, N.C.—Seeks CP to increase power to 5 kw; change to DA and make changes in ant. sys. Ann. Aug. 19.

■ **WKSP(AM)** Kingstree, S.C.—Seeks CP to increase D power to 5 kw. Ann. Aug. 19.

■ **WAMV(AM)** Amherst, Va.—Seeks CP to increase power to 2.5 kw. Ann. Aug. 19.

### FM applications

■ **WHCN(FM)** Hartford, Conn.—Seeks CP to make changes in ant. sys.; change SL & RC; change type ant.; change ERP to 16 kw (H&V); increase HAAT to 867 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **WMFM(FM)** Gainesville, Fla.—Seeks modification of CP (BPH-9197, as mod.) to change TL; change SL and RC; change type trans.; change type ant.; and change TPO. Ann. Aug. 17.

■ **WIZY-FM** Gordon, Ga.—Seeks CP to change TL & SL; change type trans.; change type ant. decrease ERP to 0.85 kw (H&V); increase HAAT to 540 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **KMAI(FM)** Honolulu—Seeks CP to make changes in ant. sys.; change type ant. (H&V); increase ERP to 100 kw (H&V); decrease HAAT to 421 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **WSGS(FM)** Hazard, Ky.—Seeks CP to change ERP to 100 kw (H) and 88 kw (V); increase HAAT to 1232 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **KSFT(FM)** St. Joseph, Mo.—Seeks CP to change TL; increase ERP to 100 kw; HAAT to 582 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Aug. 17.

■ **WRVH(FM)** Patterson, N.Y.—Seeks modification of CP (BPH-10,116, as mod.) to make changes in ant.

sys.; change type trans.; change type ant. (H&V); change SL & RC; increase ERP to 1.29 kw (H&V) and change TPO. Ann. Aug. 17.

■ **WNCO-FM** Ashland, Ohio—Seeks CP to make changes in ant. sys.; change TL & SL; change type ant. increase HAAT to 500 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **WGBZ(FM)** Sharpsville, Pa.—Seeks CP to change TL; change type ant; increase HAAT to 300 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **KCRK(FM)** Colville, Wash.—Seeks modification of CP (BPH-791231AA, as mod.) to make changes in ant. sys.; change TL, SL & RC; change type trans.; change type ant. (H&V); change HAAT to 790 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **KYYX(FM)** Seattle—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw (H&V); decrease HAAT to 737 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **WFGM(FM)** Fairmont, W.Va.—Seeks CP to make changes in ant. sys.; change type ant.; (H&V); decrease ERP to 26 kw (H&V); increase HAAT to 655 ft. (H&V) and change TPO. Ann. Aug. 17.

■ **KLLK(FM)** Saratoga, Wyo.—Seeks modification of CP (BPH-10738, as mod.) to change TL; increase ERP to 100 kw (H&V); HAAT to 1170 ft. (H&V) and make changes in ant. sys. Ann. Aug. 17.

### TV applications

■ **KTTU-TV** Fairbanks, Alaska—Seeks CP to change ERP to 28.2 kw vis., 5.5 kw aur., and change trans. Ann. Aug. 19.

■ **KUSI-TV** San Diego, Calif.—Seeks MP (BPCT-3346, as Mod.) to change ERP to 2450 kw vis., 245 kw aur.; change TL; change trans.; and make changes in ant. sys.; HAAT to 1840 ft. Ann. Aug. 17.

■ **KREZ-TV** Durango, Colo.—Seeks authorization to operate trans. by RC from SL at 25825 U.S. Highway 550S/160E. Durango, Colo. Ann. Aug. 19.

■ **WWMA-TV** Grand Rapids, Mich.—Seeks MP (BPCT-5166) to change ERP to 1300 kw vis., 120 kw aur.; change trans.; and make changes to ant. sys. Ann. Aug. 17.

■ **KTVJ(TV)** Joplin, Mo.—Seeks CP to change ERP to 2600 kw vis., 260 kw aur.; change trans.; and make changes to ant. sys.; HAAT to 1028.69 ft. Ann. Aug. 17.

■ **KSDK(TV)** St. Louis—Seeks authorization to operate trans. by RC from proposed SL at Television Plaza, 1010 Market Street, St. Louis. Ann. Aug. 19.

■ **WDSE-TV** Duluth, Minn.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; change TL; change trans.; and make changes to ant. sys.; HAAT to 953.5 ft. Ann. Aug. 19.

■ **WLFL-TV** Raleigh, N.C.—Seeks MP (BPCT-4991, as mod.) to change ERP to 1415.8 kw vis., 141.58 kw aur.; and change trans. Ann. Aug. 19.

■ **WITN-TV** Washington, N.C.—Seeks authorization to operate trans. by RC from SL at 2.6 miles S.W. of Washington on U.S. Highway 17. Ann. Aug. 19.

■ **WTOL-TV** Toledo, Ohio—Seeks authorization to operate trans. by RC from SL at 730 North Summit Street, Toledo Ann. Aug. 19.

■ **KECH(TV)** Salem, Ore.—Seeks authorization to operate trans. by RC from SL at 4923 Indian School Road, N.E. Salem. Ann. Aug. 19.

■ **KFDA-TV** Amarillo, Tex.—Seeks authorization to operate trans. by RC from SL at Broadway and Cherry, Amarillo, Tex. Ann. Aug. 19.

■ **KXTX-TV** Dallas—Seeks CP to change ERP to 4508 kw vis., 450.8 kw aur.; change trans. and make changes to ant. sys.; and change HAAT to 1679 ft. Ann. Aug. 17.

■ **WFAA-TV** Dallas—Seeks CP to make changes to ant. sys. Ann. Aug. 19.

■ **KTXA(TV)** Ft. Worth, Tex.—Seeks authorization to operate trans. by RC from SL at 1712 East Rondol Mill Road, Arlington, Tex. Ann. Aug. 19.

■ **KTXS-TV** Sweetwater, Tex.—Seeks CP to change main SL to site outside city of license in Abilene, Tex. Ann. Aug. 19.

### AM actions

■ **KBAS(AM)** Bullhead City, Ariz.—Granted Mod. of CP (BP-800314AB) to change TL. Action June 29.

■ **KALI(AM)** San Gabriel, Calif.—Granted CP to specify new MEOW's for N directional ant. pattern. Ac-

tion Aug. 11.

- **WRHC(AM)** Coral Gables, Fla.—Granted modification of CP (BP-20,043, as mod.) to make changes in ant. sys. (increase height of tower); change TL. Action Aug. 10.
- **KVDB(AM)** Sioux Center, Iowa—Granted CP to make changes in ant. sys. (increase height of tower). Action Aug. 10.
- **WGTR(AM)** Natick, Mass.—Granted modification of CP (BP-19,945, as mod.) to change N ant. parameters and increase theoretical rms to 420.54 MV/M. Action Aug. 7.

## In Contest

### Procedural rulings

- **Ontario, Ore. FM proceeding.** (Blue Mountain Broadcasting Co., et al.)—ALJ John M. Frysiak granted joint request and approved settlement agreement, authorized reimbursement to Roach-Cook Co. for \$20,000 and to Blue Mountain for \$10,000; dismissed Roach-Cook's and Blue Mountain's application with prejudice; granted Treasure Valley Communications Company's application and terminated proceeding. (BC Doc. Nos. 81-97-99). Action Aug. 12.
- **Buffalo, N.Y. TV proceeding.** (Anax Broadcasting Inc., et al.)—ALJ Walter C. Miller granted request by Anax, The Great Erie County Telecasting Corp. and Unifac Broadcasting Co. of New York and approved settlement agreement, authorized reimbursement of \$50,000 to Anax and \$41,215.59 to Great Erie by Unifac, and dismissed with prejudice Anax's and Great Erie's applications (BC Doc. 81-56-59). Action Aug. 17.

### FCC decisions

- FCC Review Board affirmed March 27 initial decision of ALJ Walter C. Miller granting application of Van Buren Community Service Broadcasters Inc. for new FM on 102.3 at Van Buren, Ark., and denying that of Crawford County Communications Inc. for same facility. Crawford, in exceptions to initial deci-

sion, contended that two issues judge declined to add against Van Buren should be added by Board and case remanded to Judge Miller for further hearing. In its original motion to enlarge issues, Crawford alleged that two Van Buren principals, Billy D. and Sue Venable, were subjects of lawsuits totaling approximately \$57,000, thus impairing their ability to build proposed station. Moreover, Crawford claimed Van Buren had not disclosed litigation, nor that Venables had mortgaged one of their properties and Billy Venable had sold one of his business interests. In affirming judge's denial of Crawford's motion, Board pointed out that Venables' updated financial statement showed more than sufficient liquid and non-liquid assets to provide collateral for Van Buren's proposed bank loan to finance station, even if alleged contingent liabilities were included. As for omissions in Van Buren's application, Board noted that Crawford had not shown that these would have any substantial impact on Van Buren's qualifications or could have been decisively significant. Action Aug. 21.

- **U.S. Court of Appeals for Tenth Circuit (Denver)** has affirmed commission's decision dismissing without evidentiary hearing claim by Yellow Freight System Inc., of deliberate news distortion against National Broadcasting Co. during three 1977 broadcasts on highway safety in trucking industry. Case stemmed from Yellow Freight's complaint to FCC that three broadcasts in October 1977 on lack of highway safety in trucking industry violated FCC Fairness Doctrine and personal attack rule and deliberately distorted news. In August 1979, FCC denied Yellow Freight's complaint along with similar one by American Trucking Association, finding NBC's approach in handling basically intramural trucking concern was not unreasonable; that Yellow Freight failed to support charges of bias against NBC reporter on programs; and that NBC had not left public uninformed about differing views on serious truck safety problems. After reviewing FCC's opinion in case, court held that agency had considered extrinsic evidence, and said it had too. While three broadcasts might have contained errors, "the inclusion of incorrect information cannot, in itself, lead to the conclusion that the network deliberately presented false reports," court said. Ann. Aug. 18.

- **FCC Review Board** has approved settlement agreement between Columbia Broadcasting Corp. and Columbia Radio Broadcasting Inc., competing applicants for new AM at Columbia, Pa. Board granted CBC's application and dismissed CRB's application of "prejudice. Agreement provides for CBS's reimbursement of CRB's expenses up to \$3,000. Further, none of reimbursement to CRB will go to one of its principals, Gordon Moul, because of misrepresentations he made to FCC. Because Moul was only CRB principal implicated in misconduct and commission encourages settlements to avoid unnecessary litigation, Review Board said approval of CBC-CRB settlement agreement would be in public interest. Action Aug. 20.

## Earth Stations

### Applications

- **CATV Systems Inc.** for Electra, Tex. (6m; RF Systems; KJ51).
- **TV Cable of Vernon Inc.** for Vernon, Tex. (6m; RF Systems; KJ52).
- **Paragould Cablevision Inc.** for Paragould, Ark. (6m; Harris; KJ62).
- **Cablesystems South Ltd.** for Hammond, La. (5m; S-A; KJ70).
- **TDS Engineering Co.** for Carthage, Mo. (5m; S-A; KJ82).
- **Community TV of Madison** for Madison, S.D. (5m; S-A; KK24).
- **Viacom Cablevision of Salem** for Salem, Ore. (6m; Harris; KK37).
- **Metro Cable Inc.** for Litchfield, Minn. (4.5m; Andrew; KK44).
- **Metro Cable Inc.** for Lakeville, Minn. (4.5m; Andrew; KK45).
- **Jackson Cable TV Inc.** for Slidell, La. (6m; Harris; KK54).
- **WGN Electronic Systems Co.** for Palmdale, Calif. (4.5m; Andrew; KK81).
- **American Satellite Corp.** for Roseville, Mich. (5m; S-A; KK82).
- **Cable TV of Paola Inc.** for Paola, Kan. (5m; S-A; KK84).
- **Cablevision of Lindsay Inc.** for Lindsay, Okla. (5m; S-A; KL29).
- **Waco Cablevision** for Waco, Tex. (4.3m; AFC; KL31).
- **Huron Cable TV Service** for Huron, S.D. (4.6m; S-A; KR94).
- **Shenandoah Valley Educational Television Corp.** for Harrisonburg, Va. (10m; Collins; WF69).
- **Muskegon Cable TV Co.** for Norton Shores, Mich. (4.5m; Andrew; WG48).
- **Telerama Inc.** for Beachwood, Ohio (6m; Harris; WG76).
- **Metter Cable Co.** for Metter, Ga. (5m; S-A; WJ36).
- **Viacom Cablevision of Dayton Inc.** for Dayton, Ohio (5m; S-A; WJ41).
- **Clearview Cable TV** for Swainsboro, Ga. (5m; S-A; WJ77).
- **General Electric Cablevision Corp.** for Grand Rapids, Mich. (5m; S-A; WK40).
- **Thoms Cablevision** for Asheville, N.C. (4.3m; AFC; WK73).
- **Community College of Baltimore** for Baltimore (4.5m; Rockwell; WM25).
- **James Madison University** for Harrisonburg, Va. (4.5m; Rockwell; WM56).
- **Duquesne University** for Pittsburgh (4.5m; Rockwell; WP62).
- **Community Telecommunications Inc.** for Golf Manor, Ohio (5m; S-A; WP94).

### Grants

- **Alascom Inc.** for Atasuk, Alaska (E2208).
- **Satellite Business Systems** for Atlanta, Ga. (E2909); Chicago (E2936); Tacoma, Wash. (E3065); New Orleans (E3083); BWI Airport, Md. (E3085); Minneapolis (E3127); Norcross, Ga. (E3132); Hartford, Conn. (E3133).

## Services

**DOWNTOWN COPY CENTER**  
FCC Commercial Contractor  
AM-FM-TV & NRBA lists—tariff  
updates—search services—mailing  
lists, C.B., Amateur, etc.  
1114 21st St., N.W.,  
Wash., D.C. 20037 202 452-1422

**dataworld inc**  
AM • FM • TV  
Translators/Low Power TV  
Allocation Studies/Directories  
1302 18th St., N.W., Suite 502  
Washington, D.C. 20036  
(202) 296-4790

System • Software  
for  
TRS 80—Mod II  
Logs—Billings—Accounts Receivables  
plus much more  
**RADIO COMPUTERIZED  
PROGRAM SYSTEM**  
PO. Box 1277, Tacoma, WA, 98401  
Phone: 206—927-1360

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.  
Cambridge, Mass 02138  
Phone (617) 876-2810

**AERONAUTICAL CONSULTANTS**  
Tower Location/Height Studies  
FAA Negotiations  
**JOHN CHEVALIER, JR.**  
**AVIATION SYSTEMS  
ASSOCIATES, INC.**  
1650 So Pacific Coast Hwy  
Redondo Beach, CA 90277  
(213) 316-5281

**SOUTHERN  
BROADCAST SERVICES**  
COMPLETE TURNKEY SYSTEMS  
STUDIOS, TRANSMITTERS,  
TOWERS, ANTENNAS  
Full Rigging & Erection Services  
Custom Electronics Design & Installation  
PO Box 740, Alabaster, Al. 35007  
(205) 663-3709

### On-Spec Engineering, Inc.

Specializing in Radio Broadcast facilities/production  
studio maintenance. Studios transmitters/DAs Na-  
tionwide service.  
6597 Sweet Fern  
Columbia, MD 21045  
(301) 992-0108  
Stuart R. Jagoda-Pres.



# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCCCE  
5390 Cherokee Avenue  
Alexandria, Virginia 22314  
(703) 642-4164

**EDWARD F. LORENTZ & ASSOCIATES**  
Edward F. Lorentz, P.E.  
Charles I. Gallagher, P.E.  
1334 G St., N.W., Suite 500  
Washington, D.C. 20005  
(202) 347-1319  
Member AFCCCE

**A.D. RING & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
Suite 500  
1140 Nineteenth St., N.W.  
Washington, D.C. 20036  
(202) 223-6700  
Member AFCCCE

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCCCE

**CARL T. JONES ASSOCS.**  
(Formerly Gautney & Jones)  
CONSULTING ENGINEERS  
7901 Yarnwood Court  
Springfield, VA 22153  
(703) 569-7704  
AFCCCE

**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCCCE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCCCE

**SILLIMAN AND SILLIMAN**  
8701 Georgia Ave. #805  
Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCCCE

**Moffet, Ritch & Larson, P.C.**  
(Formerly Silliman, Moffet & Kowalski P.C.)  
CONSULTING ENGINEERS  
1925 North Lynn Street  
Arlington, VA 22209  
(703) 841-0500  
Member AFCCCE

**STEEL, ANDRUS & ASSOCIATES**  
David L. Steel, Sr., P.E.  
P.O. Box 230, Queenstown, Md.  
(301) 827-8725 21658  
Alvin H. Andrus, P.E.  
351 Scott Dr., Silver Spring, Md.  
(301) 384-5374 20904  
Member AFCCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCCCE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114

**JULES COHEN & ASSOCIATES**  
Suite 400  
1730 M St., N.W.  
Washington, D.C. 20036  
(202) 659-3707  
Member AFCCCE

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
8500 Snowville Road  
Cleveland, Ohio 44141  
216/526-9040

**VIR JAMES**  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
4940 E. 39th Ave.—80207  
(303) 393-0466  
**DENVER, COLORADO**  
Member AFCCCE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**JOHN H. MULLANEY**  
Consulting Radio Engineers, Inc.  
9616 Pinkney Court  
Potomac, Maryland 20854  
301-299-3900  
Member AFCCCE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCCCE

**MIDWEST ENGINEERING ASSOCIATES**  
Consulting Engineers  
150 Wesley Rd.  
Creve Coeur, IL 61611  
(309) 698-3160  
Member AFCCCE

**MATTHEW J. VLISSIDES, P.E.**  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNAS, STRUCTURES  
Studies, Analysis, Design Modifications,  
Inspections, Supervision of Erection  
7601 BURFORD DRIVE McLEAN, VA 22102  
Tel (703) 358-9504  
Member AFCCCE

**C. P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS  
P. O. BOX 18312  
DALLAS, TEXAS 75218  
Computer Aided, Design & Allocation Studies  
Field Engineering,  
(214) 669-0294  
Member AFCCCE

**RADIO ENGINEERING CO**  
BOX 4399 RR-1,  
SANTA YNEZ, CA 93460  
CONSULTANTS  
ALLOCATIONS, INSTALLATIONS, FIELD  
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS  
NORWOOD J. PATTERSON  
PRESIDENT (805) 688-2333

**JOHN FX. BROWNE & ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
1901 Pennsylvania Ave., NW  
Washington, D.C. 20006  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel (313) 642-6226 (202) 293-2020  
Member AFCCCE

**WILLIAM B. CARR & ASSOCIATES, INC.**  
DALLAS/FORT WORTH  
WILLIAM B. CARR, P.E.  
1805 Hardgrove Lane,  
Burleson, Texas 76028. 817/295-1181  
MEMBER AFCCCE

Consulting Electrical Engineer to Education and Industry specializing in instructional and broadcast television, cable distribution, sound reinforcement, to meet short and long range needs of engineering and the objectives of management.  
**POHTS ENGINEERING**  
301 South Allen St.—Suite 301  
State College, PA 16801 814/234-9090  
Member AFCCCE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
BROADCAST AND COMMUNICATIONS  
Computer Assisted Directional Array and Feeder System Design, Analysis, and Bandwidth Optimization  
Applications - Field Engineering  
10517 CATAWBA WAY  
RANCHO CORDOVA, CALIFORNIA 95670  
(916) 366-7666

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301-983-0054  
Member AFCCCE

**SADACCA, STANLEY & ASSOCIATES**  
AM FM TV  
P.O. Drawer LT,  
Crestline, CA 92325  
(714) 338-5983

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R.D. #2  
Medford, N.J. 08055  
(609) 983-7070

**BROMO COMMUNICATIONS**  
Consulting Radio-TV Engineers  
P.O. Box M, St Simons Isl.,  
GA 31522 (912) 638-5608  
Computer designed applications—Field Engineering  
—Frequency Measuring Service—

**MEYER GOTTESMAN**  
BROADCAST ENGINEER  
FM AND T.V. APPLICATIONS  
1603 Oak Street  
NAPA, CALIFORNIA 94559  
TELEPHONE (707) 253-2220 Anytime!

