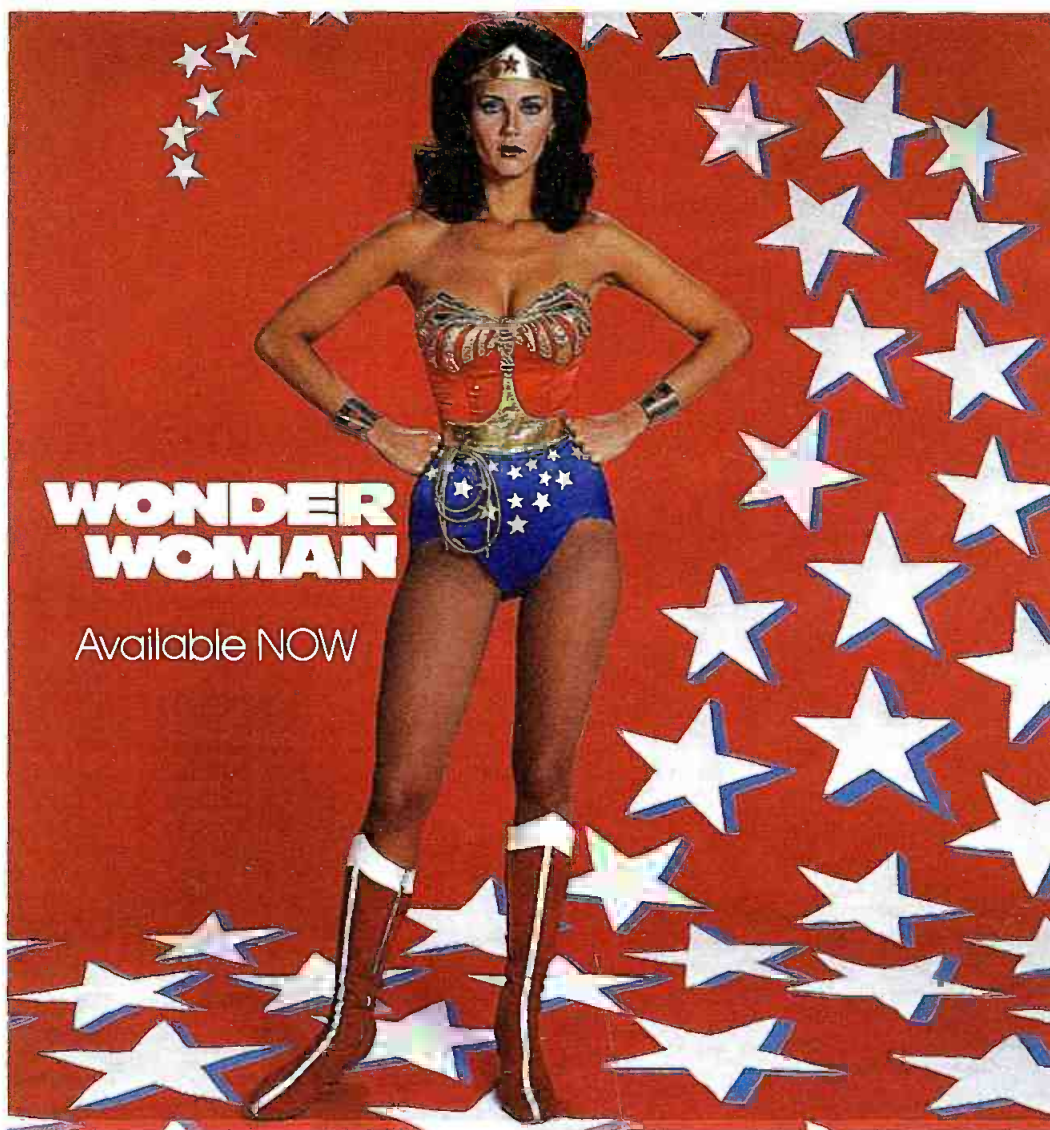


The sudden prospect of low-power TV  
Special report on DBS □ "At Large" with Joe Charyk

# Broadcasting Sep 15

The newsworthy of broadcasting and allied arts

Our 49th Year 1980



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A Warner Communications Company



# WE BROUGHT HERBICIDE SPRAYING INTO THE HALLS OF CONGRESS.

In the forest towns of Northern California, something was terribly wrong. The trees were dying. So were the crops and the livestock. And the babies.

Phenoxy herbicide, sprayed almost indiscriminately for the past 10 years, was blamed. The herbicide contained the most toxic substance known to man: dioxin. Dioxin is 100,000 times more powerful a genetic deformer than Thalidomide. Dioxin, the key ingredient in Agent Orange, was also banned by the Pentagon in Vietnam in 1970 for causing grotesque birth defects in South Vietnamese children.

This frightening story was revealed by KRON-TV's hour-long documentary, "Politics of Poison." In its San Francisco telecast June 4, 1979, it pulled an 11 rating with an 18 share.\* It also generated over 50,000 viewer letters of outrage asking Congress to ban herbicide spraying. Then, one more letter was received. It was from the U.S. Congress, asking for a special screening. And a week later — after that screening — they held hearings about the spraying.

"Politics" was later granted broadcasting's most prestigious honor — the George Foster Peabody Award for excellence, plus three local EMMY's, and numerous other awards.

KRON-TV is proud to have won these honors for its special programming. But even prouder to have produced a documentary of such tremendous public impact. It's just another reason why we're a local station that's known nationwide. Especially in Washington, D.C.

## "POLITICS OF POISON"

A Peabody Award Winner



**KRON-TV**  
San Francisco



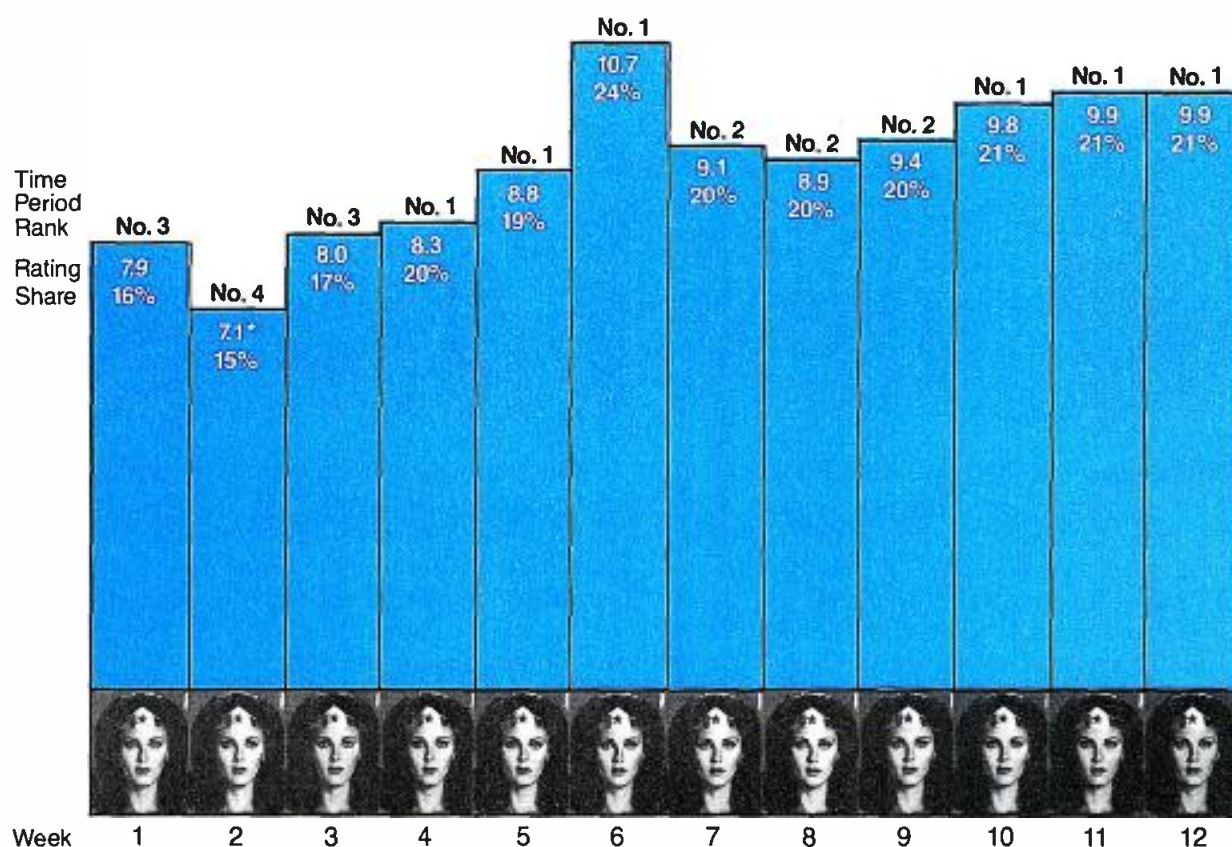
\*Source: NSI, Overnight Ratings, 6/4/79. All-audience estimates are subject to the limitations of the rating service.



# WONDER WOMAN

## STILL BUILDING A WONDER-FUL RATING STORY AT KTLA, LOS ANGELES—AFTER 12 WEEKS

Monday thru Friday, 6 to 7 pm



Source: Nielsen NSI, Daily meter ratings June 9 thru August 29, 1980. Data are estimates and subject to qualifications in reports used. \*Wonder Woman ratings for second week are based on Monday, Tuesday and Friday only due to pre-emptions for Angels baseball.

Warner Bros. Television Distribution



A Warner Communications Company



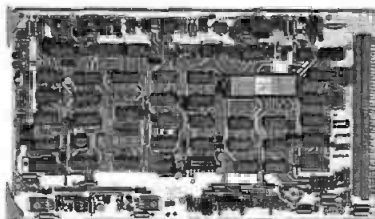
# "Cousin Jacks"

Courtesy of Searls Historical Library, Nevada City, Calif.



In 1850 a quartz vein was discovered on Gold Hill in Grass Valley, and hardrock mining soon became as important as streambed placering. In an 1851 letter from Grass Valley to his brother in Cornwall, John Roberts told of "veins very like copper lodes in Cornwall, only they lie very flat". History doesn't say his brother set sail immediately for Grass Valley, but he might have been the first "Cousin Jack" to arrive.

Legend has it that when a Cornish miner found employment in his adopted land, his next question was "Do 'e got a job fer me Cousin Jack?", and the clannish experts became known one and all by that name. A 1972 history of area tombstones revealed 28% of Cornish origin or descent!



3240 Video Processor System Sync Generator

Cornish miners worked American metal mines in the East from the early 1700s, then swarmed into the Western discoveries after the mid-1800s. The "Cousin Jacks" brought centuries of experience (Cornwall's mines predate the Roman conquest!), and technical innovations to Grass Valley such as the redoubtable Cornish Pump.

Grass Valley Group, like the mining companies, has brought in latterday "Cousin Jacks" from everywhere in the world. The mix of talent and experience has kept GVG in dynamic growth for over 20 years. The Cornish miner wanted his "Cousin Jack" to get a break in the new land; we've found it's the West—and our famous tv broadcast equipment—which has benefited most.

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# The Week in Brief

## TOP OF THE WEEK

**HIGH HOPES FOR LOW POWER** □ The FCC unanimously approves rulemaking looking toward creation of limited-range TV's, which would operate under far fewer rules than current full-service operations. **PAGE 29.**

**DROPPING IN FOUR** □ The commission also approves four specific VHF drop-ins, but once again delays consideration of drop-ins anywhere. **PAGE 32.**

**RUNNING ON RECORD** □ The White House showcases the advances made since institution of its minority ownership program. **PAGE 33.**

**MISSING PERSON** □ League of Women Voters officially invites Anderson, but Carter says he won't play in at least the first planned candidate debate. **PAGE 33.**

**COUNTERMOVE** □ Reagan forces fight back as Carter campaign attempts to force issue of independent-committee advertising. **PAGE 34.**

## SPECIAL REPORT

**DBS: LEVER FOR CHANGE** □ After nearly two decades of research and development, direct broadcast satellites bid for a place in the telecommunications world. The main impetus is coming from Comsat. This special report offers insight to the background, status and prospects of DBS. It also presents the misgivings of opponents. **PAGE 36.** In an "At Large" interview, Comsat's Charyk says there has been overreaction from the broadcasting industry. He also fields questions on other aspects of the government-created private organization. **PAGE 56.**

**IBC BY THE SEA** □ Digital topics will dominate the agenda of eighth International Broadcast Convention this week in Brighton, England. **PAGE 66.** The IBC exhibitor lists begins on **PAGE 69.**

## MEDIA

**NRBA'S BIGGEST YET** □ The radio association's convention three weeks from now in Los Angeles is already attracting record registrations and record exhibits. **PAGE 73.**

**SILVERMAN'S MESSAGE** □ The potential of the new home video technologies is downplayed by NBC's president in an address to the Hollywood Radio and Television Society. **PAGE 74.**

## PROGRAMING

**EMMY GETS STOOD UP** □ The annual awards telecast is boycotted by strike-sympathizing actors and actresses and there is a sharp drop-off in the ratings. **PAGE 77.**

## LAW & REGULATION

**NAB BATS .500** □ The association wins a concession from the FCC on its plea for establishment of a government-advisory committee on radio allocations. However, it gets a turndown from the commission on a request for protection from "frivolous" petitions to deny. **PAGE 80.**

**WHO'S AT THE WHEEL?** □ The FCC is conducting an investigation of charges that five TV stations are illegally controlled by Mexican interests. **PAGE 81.**

## JOURNALISM

**INTERNATIONAL NEWS FREEDOM** □ There is less apprehension about the MacBride report to the UNESCO conference in Yugoslavia this month. It follows M'Bow's indication that he would remain flexible, despite report recommendations that are counter to U.S. First Amendment traditions. **PAGE 85.** But AAAA president sees hidden traps in the UNESCO paper. **PAGE 86.**

## BUSINESS

**A TOUCH OF MAPLE LEAF** □ Canadian Cablesystems' emergence as one of the largest MSO's is the prelude to the company's planned expansion in U.S. cable. Ted Rogers and his staff feel their expertise in wiring big cities will help in winning major-market franchises. **PAGE 87.**

## PROFILE

**BROADCASTING/CABLE SEER** □ Combine a perceptive mind, a penchant for detail and a flair for expression and you have Ellen Berland Sachar. It is those attributes that have earned the Goldman Sachs & Co. senior security analyst respect in financial circles and on the Washington front. **PAGE 113.**

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# KETV PROFESSIONALISM

***"My handicap wouldn't allow me to travel to Des Moines, but seeing the Holy Father on TV has made my life complete."***

KETV Viewer

KETV was the only Omaha television station to provide continuous live coverage of the Pope's visit to Des Moines. There was no network live coverage. So ours was the only way our community could witness this historic event as it happened.

We're proud of the statewide award we won... one of seven awards we've earned this year for news coverage. But we feel even better about giving the people of Omaha a unique glimpse into history as it happened.

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



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Lancaster/York/  
Harrisburg/Lebanon

KTAR & KBBC-FM   
Phoenix



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# Closed Circuit®

Insider report: behind the scene, before the fact

## Fallout

Though actors' strike doesn't seem to have hampered network TV sales, at least some affiliates say it has hurt theirs. "It's tougher to sell when you don't know what the programming will be," one station man explained, "because the advertiser doesn't know what he's being asked to buy." There's feeling, however, that such effects are diminishing with approach of fall, if only because advertisers have to advertise. Auto manufacturers, for example, are expected to add strength to market because moving their new models is must business. Political advertising also is expected to help, and may be more welcome than usual inasmuch as many stations report more inventory available and thus less need to pre-empt.

Strike may be affecting local sales primarily. By most accounts that's where sales growth is lagging. For fourth quarter, industrywide projections put local TV sales gain at 5%-10% over year ago, as against 10%-15% for national spot and about 12% for network.

## Squeeze plays

U.S. is reserving judgment on kind of system it would like to adopt if western hemisphere nations agree next year to reduce AM channel spacing from 10 khz to 9. Thus far, all debate in U.S. regarding proposed reduction—aimed at opening door to several hundred new stations—has centered on plan that would require existing stations to shift frequency maximum of 4 khz. Plan would be relatively inexpensive for those stations, but would not make possible new outlets in major markets (BROADCASTING, Aug. 11). Canada, on other hand, has offered plan that would permit number of new stations in top markets but would require frequency shifts of 9 khz and 22 khz—and those would impose substantial costs on existing stations. So although U.S. is described as "leaning" toward 4 khz plan, it would like International Frequency Registration Board, which is to compare 9 khz and 10 khz plans, to study several proposals.

Issues will be on table this week at meeting of panel of experts, representing U.S. and several other western hemisphere nations, and IFRB, in Rio de Janeiro. If IFRB says it has capacity to study only one plan—and it has indicated it will make that argument—U.S. officials will ask that decision as to which one be postponed for several months, so U.S. can decide which plan it will back for study. In meantime, U.S. would confer with representatives of Canada and Mexico to

determine whether they can reach agreement on issue. Officials point out that if reduced channel-spacing plan is adopted, countries of various subregions (U.S., Canada, Mexico, for example) could follow 9 khz plans differing from those of distant subregions.

## Starting out

Washington radio listeners, who have been hearing comments of Senator Barry Goldwater (R-Ariz.) each weekday morning for past five months, now have Senator George McGovern (D-S.D.) to wake up to as well. Two veteran senators are paid union scale for live phone interviews—\$25 per show. So far, feature is being carried only on local NBC O&O, WRC(AM), but two like segments—Mark Russell commentary and Tom Braden-Pat Buchanan debates—found their way into national exposure on NBC Radio network.

## Map of future

"Significant" market research study into new technologies cited last week by ABC Television President Fred Pierce (see page 90) has not only been completed, it's also being used internally as highly valued management tool. Cost is put in range of hundreds of thousands of dollars, and study involved outside consultants as well as in-house researchers. Although Pierce said announcements about study would be forthcoming at "appropriate time," whole document is considered highly secret and will evidently never be released.

Sources indicate study results intensified Pierce's commitment to build "massive software operation" to feed cable, disk and tape. Others tie study to hiring of Mike Dann as consultant to ABC Video Enterprises and to Pierce hint that ABC may seek repeal of FCC ban on cable ownership by networks.

## Still on hold

Question of whom White House staff will recommend to President Carter as FCC nominee remains open. Although one White House aide involved in selection process appeared to agree with assessment that "consensus" has formed around Los Angeles attorney Peter Lopez (BROADCASTING, Sept. 8), another did not. Second aide acknowledged that Lopez has strong support both outside White House—among Hispanic groups—and inside. But aide indicated it would be error to write off chances of FCC Commissioner James H. Quello, who is making strong bid for renomination. He, too, is said to have strong support outside—among Italo-American groups—and inside. Aides

are reluctant to discuss person they will recommend, since there is no guarantee Carter will go with that recommendation.

In any event, it appears that if President makes nomination before election, principal purpose will be political. There seems no chance that Senate could act on nomination before adjournment, now scheduled for Oct. 3. Nomination could not be made until after FBI background check which normally takes several weeks.

## Round trips

NBC-TV is getting special satisfaction from latest affiliate acquisition: WBOY-TV Clarksburg, W.Va., channel 12 outlet that left NBC for ABC in January 1977, will return to NBC Jan. 3, 1981. NBC officials also note that WBOY-TV's owner, Commercial Dispatch Publishing Co., also owns WCBI-TV Columbus, Miss.—which left CBS for ABC but returned to CBS.

## Cuban talks

U.S. and Cuban AM frequency experts are scheduled to meet in Rio de Janeiro today (Sept. 15) to discuss conflicts in lists of AM proposals each country has submitted for consideration next year at second session of Region 2 (western hemisphere) meeting on AM broadcasting. Experts are in Rio for meeting of panel that is advising International Frequency Registration Board on comparison it is making of 10 khz and 9 khz channel spacing.

State Department official last week said purpose of U.S.-Cuban meeting to identify each country's concerns aroused by conflicts in their AM lists. Other bilateral sessions are expected in advance of Region 2 second session.

## Post-mortem

Lyndon Baines Johnson continues to be controversial figure seven years after death. Robert E. Kintner, former president of ABC and of NBC, served notice on LBJ Memorial Library in Austin, Tex., last week that use of recorded interviews and minutes of cabinet meetings that Kintner dictated while serving as LBJ assistant at White House would violate agreement with LBJ's widow, Lady Bird Johnson.

In telegram to library director, Kintner said he is being asked by graduate students who visited Austin for permission to quote his observations which go back to mid-1930's when Kintner was Washington correspondent and columnist and LBJ was member of Congress. Agreement is that material will be withheld from public until Kintner's death.





# SALHANY



## *"Programmers have come into their own!"*

*Lucie Salhany, 1980 President of the National Association of Television Program Executives, is Vice President of Programming for Taft Broadcasting, with corporate headquarters in Cincinnati. She divides her time between Philadelphia and the Taft Broadcast Group in Cincinnati.*

"The role of television is changing. It's becoming more informational. There's so much information available today, we can't absorb it all. We can't read enough or learn enough to keep up. So television has to help fulfill that role. Most people get their information from TV as their primary source. And that's going to increase.

"There's going to be fragmentation. We have got to respond and compete. We can't do that by buying reruns. We can go back to basics—the era of personalities, when Donahue and Douglas were local. We can go back to that era and start building new personalities in a little more sophisticated vein. Or we can go to informational programming, expand the news, a magazine format, programming that teaches in an entertaining fashion. I'd love to see a program that's segmented, with live elements, dealing with international events.

"Broadcasting must plan for the future now. At some point, home satellite receivers are going to affect us. Are the networks going to bypass the local stations and go right to the home? If that's the case, how are we going to program for ourselves? I've already done a program schedule for 1990!

"Even today demographics are changing. We see the 25 to 54 segment growing, 18 to 49 dropping back. The working woman is becoming very important. At some point, we could see the ten o'clock news on the affiliates, because people are going to bed earlier.

"Programmers have always been looked upon as people back in the control room, sitting in shirt sleeves, creating programming with no 'feel for the business.' That's no longer the case. Programmers are getting smarter. Now they are salespeople, marketers, buyers, and creative people. Programmers really have come into their own. And the smart companies are accepting that and are using them in all phases of broadcasting.

"Taft is in the family entertainment business and, of course, uses both film and tape. There is a need for film in some things that film does best, like news magazines, documentaries, and investigative reporting. Film gives us excellent sensitivity and flexibility.

"I started with an independent television station. I think there's no finer way of learning broadcasting. You become a generalist rather than a specialist. You're involved in the total station operation and an independent programs all day long, versus segmented time that an affiliate programs. If you want to get in the business, you should begin with an independent group or station."

*In our publication, TELEK, broadcasters talk about their experiences, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, New York 14650.*

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1880  1980

**America's Storyteller**

# Business Briefly

TV ONLY

**McDonald's** □ Fast food restaurants. Begins Sept. 29 for 13 weeks in six Northeastern markets. All dayparts. Agency: Arnold & Co., Boston. Target: adults, 18-49.

**Kellogg's** □ Smart Start cereal. Begins this week for 13 weeks in various Northeastern markets. Day and prime times. Agency: Leo Burnett Co., Chicago. Target: women, 18-49.

**Valle's** □ Restaurant chain. Begins Oct. 6 for 11 weeks in 16 markets. All dayparts. Agency: Allied Advertising, Boston. Target: women, 25-54.

**Gulf Power** □ Utility. Begins Sept. 29 for 11 weeks in various Florida markets. Fringe, news, prime access and prime times. Agency: Cargill, Wilson & Acree,

Atlanta. Target: total adults.

**National Oats** □ Three-Minute Oats. Begins this week for 10 weeks in about 25 Southern markets. Day, fringe and weekend times. Agency: Atwood Richards, New York. Target: women, 25-54.

**ECP Chemicals** □ Auto armor finish protection. Begins Sept. 29 for eight weeks in Portland, Ore.; Providence, R.I.; Hartford, Conn.; Boston; Des Moines, Iowa, and Grand Rapids, Mich. Fringe, news and sports times. Agency: BBDO, Chicago. Target: men, 25-49.

**Electra Bearcat** □ Radio scanner. Begins Oct. 13 for six to eight weeks in 101 markets. Fringe, news, sports and weekend times. Agency: Atwood Richards, New York. Target: total adults.

**Monsanto** □ "Chemical facts of life"

This announcement appears as a matter of record only.

**PRIMA, Inc.**  
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**VHF Affiliates KLBK, Lubbock and  
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**Daniels & Associates, Inc.**  
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July 1980

## AdVantage

**The lighter side.** In an extension of an earlier campaign for Renault's Le Car, Marsteller Inc., New York, takes a humorous approach to promote smooth ride of car in new TV flight breaking Sept. 18. One commercial depicts a woman applying make-up in Le Car,



while her husband drives through traffic and over potholes on the way to a party. Her make-up is perfect until a lawn sprinkler ruins it. Spots will run in over 20 markets and on network TV for six weeks.

□

**Chosen one.** MCA/Universal Inc. has named agency to handle advertising for four nontheatrical divisions. Cavallieri Kleier Pearlman Inc., New York, will work on trade and consumer angles for MCA Videocassette, Universal/8, Universal/16 and Universal Pay Television operations.

□

**Into captioning.** National Captioning Institute has released list of advertisers providing television commercials with closed-captioning for benefit of hearing-impaired: Ace Hardware, AT&T, Armour-Dial, Block Drug, Bristol-Myers, Coca-Cola, Fisher-Price, GTE, Hartford Insurance, IBM, Kraft, Nabisco, New England Telephone, Noxell Corp., Polaroid, Procter & Gamble, Quaker Oats, S.C. Johnson & Co., Sears, Seiko, Volkswagen and Warner-Lambert. NCI also identified Foote, Cone & Belding, Los Angeles, as one agency it knows "which has adopted policy of urging all its clients to have commercials captioned."

□

**Moving in S.F.** Blair Television and Blair Radio have moved, effective today (Sept. 15), to new offices in San Francisco at 505 Sansome Street (94111). Phone numbers remain same. Blair Television: (415) 434-2393; Blair Radio: (415) 434-3272.





## ***A drive against cancer.***

One of the fund-raising activities the Wexford County (Michigan) Chapter of the American Cancer Society depends on most is its annual Walter Hagen Golf Tournament. And this year, with the full promotional support of WWAM/WKJF(FM) in Cadillac, the event was the most successful ever.

The station provided facilities and personnel for taping the Society's public service announcements and made duplicate tapes available to all other area stations. In addition, on the day of the tournament WWAM/WKJF(FM) added to the excitement by providing live coverage of the match.

In a letter to the station manager, the co-chairmen and president of the Chapter wrote, "In our opinion, as the most influential member of local media, your participation helped make the difference between success and failure. . . . You and your people are to be commended for a job well done."

Giving such organizations the media support they need to reach the people who want to help is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

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

promotion. Begins Oct. 20 for six weeks in Los Angeles; San Francisco; Seattle; Denver; St. Louis; Boston; Syracuse, N.Y.; Rochester, N.Y., and Hartford, Conn. News, sports and late fringe times. Agency: Advanswers, St. Louis. Target: total adults.

**Stanley Vemco** □ Weather stripping. Sept. 29 for six weeks in 25 markets. Fringe, sports and weekend times. Agency: Humphrey Browning MacDougall, Boston. Target: adults, 25-54.

**John's Pizza** □ Frozen pizza. Begins Oct. 6 for six weeks in more than 13 markets. Day and fringe times. Agency: CPM, Inc., Chicago. Target: women, 18-49.

**Martha White** □ Baking products. Begins Sept. 29 for six weeks in St. Louis; Columbus, Ohio; Cleveland; Dayton, Ohio; Louisville, Ky.; Lexington, Ky.; Indianapolis, and various Texas markets. Day times. Agency: Eric Erickson & Associates, Nashville. Target: women, 18-49; women, 25-54.

**Budget Rent-A-Car** □ Begins Sept. 29 for five weeks in eight markets. Late fringe times. Agency: McCann-Erickson-MIS, Chicago. Target: men, 25-54.

**Tree Top** □ Apple juice. Begins Oct. 20 for four weeks in 14 markets. Day and fringe times. Agency: McCann-Erickson-MIS, Seattle. Target: women, 25-49.

**Long John Silver's** □ Seafood restaurant chain. Begins in late September for four weeks in more than 20 markets. Agency: Abbott Advertising, Lexington, Ky. Target: men, 18-49.

**Gillette** □ Swivel razor. Begins Oct. 13 for four weeks in more than 10 markets. Day, fringe, sports, weekend and prime access. Agency: Grey-North, Chicago. Target: women, 18-49.

**Arthur Treacher's** □ Fast food restaurants. Begins this week for three to four weeks in Chicago; Cincinnati; Dayton, Ohio; Memphis; Kansas City, Mo.; Tulsa, Okla.; St. Louis; Milwaukee, and Washington. All day parts. Agency: PKG/Cunningham & Walsh, Chicago. Target: adults, 25-54.

**J.C. Penney** □ Windsor Bay coat. Begins Sept. 28 for two weeks in about 11 markets. Late fringe and news times. Agency: Vitt Media International, New York. Target: women, 18 and over.

**Marriott** □ Bob's Big Boy restaurants. Begins this week for two weeks in Washington and Cleveland. All day parts. Agency: Simons Michaelson Zieve, Troy, Mich. Target: adults, 18-49.

**Venture Stores** □ "Super Sale." Begins in early October for one week in seven markets. Day, early fringe and prime access times. Agency: Grey-North, Chicago. Target: women, 18-34.

**Pizza Hut** □ Restaurants. Begins Sept. 19 for varying flights in more than 50 markets. Prime and all fringe times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

**Metro Marketing** □ Basket promotion. Begins this month for varying flights in Washington, Baltimore, Portland, Ore., and Wichita, Kan. Day and fringe times. Agency: John Byk Advertising, Los Angeles. Target: women, 18-49.

#### RADIO ONLY

**Webber's** □ Sausage. Begins Oct. 20 for 25 weeks in about 15 markets. Agency: Simpson Marketing Communications Agency, Columbus, Ohio. Target: women, 25-54.

**Lowe's** □ Tidy cat litter. Begins Oct. 20 for three weeks in Detroit; Grand Rapids, Mich.; Dallas; Milwaukee, and Minneapolis. Agency: William B. Doner, Southfield, Mich. Target: women, 25-54.

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J. Daniel Rudy, assistant managing editor.  
Frederick M. Fitzgerald, senior editor.  
Mark K. Miller, Kira Greene, assistant editors.  
Alan Green, Harry A. Jessell, Kathy Haley.  
Mary Pittelli, staff writers.  
Stephen T. McClellan, Matt Stump, editorial assistants.  
Pat Vance, secretary to the editor.

#### BROADCASTING CABLE YEARBOOK

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

#### ADVERTISING

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

#### CIRCULATION

Kwentin K. Keenan, circulation manager.  
Kevin M. Thomson, subscription manager.  
Christopher McGirr, Patricia Waldron.

#### PRODUCTION

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

#### ADMINISTRATION

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

#### BUREAUS

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Rufus Crater, chief correspondent (bureau chief).  
Rocco Famighetti, senior editor.  
Jay Rubin, assistant editor.  
Anthony C. Herrling, staff writer.  
Karen Parhas, editorial assistant.  
Winfield R. Levi, general sales manager.  
David Berlyn, Eastern sales manager.  
Charles Mohr, account manager.  
Marie Leonard, Mona Gartner, advertising assistants.

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

James David Crook, assistant editor.  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.

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



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# Datebook

■ Indicates new or revised listing

## This week

**Sept. 14-16**—*National Religious Broadcasters* Western regional convention. Marriott hotel, Los Angeles.

**Sept. 14-17**—*Broadcast Financial Management Association's* 20th annual conference. Town and Country hotel, San Diego.

**Sept. 15**—Comments due in FCC proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 FCC, Washington.

**Sept. 15**—Deadline for entries for 12th annual Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

**Sept. 15**—Deadline for submissions to *Atomic Industrial Forum's* Forum Award competition. Award carries \$1,000 prizes in both electronic and print media for excellence in reporting on peaceful uses of nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014; (301) 654-9260.

**Sept. 16**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Chicago Marriott.

**Sept. 16-18**—*National Association of Broadcasters* Executive Forum III. Keynote speaker: Allen H. Neuharth, chairman and president, Gannett Co. Sheraton Inn, Fredericksburg, Va.

**Sept. 17**—*National Press Club* luncheon. Speaker: Leonard H. Goldenson, chairman, ABC Inc. National Press Building, Washington.

**Sept. 18**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." La Mansion Del Norte, San Antonio, Tex.

**Sept. 18-19**—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers, Broadcast Cable and Consumer Electronics Society*, Hotel Washington, Washington.

**Sept. 18-19**—*National Religious Broadcasters* Midwest regional convention. Hotel Leamington, Minneapolis.

**Sept. 19-20**—Fourteenth annual South Dakota Broadcasters Day. *South Dakota State University* campus and Holiday Inn, Brookings. Information: (605) 688-4191.

**Sept. 20**—Deadline for entries in annual *U.S. Television Commercials Festival*. For first year, competition is open to spots from Australia, Ireland and the United Kingdom in addition to U.S. and Canada. Information: U.S. Television Commercials Festival, 841 North Addison Avenue, Elmhurst, Ill. 60126; (312) 834-7773.

## Also in September

**Sept. 20-24**—*International Broadcasting Convention '80*. Metropole Exhibition Center, Brighton, England.

**Sept. 21-23**—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island. Former FCC Chairman Richard Wiley, now with Washington office of Kirkland & Ellis, will receive Nebraska Broadcasting Award.

**Sept. 21-24**—*Texas Association of Broadcasters* annual meeting. San Antonio Marriott hotel.

**Sept. 23-25**—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

**Sept. 24**—*International Radio and Television Society* Newsmaker luncheon featuring FCC Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

**Sept. 24**—*Cable Television Administration and*

*Marketing Society* Southeast regional marketing seminar. Atlanta Hilton.

**Sept. 24-26**—*Tennessee Association of Broadcasters* annual meeting. Hyatt Regency, Knoxville.

**Sept. 24-26**—*Indiana Broadcasters Association* fall conference. Executive Inn, Vincennes.

**Sept. 25**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Bonaventure hotel, Los Angeles.

**Sept. 25-27**—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

**Sept. 25-28**—*American Women in Radio and Television* Western area conference. Brown Palace, Denver.

**Sept. 28-28**—*American Women in Radio and Television* west central area conference. Canterbury Inn, Wichita, Kan.

**Sept. 28-28**—*Massachusetts Association of Broadcasters* meeting. Sheraton Regal, Hyannis.

**Sept. 28**—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNY-FM-TV Syracuse, (315) 457-0440.

## Major Meetings

**Sept. 14-17**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, 1982, Hyatt Regency, Kansas City, Mo.

**Sept. 20-23**—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

**Sept. 28-Oct. 1**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

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

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

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

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

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

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

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

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

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17,

**Sept. 28-30**—*New Jersey Broadcasters Association* 34th annual convention. Bally's Park Place hotel, Atlantic City.

**Sept. 28-Oct. 1**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

**Sept. 28-Oct. 1**—*National Association of Black Journalists* annual convention. L'Enfant Plaza hotel, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277.

**Sept. 29-30**—*National Association of Black Owned Broadcasters* fall conference. National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

**Sept. 29-30**—*National Association of Educational Broadcasters' Public Telecommunications Institute* seminar on license renewal. Holiday Inn, Washington. Information: PTL, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

**Sept. 30**—*Radio Advertising Bureau* co-op retail meeting. Amfac hotel, Dallas.

**Sept. 29-Oct. 2**—*Sixth VIDCOM International Market for Videocommunications*. Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360.

**Sept. 30-Oct. 1**—*National Association of Educa-*

1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 12-15, 1981**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

**May 8-10, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

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

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

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

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



**WHAT YOU  
DON'T KNOW  
CAN  
HURT YOUR  
PROFITS.**

# AP BROADCAST

If all you know about us is our wire service for

## What you don't know about us can hurt your product and your profits.

Everyone knows we're the largest newsgathering organization in the world. But some broadcasters don't realize we're also the largest broadcast news service.

We're best known for our wire service for broadcasters. It's the service that built our reputation as the most accurate, objective and timely news service available.

But, we're a lot more than that. We're a comprehensive package of services specifically designed to meet the needs of broadcasters today.



We supply you with tremendous programming opportunities far beyond the scope of just news. Programming which you can use just as it arrives, or which you can tailor to special needs and interests. Programming to give you a competitive edge to attract advertisers.

## We've made dramatic changes in our service—to make it work harder for you.

In case you haven't kept up with the changes at AP Broadcast Services, here's a rundown on what we provide and how you should be using us.

### AP Radio Wire

Started in 1942, our basic broadcast service was literally reinvented in 1979 to be totally flexible. Programming is in short segments to fit any format and provide spots for commercials. The language is specially written for the ear. Hourly news summaries are complete scripts, not just separate stories. And, the basic hourly summary provides three minutes of news. Weekday programming is on a regular schedule, providing excellent strip opportunities. Special weekend programming is available as well, plus strong sports coverage.

24 hours a day, every day, AP Radio Wire gives your station news and programming in its most useable, saleable form.

### AP TV Wire

Our newest service is a high speed (1200 wpm) wire designed exclusively for television stations. It is basic in-depth source data critical to the development of high-rated newscasts. The AP TV Wire gives you in-depth, detailed national and international news reports, story updates as events change, major stories from your state, hourly updates to keep you abreast of the top stories, sports reports, and a complete business report.



The incredible speed of the AP TV Wire makes it easy to keep you up to the minute on fast-breaking stories. 24 hours a day, every day, the AP TV Wire provides a vital source of in-depth news to your station.



# SERVICES

broadcasters, you don't know much about us.



## AP Radio Network

AP Radio Network is a 100% sound network news service that brings the voices and sounds of the world to your station. Loaded with actualities, it lets the smallest station in the most remote market compete with anyone, anywhere.

The key advantage of AP Radio Network is its unparalleled flexibility and broad programming. In addition to newscasts every hour, it offers a host of features each day, as well as regional news reports.

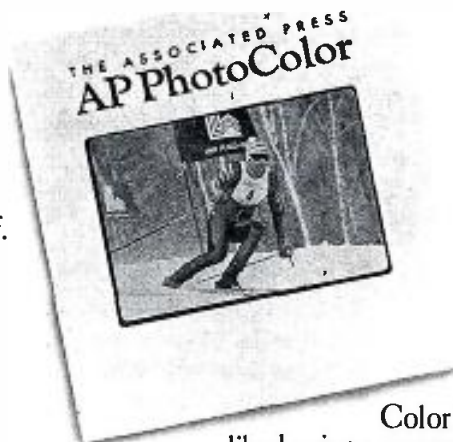
Each week AP Radio Network offers you over 1000 opportunities to sell in-program news spots or adjacencies. That revenue potential is why so many stations, independent and affiliated, rely on AP Radio Network for rating-building news programming.

## AP Photo Services

Both color and B&W stills are available from the AP's world-famous photographic staff. AP Photographers have been awarded 14 Pulitzer Prizes since the broadcast services were started.

AP LaserPhoto represents very simply the best quality electronic B&W still photo service in the world. The amazing speed and versatility of AP LaserPhoto makes it perfect for covering fast-breaking stories.

AP PhotoColor provides timely 35mm slides for TV broadcasters that tie in with AP TV Wire programming. AP Photo-



Color is like having your own photographic service with coverage of all the world's events and personalities, plus many useable graphics.

## AP Newscable

AP Newscable is a 24-hour-a-day video service that brings national and international events, sports, business, market quotations, weather, television highlights, show business news and a lot more into cable subscribers' living rooms.

Instead of shutting down, a number of UHF-VHF stations are letting AP Newscable work the night shift, keeping that tuner right where it should be all night long. This represents an excellent opportunity for extra sales revenue at very low cost.

## Problem-Free Technology

AP Broadcast Services uses state of the art technology — and backs it up with a nationwide staff of technicians to service and maintain all equipment. →



## The dishes are here

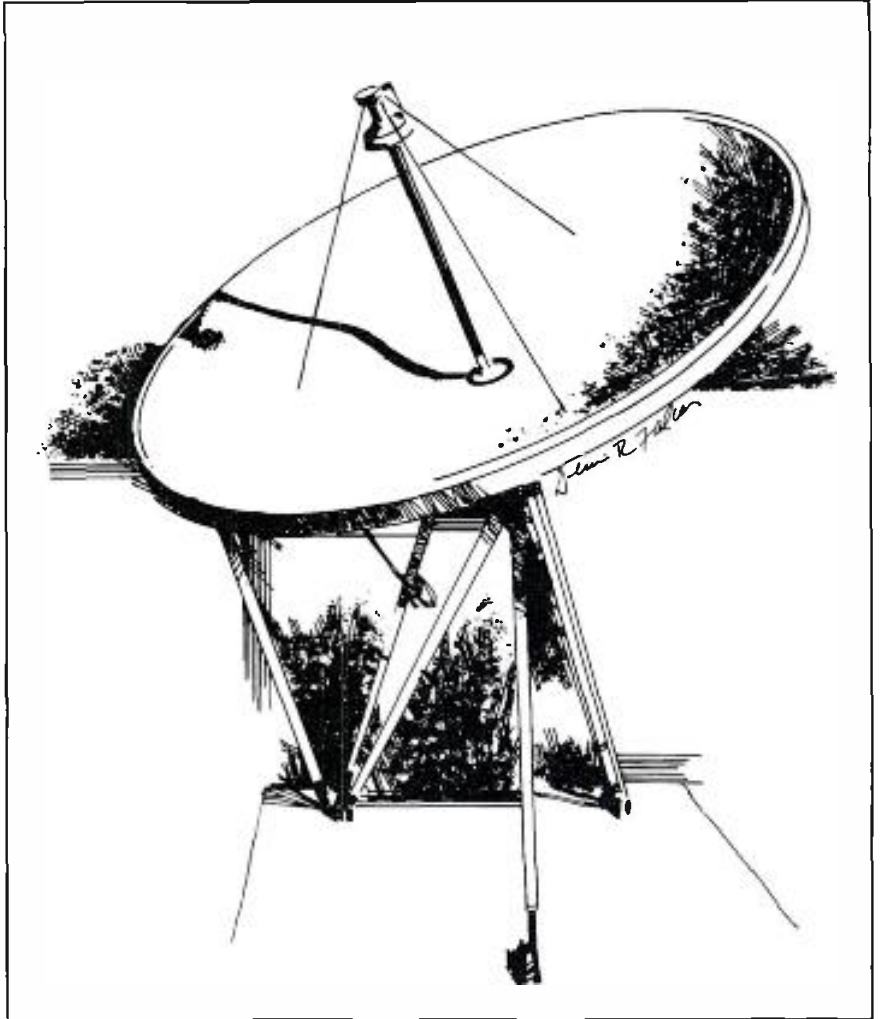
As an example of our commitment to the very latest technology, the AP Radio Network is changing over to satellite transmission for even better quality. By the end of 1980, plans are to have over 250 markets hooked up for satellite reception.

## The key to our services is flexibility

AP Broadcast Services are designed to give your station flexible, ready-to-use news programming. Originating from the prestigious Associated Press—the broadcast services are renowned for accurate, objective and fast news reporting.

But AP Broadcast Services are much more than just news.

AP Broadcast Services provide hours of interesting, timely, programming each week. Programming that can build ratings for your station and sales for your advertisers.



## AP Broadcast Services.

**What you don't know about us...  
can hurt your profits.**

**But what you know about us now  
can build your product,  
your ratings, and your profits.**



**Broadcast Services**

***INNOVATION for better news programming***

Associated Press Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020 (212) 262-4011



*tional Broadcasters*; Public Telecommunications Institute seminar on "Labor Relations in Public Broadcasting Stations." Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

**Sept. 30-Oct. 3**—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

## October

**Oct. 1**—New deadline for comments in FCC rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1. FCC, Washington.

**Oct. 1-2**—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

**Oct. 1-2**—*National Association of Broadcasters* directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

**Oct. 1-3**—*National Religious Broadcasters Eastern/Southeastern/Intercollegiate* convention. Holiday Inn and Liberty Baptist College, Lynchburg, Va.

**Oct. 1-5**—*Women in Communications Inc.* 48th annual meeting. San Diego.

**Oct. 2**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Caribe Hilton, San Juan, PR.

**Oct. 2**—*Radio Advertising Bureau* co-op retail meeting. Century Airport Inn, Atlanta.

**Oct. 2**—FCC deadline for comments on CBS's petition for rulemaking on teletext standards (RM-3727). FCC, Washington.

**Oct. 2-4**—*National Association of Educational Broadcasters* Public Telecommunications Institute seminar on improving managerial skills. Holiday Inn, Washington. Information: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

**Oct. 2-5**—*Federal Communications Bar Association* annual seminar. The Playboy Great Gorge Resort and Country Club, McAfee, N.J.

**Oct. 3-4**—*National Federation of Local Cable Programming* mid-Atlantic region, fall conference. Hosted by Berks Community Television, independent community television producer, Reading, Pa.

**Oct. 3-5**—*American Women in Radio and Television* mid-east area conference. Pittsburgh Hilton.

**Oct. 3-5**—*American Women in Radio and Television* Northeast area conference. Turf Inn, Albany, N.Y. Information: Julie Nolan, (518) 385-1297.

**Oct. 4**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

**Oct. 5-7**—*Common Carrier Association for Telecommunications* annual MDS convention. Speakers include: Charles Ferris, chairman, FCC, and Richard Wiley, Kirkland & Ellis. Washington Hilton, Washington.

**Oct. 5-8**—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

**Oct. 6-7**—*National Religious Broadcasters* Southwest regional convention. First Baptist Church, Dallas.

**Oct. 6-8**—*Electronic Industries Association* 56th annual fall conference. Century Plaza hotel, Los Angeles.

**Oct. 7**—*National Association of Broadcasters* broadcast town meeting. University of Wisconsin, Milwaukee.

**Oct. 7**—*Radio Advertising Bureau* co-op retail meeting. Holiday Inn South, Cincinnati.

**Oct. 7-10**—*Pennsylvania Cable Television Association* annual conference. Valley Forge Sheraton. Contact: Carolyn Smith (717) 232-1898.

**■ Oct. 7-10**—*Information Industry Association* annual meeting. Sir Francis Drake hotel, San Francisco.

**Oct. 8-9**—*National Association of Broadcasters* television conference. Hyatt on Union Square, San Francisco.

**Oct. 8-9**—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by *Communications Media Center, New York Law School*

in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, N.Y. 10013.

**Oct. 8-10**—*Public Service Satellite Consortium*, fifth annual conference. Washington Hilton.

**Oct. 8-10**—National symposium on videodisk programming sponsored by *Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting*. University of Nebraska-Lincoln. Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.

**Oct. 9**—*Radio Advertising Bureau* co-op retail meeting. International Inn, Washington.

**Oct. 9-10**—*Pittsburgh chapter of Society of Broadcast Engineers* seventh regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 9-12**—*Missouri Association of Broadcasters* meeting. Holiday Inn, Joplin.

**Oct. 9-12**—*National Black Media Coalition* seventh annual meeting. Keynote speaker: Carl Rowan, syndicated columnist. Mayflower hotel, Washington.

**Oct. 10-12**—*American Women in Radio and Television* Southern area conference. Keynote speaker: Joel Chaseman, president, Post-Newsweek Stations. Sheraton at St. John's Place, Jacksonville, Fla.

**Oct. 11**—*Florida Association of Broadcasters* meeting. South Seas Plantation, Captiva Island, Fort Myers.

**Oct. 12**—*National Broadcasters Hall of Fame* fourth annual induction ceremony. Caesars Boardwalk Regency, Atlantic City.

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

**Oct. 12-14**—*Pennsylvania Association of Broadcasters* annual fall convention. Toltrees Country Club and Lodge, State College. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101.

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

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

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

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

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

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

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

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

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

**Oct. 16**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Mayflower hotel, Washington.

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

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

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

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

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

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

**Oct. 22**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

**Oct. 22-23**—*National Association of Broadcasters* television code board meeting. Hotel del Coronado, San Diego.

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

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

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

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

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

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

**Oct. 26-28**—*American Association of Advertising Agencies*, Mid-Atlantic Council second annual Washington seminar. Four Seasons hotel, Washington.

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

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

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

**Oct. 27-28**—*New Jersey Cable Television Association* annual meeting. Meadowlands Hilton, Secaucus.

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

**Oct. 27-29**—*Scientific-Atlanta Inc.* sixth annual Satellite Earth Station Symposium. Marriott hotel, Atlanta. Information: Gene Lovely, (404) 449-2000.

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

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

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

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

**Oct. 31-Nov. 1**—*National Translator Association* annual convention. Hotel Utah, Salt Lake City.

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

## November

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

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

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

**Nov. 5**—*Radio Advertising Bureau* co-op retail meet-

# CONTROL LIKE NEVER BEFORE.

**The new RCA TR-800. It's everything you've asked for in a one-inch tape system. And more.**

When you called for gentler, more precise tape handling, we were listening. When you asked for faster, easier operation and control, we heard you. And when you told us you wanted better editing capability, we took note. Our response is the new TR-800. It's the one-inch tape system you specified. In addition, we've included some years-ahead innovations of our own.

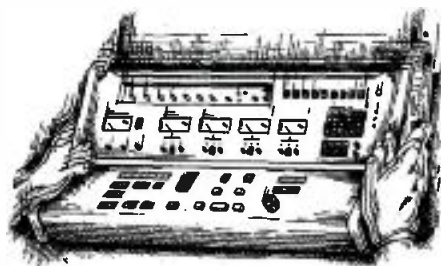




## Designed for you.

Everything about TR-800 is engineered to make your job as easy as possible, from the tape-end sensing feature to the ultimate in microprocessor controls.

We've designed the tape path to give you straight-through threading. And tucked all electronics behind a drop-down panel for on-air accessibility. This panel includes all the



controls for the new digital Time Base Corrector (TBC-8000). The TR-800 is equally at home in a van, rack, T-cart or console. But the big feature is control. Unprecedented control.

## New editing precision.

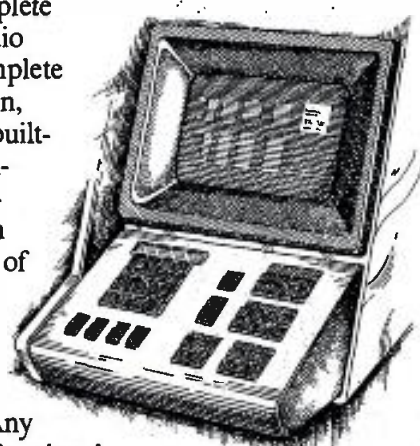
TR-800 lets you expand or compress materials to fill time slots with frame-by-frame, field-by-field precision.

With our Supertrack option, play back with broadcastable quality from reverse slow motion through still scan to forward fast motion. An LED digital readout tells you the exact tape speed. Edit with the microprocessor-controlled pre-viewable editor, a standard feature. And we offer additional distributed processing through such accessories as Super Search Editor (SSE), a Multi-Rate Video Controller (MRVC), and a unique time code editing system (AE-800) that fully addresses C format capabilities.



## A system that does it all.

Use TR-800 as an instant replay, slo mo and freeze frame unit. Use its superb editing control for special effects and precisely programmed edits. Get full video and sync record/playback capabilities plus three audio channels. Get complete video sync and audio simulplay. Get complete monitoring selection, metering and two built-in speakers. In post-production, the unrivaled acceleration and easy operation of TR-800 save time and money, while helping you turn out a superior product. Any way you use it, you're ahead.



## See for yourself.

The astonishing new TR-800 system adds up to everything you've ever wished for in a one-inch tape system. Check it out for yourself. And be prepared to be amazed.

RCA Broadcast Systems  
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Camden, NJ 08102



**Can you really  
afford less?**

ing. Arlington Park Hilton, Chicago.

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

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

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

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

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

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

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

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

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

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

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

**Nov. 13**—*International Radio and Television Society*

Newsman luncheon. Waldorf-Astoria hotel, New York.

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

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

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

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

**Nov. 17-18**—*Society of Cable Television Engineers* technical meeting and workshop. Hyatt hotel, Phoenix.

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

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

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

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

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

## December

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

**Dec. 3-4**—*Advertising Research Foundation's* sec-

ond Western conference and research fair. Los Angeles Biltmore.

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

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

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

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

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

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

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

## January 1981

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

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

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

**Jan. 24-29**—*National Association of Broadcasters* joint board meeting, Scottsdale, Ariz.

# Open Mike®

## Easier said than done

EDITOR: I must take strong exception to the study reported in the Sept. 8 issue, which as the headline states, claims that a shift to 9 khz "could be done quickly and without much expense, trouble or interference."

As the licensee of WELO(AM) Tupelo, Miss., one of the three stations that participated in the NTIA shift experiment, I can respond from personal experience. Simply put, a computer study concocted in Colorado does not reflect reality here in Tupelo, or for that matter any other location in the U.S.

Our hands-on experience demonstrates that the NTIA study is seriously flawed. It oversimplified the problems. The WELO test shows that a great deal more would have to be done with our antenna pattern to comply with FCC protection requirements. In our case, it may be necessary to relocate our towers to land that at present is not available.

Another faulty assumption is that no more than a 4 khz shift would be involved. Other participating nations in Region 2 are advocating required frequency shifts or more than 4 khz. The fact is that the greater the shift, the greater the mag-

nitude of the problems involved in conversion.—*Edward O. Fritts, chairman, National Association of Broadcasters radio board.*

## Dramatic alternative

EDITOR: In regard to the Sept. 1 special report on radio, I would like to say amen to what Hi Brown said about radio drama. Instead of trying to come up with a new music sound to grab an audience, why don't the networks put more effort into radio dramas, comedies, adventures, westerns and variety programs? Most radio stations have become jukeboxes, playing the same records over and over all day. There is an alternative.—*John Stephens, WDSC(AM) Dillon, S.C.*

## Filling in the blanks

EDITOR: Your story on Gordon McLendon [Aug. 25] was great. In your list of McLendon stations, you left out KNET(AM) Palestine, Tex., his first station. I know because I signed his affiliation contract there with Mutual Broadcasting.

You also omitted WGLS(AM) Decatur, Ga., although I suspect that Gordon would

rather not be reminded of that one.—*Charles W. Godwin, Bradenton, Fla.*

## Broader appeal

EDITOR: Thanks very much for listing KRLY(FM) as the number-one radio station in Houston in your Aug. 25 issue. However, our format should be listed as "mass appeal contemporary"—not disco. While we started off in January 1979 as a disco station, we have evolved into a mass appeal radio station with our music list including most of the top contemporary and pop hits of today.—*Michael S. Raymond, general manager, KRLY(FM) Houston.*

## Growing with magazine

EDITOR: As chairman of CTAM 80 [annual meeting of the Cable Television Administration and Marketing Society], I want to thank you for the coverage you gave to our successful San Francisco meeting [BROADCASTING, Aug. 11].

I have been a reader of BROADCASTING since sweeping floors at an AM radio station at age 16, 24 years ago.—*Gregory J. Liptak, senior vice president, Times Mirror Cable Television, Irvine, Calif.*



# Listen

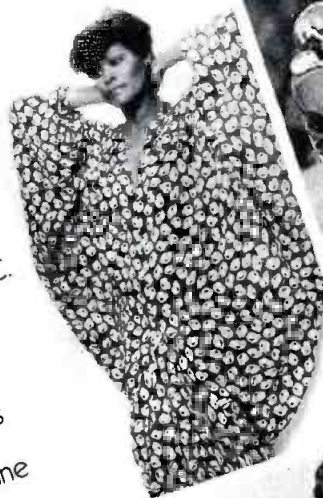
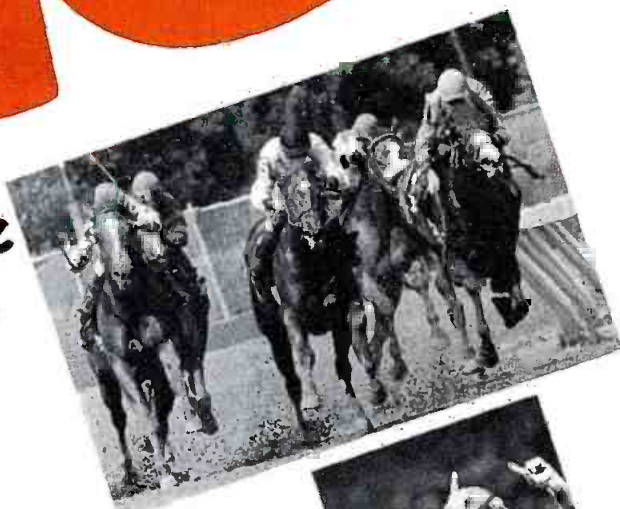
It's what we've been  
doing better than anyone  
for the last twelve years.  
And here's how  
it pays off for you.




**THE HOTTEST NEWS.** We've got the biggest news organization in radio, with more than 100 reporters and researchers in New York and Washington alone. And we specially tailor the news to fit your format.

**THE HOTTEST SPORTS.** Prestige events like the Olympics. The Kentucky Derby. The Sugar Bowl. A grand total of 68 sportscasts every week—nobody else in radio can match a score like that. Covered by pros who give every program a hard news focus. And always, the live action coverage and interviews you expect from ABC.

