

The upbeat goes on for third quarter World Series
does wonders for ABC High tech at SMPTE

Broadcasting Nov 2

The News Magazine of the Fifth Estate Vol. 101 No. 18

Our 51st Year 1981

The good life in Tampa Bay makes it the fastest growing major metro market in the Southeast. And when Tampa Bay's young adult audience wants to see the good shows — they turn to WTOG-TV, Channel 44!

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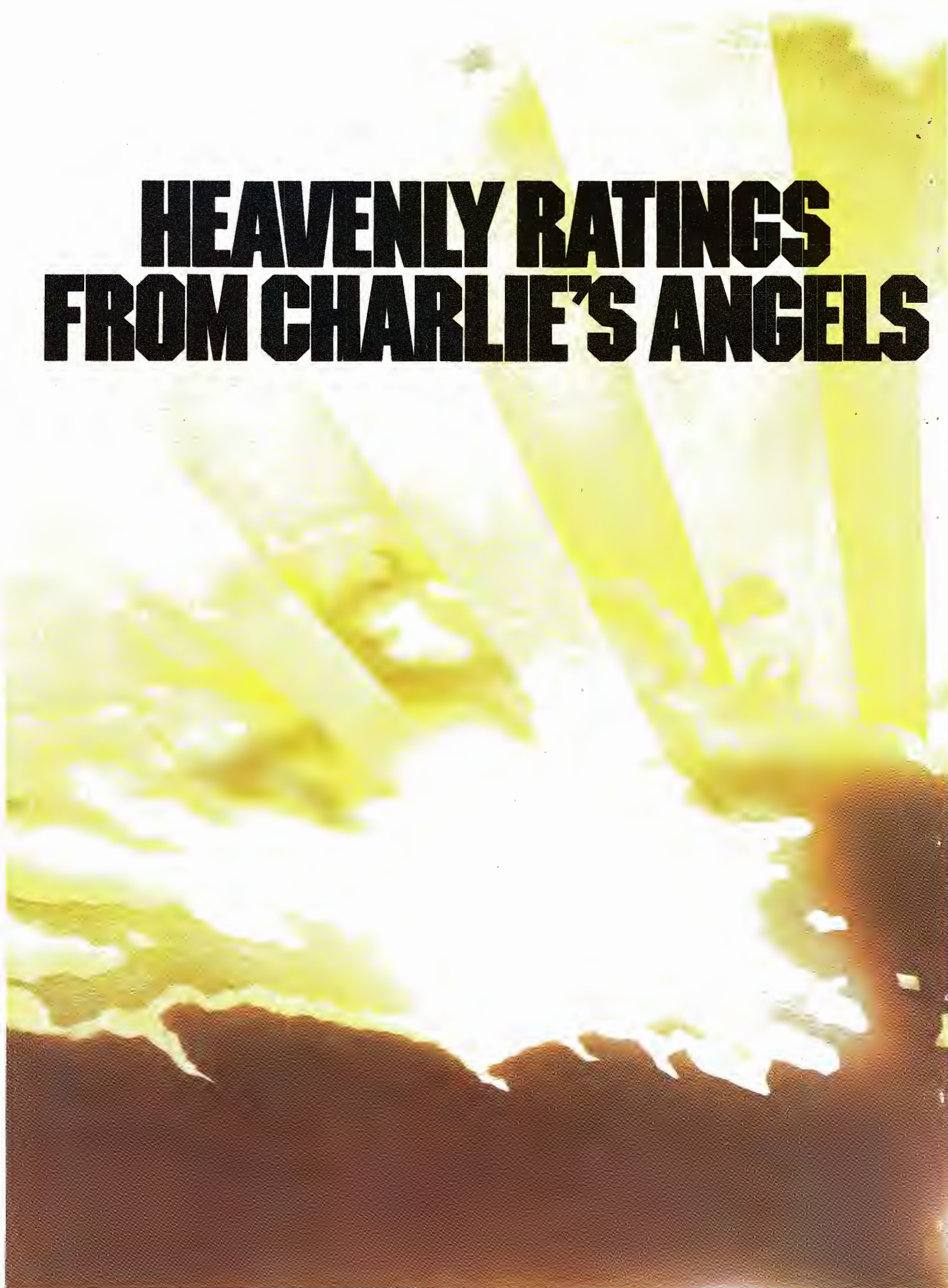
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WTOG-TV

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Routing switchers from the Grass Valley Group have been the choice of discriminating broadcasters for more than ten years. And little wonder; GVG has earned a reputation for providing the best products and the best service in the industry.

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The Week in Brief

TOP OF THE WEEK

BROADCAST STOCKS STAY STRONG □ Taft's 38% income gain in third quarter leads publicly held companies predominately in station-network operation. Experts expect good showing to continue in fourth quarter, but express reservations about beginning of 1982. **PAGE 23.**

SELLING COPYRIGHT COMPROMISE □ Broadcast, cable and motion picture leaderships lobby followings for support. Some cable operators have reservations. NCTA board calls special meeting. **PAGE 24.**

ANOTHER STEP FROM HDTV □ Compact Video unveils its ImageVision during SMPTE convention. High definition TV system is just 10 mhz wide, uses 655 lines at 24 frames per second, and has potential for large-screen pay service. **PAGE 25.**

WORLD SERIES HYPE □ ABC-TV takes ratings lead for week ended Oct. 25, thanks largely to Yankees-Dodgers telecasts. **PAGE 27.**

RADIO MARTI PLANS STILL ON □ State Department says it had already considered—and rejected—concerns about Florida station that will beam news to Cuba in January. **PAGE 28.**

LAW & REGULATION

BUDGET CUTS □ At FCC, Fowler and Fogarty continue disagreement over feasibility and wisdom of less funding. At FTC, it's Miller versus Pertschuk. **PAGE 34.**

REPEAL APPEAL □ Fowler continues his campaign for elimination of fairness doctrine and equal-time provision. At AAAA session, FCC chairman mentions feasibility of dropping federal funding and letting public broadcasters compete in marketplace. **PAGE 36.**

PAST SHOULD BE PROLOGUE □ Broadcasters urge FCC to clarify procedure for determining applicants' "character" qualifications. Except in egregious cases, broadcasting record should be paramount consideration, they say. **PAGE 46.**

PROGRAMING

NETWORK RADIO'S HEALTH □ Hoberman, Lothery and Verne credit survival instinct plus proliferation of distribution and programing ideas. **PAGE 50.**

BUSINESS

ENTERPRISE RADIO'S TAILSPIN □ Staffers allege mismanagement of suspended radio sports network. Repercussions spill over to U.S. and Connecticut labor departments and courts. **PAGE 62.**

KATZ OUT OF BAG □ Rep firm unveils "Partnership in Programing" concept announced at NAB convention. Co-op syndicated news and entertainment show set for fringe time in 1982. **PAGE 62.**

MEDIA

CBS'S RE-ENTRY □ In wake of waiver permitting cable-system ownership, network applies for Bay Area franchise with four other CATV companies. **PAGE 67.**

TAKING UP SLACK □ PBS's Grossman suggests programing changes to prepare public television for impending era of federal funding cuts as well as to capitalize on opportunities in expanding TV services. **PAGE 72.**

TECHNOLOGY

LOWER UHF CHANNELS DEFENDED □ NAB and AMST lead counterattack on request that broadcaster space be reassigned to public safety and other land-mobile radio uses. **PAGE 76.**

JOURNALISM

ENERGY COVERAGE □ International conference in England assesses performance and problems of such reporting in U.S., Western Europe and Japan. **PAGE 78.**

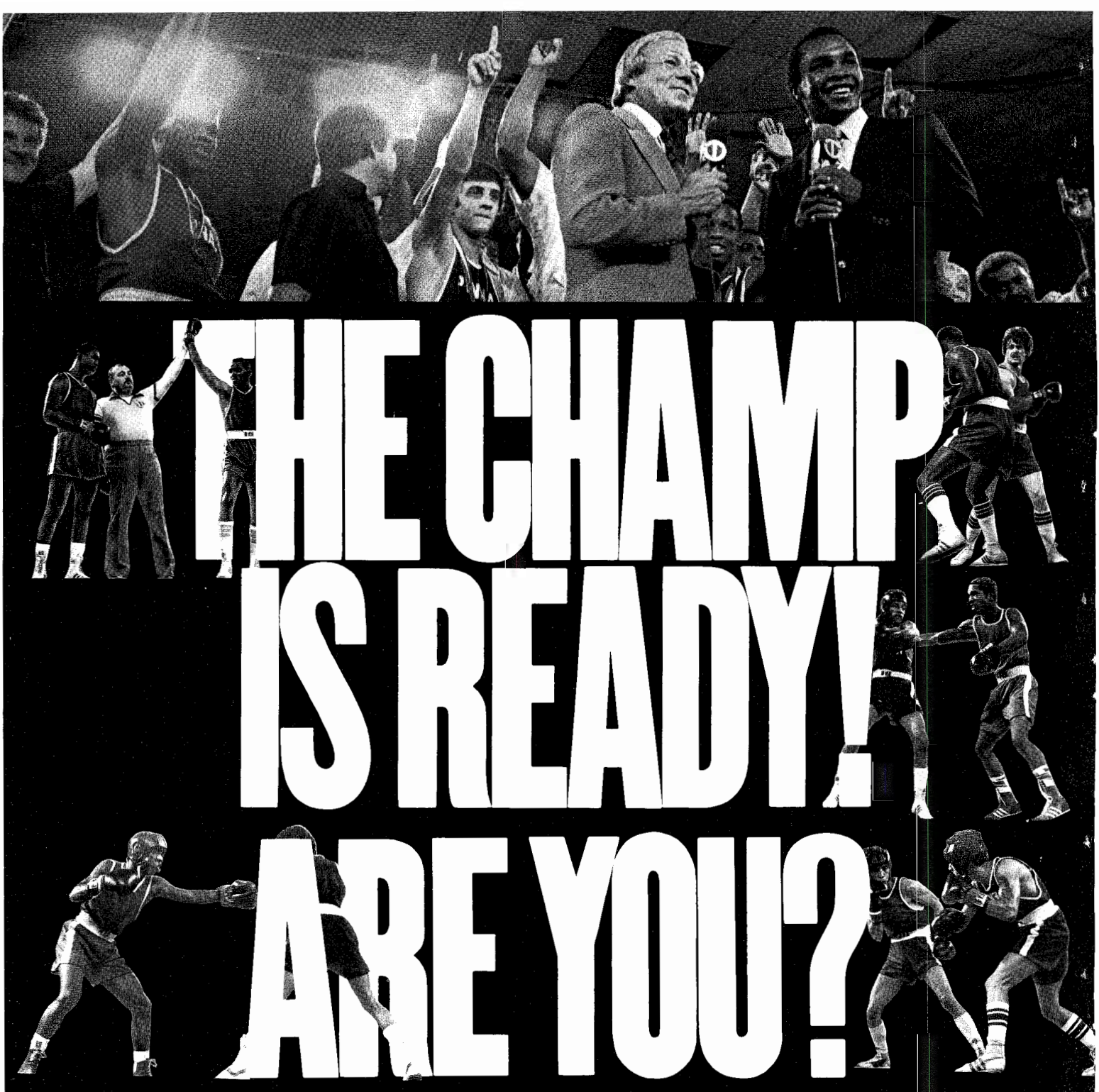
PROFILE

PUTTING IT ON THE LINE □ Martin Agronsky has been around the world and around the networks since the late 1930's. During that time, he has earned a reputation for tough reporting that doesn't necessarily distinguish between friend and foe. **PAGE 103.**

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Sugar Ray Leonard's Golden Gloves starts January 1982 on more than 80 stations—9 of the top 10...18 of the top 20—including stations from the ABC O&O's, the NBC O&O's, Group W, Post-Newsweek, among others!

It's television's first official Golden Gloves team competition. It's ready now at a time when boxing is enjoying a great surge in popularity, according to a Harris Sports survey.*

If you liked the Leonard-Hearns action—wait 'til you see these young fighters go at it!

Sugar Ray Leonard's Golden Gloves

SUGAR RAY IS THE RINGSIDE HOST OF 26 WEEKLY HOURS OF WALL-TO-WALL ACTION AVAILABLE FOR TELECASTING JANUARY 1982 ON AN ADVERTISER-SUPPORTED BASIS.

CALL SHELLY SCHWAB (212) 759-7500 FOR A PILOT SCREENING OR MORE INFORMATION.

MCA TV

*SPECIAL HARRIS SPORTS SURVEY, MAY 1981. © 1981 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED

Splits on cable

FCC commissioners are likely to go off in several directions when package of cable television ownership issues comes up for consideration this week. On rulemaking aimed at removing ban on cable ownership by networks and by co-located television stations, for instance, some commissioners may prefer go-slow approach. Commissioners Joseph Fogarty and Mimi Dawson last week appeared to favor issuing notice of inquiry before getting into rulemaking.

Then there are staff recommendations certain to be criticized by individual commissioners. Abbott Washburn remains unconvinced that no cap need be placed on number of systems MSO may own. And Fogarty is certain to take issue with recommendation that ban on telephone company ownership of cable should remain in place. Chairman Mark Fowler and Commissioner James Quello reportedly favor package as presented by staff.

Regulators' creed

FCC erred in deregulating radio, says House Telecommunications Subcommittee's report on competition and deregulation, set to be released early this week. Although subcommittee members proposed numerous changes in report, and several objected to sections on broadcasting, predictions are that substance will remain unchanged. Radio deregulation should not have been applied in markets where competition does not exist, report argues, and even where there is competition, public needs mechanism to complain about objectionable practices.

Reversal of FCC's 9 khz decision is criticized as one that protects broadcasters and goes against FCC's mandate to promote competition and new services. As for TV deregulation, its time has not come, according to report.

Countertrend

National spot radio sales in first three quarters of 1981 moved ahead at pace about 18% over 1981, and though activity has slowed somewhat in fourth quarter, station representatives are confident that at least 16% gain for full year will be achieved. There was no consistency to sales pattern, with some Sun Belt stations faring extremely well and others faltering, with similar results in Midwest and East. Sales specialists are concerned about possible impact of recession on first quarter of 1982 but point out radio is particularly suited to meet needs of money-conscious advertisers.

Stopped again

Although House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice plans hearing on implications of satellite technology on copyright protection of sound recordings (BROADCASTING, Oct. 26), "votes are not there" for passage of performer royalty legislation any time soon, according to Representative Thomas Railsback (R-Ill.), who is panel's ranking minority member. "Broadcasters have been exercising their clout," said Railsback, and unless Senate passes performance rights bill, event considered highly improbable. House subcommittee is likely to table H.R. 1805, measure scheduled for mark-up until two weeks ago.

Getting ready

FCC's partial freeze on low-power television applications will not stop competition in LPTV transmitter marketplace from heating up. Thomson-CSF, Stamford, Conn. has signed soon-to-be-announced (probably at this week's National Translator Association's meeting in Albuquerque, N.M.) agreement with French LGT firm to sell LGT LPTV transmitters and translators in United States. Thomson will be head to head with established U.S. companies: EMCEE, Acrodyne and Television Technology.

Rivera's reflexes

After 10 weeks on FCC as its newest member, Henry Rivera confesses he has much to learn but finds excitement in participating in policy-making never before confronting mankind. New Mexico native says he's astonished at magnitude of FCC jurisdiction. He finds his colleagues congenial and dedicated but is concerned about administration cutbacks that might sharply curtail staff.

Although one of three Democrats on FCC, Rivera doesn't draw party lines, admires way FCC Chairman Mark S. Fowler (Republican) directs agency and praises caliber of staff.

NPR's new pitch

National Public Radio has hired Hannaford Co., Washington public affairs consulting firm, for new campaign to raise underwriting from corporations and foundations. Hannaford, formerly Deaver & Hannaford, was home of Mike Deaver, top aide to President Reagan, who was represented by firm until he became presidential candidate.

Under plan, scheduled for announcement soon, Hannaford will bring

NPR representatives together with corporate and foundation executives in major cities. NPR representatives will make multimedia presentation soliciting lump sums to underwrite ongoing programming, instead of funds for particular shows.

Turnover

Nearly half of National Association of Broadcasters 15-member TV board will be replaced in elections set to take place next February. In addition to four members ineligible to run for another term, Reid Chapman (WANE-TV Fort Wayne, Ind.) and William Dilday (WLBT-TV Jackson, Miss.) have told NAB they do not plan to go for second term.

On radio board, Robert Thomas (WJAG[AM]-KEXL[FM] Norfolk, Neb.) is eligible but has said he does not plan to run again. Five radio directors are ineligible for re-election next year; four incumbents have said they'll seek second term. Total of 12 seats are to be filled in radio board election.

Asner's image

If Ed Asner (starring as Lou Grant, city editor, on CBS-TV) wins presidency of Screen Actors Guild in real life (to be decided shortly), he'll have precedent in person of President Ronald Reagan. Incumbent president, who hosted *Death Valley Days* before being twice elected governor of California, was president of SAG for several terms between 1947 and 1959.

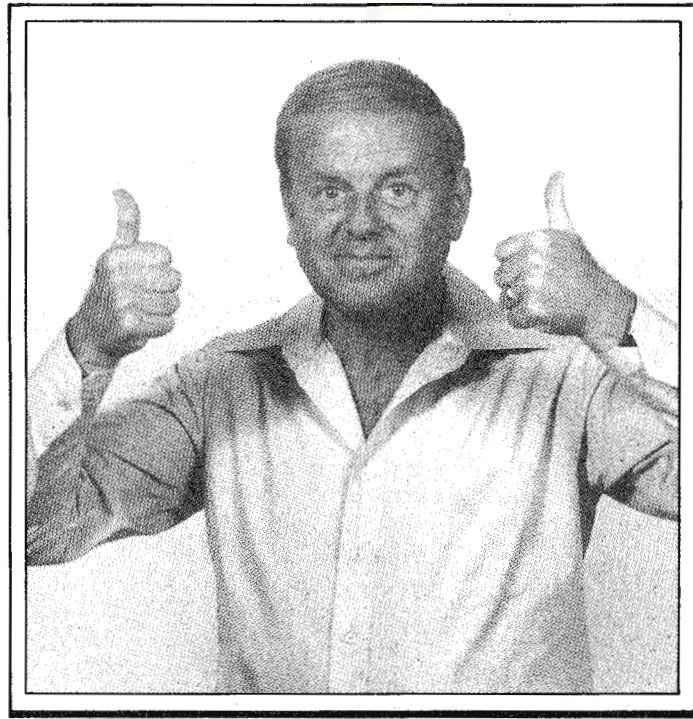
Inherited expenses

Some observers are blaming former FCC Chairman Charles D. Ferris for \$731,000 of commission's expenses in fiscal year 1981 and \$700,000 in fiscal 1982, years when commission along with other agencies is being forced to cut expenses to bone and beyond. Costs principally are associated with personnel involved in commission's labor relations program. And there are those who regard that program as part of Ferris legacy; it was instituted after Ferris's abrupt decision, made shortly after taking charge in October 1977, to change staff's working hours. That led to employees' vote for union representation.

Some \$200,000 of costs in 1981 and 1982 are attributed to management and union teams that negotiated contract, will not be present in 1983. In 1983 there'll be costs of about \$500,000 for contract administration, grievance processing and bargaining on impact of changes in personnel policies, practices and working conditions, among labor relations matters.

Eight Is Enough





your
~~Our~~
**Shining
Hour**

EIGHT IS ENOUGH is the perfect choice for syndication success. Of the upcoming shows currently being offered in syndication for 1982 and beyond, EIGHT IS ENOUGH is the only program to finish in the top four in reaching women 18-49, teens and kids. So get the Bradfords on your side and prove that EIGHT IS ENOUGH can be your shining hour.

LORIMAR

Los Angeles New York Chicago Atlanta Dallas

Business Briefly

TV ONLY

Time Inc. *Money* magazine. Begins Dec. 28 for 13 weeks in over 100 markets. Day and fringe times. Agency: Wunderman, Ricotta & Kline, New York. Target: adults, 18-54.

Martha White Foods Various products. Begins fourth quarter for eight weeks in about 45 markets. Agency: Eric Erickson & Associates, Nashville. Target: women, 25-49.

Warner Home Video Tape rentals. Begins Nov. 9 for six weeks in San Francisco, Denver, Oklahoma City, New Orleans and Lafayette, La. News, late fringe and prime times. Agency: Lois Pitts Gerahon, New York. Target: adults, 18-49; adults, 25-54.

Valvoline Motor oil. Begins this week for four weeks in about 45 markets. All dayparts. Agency: Fahlgren & Ferris, Cincinnati. Target: men, 18-49.

Murjani Gloria Vanderbilt jeans. Begins this week for four weeks in 28 markets. Early fringe, prime and news

times. Agency: Fisher/Feld, New York. Target: women, 25-49.

Teletyne Shower Water Pik. Begins Nov. 30 for four weeks in 21 markets. Fringe, news and prime times. Agency: Doyle, Dane, Bernbach/West, Los Angeles. Target: adults, 25-54.

Western Publishing Tribulation and Quick Sand games. Begins Nov. 16 for four weeks in about 20 markets. Early fringe times. Agency: MCA Advertising, New York. Target: children, 6-11.

Panasonic Color TV sets. Begins this week for four weeks in 12 markets. All dayparts. Agency: Ted Bates Advertising, New York. Target: adults, 25-54.

Wells Lamont Hot Finger ski gloves and work gloves. Begins Dec. 7 for three weeks in four markets for ski gloves and 12 markets for work gloves. Early fringe, late fringe and sports times. Agency: Kenyon & Eckhardt Advertising, Chicago. Target: adults, 25-54.

Stroh Brewery Light beer. Begins Dec. 21 for four weeks in over 10 markets.

News and prime times. Agency: Marschalk Co., New York. Target: men, 18-34; men, 18-49.

Peter Paul Cadbury Christmas ornaments. Test campaign begins in fourth quarter for about four weeks in Fort Wayne, Ind., and Bakersfield, Calif. Agency: Young & Rubicam, New York. Target: total children; total adults.

American Tree and Wreath Christmas trees. Begins Nov. 23 for three weeks in 25 to 30 markets. Day and fringe times. Agency: Vitt Media International, New York. Target: adults, 25-54.

Cargill Honeysuckle white turkey. Begins this week for three weeks in over 10 markets. Day, early fringe and late fringe times. Agency: Geers, Gross Advertising, New York. Target: women, 25-54.

Wal-Mart G.E. iron promotion. Begins this week for one week in 27 markets. Agency: Bernstein-Rein & Boasberg, Kansas City, Kan. Target: adults, 25-54.

Village Bath Products Various soap products. Begins Nov. 23 for one week in over 25 markets. Fringe and day times. Agency: Cash Plus, Minneapolis. Target: total adults.

Bullocks stores Rug event. Begins mid-November for one week in Phoenix, Los Angeles, San Diego and Las Vegas. Agency: Janik & Associates, Los Angeles. Target: women, 25-54.

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Rep Report

CKRT-TV and CJFP(AM) Riviere du Loup, Quebec: To Brydson Spot Sales from Canadian Standard Broadcast Sales.

WEZK(FM) Knoxville, Tenn.: To Eastman Radio from Selcom.

WDJX(FM) Xenia, Ohio: To Torbet Radio from Buckley Radio.

WKBR(FM) Manchester, N.H.: To Blair Radio from Buckley Radio.

Blair TV Houston-bound. Effective Jan. 1, 1982, Blair Television will open office in Houston at Wesleyan Tower, No. 24 Greenway Plaza, Houston, 77046. Telephone number will be announced later. Office will be Blair's 17th and second in Texas. (Dallas office has been serving Houston agencies and advertisers.)



A KILLER THRILLER

“Murder By Death,” the star-studded whodunnit, not only delivered a 34 share on television, it hit the top 10 in box office rentals. Book 29 blockbusters in **VOLUME ONE FOR THE 80’S.**

COLUMBIA PICTURES TELEVISION 

AdVantage

Same old name. Albert Frank/FCB, New York, formerly Albert Frank-Guenther Law Inc., has reverted to latter name. Name change is in preparation for eventual transfer of ownership from Foote, Cone & Belding, which acquired agency in 1978. Last April, Stephen J. Witt and Michael A. Taylor became chairman and president of agency, respectively, and at same time acquired jointly four-year option to buy Albert Frank. They said last week they hope to complete purchase in less than year. Albert Frank-Guenther Law, which specializes in financial and corporate advertising, bills about \$18 million.

New to network radio. With Paine Webber radio spots now running, Mutual Broadcasting System claims to be place for Wall Street firm's first network-radio buy. Campaign, "Paine Webber, working to get the right information first," began Oct. 10 and runs through Dec. 20, includes about 282 30-second positions in football games. Doyle Dane Bernbach created spots.

Korman moves. Marvin Korman Co., New York, which specializes in advertising and promotion for entertainment and communications industries, has moved to new offices at 65 West 55th Street, Suite 303, New York, 10019. Phone is (212) 307-1519.

Torbet profile of spot radio. Spot analysis of third quarter of 1981 shows 25-54 classification is most requested age group, amounting to 32.9% of all inquiries, down slightly from 33.4% in second quarter of year. In second place is 18-34 at 15.8%, up from 13.0% in second quarter. Torbet said requests are up 7% compared to third quarter of 1980, while second quarter of 1981 was more active than third quarter of this year.

Tailor-made ad vehicle. Levolor Lorentzen Inc., manufacturer of window blinds and component parts plus ceiling fixtures, has signed as sponsor of USA Network's *Better Homes and Gardens Idea Notebook*. Program made debut Oct. 5 and Levolor's ad commitment runs through remainder of year.

Marschalk to sell Superadio. ABC Radio Enterprises has announced selection of Marschalk as ad agency for Superadio, 24-hour contemporary stereo music service. "Multimillion-dollar advertising effort" is being prepared in support of subscriber stations.

Ralston-Purina □ Test campaign begins this week for one week and Nov. 17 for one week in Pittsburgh. Agency: Westgate Research, St. Louis. Target: adults, 25-54.

Seald Sweet □ Grapefruit and oranges. Begins this week for varying flights in under 25 markets. Daytimes. Agency: Joseph Jacobs Organization, New York. Target: total women.

Children's Palace □ Toy stores. Begins early November for varying flights in over 10 markets. Day and early fringe times. Agency: Fox & Associates, Cleveland. Target: adults, 25-49.

RADIO ONLY

Red Lobster □ Seafood restaurants. Begins this week for six weeks in Illinois. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

Halston □ Perfume. Begins Nov. 25 for three weeks in over 15 markets. Agency: SFM Media Corp., New York. Target: women, 25-49.

RADIO AND TV

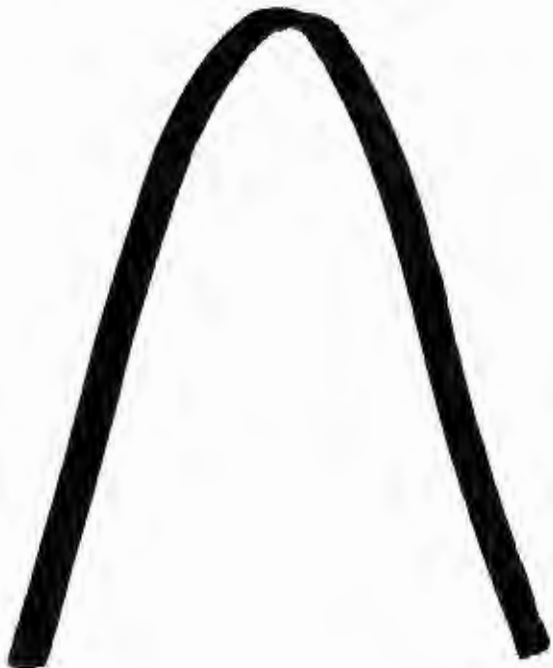
American Dairy Association □ Butter promotion. TV and radio campaigns begin in mid-November for six weeks in over



100 markets. Agency: D'Arcy-MacManus & Masius/Chicago. Target: women, 25-49; adults, 25-54.

Ad tribute. Over 250 advertising executives were in attendance for Ad Council's annual Salute to Volunteers awards luncheon last week at New York's Waldorf-Astoria hotel. Among recipients of nonprofit organization's Silver Bell award this year was First Lady Nancy Reagan for narrating and appearing in TV and radio spots for foster grandparent campaign. Other individuals who received recognition for work in Ad Council ads were: Carol Burnett for American Red Cross; Tom T. Hall for forest fire prevention campaign; Ossie Davis Jr., Marilyn McCoo and Billy Davis Jr. for United Negro College Fund; Marcia West for National Broadcast Association for Community Affairs; John M. Keil for crime prevention campaign; Marsha Kaminsky for New York Public Service Broadcast Council and Burns W. Roper, Dr. Frank Stanton and Dean William F. May for Public Policy Committee. Campbell-Ewald won Silver Bell for five years of service on Child Abuse Prevention campaign.

Is this a mountain
or a molehill?



That depends on how you see it.

Take, for instance, the mountains of detail that surround the broadcast business. Avails, logs, sales reports, even accounts receivable and payable. We can turn them into molehills.

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Our systems are designed by broadcasters to give you professional service and the most advanced computer hardware, software and training available.

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For more information, call Bill O'Toole, Vice President of Sales, at 800-243-5300, or 203-622-2400.

 **STATION BUSINESS SYSTEMS**
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ENCORE!



When WSBK-TV 38's telecast of Michael Cimino's Oscar-winning film, "The Deer Hunter," aired last May in two parts, the station garnered the highest rating a local prime time movie ever received in Boston with an average 28 rating/42 share* -- also the highest numbers the film has drawn in any major market in the country.

The response from the media was phenomenal -- the telecast was the subject of newspaper articles, editorials and radio talk shows. TV 38's promotional campaign of the movie was presented 2 Hatch Awards by the Advertising Club of Greater Boston for excellence in advertising. "The Deer Hunter" on TV 38 evolved into a major Boston television event.

Now, TV 38 is pleased to announce a special encore broadcast of "The Deer Hunter" in February, 1982 and invites you to become part of Boston television history.

THE DEER HUNTER

February, 1982



*Arbitron, May '81

STORER
BROADCASTING COMPANY

Datebook®

■ indicates new or revised listing

This week

Oct. 30-Nov. 3—*Society of Telecommunications Consultants* fall conference, "Integrated Communications for the '80's." Sheraton Palace hotel, San Francisco.

Oct. 31-Nov. 3—*ABC radio affiliates* board meeting. Lake Buena Vista Conference Center, Orlando, Fla.

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

Nov. 1-4—*Scientific Atlanta's* seventh annual Satellite Communications Symposium. Speakers include Representative Timothy Wirth (D-Colo.) and Ted Turner, Turner Broadcasting System. Hilton hotel, Atlanta.

Nov. 2-4—*Information Industry Association* 13th annual conference. Speakers include FCC Commissioner Anne Jones. Copley Plaza hotel, Boston.

Nov. 3—*National Association of Broadcasters'* legal answers workshop for radio and TV stations. Sportsmen's Lodge, Los Angeles.

Nov. 3-6—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

Nov. 4-6—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

Nov. 5—*National Association of Broadcasters'* legal answers workshop for radio and TV stations. Piccadilly Inn, Fresno, Calif.

Nov. 5-7—*National Translator Association* annual low-power television and translator convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

Nov. 5-7—*Broadcast Education Association* seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.

Nov. 6—Chicago Communications seventh annual luncheon and communications seminar, sponsored by *29 Chicago associations*. Seminar topic: "Who's Watching Our Watchdogs? Ethics, Privacy, Credibility and Accountability in the 80's." Keynote speaker: Pierre Salinger, ABC News Paris bureau chief. Palmer House, Chicago.

Nov. 6-7—*UCLA Extension* workshop, "Public Access to Cable TV: A Do-It-Yourself Workshop." 1246 Graduate School of Management, UCLA, Los Angeles. Information: Ellen Stern Harris, (213) 825-0641.

Nov. 7-10—*Association of National Advertisers* annual meeting. Speakers include Lee Iacocca, chairman of Chrysler Corp. Panelists include Hugh Downs, host of ABC-TV's *20/20*; Gene Jankowski, president, CBS/Broadcast Group; Gerald Levin, group vice president, video, Time Inc.; Richard Frank, president, Paramount Television Distribution, and Allen Gilliland, president, Gill Cable. Fairmont hotel, San Francisco.

Also in November

Nov. 8-10—Arts/Cable Exchange sponsored by *University Community Video*. Minneapolis Auditorium, Minneapolis.

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.

Nov. 9-11—*Subscription Television Association* second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund,

(213) 827-4400.

■ **Nov. 11**—*Hollywood Radio and Television Society* luncheon. Speakers: Tony Thomopoulos, ABC Entertainment president; B. Donald Grant, CBS Entertainment president, and Brandon Tartikoff, NBC Entertainment president. Beverly Wilshire, Los Angeles.

Nov. 11—*Women in Communications* luncheon. Speaker: Herb Schertz, vice president, public affairs, Mobil Oil Corp., Doral Inn, New York.

Nov. 11—*Radio Advertising Bureau* sales clinic. Marriott hotel, New Orleans.

Nov. 11-13—*International Film and TV Festival* of New York. Sheraton Center, New York.

Nov. 11-13—*Oregon Association of Broadcasters* 41st fall conference. Valley River Inn, Eugene, Ore.

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

Nov. 11-14—*Unda-USA* 10th general assembly, titled "Taking a Stand: Strategies for the Decade." Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

Nov. 12—*Academy of Television Arts and Sciences* forum luncheon. Speaker: John A. Schneider, president, Warner Amex Satellite Entertainment Corp., Century Plaza hotel, Los Angeles.

Nov. 12—16th annual Gabriel Awards presentation banquet, sponsored by *Unda-USA*. Waldorf-Astoria hotel, New York.

■ **Nov. 12-13**—*American Association of Advertising Agencies* 44th central regional annual meeting. Ritz-Carlton hotel, Chicago.

Nov. 12-13—Media research seminar. *Florida International University*, Bay Vista campus, North Miami.

Nov. 12-15—*American Advertising Federation* Western region conference. Keynote speaker: James Rosenfield, president, CBS-TV. Hyatt Del Monte, Monterey, Calif.

Nov. 13—*Radio Advertising Bureau* sales clinic. Amfac hotel, Dallas.

Nov. 13—Deadline for entries in *American Advertising Federation* National Public Service Advertising Competition, Good Samaritan awards. Information: 1225 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 659-1800.

Nov. 13—"Issues in International Information," workshop on new world information order with panelists from government, media and legal profession, sponsored by *The Media Institute*, with *American Bar Association's Section of International Law* and *Georgetown University's International Law Institute*. East Auditorium, Department of State, Washington. Information: TMI, 3017 M Street, N.W., Washington 20007; (202) 298-7512.

Nov. 18—*National Commission on Working Women's* third annual "Women at Work" broadcast awards. Capital Hilton, Washington.

■ **Nov. 19**—*National Association of Broadcasters* legal answers workshop. Ramada Inn, Casper, Wyo.

Nov. 19-20—*Arizona Broadcasters Association* fall convention and annual meeting, in conjunction with convention and technical exhibit of *Arizona Society of Broadcast Engineers*. Sheraton Inn, Scottsdale, Ariz.

Nov. 19-20—*Arbitron* radio workshop. Omni International, Miami.

Nov. 19-20—*Practising Law Institute's* ninth annual Communications Law Institute. New York Statler.

■ **Nov. 19-20**—*Federal Bar Association* seminar on international communications. Mayflower hotel, Washington.

Nov. 20—*Society of Broadcast Engineers'* Northwest regional convention. Red Lion Inn/Sea-Tac Motor Inn, Seattle.

Nov. 20-22—*Satellite Television Technology Inter-*

national's Satellite Video Show. Anaheim Marriott, Anaheim, Calif.

■ **Nov. 21**—*Capital Press Club's* 37th annual awards dinner. Speaker: Jack Valenti, Motion Picture Association of America. Capital Hilton, Washington.

Nov. 24—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the 80's" conference. Speakers include Arthur Taylor, RCTV; Rep. Timothy Wirth (D-Colo.), and Ted Turner, CNN. University of Southern California, Los Angeles.

December

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

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

Dec. 6-9—*Arbitron Radio* Advisory Council meeting. Cancun Caribe, Cancun, Mexico.

Dec. 9—*International Association of Satellite Users* conference, "Telecommunications Vulnerability: Problems and Solutions." One World Trade Center, New York.

■ **Dec. 9**—*Academy of Television Arts and Sciences* luncheon. Speaker: John Price, president of Columbia Pictures. Century Plaza hotel, Los Angeles.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 11—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

Dec. 11-13—*Audio Independents, University of California Radio Network, Western Public Radio and California Arts Council's* "Dialogue 81: Radio ... Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

January 1982

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

■ **Jan. 15**—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

Jan. 15-16—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington.

Jan. 28-30—*Global Village's* first annual con-

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: 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, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984;

Major Meetings

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. Convention Center, 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 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; 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.

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

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.

Sept. 12-15, 1982—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

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

ference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

February 1982

Feb. 2—*Broadcast Pioneers'* Mike Award dinner. Pierre hotel, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

Feb. 11—*Southern Baptist Radio and Television Commission's* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

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

Feb. 17-19—*Texas Cable TV Association* convention. Convention Center, San Antonio, Tex.

Feb. 18—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—*School of Communications at Howard University*, Washington, 11th annual Communications Conference. "The Future of Communications: A Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—*Association of National Advertisers* television workshop. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Plaza hotel, New York.

March 1982

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—*Florida Association of Broadcasters* Washington reception for Florida's congressional delegation. Florida House, Washington.

March 7-9—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

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

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—*National Broadcasting Society*, Alpha Epsilon Rho, 40th annual convention. Statler, New York.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

Errata

Women in Cable career workshop held Oct. 24 in Chicago was sponsored by **MultiCultural Television Council**, Chicago-based group concerned with improvement of television programs for children in minority communities. It was not sponsored by Women in Cable professional organization, as stated in "Datebook," Oct. 19, page 20.

News director of WGR-TV Buffalo, N.Y., **Jim Willi**, was incorrectly identified as Jim Lilly on page 51 in "News Beat" in Oct. 26 issue.

April 1982

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

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

April 19—*Florida Association of Broadcasters* "Broadcasting Day." University of Florida, Gainesville, Fla.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

May 1982

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

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

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

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 1982

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

June 12-16—*American Advertising Federation* annual conference. Omni International, Atlanta.

June 13-14—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

June 17-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

June 20-23—*National Association of Broadcasters'* Children's Television Conference. Capital Hill Hyatt Regency, Washington.

June 23-26—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

GOING

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**LITTLE HOUSE ON THE PRAIRIE...
IN JUST 3 WEEKS, 7 RATING, 15 SHARE,
M-F, 5-6PM; KTLA-LOS ANGELES.**

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**WORLDVISION
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**The World's Leading Distributor
for Independent Television Producers**

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

A Taft Broadcasting Company

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The 50th anniversary

EDITOR: I hope someone has properly complimented you and your editors, researchers and writers who put all of that massive issue together. It is an impressive, lasting publication which will be of prime use to future broadcast historians.—*Catharine Heinz, Broadcast Pioneers Library, Washington.*

EDITOR: The 50th anniversary issue is a pip . . . I am reading it (devouring is a better word) slowly, to get the full nostalgic pleasure therefrom. And re-reading, too.—*Hugh B. Terry, Englewood, Colo.*

EDITOR: I was impressed by your career long before all of those shining lights of broadcasting conceived the happy idea of that deserved dinner.—*J. Raymond Bell, chairman, Foreign Claims Settlement Commission, Washington.*

EDITOR: The tribute to you on your 50th anniversary by President Reagan is shared by a grateful industry. And now—forward to the next "50."—*Jack Poppele, president, Tele-Measurements Inc., Clifton, N.J.*

EDITOR: Congratulations and thanks for a great 50th anniversary issue.

I had never even known that 30 years ago there was a ban on broadcasts of pro football! And we wonder what the National Football League has become now.—*Charles E. Everett, Bridgewater, N.J.*

EDITOR: I consider the issue of Oct. 12 one of the most important in broadcasting. It should be in every major library and available at any college that teaches our profession. I am most interested in reading the Honor Roll reports of some of the people I have heard about so much.—*Joe Hasel, Flushing, N.Y.*

EDITOR: No other person in broadcasting could have galvanized such a crowd as you drew to Washington on Oct. 15.—*Roy Danish, director, Television Information Office, New York.*

EDITOR: Warm Canadian and Quebec greetings to Sol Taishoff and BROADCASTING magazine on the occasion of this exceptional achievement.—*Ed Prevost, president, Civitas Corp., Montreal (former chairman of the Canadian Association of Broadcasters).*

EDITOR: Hurrah for Sol.—*Lionel Van Deerlin, Department of Telecommunications and Film, San Diego State University.*

EDITOR: I know of no person or organization that has done more to promote broadcasting in such a respectable manner as you and your cohorts have done in this short period of 50 years.—*Robert R. Hilker, president, Suburban Radio Group, Belmont, N.C.*

EDITOR: Your achievements in broadcasting have benefitted not only broadcasters and the FCC but also have contributed in the public interest to the viewers and listeners of this great industry.—*Mitchell Wolfson, president, Wometco Enterprises Inc., Miami.*

EDITOR: I think the Oct. 12 anniversary issue should become a reference book for all of us interested in the history of broadcasting. Thank you for providing one of the best journals about our business that I have ever seen.—*Gene Jankowski, president, CBS/Broadcast Group, New York.*

EDITOR: As this is my 32d year in the business I can only say that I've been reading it for 32 of the 50 years—but they have been 32 informative and entertaining ones. Thanks for the magazine and good luck to you.—*David L. Wolper, Wolper Productions Inc., Burbank.*

EDITOR: Your 50th anniversary dinner undoubtedly was one of Washington's events of the year, and most decidedly *the* event of the industry. I wanted to take this moment to personally congratulate you on 50 years of one of the most significant contributions to the broadcast industry. The well-earned accolades are only a fraction of what your efforts truly warrant.—*Robert Lewis, vice president, Dailey & Associates, Advertising, Los Angeles.*

EDITOR: BROADCASTING continues to be must reading here at RCI, as you start your second half-century in publishing.—*E. S. Rogers, vice chairman and chief executive officer, Rogers Cablesystems Inc., Toronto.*

EDITOR: That 50th anniversary issue is one whale of a production containing an enormous amount of fascinating material. Congratulations to all concerned.—*Edward W. Barrett, publisher, Columbia Journalism Review, New York.*

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®

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1735 DeSales Street, N.W., Washington 20036.
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Lawrence B. Taishoff, publisher.

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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.
Doug Halonen, staff writer.
Kim McAvoy, John Lippman, John Eggerton, editorial assistants.
Pat Vance, secretary to the editor.

BROADCASTING & CABLE YEARBOOK

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Joseph A. Esser, assistant editor.

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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.
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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.
Stephen McClellan, Karen Parhas, staff writers.
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.

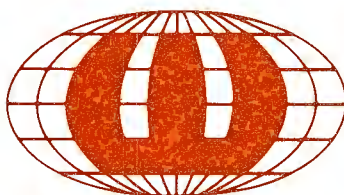


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IN CHICAGO...

BARNABY JONES

Number One, M-F
4-5 PM on WBBM-TV
10 Rating, 24 Share
after 4 weeks.



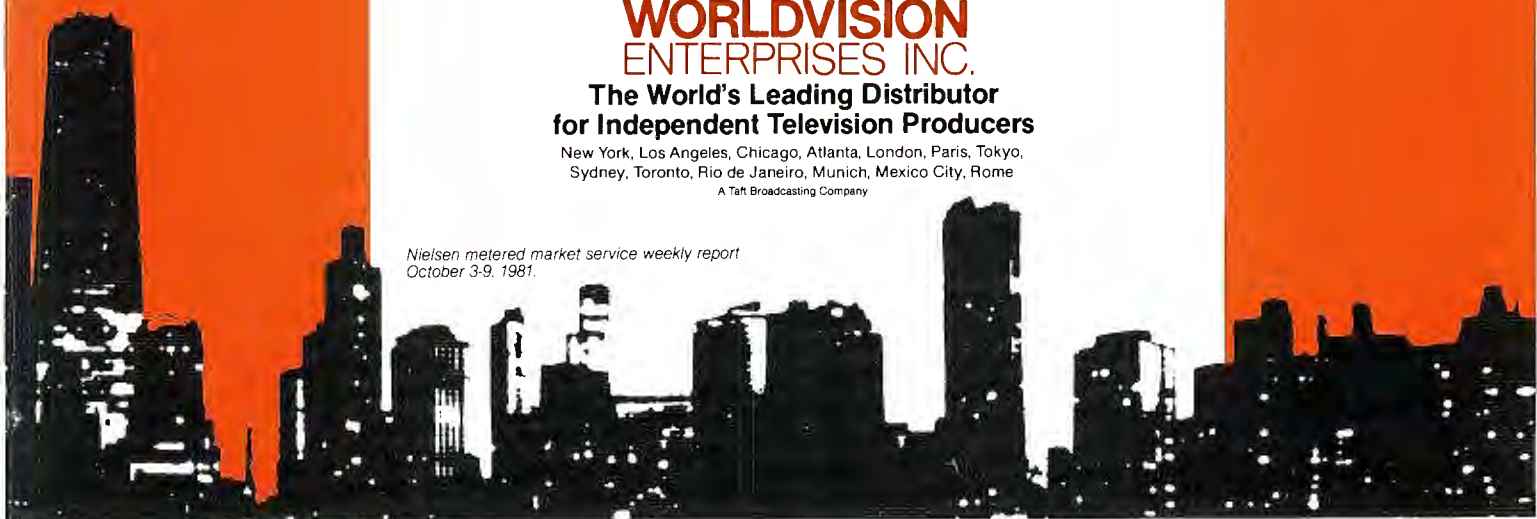
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**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
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A Taft Broadcasting Company

Nielsen metered market service weekly report
October 3-9, 1981.



Monday Memo®

A broadcast advertising commentary from Michael R. Smythe, VP/communications, People's Savings Association, Toledo, Ohio

Savings and loan takes direct approach in ads

The news departments of local television stations thrive on taking on the financial problems of John and Mary Consumer. Since inflation and high interest rates seem to be the topics of most conversations at cocktail parties around the country, the savings and loan business has received more than its share of adverse media exposure. This is not to say that the information being passed on via the electronic media is incorrect. For the most part, it's very factual; it's also very one-sided.

When stations, either through network or local reports, air stories about rising interest rates, poor home sales, or shaky financial conditions within the industry, you can count on immediate customer reaction either through the switchboards or teller windows.

Savings and loans are geared to serve a large majority of older customers who do not fall into that all-important (but rapidly changing) 18-49 demographic. It's the older customers making the larger deposits who remember all too well the problems of the Depression. These are the people needing assurance that their money is "insured safe." The closing or forced merger of even a small number of savings and loans is overwhelming when it's announced by the media. Trust is a key word when it comes to handling a person's finances. And years of trust can be eroded very quickly by the media even though the percentage of savings and loans on the "trouble" list is very small. This is not to say that the closing or merger of a savings and loan is not newsworthy. It is and should be reported. But we who are in the business must make it our business to find ways to combat the problems of the unfortunate few.

What makes the financial business different is the large number of abstract services offered. The automobile industry has certainly been in a depressed state, and daily the companies are blasted by adverse media exposure. But the long-lasting effects of the exposure can dramatically and rapidly change with the acceptance of a new tangible product, i.e., World Cars, J-Cars, K-Cars. The effect is not the same, however, with savings and loans. Repurchase agreements, six-month money markets, all-savers certificates and many other new additions or products to the financial scene are not as easily "sold" due to the intangibles inherent in the business.

During 1979, when it became very ap-



Michael R. Smythe has been VP/communications of People's Savings Association in Toledo, Ohio, since May 1980. He joined People's in 1977 as director of advertising and marketing. Smythe was former national sales manager of WTOL-TV Toledo and is a 15-year broadcasting veteran; first with WSPD-TV (now WTVG) Toledo and later with WTOL-TV in various on-air and sales positions. At same time he worked in broadcasting, he also taught high school for five years and served one year as a college admissions director for Findlay College in Findlay, Ohio.

parent the savings and loan business was going to suffer because of deregulation, People's Savings Association started using a new approach to battle the negative outlook. Using two-minute television commercials placed once a week within the top early newscast in the market, the president of People's, E.O. Knowles, started a commentary to explain various economic issues. Wearing a vested suit and cowboy boots, talking in an Ookie accent (he's originally from Weleeka, Okla.) and looking not at all like J.R. Ewing, he takes on everything from the consumer price index to social security. Much of the weekly commentary focuses on the savings and loans, and rarely is People's even mentioned in the commercial.

It's amazing how many times television uses a "big market" approach when it comes to trying to explain or understand the complexities of economics. Too often middle America is not reached because most interviews regarding current economic conditions feature graduate business school types. Paradoxically, the well-meant efforts of the networks and local television stations to obtain "experts" to explain economics is one of the major reasons for the economic illiteracy of the American public. Most of these experts have no real understanding of what is hap-

pening in the everyday lives of John and Mary Consumer.

The problem with television, in this case, is that it has become too slick. Obviously, the producers of *Today* on NBC are working in the same general "folksy" direction (although I'm sure Executive Producer Steve Friedman hasn't been watching People's Savings' spots). Willard Scott replaced a meteorologist in an effort to reach middle America. Scott's new approach is to reach the millions of viewers watching each day who do not live in New York, Chicago or Los Angeles. He leads into the weather with a bit about a pie eating contest in Toledo or a 75th wedding anniversary in Des Moines. According to the ratings, the move was very savvy and, from the outside, looks successful.

The savings and loan business no longer is made up of passbook savers. They are now investors trying to find that hedge against inflation. Knowles's commentary is designed to guide, educate and subtly bring the new breed of customers to the doors of People's Savings.

Financial advertising is difficult at best. With the number of federal and state regulations (more than even broadcasting), the creativity problem is overwhelming. Often, after the announcer says "equal housing lender" and/or "substantial interest penalty for early withdrawal on certificate accounts," and then adds the number of branches, there's hardly enough time for the message. That's why People's Savings decided to use the two-minute commercial segment and run it on a specific day. In essence, the spot has been programmed.

The commentary only runs once and changes as quickly as the news breaks. As an example, the local newspaper carried a national story about the number of savings and loans being added to the "trouble list." Within 24 hours after the story broke, Knowles was on with the message that out of the nearly 5,000 associations in the country, only 300 were being watched and none were in Ohio at the time.

Smart television and radio sales executives can look to get new advertising dollars from financial institutions using education as the theme. The current approach is to bring the format down to the level of the masses and present it in a way to meet the needs of the audience.

The switch is certainly different from the normal 30- or 60-second financial commercial and the effect lasts much longer. Most important, it helps to curtail the current outpouring of negative news regarding the business.

Salesmen might find chief executive officers waiting in their lobby to buy time on the station rather than just the opposite.

FUNNY NEW COMEDIES!
 EXCITING NEW DRAMAS!
 WILD NEW ADVENTURES!
 ALL NEW EPISODES OF YOUR FAVORITE SHOWS!
 PLUS MOVIE BLOCKBUSTERS NEW TO FREE TV!
 ALL THIS ON ABC'S...

NEW NOVEMBER



ABC NEWS
20/20

CODE
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STRIKE
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FALL GUY

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MAKING
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BEST OF
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DAYS

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OPEN ALL NIGHT
PREMIERES NOVEMBER 27

THREE'S COMPANY

ABC SUNDAY NIGHT MOVIE

GREASE

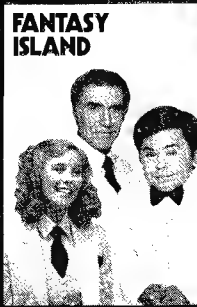
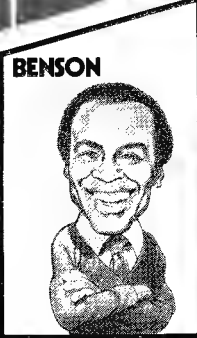
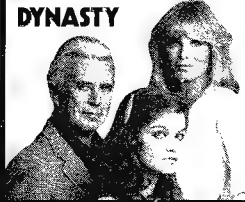
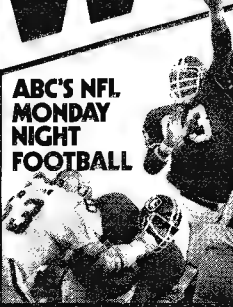
NOVEMBER 8

NOVEMBER 15
CLOSE
ENCOUNTERS
OF THE THIRD KIND

NOVEMBER 22
MOONRAKER

TODAY'S FBI

TOO CLOSE
FOR COMFORT





Torbet Radio

We told WDJX
that we could be
The Winning Combo.
Now we're proving it!

WDJX

Serving the Dayton* Market

*Licensed to Xenia, Ohio



“The Edges are the Difference”

Broadcasting Nov 2

Vol. 101 No. 18

TOP OF THE WEEK

Buoyant broadcasting boasts good third quarter

Larger companies show results ahead of general economy; fourth quarter seen promising

"If we're in a recession, you wouldn't know it from broadcasting." That's how Ellen Sachar of Goldman Sachs views the third-quarter results turned in by broadcasters over the last several weeks, and she echoes the thoughts of most of the financial community.

Logging the reports from eight of the big nine broadcasters on BROADCASTING's Stock Index (Storer's earnings were due late last week), the industry's earnings advanced 9.5% in the third quarter of 1981 when compared with the same period the year earlier. That improvement came on industry revenues that were up 13.5%. The advance in earnings would be even more dramatic if not for CBS Inc.'s records operations having run afoul of FASB-8—that accounting standard for foreign exchange gains and losses lopped 25 cents off the company's per share figure, and left net income 3% below the year-earlier level (BROADCASTING, Oct. 19). Discounting foreign exchange calculations, CBS's earnings would have been ahead 11% in the quarter, and dropping CBS's FASB-8 skewed figures out of the broadcast industry earnings calculation would show the industry moving ahead 17% in the 1981 third quarter.

