

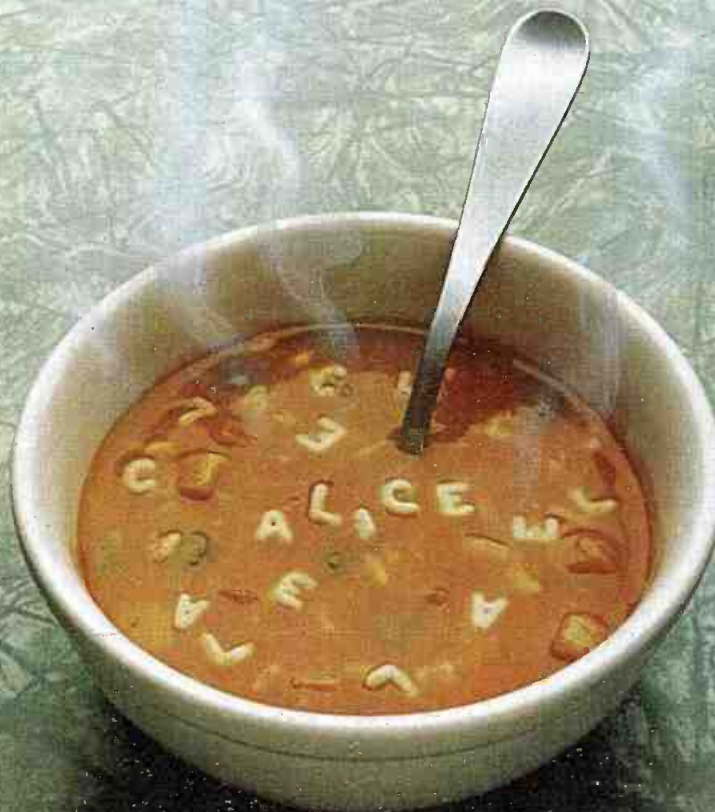
Starting to write the rules for DBS  
Rewriting the script for PBS

# Broadcasting Sep 29

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**OVERBOARD**  
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**STRANGER IN OUR HOUSE**  
Linda Blair, Lee Purcell, Jeremy Slate,  
Carol Lawrence, Macdonald Carey



**STREET KILLING**  
Andy Griffith, Harry Guardino,  
Bradford Dillman



**TELL ME MY NAME**  
Arthur Hill, Barbara Barrie, Barnard Hughes





**CID**  
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Genevieve Page



**STRANGERS:**  
*The Story of a Mother and Daughter*  
Bette Davis, Gena Rowlands



**THE WILD GEESSE**  
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Stewart Granger



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Katharine Hepburn, Sam Waterston,  
Anna Miles, Michael Moriarty



**GOOD GUYS WEAR BLACK**  
Chuck Norris, James Franciscus  
Dana Andrews, Jim Backus



**THE GRASS IS ALWAYS GREENER OVER THE SEPTIC TANK**  
Carol Burnett, Charles Grodin, Alex Rocco,  
Linda Gray



**RUBY**  
Piper Laurie, Stuart Whitman, Roger Davis



**SEE HOW SHE RUNS**  
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Barnard Hughes



**THE SILENT PARTNER**  
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**Q:** When it comes to audience development research for radio, why should you use the best?

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**EXPERIENCE.** Because most markets today are highly competitive with a wide variety of air products available to the listener, we have found a special expertise is required to deliver really *useable and profitable* information for our radio clients. The Research Group serves more than 65 stations in the United States and Canada — successful broadcasters who know the value of using the best.

**PEOPLE.** Through the Research Group, clients have access to some of the most successful professionals in the industry: Bill Moyes, E. Karl, Peg Riemer, Dick Springfield and others.

**SENSIBLE GOALS.** Our goal is to help each client use research to improve its bottom line. Better profit for each station is the purpose of research at our firm. To ensure it, we have a flexible program of applying a wide variety of research — programming, promotion, and sales research — to each client's needs.

**EXCLUSIVITY.** We normally work with one client *exclusively* in a market. Some people might believe our

research, done exclusively, is more expensive than syndicated research projects. The fact is that even with total customization, the difference in price is usually very small.

Why do we work exclusively for a client? *Consider:* Would you want your competitors to understand your station's vulnerabilities? Would you want them to know which of your air talent have real potential? Would you want them to know how to improve their own weaknesses? If the answer to any of these questions is *no*, we suggest an exclusive and confidential relationship with your research firm.

**COMMITMENT.** Our firm is totally involved in, and dedicated to the radio industry. It is not a sideline to any other business base. The Research Group professional staff includes some of the top programmers/researchers in the country today, and we strive to acquire and keep the country's best people. Moreover, we own and operate successful radio stations in sizeable competitive markets. We know what it takes. The best.

*If you are interested in using the best, please let us know. Just call for an appointment in your market or at the NRBA.*

## The Research Group

1422 Monterey Professional Plaza • San Luis Obispo, California 93401 • 805/541-2838

*At the NRBA, Los Angeles Bonaventure Hotel, Suite 2738*

# The Week in Brief

## TOP OF THE WEEK

**NO FETTERS FOR DBS** □ That is recommendation of the Office of Plans and Policy to the FCC. The inquiry notice is due out this week. **PAGE 32.**

**GROSSMAN'S ALLIANCE** □ The PBS chairman outlines a plan for a partnership of public TV and the nation's cultural organizations to provide a \$55-million program service. **PAGE 33.**

**NAB STANCES** □ The fall board meeting in Washington results in cautious endorsement of DBS, a plea for the FCC to expedite action on teletext, and a resolve to battle the commission on UHF. In addition, the radio task force gains momentum and there's good news for the minority fund in the form of an IRS break. **PAGE 34.**

**H.R. 6121 SHOT DOWN** □ A House Judiciary subcommittee votes against the bill that would have lifted restrictions on AT&T and telephone industry. **PAGE 35.**

**THAT ACTORS STRIKE** □ The tentative agreement last Thursday brings restart of production that much closer. **PAGE 36.**

## LAW & REGULATION

**FERRIS EXPLAINS** □ The FCC chairman briefs an IRTS audience on the philosophy behind the changes in the commission's regulatory attitudes. He also says the question of networks getting back into cable ownership should be considered. **PAGE 40.**

**CURIOSITY ABOUT LOW POWER** □ The FCC reports an "incredible" public reaction to the TV mini-station proposal. By comparison, there have been few queries from the public about the recent VHF drop-in action. **PAGE 42.** Among industry engineers, there is a feeling that there are no great problems in connections with low-power TV. But feelings about drop-ins vary. **PAGE 63.**

**CRT FORMULA SET** □ The Copyright Royalty Tribunal issues its final guidelines for the distribution of nearly \$15 million in royalties from cable in 1978. **PAGE 44.**

**THE MALRITE WAY** □ The NAB and Field Communications ask the FCC to stay repeal of cable

syndicated exclusivity and distant-signal rules. The delay is sought until an appeals court acts on Malrite's suit that challenges the FCC decisions. **PAGE 46.**

## JOURNALISM

**THE BALTIMORE BOXSCORE** □ CBS and NBC draw respectable ratings for the Reagan-Anderson confrontation, but whether there will be other debates is debatable. **PAGE 48.**

**BOUQUETS FOR MACBRIDE** □ SDX discusses the world press report that is being presented to a Belgrade UNESCO meeting. There are some misgivings, but approval for a number of points and praise for the prod it gives to Third World coverage. **PAGE 52.**

**LOOKING FOR MORE CLASS** □ A new commission is formed to recommend reforms in presidential news conference to eliminate the "circus-like" atmosphere that embarrasses many White House regulars. **PAGE 52.**

## BUSINESS

**CAMPAIGN ADS GET ROUGHER** □ Carter and Reagan begin readying spots that attack each other's qualifications and ability. **PAGE 54**

## PROGRAMING

**'SHOGUN' ZAPS COMPETITION** □ The NBC five-parter gets the highest miniseries ratings since *Roots*. **PAGE 59.**

## TECHNOLOGY

**DOWNBEAT REPORT** □ Digital technology gets major play at the IBC meeting in Brighton, England. American and British authorities cite shortcomings in the proposed 12-4-4 interface standards. **PAGE 61.**

**NAB'S OFFER** □ The association tells five proponents of AM stereo systems that it is willing to oversee and coordinate efforts to determine best method. **PAGE 63.**

## PROFILE

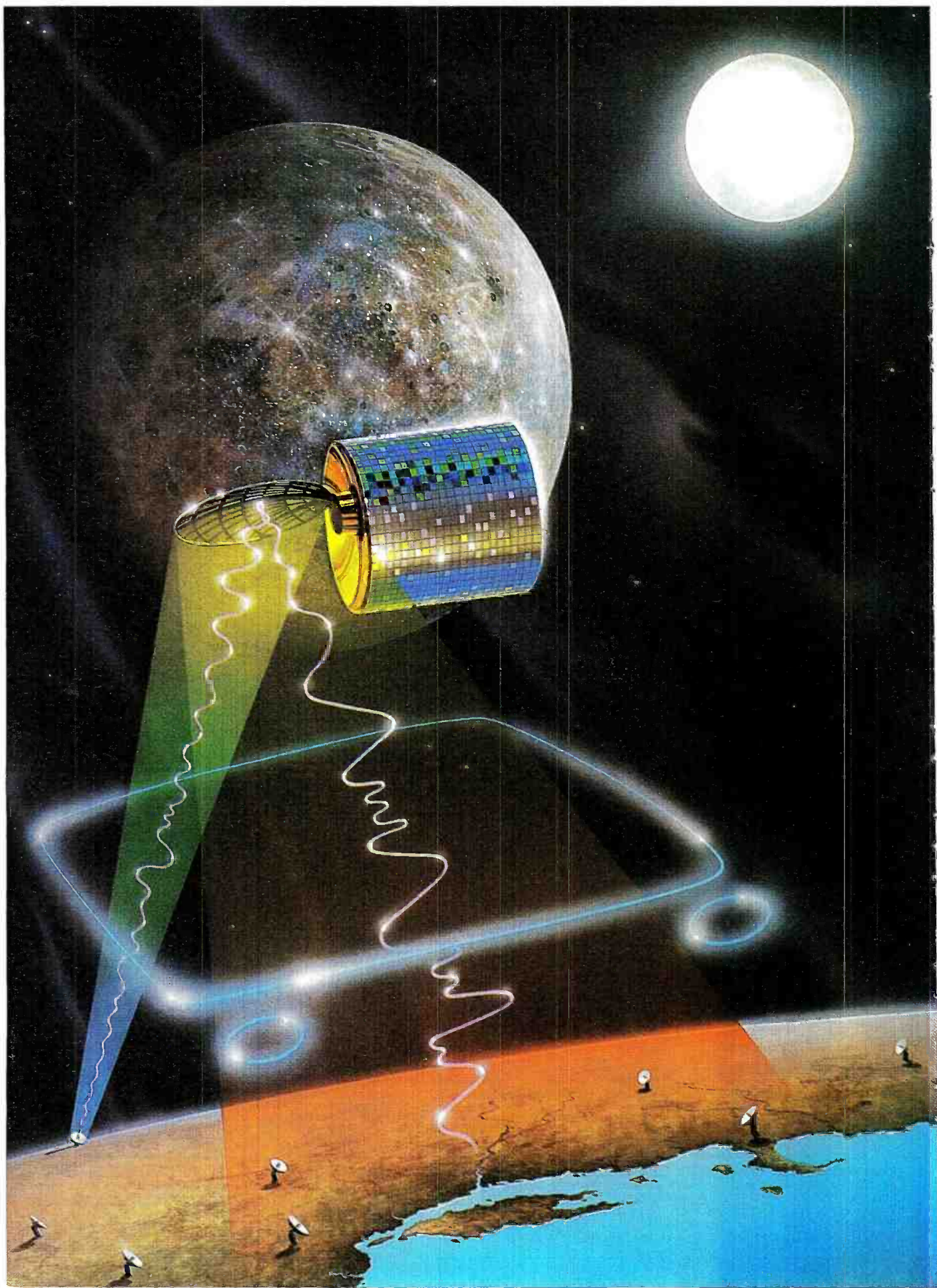
**THE LADY IS A CHAMP** □ En route to the presidency of the FCBA, Linda Cinciotta demonstrated her mettle in successfully fighting attempts to deny the association its seat in the ABA. It's just one of many bright spots in the record of the only woman partner in the communications law firm of Arent, Fox, Kintner, Plotkin & Kahn. **PAGE 89.**

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# **Westar satellites now broadcast 174 hours of programming every 24 hours.**

We've grown a lot since 1974 when we put the nation's first domestic communications satellite in the sky.

In fact, we've grown so much that Westar® satellites now beam more than 63,400 hours of programming a year. That's why more households receive programs carried by Westar than any other satellite service.

Why are so many broadcasters turning to Westar?

One reason is economics. As a rule of thumb, it's five if by land, one if by satellite. For example, the terrestrial distribution of a one-hour, prime-time show from Los Angeles to New York would typically cost \$1,832. That same distribution by satellite, \$390.

Another reason for Westar's growth is uniform quality. Westar allows broadcasters to transmit programs instantaneously from one point to another or to many points. Even if those locations are across the continent. And reception is consistently high quality at all points.

With reasons like these, it's no wonder that the major networks are using more satellites. Or that the Public Broadcasting Service now has 270 stations receiving programming via Westar. Other program distributors, too, have realized the impact of satellite communications.

It all adds up to a brave new world for video and audio broadcasting, 22,300 miles above the earth.

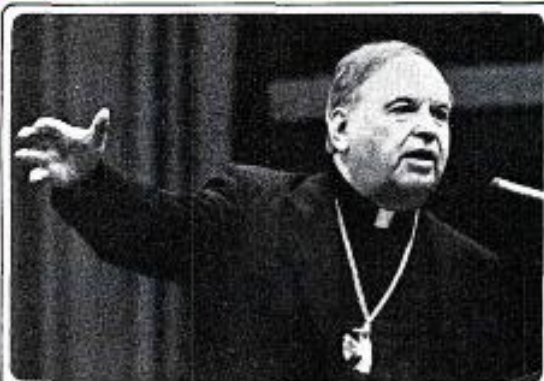
A world brought to you by Western Union.





*Since 1930,  
people have  
listened to us.  
With their hearts.*

# THE LUTHERAN HOUR BEGINS ITS SECOND 50 YEARS OF REACHING PEOPLE.



Our broadcasts are more vital than ever. The need, greater. And you can help us fill that need. Add The Lutheran Hour to your station's line-up. It's available to you at no charge. In 30-, 25-, and 15-minute versions. See what happens when people listen with their hearts. Just return the coupon below. Thank you.

Back on Oct. 2, 1930, following "The Shadow" on CBS, Dr. Walter A. Maier talked for sixteen minutes. A total of 32 stations carried his message. Simply, he talked about God. He gave people something to think about, to believe in. And they responded. Five million of them after only two months of broadcasts.

Since then, the voices have changed. The message, however, is the same. The response: overwhelming. Today, Dr. Oswald Hoffmann speaks on more than 1,100 radio stations a week in the U.S. and Canada. His words are heard in 125 countries.

The 50th Anniversary of The Lutheran Hour is not so much a celebration of the past as it is anticipation of the future.

## THE LUTHERAN HOUR

THE LUTHERAN HOUR  
International Lutheran Laymen's League  
2185 Hampton Avenue, St. Louis, Mo. 63139

Please send me the Regular \_\_\_\_\_ Audition \_\_\_\_\_

30-minute version ☐ 15-minute version ☐

25-minute version ☐

Station \_\_\_\_\_

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

I will play it on \_\_\_\_\_ at \_\_\_\_\_



# Closed Circuit®

Insider report: behind the scene, before the fact

## Ups and downs

Nielsen Station Index is ready with its 1980-81 TV households estimates for NSI's 203 designated market areas (DMA's) and they result in some substantial changes in rank. Albany, N.Y., drops out of top 50, going from 49th to 51st, and Charleston-Huntington, W.Va., moves in, from 51st to 49th. Dayton, Ohio, which was 50th, rises to 48th and is replaced by Harrisburg, Pa., which was 47th.

Among other changes: On upside, Seattle goes to 14th from 17th (replacing St. Louis, which drops to 15th); Kansas City, Mo., to 25th from 28th; Birmingham-Anniston, Ala., to 36th from 39th; Salt Lake City to 44th from 48th; Raleigh, N.C., to 43d from 46th. On downside, Norfolk, Va., goes from 43d to 47th; New Orleans from 36th to 38th; San Antonio, Tex., from 44th to 46th. New estimates will be used starting with Nielsen's October measurements of 23 markets.

## In the dark

All that most FCC members know about proposed move of agency's headquarters to Rosslyn, Va. (BROADCASTING, Sept. 22), is what they've read in daily and trade press. FCC Chairman Charles D. Ferris and staffer in charge of finding new space, Thomas Campbell, didn't notify other commissioners they had initiated legislation to permit move outside District of Columbia or had begun negotiations for lease. Campbell says if Congress approves and lease goes through, commissioners will be asked to vote approval.