**THE HOTTEST ENTERTAINMENT.** The kind of high-voltage specials that make people take notice. We've slated 34 of them for 1980. That's far more than any other radio network. With a constellation of superstars like Fleetwood Mac, Blondie, The Beach Boys, The Eagles, Tammy Wynette, Styx, Waylon Jennings, Dionne Warwick. ABC means entertainment that's geared to every format, every audience. Entertainment that's geared to make you a winner in the ratings game.

It's no accident that ABC has been the leader in network radio since 1969. Or that we have the deepest and strongest station lineup. It's simply because we've taken the time to find out what you need and what you want. People listen to us because we listen to you.

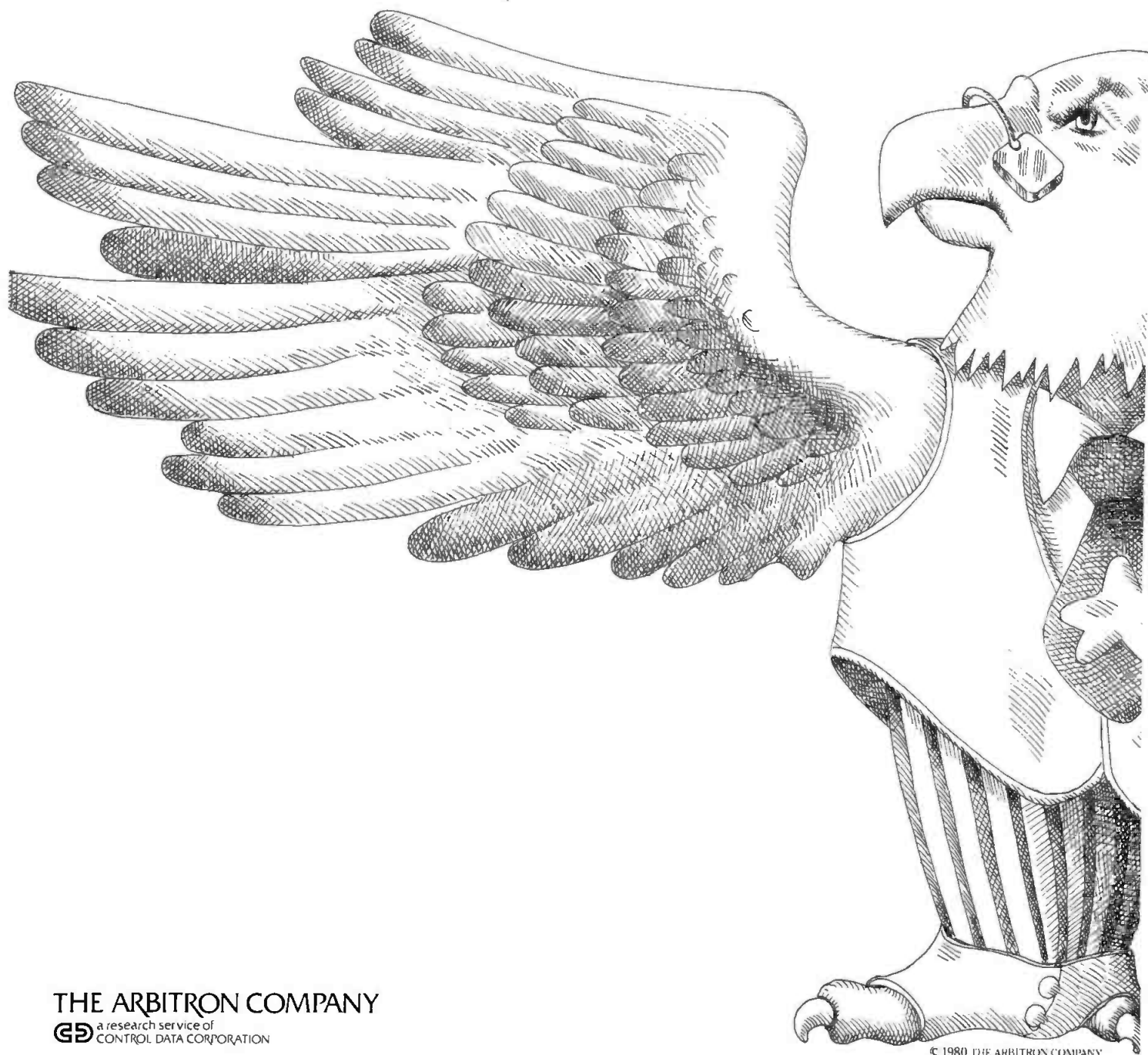


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**Networks**  
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The People Delivery System™

# THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE

## THE STAR-SPANGLED CLAIM CHECKER

ONE OF A SERIES



THE ARBITRON COMPANY  
**GD** a research service of  
CONTROL DATA CORPORATION

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**DESCRIPTION OF STAR-SPANGLED CLAIM CHECKER:** Also known as the Broadcast Rating Council, this is one of the more helpful and beneficial denizens of the ratings jungle. Can be spotted by its wisdom and constant devotion to making sure that rating services "do what they say they do."

**HABITS:** Assures that ratings services make full disclosure of their procedures and that they meet certain research standards.

Rating services are audited yearly, and those that meet these conditions earn accreditation and are eligible to carry the Council's double check symbol on all reports.

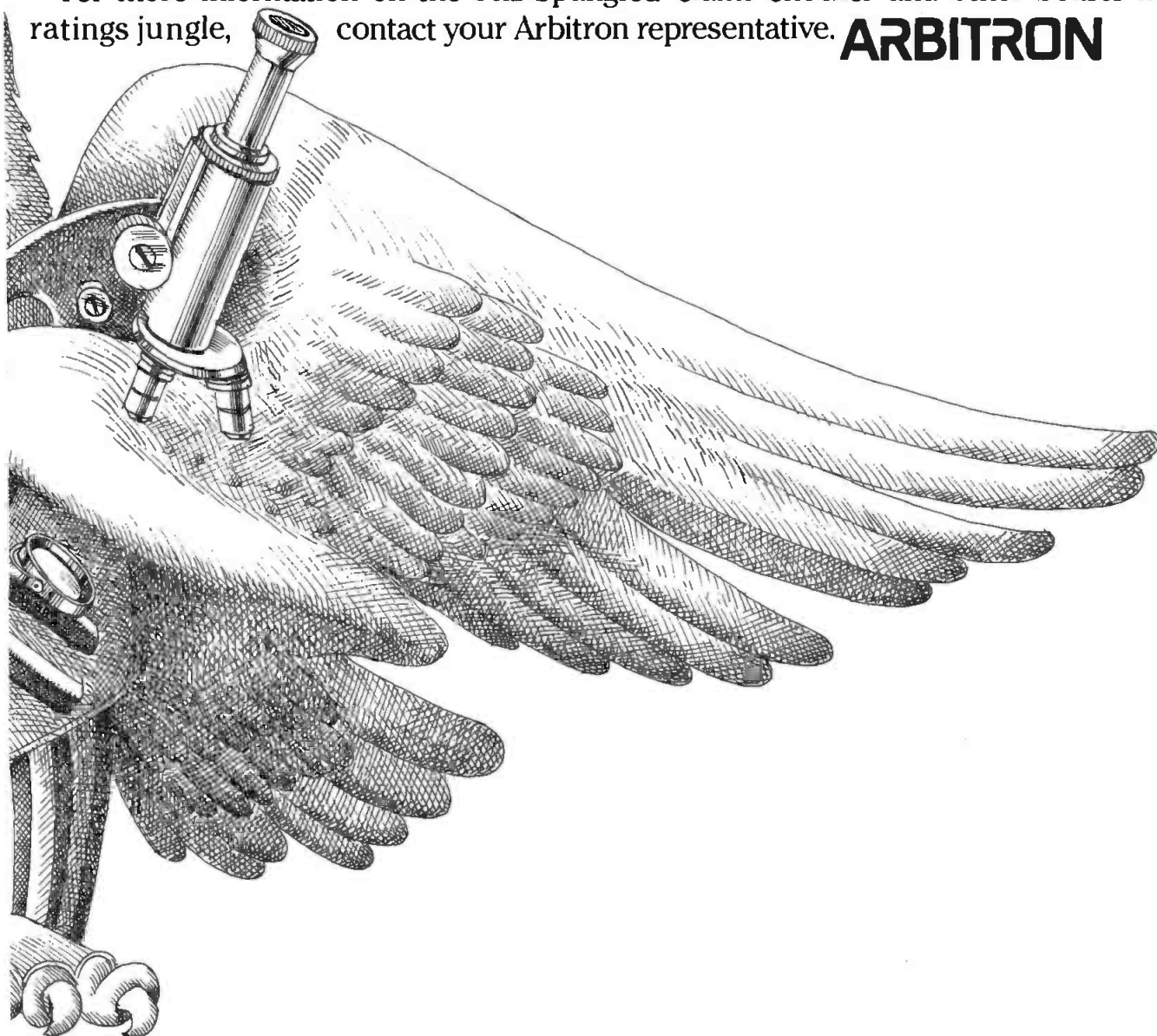
**CARE AND FEEDING:** Arbitron believes that species such as the Star-Spangled Claim Checker deserve special care and attention. We are constantly listening to the Council's suggestions to make sure our services meet the highest research standards.

The Board of Directors of the Council is composed of representatives of the following industry groups: ABC, CBS, NAB, NBC, NRBA, RAB, the SRA and the TVB.

In addition, observers from the 4A's and the ANA attend board meetings.

For more information on the Star-Spangled Claim Checker and other beasts in the ratings jungle, contact your Arbitron representative.

**ARBITRON**



# Monday Memo®

A broadcast advertising commentary from Tom La Brie, La Brie Waterbeds, Sacramento, Calif.

## The perfect TV time for selling waterbeds

Over the four years that we've been using TV to promote my waterbed and furniture company, I've found that television advertising is probably the most effective and personal selling medium ever devised.

However, it takes a lot of experimentation to determine the proper time segment for your messages and then the proper method of presentation to make the messages effective. The ingredient that ties all of these together is consistency of effort, which may well be the most important single element in the successful formula. When it works, it's wonderful and well worth all the effort.

My company, La Brie Waterbeds, had, first of all, a rather unusual product. It's what attracted me to it. You put a rubber bag on the floor, fill it with water and presto—you've got yourself a very comfortable bed.

How to sell this new and obviously different form of bedroom furniture was the major question confronting me. I had tried TV advertising before with mixed results. TV advertising, even in fringe times, is not cheap, and I wanted to hit on an advertising concept that would be compatible with my product.

KTXL-TV, an independent station in Sacramento, Calif., had perhaps the best line-up of movies of any station in the market. I wanted to reach the "night people" and make "a night of comfort" the theme of my ad campaign. Edd Branca, the local sales manager of KTXL-TV, and Jim Jopin, a KTXL-TV account executive, got together with me and worked out the basic principles for a campaign: an all-night movie program called *Night Comfort Theater*.

It was during these meetings that the "personality" concept was injected into the conversation. The more we kicked it around, the better it sounded. The general idea was that I would act as host for the all-night movies—talk about the shows, interview people and do a little soft sell on our line of waterbeds, bedroom groupings and accessories.

Although it had sounded like a great idea, when it came to actually taping the commercials for the show, I was scared to death. Inasmuch as our whole premise of the commercial aspects was to put night people at ease, get them in a relaxed and receptive mood and give them a nice, soft sell, I was so uptight I couldn't believe it. I hated it and almost backed out. However, I found that after a few commercials and some interviews it was easy to relax and



Tom La Brie formed his own company, La Brie Waterbeds, of Sacramento, Calif., in 1973 after working for several years in San Francisco as a waterbed salesman. He is a graduate of Michigan State University and taught in schools in that state for several years.

act natural, and from there on we were on our way.

We put a tag line on the introduction of *Night Comfort Theater* that says, "I'm here to put a smile on your face and a little comfort in your life." It has caught on in the Sacramento market, and quite often I'm greeted on the street with someone who says, "Hey Tom, put a smile on my face. I need it."

The longer I played host for the *Night Comfort Theater*, the more relaxed I became and the more impressed I became with the immense personal impact of television on the average person. I began to understand why such national corporate executives as Frank Borman of Eastern Air Lines and Lee Iaccoca of Chrysler Corp. utilize the same personal approach. It has an intimate and personal flavor. It creates a rapport with the people you're dealing with, and it does an immense selling job. At least it did for La Brie Waterbeds.

My success as host of *Night Comfort Theater* is very subtle. It's called personality television advertising and it's very effective. Actually, it's the ultimate soft sell; the viewer gets to know me as a per-

son, not someone selling waterbeds. I soothe the late-night viewer. I try to make him or her feel comfortable, at ease and relaxed. The fact that I sell waterbeds, bedroom groups and accessories almost seems incidental to my job as host of *Night Comfort Theater*.

The effect of personality television advertising has been tremendous for my company. I now have 45 to 50 employees, which is about twice the number on my payroll before starting my job as all-night movie host in 1976.

I'm trying to be creative in my approach to being all-night host of *Night Comfort Theater*. I've brought local guests on to describe their jobs and interests. I read letters mailed by viewers from as far away as Denver, Seattle, and Butte and Helena, Mont., where KTXL-TV is seen on cable hook-ups.

These letters are amazing. They range from questions about waterbed leaks through movie requests to notes of appreciation and encouragement. Some are downright bizarre, such as the cat-burglar who wrote and thanked me for keeping him off the streets at night.

My personality television campaign is unique in that the spots during *Night Comfort Theater* do not deal with a product at all but include a mixture of real people and events that happen to them in real life. I've interviewed just about all of my employees over the past four years as well as the likes of Evel Knievel, circus clowns, community leaders and children.

Time and time again, I'm asked to do a rerun of a favorite movie, or not run one again. People think I have full control of the show.

I cut new movie commercials weekly for about two to four hours. It's a big investment and I'm determined to make it do the most for La Brie Waterbeds. It's worked 100% so far, and I'm now selling enough waterbeds and bedroom furniture to be the leading single-operation retailer of waterbeds in the nation.

The targeting of personality television advertising around *Night Comfort Theater* has been perfect for La Brie Waterbeds. My sales have doubled over the last four years and I'm selling to customers from a 14-state area. I can only attribute this to the audience I'm reaching through the cable hook-up.

I'm sold on television advertising. It's worked so much more effectively than any other advertising campaign we've executed.

In terms of growth potential, the sky's the limit. As host of *Night Comfort Theater* I've been shown that the future is indeed bright with all-night *Comfort Theater*.



# ENSTROM

**"The F28C-2 is the best for the job — and I've flown most of them."**

WITS Radio helicopter pilot and traffic reporter Carl Towle is still enthusiastic about his Enstrom, even though he flies it for hours every working day.

"I average 100 hours per month traffic reporting over Boston," he says, "and my F28C-2 is still fun to fly. Good, stable flight characteristics. Good autorotation qualities. One of the most economical helicopters I've ever flown."

Carl's choice of the Enstrom F28C-2 is an excellent one—for traffic reporting and for many other missions.

The turbocharged F28C-2 is one of the most fuel-efficient and reliable helicopters flying today. And its initial cost is less than half that of the most popular turbine-powered helicopters.

Its new deeper windscreen, low profile instrument console, big all-plexiglass doors, plus floor ports and skylights give people in the F28C-2 superb visibility.

The quiet engine and smooth rotor systems provide an excellent platform for radio or TV traffic and news reporting. Three seats and a useful load of 850 lbs assure plenty of capacity for equipment and personnel. And the F28C-2 flies for up to 3.7 hours without refueling. It can cruise at an



economical 85 mph, hover over a chosen area, make 360 degree spot turns or speed away to a new location at up to 112 mph.

Whether in traffic reporting, electronic news gathering, utility line patrols, police surveillance or dozens of other assignments, the Enstrom F28C-2 returns more utility per dollar invested. Ask your nearest Enstrom distributor for details. Or call the factory.



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**Do you really need a turbine helicopter?**





# FAMILY MAN

Once he's turned on, so are family audiences!



## THE INCREDIBLE HULK\*

His giant 36% share of 18-49 viewers and his huge all-family audience—lots of kids and teens, too—make him an incredible early-fringe buy!

Don't wait—ask to see our Hulk presentation today!

**MCA TV**

© 1980 Universal City Studios, Inc. All rights reserved. Source: NTL Sept. 1979-Feb. 1980. Subject to survey limitations. \*Or another appropriate title.



TOP OF THE WEEK

## FCC opens Pandora's box on low power

**Commission takes strong step toward changing TV landscape by voting rulemaking to create secondary stations that would operate under minimal regulation**

The FCC last Tuesday (Sept. 9) unanimously adopted a proposed rulemaking that looks to the possible creation of what its staff says could be thousands of low-power television stations.

The staff report on which the rulemaking is based recommends the adoption of vastly simpler rules governing the start-up, programming and operating procedures for these new outlets than those applying to current full-service television stations. Major among them:

- Studio facilities and local program origination would not be required.

- No formal ascertainment requirement would apply to the new outlets but each applicant would still be held responsible for determining the needs and concerns of his community, and responding to them.

- The fairness doctrine would apply, but in "simplified form," depending on the programming capabilities of the applicant.

- There would be no limit imposed on the number of low-power stations that could be owned by any one entity. However, the three commercial television networks would be precluded from entering the low-power market, and existing one-to-a-market and duopoly rules would still apply.

- The three-year trafficking rule—prohibiting the sale of a station before an owner has held it for three years—would not apply.

- Subscription television (over-the-air pay TV) authorization would not be required; simple notification of an applicant's intention to provide such programming would suffice.

- Cable systems would not be required to carry the signals of locally viewed low-power stations.

- A "paper hearing" procedure would be developed to simplify the selection process in mutually exclusive situations.

The proposed low-power service is not

**Who knows?** The wide-ranging but unstudied implications of the FCC's low-power TV decision made for low-power reactions last week in the world of telecommunications. While one excited equipment maker said he was already planning a turnkey low-power station, the questions centered on the economic feasibility of the proposed new medium. The FCC seems confident. "Like any new industry, you will have more start-ups than those who make it," said Nina Cornell, chief of the Office of Plans and Policy. "But I don't think this will be a flash in the pan. It will hang in." □ Established broadcasters, although they had no outright criticism of the proposal, questioned its economics. "We remain concerned that the proposals may encourage applications for low-power stations with no realistic chance of survival because of their very small service areas and that this will ultimately lead to pressures for subsequent increases in power and other regulatory changes that would cause serious interference to the public's service," said Tom Paro, president of the Association of Maximum Service Telecasters. □ The National Association of Broadcasters "reiterates its concern about the potential of interference," said Jim Popham, assistant general counsel. The association is "also skeptical of the economic feasibility" of low-power TV, he said. □ Wall Street, too, focused on the money issue. "Any serious businessman knows that a low-power U in Fargo, N.D., isn't really a business," said one analyst. □ But equipment manufacturers, which stand to gain if low-power TV makes a go of it, were more optimistic. Steven Koppleman of Emcee Products predicted "a very substantial market" for low-power UHF transmitters. He said the average low-power broadcaster could make do with a 100 watt transmitter that could produce an effective radiated power many times that when coupled with a high-gain antenna. Lew Page, of GE/Canada, said he plans to market the company's new 2 kw UHF transmitter, fed through a circularly polarized antenna, which would bring the unit within the 1 kw restriction while improving the signal. And Acrodyne Industries' Bob Newhook said his firm is planning a turnkey ministration—studio, transmitter, antenna and earth station—for \$30,000 and up, depending on transmitter power. □ The marketplace was also on the minds of Madison Avenue. A profusion of low-power outlets "would make life more confusing for media planners," said Gene DeWitt of McCann-Erickson, but, he added, "In New York, for example, I would like to be able to buy only Manhattan, or only Long Island." Similarly, Michael Moore of Benton and Bowles said he envisions the new stations as evolving into a medium like radio, providing specific demographic and geographic advantages. □ The proposal, at the moment, doesn't seem headed for outright opposition on Capitol Hill. Reaction there was typified by that of House Communications Subcommittee Chairman Lionel Van Deerlin, who said the FCC is "moving in the right direction."

intended to be a substitute for existing translator service, nor to disrupt it in any way. Rather, the intent is to expand upon it. Technically, translators and the proposed low-power facilities are interchangeable. The difference: A translator exists for the purpose of rebroadcasting the signal of another station and is prohibited from originating programming with the exception of emergency warnings and 30 seconds per hour of fund-raising messages. (The commission, however, does grant waivers of this rule, allowing translators to originate programming.)

The new low-power stations would be allowed to originate programming, in an amount left to their discretion. One option: to broadcast original programming for part of the day while functioning as a translator for another part. Prospective stations would be encouraged to experiment with various combinations. If the facility originates programming, it would have to have an operator with at least a restricted operator permit. Among qualifications: a U.S. citizen at least 14 years old.

Existing translators would be allowed to make the switch to low-power TV status by filing an application for modification of their facilities. The filing would be considered a "major change" under the rules being formulated, according to Clay Pendarvis, chief of the Facilities Branch of the Broadcast Bureau, but one engineer with the Facilities Branch said that existing translators that want to make the switch would be afforded protection from other applicants for a low-power competition.

The unanimous support received by the proposal is attributable to the fact that the proposed low-power outlets would have "secondary status"—they would be prohibited from causing any interference to existing full-service stations, but must accept it from primary services, at least for the present. In a prepared statement, Chairman Charles Ferris suggested that UHF low-power TV's that are providing the first local service in smaller communities "might some day become full-service stations."

Neither the staff report nor the pro-

posed rulemaking addressed the issue of future upgrading of some low-power television stations to primary service. However, Michael Couzens, who headed the task force that prepared the report, told BROADCASTING there "is the hope" such conversions may take place in the future.

The staff report suggests that low-power television is economically appealing. Estimates from one manufacturer were that start-up costs for a 10 watt VHF station would run about \$24,000 while a comparable 1 kw UHF station would be \$82,000, both "with some kind of program origination ability," Couzens said. According to staff calculations, the average start-up cost for a new full-service television station in 1978 was \$1.9 million.

The low-power stations would be authorized on any VHF or UHF television channel from 2 through 69. VHF's would have a 10 watt limit and UHF's would have 1,000 watt (1 kw) limit for stations operating outside the existing table of assignments. VHF stations may operate at 100 watts on a channel within the table of assignments as long as they comply with the full service co-channel and adjacent-channel mileage separations. Low-power station coverage area would be between 12 and 15 miles.

Although studio facilities would not be required for low-power TV stations, an applicant would not be precluded from having such facilities. The commission expects that the low-power stations would rely heavily on the new technologies—such as videodisks and cassettes and satellite feeds—for programming.

Commissioner Robert E. Lee was concerned about the possible impact on UHF full-service stations but admitted that much of that argument was deflated by the fact that low-power stations would have secondary status. Couzens reinforced this point when he said, "You just don't reach the level of economic muscle that would make low-power stations formidable competitors" to full-service stations.

A further concern of Lee's was that ap-

plicants be "aware of what they're getting into," when entering the low-power TV market. Calculations made by John Taff, a technical consultant in Lee's office, predict that a low-power station within 300 miles of a full-service station on the same channel could have its coverage area reduced to as little as "four or five miles."

In a special attempt to avoid the often lengthy and expensive comparative hearing process in handling low-power applications, the report proposed a "paper hearing" to replace it. Three "preferences" of equal weight would be given to applicants competing for the same facility. One preference would go to the applicant who files first. Minority applicants also would receive one preference, and another would go to noncommercial applicants. The preferences would be cumulative; if two minorities file for the same facility, the one that filed first would receive the grant. If both a minority and a noncommercial applicant filed for the same facility, the one that filed first would get the grant. Ties would be broken by lottery.

Subject to the programing limitations of the proposed medium, fairness doctrine obligations of low-power TV operators would be essentially the same as for full-service outlets. Low-power stations would have an obligation to facilitate responsive programing that is "in a format compatible with the program originating capabilities" of the operator, said Couzens. In many cases "passive acceptance" of programing in a compatible form will fulfill the operator's obligation. If he has a studio he may be required to afford a respondent an opportunity to use those facilities.

Applications for low-power facilities will be accepted, processed and granted during the interim period before the rulemaking proposal is acted upon, which may be a year or more away. However, all such applications will be treated as waiver requests to originate programing as translators and will only be given low-power television status once the rulemaking proposal is favorably passed upon. All such grants will

be contingent upon the final outcome of the low-power proceeding. As to the fate of low-power facilities operating on interim authority should the rulemaking be denied, Couzens said that that is a "public interest determination to be made at that time." Possibilities—should the rulemaking be denied—include grandfathering the interims, phasing them out gradually or taking them all off the air immediately. Ferris said that is "a risk they take . . . they know what the ball game is all about." Quello said accepting interim applications was "a little prejudging . . . but of course then we'll find out how it works."

Interim applications involving exclusive applicants will be accepted but not acted on until after final disposition of the rulemaking.

The commission immediately tackled the interim application issue and accepted for filing the applications of a request by Washington-based Community Television Network Inc. for authority to operate a network of low-power UHF stations in 10 cities and an additional four affiliates in four other cities and a separate request for a 15th low-power facility in Bemidji, Minn. (BROADCASTING, Sept. 8). Jones, who voted against the request, was especially concerned about the impact on other prospective applicants who might not have time to respond or might not be informed at all about the request. She feels it is too early to tell who all the "prospective" applicants are—taking into consideration the fact that the commission had just moments before admitted the basic low-power idea to its deliberations.

In an effort to insure that as many prospective applicants as possible are made aware of the fact that they can file competing applications, the commission opted for a 30-day "pause period" before releasing the 30-day cut-off notice. If competing applications for any of those applications accepted at the meeting are received and accepted, a CP grant could not come before a final determination of the proposed low-power rulemaking.

## InBrief

**Striking actors and producers** in Hollywood have agreed to return to bargaining table Sept. 22, unless called together earlier by federal mediators. Today (Sept. 15) would have marked beginning of three-way competition among networks for 1980-81 season. Strike is beginning its ninth week.

□

FCC amended TV rules last week to allow transmission of **textual programing or slides with background music or no audio between sign-off and sign-on**. FCC dropped rule from early days of television that said aural and visual transmitters must be operated simultaneously to present related program package. It's presumed broadcasters will use new liberties to broadcast alphanumeric or graphics of news, weather and sports, similar to what is now seen on many cable systems.

□

**Senator Barry Goldwater** (R-Ariz.), ranking minority member of Communications Subcommittee, has sent letter to FCC Chairman Charles Ferris, requesting report on operation and application of political broadcasting laws in this year's elections. Request for in-

formation comes on heels of bill introduced by Senator Herman Talmadge (D-Ga.) exempting noncommercial educational stations from reasonable access requirements of Section 312 of Communications Act. Goldwater asked for report by January, which he said should include "recommendations for any legislative action the commission believes is necessary to contribute to an informed electorate."

□

**Creditors of Air Time Inc. have accepted proposal** of financially troubled media buying service to resolve its financial problems and first payment will be made on Oct. 1. Settlement provides for 100% on dollar for most creditors, except those with small claims, with payout over period of 18 to 24 months with interest at 10% per year from July 1, 1980. Air Time's liabilities are said to be about \$8.7 million owed to about 750 creditors, including broadcast stations.

□

**ABC affiliates** last week joined parent network in asking Congress to review FCC's position on direct satellite-to-home broadcasting. In letters to Senate Commerce Committee Chairman Howard Cannon (D-Nev.) and House counterpart, Representative Harley Staggers (D-W.Va.), affiliates maintained that commission had prejudged DBS issues "in favor of policies promoting services which necessarily bypass local television and radio stations as well as local cable television



## The FCC says yes to four drop-ins; decision expected this week on the larger issue

**Salt Lake City, Knoxville, Charleston and Johnstown are assigned short-spaced VHF's; commission awaits study on UHF impact before deciding on the 'generic' question**

On the same day last week that the FCC opened up the possibility of adding numerous low-power stations to the TV universe, it formally approved, in a 4-3 vote, a long-standing and controversial proposal to drop in VHF stations in four specific markets. The commission, however, put off until this Thursday (Sept. 18), when a study on UHF comparability is expected to be completed, any decision on the issue of "generic" VHF drop-ins.

The drop-in assignments approved last week: Salt Lake City (ch. 13), Charleston W. Va. (ch. 11), Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8).

Jeffrey Malickson, legal assistant to Broadcast Bureau Chief Richard Shibben, who presented the proposal before the commission, said the bureau's decision to recommend favorable action was based on three premises. The first, a reversal from past policy, was that the UHF impact issue "shouldn't present a barrier" because the benefits derived from granting the proposal—competition and diversity—outweigh what little impact these drop-ins might have on UHF television.

The staff report suggests that although UHF has not reached comparability with VHF television, it has reached "over-all financial viability."

In 1961, the commission had rejected two of the drop-ins that were approved last

week—Knoxville and Johnstown—citing UHF impact. However, the report said that UHF television has made "tremendous progress" in recent years, noting that network-affiliated UHF stations' profits were up 54% in the 1977-78 period while independent UHF profits climbed 19%.

The second premise is that any interference VHF drop-ins might cause to existing V's beyond what is acceptable in the rules will be eliminated by the imposition of the "equivalent protection" standard. This would require a drop-in to reduce its effective radiated power in the direction of existing stations so that the drop-in would produce no more interference to those stations than it would if located at the present minimum mileage separation.

For example, FCC rules provide for a separation of at least 170 miles between co-channel VHF stations in the Northeast and 190 miles elsewhere. Full power for a VHF station at the minimum mileage separation is 316,000 watts. A Northeast drop-in station separated by only 140 miles from an existing co-channel—30 miles less than the prescribed minimum mileage separation requirement—could have an effective radiated power in the direction of the existing co-channel of only 40,000 watts—276,000 watts less than full power. If the drop-in were placed 110 miles from that same co-channel it would have to reduce its ERP to 3,000 watts in the direction of that station.

The third premise on which the Broadcast Bureau based its recommendation for the four markets was that a net increase in viewer service far outweighed any disadvantages. The gain in service will provide opportunity "for greater diversity of programming and the presentation of divergent viewpoints," the commission said.

In Salt Lake City, the drop-in placed at ch. 13 would serve a potential audience of 860,000, the staff report said. A UHF station recently went on the air in there, and three applications are pending for another one. The Charleston drop-in at ch. 11 would serve a potential audience of

834,000 with only 15,000 people losing programming service not otherwise available. The drop-in at Knoxville at ch. 8 would offer service to one million viewers while "an apparent" 45,200 viewers would lose programming not available elsewhere. In Johnstown, the ch. 8 drop-in would offer new service to about 1.5 million viewers. A significant number of viewers—738,000—would suffer interference as a result. However, the commission claims that a third of the interference would occur on adjacent channels not short-spaced by the drop-in while the remaining viewers would have an alternative source to the programming that suffers interference.

It is the expectation of the commission that minorities will apply for and eventually operate the new drop-ins: "The additional stations thus made possible may give minority group members readier access to the broadcast media for presentation of their viewpoints and of programming particularly of interest to members of those groups."

Commissioner Abbott Washburn, dissenting (as did Robert E. Lee and James Quello), questioned the rationale for implementing the drop-ins: "The demand is not supported by the evidence." Washburn drew a distinction between a demand from the public for new programming and the need for new television stations. To drive the point home, he asked the staff if any group was presently committed to file an application for any of the four drop-ins. Shibben responded that there are "interested parties," but failed to cite any specific applicants.

Commissioner Lee called the drop-ins "islands of service amidst seas of interference." Allowing the drop-ins, he predicted, would lead to "a rash of petitions for existing UHF licensees for bob-tailed VHF channels." He said it would also lead to "pressure from the bob-tailed VHF operators for equality with their competitors and further deteriorations of broadcast service."

systems." Group added that Congress, rather than commission, should define role of DBS. Hill sources said last week no movement was under way to begin such investigation. ABC made its appeal last month (BROADCASTING, Aug. 25).

□

**WRVR(FM) New York changed its format from jazz to country** on Sept. 8, prompting demonstration in front of offices of parent company, Viacom International, on following day by group called Consortium of Jazz Organizations and Artists Inc. Al Greenfield, president of Viacom's radio division, said jazz format has been used for more than two years and "never got more than 1.5 rating." He said station's new format will be supplemented by additional news, sports and public service coverage. He added New York market already has several jazz stations to serve that constituency. Noncommercial WGO(FM) Newark, N.J., predominantly jazz, increased its broadcast day from 18 to 24 hours last week. In **another format shake-up**, RKO's adult contemporary station, **KHJ(AM) Los Angeles, will change** to newly-designed "country-oriented-rock" format near end of October. Audience reaction to announcement of change has been minimal, according to spokesman at KHJ.

□

Presumably on premise that nothing should happen to face-to-face confrontation of journalists with incumbent President, Miller Center of Uni-

versity of Virginia, Charlottesville (which makes continuing, intensive study of Presidencies) has authorized **in-depth examination of White House news conferences**. Study is underwritten by Markle Foundation, with initial funding of \$25,000.

## UpComing

**On NBC-TV: *Shogun***, \$21-million, five-part, miniseries, starts tonight (Monday). **On CBS-TV:** Full live coverage of first presidential debate in Baltimore will be offered Sept. 21. **In Washington:** House Judiciary Subcommittee Tuesday will review H.R. 6121, communications legislation that would deregulate AT&T (see page 83). Leonard Goldenson, ABC Inc. chairman addresses National Press Club Wednesday. Corp. for Public Broadcasting board meets Wednesday at CPB headquarters. Thursday FCC will take up issues of UHF comparability and "generic" VHF drop-ins. **In New York:** CBS Inc. executives convenes Wednesday with security analysts at CBS headquarters in Black Rock. **In San Diego:** Sept. 14-17 Broadcast Financial Management Association's conference continues today (Monday) with Robert King, Capital Cities Communications, and Dwight Case, RKO Radio, among principal speakers. **In Brighton, England:** International Broadcasting Convention '80 opens Saturday (see page 66).

## The White House showcases its minority push in broadcasting

**Carter, Geller and Ferris note increases in ownership since administration began program**

President Carter last week reaped some political hay that was sown over two-and-a-half years ago.

A succession of government officials, including Charles Ferris, FCC chairman, and Henry Geller, head of the National Telecommunications and Information Administration, told a group of minority broadcasters assembled in the Old Executive Office Building in Washington last Thursday that the President's Minority Telecommunications Development Program, established in January 1978 to increase minority control of broadcasting stations, has been a success, but that there was still a long way to go.

The broadcasters then went to the East Room of the White House where Carter delivered essentially the same message.

The only nongovernment speaker was Tom Bolger, chairman of the National Association of Broadcasters, who pointed up NAB's contributions to minority ownership and employment in broadcasting.

"The program," President Carter said, "has been successful beyond what anybody had anticipated." He said the number of minority-owned-and-operated stations under the program has increased 100%, from 62 stations to 124 stations.

Carter said one of the factors accounting for minorities owning few broadcasting

stations is that the original broadcasting licenses were awarded "when discrimination was a de facto and de jure part of American life."

Carter said his administration has moved to correct these wrongs by creating new stations. He said the FCC is creating 1,000 new AM stations through various proceedings. Referring to the FCC's actions last week on low-powered and drop-in television stations (see story, page 29), Carter said "several hundreds of [television stations] might very well be available. Many of these stations could be targeted specifically to serve minority audiences."

Carter also spoke of his administration's efforts to put federal business, particularly advertising dollars, into the hands of minorities. He said that during his years in the White House, he has doubled the amount of federal business going to minority industries. And speaking more to the cameras in the back of the room than the broadcasters, he said, "I have appointed more minorities to top management positions than any other President to serve in this house."

Ferris's comments, which came before Carter's, covered the same ground but supplied more detail. He said the tax certificate program, which has been involved in 20 station deals involving minorities since its inception, "is the type of program that works because it puts the incentive in the hands of existing owners to seek minority buyers."

Ferris called the FCC's distress sale policy "an equal success." It too, he said, has resulted in 20 stations being bought by minorities.

Ferris said when the program began, less than 1% of all broadcast properties were owned by minorities. That percentage has risen to 2%, and Ferris hopes that in

three or four years it will stand at 4%.

Ferris and the FCC have been key players in the President's minority-ownership strategy to increase the number of minority-owned stations. Ferris said a combination of tactics—breaking down clear channel stations, expanding the AM band and reducing channel spacing from 10 khz to 9 could result in 1,000 new stations available to minorities in the years ahead.

Ferris also noted that the existing stations, regardless of their ownership, have become more sensitive to "the totality of the community." He said a few years ago the FCC was receiving 800 or 900 petitions to deny, many filed by minorities who felt the stations had failed to serve their needs. That number fell off to 19 last year, indicating to him that the stations are doing a better job.

Henry Geller, head of the executive agency charged by the President with coordinating minority programs, said Ferris has done "a truly magnificent job" in carrying out the goals of the program. He said NTIA is supplementing the FCC's work by arranging grants and loans from other governmental agencies for minorities to buy into broadcasting, cable and MDS, and emphatically repeated one of the meeting's themes: "We recognize that we all have a hell of a long way to go."

Tyrone Brown, an unscheduled speaker, praised the efforts of the President and of his fellow FCC commissioners. "Everyone of the commissioners has been supportive of the goal of minority participation." Commissioners Anne Jones and James Quello also attended the meeting.

After commenting that "it's tough to get your message across if you don't have your own broadcasting station," Carter quipped, "I have often thought that the President ought to have at least one."



**What we've done for you lately.** President Carter invited minority broadcasters to the White House last week for an update on what has and will be done to increase minority ownership and participation in broadcasting. Earlier, in the Executive Office Building, they heard from a panel including Thomas Bolger (at podium), chairman of the NAB, and (l to r, seated) Louis Martin, special assistant to the President; Esteban E



Torres, special assistant to the President for Hispanic affairs; Darlene Palmer, program manager, Minority Telecommunications Development, National Telecommunications and Information Administration, Department of Commerce; Henry Geller, head of the NTIA; FCC Chairman Charles Ferris, and Karen Hastie Williams, administrator, Office of Federal Procurement Policy.



## It's Reagan vs. Anderson vs. an empty chair

**Independent is invited to participate in first of debates sponsored by League of Women Voters, but Carter sticks with his demand to meet Republican one-on-one**

The League of Women Voters last week hung a lantern in the window—figuratively, at least—in the hope it will draw President Carter to the presidential debate it plans to sponsor in Baltimore on Sunday (Sept. 21). But the President and his aides seemed adamant in stating he would not be present, given the league's unwillingness to meet his terms. So it appeared the first presidential debate of 1980 would be between two nonincumbents—Republican Ronald Reagan and independent John Anderson—with Carter's absence from Baltimore's Convention Center marked by the presence of an empty chair.

And if the President does indeed stay away, what is the news value in the event? Will a Reagan-Anderson confrontation be of such compelling interest as to cause the three networks to drop regular prime-time programming to provide live coverage? Perhaps not. CBS has said it will cover the debates live. NBC, however, had not made a decision at week's end. And a spokesman for ABC said it was "unlikely" the network would cover the debate live if the President does not participate. However, the network was reserving judgment on the question.

Lee Hanna, who is director of the debates for the league and who has considerable experience in television news operations—among other things, he is a former director of television news for NBC—expressed the view last week the networks that pass up live coverage will miss an important story as well as ignore a public interest responsibility.

"My own view is that this debate [Reagan-Anderson] will be page one news in every newspaper in the country, and I dare say it will lead the network newscasts the next day," he said. "It would be tragic in terms of the political process if the three networks do not carry this event live. The public has a right to expect it."

The muddled state of affairs left league officials who have worked long and hard to arrange a series of four debates—three involving presidential candidates and one their vice presidential running mates—disappointed and frustrated. The task of accommodating the conflicting positions proved beyond them. And while each of the candidates was pursuing his own self-interest, it was Carter who emerged as the heavy—particularly in view of his record in avoiding debate with Senator Edward M. Kennedy (D-Mass.) in their contest for the party's nomination.

James A. Baker, a top adviser to the Reagan campaign, did what he could to stress that impression. Following a two-and-a-half-hour meeting on Wednesday with representatives of Carter and Anderson and the league that failed to produce an agreement, Baker told a news conference that Carter's position "reflected a track record of arrogance when it comes to debates." The Carter people, he added, are willing to debate "only under their rules, on their court and if they're captain."

Never mind that Reagan has turned aside several invitations from groups offering to provide a forum for one-on-one debates with Carter, which the President has accepted. Baker was focusing on the league's proposals. Excluding Anderson from the first debate, he said, would "subvert" the purposes of the league in holding debates. "The first," he said, "is the most important."

If arrangements for the first debate remain unsettled, the fate of the remaining debates in the series is even more unclear. The second debate—tentatively scheduled for Oct. 2 in Louisville, Ky.—is to involve the running mates of the candidates who



LWV's Hinerfeld

appear in Baltimore. The remaining schedule calls for presidential debates in Portland, Ore., on about Oct. 13, and Cleveland, during the week of Oct. 26. League officials say planning for those debates is proceeding. However, Reagan's aides have said he is interested in only two debates.

The crisis in the debates preparation began developing on Tuesday, when the league invited Anderson to participate.

Anderson—who regards his appearance in the debates as crucial to his efforts to establish his credibility as a candidate—promptly accepted. So did Reagan. But the President was the key to whether there would be a multicandidate debate. After scoffing last spring at the idea of sharing a platform with Anderson, Carter adopted the position that he and his Republican challenger should first appear in a one-on-one debate; then, he said, there could be debates involving third-party candidates. And that was the position to which he clung, in the statement of regrets his cam-

paign manager, Robert Strauss, issued a few hours after the league announced its decision on Anderson.

"It is essential," Strauss said, "that the American people have an opportunity to see and hear a face-to-face confrontation between the two individuals who were the winners of the nominating process of the major parties, one of whom will almost certainly be President."

Of course, it was also essential, Carter aides were known to believe, that the President avoid contributing to Anderson's stature as a candidate, since Anderson is regarded as likely to draw off more votes from Carter than from Reagan. And the first debate could be expected to draw the largest television audience of the series, if history of the presidential debates of 1960 and 1976 is a guide. For the same reason, Reagan aides were eager to include Anderson in the first debate.

League officials, shaken by the President's abrupt rejection of the invitation, met with representatives of the three candidates on Wednesday in an effort to work out a compromise. Ruth Hinerfeld, who as chairman of the league's education fund has principal responsibility for arranging the debates, said the league was determined to be "flexible." The day before, she had described the President as "more recalcitrant" than the other candidates in his approach to the debates issue, and had said that to "yield to the desire of the candidates to establish ground rules most compatible with their interests does not seem the best way to serve the public interest."

Would Carter, she asked Timothy G. Smith, general counsel for the Carter-Mondale Re-Election Committee, and Ralph Gerson, counsel to Strauss, agree to a one-on-one with Reagan, under league auspices, after a multicandidate appearance? Reagan and Anderson backers were willing to consider the idea, but the answer from the Carter team was no. The one-on-one must come first.

The Reagan representatives—Baker and Dean Burch, a former FCC chairman—offered a suggestion of their own that held out the possibility of Carter's demands being met. They proposed a round-robin of debates, in which Carter would face Reagan, Reagan would take on Anderson, and Anderson would confront Carter, with a multicandidate debate possibly wrapping up the series. But the order of the debates would be decided by lot. Anderson's representative, Mitchell Rogovin, was agreeable, but the Carter people were not. The President, they said, was not interested in a one-on-one with Anderson.

Smith and Gerson finally suggested that the league proceed with a Reagan-Anderson debate in Baltimore, then sponsor a Carter-Reagan appearance before proceeding to a multicandidate. But that was not acceptable to the league. Hinerfeld said the league would agree to a Carter-Reagan debate only if the President first appeared with the other candidates on Sept. 21. Agreeing to their proposal—which repre-

sented no change in the Carter position—would indicate the league's commitment to the other candidates, she said.

So, Hinerfeld told a news conference on Wednesday, the "impasse" of the past several weeks remains. But she has not given up hope the league will sponsor a three-candidate debate on Sunday. "Our invitation will remain open," she said. "We hope [the President] is there."

No one was foreclosing the possibility of the President reconsidering. Representatives of the candidates and the league said the door to further negotiations remains open. And Newton N. Minow, another former FCC chairman who was on the scene—he is co-chairman of the league's public advisory committee—suggested that outside pressure might be helpful. "It will depend on the reaction of the American people and the press," he said.

The immediate reaction from the White House was not encouraging, however. Carter told reporters he will not participate if Anderson is present. "If the other two decide to debate as a Republican duo," he said, "that's perfectly all right with me."

## Haven't got a case, Reagan-Bush says of Carter-Mondale

**Effort at FCC to get free time in response to spots purchased by independent committees has no basis in law, says challenger**

The Reagan-Bush Committee says the purpose of its opposite number, the Carter-Mondale Re-Election Committee, in asking the FCC for a ruling on pro-Reagan advertising purchased by independent committees (BROADCASTING, Sept. 8) is to deny those groups access to the broadcast media. Indeed, the Reagan-Bush committee said, in a response its lawyers filed to the Carter-Mondale request, it is part of a pattern.

The request itself—for a ruling that President Carter is entitled to free and equal time to reply to commercials featuring Ronald Reagan that are paid for by the independent groups—has no basis in law, the Reagan-Bush committee said. It said previous commission cases provide no grounds for a holding that Carter would be entitled to free time.

Nor, said Reagan-Bush, does the change in political circumstances wrought by alterations to the federal election laws in the 1970's warrant a different approach by the commission. Carter-Mondale noted that the Federal Election Campaign Act bars private contributions to candidates who accept federal funding, as Carter and Reagan do. Thus, Carter-Mondale said, while Reagan will benefit from the advertising of independent committees favoring his candidacy, a commission ruling that Carter is entitled only to "paid" equal time would be of "no consequence." Carter would have to pay for the reply ads

out of the limited funds—\$29.4 million—provided by the government.

Reagan-Bush, however, said that the commission has held that "truly independent expenditures to advance a candidacy" do not entitle an opponent to free time. Neither the campaign act nor any law "has undermined" that rationale, the committee added. And it noted that Carter-Mondale did not allege that the commission's rationale depended on the ability of the political committees involved to spend funds directly or to contribute them to the candidate's own campaign committee.

Reagan-Bush also asserted the Carter-Mondale request seeks a ruling that would "nullify" a Supreme Court decision, issued in 1976, asserting that independent individuals and groups have a First Amendment right to make unlimited expenditures in behalf of candidates. For Reagan-Bush said that the courts and the commission have held that requiring a broadcaster to provide free time for reply to an opponent's use of their facilities would cause the broadcaster involved to bar the initial appearance.

■ In a related development last week, Senator Harrison Schmitt (R-N.M.), chairman of one of the independent committees promoting Reagan's candidacy, wrote to Carter asking that he direct his campaign committee to retract its letters to broadcasters. He said the Carter-Mondale Committee is trying to "deceive, coerce and intimidate broadcasters."

Schmitt, in an exchange with reporters, also commented on Carter-Mondale's filing with the FCC. He noted that the seven-member commission has a Democratic majority, and added that the commission's decision to allow only one week for response to the Carter-Mondale request "indicates they have their minds made up." Commission officials said the reason for such a brief comment period was a determination to resolve the issue quickly.

## Irving Kahn to cable operators: Don't fight against Premiere; welcome it

Irving B. Kahn, a cable pioneer not celebrated for having conventional views or for a reluctance to speak out, told cable system operators last week that they should welcome the new Premiere program service, not fight it, because it would bring competition in a field now dominated to a danger point by Home Box Office.

Speaking Wednesday before the Philadelphia Cable Club, the founder of Telprompter, now chairman and president of BroadBand Communications Inc., was also critical of the National Cable

Television Association, which he said failed to perceive the potential of satellites in the late 1960's and "is still without vision" now.

The cable industry for years pleaded the right of competition in its own behalf against broadcasters and the telephone companies, he said. "So now," he added, "along comes Premiere, a new, competitive pay cable venture, a service with the potential for altering the future of pay cable not negatively but positively, and what do we do?"

"We allow our own industry association to blatantly overstep its authority and publicly denounce this proposed venture before it has even been fully hatched. We allow the existing pay companies to launch a predictable tirade, full of sound and fury and—believe me—signifying nothing—against this fledgling service, whose most serious crime has been that it dared to enter the arena of competition."

Not only do pay companies oppose Premiere, he said, but so do system operators who "mistakenly" think it will escalate their pay cable program costs. But, he asked, "where did everyone think HBO was headed anyway?"

"Before the formation of Premiere, we had a cancer growing in our midst: The swelling of Home Box Office both in subscriber numbers and in industry clout was a dangerous trend which did not augur well for any of us. Showtime and The Movie Channel, try as they might, had not really made a dent. It was HBO's ball game all the way. HBO had become the 'Kleenex' of the pay cable industry; I am suggesting today that they *may*, just *may*, be equally as disposable."

"When an industry allows an individual company to gain such control and run with it, it sets itself up for some far greater dangers than Premiere will ever represent. It becomes the handmaiden to the giant, complacently accepting the offerings laid before it, unwittingly relinquishing its own identity. The *supplier* becomes the *star*."

Premiere, owned by four major motion-picture companies and Getty Oil Co. and planning to withhold the owner-studios' films from other pay services for nine months, has been sued by the Justice Department to block implementation of its plan (BROADCASTING, Aug. 11). But even if it doesn't get off the ground, Kahn said, Premiere has made "a mighty contribution simply by shaking up the troops."

Kahn told the operators that "unless you want to be nothing more than a footnote in a communications textbook some day, you had better stop fighting the wrong battles. You had better turn your attention, instead, to what's happening with over-the air STV ... with direct broadcast satellite service ... with fiber optics technology ... with the field of viewdata and teletext. And first and foremost, you must ask yourselves whether, should you some day want to participate in the new world of broadband, your own systems will be technically viable for the delivery of all of these new services."





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Mon-Fri 10-12 N	8	17	up 112%
Mon-Fri 12-4 PM	5	22	up 340%
Mon-Fri 4-5 PM	13	22	up 69%
Mon-Fri 5-6 PM	8	16	up 100%
Mon-Fri 6-6:30 PM (Metro News)	3	6	up 100%
Mon-Fri 6:30-7 PM	2	7	up 250%
Mon-Fri 11-11:30 PM (Metro News)	4	8	up 100%
Mon-Fri 11:30-1 AM	5	23	up 360%
Mon-Sun Sign-on/Sign-off	10	16	up 60%

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# The curtain's going up on DBS: television's next frontier

*The competing forces are beginning to line up for the contest to determine first, whether, and if so how, the United States will incorporate direct broadcast satellites into its media mix. The FCC will begin an inquiry later this month. Comsat, the first to volunteer that it has plans to utilize the medium, is expected to make its intentions known in October or November. The U.S. must sort out its options and preferences in preparation for a major WARC conference in 1983. For all who hope to participate in the continuing telecommunications adventure, it's time to get ready for the future.*

**I**t has been a little over a year since the Communications Satellite Corp. announced that it was developing a direct-to-home broadcasting satellite system that would beam several channels of pay television to homes equipped with low-cost earth terminals. Although Comsat has yet to produce details, its announcement has provoked much discussion on the nature and potential of direct broadcasting satellites (DBS), the latest manifestation of the evolution of telecommunications technology.

The dominant species of domestic communications satellites—Comstars, Westars and Satcoms—have served as adjuncts to the other media—transporting cable, broadcasting and telephone services. Direct broadcasting satellites, however, are a different breed, theoretically capable of attaining a status at least equal with—and not supportive of—other media. DBS satellites will inherit from their predecessors the ability to reach great expanses of territory. But, unlike their predecessors, they will be powerful enough to beam television programming effectively into the home, bypassing the conventional local television distributors. With DBS, television would no longer be tied to the coverage contours of local broadcasters or the wire of the local cablecasters. DBS promises diversity in areas served by the other media and first-

time television service in areas broadcasters and cable operators have heretofore found impossible or unprofitable to serve.

DBS technology is here, grown from nearly two decades of satellite research and development. In several foreign countries, which have taken the lead in development of DBS, the vitality of planned DBS systems is insured by government subsidization. But in the U.S., DBS will be a commercial enterprise, and only careful economic analysis of a system's cost and marketability will determine whether DBS survives the forces of natural selection or passes out of existence like some ill-formed prehistoric animal.

Since few guidelines have been set for DBS in North and South America, and since Comsat has yet to let the world in on its plans, there are far more questions than answers surrounding the eventual look of DBS in this part of the world. Part of the confusion stems from the rather vague definition of DBS written by the International Telecommunications Union (ITU), a branch of the United Nations, in 1971.

The 1971 World Administrative Radio Conference (WARC) of the ITU assigned frequencies for DBS and defined it: "A radiocommunication service in which signals transmitted or



retransmitted by space stations are intended for direct reception by the general public."

That broad definition was made even broader when the conference noted that "direct reception" includes both "individual reception" by persons with "simple domestic installations and . . . small antennas" and "community reception" with "receiving equipment, which in some cases may be complex and have antennas larger than those used for individual reception." The community reception definition says that reception must be "by a group of the general public at one location or through a distribution system covering a limited area," leaving the door wide open for reception and carriage of DBS signals by cable companies. Whether cable in the U.S. will be allowed to go through that door is another question.

There are those who contend that DBS is already a reality here. They are the uncounted hundreds, perhaps thousands, of people who have bought or built earth terminals—larger and costlier than those of a DBS system—to pick up the programming of cable and television networks off domestic fixed satellites. Although they enjoy scores of satellite programs, they don't enjoy true satellite broadcasting, under the ITU definition. Those few who can afford the thousands of dollars to buy a turnkey earth station or who have the technical expertise to put together an earth station out of surplus microwave parts don't constitute the "general public."

Most agree that the technology for DBS—the high-powered satellites and the low-cost earth terminals—is available, and that it's only a matter of implementation. DBS satellites generally will have fewer transponders (one television channel to a transponder) than are currently found on communications satellites, but each transponder will have much greater output power, pro-

ducing a much stronger signal on the ground and allowing the use of small-aperture dishes.

By international agreement, all DBS service will transmit on frequencies between 12 and 13 ghz (the Ku-band). Higher frequencies are more directional than lower frequencies and thus more readily received by small earth terminals. But they are also more susceptible to moisture in the atmosphere (rain attenuation) that causes picture interference, a drawback for DBS.

The critical component of any commercially viable DBS system is the earth terminal, which picks up the satellite signal, amplifies it and remodulates it for reception on conventional television sets. The DBS earth terminal must be designed for mass production at a low cost—\$200-\$300 are the oft-heard magic numbers. It must be small enough to be mounted reasonably unobtrusively on a home rooftop. And it must require little effort to install and maintain.

According to Lloyd Ludwig, the former manager of direct broadcasting systems for Hughes Aircraft and now an independent DBS consultant, the first thought in planning a direct broadcasting satellite must be given to service area and the capability of the earth terminals. It is these two factors that dictate how powerful each of the transponders on the satellite must be to deliver a quality signal into the home. Once transponder power is determined, it is multiplied by the number of transponders desired on the satellite. That product, multiplied by a factor of 2.5 to compensate for the inefficiency of the transponder amplifier, gives a rough estimate of the total power requirements for a DBS satellite. Ludwig said a satellite trying to cover the continental U.S. with two channels of service might contain six 250-watt transponders—two for the Eastern time zone, two for the central and two for mountain and Pacific. Applying his formula (six times

## Chance for a change: the other promise of DBS

The direct broadcast satellite systems most people have in mind would in large measure be extensions of existing television technologies: the NTSC, PAL or SECAM formats with their 525- or 625-line screens, broadcasting at 50 or 60 cycles per second, and with an aspect ratio roughly 4 to 3. That is, the television system as it has been from the beginning, a product of technological compromise that has led by fits and starts up from the tiny tubes of the 20's and 30's through the present compatible color system.

There are others, however, who see in DBS the opportunity to break away from the past and, instead, to take a giant step forward into the technological future. To these futurists, DBS could be the heart and driving force behind a whole new television system, characterized by high-definition pictures, wide screens and stereophonic sound—picture and sound quality rivaling that now available in motion picture theaters. To them, DBS represents the last bright chance to stake out a high-quality future for over-the-air broadcast television, and to give it a fighting chance to compete with such other television media as cable and videodisks for the kind of program distribution they see as inevitable.