While the CBS downturn was anticipated, something of a surprise on the upside came when ABC reported last Tuesday that it had logged 15% growth in net income, to \$34,100,000, \$1.19 per share on revenues that were ahead 13% to \$553,600,000. The advance was attributed to "improving advertiser demand for television time as well as the delayed premiere of the new fall season." And the earnings improvement at ABC came despite a 17-cents-per-share negative impact on net income from the accounting change ABC instituted last year for prime-time programming (BROADCASTING, Dec. 22, 1980), a 12.5-cents-per-share write-off related to one of the R.L. White publishing wing's divisions, and the effect of development costs for ABC Video Enterprises and ABC Motion Pictures. Profits were up at ABC's television stations and ABC Radio in addition to the television network, the company said.

Buoyed by those numbers, ABC's

stock, which had already been making a comeback from the below-\$30-per-share level it was trading at in September, matched its 12-month high of \$36 last Wednesday. Indeed, the broadcasters as a group have outperformed the market over the past month. Against a market that climbed 2.7% between Sept. 30 and Oct. 27 (based on Standard & Poor's 400) the big nine logged the following percentage gains in stock price: ABC, 16.2%; Capital Cities, 9%; CBS, 8.6%; Cox Broadcasting, 5.5%; LIN Broadcasting, unchanged; Metromedia, 15%; Scripps-Howard, 6%; Storer, 7.8%, and Taft, 3.9%. That market strength, says Joe Fuchs of Kidder Peabody, reflects the market's perception of the fundamental, long-term strength of the broadcasting companies, while there were "virtually no disappointments against perceived expectations" in the earnings reports.

Leading the pack in earnings gains was Taft, whose \$18,006,000, \$1.75 per share in net income was 38% ahead of income in the same quarter (Taft's fiscal second quarter) last year. The earnings rise came as revenues soared 80%, to \$146,503,000. Taft's amusement park operations contributed a significant part of the revenue and earnings improvement—park revenues were up more than 170% to \$77,800,000. And the entertainment group also logged

record profits in the quarter.

Scripps-Howard was next in the improved earnings sweepstakes, logging a 28% gain in net income to \$4,365,000, 42 cents per share, on revenues of \$20,400,000, up 14%.

Metromedia ran third, as net income rose 26% to \$12,688,000, \$3.16 per share. The company's revenues were ahead 17% to \$105,819,000. (Excluding discontinued operations, Metromedia's income from continuing operations rose 20%). Homing in on the company's broadcast operations, "ratings strength and healthy advertising demand" boosted revenues 23%, with television growth outpacing radio. National spot, the company said, increased faster than local advertising in the quarter. With expenses up only 17%, Metromedia's broadcast profits climbed 36%. In its entertainment division, revenues rose 7%, while expenses advanced 23% "primarily reflecting" the Metromedia Producers Corp. restructuring. Thus entertainment logged a loss of \$2,812,000 in the quarter, compared with a loss of \$1,164,000 the year earlier.

Cox would have tied Metromedia's 26% in income gains, were it not for the inclusion in the Cox year-to-year comparison of the 1980 income of the printing business the company sold. Discounting that income, Cox's net income was up 17% to \$13,072,000, 48 cents per share, on revenues that advanced 35% to \$103,442,000. Cox's broadcast revenues were up 17%; its cable revenues up 59%. On the income side, those divisions' respective increases in income from operations were

Videodisk layoff. RCA will lay off 300 workers from its videodisk operation and another 100 from its color television manufacturing line, the company said last week. The combined videodisk/television work force at RCA's Bloomington, Ind., plant is 4,100. To date, about 50,000 of RCA's videodisk units have been sold, with the company having initially projected sales of \$200,000 this year. (RCA continues to maintain that figure as its sales goal for 1981, saying it's looking for a fourth-quarter sales surge.)

Meanwhile, the word from Japan is that videotape recorder production there is booming (all VTR's sold in this country are produced in Japan), up 110% in September from the year earlier, to 969,000 units. That number represents 32% more units than were produced in August. Japan's exports of VTR's totalled 783,000 in September, 130% better than the year earlier. And for the first time, in September, Japanese manufacturers turned out more VTR's in a month than they did color television sets: 969,000 to 930,000.

Back in this country, RCA is not only dogged by the evident troubles of its videodisk program, but by a variety of problems including the poor performance of NBC. In fact, RCA reported losses of \$109.3 million last quarter (BROADCASTING, Oct. 12). Responding to those assorted woes, RCA's stock price has been giving new meaning to the word low, to the point of prompting published speculation that it's ripe for a takeover. But that possibility is discounted by Wall Street analysts who follow the company: Low as the price is at \$16 or \$17 (the year's high was 32 1/4), given RCA's depressed earnings, the stock isn't really trading at much of a discount from its current book value, the analysts say. Most of the takeover scenarios contemplate a spinoff of the NBC subsidiary to avoid FCC transfer problems.

18% and 51%. Cable operations, Cox said, were largely responsible for the 44% increase in depreciation and amortization charges, and a 104% rise in corporate interest expense.

LIN experienced 10% growth in net income to \$4,096,000, 76 cents per share, while revenues advanced 8%, to \$16,994,000. Helping out was increased interest income and lower state tax rates. An anticipated operating loss of \$186,000 at Milwaukee radio stations purchased in March held back net income growth, which otherwise would have moved ahead 15%, the company said.

Cap Cities net income held virtually flat (BROADCASTING, Oct. 26) at \$17,464,000, \$1.32 per share, as revenues advanced 26% to \$143,579,000. But discounting an extraordinary gain of \$2,430,000 logged last year, consolidated income was up 16%. The company's broadcast revenues were up 19%; income 26%. Cablecom-General's earnings were included in the quarter, and together with costs associated with this acquisition, trimmed Cap Cities per share total 19 cents.

CBS's net income totalled \$54,300,000, \$1.95 per share (25 cents per share lower than it would have been without the FASB-8 mandated impact), while revenues grew 5% to \$995,100,000. Broadcast revenues advanced 10%, and profits there were up, the company said.

How did broadcasting manage to avoid, and even prosper, during the recession that supposedly has been taking place? Ellen Sachar notes that traditionally, advertising expenditures lag general economic trends, delaying impacts on broadcasters of any recessive trends. John Reidy of Drexel Burnham Lambert, focusing on the network level, says the fall scheduling and consequent selling disarray of 1980 provided easy comparisons for the networks this year (he estimates that network television profits at CBS this quarter advanced in the 20% to 25% range, perhaps 30% at ABC, levels he thinks might be repeated in the fourth quarter). And, he thinks, the networks are making good on cost control promises.

On the group side, a theory voiced by several analysts, among them Tony Hoffman of A. G. Becker, is that advertising agencies were able to capitalize on threats posed to the networks by advertising boycotts and Hollywood strikes which didn't materialize and thus hold down price increases for network advertising. Advertisers left with cash to spare then pumped it into the spot market.

Hoffman further philosophized ("Closed Circuit," Oct. 26) that the nature of the recession in our economy, tied to housing and durable goods and not consumer spending on packaged goods, has thus bypassed, and in some cases even stimulated, those sectors of the economy on which television depends for advertising.

Looking ahead to the fourth quarter, there are signs that business is continuing to hold up. Both LIN and Capcities mentioned in their earnings reports that broad-

cast orders are running ahead of last year.

ABC as well said "the improved pace of the broadcast advertising marketplace is continuing into the fourth quarter, and should enable the company to finish the year on a strong note operationally."

Reidy notes that CBS is cautioning the analytical community not to "jump through the roof" as a result of its third quarter (which was better than some anticipated; CBS having forewarned everyone of the foreign exchange problem). The company is saying it has spent only half the development monies it expects to expend this year, and that 35 to 40 cents per share could go to development in the fourth quarter.

Beyond the fourth, things get very cloudy—"scary" in Joe Fuchs' words.

He's even reducing his earnings projections for 1982, because of the "specter of sliding economic projections."

ABC indeed said that "results beyond the fourth quarter . . . are more difficult to judge" which in its case is due not only to "the unsettled economic outlook" but also to "the high costs we face associated with the start-up of our new ventures, theatrical film licensing commitments (for the 1981-82 television broadcast season) and the potential renewal of several major sports franchises."

But as Joe Fuchs also observes, if the next few quarters seem muddy the long term picture is good—"the benefits of involvements in new technologies, and deregulation all auger well for the three to five year investment horizon."

Selling the copyright compromise

Broadcast, cable and motion picture representatives lobby members for support; some cable operators have reservations; Turner vows to fight agreement

Negotiations continued last week among leaders of the broadcast, cable TV and motion picture industries on a tentative agreement that could end years of struggle on Capitol Hill over cable copyright laws. But while representatives of the three industries worked behind closed doors on particulars of the agreement, opposition mounted among some cable operators.

Although final language was yet to be adopted, the drafted agreement would essentially retain compulsory licensing at royalties now specified by law for all retransmitted broadcast signals and would permit cable systems to import as many distant signals as they chose.

It would codify a modified version of the FCC's former syndicated exclusivity rules and apply them to all markets. The FCC's rules applied only to the top 100 markets. The new rules would protect, for each station in a television market, all of the episodes of any series for which the station had obtained exclusive performance rights for the duration of the contract.

Independent TV stations within a television market could protect up to 300 movies during a specified three-month period and network affiliates could protect up to 100 movies, also for a three-month period.

Syndicated exclusivity would not apply to cable systems located "outside all television markets" or to systems with fewer than 5,000 subscribers unless owned by multiple system operators with 50,000 total subscribers or more. Systems in operation before March 31, 1972, regardless of size and location, could continue to carry all syndicated programs broadcast by any station carried on that cable system before March 31, 1972.

As of last week, the particulars of how syndicated exclusivity would be enforced

had not been worked out, but negotiators are said to have been considering a twofold approach in which broadcasters could either sue a cable system for copyright violations or could apply for relief at the FCC. It also hadn't been decided whether the burden of determining which programs are protected would fall to cable operators or broadcasters. Presently, broadcasters must notify systems of protected programs.

The present royalty rate structure would continue to apply under the agreement, with the Copyright Royalty Tribunal and/or Copyright Office empowered to adjust rates according to changes in inflation.

There would be three changes in the law governing the setting of rates.

Cable systems carrying no distant signals would be exempt from copyright royalty liability; the CRT's authority to adjust cable royalty rates to reflect the deletion or modification by the FCC of syndicated exclusivity regulations would be eliminated; and the CRT would be permitted to adjust royalty rates for inflation every three years instead of every five.

The FCC's must-carry rules would be codified under the agreement, except that systems of 36 channels or fewer would have to carry only those stations with a 1% share of viewing in noncable homes or a 2% share of viewing in all TV homes in the county in which the system is located. The FCC's current network nonduplication rules would be codified.

The National Association of Broadcasters television board approved the agreement in principle last Monday (Oct. 26). "Not everyone was 100% in favor of it, but half a loaf is better than none," said David Polinger, vice president of WPIX(TV) New York and chairman of NAB's ad hoc committee on cable copyright. "Full copyright liability seemed to be dead politically," he said, "and the compromise is acceptable."

National Cable Television Association President Thomas Wheeler wrote last Monday to Representative Robert W.

Kastenmeier (D-Wis.), chairman of the subcommittee charged with copyright laws, to report his organization, NAB and the Motion Picture Association of America had agreed on proposals to amend the cable copyright laws. The next day, NCTA board members received telegrams outlining the agreement.

Reaction from NCTA board members was mixed. Sally Davison of Staunton Video Corp. in Staunton, Va., who chairs NCTA's Independent Operators Committee, said there are "some concerns among operators with more than 5,000 subscribers," but that many see the agreement as preferable to what could result if there were no agreement at this point. "Retransmission consent would be worse," she said.

Frank Scarpa, Valley Video Cable Co., Vineland, N.J., said he told NCTA on Thursday he opposes the agreement. Another board member, Frederick Kennedy of CSRA Cablevision Inc. in North Augusta, S.C., also told NCTA he opposes the agreement. "There doesn't seem to be much support for this," he said.

One board member who opposes the agreement said he is "very upset that NCTA's board of directors was not consulted." NCTA had "no contact with the board on this," he said, "and I have been told the board is not to have a vote because there isn't time and this is an emergency situation."

Last Friday, however, board members received notice of a special meeting, to be held in Washington Tuesday (Nov. 3) to give members "full and complete consideration to the legislative language" being drafted.

While opposition surfaced among NCTA board members, forces outside the association worked feverishly to build a front to defeat the agreement, either before its writing is finished or once it reaches the Congress, which would ultimately have to set the proposals into law.

Ted Turner, president, Turner Broadcasting System, wrote to cable systems and MSO's last week asking for help in killing the compromise, which he said "gives away our hard-won victories of the past at the FCC, the courts and the Congress," and if adopted, "will seriously harm the superstation and reduce the options of the American viewing public." Turner retained Robert Ross, who until recently was NCTA's vice president for government affairs and now practices law with the Washington firm of Pepper, Hamilton & Sheetz, to help lobby his cause.

According to Stephen Effros, executive director, Community Antenna Television Association, the agreement, if set into law, would "eliminate distant-signal carriage for the majority of cable systems." This is an agreement "that might be viable five years from now," he said, "but most cable operators are worried about tomorrow."

Most opposition to the proposed agreement comes from small and medium-sized cable operators, according to sources in Washington and the industry. Large

MSO's approve it. Monroe Rifkin, chairman, American Television & Communications Corp. and chairman of NCTA's copyright committee, called the agreement, "a statesmanlike approach to a very difficult situation." There's give and take in it for everyone, he said, but even medium-sized operators not exempt under the agreement from syndicated exclusivity rules, "will not find it a life-and-death situation." Rifkin said, "If everybody were to sit back and look at the next 10 years, I think they'll find this a very attractive compromise."

NCTA's Wheeler is said to have initiated negotiations toward the compromise over a month ago. There were growing indications that the House subcommittee charged with copyright would try to amend the law, and cable industry leaders felt an agreement such as they reached would be preferable to amendments that could have surfaced without it.

There was also a feeling in the cable industry that there are more important battles to be waged on Capitol Hill in the coming years and that too many resources were being spent on a copyright effort that might well have failed. Syndicated exclusivity is preferable to Kastenmeier's proposal to expand the CRT's ratemaking powers, according to Rifkin.

Although some opponents of the agreement hope to defeat it before it is completed, others believe they'll have a better chance once it emerges as a bill before the full House. Ross predicted the subcom-

mittee will pass the agreement in principle, but that passage by the House, if achieved, will take at least another two years.

Although some predict hearings will be necessary before the subcommittee will accept the agreement, Bruce Lehman, chief counsel to the panel, said that's "highly unlikely."

Kenneth Schanzer, NAB senior vice president for government relations, who is the broadcasters' chief negotiator in the agreement, said he is "very optimistic" that all parties will accept the agreement in its final form. "It's possible some changes will result from drafting the language," he said, "but none of enormous substantive consequence."

Drafting of the agreement is expected to continue this week. Lehman said he believes mark-up of a bill will "certainly occur before Congress adjourns" its first session early in December.

Although Kastenmeier would "prefer not to hold a hearing on the issue," Republicans on the subcommittee are pushing for one. Representative Thomas Railsback (R-Ill.) said he "applauds the efforts of the parties to put together an agreement," but that, "we in Congress have our separate responsibilities."

Railsback, who is the subcommittee's ranking minority member, said "ancillary issues not covered in the agreement" also must be addressed—for example, the liability of satellite carriers, sports and reform of the Copyright Royalty Tribunal.

Compact Video's contribution to HDTV state of the art

ImageVision is unveiled at SMPTE in Los Angeles; system has 10 mhz bandwidth, uses 655 lines at 24 frames per second; company envisions large-screen pay service

Compact Video demonstrated its high-definition television system at its Los Angeles facility last week to the press and engineers in town for the Society of Motion Picture and Television Engineers annual convention.

Compact's HDTV system, ImageVision, features an unusual color coding system, 655 vertical scanning lines, an extra wide aspect ratio and 24 frames per second.

As Compact President Robert Seidenglanz said, Compact has put together a complete "working high-definition system," including a modified Bosch-Fernseh camera and the special high-resolution monitors and videotape recorders necessary to handle the system's 10 mhz of video bandwidth.

Compact also announced last week that it had entered into a licensing agreement with Fernseh Inc., the joint venture of Bell & Howell and Robert Bosch, permitting Fernseh to incorporate ImageVision into

its equipment. Commenting on the agreement, Compact's Arnold Taylor, vice president of technology, said the company expects to license other manufacturers of "professional broadcast equipment."

Because the bandwidth of ImageVision is no more than twice as wide as conventional (NTSC) television signals, it can be transmitted over existing microwave, cable and satellite links, according to Compact. Seidenglanz said the 10 mhz signal is also compatible with most studio production equipment which is "transparent up to 10 mhz."

Seidenglanz said the system has many possible applications in production, post production and in video distribution. Substituting tape for film in post production, he said, may be particularly important. Use of video could reduce costs by more than 75%, he said.

Although the system is not compatible with existing television sets, Seidenglanz suggested that existing receivers are destined to be replaced anyway. The "real reason" for HDTV, he said, is large-screen television systems. Seidenglanz said he has already talked to people in the cable industry about the possibility of developing a "premium pay high-definition service" for the home, presumably equipped with a

special receiver.

Kenneth Holland, one of the developers of the system who delivered a paper and demonstrated ImageVision at a SMPTE technical session, agreed with his boss. "We should see the development of many high quality, high-definition projection systems capable of taking advantage of the system." Holland noted that Compact is working on a standards converter that would permit reception on a standard 525-line receiver, although not with the original picture quality.

Meanwhile, Compact has come up with at least one practical application of ImageVision. "We are currently committing master material to ImageVision for storage so that when high-definition software in videodisks or videocassettes is developed for the consumer market, high-definition master material will be available," Holland said.

ImageVision is the second high-definition television system to be demonstrated in the United States this year. The first was the Japanese NHK system, shown at the SMPTE television conference last February. Unlike ImageVision, which extends existing technology and standards to their outer limits, the NHK system is a quantum leap to a radically new standard, featuring 1,125 vertical scanning lines.

Referring to the Japanese system, Seidenglanz said: "We feel it is way past the area of practicality in terms of cost and bandwidth." The NHK signal, as demonstrated, has five times the bandwidth of an NTSC signal and implementation of the system would require the replacement of most existing production, transmission and receiving equipment; simple modification to existing gear would not suffice.

Development of additional high-definition television systems is being carried out in England and Germany, and Kern Powers of RCA proposed at an SMPTE technical session his (not RCA's) standard for HDTV that went beyond the NHK standard and well beyond ImageVision. Contending that the future's HDTV system should be compatible with the world-wide digital standard, adopted by international consensus last September, Powers went through what he called "an exercise in approximate arithmetic" to come up with a digital HDTV standard. He then translated that standard into a comparable analog standard.

The Powers standard features 1,950 vertical scanning lines for a five-to-three aspect ratio or 2,310 lines for a two-to-one aspect ratio, noninterlace progressive scanning, 24 frames per second and vertical scanning rather than conventional horizontal scanning. "I hope my proposal is controversial," Powers said, "otherwise the standardization process will not be much fun."

According to Holland, ImageVision was inspired by advances in videotape, large-screen television and satellite transmission which made the NTSC standard "inadequate."

Cameras have gotten better over the years, he said, but television pictures, limited by the NTSC coding scheme, have not kept pace. The best cameras today, he said, can produce 700 to 800 lines of horizontal resolution, but NTSC encoding degrades that resolution to about 250 lines.

Holland said that 10 mhz of bandwidth will deliver all the resolution of the cameras and still be narrow enough to be handled by other production equipment and to be transmitted across conventional distribution systems.

The heart of ImageVision is Phase Alternate Line Alternate Frame (PALAF), a color coding scheme, Holland said, that eliminates the phase error of NTSC and the cross luminance problems of PAL (one of the 625-line, 25 frame systems in use in Europe). Instead of using the 3.58 mhz color subcarrier of the NTSC system, ImageVision uses 7.16 mhz.

The system operates at 24 frames per second to facilitate the transfer of images to and from 35 mm film. (The same rate is the long-standing standard for film.) Matching the frame rates, Holland said, produces a "minimum amount of motion and temporal discontinuity" in the transfer processes.

According to Holland, no increase in bandwidth is required to transmit the additional vertical scan lines. The increased number of lines compensates for the reduced number of frames, he said. The additional resolution provided by the lines is enhanced by progressive scanning, he said, the same scanning scheme proposed by Powers.

The ImageVision system demonstrated last week included a Bosch-Fernseh KCK-40 camera, modified with a special

mount and a \$25,000 high-resolution zoom lens and equipped with a high-resolution Plumbicon tube to pick up most of the luminance.

For the demonstration, Compact produced a Western spoof, *Durango*, using the Bosch-Fernseh camera and a modified Ampex two-inch videotape recorder. Since the making of *Durango* Compact received delivery of a new wide band recorder from Bosch-Fernseh. The one-inch machine (type B format) is modified with a kit developed by Merlin Engineering and is capable of recording a 10 mhz signal. According to Holland, the machine runs at twice its normal speed to record the high-definition signal. (In another of the SMPTE technical sessions, Al Sturm, one of the developers of the Merlin kit, said that another kit designed to stretch the bandwidth capability of the Bosch machine even further is also available. Sturm said the ultra wide bandwidth recorder is intended for recording videotape masters.)

The monitors used in the system also had to be carefully selected and modified. Compact found a Mitsubishi tube capable of 800 lines of horizontal resolution. Most tubes, Holland said, deliver between 550 and 600 lines of resolution.

The demonstration was broken into three parts. In the first, *Durango*, which had been transferred to film using Compact's proprietary tape-to-film process and edited on film, was projected on a large, 23-foot diagonal screen. There was no evidence of the scanning lines and the details were clear and sharply defined. Color smearing was sometimes apparent, however, and, despite the bright lights, the depth of field of the picture seemed extremely shallow.

For the second demonstration, a videotape edited to conform to the film version was played into satellite uplink. The ImageVision signal was shot up to Comstar I/II (transponder 8V), bounced back to a nearby downlink and fed into a \$500,000 Eidophor industrial projection television set inside the theater. The Eidophor filled the screen with a brilliant picture but either the 50,000-mile journey through space or the Eidophor itself caused degradation of the picture. Some of the highlights were washed out and there was irritating horizontal flickering throughout the picture.

In the third test, an ImageVision videotape made from the opening sequence from "The Silver Streak" was also sent through the satellite link. The results of this transmission were noticeably better. Although grainier and less brilliant than the *Durango* videotape, the colors seemed to be truer and deeper.

Compact chose not to play the videotape version of *Durango* directly through the Eidophor to permit side-by-side comparison between it and its film dub. A videotape of the movie dubbed from the two-inch tape to the one-inch tape of the newly acquired Bosch recorder were shown repeatedly on the monitors, however.

Moving on up. The Society of Motion Picture and Television Engineers packed the Century Plaza hotel in Los Angeles for the last time last week. The next time the professional organization meets in Los Angeles—two years from now—it will be within the expansive parameters of the Los Angeles Convention Center. The convention alternates between Los Angeles and New York and, according to an SMPTE spokesman, the 1982 convention will be the last time SMPTE will meet at the New York Hilton. It too will move to larger quarters.

The moves are precipitated by the continuing growth of the SMPTE exhibit. This year 130 manufacturers of film and television equipment squeezed into the ballroom of the Century Plaza. And it wasn't just equipment and booths that crowded the exhibit floor. In addition to the 1,600 registrants and an equal number of exhibitor personnel, some 6,000 persons paid a nominal fee to tour the exhibit floor.



Manager Tom Lasorda, first baseman Steve Garvey

World Series a hit for ABC-TV

Early games help network to win season's third week; CBS second, NBC distant third

This year's World Series, the climax of a strike-plagued baseball season, gave ABC-TV an expected ratings boost but by no means a record-breaking one.

For the six Los Angeles Dodgers/New York Yankees games—four in prime time and two in the afternoon—ABC averaged a 30.0 rating and 49 share.

That was down considerably from last year's NBC-TV coverage of the Philadelphia Phillies/Kansas City Royals contest which tied the highest rating for a series: 32.8/56, also in six games. However, the 1981 rating for ABC was an improvement over the last time that network carried the series, in 1979 when the Pittsburgh Pirates/Baltimore Orioles matchup brought in a 28.5/50.

In prime time, ABC's four 1981 games averaged a 31.3/48, with the final game the strongest at 37.2/54 last Wednesday (Oct. 28). The two afternoon games averaged a 27.6/52.

For the entire series (the fourth-highest rated after 1980/1978 and 1973), ABC estimated that 130 million people had watched all or part. It is the same number of viewers that NBC claimed for its higher-rated 1980 series. However, this year's ratings numbers translate to more viewers due to census adjustments.

World Series baseball gave ABC-TV a solid victory for the week ended Oct. 25 which included the first three prime-time games. ABC's weekly average was 23.1/36.

While CBS-TV held its own with a 19.5/31, NBC was demolished, averaging

a 14.0/22 without one show earning a 30-plus share.

For the three prime-time New York Yankees versus Los Angeles Dodgers games, ABC earned a 29.9/46 Tuesday, 28.2/43 Wednesday and 29.0/47 Friday.

During the week, ABC also received a rating bonus and important lead-in with a high-scoring 21-minute baseball overrun (30.1/45) on Sunday. Immediately following the game, the network scheduled a two-hour *Today's FBI* series premiere, which earned 22.1/32, higher numbers than the network has grown accustomed to that night.

To give *Today's FBI* the baseball lead-in, ABC scheduled its obligatory news/public affairs or children's prime-time hour later than usual in the evening, with a *Whatever Became Of* special (18.5/27).

ABC premiered two other shows, *Maggie* (16.6/27) and *Making a Living* (15.2/26), on Sunday from 8 to 9 p.m., the latter show being a remake-of-sorts of last season's *It's a Living*. Against that hour on ABC, CBS's *Walt Disney Presents* pulled a 16.5/28 and NBC's *Barbara Mandrell* scored a 15.8/26.

The week's other debut, NBC's *Nashville Palace* at 9 p.m. that same night wasn't competitive. It brought only a 12.1/20 against ABC's *Love Boat* (22.5/38) and the first hour of a CBS movie, *Dark Night of the Scarecrow* (16.6/28).

While many NBC shows must still premiere before that network's competitive picture truly emerges, NBC showed severe problems during the week ended Oct. 25.

NBC's programs dominated the bottom half of the ratings; its best score came

from *Little House on the Prairie* which earned only an 18.1/28, in 29th place.

With an 8.8/14 for *NBC Magazine* and the *Revenge of the Stepford Wives*, Friday was the network's worst night. NBC's best performance—the only night it was competitive—was on Thursday with a *Bob Hope Tribute to Gerald Ford* and a *Candid Camera Special*. The night was almost a three-way rating tie. NBC scored a 17.6/28, ABC and CBS both earned 17.7/29.

Other nights of the week brought poor results and a consistent third place showing. Among five movies, NBC's biggest rated during the week was a 15.8/25 for *Twirl*. NBC shows that normally attract good numbers didn't. *CHiPs*, for example, scored only a 16.2/23 against *Today's FBI* and the *Archie Bunker's Place/One Day at a Time* combination. *Real People* (17.1/26) lost not only to the World Series but also to the *Mr. Merlin/WKRP in Cincinnati* block.

While ABC took the three World Series nights as well as Saturday, CBS pulled out the rest. A new two-part, four-hour *Valley of the Dolls* movie brought a 23.7/37 on Monday and an 18.7/29 on Tuesday. Among the week's shows (excluding runovers) CBS had six of the top 10. Even a CBS News special—albeit an unusual *Everything You Wanted to Know about Monsters*—did well for the documentary form with a 16.1/26.

The 20 top rated shows of the week were ABC's three baseball games; CBS's *Dallas*, *Jeffersons*, *Dukes of Hazzard*, *Valley of the Dolls* part I, *60 Minutes* and *Alice*; ABC's *Love Boat* and *Today's FBI*, a World Series pre-game show and *Mork and Mindy*; CBS's *Trapper John M.D.*, *Archie Bunker's Place* and *One Day at a Time*; ABC's two other baseball pre-games and *NFL Monday Night Football*: Chicago vs. Detroit, and CBS's *Dolls* conclusion.

The last five on the 57-program list (in descending order) were NBC's *Revenge of the Gray Gang*; ABC's *Benson*; *NBC Magazine*, and NBC's *Fitz and Bones*, and *Stepford* movie.

The ABC win for the third week of the 1981-82 prime-time season followed two previous victories by CBS. According to ABC, HUT (homes using television) levels for the networks are at 62.3% for the season's first three weeks, up 1% from the comparable October period last year.

Bidding for space on Satcom IV

Sotheby Parke Bernet, the distinguished New York auction house, will be offering a new line of merchandise Nov. 9: seven transponders on Satcom IV, which is scheduled to be launched Jan. 12.

At a Washington press conference, RCA Americom President Andrew Inglis said "about 50" bidders would participate, and that each transponder would be auc-

tioned separately.

Under RCA's plan, participants will bid to lease the transponders from April 1982 through the end of 1988. The full amount bid for each transponder would be paid to RCA in January.

Inglis said RCA had proposed the auction both to permit the "marketplace" to allocate the transponders and to keep "speculators"—who obtain transponders, then sell those rights at a profit—from monopolizing the immediate rewards from transponder use.

Inglis noted that the FCC has not yet decided whether to let RCA auction off the transponders.

In the event the FCC rejects the auction plan, RCA has filed another plan that would authorize it to allocate the transponders on a "first-come, first-served basis," an RCA spokesman said. The spokesman said RCA already has "well over" 100 orders for Satcom IV's transponders on file.

Inglis said RCA planned to move six lease holders from Comstar I/II over to Satcom IV, save two transponders for backup, and, if the FCC grants its approval, perhaps auction off leases for the seven transponders remaining.

Public broadcasting rocked by verdict in captioning case

Court cuts off DOE funds until PBS stations offer open captions

Public broadcasting officials were in what one of them described as "a state of shock" late last week, following a U.S. district court's ruling requiring public television stations to make their programming accessible to the hearing impaired. Until the necessary steps to assure that access are taken, the court said, the Department of Education will be barred from disbursing funds for programming shown on public television.

The ruling came in a case brought by the Greater Los Angeles Council on Deafness (GLAD), which held the Department of Education and other federal agencies were violating a section of the Rehabilitation Act that assures handicapped persons access to federally funded services. Essentially, GLAD said public broadcasting programs should be signed or captioned.

The Department of Education, the U.S. attorney general, the FCC, and the Department of Health and Human Services are defendants in the suit. Judge Manuel Real two weeks ago dismissed three other parties as defendants—the Corporation for Public Broadcasting, the Public Broadcasting Service and noncommercial KCET(TV) Los Angeles—on the ground that GLAD had failed to prove they had discriminated against the hearing impaired (BROADCASTING, Oct. 26).

Although Real's order applies to the four remaining defendants, only the Department of Education provides funds

for programming for public broadcasting. It awarded \$22 million for the production of programs destined for public television between fiscal years 1979 and 1981. Some \$14 million of that remains to be disbursed.

One question lawyers on both sides of the issue were unable to answer with finality last week was whether the order applies only to producers receiving Department of Education funds or producers of all public broadcasting programming. Lawyers for PBS said they simply did not know. Stanley Fleishman, counsel for GLAD, said there is "room for interpretation" of the order as it applies to other than DOE funds. The department last year provided PBS with \$14 million, or 11% of its programming funds.

Whatever its effect, Real's order will not go unchallenged. A Department of Education official said an appeal is certain and that a stay of the district court's order will be sought. PBS, although no longer a defendant, may seek to re-enter the case as a friend of the court or an intervenor to seek a reversal of the district court's ruling.

PBS and the National Association of Public Television Stations said in a joint statement that it is "a supreme irony that public broadcasters—the very people who took the initiative to bring full television service to America's hearing impaired viewers—are being so severely penalized by the court's order in the name of deaf citizens at a time when the public broadcast system is being hit hardest by massive funding cuts."

The statement also noted that public broadcasting has pioneered in the move to provide captions—both open and closed—for the hearing-impaired audience. PBS now provides 40% of the 35 or 40 hours of the programming offered for closed captioning. ABC, NBC and producers of syndicated programs offer the remainder.

However, Real indicated he feels open, not closed, captioning is the answer. "On the basis of the evidence here," he said, "closed captioning is not a reasonable alternative for deaf people to have access to television." The \$250 cost per decoder needed to unlock the closed captioning was cited by GLAD as a barrier to use the service. GLAD said only 40,000 of the decoders have been sold since the closed captioning service was inaugurated in March 1980.

(One partial solution, at least, would be to broadcast the captioning in an open rather than closed manner. A DOE official said that could be done at the discretion of the broadcasters.)

The case before Real is not the only one in court involving GLAD's fight to win access to programming for the hearing impaired. The U.S. Court of Appeals in Washington, in overturning an FCC decision, has held that public stations are required by law to demonstrate an effort to meet the needs of the hearing impaired. KCET, whose renewal application is at issue in the case, immediately sought Supreme Court review. Last week, the FCC filed its own petition for review.

Radio Marti plans move ahead despite concerns of some U.S. diplomats

Government AM service aimed at Cuba continues to evolve; station may be on 1040 khz

The Reagan administration decision to establish a radio station in Florida to broadcast news of Cuba into the island nation is said to have provoked expressions of concern from U.S. diplomats in Havana. However, State Department officials say the objections being raised were considered when plans for the AM radio service were being formulated but were not found to be persuasive. In that connection, one official indicated the U.S. questions whether Cuba can deliver on its at least implied threat to put very-high-powered AM stations on the air.

The *New York Times* last week reported that the United States Interests Section in the Swiss embassy in Havana had told the State Department that Radio Marti—named after a Cuban patriot, Jose Marti—might prove counterproductive. They said it could generate a new wave of Cuban immigration to the U.S., when the U.S. is trying to stem illegal immigration, and lead to reprisals by Cuba.

Those were among the factors considered when the decision was made to proceed with Radio Marti, a State Department official said last week.


As for sparking a new exodus from Cuba, he said the programming would not be designed to promote one. Officials have said the Spanish-language station would break the monopoly on news they say Fidel Castro has held for more than 20 years. However, Richard V. Allen, President Reagan's national security adviser, in announcing plans for Radio Marti, also said it will "tell the truth to the Cuban people about their government's domestic mismanagement and its promotion of subversion" abroad (BROADCASTING, Sept. 28).


And as for reprisals—Cuba is said to be preparing to establish a number of high-powered AM stations, including two of 500 kw—the official said it is not clear that Cuba has the necessary resources. "From a practical point of view," he said, "the amount of power that would be required doesn't leave much for electric light and heat. It's a significant taxing of the system."


Radio Marti is scheduled to begin operating in January. And a private, non-profit corporation has been formed (see page 48) to operate it along the lines of Radio Free Europe and Radio Liberty, which broadcast news of Eastern Europe and the Soviet Union, respectively, into those areas. The new corporation is not scheduled to submit a final report and recommendations until Oct. 1, 1982. Start-up and first-year operating costs will be


Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Nov. 9  On the first day of a scheduled six weeks of negotiations on AM spectrum allocation in Rio de Janeiro, a special advance report on **Region 2**. Also a text-and-pictures story documenting **ABC News's** first day of operation from the network's new Washington facility and a background report on that remarkable plant.

Nov. 16  Annual special report on the **state of the art in broadcast equipment and technology**.

Nov. 30  **Western Cable Show**. A full report on cable's annual westward migration for a week's worth of meetings, panel sessions and equipment buying and selling.

Jan. 4  BROADCASTING's annual double issue, featuring our exclusive report and analysis of the **Top 100 Companies in Electronic Communications**.

Jan. 18  Will it be a record year in TV, radio and cable sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1981.

Jan. 25  Annual accounting: the **Top 50 Advertising Agencies in Broadcast Billings in 1981**.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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\$10 million.

Most of the technical details of Radio Marti remain to be disclosed, if indeed they have been developed. However, one report circulating in Washington last week was that Radio Marti would operate on 1040 khz, the clear channel on which WHO(AM) Des Moines, Iowa, is the dominant station. The State Department official said a final decision on a frequency has not yet been made. But he said 1040 khz "looks the best" of those under consideration.

U.S. may answer Canadian taxes

Border stations welcome signs of legislative action

Canadian border broadcasters and their lawyer-lobbyists in Washington had reason last week to hope that the Reagan administration is finally ready to confront Canada on the issue of the latter's tax law that has drained revenues from U.S. stations for five years. U.S. Special Trade Representative William Brock told Congress that the question of how the U.S. should proceed on the issue will be presented to President Reagan this week for a decision. Indications are that he will favor the STR proposal for a bill that will mirror the Canadian tax measure.

At issue is C-58, the Canadian law that denies Canadian advertisers a tax deduction on the cost of advertising in U.S.

media. The Office of the Special Trade Representative under President Carter last year found the law unreasonable, and the White House submitted a mirror bill, on Sept. 9, 1980, in effort to persuade Canada to eliminate the offending tax measure. However, insufficient time remained in the congressional session for it to be introduced, and the border broadcasters have been waiting with increasing edginess since January for the new Reagan administration to act. They are losing about \$12 million a year because of C-58.

Since July, the administration's efforts on the issue have been frustrated by a disagreement between Treasury and STR over the best way to proceed ("Closed Circuit," Sept. 14).

STR has drafted a presidential message to Congress calling for mirror legislation—and warning that the bill would be only a first step; that the president retained the right to take further and tougher actions, if necessary. The Office of Management and Budget cleared the proposed message on July 23.

However, before the White House could send it to Congress, Treasury put a hold on it, and asked for consideration of a broader—and more controversial—remedy it had formulated; it would authorize the department to retaliate against any tax policy of a foreign government found to discriminate against U.S. interests.

There, despite repeated assurances Treasury did not intend to delay transmittal of the STR proposal, and indications from the White House the message would be submitted to Congress, the matter

rested while the Treasury proposal remained stuck in OMB.

But last week, Brock, in testimony before a subcommittee of the House Ways and Means Committee that is holding hearings on U.S. trade policy, indicated that the log jam is about to be broken.

He said "a decision is not only imminent but mandatory" and added that he will make that point to the President "in the next few days." The Cabinet Committee on Trade and Commerce will meet with the President on Tuesday on a number of U.S.-Canadian issues, including the one involving the border broadcasters. "When we make a decision, we will be quick to ask [the committee] to get involved with a legislative response," Brock said.

The President will be asked to make a choice between the STR and Treasury proposals. And a White House official—who admitted to some embarrassment over the length of time the matter has been stuck in the bureaucratic mud—expressed the view the STR proposal would be adopted by the White House, while the touchier Treasury proposal continues through the clearance process.

Brock's testimony on the matter was in response to a question from Representative William Frenzel (R-Minn.), whose own impatience was made clear. He said he was not sure the committee would be "thrilled" by either the STR or Treasury proposal but that the Congress ought to act on the matter "some time in the century" to respond to "what is obviously an outrageous Canadian law."



Ready, set . . . The go will be given today (Nov. 2) to begin ABC News's television operations from its new Washington bureau at 1717 DeSales Street, N.W.—the largest building ever constructed for use as a broadcast news facility. Centerpiece of the 10-story structure—which will house some 400 people—is Studio B (in which the picture at right was taken last Thursday night) while senior producer John Armstrong and director Richard (Ace) Armstrong were leading anchorman Frank Reynolds and the *World News Tonight* team through final rehearsals. The 2,800-square-foot studio (68 feet long, 48 feet wide, 27 feet high) is flanked by a smaller Studio A (1,100 square feet) that will be used primarily for *Nightline* and *GMA* guest interviews. The picture at left shows a control room view of the Studio B action.

The Washington editorial team (under bureau chief Bill Knowles) and the ABC operations team (supervised by John Northway) went into virtual round-the-clock operation in the final stages of readiness. The move

was made more difficult for the network's having simultaneously to stay on the air from the old site one block away on Connecticut Avenue. A massive move and installation of broadcasting and editing equipment were to take place over the weekend, with the first live news feeds coming out of 1717 for *Good Morning America* today.

When fully operational, ABC News will originate the Washington news feeds for *Good Morning America*, the *World News Tonight* origination and *Nightline* from the news facility, as well as the Daily Electronic Feed (DEF), *Newsbrief*, *Viewpoint*, *This Week with David Brinkley* (premiering Nov. 15), the *World News Tonight—Sunday* and *World News Tonight—the Weekend Report*, as well as half-time reports during football games. Radio news series will include *World News This Morning* (with Joe Templeton), *Dan Lovett Sports* and *Hal Bruno's Washington*, among a number of other feeds for the various ABC radio networks (four at present, with two more scheduled to begin in January).

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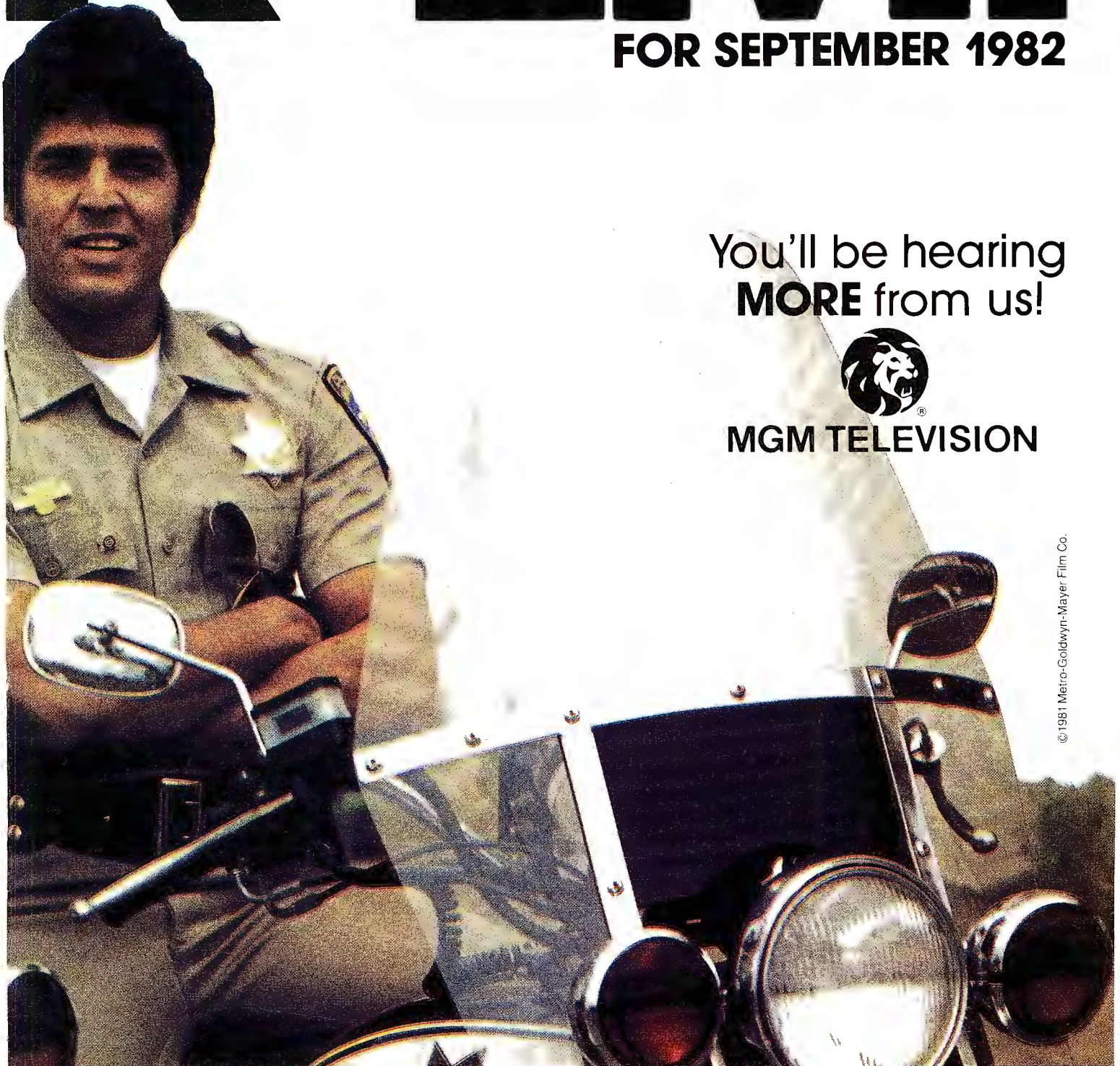
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Fowler, Fogarty at opposite ends over budget cuts

Chairman says agency can absorb administration's 12% reduction in 1982 funds; commissioner says it will cripple FCC

The FCC can handle an additional 12% cut in its 1982 budget, said that agency's chairman, Mark S. Fowler, last Tuesday before a House Appropriations Subcommittee. At the same time, FCC Commissioner Joseph Fogarty told the subcommittee the Reagan administration's latest proposals for trimming government spending would "drastically curtail, if not completely destroy, the effectiveness of the FCC."

"We support the President's economic recovery program and we are taking positive action at the commission to implement it," said Fowler. To operate within a revised budget estimate of \$68,069,000, which is down \$9,282,000 from the original budget of \$77,351,000, the FCC plans to reduce its staff by 375 positions, 79 of them through a hiring freeze and 296 through firings. This would leave the FCC with 1,566 employees instead of the 1,941 it would have had if additional spending cuts had not been called for (BROADCASTING, Oct. 19).

The FCC is establishing priorities among its programs, said Fowler, and by the end of November should be in a position to decide which can be eliminated or curtailed. It has also implemented a management-by-objective program, he said, in which employees know what is expected of them, participate in setting goals, and know that if they do not work, they'll "no longer be part of the FCC."

Representative Jack E. Hightower (D-Tex.) recommended that the FCC abandon a plan for 10-day furloughs for all its staff. Such a move "assumes this is a temporary adjustment," he said, and it is "unfair to ask people to give up one-third of a month's salary." People "ought to know what to expect in the future," he said. "My impression is this is only the first in a four-year term."

Fowler said he "largely agreed" and that the plan is still "only a staff recommendation." When he said the FCC does not anticipate needing furloughs in 1983, Hightower said: "Lots of luck. I wouldn't be too optimistic about that."

Subcommittee Chairman Neal Smith (D-Iowa) asked Fowler why the FCC has never used a subcommittee system to

eliminate some of its backlog in processing paperwork. Fogarty said Congress could amend the Communications Act to permit the FCC to work that way. Fowler said he "disowns statements" by his predecessor that the backlog at the FCC will never be eliminated and said he believes it can be cleared even under the substantial budget cuts being contemplated for 1982. "If we reduce the size of the forms people have to file, there will be less work for the staff," he said.

Asked about the FCC's plans to consolidate its offices in new headquarters, Fowler said the General Services Administration is working on the project. Smith countered that the FCC "had better not come up with a lease more expensive" than that it could have secured for space in



Fowler



Fogarty

Rosslyn, Va., last year, but Fowler said that lease would have cost the government more than most leases presently do because of built-in escalators based on the rate of inflation.

Fogarty offered a different view of the FCC's prospects under the proposed 12% cutback. "The programs we'll be unable to implement would sponsor a more healthy economy," he said.

Not only will the FCC's ability to process applications and authorize new services "decline substantially," he said, but "exciting and highly beneficial services such as low-power TV, direct broadcast satellite TV and cellular mobile radio will not be made available to the American people as rapidly and efficiently as demand requires."

At the same time the FCC is preparing for additional budget cuts, it has asked the Office of Management and Budget for an additional \$2 million to be used in implementing its Computer II decision, said Fogarty. "If we don't get the additional people we need, it would be better for the public if we just shut down."

Staffers at the FCC had little time to prepare recommendations on how to reorganize under additional budget cuts, said Fogarty. This has made it "impossible for commissioners to assess accurately and in detail the full impact of the OMB-targetted cuts."

The FCC is responsible to Congress

"more so than to OMB or the President," said Fogarty. "I was astounded by the OMB director's suggestion in his Oct. 1, letter to our chairman that this independent regulatory agency's budget requests 'should represent the most desirable mix of programs that can be devised to achieve the President's major policy and program objectives.'"

FTC's Miller says agency could take 12% budget cuts even further: down to \$50 million

Chairman opens first news conference with Reaganite words, but House may have other ideas for agency

The Federal Trade Commission should be able to accommodate a 12% cut; it could even get along on as little as \$50 million. So said James Miller, who took over as FTC chairman five weeks ago, in his maiden press conference last week.

If the FTC were to absorb a 12% cut, its budget for 1982 would drop from \$69.5 million to \$61.1 million. The commissioners voted 3-to-1 to take the cut (BROADCASTING, Oct. 26), but Commissioner Michael Pertschuk, in a letter to Congress, said the reduction would "seriously undermine the commission's enforcement authority."

Both men had opportunity last Wednesday (Oct. 28) to explain their views before the House Appropriations Subcommittee responsible for their agency's annual appropriations. After hearing their statements, Subcommittee Chairman Neal Smith (D-Iowa) said the FTC shows signs of a greater commitment to antitrust enforcement than the Justice Department presently does and that funds earmarked for Justice "might be better spent at the FTC."

Miller acknowledged agency morale is low, and that there is considerable "anxiety" over the 12% cut and the "new direction of the commission."

But Miller, who said he is trying to persuade the staff to move in the "new direction," predicted morale would improve within months.

To meet cuts, the chairman said, the FTC has proposed closing four regional offices, but has not determined which would go. During the last few years, the agency hasn't been "serving the public very well" because it has spent a lot of money on what seemed like "knee-jerk cases to help

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"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

-Thomas Huxley

the consumer but really hurt the consumer," Miller said.

From now on, Miller said, the agency would concentrate on those areas that would "give the consumer the biggest bang for the buck."

Miller said the agency would no longer explore the "frontiers of the law" or back its investigations with "social theories."

Miller voiced reservation about the agency's advertising substantiation program. The FTC, since the early 1970's, has required advertisers to provide detailed-information backing up advertising claims it makes. Miller said the consumer ultimately pays for the program through higher product costs. The program, he said, also has a "chilling effect," on advertising.

Miller said he would direct his staff to determine the benefits of the substantiation program, and that the commission may decide to remove the program.

He emphasized that the budget reduction would make the commission "leaner and more productive," creating an agency, he said, that would "do things really in the public interest."

Stating that it is important for the FTC to "achieve a competitive economy for consumers," Miller also said his administration will bring a "needed dose of common sense" to the agency.

The chairman said the agency's program requiring firms to submit profit data would be temporarily suspended until the FTC can assess its worthiness.

Miller noted that the agency will be more selective in the sorts of antitrust cases it pursues, concentrating more on horizontal collusion and horizontal mergers."

Smith told Miller it's "crystal clear the Justice Department is not going to scrutinize vertical integration ... they even welcome it." Small businesses, especially



Miller

successful ones that have recently gone public, are "the most scared," he said, because they are the "most likely candidates for being swallowed up, not for their products but for the depreciation and other tax advantages they will bring to large firms."

"We could do some shifting" in appropriations, he said. "Dollars put in your agency might do more good" than in the Justice Department.

Budget cuts will have less impact on the FTC than other government agencies, said Miller, "because the FTC has been at reduced program levels for several years." In spite of cutbacks during the past four years, however, the FTC "has experienced a tripling of its budget over the past decade," said Miller, with most increases the result of inflation rather than added manpower.

Subcommittee members seemed most concerned about plans to close four of the FTC's regional offices. Miller told them it is "difficult to manage the agency's 10 regional offices because they are "spread out" and the "performance of some is better than that of others." When Representative Joseph D. Early (D-Mass.) said

eliminating regional offices seems inconsistent with President Reagan's program to decentralize government, Miller replied that state and local consumer protection organizations that have sprung up in recent years should be encouraged. That, he said, rather than maintaining a federal presence in states and cities, would further the goal of decentralization.

Asked by Representative Clarence Miller (R-Ohio) how the FTC will decide which antitrust cases to pursue, Miller said he hopes to affect "a change in focus" at his agency so that direction moves from commissioners to their staff, instead of the opposite. "In the past, commissioners have been in too much of a reactive mode," he said.

Smith asked Miller how the FTC will treat deceptive advertising in the future. "I'm absolutely opposed to it," he said. "Where it exists, we'll go after it."

Fowler seeks support of ad community for repeal of fairness, equal-time provisions

In speech to 4A's, chairman pushes for making broadcasting First Amendment rights equal to those of newspapers

The fairness doctrine and the equal-time provision "violate the spirit of the First Amendment," and advertisers should join the FCC in asking Congress to drop those provisions from the Communications Act. That was the primary message FCC Chairman Mark Fowler left in a speech to the American Association of Advertising Agencies in Washington last week.

"We need a freedom over the airwaves as robust as the freedom that accompanies paper and ink," Fowler said. He reiterated that the FCC was committed to the Reagan administration's goal of "getting the government out of the way of American business" by cutting "unnecessary" regulations.

Broadcasting, the only mass medium subjected to licensing for more than 50 years, should feel the administration's "deregulatory thrust" to free broadcasters' right to free expression, he said.

Fowler said the scarcity argument, "the historical justification to explain the government's involvement with broadcasting," doesn't hold water. The shortage in the number of channels available for broadcast use "is often the result of a shortage of advertising revenues, not spectrum space," he said. Moreover, many markets are served by more television and radio stations than newspapers, he said. "No one would seriously claim that the kind of licensing regime imposed on broadcasters would be allowable for newspaper publishers," he said. "Yet things are altogether scarcer when it comes to newsprint rather than electron beams."

Although he said critics fear that the

On the Senate side. While House Appropriations Subcommittee members considered additional budget cuts at the FCC and Federal Trade Commission, the Senate Appropriations Committee rejected the proposed cuts at both agencies. The committee defeated proposals by the Office of Management and Budget to cut the FCC's budget from \$77,351,000 to \$68,069,000. Although FCC Chairman Mark S. Fowler has said he favors the cuts (see story, page 34), the committee accepted without discussion the recommendation of one of its subcommittees to fund the FCC at \$76.8 million in fiscal year 1982. It defeated an amendment offered by Senator Robert Kasten (R-Wis.) to cut the FTC's budget from \$71.8 million to \$61 million and voted 14-to-8 to keep the agency's 1982 budget intact.