## Advocacy acceptance

Big increase in number of TV stations amenable to issue advocacy commercials is evident in studies by Television Bureau of Advertising. At request of American Association of Advertising Agencies, TVB surveyed stations on willingness to accept five specific issue spots and on attitudes toward issue advertising generally. Results, to be given to Association of National Advertisers' annual meeting Tuesday (page 38), were still being tabulated late last week, but with over 400 stations heard from, those willing to consider issue advertising reportedly were up more than 50% from five years ago, when TVB did survey for U.S. Steel and found 53% takers.

Second measure of station attitudes comes from another source. Committee for Energy Awareness ran pro-nuclear-power campaign last May and achieved acceptance rates of 65% for TV and 85%

for radio—and was able to buy time somewhere in each market selected. These figures come from report by Kirkland & Ellis, law firm for CEA, which is considering another campaign and asked for opinion on fairness doctrine implications. One conclusion: Coverage generated by Three Mile Island incident was so extensive that most stations probably have devoted less time to CEA's side than to antinuclear side.

## Money and power

Cable News Network knows what it's worth in concrete terms, but it isn't telling. Senior Turner Broadcasting official says major newspaper chain two weeks ago offered "a substantial amount . . . all that we put into it and more" for the 24-hour news service, but he wouldn't identify chain or price.

Meanwhile, Ted Turner has shown interest in acquiring low-power television stations proposed by FCC. Turner could use stations to disseminate his CNN in cableless big cities and in communities where cable operator has been slow to sign up for CNN. Turner isn't only one. Southern Satellite Systems, which happens to be CNN's carrier, is also interested in building low-power stations as another outlet for its menu of programming.

## Clean sweep

Both Senate and House Communications Subcommittees may have new chief counsel when next session of Congress convenes even if Democrats continue in control of Congress. In wake of departure of Harry M. (Chip) Shooshan III as chief of staff of House subcommittee under Lionel Van Deerlin (D-Calif.), reports are current that Mary Jo Manning, Senate subcommittee counsel since 1977, is pondering private law practice in Washington.

## Yes and no

RKO General's hopes of winning FCC approval of plan to spin off to stockholders—and thus save—licenses of 13 stations flickered last week. FCC General Counsel's Office recommended that FCC reject plan. However, that opinion is not universal among commission staff. Earlier, Broadcast Bureau filed comments recommending RKO plan be adopted.

RKO and its parent, General Tire and Rubber Co., devised scheme after commission denied renewal of three RKO TV licenses—WNAC-TV Boston, KHJ-TV Los Angeles and WOR-TV New York—on

ground that, because of General Tire's transgressions, RKO lacked character qualification to be licensee. FCC is to consider spin-off tomorrow (Sept. 30).

## Dreams of glory

Crystal-balling is just that. But inside NBC-TV, where *Shogun* performance could only lead to optimism, there's talk that normally third-rated network might have shot at winning prime-time ratings for fourth quarter 1980. Prognosticators there believe it will take combination of ratings and luck. Twenty-six-hour repeat of *Centennial* miniseries would have to average 28 share or better (after 10 hours, average was 31). And if fate's on NBC's side, World Series will stretch to full seven games.

## Trend to cable

Next major station group to enter cable television ownership will probably be Field Communications, San Francisco-based owner of five major-market UHF stations. Field this week expects to sign for acquisition of its first cable property, said to be southern California system with 15,000-plus subscribers. Field is going for more.

## Flying blind

Delay in release by FCC of yearly market-by-market television financial data (usually available in August, but not expected this year until November, possibly later) is causing broadcasters problems. Many, especially at stations outside top markets, depend on data in plotting budgets for following year—usually done in September or October. Lack of 1979 figures also makes it difficult for those interested in buying stations to get financial information on various markets they may be considering. Delay has been caused by FCC conversion to new computer program.

## Canadian trade-off?

What's quid pro quo for Canada's acquiescence to 9 khz separation in AM band, wanted by FCC to open slots for new stations? There's notion in government circles that agreement could be reached if provision is made for clear channels to accommodate several additional high-power AM's in dominion—equivalent of clear channels that would be phased out in U.S. Canada's problem is coverage of sparsely settled northern areas. Next Region 2 meeting to consider allocations in this hemisphere will be in Rio de Janeiro, Nov. 8 to Dec. 18, 1981.



# Business Briefly

TV ONLY

**Midwest Subaru** □ Automobiles. Begins this week for 13 weeks in Illinois markets. Day, news, weekend and late fringe times. Agency: Lew Sanders Advertising, Chicago. Target: men, 25-49.

**Western Savings & Loan** □ Savings accounts. Begins Oct. 20 for 10 weeks in Phoenix and Tucson, Ariz. Fringe and prime times. Agency: Phillips-Ramsey, San Diego. Target: adults, 35 and over.

**Mennen** □ Lasting Impressions. Begins Oct. 6 for eight weeks in about 10 markets. Prime times. Agency: McCann-Erickson—MLS, New York. Target: women, 25-49.

**Blue Ribbon** □ Rice. Begins this week for eight weeks in Houston. Day and fringe times. Agency: Sumner & Berry, Dallas. Target: women, 25-49.

**"There's always a good movie on HTN"**

The smart cable operators are target tiering with HTN — going after the 40% who don't take pay TV because it's too expensive or because they object to R-rated material in their homes.

**HOME THEATER NETWORK**

Start target tiering.

Call HTN. 207/774-0300.

**Trimmed.** Financially strapped Chrysler Corp. is reducing its advertising budget from about \$118 million in 1979-80 but still will invest more than \$80 million to promote its new K-cars and other models. Introductory campaign on television and radio and in print media will kick off this week, and, according to Chrysler, portion allotted to television will be cut to about 60% of budget, as compared with 75% last year. Chrysler's major agency is Kenyon & Eckhardt, Detroit and New York.

**Malt-O-Meal** □ Toasty-O-s cereal. Begins this week for six weeks in 11 markets. Day times. Agency: Cash Plus, Minneapolis. Target: adults, 18-34; teenagers; children, 6-11.

**Blazer Finance Services** □ Begins Oct. 6 for six weeks in Oklahoma City and Greenville-Spartanburg, S.C. Early fringe, prime access, prime late fringe, sports and weekend times. Agency: Sandy Tinsley Advertising, Miami. Target: adults, 25-54.

**Chardon Jeans** □ Begins Oct. 20 for six weeks in 14 markets. Fringe prime access and weekend times. Agency: Poindexter-Osaky, Los Angeles. Target: men, 18-34.

**Winchell's Doughnuts** □ Restaurant franchises. Begins Oct. 16 for five weeks in more than 10 markets. Fringe times. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: adults, 18-49.

**Scherling-Plough** □ Maybelline lipstick. Begins this week for five weeks in 60 markets. Fringe and prime access times. Agency: Lake-Spiro-Shurman, Memphis. Target: women, 18-49.

**Gulf Oil** □ Begins in October for five weeks in 28 markets. Prime and day times. Agency: Young & Rubicam, New York. Target: adults, 18-49.

**Giumarra Vineyards** □ Wine. Begins Nov. 10 for five weeks in 12 markets. Agency: RNF Media, Beverly Hills, Calif. Target: adults, 18-49.

**Yamaha International** □ Tri-Moto motorcycle. Begins this week for five weeks in 18 markets. Fringe, prime and sports times. Agency: Western International Media, Los Angeles. Target:

adults, 18-54.

**Kimball International** □ Pianos and organs. Begins Nov. 17 for four weeks in about 55 markets. All day parts. Agency: Keller-Crescent, Indianapolis. Target: adults, 25-54.

**Ralston-Purina** □ Bran Chex cereal. Begins Oct. 6 for four weeks in about 20 markets. Day times. Agency: Wells, Rich, Greene, New York. Target: women, 18 and over.

**Sheraton** □ Hotels. Begins Oct. 20 for four weeks in 14 markets. News, sports and late fringe times. Agency: Creamer/FSR Inc., New York. Target: men, 25-54.

**Radio Distributing Co.** □ Sharp microwave ovens. Begins Nov. 12 for four weeks in Michigan markets. Early fringe, late fringe and prime times. Agency: Desmond & Associates, Oak Park, Mich. Target: adults, 25-49.

**Kal Kan** □ Dog food. Begins Oct. 13 for four weeks in 18 markets. Agency: Ted Bates, New York. Target: adults, 18-49.

**Eastern Airlines** □ Corporate. Begins Oct. 6 for three weeks in 10 markets. Prime and fringe times. Agency: Young & Rubicam, New York. Target: total adults.

RADIO ONLY

**Brown Shoes** □ Begins Nov. 10 for three weeks in 22 markets. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 18-34.

**Squire Shops** □ Clothing stores. Begins

## Rep Report

WANS-AM-FM Anderson, S.C.: To H-R/Stone Inc. (no previous rep).

WVEF-FM Baraboo, Wis.: To H-R/Stone from Market IV.

WONG-AM Pawtucket and WHIM-AM Providence, both Rhode Island: Kettell-Carter Inc. (for New England only).

WPRF-FM Terre Haute, Ind.: To Regional Reps. (for Midwest only).





# **Torbet Radio**

**We told KQRS AM/FM that  
we could outsell  
any Rep.**

**Now we're proving it!**

**Torbet Radio is now the national voice of  
KQRS AM/FM  
serving the Minneapolis/St. Paul\* Market.**

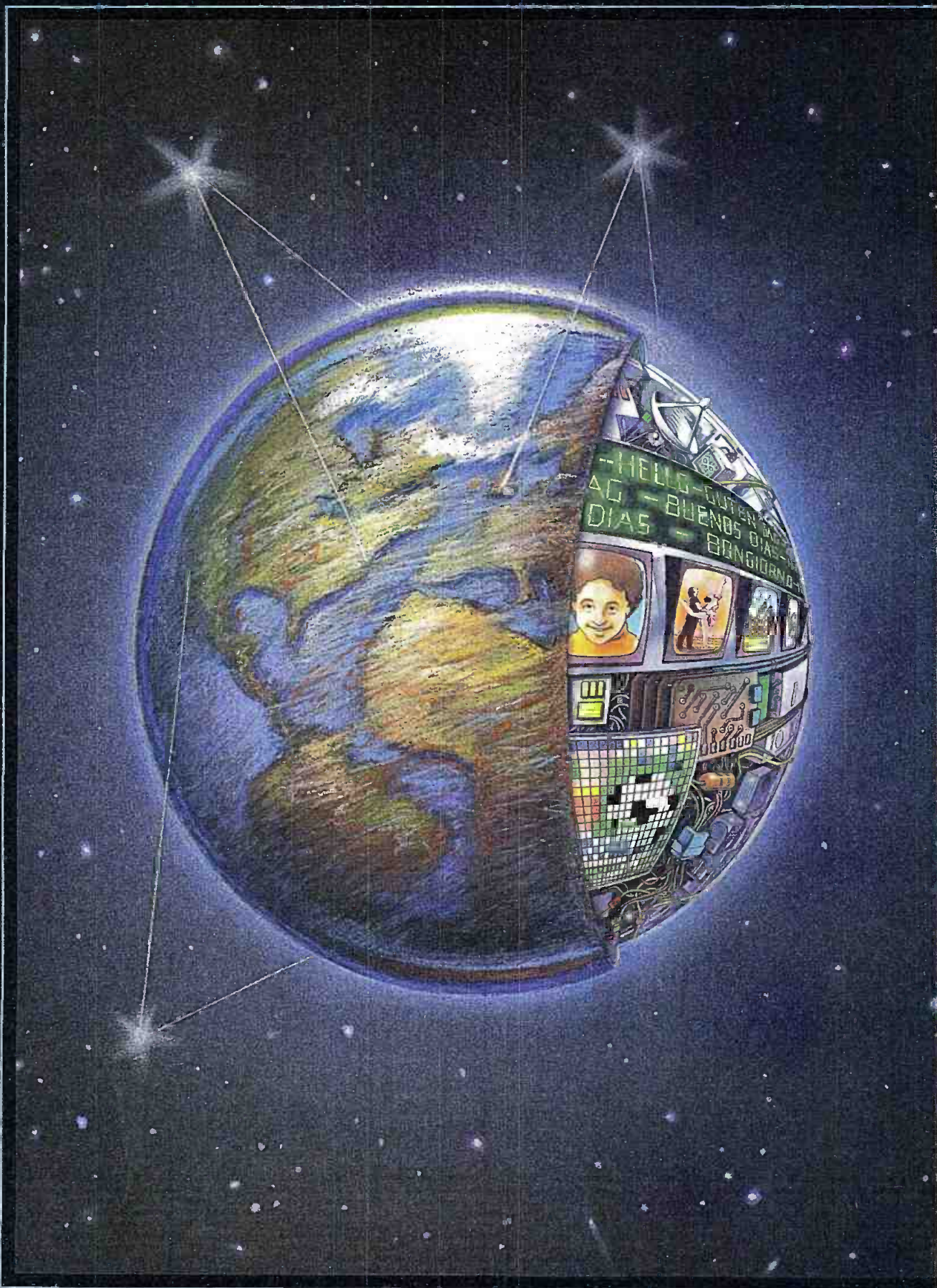
\*licensed to Golden Valley, Minn.

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

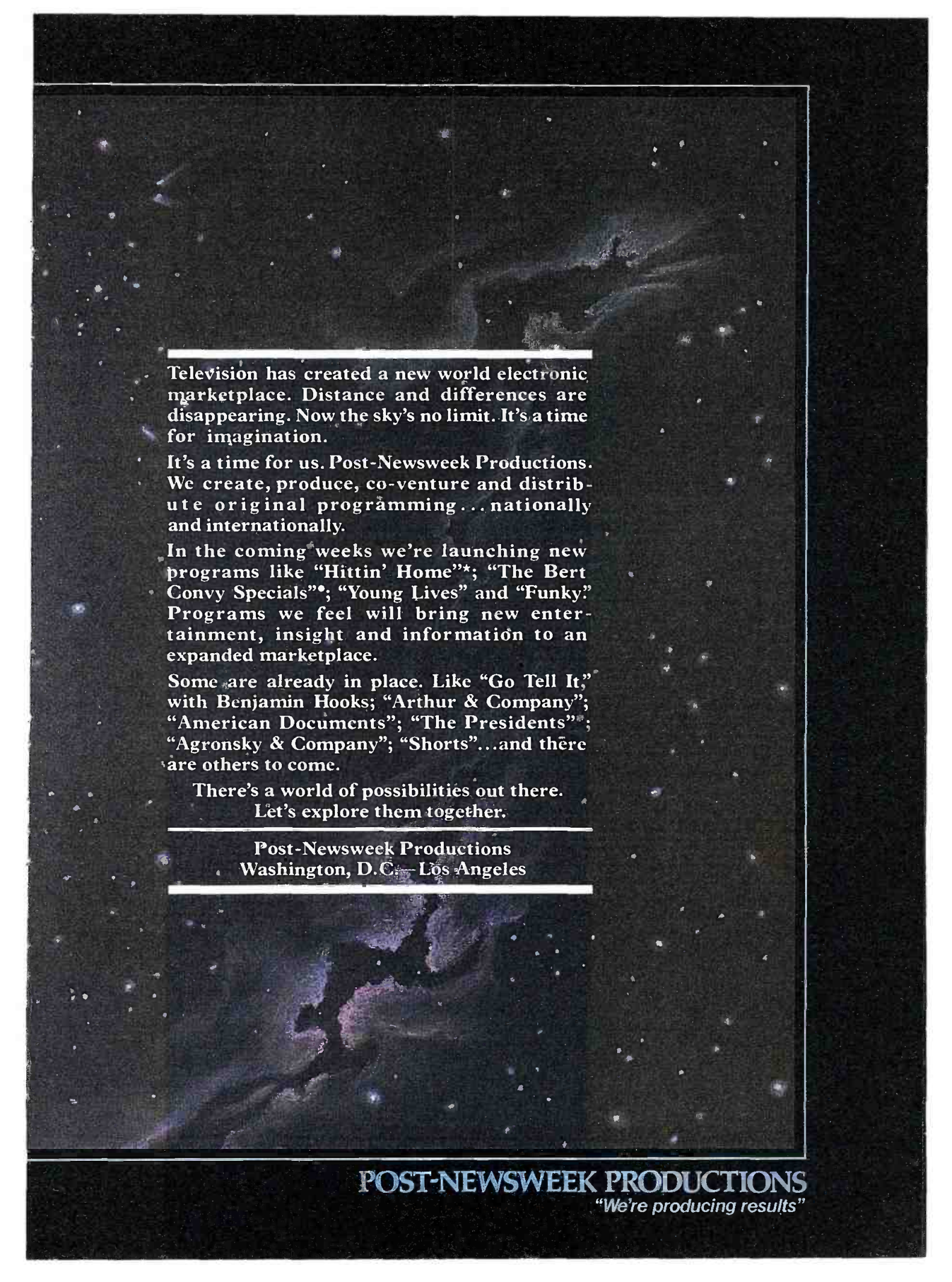


# A WORLD OF POSSIBILITIES

In partnership with: \* Viacom • Barry & Enright • Scripps Howard Broadcasting







---

Television has created a new world electronic marketplace. Distance and differences are disappearing. Now the sky's no limit. It's a time for imagination.