The challenge of such a system will be put before the world's broadcast engineering community this weekend as the International Broadcasting Convention opens in Brighton, England

(see page 66). Boris Townsend of the Independent Broadcasting Authority, in a paper addressing "The Coming Crisis in Television Technology," will put the case squarely:

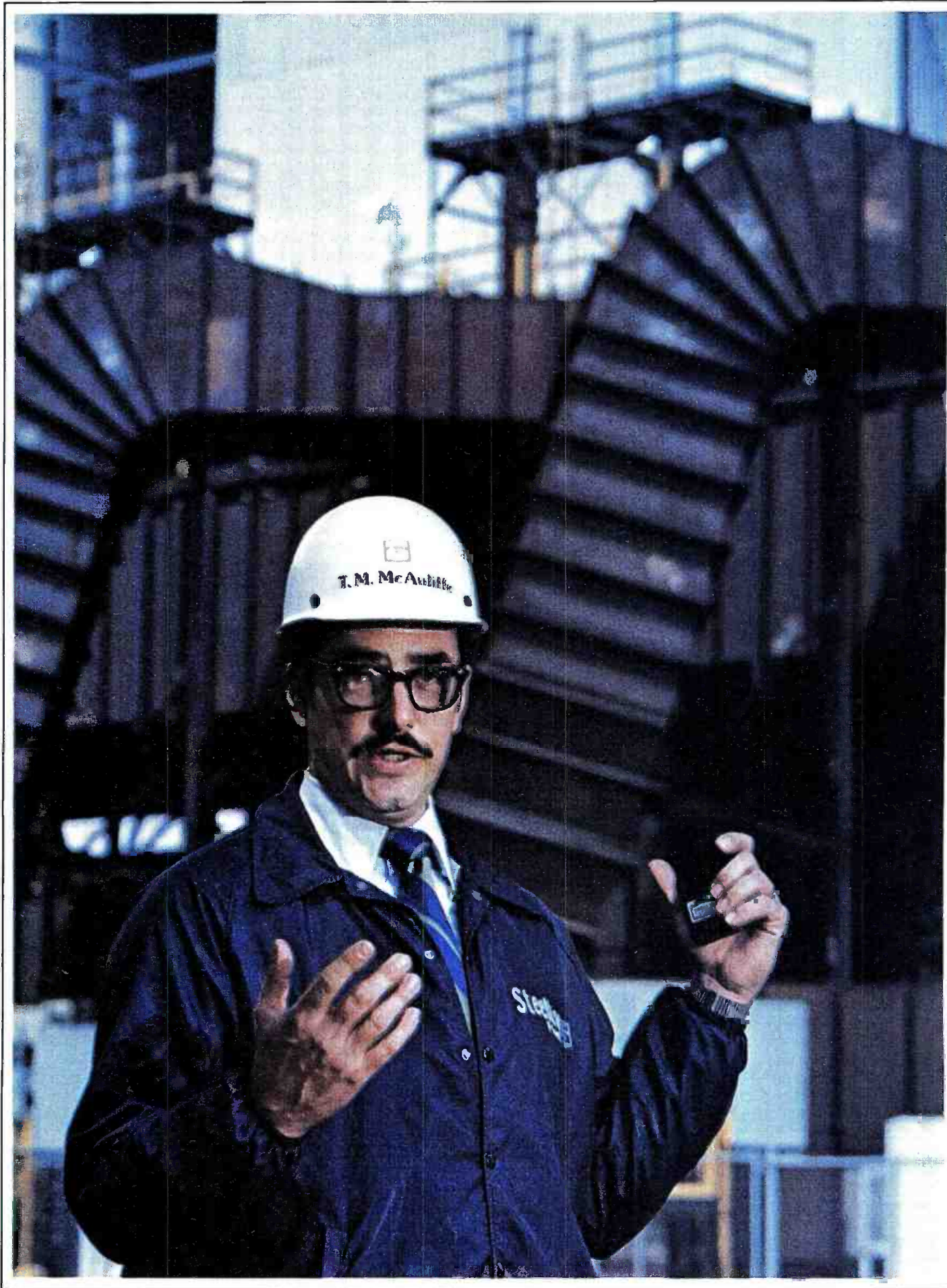
"What would induce me to pay 500 pounds for a satellite dish and pre-amplifier?" he will ask. "Not a duplicated rehash of the terrestrial 625-line UHF transmissions that I can receive anyway. No, the package must be more tempting. I should want new programs, bigger pictures, wider screens and therefore higher definition, and a more international selection of programs with English sound tracks. No great technical difficulty here, one might suppose—although we seem unable to afford even to provide teletext captions for our deaf viewers."

It *can* be done. The Japanese successfully transmitted and received high-definition television over their experimental DBS satellite, BSE, in November 1978 and in March 1979. However, the DBS plan adopted by the 1977 WARC for Japan's region was based on the conventional television systems, precluding any chance for using DBS as a vehicle of high-definition television. And not all engineers are sanguine that it *will* be done. Lloyd Ludwig, a DBS consultant who at one time planned a high-definition DBS system, said the costs would be "horrendous." The DBS satellites, requiring greater power to pass the wider bandwidth, would be costlier. More

important, he says, the cost of non-satellite-connected equipment from camera to receiver would be "incredible."

If the DBS in North and South America is ever to be used for high-definition television, the matter of channel bandwidth, which will be determined by the 1983 conference, becomes of critical concern. If the conference votes for a narrow bandwidth as the 1977 WARC did for Europe and Asia, chances for high-resolution television would narrow with it. (Comsat, according to one source, will propose a bandwidth for its system less than 25 mhz, less than what's available on current fixed satellites, and far too narrow for high-resolution TV.)

Those problems notwithstanding, Townsend and a growing number of his colleagues are intent on making it happen. "The Japanese continue their development work on a 1125-line system," Townsend notes, adding that "only bold decisions, taken now, are going to win for us the prize of world-wide compatible standards for broadcasting, of a quality suitable for the commercial exploitation of satellite direct broadcasting, and good enough to compete with the new threats of videodisks and optical fiber interactive cable services, which inherently have no significant bandwidth restrictions and which I expect to give rise to a new generation of high-performance receivers."





## Environmental activist Tom McAuliffe:

**"When it comes to cleaning air, I'll match this Bethlehem 'dust catcher' against any in the steel industry."**

Tom McAuliffe, a combustion engineer at Bethlehem's Steelton, Pa., plant, "just grew" into his environmentalist role...as did many of the thousand other people whose jobs keep them active in Bethlehem Steel's environmental control program.

As Tom explains it: "The fuel department has always been involved with water mains and air ducts. So it was only natural for our department to take over the plant's efforts to control air and water pollution.

"Back in the sixties, the plant changed over to electric furnaces and immediately installed its first baghouse. That \$2½ million system still collects about 85 percent of the emissions generated by the steel-making operation."

*Baghouses operate like giant vacuum cleaners. Huge fans pull the dust-laden air through filter bags. The 5,000 bags hanging in No. 2 baghouse, each a foot in diameter and 33 feet long, filter 1,600,000 cubic feet of air every minute. The bags are shaken periodically, causing the particles trapped in the bags to fall into bins. The particles are then collected, pelletized, and disposed of on a plant-site landfill.*

But in the early seventies, the EPA came up with tougher clean-air targets. And that's when Tom "really got involved."

"From day one," he remembers, "I lived with the No. 2 baghouse project. I was involved in everything...design, engineering, construction, start-up, everything. We built it 'top of the line' and it shows.

"The original baghouse collects the particles in the air that's pulled out of the furnaces. What it doesn't get are the particles that escape when the furnace cover is off, or that leak out through the cover from the spaces around the electrodes. That's the job of baghouse No. 2. When those particles rise with the hot air to the peak of the roof, they're drawn into No. 2 baghouse where they're filtered out of the air and collected.

**Five times as much money (and a lot more energy) to collect one-sixth as much dust**

"No. 2 baghouse cost about five times what No. 1 cost—\$13 million versus \$2½ million. It's six times larger and pulls six times more air through its bags every minute. But in all that air there's only one-sixth the amount of dust that's in the air cleaned by No. 1.

"Both baghouses run all the time the furnaces are working and together pick up better than 98 percent of the emissions."

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Tremendous improvements have already been made in the environmental area, but at tremendous cost. At Bethlehem, for example, we've already spent \$700 million for pollution control equipment at our various operations.

We're committed to continue with programs that will control approximately 95 percent of our pollutant emissions and discharges. But we also believe there's a limit. To require industry to *remove the last traces of pollution*, to "purify" the air and water beyond what is necessary to protect public health, does not make good economic or energy sense.

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

**Bethlehem** 

250 times 2.5), Ludwig said the hypothetical satellite would need to generate about 4 kw of power.

Since satellite power comes solely from its solar array, the more power required, the larger the array and the greater the size and weight of the entire satellite. Ludwig warns that the more powerful a satellite becomes, the further beyond proved satellite technology it goes. Consequently, the satellite becomes less and less reliable.

Every parameter of a DBS system is tied closely with some other parameter, and numerous trade-offs present themselves in the design of a satellite. The job of the engineer with the advice of economists and marketers—people who can gauge the minimum demands on a system—is to design a package that, as Ludwig said, provides the most channels to the widest area for the longest period of time.

A key parameter in satellite communications is effective isotropic radiated power or EIRP (signal strength on the ground as measured in decibel-watts). Ludwig said DBS satellites talked about today generate an EIRP of 52 dbw to 66 dbw. Measured from the ground then, such DBS satellites are anywhere from 100 to 1,000 times more powerful than the currently orbiting Satcom and Westar communications satellites, he said.

The EIRP is a function of transponder power and coverage area of the transmission beam emanating from the satellite. For the same transponder, the narrower the beam the higher the EIRP, and conversely, the broader the beam the lower the EIRP. Ludwig said to cover a time zone of the United States with sufficient radio energy for reception by three-foot dishes, between 170 watts and 300 watts of transponder power are needed. To reach those same dishes in a smaller service area, say an ellipse bounded by Washington and Boston, between 20 watts and 40 watts of power are needed.

Ludwig and others concede that the cost of the satellite is not nearly as critical as the cost of the earth stations, which must be manufactured and sold or leased by the millions in the U.S. A million times the unit cost of an earth terminal can quickly dwarf the \$50 million-\$100 million cost of building and launching a satellite.

According to Bruno Patton, an electronics engineer at the FCC who is writing a white paper on DBS for the FCC's Office of Science and Technology, there are two types of earth terminals suitable for DBS. One uses a low-noise amplifier (LNA) at the focal point of the dish, a design familiar to all cable and broadcast users of satellites. The other employs a downconverter at the dish that immediately converts the 12 ghz signal from the satellite to a much lower frequency—say 800 mhz—making it less susceptible to noise degradation as the signal passes from the rooftop to the set-top remodulator attached to the television set.

The downconverter earth terminal was developed by Yoshihiro Konishi, vice president and deputy director for research for the Japan Broadcasting Corp. (NHK). Prototypes built by the Nippon Electric Corp. have been tested extensively and successfully with experimental Japanese and joint U.S.-Canada broadcasting satellites. The cost of mass-produced Konishi terminals may fall below the \$300 limit.

Although the Konishi terminal is now seen as the best way to go—indications are Comsat plans to use a Konishi variation—mass production and further development of solid state circuitry may make the LNA-equipped terminals competitive.

Since the definition of DBS also includes community reception, the world's first DBS, technically, was the Applications Technology Satellite (ATS-6), launched by the National Aeronautics and Space Administration in May 1974. The experimental ATS-6 had a 15-watt transponder that was powerful enough for community reception with dishes nine feet or larger, but insufficient for direct-to-home broadcasting. It broadcast in the 2.6 ghz band.

The first complete DBS, capable of direct-to-home and community service and using 12 ghz frequencies, was the Communications Technology Satellite (CTS), a joint experimental project of the U.S. and Canada. CTS was designed and built by

the Communications Research Center of the Canadian Department of Communications. The heart of the satellite, the 200-watt transponder amplifier and power supply (the satellite also carried a 20-watt transponder) was provided by NASA, which launched the bird in January 1976. Among the 55 public and private groups in the two countries that conducted experiments using the satellites' unique capabilities was the FCC.

The commission, in cooperation with the Goddard Space Flight Center, tested the feasibility of broadcasting from the satellite to small, low-cost earth terminals. Beginning in January 1977, the FCC tested five Konishi-type dishes on loan from NHK and Japan's DX Antenna Co. The dishes ranged in size from 5.2 feet to 24 inches and achieved "satisfactory" and often excellent results from all from under a wide range of conditions, according to a commission spokesman.

The results of the FCC's tests were compiled in a 216-page document by FCC staffer Irma Galane. Galane reported the FCC received excellent color television signals using the 5.2-foot and 3.2-foot dishes even when placed inside an FCC office in downtown Washington. Since the dishes were so easy to assemble, they were loaded in a van and taken to various outdoor locations and again, despite occasional trains rumbling through the earth terminals' line of sight, the results were generally good.

Galane said that as part of this experiment, the FCC set up "what was probably the first satellite-to-home television reception." The 3.2-foot dish was set up for 18 days at the home of the FCC's Research and Standards Division chief, Julian T. Dixon, in Annandale, Va., a suburb of Washington. Dixon reported that the set-up was generally satisfactory and provided "instances of excellent color television reception." He noted however, that there was deterioration of the picture during rainfall, a phenomenon not noticed during reception inside the FCC.

(It should also be noted that Comsat also conducted tests with the CTS, but none that would seem to have any direct application to its present DBS plans. According to Galane's report, Comsat Laboratories, working with NASA's Lewis Research Center, attempted "to demonstrate the practicability . . . of satellite . . . digital techniques for the distribution of television, voice and data via small earth terminals.")

□

Japan, which has a problem providing television service throughout its rough topography and to the small and scattered islands of the Japanese archipelago, began tinkering with the concept of DBS back in 1972, when the Ministry of Posts and Telecommunications began preliminary design of a broadcasting satellite for experimental purposes (BSE). The National Space Development Agency of Japan took over the design work in November 1973 and awarded a contract to build the satellite to Toshiba.

The BSE, called "Yuri" by the Japanese, was launched by NASA in April 1978 with the expressed goal of acquiring the technologies necessary to establish a large-scale DBS system capable of satellite-to-home reception. And, of course, a large part of the Japanese experiment had to do with the applicability of small earth terminals.

The BSE had two operational transponders (and one back-up) with 100 watts of power each. The Japanese measured the signal-to-noise ratio of widely scattered and numerous earth stations ranging in size from 3.2 feet to as much as 42 feet, and obtained an equally wide-ranging set of figures. They concluded that antennas as small as 3.2 feet and 5 feet are sufficient to receive pictures of good quality in most parts of the Japanese mainland.

Although the BSE experience convinced the Japanese that DBS is practical and the solution to their special coverage problems, the project was not wholly successful. The BSE's last transponder failed in July, a full year before the end of its design life.

According to Lloyd Ludwig, the fault lay with the power supplies for the traveling wave tubes that produce the high 100 watts



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of radio energy for the transmitter. Ludwig said all three transponders "failed sharply" because of high voltage arc in the power supplies, which were built by General Electric under contract to Toshiba. Ludwig said the failure of the transponders points up one of the problems with DBS in general: The higher the RF output of the transponder, "the less desirable life span." Nonetheless, he believes GE has diagnosed and solved the problem for the future. Lou Slee, a spokesman for GE, admitted that "it's usually the power amplifier that fails" but added that "nobody really knows what caused the satellites to shut down." He noted that the BSE shouldn't be counted out—that sometimes satellites go dark "and come back."

In addition to the many experiments it conducted with the CTS satellite, the Canadian Department of Communications is testing the applicability of DBS using 12 ghz transponders leased from Telesat Canada on the hybrid Anik-B fixed satellite (a hybrid satellite transmits in both the 12 ghz and 4 ghz bands). According to the department's Burt Blevis, reporting to a symposium on DBS in Washington last April, high signal quality "may not be necessary for direct-to-home satellite broadcasting. A consumer may be willing to accept a signal of a quality and reliability he more normally associates with off-air broadcasting. It then becomes realistic to contemplate satellite broadcasting with much lower power transponders."

Working from this concept, Blevis said the department deployed 100 small-aperture earth stations (50 3.9-foot and 50 5.9-foot) to receive the signal from Anik-B's relatively low-powered (for DBS) 20-watt transponder. The test started in September 1979 and will continue through February 1981. Blevis said the future of DBS in Canada will be determined by the results of the field trials and the continued developments in earth terminals. He suggested that an interim DBS service for the country might be improvised from the 16 15-watt transponders on Anik-C, due to be launched by Telesat in late 1981.

He said, however, Canada's ultimate DBS system would have effective isotropic radiated power greater than either the Anik-B or Anik-C could produce, but "significantly less" than the values used at the 1977 WARC in developing a DBS plan for Regions 1 and 3. Canada's first-generation, dedicated DBS "would have output tubes in the 20-watt-to-100-watt range rather than the 200-watt-to-500-watt range," he said.

The most sophisticated and powerful DBS systems are currently being planned by France, Germany, Luxembourg and several Scandinavian countries. And that is not surprising since orbital slots, channel assignments, service areas and system parameters were decided at the 1977 WARC.

The European leaders are France and Germany, which have pooled their satellite resources to expedite the development of DBS for their countries. They have agreed to work together to manufacture two direct broadcasting satellites, TDF-1 for France and TV-SAT for Germany. Although each will be adapted to the particular needs of the country it serves, both will be based on a common design and will employ identical technologies.

The satellites are to be built by the Eurosatellite group, an industrial team comprising four companies: Aerospatiale and Thomson-CSF of France and AEG-Telefunken and Messerschmitt-Bölkow-Blohm of Germany.

The satellites will be pieced together from modules made by the four companies. The modular approach facilitates the sharing of technology and, at the same time, allows for unique configuration of each satellite. For example: Since it takes a wider beam to cover France than to cover Germany, builders of the TDF-1 will fit it with a smaller transmitting antenna (coverage area is inversely proportional to antenna size) and a larger solar array to supply additional power.

The countries already have plans for two generations of satellites. The German "pre-operational" satellite is scheduled for launch in late 1983, followed by the French "pre-operational" bird in three to six months. Each will have three transponders. The "operational" birds that will be launched two years later will have five transponders apiece. The countries also plan to build

components for another satellite that could be assembled into a spare for either of the satellite systems.

All the satellites will be extremely powerful, ranging from 5.8 kilowatts for the operational TDF-1 to 3.3 kilowatts for the pre-operational TV-SAT. And the EIRP of the satellites is equally impressive. The French hope to achieve 63.9 dbw and the Germans, 65.6 dbw. The rating for the German satellite is achieved through the use of 260-watt traveling wave tubes in the amplifier transponder and highly concentrated beams.

The work of the Eurosatellite group will not end when TDF-1 and TV-SAT systems become operational—at least the group hopes it won't. The French and Germans have agreed to pursue what they see as a burgeoning market for DBS systems and split the contracts down the middle.

A couple of potential customers they are eyeing now are Luxembourg and five Nordic countries—Denmark, Finland, Iceland, Sweden and Norway—which have been talking about a joint DBS system, called NORDSAT, since 1976.

□

That the European countries are off and running with DBS is the result of the comprehensive plan for DBS worked out and adopted at the 1977 World Administrative Radio Conference for Regions 1 (Europe and Africa) and 3 (Asia). According to David M. Rice, associate director of the Communications Media Center at the New York Law School, in his report to the FCC's network inquiry task force, the plan divided the 12 ghz DBS band (actually 11.7 ghz to 12.5 ghz) into 40 channels and then allotted channels and orbital slots to each of the countries in the two regions. "Most countries were allotted four or five channels, but those with large geographic areas received greater allotments so that four to five channels could be received in each regional subdivision," Rice said.

The 1977 conference also prescribed certain specific technical standards such as peak power (65 dbw), type of modulation (FM) and channel bandwidth (27 mhz). The technical parameters were necessary to preserve the integrity of the allocation plan, which was designed to make maximum use of the spectrum and the usable orbital arc.

Although neither the allocation plan nor the technical standards applies to the countries of Region 2 (North and South America), whose representatives elected to delay the development of plans for themselves until 1983, both will serve as a model for Region 2 planning. At the DBS symposium last April, Ludwig said the ITU standards have become worldwide standards for system design, receiver design and spacecraft performance and that "any plan for a western hemisphere DBS probably will adopt these technical parameters."

By way of preparing the U.S. position for that all-important meeting in 1983, the FCC issued a notice of inquiry on July 25. Ed Jacobs, the FCC staffer who drew up the notice, said its purpose is to collect information on three basic questions: What are the basic service requirements of the U.S. in terms of number channels, orbital slots and service areas? What technical specifications must be established to draw up an effective plan? And what criteria should be used for planning the service?

Although the U.S. delegation agreed to defer the planning of DBS until 1983, it took some steps at the 1979 WARC that showed that the U.S. was interested in DBS. First of all, it led the fight to double the spectrum devoted to satellite services in the 12 ghz band. After some compromising, the conference assigned 11.7 ghz-12.1 ghz (400 mhz) to fixed satellite services and 12.3 ghz-12.7 ghz (400 mhz) to DBS. What will become of the 200 mhz in between will be a matter for the 1983 meeting. It's expected that the 200 mhz will be split down the middle, but if either the fixed satellites or DBS proponents can make a good case, one of the services might be assigned more than 500 mhz. Additional DBS uplink frequencies were assigned at the 1979 conference.

Another key item in the FCC's notice is what to do about community reception. The notice said: "If a requirement is identified



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thoroughly-tested jetliner ever built. Along with U.S. Government certification, the DC-10 has passed structures tests just as demanding, in their own way, as those required of U.S. Air Force fighter planes.

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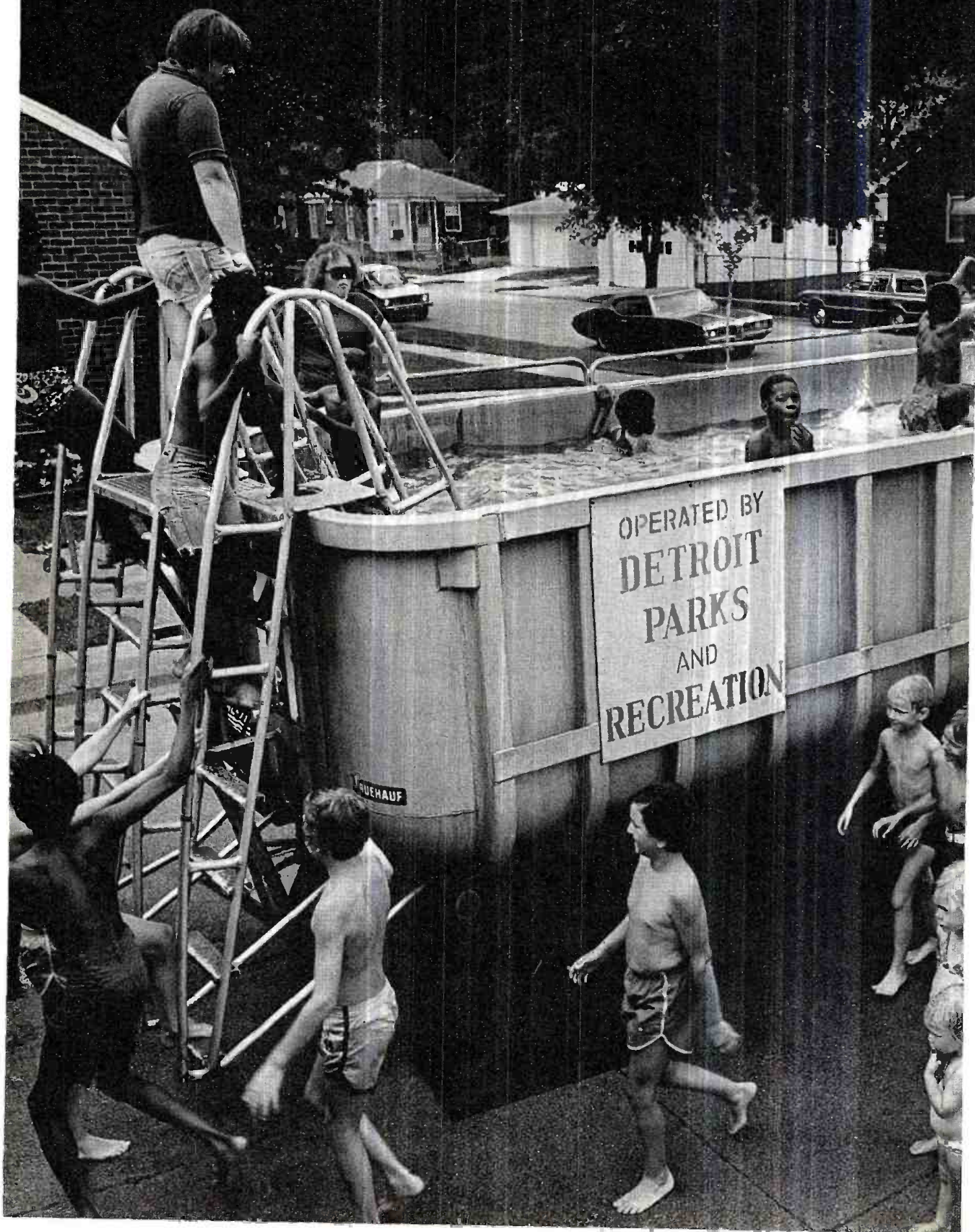
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From June through Labor Day, five days a week, six Swimmobiles move from neighborhood to neighborhood. They're scheduled and maintained by Parks and Recreation personnel. Their locations are announced daily on WJBK-TV at 7 am, noon and 6 pm.

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for community reception either as sole reception mode or in combination with individual reception, comment is solicited as to how this can best be accommodated in the planning process." Moves to preserve community reception service will be supported by the cable companies that see DBS as another source of programming, and by hospitals, universities and other institutions that could make use of DBS satellites for teleconferencing.

Although the outcome of the 1983 conference will greatly affect domestic policy as regards DBS, the FCC plans to issue another notice of inquiry on Sept. 30, addressing the domestic issues. Florence Setzer, an FCC staffer, said the notice will make "recommendations on how direct broadcasting should be regulated." Both Setzer and her boss, Office of Plans and Policy Chief Nina Cornell, were unwilling to discuss the thrust of the notice, but Setzer did discuss some side issues. "One of the conclusions we come to," she said, "is that since DBS will probably function in a very competitive market, it probably needs a minimum of regulation." Setzer also said the notice "wouldn't do anything that would prohibit someone from putting up a system in the community-reception mode."

The big question that the notice will grapple with is how much DBS should be regulated. In his report, Rice noted, "The commission probably has the discretion to regulate DBS as a common carrier, or broadcasting service or even to impose a hybrid combination of broadcaster and common carrier obligations on DBS operators. If, however, the FCC were to permit DBS to develop without first establishing a scheme for its regulation, the commission's opinions could be curtailed."

What regulatory pigeon-hole DBS is fit into may become a controversial issue. Comsat has repeatedly said that it wants broadcasting status for its operation. But another company that has expressed some interest in getting into the DBS business, RCA Americom, has indicated that it would like to pursue the business as a common carrier.

Comsat must be credited with focusing attention on DBS. Prior to its August 1979 announcement, little thought was given to DBS. The ATS-6 experiments and the CTS experiments were conducted without fanfare. Even the FCC lost interest in its CTS experiments, failing to deliver a report on the remainder of its experiments to NASA as promised.

Comsat has managed to keep a fairly tight lid on its plans for DBS. At one time, it was thought that the Comsat system would provide regional service using two satellites with relatively low-powered transponders of 15 watts to 20 watts (BROADCASTING, Aug. 13, 1979). However, those plans have apparently fallen by the wayside. At this year's National Cable Television Association convention, Michael Alpert, vice president of planning and new ventures for Comsat, said: "We will launch high-powered satellites. A fully developed system would include two operating and one in-orbit spare satellite that could offer at least two channels across the country, and up to two additional channels in selected regions covered by spot beams." Alpert added that the earth stations would be less than one meter in diameter.

Alpert was unable to add anything new to what is known about what kind of programming Comsat will offer: movies, sports, children's and cultural programming, educational and informational programming, and special interest programming.

From the start, Comsat has realized that it could not go it alone. In one of the few major leaks to come out of Comsat's planning it was learned that Sears was talking with Comsat about operating the service as a joint venture. Sears eventually withdrew from the talks, but in doing so it said it "regards the service as consumer-attractive and is interested in participating in a sales, installation and service capacity" (BROADCASTING, April 14).

After Sears dropped out, Comsat began looking for other possible partners and postponed the filing of its applications until a new partner or partners are found.

At last word, Satellite Television Corp., the Comsat subsidiary carrying out its DBS ambitions, plans to submit its DBS application to the FCC in late October or early November, and, of course, would like to have its application approved well before the

1983 conference. And the FCC seems willing to accommodate it.

Ed Jacobs said: "It could be approved. But we would have to put some kind of caveat on the approval, saying that adjustment may be necessary or that Comsat is proceeding at its own risk in case it develops something incompatible with [the 1983 conference] regulations."

"Nothing developed between now and 1983," he warned, "will have any status internationally. Any country is proceeding with DBS at their own risk."

Setzer said, "We don't intend to do anything to delay launching of the system. We would not wait until 1983 conference to approve a system." Cornell added that she is considering presenting a rulemaking, along with the notice, dealing with interim applications, but said she didn't "know if that is going to be necessary."

Speculation about who will build the satellite for Comsat has centered on Hughes Aircraft, which is building the satellites for Satellite Business Systems, a joint venture of Comsat, IBM and Aetna Insurance, and Ford Aerospace, which is building the Intelsat V for Comsat. The contract could go to some other domestic builder—General Electric, RCA Americom or TRW—but they are less likely alternatives. Another possibility is the German-French Eurosatellite group, which now has more experience in designing dedicated DBS satellites than any entity in the world.

A more competitive situation is shaping up among earth station suppliers. Ludwig said there are 20 Japanese firms and two or three domestic firms that have built DBS prototypes that "will compete like hell" for the business. Since Comsat's system is apt to be operated along the lines of existing STV systems, it should be remembered that each earth station will have to be equipped with costly descramblers and possibly addressable descramblers allowing Comsat to turn service on and off or add service tiers.

□

From the start, the Comsat proposal has caused concern among rank-and-file broadcasters who see it as a threat to local broadcasting and their livelihood. The first attack came last November when the National Association of Broadcasters and ABC filed comments at the FCC, arguing that the Communications Satellite Act of 1962 limits Comsat activities to satellite common carriage service and only those additional activities incidental to its primary purposes.

In commenting on Rice's report to the network inquiry, the NAB later contended that Rice failed to grapple with the "crucial threshold question: What role does a direct broadcast satellite service have in our broadcasting system?" The NAB said DBS is incapable of delivering essential local services such as local news, sports, public events, public affairs, weather and emergency information. NBC also filed comments on the report. It said besides the localism issue, it believes there are other issues such as "whether DBS is an efficient use of the . . . spectrum or whether DBS should be regulated as a common carrier or broadcaster."

In a letter to Senator Howard Cannon (D-Nev.) and Representative Harley Staggers (D-W. Va.), chairmen of the Senate and House Commerce Committees, ABC charged the FCC was prejudiced in favor of DBS and asked that Congress decide the fate of DBS in the U.S. It said DBS is "the kind of basic communications policy which . . . should be first addressed by the Congress."

The cable industry, on the other hand, professes less worry about DBS than its broadcasting counterpart. Its apprehension may have been abated by the prospect that DBS might even be beneficial to cable. In his NCTA speech, Alpert said: "Indeed where cable is available, delivery of our programming via cable would be mutually beneficial. Inexpensive receiving equipment at the cable head-end could link our programming to local cable distribution networks. We propose to be the source of pay programming that should be of considerable interest to cable operators."

As the controversy around DBS mounts in the succeeding months, as it surely will, NCTA has no intention of becoming embroiled in it. "I don't see us getting involved in Congress or at the FCC," said NCTA President Tom Wheeler.



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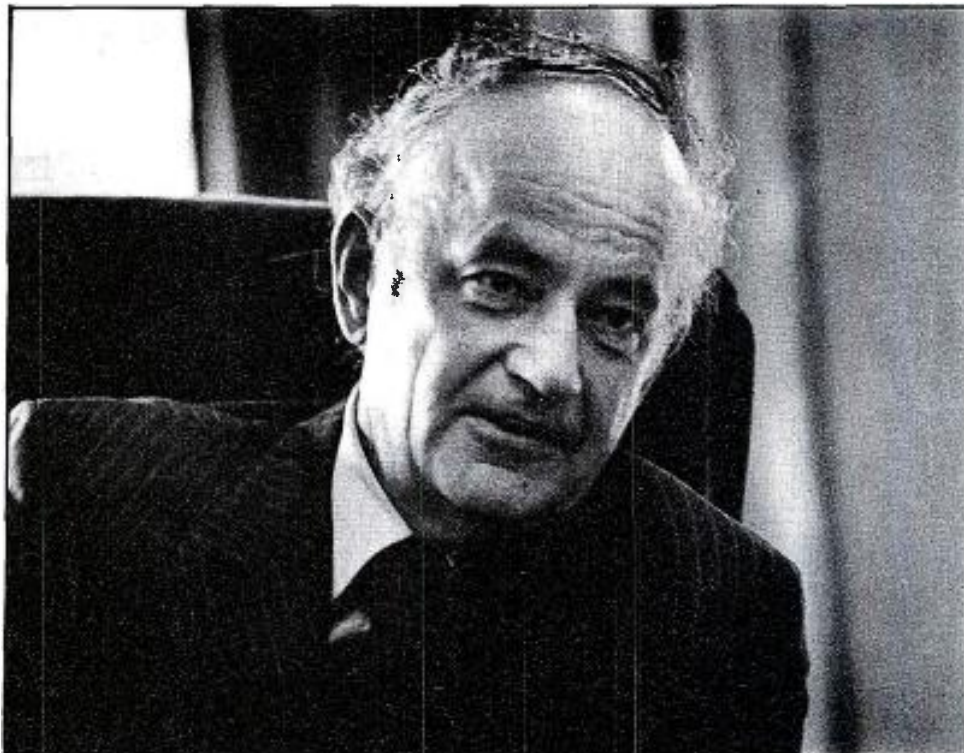
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### Joe Charyk and the gleam in Comsat's eye

*For most of its 18 years of existence, the Communications Satellite Corp. has subsisted primarily on revenues from its profitable and exclusive partnership in Intelsat, the international satellite carrier. Because of a shift in the regulatory atmosphere and internal pressures to expand, Comsat, in recent years, has moved into the competitive marketplace and attained greater prominence in the communications industry. Its boldest move, of course, is its announced plan to deliver pay television programming directly to homes via high-powered satellites. Those plans awakened the industry to the potentials—and the potential threat—of direct broadcasting satellites and has put the subject of DBS high on lists of priorities. For all of Comsat's 18 years of existence, Joseph Charyk has been its president. For Charyk, the DBS system and service that Comsat will propose is a natural extension of the satellite technology that he feels Comsat has a mandate to pursue wherever it leads—as is evident from his answers to BROADCASTING in the "At Large" that follows.*

**Broadcasters are concerned about localism, serving the public interest. What do you think are the real motives underlying their resistance to direct broadcasting?**

I really don't know. We don't visualize that anything we are going to do is going to have any major impact on present broadcasting. What we hope to be able to do is to provide the public with greater flexibility, greater choice, greater opportunity for a wider offering of services. And we think that basically is something to which the American public is entitled, and if we can make economic sense out of it—if we can develop additional programing that people are willing to pay for—then we see no reason why

those benefits should be withheld, with the effect of limiting the viewer's choice.

**Do you see this as an overreaction by the broadcasting industry?**

I think it is an overreaction, particularly since they apparently have not really analyzed or thought through what's involved. The strange thing about this whole exercise is that we really haven't laid forth our total plan, and yet people are reacting on the basis of some assumptions of what it might be or what it might do, what it might offer or what it might not offer, under what terms, what conditions, et cetera.

I would think it would be more orderly, and I think one would view a response much more

carefully, if it is the result of some serious consideration. But I must admit, I'm somewhat bothered by a kind of a spontaneous reaction, based on very little information. That doesn't seem to be the thoughtful, careful type of reaction or response that this kind of matter should receive.

**Perhaps broadcasters feel they have to act now or it will be too late tomorrow.**

I would think that the normal time that the FCC takes to deal with different kinds of applications will automatically provide enough time for the most thoughtful consideration of the matter. If, after we have filed and everybody has had a chance to study what we're proposing and what





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\*VideoProbeIndex, Inc.—Cablevision May 1979.



we're not proposing, and if after all parties have had an opportunity to submit their thoughts and their considerations, and if after all that, the commission on the basis of experience, wisdom, judgment and so on has decided on a particular course of action, if there are still people at that point who feel that the matter hasn't been adequately considered or some fundamental considerations have been omitted, or that errors in judgment have been made, or that certain basic policy questions have been ignored, then there are other vehicles that are available for further consideration, be they reconsideration by the commission, by the Congress, or by the courts.

But it would seem that in the first instance, the normal processes should be applied. First of all, see what the proposal is. Second, let's see what disposal is made of it.

**The FCC has issued an inquiry in preparation for the Region II conference in 1983. Isn't this where it's going to be fought out first? Isn't this where all these issues are going to be tested first?**

I don't think that's the appropriate forum. In other words, the World Administrative Radio Conference has made certain frequencies available for direct broadcasting. The Region II conference is really for the purpose of figuring out how those frequencies can best be utilized by the countries in this hemisphere and how the orbital slots can best be utilized in the interests of all parties.

The principle that direct broadcasting is a useful and important thing has been accepted by the world. So what we're now talking about is how do we best implement it in a way that makes the most sensible use of frequencies and of the orbital slots? Some people are asking the basic question: should the United States be interested in direct broadcasting at all? That is fair enough, but we must appreciate that the world has already made the decision, including the United States, that frequencies should be made available for direct broadcasting.

Now, the United States doesn't have to take advantage of that decision. In other words, if the world says, "We think direct broadcasting is important enough that frequencies should be reserved for it and orbital slots should be made available," the United States could say, "We're not interested." That's a perfectly legitimate position.

But I'm trying to say that the 1983 conference is not dependent on whether the United States desires direct broadcasting or not. I'm saying they are, in a way, separate subjects. The world having decided that frequencies should be made available and orbital slots should be made available for direct broadcasting, a question is how in this hemisphere we should best utilize those frequencies and those orbital slots. Some countries may want to take advantage of it, others may not.

**But doesn't the U.S. have to say it's going to go into DBS before that '83 conference, if it's going to present a strong position and get as much as it can?**

I would agree with that. In other words, if the U.S. were to decide that it is uninterested in direct broadcasting, then it almost doesn't have to bother to go to the 1983 conference. But to me, it's kind of unthinkable that as a matter of national policy you would vacate the scene on an item of that importance in the face of a world decision that we want to use these frequencies for direct broadcasting and that we need a plan

for how they should best be utilized in this hemisphere.

**While we're on the subject of the 1983 conference, are there two or three main issues that Comsat will address prominently in the FCC docket? What are your chief concerns?**

Our chief concern is really to make the most efficient utilization of frequencies and orbital slots. There are ways to approach this problem that could be terribly wasteful of both. Since we're dealing with relatively scarce commodities, we think the problem should be approached in a way that will lead to the maximum amount of services to the maximum numbers of people, in the most efficient way.

We would hate to see a solution where—well, let me just give you an example. Suppose we said, all right, everybody is going to have a certain orbital slot. We'll just take all of the countries and say, everybody gets one. That would be a very inefficient way to utilize the frequencies and the orbital slots. And we hope that something more sensible than that would emerge.

**Let's turn aside from DBS for awhile. A lot of people are still not sure exactly what Comsat is.**

There's been a lot of misunderstanding on that. The fact that Comsat came into existence as a result of an act of Congress has been automatically associated in many peoples' minds with the idea that somehow, the government has served as a godfather, served as a financial uncle, et cetera.

The facts are that the legislation simply made the national decision that in pursuing space communications, the United States would do so, not through a government corporation, not through a government entity, not through existing carriers, but, rather, would create a special instrument. The enabling legislation therefore said: "This is the way we want to go, rather than the other ways that are available to us."

But once that legislation was passed, the corporation was basically on its own. It had no government funds, no government assistance. It had to raise its own money, develop its own plans, get its own people, sell its own programs, with an awful lot of government supervision and Monday morning quarterbacking, but with no government financial or other assistance.

**But it had this government-anointed monopoly on the international satellite services. Correct?**

The decision of the Congress was that we should create a special instrument to be the participant of the United States in creating a global communications satellite system. You could not have a multiplicity of entities doing that, because in every other country in the world there is a single entity responsible for international telecommunications. You cannot have a multiplicity of satellites with a multiplicity of participants. There has to be one. It must be the government, some kind of government corporation, the existing carriers, a consortium of existing carriers, or some new entity. Congress decided it should be a new entity.

That entity has both a charter and a responsibility. Our job has been to do our best in carrying out that responsibility, which is, I think, as stated in the act, that of bringing the benefits of this new technology to people

everywhere. So we have viewed our job to try to be leaders in the development of this technology and the applications of this technology, to demonstrate United States leadership in this technology and apply it wherever we see applications that can provide benefits to the using public.

**Is Inmarsat an extension of that mandate?**  
Yes.

**Can you describe what that is?**

The same question arose in connection with the potential use of satellites for maritime communications. As Comsat pursued this technology, it was clear to us that as the point-to-point system developed around the world—that is, the Intelsat system—the technology was also capable of providing important benefits to the maritime industry, and more generally to the mobile industry—airplanes, ships, et cetera. Therefore, we had a duty and an obligation to say: "The technology can do this; here's an application; here there are benefits. We ought to pursue it." That was the genesis of the Marisat system which Comsat pioneered.

Then the question arose as to what form the international development of maritime communications should take. The conclusion was that the Intelsat model was a pretty good model. Accordingly there was a lot of initiative to create a new international organization very much like Intelsat, but dedicated to the maritime activity.

**When is that initial system going to happen?**

They are looking at ways in which an early capability might be established, utilizing space segment capacity that is available in the near future. The possibilities include some use of our present Marisat satellites, because they're still working. This would provide some initial capability to a global Inmarsat system. The Europeans are developing a satellite, called Marecs, which is designed for a maritime capability. Intelsat is developing Intelsat V satellites and some of the later models will incorporate a maritime package. So Inmarsat can lease some maritime capacity from Intelsat.

Those are the three sources of maritime space segment capacity in the near future. The Inmarsat people are evaluating the capabilities and the costs of these three sources with a view to coming up with a plan for initial implementation.

**With Inmarsat, and with participation in SBS and DBS, you're in a real transitional phase, aren't you?**

We think there are some important new activities coming up which can have a big impact on Comsat and what it will be.

**Will it be able to afford all this?**

We obviously can do only so much. What we've tried to do is concentrate our energies and resources on those things that we think are most closely tied to our basic mission. Second, those that are within our financial boundaries. We're certainly not proposing to undertake anything beyond our financial capabilities. All the things we've talked about are, we think, within our resources.

**When Congress passed the legislation to allow you to be the participant in Inmarsat it also told the FCC to look at Comsat and see what it's doing, examine its structure and make some recommendations. The**



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**FCC came back and said that the Inmarsat and Intelsat activities should be separate from everything else you do. What is your comment on that?**

I think it is consistent with the general evolution of thought at the commission that the regulated activities should have some separation from the unregulated activities. Thus they have a responsibility to insure that those entities they are regulating will not receive advantages that give them a competitive edge in the nonregulated areas or enable them to utilize their position as a result of their regulated status to enhance their posture in a competitive environment.

They have felt the best way to do that is to require the creation of subsidiaries and require that dealings between the regulated and the nonregulated subsidiaries be at arm's length. We have no quarrel with that as a basic principle, providing it isn't carried to an unreasonable extreme.

**Is the FCC's proposal the unreasonable extreme?**

Well, we do have some difficulties with some of the things that are in the report, which we think go beyond what is necessary and beyond what is really sound. On the other hand, some of the things that they propose, I think, are not unreasonable in the context of being able to assert that an unfair position is not being given to subsidiaries of Comsat that are engaged in competitive activities. They've applied the same philosophy to AT&T, as you know. And AT&T has recently announced that it is going to restructure itself in such a way that the regulated and nonregulated activities are at arm's length from each other.

**Comsat's relationship with the international carriers is undergoing a number of changes. Can you describe what they are, and comment on them? I believe there's a rulemaking at the FCC saying that Comsat can deal directly with satellite customers.**

Before we leave the previous subject, let me just say that Congress in the enabling legislation establishing Comsat as the U.S. participant in Inmarsat asked the FCC to conduct a study on the Comsat organizational structure. The FCC has done the study after providing everybody in the world with an opportunity to comment on it, twice or three times, perhaps. Now that the report has been published after everybody has had an opportunity to comment, they propose to initiate a more formal process, a rulemaking process possibly, to further pursue the subject and ultimately to come down with some kind of guidelines as to what our structure should be that will satisfy them in regard to the points we've discussed.

Things that sometimes concern us are proposals to do still another study. For example, the OTA—the Office of Technology Assessment—is considering the possibility of some kind of super study de novo. Well, I just wonder at what stage you get to the point of diminishing returns in spending the taxpayers' money to do additional studies of Comsat.

In other words, there has to be some sensible conclusion to this at some point. After all parties have had an opportunity to present all their comments and have them duly considered, then if the process proceeds so that anybody that doesn't like the way it finally came out can crank up a whole new study, the whole thing is endless. At some stage of the game,

somebody has got to say that there are only so many studies that the taxpayer should pay for. I think we're kind of going beyond that point now.

As to the authorized user, which is the question you raised, there has been under long standing discussion as to whom Comsat should be allowed to provide Intelsat system services directly. Perhaps the earliest and the strongest arguments have been with respect to the concept of providing service to the United States government.

Very early in Comsat's history, the controversy erupted over a proposal whereby we offered services to the Department of Defense in response to its request for a bid for 30 satellite circuits in the Pacific. We quoted a price that was about one-third the going rate the carriers were charging.

**The international cable people?**

The cable people. And the Department of Defense said: "That's wonderful, we'll buy it." That triggered the whole process. The carriers said, first of all, that the government cannot deal directly with Comsat. Second, if Comsat gets away with charging one-third the price, it will destroy the whole worldwide rate structure with a very adverse ultimate result to the Department of Defense and to the government.

Eventually, at that time, the decision was made that Comsat should not be allowed to provide this service to the Department of Defense, and the Department of Defense ended up paying roughly twice our bid to get those 30 circuits. The reason that that became a controversy from our point of view was that we have always maintained that where the act says that the corporation is authorized to provide services to authorized users, including the United States government, that it's pretty hard to interpret the English language differently than to include that the U.S. government by definition is an authorized user.

The act says that Comsat is allowed to provide service to authorized users, including the United States government. The contention has been that this doesn't authorize us to deal directly with the government. The first test case was in regard to those 30 circuits. The conclusion rendered at that point was not that Comsat was not authorized. Rather, they simply said that Comsat in this particular case was not going to be authorized, but that they would reserve the opinion in future cases, depending upon whether the Office of Telecommunications Policy would make a determination that it would be in the national interest to have Comsat provide the service directly.

**The government is sort of a special case, since it is mentioned in the act. But what about expansion in our international network?**

Our position has been that where the service can be provided directly and where introducing an intermediary has no particular service value, it's kind of silly to put a guy in the middle and have him collect a commission for doing nothing.

Television is a prime example of that and the bizarre decision to establish a carrier of the week. The issue arose, as to whether Comsat should be allowed to serve the television community directly. The carriers agreed that that could not possibly be permitted. The

second question was, well, if you don't permit Comsat, then which carrier? They couldn't decide that one, either. So they said, OK, we'll make a carrier of the week. One week it was AT&T, one week it was ITT, one week it was RCA, one week it was Western Union International.

We then had this absolutely wild arrangement. If a customer wanted to order up a television circuit from Europe, he had to determine who was going to be the carrier of the week in the week that he wanted the service. If there was any change or slippage in that arrangement, he might be working with the wrong carrier and would then have to go to some other carrier.

It was sometimes difficult to find out who the proper carrier was. As far as the service was concerned, the signal came over the satellite into our earth station. It then went into AT&T's international switching center in the New York area. If AT&T was the carrier of the week, it was passed on directly to the networks. If it was a record carrier, arrangements were made with AT&T to take the circuits from say White Plains in this case, down to lower Manhattan and back out to White Plains. And some people down in lower Manhattan would operate little knobs and pretend they were providing a service. They would then send it right back out to where it came from for ATA transmissions to the networks. And so each carrier installed equipment in lower Manhattan and leased the lines up and back from AT&T. All they really could do was degrade the character of the signals and increase the costs the user had to pay to cover duplicative facilities installed by each of the carriers, and to provide a markup for the so-called "service."

Our contention was that that is silly. How in the world is that helping the public? In a case like that, Comsat should certainly be allowed to provide the service directly since there is no benefit to be provided by an intermediary. That's clearly not true in the telex business, it's clearly not true in the message telephone service.

So we never said we want to go out and provide international telex service or international message service. But we said there are certain things, like the government, like television, where we see no value to be gained and only penalties to be incurred, by introducing an intermediary.

**Are you dealing directly with networks now, and with television stations?**

In a limited way.

**Why in a limited way?**

In other words, our position is that we'll deal with any television entity that appears at our earth station. That's the decision. They must get to our earth station.

Now, I think in some cases, a television customer rather than making arrangements to get to our earth station through one carrier and then deal with us for the rest of the circuit will prefer to deal with a single entity.

It is now, I think, up to the user to decide. We are dealing directly with certain television entities, but it is not a standard arrangement.

**Back to direct broadcast. Do you think the FCC will be willing to grant your proposal before that 1983 conference?**

Well, I don't know what their position is going to be. I don't think they really can make an intelligent determination on that before they



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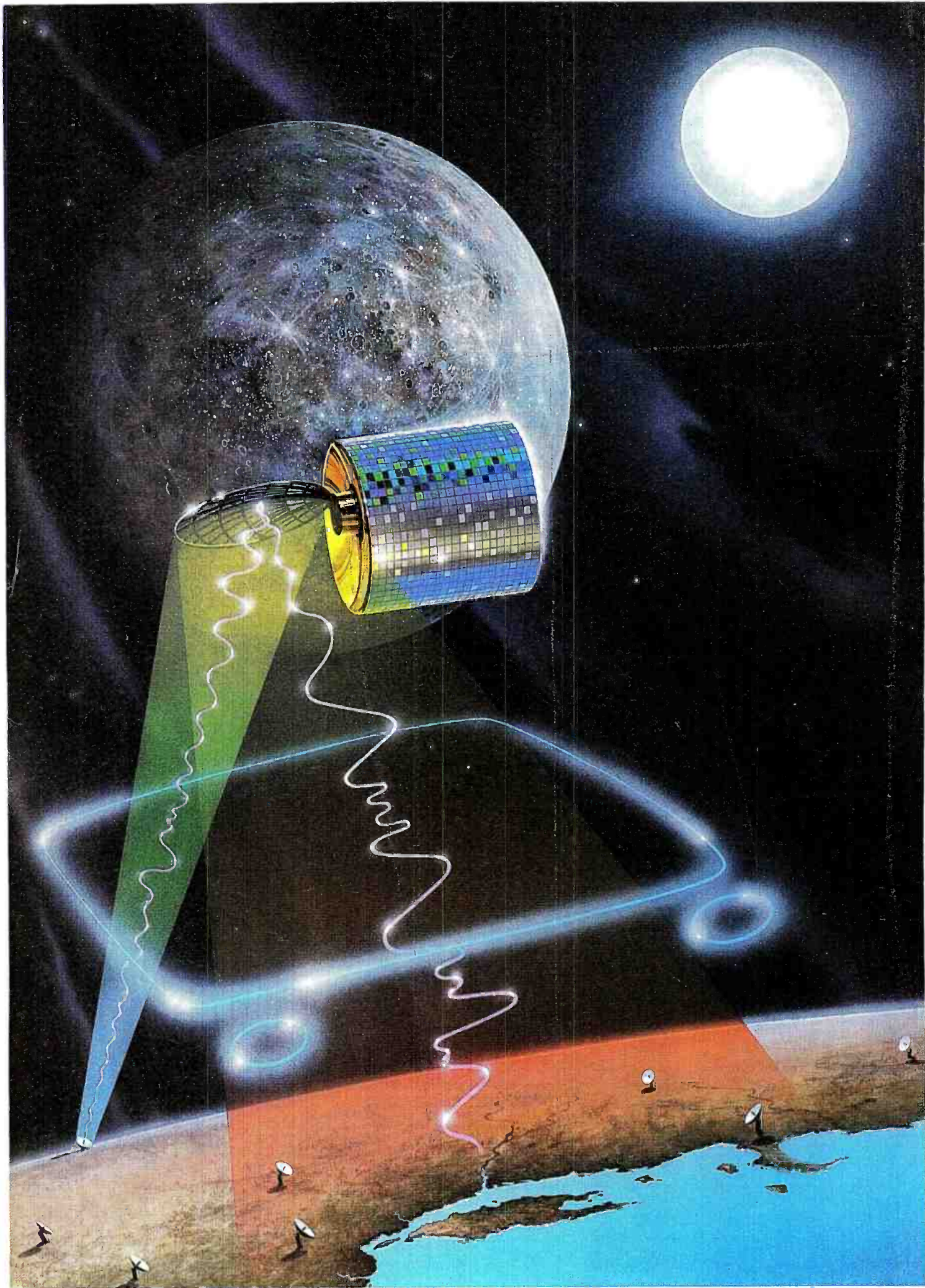
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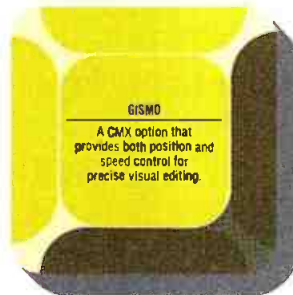
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see an application. I think we will show in our application where the granting of what we're asking for is completely compatible with the 1983 meeting. In other words, a granting of an application prior to the 1983 meeting is completely compatible with the concept of a 1983 meeting.

**Have you gotten any resistance from the other media—cable, STV, MDS, any of these people?**

I think there is a lot of interest. We certainly haven't seen the sort of out-and-out opposition that's been suggested by the broadcasters. I think the idea of the public being given a greater variety of choice is an argument the cable people made themselves over many, many years. It would be hard for them to say they don't believe it any more.

**You say there's been no out-and-out resistance. Any subtle resistance?**

I think there is sympathy, and I think some sort of undefined concerns as to what impact it might have on any expansion and growth of the cable business. But I think there's a bit of a wait-and-see attitude there.

**Can you describe your time frame on DBS?**

I think we have been reasonably consistent in saying that we could be in operation three years after approval. And so you have to add to the three years whatever you would consider to be an approval time.

**How are those plans coming along?**

I would hope that we would have an application filed well before the end of the year.

**Would you be willing to tell us about it, especially the technology of it? How many satellites, how powerful?**

Well, I think it probably wouldn't be a good idea to do that. We will of course have all that spelled out in the application, and some of those things are still being kicked around here. So I wouldn't want to give something which then would be misleading because we might file something different from what I had said. And it's pretty hard to be general about it. It's basically a system of a number of satellites, the precise number still to be defined, which would have the capability of several television channels. And here again, you can play with numbers. It's more than two and fewer than six.

The signals would be able to be received by an antenna in a customer's home that would be roughly in the range of two or three feet in diameter. And we would hope to offer monthly service involving several television channels, at rates that are not radically different from what pay TV is charging today.

**Is there going to be a national service? Or is it going to be regional? I suppose it could be local we're talking about, too.**

We view this as a service which is desirable nationally, but the design and configuration of the system would have the flexibility so that one would not have to offer the same thing at the same time nationwide. In other words, one can have regional programming as well as national programming. You really have complete flexibility. You can have all the channels national if you wanted that, or you can have any mix.

**Well, there's just so much power in those**

**satellites. There's a trade-off if you're going to cover the United States.**

It is not intended to do all this from one satellite. We contemplate a multiplicity of satellites. The same programs could be shown through all of the satellites to provide a national coverage or the system could deliver different programs in different regions.

**Well, as much as being anxious about DBS, I think broadcasters are amazed that you're going to try to do this. They think it's really far out.**

Well, I think it is an ambitious undertaking. We believe, as I said earlier, that our charter puts on us an obligation to pursue this technology, and where we see applications, to point out what those applications are. We believe that we have reached the point where the technology is in hand to permit the establishment of such a system on a basis that is technically and economically sound. The key is whether one can offer the viewing public alternative choices that it is willing to pay for.

Now, that's where I say it's a bold undertaking. If such a system is put together and operates from a technical point of view, but if nobody wants to subscribe, obviously it would be an economic disaster. That's the risk, really, that we're taking. We think there is a potential for offering additional viewing capability and that people are going to be willing to pay for it. If we're right, we think that the economics will be reasonably attractive. If we're wrong, it would represent a significant financial loss. And that's very much the American system.

All we're asking for is the opportunity to put up our money. If we have a product that people are willing to pay for, that they believe is useful to them, then they should have the opportunity to buy that product. We're taking the chance that if we're wrong and we don't offer them something that's different enough, something exciting enough, then our shareholders will bear the brunt of that wrong judgment.

**I think that's part of the amazement. They can't figure out what kind of programming you could possibly come up with that's not being offered, or won't be offered, over broadcasting, cable, MDS or STV.**

If that's the case, they've got nothing to worry about because we won't make much of a dent in any of their audiences. We'd lose our shirts, and that's it.

**Well, not only does the public have to pay for it, they have to put that antenna on their roof.**

Right.

**Somebody has to pay for the maintenance of that.**

What I don't quite understand is why [broadcasters] worry about these things, but then get excited about our proposal. In other words, if they really believe there's nothing we could offer that would be of interest to viewers, then they can completely relax and say, let these fools go ahead and put up the system and throw away their money. Why try to stop them?