Senator Lowell Weicker (R-Conn.), who chairs the subcommittee responsible for funding the FCC and FTC, and Senator Ernest F. Hollings (D-S.C.), who is its ranking minority member, led the battle against additional spending cuts. According to Hollings, Congress cannot adopt an additional 12% cut in the FTC's budget "without risking closing it down."

Although FTC commissioners voted 3-to-1 in favor of the new cutback, Weicker read a statement from Commissioner Patricia Bailey, who said she had voted for the cuts because she believed they would necessitate "no immediate reductions in force at the FTC" but has since learned they will cause the agency to terminate "more than 100 employees" and to close four regional offices.

The 1982 budget figure of \$61 million "brings us perilously close to the point where the commission may be unable to enforce effectively or even selectively the 26 statutes under its jurisdiction," she said. "I will participate in making those reductions reluctantly, as I have indicated from the beginning."

The full Senate could act on 1982 appropriations for the FCC and FTC as early as this week. Although the House passed its appropriations bill in September, before the administration asked for an additional 12% rollback. Appropriations Subcommittee hearings were held last week so members who will participate in the House-Senate conference on the measure, will have the information they need to decide on final spending levels.

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FCC's deregulatory program will see broadcasters dropping news and public affairs programming, Fowler said the fear was unfounded. Broadcasters would continue to offer news "because there's a market for it," he said.

Fowler also disputed the critics' contention that deregulation would see that "only those with the deepest pockets" would be able to address issues of public importance. "Parity between broadcast and print journalists can mean a freer environment for investigative news reports, for station

editorials, for documentaries," he said. "Those who might use a big media budget to shoot off a big mouth will probably find themselves greeted by the click ... of TV sets turning to another channel," he added.

Fowler also said the FCC was "committed" to letting "new advertising vehicles" into the new media.

In a question and answer session, Fowler said he hadn't had a chance to "think through" the desirability of the 18-month experiment allowing advertising on

public broadcasting (BROADCASTING, Oct. 26), but thought it "might be best" if Congress dropped federal funding for public broadcasters altogether and let them compete in the commercial marketplace.

Fowler also said he thought the broadcast licensing system should never have been adopted in the first place. Spectrum space should have been handed out on a "first-come, first-served basis," and then treated as private property, according to Fowler.



Ed Minkel

FCC hopes to get its managerial act together

Appointment of Ed Minkel to new post of managing director is seen by Fowler as 'focal point' in allocating resources

The FCC, sharply criticized last spring by Congress and the General Accounting Office for sloppy management, is setting about to put its house in order. It has created an Office of Managing Director and has appointed Edward J. Minkel, a 60-year-old retired Army officer who was management adviser to FCC Chairman Mark S. Fowler, to fill the director post (BROADCASTING, Oct. 19). Those administrative actions could effect important changes in the way the commission operates; certainly they provide insights into Fowler's management preferences.

As the commission said in announcing the actions, the establishment of the new post was mandated by Congress in the Omnibus Budget Reconciliation Act of

1981. But the details of how the office was to be structured were left to the commission. And those details, as disclosed last week, indicate the aim is for a strong manager who, as far as the commission's bureaus and office chiefs are concerned, would be first among equals in terms of management and administration, and who would be under Fowler's supervision.

Indeed, although the commission stresses that the managing director would have no authority over policy matters, the director's authority is such that the official can affect the flow of the commission's work—perhaps even effectively block particular projects. Thus, a prerequisite for the position is a thorough knowledge of the projects on which the commission's bureaus and offices are engaged.

For starters, the new office will assume the duties of the old Office of Executive Director—procurement, budget, personnel, computer and management informa-

tion, and the like. That office was also charged with "administrative leadership and coordination of staff activities" in carrying out the commission's policies.

But, as Fowler said last week, the ex-executive director was "basically a housekeeper." What the commission needs, he said, is "a general manager of overall functions, to make sure the agency operates smoothly, to speed up all services."

The sweep of the managing director's powers is indicated in the agenda item that the commission adopted last month to create the office. The item says the director "is vested with broad discretionary power and executive authority to act on management administrative matters consistent with policies and objectives established by the chairman and the commission." At another point, the item, prepared by the chairman, makes clear the place of authority: "The director will be fully accountable first to me for the successful ac-

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**WHAT EVENING
PROGRAM GREW
STRONGER OVER THE
LAST FIVE YEARS,
WHILE MORE THAN
3/4 OF REGULARLY
SCHEDULED
"PRIME TIME"
NETWORK PROGRAM
HOURS WERE
TAKEN OFF THE AIR?**

complishment of his duties.”

The item also speaks of the director’s “supervision” of the bureaus and offices in management matters, and says the director “shall be consulted and shall provide the bureaus and office chiefs, chairman and commission with advice and recommendations and direction regarding the management, administrative and resource implications of any proposed action or decision to be taken by the FCC.”

Almost redundantly, the item says the director “serves as the principal adviser to the chairman and commission on management, administrative and related matters, keeps informed of proposed new or revised programs, projects and activities . . . identifies potential problems (including the impact on other programs, and activities) and evaluates alternatives . . . reviews all matters transmitted to the chairman and commission for consideration to insure that the management, administrative and resource implications and consequences are accurately described . . .”

Translated into specifics, these duties mean, among other things, that the managing director’s review of proposed activities will have a major bearing on whether they are undertaken. “We need a management focal point so we can allocate resources,” Fowler said. As a horrible example of the trouble the commission has encountered because of the lack of such a management resource, he cited the flood of some 5,000 applications for low-power television service that has overwhelmed the commission.

In his role as resource manager, Minkel will be in charge of the commission’s basic program for getting its work done—the “management by objectives” (MBO) that Fowler initiated on assuming office, in May, and that Minkel has been shepherding in his role as an assistant to Fowler. The five objectives the commission has set for itself are creating an unregulated marketplace environment, eliminating unnecessary regulation and policies, providing services to the public in the most efficient, expeditious manner possible, promoting the coordination and planning of international communications to protect the vital interests of the American public, and eliminating any government action that infringes the freedom of the speech and of the press (BROADCASTING, May 25).

The bureau and office chiefs have established goals to meet those objectives, and Fowler has approved them. He is now reviewing the action plans the chiefs have submitted for meeting their goals. Those goals and plans will serve as a guide for Minkel in resolving conflicts among bureau chiefs who compete for scarce resources for particular projects. (Minkel has another resource to draw on in resolving disputes: Fowler. “I meet daily with the chairman, so I can get guidance there,” Minkel said last week.)

What’s more, Minkel has a large responsibility for the success of the MBO program. He will review on a quarterly basis the progress of the bureaus and of-

fices in meeting their objectives—and will determine when corrective actions are needed to achieve the commission’s overall goals.

And he will have a major role in personnel matters. He will approve hirings made by bureau and office chiefs—though disaffected chiefs may appeal to the chairman. And he will advise the chairman in his job of appraising the performance of bureau chiefs and recommending bonuses for superior achievement.

Along with everything else, the Reagan administration’s proposal to cut agency budgets 12% across the board has generated another responsibility for the managing director’s office: providing the staff to evaluate all agency functions, a task under the supervision of Commissioner Anne Jones. The commission will make its final decisions on the further budget cuts on the basis of the task force’s various recommendations.

The creation and configuration of the Office of Managing Director are very much the work of the new chairman. Even before he was sworn in as a member of the commission, Fowler spoke of the need for such an office. The law calling for creation of the post leaves to the chairman the job of designing it, and the agenda item establishing the post was adopted by the commission without discussion; Fowler himself circulated it among the commissioners, who simply approved it after hardly more than a casual glance, in most cases.

If the order creates the kind of “strong managing director” Minkel says the chairman wants to deal with the day-to-day administration and management of the agency, it also serves as another in a series of transfers of administrative and management responsibility that have occurred over the years, from the commissioners—who have a difficult time exercising it—to the chairman, who cannot escape it.

Some observers see the post as setting up another screen between the commissioners and the staff. As of last week, however, no commissioners or staff members could be found who appeared to feel threatened. Some thought the new post would not make a major difference in how the commission operates; others thought that those who felt wronged by the new procedures would complain bitterly enough to bring about correction. Still others welcomed the change as a means of improving the agency’s management. But most had only the sketchiest idea of the authority and responsibility given to the new office.

Fowler’s selection of Minkel is in itself significant, since the two men had known each other for several years before Minkel accepted the invitation to join Fowler’s personal staff, with a view toward taking over the managing director’s post Fowler was determined to create. Thus, Minkel would appear to have every reason to expect the chairman’s backing. Minkel is a retired U.S. Army colonel who served in the Signal Corps in World War II and in Korea and was the Chicago regional manager of the FCC’s Safety and Special Radio

Services Bureau (now Private Radio Bureau) between 1976 and 1980. From 1980 until he rejoined the commission, Minkel served as deputy division chief of the National Oceanic and Atmospheric Administration of the National Weather Service Communications Division, and received an outstanding performance rating.

(Minkel’s top aides will be carryovers from the Office of Executive Director headed by R. Donald Lichtwardt—Alan R. McKie, deputy managing director; Thomas P. Campbell, associate managing director for operations, and Josephus J. Knippenberg, acting managing director for information management.)

Minkel’s five months as an aide to Fowler have given Minkel considerable background and knowledge for his new assignment. At the same time, commissioners and staffers have had a chance to learn something about him, and he appears to be well liked. Commissioner Mimi Dawson—one of those who was familiar with the details of the new post—regards him as an “excellent” choice. “He’s flexible, he gets along with people, and is result-oriented. And he knows policy. He has credibility in that regard,” she said.

Commissioner Joseph Fogarty said he was “very impressed” by Minkel. He noted that Minkel brings to the job a knowledge of the commission. But Fogarty, concerned about the deep spending cuts ordered by the Reagan administration, appeared to feel condolences as much as congratulations were in order for Minkel: “He’s been designated captain of the Titanic.”

Minkel himself, though, was enthusiastic about the new assignment. “I’m looking forward to a challenge.”

First Amendment rights of public stations upheld

Alabama network’s refusal to air ‘Death of a Princess’ supported by appeals court; New Jersey PTV supported in dispute over candidate interviews

Public broadcasters whose First Amendment rights are somewhat more clouded even than those of commercial broadcasters, have been given reason to cheer by two court decisions—particularly one by the U.S. Court of Appeals for the Fifth Circuit. It upheld the right of the Alabama Educational Television Network to cancel the showing in May of Public Broadcasting Service’s controversial *Death of a Princess*.

The other decision was by the New Jersey State Supreme Court. In a reversal of an earlier decision, it held the state’s public television network had not been in violation of state law when it presented in-

evening MAGAZINE

**Better than ever.
Better than "Prime Time."**

In February of 1977, the three networks provided their affiliates with 66 hours of "Prime Time" programming. As of this date, only 16 hours have survived, a total of 24%. Even this is misleading, as 8 of these 16 hours are movies. In reality, a mere 8 hours of programs remain, a meager 12%.

PRIME TIME NETWORK SCHEDULE FEBRUARY 1977

	7:00PM	7:30PM	8:00PM	8:30PM	9:00PM	9:30PM	10:00PM	10:30PM
MON	ABC evening MAGAZINE		Jefferson sons	Sueing Loose	Maude	All's Fair	Andre Tardieu	
	NBC		Little House		Monday Night		At Movies	
TUE	ABC evening MAGAZINE		Maury	Laverne & Shirley	M*A*S*H	One Day At Time	Kojak	
	NBC		Ba-Ba Black Sheep		Police Woman		Police Story	
WED	ABC evening MAGAZINE		Good Times	Jacksons	Wednesday Night Movie			
	NBC		Crissley Adams		W. Stevenson		Tales of Unexpected	
THU	ABC evening MAGAZINE		The Happening	The Waltons	Hawaii 5-0		Barnaby Jones	
	NBC		Fantastic Journey		Best Sellers			
FRI	ABC evening MAGAZINE		Code 60		Sonny & Cher		Exec Suite or Hunter	
	NBC		Sanford Chico & Ron		Rockford Files		Quincy	
SAT	ABC		M.T. Nease	B. Neuhart	All In Family	Alice	Carol Burnett	
	NBC		Emergency		NBC Movie			
SUN	ABC		60 Minutes	Rhoda	Phyllis	Switch	Belvecchio	
	NBC	Wait Disney's World			Big Event			

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interviews with only 10 of the 21 candidates who were running in the Republican and Democratic gubernatorial primary contests. The state law requires public broadcasters to air full discussions of public issues by gubernatorial candidates.

PBS's presentation of *Death of a Princess*—dealing with the relationship of a Saudi Arabian princess and her lover and their execution—generated bitter protests by the Saudi royal family who said the film was anti-Islamic and highly inaccurate, and threatened economic reprisals against countries where it was shown.

The Alabama public television network, which operates nine stations, along with a number of other public television stations and networks, refused to air the film. AETC had heard from a number of state residents fearing for the safety of Alabama citizens working in the Middle East. The decision involving the state-owned network raised an unusual First Amendment question: Do stations that are publicly owned have the same editorial rights as commercial stations or are they simply agencies of government?

A group of Alabama citizens, protesting the network's action, called it censorship that violated their First Amendment rights. They sought a court order compelling AETC to show the film and preliminary and permanent injunctions barring the network from making "political" decisions on programming. They said because AETC is "owned" by a government, it is bound by the First Amendment restrictions against censorship.

A U.S. district court rejected those arguments, and the appeals court, in a 2-1 decision, affirmed that action.

The appeals court acknowledged that

ownership of a public television station by a state government "may be cause for concern, for vigilance with vigor, for seeking of safeguards. It may raise a possibility, even an opportunity, for government censorship." But, the court added, "it is not itself censorship. Nor is it alone a talisman for application of First Amendment principles different from those applied to private broadcasters. Hence the naked fact of government ownership, from which appellants leap to the conclusion that every program rejection constitutes government censorship, is insufficient in itself to require denial of editorial freedom in this case to public broadcasters."

The court also said the choice of programming under the Communications Act rests with public as well as commercial broadcasters, and added: "If initial rejection of some programs were considered a form of constitutionally forbidden censorship, every public television station would violate the Constitution with virtually every choice it made." As for the alternative to a decision by station management, the court said, "It would demean the First Amendment to find that it required a public referendum on every programming decision made by every public television station solely because the station is 'owned' and partially funded by a state government."

Nor is a public right of access created by virtue of government's ownership of a medium of expression, "much less a public right to force that medium to present a particular film." The court said it "is only when the government has created a public forum dedicated to public use that right of access may obtain."

The majority opinion was written by

Howard Thomas Markey, chief judge of the U.S. Court of Customs and Patent Appeals, who was sitting by designation, and was joined in by Judge James C. Hill.

Judge Thomas A. Clark, who dissented, said public television stations did not have the same editorial freedom as their commercial colleagues. "When the government operates a form of the media," he wrote, "it is not free to pick and choose between views on issues of public controversy. For the limited purpose required by the facts of this case, I would hold that once a program is selected for viewing in the manner done here, it cannot be replaced by action of a state agency unless the decision is made for reasons unrelated to the content of the program replaced." The power of censorship, Clark added, "should be denied to a state broadcaster."

The question of public broadcasters' right to cancel *Death of a Princess* has not yet been resolved. Another case involving the show—an appeal from a district court's decision siding with viewers in Houston opposed to the cancellation by KUHT-TV—is still pending before the same appeals court.

In the New Jersey case, one of the candidates whose interview was not aired on a regularly scheduled news program originated by WNET(TV) New York, last May, sued. At the climax of a series of court arguments and decisions—telescoped in time to meet the deadline of the primary election—the state supreme court held that all of the candidates were, under the state law, entitled to equal time. But on rehearing—and after the FCC, acting on a complaint generated by the same controversy, ruled that the interviews on the news program did not trigger the equal-time law—the state court reversed itself.

It said that on the reflection permitted by time, it concludes that the law does not afford individual candidates the right to be included in the news broadcast. Rather, the only right is to fairness in the overall coverage of the campaign. And the court said the record supports the network's determination of the coverage it would have given the candidates. The court said that determination is "a reasonable exercise of the broad discretion" given the network "to make editorial judgments in accord with federal and state law."

CPB nominees reviewed in Senate hearing

Two Republican nominees to the Corporation for Public Broadcasting disagree on the use of advertising by public stations as a source of funding. At a 15-minute confirmation hearing before the Senate Commerce Committee last Tuesday (Oct. 27), nominees Sonia Landau and Kenneth Towery also commented on CPB's often-publicized disagreements with local public stations over funding and future government support for public broadcasting.

Landau, a former teacher, media con-



How the West was one. Delegates from the Rocky Mountain Broadcasters Association visited Washington and paid calls on FCC Chairman Mark Fowler, other commissioners and key FCC staff members. Among the topics RMBA discussed were retention of the "must-carry" rule for cable, elimination of the public inspection file for radio and TV stations, elimination of TV ascertainment requirements, and increased nighttime power for Class IV AM's. The delegation (l-r): Richard R. Zaragoza, RMBA counsel; Douglas C. Stephens, KDEN(AM) Denver; Herman G. Haefele, RMBA president, KIFI-TV Idaho Falls, Idaho; Chairman Fowler; William F. Duhamel KOTA-AM-TV Rapid City, S.D.; Lynn Koch, KTVG-TV Helena, Mont.; James Hays, KODI(AM) Cody, Wyo.; Craig Hanson, KSFI-FM Salt Lake City; Henry H. Fletcher, RMBA executive director; Ed Quinn, KTNV-TV Las Vegas, and Bernard J. Bustos, RMBA vice president, KMIN(AM) Grants, N.M.

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DIFFERENT STROKES	19.6	15.1	22.7
JEFFERSONS	19.0	13.1	21.3
ONE DAY AT A TIME	19.8	16.0	20.1
WKRP	19.7	19.3	20.7
CHARLIE'S ANGELS	22.0	19.0	24.7
CHIPS	18.2	14.0	24.2
DUKES OF HAZZARD	20.4	13.6	24.2
EIGHT IS ENOUGH	22.8	21.2	25.1
FANTASY ISLAND	23.0	20.0	24.2
INCREDIBLE HULK	16.3	11.4	21.4



Sources: NIELSEN (Nov./Feb./May) 1978-81

HAILS XI

OUTSTANDING

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Lead Actress 1978-79

Director 1980-81, 1979-80

Writing 1980-81

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OR YOU'LL CALL
YOURSELF SOMETHING
ELSE LATER!**



PARAMOUNT TELEVISION DOMESTIC DISTRIBUTION

sultant and unsuccessful candidate for the U.S. House of Representatives from New York, told Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) that advertising on public stations would "lower the quality of programing" by necessitating that programs appeal "to the masses." It would also "influence program underwriting." In spite of reservations, Landau said she would be interested in the results of experiments with advertising now under way at some public radio and TV stations.

Towery said he is not worried about advertising on public broadcasting, that it can be done tastefully and that it may be the way public broadcasting will have to go. "I don't believe it will have an adverse impact," he said. Towery is a former journalist and businessman from Austin, Tex., who has worked as campaign manager and administrative assistant for Senator John Tower (R-Tex.).

Disagreements between CPB and stations are "probably inevitable," said Landau, but they do not necessarily have a detrimental effect on public broadcasting. Towery said the potential for conflict "seems to be built into the Communications Act," and that he plans to "work to see the problems are alleviated."

Future funding for public broadcasting should be found more in corporate and other private donations, said Landau, "but government support at the federal, state and local level should continue." Towery said he finds the most likely prospects for future funding in "pay cable projects and other economical means."

Goldwater, who was the only senator attending the hearing, said he "sees no problem in their confirmation by the Senate." Landau and Towery will fill positions on the board vacated by Lucius P. Gregg and Donald E. Santorelli, whose terms expired in March, 1980. They will assume their positions as soon as they are confirmed by the full Senate.

Past is prologue, say broadcasters in FCC comments

Commission's efforts to clarify character qualifications for licensees elicits reply comments urging FCC to be more specific

The FCC should, except in the most "egregious" cases, evaluate a broadcaster on the basis of his broadcasting record. That seemed to be the consensus among the broadcasters that filed reply comments in the FCC proceeding to "clarify" its procedure for determining a broadcast license applicant's "character" qualifications.

Like most of the other broadcasters filing, ABC said that the FCC should reach a "specific and coherent" definition of character by narrowing its focus to those traits relevant to an applicant's future performance as a broadcaster.

According to ABC, an applicant with a record as a licensee-broadcaster should be judged solely on the basis of that record, unless his "misconduct is so egregious as to preclude a continued finding that the applicant is honest and reliable," ABC said.

Although some of the initial commenters (BROADCASTING, Oct. 12), had argued for retaining the status quo, ABC said that would result in nothing but more "murky and uncertain ad hoc" character evaluations.

"ABC submits that the present lack of clear guidelines is basically unfair to broadcasters and the public who should be able to reasonably predict the agency's behavior," ABC said. "This uncertainty and unfairness should be eliminated."

Although some commenters argued that abandoning its traditional approach to making character determinations the FCC would violate the mandate of the Communications Act, the National Association of Broadcasters disagreed.

In its comments, NAB said the "most" the Communications Act requires is that "some inquiry" into an applicant's character be made. The scope of that inquiry and the substance of the FCC's response should hang on the "public interest" standard, it said. And the public interest would require "a substantial limitation on the broad-ranging character inquiries that the commission has traditionally made," NAB said.

John Blair & Co. and Post-Newsweek Stations Inc., filing together, said there was no "special reason" to deal with character issues differently in comparative proceedings. "An applicant's past broadcast record is the best indicator of future performance in the public interest whether it is unopposed, faced with a petition to deny or confronted with a competing application," they said.

A group of 16 broadcasters—including Forward Communications Inc., Group One Broadcasting Co. and Shamrock Broadcasting Inc.—urged the FCC to "make clear" that a licensee's character is to be determined only through the consideration of the conduct of owners or principal executives of the licensee. "Misconduct by employees, in contravention of instruction or policies of ownership or management, should never be viewed as adversely affecting the licensee's character," the groups said.

"For existing licensees, the commission can best use its resources to achieve that goal if it limits its character inquiries to broadcast-related misconduct," it said.

Nonetheless, the Office of Communication for the United Church of Christ and the National Council of Churches of Christ in the USA said they thought the "minimalist" approach advocated by the broadcasters didn't go far enough. "As a matter of common sense," they said, "a complete investigation will consider all conduct which raises serious doubt about an applicant's honesty and dedication to community service." The groups said: "A minimalist approach will disserve the public interest."

NAB presses its arguments for deregulation

In position paper sent to House subcommittee, it says scarcity argument is out of date, fairness and equal time should be repealed and networks should be allowed into cable system ownership

The time has come for repeal of the fairness doctrine equal-time rule and other content regulation of broadcast journalism because there is no longer a scarcity of broadcast outlets and because the future of a vigorous press in America is likely to reside primarily in electronic media. It is also time for Congress and the FCC to take a new look at broadcast ownership restrictions that have caused marketplace inefficiencies and could be restricting the development of new technologies and program supplies.

That's the message the National Association of Broadcasters has sent the House Telecommunications Subcommittee in position papers submitted in response to that panel's investigation into the diversity of information sources.

"A search for some new and novel formula to assure diversity of information sources is needless and fruitless when a clear principle already proved to assure multifaceted freedom of expression (the First Amendment) is at hand," said NAB. "We can elect to wipe away inconsistent, inhibiting and costly restrictions on the electronic marketplace of news, information and ideas—or we may harden and extend those strictures, stultifying every existing and emerging electronic media of expression for generations to come."

Although the Supreme Court's Red Lion decision upholding the fairness doctrine relied heavily on a finding of scarcity of broadcast outlets, people have argued for years that such scarcity does not exist, said NAB. The association noted that "scarce" licensees outnumber the newspapers by four-to-one.

Subsequent Supreme Court decisions have tended to reject additional restrictions on free speech in broadcasting. According to NAB, "one is hard-pressed to find any real difference between the measures sternly rejected by the court in its most recent decisions in this area and those which underlie the regulation of content in broadcasting."

Content regulations presume that each licensee acts "in isolation as though it is the sole outlet of mass communication in its own market," and "ignores the fact that the electronic marketplace is highly competitive when it comes to the dissemination of news, information and ideas as well as entertainment," said NAB. Fairness and political broadcasting rules "operate as though neither broadcasters nor their news staffs are or will act as journalists."

The FCC's and NAB's experiences dur-



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By recognizing and encouraging quality at the onset of the creative process, with the writer, the Humanitas Prize serves to foster television programming that explores and illuminates the unlimited potential and value of the individual—programming that enables all of us to discover a little bit more about who we are... and what it means to be human.

This year's winners of the Humanitas Prize were:

- Michael Cristofer for the ABC-TV Special "Shadow Box"
- Michael Kozell and Steven Bochco for the "Dressed to Kill" episode of NBC-TV's "Hill Street Blues"
- Hugh Wilson for the "Venus Flytrap Explains the Atom" episode of CBS-TV's "WKRP in Cincinnati"
- And a special award to Morton Silverstein and Chris Wallace for their documentary, "The Migrants 1980," produced for NBC News

To ensure the permanent endowment of the prizes, a broadcast coalition has been formed to create a \$1 million endowment to provide a perpetual source of income for the Human Family Institute. To date, \$615,000 has been raised towards this goal. Those joining in this endeavor include:

- Capital Cities Communications
- Group W/Westinghouse
- Hearst Corporation
- LIN Broadcasting
- McGraw-Hill Broadcasting
- Meredith Broadcasting
- Metromedia
- Outlet Company
- Philip L. Graham Fund
- RKO General, Inc.
- Scripps-Howard Broadcasting
- Times-Mirror Broadcasting

ing the 1980 elections "trace the ominous outlines of what content regulation has reaped" said NAB. "Category by category, what the commission found confirmed our own information that electronic journalists worked . . . in a constant state of turmoil about the legal consequences of their activity."

Political broadcasting rules prohibit broadcasters from using innovative forums for presenting election issues, make it almost impossible for broadcasters to endorse candidates, air debates or cover ballot initiatives, said NAB. "Broadcasters and their audiences are used for political purposes in a way we doubt Congress intended. The public interest is subordinated to that of political tactics."

The right of access to electronic media is "neither constitutionally justifiable nor capable of practical application," said NAB. Mandated access would be equivalent to censorship and would increase the level of government involvement in broadcast journalism, an outcome the Supreme Court has rejected in some of its recent decisions.

Repeal of content regulations of broadcasting "will send a clear message across this country telling electronic journalists and the people who depend on them that America's news media are going to remain free as they increasingly depend upon electronic distribution to reach those who make the ultimate decisions in our democracy," NAB concluded. In the words of one professor at the Massachusetts Institute of Technology, "It takes courage to permit technological change without government shelter."

For its statement on ownership rules, NAB went to the Washington consulting firm of Glassman-Oliver for an economic analysis. Not only is there no logical basis for the FCC's ownership rules, according to that report, but the rules work against consumers by preventing economies of scale in the broadcast industry and retarding the development of new program supplies and outlets.

The FCC has failed to distinguish between ownership patterns that "threaten competition and diversity from those that do not harm, and may indeed promote . . . important sources of consumer welfare," said the report. Its rules limiting group ownership do not differentiate between large and small markets although there are substantial differences in the market power to be gained by owning a group in either category. They also do not take into account the difficulties inherent in price collusion among broadcast outlets, each of which offers a different product and each pays a price for programs not set by the price a viewer would pay for it, but by how many viewers can be expected to view the program.

It might make sense to prohibit a merger between two of the major TV networks, said the report, but preventing those operations from creating second networks through internal expansion may be preventing greater diversity and higher quality in network programming, and may be keeping the price advertisers pay for network time higher than it could be, ac-

ording to the Glassman-Oliver report. "Rather than promoting diversity and competition, the present ban on dual networking may accomplish the opposite."

Rules restricting the ownership of outlets in a single market fail to "recognize that it is the structural forces of competition and not diversity of ownership, per se, that determine the kinds of programs that are provided to the public," the report said. "Moreover, these forces ultimately are more responsive to viewer preferences than to the programing preferences of diverse facilities owners."

Restrictions on network ownership of stations should be revised to differentiate between ownership of large- and small-market outlets, said the report. This could result in the utilization of unoccupied frequencies in some small markets and is not likely to substantially increase networks' market power.

Rules prohibiting broadcast networks from owning cable systems are "interesting" in light of the fact that cable networks

may own as many systems as they want to, said the report. "At present levels of cable industry concentration . . . cable network foreclosure is unlikely to be a problem," it said. "Eighty percent of the nation's cable subscribers are served by systems that have no ownership affiliation with a cable network."

Network ownership of other services such as multipoint distribution, subscription and direct broadcast satellite TV would not result in anti-competitive advantages, according to the report, because there is a "high substitutability between the network services carried by these different television modes."

The FCC promulgated its ownership rules early in its years as regulator of "competition and diversity in what was then a new communications technology," the report concluded. "Today we face again the question of how best to govern ownership at the frontier of another revolution in communications technology."

Washington Watch

Home insulation rulemaking. National Association of Broadcasters filed comments last week in reopened Federal Trade Commission rulemaking concerning affirmative disclosure requirements for television advertising of home insulation. Calling disclosure requirements burdensome and unsuited for broadcast medium, NAB urged commission to eliminate them. It claimed that disclosure requirements are incompatible with nature of broadcast medium and said "any extraneous information which is required to be included in a commercial represents an artificial distraction from the main theme of the advertising message and ultimately reduces its effectiveness." In addition, NAB charged that in seeking to comply with rule, advertisers would be forced to "abandon 30-second advertisements for more expensive, and less cost effective, 60-second messages." Association also questioned value of television and radio advertising as medium for consumer education and said that weighing and comparing of competing products facilitates knowledgeable consumer decisions and that "requiring advertisers to bombard consumers with a laundry list of disclaimers and performance standards" does not improve consumer choice. NAB also urged elimination of similar disclosure requirements for radio, stating that it "operates under greater temporary and technological constraints" than television.

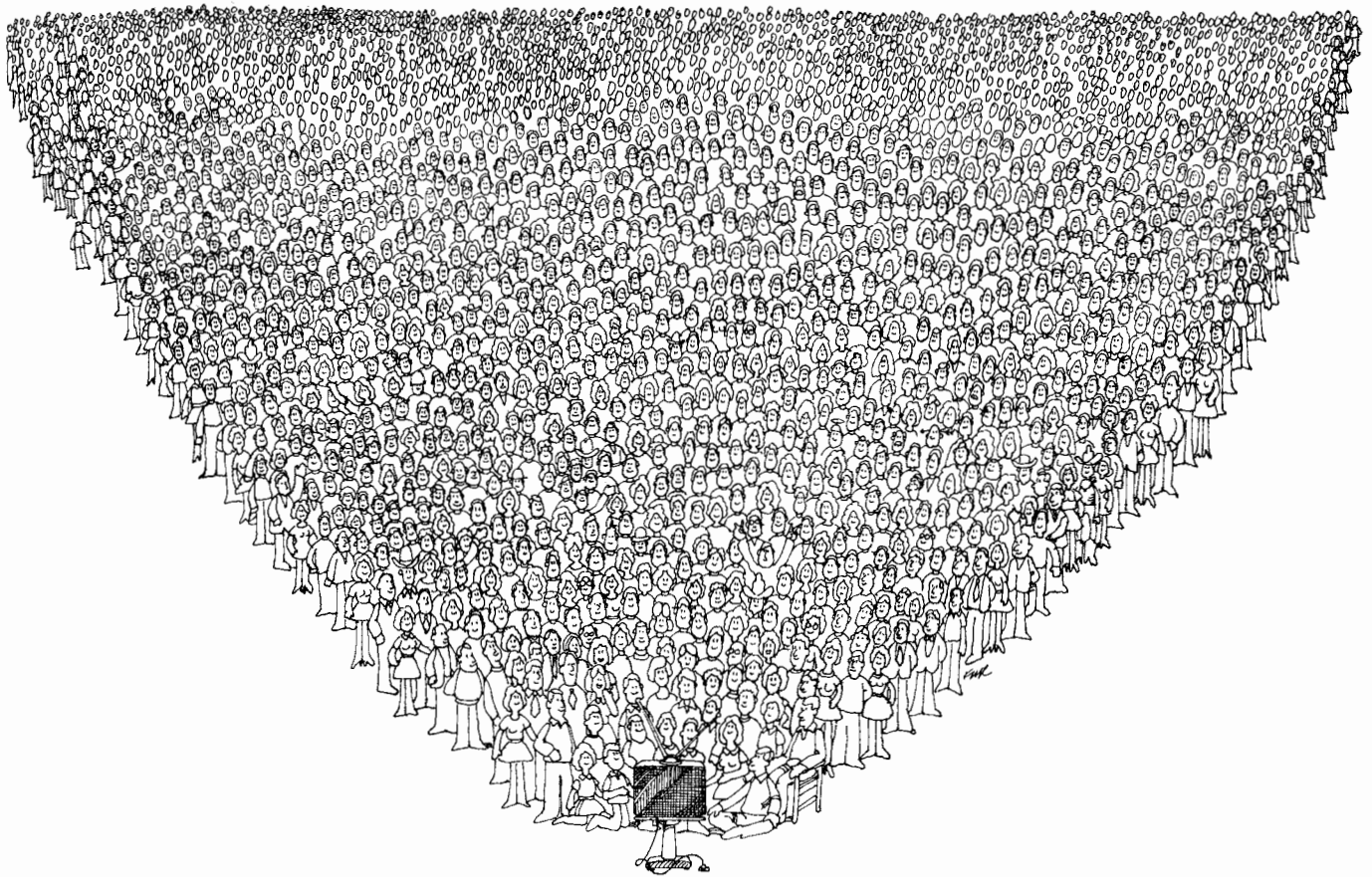
□

Cuban project. Private corporation has been formed in Washington under auspices of State Department to oversee proposed "Radio Marti" broadcasting to Cuba (BROADCASTING, Sept. 28). New "Committee for Radio Broadcasting to Cuba" was announced at hearing before House Subcommittee on Government Information and Individual Rights chaired by Representative Glenn English (D-Okla.) Committee trustees include William Steadman, retired ambassador; Robert Zimmerman, former foreign service officer, and Midge Decter, writer.

□

Satellites axed. Commerce Department is backing off at least implied commitment to fund public service satellite program for four years. Department, which initiated program through its National Telecommunications and Information Administration in July 1980 (BROADCASTING, July 28, 1980) has told Congress that \$1,262,000 set aside for project in proposed 1982 budget would be eliminated under Reagan administration's proposed 12% reduction in spending. Under project designed to bring benefits of national investment in satellite technology to public sector, four grantees have been aggregating public sector users who, individually, could not afford satellite service. Grantees are Appalachian Community Service Network, Public Service Satellite Consortium, Bell & Howell and American Educational Television Network, which have been required to obtain renewal of grants annually. They were expected to become self-sufficient within four years. Overall, Commerce Department is recommending \$2-million cut from proposed 1982 budget of \$16.5 million for NTIA. Most of remainder of \$2 million would come in slash of \$538,000 from \$796,000 proposed for telecommunications protection program, under which NTIA assesses vulnerability of federal agencies' telecommunications programs and recommends improvements in their security. Cut would result in elimination of about 12 of 15 permanent positions.

M*A*S*H makes a big impression on people.



224 million every week!*

Amazing but true. And this is no accident. The show is everywhere and the public wants to see it. When network and local are combined, M*A*S*H actually delivers 224,000,000 gross impressions per week!* According to the A.C. Nielsen** figures M*A*S*H is the number one half-hour program on National TV.**

In Syndication, the Cassandra reports for the November, February and May sweeps rate M*A*S*H #1 among households, females 18-49, and males 18-49.

Incredible figures, incredible show. Thanks to M*A*S*H, television never looked better.

Television never looked better.



*N.T.I. Special Analysis Feb. 16-22, 1981. Documentation available upon request. **Sept. 28, 1980-Aug. 16, 1981.
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Radio: prospering from survivalist instincts

Network radio chiefs trumpet aural medium at broadcaster conference in San Francisco

Network radio executives say their medium is thriving because of a basic instinct for survival. Ben Hoberman, president of ABC Radio; Eugene Lothery, vice president, CBS-owned AM stations, and Richard Verne, president of NBC Radio, offered their insights on "Radio Broadcasting in the '80's" at a convention of the Northern California Broadcasters Association at San Francisco's Sheraton Plaza hotel.

Discussing the "winds of competition" in the marketplace today, Hoberman assured the audience that "our own storehouse of radio network resources has never been fuller." He cited the proliferation of radio networks, the use of satellite distribution and expanding "bottom line opportunities for local stations."

Hoberman said: "Today Americans listen to radio more than ever, some three-and-a-half hours each day, just a shade less than watching TV. In 1966 the three major radio networks attracted 30 million listeners. Today, just one of ABC's networks garners nearly as many listeners. This year radio will bill some \$3.7 billion in advertising. By some estimates, that figure will rocket to \$28 billion by the end of the century."

Hoberman, borrowing the Radio Advertising Bureau's slogan, "Radio is Red Hot," examined the medium's ability to deliver a multitude of listeners. "[They] are delivered by each and every local station. Banded together we can be an unbeatable combination."

Among innovations within radio, the ABC Radio president brought to light the testing of pay radio. According to Hoberman, "One of the major East Coast cable operators is conducting a survey to determine whether listeners would pay to hear their favorite radio stations, providing more than 15 specific programming formats, ranging from all news in English and Spanish, to bluegrass music, and to an all-opera service, but all commercial free."

"Our success continues in the face of a tough competitive environment." That was the feeling that Lothery expressed. "Radio has been a marked man almost from day one, when newspapers tried to put the new guy on the block out of business. Later television threatened, and while we wobbled a bit, there's no ques-

tion that today radio is not only surviving, but thriving."

Lothery commented on radio's most recent competitor, cable, referring to both its television and radio ventures. On the former, Lothery said, "This new service, which offers several music channels via cable wires that can be heard through the listener's home stereo receivers, will provide enhanced reception and superior signal. Obviously cable radio operators will be competing for these listeners, and eventually advertising dollars." Videotext may infringe on "radio's local identity," he suggested, and vie for local advertising dollars along with cable.

Offering a remedy for a possible depletion of advertisers in radio, Lothery advised "increasing the generic demand for our product." To exemplify this, the CBS Radio executive discussed the use of seminars to bring in new advertisers, as his network has done. He added that "the radio networks have announced the formation of an industry organization to help sell network radio to nonradio users." An advertiser can now cover the country for a target demographic solely on the basis of network radio buys. That means "network radio can now function as a primary buy, rather than just offering supplemental

coverage," he concluded.

Concerned primarily with programming, NBC Radio's Richard Verne looked down the road a bit to discuss trends in radio, as he envisions them.

Blaming what he terms a current "musical lull" on the lack of diversified programming heard on FM stations, Verne sees nonmusical formats making its way into that band. Taking that a step further, he suggested AM stations won't rely as heavily on all news or talk formats as they do now. Verne observed a reluctance on the part of programmers at AM stations to switch to musical formats other than country, although he believes that adult contemporary will continue its stronghold on the much sought-after 25-34 age group, and can be just as successful on AM as it is on FM.

On the subject of the new and burgeoning radio networks, Verne told the NCBA attendees that they will be a boon to the medium and small markets. Using all talk formats as an example, Verne said that the right host for such programs is essential and can be too costly for other than large market stations. With the new networks, however, the programming is supplied, eliminating that expense of finding talent, he said.

Play Back

Radioradio production. CBS Radio's new Radioradio network, young-adult-oriented and scheduled to start next spring, has signed with GK Productions, New York, for series of eight concerts to be recorded live-on-tape for presentation by network from May through December 1982. Programs, first additions to network beyond CBS News feeds, will be carried as monthly 90-minute specials in stereo. Artists to be featured were not announced. Programs will be supervised by Leslie Corn, Radioradio director of programming, and will be produced for GK Productions by Patrick Griffith. Radioradio also plans "first live phone-in music specials" enabling listeners to use 800 number to talk with artist or group whose music and career are being profiled. The Creative Factor Inc. has been signed for specials.

□
In the marketplace. *An America's Top 10 Christmas* is one-hour holiday radio special being offered by Gold Key Media, featuring Christmas songs from popular music.

□
More country. United Stations Inc., New York, will begin weekly three-hour survey of top country songs on Dec. 4, distributing via disk to radio stations. This program is separate from recently announced United Stations Country Music Network, which, starting next spring, will provide country format via satellite on 24-hour basis. Susan Storms, account executive with Richard Gersh, New York public relations firm, has joined United Stations as director of client services.

□
Nutrition series. New York-based Scott Broadcast Services claims 159 stations so far for *Columbia Nutrition Bulletin*, daily 90-second radio series distributed free in metro markets on exclusive basis. It's produced by Scott in cooperation with Institute of Human Nutrition at Columbia University Medical School. Borden Foundation is funding. Institute's director, Dr. Myron Winick, is narrator and chief editor.

Award-Winning "Car Care Central" Back Again... And Better Than Ever

Launched in April 1981, **Car Care Central** was cleared in over 70% U.S. TVH. And because of its overwhelming success, Car Care Central is back again. Praised as one of the most creative and innovative shows for the 80's, the 39-week series of half-hour programs takes viewers on a step-by-step approach to proper auto maintenance. Hosted by TV personality Peter Brown with field reporters Kelly Garrett and Steve Evans interviewing special Guest Stars, Car Care Central provides viewers with tips on cutting car care costs, and how to make for better performing and fuel efficient vehicles. It's the perfect program for our energy-conscious society!

Car Care Central is available on a day-and-date basis starting January 2 or 3, 1982—with national promotional support backed by Popular Mechanics Magazine, national advertiser support through major promotions on the local retail level and co-op dollars in most markets.

For viewers, Car Care Central is refreshing proof that television can be educational and entertaining. For advertisers, it's the ideal vehicle to reach a specific target audience. And for stations, it's the perfect program to solve advertiser and consumer needs, proving that television can be of service to its viewers and, at the same time, be successful.

Produced by Diamond P Sports and brought to you by SFM Entertainment in conjunction with the Automotive Parts and Accessories Association, **Car Care Central** is a sure winner. If you're not among the stations already with us... You should be!



For more information contact your SFM representative.

SFM Entertainment/Division of
SFM Media Corporation

1180 Avenue of the Americas,
New York, NY 10036
(212) 790-4800



More to peacock. NBC-TV last week announced signing of its 215th affiliate station which will begin serving Nacogdoches-Tyler-Lufkin, Tex., next spring. Licensed to Dogwood Broadcasting, station will operate on channel 19 there. Call letters have not yet been assigned. With new affiliation agreement, NBC claims to have "the most [affiliates] in the history" of network television. Currently ABC has 206 affiliates; CBS it's understood has 206 also. Eastern Texas—Tyler, Tex., being Arbitron Television's ADI (area of dominant influence) now is served by Buford Television's KLTW(TV) Tyler and satellite KTRE-TV Lufkin. Stations have primary affiliation with ABC-TV and secondary affiliation with NBC and CBS.

Changing roles. Actress Lynn Redgrave, dropped from cast of CBS-TV's *House Calls* last summer, has been signed to co-star in *Teachers Only*, NBC-TV midseason replacement series produced by Carson Productions. Half-hour sitcom also stars Norman Fell and Adam Arkin. New contract reportedly will allow Redgrave to breast-feed her infant daughter on set. Denial of that permission was said by actress to be basis of her contractual dispute with Universal Television that led to her departure from *House Calls*. Studio claims money was primary issue.

Watt's environment. Secretary of Interior James Watt's environmental policies are subject of PBS documentary, *James Watt's Environment: Promised Land*. Set to air Dec. 9 documentary concerns Watt's environmental policies and strong opposition they have received from environmentalists.

Eight for pay. Home Box Office announced licensing agreement for eight Columbia Pictures Industries films: "Stripes," "Nice Dreams," "Tess," "Heavy Metal," "Modern Romance," "Nobody's Perfect," "Happy Birthday to Me," and "American Pop." All eight are for 1982 runs on pay service.

NBC's new day. NBC-TV last week announced schedule changes for its daytime programming, including Nov. 30 premiere date for *Day to Day*, tentative title of new talk show hosted by Regis Philbin, in 10-10:30 a.m. ET slot.

One roof. Various West Coast offices of ABC Video Enterprises Inc. will be consolidated at ABC Entertainment Center in Century City. Move to 2040 Avenue of Stars involves ABC Pictures International, ABC Video Sales Division, ABC Wide World of Learning, legal and business affairs division office, and cable programming office for Alpha Repertory Television Service (ARTS) and future ABC cable operations.

In the marketplace. KOMO-TV Seattle's *Boomerang*, children's series now in seventh season at Fisher Broadcasting station, is being distributed by Century City, Calif.-based Berg, Albert, Wiley Corp. in association with Four Star Productions. Series, with 172 half-hour episodes and three seasonal specials, stars singer-actress Marni Nixon with puppets. Backers claim series is first from Seattle market to go into worldwide syndication... Lionheart Television has U.S. syndication rights to *Poldark*, 29 "swashbuckling" hours. BBC-TV/London Films co-production previously ran domestically on Public Broadcasting Service... New York Times Syndication Sales Corp. already has looked in NBC O&O TV's, among other stations for *The Final Sunday*, half-hour preview show scheduled to run Friday before Super Bowl. It's produced by Reid-Dolph Inc.

Silverman picks name. InterMedia Entertainment Co. is name of new independent production company formed by former NBC president, Fred Silverman, and independent TV producer, George Reeves, to be exclusively affiliated with MGM and United Artists (BROADCASTING, Oct. 19). Silverman will serve as president and Reeves as executive vice president of new company.

New game. NBC-TV has ordered pilot for new audience participation game show entitled *Temptation*, to be produced by Ralph Andrews Productions in association with Columbia Pictures Television. Concept of show involves host Jed Allan trying to talk members of audience out of their money.

Long season. Debut date for *The Powers of Matthew Star*, one of NBC-TV's new series, has been postponed until Sunday, Jan. 3, 7-8 p.m. ET. Program, about American teen-ager with super powers derived from outer space, was originally set to begin airing Dec. 6.

Clearing the way. Lexington Broadcast Services, New York-based TV syndicator, reports it has cleared 93 of top 100 markets for two half-hour children's specials, *The Wonderful World of Strawberry Shortcake* and *Strawberry Shortcake in Big Apple City*. Lexington reports its *Dr. Snuggles* has been cleared in over 60 U.S. markets and *Hot Fudge*, half-hour children's show, cleared in top 10 markets during its first year in strip.

Pirate radio makes a comeback in England

Radio Caroline, 50 kw AM operated on ship in international waters, will beam pop music to Britain and Europe; Wolfman Jack heads staff of DJ's; Major Market Radio handling sales.

Radio Caroline, the pirate AM radio station that broadcast rock music to Europe during the 1960's and 70's, will resume operation this month from a ship anchored off the Essex Coast of England. The nondirectional 50 kw station will have an adult contemporary format directed primarily toward Great Britain, but will include continental Europe as well.

Radio Caroline is now scheduled to sign on the air Nov. 28, after a two-month delay. The ship housing the station was hard hit by a storm as it moved into position off the Essex coast and the decision was made to add 150 tons of ballast in order to offset the imbalance of the craft's 300-foot transmission tower.

Announcement of the station's return was made in the New York offices of Major Market Radio, a broadcast sales firm that will handle all time sales for Radio Caroline.

Major Market's vice president for marketing, Ray Lindau, said that the station is seeking advertising from multinational corporations, "especially those doing business already in the United States. We think they can translate their success here into success in Europe, where a multinational medium has not been available."

According to Lindau, the venture is backed by "a group of private European investors who would prefer to remain anonymous." He said that there is no involvement of American individuals or corporations in the operation and dismissed a published report that Gene Autry, whose Golden West Broadcasting is the parent company of Major Market Radio, has a financial interest in the station. "We are international sales representatives for Radio Caroline," explained Lindau, "that's as far as it goes."

Lindau declined to estimate the amount of annual billing he expects Radio Caroline to draw, but predicted it will eventually outdistance London's Capital Radio, said to generate \$34 million a year. "It has the potential of becoming the biggest radio station in the world, in terms of billing," said Lindau. He also would not release names of any advertisers the station has already signed, but said they include accounts in the hotel, fast food, magazine, apparel and cosmetics industries.

The new Radio Caroline will be permanently anchored in international waters, at

a n n o u n c i n g

THE WEEKLY COUNTRY MUSIC COUNTDOWN



Ed Salamon with Johnny Cash

Ed Salamon and Country Music Proven Success

The Weekly Country Music Countdown is produced by Ed Salamon. During his six years as Program Director at WHN, New York, the station received *Billboard Magazine's* Country Station of the Year Award three times (1976, 1978 and 1980).

■ Produced for the Mutual Broadcasting System, the "Johnny Cash Silver Anniversary Special", the current winner of *Billboard Magazine's* achievement award as Syndicated or Network Special of the Year.

■ Produced for the Mutual Broadcasting System the record-breaking "Country Music Countdown—1980", co-hosted by Anne Murray and heard on more than 700 radio stations.

■ Producer of the Mutual Broadcasting System radio special, "Triple", hosted by three of today's hottest country stars—Barbara Mandrell, Charlie Daniels, and Larry Gatlin.

An exciting
weekly program
brought to you
by The United
Stations Country
Music Network.

Produced by
Ed Salamon.



Producer Ed Salamon with the Gatlin Brothers

■ Personally has interviewed virtually every major star of country music, including Dolly Parton, John Denver, and Kenny Rogers.

■ Again this year named Country Radio Program Director of the Year by *Billboard Magazine* for his work at WHN.



Ed Salamon with Olivia Newton-John

Exclusive Features!

The stories behind the songs told by the hit-makers themselves, sneak previews of new releases and classic music from our extensive library.

Each week, *Radio & Records*, compiles a list of the most programmed songs on radio stations all over the country, producing credible statistics with computerized accuracy—brought to you by The Weekly Country Music Countdown!

For further information on how your station can broadcast The Weekly Country Music Countdown call today!

800/368-3033 or 703/556-9870

(Except in Virginia)

Coming Soon! Announcement of
The United Stations Country Music
Network 1982 Holiday Specials!

The United Stations

NEW ROCK DESIGNED TO BUILD YOUR YOUNG ADULT AUDIENCE AS ONLY ABC CAN.

Now network rock radio comes of age. Here are the features, the news, the personalities to set your rock station apart from the rest ... to give your station a lock on the young adult market.



ABC

ROCK



ABC builds your audience with a special kind of news and sports tailored to the young adult audience. Young, sometimes irreverent but always relevant. And they're from **ABC News and Sports**—the biggest, the quickest, the best. Then there's the "Steve Dahl Supper Klub" . . . hours of weekly zaniness from radio's most charismatic comic personality. . . Steve will keep your audience coming back week after week. There'll also be features such as "Rock & Roll Legends," "Rock Notes" and a lifestyle feature, "Lifelines," plus music, movie and TV news features, and more. Most important of all, **Rock Radio Network** is your direct and exclusive line to AOR's biggest and best music program features. We've got the most listened-to program in rock history, "The King Biscuit Flower Hour," featuring its biggest star line-up ever. And we keep pouring it on with the hottest groups in concert on "Supergroups." Looking ahead, we'll also be bringing your station exciting simulcasts and **Satellite Concerts**, live from around-the-world. **Every field has a leader.** In radio it's **ABC Network Radio**, and the know-how, the track record, and the commitment to special AOR programming to make your station the one that rocks radio best. Call **Virginia Westphal, Denise Oliver or Tom Plant (212) 887-7777.**

The new energy in young adult radio.



approximately the same site as that occupied by the original station. The vessel housing the station is "Imagine," a 300-foot, 1,100-ton craft of Liberian registry. It replaces "Mi Amigo," the original Radio Caroline facility, which sank in March 1980.

According to Lindau, the new Radio Caroline will emanate from a 200-foot tower and will be somewhere between 600 and 700 khz. A second transmitter will operate on an undisclosed shortwave frequency. An estimate of the potential audience for the station is about 8 million, with the actual audience probably exceeding the 3.9 million said to have tuned in to the original Radio Caroline.

Heading the roster of personalities, many of whom are said to have been associated with the first station, is Wolfman Jack. He will host a 90-minute program during afternoon drive time.

The first week of the Wolfman's show will be produced live from the ship, with subsequent programs custom-produced for the station, sent by tape from Los Angeles. Wolfman Jack, born Bob Smith, produces syndicated radio programming through his own company, Audio Stimulation, and until recently hosted "The Midnight Special" rock concert series on NBC-TV. He has performed frequently on television and in motion pictures, and produces occasional specials through his own television production company.

Except for Wolfman Jack's program, all programming on Radio Caroline will be produced live with personalities living aboard the ship. Lindau said the names of other personalities are being withheld until broadcasting begins, although he indicated they include "a well-known female air personality from California." He said the names are not being disclosed in part to protect those involved from possible prosecution under Britain's Marine Offenses Act, which prohibits British citizens from supplying a pirate ship. Lindau said that some of the air personalities who have signed hold British passports. All on-air personnel, except Wolfman Jack, will live on the ship for three weeks at a time, followed by one to two weeks of shore leave.

All advertising sales will be handled by Major Market Radio through corporate and agency representatives in New York City.

SMN adds two more formats

Black urban and traditional MOR will join stock of three other 24-hour services launched by Satellite Music Network

With three formats already on its schedule since its inception on Aug. 31, the 24-hour Satellite Music Network has expanded its program menu with the additions of black urban contemporary and traditional MOR.

Both new 24-hour program services are

set for a first-quarter debut and will originate from SMN studios near Chicago, joining coast-to-coast country, adult contemporary Star Station and Bonneville's beautiful music, all fed simultaneously.