It's a time for us. Post-Newsweek Productions. We create, produce, co-venture and distribute original programming...nationally and internationally.

In the coming weeks we're launching new programs like "Hittin' Home"; "The Bert Convy Specials"; "Young Lives" and "Funky." Programs we feel will bring new entertainment, insight and information to an expanded marketplace.

Some are already in place. Like "Go Tell It," with Benjamin Hooks; "Arthur & Company"; "American Documents"; "The Presidents"; "Agronsky & Company"; "Shorts"...and there are others to come.

There's a world of possibilities out there.  
Let's explore them together.

---

Post-Newsweek Productions  
Washington, D.C. — Los Angeles

---

**POST-NEWSWEEK PRODUCTIONS**  
*"We're producing results"*



Oct. 22 for two weeks in Portland and Eugene, both Oregon, plus Montana and Washington markets. Morning drive, afternoon drive and evenings. Agency: Pacific Media Advertising, Seattle. Target: men, 18 and over.

**Ameritone Paint** □ Paint sale. Begins Oct. 8 for about two weeks in various California markets, plus Las Vegas. Morning drive, midday and afternoon drive times. Agency: Abert, Newhoff & Burr, Los Angeles. Target: men, 25-54.

**Kraft** □ Margarine. Begins Oct. 6 for 11 weeks in 12 markets. Agency: Needham, Harper & Steers, Chicago. Target: women, 25-54.

## AdVantage

**Spanish sports.** North American qualifying soccer matches to run on SIN National Spanish Television Network will be sponsored by Budweiser for six consecutive weeks beginning Oct. 18. The six matches will pit U.S., Canada and Mexico in home and away games, eliminating one country from further World Cup competition. Budweiser, past sponsor of World Cup Championship games on SIN, will run Spanish-language commercials on 65 satellite-interconnected affiliates of SIN.

**Picked for Guard duty.** Washington office of Needham, Harper & Steers has been awarded \$4 million recruitment advertising contract for Army and Air National Guard account. NH&S succeeds W.B. Doner of Baltimore.

□  
**Down the road.** It appears as if it will be more than one year before \$4.35 million suit against Jordache Enterprises by its former advertising agency and music production company will be heard in New York State Supreme Court. HGO Corp., New York agency, claims Jordache violated written agreement made in early 1978 to pay 15% commission each time original commercials were telecast. Raw Cream Music Productions, New York, which produced "Jordache Look" jingle for HGO, sued Jordache for \$1.65 million, claiming Jordache violated its agreement by using jingles with products other than jeans. Jordache has denied plaintiff's allegations.

□  
**It pays to advertise.** Agency business is getting favorable investor attention, notes investment survey firm Value Line in recent report on industry. Group ranks 17 out of 92 that Value Line follows in regards to its "market performance potential" over coming year. Report cites today's advertiser sophistication in maintaining budgets during recession, and positive contributions of agencies' foreign operations as two reasons "agencies are just plain doing better than most companies." Value Line singles out BBDO, Doyle Dane Bernbach, Foote Cone & Belding, and J. Walter Thompson as "best selections."

□  
**Business prospects.** Outlook for TV advertising through 1981, including look at key areas for major growth and run-down on individual station activities to assure future business, will be presented by Television Bureau of Advertising executives at four regional television conferences being held by National Association of Broadcasters in October. Robert H. Baker, marketing sales executive, will appear on first day of Oct. 1-2 conference at Fairmont hotel in Philadelphia; Arthur G. Trudeau Jr., vice president, northwestern sales, on second day of Oct. 8-9 meeting at Hyatt on Union Square in San Francisco; Robert M. Fairbanks, vice president, western sales, on second day of Oct. 15-16 session at Hyatt Regency in Phoenix, and Perry B. Bascom, vice president, southwestern sales, on second day of Oct. 29-30 meeting at Omni International in Atlanta.

□  
**New turn.** D'Arcy-MacManus & Masius/DeGarmo, New York, has consolidated offices and moved to: 360 Madison Avenue, New York 10017; (212) 850-7300. Telex: 424741 DMCM UI.

# Capture the nation's largest adult audience segments. 25-49!



The country's first matched-flow Pop-Adult format is now available in a limited edition.

Make your station number one in the 25-49 adult demo. The RADIO ONE<sup>SM</sup> system... for the competitive 80's.

Preview at NRBA,  
Suite 2708, Los Angeles Bonaventure.

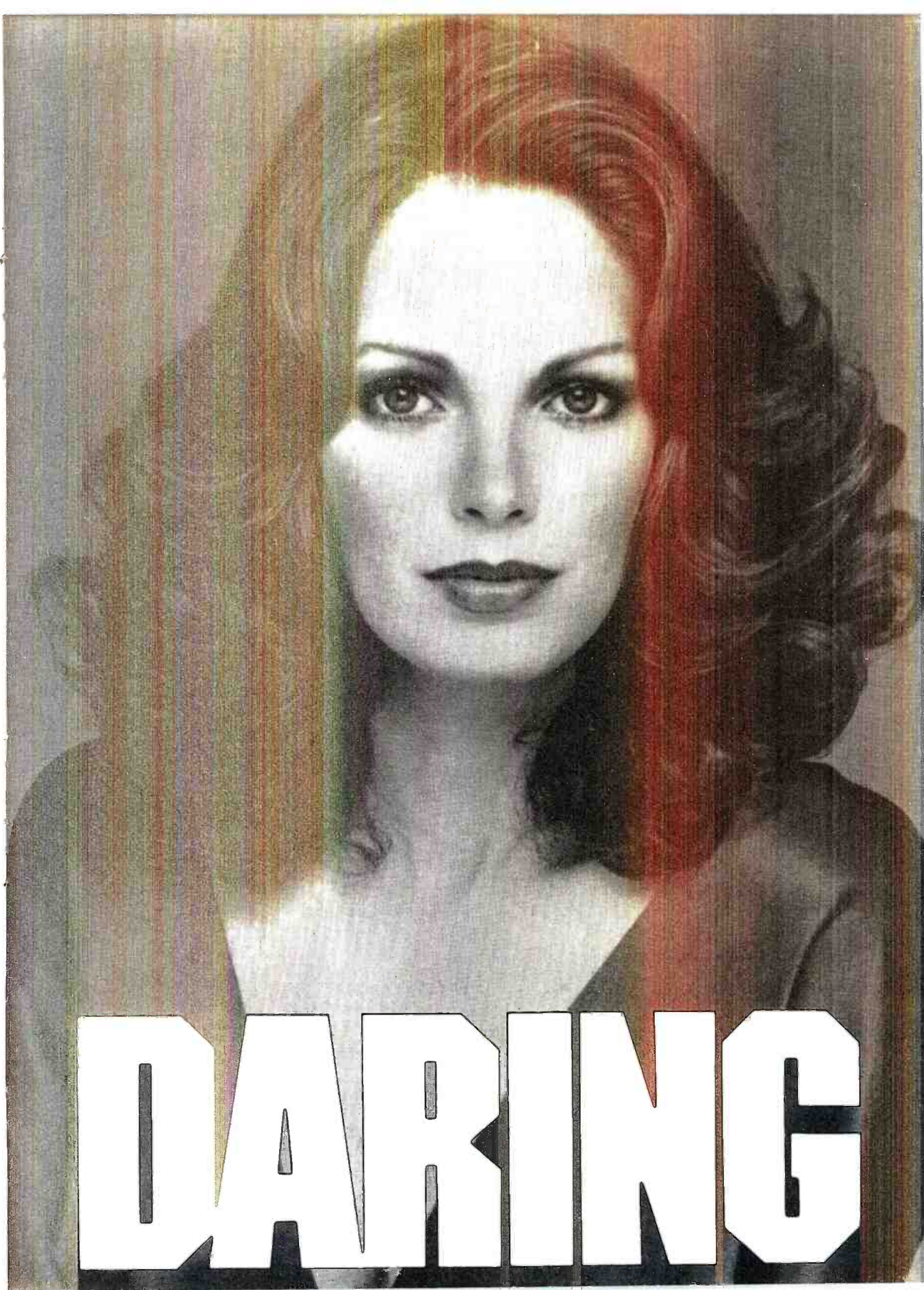


## Churchill Productions

1130 E. Missouri, Suite 800, Phoenix, Arizona 85014 ■ (602) 264-3331

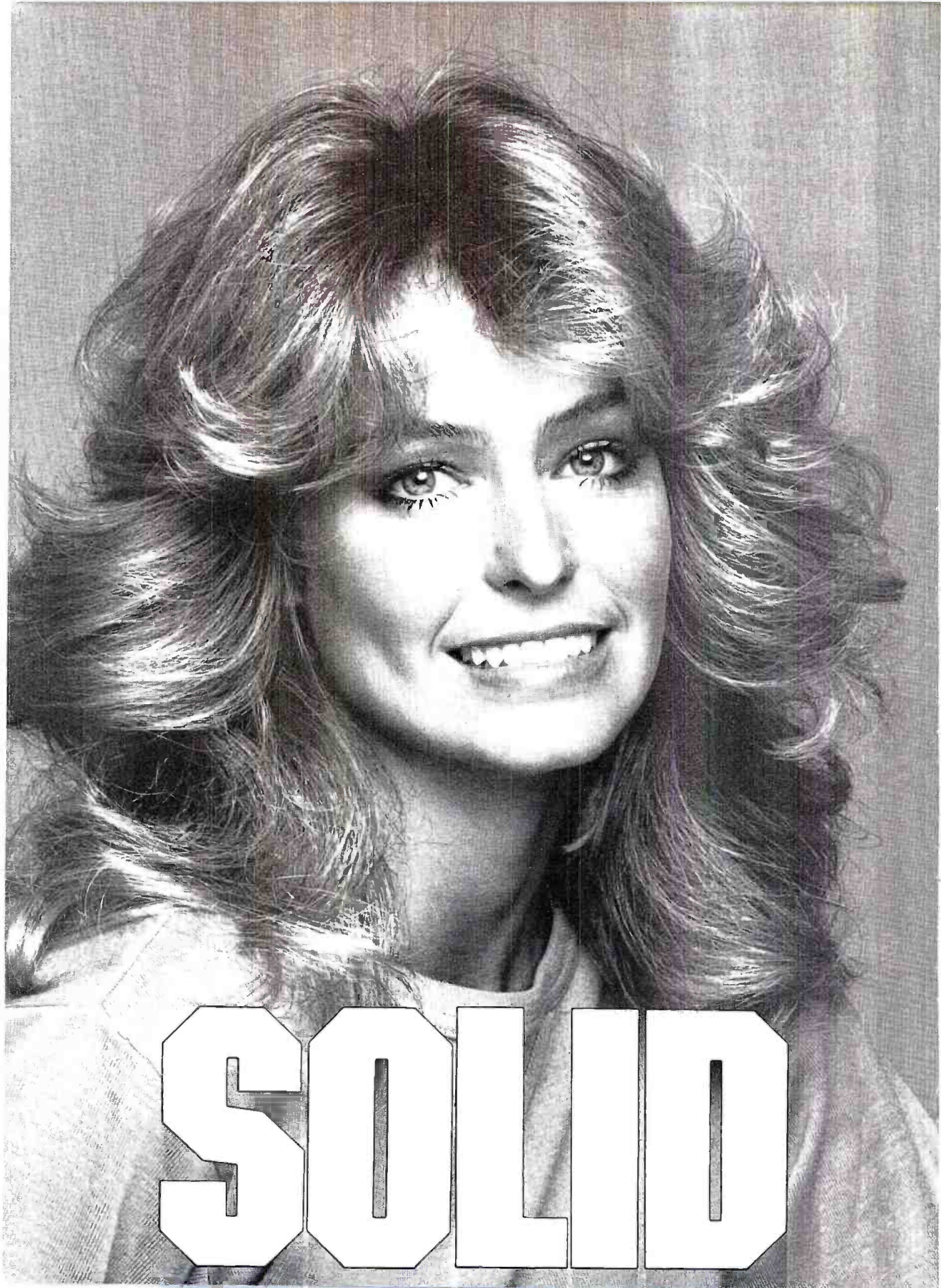
RADIO ONE is a service mark of Churchill Productions.