As I have said before, the commercial television networks have to gear themselves to large audiences because of the ratings and because advertising fees are dependent upon the size of the audience. In our case, we can be satisfied, and the economics can look attractive,

with audience sizes that would be of absolutely no interest to the commercial networks. We contend that there are people in the size audience that we need that are interested in having some diversity of viewing that isn't offered today.

**Were you pushed into this by the FCC? By their telling you that you've been making too much money for a long time, and they've ordered some cutbacks in your rates?**

I don't think there's any relationship at all. The reason we got this thing is the reason that I gave you, that we've taken rather seriously our charter to pursue this technology and look for applications of the technology. That's taken us from the Intelsat system, with its large antennas, which originally cost \$10 million, to antennas that got down to \$5 million, then down to \$3 million, and now well below that.

Then we say the potential of domestic applications. We tried to get into the domestic business because we thought there was a future there. We came up with satellite design concepts for a domestic system. Enough flak was raised that we didn't get a charter to get into the domestic business, as we had requested. We ended up leasing satellites to AT&T and later received approval for our joint venture which is now SBS.

We saw the potential application of the technology to the mobile business. We initiated the development of the Marisat system. We saw the potential application in the aeronautical field. We pursued that. That got wiped out for other reasons. We looked farther ahead. We saw more sophisticated satellites, simpler earth stations, and that took us into direct broadcasting.

So it's part of the road that we have trod in pushing this technology.

**What can Comsat do; what can't Comsat do?**

From whose viewpoint?

**From the FCC's viewpoint.**

The FCC's viewpoint is set forth in their recent report. From our point of view it contains a useful statement.

Basically, what I understand they have said is that, provided we structure ourselves appropriately so that we have an arm's-length relationship between the regulated and the unregulated businesses, they believe we can engage in any activities that are not inconsistent with our Intelsat and Inmarsat responsibilities. We say, we're set up in business to pursue space technology and its applications. That has led us into some related areas like the environmental information field because we believe that data collection and satellite communications go hand in hand, and will more and more so in the future. The collection of information and the distribution of information are very closely related.

And so there are space applications that we see down the road along that line. We're simply saying that we're in the space technology business, we're a private organization created for that purpose, and we're going to try to be as good as anybody in the world in pursuing that technology.

**What else is on the books for Comsat? Anything real Buck Rogers out there?**

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### What kind of budget did you give it?

We gave them enough of a budget to develop an application and then pursue that application, which is in the millions of dollars—but not in

the hundreds of millions of dollars, obviously. Should it proceed to actuality, the budget would be in the hundreds of millions. It's a big thing.

### Can you be more specific on the date of your filing?

When you're putting something like this together, you're never quite sure what kind of a problem might arise that would require some extra effort. We are going into the ascertainment activity right now. Presumably we may learn something in the ascertainment process that would affect something we say, or something that we should include.

### So ascertainment is required?

We believe that for our application to be a valid

application we have to go through an ascertainment process of some kind.

### You mean, ascertainment of the entire country?

It's not readily apparent to me that the ascertainment process is fully applicable to this kind of subscription service. The ascertainment process was devised in a completely different context. On the other hand, I think if we fail to comply, it becomes easy for opponents to claim that we have a deficient application. The rules say you've got to have it done, so we'll do it.

I think you probably have gathered that we hope to file somewhere around the end of October, early November time frame.

But it can move easily two weeks one way or the other. And we'd rather not be pinned down to a date, because things can and do happen.

### For a long time we were expecting the first quarter of this year.

I know. The thing that really introduced the big perturbation was, of course, the Sears decision not to be a joint venturer [BROADCASTING, April 14]. I don't see any reason why there should be any further major perturbation.

### Why did you put all this pressure on yourselves last August, to make that announcement that you were going to do this?

We had initiated studies on the potential of such a system, both from a technical and economic point of view. We had a group working on this. The more we worked on it, the more excited the people got. Information began to drift out that some kind of a significant project was under way here. We concluded that our best bet was to just say flat out: "We're working on direct broadcasting." That's what we did.

Now, ideally we would have preferred not to do so. In other words, we would have preferred to make some kind of a statement when we thought we really had something positive to say. But as a result of bits and pieces leaking out, we felt it better to just flat out say that it was direct broadcast that we were studying.

### Do you think the publicity has helped the corporation?

I don't know the answer to that. Obviously it's taken a lot of time and energy of people here, reacting and dealing with it, that wouldn't have been required had the matter not come out in that fashion. On the other hand, it may have served to stimulate thinking and to produce actions that are constructive.

### I'm talking about as a whole, financially?

I don't know. You see, it depends on the individual outside, looking at this thing as to what he feels the potential to be. In other words, if he feels along the lines you indicated earlier, that this is just a good way to throw away a lot of money, I would think that that would have a negative connotation. On the other hand, if an individual looking at it from the outside feels that the corporation might be on the threshold of something that's going to be really significant, then it could have the other connotation. So I would guess that, depending on who you talk to, you could get a complete range of opinions.

### How about your opinion?

Obviously, I think there is potential there. Otherwise we wouldn't be doing what we're doing.

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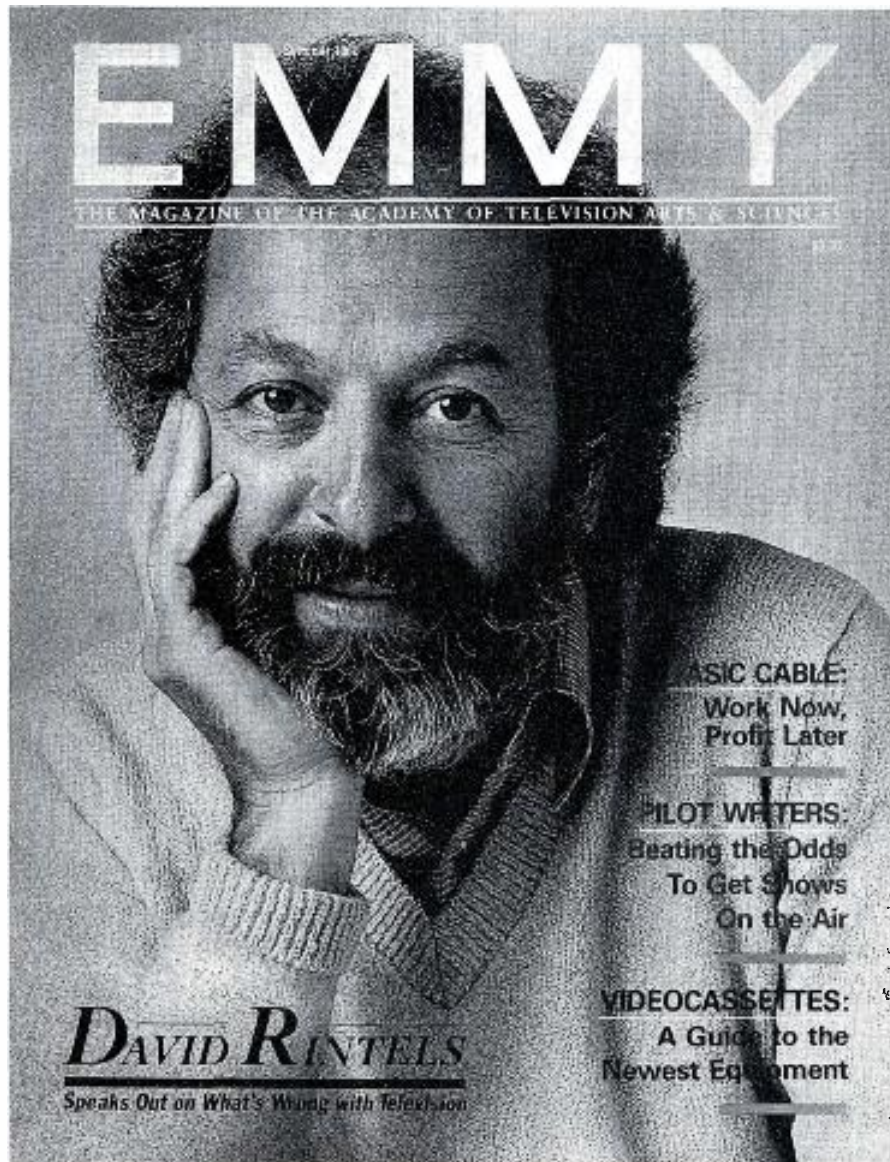
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## IBC by the sea: Digital topics lead the agenda

**International engineering gathering set to start this Saturday in Brighton, England; papers are heavily oriented to new technology**

Developments in digital television promise to dominate the eighth International Broadcasting Convention, to begin this week in Brighton, England.

Final attendance figures are not yet known, but the managing committee says that registration is running well ahead of previous years. The committee also reports a 5% increase in the number of countries represented, and a 20% jump in overseas exhibitors.

Some notable American companies will be absent, however. RCA is continuing its policy of taking no space at the IBC and holding a private showing at its London office. Harris has pulled out, a decision unrelated to any dissatisfaction over the IBC, according to John Tucker, chairman of the management committee.

McMartin and Berkey Colortran have also pulled out, and Kodak will be represented only by a subsidiary of its U.K. company.

Despite these moves, the exhibition space is full, despite a 70% percent increase in space available from the last IBC.

Peter Mothersole, head of the technical program committee, said 80 papers are intended to provoke discussion, rather than to feature a particular product. Joe Flaherty of CBS-TV said the topics selected by the committee are timely as well.

Flaherty is chairman of the opening session, an overview of likely trends in broadcast technology in the 1980's. The session features three invited speakers: Boris Townsend of Britain's Independent Broadcasting Authority, Geoffrey Phillips of the BBC and Michael Butler from Philips Electronics.

One of the timeliest sessions is on digital television coding standards, with papers from some of the key figures in digital technology in Europe and the U.S. Mothersole said the papers would be of special interest to those who are not experts in the field, and would help to bring outsiders up to date in this fast-moving area.

Papers on digital issues are to be found in other sessions as well.

According to Mothersole, one of the problems created by digital equipment is troubleshooting, a subject to be discussed



in the measurements session.

Another area of the digital invasion is the all-day session on signal processing, with many of the papers dealing with aspects of handling the high bit stream rates needed in digital processing.

One major surprise in the 140 papers submitted, according to Mothersole, was the "tremendous interest" in multichannel sound. He said audio has always been the poor relation of video, and he thought the field was "almost dead."

A multichannel sound session will be headed by Charles Sandbank of Britain. Mothersole said the Europeans are leading in this area because of the interest in providing television programs in more than one language, while in the U.S. the most interest is in improving sound quality through stereo. A featured speaker in the session will be I.G. Theile from IRT in Germany, the research center for the three German networks.

The transmitters and transposers session will deal with the efficiency of transmitters, especially those for UHF. With increasing electricity costs, power consumption has become a major factor in operating a transmitter, a problem in which the Public Broadcasting Service has become involved (BROADCASTING, Aug. 18).

Another meeting that may prove of more interest than apparent from the agenda is the teletext session. Although the papers deal largely with subtitling in teletext, the broader conflict is sure to surface in the discussion. The French and British are leaders in the field with their competing (and incompatible) teletext systems. To the committee's surprise, the French have submitted no papers for the session.

The organizers are awaiting reaction to

moving the IBC out of London for the first time. Tucker said they wanted to regain the hotel atmosphere that was absent from the 1978 convention, held at a conference center in north London. He added that hotel prices are well below those in London, although he admitted some overseas delegates might not like leaving an international city for a provincial resort town like Brighton.

Following is the complete IBC agenda and a directory of companies exhibiting at the convention with booth locator numbers.

### Saturday, Sept. 20

**Broadcasting Technology in the '80's.** 2-4:30 p.m. Winter Garden. Chairman: J. Flaherty, CBS-TV. "The coming crisis in television technology," G.B. Townsend, Independent Broadcasting Authority. "How will broadcast programs reach the home in the future?" G.J. Philips, BBC. "Wideband transmission by optical fiber systems," D.J. Brace and D.J. Heatley, Telecom Research Laboratories. "The future of home viewing," M.A.E. Butler, Philips Electronic and Associated Industries Ltd. "High definition television system—signal standards and transmission," T. Fujio, J. Ishida, T. Komoto and T. Nishizawa, Japan Broadcasting Corp.

### Sunday, Sept. 21

**Signal Origination I.** Chairman: D.H. Mills, South African Broadcasting Corp. "A 385 x 576 picture element CCD image sensor for 625-line solid-state TV cameras," D.J. Burt, S.L. Partridge and R.T. Bell, GEC Hirst Research Center. "The performance of solid-state telecine," I. Childs, BBC. "Recent advances in





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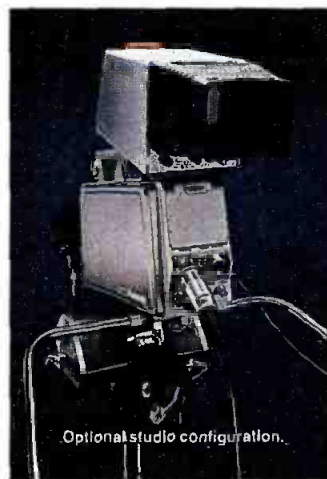
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broadcast camera design," J.O. Ryan, Ampex Corp. "Automated set-up system for high-sensitive handy camera," K. Murakami, K. Wakui and K. Onishi, Japan Broadcasting Corp., and F. Ukigaya, Hitachi Electronics. "A TV camera with fiber-optical transmission," M. Marey, Robert Bosch GmbH. "An ENG color camera using a single pick-up tube," Y. Kubota and T. Kakizaki, Sony. "Editing systems for single camera videotape production," J.A. Flaherty and W.C. Nicholls, CBS-TV. "ENG—three years later," P.A. Robertson, Canadian Broadcasting Corp., A roving-eye outside broadcast vehicle," G.A. London Weekend Television.

**Signal Origination II.** 2-4 p.m. Winter Garden. Chairman: P. Hansen, Denmark. "Some unusual aspects of the SABC's second television channel," D.H. Mills, South African Broadcasters Corp. "The third television network of the RAI—production facilities in the regional stations," P. Zaccarian, RAI—Radiotelevisione Italiana, Italy. "Practical computer graphics for television," H.K. Regnier and L.J. Evans, Ampex Corp. "Computer graphics in BBC Television," R.C. Evens, G.L. Pexton and T.B. Smith, BBC. "A computer assisted dubbing system for modern television and film post production," D.A. Tilsley and M.H. Jones, Neve Electronics International LTD. "Television lighting—a review of changes in equipment and techniques," W.D. Lee, Thames Television Ltd.

**Digital Television Coding Standards.** 4:30-6 p.m. Winter Garden. Chairman: P. Rainger, BBC. "Digital television standards," A.H. Jones, BBC. "SMPTE study group on digital television tape recording progress report," W.G. Connolly, CBS-TV. "Digital coding standards for television studios," J.L.E. Baldwin, Independent Broadcast Authority. Panel Discussion: R.F. Appleton, London Weekend Television; K. Barratt, Sony Broadcast Ltd.; C.P. Ginsburg, Ampex Corp.; H.R. Groll, Robert Bosch GmbH; R.J. Taylor, Quantel Ltd.

## Monday, Sept. 22

**Teletext.** Winter Garden. 10 a.m.-12:30 p.m. Chairman: L.H. Free, Australia. "The economic preparation of teletext subtitles," W.R. Hawkins and L.A. Thomas, BBC. "The possibility of teletext usage in multilingual medium," B. Krizanec and B. Sestarikov, Radio-Televizija, Yugoslavia. "Teletext subtitles for the deaf—problems in linguistics and psychology," R.G. Baker and A.F. Newell, University of Southampton, United Kingdom. "Introduction of an auxiliary speech channel in the TV lines," M. Ardito and M. Barbero Radiotelevisione Italiana. "A teletext system for ideographic information," M. Fujiwara, Y. Namaguchi and A. Maebara, Japan Broadcasting Corp. "Transmission techniques for picture viewdata," R.C. Nicol, B.A. Fenn and R.D. Turkington, Telecom Research Laboratories. "Teletext—the potential of an extended system," J.P. Chambers, BBC.

**Transmitters and Transposers I.** Norfolk Room. 10 a.m.-12:30 p.m. Chairman: R. Hills, United Kingdom. "Engineering for the fourth UHF TV channel in the United Kingdom," D.S. Chambers, and R. Wellbeloved, Independent Broadcasting Authority. "A new generation of medium power UHF television transmitters," L.F.

Howard, Marconi Communication Systems Ltd. "Development of operational efficiency and broad tuning range techniques for UHF-television klystrons," W. Schmidt, Philips GmbH. "A range of UHF television transmitters designed for the 1980's," E.J. Wills and A.J. Chaney, Pye TVT Ltd. "Programmable transmitting station control system," J.B.F. Rhodes, Independent Broadcasting Authority. "Providing and controlling power supplies at transmitting stations—recent developments and future prospects," G.J. Harold, BBC. "High power filters in UHF television transmitters," R. Hutchinson.

**Signal Processing I.** Winter Garden. 2-3:45 p.m. Chairman: Y. Guinet, France. "A single field 625 line synchronizer," G.D. Iles, Marconi Communication Systems Ltd. "An alternative approach to frame store synchronisers for 625 line systems," C.J. Dalton, Questech Ltd. "A digital television standards converter with random access memory storing four fields," J.M. Astle and W.T. Shelton, BBC. "Distributing digital video," J.R. Emmett, Thames Television Ltd. "A 28 MB/S NTSC color television system for ENG applications," J.P. Rossi, CBS Technology Center.

**Transmitters and Transposers II.** Norfolk Room. 2-4:30 p.m. Chairman: C. Terzani, Italy. "A 3 kw MOS power unit for 10 to 20 kw medium-wave transmitters," H. Ikeda, Japan Broadcasting Corp. "Tandem television transposer chains," T. Arai, Japan Broadcasting Corp. "Automatic ghost image reduction equipment for a television transposer," T. Nagatsuma and Y. Kasai, Japan Broadcasting Corp., and K. Kohro, M. Sugano and Y. Kudoh, OKI Electric Industry Co. "Multipath effects in ENG/EJ systems," E.J. Forbes, Microwave Associates Communications Co. "The planning and design of two high power MF stations in the Middle East including ground conductivity studies," M.S. Leak and G.S. Thomas, Preece, Cardew & Rider.

**Signal Processing II.** Winter Garden. 4:15-6 p.m. Chairman: Y. Guinet, France. "Study of digital television standards when codecs are used in tandem," T. Nishizawa and Y. Tanaka, Japan Broadcasting Corp. "Primary signal component coding," I.G. Brown, Thames Television Ltd. "Digital PAL decoding using line-locked sampling," C.K.P. Clarke, BBC. "VIMACS—a vertical interval machine control system," B. Greenberg and A. Molinari, ABC, and J.F. Loder, Dynamic Technology Ltd.

**Multichannel Sound.** Norfolk Room. 4:15-6 p.m. Chairman: C.P. Sandbank, United Kingdom. "Stereophonic sound and 2 languages in TV—the double-sound-carrier method," S. Dinsel, Institut fur Rundfunktechnik. "A two-channel sound system for television," J.L. Eaton and R.V. Harvey, BBC. "Hi-fi—sound in television receivers," L. Alaker, Philips Norrkopingsindustrier AB. "Stereo sound in television studio productions," R. Angel, BBC. "Kunstkopf stereophony: results of recent investigations and development of a new Kunstkopf system," I.G. Theile, Institut F Rundfunktechnik (IRT). "A stereo-compatible surround-sound system for broadcasting," J. Halliday and R.I. Collins, Independent Broadcasting Authority.

**Recording and Storage.** Winter Garden. 10 a.m.-12:30 p.m. Chairman: J. Roizen, U.S. "User requirements of digital video tape recorders," P.N. Kelly, London Weekend Television. "Formats for digital video tape recorders," D. Dolby, M. Lemoine and M. Felix, Ampex Corp. "Digital video tape recorders—formats and standards," J.L.E. Baldwin and G.M. Drury, Independent Broadcasting Authority. "Digital VTR error characteristics and a proposed protection scheme," M. Morizono, H. Yoshida, Y. Hashimoto, T. Eguchi and N. Shirota, Sony. "Audio recording for DVTR," J.B. Watson and P. Barnett, Independent Broadcasting Authority. "A digital storage system for an electronic rostrum colour camera," M.G. Croll, BBC. "Fixed head sound PCM (pulse code modulation) tape recorder for broadcasting," T. Takehagura, Y. Nomoto and T. Kuma, Japan Broadcasting Corp. "Audio post-production for VTR—the second generation," L. Goodson and T.J. Newbery, BBC.

**Signal Distribution.** Norfolk Room 10 a.m.-12:30 p.m. Chairman: R. Gressmann, Belgium. "A contribution network for ILR," C.W.B. Reis and B.F. Davies, Independent Broadcasting Authority, and R. Francis, London Broadcasting Co. "Digital stereo sound transmission for outside broadcasts," G.H. Atkinson and N.H.C. Gilchrist, BBC. "NICAM 3: a companded system for the transmission of high quality sound-programs," C.R. Craine, A.R. English and J. Robinson, BBC. "Digital sound in blanking," R.J. Bonfield, Thames Television Ltd. "Program Lincompex," D.M. Russell, Continental Electronics Manufacturing Co.

**Satellites in Broadcasting.** 2:30-4:30 p.m. Winter Garden. Chairman: A. Baldry, Canada. "Low-power direct broadcasting satellite trials in Canada," C.A. Billowes, Department of Communications, Canada; R.G. Bowers, Ontario Education Communications Authority, and E.G. Rose, BCTV Ltd. "CBC-2—starting a second television network using satellite and cable TV technology," J. Mazutis, Canadian Broadcasting Corp. "Crosspolarization in the antenna feed for individual reception from broadcast satellites," E. Lier, Norwegian Institute of Technology. "Television signals via satellite: the digital approach," D.K.W. Hopkins and J.S. Lothian, Independent Broadcasting Authority. "A digital codec for satellite TV," E.J. Wilson, Independent Broadcasting Authority. "Energy dispersal for TV satellite up-links," B. Salkeld, Independent Broadcasting Authority.

**Measurement Techniques.** 2:30-4:30 p.m. Norfolk Room. Chairman: J.J. Geluk, Netherlands. "The electronic zone plate and related test patterns," M. Weston, BBC. "Automatic measuring-process, tone and color rendition in film and television," G. Holoch and A. Kaufmann, Institut fur Rundfunktechnik GmbH. "NEMESIS—numerical eye measuring equipment for surveillance of insertion signals," A. Dean and P.R. Hutt, Independent Broadcasting Authority. "A supervision system for the RTVE broadcasting network," J.L. Tejerina and V. Ortega, Radiotelevision Espanola. "Electromagnetic compatibility within a broadcast studio complex," M.J. Crisp and R.L.A. Goodings, Patscentre International.



## Exhibitors

**Acron Video** **F20**  
Unit 3, Lovelace Rd., Bracknell, Berks, UK RG12 4YT

Sync pulse generators, test signal generators, black and burst generators. **Staff:** A. Gienny, T.G. Keayes.

**AEG-Telefunken** **F54**  
Market St., Maidenhead, Berks, UK SL6 8AE

Transmitters, VHF relay receiver (stereo and mono), VHF stereo encoder, Telcom compander systems with studio taperecorder, Telcoplan turnkey sound broadcasting and TV centers. **Staff:** B. English, H.P. Fischer, J. Graaff, A. Richards.

**Agfa-Gevaert** **F45**  
5090 Leverkusen, West Germany

Magnetic tape (audio and video). **Staff:** K.E. Naumann, K.W. Sauermann, D. Schmelter, R.G. Vesper, E.A. Bowden, R. Dennett, E.J. Drew, J. France.

**Ampex International** **G34**  
Acre Rd., Reading, UK RG2 0QR

Helical video recording systems, quadruplex recorders, cameras, editing systems, video mixers, character generators, graphics systems, recording tapes, audio equipment.

**Aston Electronic Developments** **F13**  
125-127 Deepcut Bridge Rd., Deepcut, Camberley, Surrey, UK GU16 6SD

Video character generators, memory recall keyboard, font compose system. **Staff:** J.C. Holton, A.R. Budgen, V. Wakeling, J. Wood, L.V. Mayhead, D.N. Jones.

**Audix** **F18**  
Station Rd., Wenden, Saffron Walden, Essex, UK CB11 4LG

Audio mixing consoles. **Staff:** J.A. Billett, R.G. Moore, J.S. Miller, J.S. Freeman, M. Stapleton, M. Procter, T. Gaskell.

**Autocue Products** **G1**  
Autocue House, 265 Merton Rd., London SW18 5JS

Studio and location prompting equipment, captioning and subtitling equipment. **Staff:** J. Lucas, C. Lambert, P. Hennessy, J. Rugge-Price, J. Garrett, Bill Baldwin, L. Johnston.

**Aveley Electric** **F44**  
Roebuck Rd., Chessington, Surrey, UK KT9 1LP

CATV level generator, automatic video measurement system, digital video pattern generator, noise generators, VHF-FM relay receivers, SCA signal generators, transmitters, TV relay receiver, video noise meter. **Staff:** R. Gobel, W. Krall, R. Porzky, D. Meyer, C. Morrow, W. Lam, C. Bishop, E. Waine, C. Wooliston, D. Bartram, J. Tripp.

**Avitel Electronics** **F46**  
Unit A5, 83 Copers Cope Rd., Beckenham, Kent, UK BR3 1NR

Video and pulse distribution amps and accessories, video switch unit, time code reader and generator, audio products. **Staff:** C. Cadzow, P. Treleaven, S. Snook, M. Cadzow, J. Treleaven, H. Snook.

**Barco Electronic** **F36**  
Noordlaan 5-B-8720 Kuurne, Belgium

Master control monitors, comb filters, chroma decoders, TV modulators and demodulators, color monitors and receivers, teletext decoder. **Staff:** L. Vandenbroucke, N. Dubois, D. Decock, J. Debouvre, C. Kooyman, R. Joye, A. Pauwels.

**BASF** **F2**  
6700 Ludwigshafen, West Germany

Professional and home video tapes, audio tapes, films, accessories.

**F.W.O. Bauch** **G28**  
49 Theobald St., Boreham Wood, Herts, UK WD6 4RZ

CMX/Orox videotape editing systems, Albrecht mag-

netic film recorders, Studer tape recorders, consoles, mixers and telephone hybrid system, EMT turntables, digital reverberators and transient limiter, Harrison 24-track mobile recording console, ITC cartridge recorders and reproducers, Neumann microphones, Ivie portable spectrum analysis systems, Lexicon audio time compressor. **Staff:** F. Bauch, J. Bauch, M. Bauch, B. Whittaker, W. Wahl, A. Kay, W. Orr, A. Behr, K. Eichstadt, D. Reynolds, R. Dufly, R. Meserve, E. Spoerri, P. Joss, R. Brietschmidt, P. Forst, G. Kiess, M. Albrecht.

**BBC** **G12**  
Broadcasting House, London W1A 1AA

Television graphics and advanced conversion equipment, Nicam digital sound distribution system, transmitter equipment, slide mounting jig, logo and caption generator, computerized audio signal processor, television test equipment, Teletrack, mobile central control room.

**Bell & Howell** **F35**  
Alperton House, Bridgewater Rd., Wembley, Middlesex, UK HA0 1EG

JVC U-format VCR's, color cameras, monitors, Fuji video tapes. **Staff:** D. Strubbe, R. Watson, P. Rogers, P. Glas.

**Robert Bosch** **F56**  
Robert-Bosch-Strasse 7, 6100 Darmstadt, West Germany

BCN, studio and portable cameras, editing systems, monitors, digital telecine.

**Boston Insulated Wire** **F11**  
1 Canbury Park Rd., Kingston-Upon-Thames, Surrey, UK KT2 2JY

TV camera cables and connectors. **Staff:** T. Smith, D. Landy, L. Gidea.

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**Brabury Electronics** **Q25**  
*Loverock Rd., Reading, Berkshire, UK RG3 1NS*

Video and audio jackfields, audio distribution amps, mains distribution strips, eight-channel video mixer, equipment racks and display consoles, voltage stabilizer, power control units, sync pulse changeover unit, light units. **Staff:** D. Brown, W. Brown, A. Spearling, K. Banham, N. Woodman, R. Daymond, M. Philpot, M. Humphries, M. Jones, J. Jerome, S. Mullins.

**British Aerospace Dynamics** **F38**  
*Site B, Gunnelswood Rd., Stevenage, Herts, UK SG1 2AS*

Satellite communications technology. **Staff:** J. Humby, R. Morris, L. Blonstein.

**Broadcast Electronics** **F30**  
*4100 N. 24th St., Quincy, Ill. 62301*

Professional audio equipment.

**C.W. Cameron** **F37**  
*Burnfield Rd., Giffnock, Glasgow, UK G46 7TH*

Color video writer, color corrector, automatic level corrector, portable SMPTE time code generator, video typewriter, video measurement equipment, monitors, Ranger video transit cases. **Staff:** C. Cameron, J. Johnstone, V. Crampton, K. Kiyohara, T. Hashimoto.

**Canada Television Equipment** **F3**  
*2 Dolland St., London SE11 5LN*

Angenieux film and video lenses, Christie Reflex battery systems. **Staff:** J. Askew, H. Challinor, J. Harris, G. Hersee, H. Nickels.

**Canon Amsterdam** **G41**  
*Box 7907, 1008 AC Amsterdam, The Netherlands*

Television zoom lenses and accessories. **Staff:** S. Yamaguchi, M. Miyazaki, T. Horie, S. Nakamura, M. Miyaoka, S. Kanie.

**Cinefocus** **F6**  
*44 Mountfield Rd., Ealing, London W5*

O'Connor fluid heads, hydro-ped, Frezzolini 16mm newsfilm camera. **Staff:** T. Covell, J. Ward.

**CMC Technology** **F16**  
*733 N. Pastoria Ave., Sunnyvale, Calif. 94086*

Refurbished video heads for Ampex, RCA and Shibaden VTR's and accessories. **Staff:** T. Mlinaric, W. Fitts, E. Mueller, D. Zimmerman.

**Continental Microwave** **F24**  
*152 High St. North, Dunstable, Beds, UK LU6 1LW*

Television transposer equipment, microwave rack mounting equipment, power amplifiers. **Staff:** D. Young, J. Clifford, B. Taylor, D. Sellick, N. Walker.

**Convergence Corp.** **G38**  
*1641 McGan, Irvine, Calif. 92714*

Microprocessor-based videotape editing systems. **Staff:** D. Lefebvre, I. Prowse, F. Logan, R. Hickman III.

**Michael Cox Electronics** **G24**  
*Hanworth Trading Estate, Feltham, Middlesex, UK TW13 6DH*

Routing switcher system, VTR clock and color corrector, transcoder. **Staff:** M. Cox, D. Bryan, M. Christian, J. Caswell, A. Taylor, J. Wakeford.

**Crestwood Ltd.** **F41A**  
*Unit 1, Fleming Rd., Newbury, Berkshire, UK RG13 2DE*

Video monitors and accessories. **Staff:** A. Keble-Smith, C. Osborne, C. Biggs.

**Crow of Reading** **F41**  
*Box 36, Reading, UK*

American Data mixing, switching and distribution equipment, CEI studio and field cameras, color monitors, test charts, flying spot slide scanner, video equalizers, period timers, jingle generators. **Staff:** M. Angelou, R. Avila, J. Peasnell, M. Awau, B. Brenke, R. Brock, A. Brown, T. Hill, J. Irvine, R. James, P. King, D. Johnson, A. Leach, A. Mellor, A. Pullinger, E. Ries, J. Ryan, P. Sproton, B. Webster, C. Webster, M. Woodruff.

**Delta Electronics** **F43**  
*5730 General Washington Dr., Alexandria, Va. 22312*

Radio frequency monitoring and measuring equipment including remote control and digital systems. **Staff:** S. Kershner, J. Gurr.

**Alan Dick & Co.** **G40**  
*Kingsditch Trading Estate, Cheltenham, UK GL51 9PL*

Masts, towers, antennas and combining units. **Staff:** A. Dick, M. Anders, J. Mearns, D. Brawn, R. Chir, M. Wise, D. Carpenter, H. Dagley.

**Digivision** **F21**  
*30 Wenlock Way, Leicester, UK LE4 7HR*

Color and monochrome monitors. **Staff:** J. Goffe, D. Wass, C. Richardson.

**Dolby Labs** **F52**  
*731 Sansome St., San Francisco 94111*

Audio noise reduction equipment for radio, recording and TV. **Staff:** G. Holt, E. Stetter, D. Robinson, M. Bell, J. Iles, R. Pender, D. Watts, M. Yonge, P. Seaggar, R. Tallon, K. Cross.

**Philip Drake Electronics** **F47**  
*23 Redan Pl., London W2 4SA*

Intercom systems, modular amplifying equipment. **Staff:** A. Brill, I. Bowden, D. Bower.

**Joe Dunton Cameras** **F31**  
*128 Wembley Park Dr., Wembley, Middlesex, UK HA9 4BJ*

Cinema Products Steadicam system, digital remote control for cameras, video camera filters. **Staff:** J. Dunton, J. Buckley, J. Venables, J. Jordan, A. Devani.

**Dynamic Technology** **G29**

**Zonal House, Alliance Rd., Acton, London W3 0BA**

Vertical Interval Machine Control Systems, video distribution amps, video switchers, datafile computer lighting control system, Harris transmitters, digital still store, Farinon microwave links, C.N. Rood extended bandwidth telephone systems. **Staff:** D. Tugwell, J. Loder, P. Sheehan.

**Engineering Designs & Supplies** **G11**  
*Rose Industrial Estate, Bourne End, Bucks, UK SL8 5AY*

Video prompting equipment. **Staff:** J. Kingsbury, P. Kingsbury, B. Barker, M. Adams, G. Goodridge, E. Medda, P. White, H. Kingsbury, M. Skelton, L. Evans, D. Ing.

**Electrocraft Consultants** **F49**  
*Liss Mill, Mill Rd., Liss, Hampshire, UK GU33 7BD*

Video mixer/effects generator, color processing unit, color background generator, gen-lockable SPG, pulse distribution unit, pulse generator. **Staff:** J. Attew, D. Pickett, S. Ponsford, C. Vickery, D. Kitchen.

**Electronic Visuals** **G10**  
*Goldsworth Rd., Woking, Surrey, UK GU21 1RU*

Waveform, vector and color picture monitors.

**Elektroimpex** **F1**  
*H-1392 Budapest, POB 296, Hungary*

Radio and TV studio installations, tape recorders, turntables, closed circuit TV systems, camera stands.

**Enertec Audio** **F5**  
*296 Av. Napoleon Bonaparte, 92500 Rueil Malmaison, France*

Tape recorders, consoles and mobile equipment.

**English Electric Valve** **G32**  
*Waterhouse La., Chelmsford, Essex, UK CM1 2QU*

Professional electron tubes. **Staff:** W. Turk, M. Pitt, D. Farrar, G. Garthwaite, R. Renshaw, M. Knight.

**Evershed Power-Optics** **F25**  
*Bridge Rd., Chertsey, Surrey, UK KT16 8LJ*

Camera remote controls, special effects device, Schneider lenses. **Staff:** R. Warkrop, R. Meier, R. King, R. Ince.

**Fuji Photo Optical** **G14**  
*Pyser Group, Fircroft Way, Edenbridge, Kent, UK TN9 6HA*

ENG, EFP and studio lenses.

**Future Film Developments** **F29**  
*36-38 Lexington St., London W1R 3HR*

Monitor speakers, intercoms, headsets, cable connectors, jackfields.

**Gowlings Engineering** **F22**  
*Darwin Close, Reading, Berkshire, UK RG2 0RW*

Specialized vehicles for broadcasting and recording. **Staff:** J. Fowles, E. Townsend, R. Selbic, M. Dickson, W. Duffin, G. Lawrence, B. Chamberlain.

**Guild of Television Cameramen** **F27**  
*9 St. Matthew's Rd., Ealing Common, London W5*

**Hitachi Denshi** **G19**  
*Lodge House, Lodge Rd., Hendon, London NW4 4EQ*

Video tape and camera equipment. **Staff:** S. Takei, K. Tooyama, T. Kawamura, J. Watanabe, S. Ikezawa, Y. Tosaka, N. Simpson, W. Young, J. Truley, A. Svenson, Y. Watanabe, T. Sasaki, G. Brown, D. Oakey, I. Robb, C. Clitheroe, B. Munzulli, M. Muto, H. Ohmura, K. Matsunaga, A. Imoto, M. Endo.

**Ikegami Tsushinski** **G9**  
*5-6-16 Ikegami, Ohta-ku, Tokyo*

ENG, EGP and studio cameras. **Staff:** K. Inoue, M. Motoki, H. Taruta, T. Hayashi, K. Fukumi.

**Independent Broadcasting** **F23**  
*IBA, Crawley Court, Winchester, Hampshire, UK SO21 2QA*

## InSync

**Speedy.** Sony says newly introduced SL-5800 Betamax videocassette recorder features "new generation of BetaScan" with forward and reverse picture search at any speed between five and 20 times normal. Unit's new "Double-Azimuth" head allows freeze-frame frame by frame advance and variable speed slow motion. Suggested retail price is \$1,450.

**Expanding its orbit.** With acquisition of rights to Comstar D-2 satellite transponder 11, Warner Amex Satellite Entertainment Corp. is up to five transponders on RCA Americom birds. Transponder 11 had been held by Rainbow Communications Ltd. Warner Amex hasn't given word yet about transponder allocation of program services.

**Phase two.** RCA Cablevision Systems, Van Nuys, Calif., has been awarded \$21-million contract by UA/Columbia Cablevision to supply equipment and installation services for second phase of cable TV system to serve San Antonio, Tex., and surrounding areas. Project's first phase, which covers about 860 miles of cable system, also was awarded to RCA Cablevision and is now approaching completion.



Teletext developments, data quality measuring equipment, satellite equipment.

**Inter Electronics Antilles G13**  
*Nijverheidstraat 22, Giesbeek, The Netherlands*

Caption generator and subtitling system, chroma-keying system, computer editing and time code readers and generators, video and audio routing switchers and distribution amps. **Staff:** P. Bouw, D. Hughes, B. van Rooy, Arie Snel, R. Romijn, L. Zaller, P. Vlahos, H. Priem, B. Ricci, B. Wincentsen.

**International Video F9**  
*10 Portman Rd., Reading, Berkshire, UK RG3 1JR*

Cameras, digital video processors, videotape recorders. **Staff:** J. Jeffery, M. Allen, J. Coffey, G. Glover, M. Humphreys, P. Meyers, J. Startup, T. Stalley, P. Geeson, H. Koefler, K. Lam, J. Freiberg, C. Allvey, D. Edmonds, P. Lowten.

**Jal Jorgen Andersen Ingeniørfirma G33**  
*1 Produktionsvej, DK-2600 Glostrup, Denmark*

Night vision ENG camera. **Staff:** J. Andersen, A. Lillevang, A. Olsen, S. Holmberg, J. Christensen, M. Harbord, N. Duncan.

**LeBlanc & Royle Communications Towers F10**  
*514 Chartwell Rd., Oakville, Ont. L6J 5C5*

Broadcast communication towers. **Staff:** G. Patton, J. Wilson.

**Lee Engineering F26**  
*Napier House, Bridge St., Walton on Thames, Surrey, UK KT12 1AP*

Turntables, cartridge machines, IGM program automation equipment, Orban audio processing equipment. Electro-Impulse dummy loads, calorimeters and power meters, McKay receivers, Alden weatherfax chart recorder, Continental transmitters. **Staff:** T. Lee, C. Welsh, J. White, I. Reynolds, G. Lee, T. Eneby, D. Schutt, J. Schutt, L. Scherrill, R. Orban, J. Delantoni, I. Rubin, M. Rubin, E. King, J. Weldon, D. Russell.

**Leevers-Rich Equipment F42**  
*319 Trinity Rd., Wandsworth, London SW18 3SL*

Tape recorders and accessories. **Staff:** W. Costello, J. Robinson, S. Greasty, R. Pun.

**Link Electronics G31**  
*North Way, Andover, Hants, UK SP10 5AJ*

Cameras, digital noise meter, audio and video distribution amps, color monitors, mobile broadcast vehicles. **Staff:** D. Mann, J. Wilson, M. Brock, P. White, P. Blakeborough, A. Hoggarth, M. Bushnell, P. Groves, P. Wright, I. Sheldon, S. Atherton, M. Goddard, S. Close, T. Moss, D. Chawner, G. Baenziger, J. Gundersen, E. Wechselberger.

**Logica F50**  
*64 Newman St., London W1A 4SE*

Computer products and services. **Staff:** K. James, G. Morgan, A. Johnston, G. Cowell, R. Goff.

**L-W International F28**  
*6416 Varile Ave., Woodland Hills, Calif. 91367*

Telecine projectors. **Staff:** R. Lawrence, J. Rendell, M. Lawrence.

**3M Europe F15**  
*Box 1, Bracknell, Berkshire, UK RG12 1JU*

Video tape, audio and video recorders, video mixer, digital effects generator, graphics generator, routing switchers. **Staff:** J. Prigmore, D. Stoddard, L. Williams, C. Day, M. Rex, M. Luddington, T. Birmingham, J. Evans, J. Goodfellow, J. Gibbs, M. Halpin, J. Donlon, R. Cooper, L. Lambert, P. Hutchings, S. Lobbe, G. Berriott, J. Wagner, A. Andreghehtl, E. Pierruzzi, W. Barczat, F. Fielding, R. Waldie, R. Williams, M. Pillar, D. Sheeham, F. Zimmerman, J. Mazzoni, N. Ritter, G. Bloom, H. Fritze, M. Dodig, P. Sataman, R. Maljer, S. Hale, M. Veisselre, H. De'Befer, H. Viering, S. Brighel, H. Hantschel, K. Boerner.

**Magnetic AB F27A**  
*Box 20036, 16120 Bromma, Sweden*

**Staff:** L. Aberg, B. Nygren, B. Dahlman, B. Aberg, S. Urry, B. Litchfield.

**Marconi Communications Systems G35**  
*Marconi House, New St., Chelmsford, Essex, UK CM1 1PL*

Cameras, videotape recorders, sync pulse generators, video distribution amps, field synchronizers, transmitters, antenna systems. **Staff:** T. Mayer, C. Teed, P. Tur-rall, K. Hughes, W. Sutherland, M. Garnett, J. Aldham, D. Pay, A. Moore, M. Kirk, R. Halls, A. McKerrill, J. Ridg-well, S. Spraggs, B. Izzard, C. Pettitt, K. Ball, T. Barritt, N. Parker-Smith, R. Matchell, I. Butt, A. Berrecloth, B. Cooke.

**Microtime G15**  
*1280 Blue Hills Ave., Bloomfield, Conn. 06002*

Video signal synchronizer, time base corrector, digital automatic source programing system. **Staff:** P. McGoldrick, J. Crook, D. Acker, G. Kesser.

**Microwave Associates F7**  
*Humphrys Rd., Dunstable, Beds, UK LU5 4SX*

Microwave links and systems. **Staff:** D. Cronshaw, P. Burnage, P. Bradbury, R. Russell, R. Hicman, T. Alves, J. Van, E. Van der Kaay, J. Foulgham, D. Carruth, M. Forbes, N. Page, G. Teesdale, M. Read, N. Bloom.

**Mullard Ltd. G21**  
*Mullard House, Torrington Pl., London WC1E 7HD*

Philips electronic components and materials including camera and transmitter tubes. **Staff:** J. Perry, S. Cowie, B. Baguley, D. Wilkins, G. van Grol.

**NEC Telecommunications Europe F55**  
*164-166 Drummond St., London NW1*

Studio and transmitting equipment including videotape recorders and digital video compressors. **Staff:** Y. Tanaka, W. White, S. Rabin, T. Imai, K. Saito, T. Endoo, K. Kashigi, T. Kooyame, M. Mizukami, S. Yamamoto, K. Matsumoto, Y. Yoshida.

**Neve Electronics Intl. F51**  
*Cambridge House, Melbourn, Royston, Herts, UK SG8 6AU*

Automated audio post-production system, consoles, sound systems. **Staff:** D. Tilsley, T. Cornwell, L. Lewis, J. Hughes, M. Blackburn, R. Clemo, M. Harris, A. Archer.

**Norsk Elektrisk Kabelfabrik G5**  
*Box 23, Bryn, Oslo 6, Norway*

Low voltage cables, audio and video cables, control cables, CATV cables and connectors. J. Day, B. Snilsberg, R. Myren, A. Ljone.

**NTP Elektronik G20**  
*Theklawej 44, DK-2400 Copenhagen NV, Denmark*

Peak program meters, compressors, expanders, limiters, equalizers, audio processing equipment. **Staff:** A. Mulstrup, L. Jensen.

**Nurad F48**  
*2165 Druid Park Dr., Baltimore 21211*

Microwave television products. **Staff:** G. Neuberth, L. Lear, F. Hock, S. Neuberth.

**Optical & Textile F14**  
*Barnet Trading Estate, Park Rd., High Barnet, Herts, UK*

ENG fluid tripod heads, microphone systems, Colcine video transmitter, Tiffen filters, Goldtop battery belts. **Staff:** R. Collins, B. Bush, R. Hopper, G. Chappel, J. Wiltshire.

**PAG Power G39**  
*565 Kingston Rd., London SW20*

Battery charging system and power supplies, lighting systems, mixers, tape splicing kits, cables. **Staff:** K. James, C. Rhodes, B. Walker, A. Lavender, N. Gardiner, M. Plitt, S. Kohut, M. Glover, G. Powell-Evans.

**Paltex G22**  
*948 Great West Rd., Brentford, Middlesex, UK TW8 9ES*

Editing systems, production mixers, Squeezezoom, ENG editor, time code readers and generators. **Staff:** R. Bailey, M. Pembury, B. Fane, A. Pilot, C. Donoyan, S. Granger, H. Perkins, J. Wagner, J. Hudspeth, L. Buickel, S. Woolley.

**Polar Video G16**  
*36-38 Hanway St., London W1P 9DE*

Video editing equipment, time base correctors, waveform monitors, video animation unit, mixers. **Staff:** P. Rowsell, F. Smith, C. Perry.

**Pro-Bel F19**  
*Terrace Rd., Binfield, Bracknell, Berks, UK RG12 5DN*

Video and audio routing switchers, frame store syn-chronizers, digital effects equipment, electronic slides and slow motion disk recorder. **Staff:** D. Owen, G. Roe, D. Steel, T. Stalley, C. Dalton, D. Ryley, C. Hunt, S. Hill, R. Losch, D. Calabrese, B. Walters.

**Pye TVT G8**  
*Box 41, Coldhams La., Cambridge, UK CB1 3JU*

Cameras, video mixers, noise reducers, studio timing system, videotape recorders, test and measuring equipment, TV and radio transmitters. **Staff:** S. Robinson, P. Lance, A. Bennett, G. Peel, R. Ellis, T. McGann, P. Bergquist, R. Kay, R. Curtis, D. Burnett, D. Lewis, P. Tun-nah, D. Law, G. Barber, P. Brooks, A. Jolley, W. Patterson, A. Rouse, R. Hinton, M. Hawes, C. Symmes, J. Gathergood, J. Fletcher, R. Denney, M. Flemming, P. Johnson, I. Waters, M. Thompson, G. Deaves, W. Char-naud, G. O'Mahoney, H. Griffioen, R. Smit, W. Renes.

**Quantel G27**  
*Interface House, Croydon Rd., Caterham, Surrey, UK CR3 6QD*

Digital framestore equipment. **Staff:** R. Taylor, M. Maidens, R. Pank, H. Boyd.

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Magnetic recording equipment. **Staff:** J. Rooke, A. Peacock, S. Hann, J. Baker, P. Caddick, B. Joy, K. Kimblin, B. Peever.

**Rank Cintel** **G7**  
*Watton Rd., Ware, Herts, UK SG12 OAE*

Analog and digital telecine equipment. **Staff:** J. Etheridge, C. Waldron, A. McIlwaine, D. Fenton, L. Gardiner, J. Brittain, J. Kerr, J. Schaefer, E. Pelz.

**Rank Strand** **G7**  
*Box 70, Great West Rd., Brentford, Middlesex, UK TW8 9HR*

Studio and location lighting systems. **Staff:** P. Wild, V. Gibbs.

**Sandar Electronics** **G4**  
*3200 Sandefjord, Norway*

Audio and video routing, switching and distribution systems. **Staff:** O. Evensen, T. Larsen, I. Evensen.

**Screen Electronics** **F39**  
*19 Anson Rd., Martlesham Heath, Ipswich, Suffolk, UK*

Video character generation and display systems, video clocks and timers, film counter. **Staff:** G. Jones.

**Seltech Equipment** **G17**  
*Rose Industrial Estate, Bourne End, Bucks, UK SL8 5AT*

Video switchers, time code generators, master clock systems, radio STL links, distribution amps. **Staff:** W. Jeynes, D. Craddock, R. Alphey, D. Wheable, G. McCurdy, A. Vanags, J. Costa, M. Carter, R. Lehtonen, J. Ross, D. Evertz, W. Ticen.

**Shibasoku** **F53**  
*1289 Rand Rd., Des Plaines, Ill. 60016*

TV test signal generator, remote control video noise meter, portable production system, envelope delay measuring set, color pattern generator, color monitor, white balance checker. **Staff:** T. Shigezaki, N. Shigezaki, M. Kashitani, C. Miller, R. Reilly, J. Kubit.

**Shintron** **F40**  
*144 Rogers St., Cambridge, Mass. 02142*

Video mixers, distribution equipment, portable EBU time code generator, transcoders, PAL encoder, character generator, sync generator, encoded chroma keyer. **Staff:** S. Asano, C. Place, J. Kuchler, D. Ellis.

**Shure Electronics** **F4**  
*Eccleston Rd., Maidstone, Kent, UK ME15 6AU*

Professional microphones. **Staff:** R. Hobbs, C. Gilbert.

**Sony Broadcast** **F8**  
*City Wall House, Basing View, Basingstoke, Hants, UK RG21 2LA*

TV Cameras, videotape recorders, editing systems, audio, video and camera equipment. **Staff:** F. Steele, J. Sansom, D. Lambert, R. Crosoer, K. Dunford, H. Przybyla, G. von Cavallar, K. Barratt, T. Morita, D. Polglaze, J. Ive, W. Connolly, M. Matsui, S. Hara.

**SPC Heavy Radioelectronics** **F12**  
*5A, A. Ivanov Blvd., 1126 Sofia, Bulgaria*

MW transmitters.

**Spin Physics** **G30**  
*3099 Science Park Rd., San Diego 92121*

Magnetic recording heads, quad panel refurbishing. **Staff:** W. Heywood, W. Kroon, E. Franssens, J. Wilson, R. Carpenter, B. Wright, G. Tolley.

**Surrey Electronics** **F33**  
*The Forge, Lucks Green, Cranleigh, Surrey, UK GU6 7BG*

Stereo disk amps, peak program meter, Turner meter movements, chart recorders. **Staff:** T. Brook, J. Hulin, N. Mountford.

**System Video** **G23**  
*Canada Rd., Byfleet, Surrey, UK KT14 7JL*

Waveform monitors, vector monitors, test waveform generators, digital diff phase and gain unit, switchers. **Staff:** W. Trevelyan, T. Richards, D. Barrett, C. Salway, W. Howard-Baylis.

**Tektronix International** **F34**  
*European Marketing Center, Bavinckstate, Bavincklaan 5, Amstelveen, Holland*

Digital video effects equipment, audio-video routing matrices, video signal processing, test and measurement equipment, monitors, vector scopes, RF analysis equipment. **Staff:** A. Basso, L. Kaplan, C. Barrows, L. Weaver, D. Minning, C. Rhodes, P. Carrington, T. Long, D. Friedley, B. Cobler, L. Dole, C. Clark, J. Williams, B. Pant.

**TeleMation International** **F56**  
*293 Regent St., London W1*

Compositor 1, routing switcher, machine control system, digital editing system. **Staff:** G. Warnock, D. Zieger, K. Wright, J. Adams, D. Orr, G. Faison, G. Crowther, G. Lamunyan, M. Montag, U. Verch, S. Bosen, D. Quebbeman, C. Bello, A. Pignoni, H. McClure, D. Harrison.

**Thomson-CSF** **G26 & G18**  
*BP305, 92102 Boulogne-Billancourt, Cedex, France*

Professional electron tubes, microwave components, quartz crystals, filters and oscillators, acoustic wave filters, passive components, cameras, portable transmitter, compact vision mixer, character generator, slide scanner, transmitters, transposers, audio and video processing equipment. **Staff:** P. Samuel, A. Goubert, R. Poirier, I. Afanassief, B. Boismoreau, R. Depaillat, M. Favreau, M. Fleury, V. Laiguille, R. Depaillat, P. Schwab, P. Simon-cote, J. Barrier, S. Barcello, J. Belabre, A. Bracco, J. Cauden, E. Dondain, J. Gros, R. Haure-Place, J. Herbiere, P. de La Chapelle, M. Lerebour, C. Magnon, J. Martin, C. Mathieu, J. Patry, M. Touze, M. Touze, J. Val, P. Virondeau, P. Weber, P. Vinel, J. Wolf, H. Chemin, T. Callahan, R. Macmann, B. Asbee.

**Tore Seem** **G3**  
*Box 10, 1344 Haslum, Norway*

Subtitled system, consoles, sound control system, processor-controlled clocks, stop watches and program timers. **Staff:** F. Tuft, R. Andersen, R. Eisenrager.

**Unitel** **G6**  
*80 Rue D'Arcueil, 94250 Gentilly, France*

Character generators, videotex originating equipment, automatic subtitle. **Staff:** M. Barda, J. Barda, J. Bonnet, J. Dubarry, N. Martinovitch, M. Gasnier, A. Thevenot, A. Chikh, D. Bonnet, D. Gerbault.

**Utah Scientific** **G36**  
*2276 South 2700 West, Salt Lake City 84119*

Video and audio routing switchers. **Staff:** L. Keys.

**Varlan** **G37**  
*Steinhauserstrasse, CH-6300 Zug, Switzerland*

Power grid tube products.

**Valec Sefat** **F24**  
*278 Chaussee Fernand Forest, 59203 Tourcoing, France*

Transposer, 12 ghz multichannel links.

**VG Electronics** **G2**  
*Menzies Rd., Hastings, Sussex, UK TN34 1YQ*

Teletext data bridges, data regenerator, vertical interval inserter, page generator, decoding margin meter, graphics digitizer, editing terminal, calibrated distortion unit, zone plate generator, video printer. **Staff:** P. Mothersole, N. White, P. Green, B. Downing-Waite, P. Lange.

**W. Vinten** **F17**  
*Western Way, Bury St. Edmunds, Suffolk, UK IP33 3TB*

Television camera mounting equipment. **Staff:** W. Vinten, M. Martin, E. Galione, V. Henocq, G. Braehler.

**Zoom Television** **G16**  
*Cowley Mill Industrial Estate, Longbridge Way, Uxbridge, Middlesex, UK*

Computerized editing systems, titling-character generator, refurbishing quad VTR's, time base correctors. **Staff:** D. Reeves, B. Roberts, W. Stickney.

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## NRBA set for biggest yet

**Radio convention expecting record crowds, record exhibits at meeting next month in Los Angeles**

The National Radio Broadcasters Association is getting ready for what officials say will be its biggest convention yet. Scheduled for Oct. 5-8 at the Bonaventure hotel in Los Angeles, "American Radio Expo" had over 1,700 participants pre-registered as of last week.

Space on the exhibitors' floor was sold out last week, with 96 companies planning to be there. Hospitality suites are also sold out, with the total set at 90.

With the number of preregistered participants growing at an average of 30 per day last week, NRBA's director of operations, Lisa Friede, expects at least 2,300 people to be preregistered by the convention's start. After late and walk-in registrants are counted, NRBA hopes total attendance will top 4,500. Last year's convention in Washington drew 1,880 registered participants.

FCC Broadcast Bureau Chief Richard Shiben will open the convention with an address on Monday morning. Karl Eller, president of Charter Media, will deliver the keynote speech that day.

Other speakers at the convention will be FCC Commissioners James Quello and Anne Jones and National Telecommunications and Information Administration Director Henry Geller.

Also at the convention, NRBA will present its Golden Radio Award to Gene Autry, chairman of Golden West Broadcasters Inc. NRBA's Armstrong Awards presented for excellence in programing (see page 80) will be given out at a special reception.

Agenda for the meeting, titled "American Radio Expo," reflects a new direction in NRBA's approach to its annual convention. "We wanted more for the programmer," said Friede, "and we wanted more pizzazz."

For the programmer, NRBA has scheduled format hospitality rooms, research clinics and programing workshops. In the pizzazz department, NRBA for the first time is featuring entertainment this year. Pop singer Paul Simon will give a concert Monday night and country singer Barbara Mandrell will perform at lunch on Tuesday.

Also offered as extra features will be a presentation by the research firm, Yankelovich, Skelly & White, on American life-style trends and a "delphi study,"

designed to predict the future of radio by polling industry experts and rank and file broadcasters. Results of the study will be presented at a closing general session on Wednesday morning.

NRBA has not yet assessed whether its attempts to broaden the scope of its traditionally management-dominated convention have attracted a wider range of the

broadcast community. The association plans to tabulate the number of managers, owners and programmers planning to attend its convention at a later date.