A major reason for SMN's interest in gaining an urban format was the availability of Jim Maddox, the former vice president and general manager of KMJQ(FM) Houston, who is credited with developing the "Black Majic" format. "Some 70 affiliates are expected to sign on by June 1982," according to Ivan Braiker, SMN vice president and general manager. Commenting on the state of black radio, Braiker said, "as part of an overall industry concern, [it's] suffering from high overhead, programming costs and demand." He noted that SMN eliminates tapes, computerization and "other costly elements presented in current syndicated programming."

SMN's fifth offering, traditional MOR, is described as bearing a strong resemblance to Al Ham's *Music of Your Life*. John Tyler, an SMN partner, said "songs like "Begin the Beguine" would be prominent on the playlist, as well as standards by artists including Frank Sinatra, Tony Bennett and Glenn Miller.

Personnel for both program services will be hired around December, said Kent Burkhart, who counted more than 1,500 applicants when the original services were announced.

Renting space on RCA's Satcom I, Satellite Music Network may soon announce other formats as channels become available, it was indicated.

Gabriel award winners named

Unda-USA will give top honors to CBS and Tandem for 'Archie Bunker's Place,' Jim Henson for 'Muppets' at ceremony Nov. 12

CBS-TV and Tandem Productions' *Archie Bunker's Place*, and Jim Henson, creator of *The Muppets*, will receive the top Gabriel awards at ceremonies in New York Nov. 12. Henson won the personal achievement award and *Bunker's Place* took the award for best national television entertainment program.

The Gabriels are presented by Unda-USA, the national association of Catholic broadcasters and those in allied communications for "outstanding radio and television stations, programs, spots and individuals best exemplifying the broadcast art and contributing to a deeper understanding of the human values that will enhance the lives of viewers and listeners."

The Rev. Ellwood Kieser, executive producer of Paulists Productions' *Insight*, also won a personal achievement award. The Christophers, syndicator of *Christopher Closeup*, will receive a special corporate achievement award.

KING-TV Seattle and KMOX-TV St. Louis will receive Gabriels for "their overall

standard of high quality creative programming." The top radio award went to the Canadian Broadcasting Corp. and CBC Radio for *Black Music in Nova Scotia*.

The list of winners to receive Gabriels at the Waldorf-Astoria in New York Nov. 12 during the Unda-USA general assembly follows:

Personal achievement

Jim Henson □ *The Muppets*.

Rev. Ellwood Kieser □ Paulist Productions' *Insight*.

National TV programs

CBS-TV and Tandem Productions □ *Archie Bunker's Place*.

Dawnflight Productions, KQED-TV San Francisco and PBS □ *The Hidden Struggle*.

Canadian Broadcasting Corp. □ *Man Alive: 'Freeman Patterson: The Revealing Eye'*.

Capital Cities Productions and Paulist Productions □ *Girl on the Edge of Town*.

KYW-TV Philadelphia and Westinghouse Broadcasting □ *Evening Magazine: 'Lourdes I & II'*.

National radio programs

Canadian Broadcasting Corp. and CBS Radio □ *Black Music in Nova Scotia*.

ABC Radio News and ABC Entertainment Network □ *No Bands, No Parades*.

ACC Productions and Armed Forces Network □ *Love on the Rock: 'Fear'*.

KGW(AM) Portland, Ore. and Presbyterian Church □ *Open Door: 'Aging'*.

Robert Keeshan Associates and CBS Radio Network □ *The Subject is Young People: 'Grandfathers'*.

Catholic Media Ministry □ *Codebreakers*.

Local TV awards

WJLA-TV Washington □ *Until We Say Good-Bye*.

WWL-TV New Orleans □ *Crime Explosion '80*.

Alfred Sands Productions and WAVE-TV Louisville, Ky. □ *Everything That's Left*.

WMTV(TV) Madison, Wis. □ *Incest: The Family Secret*.

WOTV(TV) Grand Rapids, Mich. □ *Father Mike, God Be With You*.

Warner Amex's Qube, Columbus, Ohio □ *Ready or Not*.

University of Wisconsin-Stout Teleproductions and Wisconsin ETV Network □ *Avner the Eccentric*.

WCVB-TV Boston □ *Calendar: 'Rosie's Place'*.

Local radio programs

KIRO(AM) Seattle □ *Minute with the Arts*.

WOR(AM) New York □ *Goodbye Lucy*.

Catholic Media Ministry and KFRC(AM) San Francisco □ *Anachronius*.

WHA(AM) Madison, Wis. and Wisconsin Educational Radio Network □ *Book Trails*.

KFRC(AM) San Francisco □ *Forgotten Heroes (Vietnam Veterans)*.

Bonneville Productions and Church of Jesus Christ of Latter Day Saints □ *Julie Through the Glass and Preserving Your Marriage: 'Duet'*.

Local TV public service announcements

WXIA-TV Atlanta and United Youth Adult Conference □ *Think About It*.

South Carolina Mental Health Association-Kids Media Project and Franciscan Communications □ *Feelings Just Are*.

Local radio PSA's

Wells, Rich, Greene, Catholic Archdiocese of New York, Dioceses of Brooklyn and Rockville Center and Graymoor Franciscans □ *Nobody Ever Asks*.



Helping to speed America's offshore search for energy.

That's a Bethlehem commitment. And we're succeeding.

Exploration for oil and gas beneath U.S. coastal waters is intensifying. And so is demand for the offshore mobile drilling rigs used to find them.

To help satisfy that demand, we recently started to build these rigs in our shipyard at Sparrows Point, Maryland—in addition to expanding rig production at our shipyard in Beaumont, Texas.

At Beaumont, Bethlehem pioneered in the design and construction of facilities

used to find oil and gas offshore. More than 60 rigs built at this yard have proved themselves on drilling sites around the world.

Now the expertise we've gained at Beaumont over the past 35 years is being shared with our rigbuilders at Sparrows Point.

The SABINE III, shown here, is the first drill rig to be completed at Sparrows Point. But...with orders for five more rigs on the books...it won't be the last.

Bethlehem 

Bethlehem Steel Corp., Bethlehem, PA 18016

Women at Work '81 winners unveiled

National Commission on Working Women plans Nov. 18 ceremony; Lavin, Kelsey, Savitch, Bunyan and Mankiewicz slated to attend

Winners of the 1981 Women at Work Broadcast Awards, honoring radio and TV broadcasters for focusing on issues of importance to working women through exceptional news reporting and programing, have been announced by the National Commission on Working Women. An awards ceremony is planned for Nov. 18 at the Washington Hilton, Washington, and is sponsored by Avon Products. First place winners will receive an "Alice" award, unveiled at a press conference Oct. 14 and presented to NCWW commissioner, TV

actress Linda Lavin, a past broadcast award winner. The "Alice" is named after the waitress portrayed by Lavin in the CBS TV series, *Alice*.

Guests attending the Nov. 18 ceremony include: Lavin; Elizabeth Koontz, NCWW chairman; Linda Kelsey, TV actress from *Lou Grant*; Jessica Savitch, NBC-TV news anchor; Maureen Bunyan, news anchor, WDMV-TV Washington, and Frank Mankiewicz, president of National Public Radio.

1981 winners:

TV public affairs

WNEM-TV Saginaw, Mich. □ *Pink Collar Blues* (first place).

WETA-TV Washington □ *Daughters of Time* (second place).

KTCA-TV St. Paul □ *Working Women* (third place).

TV news series

WISN-TV Milwaukee □ *Sexual Harassment* (first

place).

WVEC-TV Norfolk, Va. □ *Old MacDonald had a Wife* (second place).

WHEC-TV Rochester, N.Y. □ *Rebellion Behind the Typewriter* (third place).

TV entertainment

Lou Grant, CBS TV □ *Harassment* (first place).

TV spot news

WCAU-TV Philadelphia □ *Closeup: Sexual Harassment* (first place).

WDVM-TV Washington □ *D.C. Female Firefighters: Separate and Not Equal* (second place).

TV portrait

WEAO(TV) Akron, Ohio □ *I Can* (first place).

WDVM-TV Washington □ *Edna Swansinger* (second place).

KTCA-TV St. Paul □ *Alice Murphy* (third place).

Radio public affairs/documentary

Mary Kasamatsu, independent producer, Calais, Vt. □ *Occupation Coal Miner* (first place).

WNIU-FM DeKalb, Ill. □ *Marking Time* (second place).

WRFM(FM) Atlanta □ *Trying to Make a Living* (third place).

Radio spot news

WAMU-FM Washington □ *Working Women's Rights* (first place).

WABE(FM) Atlanta □ *Atlanta Working Women's Organization* (second place).

KOB(AM) Albuquerque □ *KOB Salutes the Working Woman* (third place).

Radio editorial

KVEN(AM) Ventura, Calif. □ *Is it the Navy's Business Who's Sleeping with Whom?* (first place).

WRFM(FM) New York □ *Registration Aftermath* (second place).

Radio portrait

WETA-FM Washington □ *Women of Achievement* (second place).

Radio news series

WCBS(AM) New York □ *Returning to the Mainstream* (second place co-winner).

National Public Radio, Washington □ *Office Hazards* (second place co-winner).

WINS(AM) New York □ *Women Executives* (third place).

FM still nibbling away at AM, says Arbitron

FM listening in the top 10 markets continues to grow at the expense of AM.

According to an Arbitron study of those markets, FM's share increased 6.8% in a year and AM dropped 7.6%. The spring 1981 local market reports showed FM averaging a 54.9 share to AM's 36.5. A year earlier FM took a 51.4 share and AM a 39.5.

FM leaders in the top 10 markets were Dallas-Fort Worth with a 69.3 share (up 8.8%) and Washington with a 65.7 share (up 8.1%). While on the upswing overall,

FM declined slightly in two markets: Chicago dropped .8% to a 50.4 share and Pittsburgh dropped 1.8% to the top 10's lowest share, 43.8.

An Arbitron top 10 table follows. It is based on the company's spring 1981 metro survey for persons 12 years and older, Monday through Sunday, 6 a.m. to midnight. Shares do not add up to 100% of the listening audience since Arbitron counts only those commercial stations that meet the rating service's minimum reporting standards.

Market	Total stations	FM stations	Share		Avg FM share	Avg AM share
			FM	AM		
New York	42	23	49.0	42.2	2.1	2.2
Los Angeles	47	26	51.3	40.7	2.0	1.9
Chicago	30	19	50.4	41.6	1.7	3.8
Philadelphia	24	13	56.6	31.5	4.4	2.9
San Francisco	46	28	50.2	43.0	1.8	2.4
Detroit	25	18	63.0	26.2	3.5	3.7
Boston	29	14	49.8	39.9	3.6	2.7
Washington	27	15	65.7	24.7	4.4	2.1
Dallas/Fort Worth	29	16	69.3	25.8	4.3	2.0
Pittsburgh	30	15	43.8	49.0	2.9	3.3
Average	33	19	54.9	36.5	3.1	2.7

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NBC series looks inward

An upcoming NBC-TV prime-time series will be taking on television—literally.

Tentatively titled *Television Inside and Out*, the weekly entertainment hour is described as a "contemporary magazine format providing a blend of topicality and nostalgia." It is scheduled to debut Saturday, Dec. 5, at 10 p.m. in the same time slot slated for the new *Angie Dickinson Show* as of Jan. 9—thereby giving *Television* a five-week rating test.

Reporting on the show will be Rona Barrett who also continues as a *Today* contributor.

NBC said the program, covering television and other parts of the entertainment industry, would include investigative reports, celebrity interviews, classic moments from TV's past, behind-the-scenes looks at TV and an "everything you wanted to know approach to television and film, including news and reviews."

THEY OPENED OUR EYES.



KING-TV, Seattle: News Photography Station of the Year.



Bob Tews, KBTV, Denver; TV News Photographer of the Year.

The 1980 NPPA Winners.

It's easy to see why Bob Tews of KBTV, 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.



*America's
Storyteller*

Stock Index

Exchange and Company	Closing Wed. Oct 28	Closing Wed. Oct 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	36 1/2	35	+1 1/2	+ 4.28	8	1,022
N Capital Cities	74 1/2	76 1/4	-1 3/4	- 2.29	14	980
N CBS	53 3/4	55 1/2	-1 3/4	- 3.15	8	1,498
N Cox	64 1/4	65	- 3/4	- 1.15	18	868
A Gross Telecasting	27 1/8	26 3/4	+ 3/8	+ 1.40	8	21
O LIN	32 1/2	31 3/4	+ 3/4	+ 2.36	11	180
N Metromedia	144	149	-5	- 3.35	13	644
O Mooney	5 3/4	6	- 1/4	- 4.16		2
O Scripps-Howard	20	19 3/4	+ 1/4	+ 1.26	3	206
N Storer	29 1/4	29 3/4	- 1/2	- 1.68	18	384
N Taft	30 1/4	29 1/2	+ 3/4	+ 2.54	11	296
O United Television	7 3/4	7 3/4				93
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/2	20 3/4	- 1/4	- 1.20	19	67
A Affiliated Pubs.	28 3/4	28 1/4	+ 1/2	+ 1.76	11	148
N American Family	7 3/8	7 1/2	- 1/8	- 1.66	6	91
N John Blair	21 1/4	21	+ 1/4	+ 1.19	7	79
N Charter Co.	9 1/8	7 7/8	+1 1/4	+15.87		249
N Chris-Craft	31 3/8	30 3/4	+ 5/8	+ 2.03	10	98
N Coca-Cola	36	33 1/4	+2 3/4	+ 8.27	10	4,450
N Cowles	29	28	+1	+ 3.57	18	115
N Dun & Bradstreet	62 7/8	59 3/8	+3 1/2	+ 5.89	17	1,753
N Fairchild Ind.	12 3/4	14 3/4	-2	-13.55	3	145
N Gannett Co.	38 1/2	38 5/8	- 1/8	- 3.2	13	2,082
N General Tire	24 5/8	25 1/4	- 5/8	- 2.47	8	593
O Gray Commun.****	42	42			9	20
N Harte-Hanks	35 3/4	34 1/2	+1 1/4	+ 3.62	15	340
O Heritage Commun.	12 1/4	11 3/8	+ 7/8	+ 7.69	35	66
N Insilco Corp.	16 5/8	18 1/8	-1 1/2	- 8.27	8	179
N Jefferson-Pilot	24 5/8	24 3/4	- 1/8	- 1.50	6	539
O Marvin Josephson	15 3/4	16	- 1/4	- 1.56	7	37
N Knight-Ridder	33 1/4	32 1/8	+1 1/8	+ 3.50	11	1,076
N Lee Enterprises	25 3/8	25 1/2	- 1/8	- 4.9	11	181
N Liberty	13	13 3/8	- 3/8	- 2.80	6	165
N McGraw-Hill	47 3/8	47 1/8	+ 1/4	+ .53	13	1,177
A Media General	33 3/4	36	-2 1/4	- 6.25	9	244
N Meredith	58 1/8	56 1/2	+1 5/8	+ 2.87	7	183
O Multimedia	33 3/4	33 3/4			15	339
A New York Times Co.	31	30 3/4	+ 1/4	+ .81	9	371
N Outlet Co.	36 1/8	34	+2 1/8	+ 6.25	16	91
A Post Corp.	25 1/2	25 1/2			18	46
N Rollins	17 1/8	16 3/4	+ 3/8	+ 2.23	11	467
N San Juan Racing	19 5/8	19 3/4	- 1/8	- .63	24	49
N Schering-Plough	26 1/8	27	- 7/8	- 3.24	6	1,387
O Stauffer Commun.*	45	45			11	45
A Tech Operations	14 1/8	15 1/8	-1	- 6.61	7	14
N Times Mirror Co.	48	49 1/2	-1 1/2	- 3.03	12	1,637
O Turner Bcstg.	13	13 1/2	- 1/2	- 3.70		260
A Washington Post	30 1/8	30	+ 1/8	+ .41	13	422
N Wometco	18 3/4	17 5/8	+1 1/8	+ 6.38	11	248
CABLE						
A Acton Corp.	10 5/8	10 3/4	- 1/8	- 1.16	9	32
N American Express	43 1/2	43 3/8	+ 1/8	+ .28	8	3,101
O Burnup & Sims	14 1/8	14 5/8	- 1/2	- 3.41	15	126
O Comcast	21 1/2	20 3/4	+ 3/4	+ 3.61	26	82
N General Instrument	42 1/4	41 1/2	+ 3/4	+ 1.80	5	1,074
O Rogers Cablesystems	7 1/8	7 1/4	- 1/8	- 1.72	14	135
O Tele-Communications	20	19 1/4	+ 3/4	+ 3.89	51	476
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	35 3/4	35 1/4	+ 1/2	+ 1.41	7	2,012
O Tocom	10 1/4	10 3/4	- 1/2	- 4.65		33
O UA-Columbia Cable	88 1/4	88	+ 1/4	+ .28	33	296
N United Cable TV	23 1/2	22 3/8	+1 1/8	+ 5.02	28	230
N Viacom	27 1/2	29	-1 1/2	- 5.17	5	245
PROGRAMMING						
O Barris Industries	2 1/8	2 1/4	- 1/8	- 5.55	2	6
N Columbia Pictures	39 3/8	38 1/4	+1 1/8	+ 2.94	8	399
N Disney	51 3/4	51 1/8	+ 5/8	+ 1.22	13	1,683
O Enterprise Radio*	1 8	1 8				
N Filmways	6	5 1/8	+ 7/8	+17.07		37
O Four Star	1 3/4	1 3/4				18
N Getty Oil Corp.	62 1/4	61 1/2	+ 3/4	+ 1.21	7	5,114
N Gulf + Western	16 1/2	16 5/8	- 1/8	- .75	4	1,231
N MCA	40 1/2	42 1/2	-2	- 4.70	225	951
O Medcom	9 1/4	9 3/4	- 1/2	- 5.12	22	15
N MGM Film	6 3/4	6 7/8	- 1/8	- 1.81	13	219
O Reeves Commun.	25 3/4	26	- 1/4	- .96	15	139
N Telepictures	6 1/4	6 1/8	+ 1/8	+ 2.04	28	15
N Transamerica	23 7/8	22 3/4	+1 1/8	+ 4.94	6	1,560
O Video Corp. of Amer.	8 7/8	7 5/8	+1 1/4	+16.39	15	8
N Warner	54 3/4	54 1/2	+ 1/4	+ .45	21	3,217
A Wrather	20 7/8	21 1/2	- 5/8	- 2.90		48
SERVICE						
O BBDO Inc.	37	37			7	92
O Compact Video	9	9 1/8	- 1/8	- 1.36	7	26
N Comsat	55 5/8	55 1/4	+ 3/8	+ .67	12	445
O Doyle Dane Bernbach	15 3/4	15 1/4	+ 1/2	+ 3.27	9	19
N Foote Cone & Belding	27	27 3/4	- 2/4	- 2.70	7	73
O Grey Advertising	60	59	+1	+ 1.69	6	36
N Interpublic Group	29	29 5/8	- 5/8	- 2.10	7	129
N JWT Group	29 3/4	28 1/4	+1 1/2	+ 5.30	7	90
O MCI Communications	27 3/4	25 1/2	+2 1/4	+ 8.82	154	1,015
A MovieLab	4	4			5	6
A MPO Videotronics	5 3/8	5 3/8			18	3
O A.C. Nielsen	41	41 1/4	- 1/4	- .60	17	460
O Ogilvy & Mather	28 1/2	28	+ 1/2	+ 1.78	8	118
O Telemation	2 1/2	2 1/4	+ 1/4	+11.11	15	2
O TPC Communications	2 7/8	2 7/8				2
N Western Union	32 7/8	29 1/4	+3 5/8	+12.39	18	498
ELECTRONICS/MANUFACTURING						
O AEL	12 1/4	12 1/2	- 1/4	- 2.00	12	23
N Arvin Industries	13 1/4	13 7/8	- 5/8	- 4.50	12	103
O C-Cor Electronics	16 1/4	16 1/4			14	48
A Cetec	4 1/2	5	- 1/2	-10.00	7	9
O Chyron	15 3/4	14 1/4	+1 1/2	+10.52	26	19
A Cohu	5 1/2	6	- 1/2	- 8.33	7	9
N Conrac	24	24 1/8	- 1/8	- .51	18	50
N Eastman Kodak	64 3/8	65 1/4	- 7/8	- 1.34	9	10,389
O Elec Missile & Comm.	11 3/4	11 1/4	+ 1/2	+ 4.44	56	32
N General Electric	53 1/2	55 1/8	-1 5/8	- 2.94	8	12,126
N Harris Corp.	39	42 3/8	-3 3/8	- 7.96	13	1,199
O Microdyne	14 1/4	15	- 3/4	- 5.00	17	37
N M/A Com. Inc.	28 3/8	26 7/8	+1 1/2	+ 5.58	31	947
N 3M	49 1/8	51 7/8	-2 3/4	- 5.30	9	5,721
N Motorola	68 1/4	66 3/8	+1 7/8	+ 2.82	11	1,948
O Nippon Electric	72 5/8	69 1/2	+3 1/8	+ 4.49	32	2,384
N N. American Philips	38 1/8	38 1/8			7	458
N Oak Industries	32 3/4	31 5/8	+1 1/8	+ 3.55	17	356
A Orrox Corp.	10 1/2	10 3/8	+ 1/8	+ 1.20	38	17
N RCA	17 1/8	17	+ 1/8	+ .73	6	1,283
N Rockwell Intl.	30 7/8	31	- 1/8	- .40	8	2,315
A RSC Industries	4 5/8	4 1/2	+ 1/8	+ 2.77	33	10
N Scientific-Atlanta	30 3/4	28 3/4	+2	+ 6.95	38	651
N Sony Corp.	17 3/4	16 3/4	+1	+ 5.97	13	3,827
N Tektronix	49 1/2	49	+ 1/2	+ 1.02	11	904
O Telemet (Geotel Inc.)	1 5/8	1 3/4	- 1/8	- 7.14		4
A Texscan	18 3/4	16 3/8	+2 3/8	+14.50	32	55
N Varian Associates	27 3/4	27 5/8	+ 1/8	+ .45	13	213
N Westinghouse	24 5/8	25	- 3/8	- 1.50	5	2,091
N Zenith	11 5/8	11 7/8	- 1/4	- 2.10	9	218
Standard & Poor's 400 Industrial Average						
	134.24	135.24	- 1.00			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, 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 traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

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Autopsy wanted in Enterprise Radio death

Staffers allege mismanagement of dismantled sports network

Sept. 24 has been dubbed "black Thursday" by former employes of Enterprise Radio, which suspended operations on that date ("In Brief," Sept. 28) and left behind a trail of government investigations, at least one law suit and others threatened and an array of disillusioned staffers lured away from stations and networks throughout the country to Enterprise's headquarters in Avon, Conn.

The scenario is not easy to follow. Enterprise began on a high note last Jan. 1 as a 24-hour-a-day satellite sports radio network, financed by about \$2 million from private and banking sources and an additional \$5 million from a stock offering. In less than nine months, the bankroll had vanished and the network stopped broadcasting.

The euphoric atmosphere permeating Avon also vanished. The stranded staff blames mismanagement by the father and son team of Bill and Scott Rasmussen, chairman and president, respectively, who had sold their interest in the Entertainment and Sports Programming Network to Getty Oil before embarking on the dream project of a satellite radio sports network.

Disenchanted staffers accuse the Rasmussens of overspending. They concede they were paid handsomely—as long as they were paid. But they say the Rasmussens hired people long before they were needed, spent huge sums to gain rights to special events and rolled up travel and other expenses while failing to obtain advertiser support.

Bill and Scott Rasmussen could not be reached last week. Repeated telephone calls to Avon went unanswered.

But the seriousness of their company's fiscal position was underlined in a statement Scott Rasmussen made shortly before the suspension: He said the company owed about \$1.5 million to creditors and had another \$2.2 million in outstanding notes and loans.

Ex-staffers acknowledge they had early clues to Enterprise's financial malaise. They were not paid at all in August until the end of the month and only after some employes had complained to the U.S. Department of Labor. Former employes claim they remained on the job because the Rasmussens kept assuring them that additional financing would be forthcoming.

Employes say the last payment they

received was on Aug. 27. They insist that five weeks of wages after that are still owed them. But the litany of complaints does not stop there. They say that premiums on life and health insurance were not paid for parts of the year; others allege that contributions withheld for federal taxes were not paid for at least part of 1981, and some claim that Enterprise did not comply with unemployment insurance regulations.

What perplexes many of the Enterprise jobless is that the Rasmussens have not filed for bankruptcy. Enterprise stock, which was issued in November 1980 at \$5 per share, is still traded over the counter and was quoted last week at 1/8 to 1/4, according to a New York stock broker.

The Connecticut Department of Labor scheduled a hearing for last Thursday (Oct. 29) to examine charges filed by 76 ex-employes that they had not been paid for five weeks. A spokesman for the department said that approximately \$250,000 is involved. He noted that Scott Rasmussen had failed to appear for a hearing set for the previous week, saying that the notice had not reached him in time.

In a separate action, John Chanin and Tony Massiello, senior vice president, broadcast operations, and vice president, broadcast operation, before the collapse, have filed suit in New Britain (Conn.) Superior Court for back wages, damage to their reputations and breach of contract. Chanin, who had been a producer-writer for both ABC Radio Sports and CBS Radio Sports, said the suit is seeking \$150,000.

John O'Reilly, a weekend sports announcer, estimated he may be owed as much as \$15,000. He said several of Enterprise's checks had "bounced" and he was not paid for other weeks he worked and for expenses he incurred.

Staffers also say that Enterprise allowed the company-funded health insurance plan with a Connecticut carrier to lapse without notifying employes and had not passed on funds paid by 27 workers for an extended medical plan with a Massachusetts insurance firm.

Don Frazier, senior producer-director-writer, said his wife had an emergency appendectomy on Aug. 2. He said he was assured by management that the premiums would be paid and the matter rectified. But Frazier said last week the hospital keeps sending him the bill. "It amounts to \$3,544.41," Frazier said. "And I have no intention of paying it."

The U.S. Department of Labor also is looking into the allegations regarding back

pay, overtime and minimum wage standards. A spokesman said the agency expects to complete its investigation within a month.

The Internal Revenue Service in Hartford said it does not comment on reports that it is conducting an investigation.

"It seemed like the opportunity of a lifetime," Frazier said. "I had spent many years as a writer-producer-director for CBS Radio Sports, but the challenge of starting a new sports network was intriguing. I must say that the pay and benefits also were attractive."

Chanin summed up the reaction of many of his colleagues:

"It's been an agonizing experience. It has hurt a lot of good people. I've never seen a more professional, dedicated and loyal group in the 25 years I've been in broadcasting.

"This doesn't mean, in my opinion, that a sports radio network is not viable. But I do think that a satellite sports network should not be affiliate-based. I think it should be more along the lines of a syndicator so that programs can be distributed to more than one station in a market. Our limited station lineup always was a problem."

At its peak Enterprise had only 70 affiliates. Yet it sustained a staff of about 120 until shortly before suspension when employes dropped to about 90.

Talk show plan unveiled by Katz Agency

First part of agency's program plan will be syndicated news and entertainment show set for fringe time in 1982

The Katz Agency disclosed plans last week for the production of a Monday-through-Friday one-hour syndicated talk program as part of its "Partners in Programming" concept proposed last March at the convention of the National Association of Television Program Executives ("Closed Circuit," Oct. 26).

Alan Bennett, vice president, programming, Katz Television, told a news conference that the equity partners in the venture include Katz, 16 Katz-represented

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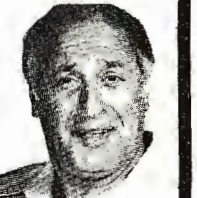
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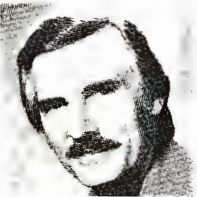
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BottomLine

Debt reduction. Oversubscribed public offer by Lorimar Productions is expected to yield company \$31 million, and help retire portion of company's \$100-million-plus outstanding bank debt. Offer, first public issue by Lorimar, composed of 35,000 units, each made up of 13% subordinated sinking fund notes, common stock and 10-year stock warrants.

Transamerica up. Transamerica Corp. has reported record third-quarter and nine-month operating earnings from its continuing operations. Firm's sale of United Artists on July 28, combined with its 1981 operating results through that date, resulted in net gain or nearly \$122 million. Overall third-quarter operating income was \$68.6 million or \$1.06 per share, up 20% or 88 cents per share over same period last year.

Big gainer. Oak Industries Inc. last week reported record earnings for its third quarter, with net income of \$7.15 million compared with \$3.74 million for third quarter of 1980. Sales were \$126.6 million, compared with \$92.4 million recorded in same period last year. Nine-month sales and earnings also set record, with earnings for period exceeding total earnings for 1980. Sales were \$378.2 million for first nine months of 1981, compared with \$272.1 million in all of 1980. Net income for same period was \$20.1 million. For same period in 1980, net income was \$13.2 million. Oak reported backlog of \$180.1 million as of Sept. 30, largest company has ever had.

New money for old. Alda Communications Corp. announced completion of long-term financing packages for two of its cable systems—Southern Connecticut Cablevision's 35,000-subscriber system and Raritan Valley Cablevision (Metuchan, N.J.), serving 20,000 subscribers. New Court Securities arranged private placement with two insurance companies of \$7.5 million in 12-year 14 5/8% notes for Connecticut system and \$6.75 million in 12-year 15 1/8% notes for New Jersey operation.

LIN prints. LIN Broadcasting Corp. announced entry into publishing field with acquisition of GuestInformant, specialty publisher of hardcover guest magazines for "distinguished hotels" in 17 cities. Acquisition should have "small positive impact" on LIN's net income, company said.

That's all folks. Shareholders of San Juan Racing Association have approved dissolution of company and sale of its assets. Ten SJR Communications radio stations will be sold to Gulf United Corp., with closing expected Nov. 2 (BROADCASTING, May 26, 1980). Price is \$60.5 million, plus assumption of \$5.3 million debt.

Other Nielsen numbers. A.C. Nielsen board has declared quarterly cash dividend of 26 cents per share of common stock. It is payable Nov. 1 to stockholders of record Oct. 12.

Metromedia monies. Third-quarter net income advanced 26% at Metromedia, to \$12,688,000, \$3.16 per share, on revenues that were up 17% to \$105,819,000. Net income from continuing operations rose 20%. In broadcasting, Metromedia reported revenues were up 23%, with television outpacing radio, and national spot growing faster than local. That segment's operating income logged 36% improvement. Although revenues in Metromedia's Entertainment segment rose 7%, Metromedia Producers Corp.'s restructuring helped boost Entertainment's expenses 21%, leading to \$2,812,000 loss for quarter, compared with \$1,164,000 loss year-earlier.

Up thirds. Net income at Harte-Hanks Communications was up 16% in third quarter, to \$6,117,000, 63 cents (primary) per share, as revenues advanced 18% to \$89,581,000. LIN Broadcasting reported net income rose 10%, to \$4,096,000, 76 cents per share, on revenues that grew 8% to \$16,994,000. LIN says broadcast orders for fourth quarter "are running nicely ahead" of 1980. Scientific-Atlanta's earnings in third quarter grew 32% to \$4,816,000, 23 cents per share, with revenues up 46% to \$81,427,000.

Gannett gains. Gannett Co. expects 1981 revenues to be close to \$1.4 billion, according to chairman and president, Allen Neuharth, while earnings are likely to be in \$3.15-to-\$3.20 range being estimated by analysts. Company hasn't yet made decision whether to commit to launch satellite-distributed *USA Today* national newspaper.

Westinghouse accounting. Teleprompter acquisition will be accounted for in next quarter, although interest expenses connected with acquisition were reported in third quarter, says Westinghouse. (Sale was closed on Aug. 18). Word came with release of Westinghouse's third-quarter results—sales up 9.9% to \$2.28 billion, earnings up 14% to \$104.6 million.

Four-for-one split. Scripps-Howard Broadcasting Co. has increased authorized common shares in company from three million to 12 million, reduced par value per share from \$1 to 25 cents, and split stock four to one. Split was effective at close of business Oct. 15.

TV stations in the top-50 markets, Metromedia Producers Corp. and Bob Banner Associates. The NBC Owned Television Stations are contributing development funds to the project.

The pilot for the talk program, aimed for fringe-time showing, will cost about \$500,000, according to Bennett. He said the program is still untitled but production already is under way in Los Angeles. The pilot is expected to be completed in January, with the on-air date scheduled for September 1982.

Bennett said new quality first-run production for syndication is needed because of the limited number of available off-network series and first-run shows and the escalation in prices for feature films and off-network programming. He said "Partners In Programming" has built-in economic incentives that provide stations with three-year guaranteed protection to allow them to budget and control programming costs.

Bennett declined to give details of the programming but said it will consist of news and entertainment segments, produced both in studio and on location. Banner will handle the production and MPC the distribution.

The program will have a female and a male host. Bennett said tests are now being held to select the hosts and to evaluate the subject matter of the programming. The show will be aimed at the 25-54 female audience.

The program will contain 12 commercial positions, plus a 90-second terminal break. Bennett said that two minutes will be retained for national sales to reduce cash license fees while 10 minutes can be sold locally or via a station's national representative.

All Katz-represented stations will have a right of first refusal on the property. Stations contributing to the funding of the program will share in its success through application of profit participation to license fees.

TVB to focus on 'bottom line' at annual meeting

Florida gathering will offer workshops on improving business at association's 27th convention

More than 600 people will be on hand at Miami's Fontainebleau Hilton next week to learn all they can about "Beating the Bottom Line." That's the theme of the Television Bureau of Advertising's 27th annual membership meeting, scheduled to run Nov. 9-11.

During the meeting, eight workshops will explore bottom line-oriented topics. In Tuesday's general session, speaker James L. Hayes, president of the American Management Association, will discuss "The Key Elements of Competent Man-



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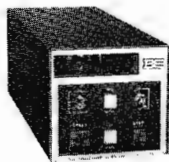
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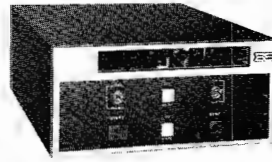
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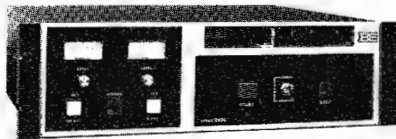
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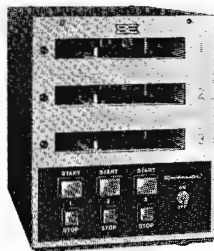
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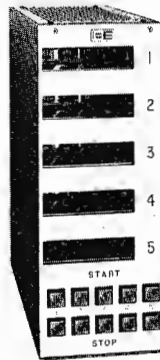
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agement," and luncheon guest Larry Light, executive vice president of Ted Bates & Co., will look at "The Changing Television Audience of the 80's."

At Wednesday's general session, Herb Cohn of the Northbrook, Ill., Power Negotiations Institute will talk about "The Art of Negotiations . . . You Can Get It for Less."

Monday's light schedule will be devoted to registration and the 7 p.m. reception in the Fontainebleau's West Ballroom. But Tuesday, work starts in earnest with a 7:45 a.m. workshop in TVB's "Maximizing Media Performance" program. Blair Television President Walter Schwartz will host the MMP panel, composed of H. Dean Hinson, marketing director, WNEP-TV Wilkes Barre-Scranton, Pa.; Larry Keenan, general sales manager, KOAA-TV Pueblo, Colo., and David B. Ludwig III, general sales manager, KATU-TV Portland, Ore.

The meeting's general session, which will include the election of TVB's new board of directors, will begin at 8:30, with presentations by TVB Chairman Thomas B. Cookerly, president of Allbritton Communications Broadcast Division; the organization's treasurer, David Johnson, vice president, strategic planning, of ABC, and TVB President Roger D. Rice. James Hayes's talk on management will then close the general session.

Two sets of workshops will be held Tuesday—three concurrent panels at 10:15 and three more at 11:15. The first cluster will be "The Cost of Doing Business: Sales and the Bottom Line," which will "examine the profit contributions of access time revenue and metered audience ratings"; "How to Market and Sell Local Television Programs," to attract audiences and advertisers; and "Understanding the Business of Barter." The 11:15 workshops will cover "How to Forecast Station Revenue"; "Local Advertisers: Developing New Business" and "Barter: Problem for the Licensee," which will feature a discussion by attorney Jay Greenfield of the New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, of the legal questions involved in different barter arrangements.

Following Tuesday's luncheon and Larry Light's address at 2:30, the Station Representative's Association will hold a meeting in the East Ballroom, and network and independent station meetings will convene at 3 p.m.

Wednesday will start with territorial breakfast meetings at 8:30 a.m., followed by the 9:30 general session with Herb Cohen speaking about the art of negotiation. A 10:30 group of three workshops will add a session of "Workaholicism" with consultant Christopher Hegarty to reprise the "Cost of Doing Business" and the local program marketing workshops. The second set of workshops on Wednesday, to be held at 11:30, will repeat Tuesday's second cluster on revenue forecasting, developing local advertising and barter problems.

TVB's 1981 NRMA (National Retail Merchants Association) awards presentation will take place after lunch on Wednesday.

CBS re-enters cable stakes in Alameda, Calif.

In first move after FCC granted it waiver on U.S. cable ownership, network applies for Bay Area franchise with four other cable companies; affiliates undisturbed

CBS has taken a second major step toward re-entering cable ownership. It has applied for the franchise to wire Alameda, Calif.

The first step was taken last August when the FCC granted CBS's waiver request to own a cable system or systems serving no more than 90,000 subscribers or one-half of 1% of the nation's cable subscribers, whichever number is fewer (BROADCASTING, Aug. 10). Alameda, a suburb of San Francisco, has slightly more than 27,000 homes.

But CBS faces some formidable competition in the Alameda franchise battle. At deadline on Friday, Oct. 23, four other applicants submitted their proposals as well. They include Storer, United Cable, Scripps-Howard and Alameda City Cable, a partnership owned by Abe Kreloff and Sidney Granite, both of Philadelphia.

In 1971 the FCC imposed a ban on the ownership of cable systems by the three major television networks. When it granted the limited waiver to CBS in August, the commission indicated that it would similarly treat any forthcoming petitions for cable ownership by NBC or ABC "upon the submission of comparable showings." To date neither of the other two networks has filed a waiver request.

CBS enters the Alameda franchise competition with a cable track record they believe dates back to 1965 when it acquired a franchise for San Francisco. By 1971, when it was forced to divest, it had acquired five other cable systems in the Bay Area, including systems in Fairfax, Crockett, Livermore, Dublin and West Pittsburg as well as systems in Redding and Corte Madera, both California. All of those systems were spun off to Viacom International Inc., which CBS formed in 1971 to comply with the commission's cable TV and syndication rules.

At one time CBS also had significant cable ownership interests in Canada, including systems in Vancouver, Montreal, Quebec City and Toronto. In 1969 however, the Canadian Radio and Television Commission issued a regulation which banned any foreign corporation from holding more than a 20% interest in anyone Canadian cable system. Thus, by 1971 the network had divested itself of all but 20%

of several of its Canadian holdings, which were eventually sold in December of 1980.

The city of Alameda has hired Les Page, a cable consultant based in Lake Oswego, Ore., to analyze the five franchise applications. Page will concentrate on the financial and technical aspects of the proposals. His preliminary analyses are expected to be completed by the end of January or the first part of February. At the same time the city's Cable Television Advisory Board—comprising the city council, mayor, the city attorney and manager and the president of the city's public utilities board—will evaluate the companies' programming proposals.

Meanwhile, the city will hold public hearings on Dec. 8 and 10 where each of the applicants will make an oral presentation concerning its proposal.

The applicants will have two weeks to respond to Page's January preliminary analyses. Page will then make his final report to the city council. The council expects to decide on a winner by March and begin negotiations for a franchise contract. If the council and the selected franchisee can't come to terms, the council will negotiate with the second-place applicant. Rob Wonder, assistant city manager of Alameda, is hopeful that construction can begin by "the first part of the summer."

Although concerned in general about CBS's expansion into communication services that compete with broadcasting, CBS affiliates did not appear to respond en masse one way or the other as the word spread that the network had applied for the Alameda franchise.

Jim Babb, executive vice president of Jefferson Pilot Broadcasting and chairman of the CBS Television Network Affiliates Association, suggested that as a group, the affiliates' feelings toward the network's Alameda franchise application are probably the same as those expressed when the commission first granted the waiver back in August. At that time, he noted, there was "some skepticism," but mostly "uncertainty as to what it meant" over whether such activities would strain the network's broadcasting resources. Babb added that he did not expect "a lot of reaction to this particular phase" of CBS's cable exploits.

Art Kern, vice president and general manager of the CBS affiliate in San Francisco, KPIX(TV), said his initial reaction is that "it doesn't make any difference" whether CBS or another operator ends up with the system. The "net effect is really the same to us," he said. "We control our own future," he said.

CBS, Storer, United Cable and Scripps-Howard all are proposing to wire Alameda with three cables—two 400 mhz or 440 mhz capacity cables with room for 54

channels each (108 channels total) as well as a third cable to provide for an institutional network for use by schools, libraries, police and fire departments.

Alameda City Cable is proposing one 54-channel cable that will constitute the subscriber network as well as an institutional network cable. Kreloff and Granite were the principals of Gloucester County CATV Associates, operator of 12 Gloucester county, N.J., systems, which was sold to Storer last year for \$9.6 million (BROADCASTING, May 5, 1980). They managed those systems for Storer last June.

With the exception of Alameda City, the applicants propose multitiered services and have said they will offer additional pay and two-way interactive services.

In addition to providing access channels, all of the applicants have committed substantial sums—ranging from \$1.5 to \$5.5 million over the life of the franchise—for the development of locally originated programming.

CBS, as it indicated it would do if granted a waiver by the commission to own systems, has reserved a number of channels in its Alameda plan for experimentation with high-definition television and DBS and has reserved one channel for videotext services.

Scripps-Howard, which established its cable services subsidiary last March, would only own 50% of its proposed franchise. Robert Schmidt, former NCTA president and owner of Communications Technology Management, McLean, Va., will own approximately 16 2/3% of the franchise as would two Alameda residents. Schmidt's CTM has been retained by Scripps-Howard to conduct a study as to what data retrieval services would be appropriate for the Alameda community.

Now there's NATOA

New organization of local cable officials incorporates, holds first meeting to discuss problems in franchising

Local government cable officers, the people at the community level who deal with the cable companies now wiring and serving the country, have created their own organization—the National Association of Telecommunications Officers and Advisers.

NATOA's first conference, in Boulder, Colo., was designed to give cable officers the opportunity to share with their colleagues the problems they face. NATOA is an off shoot of the National League of Cities and is getting staff help from the NLC before striking out on its own finan-

cially next year.

Minneapolis cable officer Linda Camp said she and most participants "were extremely pleased with the whole conference." It was the first time, she said, that the country's core of cable officers convened in one place. Their job is to help their local government during the franchising process and deal with the cable company after it has won an award. Many people, she said, were looking for, and found, specific information on problems all NATOA members face. Many sessions afforded such an opportunity.

Particularly popular, she said, were workshops on franchise enforcement, construction monitoring, financial analysis and institutional networks. The last, dealing with data services, will probably be the subject of one of several seminars NATOA plans to hold next year, Camp said.

Another popular session was the debate between Tele-Communications Inc. attorney Harold Farrow and Denver city councilwoman Cathy Reynolds. Farrow recently argued before the Supreme Court on TCI's behalf in the Boulder, Colo., cable suit (BROADCASTING, Oct. 19). The issue in that case, whether the local government has the right to regulate cable companies, quickly polarized in the Farrow-Reynolds debate, Camp said.

Among the other conference features was a roundtable discussion in which officers who deal with the same cable company assembled to discuss common problems.

McAdams said the conference "brought an amazingly good cross-section" of officers: from New York to a town of 11,000. NATOA counts 102 full-time members and 17 associate members (defined as consultants, attorneys and other ancillary personnel). Dues are \$45 a year for NLC members and \$60 for nonmembers.

Some cities facing budget cuts are contemplating axing the cable officer position, which many cities have not even established. Despite that, Camp expects membership in NATOA "to easily double in the next year."

NATOA began in Madison, Wis., last year, but did not become an official body representing cable officers until it adopted bylaws on the final day of the Boulder conference. In addition to Camp, six other members were elected to the executive committee, from which a chairman and vice chairman will be elected in the coming weeks. They are Frank Greif, Seattle; Marvin Himerman, Baltimore; Ruth McKinney, Fort Worth; Terry Parker, Phoenix; Scott Spaine, Arlington county, Va., and John Skowronek, Minot, N.D.

In addition to future seminars, NATOA is planning its second annual conference next year, though a place and date have not been established. The dues are designed to offset the costs of a newsletter NATOA plans to begin.

Meanwhile, the NLC plans to have cable issues on the agenda of its annual convention in Detroit, Nov. 30-Dec. 2. Included will be a 90-minute workshop on cable and a six-hour cable program.

McAdams said that will include convention highlights and live studio discussion that will be fed over the satellite to cable systems. McAdams hopes many systems will carry the program on leased access

channels. She said Warner Amex, TCI, Continental, United, Teleprompter and the Modern Satellite Network are lending a hand for NLC's cable-related convention programs.

Intermedia

Backing boycott. Directors Guild of America has thrown its weight behind voluntary boycott of film and TV production in 15 states that have not yet passed resolutions supporting Equal Rights Amendment, which will be defeated unless at least three more states ratify it by June 30, 1982. DGA President Jud Taylor said union's national board has passed resolution recommending production money not be spent in states that have not passed ERA resolution, noting that boycott will be "act of individual conscience." According to DGA, about \$250 million was spent on location shooting last year in five states most popular with directors: Georgia, Florida, Illinois, Missouri and Oklahoma. At least two directors, Michael Ritchie and Joseph Sargent, said they would drop plans to shoot in non-ERA states, representing loss of more than \$1 million in location shooting for those areas.

Under investigation. U.S. Department of Labor is investigating charges of discrimination against minorities and women filed against Universal Studios by coalition of minority groups called Intercultural Media Action Guild for Equity (IMAGE). IMAGE filed complaint earlier this year and investigation is expected to be completed this month, at which time government representatives will meet with executives of Universal's parent company, MCA, to discuss whether remedial action is necessary. If charges of discriminatory hiring and promotion practices are substantiated, MCA-Universal could lose federal contracts. Separate investigation of Paramount studios by department has been held up pending determination of studio's status as government contractor. Universal-MCA has declined comment.

Affirmative action. Barden Cablevision of Inkster Inc. has been awarded cable television franchise for city of Inkster, Mich. Franchisee is owned by Barden Cablevision (Don H. Barden is principal) which is, according to company, first black-owned company in state to be awarded franchise. Fifty-four-channel system will cost \$2.7 million and completion is targeted for mid-1982.

Cable production. National Video Center, New York production facility, will provide 4,000-square-foot dedicated studio, production crews and post-production services to CBS Cable under agreement announced by NVC general manager, Jeff Pastolove, and CBS Cable director of production control, Charles Rennert. Planned productions are said to include wrap-arounds, news and entertainment specials.

Doling out. Corporation for Public Broadcasting announced it has awarded \$500,000 to eight public radio stations in what promises to be final round of its radio expansion grant project. CPB said no new expansion grants will be included in fiscal 1982 budget because of cuts in future CPB appropriations.

University gift. Marajen Stevick Chinigo, president and owner of WDWS-AM-FM Champaign, Ill., has contributed \$5 million to University of Illinois to construct broadcast center. Center, to be called David W. and Helen M. Stevick Broadcast Center (named after Chinigo's parents) will be located in Urbana, and house school's public television and radio stations, WILL-AM-FM-TV. Gift will also be used to endow Marajen Stevick Chinigo University Professorship of which first appointment will be made in College of Communications.

Pricing alternatives? Arbitron Radio Advisory Council, representing subscribing stations, is sending out form to stations asking for information that council hopes could lead to new pricing formula. Anonymously, stations are being asked for size of market, highest minute rate published, average rate charged and lowest rate charged. With information, council thinks new system might be arranged to satisfy subscribers who are fighting against subscription rate, currently based on highest minute rate. Arbitron, in attempt already made to appease agitated subscribers, is offering option of using gross national product price deflator to determine inflation factor in long-term contracts (BROADCASTING, Oct. 19). Arbitron had been working only with consumer price index that usually runs higher.

Hospital flap. American Broadcasting Cos., corporate parent of ABC-TV, has filed suit in U.S. District Court in Boston, charging singer/songwriter Joanne Cipolla with trademark infringements. Action stems from record, recorded and written by Cipolla, called *General Hospital*, based on characters from popular ABC daytime serial of same name. ABC has asked for \$500,000 in damages. Cipolla has filed countersuit, claiming her First Amendment rights allow her to parody program, currently highest-rated soap opera on television. ABC has negotiated licensing agreement with producer of second song about show, *General Hospital*, in which royalties are being shared with network.

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WYCB(AM) Washington □ Sold by Washington Community Broadcasting Inc. to Howard Sanders Communications Corp. for \$1,375,000. **Seller** is owned by some 30 stockholders none of whom have other broadcast interests. Marjorie M. Lawson is chairman, president and 7.64% owner. **Buyer** is principally owned by Jacqueline Robinson, chairman, and Howard Sanders, president. Sanders is general manager and 5% owner of WYCB. Robinson is secretary and 8.28% owner. WYCB is on 1340 khz with 1 kw day and 250 w night.

KICD-AM-FM Spencer, Iowa □ Sold by Ben B. Sanders to his son, William R. Sanders, for \$1 million. **Seller** has no other broadcast interests. **Buyer** is general manager at KICD-AM-FM and former regional account executive at WMT-AM-FM Cedar Rapids, Iowa. KICD is on 1240 khz with 1 kw day and 250 w night. KICD-FM is on 107.7 mhz with 100 kw horizontal, 92 kw vertical and antenna 310 feet above average terrain.

KSAM-AM-FM Huntsville, Tex. □ Sold by Huntsville Broadcasting Inc. to Walker County Communications for \$1 million.

Seller is owned by Clyde C. Cauthen, president, and family who have no other broadcast interests. **Buyer** is owned by Clint Formby (40%), George Franz and Ray Eller (30% each). Formby is general manager and 50% owner of KPAN-AM-FM Hereford, and owns 40% of KLVY(AM) Levelland, 45% of KTEM(AM)-KPLE(FM) Temple, and, through subsidiary, 30% of KTBB(AM) Tyler, all Texas. Eller is manager of KSKS(AM) Conroe, Tex. Franz is general manager of KTEM-KPLE. KSAM is on 1490 khz with 1 kw day, 250 w night. KSAM-FM is on 101.7 mhz with 710 w and antenna 430 feet above average terrain.

WAZE(AM) Clearwater, Fla. □ Sold by Radio Clearwater Inc. to Efrain Archilla-Roig for \$975,000. **Seller** is subsidiary of Three Rivers Communications which is owned by Carl J. Marcocci who has no other broadcast interests. **Buyer** is president and owner of WALO(AM) Humacao, P.R. WAZE is 500 w daytimer on 860 khz.

KUUZ-FM Nampa, Idaho □ Sold by First National Broadcasting Corp. to Boise/Nampa Broadcasting for \$630,000. **Seller** is owned by Brent T. Larson, who owns

85.5% of KCKO(AM) Spokane, Wash.; 17.5% of KXA(AM)-KYYX(FM) Seattle; 51% of KSVU(AM)-KKWZ(FM) Richfield, Utah, and 40% of KSIT(FM) Rock Springs, Wyo. **Buyer** is owned by Independent Radio and Television Operations Inc., partnership of Eugene D. Adelstein, Edward B. Berger and Frank I. Lazarus. Adelstein is general manager of KZAZ-TV Nogales, Ariz. Berger is Tucson, Ariz., attorney. Lazarus is Cincinnati, Ohio, department store manager. Adelstein and Berger hold general and limited partnership interests in KZAZ-TV, KGSW-TV Albuquerque, N.M., and KTEE(AM) Idaho Falls, and KADQ(FM) Rexburg, both Idaho. Lazarus is general partner along with Adelstein and Berger in KIOY(FM) Fresno, Calif., and, by himself owns KXEW(AM) Tucson. Lazarus is also limited partner in KGSW-TV, KTEE and KADQ. KUUZ is on 96.9 mhz with 44 kw and antenna 2,520 feet above average terrain.

KRPM(AM) Puyallup, Wash. □ Sold by Shortsleeve Broadcasting Inc. to Monroe Enterprises Inc. for \$525,000. **Seller** is owned by Ray Courtmanche and wife, Cheri (50% each), who own KRPM-FM Tacoma, Wash. **Buyer** is owned by Wesley L. Monroe, former president and 25% owner of KGA(AM)-KDRK(FM) Spokane, Wash. KRPM is on 1450 khz with 1 kw day and 250 w night.

WEEB(AM) Southern Pines, N.C. □ Sold by Sandhill Community Broadcasters Inc. to Southern Dandy Corp. for \$366,200. **Seller** is owned by Jack S. Younts (79%) and wife, Elizabeth M. (21%), who have no other broadcast interests. **Buyer** is owned by Patricia Hamilton, John J. Stephens and 11 others. Hamilton is media director for National Forest Products Association, Washington. Stephens is group vice president for International Paper Co., New York. None have other broadcast interests. WEEB is 5 kw daytimer on 990 khz. *Broker: Blackburn & Co.*

WKLN(FM) Cullman, Ala. □ Sold by Jonathan Christian Corp. to Greater Cullman Broadcasting Inc. for \$360,000. **Seller** is owned by Robert Haa (56%), Debra Buettner (13%), Robert Haa's father, Ralph Haa, and George Leibensperger (10% each) and three others. They have no other broadcast interests. **Buyer** is owned by William E. Dunnavent and wife, Mary (75% jointly), Albert Bush Jr. and Eddie Belew (10% each) and Winston Burrell (5%). William Dunnavent is executive vice president and 22.2% owner of WJMW(AM)-WZYP(FM) Athens, Ala. Bush is Athens businessman. Belew is Decatur, Ala., auto dealer and Burrell is regional manager for Associated Press, Atlanta. WKLN is on 92.1 mhz with 3 kw and antenna 155 feet above average terrain. *Broker: Reggie Martin & Associates.*

WISL(AM) Shamokin, Pa. □ Sold by Radio Anthracite Inc. to Laurel Broadcasting Inc. for \$325,000. **Seller** is owned by Henry W. Lark who also sold, subject to FCC ap-

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proval, co-located WISL-FM (see below) and has no other broadcast interests. **Buyer** is owned by James P. O'Leary and Arthur M. Sherman (50% each). They are Harrisburg, Pa., advertising executives and principals in applicant for new AM at Carlisle, Pa. WISL is on 1480 khz with 1 kw full time.