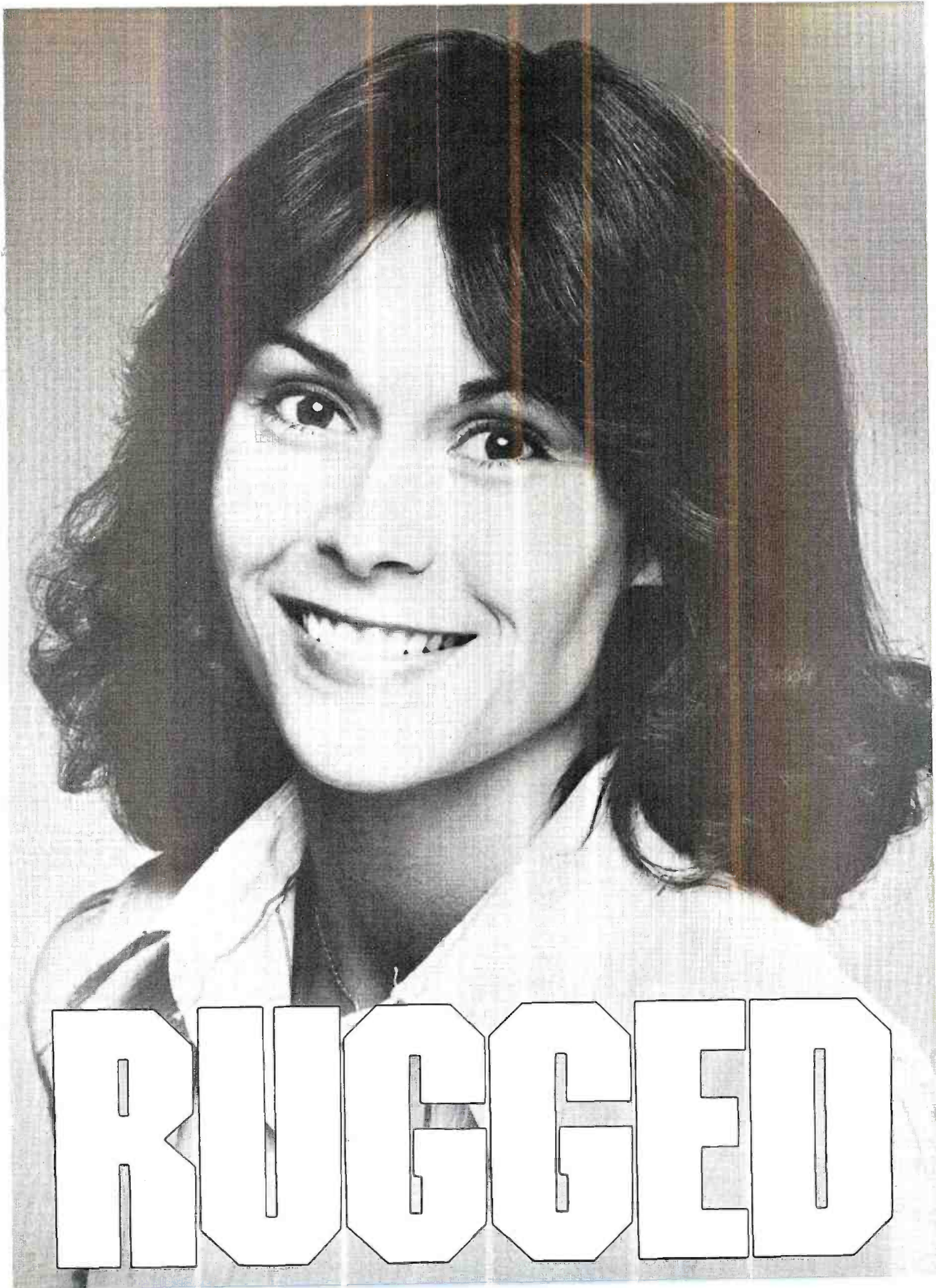


DARING









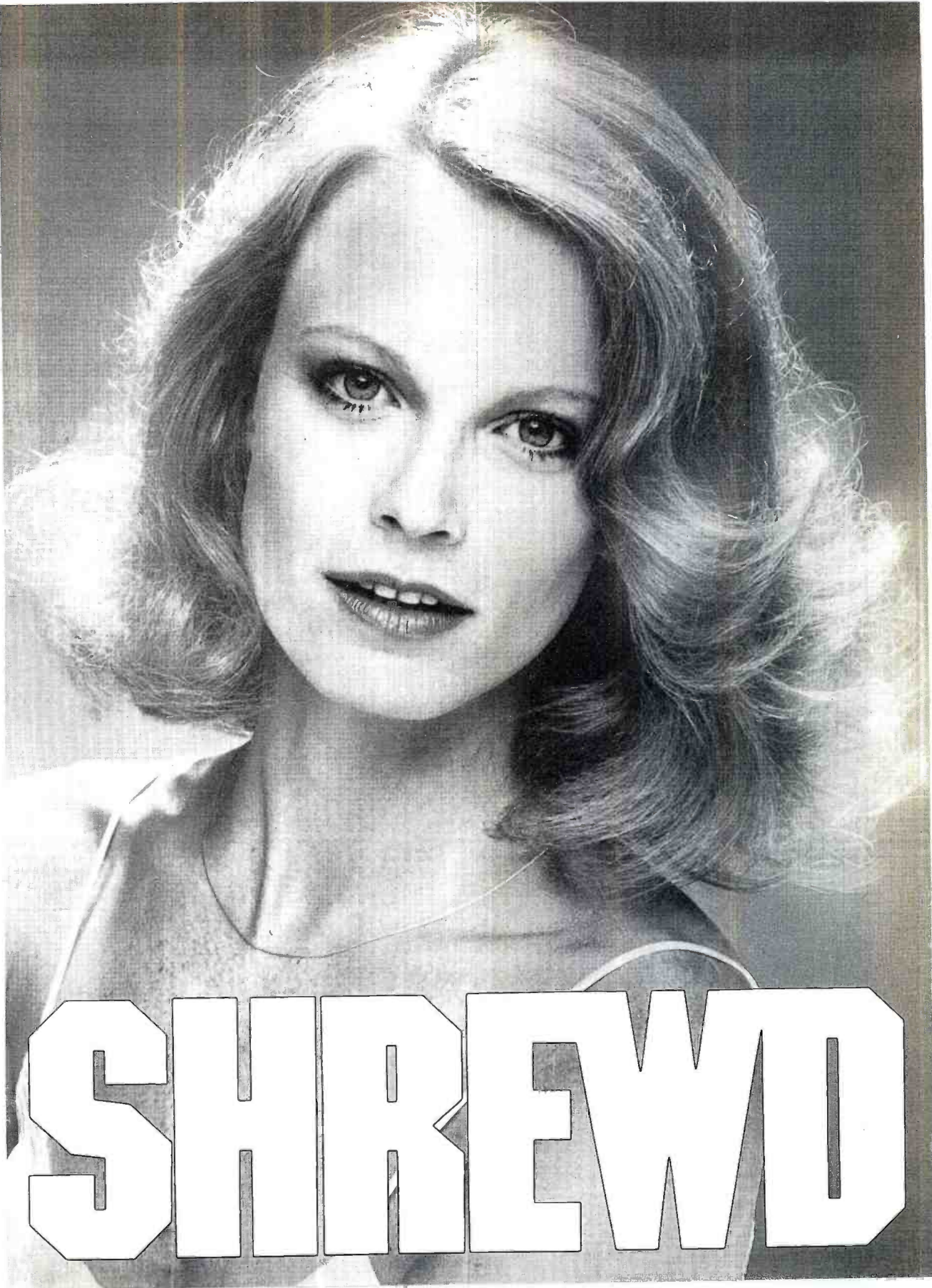
RUGGED



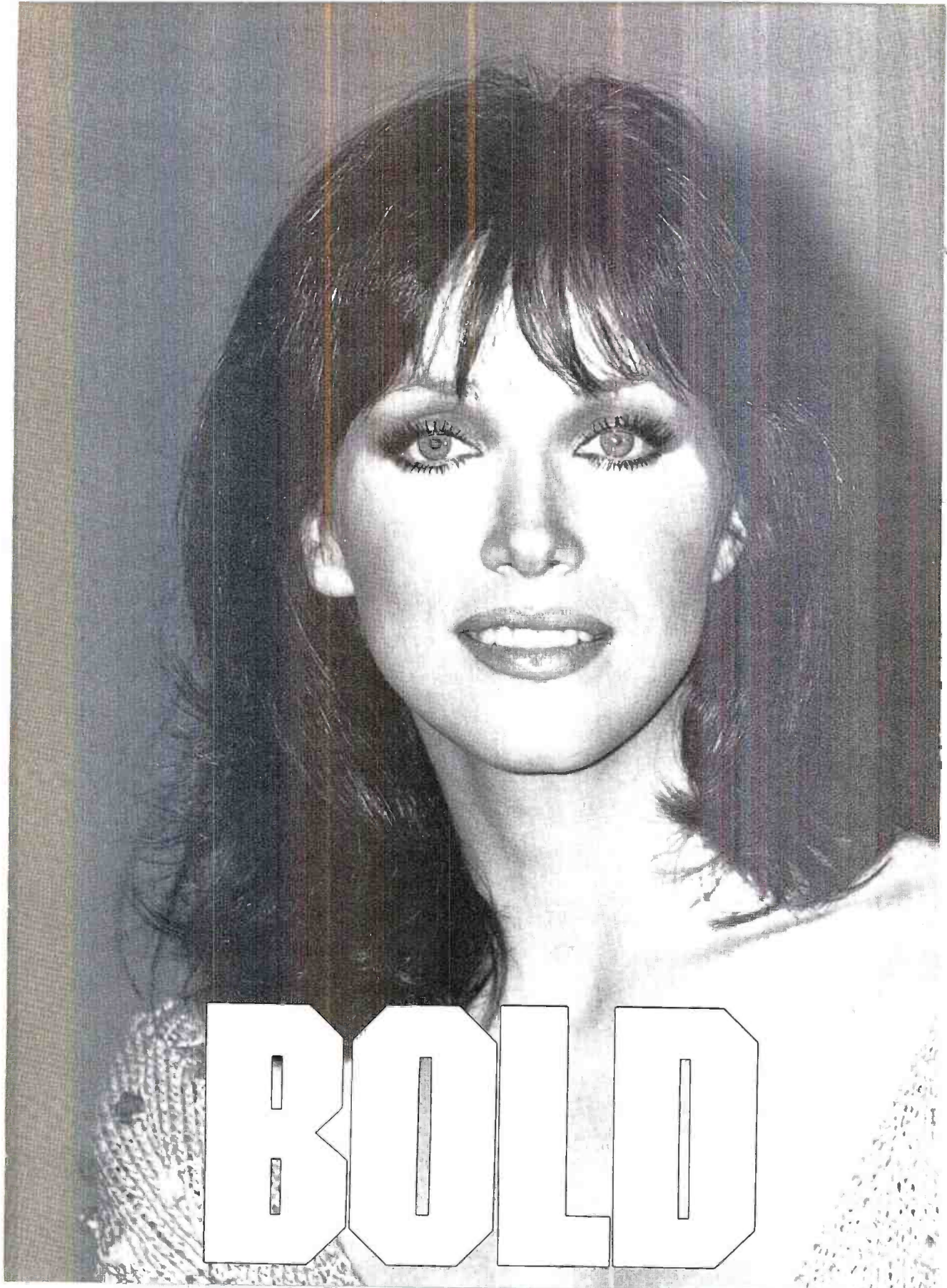


**STRONG**









**BOLD**



# HEAVEN HELP YOU IF THE ANGELS ARE NOT ON YOUR SIDE



Daring. Solid. Rugged. Strong. Shrewd. Bold.  
Charlie's Angels show no mercy.

They cut hours down to size. They make sitcoms look like a joke.

Face-to-face, they're devastating.

They've proven it for four years on ABC. By consistently being #1 in their time period. By delivering more key demos than the opposition. By looking simply terrific, time after time. And by being the most talked about, publicized women in television history.

If you let the competition get them, you'll have the devil to pay.

Available for Fall, 1981

## CHARLIE'S ANGELS

A Spelling/Goldberg Production distributed by



COLUMBIA PICTURES TELEVISION



■ Indicates new or revised listing

## This week

**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: PTI, NAEB, 1346 Connecticut Avenue, N.W., Washington 20036.

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

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

*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.

**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**—Comments on future AM channel needs due in *FCC* further notice of inquiry on 9 khz AM channel spacing (Docket 79-164). *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. Bahia hotel, 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.

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

## Also in October

**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. 8-7**—*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**—Comments due in *FCC* proposal to revise broadcast financial reporting requirements (Docket 80-190). Replies due Nov. 28. *FCC*, Washington.

**Oct. 9-10**—*Pittsburgh chapter of Society of Broad-*

*'We're here for you...'*

A Brilliant New ID Series!

Finally! All the strong, creative and effective programming and marketing elements have been combined, into one powerful and original on-air campaign. Fifty unparalleled, fully orchestrated tracks, to help you enhance listener retention of your call-letters... increase diary entries... or, simply, outclass and outdistance the competition and increase sales:

"WE'RE HERE FOR YOU" will give you the unbeatable marketing edge! Call us collect at (617) 426-3131 for more information and a demo.

✓ While at NRBA visit our Hospitality Suite in Room 2718 at the Los Angeles Bonaventure Hotel.

**CONTINENTAL RECORDINGS**  
210 SOUTH STREET, BOSTON, MA 02111





Visit us in Booth 407  
at the NRBA  
"American Radio Expo."

# NOW. SOUND QUALITY MOVES WAY UP ON AP RADIO NETWORK.

AP Radio Network goes satellite. And that means you just can't get higher-quality, better-sounding news and information programming.

The AP Radio Network is in the forefront of the movement to satellite transmission.

The benefit to you: an unexcelled new high in sound quality (8 kHz).

We've already begun transmitting via satellite in many markets. And by year's end, several hundred more stations will be receiving

the new AP Radio Network ultra high-quality sound via satellite.

Take a new look at the profit potential in AP Radio Network—the news programming service that brings the voices and sounds of the world to your station.

We're sounding better all the time.

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

**AP Broadcast Services**

***INNOVATION for better news programming***





**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 Hilton.

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

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

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

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

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

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10,

## Major Meetings

1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

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

**May 3-7, 1981**—*National Public Radio* annual conference. Phoenix. Future conference: Washing-

ton, April 18-22, 1982.

**May 6-10, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

**May 29-June 3, 1981**—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Las Vegas; 1986, Las Vegas.

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

**June 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.

*cast 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 Broad-*

*casters* annual fall convention. Toftrees 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 Billmore, 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. 21-23**—*International Tape Association* seminar, "Home Video Programming—1980." Featured-

## the most experienced firm in broadcast executive recruitment.

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

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



Carl Youngs



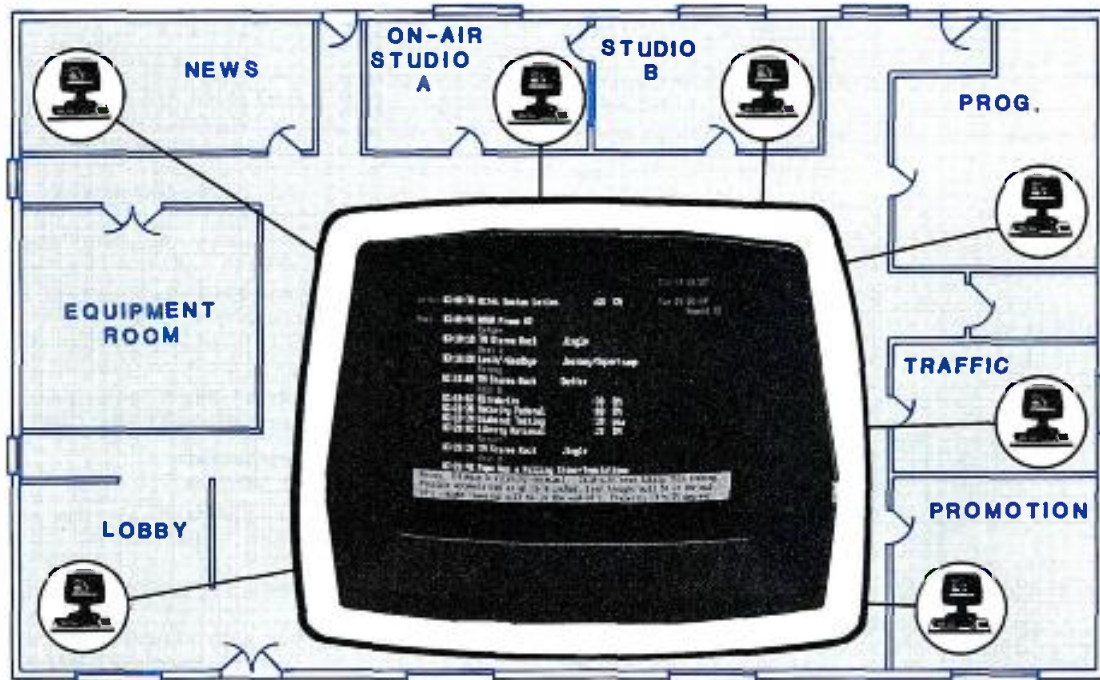
Mike Walker

*Youngs, Walker & Company*

ONE CROSSROADS OF COMMERCE, ROLLING MEADOWS, ILLINOIS 60008

# One for all...

## Harris' 9003 Program Automation System



The Harris 9003 Program Automation system can be used by everyone in your station...you can even have independent keyboard terminals.

**For the news, program and traffic departments:** Independent files for each department are integrated automatically by the unique MULTI-FILE™ Program Memory.

**For the DJ:** Song titles and artists in ordinary English (or Spanish, French, etc.) are displayed on your terminal to make the program schedule understandable to any operator. Count-down time display and capability to display three lines of copy for news bulletins or special commercial tags are also unique features.

**For station management:** Reduce paperwork and scheduling errors. Achieve better planning. Improve on-air performance. And best of all reduce operating cost for a minimum investment.

**For engineering:** High reliability, backed up with 24 hour service minimizes down time. Self-test and diagnostic programs make troubleshooting as simple as possible.

**For the future:** All models in the Harris 9000 series can be expanded in modular form to accommodate your increasing needs and your budget!

For more information contact: Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.

Visit the Harris display  
at the 1980 NRBA, Los Angeles



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING



speaker: Akira Harada, executive vice president, Matsushita Electrical Industrial Co. New York Sheraton.

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

**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. 22-24—National Association of Broadcasters** television code board meeting. Hotel del Coronado, San Diego.

**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. 26-28—New Jersey Cable Television Association** annual meeting. Meadowlands Hilton, Secaucus.

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

**■ Oct. 27-29—Scientific-Atlanta Inc.** sixth annual Satellite Earth Station symposium. Keynote speaker: Daniel Schorr, chief Washington correspondent, Cable News Network. Marriott hotel, Atlanta. Information: Gene Lovely, (404) 449-2000.

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

**Oct. 29-30—Ohio Association of Broadcasters** fall convention. 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 meeting. Arlington Park Hilton, Chicago.

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

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

**Nov. 9-13—National Black Network** affiliates advisory board meeting. Dorado Beach, PR.

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

**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** Newsmaker luncheon. Waldorf-Astoria hotel, New York.



**You may never hear  
the world's most talkative bird\* . . .**

**. . . but even he can't get your message to as many women  
as WKZO Radio.**

WKZO is by far the favorite radio station of adult women in Kalamazoo. A comparison of cume figures, Monday through Friday from 6 a.m. to 7 p.m., shows WKZO delivers 43% more different women 25+ than any other station in the Metro area. WKZO ranks first in AQH figures

for women 25+ in that time period, too.

In fact, WKZO Radio reaches 50% more adults 12+ during the broadcast day than the next nearest competitor in the market.\*\*

So, if you want to reach adult women in Kalamazoo, do your talking on WKZO.

\* According to the 1980 Guinness Book of World Records, the most talkative bird is a male African gray parrot named "Prudle." Owned by Mrs. Lyn Logue of London, Prudle has a vocabulary of nearly 1,000 words and won the title "Best talking parrot-like bird" 12 years in a row.

\*\* Arbitron, Oct./Nov. 1979.



**WKZO**  
CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN  
Buckley Radio Sales, Inc., National Representatives



# WHEN YOU START WITH A MOVIE LIKE JAMES CLAVELL'S SHOGUN, THERE HAS TO BE SOMETHING BEHIND IT.



There are a lot of interesting stories behind our production of *Shogun*. Some fascinating people, too. All ready, all waiting to be seen. Major motion pictures. Dazzling specials. And a whole line-up of important new movies made for television's changing audience.

Movies like "The Flight of the Enola Gay," starring Patrick Duffy. Ron Howard's "Skyward," with Bette Davis. The classic "Diary of Anne Frank," with Melissa Gilbert and Maximilian Schell. Ken Howard in "Damien: The Leper Priest." "A Cry for Love," starring Susan Blakely and Emmy Award winner Powers Boothe. Sophia Loren in the story of her own life. The re-

turn of "Centennial." And last week's "Act of Love" and "Rage."

For all of us at NBC, the public response to *Shogun* says something loud and clear about the kind of television people want today. It speaks of a growing appetite for original ideas. Of new interests and changing values.

As a matter of fact, it tells us to keep moving in precisely the direction we've already taken.

This year more than ever, we're building quality into everything we do. Everything from our movies to our White Paper reports, and from our ex-

clusive World Series coverage to our continuing chronicle of Campaign '80. You'll find it in specials like "The Tonight Show Starring Johnny Carson 18th Anniversary" and "Hope for President," with Bob Hope. And it's going to be there in our selection of major motion pictures, with three Academy Award winners leading the list—Marlon Brando in Mario Puzo's "The Godfather Saga," Parts I and II, Jane Fonda in "Julia," and "All the President's Men," starring Robert Redford and Dustin Hoffman.

For us, *Shogun* was just the beginning. But it's nice to know people still recognize quality when they see it.