While NRBA expects a "blockbuster" convention this year, said its executive vice president for government relations, Abe Voron, he tempers his enthusiasm with dismay at the National Association of

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Broadcasters' positioning of its Radio Programming Conference next year and in 1982.

The NAB Radio Programming Conference and NRBA convention are scheduled to begin the same day next year and a week apart in 1982. The two conventions were scheduled a month apart last year and five weeks apart this year.

With attendance at both of this year's conventions well ahead of former years, close proximity of the two does not seem to have hurt attendance at either. Next year could be a different story.

"What saddens me is not the problems it causes us," said Voron, "but the disservice to broadcasters and exhibitors who may want to attend both conventions."

## Silverman sings different song about new media

**NBC president, in Hollywood, says network TV will remain the prime outlet for programers and that the potential of home video is being oversold**

When Fred Silverman last stood before a Los Angeles audience, at the NBC-TV affiliates meeting in May, he spoke of the coming age of television and of the need of networks to recognize and prepare for a new technological era. He changed his tone last week.

Faced with an actors strike that is threatening the current fortunes of the



Silverman

networks and is based on the premise that the new video technologies offer a new outlet for Hollywood-made programs and program makers, the president of NBC said last week that the "so-called home video revolution" is wrongly perceived as a "bottomless pot of gold at the end of the rainbow."

"Rainbows with pots of gold are make-believe," he told the Hollywood Radio and Television Society last Tuesday at the Beverly Wilshire hotel. "Make-believe is much of our business. But, for the sake of long and prosperous lives ahead for all of us, make-believe is not, and cannot be, the way we do business."

He said that the actors currently striking have in mind "the money they think will

flow from millions of people who will see their work in the new arenas opening in our business... They are thinking of more money for more exposure. Theirs is a simple—but mistaken—premise."

Silverman also attacked two "assumptions" about the new video universe envisioned by some—that the expansion of video markets will mean "infinite wealth" for the production community and that programming will become a "seller's market" with suppliers needing the networks for less and less of their revenues.

First, Silverman said, "there are very real limits to the opportunities for wealth for most producers" from the new video technologies. Second, he said that for the next decade at least "broadcast television, especially the networks, will continue to be your major customer and the primary outlet for original programming."

"There will be change," he said. "But there is no revolution. There is no rainbow. There is no bottomless pit of gold."

Silverman's message to the makers of network programming was decidedly different from the one he delivered last spring. Silverman justified NBC's performance last season by declaring that NBC was positioning itself for the new age of video entertainment. "NBC is the only one of the three networks taking the chances in going for what is truly different on television. And I will tell you right now, our future in this business and our survival in this business depend on it," Silverman told the affiliates. "There aren't just two other networks out there, there is a growing assortment of new technologies, pay cable, subscription television, videodisks and all the rest" (BROADCASTING, May 26).

Last week's speech, however, had him saying: "Network television will continue to be as it is today, the largest deliverer of mass national audience by far. We will still be the only home video medium capable of reaching 100% of the viewing public day in and day out 10 years from today."

The network executive said that the fi-

## Intermedia

**Bird watching.** Republican presidential candidate Ronald Reagan entered satellite age on Sept. 6 to reach some 20,000 party activists. He used Holiday Inn's High Net system, which employs transponder on Satcom 1, to broadcast closed-circuit message to party faithful gathered around receivers in 33 Holiday Inns across country. Activists were engaged in Reagan-Bush Committee's Commitment '80—effort to recruit volunteers to carry Reagan message door-to-door.

**The first step.** Denver voters last week, by nearly 2-1 margin, approved amendment to city charter empowering city to begin cable TV authorization process. Denver's next step is community education process on cable uses.

**UPS economy rates.** Shippers of tapes and films are now offered economy two-day delivery services in contiguous 48 states by United Parcel Service. Package delivery company said July 1 enactment of truck deregulation law enabled it to expand UPS Blue Label Air service to businesses in North and South Dakota, Nebraska, Colorado, Kansas, Oklahoma, Arkansas, Texas, Louisiana and Mississippi—states that had areas that previously had no access to air package delivery service. UPS said there is cost saving of about 70% compared with overnight air express, noting as example that 10-pound parcel can be flown across country and delivered in two days via Blue Label for \$10.51.

nancial future of producers was not as certain as some might hope, in large part because the specialized audiences that will be served by the new technologies will not generate revenues as great as commercial television. Furthermore, he said, the new technologies are "hardware intensive," with inordinate percentages of revenues going to nonprogramming costs.

Dollars from the new technologies, he said, "will be small in comparison to what network television will spend on programming."

"Our projections show," he added, "that by 1990, network and other sectors of broadcast television will be spending nearly twice as much on programming as all the major new services combined."

Having set the stage for a continued relationship between the networks and the producers, Silverman reminded the audience that the issue of rising program costs is still very much alive. Silverman told Hollywood that NBC is still committed to cost containment.

He said that from 1975 to 1978, license fees rose "at a compound annual rate of over 24%."

"You and I can read a ledger as well as a script. We both know that program costs simply cannot keep rising at the current rate without seriously damaging profitability," said the self-described "corporate manager of a profit center for a major corporation."

## Franchises feud erupts in Oregon

**County stops construction by two firms while it adopts laws regulating cable; Liberty TV Cable gets ban overturned only to have new injunction passed**

On Sept. 5, a federal district court judge in Portland, Ore., granted a preliminary injunction, requested by Liberty TV Cable,



lifting a Washington county moratorium that stopped all cable system construction, including Liberty's. The court ruled Liberty was suffering a business hardship since construction had been halted prior to the scheduled Oct. 7 trial on the moratorium.

But the court felt an unregulated Liberty was not in the public interest and promptly issued a court moratorium against further construction until the trial.

Bruce Thompson, senior county administrative assistant, called it a "Mexican standoff." The decision maintains the status quo and adds another chapter to the franchising story in Washington county.

That story began last year when two cable companies, Metrowest and Liberty TV Cable, started building in the county. Metrowest's interest was in the central portion of the county between Hillsboro and Beaverton. Liberty, a subsidiary of Liberty Communications, began building westward from its base franchise in western Portland into the suburbs of Washington county. Both areas are prime targets for cable companies since they comprise the populous Portland suburbs.

The county had no laws regulating cable, and Metrowest and Liberty were building in unincorporated areas of the county where 57% of the county's 240,000 residents live. On May 6, the county passed an ordinance giving it authority to regulate cable and at the same time imposed a moratorium on all cable construction. At that time the county indicated it would adopt minimum cable standards and if they were agreed to by the companies, the moratorium would be lifted. Two months later a plan was adopted. Metrowest agreed to the standards and was allowed to resume construction, but only in the area where it had stated its interest.

Liberty chose to take the matter to court.

After the moratorium, Liberty sought a preliminary injunction based on, as Liberty's general manager, Mike Ritter, said, "after-the-fact regulation" and antitrust and First Amendment issues the moratorium raised. The reason Liberty did not agree to the standards Metrowest agreed to—in addition to believing it already had a green light to build—was that part of the county's plan was a sellout clause, Ritter said. That clause could force Liberty to sell to any eventual countywide franchisee.

Oregon law does not grant cities and counties immunity from antitrust law. County legal counsel Greg Hathaway said there is a need for the state to correct that situation, and the legislature may take up the matter in its next session, relieving jurisdictions from antitrust arguments in basic franchise awards.

Hathaway said the county intends to argue that cable television is by nature a public utility and worthy of governmental regulation.

As it now stands, Liberty has activated seven miles of plant in the county, serving 225 subscribers. Ritter estimates 80% of the stranding and 10% of the cable construction has been completed. Liberty intended to pass 20,000 homes in the Portland suburb with the same 35-channel system it operates in the city. Donval Ber-

nard of Metrowest said most of the above-ground wiring Metrowest intends to do is completed and 10 miles of cable have been laid.

Metrowest plans a 300 mhz system with an as yet undetermined number of channels, though Bernard said the system has a capacity for 54 channels.

Why is Metrowest concerned only about the 25-30 square miles between Hillsboro and Beaverton? Bernard said it puts Metrowest "in place for the growth" as the electronics and research industry around Beaverton expands. Metrowest, formed in January 1979, is owned by local residents.

What the county and the incorporated cities in it eventually hope to do is issue a joint request for proposals to wire the county. To Liberty, that coalition causes some antitrust concerns. According to Thompson, that proposal should be issued in late November with responses due in February. This does not mean Metrowest has exclusive rights. It may be forced to sell. Nor does it mean the county will not issue multiple franchises. Those issues have not been determined. Storer has filed an application—it operates a system in Tigard—and Cox is known to be interested in the franchise also.

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# Changing Hands

## PROPOSED

■ **KWG(AM)** Stockton, Calif.: Sold by Barnes Enterprises Inc. to JATO Communications Inc. for \$1 million. Seller is owned by John Jacobs who has no other broadcast interests. Buyer is owned by Jack L. Siegal, who also owns **KNSE(AM)**-**KNTF(FM)** Ontario, Calif. He has purchased **KSRT(FM)** Tracy, Calif. (**BROADCASTING**, Aug. 25). KWG is on 1230 khz with 1 kw day and 250 w night. Broker: Hogan-Feldmann Inc.

■ **KFFA(AM)** Helena, Ark.: Sold by Helena Broadcasting Co. to Delta Broadcasting Co. for \$445,000. Seller is owned by Sam W. Anderson who has no other broadcast interests. Buyer is owned by Jamie M. Howe (76%), Thomas B. McBee (20%) and two others. Howe is Wabash, Ark., farming consultant. McBee is former announcer with **KATV(TV)** Little Rock, Ark. They have no other broadcast interests. KFFA is on 1360 khz with 1 kw full time.

■ **KATR(AM)** Eugene, Ore.: Sold by KATR Communications Corp. to Empire Broadcasting Corp. for \$355,400. Seller is owned by Elmer G. Haskin Jr. (85%) and Paul

Larsen (15%). They have no other broadcast interests. Buyer is owned by Robert Kieve (16%) and 26 others. Kieve is president and general manager of buyer which also owns **KLIV(AM)** San Jose, **KARA(FM)** Santa Clara and **KAHI(AM)**-**KHYL(FM)** Auburn, all California. KATR is 1 kw daytimer on 1320 khz. Broker: William A. Exline Inc.

■ **KSUN(AM)** Bisbee, Ariz.: Sold by Sun Broadcasting to Sun Country Communications Corp. for \$295,000. Seller is owned by Jimmy N. McCollum (55%), Nancy S. Higgins (15%) and five others. McCollum owns 30% of **KMLA(FM)** Ashdown, Ark., and **KTRX(FM)** Tarkio, Mo.; 20% of **KAYQ(FM)** Warsaw, Mo., and 5% of **KOKO(AM)** Warrensburg, Mo., and **KLMX(AM)** Clayton, N.M. Higgins and others have no other broadcast interests. Buyer is owned by Barry Mishkind (59%), Bobby J. Wood and his wife, Janice (25% jointly), and Tedd W. Coppin (16%). Mishkind is chief operator of **KHYT(AM)** Tucson, Ariz. Woods own Tucson steel construction company. Coppin is Tucson dental assistant. They have no other broadcast interests. KSUN is on 1230 khz with 1 kw day and 250 w night.

■ Other proposed station sales include:

**WNAL-TV (CP)** Gadsden, Ala.; **KRFS-AM-FM** Superior, Neb., and **KCAS(AM)** Slaton, Tex. (see "For the Record," page 92).

## APPROVED

■ **WRAN(AM)** Dover, N.J.: Sold by Community Broadcasting of New Jersey to M&S Broadcasting Group for \$900,000. Seller is owned principally by Richard E. Bailey who has no other broadcast interests. Buyer is owned by Robert F.X. Sillerman and Bruce Morrow (50% each). They are partners in New York radio syndication company and own 50% each of **WALL-AM-FM** Middletown, N.Y. WRAN is on 1510 khz with 10 kw day and 500 w night.

■ **KNUI(AM)** Kahului, Hawaii: Sold by Harwell V. Shepard to Ke-Nui Corp. for \$725,000. Shepard has no other broadcast interests. Buyer is owned by Thomas R. Elkins (61.5%) and Norma Phegley (38.5%). Elkins is general manager and Phegley sales manager of KNUI. They have no other broadcast interests. KNUI is on 1310 khz with 5 kw full time.

■ **WTNC-AM-FM** Thomasville, N.C.: Sold by Thomasville Broadcasting Co. to Radio Thomasville Inc. for \$425,000 plus \$125,000 noncompete agreement. Seller is owned by Evelyn Van Landingham (67%) and husband, R.F. (33%). They have no other broadcast interests. Buyer is owned by Donald Curtis. He owns shopping mall and 25% of real estate development company in Laurinburg, N.C. He also owns **WEWO(AM)**-**WSJS(FM)** Laurinburg and 20% of **WDIX(AM)**-**WPJS(FM)** Orangeburg, S.C. FCC in March granted approval of his purchase of **WTAB(AM)**-**WKSM(FM)** Tabor City, N.C. (**BROADCASTING**, March 17). WTNC(AM) is 1 kw daytimer on 790 khz. WTNC(FM) is on 98.3 mhz with 3 kw and antenna 259 feet above average terrain.

■ Other approved station sales include: **KNOC(AM)**-**KDBH(FM)** Natchitoches, La., and **KKYR(AM)** Marshall, Tex. (see "For the Record," page 92).

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## Warner wins Mesquite

Warner Amex Cable Communications Inc., New York, has been awarded a 15-year cable television franchise by the city council of Mesquite, Tex., and plans to construct a 47-channel system to be available to about 23,000 homes.

Warner Amex said subscribers will have a choice of 24-channel service for \$6.50 per month or 47-channel service for \$7.95 per month. The system also will include nine channels reserved for use by Mesquite residents and institutions, two access studios with full equipment for public use and a separate institutional cable connecting Mesquite institutions with closed circuit communications.

Warner Amex was awarded the franchise by a city council vote of 4 to 3 over three other cable operators—Sammons Communications, Storer Cable Television and Multimedia Cablevision.



# Programing

## Emmy gets stood up on her big date

**Actors and actresses boycott annual awards telecast; ratings drop considerably**

It was a starless night. It was the Emmy awards that almost weren't. Or, as the banner of one Los Angeles paper put it: "Your show of no-shows."

Fifty-one of the 52 stars of prime-time television programs who had been nominated for awards by the Academy of Television Arts and Sciences joined a boycott of the 32d annual presentation last week. They were joined by actors and actresses originally scheduled as hosts and presenters.

In the tradition of show business, however, the show went on. And in the tradition of most labor disputes, management sat in for the workers.

Serving as hosts of the three-hour program the night of Sept. 7 were Dick Clark and Steve Allen, both of whom are producers as well as actors. They donated their fees, reported to be in the neighborhood of \$10,000 each, to the emergency strike fund of the Screen Actors Guild. Joining them on the stage that night were Brandon Tartikoff, president of NBC Entertainment; Brandon Stoddard, senior vice president, ABC Entertainment; producers David Gerber, Abby Mann and David Wolper, and some nonprime-time entertainment talent, including Tom and Dick Smothers, Jayne Kennedy, Rhonda Bates and Barbie Benton. Phyllis Davis, a regular on ABC-TV's *Vega\$*, was the only current star of an entertainment series to present an award.

Powers Boothe, who won the award for best actor in a limited series for his portrayal of Jim Jones in *Guyana Tragedy*, on CBS-TV last spring, was the only actor to personally accept his award. Receiving a standing ovation, the tall, handsome Boothe took his trophy and said, "One has to do what one believes in."

The boycott, called by striking members of SAG and the American Federation of Television and Radio Artists, was not an official strike action sanctioned by the unions. The Emmy awards ceremony is covered under a separate contract not under dispute in the current talks, and actors who chose to attend the telecast were not then subject to union disciplinary action.

Most prominent actors and actresses did boycott the three-hour telecast and dinner later at the Pasadena (Calif.) Civic Auditorium, which had plenty of empty seats for



Wolper and Tartikoff



Boothe

the show. Some extras were brought in by NBC to occupy empty chairs on the orchestra level.

The NBC-TV telecast received a 15 rating and a 29 share of audience. Last year's

show on ABC received a 27.3 rating/45 share.

For the record, CBS's *Lou Grant* took the most awards—five—and led the network to a total of 13 for the night. ABC

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**Driving into syndication.** Nationwide roll-out still is to come but Paramount Television Distribution already has pre-sold fall 1983 syndication rights for ABC-TV hit, *Taxi*, to KTLA(TV) Los Angeles. Marketing strategy expectations are for individual station negotiations rather than TWX's and bidding.

**WSJ explores.** Are *Wall Street Journal* front-page feature stories translatable into TV? Answer to that question is being investigated by publisher Dow Jones and Gannett's Gateway Productions subsidiary. Segments currently are being produced in preliminary steps of possible series development.

**Anyone for tennis?** RCA's SelectaVision videodisk programing unit has obtained exclusive license to "first major sports instruction program created especially for the videodisk." Package, four-hour tennis instruction series titled *Total Tennis From the Pros*, is currently in production from Corporation for Entertainment and Learning and Players Enterprises.

**Signs of growth.** Metro Communications Inc., Rockville, Md., syndicator of sports programs to independent radio and TV stations, has changed its name to Metrosports. Thirty-one-year-old firm has also opened offices in Los Angeles. In addition, company has acquired six new sports properties: Notre Dame football, 1981 Pineapple Bowl, Los Angeles Lakers, Los Angeles Kings, San Diego Clippers and PAC 10 basketball.

**Cosby joins Captain.** Bill Cosby, actor/comedian who also holds doctorate in education, became regular on CBS-TV's *Captain Kangaroo* last week with daily, five-minute, "Picturepages" feature designed to develop learning readiness among pre-schoolers. It's video-print tie-in, with audience using "Picturepages" booklet from *Weekly Reader*, children's newspaper.

**Strike strategy.** *Playing for Time*, controversial made-for-TV drama with Vanessa Redgrave, based on memoirs of Auschwitz survivor Fania Fenelon (who has strongly objected to Redgrave's casting) is part of Sept. 29 strike contingency week schedule upcoming on CBS-TV. It's week laden with first-run movies: "Corvette Summer," "Fugitive Family," "Fast Break" and "The Fury," and with series reruns aside from original *Lou Grant*, *60 Minutes* and *Tim Conway Show*.

**'Taxi' travels to L.A.** Paramount Television Distribution, in advance of nationwide syndication roll-out of *Taxi*, has pre-sold off-ABC series to KTLA(TV) Los Angeles for play beginning in fall 1983.

**In the marketplace.** Capital Cities Television Productions is claiming line-up of 134 stations for this season's six half-hour dramas under **Family Specials'** umbrella. Barter series has Bristol-Myers and Nabisco as national sponsors.

**Memorial.** Death of actor Paul Newman's son—at 28, in 1978—from use of drugs and alcohol has led to creation of annual awards to be given to television programs aimed at educating young people about drug abuse. Establishment of Scott Newman Drug Abuse Prevention Awards was announced by White House last week. Award results from cooperative efforts of government, Academy of Television Arts and Sciences, Writers Guild of America, and Scott Newman Foundation of Los Angeles.

**Signed.** Producer Robert Hamner has signed nonexclusive production agreement with Columbia Pictures Television. He will produce series and miniseries in association with CPT, but movies and made-for-television films will not be included.

**Big boost.** USA Network announced agreement with Harris Cable Corp./Falcon Communications, two associated but independently operated MSO's, under which number of Harris/Falcon subscribers receiving USA programing package will almost triple. Previously, USA Network was available to 40,000 subscribers in Harris's Rochester, N.Y., system; now all 115,000 Harris/Falcon subscribers in California, New York, North Carolina and Puerto Rico can watch it. Agreement marks USA Network's debut in Puerto Rico.

**Newest 'Masterpiece.'** *Danger UXB*, 13-part Thames Television series distributed in U.S. by D.L. Taffner Ltd., has been picked up by Mobil as part of Public Broadcasting Service's *Masterpiece Theater*. Drama, set in Britain during Second World War, debuts here Jan. 4, 1981.

took 10 Emmys, NBC five and PBS one. One syndicated program, Thames Television's *Edward and Mrs. Simpson*, won the award for best limited series.

And the winners were:

## Programs

**Lou Grant** (CBS) □ Drama series.

**Taxi** (ABC) □ Comedy series.

**Carlton Your Doorman** (CBS) □ Animated program.

**Live From Studio 8H: A Tribute to Toscanini** (NBC) □ Classical program in the performing arts.

**The Halloween That Almost Wasn't** (ABC) □ Children's program.

**The Body Human: The Magic Sense** (CBS) □ Informational program.

**Fred Astaire: Change Partners and Dance** (PBS) □ Outstanding program achievement—special class.

**The 34th Annual Tony Awards** (CBS) □ Outstanding program achievement—special events.

**IBM Presents Baryshnikov on Broadway** (ABC) □ Variety or music program.

**The Miracle Worker** (NBC) □ Drama or comedy special.

**Edward and Mrs. Simpson** (Syndicated) □ Limited series.

## Writing

**Bob Colleary** □ Comedy series ("Photographer," *Barney Miller*, ABC).

**Seth Freeman** □ Drama series ("Cop," *Lou Grant*, CBS).

**Buz Kohan** □ Variety or music program (*Shirley MacLaine... Every Little Movement*, CBS).

**David Chase** □ Limited series or special (*Off the Minnesota Strip*, ABC).

## Acting

**Harry Morgan** □ Supporting actor, comedy, variety or music series (*M\*A\*S\*H*, CBS).

**Loretta Swit** □ Supporting actress, comedy, variety or music series (*M\*A\*S\*H*, CBS).

**Cathryn Damon** □ Lead actress—comedy series (*Soap*, ABC).

**Richard Mulligan** □ Lead actor—comedy series (*Soap*, ABC).

**Stuart Margolin** □ Supporting actor—drama series (*The Rockford Files*, NBC).

**Nancy Marchand** □ Supporting actress—drama series (*Lou Grant*, CBS).

**Ed Asner** □ Lead actor—drama series (*Lou Grant*, CBS).

**Barbara Bel Geddes** □ Lead actress—drama series (*Dallas*, CBS).

**George Grizzard** □ Supporting actor—limited series or special (*The Oldest Living Graduate*, NBC).

**Mare Winningham** □ Supporting actress—limited series or special (*Amber Waves*, ABC).

**Patty Duke Austin** □ Lead actress—limited series or special (*The Miracle Worker*, NBC).

**Powers Boothe** □ Lead actor—limited series or special (*Guyana Tragedy: The Story of Jim Jones*, CBS).

## Directing

**James Burrows** □ Comedy series ("Louie and the Nice Girl," *Taxi*, ABC).

**Roger Young** □ Drama series ("Cop," *Lou Grant*, CBS).

**Dwight Hemion** □ Variety or music program (*IBM Presents Baryshnikov on Broadway*, ABC).

**Marvin J. Chomsky** □ Limited series or special (*At-tica*, ABC).



**Ian Fraser, Ralph Burns, Billy Byers** □ Music direction (*IBM Presents Baryshnikov on Broadway*, ABC).

**Peter G. Edwards, William Knight, Peter S. Passas** □ Lighting direction (*F.D.R. The Last Year*, NBC).

**Gayne Rescher** □ Cinematography—limited series or special (*"The Silent Lovers," Moviola*, NBC).

**Bill Blunden, Alan Pattillo** □ Film editing—limited series or special (*All Quiet on the Western Front*, CBS).

**Charles Lisanby, Dwight Jackson** □ Art direction—variety music program (*IBM Presents Baryshnikov on Broadway*, ABC).

**Alan Johnson** □ Choreography (*Shirley MacLaine ... Every Little Movement*, CBS).

**Wayne Parsons, Tom Geren, Dean Hall, Bob Highton, William Landers, Ron Sheldon** □ Technical direction and electronic camerawork (*The Oldest Living Graduate*, NBC).

**James D. Bissell, William Webb** □ Art direction—series (*"The Old Sister," Palmerstown, U.S.A.*, CBS).

**Wilfrid Shingleton, Juliann Sacks, Jean Taillandier, Robert Christides, Cheryal Kearney** □ Art direction—limited series or special (*Gauguin the Savage*, CBS).

**Travilla** □ Costume design—limited series or special (*"The Scarlett O'Hara War," Moviola*, NBC).

**Richard Blair** □ Make-up (*"The Scarlett O'Hara War," Moviola*, NBC).

**Larry Germain, Donna Gilbert** □ Hairstyling (*The Miracle Worker*, NBC).

**M. Pam Blumenthal** □ Film editing—series (*"Louie and the Nice Girl," Taxi*, ABC).

**Don Crosby, Mark Dennis, Tony Garber, Doug Grindstaff, Don V. Issacs, Hank Salerno, Larry Singer** □ Film sound editing (*Power, Part I*, NBC).

**Show goes on.** Despite ensuing hoopla since word broke that Ron Ely would replace Bert Parks as the *Miss America Pageant* emcee, ratings showed a negligible decline. Ely's debut with the week's top-rated show brought a 24.9 rating and a 49 share for NBC-TV; Parks's exit last year scored 25.2/48. And for both years, audience estimates were at about the 60 million level.

Over-all, however, it was ABC-TV's week. For the seven evenings of prime time ended Sept. 7, ABC averaged a 16.4/29.7, winning Tuesday, Wednesday and Sunday. NBC came in second, with a 15.3/27.5 and top scores on Thursday and Saturday, while CBS-TV trailed with a 13.9/25.1 and wins on Monday and Thursday.

Following the pageant, the top-rated shows were ABC's *Three's Company* and *Taxi*; CBS's *Dallas*; ABC's *Vega\$*; CBS's *M\*A\*S\*H* and *Dukes of Hazzard*; ABC's Sunday movie, "The Longest Yard," and *Charlie's Angels*, and NBC's *Midway*, part II.

The boycott-ridden *Emmy Awards* presentation on NBC (see page 77) came in 32d, with an unusually low 15.0/29, down in share from last year's 45 and 1978's and 1977's 33 and 39.

Outside prime time, ABC was claiming yet another victory for early-morning *Good Morning America*, which beat NBC News's *Today* "by the largest margin to date": 5.2/32 to 3.9/24.

**Ray Barons, David Campbell, Bab Pettis, John Reitz** □ Film sound mixing (*The Ordeal of Dr. Mudd*, CBS).

**John Hawkins** □ Videotape editing—series (*The Muppet Show* with Liza Minnelli (syndicated)).

**Danny Whige** □ Videotape editing—limited series or special (*Olivia Newton-John—Hollywood Nights*, ABC).

**Bruce Burns, Jerry Clemans** □ Tape sound mixing (*Sinatra: The First 40 Years*, NBC).

**Patrick Williams** □ Music composition—series ("Hollywood," *Lou Grant*, CBS).

**Jerry Fielding** □ Music composition—limited series or special (*High Midnight*, CBS).

**Scott Schachter** □ Individual achievement—creative technical crafts (live audio mixing, *Live From Studio 8H: A Tribute to Toscanini*, NBC).

**Mark Schubin** □ Individual achievement—creative technical crafts (live stereo simulcast, *Luciano Pavarotti and the New York Philharmonic*, PBS).

**Phyll Norman** □ Graphic design and title sequences (*The French Atlantic Affair, Part I*, ABC).

**David Clark, Joel Fein, Robert L. Harman, George E. Porter** □ Information programs—film sound mixers (*Dive to the Edge of Creation*, PBS).

**Bryan Anderson, Bob Elfstrom, Al Giddings** □ Informational programs—cinematography (*Mysteries of the Sea*, ABC).

**Robert Eisenhardt, Hank O'Karma, Jane Kurson** □ Informational programs—film editing (*The Body Human: The Body Beautiful*, CBS).

**Enzo A. Martinelli** □ Cinematography ("Breakthrough," *The Contender*, CBS).

**Bob O'Bradovich** □ Individual achievement—children's program, make-up (*The Halloween That*

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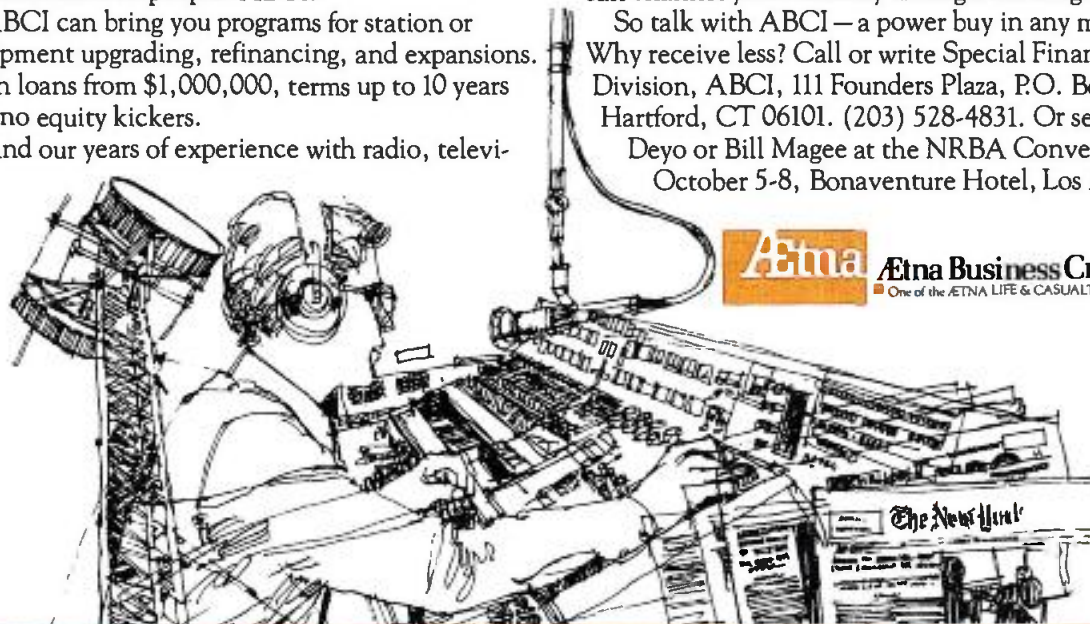
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**Geof Bartz** □ Individual achievement—special class, film editing ("Dr. James 'Red' Duke, Trauma Surgeon," *Operation Lifeline*, NBC).

Governors Award

**Johnny Carson**

## Bronzed by Armstrong

Six radio stations have been selected to receive first-place honors in the 16th annual Armstrong Awards competition that recognizes excellence and originality in AM/FM broadcasting.

The competition is administered by the Armstrong Memorial Research Foundation at Columbia university, where the late Professor Edwin H. Armstrong, inventor and broadcaster, conducted his research. Cooperating in the program is the National Radio Broadcasters Association, which will include Oct. 6 presentation ceremonies as part of its convention agenda in Los Angeles.

The first-place winners, to receive bronze plaques:

**WGBH(FM) Boston** □ *Currer Bell, Esquire* (creative use of the medium).

**CHFI-FM Toronto** □ *Dance* (music).

**WOR(AM) New York** □ *Cystic Fibrosis: the Secret Disease* (community service).

**WUHY-FM Philadelphia** □ *91 Report* (news).

**KYW(AM) Philadelphia** □ *Three Mile Island: Seven Days of Fear* (news documentary).

**WBEZ(FM) Chicago** □ *The Big Onion* (education).

## PlayBack

**Joint venture.** DIR Broadcasting and Schaefer Brewing present *Schaefer Rock City*, new music program to run on eight East Coast radio stations. Shows will be heard live from New York, 1-3 p.m. on monthly basis, with debut Wednesday, Sept. 17 featuring Southside Johnny and the Asbury Jukes. Among the stations broadcasting *Schaefer Rock City* are: WNEW-FM New York; WMMR-FM Philadelphia; WCCF-FM Hartford, Conn.; WBRU-FM Providence, R.I., and WEZX-FM Scranton, Pa.

**Only 108 days.** Charlie Van Dyke, program director and air personality at WRKO(AM) Boston, will host *Opus 80*, Toby Arnold & Associates' annual end-of-year musical countdown. Now in its 10th year, *Opus* is switching from contemporary to adult contemporary hit record review. Over 150 stations have signed up for program, which is scheduled to air New Year's Day. For information: (214) 661-8201.

**Jewish special.** *Rozhinkes Mit Mandlin* (Raisins With Almonds), 108-minute radio documentary on cultural heritage, tradition and history of Jewish people is airing throughout September on over 100 U.S. stations and on stations of Canadian Broadcasting Corp. Created in 1977 and distributed annually by Gamut Productions of Barrington, Ill., *Rozhinkes Mit Mandlin* features music, written thought, memories and voices from 2,000 years of Jewish history. This year, program is being offered to public on disk by Living Archives Ltd., subsidiary of Gamut Productions. For information: P.O. Box 86, Barrington, Ill. 60010.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Upside Down* by Diana Ross on Motown; (2) *All Out of Love* by Air Supply on Arista; (3) *Sailing* by Christopher Cross on Warner Bros.; (4) *Late In the Evening* by Paul Simon on Warner Bros.; (5) *Looking For Love* by Johnny Lee on Asylum. The top five in **country radio airplay**: (1) *Do You Want To Go To Heaven* by T.G. Sheppard on Warner/Curb; (2) *Heart Of Mine* by the Oak Ridge Boys on MCA; (3) *Looking For Love* by Johnny Lee on Asylum; (4) *Old Flames* by Dolly Parton on RCA; (5) *Let's Keep It That Way* by Mac Davis on Casablanca.

# Law & Regulation

## Split decisions for NAB at FCC

**Industry-advisory committee idea ends in compromise, but request for downhold in 'frivolous' petitions to deny is rejected**

In response to the National Association of Broadcasters' request for establishment of a government-industry advisory committee to deal with the various radio allocations matters being considered by the FCC, the commission has offered a compromise—enlargement of the function of an existing Region 2 advisory committee, to consider the entire scope of radio expansion.

Justification for the compromise was twofold: time and money. To start a new advisory committee from scratch would mean an "extensive procedural delay," the commission staff argued. Furthermore, the commission believed that to begin a new inquiry would be "largely duplicative of the proceedings already under way," and thus a waste of commission funds.

While realizing the need for a coordinated effort concerning the various proposals before the commission—including the clear channel, 9 khz spacing and AM stereo proceedings; nighttime power increases for Class IV AM stations and the inquiry into possible additions of FM assignments—the commission felt that the most expeditious way to fulfill this need would be to amend the charter of the existing Advisory Committee on AM Broadcasting.

In expanding the scope of the existing committee (renamed Advisory Committee on Radio Broadcasting), the commission divided it into two subgroups: one to continue the work of the committee on technical matters and the other to "pursue the issues outlined by the petitioners," looking especially hard at the new allocations proposals. The latter group is expected to submit a report to the commission by Dec. 15 regarding allocations generally and a further report on allocations priorities by Feb. 1, 1981. The FCC will consider the reports in conjunction with its own compilation of an inventory of future allocations requirements that is due to be submitted to the International Frequency

Registration Board by May 31, 1981.

The new advisory committee will be open to all who feel they have a contribution to make. The National Black Media Coalition has expressed an interest in participating. According to Richard Shibben, chief of the Broadcast Bureau, membership on the committee now consists primarily of technical consultants. When asked by Commissioner Robert Lee about the contributions made by the committee, Shibben said there had been some, "but not nearly as much as we anticipated."

In a separate commission action at the same meeting last Wednesday, an NAB petition that sought to dissuade "frivolous" petitions to deny was rejected. The petition specifically asked that petitioners to deny be required to provide descriptive information proving that the petitioner qualifies as "a party in interest" under Section 309(d) of the Communications Act.

The staff argued that the present standard—that a petitioner must reside within coverage area of a given signal—is sufficient and "legally proper." Furthermore, the staff contended that NAB failed to show a significant public interest benefit to



be gained from its proposal.

Commissioner James Quello, dissenting from the majority, cited a "crying need" for more specific rules requiring petitioners to prove their "representation of a local group." Mere "residency" he feels has encouraged the filing of "frivolous" petitions to deny. In this regard, General Counsel Robert Bruce contended that the commission "cannot deny standing to any viewer." He further noted that "not everyone with a valid and legitimate concern belongs to a representative group."

Commission attorney Lou Paper questioned any need for the action requested by NAB. He noted the sharp decline in recent years of petitions to deny—from over 500 in 1974 to 19 in 1979. This decline has occurred due to the FCC policy of encouraging people to resolve problems with stations at the local level and the Broadcast Bureau's delegated authority to dispose of any frivolous petitions.

## FCC investigating ownership of Spanish network

**Complaint is filed by Spanish Radio Broadcasters against application for translators by Spanish International; ties to Mexico's SIN alleged**

The FCC is conducting another investigation into allegations that Spanish International Communications Corp., licensee of five television stations, is controlled by Mexican interests—specifically, Spanish International Network, the only full-time Spanish-language program service in the country—and is, therefore, in violation of the Communications Act.

The investigation grew out of an informal objection that the Spanish Radio Broadcasters Association filed in March against applications for experimental translator stations in Denver and Washington to relay SIN programming. The Denver application was filed by SICC, the one for Washington, by a local group that would be aided by SICC. The commission granted both applications in April, and subsequently initiated the inquiry.

Word of the commission's investigation was contained in a letter that FCC Chairman Charles D. Ferris sent to Senator Harrison Schmitt (R-N.M.) who had inquired about the allegations made by SRBA.

Ferris provided no details in his letter to Schmitt, except to say that the investigation is based on the allegations contained in the informal objection "as well as recent new allegations made by SRBA." Commission officials declined to state what the new allegations were, or the manner in which they were made. But SRBA representatives are said to have visited commission officials on the matter.

The allegations contained in the infor-

mal objection are based on claims made in a suit filed three years ago in U.S. District Court in Los Angeles by an SICC stockholder alleging mismanagement and seeking transfer of control to a trustee.

The basis of the foreign control charge is twofold. SRBA notes that SIN is 75% owned by Televisa, a Mexican company that owns 110 television stations in Mexico. The other 25% is owned by Rene Anselmo, a U.S. citizen who owns 24% of SICC. Twenty percent of SICC, the legal maximum for foreign ownership of a U.S. broadcast licensee, is owned by the Emilio Azcarraga family, which owns Televisa. The rest of SICC stock, according to FCC records, is held by 43 other U.S. citizens. SRBA contends that SIN exercises control

through its roles as a predominant supplier of programming and as exclusive national sales representative, through debtor-creditor relationships, through a commingling of assets and employees, and through the business relationships of the principals.

If the commission were to agree with SRBA, SICC would lose its five licenses—for WXTV(TV) Patterson, N.J.; KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; KFTV(TV) Hanford, Calif., and WLTV(TV) Miami.

Allegations of foreign control of SICC or its predecessor, Spanish International Television Co., are not new. Nor are commission inquiries into them. The commission had occasion to look into the matter three times since 1965 and on each occa-

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sion found no reason to move against the company. Its licenses have been repeatedly renewed.

Norman Leventhal, counsel for SICC and SIN, noting that background, last week chalked up SRBA's charges to self-interest. "Those guys don't want competition," he said. "That's why they're out to get SRBA."

## Chief topics of interest

The National Association of Broadcasters' executive committee was in Washington last week, looking in two separate directions: Capitol Hill and the FCC.

On the Hill, the main issue of concern

was legislation, introduced by Representative Al Swift (D-Wash.), that would codify FCC crossownership rules but provide multimedia licensees a measure of protection against challenges (see this page). The feeling was that an amendment to the bill by Representative Andrew Maguire (D-N.J.), stipulating that every state must have a VHF TV station—language clearly aimed at New Jersey's situation and WOR-TV New York—could not receive an endorsement. The consensus was that having Congress get into the act with the FCC's table of television assignments was anything but desirable and was too high a price to pay to support other parts of the bill.

In addition, the committee decided to file with the FCC a motion for stay of its

decision to eliminate distant-signal requirements and syndicated exclusivity from its cable rules. The motion will be filed within 10 days of the FCC's official release of the order, which is expected soon.

The committee was also looking at radio allocations and NAB's effort to get the FCC to take an over-all look at the medium.

## Swift bill gets dragged down again

**Crossownership bill is no closer to the floor than it ever was; attempt to move it last week is snagged with amendments, done in by lack of quorum**

The 96th Congress, which seems determined to keep communications legislation away from the House and Senate floors, maintained its record last week. The House Commerce Committee managed to get a bill close, but couldn't find the necessary momentum to complete the task.

The legislation, in its original form, was conceived as H.R. 6228, and was designed to codify existing FCC crossownership rules. But on the way to full committee mark-up, Representative Al Swift's (D-Wash.) bill found some excess baggage in the form of broadcast amendments (BROADCASTING, Sept. 1).

The bill was referred back to subcommittee, but resurfaced again last week, this time with three additional provisions: (1) an amendment originally offered by Representative Andrew Maguire (D-N.J.) that requires the FCC to work to insure that each state has a VHF TV station, (2) an amendment introduced by Representative Ronald Mottl (D-Ohio) to repeal the Lea Act, a 24-year-old amendment to the Communications Act that halted union efforts to coerce broadcasters into keeping staff musicians they didn't need, and (3) an amendment authored by Representative Henry Waxman (D-Calif.), who wanted existing challengers to multimedia licensees to be exempted from the Swift bill, which would bar competing applications for facilities occupied by multimedia licensees in compliance with the law.

The hope was that no additional amendments would be offered to the Swift substitute, and it would proceed to the floor. That, however, was not to happen.

There was particular concern about the Maguire provision, and an attempt was made to introduce a substitute for the Swift package, minus the Maguire language. When that failed, Republican committee members attempted to load the bill down with controversial amendments that would all but insure its demise before it could reach the full House. Democrats resisted the temptation to vote for amendments that many of them have endorsed previously, including extension of radio and TV license terms to five years. Waxman found himself having to vote against

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an amendment introduced by Representative James Collins (R-Tex.) that would have exempted actors from equal time provisions in the Communications Act when running for political office. Waxman had introduced similar language last June but, aware that the Swift bill would topple if loaded with amendments, was forced to vote no.

The committee fought off a series of amendments, including one that would have allocated to each state two VHF TV frequencies, and one UHF frequency to each congressional district.

After a day of haggling, and with all the amendments having been defeated, the committee prepared to vote. But the required number of members to report a bill out was not present, forcing adjournment. A vote is scheduled, however, at tomorrow's (Sept. 16) meeting.

## Libertarian candidate complains to FCC over NBC conditions on five-minute blocks

The Ed Clark for President Committee has filed a reasonable-access complaint against NBC for its refusal to sell what the committee considers a reasonable number of five-minute availabilities in prime time. The committee, in a letter to the FCC, says it notified each of the networks in January of its general needs, and in April of its specific requests for availabilities to promote the Libertarian Party's candidate—who thus far is on the ballot in 46 states. NBC, it added, is the only one of the three that has not been "reasonable" in meeting the committee's requests. The letter asked that NBC "be directed to negotiate the sale of time" to the committee.

The committee said it advised the networks it would want 20 five-minute programs in prime time before the Nov. 4 election—three in July, four in August, five in September, six in October and two in November. NBC, despite the committee's "repeated efforts to negotiate," the letter says, has made available only one period in July, three in August and one in September. The other networks have made seven available through August.

NBC, in its reply, cited the actors' strike and the network's loss of the Olympics as complicating factors. It said it normally does not have five-minute periods available for sale in prime time. In election years, NBC said, it usually orders new programs for the fall season produced in two lengths—one five minutes shorter than the other—to accommodate candidate requests for five-minute spots. (The longer versions are used for reruns.) Unfortunately, NBC added, the actors strike means that many of the new programs will not be produced, requiring NBC to rely on reruns made to the usual length. The letter added that the delay in responding to the committee's request was caused also by the program rescheduling forced on NBC

by its loss of the Olympics coverage last summer.

However, NBC said it has sold more five-minute programs to Clark than to any other candidate. Indeed, it said other candidates are now seeking equal opportunities to that provided Clark, and meeting those requests, it added, will reduce the five-minute periods that would otherwise be available to Clark. However, NBC promised to offer more five-minute periods to Clark and other candidates as they become available. It also made clear it had 30-second and 60-second spots in prime time available for sale, as well as five-minute programs in nonprime time. But the Clark committee, NBC noted, isn't interested.

## What chance for H.R. 6121?

**Communications legislation that would deregulate AT&T goes under review by Judiciary subcommittee; Van Deerlin is worried there isn't enough time before Congress adjourns Oct. 3**

With time in this session of Congress running out, a House Judiciary subcommittee finally began its scrutiny last week of comprehensive legislation that would significantly change the face of the nation's

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**Wait until next time.** While a House Judiciary subcommittee was examining the telecommunications bill, the chairman of the Senate Communications Subcommittee was offering no hope whatsoever that any such legislation would make its way to the President's desk this year. At a luncheon speech to the National Press Club, Senator Ernest Hollings (D-S.C.) said there just isn't enough time this year for consideration of any similar legislation, but he was "very hopeful" that next year would be a different story. Hollings said, however, that any bills coming from the Senate Communications Subcommittee would have to be guided along by another chairman, as the rules will not allow him to stay on in that post and in his recently acquired chairmanship of the Budget Committee. Hollings said the complex telecommunications legislation the subcommittee was studying required at least 10 more days of hearings, but the decision was made to postpone those hearings because it was felt there was little chance of moving the bill through Congress. Hollings did not say exactly how comprehensive any legislation brought up for consideration next year might be, but he indicated he would like to cut back at least on the regulations now governing radio.

telecommunications industry. The bill, H.R. 6121, was approved by the House Commerce Committee July 31 by a 34-to-7 vote, with all indications that it was headed for the House floor (BROADCASTING, Aug. 4). But Representative Peter Rodino (D-N.J.), chairman of the Judiciary Committee, petitioned House Speaker Thomas O'Neill (D-Mass.) to let him scrutinize the bill first, which O'Neill agreed to.

The Subcommittee on Monopolies and Commercial Law took up the bill last Tuesday (Sept. 9), and is scheduled for another day of hearings tomorrow (Sept. 16).

As approved by the Commerce Committee, the bill would substantially deregulate the telephone industry and require AT&T to set up over an eight-year transition period at least one fully separate subsidiary for offering any unregulated telecommunications services. The bill would also bar AT&T from offering mass media services, such as teletext.

In allowing AT&T to compete in areas not regulated by the FCC, the bill modifies a 1956 consent decree between AT&T and the Justice Department. This was the basis of the concern expressed by Rodino and other members of the Judiciary Committee, who said the legislation could affect Justice's pending antitrust suit against AT&T.

The worry among Commerce Committee members, particularly Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, was that the referral to Judiciary would tie the bill up, blocking its passage to the House floor. O'Neill gave Rodino until Oct. 1 to study the bill, but Van Deerlin was hopeful Rodino would dispose of it before then, leaving enough time for consideration by the full House before the Oct. 3 adjournment.

That, however, may not happen. During last week's hearing, Rodino mentioned Oct. 1 as the date the bill would be ready to go to the floor. With three days to get through the Rules Committee and onto the floor for a vote, the prospects for passage are slim at best.

Van Deerlin testified last week, along with Representative James Broyhill (R-N.C.) and Henry Geller, head of the National Telecommunications and Information Administration.

Van Deerlin said his subcommittee was

particularly concerned about provisions relating to safeguards for competition and antitrust matters in drafting the bill. The legislation, he said, "represents a well-conceived and thoroughly considered approach to updating the Communications Act in keeping with the competitive environment of today and the expanding technology of tomorrow."

Broyhill defended the specifics of the bill, as did Geller. When asked why legislation was needed at this time, Geller said that as long as Congress fails to act, the public will not receive the full benefits it's entitled to. He rejected the notion that Congress should wait for the courts to resolve the antitrust suit before moving ahead. Congress shouldn't be controlled by the judicial process, he said, nor should the legislative process be controlled by the courts or the FCC.

## **FCC is due to consider request for commercial short-wave station**

**WRNO's Costello pushes for permit to operate out of New Orleans, reach international markets with contemporary music format**

Joseph M. Costello III, the New Orleans-based broadcaster who hopes to become the first commercial broadcaster in years to operate a short-wave station that would depend solely on advertising for support and provide an example to a large part of the world the American system of broadcasting, wants his plans to receive wide circulation. Never mind that they already have, through news articles ("Closed Circuit," Jan. 28). Last week he filed with the FCC a detailed description of his plans, to acquaint "the reader with the application and the public interest considerations involved . . . and to make Mr. Costello and his counsel available for question by the individual commissioners."

The news hook for the presentation, apparently, is the informal word Costello says he received from the commission staff indicating that his application for the international station, filed on July 26, 1979, will be presented to the commission for ac-

tion late this month. The proposal is for a 100 kw station, with a studio co-located with the existing studio of Costello's WRNO(FM) New Orleans and whose transmitter would be established outside nearby Estelle, La. The station would place a signal over central and eastern Canada, as well as England, western and central Europe and Scandinavia.

As Costello notes, the only commercial shortwave station now operating is WINB Red Lion, Pa., which is religiously oriented. Costello says his research indicates the only other shortwave station to have been operated commercially was WNYW (formerly WRUL) New York. But it received public funds under a statute designed to "promote a better understanding of the United States in other countries" through radio and other means of communications. The station is now owned by Family Radio and broadcasts religious programming on a noncommercial basis.

Costello, who owns a total of five stations—KKAY(AM) White Castle, KSMI(FM) Donaldsonville, KXOR(FM) Thibodeaux, and WGIA(AM) New Orleans, all Louisiana, as well as WRNO—"attributes his financial success to the American free enterprise system," the presentation says. As a result, it adds, he "desires to share the culture, heritage and contemporary programming of that system with other countries."

According to his application, the station will broadcast "contemporary, modern" music "formatted to cover as wide a taste as possible consistent with good radio programming practices." It will also broadcast ABC Radio news on the hour and half hour, as well as ABC public affairs features, such as *Issues and Answers* and *Listen Closely*, "which will acquaint foreign listeners with the open and robust debate on issues vital to America and Americans in the finest tradition of the American system of broadcasting."

As for advertising, Costello will attempt to sell time to vendors of commodities sold in Canada and Europe or services or goods available to foreign visitors to the United States. As such, the presentation says the station will play a vital role—at a time of deficits in U.S. trade balances—"in providing a medium for advertising American-made products in foreign countries."

Costello is not concerned about a lack of receivers in the target areas. The presentation notes that short-wave broadcasting has become the "primary means" of program delivery in many countries because of its ability to reach long distances with a single transmitter. "It is believed," the presentation says, "that the audience for the proposed station will be large and varied."

Costello, in his bid, is relying on the aid of two specialists well known in the Washington communications community. His lawyer is Ashton R. Hardy, former FCC general counsel, who is now in private practice in New Orleans, and his technical counsel is George Jacobs, former director of research and engineering at the Board for International Broadcasting.



## Fears abate somewhat over MacBride report

**Marks and Andersen find M'Bow of UNESCO willing to be flexible, although study of international flow of news remains basis for upcoming conference in Belgrade**

The general conference of UNESCO that opens in Belgrade, Yugoslavia, later this month may be less threatening to U.S. concepts of press freedom than many had expected, but it promises nevertheless to be disputatious.

That was the message that a number of participants carried away from a pre-Belgrade briefing held in New York last week by the U.S. National Commission for UNESCO in cooperation with the World Press Freedom Committee.

A basic document in the briefing—and, undoubtedly, in the Belgrade sessions—is the so-called MacBride report, issued by a commission created by UNESCO to study international information and communications issues and headed by Sean MacBride of Ireland. The report, issued earlier this year, has been described as containing a number of conclusions that U.S. journalists can support—along with recommendations that run counter to U.S. traditions under the First Amendment (BROADCASTING, June 16).

Leonard Marks, Washington attorney, former head of the U.S. Information Agency and current secretary-treasurer of the World Press Freedom Committee, told the New York briefing that he and Howard Andersen of the *Omaha World Herald*, chairman of the committee, had called on UNESCO director-general Amadou M'Bow in Paris about 10 days earlier ("Closed Circuit," Sept. 8), and that M'Bow said he considered the MacBride report "a very useful reference document" not necessarily requiring specific action.

Although it had been widely believed that M'Bow would recommend actions that he thought the UNESCO meeting should take, based on the MacBride report, Marks said M'Bow indicated he would make no recommendations but leave it to the conference to decide what actions it wants M'Bow to take.

While this course might be welcomed in some respects, Marks said it "means the problems [of the MacBride report] are still there" and may be brought up by delegates to the conference for further debate.

Bill Harley, consultant to the National Commission for UNESCO, said it could be expected that issues of access for journalists and protection of journalists—questions that Third World and communist countries in the past have wanted treated in ways that would assure govern-

ment control over journalists—will be raised again in Belgrade.

The World Press Freedom Committee, underwritten by U.S. publishers and broadcasters, has been providing printing presses and broadcast equipment to Third World nations, along with personnel to aid

in installation and training.

Robin Homet, director of policy planning for the U.S. International Communications Agency, said that UNESCO and Third World nations recognize that the U.S. has been trying to help the Third World overcome some of its disadvantages.

Marks said M'Bow had indicated that UNESCO would pay, or help pay, shipping

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costs for printing and broadcasting equipment donated to Third World countries. At Marks's request, Vincent T. Wasilewski, president of the National Association of Broadcasters, who attended the briefing, said NAB would help get that word out to broadcasters.

The Belgrade conference is scheduled Sept. 23-Oct. 28.

## 4A's Matthews sees hidden traps in UNESCO paper

**He praises some aspects of MacBride report, but questions call for 'balanced communications'**

The problem with the MacBride report (see page 85) is that while it "professes a great love of freedom," it also "keeps demanding curbs on freedom."

That conclusion comes from Leonard S. Matthews, president of the American Association of Advertising Agencies, in an extensive analysis of the MacBride report in a speech to New York business press editors.

The report's "insistence on achieving what it regards as a proper balance in worldwide communication is a case in point," Matthews said. "To attain such balance, it recommends government supervision—or controls—and then it seeks to justify this supervision."

Matthews said portions of the report are "quite good"—its assertions, for example, that "there are no justifiable reasons or excuses for violation of freedom and democracy"; that "for the journalist, freedom and responsibility are indivisible"; that "censorship or arbitrary control of information should be abolished."

But many sections, he continued, sound better than they look under close examination. He noted, for instance, that the report calls for a realization of human rights, achieved "through understanding and tolerance, gained in large part by free, open and balanced communication."

Matthews said: "The key word is 'balanced,' because it implies that someone other than the journalist is going to decide what is balance and enforce that balance."

The report's call for "comprehensive national communications policies linked to over-all social, cultural and economic development objectives," Matthews said, "should frighten us all. The idea of a national communications policy linked to objectives of any kind recalls the practices of political regimes whose very names are anathema to decent people... In other words, let's have a few propaganda ministries."

He noted that the report also recommends "reducing the commercialization of communication" and giving "preference to noncommercial forms of mass communication." This, he said, "is a frontal attack on privately owned mass media."

Other sections of the report, he con-

tinued, call for a reduction of the "negative effects" of "market and commercial consideration" on the flow of national and international communication, and for "legal measures" to "reduce the influence of advertising upon editorial policy and broadcast programming."

He praised Eli Abel, former NBC newsman and dean of the Columbia Graduate School of Journalism, who was the U.S. member of the MacBride commission, for his "strenuous objection" to such "ideological prejudice." What the MacBride commission's majority apparently had in mind, Matthews said, was "to regulate the output of goods and services as well as information about those goods and services."

## Bradley in for Rather

Ed Bradley, principal correspondent for *CBS Reports* and anchor of the *CBS Sunday Night News*, joins Mike Wallace, Morley Safer and Harry Reasoner next year as a co-editor of the network's top-rated newsmagazine, *60 Minutes*.

He succeeds Dan Rather, who has been tapped to take over for Walter Cronkite as anchor and managing editor of the *CBS Evening News*.

Bradley, who in 1976 became the first black anchor on a major U.S. television network, will replace Rather on-air during the 1981-82 season. However, CBS News said some Bradley pieces may be broadcast on *60 Minutes* sooner. He is to take on the newsmagazine assignment no later than next spring.

For the upcoming 1980-81 season,

Bradley will remain a *CBS Reports* presence, with two documentaries currently scheduled, one on Saudi Arabia and another on embassy life. Bradley last month handled "Miami: The Trial that Sparked the Riots" for *CBS Reports*.

Bradley, 37, has been a CBS News correspondent since 1973.

## Bernstein calls for return to 'basics'

Carl Bernstein, the noted Watergate journalist now Washington bureau chief for ABC News, believes the media have strayed too far from the professional path. In remarks at Georgetown university, he criticized a trend to "neo-journalism"—elevating gossip and celebrity journalism to an art form.

On the subject of "checkbook journalism," Bernstein called it "outrageous" that "a former secretary of state, who repeatedly lied to the press and to the American people, was paid \$1 million to talk on the air about his conduct in office of public business." (Bernstein was not more specific, but his description fit NBC News's arrangement with Henry Kissinger.)

Also attacked: what he called "the Cuisinarting of American journalism"—a devotion to reporting about "conspicuous consumption." While Bernstein acknowledged he enjoyed gossip, home and style sections too, he questioned their relevance to serious reporting and urged a movement back to the "basics of journalism."