**LAWRENCE L. MORTON, E.E.**  
AND ASSOCIATES  
CONSULTING TELECOMMUNICATIONS ENGINEERS  
LOW-POWER TV, AM, FM, TV APPLICATIONS,  
FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES.  
1747 SOUTH DOUGLASS ROAD, SUITE D  
ANAHEIM, CALIFORNIA 92806  
(714) 634-1662

**RALPH E. EVANS ASSOCS.**  
Consulting Telecommunications Engineers  
AM-FM-TV-CATV-ITFS  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone: (414) 242-6000  
Member AFCCCE

contact  
**BROADCASTING MAGAZINE**  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: (202) 638-1022

**LECHMAN, COLLIGAN & ASSOCIATES**  
Telecommunications Consultants  
Empire Building  
2033 M Street, N.W., Suite 205  
Washington, D.C., 20036  
(202) 775-0057

# Summary of broadcasting

## FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

\*Special temporary authorization

\*\*Includes off-air licenses

- Medallion Broadcasters Inc. for Sioux City, Iowa (E3226).
- Horizon Communications Corp. for Topeka, Kan. (KF41).
- Alascom Inc. for temporary fixed transportable, Alaska (KF74).
- TCI Cablevision Inc. for Moberly, Mo. (KG59).
- Brazoria Cablevision Inc. for Clute, Tex. (KG88).
- Horizon Communications Corp. for McCook, Neb. (KG68).
- Lehigh Valley Educational Television Corp. for Bethlehem, Pa. (WD77).
- Western New York ETV Association Inc. for Buffalo, N.Y. (WE32).
- New Castle Cable Communications Inc. for New Castle, Ind. (WG64).
- Teleprompter Corp. for New Smyrna Beach, Fla. (WH46).
- State University of New York for Buffalo, N.Y. (WP49).
- Alascom Inc. for Point Hope, Alaska (E2270).
- Cable Communications Equities Inc. for Ortonville, Minn. (E3095).
- Cedar Vision Inc. for Hartington, Neb. (E3180).
- Glenville Cablesystems Corp. for Glenville, N.Y. (E3169).
- Edward Debartolo Corp. for Boardman township, Ohio (E3175).
- Mid State Community TV Inc. for Burwell, Neb. (E3203).
- Rube Cablevision for Edwards, Miss. (E3222).
- Illinois Community Cablevision Inc. for Peotone, Ill. (E3225).
- Warner Amex Cable Communications Inc. for Marks, Miss. (E3247).
- University of West Florida for Pensacola, Fla. (E3248).
- Lloyd's TV and Cable Co. for McGregor, Iowa (E3252).
- American Cablevision of Carolina Inc. for Dunn, N.C. (E3255).
- American Television and Communications Corp.

- for Monroe, La. (E3256).
- Tele-Vue Systems Inc. for San Ramon, Calif. (E3260).
- Liberty Communications Inc. for Harrisburg, Ore. (E3261).
- Blue River Cablevision Inc. for Edinburgh, Ind. (E3266).
- Kip-Lee CATV Inc. for Laporte, Tex. (E3270).
- Sandoval County Cable Television Co. for Rio Rancho, N.M. (E3271).
- Monmouth Cablevision Associates for Freehold, N.J. (E3272).
- Hi-Net Communications Inc. for Benton, Ark. (E3288).
- Hi-Net Communications Inc. for Norfolk, Va. (E3309).
- Hi-Net Communications Inc. for Schenectady, N.Y. (E3311).
- Continental Cablevision of Ohio Inc. for Mad River Township, Ohio (E3313).
- Colorado Cablevision Inc. for Crested Butte, Colo. (KG64).
- American Television and Communications Corp. for Englewood, Colo. (KG75).
- Community Tele-Communications Inc. for Lander, Wyo. (KH55).
- Lockhart Cable TV Service for Lockhart, Tex. (KH63).
- Community Telecommunications Inc. for Sidney, Neb. (KH65).
- Vumore Co. of Lufkin Inc. for Lufkin, Tex. (KH95).
- Southern Oregon Cable TV for Klamath Falls, Ore. (KJ20).
- Lamesa Cable TV Co. for Lamesa, Tex. (KJ58).
- Cablecom-General of Altus Inc. for Altus, Okla. (KJ68).
- Ashdown Cablevision Inc. for Ashdown, Ark. (KL71).
- Valley Antenna Systems Inc. for Piqua, Ohio (WH22).
- Martin County Cable Co. for Stuart, Fla. (WJ23).

- Jones Intercable Cable TV Fund IX for North Wilkesboro, N.C. (WJ58).
- Howard Cable Television Associates Inc. for Ellicott City, Md. (WK31).
- Central Virginia ETV Corp. for Annandale, Va. (WK96).

## Call Letters

### Applications

Call	Sought by
	<b>New AM's</b>
WAJN	Cheatham Broadcasting Corp., Ashland City, Tenn.
WAMM	Dean-O'Connell Inc., Woodstock, Va.
	<b>New FM's</b>
KQST	American Aircasting Corp., Sedona, Ariz.
KSYZ-FM	Manchik Broadcasting Inc., Grand Island, Neb.
KCTM	Hispanic Media Enterprises Inc., Rio Grande City, Tex.
	<b>Existing AM's</b>
KAUL	KDXE North Little Rock, Ark.
KKIC	KBRJ Boise, Idaho
WMLI	WGUY Bangor, Me.
WMLX	WUBE Cincinnati
WWGT	WTCL Warren, Ohio
WLFF	WCAY Cayce, S.C.
WKGK	WIAJ Saltville, Va.
	<b>Existing FM's</b>
WKEA-FM	WCNA-FM Scottsboro, Ala.
KOKQ	KWLF Oakdale, Calif.
WOFF	WEBI Camilla, Ga.
WCJC	WORX-FM Madison, Ind.
WTHO	WWJY South Bend, Ind.
WKTQ	WBRK-FM Pittsfield, Mass.
KKER	KDWZ Crookston, Minn.
WKZB	WDRU Drew, Miss.
WNNW	WKPS New Wilmington, Pa.
KLLS	KZZY San Antonio, Tex.

### Grants

Call	Assigned to
	<b>New AM</b>
WSOL	Santee-Cooper Broadcasting Co., Elloree-Santee, S.C.
	<b>New FM</b>
WAXL	Beverly J. and Bert P. Peterson, Lancaster, Wis.
	<b>New TV's</b>
KFCB	First Century Broadcasting, Concord, Calif.
KLXV-TV	Donald B. Thomson, San Jose, Calif.
KEKR-TV	Choice Channel of Kansas City Inc., Kansas City, Mo.
	<b>Existing AM's</b>
WZIP	WELE South Daytona, Fla.
WLOH	WHOK Lancaster, Ohio
WPXZ	WPME Punxsutawney, Pa.
	<b>Existing FM's</b>
KSBT	KBCR-FM Steamboat Springs, Colo.
WNZE	WTCA-FM Plymouth, Ind.
WHOK	WHOK-FM Lancaster, Ohio
WPXZ-FM	WPME-FM Punxsutawney, Pa.

**FCC figure fixes.** Two markets—Toledo, Ohio, and Burlington, Vt.-Plattsburgh, N.Y.—were not included by the FCC in its listing of 1980 television market revenues and profits (BROADCASTING, Aug. 10) because one of the three stations in each market did not report. The commission now has those figures and has released them along with changes in the numbers for two other markets, Denver and Harrisburg-Lancaster-York-Lebanon, Pa. The figures for the four markets follow:

Market (number of stations reporting in parentheses)	Time Sales						Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1980 (000)	Total broadcast profit 1980 (000)
	Network		Spot		Local		1980 (000)	1979 (000)			
	1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)					
Burlington, Vt.-Plattsburgh, N.Y. (3)	1,648	1,449	5,323	4,552	3,344	3,040	9,554	8,336	14.6	7,069	2,485
Denver (4)	2,307	2,192	45,073	38,467	41,599	36,119	74,939	64,491	16.2	39,807	35,132
Harrisburg-Lancaster-York-Lebanon, Pa. (6)	2,579	2,568	11,889	10,308	8,041	7,319	19,392	17,046	13.8	17,774	1,619
Toledo (3)	3,376	3,159	8,965	7,888	10,705	10,488	19,787	18,620	6.3	13,656	6,151



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Station manager** for group owned Class B FM in beautiful vacation area of California. Must have extensive sales background. Reply to Radio Management Associates, 1050 Hancock St., Quincy, MA 02169.

**Excellent Sales Manager** with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest biller at their station okay! Compensation package proves we want a winner. Letter and resume Box H-123.

**Selling Sales Manager** for exciting East Texas AM/FM moving into new studios. You will build sales staff and billing. Base plus generous commission and override. Send resume and references to Jim Wallace, KGRI Radio, Box 1400, Henderson, Texas 75652.

**Major West Coast AM** with Contemporary Christian Format needs a Sales Manager with outstanding track record for opportunity to match. Near skiing, camping, fishing and San Francisco. Call Tom Wallace 916-485-7710.

**Exceptional opportunity** for right person to grow and take charge of a station with untapped potential. Further opportunity to advance with small group. Must carry a list. Must know how to recruit, train, and motivate people. Must know how to educate the business community on the right way to use radio. Midwest location. In addition to your proven record of performance, tell us in one paragraph why you are that right person. Box I-29.

**News and Public Affairs Director** for 100,000 watt NPR affiliate. Duties: Programs and supervises all news program preparation. Supervises News and Public Affairs Producer. Trains and supervises preparation and broadcast of two daily news magazines. Provides program concepts and production for local, regional, and national broadcast. Participates in Asserainment and quarterly station review processes. Qualifications: BA/BS in Communications or related field; Four years broadcast experience with preference of at least 2 years in Public Radio Broadcasting; Knowledge of FCC regulations; Extensive creative production knowledge needed with regional and national production credits helpful. Salary: \$16,000. Deadline: Sept. 21, 1981. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee; WUFT-FM; 2108 Weimer Hall; Gainesville, Florida, 32611. (Non-returnable production tape encouraged). The University of Florida is an Equal Employment Opportunity/Affirmative Action Employer which encourages applications from minority groups and women.

**Sales Manager** for AM/FM combination in small but lucrative market to work own list and supervise sales staff of 6+ with override incentive. Good benefits and potential. E.O.E. Call Susan Prillman at 919-276-2911.

**General Sales Manager.** AM News Radio station seeks an experienced General Sales Manager. News Radio experience helpful. Proven track record in radio sales and budget management a must. Innovative approach toward marketing crucial. Excellent company benefits. Send resume to Personnel, WTOP Radio, 4646 40th St., N.W., Washington, D.C. 20016. EOE M/F No Phone Calls.

**Communications financial** expert seeks associates nation-wide who have extensive contacts with managers and owners of radio, television, or cable properties, and would be interested in utilizing that expertise as a broker/consultant. This is a ground-floor opportunity which, for the right person, can result in a six-figure income. Call Paul Audet at 301-742-6647.

**Manager for small** market station in Minnesota. Attractive incentive plan. Some ownership, possible. Reply Box H-210.

**KNOR, Norman, Ok.** needs creative, enthusiastic manager who can run strong local news, sports, and special events station. Beautiful University town. Must handle own list, but important to hire, train, and inspire sales staff. Good pay for medium market with bonuses including part ownership as incentives. Call Monte Moore, 209-784-1450, send resume to P.O. Box 1450, RR 1, Porterville, CA. 93257.

### HELP WANTED SALES

**Billing 10K?** On your way to 20K and management? You've got the desire we need -- We've got the opportunity you need. Southeast. Sell me by mail. E.O.E. Box I-17.

**Sales For** Top-rated gospel station in Jax., Fla. Call Laura at 305-731-4800.

**Rare Opportunity** for right salesperson to move into established top billing list with large market AM/FM. Earnings over the \$40,000 level possible for first year. Excellent benefits, outstanding facility, good ratings. Candidates should have 3 to 5 years radio experience with some major agency sales background. Send resume or call Bob Westlake, GSM, WWEE/WLVS, P.O. Box 17527, Memphis, TN. 38117 901-365-2032.

**Radio Salesperson** for A.O.R. suburban station in affluent Westchester County. Experience and documented track record required. New facilities, bright future, we will provide for a quality candidate. WRNW, Box F, Briarcliff Manor, NY, 10510. An E.E.O. Employer.

**General Sales Manager: WNOR-AM-FM,** Norfolk, top album rock station needs dynamic, organized and disciplined professional to motivate agency and retail sales staff. Successful applicant should be tenacious and have the ability to move rates upward. We are high profile and well respected and these are qualities you should also possess. No background calls till we clear it with you. Please reply to: Lorraine Golden, Director Of Sales, Marvin Josephson Associates, Broadcasting Division, 15001 Michigan Ave., Dearborn, MI. 48126. Group Owned and E.O.E.

### HELP WANTED ANNOUNCERS

**Wanted:** Experienced announcer/assistant engineer-salary open. Let's talk 916-233-2713.

**Experienced Morning** personality needed to join CHR team at top FM in Midwest. Box H-149.

**Versatile announcer** for community involved local radio station. We want a person looking for a stable, long term position. Announce, production, news, sports, the more variety you can do the better! Contact Jeff Hancock, WCBK AM-FM, 317-342-3394. Box 1577, Martinsville, Indiana 46151. EOE.

**Afternoon drive** jock for N.W. Ohio Country leader. Must know country and be "up" in delivery. Tape/ resume to Jerry Wells, PD. 419-422-4545. EOE M/F

**Vermont's largest radio** station is looking for a full-time announcer. Good pay and benefits in Vermont's largest city. If you can communicate with adults, send tape and resume to: Gary Wheelock, WVMT, P.O. Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

**D.J./News combo** person wanted by country music stations WAFL AM/FM, Box 324, Milford, Delaware 19963. Send tape and resume.

**Excellent position** open with advancement opportunities. Fast growing exciting West Texas City ... ideal living conditions. Top rated station ... good equipment. EOE. Rush resume to Box I-31.

**Our Morning Personality** has moved up. We are a solid, stable operation with many graduates to bigger markets. Send tape and resume to WIXO-Am and FM PC. Box 72, Norway, Me. 04268. Enjoy a 5 figure salary in the middle of vacationland.

**Beautiful Music-type** announcer wanted for WAVZ. New Haven, with the music of your life. Morning drive slot with production. Contact Curtis Hansen, Operations Manager, 59 Quinnipiac Ave., North Haven, CT. 06473. Kops Monahan Communications is an Equal Opportunity Employer.

**Adult Sound** afternoon personality and evening talk show host wanted for Midwest University Community. Top pay and benefits. Resume and tape to Barbara Mullen, KCJJ, Box 2118, Iowa City, Iowa 52244

**Announcer with** play-by-play sports ability wanted for northern Minnesota adult contemporary station. Contact Lew Latto, WEVE AM/FM, Eveleth, MN 55734 218-717-7271. Tapes & resumes to 419 W. Michigan St., Duluth, MN 55802.

**NO. 1 Country** in Virginia Beach, Va. looking for personality jock with good production. Experienced pros preferred. Send air check and resume to Russ Cassidy, WCMS Radio, 900 Commonwealth Place, Virginia Beach, Va. 23464. An affirmative action E.O.E.

**Stable individual** for air shift in highly specialized medium size AM/FM East coast North Carolina. 919-758-5990.

**Part Time** -- metropolitan northeast radio station interested in third class radio operators and news writers. Great Entry level position. Learning all aspects of broadcasting. P.O. Box I-5.

### HELP WANTED TECHNICAL

**Need chief engineer** to organize, construct and operate a 100 kW shortwave transmitting plant on Saipan. A challenging project in Florida-like climate. Send resume to Hammett & Edison, Inc., P.O. Box 68, International Airport, San Francisco, California 94128.

**KRGV-AM** in the lower Rio Grande Valley of Texas, has an opening for a dedicated Chief Engineer. KRGV is a full time, 4kW, directional night facility. We offer an excellent salary and benefit package, state of the art equipment and a beautiful new studio building. If you are a dedicated professional who knows good sound, can handle a very stable 3 tower night time directional, and like to work with young aggressive pros then we would like to talk to you. For more information contact Bill Yordy, Director of Engineering, Manship Stations, c/o WBRZ-TV, P.O. Box 2906, Baton Rouge, Louisiana 70802, or phone 504-387-2222.

**Engineer Wanted**-major market-East Coast-Write Box H-150.

**Colorado.** Need engineer RCC experience helpful. Some air work. Immediate opening, mail resume with salary history to Broadcast Consultants Corporation, Box 590, Leesburg-VA 22075.

**Chief engineer** for Tennessee Top 100 Class C and 5000 watt AM. New facilities. Thorough experience required with transmitter, studio, STL and automation. Requires a pro. Reply Box I-8.

**Chief Engineer** for Springfield, Ill. Midwest family group station. Experience with AM directional & thorough knowledge of FCC rules. FM & automation experience helpful but not necessary. Contact: Chirs J. Cain, Midwest Family Stations, Box 2058, Madison, WI. 53701. EOE.

**Experienced chief** in directional antenna systems and automation for small market AM/FM combination. E.O.E. Call Susan Prillman at 919-276-2911.

**Wanted** -- Hands on corporate Engineer for growing Group, Kansas, Oklahoma. Salary based on experience. Call 316-267-0293.

**Chief Engineer** for AM/FM in MI. Experienced in installing, replacing and maintaining studio, transmitter and phasing equipment. Contact Robert Dorogi, WKHM/WJXO, 1700 Glenshire Dr., Jackson, MI 49201. 517-784-7181.



## HELP WANTED TECHNICAL CONTINUED

**On-Spec Engineering, Inc.** an electronics service organization, located in the suburban Washington, D.C. area has needs for the following... Broadcast Engineer who is experienced with AM/FM transmitter's to do preventative maintenance and on call service for various facilities. Send resume and salary history, references to Stuart Jagoda, President On-Spec Engineering Inc. 6597 Sweet Fern Columbia Maryland 21045. EOE/M/F

## HELP WANTED NEWS

**WBQQ AM/FM.** Opportunity to join the leading radio news team in Georgia's second largest SMSA. Immediate opening for general assignment reporter. Excellent working conditions and company benefits. Rush resume, tape, writing samples, and salary requirements to News Director, WBQQ, Box 2066, Augusta, GA 30913. EOE/M/F

**Morning Anchor** Mature adult delivery with personality. Heavy on experience and teamwork. Great salary and benefits to right person. Beautiful South Carolina Coastal living. Tape and resume to News Director, WTMA Radio, PO Box 31089, Charleston, SC 29407.

**News Director** ... South Florida AM/FM combo is talking with News Directors with experience and good references. Must have strong management skills, conversational writing and delivery style and ability to motivate with ideas, and by example. Send complete resume and salary requirements to Box I-18. EOE.

**Experienced news person** wanted to gather, write and deliver news on station with heavy news commitment. Good opportunity in a nice community. E.O.E., Send tape and resume to Greg Lance, WRTA, PO. Box 272, Altoona, Pa. 16603.

**Immediate Opening.** Reporter/Anchor with minimum two years experience. Good salary and benefits. Send tape, resume, writing samples and three professional references to Lee Kelso, Managing Editor, WQHK/WMEF, P.O. Box 6000, Fort Wayne, IN 46896. No calls Please.

**News Anchor** with farm experience. We're expanding our morning news to include farm information. Considering experienced personnel only. Cassette and resume to: Reese Rickards, WJJD, 180 North Michigan Avenue, Chicago 60601. EOE.

**Radio Producer** — see ad under Help Wanted-Programming for KWGS, Tulsa.

**State Network** needs competent reporters. Some anchoring. Must be dedicated and enthusiastic professional interested in being part of rapidly expanding firm. Send tape and resume to: Al Sicard, News Director, Mained Information Radio Network, WMER, 583 Warren Ave., Portland, ME. 04103.

**News Anchor/News Director** in Virginia Beach, VA. Top rated combo. UPI's Best news operation in Virginia last two years. Conversational one to one style. Resume and tapes to Russ Cassidy, WCMS Radio, 900 Commonwealth Place, Virginia Beach, VA. 23464 — An affirmative Action E.O.E.

**News Director:** Limited board work. Send tape/resume to KTNM/KQAY, Tucumcari, New Mexico. 88401.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**PD-TOP Mor.,** requires strong experience in programming, music, management. Send resume, tape with air check and production to KOTA, Rapid City, SD 57709.

**Information Specialist** \$20,000 (Negotiable) National radio network seeks broadcast publicist with excellent writing skills to do national promotions of network programs; develop & distribute related promotional materials to member stations; and handle national press activities and serve as resource person for assigned series. Must have 4 yrs. college or equivalent experience with at least 5 yrs. job related experience. National publicity exp. preferred. Send resumes and writing samples by 9/10/81 to: Personnel National Public Radio, 2025 M St., NW, Washington, DC 20036. AA/EOE.