## NBC IS CHANGING TELEVISION RIGHT BEFORE YOUR EYES



# Open Mike®

## Rogers debated

EDITOR: The pretentious quote attributed to Ted Rogers in your article detailing the encroachment of his Canadian Cablesystems into the U.S. is hilarious: "Any broadcaster who looks to the government to protect him is a bigger bureaucrat than his government and deserves to be doomed" [BROADCASTING, Sept. 15].

Most Toronto subscribers buy Rogers's cable service to better receive U.S. programs from Buffalo, N.Y. Under the protection of the Canadian government, he has chosen to randomly delete commercials within these programs, thus diminishing advertising effectiveness.

Rogers exhibits no zeal for an open, television market on his side of the border. Rather, he publicly favors C58, a governmental device designed to protect Canadian broadcasters. Canadian advertisers are denied tax deductions for the cost of buying time within U.S. station programs carried by his cable systems.

While he blithely competes for cable systems in the United States, Rogers relies on Canadian law to protect him from counterinvasions by his American counterparts. — *Richard C. Shepard, general sales manager, WKBW-TV Buffalo, N.Y.*

## Underground movement

EDITOR: While communications lawyers and others who find themselves appearing before the FCC may have valid reasons for contesting the agency's move to Rosslyn, Va., I find one of your editorial points a bit out of line [BROADCASTING, Sept. 22].

It may be true that these people will find "few hotels within affordable taxi range." However, Rosslyn is easily reached by Washington's Metro subway system both faster and easier than by cab and is thus

within easy range of a great number of hotels. It is also cheaper.

It's about time someone gave a little credit to the Metro for making it easier to get around this city, particularly after all the lip service paid to energy conservation and the benefits of mass transit.

And what do you have against Ulan Bator, anyway? — *Robert McIntyre, graphics specialist, the Aluminum Association, Washington.*

## Silverman's role

EDITOR: An editorial about Fred Silverman in the Sept. 8 issue contained the following sentence: "Indeed the first television season of his tenure had been fashioned before his arrival."

Yes, but.

If you would check your publication soon after Silverman joined NBC on June 8, 1978, you would see that he revised the entire schedule for that season. — *Paul L. Klein, PKO Television Ltd., New York.*

**Editor's note.** Klein is right and should know. As NBC executive vice president, programs, he fashioned the schedule that Silverman changed. BROADCASTING should have said Silverman inherited most of the programs in the line-up he retailed.

## Being there at NRBA

EDITOR: I was disturbed to read about your decision not to cover the National Radio Broadcasters Association convention coming up in Los Angeles. — *Carey Davis, station manager, WSDR(AM) Sterling, Ill.*

**Editor's note.** A radio newsletter erroneously reported that BROADCASTING would not cover the NRBA convention. An advance story about the convention appeared in BROADCASTING's issue of Sept. 15. A longer advance is scheduled for the issue of Oct. 6, as repeatedly announced in "Added Attractions," the house ad that appears frequently in BROADCASTING. Comprehensive coverage of the convention itself will appear in the issue of Oct. 13.

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# "The DC-10. The answers have finally caught up with the questions."

Pete Conrad

Former Astronaut

Division Vice President, McDonnell Douglas

"A year ago, there were questions. Serious, even urgent, questions in the public's mind about the airworthiness of the McDonnell Douglas DC-10 jetliner.

"Inevitably, the answers were slow in coming. They had to await the results of complex and time-consuming studies. One such test, a relatively new and highly sophisticated structural examination called Damage Tolerance Analysis, was more intensive than any previously used in the commercial aviation industry.

"The answers finally caught up with the questions in December of 1979 with the final report of the National Transportation Safety Board; and with the January, 1980 final report of the Federal Aviation Administration.

"Those answers are clear and conclusive. Teams of experienced, respected, indepen-

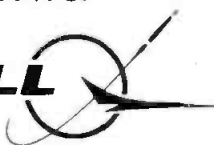


dent technical experts using rigorous, objective methods established that the DC-10 meets or exceeds every standard of aerospace technology; that the tragic Chicago accident did not result from any design deficiencies, and that steps taken shortly after the accident had eliminated any possibility of recurrence. The facts have proven, again, that the DC-10 is a totally airworthy aircraft.

"We want you, with responsibility for the dissemination of accurate information, to have all the facts about the DC-10. Our booklet, 'The DC-10, A Special Report,' puts those facts at your fingertips, and answers all of the relevant questions involved in the DC-10 investigation."

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# Monday Memo®

A broadcast advertising commentary from Russell J. Redmond, president, Redmond, Amundson & Rice Advertising, Norfolk, Va.

## TV and radio do the trick in Tidewater

For the past 20 years we have represented a local independent supermarket chain called Farm Fresh Supermarkets. The chain includes 17 stores, 15 of which are in the Tidewater, Va., marketing area. The Tidewater ADI includes the cities of Norfolk, Virginia Beach and Chesapeake on the south side of Hampton Roads harbor, and Newport News and Hampton on the north side. It's important to make this distinction at the outset because there is one television ADI, but it's necessary to use two separate metropolitan newspaper companies to cover the entire population. The success of the television advertising campaign, which has been effective since August 1977, is perhaps best re-told by going back to where we were over 33 months ago.

It's important to point out at the beginning that Farm Fresh has been competing successfully with other major national food chains for the last 20 years in the Tidewater area. Prior to midsummer 1977, we were conducting the typical campaign of supermarket operators—weekly newspaper advertisements listing specific items for sale, at their price that week.

David Furman, chairman of the board of Farm Fresh, had noted with some interest the massive television advertising of the Alpha Beta stores throughout California. No quotable results on how they were doing were available, at least not to us. But it was apparent that any supermarket chain that uses a substantial amount of television advertising and virtually no newspaper advertising for over a year and a half was probably being very successful, but just didn't want to talk about it.

The essence of the new Farm Fresh campaign was this: Use a theme that says our prices are as low as our competitors' or lower, even including the specials that are advertised every week.

A question of integrity is involved. I want to make it clear that all of our survey work up to this time had indicated that the Farm Fresh chain was lower-priced than all of those identifiable chain competitors in this market. We were not making up a campaign that did not ring true.

A review of the Alpha Beta advertising program, plus our own estimates about Tidewater media, plus the fact that it was necessary to use two metropolitan daily newspapers, helped us decide that our major medium for the new marketing program would be television. The other factor was that television would force-feed the low-price message, whether the viewer was a customer of ours or of some other supermarket. Television was to be supplemented by radio advertising. All the



Russell J. Redmond, president of Redmond, Amundson & Rice Advertising Agency Inc., Norfolk, Va., has operated his own agency for 20 years and earlier was an advertising representative for *Norfolk (Va.) Pilot & Ledger Star*. Last year the agency completed building its own communications center, including facilities for graphic arts and production services. Fresh Farm Supermarkets has been a client of RAR since the agency's inception in 1960.

money for this program was to come from the current newspaper advertising. A slight increase in the advertising budget would be allowed for a limited period, perhaps the first six months. We normally expect to spend 1/2 of 1% of planned gross sales on advertising, and, for the first three months of the promotion, we estimated a budget of 3/4 of 1%.

I wouldn't be writing this summary if the program had not been a success for the last two-and-a-half years. I offer the following numbers in confirmation of that belief.

First, the market share for Farm Fresh has increased to approximately 15%, while many other supermarkets have been struggling to maintain the market share that they already had. Obviously, some sales are coming from new families moving into this very popular part of the country, but certainly not that great an increase.

In the first three months of the campaign, we spent \$155,000 on television and radio advertising in Tidewater. That's a meaningless figure without defining what it will buy. In those first three months, our objective was to buy 300 to 500 gross rating points per week, and to reinforce that purchase with additional increases around the major paydays each month, going as high as 1,200 GRP's a week. After the first three months, sales increases in all of the stores (at that time 12) were almost 25%. Obviously, we were reaching customers outside our regular

customer base, and the plan was working.

Farm Fresh is one of Tidewater's best broadcast advertisers because we have been spending in excess of a half million dollars a year in television and radio. In our market, that makes Farm Fresh one of the top 10. About 75% of our broadcast dollars are spent in television, the remainder in radio.

Because of other increasing competitive pressures at the beginning of 1980, we altered the marketing plan to include weekly newspaper color advertising, essentially at the expense of television. After three months of that, we have backed off somewhat and gone back to a multimedia plan, much more like the way it was before. The reason was that an independent survey company that we used had noted a 6% drop in awareness when surveying supermarket shoppers who identify different supermarkets as television advertisers.

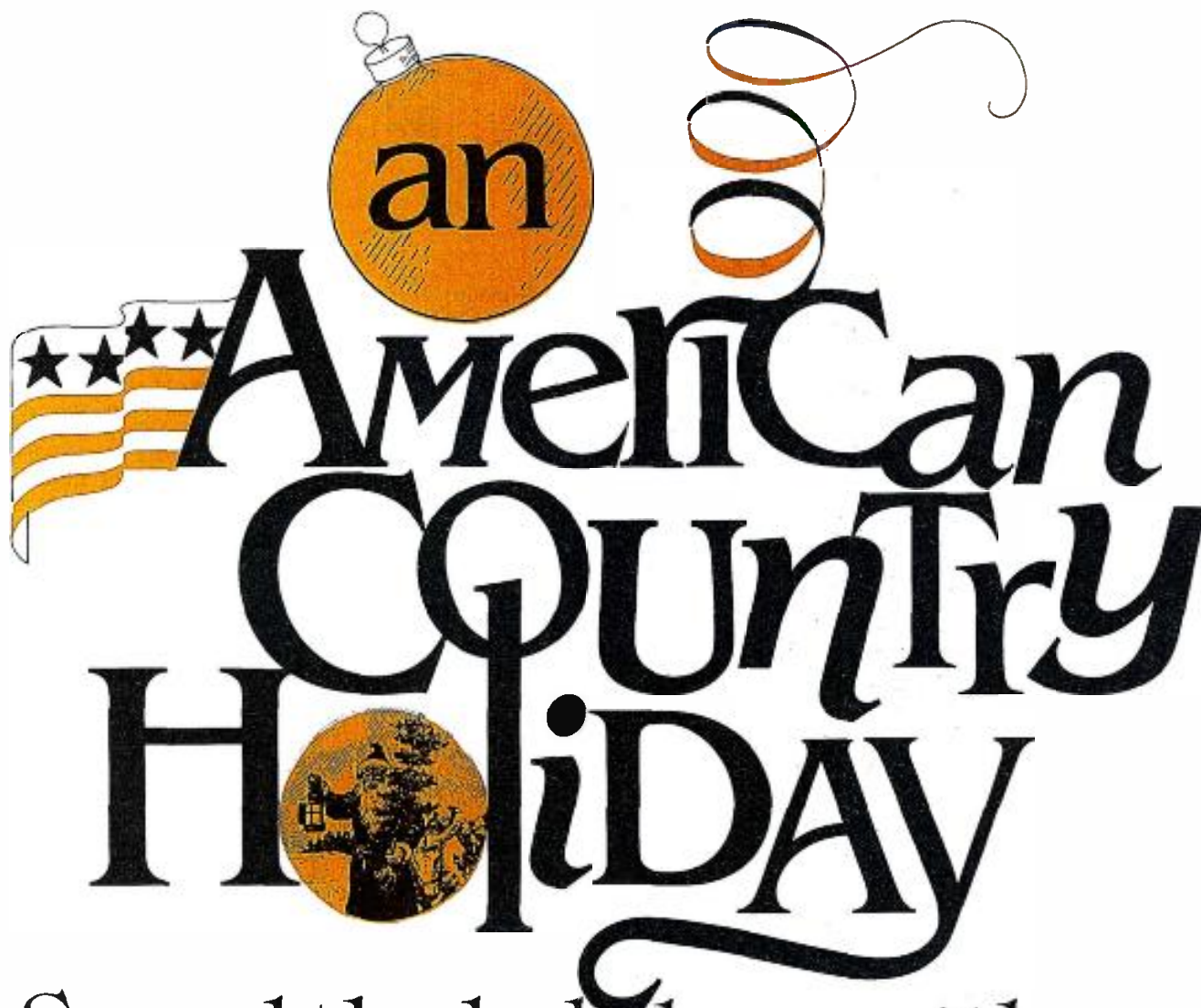
When we started this program in August 1977, Farm Fresh's television awareness was about 43% of such people. By March of 1978, after six months of the program, it had jumped to 67%. By March of 1979, it was up to 76%. But, by March of 1980, after using a lot of television money for newspaper advertisements for the first three months in 1980, it had dropped to 70%.

Even at a 70% level, we were more than 25 points higher than the nearest competitive supermarket advertiser. But, if an awareness drop indicates a trend, we want to be sure to keep ourselves out of deep water. The future for the Farm Fresh marketing program will include a combination of two media: television and newspaper advertising. This will be supplemented on major pay periods with additional radio spots. I think the percentages will probably work out something like 45-45-10.

It costs about \$5,000 to run a full page four-color ad in the Norfolk papers and in the Newport News newspapers. Combined daily circulation is 324,000 and, if you assume that everybody who gets a paper reads it, then that's how many people we are reaching. (I know you shouldn't make that kind of an assumption, but newspapers don't give you hard readership figures to deal with, and they don't tell you where they plan to put your ad. I have this continuing nightmare of a food ad showing up in sports.)

With the same \$5,000 I can buy the television advertising schedule that covers virtually all dayparts except prime time, getting 35 to 40 30-second spots that will reach 2,350,000 homes and slightly under two million women aged 18-plus. Obviously, we don't feel we can be without this reach and frequency for very long, at the expense of another media campaign.





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TOP OF THE WEEK

## DBS: Staff urging FCC to hold a loose rein

**Cornell's office recommends that commission act mainly to police spectrum; general counsel agrees agency has legal power to do so; inquiry notice due out this week**

Government regulators often defend their actions on the ground they do not have a clean slate on which to write. But the FCC's Office of Plans and Policy appears to believe that is not the case for the FCC in its regulation of direct broadcast satellite service, a new service waiting to emerge in this country. OPP suggests that the commission, in effect, turn the clock back 50 years and don the uniform of a spectrum traffic cop where DBS is concerned. Regulation would be left largely to public demand and market forces.

The OPP report, "Policies for Regulation of Direct Broadcast Satellites," written by OPP Chief Nina Cornell, and staffers Florence O. Seltzer and Bruce Franka, will be one of the documents the commission considers on Thursday in connection with a proposed notice of inquiry on DBS. An appendix to the report by the General Counsel's Office is said to conclude that the commission already has the legal authority to adopt the proposals advanced by OPP. And a report by the Office of Science and Technology provides a technical background for the discussion and spells out a number of technical problems to be faced.

The commission apparently intends to move into the DBS issue at a measured pace. Officials noted that it would be pointless to establish a regulatory framework for the service in advance of the 1983 conference in which western hemisphere nations will decide the basic frequency-allocation issues involved. Commission staffers, however, are considering suggesting the issuance of a notice of proposed rulemaking aimed at establishing interim rules to govern parties—like Comsat—that are interested in establishing DBS service before 1983.

But the first step toward creating DBS policy will be taken this week, when the

commission issues a notice of inquiry. It simply will ask for comment on the report and invite views on what requirements should be imposed on those providing DBS service.

OPP appears to believe the fewer requirements the better. Indeed, some commission officials who have read the report seemed shocked at the departures it marks from traditional commission policy. But the report is in fact a logical extension of Cornell's view that regulation simply adds to the cost of a service. She feels the public is best and more economically served by a system in which public wants and needs shape the service it receives. But never before has Cornell had the clay in which to give her views full expression.

DBS, moreover, presents particular problems. It is expected to be an expensive venture; the report estimates up-front costs of \$250 million. And profitability is no certainty; the report says DBS will face competition from a plethora of program services. Thus, OPP suggests, the government should make entry into DBS as appealing as possible.

The report suggests that DBS service be treated neither as broadcasting nor common carrier, but as a new breed, with features

of both. An operator launching a satellite and providing transponder service would be a common carrier; whoever provides programming is a broadcaster. But in both cases, regulation would be minimal. The common carrier would not be subject, for instance, to rate regulation or cost justification requirements, and the broadcaster would be free of program-content regulation. OPP says such regulation is not needed in view of the variety of programming series that will be available to the viewer.

The report calls for a more efficient manner of selecting among competing applicants—either by auction or, if not permitted by law, by lot or paper pleadings. Licenses would be freely transferrable, and would run for the life of the satellite, normally estimated at seven years. Standards would be established to prevent operators from broadcasting out of band, but that would be one of the few thousandth-nots.

The report says there should not be rules to insure compatibility among DBS services or to insure signal quality, or even regarding ownership of receiving equipment. Such rules, the report contends, stifle experimentation. Freedom from pro-

**Debates are debatable.** The League of Women Voters' presidential debate series has become mired in the conflicting strategies of the principal candidates. In an effort to keep the series going, the league on Thursday invited President Carter and Republican Ronald Reagan to a one-on-one debate during the week of Oct. 12, and to a three-way debate, including independent John Anderson, during the week of Oct. 26. Carter, who had boycotted the first debate, in Baltimore, rather than share the platform with Anderson, quickly accepted. So did Anderson. But not Reagan.