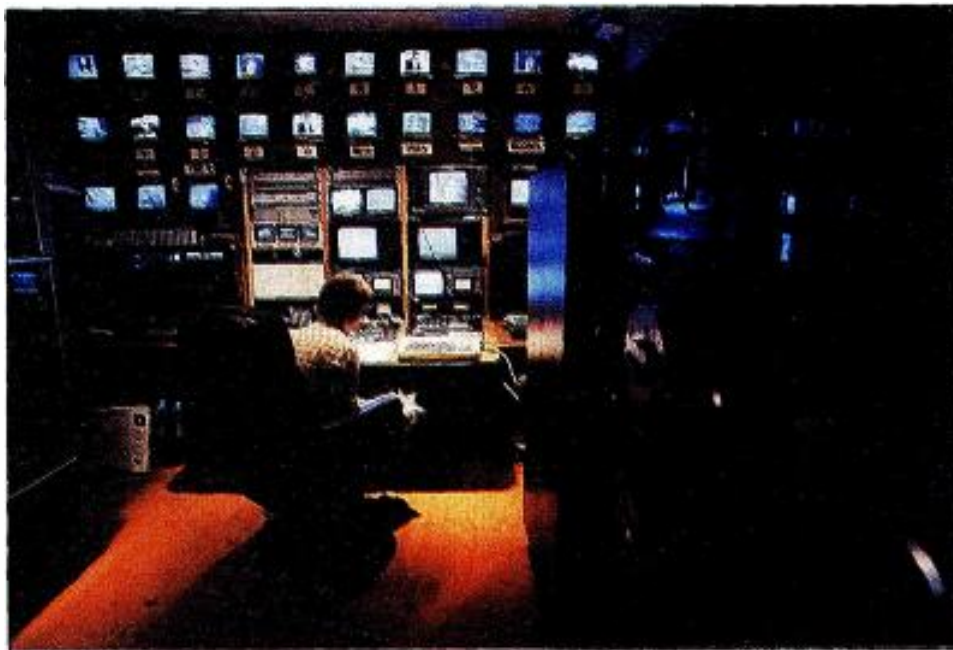
## NewsBeat

**When all St. Helens broke loose.** Radio provided best source of information about May 18 eruption of Mount St. Helens, according to Washington State university poll of 1,023 eastern Washington residents. Fifty-four percent of those surveyed thought radio provided better information on volcano's burst than other media sources. Just over 33% felt TV provided better information. Asked what they would rely on as main source of information in event of another big eruption, 56.1% indicated radio; 24.2% said TV, and 11.5% chose radio and TV. Less than 1% said they would turn to newspapers. Dr. Don Dillman, chairman of WSU's department of rural sociology and co-director of the survey, said data shows "people use different sources of information for different purposes. 'People went to radio to find out what to do and not to do,' he declared. 'Radio was more rapid and, in eastern Washington, more locally precise. In some ways, TV took on the role of elaborator. With the advantage of both voice and image, it contributed to people's total understanding of what was going on'"

**Capital coverage for Fisher.** Capitol Hill reception will be held tonight (Sept. 15) by Fisher Broadcasting Co. in connection with its new Washington news bureau that is feeding nightly reports to Fisher's Komo-TV Seattle and KATU-TV Portland, Ore. Major emphasis is on news about congressional delegations and issues associated with Pacific Northwest. In addition, bureau is providing spot news breaks as they happen via satellite. David F. Jackson, who had been anchor for KATU, is bureau's Washington correspondent; Ruth W. Berry, former White House aide and member of Senator Henry M. Jackson's (D-Wash.) staff, is producer/researcher. Bureau is at 400 First Street, N.W., suite B16, Washington 20001; telephone is (202) 638-6737.

**Reminder.** "Concerned that U.S. hostages in Iran are major news story that has been largely allowed to fade away," ABC Radio News beginning today (Sept. 15) has scheduled week-long series of 480 separate stories/profiles on hostages. Called *The Hostage Americans*, reports will run on all four ABC Radio networks.





Nerve center. Cablesystems' metro Toronto master control room.

## Canadian MSO hopes to show U.S. counterparts how

**Cablesystems eyes expansion here, figures to use its expertise in wiring the big cities to help in winning major-market franchises**

"Any broadcaster who looks to the government to protect him is a bigger bureaucrat than the government and deserves to be doomed." Strong words, and they come from a strong personality, the man at the helm of Canadian Cablesystems. But Ted Rogers isn't talking about the technological competition when he uses the term "broadcaster." As business associates are quick to point out, Rogers considers himself a broadcaster, despite the fact that he's vice chairman and chief executive officer of what's now one of the top three cable MSO's in the world. To him, over-the-air television and cable are both in the same business—they're both programers, both "broadcasters."

With the U.S. targeted as a prime growth area for his company, those in the business on this side of the border are sure to be hearing more from Rogers and Canadian Cablesystems in the years to come. The way Cablesystems staffers tell it, the experience they've compiled in Canada is going to stand them in good stead in franchise competition here. And if the aggressive business style of Ted Rogers is



CEO Ted Rogers

any example, Cablesystems will be giving the competition a run for its money.

The history of Cablesystems isn't neat. The corporation has existed since 1920, when it was formed as a motion picture exhibitor named Famous Players Canadian Corp. In the 1950's and 60's, the company bought its way into cable and broadcasting. A reorganization came in 1971 in compliance with the foreign ownership provisions of Canada's Broadcasting Act. At that time, the company's theater holdings were sold to a separate entity, called Famous Players Ltd., leaving cable as the principal business of a Canadian-controlled Cablesystems. Cablesystems today holds about 49% of Famous Players; 51% is owned by Gulf & Western.

Cablesystems' position as the pre-eminent Canadian MSO was attained as the result of two mergers, both initiated in the last three years. The first brought Ted Rogers into the company: his family-owned Rogers Telecommunications Ltd. acquired control of Cablesystems through the purchase of two major blocks of stock in 1977. Cablesystems then bought RTL's cable and hotel pay-TV assets. Rogers family companies now own close to 49% of Cablesystems. That merger united the 500,000-subscribers of Cablesystems with the 200,000 subscribers of Rogers's company. The recently completed merger of



President Watson



Senior VP Lind

Cablesystems and the number-two Canadian cable operator, Premiere Communications, Ltd. added another 550,000 subscribers. (Some 133,000 subscribers of Premiere and RTL system in the Toronto area were transferred to other cable operators to help "rationalize" a crazy-quilt of franchising in that region).

The result is a company with close to 1.3 million cable subscribers divided among 24 systems in Canada, the U.S. and Ireland, and a management team, drawn from the various component companies, that one industry observer in Canada calls "the most in-depth of any communications company." Listening to the members of that team gives a pretty clear idea of where Cablesystems sees itself going.

Phil Lind, senior vice president of programming and planning, is responsible for the Cablesystems effort that's perhaps of most immediate concern to cable operators on this side of the border—the franchising push in the U.S. Lind is an old Rogers associate from RTL, although "old" isn't quite an applicable term for any of the Cablesystems' managers—Rogers himself is 47 and Lind is 37.

Cablesystems already has the franchise for Syracuse, N.Y., as well as franchises for some Orange county, Calif., communities. The company has applications pending for neighboring franchises in California and for Portland, Ore., Erie, Pa., St. Paul and other Twin Cities-area communities.

At the same time, Lind has no intention of meekly giving up the fight for the Minneapolis franchise that eventually went to Storer. "We just feel pretty strongly we won fair and square" says Lind of that dispute where the city council had originally awarded the franchise to Cablesystems but subsequently switched to Storer. "We're going to do our best to expose the curious circumstances" in Minneapolis, he adds.

The Portland franchise, for which Cablesystems is considered likely to be the winner, is a good example of the type of community for which Cablesystems intends to bid. "We're not going all over the place," Lind emphasizes. "We try to go

into areas that have a good feel for us ... go where our urban experience helps."

In marked contrast to the U.S., cable in Canada is heavily established in urban areas. That's one reason why Cablesystems has an average system size of 54,000 subscribers—large in comparison to the average here. And it's why, if urban franchises are the face of the future in the U.S., Cablesystems thinks it has the experience to deliver on its promises.

Lind is also looking for communities with "strong community action groups." Cablesystems has a track record of helping to produce, not merely provide access for, community programming, and that record might prove persuasive to local organizations that in turn could help in the political process of franchising.

According to Lind, Cablesystems plows 5%-10% of the gross of every system it has back into community programming. The company's active marketing effort in this area reflects, he says, a different philosophy from that evidenced by many U.S. operators. One tangible difference he claims is that in Toronto, Cablesystems has production equipment as good as if not better than local broadcasters'.

Lind insists that the size of the company's systems permits it to realize economies of scale. As opposed to just promising the sky, Lind says of Cablesystems, "we've been delivering part of the sky for years and doing quite well at it."

The urban profile Lind mentions rather obviously isn't met by the existing California systems. But they are indicative of the second cutting edge of Cablesystems' thrust into this country's cable community—acquisitions and partnerships. The man responsible for acquisitions is Graham Savage, vice president for investment planning. Savage agrees that Cablesystems has "been sitting on the sidelines on recent U.S. deals." The prices have either been too high, or the properties "don't fit our criteria." But, "we're keeping our eyes and ears open," he adds.

Savage also coordinates the drive to increase the number of shareholders of

Cablesystems stock in the U.S. It's an effort that saw him with Rogers in New York not long ago, pitching to securities analysts like any American MSO. He's pleased with the interest that is developing here—out of 19 million shares outstanding, two million are currently held in the U.S.

Separate from the hopes for growth within the U.S., the second major area of growth that Cablesystems is looking to exploit is pay television in Canada. At present, pay is not permitted by the Canadian Radiotelevision and Telecommunications Commission, a prohibition that is the focus of an intensive lobbying effort on the part of Canadian cable operators.

Within Cablesystems, President Colin Watson is in charge of the pay effort. Unlike Lind, an RTL veteran, Watson was with Cablesystems before the Rogers "reverse takeover." In fact, he was there when Rogers first attempted a takeover of Cablesystems in 1973, and followed it with a second unsuccessful bid before eventually winning. While Watson admits there was a year in that period during which some "strain" developed in the "good working relationship" that existed between the managements of both members of the cable fraternity, that's all over now, he says, a sentiment expressed not only by the rest of the Cablesystems team, but seconded by outsiders.

Watson serves as president of the Pay Television Network, a consortium of cable operators that's been active since 1975. The basic PTN proposal calls for the establishment of a single pay network, one-third owned by cable operators, that would then be in a position to bargain on an exclusive basis for pay product. "That may sound antitrust to an American," he notes, "but in Canada that's practical."

While pay "might not be quite the bonanza" it was for cable in the U.S., Watson points to the "massive penetrations" achieved by systems in Canada (one Cablesystems operation in London, Ont., has 63,000 subscribers in a community of 70,000 homes—90% penetration), saying that he feels they can easily get 50%





Investment planning VP Savage



Finance VP Francis

of subscribers to take pay.

That's bound to have a tremendous immediate impact on revenues, and while Watson admits "we aren't putting it in the bank yet," he's confident "something will happen" to get pay by September 1981. The CRTC is currently reviewing a committee report that gave a low priority to pay, and Watson says PTN will "give the commission a month to cut and run" from that position. He suggests that if no action is forthcoming on the federal level, cable operators "might find it useful to cozy up to the provinces." In fact, Premier Trudeau recently advanced a proposal to turn cable licensing, and some control of telephone operations, over to the provinces.

The operational chiefs naturally report to Watson as president. He also oversees what amounts to a significant research and development effort. Cablesystems has made a commitment to the CRTC to spend 2.5% of its revenues on research and development, and Watson says "business reasons" compel it to spend more. One of the most promising areas is two-way cable, for which Watson claims Cablesystems has developed a system that will yield a \$100-per-unit home terminal, half the price that's currently talked about by others.

There's a temptation when talking about Cablesystems to concentrate on Ted Rogers, a man with forceful views on the potential of the cable medium, the services it can provide and the financial rewards it can yield.

Rogers is the first to stress that "no single person could encompass the whole breadth of Canadian Cablesystems," pointing to his entire team, former RTL associates like Lind; Chairman John Graham (Rogers's stepfather); senior vice president, corporate, Barry Ross; vice president, finance, Bob Francis;—Cablesystems veterans Watson; Savage; vice president, Canadian operations, David Friesen; vice president, U.S. operations, Bob Classen; vice president, engineering and technical services Nicholas Hamilton-Piercy; and to the management input now brought into the

company from Premiere, including its president, George Fierheller.

Part of the unifying impetus that runs throughout Cablesystems comes from a program about which Rogers is both enthusiastic and proud—a stock ownership plan under which the company provides loans to employees for share purchases. "You really have a motivated crew when everyone owns a hunk of the stock," he notes.

One can see in that view evidence of the Rogers philosophy that's guided his actions in cable and before that in broadcasting. It's a marketing approach to the business, one where Rogers recognizes as the key to success the capacity to "see a need and fill it" (which sometimes translates into creating or encouraging a need).

Rogers started in FM radio when, he says "only 3% of homes had FM." One facet of his effort in building that medium was the sale and complimentary distribution of records of "candlelight and wine music"—the type of beautiful music his station was playing.

That borrows a leaf from the book of his late father, Edward S. Rogers Sr., who invented the Rogers Simple Rectifier, heart of the Rogers Batteryless Radio, in the 1920's, and then went on to establish a radio station, which helped fuel the demand for receivers. (The station, CFRB, though no longer Rogers controlled, has grown into one of Canada's top-ranked broadcasting properties.)

Ted Jr. found his own background in radio especially useful when moving into cable. "You tend to hustle hard in radio," he muses, and hustling is how he's approached the expansion of cable.

In Rogers's telling of the story, everyone benefits when the marketer goes to work. He points to his Toronto experience as an example, particularly to the range of languages in which programing is provided there. "Parents wouldn't buy cable in (one neighborhood) because they couldn't speak English." The answer was to provide programing they could understand. "People will buy cable if you can only give them two hours a week of what

they want. You've got to get a hook," he says, "but soon it becomes an umbrella"—meaning that people will subscribe for a specific service, and once exposed to the other services offered they get used to them and so keep subscribing for the entire mix.

He looks to the day when cable evolves into a medium "like a newspaper" offering a multiplicity of services. The business implication of that shift, according to Rogers, is that then "it's less important to get a rate increase—you've got product to sell to anybody."

He's highly critical of broadcasters' response to cable, saying that most are "just packagers" who "suck on the network line." If he were operating in, say St. Louis, he'd be looking for ways to provide programing on cable channels as well. In a regulated industry, Rogers maintains "there's justification only for service, not for profits" and broadcasters are letting cable operators steal a march on them in the provision of local services.

At the same time, Rogers has things to say about the way some cable systems are being run in this country. "It's beyond me how people can operate a 12 channel system and not improve it," he says, particularly in the case of MSO's "making proposals for new systems (with levels of service) they don't have in their old ones." He warns that "they'll be bitten by existing franchise municipalities" when it comes time for rate increases or franchise renewals, and talks of the potential problem for the industry "if people already strapped [by development costs of their new systems] have to turn back and rebuild their old ones." Cablesystems, he says, has in contrast always placed a high priority on constantly upgrading its plant and equipment.

It's easy to see that Rogers doesn't view the situation as a terrible one for Cablesystems. Among the great opportunities he talks about in cable in the U.S. over the next five years, relets of old franchises and financially strapped systems looking for partners are near the top of the list.

## ABC's news for Wall Street is slightly downbeat

**Sales gains will only keep pace with inflation; network promises to keep program costs under control**

The economic picture painted last Tuesday by ABC Television president Fred Pierce and other of the company's executives wasn't rosy. Revenue growth in the 1981 three-network economy will be up only 10%-12%, the network estimates, with its own growth rate "a little behind that."

The ABC brass were making their annual presentation to New York securities analysts (CBS has one scheduled for this week), and there was some good news for those analysts concerned with soaring programming costs. ABC is considered by many to have been the prime mover in program cost escalation, and Pierce told the analysts "dollars don't automatically translate into audience success" and announced that for next year ABC's goal will be to hold programming cost escalation to 10% over 1980 levels.

The potential pressures on the network business from new technologies are another continuing cause of concern to the analysts, and in the meeting's question-and-answer session Pierce dropped hints about two potential lines of development. Asked if ABC intended to work for recession of the ban on network ownership of cable systems, Pierce said "we should all be competing on the same basis," and that it was unfair for some parties to be forced to operate "with one hand tied behind their backs." He promised the audience they would be hearing more on that score "soon" from the network.

Pierce also spoke of a "significant, and underline 'significant,'" market research study that ABC already has under way to explore the "potential and direction" of various new businesses.

Jim Duffy, ABC-TV network president, quantified some of the details of the network business so far this season. In upfront prime time-sales, ABC realized 80% of the money it had last season, with Duffy saying the network captured 35% of

this year's three-network upfront dollars. Unit sales advanced 6%-8%, and C-P-M's 3%-4%.

Pierce had earlier asserted that the lower level of upfront sales was "not necessarily a bad omen." He stated that coming out of a recession, "it makes sense to have inventory to sell"—presumably to realize price increases once recovery begins and advertiser demand grows—an explanation that clearly amused some of the analysts.

In other dayparts, ABC put its Monday-to-Friday daytime C-P-M's 5%-6% ahead of last year, with unit sales up 11%-13%. Duffy spoke of a "gratifying and significant response from advertisers" to ABC's news offerings, which was reflected in "substantial increases in unit prices." According to Pierce, the series *20/20* now "earns the revenues it deserves," and the network is looking to "greatly reduce the losses" of its over-all news operation next year. *Good Morning America* was singled out as another success story, with losses there said to be ending and the program now profitable.

## Bottom Line

**Profit picture.** National Association of Broadcasters survey of radio stations (both AM and FM) shows that 66% of those responding reported profit for last year, although pre-tax profit margin for typical station dropped from 8.2% in 1978 to 5.8%, and pre-tax dollar profits dropped from \$26,400 to \$19,900. Based on 2,046 stations responding to survey, figures show that, nationwide, typical station showed 6.3% jump in time sales over 1978, up to \$352,000. Big bite was taken out in way of operating costs, however, with 10.6% rise, to \$326,100, for typical station. Payroll was biggest item of typical station expense, \$61,000 for 12 full-time employees.

**Boost from broadcasting.** Despite heavy losses of Outlet Co. in second quarter and six-month period ended July 31, (see "Week's Worth", page 91), company's broadcasting operating profits in second quarter were \$7,021,000 on sales of \$17,079,000—up sharply from profits of \$5,163,000 on sales of \$11,960,000 in same period last year. Broadcast holdings are five TV and seven radio stations, and second-quarter figures include, for first time, results from KQVR-TV Stockton-Sacramento, Calif., acquired in March. Outlet President and Chief Executive Officer Bruce G. Sundlun pointed out: "Results for the quarter were as forecast—broadcasting performed very well, while retailing suffered from the continuing recession."

**Contingency.** Capital Cities Communications says it has determined it "may seek" to use public offering of senior debt financing to finance up to \$100 million-of \$139.2 million it's agreed to pay for purchase of Cablecom-General from RKO-General. Capcities plans to register offering with Securities and Exchange Commission "when market conditions for debt offerings are deemed appropriate."

Beyond the network level, Pierce said that ABC estimates for national spot in the coming year showed growth similar to the 10%-13% projected for network. Local sales on the O&O's, which trailed the other two categories in 1980, should increase 13%-15% next year, as the economy recovers.

All this, of course, is framed by a general economic prediction that Pierce termed "conservative." The company is looking for 1% real GNP growth in 1981, on top of 10% inflation. Its economists are looking for moderate recovery in the first six months of 1981.

Pierce expressed confidence in networking over the next several years, saying at various points he expects network advertising revenue growth to continue to outpace the general economy over the next five years and that "I still think our prices are understated in many dayparts."

On the cost side, Pierce said the network's goal after 1981 (for which he had used the 10% growth figure) was to hold cost growth "more in line with revenue growth than has been the case in the recent past."

Many of the analysts were concerned with the mechanics of achieving a slowdown in program cost expansion. Pierce tied it to such factors as the growth of "informational programming," both news and entertainment, "where costs are more controllable;" to the shift from film to tape ("at no sacrifice to quality and audience appeal"), which he said could be 20% less costly for the same type of program; to "taking tougher positions with talent on contracts" and in general "taking a closer look at costs." Industrywide, Pierce suggested, there is a "pattern developing" of "adjustments taking place" to control costs.

Pressed for an "apples-to-apples" comparison for cost increases on returning pro-

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Ampex Corp.	3 mo. 8/2	\$119,636,000	+13.8	\$5,425,000	-24.3	.47	\$105,139,000	\$7,166,000*	.63
Associated Communications	6 mo. 6/30	2,965,304	**	1,902,125	**	.80	1,506,153	89,179	.04
Cablecom-General	6 mo. 5/31	22,018,012	+30.1	3,508,729	+50.7	1.35	16,918,324	2,327,817	.91
Canadian Cablesystems	9 mo. 5/31	49,539,000	+69.0	10,303,000	+20.7	.60	29,321,000	8,535,000	.52
Comcast	6 mo. 6/30	12,060,000	+16.7	1,012,000	+32.1	.40	10,330,000	766,000	.30
Compact Video Systems	3 mo. 7/31	7,538,000	+25.3	510,000	+65.6	.20	6,014,000	308,000	.17
Doyle Dane Bernbach	6 mo. 6/30	71,595,000	+45.2	5,844,000	+27.1	2.23	49,313,000	4,598,000	1.73
Gulf United	6 mo. 6/30	324,962,000	+33.0	41,592,000	+45.7	1.49	244,300,000	28,552,000	1.08
Marvin Josephson	year 6/30	38,116,800	+1.2	3,616,100	-30.9	1.40	37,654,900	5,230,200	2.03
McGraw-Hill	6 mo. 6/30	441,775,000	+17.9	32,748,000	+10.6	1.32	374,473,000	29,600,000	1.19
MovieLab	6 mo. 6/28	20,080,000	+25.1	1,175,103	+32.5	.72	16,046,262	886,993	.55
Ogilvy & Mather	6 mo. 6/30	124,521,000	+24.3	6,848,000	+29.6	1.65	100,217,000	5,285,000	1.30
Outlet Co.	6 mo. 7/31	138,959,000	+5.8	-3,300,000	...	-1.47	131,309,000	-457,000	-.35
Rollins	year 6/30	400,385,803	+15.7	35,275,732	+18.6	2.61	346,053,234	29,732,729	2.22
RSC Industries	6 mo. 6/30	4,980,000	+2.2	496,000	+11.0	.21	4,873,000	447,000	.19
Tele-Communications Inc.	6 mo. 6/30	57,593,000	+37.2	2,772,000	...	.12	41,985,000	19,538,000***	.90
Telepictures Corp.	3 mo. 6/30	2,710,700	-12.6	344,500	-48.3	.14	3,101,500	666,800	.33
Teleprompter	6 mo. 6/30	91,311,000	+15.2	12,263,000	...	.72	79,271,000	2,024,000****	.11
Westinghouse Electric	6 mo. 6/30	4,174,649,000	+10.9	204,572,000	...	2.40	3,763,294,000	4,166,000*****	.05
Wrather Corp.	6 mo. 6/30	26,757,000	+10.4	-1,408,000	-110.0	-.61	24,238,000	14,000	.01

\*Ampex first quarter last year included tax benefit carryforward of \$2.7 million, or 23 cents a share.

\*\*There is no six-month comparison with 1979 since Associated Communications did not commence until March 23, 1979.

\*\*\*TCI's six-month earnings figure in 1979 included a consolidated subsidiary's gain on the sale of its Resorts International holdings.

\*\*\*\*Teleprompter net income in 6-month period last year was affected by \$9.4 million settlement of Leeds vs. Teleprompter suit.

\*\*\*\*\*Westinghouse Electric's year-earlier income include extraordinary loss of \$174,128,000 in connection with uranium suits.

grams, Pierce said that the average for prime-time programming was a 14%-15% increase.

On SAG-AFTRA strike-related matters, Pierce indicated that ABC isn't looking for a significant audience decline due to the actors' strike. He took exception to the suggestion that networks look on the strike as a "blessing in disguise." There may be short-term cost savings, Pierce said, but then, costs could simply be delayed until episodes were played off. However, he did say that ABC hasn't yet made the decision to take the same number of series episodes as previously planned, saying the ultimate decision will depend on the length of the strike.

Also on hand for the presentation was ABC Entertainment President Tony Thomopolous. He described this season's prime-time strategy as "70% hit shows in established time periods." Last season, Thomopolous, said, the network "took some risks that didn't work" and made

some "mistakes." This time around, ABC is "dealing in strength from every area" with "the strongest movie package of any network," "the best selection of new and returning programs" for any season in the network's history, and "good bench strength" in the form of six backup series already in production.

### Hispanic profile

The growth of the Spanish-speaking market and its reliance on the broadcast media, particularly radio, are underscored in a new study co-sponsored by the National Association of Spanish Broadcasters and Strategy Research Corp. of Miami.

Highlights of the study were revealed last week at a seminar in New York attended by 130 Spanish-language broadcasters, advertisers and advertising agencies and government representatives. The

study was conducted by Strategy Research with grants from the Department of Commerce and J. Walter Thompson Co.

The study, titled "U.S. Hispanics: A Market Profile," runs 128 pages and includes information on Hispanic household size, media income, employment and product consumption. It contains a listing of demographic data on the top 30 Hispanic ADI's and of Spanish-formatted radio and television stations in the U.S. and Puerto Rico.

Among the points made in the study are that the Hispanic population including Puerto Rican now totals about 18.5 million and is growing at a rate faster than the general population; it spends more time with radio and with television than the general population spends and it has high brand loyalty.

Additional seminars relating to the study are scheduled for Miami; Chicago; San Antonio, Tex.; San Juan, P.R.; Washington, and Los Angeles.

## For the Record

As compiled by BROADCASTING Sept. 1 through Sept. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—

auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New Stations

#### FM applications

■ Kingsville, Tex.—Megahype Broadcasting seeks 92.7 mhz, 3 kw, HAAT: 210 ft. Address: 901 Stratford Lane, Amory, Miss. 38821. Estimated construction cost: \$68,700; first-quarter operating cost: \$10,900; revenue: \$100,000. Format: Contemporary. Principal: Marcus D. Jones (100%). He is one-third owner of

WZBR(AM) Amory, Miss. Ann. Aug. 22.

■ **Buffalo, Wyo.**—Buffalo Communications Corp. seeks 92.7 mhz., .35 kw. HAAT: 880 ft. Address: 3 South Main Buffalo 82834. Estimated construction cost: \$66,500; first year operating cost: \$52,900; revenue: \$60,000. Format: Pop. Principals: Lee Keith, Marje Millhouse and Greg L. Goddard (one-third each). Keith is president of Buffalo land development corporation and has interest in retail clothing store there. Millhouse is associated with Buffalo well service. Goddard is Buffalo attorney. Ann. Aug. 22.

### TV applications

■ **Anderson, Ind.**—Indiana Telecasters Inc. seeks ch. 67; ERP: 2312 kw vis., 231 kw aur., HAAT: 1,108 ft.; ant. height above ground: 1,138 ft. Address: 617 S. Fess Ave., Bloomington, Ind., 47401. Estimated construction cost: \$2.6 million first-quarter operating cost: \$129,250; revenue: not given. Legal counsel: Fly, Shuebruk, Blume, Gaguine, Boros and Schukind; Washington consulting engineer: Moffet, Ritch and Larson, Washington. Application was originally filed last November but was returned because of short-spacing to site of applicant for ch. 59 Indianapolis. Principals: Bruce D. Baker and Samuel Nassi (40% each), John Morton and Ann Q. Foman (10% each). Baker is independent film producer. Nassi is 35% owner of applicant for new UHF and STV authority at Nashville, Tenn. Morton is former professor of Spanish at Indiana University. Foman is administrative assistant with E. F. Hutton & Co., Los Angeles. Morton owns 5% of applicant for new UHF and STV authority at Nashville. Baker is 5% owner of applicant for UHF with STV at Memphis. Ann. Sept. 2.

■ **New Orleans—Comark Television Inc.** seeks ch. 38; ERP: 516 kw vis., 51 kw aur., HAAT: 458 ft.; ant. height above ground: 480 ft. Address: Box 267 Southwick, Mass. 01077. Estimated construction cost: \$1.2 million first-quarter operating cost: \$183,750; revenue: not given. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills, Mass. Principals: Richard E. Fiore, Sr., David D. Smith and Leroy A. Wallace (33-1/3% each). They own Southwick, Mass., transmission line systems firm. They also have pending applications for new UHF's at Daytona Beach, Fla., Syracuse, N.Y., and Portland, Me. Smith is 4.8% owner of Commercial Radio Institute, family held broadcast company which is licensee of WFMM(FM) Baltimore, and is applicant for new UHF's in Buffalo, N.Y., St. Petersburg, Fla., Columbus, Ohio and Indianapolis. Ann. Sept. 2.

■ **New Orleans—Cypress Broadcasting Limited Partnership** seeks ch. 38; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,018 ft.; ant. height above ground: 1,049 ft. Address: 192 Duke of Gloucester St., Annapolis Md. 21401. Estimated construction cost: \$3 million first-year operating cost: \$481,000; revenue: \$450,000. Legal counsel: Lovett, Ford and Hennessy, Washington; consulting engineer: Moffet, Ritch and Larson, Arlington, Va. Principals: Craig L. Siebert (96.3%) and three others. Siebert is Annapolis CPA with no other broadcast interests. Ann. Sept. 2.

■ **New Orleans—Delta Media Ltd.** seeks ch. 38 (and STV authorization); ERP: 1561 kw vis., 295 kw aur., HAAT: 595 ft.; ant. height above ground: 618 ft. Address: 830 Union St. 3rd Floor, New Orleans, 90112. Estimated construction cost: \$1.1 million first-quarter operating cost: \$145,000; revenue: not given. Legal counsel: Glaser Fletcher and Johnson, Washington; consulting engineer: Peter V. Gureckis & Assoc. Potomac, Md., Principals: Frederic Gregg Jr. (25%), John G. DeRussy (18%), Byron M. Unkauf, William A. Ransom III, Gladys A. DeRussy and August Weber (13% each) and Cortes DeRussy (5%). Gladys is mother of John and Cortes. Gregg is founder and former president and stockholder of Linn Broadcasting Corp. He is now president and 9% owner of Falls Creek, Pa., printing company, which has 25% interest in WQPD(AM) Lakeland, Fla. and 10% interest in both WSHP(AM) Shippensburg and WFVC(AM) McConnellsburg, both Pennsylvania. Gregg and wife, Florence have one third joint interest in Levee Media Inc., applicant for CP and STV authorization on ch. 30 Memphis. They also have option to purchase 29.4% of Domesia of Tennessee, applicant for CP and STV authorization on ch. 30 at Nashville, Tenn. John DeRussy is New Orleans attorney, as are Unkauf and Ransom. Cortes DeRussy is executive vice president of Lake Success, N.Y., leasing company. Gladys is New Orleans investor. Weber owns New Orleans garden nursery. Besides Gregg, principals have no other broadcast interests. Ann. Sept. 2.

■ **New Orleans—National Group Telecommunications Inc.** seeks ch. 38; ERP: 2742 kw vis., 274 kw aur., HAAT: 632 ft.; ant. height above ground: 655 ft. Address: 701 Welch Rd., Suite 1119, Palo Alto, Calif., 94304. Estimated construction cost: \$487,000 first-year operating cost: \$583,000; revenue: \$2.1 million. Legal counsel: Mullin, Connor and Rhyne, Washington; consulting engineer: Cohen and Dippell, Washington. Principals: (Minority controlled-Black-Hispanic) N. John Douglas (24%), John M. Rohrbach, Jr. and wife, Lois (16% each), Nicholas J. Imparato (17%) and wife, Mary Jo (8%), and three others. Douglas is director of investment and public relations with San Francisco food processing firm. John Rohrbach is president and 19% owner of KSTS(TV) San Jose, Calif. Lois is assistant treasurer of KSTS. Nicholas Imparato is associate professor of business college at University of San Francisco. Mary Jo is financial analyst with IBM at San Jose. Douglas owns 54% of KSTS. Ann. Sept. 2.

■ **Denison, Tex.**—Broadcast Affiliates Inc. seeks ch. 20; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,088 ft.; ant. height above ground: 1,049 ft. Address: Box 1425 Durant, Okla. 74701. Estimated construction cost: \$1.9 million first-quarter operating cost: \$274,100; revenue: \$2.07 million. Legal counsel: Wilner and Scheiner, Washington consulting engineer: Steel, Andrus & Assoc., Silver Spring, Md. Principals Tom L. Johnson and David Edward Webb (10% each) and 12 others with 6.67% each. Johnson is retail jeweler with outlets in Durant (100%) and Holdenville (25%), both Oklahoma and Sherman, Tex. (50%). Webb is one-third owner of Durant CPA firm and is partner with Johnson in Durant (50%) jewelry store. None of principals has other broadcast interests. Ann. Aug. 18.

### FM action

■ **Batesville, Ark.**—Biard Communications Inc. seeks 93.1 mhz, 100 kw, HAAT: 560 ft. P.O. address: Box 2411 Batesville, Ark. 72501. Estimated construction cost: \$63,644.28; first-year operating cost: \$69,680; revenue: \$96,000. Format: MOR/top-40. Principals: Joseph M. (99%) and Nancy J. (1%) Biard. Biard is administrative assistant to county judge and former broadcast and print journalist. Neither has broadcast holdings. Action Sept. 4.

## Ownership Changes

### Applications

■ **WNAL-TV Gadsden, Ala.**—Seeks assignment of CP from Gadsden Television Inc. to Gadsden Television Inc. to Gadsden Television Co. for \$72,000. Seller: J. Frank Helderman and Jeannie M. Helderman who have no other broadcast interests. Buyer: Harbert Broadcasting (65%) and Gadsden Television Group Inc. (35%). Harbert is subsidiary of Harbert Corp., Birmingham, Ala., construction, mining, real estate and transportation company. John M. Harbert is principal owner and has no other broadcast interests. Gadsden Television group is owned principally by Eugene L. Warren who is former account manager with IBM. He has no other broadcast interests. Ann. Sept. 2.

■ **KFFA(AM) Helena, Ark.** (AM: 1360 khz, 1 kw-U)—Seeks assignment of license from Helena Broadcasting Co. to Delta Broadcasting Co. for \$445,000. Seller: Sam W. Anderson who has no other broadcast interests. Buyer: Jamie M. Howe (76%), Thomas B. McBee (20%) and two others. Howe is Wabash, Ark., farming consultant. McBee is former announcer with KATV(TV) Little Rock, Ark. They have no other broadcast interests. Ann. Sept. 2.

■ **KSUN(AM) Bisbee, Ariz.** (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sun Broadcasting Inc. to Sun Country Communications Corp. for \$295,000. Seller: Jimmy N. McCollum (55%), Nancy S. Higgins (15%) and five others. McCollum owns 30% of both KMLA(FM) Ashdown, Ark., and KTRX(FM) Tarkio, Mo.; 20% of KAYQ(FM) Warsaw, Mo., and 5% of both KOKO(AM) Warrensburg, Mo., and KLMX(AM) Clayton, N.M. Higgins and others have no further broadcast interests. Buyer: Barry Mishkind (59%), Bobby J. Wood and wife, Janice (25% jointly) and Tedd W. Coppin (16%). Mishkind is chief operator of KHYT(AM) Tucson, Ariz. Woodsees own Tucson steel construction company. Coppin is Tucson dental assistant. They have no other broadcast interests. Ann. Sept. 2.

■ **KRFS-AM-FM Superior, Neb.** (AM: 1600 khz, 500 w-D FM: 103.9 mhz, 500 w)—Seeks transfer of control of stations from David Rieck (50% before; none after) to Dennis Hull (50% before; 100% after). Consideration: \$53,000. Principals: Rieck has no other broadcast interests. Hull is vice president of stations. He has no other broadcast interests. Ann. July 3.

■ **KCAS(AM) Slaton, Tex.** (AM: 1050 khz, 250 w-D)—Seeks transfer of control of station from Mrs. Elmer F. Smith (100% before; none after) to Star of the Plains Broadcasting Inc. (none before; 100% after). Consideration: \$120,000. Principals: Smith has no other broadcast interests. Buyer: Jerome Orr and wife, Margie (50% each). Orr is vice president of KELD(AM)-KAYZ(FM) El Dorado, Ark. Margie is junior high school teacher in Hobbs, N.M. Ann. Sept. 2.

### Actions

■ **KNUI(AM) Kahului, Hawaii** (AM: 1310 khz, 5 kw-U)—Granted transfer of control of Broadcasting Consulting Services from Harwell V. Shepard (100% before; none after) to Ke-Nui Corp. (none before; 100% after). Consideration: \$725,000. Principals: Shepard has no other broadcast interests. Ke-Nui Corp. is owned by Thomas R. Elkins (61.5%) and Norma Phegley (38.5%). Both are associated with KNUI, Elkins as general manager and Phegley as sales manager. They have no other broadcast interests. Action Aug. 25.

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■ **KNOC(AM)-KDBH(FM)** Natchitoches, La. (AM: 1450 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Granted transfer of control of Natchitoches Broadcasting from B. Hillman Bailey Jr. (50% before; none after) to Robert Burk, Karl Bailey and David Bailey (50% before; 100% after). Consideration: \$200,000. Principals: B. Hillman Bailey is father of transferees Karl and David. He has no other broadcast interests. Three transferees are employed at station and have 16.66% stock ownership interest each. Subsequent to transaction each will own one third of station. Burk is commercial manager and supervisor of sales/accounting. Karl Bailey is stations manager and director of engineering. Brother, David is vice president, sales. They have no other broadcast interests. Action Aug. 28.

■ **WRAN(AM)** Dover, N.J. (AM: 1510 khz, 10 kw-D, 500 w-N)—Seeks assignment of license from Community Broadcasting of New Jersey to M & S Broadcasting Group for \$900,000. Seller: Principally owned by Richard E. Bailey who has no other broadcast interests. Buyers: Robert F.X. Sillerman and Bruce Morrow (50% each). They are partners New York radio syndication company and own 50% each of WALL-AM-FM Middletown, N.Y. Action Aug. 28.

■ **WTNC-AM-FM** Thomasville, N.C. (AM: 790 khz, 1 kw-D)—Granted assignment of license from Thomasville Broadcasting Co. to Radio Thomasville Inc. for \$425,000 plus \$127,500 non-compete agreement. Seller: R.F. Van Landing (33%) and wife Evelyn (67%). They have no other broadcast interests. Buyer: Donald Curtis (100%). He is president and owner of WEWO(AM)-WSJS(FM) Laurinburg, and WTAB(AM)-WKSM(FM) Tabor City, both North Carolina. He owns shopping mall and 25% of real estate development co., both Laurinburg and 20% of WDIX(AM)-WPJS(FM) Orangeburg, S.C. Action, Aug. 25.

■ **KKYR(AM)** Marshall, Tex. (AM: 1410 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Big Country Broadcasting Inc. to Citizens Broadcasting Inc. for \$153,000. Seller: Ralph Wayne who has no other broadcast interests. Buyer: Stanley J. Sommers, Herbert H. Graeber Jr. and Bob G. Hill (one-third each). Sommers is Bryan, Tex., banker. Graeber owns

Bryan moving and storage company. Hill is vice president and general manager of KKYR. They have no other broadcast interests. Action Aug. 28.

## In Contest

### Procedural rulings

■ **Palm Springs, Calif. (FM proceeding: BC Docs. 80-227-28)**—ALJ Edward Luton set certain procedural dates and scheduled evidentiary hearing for Nov. 12 at 10 A.M.; granted to limited extent motion by RTC and ordered Palm Springs to produce requested documents (actions Aug. 25); granted petition by RTC for leave to amend application to update business and financial information for RTC principals Nathaniel Montague and Rose T. Casalan; granted petition by RTC for leave to amend application to show amended articles of incorporation of RTC, new bank letter and supporting documents, and to relate to issues first raised in designation order; granted petition by RTC for leave to amend application to reflect that Nathaniel Montague and Rose Casalan no longer maintain residence in Palm Springs; dismissed second motion by RTC to enlarge issues (actions Aug. 26); granted to limited extent motion by RTC and enlarged issues to determine whether Palm Springs has reasonable assurance of TL, and in light of evidence adduced, whether its application should be dismissed and whether Palm Springs violated section 1.65 of Rules by failing to report filing of application by entity in which one of principals has interest, and if so, effect thereof on its qualifications. Action Aug. 27.

■ **Hinesville, Ga. (FM proceeding: BC Docs. 80-229-30)**—ALJ Joseph Stirmer granted petition by Hinesville Broadcasting for leave to amend application to report change of address of Mr. and Mrs. Kilday and alter applicant's plan of financing; granted notice of withdrawal by Liberty and dismissed its application with prejudice, ordered that Hinesville's application remain in hearing status and canceled hearing for Sept. 2 and scheduled prehearing conference for Sept. 4 at 9:00 AM. Actions Aug. 27.

mhz to Woodward. (RM 3736). [Counterproposal in BC Doc. 80-282.] Ann. Sept. 2.

■ **Franklin, Killeen, Cameron and Rockdale, all Texas—Cameron-Rockdale Broadcasting Co. and KTEM(AM)-KPLE(FM)** Temple, Tex. request assignment of 105.5 mhz to Franklin and Kileen and reassignment of 101.7 mhz from Cameron to Cameron-Rockdale (RM-3737). [Counterproposal in BC Doc. 80-236.] Ann. Sept. 2.

■ **Midland Tex.**—Stephen Wood requests assignment of 107.3 mhz to Midland (RM-3733). Ann. Sept. 2.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WOGO	Stewards of Sound Inc., Cornell, Wis.
	<b>New FM's</b>
WASZ	Robert A. Perry, Ashland, Ala.
KKED-FM	South Texas Educational Broadcasting Council, Corpus Christi, Tex.
	<b>New TV</b>
WBHA	Focus Broadcasting, Joliet, Ill.
	<b>Existing FM's</b>
WKSX	WFDT Columbia City, Ind.
WPYX	WHSB Albany, N.Y.
WMYL	WZFR-FM Johnstown, N.Y.
KIJK	KRCO-FM Prineville, Ore.

### Grants

Call	Assigned to
	<b>New AM's</b>
KGJM	James Mace, Globe, Ariz.
WSPC	Yearly Broadcasting Inc., St. Paul, Va.
	<b>New FM</b>
WCNV	Amherst Broadcasting Corp., Amherst, Va.
	<b>New TV</b>
KAME-TV	Page Enterprises, Reno, Nev.
	<b>Existing AM's</b>
WTSK	WTUG Tuscaloosa, Ala.
KXAM	KOPA Scottsdale, Ariz.
KWKN	KLEO Wichita, Kan.
WTWN	WLAV Grand Rapids, Mich.
WDRV	WDBM Statesville, N.C.
WIDA	WVOZ Carolina, P.R.
KALO	KTRM Beaumont, Tex.
	<b>Existing FM's</b>
WTUG	WTUG-FM Tuscaloosa, Ala.
KALO-FM	KALO Beaumont, Tex.
	<b>Existing TV</b>
KESQ	KESQ-TV Palm Springs, Calif.

## Allocations

### Petitions

■ **Summerhaven and San Manuel, both Arizona—Stanley Soho** requests assignment of 105.5 mhz at Summerhaven and substitution of 103.1 mhz for 105.5 mhz at San Manuel (RM-3732). Ann. Sept. 2.

■ **Havelock, N.C.**—WCPQ(AM)-WMSQ(FM) Havelock requests substitution of 104.7 mhz for 104.9 mhz on which WMSQ now operates (RM-3731). Ann. Sept. 2.

■ **Minot, N.D.**—KTYN(AM) requests assignment of 99.9 mhz to Minot (RM-3735). Ann. Sept. 2.

■ **Alva and Woodward, both Oklahoma—George G. Hamilton** requests assignment of 92.1 mhz and 102.3 mhz to Woodward or reassignment of 104.7 mhz to Woodward from Alva and also assignment of 101.1

## Summary of broadcasting

### FCC tabulations as of July 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,580	3	1	4,584	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,084	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	218	2,755
VHF	1,304	0	0	1,304	451	1,755

\*Special temporary authorization

\*\*Includes off-air licenses

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## RADIO

### HELP WANTED MANAGEMENT

**General Manager** for midwest radio station. Must be aggressive having strong background in local and national sales. Equal opportunity employer. Send resume and references to Box H-263.

**Growing company needs manager.** One of the largest gospel radio chains is looking for a General Manager that can sell Gospel Radio. Eleven stations in Major Markets in only 15 years! We're still growing! Contact: Dick Marsh, Vice-President, Universal Broadcasting 3844 E. Foothill Blvd., Pasadena, CA 91107 213-577-1224.

**First Class Sales Manager** wanted to lead, train, and motivate very productive sales force. Must be excellent salesperson. Will be given top account list. Our well programmed radio station is No. 1 in this market. We promote big and successfully. We provide the tools you need to close sales. Must be proven producer accustomed to earning big bucks. Box J-35.

**Major market group** needs sharp, aggressive sales manager for top 50 market. Must be able to motivate sales staff of four and carry a strong personal list. Salary, commissions, bonuses, override, gas, company car and growth for the right person. Current Sales Manager is purchasing his own radio station! Sell us in your first letter. Reply Box J-53.

**Sales Manager**, take charge, your success may result in ownership. Small market, Central Minnesota. Send complete resume Ken Eidenschink, 123 Central Avenue, Long Prairie, MN 56347

**General Manager** for Western major market AM station. This is a once-in-a-lifetime opportunity for a highly motivated and creative manager who knows how to sell, promote, program and manage. Knowledge of FCC procedures is desirable but not an absolute must. We're located in a great competitive radio market in one of the West's most desirable communities. \$30,000 to start; \$50,000 within five years if you can take full charge and get results. EOE. Box J-89.

**Station Manager**—Supervise installation and operation of new NPR 100,000 watt public radio station. Five years broadcast related—three years supervisory—experience required. MA degree preferred (may teach one course). \$22,500. Deadline September 22. The University of Alabama Employment Office, Box 6163, University, AL 35486. An equal opportunity employer.

**General Manager.** Build your future with a solid AM station in a growing market. Must be good organizer and not afraid of selling. Attractive salary and incentive package. EOE. Send resume to Box J-97.

**Tom Ingstad Broadcasting**, a midwest radio group, is preparing for major expansion. We are looking for a sales manager, program director, news anchor/reporter and several sales persons. Applicants with proven record of success are encouraged to apply. Good opportunity with a growing group. All applicants in confidence. Send resume to Tom Ingstad, Box 997, Grand Forks, ND 58201. Equal Opportunity Employer.

**Take charge manager** with cash to invest in expanding station. Uncommon opportunity. References checked. Confidential. Immediate opening. North Carolina industrial area. Box J-83.

**Director:** Montana Inter-Tribal Telecommunication Project. Serves as principal officer of the Telecommunications Project. Conduct ascertainment on Montana Indian Reservations, work with FCC on licensing procedures, technical engineering and consultant firms, government and non-governmental funding agencies and develop administrative procedures. Masters Degree or Bachelors Degree in Radio and 2-3 years of practical experience in radio operations. Salary \$18,500, this position funded for 1 year. Closing date: September 30, 1980. Apply: Montana Inter-Tribal Policy Board, 711 Central Ave., Billings, MT 59102. 406-245-2228.

### HELP WANTED SALES

**Senior Account Executive** sought for Duluth-Superior's new and only AOR station. First class situation. A very experienced sales person who has record results will seek this fabulous opportunity. He or she will find all the tools and promotion they need. Duluth is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. This top market where beautiful living abounds is ready for a radio pro at a station staking claim to "number one." Resume to General Manager, KQDS, Box 6167, Duluth, MN 55806.

**FM radio station** looking for aggressive salesperson. Excellent growth opportunity. Salary commensurate with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

**Great opportunity** for super sales person for a great radio market, Dubuque, Iowa. E.O.E. Call Mgr. 319-557-8888.

**Curtis Radio Group**, has stations located in the Sunbelt and plans to continue growing. Seeking experienced salespeople to grow with us. Excellent benefits. EOE. Contact: Marilyn S. Garner, P.O. Box 529, Laurinburg, NC 28352. 919-276-2912.

**Radio Station-Retail Sales**-Mid-Manhattan FM station. Create local and national co-op advertising: coordinate all details. Require one year retail sales; high achiever, creative presentation skills, work with station & rep: perform all clerical details. Salary depending on experience. Contact Sales Manager, 212-752-3322. Equal Opportunity Employer.

**Shenandoah, Pa.** Established daytimer in new modern quarters has increased power to 2500 watts and considerably expanded our potential. New 100 store mall also opening in our town in October. Need experienced salesperson or one capable of being a selling sales manager. Contact Rod Wolf, WRTA, Altoona, PA 814-943-6112. EEO Employer.

**Sell new adult contemporary FM** and established prosperous AM in market of 350,000. Resume to Stan Reed, WPFH, 4505 Central, Middletown, OH 45042. EOE.

**Sales/Production Pro** for award-winning network affiliate, small market in scenic Pennsylvania. Good benefits, management possibilities. No beginners, please. Resume, response to Box J-92.

**Long Island, New York** Station, seeks aggressive salesperson with management potential. E.O.E. Box J-96.

**Strong Medium Market AM/FM** combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent College grad with commercial selling experience and/or one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111 EOE.

**Salesperson**, (or combination Sales/Announcing) needed at once. Excellent opportunity for a beginner in sales and copy. Good small market town of 20,000. Contact Buddy Peeler, Station Manager: KPAN Radio, Drawer 1757, Hereford, TX 79045. 806-364-1860. EEO Employer.

**Leading California 50KW** adult-contemporary seeks articulate, professionally-trained sales executive with positive attitude and solid follow-through for rewarding and secure position with expanding major market-only chain. Successful applicant will report directly to brass. Strong references and track required. Contact President, Box J-117.

### HELP WANTED ANNOUNCERS

**Wanted:** Announcers for Mid Texas Small Market Station One year experience. C&W format. Send resume: KVLG, Box 609, LaGrange, TX 78945, or call 713-968-3173. Equal Opportunity Employer.

**Monterey, California.** Outstanding MOR AM has opening for experienced announcer with creative production ability. Tape and resume to Mark Ward, Box 2108, Monterey, 93940. EOE/MF.

**Broadcast Half-Way House.** If you're a truly gifted, major market broadcaster, whose personal life is currently out-of-control, please phone me. I'll help restart your career—and hopefully get you back into big-time radio—if you simply come to Deep East Texas for the next few months and help me make four regional radio properties the most exciting, professional-sounding stations anywhere in America. Salary plus room and board. Only talented, seasoned pros need reply. Call Jack Magan, collect, at 713-634-5597. All I want to do is win!

**Announcer-Production** person wanted at 10kW AM radio station in Tomahawk, Wisconsin. This person must be of take-charge attitude and capable of working way up to program director. Station is Live-Assist operation and position open is sign-on man with production duties. Apply by calling Jeff Smith, General Manager, WJJQ, Tomahawk, WI 54487. 715-453-4481. EOE. Men and Women encouraged to apply.

**WHMQ needs all night personality** who knows and enjoys modern country. Experience and enthusiasm needed. Tape and resume to Don Andrews, WHMQ Findlay, OH 45840. EOE.

**Creative announcer wanted.** Afternoon drive plus production. Very competitive small market. AC format with heavy information emphasis. No beginners. Pennsylvania. EEO Employer. Box J-110.

**WPPA/Pottsville, Pa** interviewing announcers. Tape, resume Jim Thompson, PO Box 540, Pottsville, PA 17901.

**Immediate opening** for Announcer. Above-average salary and working conditions for our market size. (Good small market town of 20,000.) Contact Buddy Peeler, Station Manager: KPAN Radio, Drawer 1757, Hereford, TX 79045. 806-364-1860. EEO Employer.

**Experienced pro communicator** from multi-station market for successful Rocky Mt. FM/contemporary and AM/country operation. Knowledge of automation and production helpful. Excellent benefits. EOE. Reply Box J-128.

### HELP WANTED TECHNICAL

**Chief Engineer** with automation experience and good maintenance habits, keeps orderly records. Call WCCF/WQLM Punta Gorda, FL. EEO Employer. 813-639-1188.

**Asst Chief.** Must be strong in studio and transmitter maint. Creative, cooperative. Background in digital electronics could lead to greater opportunities in our broadcast/publishing firm. Contact Dennis Rund, Chief, WF1N Findlay, OH 45840. 419-422-4545.

**Colorado**—Great opportunity in a fabulous area of Southern Colorado. Fulltime small (40,000) AM market needs experienced Chief with solid references and willingness to work. Send resume to Bob Gourley, Box 631, Monte Vista, CO 81144.

**Chief Engineer**, Central California AM-FM. First phone and 5 years experience, minimum. M. Hill, 209-723-2191, Merced, Ca.

**Group Broadcaster** is expanding again. We are in need of a hands-on chief engineer. Must know AM directional/FM. \$18,000 per year plus benefits. Contact Bill Earman or Mike Haile c/o WKIO, Champaign, IL 217-352-1040. An Equal Opportunity Employer.

**If you're sick and tired** of paying high heating bills and you'd just as soon forget shoveling snow why not move to the "Land of Eternal Sunshine" in the Palm Springs area. A 5,000 watt full time radio station that's been in the market almost 30 years is looking for a chief engineer. Call Bob Osterberg at area code 714-347-2333 or after 5 PM at area code 714-564-4261.

## HELP WANTED TECHNICAL CONTINUED

**Non-commercial religious** radio station needs chief engineer/announcer. Long established firm has completely new facilities built in 1975. Send tape and resume to: Arnold Bracy, WMPC, Box 104, Lapeer, MI 48446.

**Assistant Chief Engineer** for WSPD Radio, Toledo, Ohio, a full-time 5 KW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Send resume with references to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, OH 43602.

**Engineer/Announcer.** Seeking 1st Class pro strong on air work for 1st Class network affiliate, small market in Middle Atlantic area. Top dollar and good benefits. Resume, response to Box J-102.

**Chief Engineer**—Install, maintain new 100,000 watt stereo public radio station. Familiarity with newest equipment, three years broadcast experience and First Class Ticket required. Supervisory background and BA degree preferred. \$17,500. Deadline September 22. The University of Alabama Employment Office, Box 6163, University, AL 35486. An Equal Opportunity Employer.

**Staff Engineer:** for state of the art FM facility. Applicants should have first class license; a working knowledge of current analog, digital, and RF technology; and experience in circuit and system maintenance, repair, and construction. Excellent opportunity for advancement. Send resume and salary history to: R. William Denny, VP-Engineering, WVOR-FM, PO Box 40340, Rochester, NY 14604. Equal Opportunity Employer.

**Chief engineer/announcer** for California central valley AM/FM medium market leader. Must maintain best signal in the area and be strong on studio equipment. Contact Len Smith 209-951-8165, send resume to PO Box 7871, Stockton, CA 95207.

**Self-Starting Chief Engineer** wanted for a first rate AM-FM station in San Luis Obispo, CA. Moving into a brand new building and need a good workmanlike technician to make challenging improvements. No closet DJs, please. 3-4 years experience desired. Send resume to Robert A. Van Buhler, Mesa Radio Inc. Box 4227, Mesa, AZ 85201. Phone 602-833-8888. Equal Opportunity Employer.

**Chief Engineer** for AM and FM facilities. Group ownership in Michigan. Send resume and salary PO. Box 1776, Saginaw, MI 48605. EOE.

## HELP WANTED NEWS

**Radio Newscaster**—major midwestern radio station has an opening for an experienced broadcast news person with a good voice, authoritative news delivery and journalism background. An excellent opportunity. Please send tape and resume to: Gene Hirsch, News Director, WIL Radio, St. Louis, MO 63101.

**Immediate Opening** for PM news reporter at thisto' rated northwest NJ station with strong commitment to news. If you're dedicated, hardworking with strong writing & reporting skills... this one's for you! But don't wait. EOE. Tape & resume to News Director, WRNJ, Box 1000, Hackettstown, NJ 07840.

**WGH, Norfolk,** seeking applicants for morning news anchor/reporter. Must have strong delivery; very polished to join Virginia's best news operation. Min. 5 yrs. in radio news preferred. Knowledge of Norfolk/Virginia Beach market helpful. Excellent salary & benefits. T & R to Carl Holland, ND, Box 9347, Hampton, VA 23670. No calls. Include salary requirements. Applications close Oct. 15. EOE M/F

**News Director.** Oversee and do news and public affairs programming. Tape, resume, WCSS, Amsterdam, NY 12010.

**31,000 watt Regional Station** covering New Hampshire, Maine and Massachusetts seeks experienced news director. Strong on air delivery, writing and administrative abilities to manage 3 person department. Salary open. Rush tapes and resumes to Duncan Dewar, WHEB Radio, Portsmouth, NH 03801. No calls! EOE.

**Experienced newpeople wanted** for Long Island's largest news operation. Full and part-time (weekend) opportunities available. Send tapes and resumes to: News Director, WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. EEO.