WISL-FM Shamokin, Pa. □ Sold by Radio Anthracite Inc. to Shamokin Broadcasting Inc. for \$325,000. **Seller** is owned by Henry W. Lark who also sold, subject to FCC approval, co-located WISL(AM) (see above). **Buyer** is owned by William A. Levin (50%), David A. Donlin (20%), Robert Lipkin and brother, Michael Lipkin (10% each), Fred Boote and Donlin's wife, Marry Ann T. (5% each). They own, in same percentages, WMIM(AM) Mount Carmel, Pa. WISL-FM is on 95.3 mhz with 1.75 kw and antenna 300 feet above average terrain.

KCTB-FM Flagstaff, Ariz. □ Sold by Christian Towers Broadcasting Inc. to Harvest Ministries for \$300,000. **Seller** is nonstock corporation. Robert Wood is president and Charles E. (Pat) Boone is vice president. Boone owns 28.1% of permittee, KGOV-TV Anaheim, Calif. **Buyer** is owned by Grace Broadcasting Systems Inc. (general partner), Joseph H. Dial and Daniel G. Carless Sr. (limited partners). Grace Broadcasting is owned by Grace Full Gospel Church, Tucson, Ariz.-based non-profit corporation. John E. Casteel is president and pastor. Carless is Tucson-based real estate investor. Dial is Tucson investor. They own KVOI(AM) Tucson (formerly KEVT), which they bought for \$1,007,524 (BROADCASTING, June 29). KCTB is on 93.9 with 100 kw and antenna 1,510 feet above average terrain.

WRDI(AM) Hammonton, N.J. □ Sold by Rodio Radio Inc. to Normandy Broadcasting Inc. for \$185,000. **Seller** is principally owned by James N. Rodio who also owns WRDR(FM) Egg Harbor, N.J. **Buyer** is owned by Norman D. Sanders, who is president of Holmdel, N.J., management consulting firm and has no other broadcast interests. WRDI is 1 kw daytimer on 1580 khz. *Broker: Blackburn & Co.*

□ Other proposed station sales include: WMFL(AM) Monticello, Fla.; KZOC(FM) [CP] Osage City, Kan.; WPOL(FM) [CP] Gaylord, Mich.; WJYY(FM) Brainerd, Minn. (see "For the Record," page 80).

APPROVED

WRBT(TV) Baton Rouge □ Sold by Cyril E. Vetter to United Television Inc. for \$14.5 million. Vetter has no other broadcast interests. Buyer is owned by 20th Century-Fox, Los Angeles-based motion picture and television production company. It also owns KMSP(TV) Minneapolis, KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex. Donald E. Swartz is president of broadcast division. WRBT(TV) is NBC affiliate on ch. 33 with 871 kw visual, 174 kw

aural and antenna 1,000 feet above average terrain.

WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia □ Sold by Greater Media Inc. to CRB Broadcasting Corp. for \$2.5 million. **Seller** is East Brunswick, N.J.-based group that also was granted FCC approval to buy WBZ-FM Boston for \$5 million from Westinghouse Broadcasting (BROADCASTING, Oct. 19). **Buyer** is principally owned by Carter Burden Jr., former New York City councilman and publisher with no other broadcast interests. WTCR is 5 kw daytimer on 1420 khz. WHEZ is on 103.3 mhz with 50 kw and antenna 490 feet above average terrain.

KIST(AM) Santa Barbara, Calif. □ Sold by Santa Barbara Radio Inc. to KIST Properties for \$1,710,250. **Seller** is owned by J. Patt Wardlaw and former wife, M.L. Wardlaw, who have no other broadcast interests. **Buyer** is group of Chicago investors, Irving Kupferberg, Earl Goldberg, Stanley Neimark, Martin Ross and six others. Ross is general sales manager at KOLD-TV Tucson, Ariz. Others are accountants. None have other broadcast interests. KIST is on 1340 khz with 1 kw day and 250 w night.

KZUN-AM-FM Opportunity, Wash. □ Sold by KZUN Inc. to Alpha Radio Inc. for \$1.25 million. **Seller** is Bonnie Swartz, widow and personal representative for estate of

Robert Swartz, which has no other broadcast interests. **Buyer** is owned by Donald G. Munson (53%), Scott V. Christenson (35%), Anthony D. Muscolo (10%) and Dominica A. DiMaria (2%). Munson owns 98% of KIEE(FM) Harrisonville, Mo. Christenson is Minneapolis broadcast consultant. Muscolo is Hollywood music promoter. DiMaria is employed by San Antonio, Tex., apartment management firm. KZUN is 1 kw daytimer on 630 khz. KZUN-FM is on 96.1 mhz with 56 kw and antenna 2380 feet above average terrain.

KCLM(AM) Redding, Calif. □ Sold by Colgan Communications Inc. to Walls & Jones Broadcasting Inc. for \$750,000. **Seller** is owned by John A. Colgan, who has no other broadcast interests. **Buyer** is owned by Henry Walls (55%), Lawrence G. Jones (35%) and Reed Van Houten (10%). They own KGEN(AM) Tulare, Calif., of which Walls is president. Jones is attorney and Van Houten is rancher, both Tulare-based. KCLM is 5 kw daytimer on 1330 khz.

KJEZ(FM) Poplar Bluff, Mo. □ Sold by Lynn Farr to James C. McCrudden for \$600,000. **Seller** has no other broadcast interests. **Buyer** is president and 49% owner of WQPD(AM) Lakeland, Fla. KJEX is on 95.5 mhz with 100 kw and antenna 865 feet above average terrain.

KATB(AM) Agana, Guam □ Sold by Magof Inc. to K-57 Radio for \$558,800. **Seller** is

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\$2 million terms
Small Market
Class A-FM and Daytime AM
\$750,000 terms

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owned by Donald C. Brown and estate of A. T. Bordallo, who have no other broadcast interests. **Buyer** is owned by Rick Wall (85%), Jon A. Anderson (10%), Andrew M. Gayle (5%). Wall is Honolulu real estate developer. Gayle is Agana attorney. Anderson is former general manager of KUAM-AM-FM-TV Agana. They have no other broadcast interests. KATB is on 570 khz with 5 kw full time.

WANB-AM-FM Waynesburg, Pa. □ Sold by Commonwealth Broadcasters Inc. to Karas Broadcasting Co. for \$544,000. **Seller** is owned by Kenneth R. Strawberry (51%), wife, Wilma H. (39%), Philip M. Baker and Lawrence P. Kessel (5% each). They have no other broadcast interests. **Buyer** is owned by Joseph F. Hennessey, Lynda B. Lovett, Craig and Thomas Siebert, brothers (23.55% each), Richard C. Rowleson (5.55%) and Stanley J. Karas (.28%). Hennessey, Rowleson, Thomas

Siebert are Washington communications attorneys. Craig Siebert is Annapolis, Md., certified public accountant. Karas is general manager of WEAM(AM) Arlington, Va. Lovett is wife of Lee Lovett, Washington communications attorney. Buying group includes same principals who bought, subject to FCC approval, WYVA(FM) Yorktown, Va. (BROADCASTING, April 27, et seq.). WANB is 1 kw daytimer on 1580 khz. WANB-FM is on 103.1 mhz with 3 kw and antenna 623 feet above average terrain.

□ Other approved station sales include: WPCY(AM) Mobile, Ala.; KIOT(AM) Barstow, Calif.; KPAL(AM) Pineville, La.; WQXO(AM) Munsing, Mich.; WPHM(AM) Port Huron, Mich.; KMCX-FM Ogallala, Neb.; KBER(AM) Abilene, Tex.; and KORC(AM)-KMWT(FM) Mineral Wells, Tex. (see "For the Record," page 80).

Good and bad sides to radio networks

Mutual's Rubenstein warns of medium's problems; presses for one radio trade association

Advice for radio broadcasters reaching into the cornucopia of the 1980's was offered by Martin Rubenstein to the Ohio Association of Broadcasters in Columbus. MBS's president and chief executive officer warned against indiscriminate reliance on radio networking offered by the new technologies. He also decried the proliferation of "countless industry and trade organizations on the assumption that more is better," when the need is for a single, effective radio voice.

In discussing the impact of satellite technology on programing, Rubenstein conceded that "part of my vision . . . is colored by the fact that Mutual is the first commercial network to fully convert to satellite program distribution, and we intend to master the new technologies and continue to break ground in both program distribution and program production." However, he emphasized, advanced technology will not "make or break" a radio station, it will merely provide an efficient means for program distribution and improved audio fidelity.

Rubenstein said the distinctions among networks, program services and syndicators have become blurred almost to extinction. He counseled broadcasters to be careful in business associations. "Amidst the traditional networks, well-known syndicators and proved production houses are a handful of snakeoil salesmen willing to sell you the myth of your choice of any number of imaginary networks," Rubenstein declared. "Caveat emptor, buyer beware, should be your watchword in all program dealings."

Rubenstein called for recognition that national program suppliers exist to provide programing that radio stations are incapable of producing themselves. He urged that programing services be carefully selected and judiciously used to enhance a local market plan rather than substitute for it. It should not, he warned, be "carted up, plugged in and forgotten."

Rubenstein painted a glowing picture of the opportunities offered by the new technologies: "Satellite distribution will unleash the imagination of programers. The creation of countless channels, multiplexing and applications that our engineers have yet to discover will provide us with options too numerous to list."

In urging radio broadcasters to capitalize on the new environment in Washington and to meet the future headon, Rubenstein observed that some confusion has set in and, as a result, the radio industry is fragmented and poorly represented by a myriad of competing organizations. The MBS president exhorted:

"You and I must work together to

Grossman ideas to offset funding cuts

PBS president suggests co-producing with cable for added underwriter money; wants 'MacNeil/Lehrer' expanded to hour

Expanding the *MacNeil/Lehrer Report* from a half hour to an hour was just one proposal offered last week by Public Broadcasting Service President Lawrence Grossman.

Grossman, who spoke at the PBS Program Fair in New Orleans Oct. 28, proposed a series of programing plans that could prepare public television for the impending age of "shrinking federal funding," and the era of multiple television channels.

"We need to concentrate on those areas where public television has proved itself an indispensable source for providing information on significant public issues, quality programing in the arts and outstanding programs for children," he said.

Grossman called for the expansion of the *MacNeil/Lehrer Report*, which he said could become the "journalistic centerpiece" of the PBS national schedule, and could, he noted, provide a standard vehicle for vital background and in-depth coverage of timely news issues without the need to "resort to ad hoc special reports characteristic of today's public television schedule."

In addition, the PBS president suggested that the program might include commentaries from other leading public television public affairs specialists such as Hodding Carter, William F. Buckley Jr., and Louis Rukeyser.

He also urged public broadcasters to take advantage of the new cable services, and said they could together co-produce and co-finance cultural productions that would be seen on cable and made available to a larger audience free on public television.

"By pooling our resources," Grossman

explained, "public television could generate its own program development fund for arts and science programing."

Another proposal Grossman presented was a combined advertising-underwriting effort between public broadcasters and cable programers. "This effort would be directed at companies who might run commercials on advertiser-supported cable program services and then be recognized through underwriting credits for their support of the same program when it's made available to a broader audience on public television," he said.

Using the example of public television's new American drama series, *Playhouse*, as a model for developing new children's programing, Grossman suggested that a new children's series aimed at viewers 6 years old and older be developed.

Emphasizing again the importance of pooling resources, Grossman said it could provide for "maximum effectiveness in program development despite shrinking federal support."

"Public television must move with the times," he stressed, and "make basic changes in the way it operates, and pool its limited resources to achieve new efficiencies and effectiveness."

Another suggestion offered by the PBS president called for reform of the Station Program Cooperative (SPC), the mechanism that allows stations to collectively select and fund programs for the national schedule.

However, to cut costs, Grossman proposed that stations buy the basic programs they air for the national service as a "bloc" of "universal buy" up front in the bidding process, using the PBS program staff to negotiate prices with producers.

"This way," he said, "the system can concentrate on developing new programs and improving the caliber of existing series that form the backbone of public television station programing."

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sweep aside the variety of organizations which continue to exist on the strength of individual egos, make-work imperatives and undirected momentum. In Washington especially, the competing and often counterclaims of 'radio trade organizations' have outlived their usefulness and in some cases can be counterproductive."

The imperative, he concluded, is to begin industrywide dialogue with the goal of "creating one, strong, unified umbrella organization to press radio's claims to the government, to the advertising community and to the public at large."

Post Office stops mailing of forms soliciting media

Broadcasters among those to receive form resembling invoice for directory listing

The U.S. Postal Service is investigating a Hong Kong-based operation that has been mailing forms that resemble invoices for \$350 to U.S. companies. The money is said to cover payment for company listings in *Market Research International 1981* to be published by Donovan & Co. Broadcasters are among the recipients of the mailing.

According to the Council of Better Business Bureaus, the U.S. Postal Service filed an administrative complaint against the company last month, alleging the company unlawfully obtained money through the mail by means of false representation. Until the administrative proceeding is completed, mail addressed to Market Research International is being held by the Oakland, Calif., postmaster and payment of postal money orders drawn to the order of the company has been suspended.

Typical of the forms received is one that Ambert Dail, general manager of WGH(AM) Hampton, Va., forwarded to BROADCASTING. He noted the similarity to a bill and said, "It would be quite easy to pay." On the front side, listed prominently is a "balance due" of \$350. At the bottom of the sheet is a notation, in very small type: "This pro forma subject to business terms on reverse." Among the business terms is a not-too-conspicuous disclaimer: "This is not a demand for payment and only becomes payable on acceptance."

However, Joyce Hedgepath of the Industry Standards Division of the Council of Better Business Bureaus, pointed out that disclaimers must be printed on the face of a solicitation in 30-point type (about one-quarter inch high). And the language must specifically state it is not a bill, but a solicitation that incurs no obligation to pay unless accepted.

The council, in its advisory publication, "Solicitations in the Guise of Invoices," notes: "Of course, the sender hopes you or your accounting department will not notice the disclaimer. Often their hopes are realized when the invoice is promptly paid."

First word in on N.Y. cable

Consultant Arnold & Porter releases initial report on cable applicants; MSO's fare well

New York City's cable consultant, the Washington law firm of Arnold & Porter, has released its evaluation of the franchise proposals the city received for its four outlying boroughs ("In Brief," Oct. 26).

Although Arnold & Porter says it has refrained from numerical rankings, to leave the city decision makers "free to assess the relative importance of various key factors that go into an overall evaluation of an applicant." The ratings the consultant gave some applicants in the five areas—services/rates; technical/construction; financial/economic; local commitment, and nature/character—seemed designed to sink the hopes of a number of applicants. Indeed, one company, Gotham Cable, has retained Morton Hamburg, New York University Law School profes-

sor and head of the American Bar Association's cable committee, to challenge the evaluations.

One of the primary considerations in the evaluation appears to be the financial/economic ranking. For example, Cablevision, the only applicant for all four boroughs, and found suitable in the Arnold & Porter evaluation as an applicant for the Bronx, Brooklyn and Queens, is ranked "higher risk" for Staten Island on the basis of its financial forecast. A&P says: "Accordingly, there is a substantial likelihood that Cablevision's proposed financing plan as applied to Staten Island would not be successful."

At the same time, it would seem that as far as Arnold & Porter is concerned, the Bronx, where Cablevision is the only applicant, is Cablevision's for the asking—"Cablevision has demonstrated a sound understanding of the magnitude and complexity of constructing a cable system in the Bronx, and has satisfied both the city's requirements and its objectives."

Below are the survey's evaluations of the applicants by borough (again excepting the Bronx):

Brooklyn						
	Cablevision	Teleprompter	Warner			
<i>Services/Rates</i>	good+	good	adequate			
<i>Technical/Construction</i>	good	good+	good			
<i>Financial/Economic</i>	moderate risk	lower risk	moderate risk			
<i>Local Commitment</i>	adequate	good+	good			
<i>Nature/Character</i>	good	good	good			

Queens (boroughwide applicants)						
	ATC	Cablevision	Inner Unity	Six Star	TPT	Warner
<i>Services/Rates</i>	adequate	good+	good+	good	good	adequate
<i>Technical/Construction</i>	good+	good	adequate+	inadequate	good+	good
<i>Financial/Economic</i>	lower risk	moderate	higher risk	higher risk	lower risk	moderate
<i>Local Commitment</i>	adequate	adequate	adequate+	adequate	good+	good
<i>Nature/Character</i>	good	good	adequate	(undetermined)	good	good

Queens (partial borough applicants)						
	Gotham	Orth-O-Vision	Queens County Cable			
<i>Services/Rates</i>	inadequate	good	inadequate			
<i>Technical/Construction</i>	inadequate	adequate	inadequate			
<i>Financial/Economic</i>	higher risk	higher risk	higher risk			
<i>Local Commitment</i>	inadequate	good	inadequate			
<i>Nature/Character</i>	adequate	adequate	adequate			

Staten Island						
	Cablevision	Cox	Cross Country	Tele-Matrix	Vision	Warner-Amex
<i>Services/Rates</i>	good+	good+	good	good	good	adequate
<i>Technical/Construction</i>	good	adequate+	adequate+	good	good	good
<i>Financial/Economic</i>	higher risk	lower risk	higher risk	higher risk	lower risk	lower risk
<i>Local Commitment</i>	adequate	adequate+	good	adequate+	good	good
<i>Nature/Character</i>	good	good	adequate	adequate	good	good

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Petitioners want lower UHF channels for land mobile use

Law enforcement and state agencies ask FCC to reallocate channels 14-20 in name of public safety; NAB, AMST, NAPTS say move would not be in public interest

Claiming a need for additional spectrum space, several law enforcement and state agencies have joined forces in asking the FCC to reallocate UHF channels 14-20 for public safety and other land mobile radio uses.

But broadcasters, arguing that such a reallocation would run counter to the public interest, have urged the FCC to deny the request.

The Los Angeles County Sheriff's Department filed the original request for the reallocation Sept. 1. In its petition, the sheriff's department, noting that demand for the frequencies currently allocated for land mobile use was on the increase, said those UHF channels should be reserved for public-safety uses to "provide for

growth needs through the next two decades."

Offering its support was the Florida Division of Communications, the agency responsible for planning and engineering Florida's state government telecommunications system. Florida said that the "public safety and welfare of its citizens is seriously affected by widespread frequency congestion and interference."

It recommended that the FCC relieve that congestion by allowing land mobile radio operations on unlicensed television

channels 14 through 20, "nationwide, on a noninterference basis with existing television broadcast stations."

The National Association of Business and Educational Radio Inc. also filed in support of the sheriff's petition. It said that with allocations for VHF, UHF, STV, MDS and cable relay service, "it is clear that there is more than enough spectrum for television use to meet the public's need."

The public interest would clearly be furthered by a reallocation of a small por-

In Sync

Underwriting dishes. Maryland Center for Public Broadcasting has received grant from United States Fidelity and Guaranty Co. to finance nation's ninth public television satellite uplink—first reported satellite transmission system to be underwritten by corporation. Spokesman for center said grant was in "six figures" and that uplink should be in place at Owings Mill, Md., within six months. New uplink will save center more than \$50,000 each year, allowing it to transmit national programs directly to stations, center said. Center currently sends national programs through land lines to Washington and Martinsburg, W.Va., where Public Broadcasting Service uplinks signals on its facilities.

New venture. No, it's not title of new action/adventure series. "Venture One" is name of new videotext unit CBS has formed to work on company's test with AT&T and "investigate other videotext opportunities." Harry Smith, vice president, technology for CBS, will manage Venture One.

Intelsat rate-cutting. International Telecommunications Satellite Organization has reduced its charges for international telecommunications services by satellite for 11th consecutive year, according to Intelsat's 1981 annual report. Intelsat, whose membership includes 106 countries, reduced television rates by 8%. It cut 7.1% off annual cost of full-time telephone circuits and 8.6% off cost of on-demand telephone circuits. Report also shows that Intelsat's revenues rose by 12.5%, to \$216 million, while increase in expenses was held to \$3 million, despite inflation.

Mini-media. According to survey of 63 satellite master antenna (SMATV) (also known as mini-cable) system operators, who turned out for Microdyne-sponsored seminar on SMATV in Denver, there are 63,700 homes, mostly high-rise condominiums and apartments, hooked up or soon to be hooked up to SMATV systems. Edward Eagan, one of two Microdyne employees conducting seminar, said five cable programmers also made scene, including Showtime, Warner Amex Satellite Entertainment Corp., Turner Broadcasting System, Satellite Syndicated Systems, and Eastern Microwave. Eagan said he prefers calling nascent business "mini-cable," since people he met at seminar more closely resembled cable operators than MATV operators. One operator, for example, offers his 700 subscribers one basic and two pay tiers, Eagan said. Besides fact that right-to-wire is won from landlord or condominium association instead of municipal government, Eagan said, only difference between mini-cable and cable is that former is usually vertical system instead of horizontal one.

Speedy delivery? Postal service and RCA have announced \$31-million contract for RCA Government Communications Systems division to build 25-city electronic mail system. Start of turnkey operation is scheduled for January 1982. E-COM (Electronic-Computer Originated Mail) system will "accept inputs" from customer's computer-generated magnetic tape or from computer via "private telecommunications carriers." Letters will be printed at electronic mail centers, "then entered into the First Class mailstream." Though promising "high-speed delivery," announcement also says system will deliver letters inside continental U.S. "within two days" of transmission to E-COM post office.

Tandy buy? Tandy Corp., which has been making its name of late with its Radio Shack electronics products, has been negotiating to buy consumer products division of Memorex, according to both companies. Memorex unit manufactures audio and videotapes and cassettes.

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tion of the spectrum to satisfy the increased needs of both public safety and business as well as other private land mobile radio users."

The National Association of Broadcasters, the Association of Maximum Service Telecasters and the National Association of Public Television Stations, however, joined in urging the FCC to drop the proposal altogether.

In its comments, NAB rebutted the claims of the sheriff's departments, maintaining broadcasters were currently using their allocations in the public's interest.

"The entire television allocations system has been designed, administered and licensed" to benefit the public by protecting it from "unwarranted interference to television viewing," the NAB said.

The NAB said there were other ways to accommodate the needs of public safety and land mobile operations without "the need for additional spectrum requirements."

As demonstrated by the over 5,000 low-power TV applications recently filed with the commission, there is substantial broadcasting demand for the frequencies presently available, NAB said.

NAPTS said the sheriff's departments request "runs completely contrary to the history of the sharing of the 460-512 mhz band, ignores the enormous demand for additional television stations and services, and has not been justified in terms of the needs of public safety communications."

In its comments, AMST said the sheriff's department's arguments had been "repeatedly considered and rejected."

"The commission has reaffirmed that future land mobile growth will be accommodated in the 900 mhz region, where more than 900 channels still await use," AMST said.

State Department to examine value of international videotext standard

TV set manufacturers, others concerned that there may be two different standards

The State Department has tentatively scheduled an open meeting to explore "the need and benefits, if any, of an international interactive videotext standard."

According to a draft announcement, the meeting will be held Nov. 18 at the FCC in Washington.

The meeting is intended to begin the process of formulating a U.S. position regarding videotext for the International Telegraph and Telephone Consultative Committee (CCITT), the international

standards-setting body which will consider videotext standards at a series of meetings starting next January.

The draft announcement said speakers at the meeting will review recent developments in videotext in North America and in Europe. "Of concern to both markets," it said, "is the potential of standards in the shaping of this new technology and the influence of standards upon the rate of market growth."

The meeting did not materialize out of thin air. Last May, AT&T and proponents of the Canadian Telidon and French Antiope videotext systems announced that they had come up with a compatible videotext standard, which they dubbed the North American standard. At the same time, the 26 western European countries that make up the Conference of Postal and Telecommunications Administrations (CEPT) adopted a videotext standard incorporating elements of the British Prestel and Antiope systems, but incompatible with the so-called North American standard.

Since the dual announcement last spring, members of CEPT have petitioned the State Department to investigate ways the North American and CEPT standards might be made compatible.

Gary Rosch, an attorney for the Prestel interests in the U.S., added that U.S. television set manufacturers, notably Zenith and RCA, are "concerned about being locked into a particular standard not

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usable outside of the U.S.”

The manufacturers, he said, don't think the North American standard is "so great" and since nobody has made large quantities of terminals built to the standard, "they believe it is a good time to talk about" an international standard.

The position of the British and other proponents of the CEPT standard, Rosch said, is that the CEPT standard "should be the basis for the first level of an international videotext standard and the [North American standard] would be the basis for a higher level."

A spokesman for AT&T, which is supplying most of the impetus behind the North American standard, said Ma Bell welcomes ideas on how the two standards might be made compatible, but added, "We are not going to water down what we feel is a good standard."

Harry E. Smith, vice president, technology, for CBS, which has announced plans to conduct limited videotext experiments with AT&T in New Jersey, said CBS is all for the "free flow of information between countries" which would result from an international standard. He questioned,

however, whether an international videotext is worth it "if the price is to penalize U.S. customers in terms of terminal cost and service flexibility."

Infrared hearing aid

New York theatrical sound system designers adapt technology to boost TV set sound levels

Help for hearing-impaired television viewers who don't suffer total hearing loss is being offered from a source familiar with the acoustical problems of larger spaces than living rooms—New York theatrical sound system designers, Sound Associates Inc.

Company President Richard Fitzgerald won a Tony award for his work in equipping theaters with systems that enable hearing-impaired theater buffs to enjoy live stage performances, in many cases for the first time. Sound Associates used infrared transmission devices developed by the German electronics firm, Sennheiser,

in that theatrical application. A transmitter/emitter converts sound into modulated infrared light, invisible to the human eye, which though undetected by the audience, bathes the auditorium. A lightweight receiver/amplifier headset then reconverts the light back into sound, boosting the level in the process.

The positive response to the in-theater systems has moved Sound Associates into the distribution of the Sennheiser devices for at-home use with television sets. Transmitters are available that include microphones to pick up external sounds such as the voices of family members, and a variety of receivers can be purchased as well, depending on whether the viewer wants to use the system in conjunction with a hearing aid. Prices of a complete system range between \$300 and \$400.

Aside from offering freedom of movement, the wireless systems are said to be well suited to television use because infrared light isn't affected by radio-frequency static. Sound Associates sees the infrared units providing an alternative to captioning for those with up to 75% hearing loss.

Journalism

Media minds on energy in Ditchley

A comparison of energy coverage by media in the U.S., Western Europe and Japan was one goal of a meeting in Ditchley Park, England, from Oct. 23 to 25. The purpose: to develop recommendations for government, business and media to improve reporting on energy.

The International Conference on Media Coverage of the Energy Crisis was attended by 36 journalists, government officials, business leaders and academics. Sponsor is The Media Institute, a Washington-based nonprofit research foundation working for improved coverage of business and economic issues.

Leonard J. Theberge, president of TMI, noted the current criticism of American media in covering energy and economic issues, but said there has been no attempt to compare the performance of U.S. media against their counterparts in other industrialized countries.

This is not intended to disparage the American press, he stressed. "We recognize that each nation not only has a different kind of energy problem but also a different media culture. At Ditchley Park, we will attempt to discuss common problems shared by policymakers in all these countries and then to examine which media practices have worked most effectively to elucidate those problems to the public."

In addition to those authors, Ditchley

Park participants included John O'Leary, former deputy secretary for energy; Jeff Greenfield, CBS-TV media critic; Roger Peterson, ABC-TV energy correspondent; Herbert Schmertz, vice president-public affairs, Mobil Oil; Sir John Hill, chairman, British Nuclear Fuels Ltd.; Tom Burke, Friends of the Earth (London); Jean Pellerin, director of public relations, French Atomic Energy Commission; Helmut Mayer, economics editor, *Sueddeutsche Zeitung* (Munich); Sakae Nagaoka, commentator, Japan Broadcasting Co., and others.

UPI hands out honors

UPI has announced the winners of its 1981 National Broadcast Awards honoring outstanding news coverage in five categories: editorial, spot news, sports coverage, documentary and public service or investigative reporting.

For two consecutive years, both WLS-TV Chicago and WPLG-TV Miami have won the UPI Award, this year for, respectively, an investigative story on fraud in the insurance industry and for the documentary, *Crime without Punishment*.

There were 20 national winners who had won state and regional contests before making it to the finals. Mary Alice Williams, Cable News Network anchor, and Alan Walden of NBC chaired the panel for judging the finalists.

The awards listed below are designated as Division I, for TV stations in markets 1-30 or radio stations with six or more full-

time news employees, or Division II, for TV stations in markets 31 and smaller or radio stations with five or fewer full-time news employees.

Editorial

WIND(AM) Chicago □ Division I.

KMHT(AM) Marshall, Tex. □ Division II.

WKYC-TV Cleveland □ Division I.

Spot news

WMAQ(AM) Chicago □ Division I.

WGBF(AM) Evansville, Ind. □ Division II.

KOIN-TV Portland, Ore. □ Division I.

WKBW-TV Buffalo, N.Y. □ Division II.

Sports coverage

WSOC(AM) Charlotte, N.C. □ Division I.

KRSW-FM Pipestone, Minn. □ Division II.

KTVU-TV Oakland, Calif. □ Division I.

KTVY-TV Oklahoma City □ Division II.

Documentary

WBT(AM) Charlotte, N.C. □ Division I.

WJDA(AM) Quincy, Mass. □ Division II.

WPLG-TV Miami □ Division I.

WIS-TV Columbia, S.C. □ Division II.

Public service/investigative reporting

KNX(AM) Los Angeles □ Division I.

WSPA(AM) Spartanburg, S.C. □ Division II.

WLS-TV Chicago □ Division I.

WAST-TV Albany, N.Y. and **WZZM-TV** Grand Rapids, Mich. □ Division II.

As compiled by BROADCASTING Oct. 19 through Oct. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

- St. Johns, Ariz.—Plateau Communications Inc. seeks 1590 khz, 5 kw-D, 5 w-N. Address: P.O. Box 810, St. Johns 85936. Estimated construction costs: \$176,800; first-quarter operating cost: \$22,600; first-year revenue: \$90,000. Principals: Milford G. Richey, Howard N. Lee and Val M. Gibbons (one-third each). Richey is St. Johns, Eager, Springerville and Concho Valley, Ariz., cable system owner and operator. Lee is St. Johns dentist. Gibbons is Holbrook optometrist. Except Richey, they have no other broadcast interests. Filed Oct. 15.
- Marina, Calif.—Algeria I Inc. seeks 840 khz, 5 kw-D, 1 w-N. Address: 210 North Bascom Avenue, San Jose, Calif. 95128. Estimated construction costs: \$229,000; first-quarter operating cost: \$64,000; first-year revenue: \$600,000. Format: Contemporary. Principals: Gilbert J. Solano Sr., Joseph L. Corpuz (26% each), Thomas F. Muller, Richard A. Bowers (20% each) and Hugh J. MacPherson (8%). Solano is director of San Jose educational foundation. Muller is manager and principal in San Jose restaurant. Corpuz is supermarket clerk. Bowers is planner with educational foundation. MacPherson is president of San Jose, Calif., advertising agency. They have no other broadcast interests. Filed Oct. 15.
- Sanger, Calif.—Soho Broadcasting seeks 840 khz, 10 kw-D, 500 w-N. Address: Box 57100, Los Angeles 90057. Estimated construction costs: \$63,300; first-quarter operating cost: \$5,770. Format: CW 92%. Principals: Benita S. Soho (51%) and husband, Stanley Soho (49%). They have bought this past year KBWA(AM) Williams, Ariz.; KDAN(AM) South St. Paul, Minn.; KRWT(AM)[CP] Winters, Tex.; and are also applicants for new AM at Florence, Ariz. Filed Oct. 16.
- San Marcos, Calif.—North County Broadcasters seeks 1210 khz, 10 kw-D, 1 w-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$81,000; first-quarter operating cost: \$20,500. Principals: Robert A. Jones, Marvin B. Clapp, Carl J. Auel and Scott L. Smith (25% each). Jones is La Grange, Ill., consulting engineer. Auel is station manager and Clapp is chief engineer at KEBR (FM) Sacramento, Calif. Smith is Sacramento real estate investor. Jones owns 85% of WJJQ(AM) Tomahawk, Wis. and 33% of WWBC(AM) Cocoa, Fla., and 45% of WRPQ(AM) [formerly WBOO] Baraboo, Wis. Jones, Clapp and Auel are also applicants for new AM's at Riverbank, Calif.; Gonzales, Calif.; and, with Smith, Champlain, N.Y. Filed Oct. 15.
- San Jacinto, Calif.—Radio San Jacinto seeks 1210 khz, 1 kw-D, 250 w-N. Address: 348 West Sierra Madre Blvd., Sierra Madre, Calif. 91024. Estimated construction costs: \$17,500; first-quarter operating cost: \$40,500; first-year revenue: \$180,000. Format: Contemporary. Principal: Fred W. Volken (100%), who is vice president and 15% owner of permittee KMLO(AM) Vista, Calif. Filed Oct. 16.
- Yountville, Calif.—Heritage Communications seeks 840 khz, 2.5 kw-D, 250 w-N. Address: 1904 Valencia Street, Napa, Calif. 94558. Estimated construction costs: \$137,000; first-quarter operating cost: \$45,600; first-year revenue: \$225,000. Principals: Louis Phillip Loure, Phyllis M. Moore, Gloria E. McKinley, Elizabeth R. Waters and Verna J. Rolls (20% each). Loure is account executive with Pacific Telephone, San Francisco. Moore is Mayor of Napa, Calif. Waters is bookkeeper. Rolls is housewife. They have no other broadcast interests. Filed Oct. 15.
- North Fort Myers, Fla.—Hercules Broadcasting Co. seeks 770 khz, 10 kw-D, 1 kw-N. Address: 47325 Blossom Lane, Utica, Mich. 48087. Estimated construction costs: \$189,000; first-year operating cost: \$180,000; first-year revenue: \$250,000. Principals: Leigh N. Feldsteen, Donald L. Markley (33.33% each); Harold Gordon and Robert W. Healy (16.77% each). Feldsteen is president and principal stockholder of WBRB(AM) Mt. Clemens, Mich. Markley is Peoria, Ill., consulting engineer. Gordon and Healy are Washington attorneys. They also are applicants for new AM at Depere, Wis. Filed Oct. 16.
- North Fort Myers, Fla.—Jerry J. Collins seeks 770 khz, 5 kw-D, 1 kw-N. Address: Box 1060, Hibbing, Minn. 55746. Estimated construction costs: \$307,700; first-year operating cost: \$25,000; first-year revenue: \$100,000. Format: Standard pops. Principal: Applicant is president and 51% owner of WKKQ-AM-FM Hibbing, Minn. Filed Oct. 15.
- Palm City, Fla.—Astro Enterprises Inc. seeks 760 khz, 5 kw-D, 250 w-N. Address: 1150 West King Street, Cocoa, Fla. 82922. Estimated construction costs: \$284,000; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Religious 75%. Principals: Raymond A. Kassis (66.77%) and Robert A. Jones (33.33%) who own WWBC(AM) Cocoa, Fla. Filed Oct. 15.
- Port Richey, Fla.—Richey Airwaves Inc. seeks 770 khz, 1 kw-D, 500 w-N. Address: 1233 U.S. Highway 19, North, New Port Richey 33552. Estimated construction costs: \$35,000; first-quarter operating cost: \$130,000; first-quarter revenue: \$137,000. Format: Big Band. Principal: Subsidiary of WGUL Inc., which is owned by Ralph B. Johnson (65%) and William H. Sanders (35%). They own WGUL(AM)-WPSO(FM) New Port Richey, Fla. Filed Oct. 15.
- Gardnerville, Nev.—International Broadcast Consultants Inc. seeks 840 khz, 10 kw-D, 1 kw-N. Address: 7035 West Bee Cave Road, Austin, Tex. 78746. Estimated construction costs: \$297,000; first-quarter operating cost: \$55,400; first-year revenue: \$350,000. Principals: Principally owned by Robert H. Ruark and family. He is Austin, Tex.-based broadcast consultant and one-third owner of applicant for new TV at St. Petersburg, Fla. Filed Oct. 15.
- Maryville, Ohio—Mid America Broadcasting Co. seeks 1270 khz, 500 w-D, 500 w-N. Address: 1274 Ducrest Drive South, Columbus, Ohio 43220. Estimated construction costs: \$203,000; first-quarter operating cost: \$27,800; first-year revenue: \$120,000. Principal: Ronald E. Barlow (100%), who is public information officer for Ohio Department of Transportation and has no other broadcast interests. Filed Oct. 14.
- *Pharr, Tex.—World Radio Missionary Fellowship-USA Inc. seeks 840 khz, 50 kw-D, 1 w-N. Address: 1212 Ash No. 3, Mission, Tex. 78572. Estimated construction costs: \$176,000; first-quarter operating cost: \$30,000. Format: Hispanic. Principal: nonprofit, non-stock corporation; Harold Van Brokhoven, Grand Rapids, Mich., clergyman is president. Filed Oct. 15.

FM applications

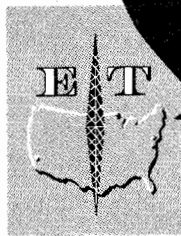
- Lake Havasu City, Ariz.—Maurice W. Coburn seeks 105.1 mhz, 100 kw, HAAT: 1153 ft. Address: 2521 Lema Drive, Lake Havasu City. Estimated construction costs: \$164,000; first-quarter operating cost: \$42,000. Principal: Applicant is Lake Havasu City attorney and owns 30% of KMDX(FM) Parker, Ariz. Filed Oct. 20.
- Bald Knob, Ark.—John Paul Capps seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 914 James Street, Searcy, Ark. 72143. Estimated construction costs: \$41,000; first-quarter operating cost: \$21,800; first-quarter revenue: \$19,500. Principal: Applicant is general manager and owner of KAPZ(AM) Bald Knob. Filed Oct. 19.
- West Memphis, Ark.—Marcell's Inc. seeks 107.1 mhz, 3 kw, HAAT: 249 ft. Address: 827 South Perry, Montgomery, Ala. 36104. Estimated construction costs: \$81,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Urban contemporary. Principal: Marcell Robinson Jr. (100%) who is manager of WXVI(AM) Montgomery, Ala., and has no other broadcast interests. Filed Oct. 16.
- International Falls, Minn.—Minnesota Christian Broadcasters Inc. seeks 99.5 mhz, 100 kw, HAAT: 582 ft. Address: P.O. Box 745, Brainerd, Minn. 56401. Estimated construction costs: \$170,000; first-quarter operating costs: \$29,600. Principal: Applicant is also licensee of KTIG(FM) Pequot Lakes, Minn. Richard W. Beals is president. Filed Oct. 16.
- Ackerman, Miss.—French Camp Radio Inc. seeks 107.9 mhz, 100 kw, HAAT: 615 ft. Address: French

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Camp, Miss. 39745. Estimated construction costs: \$34,600; first-quarter operating cost: \$44,500; revenue: NRU. Principal: H. Richard Cannon, president; Stuart C. Irby Jr., chairman. Cannon is president of French Camp Academy. Irby is Jackson, Miss., contractor. They have no other broadcast interests. Filed Aug. 16.

■ Tillatoba, Miss.—Rebel Broadcasting Company of Mississippi seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 623 Northwest Avenue, McComb, Miss. 39648. Estimated construction costs: \$4,500; first-quarter operating cost: \$4,500; first-quarter revenue: \$18,000. Principal: Donald B. Brady (100%), who owns 33.33% of WZBR (AM) Amory, Miss. Filed Oct. 19.

■ *Providence, R.I.—Rhode Island College seeks 89.3 mhz, 13.79 kw, HAAT: 500 ft. Address: 600 Mount Pleasant Avenue, Providence 02908. Estimated construction costs: \$82,500; first-year operating cost: \$75,000. Format: Educational. Principal: nonprofit, non-stock corporation; David E. Sweet is president of Rhode Island College. College is governed by Board of Governors which is also licensee of WRIV (FM) Kingston, R.I. Filed Oct. 14.

■ Chubbock, Tex.—Thomas W. Mathis seeks 98.3 mhz, 148 w, HAAT: 1350 ft. Address: Star Route, Soda Springs, Idaho 83276. Estimated construction costs: \$21,200; first-quarter operating cost: \$11,000. Format: current hits & past favorites. Principal: Applicant owns 100% each of KTLE-AM-FM Tooele, Utah; KFIS-AM-FM [CP]; and 15% of applicant for new AM at Santee, Calif. Filed Oct. 15.

■ Farwell, Tex.—The Best Broadcasting Inc. seeks 92.3 mhz, 100 kw, HAAT: 433 ft. Address: 205 9th Street, P.O. Box 458, Farwell 79325. Estimated construction costs: \$189,000; first-quarter operating cost: \$31,000; first-year revenue: \$175,000. Principal: Gil W. Patschke (100%), who is president, general manager and owner of KZOL (AM) Farwell, Tex. Filed Oct. 16.

■ Midland, Tex.—Hugh M. McBeath seeks 106.7 mhz, 100 kw, HAAT: 385 ft. Address: 1903 Lamesa Road, Midland 79701. First-quarter operating cost: \$4,500; first-year revenue: \$24,000. Principal: Applicant is former owner of KJBC (AM) Midland. Filed Oct. 20.

■ Ronceverte, W. Va.—Radio Greenbrier Inc. seeks 97.7 mhz, 3 kw, HAAT: 270 ft. Address: 276 Seneca Trail, North Ronceverte, W. Va. 24970. Estimated construction costs: \$62,000; first-quarter operating cost: \$7,300; first-year revenue: \$35,000. Format: CW 50%/easy listening (25%). Principals: Ray D. Wooster Jr., president, and four others who also own WRON (AM) Ronceverte. Filed Oct. 9.

TV application

■ Cookerville, Tenn.—Joseph Patrick Williams seeks ch. 28; ERP: 186 kw vis, 18.6 kw aur., HAAT: 482 ft.; ant. height above ground: 200 ft. Address: 1065 East 10th Street, Cookeville 38501. Estimated construction cost: \$188,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Consultant: Edward M. Johnson & Associates Inc., Knoxville, Tenn. Principal: Applicant publishes Cookeville *Dispatch*, Gainsboro *Jackson County Times*, Crossville *Cumberland County Times*, Sparta *White County Times* and Smithville *Star*, all Tennessee, and has no other broadcast interests. Filed Sept. 2.

AM actions

■ Penn Yan, N.Y.—Broadcast Facilities granted 850 khz, 500 w-D. Address: 431 South Wilbert Avenue, Syracuse, N.Y. 13204. Estimated construction costs: \$42,000; first-year operating cost: \$10,000. Format: MOR. Principal: Robert Raide (100%), who owns Raides Canvas Co., Syracuse, N.Y., and has no other broadcast interests. Action Sept. 14.

■ West Jordan, Utah—Western Broadcasting Inc. granted 1510 khz, 10 kw-D. Address: 606 New House Building, Salt Lake City 84111. Estimated construction costs: \$69,000; first-quarter operating cost: \$15,000; first-quarter revenue: \$19,000. Format: MOR. Principals: Carole R. Hinton (51%) and husband, John H. (49%). Carole Hinton is former assistant teacher. John Hinton is former United States Air Force pilot. They have no other broadcast interests. Action Aug. 6.

FM actions

■ Grand Island, Neb.—Manchik Broadcasting Inc. granted 107.7 mhz, 100 kw, HAAT: 786 ft. Address: 1915 West Charles Street, Grand Island, Neb. 68801. Estimated construction costs: \$380,000; first-quarter operating cost: \$62,000; first-year revenue: \$300,000. Format: Pop Adult. Principal: Lyle A. Manchik (100%), who is Grand Island-based McDonald's restaurant owner and has no other broadcast interests.

Action July 9.

■ Sturgeon Bay, Wis.—Davison Communications Corp. granted 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 4309 Harmony Dr., Lodi, Wis. 53555. Estimated construction cost: \$79,300; first-year operating cost: \$128,000; revenue: \$180,000. Format: Contemporary/CW. Principals: Martin Erickson (27.78%), Patrick Z. Chapman (22.22%), Verle L. Davison (18.52%) and four others with less than 10% each. Erickson is Cashton, Wis., newspaper publisher. Chapman is field representative for Madison, Wis., milk marketing firm. Davison is program specialist with Peoria, Ill., agricultural research center, U.S. Department of Agriculture. They have no other broadcast interests. Action Sept. 14.

TV actions

■ Laurel Hill, N.C.—Fifty Nine Plus Telecasters application returned for ch. 59+; ERP: 18 kw vis., 1.8 kw aur., HAAT: 200.5 ft.; ant. height above ground: 198.2 ft. Address: P.O. Box 7, Laurel Hill, N.C. 28351. Action Sept. 24.

■ Rock Hill, S.C.—York County Television Corp. application returned for ch. 55; ERP: 716.1 kw vis., 71.6 kw aur., HAAT: 678 ft.; ant. height above ground: 627 ft. Address: P.O. Drawer 1029, Greer, S.C. 29651. Action Sept. 16.

Ownership changes

Applications

■ KCTB-FM Flagstaff, Ariz. (93.9 mhz, 100 kw, ant. 1510 ft.)—Seeks assignment of license from Christian Towers Broadcasting Inc. to Harvest Ministries for \$300,000. Seller: Nonstock corporation; Robert Ward is president. Charles E. "Pat" Boone, vice president, owns 28.1% of permittee KGOF-TV Anaheim, Calif. Buyer: Grace Broadcasting System, general partner, Joseph H. Dial (66.77% of limited partnership) and Daniel G. Carless Sr. (33.33% of limited partnership). They are licensee of KVOI (AM) Tucson, Ariz. Filed Oct. 14.

■ WMFL (AM) Monticello, Fla. (1090 khz, 1 kw-D)—Seeks assignment of license from Monticello Broadcasting Inc. to Horizon Communications Co. for \$80,000. Seller: Group of seven stockholders who have no other broadcast interests. Michael Piscitelli is president and 16.6% owner. Buyer: Kenneth S. Cone (56.66%) and James E. Stokes Jr. (43.34%). Cone is Thomasville, Ga., automobile dealer. Stokes is Atlanta, Ga., attorney and principal in applicants for low power TV's at Marietta, Albany, and Valdosta, all Georgia. Filed Oct. 15.

■ KICD-AM-FM Spencer, Iowa (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 107.7 mhz, 100 kw(H), 92 kw(V), ant. 310 ft.)—Seeks transfer of control of Iowa Great Lakes Broadcasting Inc. from Ben B. Sanders (100% before; none after) to William R. Sanders, son (none before; 100% after) consideration: \$1,000,000. Principals: Seller seeks to transfer 20% of Class A voting, and 20% of Class B nonvoting stock held by transferor to William R. Sanders with the remaining shares presently held by transferor being redeemed by corporation. Buyer is general manager at KICD-AM-FM and former regional account executive at WMT-AM-FM Cedar Rapids, Iowa. Filed Oct. 19.

■ KZOC (FM) [CP] Osage City, Kan. (92.7 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of construction permit for Osage Radio Inc. from Alvin R. Crippen and others (100% before; none after) to E. Eugene McCoy and others (none before; 100% after). Consideration: expenses-\$150.00. Principals: Seller is owned by William Turney, Alvin Crippen and their families. Transferees are E. Eugene McCoy (30%), son E. Eugene McCoy Jr. (35%) and William P. Turney (35%). Elder McCoy is marketing manager for Mount Vernon, Ohio, energy company. Younger McCoy is sales manager at WDZQ (FM) Decatur, Ill. Younger McCoy also owns 45% of applicant for new FM at Cadiz, Ohio. Filed Oct. 2.

■ WPOL (FM) [CP] Gaylord, Mich. (95.3 mhz, 2 kw, ant. 570 ft.)—Seeks assignment of construction permit from Maumee Valley Broadcasting Association to Northwest Communications Inc. for \$4,125 (expenses incurred in preparation, filing and prosecution of construction permit). Seller: Nonstock, nonprofit corporation; Lowell B. Yoder is president. Seller is also licensee of WPOS-FM Holland, Ohio. Buyer: Michael E. Ryan, president (40%) and six others at 10% each. He is radio personality at WRCI (FM) Midland, Mich., and has no other broadcast interests. Filed Oct. 19.

■ WJYY (FM) Brainerd, Minn. (106.7 mhz, 100 kw, ant. 448 ft.)—Seeks transfer of control of Tower Broadcasting Corp. from Roger Best, Robert Gross and Wilbern Tell (100% before; none after) to James and Mary Pryor, joint tenants (none before; 100% after) consideration: \$100,000. Principals: Sellers own 60% of licensee stock. Buyer James Pryor is general manager and currently 40% owner of WJYY. Filed Oct. 15.

■ KANA (AM)-KGLM (FM) Anaconda, Mont. (AM: 580 khz, 1 kw-D; FM: 97.7 mhz, 210 w, ant. 940 ft.)—Seeks transfer of control of Anaconda Broadcasting Inc. from Larry Wakefield (100% before; none after) to Rodger T. Bell and John O. Odegaard (none before; 100% after) consideration: \$7,800. Principals: Seller seeks to transfer his 25% interest in station. Buyers will each hold 50% of stock of licensee. Filed Oct. 19.

■ KUDO (FM) Las Vegas (93.1 mhz, 25 kw, ant. 16 ft.)—Seeks transfer of control of Quality Broadcasting Corp. from William H. Bailey to John A. Ettlinger and Frederick L. Vance. Consideration: \$42,500. Principals: Transferor is selling all 8,500 shares constituting 4.3% ownership to other majority principals in station. Filed Oct. 2.

■ WISL (AM) Shamokin, Pa. (1480 khz, 1 kw-U)—Seeks assignment of license from Radio Anthracite Inc. to Laurel Broadcasting Inc. for \$325,000. Seller: Henry W. Lark (100%), who also sold co-located WISL-FM to different buyers (see below) and has no other broadcast interests. Buyer: James P. O'Leary and Arthur M. Sherman (50% each) They are Harrisburg, Pa., advertising executives and principals in applicant for new AM at Carlisle, Pa. Filed Oct. 16.

■ WISL-FM Shamokin, Pa. (95.3 mhz, 1.75 kw, ant. 300 ft.)—Seeks assignment of license from Radio Anthracite Inc. to Shamokin Broadcasting Inc. for \$325,000. Seller: Henry W. Lark (100%) who sold, subject to FCC approval, co-located WISL (AM) to different buyers (see above) and has no other broadcast interests. Buyer: William A. Levin (50%), David A. Donlin (20%), Robert Lipkin and brother Michael Lipkin (10% each), Fred Boote and Donlin's wife, Mary Ann T. (5% each). They own, with same percentages, WMIM (AM) Mount Carmel, Pa. Filed Oct. 16.

■ KSAM-AM-FM Huntsville, Tex. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 710 w, ant. 430 ft.)—Seeks assignment of license from Huntsville Broadcasting Inc. to Walker County Communications for \$1,000,000. Seller: Clyde C. Cauthen, president, and family who have no other broadcast interests. Buyer: Clint Formby (40%), George Fraaz and Ray Eller (30% each). Formby is general manager and 50% owner of KPAN-AM-FM Hereford; and owns 40% of KLVT (AM) Levelland; 45% of KTEM (AM)-KPLE (FM) Temple; and through subsidiary, 30% of KTBB (AM) Tyler, all Texas. Eller is manager of KSKS (AM) Conroe, Tex. Franz is general manager of KTEM/KPLE. Filed Oct. 20.

Actions

■ WEUP (AM) Huntsville, Ala. (1600 khz, 5 kw-D, 500 w-N)—Granted assignment of license from Estate of Leroy Garrett to Viola Garrett for settlement. Viola Garrett, wife of the late Leroy Garrett, seeks assets and license of station in accordance with will. No other broadcast interests. Action Oct. 9.

■ WPCY (AM) Mobile, Ala. (1360 khz, 5 kw-D)—Granted assignment of license from WPCY Broadcasting Inc. to Beacon Broadcasting Inc. for \$350,000. Seller: David A. Siegel (75%), Jeff L. Stacey and Jerry W. Shiverdecker (12.5% each), who have no other broadcast interests. Buyer: Quality Media Corp. (100%), which is owned by William J. Kitchen, who is Columbus, Ga.-based seller of broadcast equipment and owner of WBFJ (AM) Winston-Salem, N.C., and WMOC (AM) Chattanooga, Tenn. Action Oct. 14.

■ KIOT (AM) Barstow, Calif. (1310 khz, 5 kw-D)—Granted assignment of license from Sunburst Broadcasting Corp. to D. L. Developments for \$350,000. Seller: Ray M. Webb and R. Duane Anderson (50% each). Anderson owns 51% of WDCE (AM) Dade City, Fla. Buyer: D. L. Van Voorhis and wife, Marjaret J. (100% jointly). D. L. Van Voorhis is Colton, Calif., dentist. His wife is investor. He owns 51% of applicant for new FM at Yucca Valley, Calif. Action Oct. 14.