**Operations/Production Director**—Needed for award winning public radio station in Texas. College degree and professional dedication required. Salary competitive, excellent benefits and working conditions in a beautiful location. Send non-returnable tape, letter, resume and references to Bill Oellermann, General Manger, KETR, East Texas State University, Commerce, Texas 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

**We offer stable,** challenging, rewarding employment in a highly professional environment to outstanding performers. We're the Radio Group of Capitol Broadcasting Company operating WRAL, North Carolina News Network, Tobacco Radio Network and TN Spot Sales in Raleigh; WHTN-WKEE in Huntington; AM63-KISS in San Antonio and soon WRNL-WRXL in Richmond (FCC approval pending). Our formats include Top 40, AC, Country, Oldies and Album Rock. Our rapid growth provides opportunities in Sales, Talent-Production, and News-Public Affairs, to you if you're committed to professionalism and goal achievement. Tell me about your needs, interests and qualifications and I'll tell you more about us in a confidential reply. Wally Voigt, Group Vice President, Capitol Broadcasting Company, Box 17,000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

**Assistant Coordinator** for On-Air Promotion \$16,000 National radio network seeks highly creative individual with excellent writing, organizational, and tape editing skills. Individual will assist with production of audio & video promotional spots. Requires 4 yrs. college or equivalent related experience with at least 1 yr. work exp. in radio or TV production. Previous public broadcasting experience preferred. Send resumes and writing samples by 9/10/81 to: Personnel, National Public Radio, 2025 M St., NW Washington, DC 20036.

**Radio Production Assistant** East Coast commercial production studio seeks production specialists to record-edit and log radio programs. Position will involve technical production from assembly to distribution. Send resume, salary requirements, and references to Box H-163.

**Radio Producer** for growing public radio station. Responsible for producing news, public affairs, and fine arts segments. Remote recording skills desirable. Solid experience essential. Competitive salary with good benefits. Deadline: September 25. Send resume to: David Anderson, KWGS, 600 S. Collee, Tulsa, Oklahoma, 74104. Equal Opportunity Employer.

**Mature and knowledgeable** programmer with ability to handle air shift and manage inside staff for small market AM/FM combination in N.C. E.O.E. Call Susan Prillman at 919-276-2911.

**Program Director/Operations Manager,** KODY-AM, North Platte, Nebraska. Guide On-Air Activity and carry air shift. Resume and cassette tape to: Tom Bair, General Manager, KODY-AM, P. O. Box 1085, North Platte, NE. 69101. E.O.E.

**Adult contemporary** programmer with track record for Tennessee Top 100 Class C and AM. Top signal in market. Only the best need apply. Salary 18,000 to 30,000. Resumes to Box I-9.

## SITUATIONS WANTED MANAGEMENT

**Turnaround Situation** 25, three years of sales/s.m. both major/medium market experience. Seeks similar size market, East, AS G.M. Box H-204.

**General Manager:** Interested only in long term association with a quality organization. Can offer 18 years experience managing AM/FM all markets. Dedicated professional with success biased on strong leadership, sales results. Knowledgeable skills in ENG, programming, maintaining goals. Profit oriented. Best credentials. Box H-213.

**Experienced GM** seeks position, expertise turnaround situation, sales, programming, excellent references, prefer urban contemporary or Black oriented formats, bottom line oriented. If your ratings and sales are low, make your move before fall book begins. Box G-122.

**Successful SM, GM** and I've been group mgr. Let's discuss your situation. Will consider all 919-822-2530.

**Here's A GM** that loves to sell, hold expenses, increase profits. Have done 8 applications and renewals, put 2 stations on air. Can lead, motivate and make us both money. Family man, prefers Northern climate. Box H-94.

**General Manager** available for a challenging position in medium to large market in the East. Fourteen years in radio with special emphasis in marketing, promotion, and sales. Presently in Southeastern New York. Reply in confidence. Box I-26.

**Master of All Management,** sales, programing. Large, small markets. Box I-23.

**Program/Operations Manager:** who works closely with P & L, looking for move up. Documented performance in billing/ratings. Box I-12.

**Gen/Sales MGR:** Proven turnaround record with existing budgets—want new, small or medium market. Box I-10.

## SITUATIONS WANTED SALES

**Experienced Sales Pro** seeks position with progressive station. Also have thorough knowledge of jazz tktk, and wish to do part time air shift to complement sale. Would prefer southeast. Peter Deitchman, P.O. Box 4538, Winter Park, FL 32792. 305-677-4952.

**South Florida** street fighter seeks quality broadcaster where effort and ethics equal dollars. Nancy 305-456-4122. 611 Wisteria, Ft. Pierce, Florida 33450.

## SITUATIONS WANTED ANNOUNCERS

**1958 Classic** loaded with extras. Talented DJ and newscaster, distinctive style, tape and resume ready for immediate delivery—must Hear to Appreciate! Call Dennis Jones, 215-922-2530.

**Experienced female** announcer seeks position along the coast. First class ticket good production. Prefer nights. Call Jennifer mornings. 314-449-8728.

**Midnight to dawn.** First Phone, experienced, reliable country personality with the ability to keep you number one overnight. 714-922-3633 after 12 noon PD.T.

**Experienced,** dependable announcer, license, mature voice, salary open, prefer midwest, Bill 612-447-2835, after 1 PM.

**Beginning radio** disc jockey wishes to break into contemporary Christian, field. Big on desire to serve God. Hard worker, self-starter. Resumes tapes available. Call 207-798-6487, after 3 p.m. (EST).

**Over 20 years** in radio with wealth of experience in DJ, production, writing, news, PD, MD, etc. Longer than average tenure; good worker. Desire small to medium market. T & R 312-922-1790.

**Experienced Radio Personality** - Minority Broadcaster with varies background. Presently working in No. 1 market. Looking for a smaller pond with professionalism and stability. Can you make me that offer? Call before 2 PM 212-864-2996. All replies will be considered.

**A New Yorker** with personality, style and warmth. Experienced in freelance voice-overs, sports announcing, nose the news, ears the music. Jordan 212-371-2356.

**Professional sound,** attitude. Opportunity more important than remuneration. Degree. Keith Lindquist, 870 Harmony Lane, East Troy, WI. 53120. 414-363-4560.

**You need a hard-working,** dependable announcer for AOR, A/C, or Top 40 with good writing and production skills and fine news voice, so call Ray at 312-646-0815 for tape and resume.

**Announcer.** Good voice and delivery, interested in sales, sports, and community involvement. Cooperative, willing to relocate. Dennis Semrau, 2529 W. Scott St. Milwaukee, WI 53204. 414-671-5540 after 12.

**Good attitude,** voice and reader, trained by a professional announcer, anywhere, call before 10 AM. Jim Laux, 3815 S. Lenox St., Milwaukee, WI. 53207. 414-483-2982.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Experienced Female** needs a job. Call Randi at 212-379-7746 anytime and let's talk!

**Want Airshift and/or production.** 7 years experience. Creative and versatile. Now working Buffalo market. Family man. Call or write: Mike Ward, 40 Riverdale Buffalo, N.Y. 14207. 716-876-5509.

## SITUATIONS WANTED TECHNICAL

**Experienced location** recordist, conservatory graduate, with 1st class license (plus Amateur extra) and a strong belief in public radio, would like useful part-time or temporary work in NYC. David Satz, 212-662-1787 or 865-9593.

**Available Short-Term** Employment. 20 year pro. New installations, rebuilds, troubleshooting, proofs, maintenance programs. Shoupe 717-249-6584.

**Experienced AM-FM** All Aspects including directionals, applications, construction, proofs, rules. News also. First, SBE certified. Upper midwest. Box H-189.

## SITUATIONS WANTED NEWS

**News Director/Reporter**—already in Top 30 market with radio, TV, and newspaper experience. Contact Box H-91.

**American, London-based** free-lance radio reporter seeks assignments in UK, Europe, Middle East, and Africa. Please respond to Douglas Joyner, 9 Grape Street, London, WC2, England.

**Serious-minded** newscaster eager to demonstrate communicative skills. Please contact Roger Dean at 312-477-5427 after 5 p.m. Any day of the week.

**Reporter/anchor** with six years' experience seeks to relocate. Currently in state capital. Prefer midwest, but will consider any region. No small towns. Station must have solid news commitment. Available on two weeks' notice. Box I-6.

**Radio News Professional.** Distinctive, compelling air delivery. Skilled reporter/writer/producer. Major market experience. Interested challenging work requiring strong news skills. Box H-108.

**Radio sportscaster**—eleven years experience covering high school, Jr. and major college programs—great enthusiasm—college play-by-play preferred. Call Rob Williams, 515-233-3117.

**Political/Government** reporter, with 15 years broadcast experience, will help your station or group set up a Washington bureau and be your correspondent to localize national news. Reply Box I-13.

**This Ten Year** sports pro has done NBA Basketball, NASL Soccer, Minor league baseball, and countless football games. This ten year sports pro is an excellent talk show host with contacts around the nation. This ten year sports pro is available now. Call Greg Haber 314-878-0501.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programmer** major market know how wants smaller pond to swim in. 35K. 919-822-5218.

**Chicago Preferred**—20 years PD., D.J., TV, sports BBP, sales, management. First Phone. Box I-23.

**Cliff Arquette(II):** Superior writing, production, bright, easy news or personality seeks happy, creative radio or TV position anywhere 808-966-7234.

## TELEVISION

### HELP WANTED MANAGEMENT

**Program Accountant** to specialize in area of program production. Prefer candidate with Accounting degree and 2-5 years experience in motion picture or TV program production industry. Call Charles Shultz, SuperStation WTBS-TV, 404-892-1717. EOE.

**Promotion Manager**—Experienced marketing professional with expertise in research, media planning, advertising and public relations. Qualified applicants should send resumes to: W.H. Mebane, Jr., Program Director, WTNH-TV, 135 College Street, New Haven, Connecticut 06508. An Equal Opportunity Employer.

**Program Manager**—Top 50 market, network affiliate seeking applicants for position as head of program and public affairs areas of station operation. Program production and movie scheduling experience preferred. Excellent salary and benefits. Send resume to Box I-7. An Equal Opportunity/Affirmative Action Employer.

**Television Account Executive**—Team-oriented person with a proven record of excellence in Television Sales (transferable skills considered). Successful applicant should be persuasive verbally and in writing, have a working knowledge of advertising, marketing, and have the ability to work with pure and applied research. This is not a beginning position. Reply in writing to: Local Sales Manager, P.O. Box 2009, Durham, nc 27702. EOE.

## HELP WANTED SALES

**Unique opportunity** for AE ready to move up, or Local or National Manager who is stifled. Sunbelt UHF Indy is on the move! Need management help in both local and national sales to take advantage of swiftly growing market revenue. Ground floor opportunity with unlimited potential. EEO employer. Box H-195.

**KTBC-TV, the CBS affiliate** in Austin, Tex. is looking for an experienced television sales person. An ability to generate new business dollars and to effectively service a major client/agency list are two of our requirements. Contact Gus Stewart, local sales manager KTBC-TV, P.O. Box 2223, Austin, Tx. 78768. KTBC TV is a Times Mirror station and an equal opportunity employer.

**Established and reputable** account executive needed to handle active account list with our professional, growing organization. You'll have the best of both worlds by living in New England, and dealing with a creme of the crop account list consisting of banks, corporations, local agencies and regional co-op manufacturers dollars. You must be experienced. You must be creative, innovative and aggressive. Contact Brad Worthen, Sales Manager, WNE TV Box 906, White River Jct., VT 05001, 802-295-3100.

**Retail Marketing Specialist:** Southeastern VHF station seeking individual with television sales experience and retail knowledge. Must be creative, very organized, self-motivated. Will coordinate vendor support programs, sales development ideas and methods, and make group presentations to retail executives and manufacturers. Send resume to Box I-34. EOE.

**Account Executive.** NBC Network affiliate, major market, seeks an aggressive over-achiever with successful broadcast sales background to take over an existing list of agencies and retailers, with emphasis on retail development. Contact: Al Bova, Local Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. WVIT is an Equal Opportunity Employer.

**Major Cable TV** Network seeks experienced salesperson with heavy agency connections. Good salary, pros only. Reply to: Box I-36.

## HELP WANTED TECHNICAL

**TV & Video Engineers Needed.** Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

**Assistant Chief Engineer**—Experienced engineer with maintenance background needed for expanding group television station. Contact Paul Bock, CE, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Phone 304-525-7661. An Equal Opportunity Employer.

**Texas-Oklahoma market** seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-27. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. EOE.

**TV Maintenance & Operations Engineers.** Experience required, state-of-the-art equipment. FCC license preferred. Excellent salary & benefit package. Send resume to: Box H-198. Equal Opportunity Employer.

**Chief Engineer.** Responsible for installation and maintenance of non-commercial FM broadcast and closed circuit color television facilities. Must have FCC 1st or 2nd class license and training and experience with audio and video equipment. Must be able to work with students and Broadcast Faculty. Competitive salary and benefits. Apply by September 21, 1981, to Dr. Earl Lammel, Chairman, Speech and Theatre Department, Westminster College, New Wilmington, Pennsylvania 16142 or call 412-946-8761. Position opens October 1, 1981.

**Chief Engineer** for growing UHF independent in South Louisiana. Submit resume and salary history to: Director of Engineering, KADN-TV, 1500 Eraste Landry Road, Lafayette, La. 70506. An equal opportunity employer. Phone: AC 319 237-1500.

**Tapework, N.Y.C.** post-production facility is looking for a maintenance engineer who has a working knowledge of video electronics and experience in the repair and maintenance of Sony 3/4" VTR's and One Inch Type "C" VTR's. Responsibilities will include assisting in the construction and set up of new facilities which will include: 2 computer editing suites, broadcast quality insert stage, and maintenance after construction. Salary will be commensurate with experience. Send resumes to: TAPEPOWER, 18 East 50th Street, New York, N.Y. 10022.

**Project Engineer** to work with design, development and supervision of network facilities construction. Conducts on-site inspections of contractor's work on buildings, towers equipment. Installs, tests, and adjusts new equipment prior to regular operation and licensing. Requirements: Associate degree in Electronics and five (5) years related work experience with two (2) years as a supervisor and one (1) year in electrical, tower, or building construction. (OR) Above the High School diploma education may be substituted for experience and experience may be substituted for education. First Class FCC License. Special Requirements: Must work varying shifts and for extended periods during emergencies or special needs. Contact Mississippi Authority for Educational Television, Personnel, P.O. Drawer 1101, Jackson, Ms. 39205. 601-982-6227. Applications Accepted Through September 25, 1981. An Equal Opportunity/Affirmative Action Employer. M-F.

**Videographer/Editor/Producer** wanted for nine time Emmy Award winning prime-time series "Front Page Saturday Night". This on-location magazine show is one of a kind and features real people from all over Ohio! Position calls for someone who loves to work and attacks each project with enthusiasm. At least two year's experience shooting and editing feature oriented material a must! We have our own staff and production unit including Ikegami HL-79 cameras and Sony BVE-1000 time code editor. Excellent opportunity for individual who also wants to grow as a segment producer. Send resume' and tape immediately to: David R. Sams, Executive Producer, WBNS-TV, 770 Twin Rivers Drive, Columbus, Ohio, 43216. Phone 614-460-3726. WBNS-TV is an Equal Opportunity Employer. M-F.

**Television Technician** Immediate opening. Minimum two years experience in TV broadcasting and hold a Second Class FCC License. Operating experience with audio, quad and 1 inch video tape operation, camera setup and ENG operations necessary. Interested persons should contact Ted Newcomb, Chief Engineer, KOCO-TV, 1300 East Britton Road, Okla. City, OK 73113 405-478-3000. An Affirmative Action Employer.

**KAET-TV/Phoenix** seeks qualified Broadcast Engineer to perform maintenance and operation of television studio and transmission equipment. Should have a good background in digital and microprocessor technology. Excellent opportunity to further education in state-of-the-art technology through university courses and many other benefits. First Class license desired. Requires technical training plus 3 years experience. Deadline September 18, 1981. Salary \$21,079. Send resume to Personnel Department, Arizona State University, Tempe, AZ 85287. Please indicate Job Title and where ad was seen. Equal Opportunity Employer.



## HELP WANTED TECHNICAL CONTINUED

**TV Maintenance** Engineer Studio and/or UHF transmitter experience required, also FCC license. Equipment includes TCR-100, BVH-100/TH-200, TK-29B, TK-76, TK-781, VR-1200, TVRO, Townsend transmitter. Contact Bob Venditti, KRBK-TV/31, 500 Media Place, Sacramento, CA 95815 916-929-0300.

**Master Control Engineer**—Immediate opening for experienced operations engineer. Requires first or second class FCC License and previous television experience. Contact: Tom Mikkelsen, Director Engineering, WQAD-TV, 3003 Park 16th St., Moline, IL, 61265-309-764-9694. Equal Opportunity Employer.

**Television Maintenance Technicians** Immediate opening August 1st for Television Technicians with 1-3 years of experience to maintain state of the art satellite transmission facility in Smithtown Long Island. These individuals should have a good digital background, with emphasis placed upon VPR 2B, ACR 25 Cart, TR 600's BVU 200 Video Tape Machines. It would be beneficial to have some background in stereo and satellite ground communication equipment; microprocessor orientation a plus. We offer a competitive starting salary and an excellent benefit program. We offer a competitive starting salary and an excellent benefit program. Qualified applicants, please forward resume to—Thomas C. Dent, Warner Amex Satellite Entertainment Co., 2051 Elmwood Ave., Buffalo, NY 14207.

## HELP WANTED NEWS

**Anchor-Producer-Reporter**. Requires several years experience. Work in professional atmosphere with state-of-art technology in the Black Hills. Mail resume, VTR with anchor/reporting skills to Mike Morgan, KOTA-TV, Rapid City, SD 57709.

**Co-Anchor/Producer** for Midwest network affiliate. Creative compensation package for talented veterans. Writing samples, tapes, first reply to Tom Maxedon, WLFI-TV, PO. Box 18, Lafayette, Indiana 47902.

**If You Can Produce** a visually pleasing journalistically sound news cast then you may have a great future with this midwest group. You'll work with a new staff of 50 dedicated journalists. Send resume and letter of news philosophy immediately to Box H-218. EOE Deg/Exp Req.

**Newsproducer**: Minimum one year experience. Resumes to Personnel Director-Broadcasting, Box 100, Nashville, Tennessee 37202. An Equal Opportunity Employer.

**Troubleshooter/Investigative Reporter**—Three years minimum experience. Send resume/tape to Edwin Hart, WPRI-TV, 25 Catamore Boulevard, East Providence, R.I. 02914. No Phone Calls. An Equal Opportunity Employer.

**Number One Meteorologist**—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/M/F

**News Director** For 20 aggressive, ambitious news people with challenging newscast. Resume to General Manager, WJKS-TV, PO. Box 17000, Jacksonville, Florida, 32216. E.O.E.

**Producer**—midwest medium market affiliate has immediate opening for TV news producer. At least two years experience required. Send resume to Box I-35. EOE.

**News Anchor**. Warm, friendly, mature appearance, good voice. Strong presentation and communication skills. Tape, resume and salary requirements to: News Director, Box 7489, Albuquerque, N.M. 87194.

**Weathercaster/Producer**. Will produce one newscast per night and do some reporting. Send tape and resume to Rich Caughron, News Director, KCWY-TV, PO. Box 170, Casper, Wyoming 82602. No phone calls. Equal Opportunity Employer.

**Reporter**. Some anchoring possible. Two years experience required. Send tape and resume to Rich Caughron, News Director, KCWY-TV, PO. Box 170, Casper, Wyoming 82602. No phone calls. Equal Opportunity Employer.

**TV News Reporter**: Looking for qualified reporter with 1-2 years current television experience as field reporter, with ENG, plus on-air capability for medium-sized, Midwestern market. Must have a B.A. in broadcast journalism communications or related degree and experience. Salary \$15,600 minimum depending upon training and experience. Send complete and current resume to John Kerans, News Director, WOI-TV, Ames, IA 50011, Before October 6, 1981. E.O.E./A/A/E.

**News photographer** with minimum of 2 years experience in tape and film photography and editing to work with No. 1 rated news operation in top 40's market. State-of-the-art equipment. E.O.E./MF Send resume to Box I-25.