**Aggressive radio news reporter** wanted for N. Cent. PA station specializing in local news. Experienced interviewer, will anchor PM drive newscasts. Immediate opening. Call, tapes, writing samples, resume (including salary) to Tony Kale, WWPB, PO, Box 2168, Williamsport, PA 17701. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Music Programmer:** For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine melodic currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. M/F. Send resume with salary history to Box H-89.

**Eastern Massachusetts** medium market, 5 kw, fulltime adult contemporary station, needs experienced PD production, automation, all phases of broadcasting. Call Pauline Yates 617-454-0404. EOE.

**Production Manager:** Write copy and produce for AM/FM. One year production/copywriting preferred. Contact Robert Hill, KEEK/KJCS, Box 1111, Nacogdoches, TX 75961. An equal opportunity employer.

**Come live on Florida's Space Coast.** WCWR/WWEY has opening for announcer. Some production experience necessary. Tape and resume to Bill Buckley, Box 2029, Cocoa, FL 32922. EOE.

**WNBX has 42,000 watts** and a new contemporary format. We need a Program Director with good ideas who can carry them through on an automated system. Cynthia Georgina, WNBX, Keene, NH 603-352-9230.

**Program Director** needed for major market 50 KW adult contemporary station. Must be experienced, and willing to assume total responsibility to refine and motivate air staff and execute format to deliver 34+ audience. Air shift required. An equal opportunity employer. Send resume to Box J-87.

**Production/news.** Must be creative, humorous, professional. FM100, 555 Benjamin Holt, Stockton, CA 95207.

**Program Director.** Station with 48% share of the TSA in a 7-station market looking for knowledgeable country music information oriented program director. Heavy on farm programming. Resume and salary requirements in first letter please. EEO Employer. Box J-122.

**Experienced Program Director** with sound management and leadership ability plus quality on-air performance for solid, established, group-owned, MOR in Madison, Wisconsin. We are a strong news, sports and information station and need a person able to blend those programs with 25-49 adult targeted music. Tapes and resumes only to General Manager, WIBA, PO, Box 99, Madison, WI 53701.

## SITUATIONS WANTED MANAGEMENT

**General Manager** in search of new challenge with above average opportunity. 17 years in management as successful professional broadcaster. Aggressive sales motivator. Experience includes all markets all formats, both AM/FM. Desire association with a growing and progressive company. Excellent credentials available. Box J-58.

**General Manager:** Thirty years experience with excellent track record in major markets — radio, various formats. Excellent administrator. Strong in national, regional and local sales. Operated flagship station in chain, plus Vice President of group. Knowledge of FCC requirements and renewals. Served for years as assistant to President. Reply to: Box J-95.

**Co-op/Sales Training Specialist:** Successful Radio/TV sales and sales management experience. Currently employed training local sales teams for major groups and independents who want to add big bucks from co-op and retail. Strong leader and motivator looking for a permanent group situation in Southeast. If you're a group owner who recognizes the huge potential and needs someone with know-how to help your stations, contact Box H-33.

**Proven programming and sales!** Copy, production and promotion. Modern country. Box J-88.

**Sales Manager** of AM/FM in market of 50,000 seeking GM position in small-medium market. Prefer west or midwest. Box J-124.

## SITUATIONS WANTED SALES

**Broadcast executive** with production background seeks the right opportunity to get started in sales. I've got what it takes to sell. Willing to relocate immediately. Contact me by writing Box J-84.

## SITUATIONS WANTED ANNOUNCERS

**Young chick ready to kick!** Jumpin' top 40 show. Tape, resume available. Diana Marzano, 10812 LaPorte Oak Lawn, IL 60453. 312-636-4350. 312-636-0925.

**Hire the Tiger.** News/Announcing/Sports. Hard worker, spirited, experienced. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02178.

**Expert PBP** in hockey, football, basketball, & baseball. I am ready to relocate immediately in the U.S.A. or Canada. Have resume & audition tape available. Call after 5 PM. & ask for Joe at 312-652-2452.

**At last!** Something to look forward to—clean cut. FCC Third Class. College. Announcing experience. Graduate of Announcer Training Studios. Write to Mitchell Lapits, 2470 West 1st St., Brooklyn, NY 11223 or call 212-434-0356 eves.

**A good announcer** available by Sept. 20th. Good references hard worker. Call Randy 904-771-7386 or 3907 Angol Pl, Jacksonville, FL 32210.

**Young, capable, articulate!** Experienced PBP/color, enjoy sports-talk and production. Phil Harrigan, 9146 S. Pleasant, Chicago (60620), phone 312-445-0578.

**21 Year old male** looking for first break. Interested in news, copy, announcing, sells. One year experience college radio. Rt. 5, Box 390, Salisbury, NC 28144. 704-279-2280.

**Currently afternoons** in Milwaukee, team player seeks position in Connecticut, Massachusetts. Market size, shift not as important as the people I work with. Available immediately. Keith, 414-769-6966, mornings.

**Greater Milwaukee or Chicago area.** 10 year pro-communicator currently mid-morning talk, early afternoon A/C. P/B/P and production. Seeking similar professional situation and/or mid-management. 414-251-6178.

**Dependable, hard worker,** deep mellow voice seeking production position with automated easy Adult Contemporary or Beautiful Music station. D.J. position considered. Five years experience including production, D.J., automation, creative copy, sports, PD. Medium market preferred. Anywhere except extreme north. Available immediately. For tape and resume, call Glenn 704-865-2776.

**Black male MOR personality** seeking New England slot. 10 years experience. Rare warmth and wit. Currently PD pulling PM drive shift. Strong production. Encyclopedic musical knowledge. Box J-100.

**Broadcaster,** 16 months experience, R&B format, Jazz preferred. Third Phone, will relocate, hard working, good voice. Write: Robert Alexander, 1055 Philip Apt. 15, Detroit, MI 48215. Phone: 1-313-331-7699.

**Texas radio.** 1st. class license. college, thirty years old. I am looking for my first break in radio. I would like to stay in Texas but will consider all offers. Box J-104.

**My mouth and my brain** are best friends. So why not make it a triangular affair. Top 40 fanatic looking for f/pt work in any N.Y. N.J. Conn. market. Will resume tape available. Call Captain Frank 212-445-8741.

**Mature announcer** with six years experience, program director, sports director, heavy production background looking to advance with growing station. Willing to relocate. Send for tape and resume to Box J-107.



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## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Experienced First Class Female** seeks full time spot in a Mid-Atlantic major market. A sure asset to any station. Comes complete with first phone, BA in mass communications and musical versatility. For tape, resume and references call Randi Lazar 212-379-7746.

**Four years experience** in Top 40 and C&W in small market. Looking for move to middle or major market—either format in Midwest, Southwest or West. Good production too! Box J-113.

**Uncle Sam needs** a few good men, but I need a solid gig! Experienced Top 40 jock, good low voice, production, music background, remotes and excellent references, AM/PM drive, East preferred—Bill, 516-423-0167.

**Dedicated DJ** 2 yrs. N.Y. exp. Will go anywhere available now! Box J-115.

**Versatile P.D.** 5 years experience. Looking for medium/major market announcer/news position. Will also consider position in music programming. Prefer Michigan, Indiana, or Ohio area; but will relocate for right offer. Phone Bill, afternoons at 616-637-1659 or 517-644-3905 any time.

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## SITUATIONS WANTED TECHNICAL

**Heavy maintenance, studio,** transmitter and array experience. Supervisory skills. Broadcast engineer seeks career opportunity in radio or T.V. Great references. Call 1-209-658-7393.

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## SITUATIONS WANTED NEWS

**Sportscaster,** young, exciting. College grad. PBP, all sports, talk, anchor. Steve Long, Box 296, Naples, NY 14512 716-374-2473.

**B.S. in hand.** Experience under belt. Young, serious minority ready for career. News, on-air, sales, more. 5242 College Garden Court, San Diego, CA 92115. 714-287-8756.

**Small, medium market** news director seeks to relocate. Prefer newsradio or large news team but others considered. I am a pro who hustles. RTNDA active. Public affairs and telephone talk experience. Let's get together if you have a strong news commitment. Box H-247.

**Returning to Broadcasting,** news director-journalist. 20 yrs radio-television. Flawless delivery. 609-896-2859.

**College graduate, meteorologist.** Seeks position for radio or television. Some experience. Will relocate. John Hughes, 39 Nikisch Avenue, Roslindale, MA 02131. 617-327-7973.

**Currently morning anchor,** asst sports director, at all news in top 100 market. Looking for sports director/anchor or PBP position. Specialty is hockey. Currently doing baseball, football, basketball. Might consider news-sports combo. Mike 602-323-2608. Afternoons and evenings.

**College grad,** 1 year experience. Looking for sports position, will also do board shift. Bob 516-221-2498.

**8 Years Experience-** News Director of Suburban New York station looking for anchor/reporter position in medium/major market where I can make a long-term commitment. Box J-86.

**Black reporter** with two years experience, looking for a new home and ready to hit the streets. Call Don 312-623-8662.

**Top Fifty Market ND** inherited stars that management says must be coddled. Station going nowhere. Looking for situation, where I can direct professionals and beginners eager to learn. I stress good writing, street reporting, and above all, teamwork. Good record, references. Box J-114.

**Ambitious, bright, young** (23) announcer with 7 years on-air experience seeks entry-level news position. Have excellent writing skills. Willing to relocate anywhere. Call or write for resume and tape. Bob Risher; RR No. 3, Box 128; Linton, IN 47441. 812-847-2968.

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**Experienced, energetic, sportscaster,** seeking sports anchor/reporter position. Open to all offers. Contact Ed Lopez 303-241-1083.

**Hank Holmes** — 50kw/TV News-Sports Anchor Authoritative, take charge leadership. 617-679-6957. Box J-129.

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## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Modern Country Personality/PD.** 32 share adults 25-54. East Coast. Box J-74.

**Medium Market PD** ... looking for medium or major market contemporary or adult contemporary station to program. Offering good potential growth pattern. Reply, Bill James, 15-A Hiltin Place, Greensboro, NC 27409 or call 919-852-5783 evenings.

**Small/medium markets:** stable, innovative, motivating programmer desires long term commitment. Rated No. 1 top 10 market. Dave — 717-264-9083 mornings.

**Proven sales results.** "Teamwork" leader! Modern country PD, OM, MD. Box J-88.

**Professional Program-Music Director/announcer** available. Call Bill McCown 803-226-1408 for resume, ratings report, programming philosophy booklet, and station aircheck. 8 years experience in station operations.

**Over ten years** solid experience with FCC first ticket. Married, family man, stable. Pleasant, relaxed delivery. Excellent PD., news, morning man, production skills. Seeking immediate medium or better market opening with realistic salary/benefits. Prefer Central Pennsylvania but will consider all offers. State salary, opportunity first letter. Box J-123.

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## TELEVISION

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### HELP WANTED MANAGEMENT

**Executive Opportunity:** Executive Director ETV-PTV station. MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage school districts station. Salary commensurate with experience—up to \$40,000. Superintendent of Schools, Terminal Annex Station, Box 5538, Denver, CO 80217. Applications must be received by September 30, 1980.

**Promotion Manager** with experience in on-air promotion production for dominant N.E. regional VHF station. Good writing skills, creativity, print layout and budgeting capabilities are necessary. Minimum two years' experience as television promotion manager required. Excellent benefits. EOE. Send resume and salary requirements to Box J-67.

**Research Director (Television/Radio).** Major group broadcaster seeks Research Director/Senior Research Analyst. Minimum 3 to 5 years experience, or equivalent, for qualification. Key role in total research support for television and radio stations. Should demonstrate experience in analysis of ratings for programming and sales support and survey research design. Knowledge of all facets of station operation. Equal opportunity employer M/F. Send resume/salary requirements to: Box J-70.

**General Sales Manager** with minimum of 10 years previous experience in the marketing of television commercial inventory. Also, minimum 5 years previous experience in sales management. Independent TV station sales experience preferred. Applicants without the qualifications outlined above need not apply. Send resume to Harry J. Pappas, President, KMPH, 2600 South Mooney Boulevard, Visalia, CA 93277. EOE/M-F Employer.

**New So. Calif. U.H.F. Station** seeks U.H.F. experienced Gen. Mgr. Submit resumes Golden Orange Broadcasting Co., 1101 Dove St., Ste. 230, Newport Beach, CA 92660.

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## HELP WANTED SALES

**Promoting from within** makes room for experienced sales person. Established list, good benefits at group NBC affiliate. Strong leader in market makes selling fun. Resume to Jared VanHorn, KWWL-TV, Waterloo, IA 50703. An EEO employer.

**Local Sales** opening with network affiliate in top 40 market. Excellent opportunity for income and advancement. Two years experience in radio or television required. Send resume to Box J-130. An Equal Opportunity Employer.

**Local Sales Manager:** Small/medium market station seeking aggressive, self-starting Local Sales Manager ready to meet the challenge of a very competitive environment; must have five years + experience in television broadcast sales; commission plus fringe benefits. Box J-101.

**Salesperson:** Hard worker wanted with strong selling skills. Offering good commission rate and fringe benefits. E.O.E. Send resume to Sales Manager, WJTV, Box 8837, Jackson, MS 39204.

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## HELP WANTED TECHNICAL

**West Coast ABC Affiliate** seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE/ Send resume/references to Box G-7.

**Top salary** for experienced Engineer capable of doing heavy digital maintenance for the latest state of the art production facility. Positions are available at both our Ft. Lauderdale and Atlanta Facilities. Call: Michael Orsburn, Director of Engineering, Video Tape Associates for appt. 305-587-9477.

**Maintenance Engineer**—needed for an eastern large market group owned station. We are looking for an aggressive self starter with 3-5 years experience in studio and/or transmitter maintenance. Good salary and benefits. E.O.E. Send resume to Box J-30.

**Transmitter Engineer** for new UHF-STV operation. Requires self starter with transmitter experience and first class FCC license. Salary and fringes competitive with market. Send resume to Chief Engineer, WOTV-TV68, 390 Commonwealth Avenue, Boston, MA 02215. EOE.

**Assistant Chief**—Major Market—Here is a chance for a smaller market chief, assistant chief, or maintenance supervisor to move up to an eastern major market plant. We need someone with a strong studio/transmitter maintenance background with management potential. Good salary and benefits. E.O.E. If you are interested in working in our modern facility send resume to Box J-43.

**South Florida Television needs** maintenance engineer 3 to 5 years experience all phases of television-E.N.G.-installation-digital and microprocessor experience desired. EOE. Please send resume to Box J-54.

**Illinois State University** seeks a TV Engineer/Technician with two years of technical training, or four years of experience in maintenance/repair of small systems video/audio production equipment. Work with faculty/staff/students. Excellent benefits. Send resume/salary requirements to Jeff Szmulewicz, Production Manager, TV-10 News, Illinois State University, Normal, IL 61761. 309-436-5481. AA: EO Employer.

**Radio: TV Technologist,** (2 positions). Maintenance Supervisor, University of Florida. Will work in expanding PBS station. Positions require a bachelor's degree in electrical engineering or electronic engineering technology; or high school and four years of experience in radio and/or television electronics; or a relevant combination of education and experience. Also requires maintenance and operation experience. First Class FCC license and VTR/Studio camera preferred but not required. Supervisor must be a take charge person. Excellent salary and benefits. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611 by September 12, 1980. Requests must refer to position I.D. No. 20531 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**Maintenance Engineer**—Rocky Mountain area. Familiar with studio and transmitter maintenance. First phone. Contact Ken Renfrow, KOAA-TV, 2200 7th Ave., Pueblo, CO 303-554-5782.

## HELP WANTED TECHNICAL CONTINUED

**TV Operating Engineer:** Prominent middle market community public television station in western Massachusetts is accepting applications for a full time Television Operating Engineer. Applicant should have strong operations and maintenance experience in master control, video, audio, transmitter and VTR recording and editing. Applicant must also have a 1st Class License and at least two years experience in Television Engineering. Send resumes to: Joanne Magdalenski, WGBY, 44 Hampden Street, Springfield, MA 01103. Application deadline is September 19, 1980. WGBY is an equal opportunity/affirmative action employer.

**Chief Engineer:** Small/medium market station seeking aggressive, qualified Chief Engineer; must be familiar with AE600's, TK76/BVU-100, TCR-100, TKP-45, TK-46, parallel GE transmitters, as well as microwave systems; 10 years+ experience; salary DOE. Box J-103.

**Chief Engineer.** Duties: Plan, install and supervise video-audio equipment needed for new production studio associated with state ETV network. Requires: First Class ticket, high school graduate. Associate Degree in electronics desired, experience in installation, maintenance, operation of television studio technical production equipment. Salary: Commensurate with experience. Contact: Hazel Fournier, Mobile County Public Schools, PO Box 1327, Mobile, AL 36633. Equal Opportunity Employer. Deadline: October 15, 1980.

**Engineering Manager** to supervise transmitter and maintenance personnel in Top 50 Sunbelt market. Future projects will include circular polarization and automated master control. Management and union experience preferred. An Affirmative Action/E.O.E. Submit application to Box J-106.

**The Rex Humbard Ministry** has immediate openings for experienced video operator/engineer and video tape maintenance engineer with experience on late model RCA. Please send resume with salary history to T. Holleron, 2690 State Road, Cuyahoga Falls, OH 44223.

**Broadcast Technician.** Experienced in master control, video tape, telecine operations and studio maintenance. Must have first class FCC license and a minimum of 3 years practical experience. Send all replies to the attention of Chief Engineer, WSNL-TV, 3200 Expressway Drive South, Central Islip, NY 10022. An equal opportunity employer.

**Maintenance Supervisor** for small production studio. Experience with helical recorders and color cameras required. For details call Barrett Giorgis 415-495-8646 or send resume to 1175 Potrero Ave., SF, CA 94110.

## HELP WANTED NEWS

**Anchor/For** 11 pm network affiliate newscast. Also field reporting. Send video cassette and resumes to Gordon Manuel, News Director, WABI-TV, Bangor, ME 04401. EOE/M-F.

**Weathercaster.** Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send reply and resume to Box G-50.

**Reporter:** You might fit on our team if you've got what it takes to put together top packages in a variety of situations. We're aggressive, innovative and a top rated news organization; medium market, southeast. Send us complete information about your background and experience. EOE. Address replies to Box J-55.

**Anchor/Reporter:** We're looking for that spark that communicates; the enthusiasm that will fit on a top news team; we may be looking for you. Management committed to excellence in news. Good living conditions in south. If you think you've got what it takes, let us take a look at you. EOE. Address replies to Box J-72.

**Producer/Anchor** for fast growing well equipped, group owned network affiliate in top 100 market. If you can work with live gear, and think on your feet, let us hear from you. No beginners. Send resume and tape to Max Tooker, News Director, WAFF-TV, PO Box 2116, Huntsville, AL 35804. EOE.

**South Florida television station** is looking for an experienced street reporter for a total ENG station. Send resume and air check to News Director, P.O. Box 510, Palm Beach, FL 33480 EOE.

**Producer.** Tired of plugging pieces into somebody else's format? Use your creative talent with Corinthian-owned, aggressive CBS affiliate. Resume, sample of newscast and writing to: Robert Allen, News Director, KOTV, Box 6, Tulsa, OK. EOE-M/F.

**Producer** for fast moving newscast. You must be idea oriented, work with multi-live remoted and maintain a cool head under pressure. Send resume and examples of your work to Max Tooker, News Director, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804. EOE.

**Reporter.** Able to produce visual, involved packages, do spontaneous live shots, sub as an anchor. Considerable TV reporting experience required. Send resume and 3/4 inch audition to: Robert Allen, News Director, KOTV, Box 6, Tulsa, OK 74101. EOE-M/F.

**TV News co-anchor/reporter**—Major east coast market ABC affiliate looking for solid street reporter/co-anchor. Resumes and videotapes to Tom Kirby, News Director, WTNN-TV, PO Box 1859, New Haven, CT 06508. No phone inquiries. Equal Opportunity Employer.

**Weathercaster**—Excellent opportunity for very personable weathercaster. Some training in meteorology highly desirable. Number one station in market with fax, color radar and other aides. Need take-charge person with the technical knowledge to handle mid-west weather extremes and present an interesting and fast-paced cast. Send resume and VTR immediately to Don Blythe, KOAM-TV, Pittsburg, KS 66762. Salary negotiable. Equal opportunity employer.

**Medium Market Affiliate** seeking strong news anchor. Must have reporting, writing and producing experience. Salary negotiable. EOE M/F. Send tape and resume to Larry Waters, Operations Mgr., WICD-TV, 250 Country Fair Dr., Champaign, IL 61820.

**Photographer.** Applicants must have working knowledge of 16mm film and ENG equipment and editing experience on both. Requires a desire to work hard and must take direction well. Minimum requirements: high school diploma and one year's related experience. Send resume and video tape to: Ann Underwood, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE.

**Top 20 Sun Belt Station** looking for weeknight meteorologist. The person should have an excellent presentation with lots of energy and a creative approach to delivering weather information. An Equal Opportunity Employer. Send resumes to Box J-94.

**Reporter.** ...need hard working, creative reporter with solid journalistic background. Anchor opportunities in 37th market. Send resume, VTR, and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

**News Anchor/Producer** for PBS affiliate, half-hour newscast M-F, experience desired, availability immediately. Resume/Tape: Al Rerko, G.M., WVUT-TV22, Vincennes University Broadcasting, 1029 N. 4th St., Vincennes, IN 47591, ph 812-882-2237.

**Sportscaster:** Anchor early and late, sports in aggressive small market news operation. Cover local sports, edit ENG, some shooting. Salary to \$12,500. EOE. Send resume to Box J-105.

**Week-end Sportscaster** for No. 1 station. Strong on-air delivery. Creative approach to stories. Make sports interesting to the non-sports viewers. Send tapes to Kris Ostrowski, WOKR-TV, Rochester, NY 14623. EOE.

**News Assignment Editor** to plan and direct daily news gathering. Includes assignment of reporters and ENG equipment. Immediate opening. Send resume to: News Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE.

**Previous TV News experience required.** Must have strong organizational skills. Looking for an idea person who can communicate those ideas to a large staff of professional reporters. Major market station. Equal Opportunity Employer. Box J-112.

**South Florida CBS Affiliate** is now accepting applications for an ENG camera person, with at least one year experience required. Send your resume to WTVX-TV, P.O. Box 3434, Ft. Pierce, FL 33450.

**News photographer,** background in film and ENG preferred, position includes duties in shooting, editing and processing. Tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711, EOE.

**No. 1 News Station** in its market at 6:00 and 11 p.m. wants a News Director with impeccable track record. Must be highly professional journalist with strong administration background. EEO Please send resume to Box J-120.

**ENG Editor, TV News.** We seek a creative editor of news material with at least two years' experience in recording and editing news on 3/4 inch equipment. You also will be responsible for developing and maintaining a news videotape library. Resume, cassette to Dale Birkholz, Chief Photographer, KGGM-TV, P.O. Box L1294, Albuquerque, NM 87103. Equal opportunity employer.

**News director** for small market N.E. station. We seek an experienced broadcast journalist with administrative ability. Salary negotiable. Contact Mike Trudel; Box 934, Bangor, ME 04401. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Promotion Manager**—Why spend another winter in the snow and cold? Strong Promotion Manager with creative imagination and flair needed in Gulf Coast market. Send complete resume and salary requirements. An Equal Employment Opportunity Employer. Box J-31.

**On-air Promotion Director:** Looking for experienced person to head on-air promotion effort. Strong writing and production abilities a must. Responsibilities include creation, production and scheduling of high quality promos for both Radio and TV. Send resume, tape and salary requirements to: Guy Hempel, WOC, 805 Brady St., Davenport, IA 52808. An EEO employer.

**ENG Photographer** for top rated prime time magazine in a top ten market. E.O.E. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-51.

**Technical Assistant** for top rated prime time magazine in a top ten market. Work in the field with BVU recorder and audio. Prefer person with audio background looking for TV experience. E.O.E. Box J-77.

**TV Producer-Director** or director for public TV station. Applicants should have at least two years of full time TV directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and cassette sample of work to Office B, WNED TV, 184 Barton Street, Buffalo, NY 14213. WNED is an equal opportunity employer.

**Minority Affairs Producer:** State public television network has immediate opening (contract) for a producer to manage the conceptualization, development, design, and production for a full range of minority audience programs. Assignment will include the establishment of a strong presence for minority audience programming in the broadcast schedule. The producer will actively interface with public affairs producers for opportunities for mutual benefit. Position requires five (5) years of increasingly responsible experience in television production with emphasis on line producing, research, writing, and demonstrated management skills including project administration. Statewide travel will be required. Salary commensurate with skills. Send resume and demo tape to Director of Broadcasting, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, LA 70805. No phone calls. Deadline for receipt of applications October 3, 1980. Louisiana Public Broadcasting is an equal opportunity employer.

**Television Programing Coordinator.** Plan, select, obtain and schedule entertainment, academic and service programs for closed circuit cable TV system. Supervise scheduling of production facilities and equipment. Bachelor's degree in Communication or related field necessary. Master's degree and experience in TV programing, traffic, scheduling or related area helpful. Part-time position, four day work week or equivalent schedule. Send resume: Personnel Manager, Box B9, Bldg. 60, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. An Affirmative Action/Equal Opportunity Employer.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Director of Development.** Newly created University of North Carolina Center for Public Television (formerly UNC-TV) seeks innovative Development Director to management statewide system's fund-raising activities. As part of new senior management team, Director will have flexibility and support to guide Center into new era of creative marketing and fund-raising. Director will solicit corporate and foundation underwriting; plan and implement imaginative marketing strategies; prepare grant proposals; establish planned giving and capital campaigns; organize and administer direct mail and on-air fund-raising drives; oversee volunteer activities; encourage professional staff development. B.A. in communications, business or related field required; minimum three years experience in fund-raising or marketing required in addition to extensive background in planned giving, on-air and direct mail fund-raising drives. Experience including budget management is preferred. Salary commensurate with qualifications. Inquiries should be mailed to Mr. Larry T. Mial, Jr., 202 University Square-West, Chapel Hill, NC 27514, who will supply application forms and supplemental information. Completed applications will be accepted through October 10, 1980. The University of North Carolina is an Equal Opportunity/Affirmative Action Employer.

**Production Center Manager.** Duties: Oversee start-up, continue management, new school-owned TV production center, associated with state ETV network. Requires: College degree, three years experience in broadcast TV. ITV experience valuable. Salary: Commensurate with experience. Contact: Hazel Fournier, Mobile County Public Schools, P.O. Box 1327, Mobile, AL 36633. Equal Opportunity Employer. Deadline: October 15, 1980.

**Director of Operations.** Newly created University of North Carolina Center for Public Television (formerly UNC-TV) seeks innovative Director of Operations to oversee program production for statewide system. As part of new senior management team, Director will manage and train staff program directors; manage production studio and remote operations; direct video, audio and post-production activities; supervise program operations traffic; coordinate conference and workshop attendance; encourage professional staff development. B.A. in communications or related field required as well as minimum three years producing experience in both studio and remote settings. Experience including budget management is preferred. Salary commensurate with qualifications. Inquiries should be mailed to Mr. Larry T. Mial, Jr., 202 University Square-West, Chapel Hill, NC 27514, who will supply application forms and supplemental information. Completed applications will be accepted through October 10, 1980. The University of North Carolina is an Equal Opportunity/Affirmative Action Employer.

**Director of Programing.** Newly created University of North Carolina Center for Public Television (formerly UNC-TV) seeks imaginative, experienced and energetic Director of Programing to help guide Center through program options of 1980's. As part of new senior management team, Director will have flexibility and support to lead Center towards new standards of programing excellence. Director will be responsible for all aspects of statewide public television system's program content and production excellence; create and direct an effective program development process; oversee all aspects of production, program acquisition, continuity and scheduling; encourage professional staff development. Program Director will be intimately involved in management of Center's resources and will have opportunity to work with a variety of university, state government, public and private organizations as well as independent producers as the new Center strives for renewed program excellence. B.A. in communications or related field required in addition to minimum of three years experience at middle management level or above in television programing. Experience including budget management is preferred. Salary commensurate with qualifications. Inquiries should be mailed to Mr. Larry T. Mial, Jr., 202 University Square-West, Chapel Hill, NC 27514, who will supply application forms and supplemental information. Completed applications will be accepted through October 10, 1980. The University of North Carolina is an Equal Opportunity/Affirmative Action Employer.

**Video, Ltd.,** a leading Midwest producer of high quality industrial video tapes and movies currently has a position available for an individual with EFP and on line video tape editing experience. Send resume/tape to Attention: Carl Swanson, Vice President Production, Video, Ltd., 200 Guaranty Building, Cedar Rapids, IA 52406.

**Supervisor Instructional Television Productions.** \$15,000-\$18,000. September 26 postmark deadline. Tape, resume required. Frank Jones, UMC 85, Utah State University, Logan, UT 84322.

### SITUATIONS WANTED MANAGEMENT

**Ten Years Broadcast Experience,** three years management, first phone, seeks new challenge in broadcast management production or engineering. Prefers northeast. Box J-82.

**Sales Manager**—Offering you experience in TV sales management at station and rep levels with skills in selling, training, research. Seeking change to top 75 market with moderate climate and opportunity to exceed \$40,000 annually. Box J-127.

### SITUATIONS WANTED SALES

**Expertise of three.** 1. Sales—proven success. Expert at bringing in accounts no one else can get. Public Information—excellent news releases, press kits, some promo material. Personnel—Know all FCC EEO regulations, will recruit for station and save \$\$\$. Thrive on long hours and responsibility. Call 203—453-5719.

### SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2989.

**First Phone:** Looking for entry level or trainee engineering position. Production and news experience. Kenneth Hazlett 517—351-7359.

**Attractive and single black female** with first ticket wants entry level TV position. Career minded, challenge oriented, even tempered, but eager to "Get it going." Good work habits and will follow direction. Sonya Davis 215—365-0673.

### SITUATIONS WANTED NEWS

**Accomplished Anchor/Reporter** 50 kw TV News/Sports. Degree Journalism. Hank Holmes 617—679-6957. Box H-234.

**Experienced Investigative Reporter:** Knowledgeable in all phases of putting together hard hitting single stories and series on both traditional and bizarre investigative themes. Proven track record. Currently with 50's market affiliate. Write Box J-66.

**I make it happen.** Network assignment editor looking for saner place with dedication to news. Box J-68.

**Is your weather dull and boring?** Do you need good ratings? We will get them for you. We do personality weather with credibility. We are America's first weather family. We are available to the top 75 markets on a contract basis at a substantial salary. Box J-93.

**Ambitious, qualified News Director** seeks small/medium market TV ND position. Box J-90.

**Experienced, young, eager** broadcast journalist seeks break in television news or sports. Producing, reporting experience. Major market news/sports assistant experience. Phil Plofsky 157—43 80th Street, Howard Beach, NY 11414. 212—641-3117.

**Young, veteran sportscaster** ready to help a good station and their credibility. 318—433-2971. Box J-85.

**Sports Director-Weatherman** 4 yrs NBC affiliate. Flawless delivery, excellent appearance. 609—896-2859.

**Aggressive Reporter** 2 years experience eager for small to medium market opportunity. Strong production skills. Mary Ann Herman 614—486-2882.

**Weather Anchor,** A.M.S. Seal, five years medium market. Box J-81.

**News Photographer:** 16mm film and ENG experience. Intense interest in ENG. Also eager to do reporting. First phone and production experience, too. Kenneth Hazlett 517—351-7359.

**Thinking about expanding** your sports staff? Award winning sports reporter/photographer with solid sports background. Can do it all; features; profiles, game highlights, live, shoot-edit ENG. Box J-118.

**Bright Young Beginner:** seeking first job. Prefer small to medium market as weatherman or news reporter. Much college work. Will relocate anywhere. Contact Vinny at 914—225-2648.

### SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/Director,** currently with large teleproduction center, seeks position with emphasis on producing. National program credits, strong background in sports, live and remote telecasts. CMX editing. Box J-6.

**ENG photographer experienced** with live shots, film shooting and editing procedures. Also b/w and color printing. Ten years experience with top nine market. Call John at 216—791-0996.

**Seeking a director-producer?** Have four years commercial and educational TV experience in studio and ENG work. M.S. in systems management. First Phone, B.A. broadcasting. Call 703—726-2521.

**Director, Unit Mgr.** 10 yrs. prod. exp. seeks new challenges and location. Knowledgeable in all areas of prod. Studio, remote, ENG, computer edit. Call/write: 1930 S. Westwood No. 46, Mesa, AZ 85202 602—839-8516.

**From summer college harvest,** young broadcaster (grade B.S. degree) seeks fertile market for ripening. Rich commercial radio background garnished with 2-years ITV experience. The resume lists an intriguing blend of skills you'll want to savor. Hungry? Call weekdays, Ken, 714—884-4879.

**Host of top rated TV magazine** in top 30, extremely creative, on air presence very strong. Looking for bigger challenge like variety talk, game or children's show. Call Steve Shannon 614—457-9131.

**First Phone:** Studio production and news experience 16mm film, ENG/EFP, editing, audio, character generator, camera, announcing, and more. Kenneth Hazlett 517—351-7359.

**Operations/Programming/Promotion** Nine years of experience, including management. Open-minded, dedicated, enthusiastic. Box J-108.

**Dependable, enthusiastic, female** seeks entry level position in video production. Have broadcasting degree, crew experience, good sense of visuals, research skills, logging experience. Will relocate. Call Terry 215—482-4039.

## CABLE

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Television Programing Coordinator.** Plan, select, obtain and schedule entertainment, academic and service programs for closed circuit cable TV system. Supervise scheduling of production facilities and equipment. Bachelor's degree in Communication or related field necessary. Master's degree and experience in TV programing, traffic, scheduling or related area helpful. Part-time position, four day work week or equivalent schedule. Send resume: Personnel Manager, Box B9, Bldg. 60, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. An Affirmative Action/Equal Opportunity Employer.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Videoproducer/director** wants to work for a progressive cable TV system. 12 years experience. Prefer Eastern US. Call 814-234-3278 for resume. Box J-91.

## ALLIED FIELDS

### HELP WANTED SALES

**Full or part time.** Earn excellent commissions. Help your stations clients too. Complete custom or syndication, plus kids commercials. Call collect 616-327-7043. Barbara Allan Financial Advertising. Nations largest.

### HELP WANTED TECHNICAL

**Engineer** with strong background in State of the Art Video Equipment with desire to move into sales. Major equipment supplier has opening in Washington, D.C. Send resume to Ken White, 4700-G Boston Way, Lanham, MD 20801, phone: 301-577-4903.

**Recording Engineer/Producer** for radio commercials editing, mixing 1/4" tape music/voice tracks, salary negotiable, call Terry 212-265-5803.

**\$40,000+ first year guaranteed.** Our company has grown so quickly in the past 5 years, we are in desperate need of a very special person who knows broadcast equipment intimately and has aggressive sales ability. We are diversifying into other areas and need someone to take over the equipment sales division. Responsibilities include sales of new and used broadcast equipment and further development of equipment sales division as business demands. We are a first rate company and believe in paying top dollar for the right person. Call Bill Kitchen, Quality Media Corp. 800-241-7878.

### HELP WANTED PROGRAMING, PRODUCTION, OTHER

**Production Person/Announcer,** Chicago. Talented announcer wanted... with solid experience in production. Real opportunity for an idea person who is enthusiastic and wants to grow with a broadcast-oriented agency. Complete responsibility for modern studio. If you're good! We want to hear from you. Resume, tape and salary requirements to: Harold Best, Gamzo Advertising, 624 S. Michigan Ave., Suite 800, Chicago, IL 60605. 312-663-0900.

### HELP WANTED INSTRUCTION

**Instructor/Vocal Coach.** Must be proficient in correcting regional accents. Should have knowledge of phonetics and oral interpretation. Call for interview before 10:00 AM weekdays or send resume to: Deborah Ross-Sullivan, Director of Vocal Coaching, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Wanted:** Stereo broadcasting studio equipment for programming on public radio by community center, including console, cartridge equipment, other. Contact United Migrant Opportunity Services, Inc., 809 West Greenfield Avenue, Milwaukee, WI 53204. 414-671-5700.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**20 KW FM Wilkinson,** 20E. 7 yrs. old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585.

**5 KW AM Collins 820-E1,** 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

**Jampro 2 bay antenna,** 95.9 Mhz, 149' guyed tower, coax, on the ground. \$1,995 package price. F.O.B. Denair, California. (209-634-7820).

**FM Equipment,** Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

**For Sale Mini-Van:** Dodge Tradesman 200—3 years old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV, for news gathering or remote production, 2 Ikegami's HL-35 mini-cams, 1 CDL Switcher, syng gen., 1 color monitor four 9" conrac monitors, VDA's, PDA's, lights, mikes, tripods, completely wired ready to go, extras. Best offer over \$50,000. Call: Ernie Panos 9 to 5:00 p.m. 312-236-5535.

**GE TT-25 UHF TV Transmitter,** 2 available. excellent condition, ea. \$35,000.

**RCA TT-10AL VHF Transmitter**—Working good, Channel 6, many spares, \$5,000.

**RCA TT-35CH VHF Transmitter**—All spares, good condition, Channel 10, \$20,000.

**RCA TT-50AH VHF Transmitter**—Excellent, many spares, Channel 11, \$12,000.

**Sony 2850 3/4" Video Recorders**—Good condition, \$1,500 ea.

**Sony 2860 3/4" Video Recorders**—Excellent condition, \$2,500 ea.

**Spectavision 3/4" Editor**—works with 2850 or 2860, \$3,000 ea.

**Complete film island**—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

**IVC 500A Color Cameras**—complete, beautiful pictures, ea. \$7,500.

**GE PE-350 Color Cameras**—All accessories, good condition, ea. \$4,000.

**GE PE-240 Film Camera**—Automatic gain & blank-inn. \$8,000.

**CDL VSE-741 Switcher**—12 input, effects, price reduced from \$4,000 to \$2,500.

**RCA TK-27A Film Camera**—Good condition, TP 15 available, \$12,000.

**RCA TP-6 Projectors**—Reverse, good condition, ea. \$1,000.

**Ampex 1200 A VTR'S**—Amtec, Colortec, one with editor, ea. \$22,000.

**New Gerrard Turntables,** direct drive, tone arm, base, cover, 1/2 reg. price, \$100.

**New Edutron CCD-2H Time Base Corrector**—Broadcast specs, \$5,800.

**UHF Antennas**—Various Models and Prices.

**New 1000 foot TV Towers**—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**Collins 820E-1 AM Transmitter,** 5KW with matching 2-tower phasor and antenna coupling units. Presently on the air and available for inspection. Contact: Tom C. Doell, KXVI, Inc., 214-369-1271. Suite 902, 7515 Greenville Avenue, Dallas, TX 75231.

**Used Broadcast Television Equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

**Tektronix 465M Oscilloscope,** \$1900. TRI EA-3 Edit Control system with DDT-1 Digital Reader, \$1800. Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1500. ITE Camera Pedestal P/3/7, \$250. 212-691-1300.

**Remote Truck** w/four cameras, 2" recorder, 2-3/4" recorders, lights, 2 audio boards, mikes, Grass Valley support gear, 2 Onan generators. Ready to go. 312-972-0078.

**Gates Stereo Automation.** Change of format. Mark Howard 912-232-0097.

**Military transmitters:** Linears HF 10, 5, 1 kw UHF, 5, 1 kw Collins, Litton, Maxson. Abel 213-478-3561.

**1 Automation System,** 6 Carousels, 4 reel to reels plus 2 stereo consoles. BCA. 404-487-9559.

**UHF Transmission line and accessories,** 47 sections, 1 1/2 feet each, 6 1/8 inch Prodelin Type 100-867. 5 each—6 1/8 inch 90° elbows. 92 each—6 1/8 inch spring hangers. For package price, contact Charles Harper, 213-462-7711, or Jack Kruger, 603-497-3000.

**2 TR 50's**—w/DOC, electronic splicer. avail. Dec. Best offer, WXON-TV, 27777 Franklin, Southfield, MI 48034 A. Johnson, 313-355-2900.

**Equipment for Sale:** 1 Magnasync/Moviola model 2300-R; magnetic film sound displacement Recorder; this unit has been used very little so condition is like new-make offer; 1 Houston Fearless mini-color film processor model MC-16/ME4; complete with chemical mixer; Ray Taylor, Chief Engineer, KOLN-TV, 40th and "W" Streets, Lincoln, NE 68503. 402-467-4321.

### COMEDY

**Free sample** of radio's most popular humor service! O'LINERS. 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**"Phantastic Phunnies"**—month's 400 hilarious, topical 'phunnies' ... \$2.00! 1343-B Stratford, Kent, OH 44240.

### MISCELLANEOUS

**Artist Bio Information,** daily calendar more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

### RADIO PROGRAMING

**Nostalgia:** Music! Actualities! Commentary! 1920/1970! Free "demo" tape: R.T.W.I.W., Box 174, Jacksonville, TX 75766.

### INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**Two Media Management Fellowships** of \$3,000 each will be awarded by the Henry W. Grady School of Journalism and Mass Communication, University of Georgia: The George Foster Peabody Fellowship and the Harte-Hanks Media Management Fellowship. Fellows selected will engage in a program of study leading to a M.A. degree designed advanced training in the management of publishing or broadcasting enterprises. Graduate assistantships are also available. Applications and more information are available from: Coordinator, Graduate Studies, School of Journalism, University of Georgia, Athens, GA 30602, phone: 404-542-4466. Deadline for complete applications is October 31, 1980.

## For Fast Action Use BROADCASTING's Classified Advertising

## RADIO

### Help Wanted Management

### Boston SMSA

G/M, S/M, P/D & N/D Suburban AM. Payment in cash plus ownership. Call 617-742-0676 biz hrs. or 617-468-1769 other.



## Help Wanted Management Continued

### SALES MANAGER - CALIFORNIA FM

Super 50k with uptick situation. Must have track record of success in management. Top hits format with major market PD. and air sound second to none. Write Box J-80.

## Help Wanted News

### NEWS PERSONALITY TAMPA BAY

AM drive host on Newstalk format. Tampa Bay, Market No. 17. Relaxed conversational delivery with strong voice and ad lib ability. Strong interviewer. Tape to Dave Scott, PD, WPLP/TalkRadio 57. P.O. Box 570. Pinellas Park, FL 33565. 813-392-2215. E.O.E. M/F.

## Help Wanted Programing, Production, Others

### WE'RE THE BEST KEPT SECRET IN BROADCASTING

... we can offer you a stable position in a pleasant environment with good pay and a 5 day week. We're looking for a fulltime production director who has experience with state of the art, multi-track equipment, can do character voices and work with talent. Box J-109. An Equal Opportunity Employer M/F.

## Situations Wanted News

### Managing Editor News-talk Radio

- Director of 36 person news staff.
- More than 13 years news experience; radio, networks, O&O, newspapers, and wire service.
- Involved in award winning projects.
- Can deliver news operation within set budget guidelines.
- Happy at present situation, but always willing to consider other job in new city.
- Write to Box J-111 with your needs.

## Situations Wanted Programing, Production, Others

### AOR'S BEST PROGRAMMER

Looking for a station looking for success. I have

- sky high numbers!
- an excellent format!
- talented people!
- outstanding promotions!

Ratings, revenues, and results could be yours. Are you a bright enough GM to reply to Box J-119? Major markets only.

## TELEVISION

## Help Wanted Technical

### CHIEF ENGINEER

Wanted for new commercial UHF TV station in fast-growing Albuquerque, sign-on early 1981. Employment start October this year. A growing multiple radio/TV station company.

Solid UHF background essential with management ability. EOE. Send letter/resume to

Box J-16

## Help Wanted News Continued

### CO-ANCHOR

seeking communicator with personality for 6 and 11-PM anchor position. Negotiable salary. Excellent company benefits. Journalism degree needed. Send resume, VTR to News Director, WOTV, Box B. Grand Rapids, MI. 49501. EOE/M/F.

### Talented Reporter NEEDED

CALIFORNIA. Top 25 market station has opening for experienced reporter to join a strong news operation. Solid background in "live" reports preferred; proven ability for innovation a must. The ideal candidate will be a talented leader in a smaller market or a professional individual stymied in a larger market. Journey-men types should not apply. An equal opportunity employer, M/F. For consideration, reply soonest to Box J-60.

## Help Wanted News

### TOP 20 Sun Belt Market

**Assistant Sports Director** - Weekend Sports Anchor plus reports three days a week; minimum 3 years experience as reporter/anchor.

**General Assignment Reporter** - Cover and write stories as assigned; do live inserts via microwave or on the news set; journalism degree or equivalent experience in a Public or commercial news organization.

**News Photographer** - Videotape and edit stories as assigned; also, prepare live shots using ENG equipment; minimum 2 years experience with ENG cameras and equipment.

AN EQUAL OPPORTUNITY EMPLOYER

Send resumes to: Box J-34

## Help Wanted Programing, Production, Others

### HOST / WRITER

We're a national consumer publication producing a syndicated magazine-format TV series, and we need a host who can spot a hot story idea, research it, write a super-sharp script, and turn around and deliver it convincingly and honestly to the camera. Must look good . . . work fast . . . think creatively . . . and be ready to relocate immediately. Experience or interest in alternative energy, simpler lifestyles, wholistic gardening, or just plain self-reliance would be a plus.

If this sounds like we're asking for a lot, you're right . . . we are. But in exchange, we'll give you the opportunity to work for one of the fastest-growing, most dynamic and farsighted communications organizations in the country. You'll get to travel a lot, and live in the beautiful mountains of western North Carolina.

If you think you're good enough for us, we want to see your résumé, salary requirements, and a 3/4" cassette. But get it all together now, because we're taking applications only through October 8. Send your best stuff to:

**Mark Wilson**  
P.O. Box 70  
Hendersonville, N.C. 28791

### CO-ANCHOR

Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box G-133. E.O.E., m/f.

**Help Wanted Programing,  
Production, Others  
Continued**

## **Are you a Director/Writer who does creative, quality production?**

We're a highly respected, top 25 mid-western station looking for an experienced Director to do commercial writing and production for one of country's most aggressive promotion departments. We have the facilities and budgets to do the job right. Reply to Box J-121. M/F An equal opportunity employer.

## **Situations Wanted News**

### **news director, executive producer, managing editor or feature reporter**

If you are looking for one or a combination of the above, are committed to journalistic excellence, contact a 30 year veteran of broadcast journalism — reporting, writing, editing, managing, producing, filming, ENG, assigning, polling, editorializing, featurizing, investigating, training and teaching. Bob Henry P.O. Box 113, Dauphin Island, Alabama 36528, or call 205-861-4433.

## **REPORTER-ANCHOR**

I offer a difference. Real credibility based on a long and accomplished background. A career nurtured on a major market and O&O diet, seasoned with years on the street, a touch of overseas coverage, lots of radio, wire service experience and college-level teaching. All of that is mixed with an excellent on-air style and supported by strong news references. Box J-116.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

# **Broadcast Engineers**

**Camera·Videotape·Transmitter  
Eastern And Western Regions**

## **Bored With Your Job Or Career?**

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. RCA equipment experience a real plus. Digital background helpful.

Current openings include several opportunities for engineers with camera maintenance experience to work out of the eastern part of the U.S.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: Mr. Rob Robinson, (609) 338-6517, RCA Service Company, Building 201-2, Route 38, Cherry Hill, N.J. 08358. An Equal Opportunity Employer.

# **RCA**

**A Tradition On The Move!**

# **Bids And Quotations Specialist**

RCA Broadcast Systems is looking for a Bids and Quotations Specialist with 3 to 5 years broadcasting experience (TV/RADIO STATION). Position requires analysis of customer equipment requirements, coordinating and monitoring bid and quotation preparation to assure satisfactory technical and sales approach, costs, pricing, and participation in the presentation of bids and quotations to management and to customers.

These are highly-regarded career positions that require moderate travel. We offer excellent compensation and benefits. Interested applicants should send resume in confidence to:

J.W. Hendrickson  
RCA Broadcast Systems  
Bldg. 3-2  
Camden, New Jersey 08102

An Equal Opportunity Employer

# **RCA**



**A Tradition On The Move!**



SALES

# Account Executive

## OUTSTANDING OPPORTUNITY

... With Arbitron's Eastern Television Division in New York ... this is an exceptional opportunity for an account executive to join our Television Station Sales Department.

The person we're seeking should have at least 5+ years experience in Television Broadcast Sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

**Richard Lamb**

## THE ARBITRON COMPANY

 a research service of  
CONTROL DATA CORPORATION

1350 Avenue of the Americas, New York, NY 10019  
An Affirmative Action Employer

# TV BARTER FISHING SHOW

Nation's Number One  
Half Hour Fishing Show

Contact Fritz Lisec

**Lisec Productions, Inc.**

225 Gateway Two  
Kansas City, Kansas 66101

913/281-5600

## Products

# Professional Audio Recording TAPE

Reels • Cassettes  
Ampex • 3M

Ask for our recording supply  
**Polyline** catalog

Corp. 312/298-5300  
1233 Rand Rd. • Des Plaines, IL 60016  
24

## Public Notice

### NOTICE TO APPLICANTS

Notice is hereby given that the Board of Public Works and Safety of the City of LaPorte, Indiana, will receive applications in the office of the Clerk-Treasurer, 801 Michigan Avenue, LaPorte, Indiana, until the hour of 9:00 A.M. on November 3, 1980 for a franchise for operation of a Cable Television System in the City of LaPorte, Indiana.

Applications must be submitted in accordance with the provisions of Ordinance No. 1605 of the City of LaPorte, Indiana, copies of which are available from the Clerk-Treasurer.

BOARD OF PUBLIC WORKS AND SAFETY  
CITY OF LAPORTE, INDIANA

By: Florence G. Chrobak  
Clerk-Treasurer

Dated this 12th day of August, 1980.

## Employment Service

# ENGINEERING POSITIONS

We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential - no fee. Best Industry reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Kornish at (717)287-9635 or send your resume' now. Employer inquiries invited.

**KEY systems**

NEW BRIDGE CENTER, KINGSTON, PA. 18704

**B  
A  
L**

## BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R3, Box 84, Lexington, Indiana 47138

## Radio Programming

## The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION

Included in each series



**Program Distributors**

410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



## PUBLIC NOTICE REQUEST FOR PROPOSALS

The Cities of Alcoa, Maryville and Blount County, Tennessee, acting through the Blount County Cable Television Authority are requesting proposals for the installation, operation and maintenance of a cable television system to jointly serve their communities. Proposals must be submitted in accordance with the Draft Franchise Resolution and RFP made available by the Blount County Cable Television Authority on Monday, September 15, 1980.

Interested cable companies may obtain a copy of the Resolution and RFP by submitting their request with a check for \$100 to: Kathy Eaves, Blount County Cable Television Authority, Alcoa Municipal Building, Hall Road, Alcoa, Tennessee, 37701, (615-982-4190). A non-refundable filing fee of \$3500 must be returned with the completed application no later than 2:00 PM on Monday, December 15, 1980. Checks should be made payable to the Blount County Cable Television Authority.

**PUBLIC NOTICE  
BID ANNOUNCEMENT  
(Invitation to Bid)**

The Delaware Citizens' Committee, P.O. Box 311 Ocean View, Delaware 19970, telephone number 302-856-9541/42, NTIA/PTFP File No. 955 CTB, a non-profit corporation, by this notice, announces that it is accepting bid proposals for "turn key" construction of the following public broadcasting facility:

**General Facility Description:**

Construction of a 1,000 watt television translator station on UHF frequency channel 64, allocated to Seaford, Delaware. The design of the station will be to extend the signal of VHF channel 12, WHYY-TV, Wilmington/Philadelphia to lower Delaware and surrounding areas as depicted in the engineering section of FCC application BPTT-78-1002IP. Pickup of the channel 12 signal will be at Bridgeville, Delaware off an established "cars" microwave link-use donated to project, and transmitted via single hop microwave link to point of location of channel 64 translator and transmitting antenna. (coordinates are listed in specifications)

All bids will be sealed bids and will be expected to be complete in every detail and contain the following components which are required to implement this construction project. Bidders are advised that components necessary to complete this project are contained in the specifications which are available upon request at the above listed address and are not limited to the following:

**General Component Description:**

The following components are considered necessary to implement the project but said components are not limited to the following. The necessary bid proposals and specifications submitted must be complete in every detail. Incomplete bid proposals will not be considered and shall be returned to the sender. The following but not limited to the following criterion will be considered in awarding a contract under this notice: low bid, demonstrated quality of equipment and workmanship, demonstrated reputation and qualification of contractor in the field, indicated time schedule for executing project construction and distance of contractor from construction site location. Bidders are advised that the Delaware Citizens' Committee reserves all rights under this notice and the right to make the contract award in the best interests of our corporation, without reservation and without right of redress by any bidder. Nothing herein, either expressed or implied in this notice shall bind or in any way incur the corporation to any method of bid award not specified or incorporated by reference in this notice or any claim or claims by anyone for recovery of bid preparation costs or expenses associated with responding to this notice. Bidders are advised that the corporation reserves the right to cancel or terminate any contract awarded as a result of this bid process should it be determined that promises made and tendered by the contractor(s) were not in good faith, and in such a case no claims for quantitative recovery will be honored by the corporation. Detailed clauses regarding termination and penalties for non compliance will be a required component of any final contract awarded under this bid process. All bids tendered pursuant to this notice shall conform to the laws and statutes of the State of Delaware and applicable NTIA and OMB procurement regulations.

All bids tendered are expected to be complete in every detail and are to include all costs and fees necessary for the successful construction, operating equipment, labor and supplies and all shipping costs necessary to complete the project in "turn key" fashion. Any incomplete bids or items not covering all costs, fees, and figures will not be considered and any such claims for cost overruns will not be recoverable by any successful bidder. Bids will be for constructing, equipping, supplying and furnishing a complete television channel translator station with program delivery as aforementioned, and program delivery for channel 64 Seaford, Delaware as follows: Bids submitted on items listed as donated will not be considered. The corporation reserves the right to delete any of the following items from all bid proposals should the corporation be successful in obtaining a donation of said items.

Antenna — Bogner B 16 U/C/M, channel 64. Directional transmitting antenna or equivalent with electrical deicers;

Equipment Building — Donated;

Tower — Donated;

Translator Unit — EMCEE TTV-1000V, or equivalent;

Transmission line — 1,000 feet three (3) inch air dielectric transmission line;

Terminal Equipment — All necessary terminal equipment to complete "turn key" construction of translator station;

Single Hop microwave link — Link to integrate with existing "cars" microwave link — use donated to project — Standard Studio Tower Link (STL) with no redundancy preferred.

Labor, parts Shipping, etc. — Labor costs to include placement of translator unit, transmitting antenna at 950 level side mounted, construction of one-hop microwave link on existing tower or building structures, all bonding and insurance by contractor required. All fees and costs associated with any of the foregoing.

**Bid Schedule:**

Publication of Notice:	September 1, 1980
Requests for Specifications deadline:	October 1, 1980
Bid Opening date:	September 15, 1980
Bid Arrival deadline:	October 15, 1980

**Preferred Construction Schedule:**

A six month period for equipment fabrication by vendors is contemplated. Installation of antenna and all other equipment necessary for this project on tower is contemplated by April 15, 1981; program tests May 15, 1981; commencement of service June, 1981.

Bidders are advised that no extensions to this bid schedule will be granted. In the event that a bid proposal is returned to the sender for a lack of completeness no extension of time will be permitted for refiling and no partial amendments to a tendered bid will be considered.

Bidders are advised that should an insufficient number of qualified bids be received in response to this bid notice, this bid process will be cancelled with no right of recovery by the bidders for any costs incurred in responding to this notice and reinstituted at a future date to be determined by the corporation. In such a case all bids tendered will be returned to the bidders and must be resubmitted at a time and date to be advertised by the corporation.

Bidders are further advised that any questions concerning any of the foregoing and all requests for specifications must be in writing to the corporation. No requests for specifications will be honored unless said request is in writing.

All bids tendered and submitted in response to this notice shall be sealed bids in a self-contained envelope and shall be sent via certified mail, postage prepaid to the following address:

Delaware Citizens' Committee  
P.O. Box 311  
Ocean View, Delaware 19970

The Delaware Citizens' Committee is an Equal Opportunity Employer and minority firms and joint ventures with minority firms are encouraged to respond to this announcement. Bids will be a firm fixed price contract with firm fixed dates of completion.

Contractors supplying bids are expected to comply with attachments Q,B and F and all of OMB Circular A-110, Procurement Standards, a copy of which will be provided in the specifications. Specifications will be provided upon written request and are incorporated by reference in this bid announcement. Contractors who submit bids that fail to comply with any of the foregoing will not be considered unless and until they have fully complied with this notice.

## Business Opportunities

# BUSINESS OPPORTUNITIES NEW VENTURES

NYSE company wishes to expand its activities in radio, TV, cable TV, programming and other broadcasting businesses through new venture activities.

Preferred are management teams representing marketing, finance, and technology, disciplines. Patented products or processes are highly desirable. Some track record for business is an added plus.

Company offers equity participation, competitive salary and benefit package.

Please send a business plan complete with manufacturing and marketing strategies and financial projections to:

**Box J-126**

An Equal Opportunity Employer

### THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. T.V. Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write T.V. Tempo, Inc., PO Box 5443, Athens, GA 30604.