■ KCLM (AM) Redding, Calif. (1330 khz, 5 kw-D)—Granted assignment of license from Colgan Communications Corp to Walls & Jones Broadcasting Inc. for \$750,000. Seller: John A. Colgan (100%), who has no other broadcast interests. Buyer: Henry M. Walls (55%), Garry L. Jones (35%) and Reed Van Houton (10%). Walls is president and 51.5% owner of

KGEM(AM) Tulare, Calif. Jones is Tulare attorney, real estate investor and 23.8% owner of KGEM. Van Houton is Tulare farmer. Action Oct. 8.

■ KIST(AM) Santa Barbara, Calif. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Radio Santa Barbara Inc. to KIST Properties for \$1,710,250. Seller: J. Patt Wardlaw and former wife, M. L. Wardlaw, who have no other broadcast interests. Buyer: Group of Chicago investors; Irving Kupferberg, Earl Goldberg, Stanley Neimark, Martin Ross, and six others. Ross is general sales manager at KOLD-TV Tucson, Ariz. Others are accountants. None have other broadcast interests. Action Aug. 12.

■ KATB(AM) Agana, Guam (570 khz, 5 kw-U)—Granted assignment of license from Magof Inc. to K-57 Radio for \$558,800. Seller: Donald C. Brown and estate of A.T. Bordallo, who have no other broadcast interests. Buyer: Rick Wall (85%), Jon A. Anderson (10%), Andrew M. Gayle (5%). Wall is Honolulu, Hawaii, real estate developer. Gayle is Agana, Guam attorney. Anderson is former general manager of KUAM-AM-FM-TV. They have no other broadcast interests. Action Oct. 15.

■ WRBT(TV) Baton Rouge (ch. 33, 871 kw vis, 174 kw aur., ant. 1,000 ft.)—Granted assignment of license from Cyril E. Vetter to United Television Inc. for \$14.5 million. Vetter has no other broadcast interests. Buyer is owned by 20th Century-Fox, Los Angeles-based motion picture and television production company. It also owns KMSP(TV) Minneapolis, KTVX(TV) Salt Lake City, and KMOL-TV San Antonio, Tex. Donald E. Swartz is president of broadcast division. WRBT(TV) is NBC affiliate. Action Oct. 8.

■ KPAL(AM) Pineville, La. (1110 khz, 500 w-D)—Granted assignment of license from Robert C. Wagner to Sunbelt Broadcast Corp. for \$270,000. Seller also owns 50% of KCKW(AM)-KJNA(FM) Jena, La. Buyer: Martin L. Bordon, Grant N. DeJean (40% each) and Roger W. Cavaness (2%). Bordon and DeJean are Opelousa, La., businessmen. Cavaness owns 23.4% of WMOB(AM)-WLPR(FM) Mobile, Ala. Action Oct. 15.

■ WQXO(AM) Munising, Mich. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Laidlaw & Associates Inc. to Morgan J. Marti for \$180,000. Seller: David Schaberg (51%), Frank J. Maynard (47%), David's wife, Shari, and William Boggs (1% each). They have no other broadcast interests. Buyer is station manager at WDUX(AM) Waupaca, Wis., and has no other broadcast interests. Action Sept. 23.

■ WPHM(AM) Port Huron, Mich. (1380 khz, 5 kw-U)—Granted transfer of control of Enterform Inc. from majority stockholders (51.05% before; none after) to minority stockholders (49.5% before; 100% after); consideration: \$228,650. Principals: Seller is owned by Elliott H. Phillips (4.21%), Robert J. Vlasic (34.21%) and Stanley H. Brauns (12.63%), who are relinquishing their interest in station. Buyer is owned by Richard Turner (24.7%) and Eugene E. Umlor (75.3%), who currently are minority stockholders and have no other broadcast interests. Action Oct. 13.

■ KJEZ(FM) Poplar Bluff, Mo. (95.5 mhz, 100 kw, ant. 410 ft.)—Granted assignment of license from Farr Communications Corp. to KJEZ Inc. for \$600,000. Seller: R. L. Farr (100%), who has no other broadcast interests. Buyer: James C. McCrudden (51%), James R. Cassaday (10%), John A. Mack (9%), Edward D. Gibson Jr., W. James Lee, John W. Shearer, Wyatt F. Smith Jr., James T. Stepp and Jobie R. Watson (5% each). McCrudden, Mack, Shearer and Smith own 69% of WQPD(AM) Lakeland, Fla., where McCrudden is general manager and Cassaday is sales manager. Mack owns Lakeland insurance agency. Gibson is physician. Lee is insurance agent. Shearer is heavy equipment servicer. Smith is Eagle Lake, Fla., manufacturers representative. Stepp is sales manager with American Airlines and Watson is vice president of Winter Park, Fla., ceramic tile company. Action Oct. 15.

■ KMCX-FM Ogallala, Neb. (93.5 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Connell RadioWest Inc. to John A. Bower for \$75,000. Seller: W. David Connell is president. Licensee has no other broadcast interests. Buyer is Wheatridge, Colo., chiropractor and has no other broadcast interests. Action Oct. 14.

■ KLOO-AM-FM Corvallis, Ore. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 106.1 mhz, 27.5 mhz, ant. -87 ft.)—Granted transfer of control of KRC Communications Inc. from California Oregon Broadcasting Inc. (100% before; none after) to Donald F. Smullin (none before; 100% after) consideration: settlement. Principals: California Oregon Broadcasting is owned by

William B. Smullin (52.63%) and family, of which William's son, Donald, owns 5.09%. They are licensees of KLOO-AM-FM Corvallis; KAGI(AM) Grants Pass; KPRB(AM) Redmond; KOBI-TV Medford and KOTI-TV Klamath Falls, all Oregon; KRCR-TV Redding and KEKA(AM) Eureka, both California. Because of family problems among stockholders, certain stations are being split off to Donald Smullin; KOTI-TV Klamath Falls; KLOO-AM-FM Corvallis and KPRB(AM) Redmond. Agreement calls for transfer of licensees into newly-formed KRC Communications wholly owned by COBI, then to transfer control of KRC to Donald Smullin in exchange for his stock in COBI. No exchange of monies is involved. Action Oct. 15.

■ WANB-AM-FM Waynesburg, Pa. (AM: 1580 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, ant. 623 ft.)—Granted assignment of license from Commonwealth Broadcasters Inc. to Karas Broadcasting Co. for \$544,000. Seller: Kenneth R. Strawberry (51%), wife, Wilma H. (39%), Philip M. Baker and Lawrence P. Kessel (5% each). They have no other broadcast interests. Buyer: Joseph F. Hennessey, Lynda B. Lovett, Craig L. Siebert and brother Thomas L. (23.55% each), Richard C. Rowleson (5.55%) and Stanley J. Karas (.28%). They are same principals who also bought, subject to FCC approval, WYVA(FM) Yorktown, Va. (BROADCASTING, April 26, et seq.). Action Oct. 13.

■ KBER(AM) Abilene, Tex. (1560 khz, 500 w-D)—Granted assignment of license from Abilene Broadcasting Inc. to Hayes-Allison Communications Corp. for \$305,000. Seller: Norman Fischer (55%) and Floyd Shelton (45%), who have no other broadcast interests. Buyer: Stephen G. Allison, Earl C. Hayes Jr. (30% each), brother Philip Hayes and Philips' wife, Carol A. (20% each). Allison is Largo, Fla., real estate investor. Philip Hayes is reporter for KRON-TV San Francisco. Carol Hayes is magazine editor. No other broadcast interests. Action Oct. 15.

■ KORC(AM)-KMWT(FM) Mineral Wells, Tex. (AM: 1140 khz, 250 w-D; FM: 95.9 mhz, 3 kw, ant. 295 ft.)—Granted assignment of license from First IV Media Inc. to Long H. Williams for \$425,000. Seller: Richard Klement (100%), who also owns KGAF-AM-FM Gainesville, Tex. Buyer: Long H. Williams (100%), who is real estate developer and partner in Fort Worth Tex., oilfield equipment manufacturer and has no other broadcast interests. Action Oct. 8.

■ KZUN-AM-FM Opportunity, Wash. (AM: 630 khz, 1 kw-D; FM: 96.1 mhz, 56 kw, ant. 2380 ft.)—Granted transfer of control of KZUN Inc. from estate of Robert L. Swartz (100% before, none after) to Alpha Radio Inc. (none before; 100% after) consideration: \$1,200,000. Principal: Bonnie Swartz, personal representative of late Robert Swartz (100%) who has no other broadcast interests. Buyer is owned by Donald G. Munson (53%), Scott V. Christenson (35%), Anthony D. Muscolo (10%) and Dominica A. DiMaria (2%). Munson owns 98% of KIEE(FM) Harrisonville, Mo. Christenson is Minneapolis broadcast consultant. Muscolo is Hollywood music promoter. DiMaria is employed by San Antonio apartment management firm. Others have no broadcast interests. Action Oct. 14.

■ WTCR(AM)-WHEZ(FM) Kenova, W. Va. (AM: 1420 khz, 5 kw-D; FM: 103.3 mhz, 50 kw, ant. 490 ft.)—Granted assignment of license from greater Boston Radio Inc. to CRB Broadcasting Corp. for \$2.5 million. Seller is East Brunswick, N.J.-based group that has also bought WBZ-FM for \$5 million from Westinghouse Broadcasting (BROADCASTING, Oct. 19). Buyer is principally owned by Carter Burden Jr., former New York City councilman and publisher with no other broadcast interests. Action Sept. 25.

Facilities changes

AM applications

■ KABN(AM) Long Island, Alaska—Seeks CP to change frequency to 830 khz; and increase D and N power to 10 kw. Ann. Oct. 23.

■ KBLC(AM) Lakeport, Calif.—Seeks CP to change hours of operation to U by adding 500-w-N; increase D power to 1 kw; change frequency to 840 khz; and make changes in ant. sys. Ann. Oct. 23.

■ KZLA(AM) Los Angeles—seeks modification of CP (BP-20, 262) to change ant. sys. to add top-loading to all towers and replace theoretical pattern with MEOV

with augmented standard pattern. Ann. Oct. 14.

■ KFMB(AM) San Diego, Calif.—Seeks CP to increase D and N power to 50 kw, and install DA-N. Ann. Oct. 22.

■ WINU(AM) Highland, Ill.—Seeks CP to change hours of operation to U by adding 250 w-N; increase D power to 5 kw; install DA-2; change frequency to 880 khz, and make changes in ant. sys. Ann. Oct. 20.

■ WICO(AM) Salisbury, Md.—Seeks CP to change ant. sys. Ann. Oct. 14.

■ KLTN(AM) Albuquerque, N.M.—Seeks modification of CP(800707AD) to change ant. sys. and reduce tower height. Ann. Oct. 14.

■ WCWA(AM) Toledo, Ohio—Seeks CP to change ant. sys. (increase trans. power from 618 w to 716.57 w). Ann. Oct. 20.

■ WHIN(AM) Gallatin, Tenn.—Seeks CP to increase power to 5 kw and install new trans. Ann. Oct. 23.

■ KLVR(AM) Heber City, Utah—Seeks CP to increase power to 1 kw; and specify SL; specify RC. Ann. Oct. 22.

■ WBKV(AM) West Bend Township, Wis.—Seeks CP to change hours of operation to U by adding 2.5 kw-N; install DA-N; and change TL. Ann. Oct. 20.

FM applications

■ KHOZ-FM Harrison, Ark.—Seeks CP to increase ERP to 100 kw (H&V); change HAAT to 632 ft. (H&V); install new trans., transmission line and make changes in ant. sys. Ann. Oct. 23.

■ *KPKF(FM) Los Angeles—Seeks modification of CP (BPED-2186, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); increase ERP to 112 kw (H&V) and change TPO. Ann. Oct. 22.

■ KKHI-FM Walnut Creek, Calif.—Seeks CP to make changes in ant. sys. decrease ERP to 6.3 kw (H&V); increase HAAT to 1290 ft. (H&V) and change TPO. Ann. Oct. 14.

■ KFNV-FM Ferriday, La.—Seeks CP to change HAAT to 273 ft. Ann. Oct. 14.

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- WNOU(FM) Willimantic, Conn.—Seeks CP to decrease ERP to 1.55 kw (H&V); increase HAAT to 398 ft. (H&V) and change TPO. Ann. Oct. 22.
- WBJW(FM) Orlando, Fla.—Seeks modification of CP (BPH-10,065, as mod.) to change SL and RC; change type trans.; change type ant. (H&V); decrease HAAT to 1310 ft. (H&V) and change TPO. Ann. Oct. 12.
- KQPI-FM Idaho Falls, Idaho—Seeks CP to change TL; specify SL/RC; increase ERP to 100 kw (H&V); change HAAT to 1513 ft. (H&V); change TPO and make changes in ant. sys. Ann. Oct. 23.
- KSRA-FM Salmon, Idaho—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; change ERP to 151 w (H&V); change HAAT to 880 ft. (H&V) and change TPO. Ann. Oct. 20.
- *WIBI(FM) Carlinville, Ill.—Seeks CP to make changes in ant. sys.; increase HAAT to 373 ft. (H&V) and change TPO. Ann. Oct. 20.
- WXXQ(FM) Freeport, Ill.—Seeks CP to change type ant. (H&V); decrease ERP to 5.67 kw (H&V) and change TPO. Ann. Oct. 22.
- *WKOC(FM) Kankakee, Ill.—Seeks CP to change ERP to 421 w; change HAAT to 101 ft. (H&V); change type trans. and change TPO. Ann. Oct. 20.
- WENS(FM) Shelbyville, Ind.—Seeks modification of CP (BPH-790613AB) to change type ant. (H&V); increase ERP to 30 kw and change TPO. Ann. Oct. 21.
- WABK-FM Gardiner, Me.—Seeks CP to increase ERP to 34 kw (H&V); change type trans. and change TPO. Ann. Oct. 14.
- WICO-FM Salisbury, Md.—Seeks CP to change HAAT to 300 ft. (H&V) and change type transmitter. Ann. Oct. 14.
- *WKSU-FM Kent, Ohio—Seeks CP to make changes in ant. sys.; decrease HAAT to 387.1 ft. (H&V) and change TPO. Ann. Oct. 14.
- KTWN-FM Anoka, Minn.—Seeks CP to change type trans.; change type ant.; increase ERP to 100 kw (H&V); increase HAAT to 444 ft. (H&V) and change TPO. Ann. Oct. 22.
- KQWB-FM Moorhead, Minn.—Seeks modification of CP (BPH-800130AM) to change TL; change type ant. (H&V) and change TPO. Ann. Oct. 20.
- *KWWC-FM Columbia, Mo.—Seeks CP to make changes in ant. sys. (increase height of tower). Ann. Oct. 22.
- WHEB-FM Portsmouth, N.H.—Seeks CP to change TL; change ERP to 50 kw (H&V); change HAAT to 500 ft. (H&V) and make changes in ant. sys. Ann. Oct. 20.
- *WHCL-FM Clinton, N.Y.—Seeks CP to change TL; increase ERP to 205 w; change HAAT to plus 97 ft. and make changes in ant. sys. Ann. Oct. 21.
- WAEZ(FM) Akron, Ohio—Seeks CP to install aux. ant. (H&V) on WAKR-TV auxiliary tower at main trans. location; to be operated on HAAT of 321 ft. (H&V) and change TPO (for aux. purposes only). Ann. Oct. 20.
- WZLD(FM) Cayce, S.C.—Seeks CP to decrease ERP to 1.92 kw (H&V); increase HAAT to 377 ft. (H&V); correct geographical coordinates and change TPO. Ann. Oct. 14.
- *WNAZ-FM Nashville, Tenn.—Seeks CP to change ERP to 139.5 w and change TPO. Ann. Oct. 14.
- *WPLN(FM) Nashville, Tenn.—Seeks CP to change TL; change ERP to 80 kw (H&V); change HAAT to 1132 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Oct. 14.
- KVIL-FM Highland Park-Dallas, Tex.—Seeks CP to make changes in ant. sys.; construct alternate TL; change type trans.; change type ant.; increase HAAT to 1637 ft. (H&V) and change TPO. Ann. Oct. 14.
- KSTI(FM) Springfield, S.D.—Seeks CP to change frequency to 90.1 mhz; increase ERP to 1 kw; change HAAT to 61 ft. and make changes in ant. sys. Ann. Oct. 21.
- KURU(FM) San Antonio, Tex.—Seeks CP to change TL; specify SL/RC; increase ERP to 100 kw (H&V); change HAAT to 724 ft. (H&V) and make changes in ant. sys. Ann. Oct. 20.
- WFGH(FM) Fort Gay, W. Va.—Seeks CP to change frequency to 90.7 mhz. Ann. Oct. 14.
- WQFM(FM) Milwaukee, Wis.—Seeks CP to install aux. trans. and ant. (H&V) at former main trans. site;

to be operated on ERP of 32.25 kw (H&V); change HAAT to 207 ft. (H&V) and change TPO (for aux. purposes only). Ann. Oct. 14.

TV application

- WSVN-TV Norton, Va.—Seeks authority to operate trans. by RC from WMSY-TV transmitter site atop Walker Mountain, 8 miles north of Marion, Va., 3 miles west of highway 16. Ann. Oct. 21.

AM actions

- KBWA(AM) Williams, Ariz.—Granted CP to change frequency from 1240 to 1180 khz and increase D power to 10 kw. Action Sept. 8.
 - KWSO(AM) Wasco, Calif.—Granted CP to change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; install DA-N; change frequency from 1050 to 1180 khz; and make changes in ant. sys. Action Oct. 15.
 - WWZZ(AM) Sarasota, Fla.—Granted CP to increase power to 2.5 kw. Action Oct. 7.
 - WNWS(AM) South Miami, Fla.—Granted construction permit to change frequency from 790 to 780 khz increase D power to 50 kw; N power to 10 kw and make changes in ant. sys. Action Oct. 8.
 - WGAN(AM) Portland, Me.—Granted CP to make changes in ant. sys. (change from DA-1 to DA-2; change daytime DA and add 3rd tower). Action Oct. 15.
 - WKKE(AM) Pearl, Miss.—Granted CP to change hours of operation to U by adding 5 kw-N; increase D power to 10 kw; change frequency from 1190 to 1180 khz; install DA-N; change TL; and make change in ant. sys. Action Oct. 7.
 - KATZ(AM) St. Louis, Mo.—Granted CP to increase night MEOV's. Action Oct. 14.
 - WJLL(AM) Niagara Falls, N.Y.—Granted CP to change TL; Action Oct. 14.
 - KEDA(AM) San Antonio, Tex.—Granted modification of CP (BP-780728AT) to authorize nighttime operation. Action Oct. 14.
 - WBKV(AM) West Bend Township, Wis.—Granted CP to change hours of operation to U by adding 5 kw-N, DA-N; and change TL. Action Sept. 25.
- ### FM actions
- KNJO(FM) Thousand Oaks, Calif.—Granted CP to increase auxiliary antenna; change ERP to 2.79 kw (H) and decrease HAAT to 120 ft. (for auxiliary purposes only). Action Aug. 4.
 - WHCN(FM) Hartford, Conn.—Granted CP to make changes in ant. sys.; change SL and RC; change type ant. (H&V); change ERP to 16 kw (H&V); increase HAAT to 867 ft. (H&V) and change TPO. Action Oct. 14.
 - WBBQ-FM Augusta, Ga.—Granted modification of CP (BPH-800617AD) to make changes in ant. sys.; change TL; increase HAAT to 956 ft. (H&V) and change TPO. Action Oct. 7.
 - WTGI(FM) Hammond, La.—Granted CP to make changes in ant. sys.; change type ant.; change ERP to 100 kw (H&V) and change HAAT to 495 ft. (H&V). Action March 4, 1980.
 - *KCCM-FM Moorhead, Minn.—Granted modifica-

tion of CP (BPED-790329AK) to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant. (H&V); decrease ERP to 66.63 kw (H&V); increase HAAT to 656 ft. (H&V) and change TPO. Action Oct. 7.

- *KUNR(FM) Reno—Granted modification of CP (BPED-780711AG) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); change ERP to 19.99 kw (H&V); increase HAAT to 2169 ft. (H&V) and change TPO. Action Oct. 5.

- WRKM-FM Carthage, Tenn.—Granted CP to make changes in ant. sys.; change type ant. (H&V); decrease ERP to 1.6 kw (H&V); increase HAAT to 400 ft. (H&V) and change TPO. Action Oct. 7.

- KFMK(FM) Houston—Granted CP to change TL; increase HAAT to 1425 ft. (H&V); install auxiliary transmitter; and make changes in ant. sys. Action Oct. 7.

- KILT-FM Houston—Granted CP to change TL; increase HAAT to 1425 ft. (H&V); change type of trans. and make changes in ant. sys. Action Oct. 7.

- KLOL(FM) Houston—Granted CP to change TL; increase HAAT to 1425 ft. (H&V); change type of trans. and make changes in ant. sys. Action Oct. 7.

- KODA(FM) Houston—Granted CP to change TL; increase HAAT to 1425 ft. (H&V); change type of trans. and make changes in ant. sys. Action Oct. 7.

- KRBE(FM) Houston—Granted CP to change TL; increase HAAT to 1425 ft. (H&V); change type of trans. and make changes in ant. sys. Action Oct. 7.

- KVRN-FM Sonora, Tex.—Granted CP to change TL; operate by remote control; increase HAAT to 300 ft. (H&V) and make changes in ant. sys. Action Oct. 7.

In Contest

Procedural rulings

- Palm Springs, Calif. **FM proceedings** (RTC Broadcasting Corp. and Palm Springs Broadcasting Co.)—ALJ Edward Lutton granted joint motion and approved agreement; authorized reimbursement of \$44,608.07 to Palm Springs Broadcasting; dismissed with prejudice Palm Springs' application; granted RTC's application and terminated proceeding (BC Doc. Nos. 80-227-228). Action Oct. 19.

- Reform, Ala. **FM proceeding** (Alabama Christian Broadcasting Inc., and Rego Broadcasting Co.)—ALJ Edward J. Kuhlmann granted joint request and approved agreement; authorized reimbursement of \$4,842.35 to Alabama; dismissed with prejudice Alabama's application; granted motion by Rego and resolved in its favor financial issue designated against it; granted Rego's application and terminated proceeding (BC Doc. 81-166-167). Action Oct. 15.

FCC decisions

- FCC imposed \$20,000 fine on Equivox Inc., permittee of KRMQ(FM) Provo, Utah, for operating with facilities not authorized by its CP. In July agency notified Equivox it was liable for violations that occurred between Dec. 19, 1980, and March 4, 1981,

Summary of broadcasting

FCC tabulations as of September 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,624	3	1	4,628	124	4,752
Commercial FM	3,340	2	1	3,343	179	3,522
Educational FM	1,115	0	1	1,116	61	1,177
Total Radio	9,079	5	3	9,087	364	9,451
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,035	141	1,176
FM Translators	401	0	0	401	214	615
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses

Allocations

Petitions

- Williams, Ariz.—In response to petition by Soho Broadcasting; proposed assigning 96.7 mhz at Williams as its first FM assignment; comments due Dec. 8, reply comments Dec. 28 (BC Doc. 81-714). Action Oct. 5.
- Cape Coral, Fla.—In response to petition by Broadcast Production and Management Corp. of Florida; proposed assigning UHF ch. 36 to Cape Coral; comments due Dec. 8, reply comments Dec. 28. (BC Doc. 81-715). Action Oct. 5.
- Pittsburgh, Kan.—In response to petition by C.B. International Inc.; proposed assigning UHF ch. 14 to Pittsburgh; comments Dec. 8, reply comments Dec. 28. (BC Doc. 81-713). Action Oct. 5.

Assignments

- San Manuel, Miami, Claypool and Summerhaven, all Arizona—Substituted 105.5 mhz at Claypool; 98.3 mhz at Miami; and 103.1 mhz at San Manuel; effective Dec. 8 (BC Doc. No. 81-193). Action Oct. 5.
- Bay City and Pasadena, both Texas—Assigned 92.1 mhz to Bay City; reassigned 96.9 mhz from Bay City to El Campo; substituted 92.9 mhz for 92.5 mhz at Pasadena; and modified the license of KYND Pasadena to specify operation on 92.9 mhz subject to conditions; effective Dec. 8. (BC Doc. 81-233). Action Oct. 5.
- Bountiful, Centerville and West Jordan, all Utah, and Rock Springs, Wyo.—Denied petition for reconsideration by General Broadcasting Inc. of action assigning 102.7 mhz to West Jordan; assigning 99.5 mhz to Bountiful; and substituting 104.5 mhz for 99.5 mhz at Rock Springs (BC Doc. 80-95). Action Oct. 5.
- Falmouth, Mass.—Denied petitions for reconsideration by GCC Communications of Boston Inc. and by New England Media Corp. of action assigning 100.9 mhz to Falmouth, as its second FM assignment (BC Doc. 80-159). Action Oct. 5.

whereby KRMQ was operating under automatic program test authority at unauthorized antenna height and location. Permittee blamed computational or altimeter calibration errors and resisted maximum forfeiture as too harsh where "innocent albeit careless conduct" rather than bad faith was involved. Permittee also said variance essentially was contained in license application, and earlier FCC action resulted in loss of operating authority and absence of profits. FCC found that permittee's failure to comply with critical technical rules and specifications of CP was because it failed to employ care and expertise to avert potentially serious hazard to air navigation and radio interference. KRMQ's claim of inadvertence was rejected due to magnitude of violation, which FCC said "clearly warranted the maximum forfeiture available." Action Sept. 30.

■ Review Board scheduled oral argument to consider initial decision granting Fox River Broadcasting Inc. CP for new FM on 95.9 mhz at De Pere, Wis. (BROADCASTING, July 13). Last June, ALJ Walter C. Miller denied competing application of American Communications Co. because it had deliberately misrepresented facts to FCC. Judge concluded that these findings reflected adversely on American's basic qualifications and rendered it unfit to be licensee. Judge granted Fox River's application finding it to be basically qualified. He said that even if American's proposal had been comparatively superior to Fox River's, lack of candor issue would preclude grant of American's application. Action Oct. 7.

■ FCC approved distress sale of WXKO(AM) Fort Valley, Ga., by Rocket Radio Inc., to Valmedia Inc., black-owned Fort Valley firm, for \$315,000 (BROADCASTING, July 20). Sale is subject to Broadcast Bureau confirmation that Valmedia is qualified to be licensee. Valmedia is owned by Dollie and Cornelius Horton of Fort Valley. In same action FCC renewed license for current term. Previously, renewal had been set for hearing to determine whether Rocket Radio was qualified to remain licensee. FCC found that sale price did not exceed 75% of station's fair market value, determined by average of appraisals obtained by seller and buyer, and thus met requirements for distress sale. ALJ, in 1976 Initial Decision in comparative hearing found Rocket Radio unqualified to be licensee. Review Board affirmed ALJ in 1977, and FCC denied review of case in 1978. Rocket Radio's renewal application was placed in deferred status, and in order released June 5, 1981, FCC designated it for hearing to determine impact of previous disqualification on Rocket Radio's qualifications as licensee of WXKO. Action Oct. 22.

■ FCC denied Larry L. Schrecongost reconsideration of its March 26 action renewing license of WACB(AM) Kittanning, Pa., to August 1, 1981. Schrecongost argued that FCC violated notice provision of Sunshine Act and its own rules by not announcing March 26 meeting at least one week before it took place and by not submitting notice of meeting to *Federal Register* immediately following public announcement. Had he known of meeting, Schrecongost said, he would have attended to present his arguments in support of his petition to deny. FCC pointed out that public notice entitled "Commission Meeting Agenda" was made available to public March 19 from Office of Public Affairs. Moreover, taped announcement was available to telephone callers. FCC also noted that Schrecongost would not have known about meeting even had announcement been published in *Federal Register* on time, since, by his own admission, he had been totally unaware of meeting until he called FCC on May 27, two months after publication of notice. Action Oct. 22.

■ FCC affirmed previous grant to WFBN(TV) Joliet, Ill., by Broadcast Bureau to change its antenna location and increase its radiated power to 5,000 kw max., and denied request by Video 44, licensee of station WSNS-TV Chicago, for review of Bureau's grant to WFBN, and dismissed as moot request to stay action. Broadcast Bureau earlier granted application of WFBN to change antenna location from Sears Tower in Chicago to Hancock Center, also in Chicago, and to increase its power. WFBN's unopposed application to establish new UHF on ch. 66, for Joliet through using Sears Tower antenna site, was granted July 22, 1980. WFBN asked on Dec. 22, 1980 to relocate antenna and increase power. WSNS-TV said request showed that WFBN intended to serve Chicago rather than its community of license. FCC said WSNS-TV was arguing in effect that original grant to establish new station should be set aside because antenna relocation was in fact reallocation of WFBN from Joliet to Chicago. Broadcast Bureau re-

jected WSNS-TV's assertions. FCC affirmed Bureau's finding that requested changes did not constitute reallocation of channel. WSNS-TV, FCC said, cannot overcome its failure to contest original application for station with collateral attack against licensee, using requested minor changes as its vehicle. To grant WSNS-TV's request would set undesirable precedent, FCC said, unsettling unopposed grants after fact and depriving authorization process of stability. Action Oct. 22.

■ FCC denied review of ruling denying KCST-TV San Diego, Calif., waiver of network nonduplication rules which allow KNBC(TV) Los Angeles, to be carried on cable systems within KCST-TV's coverage area (BROADCASTING, May 4). Last June Cable Television Bureau denied KCST-TV's petition to have KNBC's signal blacked-out because, it said, Los Angeles station was significantly viewed in San Diego County which exempted it from blackout rule. It was noted in ruling that U.S. courts had recently affirmed FCC's rules regarding exemptions of distant but significantly viewed stations and that KCST-TV had not sufficiently justified obtaining waiver to prevent carriage of KNBC by local cable systems. Ruling added that it was up to licensee seeking waiver to submit financial information showing adverse economic impact on its station, which KCST-TV did not provide. The FCC denied KCST-TV review because it declined to submit further information in support of its earlier petition. Action Oct. 22.

■ ALJ Judge Frederic J. Coufal granted WBBH-TV Fort Myers, Fla., application to move its transmitter and increase its antenna height and ERP; and granted WCJB(TV) Gainesville, Fla., application to move its transmitter. Applications were designated for hearing after it was determined proposed changes in transmitter locations would cause them to be about 14 miles closer to each other than allowed. Hearing was to determine extent of interference, if any, which would be caused by changes and whether waiver of short-spacing rules should be granted. Judge Coufal said in summary decision neither station would lose service as result of interference if both applications were granted. Coufal said he would grant applications but only with condition that new transmitters not exceed certain power levels. Ann. Oct. 23.

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List of unapplied for FCC FM Radio Station assignments

Alaska—5	Kansas—5	Nebraska—6	South Carolina—4
Arizona—8	Kentucky—2	Nevada—3	South Dakota—1
Arkansas—9	Louisiana—2	New Hampshire—1	Texas—33
California—8	Maine—2	New Mexico—10	Utah—4
Colorado—3	Maryland—1	New York—5	Vermont—1
Florida—2	Massachusetts—1	North Carolina—2	Virginia—1
Georgia—3	Michigan—2	North Dakota—7	Washington—7
Idaho—7	Minnesota—8	Ohio—3	West Virginia—6
Illinois—4	Mississippi—2	Oklahoma—4	Wisconsin—5
Indiana—2	Missouri—7	Oregon—5	Wyoming—8
Iowa—4	Montana—3	Pennsylvania—7	



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Translators

VHF applications

- Northway, Alaska—Northway Village Council seeks CP for new VHF translator on ch. 2; TPO: 10 w; HAAT: 80 ft. Ann. Sept. 21.
- Serkoyukuk, Alaska—Koyukuk Village Council seeks CP for VHF translator on ch. 9 to rebroadcast signal of KTOO-TV Juneau, Alaska (20 ft., 10 w). Ann. Oct. 15.
- Batesville, Ark.—Maggie Inc. seeks CP for new VHF translator on ch. 12; TPO: 10 w; HAAT: 175 ft. Ann. Sept. 21.
- Santa Maria, Calif.—KCBA-TV (KLOC Broadcasting Inc.) seeks CP for new VHF translator on ch. 35 to rebroadcast signal of KCBA-TV Salinas, Calif. (25 ft., 100 w). Ann. Oct. 15.
- Gunnison, Colo.—Collis M. Callihan seeks CP for new VHF translator on ch. 2; TPO: 10 w; HAAT: 866 ft. Ann. Sept. 21.
- Key West, Fla.—Florida Keys Broadcasting Corp. seeks CP for new VHF translator on ch. 3; TPO: 10 w; HAAT: 135 ft. Ann. Sept. 21.
- Fitzgerald, Ga.—Pryor Communications Inc. seeks CP for new VHF translator on ch. 2; TPO: 10 w; HAAT: 135 ft. Ann. Sept. 21.
- Brainerd, Minn.—Brainerd Daily Dispatch seeks CP for new VHF translator on ch. 2; TPO: 10 w; HAAT: 175 ft. Ann. Sept. 21.
- Fergus Falls, Minn.—Fergus Journal Co. seeks CP for new VHF translator on ch. 2; TPO: 10 w; HAAT: 50 ft. Ann. Sept. 21.
- Bruce, Miss.—Bruce Independent TV Inc. seeks CP for new VHF translator on ch. 7; TPO: 100 w; HAAT: 209 ft. Ann. Sept. 21.
- Chillicothe, Mo.—Sowers Newspapers Inc. seeks CP for new VHF translator on ch. 12; TPO: 10 w; HAAT: 175 ft. Ann. Sept. 21.
- Kirksville, Mo.—Sowers Newspapers Inc. seeks CP

for new VHF translator on ch. 5; TPO: 10 w; HAAT: 175 ft. Ann. Sept. 21.

- Maryville, Mo.—Sowers Newspapers Inc. seeks CP for new VHF translator on ch. 10; TPO: 10 w; HAAT: 175 ft. Ann. Sept. 21.
- Rolla, Mo.—Sowers Newspapers Inc. seeks CP for new VHF translator on ch. 7; TPO: 10 w; HAAT: 145 ft. Ann. Sept. 21.
- Taos, N.M.—Hubbard Broadcasting Inc. seeks CP for new VHF translator on ch. 6 to rebroadcast signal of KOB-TV Albuquerque, N.M. (95 ft., 10 w). Ann. Oct. 15.
- Brownwood, Tex.—Lynn and Mary Nabers seeks CP for new VHF translator on ch. 2; TPO: 10 w; HAAT: 150 ft. Ann. Sept. 21.
- Eastland, Tex.—Micromedia seeks CP for new VHF translator on ch. 7; TPO: 10 w; HAAT: 175 ft. Ann. Sept. 21.
- Aberdeen, Wash.—The Daily Chronical Inc. seeks CP for new VHF translator on ch. 3; TPO: 10 w; HAAT: 170 ft. Ann. Sept. 21.
- Centralia, Wash.—The Daily Chronicle Inc. seeks CP for new VHF translator on ch. 3; TPO: 10 w; HAAT: 125 ft. Ann. Sept. 21.
- Ladysmith, Wis.—Bell Press Inc. seeks CP for new VHF translator on ch. 6; TPO: 10 w; HAAT: 120 ft. Ann. Sept. 21.

UHF applications

- Flagstaff and Leupp, Ariz.—KOOL Radio-Television Inc. seeks CP for new UHF translator on ch. 68 to rebroadcast signal of KOOL-TV Phoenix 31 ft., 100 w (V)-10 w (A). Ann. Oct. 14.
- Chalfant Valley, Hammil Valley and Benton, Calif.—Mono County Service Area No. 2 seeks CP for new UHF translator on ch. 55 to rebroadcast signal of KSBW-TV Salinas, Calif. [10 ft., 10 w (V)-1 w (A)]. Ann. Oct. 15.
- Chalfant Valley, Hammil Valley and Benton, Calif.—Mono County Service Area No. 2 seeks CP for

new UHF translator on ch. 61 to rebroadcast signal of KOLO-TV Reno [13 ft., 9.5 ft., 10 w (V), 1 w (A)]. Ann. Oct. 15.

- Chalfant Valley, Hammil Valley and Benton, Calif.—Mono County Service Area seeks CP for new UHF translator on ch. 64 to rebroadcast signal of KXTV-TV Sacramento, Calif. [16 ft., 14 ft., 10 w (V), 1 w (A)]. Ann. Oct. 15.
- Twin Falls and Jerome, Idaho—Eugene TV Inc. d/ b/a KCBI-TV2 seeks CP for new UHF translator on ch. 55 to rebroadcast signal of KCBI-TV Boise, Idaho. Ann. Oct. 15.
- Iola, Kan.—KSN Community Services Inc. seeks CP for new UHF translator on ch. 26 to rebroadcast signal of KTVJ-TV Joplin, Mo. (1 kw, 533.3 ft.). Ann. Oct. 15.
- Alexandria, Minn.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 53 to rebroadcast signal of KNME-TV-Albuquerque (20 w, 35 ft.). Ann. Oct. 15.
- Dundee, N.Y.—Village of Dundee seeks CP for new UHF translator on ch. 56 to rebroadcast signal of WCNY-TV Syracuse, N.Y. (40 ft., 10 w). Ann. Oct. 15.

Other

- Commission granted application of Jackson & Chaisson Broadcasting Systems Inc., for new AM on 770 khz at Lafayette, La., making it the first minority group to receive a clear channel assignment. Action Oct. 1.
- Total of 4,292 complaints from public was received by Broadcast Bureau in Sept. 1981, decrease of 6,549 from August. Other comments and inquiries for Sept. totaled 813, increase of 69 over previous month. Bureau sent 1,376 letters in response to these comments, inquiries and complaints. Ann. Oct. 22.

Call Letters

Applications

Call	Sought by
	New FM
WCSY-FM	Spartan Broadcasting Co., South Haven, Mich.
	Existing AM's
WIXO	WPCY Mobile, Ala.
WLLF	WKSJ Prichard, Ala.
KROW	KCRL Reno
KHOS	KPEP San Angelo, Tex.
	Existing FM's
KXRC	KRAI-FM Craig, Colo.
KSSM	KORS Miami, Okla.
WBUF	WFZX Buffalo, N.Y.
WGSQ	WPTN Cookeville, Tenn.

Grants

Call	Assigned to
	New FM's
WWOJ	Highlands Ridge Inc., Avon Park, Fla.
WEIB	Deitona Broadcasting Inc., Marco, Fla.
KJJB	Eunice Broadcasting Inc., Eunice, La.
WTHD	Flanagan, Flanagan & Cross Inc., Columbia, N.C.
WCVZ	Christian Voice of Central Ohio, Zanesville, Ohio
KRUX	Rex Broadcasting Corp., Lubbock, Tex.
	New TV
WVAH-TV	West Virginia Telecasting Inc., Charleston, W. Va.
	Existing FM's
WIFF-FM	WDKB-FM Auburn, Ind.
KZIS	KKOZ Billings, Mont.
WRAC	WIAO West Union, Ohio
WHYL-FM	WZUE Carlisle, Pa.
WZXY	WGAT-FM Kingsport, Tenn.
KLVU	KNUS Dallas
KEZB	KPAS El Paso, Tex.

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I want a General Manager for my middle Georgia area, WIZY-AM-FM Combo. Must be capable of taking over operations and building a complete air and sales staff. EOE. Contact, Marshall Rowland, WOIK, Jacksonville, FL 32207. 904-396-4001.

Shamrock Communications needs a sales manager for its newly acquired adult contemporary AM in Westminster, Maryland. WTTR is 1 kw daytime at 1470 khz. Excellent compensation, outstanding environment in the Baltimore/Washington suburban metropolplex. Reply to Ken Stevens, Vice President/General Manager, Post Office Box 200, Westminster, Maryland 21157. E.O.E.

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Immediate openings. Seeking aggressive experienced and inexperienced salespeople. Great potential for pro and novice. Pro could earn \$20K first year. Box K-187.

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Professional Radio Sales person wanted for the lucrative Kenosha, Wisconsin market. Excellent list will be provided. Dynamic advancement opportunity. Send resume with qualifications to Box M-47.

Experienced radio salesperson, successful AM/FM radio station in rapidly growing area, South Florida. E.O.E. Box M-34.

Kentucky AM market leader seeks aggressive, experienced salesman with organizational and administrative expertise to manage department. EOE. Resume and references to Box M-6.

Come Live at the Beach. Need experienced radio sales person for 100,000 watt FM adult contemporary in Wilmington. Two years minimum experience. Good account list. Call 919-763-6511.

Sell at a professional station. Salary plus commission. Midwest applicants only. Sales Mgr. a possibility. No phone calls. Dale Low, KLSS & KMSN, Box 1446, Mason City, Iowa 50401.

Salesperson who can grow into station manager within one year in medium market. Send resume to Tom Burns, 106 Whipporwill, Michigan City, IN 46360.

Experienced salesperson wanted in two-station market of 40,000+. Great opportunity—selling for AM country station or FM contemporary in Southern California's Hi Desert. Send resume and references to Jay Corbin, KDHI/KQYN, Box 908, Twentynine Palms, California 92277. We are an equal opportunity employer.

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Florida 100,000 watt contemporary paying up to \$25,000.00 guaranteed for our next sales person. Two years media sales required with provable track record and stable background. We need a results-oriented person to work list-capable of producing \$35,000.00 income. References checked. Send resume and cover letter selling me on you to Jim Lord, Chaplin, WOVV-FM, PO. Box 3192, Ft. Pierce FL 33454. Equal Opportunity Employer.

Attention Account Execs—stay where you are and earn 50% commission! Help market America's fastest growing radio/TV voice-over recording studio. Great Productions, San Francisco. Call John Mack Flanagan collect 415-992-9070.

Motivated individual needed to sell in medium market. We want to see a proven track record in radio or TV sales. Big opportunity to make big \$\$\$ with urban contemporary format. Call Paul Ploener 419-243-7088.

HELP WANTED ANNOUNCERS

Heart of the Sunbelt. Beautiful music station needs good voice with ability to sell a commercial. Producing quality commercials ranks first in importance. Send tape and resume to Manager, WLIN, Box 12247, Jackson, Miss. 39211.

Sports announcer and board shift person desired. Person must have previous play by play background. Send tapes, resume and references to KTNM/KQAY, Tucumcari, New Mexico 88401.

If You're Fond of Sand Dunes. ... why not come to Cape Cod, Mass. for your next position. An afternoon drive slot is now open at the Cape's No. 1 Adult Contemporary station. Vacation and medical standard equipment. If you have experience, and like talking to people, send resume and tape to: Keith G. Corey, WCIB-FM, Spring Bars Road, Falmouth, Mass. 02540.

Experienced DJ with good production good salary. Send tape to KSOX, 345 South Seventh Street, Raymondville, Texas 78580. E.O.E.

Northeast Adult Contemporary FM looking for on-air music director. Send resume to Box M-32.

Do you like sunshine, daytime work, and Country music? Are you experienced, with production skills? Then send us your resume. (Starts \$700 wk + benefits.) E.O.E. Box M-26.

Talk Host. Mature, experienced personality able to handle a wide variety of guests and topics. Heavy news oriented station in New England Resort Area. Top Pay. Send resume to Box M-25.

Wanted: Announcer for sports reporting, production and air shift. Automation experience helpful. Send tape and resume to Rick Beers, WCVL; PO. Box 603 Crawfordsville, IN 47933.

Denver station seeking Music Director and two announcers to develop distinctive, informal, non-commercial, classical music service. Letter, tape, and resume to: James Sprinkle, KCFR, 2056 South York Street, Denver, CO 80208. Deadline: November 24th. AA/EOE F/M/H.

HELP WANTED ANNOUNCERS CONTINUED

Successful and growing Long Island FM station is looking for a dynamic but natural sounding morning man with a minimum of two years experience. Send tape and resume to WWHB, 252 Montauk Highway, Hampton Bays, N.Y. 11946.

Experienced traffic reporter ... Fixed wing or rotor wing. Send resume & tape to Bill Black & Associates, Box A-82108, San Diego, CA 92138. 714-692-3208.

Experienced announcers needed for an all female format!! Must be aware of women's issues and able to field call-ins. Other capabilities (experience as PD, music director of copy writer) also of interest to us. Send air check and resume to P.O. Box 3368, Flint, Michigan 48502. E.O.E.

Mid-Day Announcer for Eastern North Carolina Progressive Country Music Station. First Phone preferred ... Strong on Production! Work with professionals and live within 75 miles of North Carolina's beautiful coast. Tape, resume to: John Moore, WNCT Radio, P.O. Box 7167, Greenville, North Carolina, 27834. An Equal Opportunity Employer.

Come to Florida—live the good life, WOVV-FM needs talented, creative air personality for our 100,000 watt contemporary station. Possibly for drive time slot. No time and temp types please. Great climate, good pay. Tape, resume and income needs to Michael Keating, PD, WOVV-FM, P.O. Box 3192 Ft. Pierce FL 33454. Equal Opportunity Employer.

Experienced daytime personality with mature sound on the air. Creative production sense mandatory. Send tape/resume to Gregg Albert, WDUZ AM/FM, P.O. Box 36, Green Bay, WI 54305.

Announcer, broadcast and public speaking experience necessary, pleasant personality, FCC license. No phone calls. Resume and tape to G. Vietti, WOWO, 203 W. Wayne St., Fort Wayne, IN 46802. EOE.

WAXC radio is in need of a talented adult contemporary announcer. The person we hire must also be able to Double by writing some copy, and do a bang-up job with production. Only those persons looking to stay planted for the long-term should apply. Send your salary requirements, along with a tape and resume, some production samples and copy to: John Bulmer, President, WAXC FM 92, P.O. Box 146, Wapakoneta, Ohio 45895. No phone calls please. WAXC is an equal opportunity employer.

HELP WANTED TECHNICAL

Engineer Wanted—Major market—East Coast—Write Box K-165.

Chief Engineer/Announcer for medium market coastal Carolina. AM/FM combo. Excellent opportunity to grow with new group. Box K-150.

Want A Change? Upstate N.Y. Independent TV looking for engineer for maintenance department. If interested, contact: Chief Engineer, WUHF-TV, 360 East Ave. Rochester, N.Y. 14604. EOE.

AM/FM combination in S.E. Wisconsin needs Chief Engineer. AM is 500w, non directional daytime only. FM is 50 KW Top 40, with new studios. Salary commensurate with experience. For additional details contact Jack Fischler at 513 874-5000, or send resume to 8686 Michael Lane, Fairfield, Ohio 45014, attention Mr. Fischler. E.O.E.

Engineering Supervisor WFUM-TV has an opening on its technical staff. Duties include supervising a small group of technicians; maintaining TV equipment; and training others in good engineering practices. Competitive salary, excellent benefits. The University of Michigan is a non-discriminatory/Affirmative Action Employer. Send resume to: WFUM-TV, The University of Michigan-Flint, Flint, Michigan 48503, Attn: Guy Beverlin, Chief Engineer.

Springfield, IL. group owned AM directional needs chief engineer with solid background in FCC rules & AM directional operations & theories. General Radio telephone license or Senior SBE certification required. FM & automation experience helpful but not necessary. Resume with Salary requirements to: Chris J. Cain, Engineering Director, Midwest Family Stations, P.O. Box 2058, Madison, WI. 53701. EOE.

Chief Engineer—WAMO AM/FM Pittsburgh. Call Bob Steel collect 412-281-6747 or mail resume to 1811 Boulevard of the Allies, Pittsburgh, PA 15219.

North Jersey's Premier radio stations, WMTR-AM in Morristown N.J. and WDHA-FM in Dover, New Jersey, are searching for a Chief Engineer. WMTR is a 5000 watt daytime directional with 500 watt pre-sunrise. We have just installed a new transmitter and two new consoles. WDHA is a class A stereo, with a new transmitter tower and antenna. Upcoming projects will include two new consoles for the FM and nighttime for the AM. Both stations are located in beautiful Morris County northern New Jersey, an excellent place to live and work. You will have a full time assistant. This job is not for a beginner. We need a good engineer, who is familiar with all aspects of broadcast engineering, and we will pay a good salary for a good person. Please respond to Alan Parnau, Chief Engineer, WMTR Radio, Horsehill Road, Cedar Knolls N.J. 07927, or call 201-538-1250. Drexel Hill Associates is an Equal Opportunity Employer.

Top Notch Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. The engineer we'll hire takes pride in keeping transmitter building and studio equipment in immaculate condition. \$18,200 to \$20,800 depending on qualifications. Box M-44.

Kentucky AM/FM looking for young engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5842.

Engineering Manager: Minimum 5 to 7 years experience, previous management experience desired, hands-on operation, direct staff, FCC license. No phone calls. Resume to G. Vietti, WOWO, 203 W. Wayne St., Fort Wayne, IN 46802. EOE.

HELP WANTED NEWS

Progressive 100,000 Watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, Great Station. Letter, resume to Box K-184.

Meteorologist and sales—AM/FM in beautiful part of Minnesota with radar is looking for a Meteorologist who can perform on air and wants to sell. Great opportunity for someone wanting to get into broadcasting. EOE. Box K-225.

News Director to work with professional staff committed to local news. Active news atmosphere. Good salary, excellent benefits, stability, attractive area. Tape, resume. Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, Michigan 49022. EOE

Award-winning WUPE/WUHN has lost afternoon anchor/reporter to 50,000 watt Boston leader. If you're a good writer, with strong delivery and ability to dig, send tape and resume to Phil Weiner, WUPE/WUHN, P.O. Box 1265, Pittsfield, Massachusetts 01202. EOE M/F

Biggest and Best radio news department in the Carolinas is looking for news person with excellent voice, news gathering skills, and attitude. Send tape and resume to: Personnel, WRAL-FM. P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/MF

Full time news anchor position at WAVZ/KC101. Seasoned person to write, edit, and present combo coverage. Kops Monahan Communications is an Equal Opportunity Employer. T & R to: Kevin Hogan, News Director, 59 Quinpiac Ave., North Haven, CT. 06473.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director—Morning DJ for Texas Country station. Salary \$15,000.00 EOE. Reply to Box K-229.

On Air PD. for northeast Pennsylvania personality-information group operated station. Excellent opportunity to grow. Tape and resume to: Bob Woody, WBQW, 1520 N. Keyser Avenue, Scranton, PA 18504. E.O.E.

Copywriter Needed for Top rated FM station, Rockford, Illinois market. Seeking experienced, creative, individual with excellent writing skills. Send writing samples, resume to general manager, WRWC, P.O. Box 345, Rockton, Illinois 61072.

Production Director needed for 100,000 watt public radio station. Responsibilities include frequent remote music recording, studio production, board shift, some weekend and evening hours. Experience in recording required. Send resume and tape demonstrating recording experience to: Judy Whisker, Personnel Officer, Hutchinson Community College, 1300 North Plum, Hutchinson, KS 67501. Hutchinson Community College is an equal opportunity, affirmative action employer.

Program Director for established Florida MOR who will also do afternoon drive. We need a talented PD/Production/Job type to take charge. Previous PD or MD experience required. Send tape, resume and income requirements to Randolph H. Millar, General Manager, WIRA, PO Box 3032, Ft. Pierce, FL 33454. Equal Opportunity Employer.

Freelance writers wanted. 3 minute radio features. Rock history. Television/film trivia. Contact: Scott Burzon 212-261-1202 M-F; 9-5 only.

SITUATIONS WANTED MANAGEMENT

General Manager who delivers exactly what's expected of him looking for better opportunity! Non floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

Small/medium market GM wants move to stable situation in Deep South. Young, successful. Nearly 20 years announcing, programming, sales, operations, management, Reply Box K-185.

Attn—Small Market owners. I'm a young, aggressive, capable sales-oriented manager ready to make move to G.M. Get a Bargain. Reply Box K-178.

Manager, 20 year pro in sales, programing and P & L. 502-826-4079 or Box K-203.

General Manager. Expertise turnaround, sales, programming, Black formats currently employed. Bottom line oriented, excellent references, let's talk. Box K-215.

General Manager. Available 1/1/82. 28 years experience; all phases broadcasting, including GM of radio and TV station 11 years. Seeks East Coast location, Carolinas to Maine. Station or cable system. Box K-227.

22 year radio Veteran. Have programmed for ABC in Chicago and San Francisco, CBS in San Francisco, KHJ, Los Angeles plus several others seeking opportunity to become General Manager of aggressive and growing company. Call Ron 415-921-5243.

Billboard, Gavin award winner, currently employed PD. Seeking PD slot at AC or Country station. Type Y management approach. Bottom line oriented. I program for ARB, but to the audience. Box M-46.

Presently employed manager. Looking for small to medium upper midwest market. Presently in competitive medium market doing well. Have been involved in several new station start ups and format changes. Know how to build sales and programing to produce longevity. Not a flash in the pan or short hauler. Have spent 13 years learning from the most successful small and medium market operators. Background, announcer, PD, MD, OD, sales, sales management, general management. Looking to settle in. 34 years old. Family man. Box M-37.

Gen Mgr. with the right credentials, looking for the right deal with the right company. Offers the right background. 18 years, all in management (AM & FM) with the right aggressive sales and promotion record to bring you the right financial results you deserve. With all these rights you can't go wrong. Box M-36.

Successful, sales, profit-oriented GM seeks better opportunity. 31, presently employed. Sales manager position considered. Let's make money together. Box M-9.

Radio Broadcast Division manager in charge of multimillion dollar sales organization seeks a new home with ownership investment options. Impressive track record in sales, sales development and station promotions. Excellent references. 15 years in management, over 6 with present company. Experienced in all phases of broadcasting. Box M-1.

SITUATIONS WANTED MANAGEMENT CONTINUED

Gen. Mgr./GSM, young, 35, aggressive, exper. (15 years) in formats/markets. Desires Sunbelt challenge but will consider all. Call Bob 513-323-2820 or write 1561 Benin Dr., Springfield, Ohio 45504.

SITUATIONS WANTED SALES

Experienced sales rep with 11 years in small market but big market thinker. Seek growing market and station offering good earnings. Box M-38.

SITUATIONS WANTED ANNOUNCERS

Experienced Female needs a job. Call Randi at 212-379-7746 anytime and let's talk!