**KTVX (ABC) Salt Lake City** looking for best feature reporter, photographers and producers who desire to become No. 1. We are growing and will have various openings. No calls, send tape and resume to News Director, KTVX, 1760 Fremont Drive, Salt Lake City, Utah 84104. An Equal Opportunity Employer.

**Chief Photographer**—If you're No. 2 in a large department looking to move to No. 1 spot, this is for you. State of art—ENG equipment—Must be take charge person, creative, know EFP 5 yrs. exp.—no less. Good salary & fringes—Send complete resume and salary requirements. Box I-33.

**Producer/Director** ... Needed for Midwest station. Must be able to produce and switch fast paced, aggressive weekend newscast. If you're looking for growth with our group, then rush resume to Box I-39. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Commercial Director/Announcer/Copywriter**: We're seeking a director with experience, talent and enthusiasm; someone skilled in location and studio tape production, in editing, and on-camera performance. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Southeast medium market. EOE. Box H-178.

**Video Tape Editor**: Primary job to edit weekly half hour minicam news documentary. In addition will supervise editing facility and assist in other minicam editing. Knowledge of time code editing necessary. Must have minicam news editing experience and ability to edit for content background in journalism and TV production desirable. ENG camera experience desirable. Samples of work required. Submit salary requirements, resume and cassette to Wiley Hance, Office B, WNED TV, 184 Barton St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Opportunity Employer.

**Editor**—Production house in western region seeking experienced computer editor. Minimum 2-3 years experience. Send resumes to Box H-202.

**Need Full Staff** GM-PD-AE's N.D. For Indi V.H.F. in top 50; Resumes; salary requirements; no tapes. Box H-192.

**TV Director** for medium market network affiliated VHF with solid credentials as a newscast director. Must also have experience with commercial, public affairs, and promotion productions. If you are looking for a place to step in and direct all kinds of television right away, this is the situation for you. Send resume and tape to, Michael Meyer, Production Manager, WOTV, PO Box B, Grand Rapids, Michigan 49503 or call 616-459-4125. WOTV is an equal opportunity employer.

**TV Producer-Director**—California Public TV station now accepting applications for creative and experienced director with strong background in all phases of production. Requires: Telecommunications graduate, or related field, and two years experience as Broadcast Producer-Director. Salary: \$18,132 to \$22,008 plus full benefits. Applications must be postmarked by September 26, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

**WFMY-TV**, Greensboro, N.C. needs co-host for the top rated morning show in market. Previous on-air television experience required. Send resume and tape to Operations Manager, PO. Box TV 2, Greensboro, N.C. 27420. EEO station.

**Director/Florida** Production Center, Tampa. The largest film, videotape and AV production center in Florida has an exceptional opportunity at FPC's new Tampa facility for a creative professional with a strong track record in directing both film and tape commercials for regional/national agencies. Candidates should send: resume detailing work experience, salary history, references and a sample reel (with budget figures for the spots on the reel) to: L.J. GiGiusto, III, Vice President, Florida Production Center, 150 Riverside Ave., Jacksonville, Florida 32202.

**You start it**. You build it. New Production Department for Television station with latest state of the art equipment. Hands-on experience & knowledge of new digital equipment—manage people—schedules budget. EOE. Send resume to Box I-37.

**WSOC-TV** has opening for experienced, innovative, imaginative news/public affairs producer ... Send resume, tape and writing samples to Personnel Dept., Box 34665, Charlotte, N.C. 28234. An EOE.

**Production**—2 years experience with 3/4" editing and on air switching, call Rick McCullough, KNAZ-TV 602-774-1818.

**Production Manager**. Major public community television station seeks professional individual with management experience in all aspects of production. Responsibilities include the supervision of all production support departments, scheduling and coordination of all production facilities. Scheduling and coordination of closed circuit teleconference services, and the marketing and booking of major mobile unit. Must have at least five years of television production management experience. Send resume (No Phone Calls) to Personnel Manager, WYES-TV, Box 24026, New Orleans, LA 70184. WYES is an equal opportunity employer.

**Television Public Affairs** Public Affairs Host/Producer/Writer. 1-2 years professional exp. req'd. Knowledge of Phila., & Del. Valley. Resumes c/o Box 322, WWSG-TV, 300 Domino Ln., Phila., PA 19128. EOE/AA.

**Production Crew Chief/Studio Supervisor**. PTV station seeks mature, experienced individual with excellent skills in camera work, lighting, set construction, switching. Five or more years experience in multi-camera studio and remote production and EFP. Must have leadership ability to train and inspire TV crew and college interns, commitment to quality production, desire to assist producers in meeting artistic goals on wide range of productions. Salary \$14,000-\$16,000, plus benefits. Send complete resume, production credits, references, letter describing career goals to: Peg Emerson, TV Station Manager, WGTE-TV, 415 N. Saint Clair Street, Toledo, Ohio 43604. Equal Opportunity Employer.

**Producer/Director** We have an excellent opportunity for a highly motivated Producer/Director. This individual will be working with a highly professional staff and requires a minimum of three years professional directing experience including news. A college degree is preferred for this extremely visible position. Please send your resume and salary requirements to: An Equal Opportunity Employer M/F/H. Box I-40.

**TV Director** established Northeast VHF network affiliate seeks experienced director for news and commercial production. New facilities. No switching. Resumes only. EOE. Box I-2.

**Producer/Director**: Need flexible director for news, general directing, special projects. One year experience required. Resume only to: Creative Services Manager, WSET-TV, PO. Box 11588, Lynchburg, Va., 24506. E.O.E.

**Production Manager** Aggressive community PTV station is seeking qualified administrator of production facilities and personnel. Responsible for supervision, training, budget. Must be business-like, committed to high productivity, imaginative. Minimum 3 years experience required. Send letter and resume to Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

**Producer/Director** experienced in news, commercial, public affairs, and promos. Minimum 2 years experience as P/D. Send resume, tape and salary requirements to: Henry Goldman Production Manager, WTSP-TV, PO Box 10000, Saint Petersburg, FL 33733. Equal Employment Opportunity.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Senior Producer** Aggressive community PTV station is seeking energetic individual capable of supervising producer/directors in production. Responsible for proposing production concepts, training, all local production. Must have strong remote and single camera experience, writing skills. 2-3 years supervisory experience required. Send strong letter and resume to Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

**Continuity Writer** (Lansing/Jackson, Michigan) Two years experience as a commercial television and/or radio continuity and/or promotion writer. Experience with 3/4" video tape editing also required. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

**NBC O&O seeks Producer/Director.** Duties include weekly children's program, specials and weekend news. Heavy experience in field producing a must. If you are the most creative, enthusiastic person you know, We Want You! Send resume to Rich O'Dell, Production Manager, WKYC-TV, 1403 E. 6th Street, Cleveland, OH 44114; EEO, M/F

**TV Documentarian** for Pacific Northwest major market PTV to create color motion picture film and EFP documentaries for local and national television. Specialized work to include lighting, set arrangement and all technical processing. Salary: \$16,032-\$22,920 plus liberal benefits. Requires college degree or tech school training in cinematography or equivalent work experience. 3 years in broadcast television as cinematographer/editor with experience in assignment shooting and editing of television documentaries plus news magazine photography-editing. National documentary film credits. Deadline: September 21, Monday. Resume to Fujita, Re: 81-TS-6E, KCTS/9, 4045, Brooklyn Ave., N.E. Seattle, WA 98105-6297. AA/EEO.

**PM Magazine Co-host**—Successful PM Magazine in beautiful southwest Florida is looking for a talented co-host to join male co-host. If you can demonstrate solid on-air experience, writing and story production background, send your tapes and resume to Clarence Mosley, WINK-TV, P.O. Box 1060, Fort Myers, Fla., 33902. EEO. No phone calls please.

## SITUATIONS WANTED MANAGEMENT

**Award-winning Anchorman** in top seven market available by Fall season. 12 years experience from reporter to news director. Hard-hitting documentaries, crisp writing, solid delivery and strong on-air appearance to be your up-front anchor. Box H-171.

**Successful bottom line oriented manager.** GM or GSM independent or affiliate. Open to all offers. Call 919—822-2530.

## SITUATION WANTED ANNOUNCERS

**3 YRS. N.B.C.** affiliate. News-Sports Anchor, Weatherman, Journalism background, excellent voice, delivery, appearance. 904—673-5215.

## SITUATIONS WANTED TECHNICAL

**Experienced Switcher/Tape Operator.** First Phone. Hard worker. Call Mary. 602—887-3101.

## SITUATIONS WANTED NEWS

**Weekend sports anchor/reporter/producer** looking for move to bigger market. Four years experience with top rated 50's market station. I have done it all. Box H-208.

**Science reporter** top 50 market, five years experience. Can make science stories come alive. Box H-215.

**Sportscaster** ... available in September. Seven years experience in t.v. and radio, including play-by-play. Call John ... 317—448-1359.

**Dealines?** Pressed for last minute project assistance? Crisp copy and clean audio production in a hurry my specialty. Available now. Burton 212—243-5062.

**Photographer,** 60s market, seeks station with serious approach to news. Demo. Box I-32.

**American, London-based** free-lance television reporter-producer, seeks assignments in U.K., Europe, Middle East, and Africa. Please respond to Douglas Joyner, 9 Grape Street, London WC2, England.

**Hard Working Female** seeks TV news Reporter position in a small market. Has some radio experience. Will relocate. Tape and resume Sheryl 212—392-6449. (after 6 p.m.)

**TV Meteorologist,** good appearance, communicates weather in interesting and easy to understand manner. Currently part-time medium market desires full-time position. Box I-27.

**Black Weathercaster/Sportscaster,** seeking first opportunity in small or medium market. Good presentation of weather, good play by play of baseball and basketball. Would love to learn other areas of broadcasting. Excellent references. Please take my tape. Roy Samuels, 2320 Aqueduct Ave., No 4D, Bronx, N.Y. 10468. 212—933-1325, 212—826-9721.

**Creative camera,** ready to roll. My camera is the reporter, it tells the story. Breaking news, sports, original features—I like them all. Young, with hustle, 3-Gun expertise, E.N.G. editor, seeks top 100 market. Richard 404—261-5121.

**Experienced Sports Anchor/Reporter** seeks new opportunity with solid station. Strong visual appeal. Excellent producer. All markets considered. Call 213—943-3017.

**Sports reporter,** photographer, editor, producer, anchor. Tape includes fishing, softball, jogging, bpb, go-karting, anchoring and a hole in one. 2 years in TV, 14 in sportscasting. Any market size. Dave 906-226-6287.

**Professional Meteorologist** with experience in top 10 market. Seeking full time number one or two position. Steve Anton 207—363-6174/439-0815.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Experienced TV Director** with switching ability seeks position as Producer/Director or Director in a more competitive market. Former Radio News Director. Box H-191.

**Host**—Magazine show that combines topical and personality interviews with entertainment. 18-49 upscale appeal. M/32. Thirteen years on the air in major markets. Personable & creative. A ratings and award winner. L.A., N.Y., S.F., D.C. or BOS. Box I-3.

**Recent graduate** with PM experience seeks entry position. Write Dave Angeline, 2944 Niagara Street, Cincinnati, Ohio 45239, or call 513—742-1924.

**Promotion Manager** currently hold position with medium market radio group. Ideas that sell and are community oriented. Box I-12.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**University of Miami** seeks Chairperson for expanding Department of Communication considering school status. Chair will provide leadership in academic and development activities and liaison with professional community. Undergraduate majors in Broadcasting, Broadcast Journalism, Motion Picture, News-Editorial Journalism, Organizational Communication, Photo-Communication, Public Relations, Speech Communication and Television and Motion Picture. Graduate programs in Broadcasting, Media Management, Motion Picture, News-Editorial Journalism, Public Relations, and Speech Communication. Full-time faculty of 26, 18 part-time faculty and approximately 700 majors. Desired qualifications: earned terminal degree; administrative, teaching, and professional experience; scholarly publications and/or applied research; familiarity with the disciplines represented in the Department. Outstanding communication practitioners without formal teaching and publication records will be considered. Salary competitive. Starting date not later than August 1, 1982. Send application letter and vita by December 1, 1981 to: Chairperson Search Committee, Department of Communication, Post Office Box 248127, Coral Gables, Florida 33124. AA/EEO Employer.

## HELP WANTED SALES

**Midwest Business oriented** successful salesperson with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co., Inc. 1835 Savoy Dr., Atlanta, GA 30341.

## HELP WANTED TECHNICAL

**Consulting firm** has opening for experienced engineer proficient in radio-television allocations, antenna systems, project management. Send resume and salary requirement to—Lawrence Behr, Lawrence Behr Associates, Inc., P.O. Box 8026, Greenville, North Carolina 27834.

**Videotape Technician** Independent Production Company wants videotape production technicians to record, edit, and dub commercial/industrial programs. Send resume, salary requirement and references (no tapes) to Box H-184.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Audience Research Analyst**—Leading national opinion research firm, specializing in surveys of viewer attitudes toward television news, has attractive position available for research analyst. Responsibilities include questionnaire design, written analysis of results, and project direction. Position demands excellent writing skills and analytical ability. Salary commensurate with experience. Send resume and writing sample to Geoffrey Garin, HRA, 1724 Connecticut Avenue, N.W., Washington, D.C. 20009.

**Audio Production** East Coast R-TV production firm seeks radio production people to handle recording, editing, and final assembly of broadcast programs. Send resume, salary requirements, and references to Box H-164.

## SITUATIONS WANTED MANAGEMENT

**Recent law school graduate**—masters-communications-experience: research, marketing, sales, computer conversion-business oriented seeks opportunity with station/group in intermediate management position. Will relocate. 216—285-7891/286-4600.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Wanted four** to sixteen Bay Circularly Polarized high power FM antenna ... Call 916—233-2713.

**Want to Buy Used Equipment** For Class A and Class C CP's Need everything; transmitters, towers, antenna's, marti remotes, etc. Call John 612—222-5555.

**Christian Television Network** non-profit Religious organization needs cameras, recorders, switchers, monitors, transmitters, microwaves, towers, trucks, etc. Tax deductible receipt issued for any amount of contribution or will buy Contact Rev. Lee Foster 713—991-3053. P.O. Box 772, Alvin, TX 77511.

**Instant Cash For Broadcast Equipment:** Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800—241-7878. In GA call 404—324-1271.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800—241-7878. In GA call 404—324-1271.

**Parts, especially** coils and capacitors for Gates 250 C-1 transmitter (1946). Will consider entire transmitter. KVLV Box 779, Alpine, Texas. 79830.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**3.5KW FM McMartin** 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215—379-6585.

## FOR SALE EQUIPMENT CONTINUED

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**10KW AM RCA** BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

**10KW FM Harris** 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

**RCA TP 66**-16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-379-6585.

**1KW AM Collins 20V-3** (1969), many spares, proof, on air. M. Cooper 215-379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA, 2 yrs. old On-air. M. Cooper 215-379-6585.

**For Sale**-CVS, 520 TBC Best Offer Call: 312-641-6030 Days.

**Radar colorizer** for sale. One Arvin TW1A Telweather 3 level colorizer. Call 515-289-1314.

**Spectrum Analyzer** Tektronix 7L13 Perfect condition. \$12,000. Radio Engineering Company, N. Patter-son. 805-688-2333.

**10KW AM RCA BTA** 10F, many spares, exc. proof, on air. M. Cooper 215-379-6585.

**5 KW AM Gates** BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

**Two RCA TKP45** film camera systems complete with studio C.C.U.'s, lenses, plumbicon tubes, O'Connor Hydropeds, panheads, 300 feet camera cable, TV81 cable adapters, joystick controls, all in good working order. Low hours. \$49,975. Contact Director of Engineering, WYES-TV, 504-486-5511.

**RCA BTA-250-L.** Recently removed from service in good working condition. Service manual and approximately ten spare tubes. Price: \$500.00 ... Dennis Massier 913-625-2578.

**TK-27, TP-7.** Sony 2800, 2850 and editor. Other equipment-call Media Concepts. 919-977-3600.

**GE UHF TV** transmitter 12 kw on ch. 22 will sell reasonably or will donate to educational station. Call 213-475-8525.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**Used Equipment Bargains:** RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; VITAL VIX-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive -rain. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Collins 732-A,** 1 kw f.m. transmitter. Rebuilt-Spare Tubes and Parts plus Instruction Book. \$1,950.00. Capitol Broadcast Exchange, 209-957-1761.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**ENG-Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CVS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

**Moseley Associates** Model SCG-9 Stereo Generator. Excellent Specifications/Condition. \$650.00 includes Instruction Book. Capitol Broadcast Exchange 209-957-1761.

**RCA TH 50 "** video recorder. Call C. Bitter, 215-643-5494.

**Harris Stereo 5** Solid-state console, excellent, \$1,250. RCA BC-2B Tube-Amp mono console, works, \$250. Robert Brite & Associates, Box 4271, Springfield, Missouri, 65808-4271. 417-883-8290.

**Coax, Prodelin** 6 1/8" flanged 19 1/2' 75 ohm \$450 each approx 900' Spring hangers also available Ron Mighell, WTLW-TV, Lima, Ohio 419-339-4444.

**Dictaphone 4000** series 10 channel logger, unused. Also, spare transport. Larry, 412-545-9952.

**For Sale:** 9 RCA TK-76 ENG cameras. All models, prices from 20,000 to 40,000. Most have new plumbicons and are in excellent condition. Call for more information. Joe Berini, KRON-TV, San Francisco, 415-441-4446.

## COMEDY

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed** again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

**"Comic Relief."** Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

## MISCELLANEOUS

**Small Market radio** station owner who has done it all for thirty-two years and loves radio would love to meet like-minded lady who is station owner, or Mang., SM, Salesperson or who would like to be anyone of the above. I'll merge or marry. Whoever survives will be wealthy widow or widower. Please hurry, I'm not getting any younger. Rush replies to Box H-168.

**700 Albums** by C&W greats. Excellent condition. Also 2,000 '45s. Will trade for like MOR library. Box I-11.

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**LPTV "How To"** Manual \$25.00. Channels already applied for, printout \$15.00, magazine \$50 yearly. Crash Course November 7-8, Albuquerque. Lo-Power Community Television, 7432 E. Diamond, Scottsdale, AZ 85257 502-945-6746.

**The Motor Sports Radio** Network is seeking new affiliates for the 1982 Motor Sports season. Interested parties may send demographic information and inquiries to: MSR, 1285 Zevan RD., Johnson City, NY 13790, or call 607-797-8544 between 9 AM to 2 PM to receive affiliation approvals.

**Radio Promotion**-Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-823-3733. Drawer 84, St. Petersburg, FL 33731.

**BINGO newsprint cards** personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104, 402-453-2689.

## INSTRUCTION

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

# RADIO

## Help Wanted Technical

### TRANSMITTER TECHNICIANS

Voice of America has career opportunities available for qualified transmitter technicians at VOA stations near Delano, California; Greenville, North Carolina; and Bethany, Ohio. Duties include operations/maintenance of high power VOA transmitters and related facilities on shift basis. Applicants must have 3-5 years recent "hands-on" experience in technical operation of broadcast, TV, or military fixed-station transmitters. U.S. citizenship required. Starting salary \$20,467. Full federal fringe benefits apply. Qualified candidates should send standard Federal application form SF-171 (available at U.S. Post Offices) to International Communication Agency, MGT/PDE, Washington, D.C. 20547.

AN EQUAL OPPORTUNITY EMPLOYER



## Help Wanted Technical Continued

### ENGINEERING MANAGER

Exceptional opportunity for a motivated individual with a first-class FCC license and a minimum of five years experience in a major market. All-News Radio Station in top five markets seeking engineer with working knowledge of 50 kw AM transmitters, directional antennas, digital electronics and automation systems. Please send resume and salary requirements to Box I-24. Equal Opportunity Employer.

## Help Wanted Sales

### SELL "Print-Radio"

Looking at the Jan-Feb Blues? Would you like to double last years billing and have a great promotion at the same time?

We signed 40 print advertisers and did it in three weeks!

Break into the print co-op field and get some of that money.

Send us \$50.00 for the best selling idea in years. If you don't think so I'll send your money back.

Mail check to: Hal Davis  
President  
KIPR/KSPL  
Box 588  
Lufkin, TX 75901  
First come first served in  
Your market

### Look For A Challenge?

AM/FM operation(s) seeking AM knowledgable leader in Sales and Programming who can convert sluggish sales into a fully profitable picture.

You will be named AM Station Manager with authority to perform such changes as may be necessary to achieve results.