## WANTED TO BUY CABLE COMPANY

Will consider partnership. Send full details, including asking price.

All replies confidential.

Send to Box J-125.



## Services

### RADIO STATION OWNERS ... WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort.

All sales will be done by principals of our company only. If you would like to increase your sales, at no cost, call us collect.

Stewart P. Lurie, President  
Community Service Broadcasting  
601 Skokie Blvd  
Suite 502  
Northbrook, Illinois 60062  
(312) 564-3904

## For Sale Stations Continued

### COLORADO

Most beautiful America. Class IV AM. Price 2 1/2 times gross \$375,000. Includes Xmtr, Real Estate, new downtown studios leased.

Box J-26

### WESTERN OREGON FM

Full-time automated stereo in beautiful 65000 market. Top notch staff. Owner-Mgr. operation. Buy 49% now, remainder later. \$72,000 cash, good terms. Gen. Mgr. 6915 No. 11th, Tacoma, Wa. 98406

### TELEVISION STATION Network Affiliated

\$4.5 million. Qualified principals write General Manager, Box J-99.

## R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696-1022

8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675

1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404-351-0555

## Wanted To Buy Stations

### Established

#### communications company

interested in purchasing construction permit for UHF facility. Financially sound and would have no problem passing FCC approval.

Reply: Box J-98

### THE KEITH W. HORTON COMPANY, INC.

For prompt service  
contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963  
Brokers and Consultants

## For Sale Stations

### Dan Hayslett

a associates, inc.

**Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

### CALIFORNIA 5KW DAYTIME

Profitable religious station in good market. \$900,000. Box H-175

Call 901/767-7980  
In Complete Confidence!



**MILTON Q. FORD**  
& ASSOCIATES  
MEDIA BROKERS/APPRISERS

5050 Poplar • Suite 816 • Memphis, Tn. 38157

### BARGAIN AVAILABLE

Due to a technicality involving duopoly the FCC says 49.94 percent of KMRN, Cameron, Missouri, must be sold. Other stock to give control is also available at a reasonable price. KMRN is the only daily news and advertising media in a four county area. It is a 500 watt daytimer on 1360 khz with early sign on. Price \$135,000. Contact Radio Broker Ralph Meador, Lexington, MO, 816 259-2544.

## For Sale AM-FM

Central Michigan, Small AM-FM station \$250,000.00 cash. No Brokers. Send to Box J-10.

### H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

- UHF-TV—C.P., in the Deep South. At cost—\$250,000.
- 1,000 watt daytimer. \$330,000. Terms.
- UHF-TV in Iowa. \$320,000.
- 1,000 watt daytimer. KY. \$300,000.
- Florida station under construction. Prefers partner but will sell. \$280,000. Terms.
- Atlanta area. 5,000 watts. \$520,000.
- AM/FM Arkansas. \$700,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- Class C in single FM market. Montana. \$510,000. Terms.
- AM/FM in Oklahoma. \$1,100,000.
- AM/FM in Louisiana. \$320,000.
- Class C. Midwest. \$700,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market ID. \$680,000 terms.
- AM/FM in Alaska. \$900,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E. \$4 million cash.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. \$375,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Drop by our Hospitality Suite No. 2178 at the NRBA American Radio Expo, Bonaventure Hotel, Los Angeles.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
815-758-7635 24 HOURS

## For Sale Stations Continued



### CHAPMAN ASSOCIATES®

media brokerage service

STATION		CONTACT	
S	Small AM	\$85K	\$30K J.T. Malone (404) 458-9226
S	Small AM	\$300K	\$87K Bill Chapman (404) 458-9226
S	Small Fulltime	\$350K	\$75K Bill Cate (904) 893-6471
MW	Small AM/FM	\$1100K	Terms Peter Stromquist (218) 728-3003
W	Medium AM/FM	\$750K	20% Ray Stanfield (213) 363-5764
MW	Metro AM	\$375K	Terms Jim Mackin (312) 323-1545
E	Major FM	\$2650K	Cash Art Simmers (617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

### MIDWEST AM & CLASS C FM

1,000 Watt AM—100,000 Watt FM Antenna 870 ft. above average terrain. Choice Medium Market. Well equipped. Good growth market. Box H-258.

### Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C. Call or write now.

1819 Peachtree Road, N.E.  
404-351-0555 Atlanta Georgia 30309



### CAROLINA MEDIA BROKERS

516 FENTON PLACE, CHARLOTTE, NC 28207

Announces the appointment of

### TODD BRANSON

As Associate

President, Media Sales, 1979-1980; Gen. Sls. Mgr. WCCB-TV 1976-1979; VP-Gen. Mgr. WGIV-AM 1969-1975 all Charlotte. Prior experience at radio/TV stations, Chicago. Todd Branson welcomes your media buying or selling questions. Call collect 704/376-1161.

### MEDIA BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 25 YEARS EXPERIENCE

RICHARD A.

**Shaheen**, INC.  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



### COLORADO

AM & FM \$425,000 Terms

Bill David Associates, Inc.  
2508 Fair Mount St.  
Colorado Springs, CO 80909

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; 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. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

### BY OWNER TEXAS FM

Clean facility serving a large population. Attractive terms Box J-131.



Select Media Brokers

(912) 883-4917

P.O. BOX 850 ALBANY, GA. 31702

AR	Fulltime FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
IA	Fulltime FM	600K	Suburban
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NC	Daytime AM	350K	Small
MN	Daytime AM	225K	Metro
NJ	Daytime AM	395K	Small
SC	AM—Down payment	\$25,000	
NC	AM—Down payment	\$25,000	
FL	AM—Down payment	\$20,000	

### LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

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202/223-1883  
Suite 417  
1730 Rhode  
Island Ave. N.W.  
Washington, D.C. 20036



# Fates & Fortunes

## Media

**James Armistead**, VP-general manager, WRDW-TV Augusta, Ga., has announced his retirement after 25 years with station. **John W. West**, from WTVD-TV Durham, N.C., named to succeed Armistead.

**Nick Evans Jr.**, executive with WATU-TV Augusta, Ga., named VP-general manager of station, which was recently acquired by Schurz Communications. **Lee Sheridan**, also executive with WATU-TV under former ownership, named VP-station manager.

**David Small**, general manager, KMGC(FM) Dallas, named president and general manager.

**John Wynne**, VP-general manager of Landmark Communications' KNTV(TV) San Jose, Calif., transfers to Landmark headquarters in Norfolk, Va., on corporate staff. **Charles Bergeson**, VP-general manager of Landmark's WTAR-TV Norfolk, succeeds Wynne in San Jose.



Bergeson

Davis

**Sheldon Davis**, business manager for country music entertainer, Mel Tillis, named general manager of Viacom's KIKK-AM-FM Houston.

Appointments, Sandusky Newspapers Inc. subsidiaries: **Toney Brooks**, general manager of KBPI(FM) Denver, named VP of licensee, Rocky Mountain Radio; **J. Michael Henderson**, general manager of KZAM-AM-FM Bellevue, Wash. (Seattle), named VP, and **Tommy Vascocu**, general manager of KDJQ(AM)-KDKB(FM) Mesa, Ariz. (Phoenix), named VP.

**Jack Starr**, from KHFI-FM Austin, Tex., joins WDEF-AM-FM Chattanooga, Tenn. as general manager.

**Daniel Stewart**, general manager of WHNN(FM) Bay City, Mich., named VP of licensee, TriMedia.

**Roger Pelchert**, with Buckley Broadcasting's WDRC-AM-FM Hartford, Conn., named VP, accounting department, WSEN-AM-FM Syracuse, N.Y., recently acquired by Buckley.

**Don Weir**, VP-general manager of KLWW(AM) Cedar Rapids, Iowa, joins WHBY(AM)-WAPL-FM Appleton, Wis., as general manager.

**Wayne Sorge**, news director, KTVQ(TV) Ensign, Tex., joins KIKZ(AM) Seminole, Tex., as general manager.

**Jay Inkelman**, executive VP of Lenox Inc., and before that consultant to KTVU(TV) San Francisco, named station manager, KTVU.

**Alan Bishop**, from WUNI(AM) Mobile, Ala., joins WLPR(FM) there as station manager.

**John Agolia**, VP-program and talent negotiations, NBC, Los Angeles, named senior VP-business affairs.

**Henry DeVault**, manager, audience analysis, ABC-TV, New York, named associate director, audience analysis. **Frank Campisi**, supervisor, audience analysis, succeeds DeVault as manager, audience analysis. **Dr. Alan Wurtzel**, research associate, social research, ABC-TV, named associate director, social and technological research. **Liz Garger**, senior analyst, affiliate research, named supervisor, affiliate research. **Larry Hyams**, senior analyst, named supervisor, audience analysis.

**Arthur Dwyer**, VP-corporate communications, Cox Cable Communications, Atlanta, named VP-marketing and communications.

**Eileen Connell**, from staff of Alternate Media Center, New York university, joins Warner Amex Cable Communications, New York, as director of community communications.

**James A. Kofalt**, general manager of Cablevision of New Jersey and Cablevision of Westchester, two affiliates of Woodbury, N.Y.-based Cablevision Systems Development Co., named president of both systems.

**Lester Gutierrez**, manager of Taos, N.M., system, Mickelson Media, Albuquerque, N.M., named Western regional manager, responsible for company's cable operations in California and Idaho.

**Burton Edward Cutcliffe Jr.**, graduate, University of Georgia, Athens, joins Home Town Television, channel 12, local access channel, Hazlehurst, Ga., as executive VP-sales and operations.

**Barbara Mann**, formerly with Metromedia's WTTG(TV) Washington, named business manager and affirmative action coordinator for Metromedia's WXIX-TV Cincinnati.

New officers, Arkansas Broadcasters Association: **Larry Duke**, KFBI(FM) Jonesboro, president; **Alan Risener**, KARV(AM) Russellville, president-elect; **Tim Rand**, KDRC(AM) Paragould, second VP, and **Bob Parks**, KELD(AM)-KAYZ(FM) El Dorado, secretary-treasurer.

## Advertising

**Gary Langstaff**, management supervisor in Chicago office of Benton & Bowles, and **Pamela Cohen**, creative group head in New York office, named senior VP's. **Louis Casey Jones** and **Ira Schwartz**, account supervisors, B&B, New York, and **Donald W. McGuinn**, manager of business affairs, appointed VP's.

**Bernie Gross**, management supervisor, and **Joe Lapinski**, **Bob Schlesinger** and **Michael Shalette**, associate creative directors, BBDO, New York, elected senior VP's. **John Bleber**, **Ted Hawkins**, **James Keller** and

**Paul Margolis**, account supervisors, BBDO, named VP's. **Elliot Firestone**, creative supervisor, and **Nick Vitale**, executive art director, named VP's.

**James Foley**, marketing consultant, McCann-Erickson International, New York, joins ABH International, international advertising agency holding company of which N W Ayer is founding partner, as managing director of Pacific region.

**Stewart Sherling**, executive producer, and **Bill Whitman** and **Ken Yednock**, account supervisors, Leo Burnett, Chicago, named VP's.

**Ronald Klein**, executive producer in Chicago office of Needham, Harper & Steers, elected VP. **Dick Murray**, senior VP-group management supervisor, McCaffrey & McCall, joins NH&S in New York as management representative.

**Connie Myck**, broadcast business manager and assistant producer, Jennings & Thompson/FCB, Phoenix, named television producer.

**Terry Coveny**, from New York office of J. Walter Thompson, named creative director for Washington office of JWT.

**Bernard Mounty**, with Warwick, Welsh & Miller, New York, named VP-director of

## UP YOUR PROFITS!

Sid Connolly, formerly President and General Manager of KGSC-TV, Channel 36 in San Jose, announces the opening of his new broadcast consulting firm.

Over 15 years of proven recent experience. If you have a problem, let us help you solve it. Available for television and radio consultation in all areas of the country except San Jose and San Francisco.



**SIDNEY LTD.**

1850 Willow Road, Suite 42.  
Palo Alto, CA 94304

marketing research.

**Candice Gilliam**, account executive, Young & Rubicam, Houston, joins W.B. Doner and Co. there in same capacity.

**Harry (Butch) Ray**, art director, Cranfil Advertising, Indianapolis, joins Ruben Montgomery & Associates there as assistant creative director.

**Philip H. Roberts**, head of national sales and new business development, Greater Media Services, East Brunswick, N.J., group station operator, named head of newly formed new business development department at Torbet Radio, New York.

**Susan Flynn**, senior research analyst, Katz Television Continental's gold team, named TV sales research team manager, bronze team.

**Greg Noack**, account executive, WZZR(FM) Grand Rapids, Mich., joins Los Angeles sales staff of Katz Radio.

**Mark Goldstein**, account executive, Adam Young Inc., New York, and **Carol Rutberg**, account executive, WJXT(TV) Jacksonville, Fla., join Blair Television's NBC-green sales team in New York. **Scott Condon**, responsible for new product brand development, Coca Cola Co., Atlanta, joins Blair Television's NBC sales team in Chicago.

**Joseph Sangeorge**, from Chicago office of Meeker Television, named account executive in New York office.

**Philip Melchers III**, sales trainee, Adam Young, New York, named account executive, independent sales team at Adam Young.

**David Dorin**, account executive, HR/Stone Inc., Chicago, joins Bernard Howard & Co., New York, in same capacity.

**Jack Caplan**, media consultant, will work with Time Buying Services, New York, in associate relationship.

**Tom Griffin**, in Chicago office of Savalli & Schutz, named VP. **Gail McDermott**, from Walton Broadcasting Sales Corp., Chicago, joins sales staff of Savalli & Schutz there.

**Jerome H. Dominus**, VP, national sales manager, CBS Television Network, named VP, sales planning. He succeeds **Herbert Gross**, who has been appointed VP and director, sports programming, CBS Sports (BROADCASTING, Sept. 8).



Dominus



Gray

**John H. Gray**, VP, central sales, Chicago, named VP, national sales manager, succeeding Dominus. **John R. Glnway**, director of central sales, replaces Gray, as VP. **William G. Cecil**, account executive, named VP, sales proposals, succeeding **Richard A.R. Pinkham Jr.**, who has been appointed VP, personnel, CBS/Broadcast Group (BROADCASTING, Sept. 8).

**Mark Zinda**, account executive, WMAR-TV Baltimore, named local sales manager.

**Michael Valentino**, account executive,

WHN(AM) New York, named director of national sales.

**Daniel Barnathan**, senior analyst, ABC-TV research services department, named supervisor, sales research.



Goepfert

**Cheryl Goepfert**, from WMAQ-TV Chicago, joins WCFL(AM) there as general sales manager.

**John Hiatt**, account executive, KTXQ(FM) Dallas-Fort Worth, named general sales manager.

**Carl Kitts**, account executive, WOMC(FM) Detroit, named general sales manager.

**Jayne Ferguson**, account executive, CBS Television Stations National Sales, Los Angeles, joins CBS-owned KMOX-TV St. Louis as local sales manager.

**John Phillips**, production manager, WEEL(AM) Fairfax, Va., named director of advertising, production and promotion. **Karen Greenblatt**, former communications specialist for Show Off International Ltd., McLean, Va., joins WEEL as assistant to director of advertising, production and promotion. **Guy Hamilton Sr.**, marketing consultant, named regional sales manager for Richmond, Va., and Baltimore areas. **Betsy Belcher**, former intern, WQVM-TV Washington, and **Kenneth Morrow**, former marketing director, All State Siding Corp., Wheaton, Md., join WEEL as marketing consultants.

**Mary Parks Stier**, account executive, KRNA(FM) Iowa City, Iowa, named assistant sales manager.

**Lillian Courtney**, assistant sales traffic manager, WBBM-TV Chicago, named sales traffic manager.

**Douglas Goldbarth**, assistant sales manager, WGCH(AM) Greenwich, Conn., joins WXLO(FM) New York as account executive.

**Ellen Currean**, account executive, WHDH(AM) Boston, joins WBCN(FM) there in same capacity.

**Sue Barnes**, account executive, KNXT(TV) Los Angeles, named to same post at KYUU(FM) San Francisco.

**David Shannon**, from WNLC(AM)-WTYD(FM) New London, Conn., joins WVBF(FM) Boston as account executive.

**Shannon Lange**, local sales manager, WDOK-FM Cleveland, joins WKW-TV there as account executive.

**Trisha Gorman Spaulding**, from news department of WFRV-TV Green Bay, Wis., named WFRV-TV account executive.

**Bernie Prazenica**, account executive, WPTT-TV Pittsburgh, joins WXEX-TV Richmond, Va., in same capacity.

**John Del Greco**, VP-sales manager of Avery-Knodel's Atlanta office, joins WKYT-TV Lexington, Ky., as regional account executive.

**Nora Bertram**, local sales manager and account executive, KCKC(AM) San Bernardino, Calif., and **Francesca St. Clair**, from U.S. Navigational Pacific, Seattle, steamship line agent, join KVI(AM) Seattle as account executives.

**Rebecca Lynn McManus**, from Bozell &

Jacobs, Dallas, joins KEZX(FM) Seattle as account executive.

**Bill Andrews**, program director, WTRU(AM) Muskegon, Mich., joins sales staff there.

**Sam Lancia**, from KULF(AM) Houston, and **Joe Simmons**, from KYND(FM) Houston, join KENR(AM) there as sales representatives.

**Scott Smith**, general sales manager, KRPM(AM) Puyallup, Wash., and **John Lake**, account executive and administrative assistant, KRKO(AM) Everett, Wash., join KIXI-AM-FM Seattle as account executives.

**Marsha Kalserman**, formerly with KROQ-FM Pasadena, Calif., joins KSFR(FM) Santa Monica, Calif., as account executive.

**Eric Moore**, former station manager, WGIV(AM) Charlotte, N.C., joins WAAA(AM) Winston-Salem, N.C., as sales representative.

## Programing

**Ronald Lyon**, principal in Aubrey-Lyon Productions, Los Angeles, named president of Rastar Television, subsidiary of Columbia Pictures Industries Inc., replacing **John J. McMahon**, who has become president of Johnny Carson's new TV company, Carson Productions, Los Angeles (BROADCASTING, June 16).

**Frank Price**, president of Columbia Pictures and former head of Universal Television, named Motion Picture Executive of the Year by National Association of Theater Owners, with presentation scheduled Oct. 20 at opening of NATO's annual convention in New Orleans.

**Andrea Baynes**, senior VP-program development, Columbia Pictures Television, Los Angeles, joins 20th Century-Fox Television there as executive VP in charge of production.



Baynes



Schneider

**Cy Schneider**, senior VP, international accounts manager, Ogilvy & Mather, New York, named VP of Nickelodeon, Warner Amex Satellite Entertainment Co.'s young people's channel, with responsibilities to include oversight and development of all production and product acquisition, developing on-air look and assisting marketing department in developing sales and marketing strategies.

**William Mount**, formerly in communications management position at IBM in White Plains, N.Y., and Washington, joins DiscoVision, Costa Mesa, Calif., as VP-programing.

**Peter Newman**, director of corporate development, Viacom Communications, New York joins Premiere, Los Angeles, as director of marketing planning. **James McMillan**, director of Western region, American Television & Communications Corp., joins Premiere, Los Angeles, as director of affiliate marketing.

**Howard Blumenthal**, staff production manager, Leslie/Kleiman International, named director of productions, QM Productions.



**Lynne Dowling**, former VP of Marlyn Productions, New York, named to newly created post of director of operations for Trident Television Associates.

**Meril Fine**, assistant to director of programing, VidAmerica, New York, named program administrator.

**Rolfe Bornstein**, news director, KHTZ(FM) Los Angeles, joins Watermark there as producer of *Soundtrack of the 60's*. **Ron Ehrenberg**, formerly with KHJ-TV Los Angeles, joins Watermark as night tape editor.

**Mary Olson**, former executive producer and director of special projects, Visual Concepts, Minneapolis, joins Sight & Sound Productions there as VP-executive producer.

**Jeffrey Kulliver**, director of sports programing, NBC Radio Network, and former manager of broadcast operations control, named manager of operations, NBC Sports. **Jeffrey Cokin**, general counsel, Union Chelsea National Bank, New York, joins NBC Sports as director, sports contract negotiations. **Peter Axthelm**, sports columnist and contributing editor of *Newsweek*, named commentator for NBC Sports.

**Paula Cook**, formerly in private law practice, joins CBS Entertainment as talent and program negotiator, business affairs, Los Angeles.

**Gary Collins**, actor who has appeared on episodes of *Charlie's Angels*, *Alice*, *Vega\$* and *Fantasy Island*, named host of *Hour Magazine* on KPX(TV) San Francisco. **Pat Mitchell**, formerly of NBC's *America Alive*, named co-host of *Hour Magazine* on KPX. **Fred McLeod**, assistant sports director, WKW-TV Cleveland, joins KPX as weekend sports anchor and reporter.

**Jeannie Miller**, former host of *PM Magazine* on WBDO-TV Orlando, Fla., joins KFMB-TV San Diego, Calif., as *PM Magazine* co-host.

**Elizabeth Nolan**, former intern with KPX(TV) San Francisco, who also worked as flight attendant for Hughes Airwest Airlines, and **Lee Kelson**, morning news anchor, WMBE(AM) Fort Wayne, Ind., join WANE-TV Fort Wayne, Ind., as co-hosts of *PM Magazine*.

**Ted Carson**, formerly with KAUM(FM) Houston, now KSRR, named program director for KSRR.

**Mike Addams**, announcer and programing assistant, WRKO(AM) Boston, joins WROR(FM) Boston as program director.

**Jerry Curtis**, writer-producer and recording studio manager, Gamzo Advertising Consultants, Chicago, and former production director, WFYR(FM) Chicago, joins WDC(AM) Decatur, Ill., as program director and morning air personality.

**Ru Rose**, announcer, WAAA(AM) Winston-Salem, N.C., named program director. **Beverly McFadden**, assistant office manager, Anchor Motor Freight, Winston-Salem, named traffic director, WAAA.

**Greg Kingery**, producer-director, WXIX-TV Cincinnati, named production manager. **Brenda Craddock**, in traffic department of WXIX-TV, named traffic manager.

**Glenn Hoerner**, director, WHTM-TV Harrisburg, Pa., named production manager.

**Harlan Loebman**, producer, WIND(AM) Chicago, named executive producer.

**George Bassett**, staff announcer, production

assistant and art director, WDBJ-TV Roanoke, Va., named director, on-air operations. **Cris Shannon Harless**, production assistant-copywriter, named creative director.

**Norm Nathan**, from WHDH(AM) Boston, **Frank Kingston**, from WROR(FM) Boston, and **Craig Jackson**, from KILT(AM) Houston, join WRKO(AM) Boston as air personalities.

**Paul Zarcone**, who uses J.D. Holiday as air name, former program director and morning air personality on WKTU(FM) New York, joins WXLO(FM) there as morning air personality.

**Randy White**, producer-director, WTOL-TV Toledo, Ohio, joins WJXT(TV) Jacksonville, Fla., in same capacity.

**Matt Musil**, sports director, WTVM(TV) Columbus, Ga., joins KHOU-TV Houston as weekend sportscaster and weekday sports reporter.

**Larry Claflin**, sports reporter and talk show host, WITS(AM) Boston, named executive sports director.

**Mike Fernandez**, sports director, WLGN(AM) Logan, Ohio, joins KOAI(TV) Flagstaff, Ariz., as sports director.

**William Scott Simon**, from WSDR(AM) Sterling, Ill., joins WITY(AM) Danville, Ill., as sports announcer and account executive.

**Dennis Pratte**, producer-director and copywriter, KTHV(TV) Little Rock, Ark., joins WJAR-TV Providence, R.I., as creative services director.

**Joe Lyons**, from KXA(AM) Seattle, joins KVI(AM) there as program host.

**Leo Cahill**, former head coach of Canadian Football League's Toronto Argonauts, joins CFGM(AM) Richmond Hill, Ont., as commentator and will also work on sales staff.

## News and Public Affairs

**Sid Davis**, Washington bureau chief, NBC News, named VP. **Ron Bonn**, documentary producer, CBS News, New York, joins NBC News as producer. Bonn's current assignment is with weekly program *NBC Magazine with David Brinkley*. **Julian Finkelstein**, staff director, KNBC(TV) Los Angeles, named co-director, NBC News's *Today*.

**Anne Edwards**, special assistant for press advance at White House, joins CBS News, Washington bureau, as assignment editor.

**Paul Paolicelli**, news director, WAGA-TV Atlanta, has resigned. Successor has not been named.

**Mike Sullivan**, assistant news director, WFTV(TV) Orlando, Fla., joins WAAY-TV Huntsville, Ala., as news director.

**Tony Dorsey**, newscaster and reporter, KTVC(TV) Ensign, Kan., named news director.

**Ed Crane**, morning news anchor, WBBM-FM Chicago, assumes additional duties as news director. **Vicki Mann**, program director, KBKB-FM Fort Madison, Iowa, joins WBBM-FM as afternoon newscaster.

**Larry Matthews**, news director, WXYZ(AM) Detroit, joins KSD(AM) St. Louis as managing editor and morning show host.

**State Alexander**, reporter, WBSR(AM) Pensacola, Fla., joins WAAA(AM) Winston-Salem, N.C., as news director.

**Ken Rees**, executive producer of *PM Magazine* on WCCO-TV Minneapolis, named associate news director.

**Elliot Kleinberg**, in news department of WKAT(AM) Miami, named assistant news director.

**Norm Gunning**, assignment editor, KOIN-TV Portland, Ore., joins KIRO-TV Seattle in same capacity. **Linda Coldiron**, from KMBC-TV Kansas City, Mo., joins KIRO-TV as investigative reporter. **Joe Zaspel**, reporter, KIRO-TV, named producer of station's election coverage. **John Borli**, morning news editor, KIRO(AM) Seattle, named assignment desk writer, KIRO-TV. **Chuck Sicotte**, chief pilot, Puget Sound Industries, joins KIRO-TV as helicopter pilot-reporter.

**Michael Manning**, assignment editor, WLWT(TV) Cincinnati, joins WROC-TV Rochester, N.Y., in same capacity. **Mary Ann Sunsheln**, news photographer, WDTN(TV) Dayton, Ohio, joins WROC-TV in same capacity.

**Mary Gale**, producer of 5 p.m. news, KCRA-TV Sacramento, Calif., named evening assignment editor, KIEM-TV Eureka, Calif.

**Patrick Stout**, anchor, KXXO(AM) Tulsa, Okla., joins noncommercial WVIK(FM) Rock Island, Ill., as news director.

**Dave Stanley**, co-anchor of 6 and 10 p.m. news, executive producer and reporter, WAAY-TV Huntsville, Ala., joins KYW-TV Philadelphia as general assignment reporter and anchor of early morning news cut-ins.

**Patty Callish**, Redding, Calif., bureau chief for KHSI-TV Chico, Calif., and anchor-producer of 11 p.m. news, named anchor-producer of noon news and co-anchor of 6 p.m. news. She will continue to anchor and produce 11 p.m. news. **Walt Fox**, reporter in Redding bureau, named Redding bureau chief.

### FINANCIAL & MANAGEMENT CONSULTANTS

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**Eric Schmidt** and **Beverly Martinez**, on news staff of KWGN-TV Denver, and **Duffy Sherman**, special projects manager, Adolph Coors Co., Golden, Colo., named co-hosts of *Midday*, news program on KWGN-TV. **Randy Tatum**, former producer, KKTU(TV) Colorado Springs, joins KWGN-TV as producer of *Midday*. **Alexandria King**, from KYOK(AM) Houston, joins KWGN-TV as general assignment reporter. **Jim Nash**, assignment editor, KWGN-TV, and **Max Roby**, director of TV operations, Mountain Bell Telephone, named weekend anchors on KWGN-TV. **John Kounalis**, sports director, KWBZ(AM) Denver, named weekend sports anchor on KWGN-TV.

**Carrie Jackson**, 11 p.m. anchor, WNEU-TV Bay City, Mich., joins WJAR-TV Providence, R.I., as 7 p.m. co-anchor.

**Dan White**, from WNGE(TV) Nashville, joins KXAS-TV Fort Worth as general assignment reporter.

**Laurie Fagen**, assistant producer and air traffic reporter, KTAR(AM) Phoenix, joins KWWL-TV Waterloo, Iowa, as state house reporter-photographer in Des Moines bureau.

**John Graber**, formerly with KSLA-TV Shreveport, La., joins KTBS-TV there as photographer and reporter.

**Mike Buchanan**, crime reporter, WDMV-TV Washington, named executive news producer.

**John Denney**, executive news producer, KARD-TV Wichita, Kan., joins WTMJ-TV Milwaukee in same capacity.

**John Baker**, executive producer, Cable News Network, Atlanta, named VP in charge of production and operations. **Chris Chase**, writer, critic and actress, joins CNN as host of *Television Tonight*.

**Margaret O'Brien**, associate producer, 5 p.m. news on KTRK-TV Houston, named 7 p.m. news producer.

**Aisha Karimah**, producer of *Sunday Show* on WRC-TV Washington, joins news department there as producer of weekday morning program, *Tony Brown at Daybreak*, and Saturday evening local public affairs program, *News-center Forum*.

**Frank Sechrist**, weatherman, WLS-TV Chicago, joins WBBM-TV there as weekend weatherman.

**Bob Ryan**, weatherman and meteorologist, WRC-TV Washington, named chief meteorologist for WRC(AM).

**Marty Ofiara**, public service editor-associate producer, WDIV(TV) Detroit, named community relations director.

**Ron Prickel**, videotape editor for *PM Magazine* on WISH-TV Indianapolis, named ENG editor and associate producer in news department.

**Frank Sajsa** and **Michael North**, both from WTVH(TV) Syracuse, N.Y., join WKBW-TV Buffalo, N.Y., as news photographers.

## Promotion and PR

**Eugene Secunda**, senior VP and director of JWT Entertainment Division, named senior VP and director of communications services, N W Ayer ABH International, New York, supervising all public relations in all Ayer offices as well as Ayer financial public relations.

**Charles F. Klein**, director of promotional services, Home Box Office, New York, joins Premiere, Los Angeles, as director of promotion.

**Suzanne Sack**, manager, sales promotion, CBS Radio, New York, named director of sales promotion.

**Patricia Beers**, from marketing division of Arbitron, New York, named director of public relations for Petry Television, New York.

**Su Katz**, former syndicated tape manager, WNEW-TV New York, joins WATR-TV Waterbury, Conn., as promotion director.

**David Stagnitto**, promotion writer-producer, KUTV(TV) Salt Lake City, named assistant promotion director.

## Technology

**Martin Rubin**, director of industrial electronic services, RCA Service Co., Cherry Hill, N.J., named division VP-industrial electronic services.

**C. Richard Mullen**, former general manager of Picker Corp. and director of marketing and sales, Baird Atomic Inc., named VP-marketing and sales, Magnavox CATV Systems Inc., Manlius, N.Y. **James Shelton**, former division general manager, Poloron Products, and VP-operations, Simmonds Precision, named director of manufacturing for Magnavox CATV. **John B. Taylor**, chief technician, San Juan Cable TV, **Donna Lee Avery**, technician, Magnavox, and **Marty Mason**, former general manager of CATV operations, United Cablevision Corp., named sales representatives, Magnavox CATV.

**Lyman (Rusty) de Camp**, project manager for small earth station development and manager of video systems development, Western Union, joins California Microwave, Sunnyvale, as senior systems engineer for small aperture terminals market segment. **Jim Smith**, marketing manager-small aperture terminals, California Microwave, named satellite communications division director-headquarters marketing. **Hugh Wilensky**, manager-contracts, named satellite communications division director-operations. **Jim Miehle**, responsible for manufacturing in digital products segment of telecommunications division, named digital products director-operations. **Mike Foster**, manager-financial planning, named director-financial planning.

**Lloyd Ludwig**, manager of direct-to-home broadcasting satellite systems, Hughes Aircraft, has taken early retirement and formed consultancy for planning of direct broadcasting systems, Satellite Broadcast Associates.

**Tim Prouty**, responsible for Dolby Laboratories FM program, assumes additional duties as project manager, broadcast audio. In this position, he will be responsible for all applications of professional A-type Dolby noise reduction to broadcasting in U.S. and Canada.

**Wayne Churchman**, senior marketing engineer, Hewlett-Packard, Richardson, Tex., joins Tocom, Irving, Tex., as market development manager for company's recently announced 55 Plus, cable TV converter and home information terminal.

**Doug Dessaro**, staff engineer, noncommercial KOCF(TV) Huntington Beach, Calif., joins Broadcast Communications Devices Inc., Anaheim, Calif., as manager of government-industrial sales. **Don Anderson**, formerly with Metrovics, named service manager, BCI.

**Stanley Ketner**, engineering supervisor, Mission Cable TV, San Diego, joins Indianapolis

Cablevision Co. Ltd. as engineer in charge of over-all cable construction.

**Wayne Mulligan**, with Buckley Broadcasting's WDRC-AM-FM Hartford, Conn., named VP and supervisor of engineering department of WSEN-AM-FM Syracuse, N.Y., recently acquired by Buckley.

**Michael Smith**, chief engineer, KWOW(AM) Pomona, Calif., joins KNX(AM) Los Angeles as maintenance supervisor in technical operations department.

## Allied Fields

**Christopher Sterling**, professor of communications, Temple university, Philadelphia, named special assistant to FCC Commissioner Anne P. Jones. **John G. Williams**, electronics engineer, National Telecommunications and Information Administration's Institute for Telecommunications Sciences, Boulder, Colo., named engineering assistant to Jones.

**Andy Elseman**, VP responsible for developing brokerage activities in Northeastern U.S. for Daniels & Associates, Denver, named cable television broker for 13 Western states.

**Timothy Sloan**, graduate of Duke university law school, Durham, N.C., **Kenneth Satten**, from George Washington university law school, Washington, **Susan Berghoef**, from Georgetown university law school, Washington, and **Glenn Sugameli**, from University of Virginia law school, Charlottesville, join Wilkinson, Cragan & Barker, Washington communications law firm.

**William Field**, associate research director, D'Arcy-MacManus & Masius, Chicago, joins Mid-America Research there as managing director.

**Diane Jennings**, research director, WBBM-TV Chicago, joins Arbitron Midwest Television Station Sales in Chicago as account executive.

**Sylvia West Marshall**, senior staff associate, BLK Group, Washington management consultants, joins National Cable Television Association there as director of human resources.

**Roger Burke**, information services manager, WBZ-TV Boston, joins Massachusetts Film Bureau, Boston, as assistant director.

## Deaths

**Whitney Ellsworth**, 71, producer of *Superman* television series, died Sept. 7 at his home in Westlake Village, Calif. He began producing *Superman* in 1953, which starred George Reeves. Ellsworth had been editorial director of Superman comics from 1939 to 1971. Survivors include his wife, Jane, and daughter.

**J. Wright Mackey**, 75, former owner of WRAC-AM-FM Williamsport, Pa., died of heart attack Sept. 2 at Divine Providence hospital there. Mackey joined station year it was founded, 1930, and had been owner and general manager for 17 years. WRAC-FM went on air in 1948. He sold stations last year. Survivors include his wife Ruth, and daughter.

**Everett Clarke**, 68, early radio actor, was found stabbed to death Sept. 10 in his Chicago studio where he had been drama coach. Early in his career, Everett was announcer and narrator for national radio program, *Theater of the Air*. He also was cast member on *The Shadow*, radio series on Mutual Broadcasting during 1930's, and on *Betty and Bob*, radio soap opera. He had been drama teacher since 1950's.



# Stock Index

Exchange and Company	Closing Wed. Sept. 10	Closing Wed. Sept. 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	31 1/4	32 1/2	+1 1/4	+ 3.84	6	880
N Capital Cities	63 1/2	63 5/8	- 1/8	- .19	13	836
N CBS	51 3/4	52	- 1/4	- .48	7	1,500
N Cox	52 1/2	49 7/8	+2 5/8	+ 5.26	8	708
A Gross Telecasting	25 1/8	25 1/4	- 1/8	- .49	7	20
O LIN	54 1/2	53 1/4	+1 1/4	+ 2.34	11	150
N Metromedia	92 1/8	90	+2 1/8	+ 2.36	10	391
O Mooney	9 1/4	9 1/2	- 1/4	- 2.63	12	3
N Scripps-Howard	56 1/2	56 1/2			9	145
N Storer	29 1/8	28 3/4	+ 3/8	+ 1.30	9	380
N Taft	30 1/4	31 3/4	-1 1/2	- 4.72	8	295

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	20 7/8	21 1/2	- 5/8	- 2.90	17	38
A Affiliated Pubs.	24 7/8	23 3/4	+1 1/8	+ 4.73	10	128
N American Family	8 1/8	8	+ 1/8	+ 1.56	4	85
N John Blair	24 1/4	23 1/4	+1	+ 4.30	8	90
N Charter Co.	18 3/4	20 3/8	-1 5/8	- 7.97	1	523
N Chris-Craft	26	24 3/4	+1 1/4	+ 5.05	13	69
N Coca-Cola New York	6 1/2	6 1/4	+ 1/4	+ 4.00	15	114
N Cowles	26 1/2	26 7/8	- 3/8	- 1.39	18	105
N Dunn & Bradstreet	56 3/4	57 3/4	-1	- 1.73	17	1,580
N Fairchild Ind.	25 7/8	25 5/8	+ 1/4	+ .97	8	295
N Fuqua	15 7/8	16	- 1/8	- .78	3	202
N Gannett Co.	52	52			14	1,828
N General Tire	20	20 1/2	- 2.43	- 8	473	
O Gray Commun.	50	50			10	23
N Harte-Hanks	29 3/8	29 1/2	- 1/8	- .42	14	274
O Heritage Commun.	20 1/4	20 3/4	- 1/2	- 2.40	10	66
N Insilco Corp.	18	16 3/8	+1 5/8	+ 9.92	8	193
N Jefferson-Pilot	27 3/4	28	- 1/4	- .89	6	608
O Marvin Josephson	13 1/4	14	- 3/4	- 5.35	8	34
O Kansas State Net.	28 3/4	28 3/4			23	54
N Knight-Ridder	26 3/4	28 1/4	-1 1/2	- 5.30	10	869
N Lee Enterprises	23 3/4	24	- 1/4	- 1.04	11	170
N Liberty	15 3/8	15 3/8			6	199
N McGraw-Hill	37 7/8	37 1/4	+ 5/8	+ 1.67	12	940
A Media General	30 3/4	29 3/4	+1	+ 3.36	8	218
N Meredith	40 1/8	40	+ 1/8	+ .31	6	125
O Multimedia	30 1/4	30	+ 1/4	+ .83	16	303
A New York Times Co.	30	31 5/8	-1 5/8	- 5.13	9	360
N Outlet Co.	30 1/8	31	- 7/8	- 2.82	44	75
A Post Corp.	15 3/8	15 5/8	- 1/4	- 1.60	8	28
N Rollins	31 1/2	30	+1 1/2	+ 5.00	13	431
N San Juan Racing	19	18 3/4	+ 1/4	+ 1.33	21	47
N Schering-Plough	41 1/4	42	- 3/4	- 1.78	10	2,188
O Stauffer Commun*	44	44			11	44
A Tech Operations	13 3/4	14 3/8	- 5/8	- 4.34	15	19
N Times Mirror Co.	43	43 1/4	- 1/4	- .57	10	1,459
O Turner Broadcasting	13 1/4	13 3/4	- 1/2	- 3.63		132
A Washington Post	23	23 1/8	- 1/8	- .54	9	324
N Wometco	22 1/4	22 3/8	- 1/8	- .55	10	197

<b>CABLE</b>						
A Acton Corp.	15 3/8	14 1/2	+ 7/8	+ 6.03	11	46
N American Express	35 3/4	36	- 1/4	- .69	7	2,548
O Burnup & Sims	14 1/4	15	- 3/4	- 5.00	18	124
O Can. Cablesystems	8	9 1/4	-1 1/4	-13.51	15	152
O Comcast	31 1/2	28 1/4	+3 1/4	+11.50	35	80
O Entron*	5	5			5	4
N General Instrument	70	70 1/2	- 1/2	- .70	12	606
O Geneve Corp.	42	42			30	47
O Tele-Communications	20	20 1/2	- 1/2	- 2.43	19	460
N Teleprompter	24 1/8	25	- 7/8	- 3.50	20	410
N Time Inc.	58 3/8	58 1/4	+ 1/8	+ .21	11	1,641
O Tocom	17 1/4	18 1/4	-1	- 5.47		51
O UA-Columbia Cable	75	77	-2	- 2.59	55	251
O United Cable TV	39 3/4	39	+ 3/4	+ 1.92	27	163
N Viacom	50 1/2	50	+ 1/2	+ 1.00	19	213

Exchange and Company	Closing Wed. Sept. 10	Closing Wed. Sept. 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods...	4 3/8	3 1/8	+1 1/4	+40.00	4	13
N Columbia Pictures	36	32 5/8	+3 3/8	+10.34	10	361
N Disney	47 5/8	49 5/8	-2	- 4.03	12	1,547
N Filmways	9 1/2	9 1/4	+ 1/4	+ 2.70		59
O Four Star	1 1/2	1 1/2			15	
N Getty Oil Corp.	79 1/2	81	-1 1/2	- 1.85	9	6,531
N Gulf + Western	19 1/2	19 1/2			5	1,089
N MCA	54 3/8	47 5/8	+6 3/4	+14.17	9	1,278
O Medcom	8 5/8	6	+2 5/8	+43.75	31	14
N MGM Film	8 5/8	7 3/4	+ 7/8	+11.29	6	278
O Reeves Commun.	34	33 1/2	+ 1/2	+ 1.49	24	82
O Telepictures	4 3/4	4 3/4			22	11
N Transamerica	17 7/8	18 1/2	- 5/8	- 3.37	5	1,167
N 20th Century-Fox	38 1/2	35 1/2	+3	+ 8.45	6	8,113
O Video Corp. of Amer.	9 3/4	10 1/4	- 1/2	- 4.87	20	9
N Warner	58	54 3/8	+3 5/8	+ 6.66	14	1,650
A Wrather	18 7/8	19 3/4	- 7/8	- 4.43		43

<b>SERVICE</b>						
O BBDO Inc.	43 3/4	44 1/4	- 1/2	- 1.12	9	109
O Compact Video	22 1/8	20 5/8	+1 1/2	+ 7.27	20	57
N Comsat	43 1/8	38 5/8	+4 1/2	+11.65	9	345
O Doyle Dane Bernbach	34	32 3/4	+1 1/4	+ 3.81	9	89
N Foote Cone & Belding	35 1/2	34 7/8	+ 5/8	+ 1.79	9	95
O Grey Advertising	55 1/2	54 1/2	+1	+ 1.83	5	33
N Interpublic Group	34 1/2	33	+1 1/2	+ 4.54	7	154
O MCI Communications	11 3/4	10 1/8	+1 5/8	+16.04	59	357
A MovieLab	9	8 1/4	+ 3/4	+ 9.09	7	14
A MPO Videotronics	5 1/4	5 1/4			15	3
O A.C. Nielsen	32 5/8	32 1/4	+ 3/8	+ 1.16	14	358
O Ogilvy & Mather	29	27 3/4	+1 1/4	+ 4.50	9	120
O Telemation	2	1 3/4	+ 1/4	+14.28	12	2
O TPC Communications	8	7 7/8	+ 1/8	+ 1.58	57	7
N J. Walter Thompson	35 5/8	36	- 3/8	- 1.04	8	108
N Western Union	28 1/4	28 1/2	- 1/4	- .87		428

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	14 3/8	14 1/8	+ 1/4	+ 1.76		24
N Ampex	26 1/4	26 1/2	- 1/4	- .94	13	302
N Arvin Industries	16 1/8	16 3/8	- 1/4	- 1.52	8	125
O CCA Electronics*	1/8	1/8			1	
A Cetec	7 1/8	6 1/4	+ 7/8	+14.00	9	14
A Cohu	6 5/8	6 1/2	+ 1/8	+ 1.92	9	11
N Conrac	20 1/8	20 3/4	- 5/8	- 3.01	9	41
N Eastman Kodak	63 5/8	66 1/8	-2 1/2	- 3.78	10	10,268
B Elec Missile & Comm.	6	4 3/4	+1 1/4	+26.31	75	16
N General Electric	53 1/2	55 1/4	-1 3/4	- 3.16	8	9,875
N Harris Corp.	43 1/4	42 5/8	+ 5/8	+ 1.46	16	1,308
O Intl. Video*	5/8	5/8				1
O Microdyne	30 3/4	33	-2 1/4	- 6.81	23	3
N M/A Comm. Inc.	43 7/8	43 3/8	+ 1/2	+ 1.15	38	437
N 3M	57 5/8	58 1/2	- 7/8	- 1.49	10	6,711
N Motorola	59 1/2	58 1/4	+1 1/4	+ 2.14	11	1,698
O Nippon Electric	51 5/8	50	+1 5/8	+ 3.25	39	1,695
N N. American Phillips	35 1/2	33 1/2	+2	+ 5.97	6	427
N Oak Industries	44 1/2	39 7/8	+4 5/8	+11.59	15	239
A Orrox Corp.	7 7/8	8 1/8	- 1/4	- 3.07	25	13
N RCA	26 3/4	27 3/4	-1	- 3.60	7	2,003
N Rockwell Intl.	30 1/2	31	- 1/2	- 1.61	8	2,263
A RSC Industries	6 3/8	5 1/8	+1 1/4	+24.39	16	15
N Scientific-Atlanta	39 5/8	39 5/8			35	411
N Sony Corp.	13 3/8	12	+1 3/8	+11.45	22	2,883
N Tektronix	67	67 1/2	- 1/2	- .74	15	1,205
O Texscan	14 3/4	15	- 1/4	- 1.66	29	15
O Valtec	43 1/4	41 3/8	+1 7/8	+ 4.53	43	172
N Varian Associates	30 1/4	30	+ 1/4	+ .83	14	231
N Westinghouse	27 3/4	26 5/8	+1 1/8	+ 4.22	7	2,354
N Zenith	17 1/2	16 1/2	+1	+ 6.06	16	329

Standard & Poor's 400 Industrial Average 141.64 142.00 - .36




Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents.

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# 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;

- Oct 6  Advance report on the **NRBA Convention**. Full listing of agenda events, full display of equipment, program and service exhibitors, and full coverage of what's on the aural medium's mind as the National Radio Broadcasters Association assembles in Los Angeles.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary issue** on Oct. 12, 1981.
- Dec 1  On the eve of the annual convention of the Radio-Television News Directors Association, BROADCASTING will report **the state of the art on all sides of the electronic journalism profession**. Nationally and locally. The content. The competition. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

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

## You Belong in Broadcasting Every Week

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*



## Goldman's Sachar: stock specialist with a literary flair

It's not everyone who catches the literary allusions that crop up in research reports penned by Goldman Sachs broadcast/cable securities analyst Ellen Berland Sachar. And even those who appreciate the literacy of her writing might not guess at the background from which that quality springs: Sachar holds a PhD from Columbia university's Department of English and Comparative Literature.

Though hers was an atypical path to the securities field, Sachar views the transition she made as perfectly logical—the same analytical “mind set,” she says, is brought to bear whether the object of study “is a poem or a P&L.”

Her analytical prowess has won Sachar a place among the elect of the corps of analysts who follow the electronic media. And along with that esteem have come invitations from virtually the entire complement of broadcast/cable professional organizations. She has made presentations to or appeared on program panels of the National Association of Broadcasters, Television Bureau of Advertising, National Cable Television Association, National Association of Television Program Executives and American Association of Advertising Agencies among others. Sachar has been called to Washington to testify before House, Senate and Federal Trade Commission panels on media concentration. All told, she's developed what one industry insider calls “a unique visibility” in her trade.

One area in which Sachar's work receives particularly high marks is its grounding in the regulatory aspects of the business. Thus, it was no surprise that hers was one of the names mentioned as possible candidates to fill the FCC post Margita White vacated in 1979.

Assessing her own strengths, Sachar emphasizes her “focus on trends rather than individual stock picks.” When she applies that focus to the present state of the industry, Sachar sees a developing inclination among senior broadcast executives, faced with the possible inroads of new technologies, particularly cable, on their existing businesses, to say: “If you can't beat 'em, join 'em.” That's a significant departure, she feels, from three to five years ago when the attitude was: “If we just don't pay too much attention to it, it might go away.”

Over the short term, Sachar notes that, comparatively speaking, the year after a presidential election tends to be soft for broadcasters, particularly in spot advertising. However, “this year you haven't had quite the bonanza that people were look-



Ellen Berland Sachar—senior security analyst, Goldman Sachs & Co., New York; b. New York, April 29, 1941; BA Barnard college, 1961; MA Columbia university, 1962; PhD, Columbia university, 1970; junior security analyst, assistant mutual fund manager, National Securities & Research Corp., New York, 1970; security analyst, Sanford C. Bernstein & Co., 1970-72; security analyst, Paine Webber Mitchell Hutchins, 1972-74; assistant vice president, investment research 1974-76; vice president, investment research, 1976-79; present position at Goldman Sachs since August 1979; president, Entertainment Analysts Group since 1978; not married.

ing for ... so maybe the comparisons won't be quite as dramatic.”

“Probably the most important consideration” for broadcasters in Sachar's short and longer view is the rate of inflation. “Since advertising is budgeted as a percent of sales, to the extent that sales numbers will continue to be inflated advertising budgets won't look quite so paltry as those in other industries might.” Thus, broadcasting is one of the few industries that could benefit from the fairly high rate of inflation which Sachar expects to continue “no matter who gets elected in November.”

For the cable industry, while inflation will affect the cost of money needed for construction, “the players in cable are much more substantial financially” than they were coming out of the 1974-75 recession, and cable operators are benefiting from the “substantial cash flow from pay cable” also absent in the 1974-75 period.

Sachar freely admits that the “star aspect” of her work is “sort of gratifying.” But she's not one to rest on her laurels. The voluminous files with which the analyst has filled her office bear mute testimony to the detailed approach she takes to her work. Described by those who know her as “energetic” and “a lady with a lot of hustle,” Sachar explains that she's

truly interested in the industries she follows, in monitoring their trends and directions, checking facts against one another.

Discussing the analytical profession, she says, “In more light-hearted moments I often compare it to being a voyeur ... Less colorfully one might call it being a reporter, but a reporter with an investment decision to make at the end of each report.”

At the same time, Sachar recognizes that hers is a profession with “a fair attrition rate.” She notes: “You don't see many analysts 50-plus. After a while, you reach a plateau, and start looking for different horizons,” with two of the more common trails leading into either money management or the industries an analyst follows.

Sachar doesn't suggest that her interest in the media, or analyzing media stocks, is approaching its plateau. However, that's not to say she's without extracurricular pursuits. The theater and film also command her attention, though with the volume of written material her work requires her to plow through, her avocational interest in reading is, to her regret, no longer what might be expected of a doctoral student of English.

Travel is another Sachar pastime, and yet she can't completely leave her work behind her. One acquaintance has noticed her “remarkable gift for finding people who can become sources” while on vacation, adding “She seems to run into everybody in the (media) world someplace.”

There is, of course, another side to being an analyst other than writing reports and studying trends: an ability to pick stocks. As Sachar puts it, “you're judged every morning” when clients read the closing prices of the previous afternoon.

Saying she may not be “the first person to get on a bandwagon,” Sachar quickly adds that she gets on in time to benefit from it. Stocks now on Goldman Sachs's recommended list are CBS, Capital Cities, Multimedia, Times Mirror, Storer and Cox.

Looking at stock prices in general, with cable multiples about four times those of network shares, Sachar agrees “one could argue that people are a little too enthusiastic about cable” as opposed to broadcasting. But the pricing differential, she feels, “tells you something” about investors' perceptions, with the likelihood of “some adjustments on either end.”

Sachar has carved out her territory in a field that remains largely dominated by men. While being a woman does “help the visibility” that an analyst on the sell side of securities research needs to build a client following, speaking in general about women in business, she stresses: “You can't be average.”

# Editorials

## Hype

The Charles D. Ferris scenario of television stations falling on the countryside like autumn leaves wasn't quite played to final curtain at the FCC's meeting last Tuesday, but its big first act attracted all the press attention he could have wanted. News accounts appearing coast to coast portrayed the FCC as making way for "thousands" of new television stations.

Maybe hundreds, even thousands, of venturers *will* rally to the Ferris call if the low-power rulemaking turns into a rule. They will have no one but themselves—and the FCC—to blame if the new, bargain-basement micro-stations prove disappointing in the marketplace. Not in memory has another chairman of the FCC, aided expertly by the press agency he hired, so oversold a prospect of economic exploitation.

The low-power standards that the FCC proposed may provide reasonable safeguards against interference in the television system. The question is whether a future FCC would have the nerve to reject demands for higher power from hundreds or thousands of failing operators who had been lured into the business by the FCC's own blue-sky publicity. When this proceeding comes to a final vote, the FCC owes it to the public, and especially to the minorities whose hopes it has now raised, to cut out the sales talk and explain just what it is creating.

That kind of frankness, however, is not to be expected of the FCC as now composed. The actions that followed the low-power decision of last Tuesday were not those of a commission that pays much attention to the gritty details of television allocations. At one point the FCC postponed consideration of a relaxation of its rules to permit willy-nilly drop-ins of short-spaced VHF stations; it decided to think about that in context with its possible effects on the UHF competition that the FCC will be considering at a meeting Sept. 18. The postponement was followed by a 4-to-3 vote to drop VHF's into four markets where the evidence is overwhelming that they will create serious VHF interference and damage the development of U's. Bob Lee, in a dissent, found that behavior "ironic." To say the least.

## Next in line

On Sept. 30 the FCC is to issue a notice of inquiry into its authority to regulate direct-to-home broadcasting from satellites. A month or so later, the Communications Satellite Corp. will file its application for permission to provide a satellite-delivered subscription television service. DBS is destined to be the next big dispute on the frontier of technology.

Some broadcasters want the frontier closed. At the National Association of Broadcasters convention last April there were cries of alarm at perceived threats to local television service. The proprietors of television stations affiliated with networks foresee eventual obsolescence if networks can deliver programs directly from origination point to audience.

Although not opposing DBS outright, ABC has charged that the FCC has prejudged the question of its regulatory authority and the desirability of DBS (BROADCASTING, Aug. 25). ABC wants Congress to decide the basic policy question of whether direct-to-home telecasting from the sky would be in the public interest.

In a way ABC is right in saying that DBS has been prejudged. As Joseph Charyk of Comsat accurately reports in the interview appearing elsewhere in this issue, "We must appreciate that the world has already made the decision, including the United States, that frequencies should be made available for direct broadcast-

ing." The decision was made in 1977 at a World Administrative Radio Conference. No one knows to this day who gave the U.S. delegation authority to vote for the reservation of DBS frequencies, but it did, the frequencies are there and they and the orbital slots for the satellites that will use them are to be apportioned among nations at another WARC to be held in 1983.

What are Comsat's chances of success with the system it has in mind, assuming the FCC approves it? The guess here is that its several subscription services might find a market where neither pay cable nor broadcast pay TV is available. If a DBS system is to supplant the present network distribution structure, however, it must put an earth station on every television home. The affiliates' fears may at best be premature.

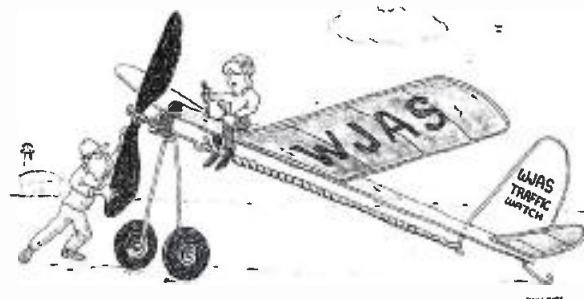
There are engineering visionaries who see DBS as the instrument to offer U.S. television viewers an option of improved pictures and sound. What if DBS began broadcasting on higher standards than those now in use, and manufacturers began building more sophisticated receivers? There is at least the tantalizing possibility of distinctly better audio and video quality for those with the desire and money to add a new generation of receivers to those already in use.

Speculation about the future is an interesting exercise, but the threshold question remains. Assuming the DBS frequencies exist and can be claimed for no more needed public service, the government can hardly withhold them from DBS use. Perhaps the comments turned up in the FCC's proposed inquiry will reveal objections unforeseen here. As things look now, however, it is difficult to project reasons why DBS should be denied a chance to find its way into the thickening web of American telecommunications.

## On and off

At the writing of these remarks, Jimmy Carter had decided that the risks of appearing with Ronald Reagan and John Anderson in the first of the debates proposed by the League of Women Voters were larger than the risks of ducking out. Considering the permanence of earlier Carter decisions on matters of larger consequence, this page is unwilling to predict whether his chair will be occupied or vacant when the first debate goes on the air.

It may safely be concluded, however, that the debates themselves have become tactical instruments in presidential campaigns. Nobody thought of them quite that way when the first were held in 1960 or paid much attention when none was held in 1964, 1968 or 1972. Carter has succeeded in making not-debating an issue. Whatever he does will make precedent for 1984. Nineteen eighty-four?



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PITTSBURGH-WTAE	10	29
SPRINGFIELD-KOLR	8	27
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