The Republican candidate is insisting on a series of round-robin debates, in which not only he but Anderson would face Carter head to head. Carter has rejected that format, and Ruth Hinerfeld, chairman of the league's voter education fund, said the league has always regarded the round-robin as the least desirable of the formats considered.

The league's strategy in acceding to Carter's repeated insistence on a one-on-one with Reagan as the price for his participation in a three-way debate with Anderson, was criticized by representatives of the other candidates. Reagan aide Jim Baker said the league had "caved in" to pressure, and Mitchell Rogovin, general counsel of the Anderson campaign, said the league was "appeasing" Carter.

Although it appeared the league had reached an impasse in its effort to sponsor additional presidential debates, it was too early to write off a confrontation between Carter and Reagan. Carter has accepted three invitations from the National Press Club, CBS and the *Ladies Home Journal* to participate in head-to-head debates with Reagan. Baker said Reagan could accept one of them if political considerations dictated that course. (The Press Club actually lacks the tax-exempt status that would enable it to sponsor a debate that broadcasters could cover live without being subjected to equal time demands. But last week, the club asked the National Press Foundation Inc., which does have tax-exempt status, to issue invitations to Carter and Reagan. And the foundation, whose board includes six former NPC presidents, will hold an emergency meeting on the matter tomorrow [Sept. 30].)

If the league presidential debate series is over, a proposed debate among vice presidential debates also seems doomed. The league invited Democrat Walter Mondale, Republican George Bush and independent Patrick Lucey to participate in an event scheduled for Louisville, on Oct. 2. Bush refused, saying it would be inappropriate for him to participate in a series that did not include Reagan. Mondale accepted, but only as part of the league's entire package—which has now come undone. Only Lucey accepted without qualification.



gram content regulation is not the only one the report recommends on the operating side of DBS. It would permit an entrepreneur to operate either on a pay-TV or advertiser-supported basis and either to do its own programming or lease space to others. What's more, there would be no limit on the number of channels an entity could control, nor would there be a ban on crossownership of other media. Again, the competition DBS is expected to encounter is regarded as a sufficient protection against a monopoly on program service.

The OST's report does not contain conclusions, as such. But in the problems it says the commission must address, it suggests one or two disagreements with OPP on the matter of technical standards. It notes, for instance, the commission will have to face the problem of designating standards—"voluntary or otherwise" to control signal quality.

Commission officials, incidentally, expect the 1983 conference on DBS to establish an "a priori" plan, in which orbital slots and frequency space will be apportioned among the countries of the hemisphere, regardless of their immediate need. OST, in its report, assumes the U.S. will receive four orbital slots of 500 mhz each and that two would be used to cover the eastern half of the country, two the western half.

As the staff documents were circulating among the commissioners and their staffs last week, the National Association of Broadcasters released a report on DBS—"a preliminary assessment" of its prospects and the policy issues involved—by Kalba Bowen Associates Inc., of Cambridge, Mass. It was a document that might have brought some cheer to the NAB board, for whose members it was prepared (see page 34).

It does not believe it likely, for instance, that networks will abandon the traditional system of affiliates for program distribution by way of DBS. Networks, it notes, "could long ago have adopted" a DBS system, but have not.

Indeed, the report expresses the view that "pay television variants of DBS pose only a minor threat to current broadcast activities"—certainly less of a threat than does pay cable service. The report contends the most likely losers in the DBS era will be MDS and STV systems, since their subscribers can receive only one channel of programming. Cable, on the other hand, could benefit by distributing DBS programming to subscribers as an additional service.

Like the OPP report, the one by Kalba Bowen says DBS will have to face a considerable amount of competition. It says, in fact, DBS may have "a narrow 'window,' or time frame," within which it must develop if it is to be successful. "If a majority of TV households already have other pay TV options available to them," it says, "the potential market for a DBS service might not be attractive enough to justify the risk."

## Grossman seeks 'grand alliance' to revitalize PBS programming

**Compact with cultural leaders, investments by public would finance new \$55-million service**

Lawrence Grossman, president of the Public Broadcasting Service, last week outlined a potential new partnership for public television and the nation's performing arts and cultural institutions that could result in a dramatic increase in cultural programming.

Grossman's proposal—PBS's most ambitious to date—calls for investments by the country's more than 400 nonprofit museums, theater, dance and opera companies, and symphony orchestras, combined with the sale of stock to public TV subscribers, to generate \$55 million for the new service. That total is nearly twice the amount the Carnegie staff projected that the proposed Performing Arts, Culture and Education (PACE) pay TV service would require initially, and Grossman said that the Carnegie Corp. had awarded PBS a grant to explore his alternative to the PACE pay-TV concept (BROADCASTING, June 2).

"I believe that public television now has the opportunity to inaugurate a momentous partnership between the nation's ma-



Grossman

for arts institutions and the public television stations across the country, linking their vast cultural resources to our public telecommunications centers," Grossman said in an address to a PTV development conference in Phoenix. "We have mutual objectives and complementary skills and resources. If we join forces, we can produce together a new level of arts performances and quality cultural programming to reach a nationwide audience."

Under the plan, an average \$10,000 investment by performing arts and cultural institutions would generate \$5 million. In addition, the sale of shares, at \$100 each,

to 500,000 public TV subscribers and contributors would generate \$50 million more to get the service under way.

But the plan goes beyond the cultural community, extending to the nation's 17,000 school districts. Grossman said that if every school district paid a public TV licensee an average of \$5,000 per year in return for classroom rights to PTV's educational programs, the stations could generate over \$75 million annually.

"We are entering an era, I believe, in which public television's traditional main source of revenue—the multiyear federal matching appropriation, public television station membership, state and local government support, corporate underwriting and foundation grants—will no longer be our entire financial universe," Grossman said. "Rather, they will serve as the nucleus to build upon, the vital financial core that will enable us to join forces with our arts and educational colleagues to develop an expanded telecommunications cultural, educational and information system in this country."

Grossman said it was up to PBS to lead the way in providing innovative forms of programming, because so far the new technologies were delivering "just more of what we've already been getting from commercial broadcasting." He pointed to cable as an example, noting that the much talked about diversity in programming has arrived as nothing more than a series of pay channels featuring movies.

"Unless public broadcasting gets in there and does something about it," Grossman said, "cable will serve us no better in the future than the commercial networks did in the past, which is best described by Paul Klein, who said, 'If NBC would put on a live broadcast from the Metropolitan Opera, ABC and CBS would pay NBC to do it.'"

Grossman added that commercial broadcasters, unlike PBS, "have been making too much money to have had any great incentive to change the status quo." But even without a lot of money, he added, public television has been pioneering major breakthroughs, including the development of captioning technology, the first satellite interconnection of member stations, the introduction of simulcasting, the improvement of UHF transmission and reception, and the development of special interest programs.

"Public television did not spurn the new technologies," Grossman said. "It embraced them as a new opportunity to fulfill its mission of providing quality programming to all Americans."

"Now, as these and comparable new developments are beginning to stimulate considerable changes in the television business, we in public television are the ones in the best position to take advantage of what they will bring," he added. "And to do so for the direct benefit of the American people. We can lead the way, if we dare, if we are imaginative, if we are willing to take risks and if we do not shy away from innovation."

## NAB board sets stay-loose strategy for the future

**Meeting in Washington ends with cautioned calls for moving ahead in DBS and teletext, resolution decrying actions that negatively affect UHF; minority fund gets a break from IRS, will start operations with \$10 million**

The National Association of Broadcasters joint boards met last week to deal with problems of the new world in which broadcasters live.

On the technical front, the board members seem to have been pulled in different directions as they sought to protect broadcasters' interests without leaving themselves completely vulnerable to charges of negativism. But on the social front, they were able to achieve an advance without any backward look.

The television board, for instance, went on record in favor of development of direct broadcast satellite technology—but also said DBS poses many "fundamental policy questions" that Congress must resolve. The television board also urged the FCC to move "expeditiously" in developing teletext standards. But it was ready for battle with the commission on the UHF issue: It noted "with profound concern the recent actions of the FCC which threaten the very life of the UHF television industry."

The positive note sounded on the social front involved the NAB's Minority Broadcast Investment Fund. Former board Chairman Donald Thurston, who is the principal architect of the fund, announced that the Internal Revenue Service had granted a ruling the NAB had sought that will enable those contributing to the fund to continue to claim a deduction for charitable purposes even after the funds are transferred to a Minority Enterprise Small Business Investment Company. Thurston said the MESBIC, which will loan the funds to minorities interested in acquiring broadcast properties, will be fully operational "in 30 to 60 days."

The fund's name is being changed to the Broadcast Capital Fund Inc. (Broadcap) and the MESBIC will be known as Broadcast Capital Inc. It will begin operating with \$10 million, half in cash and half in pledges; \$15 million has been set as a target. The government will match each \$1 raised with \$4. The establishment of the fund and the name change will be celebrated at a party Tuesday (Sept. 30) at the State Department.

The DBS issue was one of particular concern to the board members, particularly since the commission this week is scheduled to issue a notice of inquiry looking to establishing DBS policy (see page 32). The board was in receipt of a report by Kalba Bowen Associates Inc., a Cambridge, Mass., think tank, that was at

least moderately encouraging in its appraisal of the factors involved in the development of the new service. But the directors were not ready to welcome DBS into the marketplace just yet.

The board's statement struck a positive note in stressing the importance to the U.S. of the Region 2 (western hemisphere) conference to be held in 1983 on planning use of the 12 ghz band for broadcast satellite service. Indeed, the statement said the conference affords the U.S. "an opportunity to regain its leadership in broadcast technology" (a statement Thurston later acknowledged implied that the U.S. had lost its leadership in that area in "certain respects"). And it said the U.S., at the conference, should seek the frequencies and orbital slots it needs "to assure the fullest potential technology resource availability to the American people."

But it also said that the service "must not be authorized unless Congress first approves the terms and conditions under which it may become operational." The statements said DBS raises a host of major policy questions and "is inconsistent with the locally based system" of broadcasting that was developed under the Communications Act of 1934.

NAB officials briefing reporters after the



**Here's what we'd do.** Senator Paul Laxalt (R-Nev.), chairman of the Reagan-Bush Committee, delivered a campaign speech in behalf of Ronald Reagan in an appearance before the National Association of Broadcasters board of directors, at lunch last Wednesday. He said there would be "drastic changes" in the government's approach to regulation under Reagan, who, he said, believes the problems of inflation and the economy in general are caused by "excessive regulation." Laxalt promised a change in "personnel, practice, procedure and approach," and added, "There's light at the end of your tunnel!" (Later, in response to questions in informal conversation with board members, he invited suggestions regarding appointments to the FCC. He said the Reagan organization is already at work determining the government positions it would have to fill if Reagan wins in November.) Laxalt's appearance was designed to balance President Carter's before the board in June, when it went to the White House for a briefing.

board meeting, denied suggestions the statement's reference to a need for congressional action was simply a call for delay. "If Congress doesn't study the issue, you get court appeals, and greater delay," said John Summers, executive vice president and general manager. "Even if we don't ask, Congress will want to take a look."

As for teletext—one of those areas of technology in which Thurston thought the U.S. lagged—the television board said it is "a major technological advance" already in use in other countries. The commission, it added, should "initiate expeditiously a rulemaking looking toward the adoption of standards" for the delivery of teletext service. NAB officials made it clear they were not endorsing the standards proposed by CBS in its petition for a teletext rulemaking.

The television board's resolution on UHF was adopted following an impassioned speech by Kathryn Broman, president of Springfield Television Co., denouncing the FCC for what she said was its abandonment of UHF after 20 years of encouraging its growth (see page 35). The board called this alleged abandonment "a cruel hoax on UHF broadcasters and the public they serve," and directed the staff to contact members of Congress on the subject. Indeed, the board directed the NAB legal, government relations and public affairs departments to regard Broman's remarks as a guide.

In other matters, the radio board moved to make sure its task force in radio allocations, created in June to determine studies available for evaluating radio allocations proposals and to recommend studies that are needed, has the necessary resources. It authorized the unit to spend money and make studies, subject to oversight by the executive committee.

The task force will meet on Friday to prepare for the first meeting, on Oct. 14, of the new joint government-industry advisory committee that was created by the commission as a result of the NAB's request that the commission establish a committee to take a long view of the multitude of proposals for modifying radio allocations policies. The new committee is an expanded version of an existing committee that is advising the commission on matters under discussion at the Region 2 conference on AM broadcasting.

Again, NAB officials found it necessary to fend off reporters' questions suggesting the association, in proposing the committee, was interested in delay and obstruction. "If the commission is going to affect the landscape for decades to come," said Ken Schanzer, senior vice president for government relations, "it's not bad to step back and look at the landscape."

And in a procedural matter, the radio board approved, subject to approval by the full board, redistricting of itself into 25 districts and the elimination of the seats that represents markets of various size. The changes will be implemented in 1983 and 1984.



## Broman blasts the FCC for 'abandoning' U's

**She tells NAB TV board that commission considers it an 'inferior' medium and that its best hope is in Congress**

A UHF broadcaster made clear last week the depth of bitterness some operators in the upper television band feel as a result of recent FCC actions they regard as an abandonment of a 20-year policy of fostering UHF growth. A "new majority at the commission is either incredibly naive or incredibly cynical and, no question, totally ignorant of the realities of the broadcasting business," said Kathryn F. Broman, president of Springfield Television Corp. The time has come, she added, for broadcasters to take their case to the Congress.

Broman, who addressed a meeting of the National Association of Broadcasters television board, on Wednesday, was speaking against a background of recent commission decisions to drop its syndicated exclusivity rule—which was designed to protect stations against use by local cable systems of syndicated programs the stations had acquired—and to propose the addition of 139 short-spaced VHF drop-ins in the top 100 markets (BROADCASTING, Sept. 22).

(The commission's actions are particularly painful for Springfield Television. Within the year, it put a new UHF on the air in Salt Lake City, where the commission last month voted to drop in a short-spaced VHF [BROADCASTING, Sept. 15] and which two weeks later, it proposed as the site of two more short-spaced V's [BROADCASTING, Sept. 22].)

Even before those actions, Broman said,

the commission, under Chairman Charles D. Ferris, had adopted positions that have "seriously and substantially deprived UHF stations of the regulatory and competitive conditions necessary to serve the public properly"—a reversal, she said of a 20-year policy "of fostering UHF as the means of creating a diversified, viable and effective, free, over-the-air, national television service."

But Broman, who is chairman of NAB's UHF committee and whose company owns WWLP(TV) Springfield, Mass., and WKEF(TV) Dayton, Ohio, as well as KSTU(TV) Salt Lake City, all UHF's, feels the commission has spurned UHF. Twenty years after the all-channel receiver law was enacted, and with UHF broadcasters investing "hundreds of millions of dollars in acquiring exclusive rights" to programming that will attract viewers, the commission,



Broman

Broman said, deletes the syndicated exclusivity rule and, "in a single regulatory stroke, enormously depreciated the laborious effort in programming..." Then there was the comment of the chief of the commission's Office of Plans and Policy that, "in attempting to eliminate the UHF handicap," the laws of physics cannot be repealed, followed by the decision looking to the establishment of another 139 V's.

"The new majority at the commission," Broman said, "cannot escape the fact that the combined impact of all its actions sends out the clear message that it believes UHF to be an inferior service and is abandoning any attempt to effectively achieve [the] goal of comparability between UHF and VHF..."

As for consumer protection, she asked, has the commission told the public "that its billions of dollars invested in all-channel television sets and all-channel antennas was wasted?" The "highly touted diversity," she added, "is nothing more than a repetition of the same programming on a multiplicity of [cable] channels." The little diversity that is provided is available only to those willing to pay for it; it is not offered "in the context of the historic, free, television system which Congress intended to achieve" through the Communications Act. And instead of the competition and diversity it says it wants, Broman said, the commission has set in motion a process that "will result in a concentration of control of the television industry which will be unprecedented." Ultimately, she said, the service provided by the "giant, multisystem owners" who she said dominate the cable industry "will be the signals of a handful of superstations located in Atlanta, New York, Chicago and Los Angeles, or the government itself from outer space."

## RIP: the rewrite

**AT&T concerns end up burying common-carrier bill in committee**

H.R. 6121, the last vestiges of the second Communications Act rewrite, died a quiet and unceremonial death last week, as a House Judiciary subcommittee voted unanimously against approving the bill.

As reported out by the Commerce Committee, the bill would have substantially changed the face of the nation's telecommunications industry. The legislation was approved by Commerce July 31 by a 34-to-7 vote, with all indications that the measure 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, of which Rodino is also chairman, held two days of hearings earlier this month, calling in a long line of

witnesses to examine such matters as whether the bill would in any way affect the Justice Department's antitrust suit against AT&T.

As approved by the Commerce Committee, the bill would have substantially deregulated the telephone industry and required AT&T to set up over an eight-year period at least one fully separate subsidiary to offer any unregulated telecommunications services. The bill would also have barred 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 modified a 1956 consent decree between AT&T and the Justice Department. That was a major basis of concern expressed by Rodino and other members of the Judiciary Committee, who were unconvinced that the bill would not jeopardize the AT&T suit.

The worry among Commerce Committee members, particularly Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, was that 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 favorably dispose of it before then, leaving enough time for consideration by the full House before this Wednesday's adjournment.