Your resume will show a track record of achievement and steady growth supported by W-2's and all past employment.

You will start at an annual salary of \$30,000 with guaranteed advancement tied to progress. Station is fully modern as to the State of the Art and profitable. Area of employment is in the Midwest. We are an Equal Opportunity Employer.

Reply Box I-15

## Help Wanted Programing, Production, Others

### PRODUCTION ASS'T/ ANNOUNCER PART TIME

FM Station with talk format. On-air shift with some news writing. Good production skills necessary. Send resume and tape to: Mercer County Community College, Personnel Services, Dept LT, PO Box B, Trenton, N.J. 08690.

Equal Opportunity/  
Affirmative Action Employer

## Help Wanted Management

### GENERAL MANAGER

WGLD-FM and WOKX-AM serving Greensboro, Winston Salem and High Point N.C., proven leadership and motivational skills vital. You will be responsible for a staff of 50 and set and administer sales and expense budgets, WGLD has been a leader in this 47th largest market, it has been Arbitron rated as one of the top 3 stations consistantly for the past five years. Beautiful offices and studios in new building. Substantial salary and profit bonuses. Stations are part of Mann Media Group. Contact Bernard Mann 919-869-0101 or at the NRBA convention.

## TELEVISION

## Help Wanted Management

### OPERATIONS MANAGER

This important position for a leading independent station in top 50 market is available to an experienced and dedicated individual. Administrative strength is a must. Position will report directly to General Manager. Reply Box H-214.

An Equal Opportunity Employer

### For Fast Action Use BROADCASTING's Classified Advertising

## Help Wanted Technical

### ASSIST. CHIEF ENGINEER UHF TV AND FM STATIONS

in Honolulu, Hawaii. Send resume to: Suite 2007, 10880 Wilshire Blvd., Los Angeles, CA 90024.

## Situations Wanted Management

### OWNER DIED. I NEED TO MOVE.

27 years Radio Experience. 17 Management. Age 41, degree, Christian Family man, believes in community involvement. Currently responsible for 90% of all station sales for family owned station making high bottom line numbers. Want Full Charge Management with Purchase Plan. Your pay interview and relocation expenses plus mortgage assistance. Box I-14.

### RETIRING?

Let's talk. I'll make us both money in exchange for good financial arrangement and purchase plan. Have almost three decades radio experience, excel repeat sales. Now selling over \$150,000 annually in market of 12,000, plus General Management and technical work, 1980 NPBT 40.7%. Box I-16.

## Situations Wanted Announcers

### OWN YOUR MORNING MARKET

AM Drive Communicator ... Relevant and enjoyable approach incorporating basics ... phones ... humor geared to your market ... community involvement ... Major market success in AM Drive and Programming ... Currently employed and succeeding. Call (609) 397-8318.

## Help Wanted Technical Continued

### VIDEO TECHNICAL SPECIALIST

Excellent opportunity in Corporate Communications for a person with at least

5 years experience in setting-up cameras, switchers, recorders, as well as maintenance and repair of broadcast quality video equipment. Candidates should have 5 years experience in digital technology, and knowledge of EFP/ENG technology. Manufacturer training and work experience with Ikegami cameras, CVS TBCs, ISI switcher, Sony 3/4" recorders, Video Media Z6 Editor and Quantafont Q7A preferred. Electronics degree and familiarity with Tektronix test equipment preferred.

Liberal starting salary/benefits package. Please write outlining training and experience to: Andrea Southall, SMITHKLINE CORPORATION, 1534 Spring Garden Street, Phila, PA 19101

Equal Opportunity  
Employer  
M/F/H/V

**SmithKline  
CORPORATION**

## Help Wanted News

### NEWS FEATURES WANTED

Top dollar for top features from every part of the country! A top quality feature co-op. NATIONAL VIDEO NEWS, 216 Fernwood Rd., Trumbull, CT 06611. Send your best!

**ASSIGNMENT EDITOR**

Major market TV station with active News market, aggressive News Department, and strong commitment to solid News coverage. (16 crews). minimum 5 years Broadcast journalism experience. Prefer 2 years as Assignment Editor. Send resume with references and philosophy of news coverage to Box 1-1.

**METEOROLOGIST**

This is a rare opportunity for a rare individual. If you have a degree in Meteorology, an AMS Seal, and superior on-air presentation skills, we may have a job for you.

Our nine person weather services department is equipped with state of the art equipment, including Doppler Radar and computerized graphics.

Your application will be held in the strictest confidence. Send a resume and aircheck containing several recent weathercasts to:

Dennis Feltgen  
**KSTP-TV**  
3415 University Avenue  
St. Paul, MN 55114



Equal Opportunity Employer

**TELEVISION NEWS ANCHOR**

Aggressive news operation in competitive, sun belt, major market needs a talented anchorperson with solid reporting experience for weekday program. M/F. EOE. Send resume and tape to:

Box 1046  
Drexel Hill, PA 19026

**WEATHER PERSONALITY**

We want a creative communicator with imagination, energy, and a winning personality. If you can relate the weather to the audience, get involved in community events, and become our communities favorite weathercaster, your the person we're looking for. Meteorology credentials are desirable but not required. We are the NBC affiliate in Madison, Wisconsin. The most attractive university community in the midwest. We have color weather radar, graphics computer, and a 24-hour weather service. Send resume and tape to Laurie Leonard, President, WMTV, 615 Forward Drive, Madison, Wisconsin 53711. EOE.

**Help Wanted Programing, Production, Others**

**PRODUCER/DIRECTOR IMMEDIATE OPENING**

- Top 50 market ... Major news operation.
  - 3-5 years experience.
  - Must know switcher, character generator, lighting.
  - Must be motivated and creative.
- Send resumes and salary requirements to KMOL-TV, P.O. Box 2641, San Antonio, Texas 78299. An Equal Opportunity Employer.

**AMERICA'S BEST TV NEWS PEOPLE**

Primo Newservice is expanding into several Top Markets and Cable News. We need the best people for several openings at our client stations.

- ANCHORS
- REPORTERS
- WEATHER
- SPORTS
- PRODUCERS
- DIRECTORS
- VIDEOGRAPHERS
- NEWS MANAGEMENT

If you're the best at what you do, regardless of market size, send your tape and resume immediately.



primo newservice b-116 old greenwich connecticut 06870

**EXECUTIVE PRODUCER TOP TWENTY MARKET, SUNBELT**

The top station in exciting southern city has immediate opening for energetic, detail-oriented Executive Producer. Includes supervision of 20+ production personnel and responsibility for quality and operating standards of all on-air product originating from Program Department. This person will be the overall creative director of all major projects (emphasis on sports and impact oriented public affairs), and will coordinate local production efforts between Programming, News, Engineering, Sales, and Promotion. Please send resume to Box 1-19.

**TV PRODUCTION**

Evangelical Christian Ministry seeks qualified professionals in the following positions:

- Field Producers
- Assistant Producers
- Mini-Cam Operators

These positions require three to five years on-line experience. Familiar with 3/4", 1" and 2" production and editing techniques in studio and on remote. Positions available in Virginia Beach and D.C. locations.

If you can qualify, and have a desire to serve, please apply:

CBN Personnel  
CBN Center  
Virginia Beach, VA 23463

CBN is an equal opportunity employer.



## Situations Wanted News

### MATURE ANCHORMAN

Former top rated major market anchorman is looking for a station that wants a mature, authoritative approach to news. If you're willing to exchange youth for experience and success, perhaps I'm your man. Excellent track record and references. Let's talk. Box 1-22.

## Situations Wanted Programing, Production, Others

### "Ghost Hunter"

for rent ... free!! I've been on "That's Incredible" twice and featured on "Evening (PM) Magazine." Also on other TV and radio "talk" shows. I've visited and researched over 80 haunted bldgs. if you want an interesting and fascinating guest to interview on Halloween or anytime call or write:

**Norm Gauthier**

928 Union St., Manchester, N.H. 03104  
1 (603) 669-3237

# Books for Broadcasters

**T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

**T469 ALL-NEWS RADIO** by Philip O Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

## BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_ My \_\_\_\_ payment is enclosed

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## Business Opportunities

### GENERAL MANAGER

with 12 years experience would like to invest in your station and manage it. Interested in West and East coast of Florida, coastline of N.C. & S.C. Box 1-21.

### Wanted \$500,000-\$1,000,000

Investor/Partner for Minority Broadcasting Company now being formed to purchase broadcast properties. Excellent return on investment. Will furnish references and details to qualified investors. Send letters and level of interest to American Communications Inc., 15556 High Knoll Road, Encino, CA 91436.

### NEW STATION OR POWER INCREASE?

Specializing in speedy service on FM\* applications and AM power increases. FM frequency search from \$200. FM translator applications, sales and leasing.

CHUCK CRISLER  
BROADCAST PLANNING SERVICES  
Box 42, Greenwood, Arkansas 72936  
(501) 996-2254 (24 hr. Answering Service)

## ALLIED FIELDS

### Help Wanted Management

### EXECUTIVE DIRECTOR NATIONAL CATHOLIC TELECOMMUNICATIONS NETWORK NEW YORK CITY

Senior staff position for creative telecommunications person with administrative, public relations, research expertise and technical understanding to implement completed feasibility study of a satellite interconnect for the Catholic Church. Objective of system is to provide religious programming as well as internal communication services to diocesan receive facilities for local redistribution (cable/broadcast/institutional outlets).

Position involves hiring and supervising initial staff; primary responsibility for carrying out goals and objectives set by corporation board (bishops/laity); development of and responsibility for annual budget; liaison with government, industry and religious agencies on national as well as local level; ongoing research for future applications. October employment date, with system start-up by late 1982.

Knowledge of Catholic Church communication structures essential; technical expertise in telecommunications (satellite, cable, data systems) desirable.

Please send resume including salary requirements and references in confidence to: Department of Communications, Suite 1334, U.S. Catholic Conference, 1011 First Avenue, New York, NY 10022.

Equal Opportunity Employer

## Help Wanted Sales

Expansion and continuing growth make possible this new position of

## SALES ENGINEER

with industry leading manufacturer of broadcast equipment.

Replies held in strict confidence.

Reply to Box H-211

## Help Wanted Technical

# EDITOR

Magnetic Video Corporation, a Twentieth Century-Fox Company, is the driving force behind the home video cassette industry. Our tremendous growth has opened an opportunity for an experienced Editor to operate video tape computer editing systems and video effects, including vital switchers and squeezezoom.

You'll work directly with clients to assemble master programs from production elements; act as technical director on studio productions, and maintain liaison between the client and engineering/production staff. A related Bachelor's degree preferred; 2-3 years' hands-on computer experience required.

We offer an excellent salary and benefits package, plus the creative environment of our pleasant suburban facility. Please forward your resume in confidence to:

G.P. Middlekauff, Personnel Recruiter • MAGNETIC VIDEO CORPORATION • 23629 Industrial Park Dr. • Farmington Hills, Michigan 48024



MAGNETIC VIDEO  
A TWENTIETH CENTURY-FOX COMPANY

Equal Opportunity  
Employer M/F/H

## Consultants

### JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys.

### VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

## HELP!!

### Don't be afraid to say help!

Does your sales team really know how to sell?

Is your program director making you a ratings winner?

One of our stations climbed from a 3.4 to a 13.4 in one Arbitron book

One of our stations sales departments booked thousands of dollars in new business the first week of our sales training.

Call Collect Today!

L.J. Lancer, (803) 556-4363

### Jones, Lancer and Associates

P.O. Drawer 30369 Chas., S.C. 29407

## Employment Service

### RADIO OPENINGS

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

**Special Discount**—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
... included in each series



Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



### THE SALES EVENT OF 1981!

**OPUS 81** FREE DEMO  
Top 100 Special of the Year

**Toby Arnold & Associates**

4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

## Miscellaneous

### FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

## Miscellaneous Continued

### DIPLOMATIC ROUNDUP

Veteran diplomatic correspondent offers your station analysis and features from the Dept. of State. Get an analysis of those important world stories not always covered by the networks. Contact: Connie Lawn, 703-671-1049. 6130 Beachway Drive, Falls Church, Virginia 22041.

### CREATIVE BROADCAST SERVICES TALENT AGENCY

RADIO - TELEVISION - CABLE

- Executives • Management
- Talent • Technical

Represents professionals coast-to-coast for On/Off Air opportunities. Send resume in confidence.

Call: (213) 467-8151

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028





## GREAT JINGLES

Call or Write For a Free Demo

### CONTINENTAL RECORDINGS

210 SOUTH STREET, BOSTON, MA 02111 617 426 3131

### 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 are supervised by principals of our company.

### IF YOU WOULD LIKE TO INCREASE YOUR SALES, AT NO COST, CALL US COLLECT.

Steward P. Lurie, President  
Community Service Broadcasting  
601 Skokie Blvd., Suite 502  
Northbrook, Illinois 60062  
(312) 564-3904

## For Sale Equipment

### FOR SALE

McCurdy SS-8650 console, with surrounding furniture as shown at NAB 1981. 11 stereo line level faders, 3 mike faders w/pan pots room and capability for 2 more faders. Built-in equalizer, cue, and slating/talkback modules. Can be easily reconfigured to any need, but will fit most as it stands. New, never delivered, still at factory, for immediate delivery, \$25,000. Call Tom Mann, 800-336-0467 for details.

## For Sale Equipment Continued

# FOR SALE

## (2) RCA TT-25DH VHF TELEVISION TRANSMITTERS

PRESENTLY ON AIR ON CH 11 FROM THE EMPIRE STATE BLDG AVAILABLE FALL 1981

Contact:

OTIS FREEMAN  
220 East 42nd Street  
New York, New York 10017  
(212) 949-2420

## For Sale Stations

WEST COAST

MAJOR MARKET FM FACILITY

AVAILABLE ON TERMS

Box I-20

## MMS Brokers

RADIO • TV • CATV

MEDIA SERVICES (813) 939-7066

Colonial Executive Center

1620 Medical Lane Ft. Myers, FL 33907

Stations available in NY, CT and FL.

### Class "A" Stereo FM

in Western Indiana; New building. Studio and Transmitter at same site; New Equipment (Harris), 2 control rooms; 4 acres R/E; Auxiliary Generator power; two-way radio; Remote Pick-up equipment, incl. portable TT's; Beautiful layout with excellent billing, but surface only scratched; Dual city ID with Clinton, IN. Terms available to Qualified Buyers. For info., contact Keith Spencer, R.R. 4, Box 144-A, Rockville, IN 47872, or call 317-569-2026.

### UPSTATE NEW YORK

Those of you who answered our previous ads know who you are. We have an existing AM station with FM CP under construction within Top 50 Market. Available at cost, or controlling interest with liability assumption or loan/equity arrangement with \$100,000 investment. Market value for both stations will be over \$1 million when fully operational. Our FM is in the strongest growth area of Upstate N.Y. If this sounds like the kind of growth train you want to ride, reply to Box H-188.

### SOUTHWEST

Medium market fulltime AM. Profitable. Class III. Excellent dial position. Growth market. By owner.

Box H-193



**For Sale Stations Continued**

**Daytime AM/Class B FM**  
 Northeast med-market less than 3X gross—\$1,250,000.  
 Box I-30.

**AM Day**  
 single station market, East Texas, 250K, terms. Many others. John Mitchell & Associates, 318/868-5409.

**FM Station**  
 Southwestern Class A available. Very little competition. Making money. \$450,000 with terms. Apply Box I-4.

**R.A. MARSHALL & COMPANY**  
 MEDIA INVESTMENT ANALYST & BROKER  
 Executive Suite 200 Professional Building  
 HILTON HEAD ISLAND, SOUTH CAROLINA 29928  
 (803) 842-5251

**MEDIA BROKERS - APPRAISERS**  
 AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

**RICHARD A. SHAHEEN** .INC.  
 435 NORTH MICHIGAN AVE. • CHICAGO 60611

**312/467-0040**



**CLASS C-FM**  
 Circumstances dictate sale of top-rated midwest facility with excellent staff, real estate and equipment. Plenty of growth potential. \$1.9M-Cash or \$2.2M on terms handled by cash flow. Box I-38.

- Daytimer. City in Colorado. \$280,000.
  - Daytimer. New Mexico. \$200,000.
  - FM. S.W. Ark. \$350,000.
  - Daytimer, E. Ark. \$150,000. Terms.
  - AM/FM, E. KY. Good billing. \$600,000. Terms.
  - FM with strong signal in city in South. Extra good terms. \$800,000.
  - Daytimer North Central NC. Good buy. \$160,000. Terms.
  - Foreign speaking AM in Cleveland metro area. \$490,000.
  - Tenn.—AM—day. Near Nashville. \$290,000.
  - FM Ark.—Miss. \$380,000.
  - Good facility covering Charlotte, N.C. \$600,000. No down payment.
  - FM in central Illinois city. \$1,000,000. Terms.
  - AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
  - AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
  - AM/FM in good single station market in W. Tenn. \$800,000. Terms.
  - Powerful daytimer covering large Central Fla. city. \$1.2 million.
  - AM/FM S.W. Tenn. FM covers big town, \$540,000.
  - FM in Big Town in W. Okla. \$460,000.
  - Daytimer. S.W. Mich City. Real estate. \$460,000.
  - Fulltime N.W. Ala. City. \$520,000.
  - Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
  - Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
  - FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
  - South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
  - Daytimer. SE KY. \$300,000.
  - Fulltimer. West Virginia. \$275,000.
  - Daytimer. Fort Worth powerhouse.
  - Daytimer, N.C. Missouri. \$380,000.
  - Daytimer. Good dial position. Central Florida. \$280,000.
  - Atlanta area. 5,000 watts. \$470,000.
  - 500 watt daytimer. Single market station. CA resort area. \$430,000.
  - Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Let us list your station. Confidential!
- Drop by our Hospitality Suite 788 NRBA Convention, Fontainebleau Hilton in Miami Beach, September 13-16.
- BUSINESS BROKER ASSOCIATES**  
 615-756-7635 24 HOURS

**BILL-DAVID ASSOCIATES**  
**BROKERS-CONSULTANTS**  
 (303) 636-1584  
 2508 Fair Mount St.  
 Colorado Springs, CO 80909

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
 "Specializing In Sunbelt Broadcast Properties"  
 5050 Poplar Ave • Suite 816 • Memphis, TN. 38157  
 700 New Hampshire Ave., N.W. • Watergate South  
 Suite 1003 • Washington, D.C. 20037

**WALKER MEDIA & MANAGEMENT, INC.**  
 William L. Walker  
 President  
 Suite 417, 1730 Rhode Island Avenue, N.W.  
 Washington, D.C. 20036  
 (202) 223-1553  
 Brokers-Consultants-Appraisers

**H.B. La Rue, Media Broker**  
 RADIO, TV, CATV APPRAISALS

West Coast:  
 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

At the NRBA Hospitality Suite,  
 Eden Rock

Get on the track for ...

**PENNSYLVANIA STATION**

... Dominant Full-Time AM  
 ... Solid Money Maker  
 ... Owner Retiring  
 ... Price—\$1.0 million—Terms Available

Exclusive

**CHANEY / MC CARTHY ASSOCIATES**  
 Media Brokers-Consultants

Post Office Box 101 Bedford, MA 01730 617/275-6285, 275-7008

**CHAPMAN ASSOCIATES®**  
 media brokerage service

STATION	CONTACT
S Small FM \$150K Cash Ernie Pearce (615) 373-8315	
S Small AM \$250K \$50K Bill Cate (904) 741-1020	
MW Small FM \$295K Cash Paul Crowder (615) 298-4986	
MW Small AM/FM \$450K \$125K Bill Whitley (214) 387-2303	
S Small AM/FM \$795K \$225K Bill Cate (904) 741-1020	
MW Medium AM \$400K \$116K Peter Stromquist (612) 831-3672	
E Metro AM \$550K \$159K Jim Mackin (207) 623-1874	
S Major 2AMs/FM-C \$1,500K \$500K Bob Thorburn (404) 458-9226	

Appraisals, Feasibility Studies, Financing, or to Sell, Contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, Ga 30341

**Dan Hayslett**  
 & associates, inc.  
**Media Brokers**  
 RADIO, TV, and CATV  
 (214) 691-2076  
 11311 N. Central Expressway • Dallas, Texas

**North American** MEDIA BROKERS

**OFFERS:**

Fla. large mkt. AM daytimer, excellent potential, absentee owned, \$475,000 - terms.

Southeast small mkt., fulltime AM, needs owner-operator \$285,000 with \$65,000 down.