Polished Trained Broadcaster, slight hint Caribbean accent, good voice, excellent speech. Emmerson Sealy, 2223 Cortelyou Road, No. 2C, Brooklyn, New York 11226.

Back in New York After 1½ years in Colorado Radio. If you're in the market for a first phone performer with a resonant crowd pleasing quality that's easy to live with and good production skills, contact Martin Korlofsky, 8602-208th Street, Hollis, New York 11427. 212-464-2178. Northeast preferred. Will consider all. Try me, you'll like me.

Mature Voice for M.O.R. station. No prima donna. Can start immediately. Resume available. Box K-200.

Midwest Jock with 4 years experience looking to settle down at a competitive, medium market AC or top 40 outlet. My T&R is ready to go. Send replies to Box K-226.

Sportscaster with extensive pbp experience wants to move up. Small-market background. He's good! Steve 319-524-2027.

Professional Sounding. Bright, enthusiastic jock with some experience. Go anywhere. Tape and resume call Cathy Nash 414-425-6231.

AOR-Rocker, musically creative. Knows that music sells best. Trained All-Around, and ready to roll. Contact Paul Joyce (312) 849-7475. Tape and resume.

Disc Jockey with excellent voice and speech seeking position, able to work all shifts. Good Production, Sales welcomed. Arthur Ostermann, 212 447-3768.

Graveyard Shifts ("I love it"). Holiday work! (terrific!) 18 hour days! ("fantastic") Modest salary ("hooray") smallest market! ("Great") want more? Just ask! Well trained broadcaster will send tape. Phone, 212-561-4493 or 585-7813, Maurice Mercer.

Experienced, Dependable announcer, licensed, mature voice, salary open, midwest preferred, Bill 612-447-2835, after 1PM.

Extensive Experience ... 15 to 20 station market. Employed now. Consider smaller market, right location. Box M-30.

Sports Director: Experienced Play by play, basketball, baseball, football, available immediately. Box M-13.

I'm the right guy, love small or medium market, friendly DJ/news, good production. Experienced, hard worker with hard working attitude. Call Tony at 914-968-4840 or Box M-5.

I'm talented, personable, and seeking work in announcing, sales and production at a small market MOR or country station in the Great Lakes region. Call R.C. O'Connor at 412-264-1327.

New York Based Experienced Broadcaster Top commercial actress, film and television credits. Seeks to relocate other major market. Great on phones. Talk Format. Experienced Interviewer. Box No. 1, 312 West 81 Street, N.Y., N.Y. 10024.

Motivated to produce listeners and sponsors. Aggressive DJ, news sales, excellent appearance. Broadcast trained. Jeff 212-767-5068.

Experienced minority broadcaster with eleven years, 7th market background in Beautiful Music, Country and Adult Contemporary. Nine years automation. BS and technical schools. Stable family man. Telephone 617-524-0885 today.

Separate The Amateurs Fast. I'll audition on the phone. Call Gene Johnson, trained and experienced announcer, Newscaster-reporter. 212-485-9849 mornings.

SITUATIONS WANTED TECHNICAL

Very Competent Engineer seeking position with AM, FM, or AM/FM combo, full time and long term, as chief engineer or assistant chief. 13 years in broadcasting. Management experience. Can also do air shift. Married. Will relocate. Hard working, and dependable. Heavy audio, RPU, Automation experience. Large or small market. Box M-24.

SITUATIONS WANTED NEWS

Talented Sports Reporter, 6 years experience, wants solid sports position, could combine with news, aggressive local reporting, sports talk, major college PBP Ready immediately, any market, call Jim 614-436-6133.

Talented News Reporter seeks dependable news operation, aggressive local reporting, excellent delivery, writing, 6 years experience, ready immediately, any market call Jim 614-436-6133.

News-sportscaster: Excellent writer, two years experience field reporting in San Francisco Bay Area, some play-by-play activity. Reply: David Petersen, Box 515, Belmont, CA 94002.

Have Typewriter Will Travel. Reporter-Production-Editor in Providence, R.I. Clear, authoritative delivery. Four years broadcast experience. College Grad. All offers considered. Call 401-272-9461 or Box M-31.

Anchorman/reporter seeking superior station that wants excellence. Major market experienced veteran. Strong credibility, authority. Expert initiative/investigative news skills. interested East. Box M-14.

Experienced, dedicated newswoman. BS, Broadcast Journalism, Boston University. Currently reporter/anchor Metropolitan New York. Strong writing skills. Willing to relocate. Box 144, Little Falls Post Office, Little Falls, New Jersey 07424.

Female, Radio/TV Grad. News, sales exp. D.C. area. 301-284-1034.

Professional ... capable ... impartial ... fair ... bright ... articulate ... dedicated ... thorough ... objective ... excellent ... most competent ... an asset to any organization ... all evaluations of my News abilities. Eight years broadcast experience. Available immediately. Call Jerry 617-754-8544 or 8464.

Quality Individual-Quality PBP Intelligent, educated, experienced, dedicated, knowledgeable. Football, Basketball, Baseball. Box K-209.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Management Shakeup. After 13 years with WPTH Ft. Wayne, nine as PD, I must move. 16 yr pro looking for PD/OP/Md position at stable operation. Call Don Ray 219-483-3909 for resume.

If you need a morning show that's local, humorous, highly saleable and priced right, call Program Director Bob West at KQAM, Wichita, Kansas 316-838-7744, ask him about the Charlie & Harrigan Program.

NYC. Attention Personnel. 9 years experience all aspects. BFA, Queens resident. 212-746-4025.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager-74th ADI, Midwest CBS affiliate seeking a professional individual with strong on-air print, radio, billboard, news and over-all station image promotion experience. Applicants should send confidential resume and salary requirements to Program Manager, KFVS-TV, PO. Box 100, Cape Girardeau, Missouri 63701 EOE.

TV Station Manager-Small market owner in South is looking for a good manager to play important role in running station. Mail particulars to Box K-224. We are an Equal Opportunity Employer, M/F.

Business Manager for Independent station in Oklahoma City. Prefer accounting degree with at least three years broadcast or related experience. The person selected will be in complete charge of all business related functions including accounting, credit and collections, and will have full department head status reporting directly to the General Manager. Position is open immediately. Rush letter, resume and salary requirements to Ted Baze, VP and General Manager, KGMC-TV, PO Box 14587, Oklahoma City, OK 73113. EOE/MF.

Assistant Business Manager: Move South before winter hits. Join top 50 market affiliate with hard-working Business Office staff. Minimum one year experience in television business functions required. Will supervise 11 employees. College degree preferred. Excellent growth opportunity. Send resume with salary requirements to Box M-10. An Equal Opportunity Employer.

HELP WANTED SALES

Account Executive-NBC network affiliate in rapidly growing sunbelt market needs aggressive, experienced local AE to cover an established agency/client list. Local & regional sales experience necessary. Send resume with salary requirements to Box K-195. E.O.E.

Number one independent station has immediate opening for an aggressive Account Executive with experience in T.V. sales. Apply to: Tim Leaf, Sales Manager, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435 612-925-3300. KMSP is an Equal Opportunity Employer.

Account Executive. Top 20 Network Affiliate in Southeast seeking an ambitious A.E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Box M-42.

Television Account Executive-Midwest affiliate station of major broadcast group in top 20 market is seeking ambitious, street-smart Account Executive with extensive TV station sales background and strong retail experience to carry a list in the 40 to 45 M range. Equal Opportunity Employer. Send replies to Box M-40.

Local advertising sales position. Retail and agency experience pref. Good commission and draw. Resumes: KTSF-TV, 185 Berry St., San Francisco, CA 94107.

HELP WANTED ANNOUNCERS

Television Announcer for number one market station. On Camera and Booth experience necessary. Includes News and Voice-overs. Send audio and/or video cassette, resume to PO. Box 1300, New York, NY 10101.

HELP WANTED TECHNICAL

Television Maintenance Engineer. Must know electronic troubleshooting. Will assist in maintaining all television equipment at station. Brand new RCA transmitter installation. Brand new production facilities. Contact: Bill Brister, Chief Engineer, WGNO-TV, No. 2 Canal Street, New Orleans, LA 70130, 504-581-2600. E.O.E.

Expanding Christian Broadcaster requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, PO. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

Chief Engineer. New network affiliate TV, Eugene, Oregon. Participate in design, construction, equipment acquisition, installation and eventual on-air operation of new facility. Send resume to: R.W. Davis, KMTR Inc., PO. Box 7365, Eugene, OR 97401. EOE.

Assistant Chief Engineer: Immediate opening at Upstate New York Independent UHF. Must be a self starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, 360 East Ave., Rochester, N.Y. 14604. EOE.

**HELP WANTED TECHNICAL
CONTINUED**

Video Engineer Immediate opening—University TV production unit seeks experienced maintenance/production engineer to run full color studio. Knowledge of Ikegami cameras, lighting, 3/4" editing systems required. Duties include equipment setup and maintenance, production work, EFP and editing. Submit letter of application, resume, including salary history and expectations, before November 15, 1981 to: V. H. Aulestia, Director, Instructional Media Resources, University of Maryland-Baltimore County, Catonsville, Maryland 21228. 301—455-3208.

Broadcast Engineering Technician needed for FM and TV station to maintain studio equipment. Require First Phone License and experience as a Broadcast Technician. Closing date October 30, 1981. Write to David Walstad, KUAC, University of Alaska, 208 Theatre Bldg., 312 Tanana Drive, Fairbanks, AK 99701. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist. The University of Alaska is an EO/AA Employer and educational institution.

Maintenance Engineer: Experience in state-of-the-art television and microwave E.N.G. systems. First class license, S.B.E. certified broadcast engineer with drivers license. Not entry level position. Equal Opportunity/Affirmative Action Employer. Send resume to Box M-39.

Major Market UHF independent needs a chief engineer. Must have UHF experience and good leadership ability. Send salary requirement and resume. Box M-11. EOE.

Engineer for public broadcast station KUAT-TV. This position provides technical support for the editing of television production and is responsible for technical quality. The individual must be familiar with one inch videotape format and time code editing. Other operations duties as assigned. First class FCC license desirable, plus two years experience. Salary hiring range: \$15,275 to \$16,802 depending on experience. Send resume by November 13 to Employment office, Babcock Building, University of Arizona, Tucson, AZ 85721. An equal opportunity/affirmative action employer.

Excellent career growth opportunities exist for an experienced UHF television transmitter engineer. Background should include maintenance and operation of a UHF TV transmitter, microwave system, and studio equipment including cameras and 3/4" VTRs. FCC 1st Class License required. Please send resumes or direct inquiries to: Mr. Ansel Wayne Smith, Director of Engineering, Focus Broadcasting Company, Suite 1922, 875 N. Michigan, Chicago, IL 60611, 312—751-0785. EEO Employer.

Engineer-Maintenance Long Island Public TV Station; experience in maintaining camera, videotape machines and terminal equipment. Salary \$17,000-\$20,000 plus benefits. Resumes to: Director of Broadcasting, WLIW-TV, Channel 21 Drive, Plainview NY 11803.

Switcher: Produce and direct commercials. Degree in Radio & Television preferred but not necessary. Must be experienced in commercial production switching. Must have a thorough knowledge of Grass Valley Switcher, experience with a 4 camera chain, experience with RCA 600 and Ampex 1200 to include recording and editing functions. Salary and other benefits open. Please send resume and salary requirements to: EEO Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601. Equal Opportunity Employer.

Chief Engineer—Newly established cable TV programming service needs experienced chief. Applicant should be fully versed in all phases of television technology. Apply to Prism New England, 600 Tower Office Park, Woburn, MA 01801.

Chief Engineer Sioux Falls-Mitchell, South Dakota KXON-TV. Call Gene Monday (605) 996-7501. EEO.

Help Wanted News

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.

Producer/Director, Weekends plus 3 days a week. If you understand visual and can produce and switch a quality news cast, then rush resume and salary requirements to Box K-191. E.O.E. Deg./Exp. req.

Wanted: Freelance ENG crews in major US cities in support of news network now forming. Send information and experience to: News Crews, Marian Stern, 4 Washington Square Village, New York, NY 10012, Suite 11A 212—683-5514.

Anchor—Early and late M-F. Qualifications: anchor experience, college degree, good journalistic skills. EOE. M/F. Send tape/resume to: WMBB-TV, Box 1340, Panama City, FL 32401. Attn: Doug Grimm.

Anchor/producer, top rated noon broadcast. We're looking for a dynamic person wishing to join an 18 person ENG equipped news department, in a high tech community Group owned VHF net affiliate. Send resume and tape to News Director, WBNG, 50 Front Street, Binghamton, New York 13902.

Anchor/Producer. We are looking for quality people to become involved in innovative late night news. If you're better than good send resume and salary requirements to Box K-191. E.O.E. Deg./Exp. Req.

Photo Journalist. That's what we're looking for, not shooters. Our talented staff has the ability to produce quality visual stories. We want someone who can fit right in. If you're committed to news, send resume and salary requirements to Box K-191. E.O.E. exp. req.

Immediate opening for reporter with possible weekend anchor duties. Great second step. 4-station news network with statewide show. Tape and Resume to: Ed Coghlan, Box 1331, Great Falls, Montana 59403.

Sports Reporter—Weekend Sports anchor; experience in anchoring, field production & ENG editing a must. Send tape and resume to Joe Lesem, N.D., WJTV, P.O. Box 8887, Jackson, MS 39204.

Anchor-Field Reporter: 2 years anchor experience with ability to produce and also field report. Send tape & resume to Joe Lesem, N.D., WJTV Jackson MS 39204.

Field Reporters & Photographers for aggressive, expanding news operation ... Experience & proven skill a must. Send tape & resume to Joe Lesem, N.D., WJTV, Jackson, Ms. 39204.

Reporters—We're expanding our talented staff once again. If you love TV news and are among the best then send resume and salary requirements to Box K-191. E.O.E. Deg./Exp. Req.

Top fifties group-owned sunbelt ratings leader seeks 5 PM. producer, weekend anchor and weekend weathercaster. Reporting skills necessary. We're state-of-the-art with multiple Live units and Live helicopter. Send resume and salary requirements to Box M-43. E.O.E.

News Editor. Creative, production-oriented ENG tape editor for top 15 market. Leading local news operation, some professional news editing experience necessary. Equal Opportunity Employer. Box M-8.

News Photographer. Aggressive, people-oriented ENG news photographer for top 15 market. Leading local news operation. Some professional news experience necessary. Equal Opportunity Employer. Box M-7.

ENG Photographer. WFRV-TV, Green Bay, needs an experienced ENG photographer. Preferred skills with TK-76 and Ikegami cameras. Live experience helpful. Send tapes and resumes to Tom Nugent, Chief Photographer, WFRV-TV, P.O. Box 1128, Green Bay, Wisconsin, 54305. EEO.

Top 50 market news leader seeks reporter with anchor potential. Send VCR and resume to Bob Brunner, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE. No calls please.

Feature Reporter—Top-rated news department searching for feature reporter. Rush resumes and tapes to Jim Hefner, News Director, WFMV-TV, Box TV-2, Greensboro, NC 27420. EOE.

Talent Search: Dynamic, consumer-oriented reporter as key anchor for national information morning show. Write Hillier/Lansky, 2658 Bridgeway, Sausalito, California 94965. Call 415—332-5830.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

Take Charge Promotion Manager for aggressive Mid-West TV station. Creativity, attention to detail, and desire to lead, all essential. Resume and salary requirements to Box K-223.

Promotion Director: Must have creative writing talent, hands-on editing and production skills, experience. Send resume and demo reel to Promotion, KOAT, Box 25982, Albuquerque, NM 87125.

Traffic Manager needed immediately for new TV Station in Southern Good Life City. Experience necessary for manual system. Perfect move up for current assistant. Resume and salary history to WTSG-TV, Box 4050, Albany, GA 31706 912—435-3100. EOE.

Production Manager—To supervise, train, and develop all phases of production. We have live camera, local sports, local talk and magazine shows and a large news commitment. Local production and studio commercial production growing. Send resume and salary requirements to Jack Porray, KTVN, P.O. Box 7220, Reno, Nevada 89510. An EOE employer.

Field Producer/Reporter. KTCA-TV, the Minneapolis/St. Paul PBS station, has an opening for an experienced field producer/reporter for a sophisticated public affairs magazine program. Need solid journalist who knows how to produce with fine production values. Good on-air presence a must. Competitive salary and chance to be part of a quality production effort. Send tape and resume to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. (EEO/AA employer).

Aggressive Gulf Coast station seeking experienced Promotion Manager. Heavy background in news, program and station image necessary. Send resume and salary requirements to Box M-45.

Promotion producer—Top 10 market, network affiliate needs experienced on-air promo producer for movies and news. Creative, self-starter and with extensive background in production and writing. Send resume and salary requirements to Box M-35. We are an equal opportunity employer.

News Graphic Artist. Design and prepare newscast graphics, reporting to art director at desirable station in 10th market. Requirements: Degree in commercial art or equivalent, 3-5 years experience, minimum 1 year broadcast design. Send resume to: Box M-33.

Experienced Copywriter/Producer to write and produce commercials for station in tropical south Texas (30 minutes from ocean and Mexico). Technical skills not necessary, but good creative and organizational skills essential. Must be able to sell your concepts to clients. Send resume and cassette to Chris Kelly, Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, Texas 78550. AA/EEO.

We need a multi-skilled producer who can research, write, and visualize complex stories in program length formats. Some on-camera experience required. Directing and hands-on EFP are pluses. At a minimum salary of \$29,452 a year, we aren't looking for beginners. If you've been around enough to know what you are doing, but are still ready to catch the excitement of life on the last frontier, write: KUAC-TV, University of Alaska, 208 Theatre Bldg., 312 Tanana Drive, Fairbanks, Alaska 99701, before November 20th. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist.

Asst Promotion Director—Need person who is creative, knows production and has good writing skills. Live and Work in pleasant climate at an aggressive ABC Affiliate. Send resume & samples to Clark Grant, KNTV, 645 Park Avenue, San Jose, CA 95110. An EEO Employer.

No. 1 Group Owned Station in 50th market seeks experienced and creative promotion manager with proven credentials in print and on air. Candidates must be detail-oriented in this take-charge position that requires imaginative production expertise. Excellent salary and benefits with the nation's pioneer television station in the countryside of upstate New York. Call Terry Walden, Program Manager 518—385-1289. WRGB-CBS Albany/Schenectady/Troy, N.Y. General Electric Broadcasting. An EEO Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

TV Continuity Writer/Producer. Minimum \$12,028. Deadline 11-17-81, for Ohio University PTV, Call Dave Wilson, 614-594-5682.

PM Magazine field/associate producer to work on established PM Magazine in top 10 market, network affiliate. Must have extensive ENG field experience in addition to excellent writing skills, the candidate must demonstrate the ability to produce informative, entertaining and absorbing feature story. Send tape and resume to: Dick Dietrich, Executive Producer, PM Magazine, WJBK-TV, Box 2000, Southfield, Michigan 48037. All tapes will be returned. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager. Former key executive major rep with top market GM experience seeking return to station with equity position. Box K-186.

Sales manager. Total experience and ability all phases television sales management. Results/profit oriented. Top business and personal character. Present position does not utilize full capabilities. Box M-22.

General Manager. Practicing television 27+ years! Outstanding track record! Produces spectacular sales and profits, plus prestige! Box M-2.

SITUATIONS WANTED NEWS

Sports Director - 3 years experience. Looking for market with major college sports. Talented and creative! Call 414-465-1876 mornings.

TV Meteorologist 2 yrs. medium market experience looking for greater challenge. Mark 615-688-1813.

Sports Director whose professional approach can produce the winning edge. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, impressive "involvement" packages. Tape shows versatility. Available now. 402-330-4373.

T.V. Meteorologist Easter to work full time at medium size market. 2 years on-air experience in college. Available upon graduation, N.I.U. 12/19/81. Call or write Mark Stern for Tape/Resume, 807 Taylor St., Apt. 512, DeKalb, IL 60115 815/758-6325.

Female Meteorologist, just out of college, desires employment. Good forecaster, cordial personality with radio and television experience. Available immediately. Call Susan 201-349-8655.

Reporter-Anchor. Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 309-691-2927.

Top 10 sports producer looking for on air opportunity. All market sizes and locations considered. Box K-179.

News Administration is my career. Over 20 years journalism; news director here over 10! Seek new challenge, solid future. Offer stability, dependability, responsible operation created-continued. Box K-182.

ENG News Cameraman. 3+ years experience. Live van, TK76, Sony 6000, EFP background. One man band, proven abilities: camera, sound, lighting, quick, good news sense, ability to work well with news staff. If you are looking for these qualities call Erick 415-924-2661 or write Box K-192.

Tired of the same old thing? Experienced sports anchor displaying wit, humor, innovation and personality seeking position in medium or large market. Tight writing and public-participation features displayed, along with strong editing skills. Reply to Box K-212.

ENG shooter/editor, nine-year TV veteran seeks creative larger market opportunity in news or production. Management background. For tape, resume reply Box M-23.

Bright, attractive, minority woman, 25, seeks break-in broadcast job. Articulate reporter for top Los Angeles newspaper with brief radio-TV experience. Can-do personality, solid writer, strong news sense. Eager to be groomed for the broadcast field. Tape available. Box M-21.

Weather is my business. Top-30 meteorologist, AMS seal, currently market leader, 6 years experience, available now. Box M-29.

Reporter with extensive newspaper experience, one yr. TV seeks news department that cares about journalism. Box M-15.

Television News Director/anchor with 11 years experience seeks new challenge. Age 35. Experience as a versatile television and radio journalist with broad knowledge of newsroom operation. Well-grounded in staff advisory, policy building and administrative responsibilities. Looking for anchor, news director or combination position. Resume and tape available. Box M-4.

Heavily Experienced network newsmen, seeks news director or anchor in Southern California. Radio or TV. Excellent credentials. Box M-3.

Professional, personable, Washington, DC, news-woman wants to relocate as on-air reporter. Three years newspaper, television, magazine experience. Prefer Eastern location. Call 202-265-7920.

T.V. Weathercaster strong personality, imaginative, very credible, 10 yrs. Broadcast experience, degree, will relocate, you'll truly love tape. 901-683-3924 mornings.

Reporter with degrees and some newspaper, radio and television experience, wants to join television news or documentary staff. Larry Kerr, 5116 Schmitt Road, Farmington, New Mexico 87401, 505-325-9142.

Female, 28, seeking position as early morning or evening magazine personality. Experienced morning TV interview program and noon news. 812-476-8443.

Journalist, trained, available and ready for entry level news position. Call Joe, 313-624-1463.

Seeking reporter/anchor position. Excellent writing skills. Presently employed in radio. BS, Broadcast Journalism, Boston University. Will relocate. Box 144, Little Falls Post Office, Little Falls, New Jersey 07424.

Meteorologist-Energetic and very dedicated to weather. Over ½ year experience part-time, 60's market. Looking for No. 1 or No. 2 man spot. Available January, 1982. Contact Mike Modrick, 821 Washington, Story City, Iowa 50248. 515-733-4840.

Sports anchor-reporter ... available now! Seven years experience, both radio and TV, including p-b-p. Call John 317-448-1359.

Photographer/reporter with degree, talent and experience seeks respected news department. 701-225-4866. John.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Creative, hard-working production person seeking employment with commercial production facility. Experienced in field productions. Contact: Steve Higginbotham, General Delivery, Sayre, Alabama 35139. 205-674-9006.

Ambitious, hard-working female communications graduate seeks production position. Will relocate. Phone 516-221-4006.

Producer/Editor feature reporter 5 yrs. TV experience. Strength on both sides of the camera. Bright, energetic, creative. Available now! Claudia Johnson 219-432-1093.

Experienced Producer-Director available for prime time newscasts. Dedicated professional with management potential. Call Anthony R. Robinson, 713-271-0560.

Program Director of WABC-TV and WCAU-TV (Emmy Winner) and Exec for Teleprompter network, consultant for Public TV incl. daily magazine and arts magazine and theatre-to-television, consultant for CBS, Princeton University, Childrens' Television Workshop, seeks Program Executive staff position. 609-924-5034 messages or 30 Mulberry Row, Princeton, NJ 08540.

ALLIED FIELDS

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 NEWS

We are a well-known trade association needing a bright, articulate broadcast journalist who likes challenge and controversy. You'll be based in Washington, D.C. and travel extensively representing us on radio, television and press interviews and in front of civic and business groups. You must have at least three years of experience and be interested in the media and advocacy work. You must also show an ability to think quickly, ad-lob and write. For the right person, we offer excellent benefits and a salary in line with your track record. Reply to Box K-198.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio-TV Writer-Producer to cover Extension Division of major land-grant university. Write and narrate radio and TV programs, news features, and public service spots. College degree plus work experience, familiarity with Extension programs, and on-air background preferred. Salary range starts at \$15,991. Write to: Postilion 376, Linda Woodard, Employee Relations, Virginia Tech, Blacksburg, VA 24061, by December 1, 1981. An Equal Opportunity/Affirmative Action Employer.

Broadcast research assistant. Leading radio research company seeks trainee, research experience helpful, degree required. Send letter & resume. Box M-17.

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124, by December 1, 1981.

Broadcasting: Tenure track appointment beginning June or August, 1982. Master's degree required, Ph.D. preferred. Responsibilities include teaching undergraduate courses in radio-television emphasis of Department of Mass Communication; coordinate and advise R-TV students; maintain relations with professional broadcasters in Fort Worth-Dallas metroplex. Send resume, transcripts, a brief description of research interests and three letters of reference to Ronald D. Ballard, Dean, School of Science and Humanities, Texas Wesleyan College, Fort Worth, Texas 76105. Closing date for applications is December 15, 1981. An Equal Opportunity/Affirmative Action Employer.

Mass Communication. Two faculty positions (tenure-track) available Spring 1982. Fall '82 appointment also possible. 12 hr. teaching load, advise students, participate in dept. activities. Qualifications: Ph.D. and professional experience required. Rank: assistant professor; salary \$15,000-\$23,000 depending on qualifications and experience. Opportunity for summer and evening teaching for additional remuneration: 1) teach media management, media criticism, TV production, cable TV management; ability to teach other mass media courses. 2) teach broadcast announcing and writing, radio production, introductory broadcasting; ability to teach other mass media courses. FCC first class license preferred. Minorities and women are encouraged to apply. Send resume and letters of recommendation by Nov. 27, 1981, to Dr. Irene Shipman, Chairperson, Dept. of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An Equal Opportunity, Affirmative Action Employer.

HELP WANTED INSTRUCTION CONTINUED

The Kiplinger Program in Public Affairs Reporting invites applicants for its 1982-83 program, beginning Sept. 22, 1982, at The Ohio State University. Professionals with 2-5 years experience can earn a Master's degree in journalism. Substantial teaching associate-ship funds available. Write or call: The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH, 43210; or telephone 614-422-7438.

Los Angeles area university Asst. Prof. tenure track for TV production and management courses, Sept. 1982. \$19,044-\$22,896. Minimum requirements; Doctorate, M.F.A., or other terminal degree in related area, two years university teaching TV production and/or management; professional experience in one or both teaching areas. Deadline: January 15, 1982. Chair, Search/Screen Committee, Position No. 82-13, RTVF Department, California State University, Northridge, CA. 91330.

Los Angeles area university Asst. Prof. tenure track for film production and coordination of internship program, September, 1982. \$19,044-\$22,896. Minimum requirement; Doctorate, M.F.A., or other terminal degree in related area, university teaching in film production desired, with significant experience in film production. Able to coordinate internship program with media organizations in Los Angeles area. Deadline: February 1, 1982. Chair, Search/Screen Committee, Position No. 82-12, RTVF Department California State University, Northridge, Ca. 91330.

Head of the School of Journalism and Broadcasting Oklahoma State University seeks a vigorous and dynamic leader for the School of Journalism and Broadcasting. Ph.D. or equivalent, with a record of distinguished scholarly and/or creative achievements, is required. Previous administrative experience is desirable but not demanded. Rank of Associate or Full professor with academic area of expertise encompassed by the School's discipline. The Head is the chief academic and fiscal officer of the School, and directly responsible to the Dean of the College of Arts & Sciences. The School is composed of 20 faculty, and serves 687 undergraduate and 30 graduate majors. The Head is also the chief administrative officer for KOSU-FM and the daily campus newspaper. Applications should include a curriculum vitae and the names of three references. To receive full consideration, please send application by January 15 to: Smith L. Holt, Dean, College of Arts & Sciences, Oklahoma State University, Stillwater, Oklahoma 74078. Oklahoma State University is an Affirmative Action Equal Opportunity Employer.

Communications Specialist Instructional Electronic Media. Seek person effective January 1982 or when available thereafter on tenure-leading academic rank line. Work with subject matter specialists in developing instructional materials for closed circuit delivery. Take instructional objective from inception to completed product using audio cassettes, video cassettes, teleconference via telephone, radio or television and other electronic delivery systems. Provide counseling and training for staff in effective use of electronic delivery systems for educational purposes. Master's required (Doctorate preferred) in Mass Communications or Journalism with emphasis in Television or Film. Must also have degree in instructional technology, instructional design, educational media, instructional systems or related area. Must have three years minimum full-time experience in television or film production, including writing, directing and producing. Preference for experience in video tape production. Must have demonstrated creative ability in utilizing electronic media to effectively present educational material. Possess ability to relate well with University clientele plus experience in land-grant institution desirable. Apply by December 1 (or until suitable candidate found thereafter) to: Dr. Richard L. Fleming, Head, Department of Agricultural Communications, Institute of Agricultural and Natural Resources, University of Nebraska-Lincoln, Lincoln, Nebraska 68583-0918. Affirmative Action/Equal Opportunity Employer.

Two instructors/Assistant professors for Spring semester, 1982. Applicants should be capable of teaching a variety of media courses. Master degree required. Tenure track. Salary negotiable. Equal opportunity employer. Send resumes and three letters of reference to Dr. Finis E. Schneider, Department of Mass Media Arts, Hampton Institute, Hampton, Virginia 23668. Deadline November 30, 1981.

Assistant Professor/Communications media department: Permanent tenure-track position beginning September, 1982. Duties include: Teaching 3/4 time graduate and undergraduate courses in Radio Production and History, Audio Production courses and Scriptwriting. Administer 1/4 time University-owned, Department operated 100 watt FM radio station. Supervise approximately 50 student workers. Academic preparation: Doctorate in Broadcasting or allied discipline preferred. M.S. plus coursework required. Experience: Management and production experience in commercial or public radio required. Knowledge of FCC regulations regarding public radio is required. Three years teaching experience or equivalent is also required. Send application and support materials to Chairman Search Committee, 121 Stouffer Hall, Communications Media Department, Indiana University of Pennsylvania, Indiana, PA 15705. Application deadline is November 20, 1981. IUP is an Affirmative Action/Equal Opportunity Employer.

Head, Journalism Department New Mexico State University seeks a Head for its Department of Journalism and Mass Communication. This is an opportunity to give direction to a program with approximately 200 majors, covering the fields of broadcasting, print and electronic journalism, and advertising. Some teaching is expected. General oversight of full service public radio and television stations. Qualifications must include: college teaching; PhD preferred; administrative experience in either an academic or professional setting; and significant professional accomplishment in print and/or electronic media. Salary is competitive, depending on qualifications and experience. Submit letter of application, resume, and three letters of reference to: Karen Holp, Search Committee Chairman, Department of Journalism and Mass Communication; Box 3J, New Mexico State University, Las Cruces, New Mexico 88003. Deadline for receipt of applications January 5, 1982. Appointment effective July 1, 1982. NMSU is an Equal Opportunity/Affirmative Action Employer.

Telecommunication—Assistant professor (academic year, full-time tenure stream appointment). Teaching at the undergraduate and graduate levels in one or both of the following areas: (A) application and impact of telecommunication technology, (B) programming practices and strategies. Research, publication, and public service expected. Ph.D. required with evidence of effective teaching capability in large and small classes. Academic background and research in the application and impact of telecommunication technology. Position available September 1, 1982. Send application materials by December 31, 1981 to: Dr. Thomas Muth, Chairperson, Faculty Search Committee, Department of Telecommunications, 409 Comm Arts and Sciences Building, Michigan State University, East Lansing MI 48824. 517 355-8372. MSU is an Affirmative Action/Equal Opportunity Institution.

Telecommunications Kutztown State College, located an hour from Philadelphia in Southeastern Pennsylvania, is seeking Assistant or Associate Professor to teach in established undergraduate program of 300 majors and new graduate program. Primary areas of expertise should be in television production, management and cable. Opportunities to produce programming for 4-cable system network totaling 200,000 homes. Tenure track position. PhD. preferred. Professional experience and teaching experience required. Salary competitive. Available January 1982. Send resume, transcripts and 3 letters of reference to: Search Committee, Dept. of Telecommunications, Kutztown State College, Kutztown, PA 19530. Kutztown State College is an affirmative action/equal opportunity employer.

HELP WANTED TECHNICAL

Chief Technician for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doran, Director of Engineering, Donrey Media Group, P.O. Box 550, Las Vegas, NV. 89101. Telephone 702-452-2061. An Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For 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.

Want to Buy a used TV transmitter, channel 5, one, five or ten kw. Contact G. Bonet WORA-TV Box 43, Mayaguez, PR 00709 809-832-1150.

Want to Buy CBS loudness meter. Contact Chris Hood at 412-921-4357 or 921-2911.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & 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 train. 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.

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, CBS504B TBC. 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.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

5 KW FM RCA BTF-5D (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

**FOR SALE EQUIPMENT
CONTINUED**

Revox PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

Harris 2.5KW transmitter FM. Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

Quad VTR's: RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; AMPEX 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-icons, \$10,000. Call Bill Kitchen or Jim Herring, quality Media, 800-241-7878. In GA call 404-324-1271.

Three PC70 Studio Cameras. a Schneider 10:1s, FET Preamps; Houston Fearless Friction Heads and Pedestals; Tripods, Dollies. All in good working order. Contact: Dave Hoppe, HBO Studios, 120A East 23rd Street, New York, N.Y. 212-477-9341.

Channel 10 Transmitter Package; includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

Hitachi FP1212 3 tube camera with 10-1 zoom lens, 50 foot cable and CCU Bell & Howell B&W studio camera with 10-1 zoom lens and external sync cable. 2 O'Connor "100" Pan/tilt heads. 10 Sony VO 2850 VTR's. CMX modified; 2 Sony VO 2850 A VTR's. CMX modified; 4 CVS 504B TBC's. ISI midel 612 production switcher. BEG Model EN210 closed caption encoder/decoder with twin disk drive. 35MM interlock projector. 1 8 plate and 1 7 plate KEM flatbed editing tables. 16 & 35MM elements. 2 Sony RM 400's. Please call George or Jim for details. Phone No: 312-321-0880.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and angeneux power zoom lens ... 25K 714-283-9355.

Telecine Specials! Phillips 25mm, all modifications, refurbished ... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic ... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071-Int Cinema Mia.

RCA 50-H, with solid-state exciter, and plenty of spares. Like new. Delivery from stock, presently tuned to 1180kc. Also Continental 10kw AM, Continental 5kw AM and FM transmitters from 5kw to 20kw. Besco International, 5846 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

TV Microwave System consisting of 2 Lenkurt 778A2 microwave transmitters both 6900-6925 MHz (no receivers), approximately 100' waveguide, 1 4-foot parabola antenna with heated radome. For sale by sealed big by WGTE-TV in behalf of Ohio Building Authority. Equipment available late December 1981 in Toledo, OH. Inspection by appointment. Sealed Bids must reach R.D. Smith, WGTE-TV, 415 N. Saint Clair Street, Toledo, OH 43604, by 5:00 PM November 30, 1981.

RCA Film/Slide Chain consisting of 1 TK-27 camera, 2 TP-66 film projectors, 1 TP-7 slide projector, 1 TP-15 multiplexer, 1 slide projector mounting base, 1 interconnect box, 1 D.C. power supply. For sale by sealed bid by WGTE-TV in behalf of Ohio Building Authority. Equipment available late December 1981 in Toledo, OH. Inspection by appointment. Sealed Bids must reach R.D. Smith, WGTE-TV, 415 N. Saint Clair Street, Toledo, OH 43604, by 5:00 PM November 30, 1981.

Six RCA RT-27 Cartridge machines, two record amps, cart winder with timer, all virtually as new. 313-285-9700.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Stereo Mixing console, spotmaster 4550, like new. \$1000.00 315-285-9700.

Microwave Equipment. 2 Channels. CARS Microwave. (2) MA12G TX, Rack MT W/PS. (3) MA12XC RX (2) 6" PARA, ANTI, 400' ELL W/G, (2) PRESS kit (2) Dehydrator. New \$27,000. Best Offer. MCC, Inc., P.O. Box 232, Monticello, IL 61856. 217-762-9402.

Prod. & Remote Equip. Sale: Complete Ampex RA-4000 Editing System, numerous Ampex 1200-A's, 1200-B's and 2000-B's, Gates PE-245 Film Camera and PF-12 Multiplexer, Hitachi SK-70, Sony 3/4" Recorders, Grass Valley Switchers, Conrac Color & B&W Monitors, Audio and Distribution Equipment, 35 foot 4-Camera Mobile Unit with PC-70's, Grass Valley 1400-8, RTS PL & IFB, full monitoring and terminal equipment. Thousands of feet of camera cable. For complete listing call: 214-637-2400.

For Sale: Tektronix 1480R Monitor, Opt 1, 520A Vectorscope 1405 TV Sideband Adapter. Less than 100 hours "on" time, 25% off catalog price. Call Tom Leung or Bob Gornick, CTS Corporation, 219-293-7511.

Bias Computer Equipment—Centronics Model 503 Line Printer, Centronics Model 500 Line Printer, 2 Hazeltine CRT's, 4 years old, printers in excellent condition. Will sacrifice all for \$3,000. You pay shipping. Contact Kathleen Gorman, WTVQ-TV, 606/299-6262.

Telemet Model 3706—Al Side Band Analyzer. Unused, mint condition, recently released from storage, \$2500 FOB Pittsburgh, Kaiser 412-341-2384.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newspaper Cards personalized with your client's 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.

Turn Key Transmitter Installations. High power UHF-VHF low power TV and translators. Planning assistance available. ARG Associates, 3102 Medina, Garland, TX 75041. 214-278-8498.

Low Power television crash course, Albuquerque, NM, Nov. 7-8. Printout of all applications to date \$15.00. 602-945-6746.

Sell Henry Fonda in a special radio salute to celebrate the publication of his new autobiography. Fonda. New American Library offers an exclusive 30 minute interview with co-author Howard Teichmann with PSAs, a Fonda trivia quiz with copies of the book and a special report for news directors. State preferred component of promotion in ordering toll free from Parkhurst Communications-800-431-2797.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 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.

RADIO PROGRAMMING

Photo Tips radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181. Domain Communications, Box 337, Wheaton, IL 60187.

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.

Here's Extra Billing. Seventy creative ten second Christmas/New Year's greetings in script form from Holiday Productions. Simply insert sponsors name. Sales aids included. Send check or Money Order Now to: Holiday Productions, Box 20073, Seattle, WA, 98102. We'll send your Holiday greeting package by return mail.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**RADIO
Help Wanted Management**

RADIO MANAGER

Group Operator seeking General Manager for medium size market. Heavy sales background required. Will consider current sales manager wanting to move up. Excellent opportunity and benefits with growing organization. An Equal Opportunity Employer. Send resumes to Box K-205.

**HIGH PROFILE AM DRIVE
TALENT OR TEAM FOR
BOSTON**

We're staffing WMJX, soon to be our brand new FM in Boston. For starters, we need a high profile morning drive personality or team. Then, the rest of the air staff. Send your tape and resume, but please hold the calls.

Julian H. Breen
Vice-President/Radio Programing
Greater Media Inc.
197 Highway 18
East Brunswick, NJ 08816



GREATER MEDIA, INC.
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Announcers

**WANTED
DYNAMIC TALK
PERSONALITY**

50,000 watt KSTP Minneapolis/St. Paul is conducting a nationwide talent search for an experienced talk personality with proven track record.

Send tape and resume to:

Robert Oakes, Operations Manager
KSTP-AM
3415 University Avenue
St. Paul, Minnesota 55114

Equal Opportunity Employer

**KSTP 1500
News Plus Radio**

Help Wanted Technical

**WANTED: EXPERIENCED
ENGINEER**

for 3 station chain in scenic western Massachusetts. Starting Salary \$25,000. Contact Gary James, WARE, 90 South St., Ware MA 01082.

Help Wanted Technical Continued

PARK CITY COMMUNICATIONS

has an immediate opening for the position of chief engineer at WZZK Birmingham, Alabama. The facility is all new state of the art and considered one of the finest in the country. A new parallel redundant transmitter plant is scheduled for construction in early 1982. Therefore, you should be thoroughly familiar with maintaining and troubleshooting high power FM stereo systems. Prior experience as a chief engineer is necessary. WZZK is part of Katz Broadcasting, an employee owned company. Our employee stock option plan is the best in the industry. This is an excellent long term position with good benefits, salary and stock. Send a detailed resume to John Marino, Director of Engineering in care of Park City Communications, 10 Middle Street, Bridgeport, Connecticut 06604. An equal opportunity employer.

EXCEPTIONAL CHIEF ENGINEER NEEDED

for challenging opportunity with major group broadcaster. Immediate opening for chief of AM/FM combo. Position requires at least 2 years as a full time chief, knowledge of AM directionals and FM stereo, some digital background, and the ability to communicate and work with programing people as a team. You should be able to organize an engineering department and have the desire to work with the latest state of the art equipment. Send detailed resume to Box K-230.

An Equal Opportunity Employer

Situations Wanted Management

General Manager

Energetic, intelligent, hardworking individual with over 12 years of excellent performance in medium and major markets is carefully looking for a long term association with a forward-thinking organization dedicated to radio. Experience heavy on sales management, marketing and administration, AM & FM, with groups ranging from medium size to network O&D. Top industry references. 206-641-5541.

NEWS DIRECTOR-OPERATIONS MANAGER

Seeking a major market station with management that is as concerned about it's people, as it is with making money. I offer more than 20 years of solid broadcasting experience... a first phone... Better than average voice and writing skills... and the ability to get the most from my staff. If you're building... I'll put it together right. If it's built, I'll keep it together and make it better. Let's talk. Box K-166.

TELEVISION Help Wanted Technical

TELEVISION OPERATION ENGINEER

Experienced operating RCA TC 100, TR 600 and TK-45. Send resume to: D. Bannette, WBRF TV, 62 South Franklin Street, Wilkes-Barre, PA 18773.

TELEVISION ENGINEERING

The American Broadcasting Co., Inc., has immediate opportunities for individuals desiring to join our Engineering Management Staff.

MANAGER TECHNICAL FACILITIES

Responsibilities will include management of engineering personnel, technical facilities, and the operational maintenance of all broadcast-related equipment. Prefer BSEE or equivalent experience.

ASSISTANT MANAGER VIDEOTAPE OPERATIONS

Responsibilities will include supervision, manpower utilization/scheduling and quality control for daily network videotape operations. Requires thorough knowledge of television systems and experience with state-of-the-art videotape equipment.

ABC offers a competitive salary and benefits package. Qualified candidates should call or send resume in confidence to:



Dean Feruce
American Broadcasting
Companies, Inc.
4151 Prospect Avenue
Hollywood, CA 90027
(213) 557-5373

We are an affirmative action employer m/f/h

ELECTRONIC MAINTENANCE ENGINEERS

The NBC owned and operated television station, KNBC in Burbank, California, has several excellent opportunities for experienced Electronic Maintenance Engineers.

Successful candidates should possess 1-3 years hands-on service experience, preferably from a broadcast station or related activity. Consideration will also be given to individuals with good working knowledge of any of the following: 3/4 inch and 1 inch videotape recorders, audio and video equipment, time base correctors and peripheral equipment, AAS or BS degree in Electronics desirable.

We offer an excellent benefit package, including tuition assistance, salary commensurate with experience. Please send detailed resume and salary history in confidence to:

Employment Office — EME
National Broadcasting Co.
3000 West Alameda Avenue
Burbank, CA 91523



Equal Opportunity Employer M/F

CHIEF BROADCAST ENGINEER

Maintain, repair, calibrate and operate a wide variety of television equipment and systems including broadcast color television production studio; telecommunications, radio and television facilities; videotape editing system; microwave and ITFS transmitters. All new equipment including three Hitachi SK-90 cameras and RCA TH200 1" recorder. Second class RT Operators license required. 12 month contract. Salary \$1,930 per month plus benefits.

Applications accepted through Nov. 30, 1981, Palomar College, 1140 W Mission Road, San Marcos, CA 92069, 714/744-1150 or 727-7529, Ext. 2200 for additional details. Equal Opportunity Employer.

TV STATION ENGINEER

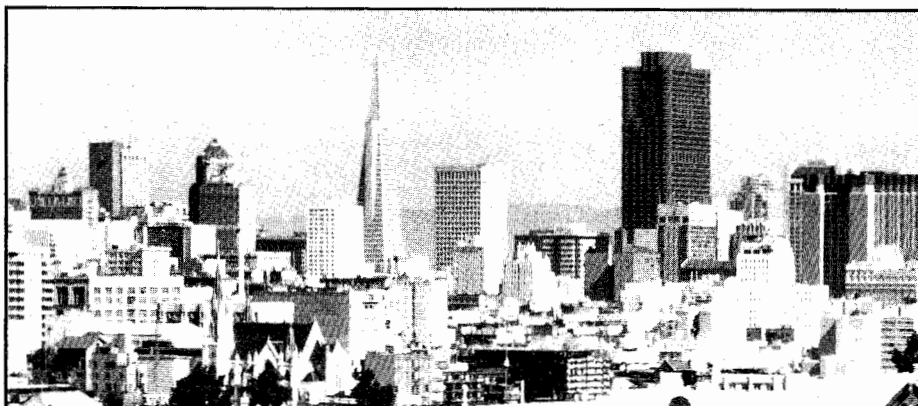
For South Texas VHF station. Good opportunity for good maintenance type. Need someone with good "hands on" experience for Sony's, 1-inch, 2-inch, studio cameras, other control room-studio equipment. Excellent location, climate, conditions, benefits. Send resume and salary requirements to Box K-206. Equal Opportunity Employer.

Help Wanted News

WEEKEND ANCHOR

Top 20 Florida station looking for experienced weekend anchor. Three years on-air experience with a strong presentation style. No calls, please write to: George Faulder, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, Florida 33733. Equal Opportunity Employer.

**Help Wanted News
Continued**



SPORTS PRODUCER

KBHK-TV is now the Bay Area's number one major league sports station with the recent acquisition of the exciting Oakland A's and Golden State Warriors.

We're looking for a Sports Producer who will handle all station sports telecasts and specials.

KBHK is a major independent station located in one of America's favorite cities. If you wish to be considered please send us your resume.

KBHK is a Field Communications station.



Tom Spitz
KBHK-TV, 420 Taylor Street
San Francisco, CA 94102

An equal opportunity employer M/F

TV WEATHER PERSON

Major market network affiliate seeks an attractive individual for on-camera weathercasting position. We're looking for someone with flair. Personality is an important qualification—so is credibility and poise. Send resume to Box K-214.

An Equal Opportunity Employer

PRODUCER

for top rated station in sunny South Carolina. If you consider yourself an excellent writer ... a communicator with ideas ... we would like to talk with you. We are a top 100 market, with a track record of excellence. Check us out. No beginners please. At least 3 years experience in TV as a reporter or producer required. Send resume, writing samples ... recent show and salary requirements to Gary Anderson, News Director, WIS-TV, Post Office Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**For Fast Action Use
BROADCASTING's
Classified Advertising**



No. 1 rated PM Magazine in major market looking for top notch experienced photographer/editor. Video production experience required. Write or call or send tape to: Executive Producer, PM Magazine, 50 South 9th Street, Mpls., MN 55402.

CO-ANCHOR

Major market Sun Belt station seeking co-anchor. Female and minority applicants encouraged. Good journalistic background, lots of live work required. Strong, warm air personality a requirement. Anchor experience necessary. Box K-216. Equal Opportunity Employer.

Help Wanted Management

**OPERATIONS
MANAGER**

WNAC-TV, Channel 7, Boston's CBS Affiliate, has an immediate opening for an experienced Operations Manager. As a member of the management team at WNAC-TV, ideal candidate will coordinate and supervise program and commercial production personnel and facilities. A minimum of 5 years' studio production and "state-of-the-art" skills essential. College degree preferred.

Boston leads the nation in local live production, and WNAC-TV needs a leader to maintain our product.

Excellent facilities with a liberal benefits plan. So, "Reach for the Stars at Channel 7," and send resume and salary requirements, to Diane Puglisi, Personnel Manager, RKO General Broadcasting, WNAC-TV, RKO Building, Government Center, Boston, MA 02114.



An RKO General
Television Station

An Equal Opportunity
Employer M/F/H/Vets

A CBS Affiliate

**Help Wanted Programing,
Production, Others**



Co-Host

Position available immediately to work with female in this established unit. Previous PM Magazine or feature reporting experience desired, producing/writing ability and dedication a must. Send tape, resume and salary requirements to Nancy Alspaugh, Producer PM Magazine, WXEX-TV, 21 Buford Road, Richmond, VA 23235. No phone calls. An Equal Opportunity Employer.

GRAPHIC DESIGN DIRECTOR

Progressive top 20 market seeking individual familiar with all phases of TV station's graphics needs: Advertising, news, sales, and commercial production with emphasis on advertising and promotion. Five years experience preferred. Will make equipment recommendations for immediate purchase and will supervise graphic designer and press operator. Conceptual ability a must. Salary, \$20's. Ideal position for assistant now working in large market. Send resume to

RICHARD W. ROBERTS
Corporate Personnel Director
WFLA INC.
905 East Jackson Street
Tampa, FL 33602
Equal opportunity employer M/F

PRODUCTION MANAGER

Major market independent station needs an experienced qualified Production Manager to handle on-air requirements and Commercial Production.

Reply in writing to: Box M-18.

EEO/MF

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE HOLBROOK, MASSACHUSETTS

The Town of Holbrook will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 11:00 a.m., January 14, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Holbrook. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Frank W. McGaughey
Robert K. Andrea
Robert A. Powlatis
BOARD OF SELECTMEN
Town, Hall, Selectmen's Office
Holbrook, MA 02343

PHOTO-JOURNALIST

Medium midwestern market seeking aggressive photo-journalist for both spot and feature shooting. Two years of television photo experience desired. We are an EEO employer. Box M-20.

Radio Programing Continued

HAUNTED HOUSES

Nationally known "Ghost Hunter" has 65 episodes, 2 1/2 minutes each, of interviews with people who live in haunted houses! Also research information on why haunted, what is a ghost, exorcism, etc. One a day, Monday thru Friday, for 13 weeks. Only \$25.00 per week. Write or call:

The Ghost Hunter
Norm Gauthier
982 Union Street
Manchester, N.H. 03104
1 (603) 669-3237

Employment Service

RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week!! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five Consecutive weeks only \$12.95—you save \$18.00!!

AMERICAN RADIO JOB MARKET
6215 Don Gaspar
Las Vegas, Nevada 89108

PRODUCER

WCVB-TV seeks an experienced Producer to conceptualize, develop and produce a variety of specials and pilots and be responsible for the research writing, determination of content/format, and overall creative integrity of these productions. The person we seek must be creative, a self-starter, and have the ability to manage show staffs as well as operate within established budgets and meet delivery dates.

Candidates must have extensive experience in the production of talk shows, children's programming, drama, documentaries and musical variety specials. A background in both film and tape is desirable.

If qualified and interested, send resume (no telephone calls please) to Personnel Dept. P-1081, Boston Broadcasters Inc., 5 TV Place, Needham, MA 02192.

An equal opportunity employer M/F

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
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501-972-5884



Currently

the local morning show in over 20 markets, Charlie & Harrigan can do it for you too. For a tape and full details, call or write C&H Present, P.O. Box 19628, San Diego, CA 92119. 714-465-9400.

"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programing, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

Situations Wanted Management

TV-General Manager

Top executive with outstanding track record available for new challenge. Box K-222.

THE PROMOTIONAL 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

Consultants

INCREASE YOUR MARKET SHARE BY KNOWING YOUR LISTENER!

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- What products & services they buy
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Knowing your listener is the first step to creating effective programming, improved advertiser relations and MORE SALES!

For affordable answers to the basic, but most important questions about your listeners call or write:

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Broadcast Marketing &
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Radio Programing

» **FAMILY
HEALTH** «

with Dr. Fred Jensen

Five FREE 2 1/2 minute programs weekly

For free demo:

Ed McDonald
Ohio University
Telecommunications Center
9 S. College St.
Athens, OH 45701
(614) 594-5321

Business Opportunity

EQUITY INVESTOR WANTED

Experienced, established small market broadcaster with CP for a new FM in good Illinois market looking for equity investors. Contact William J. Clark, 622 Hudson Ave., Jonesboro, La. 71251 (318) 259-4600.

Consultants Continued

Ratings solid?

LIVING RADIO™

Thrive in this new media era! Be sure with our comprehensive programming letter & music guide... 1st fortnightly issue November 30th.
Charter subscription: one year -- \$40 (save \$15)

A MEDIA SERVICE OF Jay Farrell Associates

9751 Hillspace Street
Philadelphia, PA 19115

ALLIED FIELDS Help Wanted Management

Advertising Manager

A leading news and information organization is seeking a highly motivated manager to sell advertising for innovative radio and television programs.

The successful candidate will be totally responsible for generating the advertising revenues to support these programs.

Excellent salary and benefits. Please send resume to:

**Box BM 1038
810 Seventh Avenue
New York, NY 10019**

Equal Opportunity Employer M/F

Help Wanted Technical Continued

TV MAINTENANCE ENGINEERS

Group W Satellite Communications is currently recruiting high caliber maintenance engineers for a new facility in Stamford, Connecticut.

This is a ground floor opportunity to join a veteran group with a proven track record in telecommunications.