But that was not to happen. Rodino's subcommittee, after a series of closed-door meetings, met last Thursday (Sept. 25) and swiftly disposed of the bill, voting to send it to full committee "adversely without prejudice." In other words, the subcommittee didn't like it and quickly adjourned.

After the session, Rodino said the full committee would take up the bill tomorrow (Sept. 30), and he would recommend that the subcommittee's recommendation be followed. He said, the subcommittee lacked sufficient time to consider adequately all its options, and the bill was too important to simply pass on to the House without full consideration.

But Rodino said he was anxious to see legislation approved next Congress. "We do intend between now and the 97th Congress to try to find a precise formula the Judiciary Committee can support," he said.

## Curtain about to fall on actor's strike

**Ten-week work stoppage looks to be over soon as agreement is reached on minimum wages, residuals, other benefits on top of pay TV/video share**

Negotiators for striking actors and producers reached an agreement last week, bringing closer still a resolution to the labor dispute that, for 10 full weeks now, has idled virtually all theatrical and network television entertainment production. Final approval of the pact by the boards of the Screen Actors Guild and the American Federation of Television and Radio Artists is not expected until today or tomorrow; official ratification by the unions' membership could take two to three weeks more, and network officials were still maintaining that their schedules would not look relatively normal until possibly early November.

But the historic agreement, which, among other points, grants actors 4.5% of the gross revenues generated by sales of product to the pay television and home video markets, was not being hailed by either side. "That," as SAG spokesperson Kim Fellner put it, "probably means it's fair."

In addition to the producers' agreement to grant revenue participation (a first in the film or television businesses) the agreement includes:

- A 32.25% increase in wage minimums over the three-year course of the contract.

- A 30% increase in residual payments for most television programs and motion pictures shown on television.

- New welfare benefits, including a dental plan.

The tentative agreement was reached at 5 a.m. Los Angeles time last Thursday. The new pact was the result of a marathon 17-hour final bargaining session, during which SAG President William Schallert said both sides seemed determined to sit through until resolution.

The strike began July 21 and for its first eight weeks centered on the issue of pay television and the new technologies. When that impasse was finally broken (BROADCASTING, Sept. 22), both sides said they expected settlement soon.

According to sources with both the actors and the producers, there was distinct divergence of opinion among the production companies on that key issue. Led by the major studios—most notably Warner Bros., Universal and Paramount—the producers resisted, in principle, the concept that actors should participate in revenues. Independents, who were believed to be those most hurting from the shutdown of production, were said to have originally sided with the majors but moved closer to the actors' position as the talks dragged

on. The three commercial networks were said to have been the least adamant on the key pay-television issue, according to some sources. (Others, however, reported that the networks took the strongest positions throughout the talks.)

The issue of minimums was one that saw the film interests and the television interests at loggerheads. Minimum wages are relatively rare in television, and the networks and major television studios were more agreeable to the idea of raising minimums. Independent filmmakers, on the other hand, were said to have resisted most strongly the raise in minimums.

One unhappy actor last Thursday was Ed Asner, the star of MTM Enterprises' and CBS-TV's *Lou Grant* and a vocal spokesman for SAG throughout the strike. Asner said he was "disappointed" in the contract and called its points "meaningless and inadequate."

Those points included agreements that

would raise base pay for actors, currently \$225 a day or \$785 a week, in two 15% installments. The first raise will become effective with the new contract and the second 18 months later (compounding to the 32.25% figure). Actors had demanded 35% raises beginning with the contract and extending throughout its three-year run. Producers wanted 31% increases with annual escalations.

Actors will also be receiving a 37% increase in their residuals for reruns of hour-long programs and 30% increases for other programs. That will increase the base rate of \$1,600 for a half-hour to \$2,200.

Still to be resolved, however, is the strike by the American Federation of Musicians. Although the union has some 300,000 members, the approximately 5,000 who score network programs and films in Los Angeles are the key. They walked out five days after the actors and have held no negotiations since.

## In Brief

**Burt Harris**, Premiere chairman, after addressing advertisers' meeting in Los Angeles Friday, said proposed pay-cable service **may throw in towel** if Justice Department is successful in seeking injunction against start-up of Premiere that is part of antitrust suit filed against joint venture of four motion-picture firms and Getty Oil. Harris said appeal is always possible, but if court accepts Justice's argument that service is per se antitrust violation and grants injunction, "our lawyers might well say there's no reason to go for it." At same meeting, ABC President **Elton Rule** urged advertisers to pay heed to warning sounded in Washington by company chairman, Leonard Goldenson, that government policy is becoming biased against over-air television system. Rule implored advertising community to "abandon its role as a spectator" and take position on issue because "the **outcome is as important to you as it is to us.**" □ CBS-TV official said Friday that "**virtually all**" commercial availabilities in controversial made-for-TV film, *Playing for Time*, scheduled for tomorrow (Sept. 30), have been sold at "better than expected" prices, although there were indications that CBS was getting about half what it normally fetches for Tuesday nights. Commercial time was reduced to 16 minutes from usual 21 for three hour movie, and interior breaks were cut from 11 to four. CBS continued policy of refusing to identify advertisers, presumably to protect them from pressure groups that are protesting casting of Vanessa Redgrave as Nazi concentration-camp survivor. □ Closely held **Turner Broadcasting**, whose capital requirements include new Cable News Network, is reported to be **considering \$25 million stock offering.** □ NBC-TV has axed 10-11 a.m. weekday **David Letterman Show**, replaced it with two game shows. Prime time *Speak Up, America* is expected to be next to go. □ Compromise was being worked on late last week after **House approved its version of Stanford Daily bill**, designed to give protection to newsrooms against searches by law-enforcement officers. Senate already had voted out slightly differing bill. □ At its open meeting last week, **FCC was in denying mood.** It rejected three-year-old **Public Media Center petition** calling for stricter regulation of, and requirements for, public service announcements. Commission also rejected request by **U.S. Catholic Conference and other religious groups** that FCC add "community service programming" category to list of nonentertainment program services that broadcasters must provide. And, agency turned down **National Black Media Coalition** petition seeking reinstitution of rarely invoked "top-50 policy," which limited ownership of TV stations in biggest cities to four stations (three VHF's) absent compelling public interest showing. And commission **put broadcast permittees on notice** that when it grants construction permit, "we expect construction," according to Broadcast Bureau's Richard Shiben. Specific case involved petition for reconsideration of bureau action canceling three-year-old CP for UHF in Ocala, Fla. □ **Hal Golden**, head of Golden TV, named senior VP, Worldvision Enterprises, replacing Jerry Smith (BROADCASTING, Sept. 22), who has formed Jerry Smith Associates and will consult for Worldvision. ... **David Susskind**, senior executive producer, Time-Life Films, signs with MGM as motion-picture producer. □ Fund for Conservative Majority, independent political action group supporting Republican Ronald Reagan, is **using commercials broadcast in behalf of then-challenger Jimmy Carter in 1976** as basis for arguments against his re-election. Fund is employing technique similar to that of National Conservative Political Action Committee (see page 55). □ **WBAL(AM) Baltimore**, charter affiliate of NBC, **will switch to ABC Entertainment** next December when NBC contracts with replacement in nation's 14th radio market. Hearst's FM in Baltimore, wvy, continues with NBC's The Source, and Hearst's ch. 11 TV outlet will not be affected.



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## Southern cable meeting comes of age

**Attendance, exhibitors on increase; programmers make presence known**

The Southern Cable Television Association convened at the Atlanta Hilton last week, and the convention finally began looking like what it is: the third largest cable show in the nation. Although it still has a long way to go before it resembles the Western Cable Show or the National Cable Television Association convention, the Southern gathering has made tremendous progress in the last few years—and for that matter, since last year.

The exhibition jumped to 7,808 square feet, about 50% more than last year, and for the first time, exhibitors were offered booths instead of table space. More important, the exhibit reflected the state of the industry. It is no longer completely dominated by hardware manufacturers. Purveyors of cable programming and various services made a strong showing. Of the 112 exhibitors (122 booths and 10 tables outside the exhibit hall), 14 were programmers and 17 were service providers. Attendance was also up; midway through the convention, organizers estimated a turnout of 1,300-1,500. Last year the figure was 800.

Among Home Box Office, Showtime,

The Movie Channel, Home Theater Network and the other familiar cable programmers were a couple of faces not seen before at a major cable show: the Video Sports Network and SyndiCable. VSN, of Columbus, Ga., is offering cable operators eight college football games, on a delayed basis, two nights a week, delivered by satellite.

Television Syndication Group Inc. is familiar to broadcasters as a supplier of independently produced, first-run syndicated programming. With the formation of SyndiCable, TSG is trying to cash in on the increasing demand for cable programming. It is selling its 20 series, totaling over 100 hours, to cable systems for use primarily on local origination channels.

The Cable Television Administration and Marketing Society regional seminar, which preceded the Southern show at the Hilton by a day, was a success, at least as measured by attendance. Executive Director Lucille Larkin said the regional seminars, of which there are several each year, normally draw no more than 150 people. Last Wednesday's seminar, however, attracted 240.

The CTAM advertising subcommittee met last Thursday to review the articles of incorporation of the Cable Television Ad-

vertising Bureau. Larkin said half of the \$400,000 pledged as seed money for CTVB has been collected and the remainder will be collected within the next two weeks. The board of governors, made up of those who pledged money, will elect an executive committee by mail ballot "by the end of October," Larkin said.

The controversy surrounding the use of three-meter dishes that grew out of the National Cable Television Association's "advisory" against their use (BROADCASTING, Sept. 22) may have been quashed at the convention. Southern Satellite Systems, which is in the process of installing 100 three-meter dishes to promote the reception of its Satellite Program Network II on Westar III and which was disturbed by the NCTA advisory, has apparently succeeded in getting NCTA to soften the effect of its action. NCTA will issue another paper telling the other side of the story by describing the feasibility and benefits of the small dishes.

Also at SCTA, it began to appear that RCA Americom will dedicate Satcom IV, due for launch in January 1982, to the carriage of cable programming. According to sources, the 24 powerful eight-watt transponders of the new bird will accommodate the eight customers, now served on Comstar II with two transponders, plus eight new customers selected by "auction."

## Dealing with the next decade at ANA

**Advertisers meet this week in Hot Springs; sessions designed to highlight challenges of the 80's**

Some 500 members and guests of the Association of National Advertisers will examine national and advertising issues of the 1980's this week as the ANA holds its 71st annual meeting at The Homestead, Hot Springs, Va.

The business sessions start this morning (Sept. 29) and run through Wednesday morning.

Leading off will be a panel from CBS News, headed by Walter Cronkite, in a review of national and world events, with special emphasis on the U.S. political scene. Panelists are CBS News correspondents Jerry Bowen, who's covering Ronald Reagan's campaign; Ray Brady, covering business and Wall Street news; Bruce Morton, assigned to overview stories for CBS News's campaign coverage, and Lesley Stahl, White House correspondent.

From news, the session will turn to the views of John Naisbitt of Yankelovich, Skelly & White, on "Decade of the 80's: The Restructuring of America"; Robert B. Stobaugh of the Harvard Graduate School of Business, on "Toward a National Energy Policy," and Edward G. Jefferson of E.I. duPont de Nemours, on "The Art of the Possible."

The meeting gets down to advertising business Monday afternoon, starting with a report by Leonard S. Matthews, presi-

dent of the American Association of Advertising Agencies, on the AAAA's study of "Miscomprehension of Advertising." The study found that people usually misunderstand from one-fourth to one-third of any TV broadcast, regardless of the type of program or commercial (BROADCASTING, May 19, et seq.).

Bart Cummings of Compton Advertising, chairman of the Advertising Council, and Robert P. Keim, council president, will present "New Goals for the Advertising Council." An ANA update on such questions as management of the advertising function, the Washington outlook, advocacy and issue advertising and new media patterns, will follow, and ANA's annual elections will wind up the Monday-afternoon session.

Five concurrent clinics will run Tuesday morning. One, on "Advertising on Issues—Does It Work," includes a presentation by Thomas B. Cookerly of WJLA-TV Washington, chairman of the Television Bureau of Advertising, on results of a TVB survey of stations on the acceptability of issue advertising. Other panelists are Kenneth Schwartz, Opinion Research Corp.; Stephen B. Elliott, W.R. Grace & Co., and John Quinn, Shell Oil Co. Moderator will be Michael E.G. Kirby, Xerox Corp.

Another Tuesday morning clinic will take a look at "New Media—New Measures," with Thomas T. Ryan of Gillette Co., chairman of the ANA task group on

TV futures, as moderator. Panelists: David K. Braun, General Foods; Robert E. Buchanan and Marie Luisi, J. Walter Thompson USA; Roy H. Anderson, Nielsen, and Thomas F. Delaney, Arbitron.

A third clinic will examine "Organizing Advertising To Meet Changing Conditions," and a fourth "New Strategies for Promotional Effectiveness." The former, moderated by Robert E. Pulver of General Electric, will have as panelists Victor P. Buell, University of Massachusetts; Anthony C. Chevins, Cunningham & Walsh; F. Kent Michel, General Foods; Edwin Sonneck, Marketing Science Institute, and Thomas W. Wilson Jr., McKinsey & Co. The panel on promotional strategies will be led by James A. Gordon of H.J. Heinz Co. and will include William C. Barber, Pride Barber & Pride; Michael J. Rourke, A&P, and Louis J. Haugh, Westport Marketing Group.

The fifth clinic will deal with "How To Make Business-to-Business Marketing Communications Dollars Work Harder." Richard G. Webster of Honeywell Inc. will be moderator. Panelists: M.A. Nelson, 3M; Robert E. Lauterborn, International Paper, and Morton Galper, Babson College.

The closing session Wednesday morning will be devoted to "Creative Advertising—We've Never Needed It More." With William K. Pederson of Eastman Kodak as moderator, panelists will include William M. Lane, J. Walter Thompson Co.; Janet L. Wolff, William Esty Co.; Penelope J. Hawkey, McCann-Erickson, and Edward A. McCabe, Scali, McCabe, Sloves.



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## Ferris on the FCC: 'The joint is really jumping'

**Chairman makes traditional speech to IRTS luncheon, outlines philosophy behind changes in agency's regulatory attitudes**

FCC Chairman Charles D. Ferris used his appearance before the opening session of the International Radio and Television Society's fall season in New York last Wednesday to defend—and explain—the actions and objectives of the Ferris commission.

The chairman made a little news during his appearance, but not in his speech. In answer to a query from the audience, he said the question of letting networks back into cable ownership—outside their O&O station markets—was one that the commission should consider.

The issue had been raised initially in a speech by ABC Inc. Chairman Leonard H. Goldenson, who had also protested that

Washington has become tilted "against free television and in favor of pay television" (BROADCASTING, Sept. 22). Reminded of this, Ferris said he thought what was perceived as a tilt was really "the absence of a tilt toward broadcasting."

He also hinted that he might answer Goldenson more fully in a speech Oct. 7 before the same audience that Goldenson addressed, the National Press Club.

In response to other questions, Ferris said the FCC in deciding whether to increase the number of stations should not make a judgment on whether a market can support another station. The open-entry policy, he said, "is the great American way." Removal of syndicated-programming exclusivity restrictions on cable, he said in answer to another question, was justified by the mandatory-licensing provisions of the 1976 Copyright Act, and he noted that the burden of proof of economic harm is

now upon the broadcaster. He also declined to comment on RKO General's proposal to spin off 13 of its stations as a result of FCC's stripping the licenses of three others.

In his formal speech, however, the chairman, who will celebrate his third anniversary in the job next month, sought to put the commission's actions "in context" and show that they "reflect a consistent philosophy."

He reeled off a litany of actions taken, proposed and planned by the commission to show that "the joint is really jumping." He recognized that "our actions have been controversial," and he wanted, he said, to "help you see the basic patterns in the new communications mosaic, a mosaic crafted by the combined efforts of artisans from industry, government and the public."

He summarized his philosophies thus:



**Head table.** More than three-score leaders of broadcasting and related fields were on the dais to hear FCC Chairman Charles D. Ferris open the International Television and Radio Society's 1980-81 season at New York's Waldorf-Astoria last Wednesday. More than 700 others were at the luncheon tables, making a total turn-out of close to 800. On the dais, 1 to r: First tier: William F. Baker, Westinghouse Broadcasting; Arthur W. Carlson, Susquehanna Broadcasting; Dwight Case, RKO Radio; James Conley, Meredith Broadcasting; James S. Coppersmith, WNEW-TV New York; Joseph P. Dougherty, Capital Cities Communications; Richard P. Harris, Westinghouse Broadcasting; Clifford M. Kirtland Jr., Cox Broadcasting; Albert Krivin, Metromedia; Philip J. Lombardo, Corinthian Broadcasting; Allen H. Neuharth, Gannett Co.; Roy H. Park, Park Broadcasting; Donald A. Pels, LIN Broadcasting; Marty Pompadour, Ziff Corp.; John B. Poor, RKO General; Leavitt J. Pope, WPIX Inc.; Daniel L. Ritchie, Westinghouse Broadcasting; Martin Rubenstein, Mutual Broadcasting System; Sherril W. Taylor, Bonneville International; Thomas J. Tilson, Metromedia Television; Norman E. Walt, McGraw-Hill Broadcasting.