Midwest AM-FM, only stations in county, \$340,000 gross, \$750,000 with terms.

FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.

ONE FINANCIAL PLAZA  
 SUITE 2100  
 FT. LAUDERDALE, FL 33394

(305) 525-2500  
 OWNERS CALL COLLECT

**For Sale Stations Continued**

**THE KEITH W. HORTON COMPANY, INC.**  
 For prompt service contact  
 Home Office: P.O. Box 948  
 Elmira, N.Y. 14902  
 24 hr Phone: (607)733-7138  
 Bob Kimel's office:  
 P.O. Box 270,  
 St. Albans, VT 05478  
 24 hr Phone: (802)524-5963  
 Brokers and Consultants

10,000 Watt DA-D. Fantastic Mkt., Unbelievable Potential, Attractive Terms. Owner Must Sell. South East. \$470,000.000.  
**EBS EDEN BROADCAST SERVICES**  
 P.O. Box 647, Eden, N.C. 27288  
 919/623-3000

See you at  
**NRBA**  
 Fontainebleau  
**Reggie Martin and Assoc.**

**APPRAISALS**  
 Over twenty years of service to Broadcasting  
 Appraisals • Brokerage • Analysis  
 Westgate Mall, Bethlehem, PA 18017  
 215-865-3775  
**THE HOLT CORPORATION**

**Wilkins and Associates**  
 Media Brokers

MO	AM & FM	650K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
SC	Daytime AM	400K	Small
NC	Daytime AM	550K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
NC	AM Downpayment	25K	
SC	AM Downpayment	25K	

109 North Main, 2nd Floor  
 Sioux Falls, South Dakota 57102 605/338-1180

**Due to the holiday, Monday, Sept 7, the deadline for our Sept. 14th issue will be FRIDAY, SEPT. 4th.**



**Effective with the Nov. 16, 1981 issue of BROADCASTING**

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications: 95¢ per word. \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Situations Wanted, For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment and Wanted to Buy Equipment advertising requires payment in advance.

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, C.O.D., P.D., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



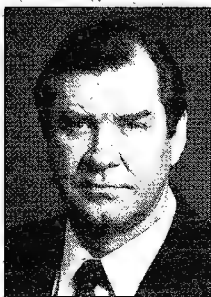
# Fates & Fortunes

## Media

**Jeffrey Davidson**, president-general manager, WXIA-TV Atlanta, named VP-general manager for parent, Gannett Broadcasting Corp., reporting to Alvin G. Flanagan, president of group which owns seven television and 13 radio stations. Flanagan and Davidson will be based in Atlanta, to which group's headquarters are being moved from Denver (see "In Brief"). **Thomas Chappler**, secretary and associate general counsel of parent Gannett Co., Rochester, N.Y. named VP.



Davidson



Thomas

**Wayne Thomas**, VP-general manager of Times Mirror Broadcasting's WVTM-TV Birmingham, Ala., assumes additional duties as director of broadcast operations for Times Mirror Broadcasting.

**Brian Moors**, station manager, WHN(AM) New York, named VP-general manager, succeeding **Nicholas Verbitsky**, who resigned to form The United Stations, satellite-delivered country music network, based in New York.

**Walter Liss**, VP-general manager, KFSN-TV Fresno, Calif., joins Post-Newsweek's WPLG(TV) Miami in same capacity, succeeding Alan Perris, named executive VP of programming and production, Post-Newsweek Stations, and president, Post-Newsweek Productions, (BROADCASTING, July 6).

**Don William Berndt II**, general manager, KKNZ(FM) Oklahoma City, named VP of parent, Swanson Broadcasting.

**Ronald Kwasnick**, general manager, WILX-TV Onondaga, Mich., named VP.

**Alan Berrier**, news director, WCAO(AM) Baltimore, joins WMAR-FM there as station manager, responsible for operations.

**George Boggs**, program director, WPTY-TV Memphis, named director of operations.

**Mike Kanarek**, production manager, WKYT-TV Lexington, Ky., named director of operations.

**Gary Brandt**, executive producer, Cowboys football radio network for KRLD(AM) Dallas, named director of operations.

**Ken Stahl**, news director-talk show host, KDWN(AM) Las Vegas, assumes additional duties as operations manager.

**Buddy Alan**, music director-air personality, KNIX(AM) Tempe, Ariz., named operations manager for co-owned KUZZ(AM)-KKXX(FM) Bakersfield, Calif.

**Jerome Dominus**, VP-sales planning, CBS-TV, New York, named VP-personnel, CBS/Broadcast Group there, succeeding **Richard Pinkham Jr.** (see "Advertising").

**Albert Rubin**, VP of financial planning and controls, ABC-TV Network and ABC Entertainment, New York, named VP, ABC-TV, responsible for financial matters. **Stephen Solomon**, VP of corporate personnel relations, ABC, New York, named VP of human resources planning and development.

**Gloria Palmer**, controller, Group W's WPCQ-TV Charlotte, N.C., named assistant controller for co-owned WJZ-TV Baltimore. **Robert Darling**, controller, co-owned WOW(AM) Fort Wayne, Ind., succeeds Palmer.

**George Smith Jr.**, director of financial planning, Viacom Radio, New York, named controller.

**William Shaw**, corporate director of personnel, Siemens-Allis, Atlanta electrical manufacturer, joins Turner Broadcasting System there in same capacity.

**Rod Thole**, with Heritage Cablevision, Des Moines, Iowa-based MSO, named senior VP, responsible for all Heritage system operations.

**Dale Parker**, marketing manager for Meredith Corp.'s Family Shopping Service, Des Moines, joins Heritage there as VP, responsible for Cablevision programming, marketing and government relations. **Diane Drew**, from Home Box Office, New York, joins Heritage Cablevision in Des Moines as marketing director.

**H. K. (Hank) Sauer**, VP of equipment operations, Oak Communications, Rancho Bernardo, Calif., named senior VP of television operations, responsible for Oak STV and its cable TV operations. He succeeds Donald Williams, who joined Times Mirror Cable Television, Irvine, Calif., as senior VP of operations (BROADCASTING, Aug. 3). **Eugene Keys**, senior VP of administration and development, Oak Communications, named senior VP of operations development.

**Donald Perry**, system manager, American Cable Television, Phoenix, joins Essex Group, Greenwich, Conn.-based MSO, as manager of

its newly acquired Lapeer, Mich., cable system.

**Stephen Stabile**, accounting manager, Omni Cable TV Corp., Norwalk, Conn., MSO, named corporate controller.

## Advertising

**Alec Gerster**, director of media and programming services, Grey Advertising, New York, named senior VP.

**Robert Gervason**, VP-media director, Wells, Rich, Greene, Detroit, joins Campbell-Ewald, Warren, Mich., as senior VP-associate media director.

**Sarah Clark**, media planner and buyer, Gurasich, Spence, Darilek & McClure, Houston, named general manager of office.

**Frank Nichols**, senior broadcast producer and copywriter, GSD&M, named associate creative director, in Austin, Tex., office.

**Janet Krug**, media buyer, Barkley & Evergreen Advertising, Kansas City, Mo., joins D'Arcy-MacManus & Masius, St. Louis in same capacity. **Linda Stotter-Snape**, account executive, DM&M, New York, named senior account executive.

**Patrick Quagliano**, from NW Ayer, New York; **Deborah Barrows**, from Doyle, Dane, Bernbach, New York, and **Robert Walker Lewis**, from Wells, Rich, Greene, New York, named account executives, DM&M, New York.

**Tim Zagin**, media planner, Foote, Cone & Belding, New York, named media supervisor. **Michael Haggerty**, from Wells, Rich, Greene, New York, joins FCB, New York, as associate media director. **William Ganon**, assistant planner, FCB, New York, named media planner.

**Jude Setzko**, assistant media buyer, Mintz & Hoke, Avon, Conn., advertising firm, named media buyer-planner.

**Kevin Weber**, producer-director, WMAR-TV Baltimore, joins VanSant Dugdale Advertising there as broadcast producer.

**Terry Nichols**, broadcast producer, Valentine-Radford Advertising, Kansas City, Mo., joins Barickman Advertising there in same capacity.

**Linda Mueller**, media buyer, Hessemer,

**Nobody does it better.**

# Sherwood, Hennes & Associates, Inc.

Programming and broadcast consultants.

Burt Sherwood

Bill Hennes

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439-1230

Keener, Lawrence & Williams, Tampa, Fla., advertising firm, joins OmniMedia, advertising firm there as media director.

**Patricia Tierney**, from Bozell & Jacobs, New York, joins Strusberg & Hewitt, advertising agency there as account supervisor.

Named account executives, Tatham-Laird & Kudner Advertising, Chicago: **Lee Kulsavage**, and **Joe Roccisano**, assistant account executives, TLK, Chicago, and **Stuart Walker**, account executive, J. Walter Thompson, Chicago.

**Robert Purcell**, VP-advertising division, American Association of Advertising Agencies, New York, named senior VP.

Appointments, new NBC/gold sales team, Blair Television, New York: **Armand Grez**, from account executive for Blair's NBC/green sales team, New York, to manager; **Richard Morris**, assistant sales manager, NBC/green sales team, to same post for gold sales team. **John Harvey**, **Gretchen Jordan-Farrell** and **Mark Goldstein**, NBC/green sales team account executives, named to same posts for gold team.

**Joseph Armao**, sales manager, Group W's KDKA(AM) Pittsburgh, named Eastern sales manager for Group W's Radio Advertising Representatives in New York.

**John Dowd**, from Peters, Griffin, Woodward, Chicago, joins Harrington, Righter & Parsons there as account executive.

**Dan Gasby**, account executive, Peters, Griffin, Woodward, New York, and **Allen Scheuer**, account executive, Metro TV Sales, New York, join Independent TV Sales there in same capacities. **J. Richard Bailey**, account executive, WDCATV Washington, joins ITVS, Chicago, in same capacity.

**Thom Sutton**, account executive, Eastman Radio Sales, Detroit, named to same post in Dallas.

**Richard Pinkham Jr.**, VP-personnel, CBS/Broadcast Group, New York, named VP of Eastern sales for CBS-TV there, succeeding Robert Kipperman, named VP-general manager for CBS's new young-adult network, Radioradio (BROADCASTING, Aug. 31).

**Bill Bernard**, marketing director for Daniel & Associates' Baton Rouge cable system, named advertising sales director for firm, based at corporate headquarters in Denver.

**Anthony Vinciguerra**, general sales manager, WRGB(TV) Schenectady, N.Y., joins WTAE-TV Pittsburgh as sales manager. **Cherly Craigie-Parker**, account executive, KYW-TV Philadelphia, joins WTAE-TV in same capacity.

**Joseph Evans III**, national sales manager, WCBT-TV Charleston, S.C., named director of sales and marketing.

**Mitch Lambert**, national sales manager for WFRV-TV Green Bay, Wis., and co-owned WJMN-TV Escanaba, Mich., named general sales manager.

**Owen Weber**, general sales manager, WTOP(AM) Washington, joins WCBM(AM) Baltimore, in same capacity.

**E.R. (Dollie) Bucci**, local sales manager, WWSW-AM-FM Pittsburgh, named general sales manager.

**Russ Risdon**, sales manager, WCZY(FM) Detroit joins WTWR(FM) there in same capacity.

**Jack Tackett**, general sales manager, WSET-TV Lynchburg, Va., named VP.

**Mike Sommerfield**, general sales manager, KGUN-TV Tucson, Ariz., joins WDSU-TV New Orleans as national sales manager.

**Paul Wise**, account executive, KTVY(TV) Oklahoma City, named national sales manager.

**Barbara Kelly**, local sales manager, WEYI-TV Saginaw, Mich., named national-regional sales manager.

**Bob Peterson**, staff announcer, WXEX-TV Richmond, Va., named sales development specialist.

**George Pearson**, from traffic department, KHJ-TV Los Angeles, joins KABC-TV there as sales service coordinator.

**Edward O'Daniel**, sales representative, material requirements planner and production supervisor, Corning Glass Works, Corning, N.Y., joins KDKA-TV Pittsburgh as account executive.

**Patricia Lewis**, sales assistant, Top Market Television, New York, joins WFSB-TV Hartford, Conn., as local sales account executive.

**Chuck Holdridge**, sales manager, KPLR(AM)-KPRA(FM) Paso Robles, Calif., joins KSBY-TV San Luis Obispo, Calif., as account executive.

## Programming

**Richard Heller**, VP of comedy development, NBC Entertainment, Los Angeles, joins Columbia Pictures Television there in same capacity. **Nancy Dockry**, VP of special projects, CPT, Los Angeles, named VP of movies, mini-series and variety programs. **Rachel Tabori**, director of dramatic development, CPT, named VP, dramatic development. **Christine Foster**, VP of movies and mini-series, CPT, named VP of series programming. **Kathleen St. Johns**, director of current programming, CPT, named director of movies and mini-series.

**Herbert Gross**, VP-director, sports programming, CBS Sports, New York, named VP and assistant to the president, CBS Entertainment based in Los Angeles.

**Richard Howe**, director of marketing, Showtime, New York, named VP of market strategy.

**Bill Schickler**, VP, finance, Golden West Television, Los Angeles, named VP-general manager.

**Peter Newman**, director of marketing planning, Premiere, now-defunct Los Angeles-based pay-TV venture of Getty Oil and four major motion picture studios, joins Group W Satellite Communications, New York, as director of marketing planning and research.

**Perry Simon**, programming associate, NBC Entertainment, Los Angeles, named manager of comedy development.

**Anne Nelson**, director, talent administration, business affairs, CBS Entertainment, Los Angeles, named director of business affairs, talent and program acquisitions there. **Rita Burton**, director of program production services, CBS TV Network, Los Angeles, named director of studio center production services there.

**Richard Ramirez**, national sales manager, KHOU-TV Houston, joins RKO Radio Networks as manager of Western sales, based in Los Angeles.

**Professor Silverman**. Former NBC president and chief executive officer Fred Silverman expects his next career move in broadcasting to be set in a matter of weeks but whatever the role, he'll be spending some time as an academic ("Closed Circuit," Aug. 31).

Announced last week was Silverman's appointment as a visiting professor at Syracuse University's S.I. Newhouse School of Public Communications in Syracuse, N.Y. Silverman has the "Newhouse chair" for the spring 1982 semester to teach a graduate-level course called "Television Programming, Today and Tomorrow."

In a press release, Silverman said that he hopes the course "will be able to shed some light on the kind of programming we can expect in the next decade."

Silverman began a six-year term on the Syracuse University board of trustees in May 1980 and also last year was honored with the University's Chancellor's Medal for "outstanding achievement in the television industry." Silverman is a 1958 graduate of Syracuse with a BA in radio and television. He earned a masters degree from Ohio State University in TV and theater arts a year later.

**John Calvetti**, VP-program strategy and acquisitions, Warner Amex Communications, Los Angeles, joins SelecTV there as VP of sales and management services.

**Dennis Weed**, associate director of programming, ON TV, Los Angeles-based STV operator, joins Times Mirror Satellite Programming there in same capacity.

**Andrew Fox**, associate editor, *CableVision* magazine, New York, joins Satori Productions there as director of special projects.

**Bob and Ann Shanks**, husband-and-wife independent film and TV production team, based in Los Angeles, join Playboy Productions there as producers and creative consultants for its cable service, The Playboy Channel.

**Robert Kuretsky**, producer, Tomlin Films, New York, joins Imero Fiorentino Associates, consultant to performing arts there, as director of programming for television production staff.

**Ronald Grattan**, VP, Karnes & Grattan Associates, radio and TV syndicator, based in Montoursville, Pa., assumes additional responsibility for operations and production. **Ingrid Henderson**, air personality, WKAT(AM) Miami, joins K&G as writer. **James Reynolds**, news director, WTGC(AM) Lewisburg, Pa., joins K&G as marketing and media coordinator.

**Charles Swilling**, research director, WGN Continental Broadcasting Co., Chicago-based group owner, named program manager, WGN-TV Chicago.

**Jim Lutton**, executive producer, WABC-TV New York, joins WFSB-TV Hartford, Conn., as program director.

**Jack London**, program director, KDWN(AM) Las Vegas, joins KVI(AM) Seattle in same capacity.



**Duke Hamilton**, music director, WUBE-AM-FM Cincinnati, named program director, succeeding **Paul O'Brien** (see "Media").

**Terry Ryan**, promotion-music director and air personality, KPLE(FM) Temple, Tex., joins KXKZ(FM) Ruston, Ala., as program-music director.

**Michael Salmen**, production manager, KAKE-TV Wichita, Kan., joins KGTV(TV) San Diego as producer-director. **Dennis Csillag**, producer-director, KUPK-TV Garden City, Kan., satellite of KAKE-TV, joins KGTV's production staff.

Appointments for weekly magazine program, *2 On the Town*, KNXT(TV) Los Angeles: **Bubs Hopper**, production assistant, to segment producer; **Lyn Ellenson**, production manager, to associate producer; **Elizabeth Chavez**, associate producer, KNXT's *Sunnyside*, succeeds Hopper.

**Chuck Allen**, air personality, WWDE(FM) Hampton, Va., named production director.

**Joe Cornely**, assistant to farm service director, WLW(AM) Cincinnati, named farm service director.

**James Deschepper**, producer, *PM Magazine*, WFRV(TV) Green Bay, Wis., named executive program producer.

**James Roberts**, with WXEX-TV Richmond, Va., named producer-director. **Denise Krainich**, *PM Magazine* co-host, WCTI-TV New Bern, N.C., joins WXEX-TV, in same capacity.

**Diane Heditian**, coordinating producer for Group W's *PM Magazine*, San Francisco, named national feature producer.

**Robert Lynch**, from WCBD-TV Charleston, S.C., joins WRCB(TV) Chattanooga as *PM Magazine* videographer and editor.

**Terry Flood**, program director, KATY(AM) San Luis Obispo, Calif., joins KNIX(AM) Tempe, Ariz., as music director and air personality, succeeding **Buddy Alan**, named operations manager for co-owned KUZZ(AM)-KKXX(FM) Bakersfield, Calif. (see "Media").

## News and Public Affairs



Athens

**Art Athens**, general assignment reporter, WCBS(AM) New York, joins WABC(AM) there as news director.

**Jay Newman**, news director, KVOR(TV) Sacramento, Calif., joins KDKA-TV Pittsburgh in same capacity.

**Donald Feldman**, from WMDT(TV) Salisbury, Md., joins WCBD-TV

Charleston, S.C., as news director.

Appointments, news department, WFTV(TV) Orlando, Fla.: **Frank Verdel**, reporter, to managing editor; **Ann Miller**, reporter-anchor, WTLV(TV) Jacksonville, Fla., and **John Altenbern**, reporter, WMT-TV Cedar Rapids, Iowa, to reporters, and **R. C. Lee**, photographer-editor, WKCT(TV) Miami, and **Peter Gamba**, photographer-editor, from noncommercial WMFE-TV Orlando, to same posts.

**Tom McKay**, news reporter, KNX-FM Los Angeles, named director of news and com-

munity affairs.

Named producers for CBS News's *Up To The Minute*, new weekly afternoon news program to premiere Sept. 28: **Pauline Canny**, **Judith Hole** and **Read Jackson**, producers for CBS News's monthly *Magazine* series, and **Rose Economou**, field producer for CBS-owned WBBM-TV Chicago.

**John Ray**, news producer, and **Bill Yeager**, reporter, KGGM-TV Albuquerque, N.M., join WDSU-TV New Orleans, in same capacities.

Appointments, RKO Radio Networks, New York: **Leslie Wolfe-Cundiff**, news director-anchor, WSOC(AM) Charlotte, N.C., and **William McColl**, news producer, KVIL(AM) Dallas, to writers-editors; **Will Spens**, freelance correspondent, RKO, to anchor-correspondent, and **John Madden**, football color analyst, CBS-TV, New York, and **Tony Bruno**, sports director, WFIL(FM) Philadelphia, to weekend sports anchors.

Appointments, news department, WTAJ-TV Altoona, Pa.: **George Tyll**, from noon anchor-producer, WTVN-TV Columbus, Ohio, to news director; **Thomas Loebig**, from reporter, WTAJ-TV, to managing editor; **David Breimhurst**, from noon news anchor, WTAJ-TV, to 6 and 11 p.m. news anchor; **Larry Mendte**, anchor, KIEM-TV Eureka, Calif., to succeed Breimhurst, and **Anne Geist** and **Ron Ruman**, with WTAJ-TV, to reporters.