Applicants should have a minimum of five years experience in the installation and maintenance of broadcast equipment and additional experience in digital electronics is desirable.

If you would like to become part of an engineering team that is leading the way in the 80's, send a complete resume to:

Group W Satellite Communications
P.O. Box 10210
Stamford, CT 06904-2210
Attention: Bill Johnston
Manager Technical Operations

No telephone inquiries.

Group W Satellite Communications is an equal opportunity employer.

For Sale Stations

North American MEDIA BROKERS

2 Missouri AM-FM small market combos 525K and 320K, terms.

Fla. coastal AM daytimer 350K, terms.

Fla. fulltimer AM 285K, terms.

Midwest AM-FM 750K.

Illinois fulltime AM, profitable, 675K.

Idaho fulltime AM, 835K.

Tenn. daytime AM, 500 cash.

North Carolina medium market fulltime AM, 350K, terms.

FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.

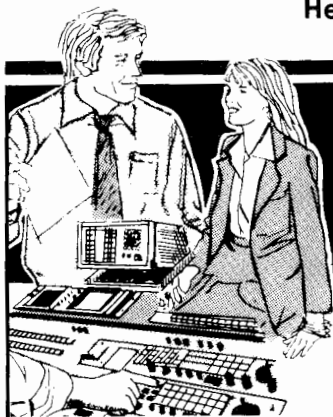
**ONE FINANCIAL PLAZA
SUITE 2100
FT. LAUDERDALE, FL 33394**

**(305) 525-2500
SELLERS CALL COLLECT**

For Sale

Class C FM located in upper Midwest. Gross sales close to 500K. Real estate included. Sale price 850K. 605-338-1180.

Help Wanted Technical



Video Tape Editor

You've already chosen an exciting career... Now give it full rein at Magnetic Video!

Magnetic Video Corporation is a Twentieth Century-Fox Company and the driving force behind the home video cassette industry. Our tremendous growth has created an exciting career opportunity for an experienced Video Tape Editor.

In this position you'll be responsible for operating video tape computer editing systems and video effects, including vital switchers and squeezezoom. You'll also 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.

To qualify for this growth position, you must have 2 to 3 years of hands-on computer experience. A related Bachelor's degree is preferred.

At Magnetic Video you'll enjoy an excellent salary and benefits package, plus the creative environment of our pleasant but fast-paced suburban facility. If you're interested in joining our team at the forefront of a dynamic industry, please forward your confidential resume to:



Glenn P. Middlekauff, Personnel Recruiter
MAGNETIC VIDEO CORPORATION
23629 Industrial Park Drive
Farmington Hills, MI 48024

An Equal Opportunity Employer M/F/H

For Sale Stations Continued



**Wilkins
and Associates**
Media Brokers

AR	FM	625K	Small
MI	FM	850K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
MO	FM Downpayment	35K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	

109 North Main, 2nd Floor
Sioux Falls, South Dakota 57102 605/338-1180

FOR SALE

Montana, Class C FM Money Machine, \$600K.
Arizona, Mom and Pop, Growth, The Good Life.
Montana Class C FM, Oil, Coal, Cattle \$600K.
Arizona Full of Potential AM Fulltime \$500K.
Colorado, Montana, Oklahoma Stations.
John H. Runkle, Media Broker
(208) 344-0947

901/767-7980

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P.O. Box 101-Bedford, MA 01730.
617/275-6285.
P.O. Box 66035-St. P'Burg Beach, FL
33706, 813/360-3162.

For Sale By Owner

FM-single station market. Lo-
cated in Penna. Terms availa-
ble. First parties only.
Box K-217

FOR SALE

1000 watt AM daytimer in medium size
Ohio market. Profitable operation. 15
acres of real estate included. \$425,000.
Terms available. Box K-164.

Southwest

2 FM C's, 1 mil. to 1.5 mil. John
Mitchell & Associates, Shreveport,
Louisiana, 318/868-5409.

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312/467-0040



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COMPANY, INC.**

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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



CLASS A FM

Midwest, 200,000+ market,
newly equipped and on air,
\$300,000. Box M-28.

R.A. MARSHALL & COMPANY

MEDIA INVESTMENT ANALYSIS &
BROKERAGE

Executive Suite 200 Professional Building
HILTON HEAD ISLAND, SOUTH CAROLINA
29928
(803) 842-5251

AM-FM STATION

in Mid-West with 1M cash flow. Only fi-
nancially qualified need respond to:
Suite 1030, 1019 19th St., N.W., Wash-
ington, D.C. 20036.

ARKANSAS FM

Southeast Arkansas Class A FM.
Medium market. \$300K terms,
\$250K cash.

Box M-19

- Daytimer. Powerful. Roanoke—
Lynchburg area. Bargain. \$360,000.
Terms.
- Daytimer in resort area. South of San
Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,-
000.
- Daytimer. Powerful big city in
Alabama. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,-
000.
- AM/FM in W. Ohio. \$1.1 million. Good
buy.
- Daytimer. Big city area. MN. \$360,-
000.
- 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.
- 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. S.E. 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 sta-
tion. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX.
\$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

MAJOR MARKET UHF TV

Top 100 Market. Network Affiliated.
Mid-Atlantic region. Low UHF Chan-
nel. Box M-16.

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KEITH W. HORTON
COMPANY, INC.**

For prompt service
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**BOB KIMEL SAYS,
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He'll show you how — with details of three fine New England daytimers featuring prices and terms that make them excellent investment opportunities:

1. Single-station market. Asking price of \$550K includes valuable real estate. Just \$150K down: attractive terms.
2. Owner says SELL. A major market facility with good cash flow. Just \$500K total; \$150K down. (Outstanding)
3. \$90K in cash (and favorable terms on a balance of \$220K) will buy a coastal property ideal for owner-operation.

To discuss these properties and others; just call Bob Kimel at (802) 524-5963 anytime after 7am — Bob's an "earlybird!"



CHAPMAN ASSOCIATES®
media brokerage service

STATIONS		CONTACT			
W	Small FM	\$200K	\$60K	Greg Merrill	(801) 753-8090
SE	Small AM	\$231K	\$75K	Ernie Pearce	(615) 373-8315
S	Small AM	\$250K	Terms	Bill Cate	(904) 893-8315
SW	Small AM/FM	\$550K	\$100K	Bill Whitley	(213) 387-2303
S	Small AM/FM	\$650K	\$200K	Paul Crowder	(615) 298-4986
MW	Medium FM	\$650K	\$325K	Peter Stromquist	(612) 831-3672
MW	Medium AM/FM	\$1,250K	Terms	Bill Lochman	(816) 254-6899
E	Metro AM	\$550K	29%	Jim Mackin	(207) 623-1874
S	Major AM/FM-C	\$1,330K	Terms	Bob Thorburn	(404) 458-9226

To sell, for appraisals, feasibility studies, or financing—Contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.

**WALKER MEDIA & MANAGEMENT,
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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.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

**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: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c 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.

Fates & Fortunes

Media



Dessart

George Dessart, VP-assistant to president, CBS Television Stations Division, named VP-assistant to senior broadcast VP, CBS/Broadcast Group. He remains in New York.

Raymond T. O'Connell, VP, affiliate relations, administration, NBC-TV Network, New York, named to

new post of VP, affiliate communications, affiliate relations, responsible for maintaining contact with corporate owners of affiliated NBC-TV outlets.

James Rupp, executive VP, Midwest Radio-Television, Minneapolis, station group, named president, succeeding **W.T. Doar Jr.**, named board chairman.

Frank Scott, VP-general manager, NBC-owned WRC(AM) Washington, named VP-radio affairs, NBC, Washington. **Jerry Nachman**, executive producer, 6 p.m. news, WCBS-TV, New York, succeeds Scott.

John L. Booth II, corporate secretary and head of legal and regulatory affairs, and **Ralph H. Booth II**, corporate treasurer and chief officer for finance and development, Booth American Co., Detroit-based station group owner and cable operator, named co-presidents, succeeding **John L. Booth**, who remains chairman and chief executive officer of company. **H. Walter Westman**, controller, Booth America, named senior VP and assistant treasurer.

Joe Ernest, general manager, KTSA(AM)-KTFM(FM) San Antonio, Tex., named VP-chief operating officer for parent, Waterman Broadcasting, San Antonio.

General managers named VP's of parent, Greater Media, East Brunswick, N.J., station group: **Larry Wexler**, WPEN(AM)-WMGK(FM) Philadelphia; **Chuck Borchard**, WHND(AM)-WMJC(FM) Detroit; **Ted Dorf**, WGAY-AM-FM Washington; **Dick Scholem**, WGSM(AM) Huntington, N.Y., and WCTO(FM) Smithtown, N.Y., and **Bob Moore**, KHTZ(FM) Los Angeles.

Named VP-general managers of co-owned KIRO-AM-TV and KSEA(FM): **Glenn Wright**, VP-station manager, KIRO-TV; **Joe Abel**, VP-station manager, KIRO(AM), and **Bill Knudsen**, VP-station manager, KSEA(FM).

James Taszarek, general manager, KRTH(AM) St. Louis, joins KTAR(AM)-KBBC(FM) Phoenix, as VP-general manager.

William Wright, operations manager, WMOH(AM) Hamilton, Ohio, named general manager.

Rich Dixon, general manager, KOIQ(AM)-KQXZ(FM) Lemoore, Calif., assumes additional duties at co-owned KHOT(AM)-KUUL(FM) Madera, Calif., in same capacity. **Deloris**

Floyd, account executive, KQIQ-KQYZ and KHOT-KUUL, named station manager for KHOT-KUUL.

Dick Diandrea, station manager, WFBG-AM-FM Altoona, Pa., named VP.

Gary Bockhorst, account supervisor, McCann-Erickson, Louisville, Ky., joins WDRB-TV there as director of operations.

D. Peter Zipfel, with WTVS(AM)-WECM(FM) Claremont, N.H., named operations manager.

Robert A. Finkel, director of sales analysis and development, CBS, New York, named director of planning and administration at CBS-owned KMOX-TV St. Louis.

Nicholas Maloney, staff auditor, Coopers & Lybrand, Fort Wayne, Ind., accounting firm, joins WANE-TV there as financial manager.

Charles Townsend, senior marketing manager, Pepsico, Purchase, N.Y., joins United Cable Television, Denver, as VP of marketing and program services.

Donald Curley, VP-general manager, Kankakee TV Cable Co., Kankakee, Ill., joins Fetzer CableVision, Kalamazoo, Mich., as manager.

Advertising

Michael Finn, VP-national director, public relations network, Cunningham & Walsh, New York, named senior VP.

Appointments, Austin Kelly Advertising, Atlanta: **Geoffrey Nixon**, from senior VP-director of account services, to executive VP; **John Mercier**, from director of finance and administration, to VP-finance and administration; **Ralph McGill**, from creative group head, to VP-creative group head, and **Jay Shields**, from associate creative director, to VP-associate creative director.

Ray Gillette, account supervisor, Needham, Harper & Steers, Chicago, named VP.

Brian Hughes, associate media director;

Isadore Miller, director of business affairs, and **Jeri Dack**, associate media director, Benton & Bowles, New York, named VP's.

Iris Shokoff, senior VP, Rapp & Collins, New York, joins Grey Direct, direct marketing subsidiary of Grey Advertising, as senior VP and director of media.

Michael Bookman, VP-associate creative director, Bozell & Jacobs, New York, joins Foote, Cone & Belding there as VP-executive copy director.

Jeffrey Prince, field representative, Anheuser-Busch, St. Louis, and **Timothy Lawlor**, research interviewer, Quality Controlled Services, St. Louis marketing research firm, join D'Arcy-MacManus & Masius there as buyers for media department.

Nikki Ruse, secretary-treasurer, Cameron & Associates Advertising, Houston, joins W. B. Doner/Southwest there as accounting coordinator.

Bill Eastman, account executive, Stolz Advertising, St. Louis, joins Kenrick Advertising there in same capacity.

Randy Sachs, assistant account executive, Gordon-Kietzman-Dennis, Oklahoma City advertising firm, named account executive.

Laura Berry, coordinator, media financial services department, CPM, Chicago-based media management service, named supervisor. **Barbara DeYoung**, associate spot broadcast buyer, CPM, named spot broadcast buyer.

Michael Murphy, account executive, Blair Television, St. Louis, named VP-sales manager. **Chris Pearce**, account executive, Blair TV, Chicago, named manager of Blair's Houston sales office to open in January.

Robin Adrian, VP, sales, Bolton Broadcasting, Los Angeles, joins Peters, Griffin, Woodward there as sales manager. **Kerry Sheldon**, research manager, PGW, New York, named senior research manager. **Pamela Senuta**, research manager, TeleRep, New York, joins PGW there in same capacity.

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Sweeney

Phillip Sweeney, sales manager, ABC Television Spot Sales, Chicago, named general sales manager based in New York.

Len Graziano, regional VP, Katz Television, Atlanta, named to new post of VP, regional offices, Katz TV Continental, New York. **Mike Hugger**, VP, national sales

manager of Katz American's blue team, New York, named to new post of VP, regional offices, Katz American Television there. **Ken Perren**, account executive on Katz American's blue team in New York, succeeds Hugger with title of sales manager. **Jeffrey Jones**, account executive, wis-TV Columbia, S.C., joins Katz Television, Washington, in same capacity.

Tom Rice, VP-branch manager, MMT Sales, Detroit, named to same post in MMT Atlanta office. **Bill Holt**, account executive, MMT Sales, Detroit, succeeds Rice as branch manager there.

Fred Botwinik, director of sports, Top Market Television, New York, joins Petry Television there as national sports specialist.

Bob Cowan, Eastern sales manager, *Big Farmer Magazine*, New York, joins PRO Radio Farm Group, Chicago, as Midwest director.

Tom Hantzarides, director of sales promotion and account executive for Buckley Radio Sales, New York, and **Joseph Marnell Jr.**, account executive, WDVE(FM) Pittsburgh, joins CBS-FM National Sales, New York, as account executives.

Jeffrey Avon, account executive, TeleRep, Chicago, joins Independent Television Sales there in same capacity.

John Godwill, general sales manager of CBS-owned WBBM(AM) Chicago, joins NBC Radio's *The Source* in New York as VP, sales.

Arch Chapman, general sales manager-assistant station manager, KIVA-TV Farmington, N.M., joins WDRB-TV Louisville, Ky., as general manager. **Marie Worley**, from WLKY-TV Louisville, Ky., joins WDRB-TV there as traffic manager.

Larry Rouse, general sales manager, KCNR(FM)-KPAM(AM) Portland, Ore., joins WMC(AM) Memphis, in same capacity.

Bob Morrison, local sales manager, KCOY-TV Santa Maria, Calif., joins KSBQ(AM) there as general sales manager.

Howard Zeiden, account executive, Storer TV Sales, New York, joins WMAR-TV Baltimore as national sales manager.

Nancy Vaeth, account executive, KPLX(FM) Fort Worth, named national sales manager for KPLX(FM) and co-owned KLIF(AM) Dallas.

Bob McCaughey, regional sales manager, WPRI-TV East Providence, R.I., named national sales manager. **Janet Crocker**, account executive, WRPI-TV, succeeds McCaughey.

Bernardine Douglas, account executive, KMJM(FM) St. Louis, named regional-national sales coordinator.

Mike Valentino, director of national sales.

WHN(AM) New York, named local sales manager.

Lynette MacKenzie, local sales manager, WDEY(AM) Lapeer, Mich., joins WGMZ(FM) Flint, Mich. in same capacity.

Bill Goetze, general sales manager, KMBZ(AM) and co-owned KMBR(FM) Kansas City, Mo., joins KCKN(AM) Kansas City, Kan., as sales manager.

Dan Meadows, sales service director, KHOU-TV Houston, named account executive.

Bob Vistocky, account executive, WPLJ(FM) New York, and **Jack Johnson**, account executive, WLAK(FM) Chicago, join WLS-AM-FM Chicago in same capacities.

Andrea Domagalski, account executive and copywriter, KNUZ(AM)-KQUE(FM) Houston, joins WCFL(AM) Chicago as account executive.

Named account executives, WXYZ(AM) Detroit: **Ken Bankey**, account executive, WJBK-TV Detroit; **Rob David**, account executive, WGMZ(FM) Flint Mich.; **Cedric Jackson**, account executive, WDRQ(FM) Detroit, and **David Lee**, account executive, WKMF(AM) Flint, Mich.

Pamela Richardson, central region manager, Harris Satellite Communications, Dallas, joins KOAX(FM) there as account executive.

Kathy Riddle, local sales manager, KZAM-FM Bellevue, Wash., joins KPLZ-FM Seattle as account supervisor.

Louisa Keller, account executive, WPRO(AM) East Providence, R.I., joins WPRI-TV there in same capacity.

Mary Medd, from WTMJ(AM) Milwaukee, joins WPCQ-TV Charlotte, N.C., as account executive.

Barbara Deebold, from WCAP(AM) Lowell, Mass., and **Scott Zeien**, manager of lighting division, Hooper Ames Furniture Co., Boston, join WBCN(FM) there as account executives.

Christopher Cantara, recent graduate of New England College, Henniker, N.H., joins WYNZ(AM) Portland, Me., as account executive.

Neal Vann, account executive, WKIX(AM) Raleigh, N.C., joins WRAL(FM) there in same capacity.

David Tirey, from KTOM(AM)-KWYT-FM Salinas, Calif., joins KMST(TV) Monterey, Calif., as account executive.

Elaine Woolard, account executive for N.C. TV's WITN-FM Washington, N.C., and **Nancy Meek**, insurance representative, Equitable Life Assurance Society, Fayetteville, N.C., join N.C. TV's WITN-TV Washington as sales consultants.

Jim Miotke, account executive, WFTV(TV) Orlando, Fla., and **Everett Montiel**, account executive, WESH-TV Daytona Beach, Fla., join WOFL(TV) Orlando, Fla., in same capacities.

Natalie Conner, account executive, KJJJ(AM) Phoenix, joins KDKB-FM Mesa, Ariz., in same capacity.

Programing

Robert Daly, chairman and co-chief executive officer, Warner Bros., Los Angeles-based motion picture subsidiary of Warner Communications, named sole chief executive officer, succeeding **Frank Wells**, who had also been president and is now vice chairman. **Terry Semel**, vice chairman, Warner Bros., named president and chief operating officer.



Erlicht

Lewis Erlicht, senior VP and assistant to president, ABC Entertainment, named senior VP, prime time, succeeding **Tom Warner**, said to be pursuing career in independent television production. **Drea Besch**, independent producer, based in New York, joins ABC Radio Enterprises there in newly

created post of director, station operations and services. **Debbie Bernstein**, supervisor, public relations, ABC Radio, New York, named manager of station relations for ABC Information Network there. **Robert Chassion**, director of network development, ABC Radio Networks, New York, named to newly created post of managing director, ABC Talkradio there. **Vincent Gardino**, account executive for ABC's WABC(AM) New York, named director of ABC Direction Radio Network there. **Virginia Westphal**, director, ABC FM Network, New York, named to same post for ABC Rock Radio Network.

Joseph Abruscato, VP, Western division sales, Columbia Pictures Television Distribution, Los Angeles, named VP, special marketing.

Appointments, Madison Square Garden Network, New York sports programing network: **Larry Fischer**, from VP-national sales, MSGN, to VP-broadcast advertising; **John Tagliaferro**, from president, MSGN subsidiary, Hughes Television Network, New York, to general manager, MSGN subsidiary, Madison Square Garden Cablevision; **Marlene Myers**, from traffic operations manager, MSGN, to director, cable affiliate relations.

Tom Thompson, president of Subscription Television of America's Subscription Television of San Francisco, joins Super TV, Washington's new pay TV service and joint venture of Subscription Television of America and Field Communications, in same capacity. **Christopher McCleary**, from Corland Corp., Baltimore-based manufacturer of oil drill pipe and tubing, joins Super TV as VP. **Mark Welton**, director of operations, Universal Subscription Television of Boston, joins Super TV in same capacity. **Bonnie Bellin**, program director, Supertime, San Francisco-based subscription TV operation, joins Super TV in same capacity.

Bill Novodor, director of development and production, movies and mini-series, Time-Life Productions, Los Angeles, joins T.A.T. Communications Company there as VP-dramatic programs.

Jay Goldman, project manager, Clayton Webster, St. Louis-based radio syndicator, named VP, operations.

Monia Joblin, producer, *Calliope*, USA Network, Glen Rock, N.J., named director of programming.

George White, promotion manager, WCKT(TV) Miami, Fla., joins Metrotape, Hollywood, Calif., in newly created position of videotape operations supervisor.

Mark Alan Biggs, from WRC(AM) Washington, joins Apple Radio, Commack, N.J.-based cable FM network as VP-general manager.

Richard Wardman, sales manager, based in Boston for Colony Productions, Providence, R.I.-based subsidiary of Colony Communications, cable operator, named regional manager in Boston.

Jim Jacobs, product manager-senior business analyst, Consumer Products Group, Dart & Kraft, Chicago, joins VHD Programs, Los Angeles-based producer, marketer and distributor of videodisk software, as manager, business planning and analysis.

Marcia Cherner, production coordinator, Metroports, Rockville, Md., sports syndicator for radio, TV and cable, named director of operations.

Steven Lowe, television production manager, noncommercial KBYU-TV Provo, Utah, joins Video West, Salt Lake City-based division of Bonneville Productions, specializing in studio and location video production, videotape duplication and video editing, as manager of mobile production.

Lisbeth Aschenbrenner, associate general counsel, Directors Guild of America, Los Angeles, joins 20th Century-Fox there as television counsel.

David Paul McNamee, program manager, WTOP(AM) Washington, joins Gulf Broadcast Group, St. Petersburg, Fla., station group, as national radio program director.

Rod Cartier, promotion manager, KOA-TV Denver, joins WDSU-TV New Orleans as program manager.

News and Public Affairs

Al Schottelkotte, news director-anchor, WCPO-TV Cincinnati, named senior VP for Scripps-Howard Broadcasting, based there. Schottelkotte will continue duties at WCPO-TV.



Schottelkotte



Casey

Earl Casey, news manager, WDVM-TV Washington, joins Cable News Network, Atlanta, as managing editor.

Appointments, news department, KIRO-TV Seattle: **John Lippman** from news director to VP-television news director; **Solon Gray**, from weekend anchor to 7 a.m. co-anchor; **Sherry Williamson**, from reporter to acting producer of 7 a.m. and noon news; **Gail Neubert**, from noon news producer to 11 p.m. news producer; **Ken Gilliam**, from 11 p.m. news producer to sports producer; **Janet Lapeyrouse**, from consumer specialist, Washington state attorney general's office, Seattle, to consumer researcher; **Chris Topping**, from KCTS-TV Seattle, to unit assistant; **Nick Walker**, from reporter-anchor, KARD-TV Wichita, Kan., to reporter; **Jon Rauch**, from unit assistant, KIRO-TV, and **Karla Davison**, from Washington State University, Pullman to news videocassette edi-

tors, and **Ramona Nettles**, with KIRO-TV, to news assistant.

Charlie Seraphin, associate director of news and programming, KCBS(AM) San Francisco, named director of news and programming.

Larry Perret, executive news producer, KRON-TV San Francisco, joins KMGH-TV Denver as assistant news director.

Dennis Fleenor, general assignment reporter-anchor, KOMO(AM) Seattle, named public affairs manager.

Appointments, WIS-TV Columbia, S.C.: **Alan Taylor**, from anchor, WIS-TV, to managing editor; **Ed Carter**, from evening anchor, WCIV(TV) Charleston, S.C., to weekday anchor; **Susan Aude**, from weekend anchor, WIS-TV, to weekday co-anchor; **Howard Ballou**, from weekend anchor, WFBC-TV Greenville, S.C., succeeds Aude; **Harvey Driggers**, from general assignment reporter, WIS-TV, to morning anchor; **Ted Creech**, from WLTX(TV) Columbia, S.C., **David Day**, from WTVW(TV) Evansville, Ind., and **Tony Kenion**, from WCSC-TV Charleston, S.C., to photographers-editors.

Brenda Williams, reporter, WPTF-TV Durham, N.C., named producer for 5:30 and 11 p.m. newscasts.

Alan Fong, former reporter, KCBS-FM San Francisco, joins co-owned KNXT(TV) Los Angeles as editorial director.

Patrick Greenlaw, anchor, WCAU-TV Philadelphia, joins KUTV(TV) Salt Lake City, in same capacity.

Jilda Unruh, reporter part-time anchor, KOTV(TV) Tulsa, Okla., named weekend anchor.

Jim Sharpe, morning anchor-reporter, WISN(AM) Milwaukee, joins WCFL(AM) Chicago as midday anchor-reporter.

Howard Joffe, reporter, WAVY-TV Portsmouth, Va., named noon anchor. **Fred Harris**, photographer, KFDM-TV Beaumont, Tex., joins WAVY-TV in same capacity.

Daryl Meyers, from KAUT(TV) Oklahoma City, joins KXXY(FM) there as co-anchor reporter.

Kathleen Duffey, news intern, WFRV-TV Green Bay, Wis., named reporter. **James Cullen**, chief photographer, WXOW-TV La Crosse, Wis., joins WFRV-TV as photographer.

Robert R. Hilker, president, Suburban Radio Group, Belmont, N.C., elected to UPI Broadcast Advisory Board, filling unexpired term (through 1983) of **Ron Grisham**, formerly with KFXD-AM-FM Nampa, Idaho, now general manager, KVNI(AM) Coeur D'Alene, Idaho (not UPI subscriber).

Penny Daniels, weekend anchor and general assignment reporter, WBAV-TV Green Bay, Wis., joins WKBW-TV Buffalo, N.Y., as general assignment reporter.

Dan Day, from WKYT-TV Lexington, Ky., joins WDBO-TV Orlando, Fla., as general assignment reporter. **Greg Glass**, from WJBF(TV) Augusta, Ga., joins WDBO-TV as news photographer.

Dave Gonzales, anchor-reporter, KALL-AM-FM Salt Lake City joins KTVX(TV) there as reporter.

Don Slater, weather reporter, NTV Network, Kearney, Neb., joins WAVY-TV Portsmouth, Va., as weeknight weather reporter.

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Technology

Jack Barbera, with Times Fiber Communication's industrial products group, Wallingford, Conn., named VP for Times Wire & Cable division there. **Jeffrey Curreri**, president, Data-Com, data processing service, based in Hartford, Conn., joins Times Fiber Communications, Wallingford, as development engineer.

Irwin Lebow, associate director, technology, Defense Communications Agency, Washington, joins American Satellite Co., Rockville, Md.-based common carrier, as VP-technical.

Bruce Smith, VP of planning and new ventures, Comsat General, Washington, named VP-corporate development for parent Comsat there.

Joseph Kaleba, VP, manufacturing, Shure Brothers, Evanston, Ill.-based manufacturer of high fidelity components, microphones, sound systems and related circuitry, named VP-director of manufacturing.

Dennis Baker, head of own video consulting firm, based in Hawthorne, N.J., joins Toshiba America's broadcast electronic systems division, as Eastern region sales manager, based in New York.

Robert Mueller, manager, national market development, video communications division, Sony Video Products, New York, named VP.

Steve Miller, sales engineer, GTE Products Corp., Sylvania CATV division, El Paso, named area sales manager.

Fred Fraley, director of sales and marketing, Viking Connector division, Criton Corp.,

Chatsworth, Calif., joins Augat Inc., Attleboro, Mass., manufacturer of cable interconnection products, as division marketing manager for company's interconnection components division.

Robert Tourkow, VP-engineering, Best Audio, North Hollywood, Calif.-based supplier of audio services for TV productions, joins Compact Video's RTS Systems, Burbank, as sales engineer, responsible for engineering and design of communications systems for studio facilities and location vehicles.

Robert Pellino, Midwest regional sales manager, magnetic tape division, Ampex Corp., named western area sales manager, same division, based in Los Angeles.

Jeff Squires, controller, McMartin Industries, Omaha, named treasurer.

Peter Ford, director of engineering, WTSP-TV St. Petersburg, Fla., named corporate director of engineering for parent, Gulf Broadcast Group, St. Petersburg.

Howard Smith, chief studio engineer, KSL(TV) Salt Lake City, named director of engineering for KSL-AM-TV.

Promotion and PR

David Salinger, manager of on-air promotion, WXYZ-TV Detroit, joins CBS Entertainment, Los Angeles, as assistant director, affiliate promotion, West Coast.

Jack Breslin, feature and political writer for *Daily Freeman*, Kingston, N.Y., joins NBC as publicity representative in press department.

Mary Barrow-Somerlott, director of publicity, television division, Golden West Broadcasters, Los Angeles, named director, corporate communications, radio and television divisions.

William Jasso, co-producer, anchor and reporter, *Northeast Now*, news and public affairs program, noncommercial WEAO(FM) Akron, Ohio, and WNEO-TV Alliance, Ohio, joins Warner Amex Cable Communications, Akron, as project coordinator for community affairs.

Becky Kinnard, promotion and community affairs director, KOAM-TV Pittsburgh, Kan., joins KTJ(TV) Joplin, Mo., as promotion director.

Michael Cooper, promotion producer, WCIX-TV Miami, named on-air promotion manager.

Brenda Garrand, director of public information, WCB(TV) Lewiston, Me., joins WYNZ-AM-FM Portland, Me., as promotion director.

Robert Kearns, sales manager, WIBW-TV Topeka, Kan., named director of community relations.

Margaret Shilstone, promotion assistant, KTRK-TV Houston, joins Weekley & Penny, Houston advertising agency, as public relations director. **Ken Allen**, graduate, Mississippi State University, State College, Miss., joins Weekley & Penny as publicity writer.

David Umansky, director of public affairs and consumer participation, National Highway Traffic Safety Administration, Washington, joins Weitzman, Dym & Associates, advertising firm there, as director of public relations.

Arthur Anderson, manager of public relations division, Stiefel/Raymond Advertising, New York, named director of division.

Kurt Stocker, administrative director, corporate relations, Allstate Insurance Co., Northbrook, Ill., joins Hill & Knowlton, Chicago, as VP-general manager of office there.

David Forward, VP-communications, Applied Technology Group, Chicago, joins Hill & Knowlton there as account executive.

Allied Fields

Robert Garrick, former deputy counselor to President Reagan, and head of own public relations firm, Robert M. Garrick Associates, Los Angeles, nominated to Comsat board.

Nicholas Gordon, VP-business affairs, CBS Records, New York, joins law firm there, Franklin, Weinrib, Rudell & Vassallo.

John Bralower, attorney, Abraham Brinn, New York, joins national advertising division of Council of Better Business Bureaus there as attorney-advertising review specialist.

Polly Reed Rash, director of communications for Public Service Satellite Consortium, Washington, which specializes in video-teleconference coordination, telecommunications consulting and technical planning for nonprofit organizations, named to new post of director of marketing.

Al McFadyen, executive director of Florida Association of Dispensing Opticians, Gainesville, Fla., joins Florida Association of Broadcasters as executive VP, succeeding **Kenneth Small**, retired.

Elected officers, National Broadcast Association for Community Affairs: **Marcia West**, public affairs manager, KOA-TV Denver, president; **Walitye Rasulala**, WRAL-TV Raleigh, N.C., first VP; **Ray Gonzales**, KTLA(TV) Los Angeles, secretary, and **O. Lawton Wilkerson**, WKQX(FM)-WMAQ-TV Chicago, treasurer.

Elected officers, radio division, Southern Educational Communications Association: **Ray Shirley**, noncommercial WUOT(FM) Knoxville, Tenn., chairman; **Gary Shivers**, noncommercial WUNC(FM) Chapel Hill, N.C., vice-chairman; **Bruce Smith**, noncommercial WKMS-FM Murray, Ky., secretary, and **Joel Seguire**, noncommercial WHRO-FM Norfolk, Va., treasurer.

Elected officers, Connecticut Cable Television Association: **G. Jeffrey Reynolds**, Valley Cable Vision, Seymour, Conn., president; **Donald Jensen**, Storer Cable TV, New Haven, Conn., VP, and **Sandra Casey**, Teleprompter, Danbury, Conn., secretary-treasurer.

Deaths

James Mitchell, 64, retired broadcaster, died of cancer Oct. 3 in Phoenix. Mitchell was former owner, WBLM(FM) Portland, Me., and former president, Fletcher-Mitchell Corp., one-time station group. He is survived by two sons: Jay, independent programing consultant, Mitchell Communications Services, Canton, Conn.; and Christopher, air personality, KUPD-FM Phoenix.

Bobby Maurice, 75, former television producer, died Oct. 17, in New York, of heart attack. He was producer of *Night on the Town*, seen on Manhattan (N.Y.) Cable Television. He is survived by his wife, Jan Julie Maurice.

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Martin Agronsky: a broadcast journalist who's covered the world

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Agronsky and Company, the half-hour, public affairs show he moderates for Post-Newsweek Stations, pits Agronsky and a crew of top Washington journalists against the biggest stories each week. (It's syndicated to nine commercial and 16 noncommercial television stations, and Mutual Broadcasting System started carrying a radio version of it Oct. 3). And then there's *European Perspective*, the half-hour radio show for which Agronsky and guest foreign correspondents analyze topics of international concern each week.

Agronsky takes extensive experience to both shows. In his 45-year career as a journalist, he has reported some of the biggest stories of the day from around the world, worked for each of the commercial networks and the Public Broadcasting Service, and won some of the highest honors broadcast journalism has to offer.

Agronsky launched his career in 1936, shortly after graduating from Rutgers University. Although the *New York Times*, his first choice, wouldn't take him aboard, his uncle, when publisher of the *Palestine Post*, in an act of "pure nepotism," agreed to give him his start. So Agronsky went to Jerusalem and covered "bombings, society news, and a little bit of whatever came up" for the better part of a year. Although Agronsky reports enjoying his uncle's Friday-night salons, at which he met many of the top journalists of the day, he also felt the need to establish himself as a foreign correspondent on his own.

So Agronsky took off for Paris, where at first he found only "lean pickings" as a freelancer. Persistence, however, eventually paid off. He published an article on the rising tide of anti-Semitism in Italy in *Foreign Affairs* in 1938, met the powers that were at the *New York Times's* Paris bureau (and started trying to talk his way on to the staff), and, in 1939, landed a job (on the graveyard shift) translating French stories into English for the International News Service.

Agronsky started selling stories to the *Times*, and shortly after World War II broke out, in September 1939, he moved to Geneva where he met Max Jordan, then NBC's European manager. Jordan asked Agronsky to freelance radio stories for NBC, Agronsky accepted, and sold whatever he could to the *Times* and NBC.

On an April morning in 1940, Agronsky got the big break he had been waiting for: the *Times*. Its Paris bureau, gearing up to



Martin Zama Agronsky—moderator, *Agronsky and Company*; b. Jan. 12, 1915, Philadelphia; BS, 1936, MA (honorary) 1949, Rutgers University; reporter, *Palestine Post*, Jerusalem, 1936-1937; freelance contributor, newspapers and magazines, 1937-1939, Paris; reporter, International News Service, Paris, 1939; foreign correspondent, NBC, 1940-1943; Washington correspondent, ABC, 1943-1956; Washington correspondent, NBC, 1956-1964; correspondent, CBS, 1964-1968; Paris bureau chief, CBS, 1968-1969; moderator, *Evening Edition With Martin Agronsky*, 1971-1976; moderator, *Agronsky at Large*, 1976 present position since 1969; m. Sharon Hines, April 22, 1971; child—Rachel, 7; children from previous marriage—Marsha, 37; Jonathan, 35; David, 33, and Julie, 31.

cover the spreading war, finally offered him a job.

Agronsky was elated—his dream of working for the *Times* had finally come true. But Jordan took the gloss of that dream the same day with a counteroffer: \$250 a week plus expenses as the NBC's Balkan correspondent.

Although Agronsky reports having agonized over his decision, he went with NBC, received accreditation from the British military and the RAF, and has been a broadcaster ever since.

Agronsky's war experience seems drawn from a stranger script than the movie, "Casablanca." Memorable moments include sipping drinks in Turkish bars amidst Nazi spies, near capture by the Japanese in Kuala Lumpur, fleeing from a falling Singapore aboard an ack-ack craft through the Sunda Straits, accompanying the RAF on bombing missions and a hair-raising flight to Australia aboard a vulnerable Lockheed Lodestar with the Dutch military.

After NBC was forced to divest itself of its Blue Network, Agronsky went with the resulting ABC, returning to the States in

1943 to become ABC's Washington correspondent.

In the cold-war period that followed World War II, Agronsky fell afoul of Senator Joe McCarthy, a frequent target of criticism during Agronsky's commentary in his 15-minute newscast that led off ABC's morning news.

As Agronsky sees it, the chief problem was that "Joe didn't take criticism very well." Indeed, McCarthy started calling Agronsky a Communist and was successful in getting sponsors to drop their advertising in the show and goading several affiliates into urging ABC's top brass to give Agronsky the boot, "all of which didn't go unnoticed in New York," Agronsky says.

Although Agronsky feared the worst, ABC refused to cave in to the pressure. And, chiefly for his coverage of McCarthy, Agronsky earned the George Foster Peabody award for distinguished reporting.

In 1956, Agronsky moved back to NBC, where he was Washington correspondent for the *Today* show and in 1961 covered the "most moving" story of his career: the nine-month trial of Nazi war criminal Adolf Eichmann in Jerusalem. His daily reports on the trial appeared on the *Huntley-Brinkley Report* and earned him the Alfred I. duPont award for distinguished reporting and commentary.

Other memorable stories he worked on for NBC included *Polaris Submarine: Journal of an Undersea Voyage*, which won the Venice Film Festival Documentary Award in 1963; coverage of President John F. Kennedy's first meeting with Nikita Krushchev in Vienna, and a bedside interview with John Connally, then governor of Texas, who was wounded in the fatal shooting of Kennedy in 1963.

Agronsky joined CBS in 1964, where he moderated *Face the Nation* and, in 1966, got the first television interview with Supreme Court Justice Hugo Black. The resulting *Justice Black and the Constitution* won an Emmy award that same year.

In 1968, Agronsky became CBS's Paris bureau chief, but he returned to the States in 1969 to join Post-Newsweek Stations, for which he has moderated *Agronsky and Company* ever since. From 1971 through 1976, he hosted *Evening Edition With Martin Agronsky* for the Eastern Educational Television Network. He also hosted *Agronsky at Large* for the Public Broadcasting Service in 1976.

Agronsky still thinks being a reporter is the "best job in world. What could be more exciting?"

The role of the reporter is to "help people understand," he says. "You don't change the world . . . but if in some little way you change it, I'd call that a contribution," he says.

Teleprompter has been selected by city council of **Santa Ana, Calif.**, to wire city. Terms are to be negotiated before franchise is granted, however. ATC and Cablesystems of Calif., (Rogers) were tied for second in selection process, and local group and Colony Communications came in third. Santa Ana has homespassed potential of little more than 67,000. Teleprompter estimates that 345 miles of plant will be completed 20 months from date franchise is awarded. Estimated \$26-million system will include dual cable subscriber network capable of providing 104 video channels as well as institutional network with 38 channels downstream and 16 return channels. Company has proposed establishment of two nonprofit foundations endowed with grants of \$100,000 each per year—one to foster community activities related to cable, other to be used as city sees fit; small business enterprise fund (\$50,000 per year) to provide loans to small businesses dealing with system and total of \$1.4 million in equipment for local programing and institutional users.

NBC said last week that although it had accepted 30-second spots promoting **President Reagan's** economic program, **fairness doctrine didn't require that it provide free time to Democrats to respond.** In letter to Charles Ferris, former FCC chairman and now attorney representing Democratic National Committee, NBC said it had covered Democrats' viewpoints in newscasts and had featured prominent Democrats in shows analyzing president's economic policies. Nonetheless, NBC said, fairness doctrine doesn't impose "special obligations on NBC to provide free time to one political party just because an opposing party has purchased time." Ferris had requested free time for Democrats from both CBS and NBC (BROADCASTING, Oct. 26). CBS hasn't responded.

AT&T, in filing with FCC, **wants to increase number of satellites** in its domestic satellite system. It asked for permission to launch Telstar 3 bird in May 1984 to handle increased television customers. Company currently is scheduled to have three birds operational in 1984; Telstar 3, currently designated as on-ground spare, would make fourth. Company said satellite could handle up to 24 new customers.

Taft Broadcasting last week said it will invest about **\$15 million** as member of limited partnership buying **Philadelphia Phillies** baseball team (BROADCASTING, Oct. 26). Team, owned by R.R.M. Carpenter and family, is being sold for \$30 million. Taft would own "slightly under 50%." General partner of buying group would be William Y. Giles, now Phillies executive VP. Agreement in principle also guarantees Taft's WTAJ-TV Philadelphia TV broadcast rights for nine years beginning with 1984 season after competitor WPHL-TV's contract expires. Charles S. Mechem Jr., Taft Broadcasting chairman, said, "Phillies media value including commercial television and cable television is extraordinary." Deal, subject to National League approval, is expected to be closed in mid-December. With Phillies buy, baseball rules would require Taft to divest itself of 5% it now owns in Cincinnati Reds.

Future of National Association of Educational Broadcasters is to be decided Tuesday (Nov. 3) by members who have been asked to vote for its dissolution ("Closed Circuit," Oct. 26). NAEB management is proposing formation of new organization, Telecommunications Services, which would take over some of NAEB's functions. Vote will come at annual convention Nov. 1-4 at Hyatt Regency in New Orleans.

End of week **station sale** announcements include **WORK(FM) Norfolk, Va.**, for \$2.6 million to partnership of Paul Todd, general manager at station, and Rust Capital Ltd., Austin, Tex.-based venture capital firm. Also, Blackburn & Co. acted as broker in sale of **WDIX(AM)-WPJS(FM) Orangeburg, S.C.**, to Kerby Confer and Paul Rothfuss for \$1,250,000.

National Association of Broadcasters said last week it would **protest consent order** Times Mirror Co. signed with Federal Trade Commission that would permit Times Mirror to offer volume discounts on retail display advertising only if it could prove discounts were justified on cost basis. Erwin Krasnow, NAB general counsel, said NAB thought FTC lacked jurisdiction to **regulate ad rates** and feared order would be used as precedent to regulate broadcasting ad rates. Consent order is still subject to FTC review; comments are due Nov. 30.

House of Representatives lowered 1982 spending projections for State Department and **International Communication Agency** by \$171 million in authorization bill passed last Thursday (Oct. 29). It defeated overwhelmingly amendment offered by Representative Edward J. Derwinski (R-Ill.) to reduce State Department funds by \$44.6 million and increase funds for ICA and Board for International Broadcasting by \$35.4 million. Amendment would also have increased 1983 funds for board by \$49.3 million.

Establishment of **National Narrowcast Network** moved one step further last Friday (Oct. 30), when **PBS board of director's** executive committee voiced **unanimous support** of project and agreed that member stations must now decide network's future. PBS has been considering project which would raise revenues for public television stations by providing distribution of instructional and informational programing for public and private groups through Instructional Television Fixed Service (ITFS) channels (BROADCASTING, Oct. 26). PBS president, **Lawrence Grossman**, acknowledged importance of network and said "**time is right**" to present proposal for "closed circuit network" to member stations. Public broadcasting stations management will have chance to discuss proposal with Grossman at teleconference planned for Nov. 6. Committee also voted to extend experimental period—during which pay cable and similar exhibition of PBS-distributed programs are permitted. Another topic discussed by PBS officials was possible relocation from Washington to Virginia suburbs because of increasing rent. According to PBS figures, costs could escalate up to 15% during next two years. Costs for current year are \$15-\$18 per square foot and are expected to rise to \$18-\$22 by 1983.

John Blair & Co. earnings rose 30% to \$2,865,000, 77 cents per share, in three months ended Sept. 30, as revenues advanced 9% to \$59,863,000. Better operating results of Owned Stations Division and Graphics Division more than offset increased development cost of new broadcast-related operations, company said. Rep Division "maintained its level of profitability" as operation expanded to serve "significant number of new station clients."

Twentieth Century-Fox Television and **Home Box Office** have cut deal for production of three stage properties for pay television. First play in series is to be production of William Inge's 1955 comedy, "Bus Stop."

Telecom Entertainment Inc., partner company of New York ad agency, Benton & Bowles Inc., formed last January, has signed co-venture agreement with **Reader's Digest Association Inc.** to produce wide variety of **programing for both cable and conventional television.** First project being developed under Telecom/Reader's Digest banner is pilot and series to be aired on USA Network based on Reader's Digest home improvement books, *Complete Do-It-Yourself Manual* and *Fix-it-Yourself Manual.* In addition to pilot, 26 half-hour segments are planned. Venture has also purchased rights to story of Johnny Bonds, Houston homicide detective who spent two years breaking bizarre murder case which will be developed for network television.

Regular panelists on ABC News's new Sunday program, "**This Week**" (ABC-TV, 11:30 a.m.-12:30 p.m.) will be Benjamin C.



Getting the lowdown. FCC Chairman Mark S. Fowler sat in with the U.S. delegation on Friday at its final meeting before leaving for Rio de Janeiro this week and the start of a six-week western hemisphere conference on AM broadcasting. Key members of the delegation shown here with Fowler are (l-r): Vincent Pepper, of Pep-

per & Corazzini, senior adviser; William Hassinger, FCC, senior adviser; Wilson LaFollette, FCC, vice chairman; Fowler; Kalmann Schaefer, FCC, chairman; William Jahn, State Department, vice chairman, and Wallace C. Johnson, Association of Broadcast Engineering Standards, vice chairman.

Bradlee, executive editor of *Washington Post*; George Will, ABC News analyst and syndicated columnist, and Karen Elliott House, *Wall Street Journal* diplomatic reporter. Program will premiere on Nov. 15. It will open with newscast, followed by background report on day's guest and questions by anchor David Brinkley and panel. Program replaces *Issues and Answers* which began on ABC-TV on Nov. 27, 1960.

Phillips, VP-national program director for NBC Radio Stations has formed San Francisco-based consultant firm and will be retained by NBC radio to program its eight radio stations.

FCC decision rejecting **McGraw-Hill Broadcasting Co.'s opposition to proposed transmitter move** of noncommercial WBDG(FM) Indianapolis has been overturned by U.S. Court of Appeals in Washington. McGraw-Hill's petition to deny alleged that move would result in interference to its WRTV(TV) Indianapolis (ch. 6). And court said commission's "insistence on showing of *actual vis-a-vis potential interference*" before granting hearing was requirement neither generally imposed "nor even articulated" at time petition to deny was submitted. Court also said there is no evidence that commission had even considered McGraw-Hill's alternative proposal, for which company would pay substantial amount of costs and which would be aimed at meeting service needs of WBDG without causing interference to WRTV. Court said that if commission, on remand, cannot determine where public interest lies on basis of written pleadings, it should proceed with full adjudicatory hearing on disputed factual issues.

Clifford M. Kirtland Jr., chairman, Cox Broadcasting Corp., last week elected to Broadcast Music Inc. board of directors. Re-elected chairman of board: Robert Wells, broadcast VP, Harris Enterprises.

Henry Geller, former head of National Telecommunications and Information Administration, has joined ranks of those **appealing FCC action deregulating radio**. However, unlike others who object to FCC elimination of community ascertainment procedures, guidelines limiting commercial time and setting minimum for informational programming, and rules requiring maintenance of program logs, he does not oppose deregulation, as such. He opposes what he described last week as "giveaway." Geller favors congressional action that would provide for deregulation but at same time require broadcasters to pay government 1% of revenues. Funds would be used to support public broadcasting.

Alexander B. Law, VP-general manager, WYNY(FM) New York, named VP-programming for NBC Radio Stations. **Michael**

Up Coming

At FCC: Open meeting Thursday, will take up agenda, originally scheduled for last week, that includes proposal aimed at dropping bans on network and co-located television licensee ownership of cable television systems. **On Capitol Hill:** House Small Business Subcommittee will hold third in series of hearings on minority opportunities in cable TV on Wednesday at 8:30 a.m. in room 2359A, Rayburn House Office building. □ House Government Operations Subcommittee on Information and Individual Rights will hold hearing on Department of Justice's administration of antitrust laws and relationship of Justice and Department of Defense in prosecution of AT&T antitrust suit, on Wednesday in room 2203, Rayburn, at 1 p.m. **Also in Washington:** National Cable Television Association's board of directors on Tuesday at 10 a.m. will consider language of copyright legislative proposals at NCTA headquarters. □ CPB board of directors' ad hoc committee on program fund policies and priorities will accept comments and oral presentations on committee's area of jurisdiction at open meeting Tuesday in CPB headquarters. CPB board of directors will meet Tuesday through Thursday at same place. **In Orlando, Fla.:** ABC radio affiliates four-day board meeting continues through Tuesday at Lake Buena Vista Conference Center. **In New Orleans:** National Association of Educational Broadcasters 57th annual convention, which opened yesterday (Sunday), continues through Wednesday at Hyatt Regency. **In Boston:** Information Industry Association's annual conference at Copley Plaza opens Tuesday with FCC Commissioner Anne Jones among speakers. **In San Francisco:** Association of National Advertisers annual meeting starts Saturday at Fairmont hotel.

The way to go

As matters stood when this page went to press, discrepancies were yet to be resolved in the copyright compromise that broadcasting, cable and programming interests have been quietly working on for weeks. Still, considering the differences that have separated those camps and factions inside each, it is remarkable that a compromise had been in work at all.

From the cable operators' point of view, an agreement would protect against threatened changes in the compulsory license that gives them distant broadcast signals at codified prices that are, by any rational measurement, reasonable. The pressures for increases in the rates and for changes in conditions of compulsory licensing had been intensifying steadily since the FCC repealed its distant-signal and syndicated exclusivity rules and thus altered regulation that had been assumed at the adoption of the Copyright Act of 1976.

Additionally, there had been serious talk on the Hill of incorporating in the law a right of retransmission consent that would have put the broadcasters in a position of unprecedented bargaining power against cable systems.

From the broadcasters' point of view, the proposed copyright revisions would provide meaningful protection of legitimate property rights. Each station could prevent the importation of syndicated programs to which it had territorial exclusivity. Each station could prevent the importation during specified intervals of quotas of movies to which it had territorial rights.

Broadcasters would be assured of carriage on cable systems in their own markets, as now required by FCC rules that at times have been in danger of abandonment.

For cable operators, reasonable exemptions to the proposed law would be provided. Cable systems with fewer than 5,000 subscribers (except those owned by MSO's with totals of 50,000 subscribers or more) would be relieved of syndicated exclusivity. Those in operation on or before March 31, 1972, could continue to carry all programs broadcast by stations carried before that date. Systems carrying no distant signals would be exempt from copyright liability for broadcast signals.

None of the three major interests—broadcasters, cable operators, motion picture companies—get what they would want if they could write the law their own way. From the outside looking in, however, it appears that each gets enough to make the evident concessions acceptable.

The alternative to compromise now is another massive confrontation on Capitol Hill. From that, some parties would emerge sure losers.

On with it

The FCC's proposal to authorize teletext broadcasting but to let technical standards be set in the marketplace has disappointed those who hoped for a selection of standards by the FCC. The disappointment may be misplaced. To a large extent, the marketplace has already made up its mind.

Indeed a "North American standard" for teletext and videotext was adopted by firms that had independently been developing the field (BROADCASTING, May 25). The standard incorporates features of AT&T's Presentation Level Protocol, Canada's Telidon system and France's Antiope system. CBS, which is experimenting with Antiope, was a fourth and influential party to the agreement. The only other significant contender

in the teletext-videotext field is the British Ceefax, which at the moment seems to be out in the cold.

It would be tidier, of course, if the FCC were to adopt a given standard for the U.S. broadcasting system. It would also delay the introduction of teletext. When it comes to choosing standards from rival submissions, the FCC has shown a curious ineptitude. After years of tortuous consideration, the FCC chose one of five competing AM stereo standards a year and a half ago—only to be met with virtually unanimous criticism of its choice (BROADCASTING, April 21, 1980). It has been back at the drawing board ever since.

Television broadcasting interests that wish to commit teletext standards to the FCC meat grinder may first wish to consult AM broadcasters who are watching their audiences defect to stereo FM. While the FCC cogitates, the process goes on: FM building an FM-only stereo audience by the promotional and technical advantages of stereo, AM facing a monaural world to convert if the FCC ever acts.

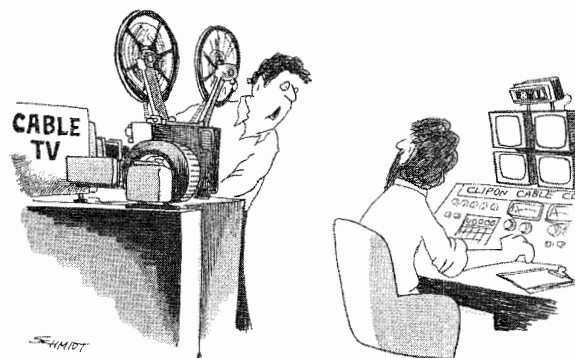
After the FCC announced its marketplace choice for teletext service, the Electronic Industries Association said it would continue to press for a single standard ("Closed Circuit," Oct. 26). That is taken to mean that EIA will volunteer to negotiate a private compromise. There's no objection to that, provided antitrust problems can be managed. But what is left to compromise after AT&T, CBS, the Canadian Department of Communications and Antiope Videotex Systems have already all but pre-empted the field?

The Ronald Mottl show

The House Telecommunications Subcommittee endangers what little claim to relevance it retains when it arranges a hearing like the one held Oct. 21 on television violence. The event was intended as a political benefit for subcommittee member Ronald Mottl (D-Ohio), who presided in the hope of getting some attention back home, where he needs it, according to local political observers.

The hearings were reported in a front-page story of the first edition of the *Cleveland Press*, but dropped in later editions; in an inside story in the *Cleveland Plain Dealer*, and scantily if at all on local television and radio news.

In Mottl's terms of reference, that may have been better than nothing. Taxpayers footing the hearing bill may have other thoughts.



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The Good News broadcast.

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