**Paul Perrello**, morning news anchor-reporter, WSSI(AM) Camden, N.J., named news director.

**Deborah Leff**, director of Federal Trade Commission's office of public affairs, Washington, joins WJLA-TV there as producer for new consumer news unit. **Robin Chapman**, news anchor, KGW-TV Portland, Ore., joins WJLA-TV as co-anchor for 5:30 p.m. newscasts. **James Berry**, anchor-producer, WBT(TV) Charlotte, N.C., joins WJLA-TV as weekend news anchor. **Morris Siegel**, sports columnist from now-defunct *Washington Star*, joins WJLA-TV as sports columnist.

**Bill Bauman**, from WFTV(TV) Orlando, Fla., joins KSTP-TV Minneapolis-St. Paul as assignment editor. Named reporters, KSTP-TV: **Ron Comings**, WFTV; **Jay Schadler**, WZZM-TV Grand Rapids, Mich.; **Tom Steward**, New Jersey Public Television, Trenton; **Lindsay Gedge Strand**, WCLA(TV) Champaign, Ill., and **Libby Znaimer**, WNBC-TV New York.

**Mark Estren**, editor, national desk, *Miami Herald*, joins noncommercial WPBT(TV) Miami as executive producer for station's new *The Nightly Business Report*.

**Monica Hoose**, staff reporter for Public Broadcasting's MacNeil/Lehrer Report, New York, named producer.

**Jon Duffey**, news producer, WPTA(TV) Roanoke, Ind., joins WANE-TV Fort Wayne, Ind., in same capacity.

**Karen Gray**, correspondent, ABC News, New York, joins NBC News, Washington, in same capacity.

Appointments, news department, WNEP-TV Scranton, Pa.: **Joe Zone**, sports anchor-reporter, WJAR-TV Providence, R.I., to sports director; **Selma Sayin**, writer-associate producer, WDIV(TV) Detroit, to 11 p.m. news producer; **Kathi Belich**, newscaster, WTAE(AM) Pittsburgh, and **Karen Harch**, newscaster, WILK(AM) Wilkes-Barre, Pa., to reporters, and

**Len Modzeleski**, photographer with WNEP-TV, to chief photographer.

**Bill Perry**, sports anchor, New Jersey Nightly News, joint project of New Jersey Public Television, Trenton, and noncommercial WNET(TV) New York, assumes additional duties as sports director for NJPTV.

**Dave Silver**, sports director, KMIR-TV Palm Springs, Calif., joins KSBY-TV San Luis Obispo, Calif., as sports producer.

**Teddy Bart**, from WSM-TV Nashville, joins WNGE(TV) there as co-anchor for station's early and late newscasts.

**Eddie Alexander**, sports director, KDKA-TV Pittsburgh, joins KGTV(TV) San Diego as sports anchor for 5 and 11 p.m. weekday newscasts.

**Mike Oling**, reporter-anchor, KPRO(AM) Riverside, Calif., joins KESQ-TV Palm Springs, Calif., as anchor of 11 p.m. weekday newscasts.

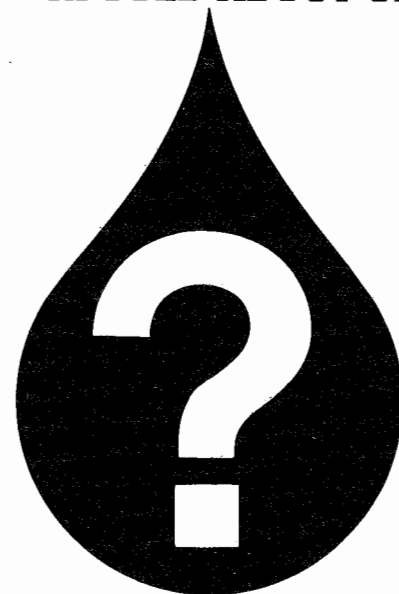
**Cecily Newton**, reporter-weekend anchor, WBT(AM) Charlotte, N.C., joins WPCQ-TV there as reporter-morning anchor.

**Christine Craft**, anchor, KMBC(TV) Kansas City, Mo., joins KEYT(TV) Santa Barbara, Calif., as co-anchor for 6:30 and 11 p.m. newscasts.

**Cornelia de Bruin**, from KSL(AM) Salt Lake City, joins WHAS(AM) Louisville, Ky., as reporter-anchor.

**Jim Bailey**, co-host, *Good Morning Virginia*, WXEX-TV Richmond, Va., and **Janet Peckingspaugh**, weathercaster, WWBT(TV) Richmond, Va., named weekday news co-anchors for WXEX-TV.

## CONFUSED ABOUT OIL



Call 'Ask the API'  
A weekly 60-second taped  
response to consumers' questions

Available Free

WATS Line Number

**800-424-8038**

For Details call: 202 457-7035

American Petroleum Institute

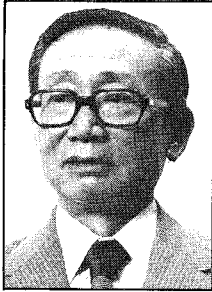
**Andrew Amador**, from KSEE-TV Fresno, Calif. (formerly KMJ-TV), joins KPIX(TV) San Francisco as reporter.

**Todd Wissler**, reporter-weekend anchor, WHP-TV Harrisburg, Pa., joins WCPQ-TV Cincinnati as reporter for station's news magazine, *The 7 O'Clock Report*.

**Kathie Cross**, from KFEQ(AM) St. Joseph, Mo., and **Ron Medin**, from KWOS(AM) Jefferson City, Mo., join Missouri Network as reporters for its news division, MissouriNet, based in Jefferson City.

**Helen Moore**, from WFTV(TV) Orlando, Fla., joins WPLG(TV) Miami as photographer-editor.

## Technology



Kakita

**Kiyoshi Kakita**, executive VP-director, Nippon Electric Co., Tokyo, parent of NEC America and NEC Trade Service, Melville, N.Y., named NEC America board chairman. Based in Tokyo. Kakita is also president of NEC Trade Service.

**Joseph Steoger**, director of engineering support, consumer and

commercial services, RCA Service Co., Cherry Hill, N.J., named division VP of engineering.

**Arthur Reynolds**, VP of STV operations for Oak Communications, Rancho Bernardo,

Calif., named senior VP of equipment operations. **Leo Jedynak**, senior VP of corporate research and development, for parent, Oak Industries, Rancho Bernardo, named senior VP of technical operations temporarily.

**Rick Plushner**, Western regional manager, digital audio sales, Sony Digital Audio Division, Compton, Calif., named national sales manager, based in Compton.

**Beverly Zane**, account executive, Communications Supply Inc., West Chester, Pa., distributor of CATV equipment, named inside sales supervisor.

**Kevin Hamburger**, audio-video systems engineer, ABC-TV, New York, joins Warner Amex Satellite Entertainment Co., New York, as manager of engineering.

**Thomas Robinson**, general manager, Sierra Manufacturing Co., Harrisonburg, Va.-based manufacturer of wood stoves, joins ComSonic there as director of finance. ComSonic is cable repair service and equipment manufacturer.

**Douglas Wellman**, director of production, AT&T Recording Studios, Hollywood, Calif., joins MetroTape there as unit manager.

**William Landers**, manager of operations, NBC Sports, West Coast, Los Angeles, named director of technical news operations for NBC's KNBC(TV) there.

**James Warunek**, from WJR-FM Detroit, joins WWJ-AM-FM there as technical broadcast coordinator.

**Mark Phillips**, from Audio Video Craft, Los Angeles broadcast and ENG equipment distributor, joins Omega Video, Lawndale, Calif., distributor of video and broadcast equipment, as sales engineer.

**Nick Adams**, from Orrox Corp., Santa Clara, Calif.-based manufacturer of CMX editing systems, joins Videomedia, Sunnyvale, Calif., video equipment manufacturer, as product marketing manager.

## Promotion and PR

**Jerry Greenberg**, VP-advertising, public relations and promotion for 20th Century-Fox Television, Los Angeles, named VP of corporate communications, 20th Century-Fox Studios.

**Craig Haffner**, producer-writer, creative services department, KABC-TV Los Angeles, named assistant director, creative services.

**Simone Geoffrion**, promotion director, WHYI(FM) Fort Lauderdale, Fla., joins WINZ-FM Miami in same capacity.

**Jan Wade**, assistant promotion director, WLKY-TV Louisville, Ky., joins WCCO-TV Minneapolis as writer-producer of news documentary promotion.

## Allied Fields

**Arlan K. Van Doorn**, deputy chief of Private Radio Bureau, FCC, Washington, named to same post for Field Operations Bureau. **Steven Harris**, associate with Schnader, Harrison, Segal & Lewis, Washington communications law firm, joins FCC as special assistant to general counsel.

**Irving Gastfreund**, associate, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington communications law firm, named partner.

**Heidi Sanchez**, associate director, Media Access Project, public interest law firm, Washington, joins Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, as associate.

**Malcolm Pfunder**, assistant for evaluation and pre-merger notification, Bureau of Competition, Federal Trade Commission, Washington, joins Hamel, Park, McCabe & Saunders, Washington law firm, as partner.

**Donald Kaleta**, VP of advertising and marketing, Field Electronic Publishing, Chicago, Field Enterprises's first commercial teletext experiment with Keyfax system, named president. Kaleta is also classified advertising manager for co-owned *Chicago Sun-Times*.

**Margaret King**, copy editor, Los Angeles *Daily News*, joins noncommercial KCET(TV) Los Angeles as managing editor of *Now*, electronic magazine-teletext project of KCET, CBS Broadcast Group, and CBS-owned KNXT(TV) Los Angeles.

**Clark Smidt**, director of programing and promotion, WEEL-FM Boston, joins Wallace & Washburn, Boston-based marketing firm, as VP-broadcast operations, responsible for media packaging involving research, positioning, promotion and programing for TV, cable, and radio.

**Joe Buys**, general manager and part owner, WVIC-AM-FM Lansing, Mich., leaves to form own consulting firm, Clear Communications, Lansing, Mich., specializing in broadcast and cable management.

**Brad Bedford**, researcher, Department of Communications, University of Michigan, Ann Arbor, joins Arbitron Midwest Radio Station Sales, Chicago, as client service representative. **Sharon Stanley**, account executive, Seltel, Dallas, joins Arbitron Advertiser/Agency Sales there in same capacity.

## Deaths

**Louis Teicher**, 67, former director of music operations for CBS Entertainment, New York, died Aug. 30 of heart attack at his home in Great Neck, N.Y. Teicher joined CBS in 1933, was variously associate program director for CBS Radio, general manager of CBS Studios and theaters and director of dance band remote broadcasts for radio network. During his later years Teicher served as music operations director for CBS-TV network from 1962 until 1977 when he assumed his most recent post. He is survived by his wife, Roslyn, two daughters and son.

**Ben A. Laird**, 71, board chairman, Green Bay Broadcasting Co., Green Bay, Wis., died Sept. 3 at Woodside Lutheran Home in Green Bay. He had suffered a series of strokes. Green Bay is licensee of WDUZ-AM-FM Green Bay and KSDN-AM-FM Aberdeen, S.D. Laird served several terms on National Association of Broadcasters radio board and was chairman of ABC Radio affiliate association for 25 years. He is survived by his wife, Dorothy, sons William C., president of Green Bay Broadcasting, and Ben, and daughters, Laurie Lamberg, and Bonnie Laird.

**William Tandy Young Jr.**, former president of Chicago-based advertising firm, Leo Burnett Co., 84, died Aug. 31 at his home in Palm Beach Fla., after an extended illness. He had been president of agency from 1958 until his retirement in 1964. He is survived by his wife, Francigene, two sons and daughter.

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 \$135  2 years \$95  1 year \$50  
(Canadian and international subscribers add \$12/year).

1981 Yearbook \$60  
(If payment with order: \$55)

Payment enclosed  Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036



## CBS's Charles Kuralt: America's on-the-road chronicler takes root

In network journalism, the road to the top usually leads through the coverage of political intrigue and national crises and all the hot and sexy stories that can catapult an enterprising reporter into national prominence and at least catch the eye of management.

Oblivion is supposed to lurk in Frying Pan Shoals, Granny's Neck and Hell-For-Certain, places journalists are supposed to leave on the way to Washington and New York.

That is, of course, unless the reporter is Charles Kuralt who for more than a dozen years and more than a half-million miles was the chronicler of Americans outside the White House and off the beaten track.

"All I ever did was do a lot of innocent, pleasant stories," says the CBS newsman with the unmatched reputation for down-home wit and wisdom. "I owe my reputation to all the interesting people I was able to run into out there on the road."

Kuralt says that "there may be a little of the Peter Principle involved here," having found success as a reporter for CBS News yet now having an "office job" as anchor of the weekday *CBS Morning with Charles Kuralt* and weekend *Sunday Morning*. "My strength is probably reporting which I don't do at all any more," he says.

That's oversimplification. For years, CBS News executives had been trying to coax Kuralt off the road for more regular news exposure. They finally beguiled him out of the *On the Road* traveling van in January 1979 and on to *Sunday Morning*. Last October, he permanently took on daily early-morning duty.

Kuralt, now in the anchor seat, may have left his on-scene reporting skills on the road but not his news instincts, his writing (about one-fourth of the weekday show) or his very personal camera presence.

"My strength certainly is not my appearance. I don't like looking at myself on TV," he says. Balding and portly, Kuralt is no matinee idol. But he underestimates the warmth and intelligence of the Kuralt on the screen.

With Kuralt, CBS has been trying to build up its early-morning presence. Although his service on *Morning* has improved the ratings, the news hour (7-8 a.m.) followed by *Captain Kangaroo*, has continued to deliver third-place ratings against the two-hour hot competitors, NBC's *Today* and ABC's *Good Morning America*.



Charles Bishop Kuralt—anchor, CBS-TV's *Morning with Charles Kuralt* and *CBS News Sunday Morning*; correspondent, CBS Radio's *Dateline America*; b. Sept. 10, 1934, Wilmington, N.C.; BA in history, University of North Carolina, Chapel Hill, 1955; reporter/columnist, *Charlotte* (N.C.) *News*, 1955; joined CBS News as radio newswriter in New York, 1957; assignment desk, 1958; host, *Eyewitness*, 1960; chief Latin American correspondent, Rio de Janeiro, 1961; chief West Coast correspondent, Los Angeles, 1963; correspondent, New York, 1964; *On the Road* series launched 1967; *Dateline America* since 1972; anchor, *Sunday Morning*, January 1979; *Morning* since October 1980; two-time winner of both George Foster Peabody and Emmy awards; m. Suzanna Baird, June 1, 1962; two daughters (from previous marriage); Lisa, 25; Susan, 22.

Later this month, on Sept. 28, CBS News State Department correspondent Diane Sawyer goes on as co-anchor, and *Kangaroo* will be halved to give *Morning with Charles Kuralt* the 7:30-9 a.m. slot. It's a competitive step; more people are watching television later in the morning. "I'm sure we'll be talking to more people," he says. But he denied being personally caught in any ratings frenzy: "The rating is a subject that never comes up, thank heavens," Kuralt says.

The early-morning hours Kuralt now puts in have brought him full circle from his first job with CBS as a writer on the radio overnight shift in 1957. After Kuralt had won an Ernie Pyle Memorial Award for his work at the *Charlotte* (N.C.) *News*, CBS spirited the 23-year-old native North Carolinian to New York. "It was easy then," Kuralt says. "They were actually out recruiting."

(The *Ernie Pyle* award wasn't the first

honor Kuralt received. At 14 years of age, he went to Washington and met President Truman after winning a National Association of Broadcasters writing and speaking competition.)

By 1958, Kuralt was on the assignment desk at CBS and two years after that was first host of the old CBS *Eyewitness* series. In 1961, Kuralt went to Rio de Janeiro as chief Latin American correspondent and in 1963 returned stateside as chief West Coast correspondent. He returned to a New York base in 1964. Before taking on the softer *On the Road* assignment, Kuralt had proved himself a hard newsman, having reported stories ranging from Vietnam to the Kennedy-Nixon campaign. Nevertheless, he says he was "never fond of the intense competition" of breaking news and always preferred reporting that allowed him more time.

After covering an attempt of an expedition to reach the North Pole, Kuralt suggested going *On the Road*. What began as a three-month trial in 1967 lasted until 1980 as Kuralt searched out or stumbled upon the "unlikely heroic things" and the "little celebrations of human spirits."

In his travels around the country, Kuralt has seen more local television news than most national network journalists will see in a lifetime. He has noticed improvement, but he says it's "still not what I hoped it would become." Too often, he says, local news goes for fires and crimes—the easy stuff—instead of digging for substantial coverage of the community.

Overall, on the state of the art, Kuralt says, "Writing is still the weakest part . . . We see it at CBS. It's easy to find marvelous cameramen, skillful technicians, young men and women who have a good appearance on camera. But when a *writer* shows up, everybody is impressed."

While Kuralt himself is considered one of broadcast journalism's best writers, he calls the retired CBS veteran, Eric Sevareid, "the best . . . by far." The key to good writing, he says, comes from "good reading." Kuralt, a history buff, has just read the sixth and final volume of Dumas Malme's biography of Thomas Jefferson. Kuralt also has authored two books of his own: *To the Top of the World* (about the North Pole expedition he covered) and *Dateline America* (a compilation of essays from his CBS Radio series of the same name).

Kuralt explains that journalism is "something that consumes you," and that "I honestly can't remember when I didn't want to be a reporter." Such fervor could only be expected from a man who spent 13 years on the road and now—when less demanding jobs certainly would be available—still routinely goes to work well before dawn.

**FCC has denied requests** by various petitioners (including Westinghouse Broadcasting Co., National Association of Television Programming Executives Inc., Citizens Communications Center, ABC Television Affiliates Association, Station Representatives Association and Sandy Frank Program Sales Inc.) to **extend Sept. 4 comment and Sept. 21 reply comment deadlines** on Chronicle Broadcasting petition asking commission to **modify** one aspect of **prime time access rule**. Chronicle asked that PTAR be changed to permit affiliated television licensees in top-50 markets to carry off-network programs. Several weeks later NBC, in comments on Chronicle petition, called on commission to repeal PTAR altogether (BROADCASTING, Aug. 17). In denying extension requests, commission noted that parties had apparently concluded, incorrectly, that NBC comments had broadened scope of Chronicle petition to consider elimination of entire rule. It added that NBC pleading is comment on Chronicle petition "and nothing more." However, in order denying extension, Broadcast Bureau Chief Richard Shiben indicated that bureau is currently reviewing Network Inquiry Special Staff report, which among other things, urged FCC to repeal PTAR. That review could lead to "an omnibus proceeding to consider elimination of [PTAR]," Shiben said. Shiben's order appeared to quell need for immediate action felt by some pro-PTAR groups last week and, at press time, very few comments had been received at FCC. CBS did file however, arguing, as did NBC, that entire rule should be appealed. Attorneys for Westinghouse and Sandy Frank indicated that they would be filing also, in opposition to Chronicle. Westinghouse was to argue that Chronicle was premature in its request, in light of ongoing review by Broadcast Bureau. Frank was to argue that rule had achieved its purposes of reducing network dominance in prime time, developing independent production entities and in process has encouraged affiliates to exercise own judgement rather than just plugging into network. Association of Independent Television Stations also asserted that those purposes "are being advanced by the rule." George Back, executive director of **NATPE** confirmed reports that he and representatives of several other pro-PTAR groups have approached former FCC Chairman **Richard Wiley**, now with Washington law firm of Kirkland & Ellis, about representing them before commission in their efforts to have PTAR retained. Back said Wiley's decision would come this week.

**Surprise announcement of retirement** next month of NBC News veteran **David Brinkley** came from network last Friday (Sept. 4). NBC offered no explanation and Brinkley, 61, and with NBC for 38 years, could not be reached for comment. While Brinkley will anchor *NBC Magazine's* new-season launch Sept. 11, NBC said newsmagazine will continue without him. Immediate speculation on possible reasons for Brinkley's departure varied. Among suppositions were that Brinkley was dissatisfied with network's treatment of *Magazine*; he did not get along with NBC News President William Small, who has received vote of confidence from NBC President Robert Mulholland (BROADCASTING, Aug. 31), and/or he was dissatisfied with his role, given assignments and promises network has made to colleagues Tom Brokaw, Roger Mudd and John Chancellor. Brinkley's future plans are not known, but as one observer said, "Every major broadcasting organization will be lining up at his door."

**American Legal Foundation**, Washington public interest law firm, **petitioned FCC to deny license renewal** for Pacifica Foundation's **WPFW(FM)** Washington on several grounds, including fairness doctrine and obscenity statute violations, inadequate ascertainment and misrepresentations to commission. Pacifica lost court case on obscenity in 1977 over "seven dirty words" aired on its **WBAI(FM)** New York. ALF charged station "consistently and deliberately failed to present both sides of numerous controversial issues of public importance."



Among more than **800 mourners at funeral services** Thursday in New York for **Lowell Thomas** (see page 58) were host of government dignitaries and fellow broadcasters. They included former President **Gerald Ford** and his wife, shown being greeted by Rev. Thomas D. Bowers, rector of St. Bartholomew's Episcopal Church, Secretary of State **Alexander Haig** and his wife, Patricia, at right. In background, between Bowers and Mrs. Ford, is **Thomas S. Murphy**, board chairman of Capital Cities Communications Inc. In rear, between Haigs, is **William S. Paley**, chairman of CBS Inc. **Rev. Dr. Norman Vincent Peale** delivered eulogy.

**Various organizations and personnel changes are under way in White House press office.** First change surfaced last week when Frank Ursomarso, director of Office of Communications, left to return to family's car dealership in Delaware. There were reports functions of office, which focuses on research and long-range planning, and Office of Media Liaison, which services press outside of Washington, would be recombined, as they were during Nixon, Ford and Carter administrations. Where that would leave Louis Gerig, head of Office of Media Liaison, was not certain. Another report had Karna Small, deputy news secretary, being moved into different role, where she would deliver speeches as White House representative. However, no decisions have been made, according to White House officials. Peter Roussel, Houston public relations man who is being added to staff as deputy press secretary drafted plan for streamlining offices of communications and media liaison. But Small has also prepared number of recommendations for reorganizing press operations that she will discuss on Tuesday with David Gergen, director of communications.

**Gannett has announced shift of headquarters for its Broadcast Group from Denver to Atlanta.** Move to larger headquarters is billed as helping company "expand its entertainment and news programming, for both conventional and cable television use." Four Gannett executives will switch their bases of operations to Atlanta: Broadcast Group President Alvin Flanagan; Herbert Schuarth, vice president, engineering; and James Sieger, vice president, news (all located now in Denver), plus senior vice president, finance, James Moore (who operates out of Phoenix). **Named vice president and general manager of Gannett's Broadcast Group is Jeffrey B. Davidson**, president and general manager of company's **WXIA-TV Atlanta**.

In response to CBS proposal that independent research team evaluate TV monitoring methods used by Coalition for Better Television, Donald Wildmon, CBTV chairman, has told CBS it can pick organization. **In letter to Gene Mater**, CBS/Broadcast Group senior VP for policy, **Wildmon said CBS can choose "any recognized authority" to develop TV monitoring system** and CBTV will "implement that program in our monitoring



process." Mater called Wildmon response "disingenuous," claiming "it was never our position that advertisers should be pressured into withdrawing from particular television programs or that a monitoring system should be devised for compiling the list of target programs."

**Satellite Music Network**, 24-hour, live radio program service, went on air as planned last Monday, **Aug. 31**, but only on single station, **KBRJ(AM) Boise, Idaho**. Technical difficulties in hookups with cable systems and in some stations' downlinks kept six others from going on until later in week. Those that could be contacted gave high rating to new service and almost no complaints. Ed Ryan, KBRJ program director, said, "the only bugs had been pretty much worked out by Monday" and station's audience "had picked up tremendously." Gene Newman, general manager, WHRT(AM) Hartselle, Ala., said: "The quality is superb, the format is smooth and there are no bugs . . . I enjoy listening to my own station more."

**House Subcommittee on Government Information and Individual Rights will investigate how FCC is dealing with and plans to deal with domestic and international implications of new technologies**, including cable TV and direct broadcast satellites. With hearings set for Sept. 16 and 22 (**first FCC oversight hearings in more than eight years**) subcommittee will explore domestic issues, such as whether FCC has resources necessary to implement its Computer II decision and role FCC should play in monitoring and regulating telecommunications services from government agencies to private customers (for example, electronic mail). Other issues it will examine Sept. 16 are FCC procurement practices and management and whether FCC is considering such issues as protection of privacy in interactive services and information gathering on subscribers. Sept. 22 hearing is expected to focus on international issues, with subcommittee looking at FCC's abilities to deal with foreign governments in regulating international telecommunications services. Subcommittee has already authored bill (H.R. 1957) that would establish executive-level task force to oversee coordination of all international communications policy. International implications of DBS will also be discussed at Sept. 22 hearing.

**National Collegiate Athletic Association** this week may announce special meeting or conference in attempt to resolve differences between it and College Football Association. Each have four-year network-TV deals starting in 1982 in apparent direct conflict. NCAA has \$264-million contract with ABC and CBS, and CFA (whose members also belong to NCAA) has approved \$180-million deal with NBC ("In Brief," Aug. 24). CFA members' "grace period" to review NBC deal is up this Thursday (Sept. 10).

With 51 stations said to be on board so far, representing 50%-55% U.S. coverage, **WPXI(TV) New York will launch half-hour "Independent Network News Midday Edition" Oct. 5**. Described as "only international and national news program in the United States in the midday period," *Midday* will be fed at 11:30 a.m. (NYT). Three-minute segment for local news will be available. Named as co-anchors are Marvin Scott, WPXI reporter formerly with WNEW-TV New York, and Claire Carter, who has been co-host of WPVI-TV Philadelphia's *AM/Philadelphia*. Among those on *Midday* line-up are WGN-TV Chicago (co-owned with WPXI), WPHL-TV Philadelphia, KBHK-TV San Francisco and WSBK-TV Boston. *Midday* outlet for Los Angeles has not yet been signed.

City of **Denver** attracted three bids for its cable franchise last week. They came from **Teleprompter, United Cable Television and Mile High Cablevision**, joint venture of American Television and Communications and Daniels & Associates. All three

bids were, in words of Denver cable official Bill Bradley, "real mindblowers." Teleprompter offered four-cable 215-channel system, including 107-channel home network, 54-channel institutional loop and 54-channel business network. Basic 50-channel home system is priced at \$1.95. United proposed 106-channel home system, featuring 29-channel "universal" basic service (no monthly fee, but \$24.95 installation charge and \$20 converter deposit). Mile High promised 110-channel home system (containing 110 teletext channels) and "financially self-supporting" institutional and business network. Mile High's basic service would cost \$3.95. CTIC, consultant to city, will return preliminary evaluation of bids Dec. 1 about which applicants will have month to comment. CTIC's final recommendation is expected Feb. 1 and award could be made shortly thereafter.

**Boston suburb of Brookline (25,000 homes) has awarded cable television franchise to Times Mirror Cable**. Twelve-channel basic service it will offer for \$2 follows on heels of Cablevision Systems decision to charge \$2 for 35-channel basic service in Boston. Times Mirror will provide second and third tiers with pay services to include TM's own Spotlight, plus HBO, Showtime, Cinemax, Home Theater Network and PACE. Times Mirror, involved in franchising in several Massachusetts communities, will install 400 mhz, dual trunk system.

**Time Inc. closed, on Sept. 1, its deal to buy Capital Cable Co. for estimated \$50 million-\$55 million** (BROADCASTING, Dec. 8, 1980). Capital operated Austin, Tex., system, which now will be operated by American Television & Communications Corp., subsidiary of Time. **System serves about 90,000 basic subscribers**. ATC announced it will rebuild current 12-channel system into 54-channel system offering both basic and pay services. Charles Gramlich, former regional manager for ATC's south central region, will be new general manager.

**Tele-Communications Inc.'s purchase of 67% interest in Idaho newspaper publisher, Tribune Publishing Co.**, MSO's first venture into newspaper field, is "purely for exploration of cable applications of publishing," according to TCI Chairman Dr. John Malone. Tribune's two papers have combined circulation of 32,800. Price of transaction was not disclosed.



Batson

Patton

Epps

**Charles A. Batson**, chairman and chief executive officer, **Cosmos Broadcasting**, Columbia, S.C.-based station group, **retires** after 30 years. Batson was named president of Cosmos in 1968 and assumed present title in 1977. He is **succeeded by Macon Patton**, president and chief financial officer of Cosmos's parent, Liberty Corp., Greenville, S.C.-based insurance firm. Patton will remain in Greenville. J. Law Epps remains president and chief operating officer of Cosmos.

## Up4Coming

**On Capitol Hill:** Congress resumes sessions Wednesday (see page 31). **Also in Washington:** National Association of Broadcasters special committee on direct broadcast satellites will meet at NAB headquarters Wednesday. **In New Orleans:** Radio-Television News Directors Association starts 30th annual international conference at Marriott Thursday. (see page 37).

## Relief is spelled F-C-C

The Reagan FCC goes to work this week after an inactive August. Seven commissioners will be on duty, the first full complement since January.

Few Presidents have a chance to install an FCC majority in the first year of their terms. Ronald Reagan, less than eight months in office, has given the FCC its new chairman, Mark S. Fowler, and its new members, Mimi Weyforth Dawson and Henry M. Rivera, and has reappointed James H. Quello. The Jimmy Carter FCC is gone, to the great relief of broadcasters.

By every sign, the new FCC is of a mind to eliminate unnecessary regulation and free the broadcast markets from the atrophying influence of government. It would be wrong, however, for broadcasters to be beguiled into thinking emancipation is at hand. There are statutory limits to the FCC's deregulatory powers, and they will no doubt be repeatedly tested in the courts by the special-interest lobbyists whose jobs are threatened by deregulation.

As has been noted here before, true deregulation of radio and television can come only from the Congress, but there may be conflicts between attitudes there and at the FCC. It is no good news for broadcasters to be told, as they are elsewhere in this issue of the magazine, that there will be hearings soon on the bill introduced by Representative Al Swift (D-Wash.) to cement the FCC's present ownership rules in the law when the FCC leadership is known to be thinking seriously of significantly relaxing those rules.

Still there continue to be signs of helpful action in a Senate that is closer to the FCC's present wavelengths than the House. Perhaps the deregulatory movement is strong enough to prevail against the unreconstructed regulators.

At the FCC, at least, the outlook for realistic regulation has never been more promising.

## In one man's time

The career of Lowell Thomas, who died 10 days ago at the age of 89, was remarkable in many respects, most of them appropriately reported in the obituaries and eulogies. One point that deserves more notice than it has received, however, is that the lifetime of this one man has encompassed all that has happened not only in broadcast journalism but also in the entire field of electronic communications.

He may not have been the first to broadcast news, but he was among the most illustrious of the first, and he unquestionably endured longer than any other—close to 60 years. Radio journalism grew up, television journalism was born and grew up, the age of satellites and instant international news coverage emerged and is flourishing.

Thomas made his radio debut in 1925 to discuss the first around-the-world airplane flight, which took 35 days and had occurred the year before. Radio journalism was, as Samuel Johnson said of an earlier phenomenon, "like a dog's walking on its hind legs. It is not done well; but you are surprised to see it done at all." Standards of broadcast reporting rose remarkably in Thomas's time, and with them audience expectations.

The radio and television news directors who are assembling for their annual convention this week have recently presided over news programs delivering color pictures from a spacecraft passing Saturn, 1.24 billion miles from earth, at a speed of 54,000 miles an

hour. There will be talk at the convention of helicopters, mobile vans, ENG, uplinks and downlinks. There will also be talk of new communications forms that may divert audiences and impose radical changes on the journalism scene.

It is especially reassuring to note that the news directors of today are as much concerned with substance as with technology and form. The interviews reported elsewhere in this issue reveal professional determination to improve the writing and selection of the news. It is a craft of exemplary competence that has been created within the lifetime of one man who himself had much to do with the craft's creation.

## Innocent victims

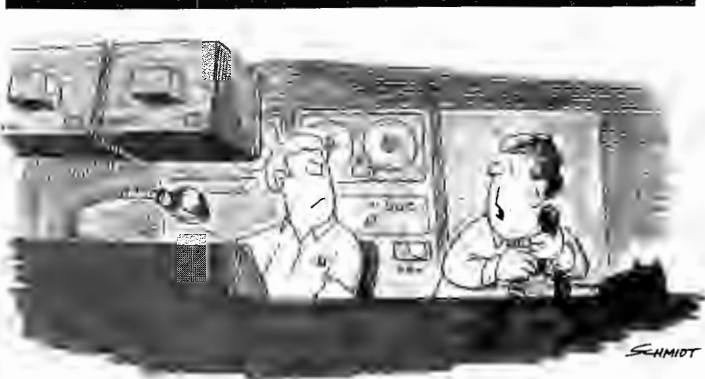
The Federal Trade Commission last week issued its annual report on the state of the cigarette business, which was supposed to disappear with the discontinuance of cigarette advertising on radio and television in 1971. The report, for 1979, put cigarette sales at 621.8 billion, 177.6 billion more than they were in 1970, the last year of broadcast advertising.

Did somebody miscalculate? Not the tobacco companies, which beguiled the defenders of the people on Capitol Hill into believing the national health had been saved with the outlawing of radio and television advertising. Total cigarette advertising in 1979 was just under \$1.1 billion, almost exactly three times the total advertising bill in 1970.

With cigarette consumption increasing annually and advertising tripling in nine years, nobody seems to have been hurt by the cigarette act of 1970 except broadcasters—and the people if it is true that smoking is a hazard to health.

The newspapers, which editorially led the attack on the perfidiousness of cigarette advertising while the principal media used were radio and television, have increased their cigarette take from \$14 million in 1970 to \$240 million in 1979. It has been a while since we have noticed any editorials in the *New York Times* or *Washington Post* excoriating cigarette advertising. As for magazines, the Marlboro man rides off into one sunset after another in double-trucks and gatefolds. The magazine take has increased from \$50 million to \$257 million. (Broadcast advertising in 1970 was \$220 million.)

The point here is not to suggest a revival of cigarette advertising on the air but to note that society's problems cannot be solved by taking cheap shots at broadcasting.



Drawn for BROADCASTING by Jack Schmidt

*"It's the post office. They sent our nine-digit zip promo to the wrong address."*



# WAXY is Fort Lauderdale-Miami

Resort communities all have the same problem. They are judged by the tourist brochures. This holds true for the famous "Gold Coast" of South Florida. We all know it has its share of sunny beaches, luxuriant hotels and exciting diversions such as greyhound racing and Jai Alai, but it also has its needs. And they can be devastating. It is the call of these needs that WAXY radio hears first and responds to most vividly.

Needs such as blood and the unique demands of the premature. The station made them its own. Editorials were broadcast, special programs were devised and station personnel came forward and gave. The results were amazing; thousands responded and a life-giving need was met.

The weather also creates a need: One of communication. WAXY's new facilities are hurricane-resistant

so that no matter how devastating the weather may be, residents can listen on their battery-operated radios and WAXY will keep them informed. Some

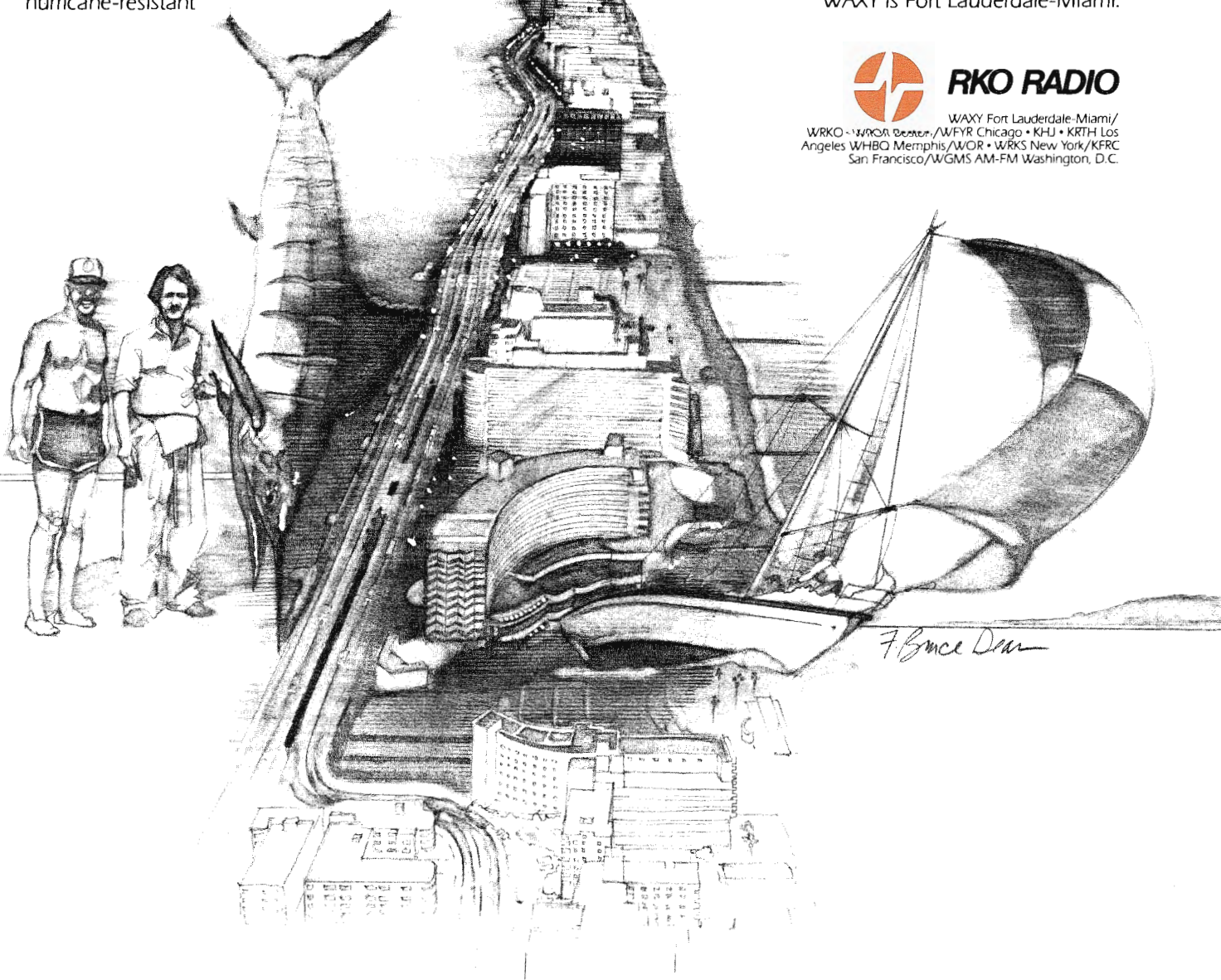
winds have exceeded 150 miles per hour. All is not blood and storm however. Recently the station brought a bit of pomp and a silly circumstance across the pond with a mock marriage between Prince Charles and Lady Di look-alikes. It may not have been St. Paul's and carriages, but it was every bit as much fun for the "royal" couple on this side of the Atlantic.

When the winds blow and the storms rise, when the needs of the newborn are known and when a laugh is called for, then, as always, WAXY is Fort Lauderdale-Miami.



**RKO RADIO**

WAXY Fort Lauderdale-Miami/  
WRKO - WACB Boston - WYFR Chicago - KHJ - KRTH Los Angeles  
WHBQ Memphis - WOR - WRKS New York - KFRC San Francisco  
WGMS AM-FM Washington, D.C.





# WE'D LIKE TO SHOW YOU OUR NEW NUMBER IN ST. LOUIS



## DOUBLEDAY'S KWK COMBO IS THE NUMBER ONE MUSIC STATION IN ST. LOUIS AGAIN.

Since its inception in 1978, Doubleday Broadcasting's KWK/WWWK has regularly been the number one music station in St. Louis.

With a total 9.0 share in the Spring Arbitron, KWK/WWWK once again demonstrates that the combination of competency and consistency produces market leadership.

No other radio broadcast group can match our performance record in market after market. It's as simple as that.

DOUBLEDAY BROADCASTING IS AMERICA'S MOST COMPETENT RADIO GROUP.

**WLLZ-FM**  
Detroit

**KWK/WWWK**  
St. Louis

**KDWB AM/FM**  
Mpls/St. Paul

**KHOW AM/FM**  
Denver

**db** **DOUBLEDAY BROADCASTING CO.**  
100 Park Avenue, New York, N.Y. 10017

Represented Nationally by RAR and Eastman Radio (KHOW)  
Source Spring 1981 Arbitron. Total persons 12+ AQH, 6am-Midnight Total Week  
KDWB FM, Richfield, MN. WWWK FM, Granite City/St. Louis