Second tier: Dick Verne, NBC Radio; James E. Duffy, ABC Television Network; Robert Mulholland, NBC Television Network; Everett H. Erick, ABC Inc.; Irwin Segelstein, NBC Television; Vincent T. Wasilewski, National Association of Broadcasters; Gene F. Jankowski, CBS/Broadcast Group; Charles D. Ferris, FCC; Avram Butensky, Ed Libov Associates and president, IRTS; Fred Silverman, NBC; Robert E. Lee, FCC; Fred Pierce,

ABC Inc.; Richard S. Salant, NBC; James H. Rosenfield, CBS Television Network; Ralph M. Baruch, Viacom International; Richard A. O'Leary, ABC-Owned Television Stations; Thomas F. Leahy, CBS Television Stations Division; Robert Walsh, NBC Television Stations Division.

Third tier: David S. Allen, Petry Television; Frank Boyle, Eastman Radio; Thomas F. Burchill, RKO Radio Network; Giraud Chester, Goodson-Todman Productions; Jack W. Fritz, John Blair; James L. Greenwald, The Katz Agency; Lawrence K. Grossman, Public Broadcasting Service; Ralph Guild, McGavren-Guild; Charles Kinney, Peters Griffin Woodward; Alfred M. Masini, TeleRep; Don Menchel, MCA Television; Nicholas J. Nicholas, Home Box Office; Kevin O'Sullivan, Worldvision Enterprises; Ellen Berland Sachar, Goldman, Sachs & Co.; John J. Walters Jr., Harrington, Righter & Parsons.

Fourth tier: Mal Beville, Broadcast Rating Council; John Cannon, National Academy of Television Arts & Sciences; Roy Danish, Television Information Office; Miles David, Radio Advertising Bureau; Tom Dawson, CBS Radio and Broadcasters Promotion Association; M.S. Kellner, Station Representatives Association; Herman W. Land, Association of Independent Television Stations; Tom E. Paro, Association of Maximum Service Telecasters; Sol J. Paul, Television Radio Age; Lucie Salhany, Taft Broadcasting and National Association of Television Program Executives; Lawrence B. Taishoff, BROADCASTING magazine; Albert Warren, Television Digest; Maurie Webster, The Webster Group.





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"I believe that through the blizzard of new actions from the FCC over the past three years, three common themes emerge: Promote free enterprise in all phases of communications, respect the goals of the First Amendment and make our agency respond both to the industries it regulates and the public it serves."

Earlier, he had elaborated. By free enterprise, he said, "I mean making spectrum use more sensitive to the demands of the marketplace. If more individuals want to use the broadcast spectrum, and there is additional space without intolerable interference, why not let them in? If competing users of business radio services want to use the same patch of spectrum, I said, devise allocation techniques that assign that space based on need, not on a system of inherited rights that chops the other into balkanized states."

Free enterprise, Ferris continued, "means protecting competition, not competitors. It means exposing common carrier markets. . . . to competition. It calls an end to artificial entry barriers for video technologies that may compete with existing television delivery systems. Both communications businesses and the public they serve will benefit from applying this principle."

He cited the commission's computer inquiry decision, which he said he considered "the single most significant action taken by this commission during my tenure"—and, he added, is considered by some to be the most significant in the commission's 47 years. "This decision," he said, "not only cleared away years of outdated regulation; it also removed obstacles to a new era of innovation in communications services."

The FCC, he continued, could have decided to regulate the satellite earth-station industry, but decided instead "to get out of the way" of it and thus "made things happen in transmitting words, voices and pictures." There was "no real technological or economic reason" for regulating it, and the FCC served the public best "by removing ourselves from that business," he asserted.

First Amendment objectives tie closely to emphasis on the free enterprise system, Ferris continued. "For both economic and free speech reasons I want to prevent the government as much as possible from interfering with participants in media activities." He reiterated that the FCC "should stay out of the censorship business," and added: "We have; we will."

His theory of agency responsiveness, Ferris said, starts with cutting out unnecessary regulation. A lot of "regulatory garbage" has already been attacked, he said, and much eliminated or reduced, including "hundreds" of technical rules. He also noted that third-class radio operator's license testing has been discontinued, financial showings for new broadcasters have been cut from a year to three months "and we are looking to eliminate them entirely," and "we are even considering simplifying broadcast license renewal applications to postcard size . . ."

**Seven more.** Democrat Charles D. Ferris, chairman of the FCC, endorsed Republican Commissioner Robert E. Lee for reappointment at the outset of his appearance before the IRTS. Noting that Lee, the commission's longest serving member (since 1953), was on the dais, Ferris called him "a unique personality" whose contributions past and present are great. "The perspective he gives is absolutely invaluable," he said. Lee wants to retire when his term expires next year, Ferris said, but "I hope that President Carter next summer will convince Bob Lee to stay another seven years." Some in the audience tittered at the "President Carter next summer" part, but they applauded the rest.

In another area of responsiveness, he continued, the commission, through its Office of Science and Technology and Office of Plans and Policy, has been changed from a "reactive" to a "predictive" agency. "The FCC in the 1980's will have to be able to see beyond the horizons of traditional regulatory categories," he asserted, "to discern the faint signals of distant technologies not yet in place." And he was confident, he said, that the commission is "able to meet that challenge, and meet it well."

Beyond that, the chairman continued, the FCC now reaches out to—and listens to—its various publics, through public participation workshops, its weekly newsletter, its work with minorities and consumers.

"Paradoxically," he said, "most of the commotion we have heard during this time has come about not because we are trying to expand our mandate, but rather because we are trying to contract our present regulatory sweep, and not extend it to new forms of communications."

"I have learned that when new technologies arise, unless the facts compel us to intervene, we should get out of the way. Of course, we should use our regulatory powers to insure that those who choose to compete, compete fairly, and that those who take out a license in the name of the public serve that namesake. But these efforts should be confined to the very minimum necessary to do the job."

Ferris told the IRTS audience that he knew this approach has been "resented by some—particularly those already well up the ladder of the telecommunications industry." They would prefer him to act as a traffic cop, keeping those on the road from interfering with one another "while barring other traffic from the access ramps." But he preferred to see his job as akin to that of "a college admissions officer, letting in all who meet minimum qualifications, letting all strive to achieve the most they can."

Ferris called upon the communications industry to join the FCC in looking upon "the jobs we have to do, and how important they are, in the larger context of the over-all American economy." These industries, he asserted, "form one of the most vigorous and vital parts of American's potential growth in this decade." And he expressed belief that "they will

also help define our character as a nation in decades to come."

While some industries are shrinking and receding, he said, "the American communications business seems to grow and grow."

"I want the policies of the FCC to foster this progress, to help keep up this country's momentum in these fields. These knowledge-intensive, high-technology industries not only hold the promise of more diverse, cheaper and higher quality communications services. They are also a tonic to our economy at home and abroad, a bright new frontier for American ingenuity."

Policy decisions the FCC has made, he continued, "will help to unleash new competitors and new markets for American know-how."

He thought it not surprising that those who wanted the FCC to protect "the established" find the present commission "out of step with their desires." But, he added, "the days of the Washington regulatory waltz have passed." Those who want to protect the status quo "are more than a step behind," he said. "They can still catch up, but only if they turn their efforts from trying to block the door to entering it themselves."

The chairman's speech was applauded politely, only once, at the end.

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## FCC flooded with inquiries on TV mini-stations

**Public reaction is heavy to low-power proposal; drop-ins aren't generating same response**

Public reaction to the FCC's proposed rulemaking on low-power television has been "incredible," according to Ed Cardona, chief of the commission's Industry EEO and Minority Enterprises Division. Although the number of inquiries has probably peaked, the FCC has received approximately 500 calls per week from persons wanting to know more about low-power television.

On the other hand, public queries about the recent VHF drop-in decisions have been minuscule in comparison. Jeff Malickson, the Broadcast Bureau attorney who presented the staff item considering the four specific drop-ins—Knoxville, Tenn. (ch. 8) Salt Lake City (ch. 13); Johnstown, Pa. (ch. 8), and Charleston, W.Va. (ch. 11)—to the FCC three weeks ago, said he has had about "a dozen" inquiries regarding the four. The generic proposal to add drop-in allotments to the top 100 markets has generated a bit more interest from the public, according to Ben Perez, the Broadcast Bureau attorney who is preparing the final draft of the text of that proposed rulemaking. He is getting "between 15 and 20 calls a day."

Both the Consumer Assistance Office and the Minority Enterprises Division are



# Critics hail



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Outstanding Comedy Series for  
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compiling mailing lists of persons who desire written information on the low-power and VHF drop-in proceedings. As of last week the minority mailing list totaled approximately 600 while the consumer list was about half as long.

At this point only a news release is available on the drop-in proceeding. The low-power information package also contains a news release along with a procedural "fact sheet" that explains how to apply for a low power facility during the interim processing period before the commission makes a final determination on low-power television. The full texts of both proceedings will be sent to those who request them, when available. The final drafts of the texts are expected to circulate to the commissioners late this week or early next week.

Michael Couzens, the Broadcast Bureau attorney who headed the low-power television task force, said the guidelines were drawn up with an eye toward conveying to all interested parties the information that applying for a low-power television station is "not like sending in a box top." Each low-power television station applicant must "make a proper showing required of every broadcaster," Couzens said.

Couzens's concern that persons interested in low-power television be aware of the responsibilities and technicalities involved is justified. The vast majority of the calls taken by the Minority Enterprises Division have been from people "who know nothing about broadcasting," Cardona said. Most of the callers "don't realize it's just an NPR [notice of proposed rulemaking] and that the whole concept still has to be voted on by the FCC," he added. He also said that many low-power TV inquirers "haven't even considered the fact" that they would need technical assistance from an engineer as well as legal advice in order to apply for a low-power facility.

The fact sheet for consumers explaining the interim application procedures warns the prospective applicant that no final rules have as yet been developed for low-power television and that there is "no assurance that all—or any—of the proposed rules will be adopted." Thus the existing translator rules will be used to process low-power television station applications, and "any departure of an application from those rules must be specifically stated, and supported by requests for waiver of the applicable rules and by a public interest justification therefore."

Noting that all translator applications—conventional and those seeking waivers for originating program authority—are conditioned upon a final determination by the commission as to the fate of low-power television, the fact sheet states that the "commission will reserve the right to modify or to terminate any such authorizations upon 60 days notice after the adoption of any final report and order" in the low-power television proceeding.

Clay Pendarvis, chief of the Broadcast Bureau's Auxiliary Services Branch, which processes all translator and low-power television applications—said that no

low-power television station applications have been received other than the 14 "Community Television Network" applications and one Bemidji, Minn. application that the commission accepted for filing on Sept. 9 when it adopted the low-power television rulemaking (BROADCASTING, Sept. 15). Pendarvis expects the flow of low-power applications to start after the CTN and Bemidji applications have been on the cut-off notice, which will occur 30 days after the release of the full text of low-power notice of proposed rulemaking.

Pendarvis told BROADCASTING that the bureau "is prepared to reallocate resources as the situation requires" in order to avoid a backlog of low-power applications.

Approximately half of the inquiries received by Perez regarding the commission's generic VHF drop-in proceeding came from members of the press, many of whom had read the wire-service accounts of the FCC action and wanted to make sure they had their facts right. The remaining queries were mostly of the "is-there-one-in-my-town" type, said Perez. He added that several calls came from the offices of congressmen, wanting to know about possible allotments to their jurisdictions.

No applications for the four allotments adopted by the commission two weeks ago can be submitted before the release of the full text of the item, which still may be several weeks away. "Hopefully," said Malickson, the final draft of the text also will be circulated to the commissioners for approval this week or early next week.

## CRT formula now official

**Copyright distribution scheme is approved—and thus subject to appeal by various claimants**

The Copyright Royalty Tribunal last week released its final guidelines on how nearly \$15 million in copyright royalties collected from the cable industry in 1978 should be distributed. The final determination, published in the *Federal Register*, mirrors a preliminary decision released last month, which allots 3.25% of the pie to commercial TV stations in the U.S. and Canada.

Under the formula released last week, the \$14,734,078.30 will be distributed as follows: Motion Picture Association of America, Christian Broadcasting Network and other program syndicators, 75%; joint sports claimants and the National Collegiate Athletic Association, 12%; Public Broadcasting Service, 5.25%; music performing rights societies, 4.5%; and U.S. and Canadian TV broadcasters, 3.25%.

The tribunal will now deliver checks to each claimant—the broadcasters are represented by the National Association of Broadcasters—which will in turn distribute the appropriate amount to each individual within the over-all group.

Under the NAB's formula, about 300 stations will share in the distribution. Only

## Washington Watch

**It pays to deregulate.** Philip L. Verveer, chief of FCC Common Carrier Bureau, has been selected as \$20,000 Distinguished Executive Award recipient in program sponsored by Senior Executive Service. Service was created by Civil Reform Act of 1978 as gradeless personnel system for top government managers. Two other FCC chiefs received awards of \$10,000 each: Carlos Roberts, chief of Private Radio Bureau, and David Saylor, deputy counsel. Verveer was cited for restructuring Common Carrier Bureau and implementing deregulation activities over past year. Roberts was also cited for his deregulation efforts. Saylor was chosen for his handling of radio entertainment format and domestic satellite cases that he argued before U.S. Court of Appeals in Washington. Verveer received his award from President Carter along with 48 other Distinguished Executive award winners at Rose Garden ceremony.

**Action coming.** FCC is expected to act this week on request for declaratory ruling on equal time filed by Carter-Mondale Re-election Committee (BROADCASTING, Sept. 8). Urging quick action by commission on matter was National Association of Broadcasters, which, in letter to FCC Chairman Charles Ferris, said expeditious ruling is critical. Under previous FCC ruling, broadcast appearance by presidential candidate in message paid for by entity claiming to be independent of candidate or his committee, entitles opposing candidates to equal paid time. Carter-Mondale would expand that to include equal free time, which NAB has urged FCC to reject. "Every day that passes without such a ruling may deter broadcasters concerned about complying with FCC policies from selling time to independent committees or other candidates whose ads raise the same issues," NAB said.

**Election time.** Board of directors of Corporation for Public Broadcasting elected Lillie Herndon to third term as board chairman, and Sharon Rockefeller as vice chairman, while also re-electing Robben Fleming president. Senate, meanwhile, confirmed reappointment by President Carter of Howard White to board.

**Bird battle.** FCC's rejection of complaint against manner in which RCA Americom handled requests for domestic satellite service has been appealed. Spanish International Network Inc. and Eastern Microwave Inc. have asked U.S. Court of Appeals in Washington to review commission action. Cable News Network filed similar appeal with U.S. Court of Appeals for Fifth Circuit, in New Orleans. Disputes arose after RCA's Satcom III was lost in space, and scramble for service on available transponders developed among companies that had planned to use lost bird.





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\*SOURCE: Arbitron ADI Household Shares, May '80 Sweeps, Subject to qualifications on request.

nonnetwork programing on distant signals is counted for the payment of royalties under the copyright law. The NAB arrived at its scale of payments by tracking distant, nonnetwork programing on every cable system and matching it against the fee paid by that system to the cable royalty pool. Payments to individual stations will be based on their total representation in the NAB's compilation. Individual receipts will run from less than a dollar for stations at the bottom of the carriage list to something under \$20,000 for Ted Turner's superstation, WTBS(TV) Atlanta, which is carried by cable coast to coast.

The NAB had put in claims far in excess of the total of under half a million dollars that the tribunal awarded commercial telecasters. A decision whether to appeal will be made at an Oct. 9 meeting of the NAB's ad hoc committee on cable copyright royalties.

Meanwhile, the CRT begins a new round of hearings today (Sept. 29) to comply with the law's instruction to make periodic adjustments for inflation in the fees cable systems pay to the copyright pool.

## Not quite down for the count

**H.R. 6228, crossownership bill with VHF and union provisions, nearly dies as House fails to pass with two-thirds majority; parts of measure could pass before adjournment**

Congress last week all but closed the door on any chance of moving broadcast legislation to the President's desk this term—and then opened it again. The House, by a vote of 215 to 176—84 votes short of the required two-thirds majority—shot down H.R. 6228, which would have codified existing FCC crossownership rules while protecting multimedia licenses against challenges on ownership grounds, repealed the Lea Act, and opened the door for commercial VHF TV service in New Jersey.

The legislation, in its original form, was conceived by Representative Al Swift (D-Wash.) and was designed only to deal with the crossownership provisions. But on the way to full committee mark-up, the bill picked up amendments.

The most controversial amendment was drafted by Representative Andrew Maguire (D-N.J.), to require the FCC to insure that each state have at least one commercial VHF station. As the amendment was worded, the FCC would have had to assign a VHF frequency to a state that did not have one if a license elsewhere was revoked—and all legal appeals had been exhausted—and if the transfer were technically feasible. With the license of RKO-owned WOR-TV New York having been denied and the decision headed for an appeal, New Jersey has its eye on that ch. 9 frequency.

Although the legislation was reported

from the Commerce Committee by a 17-to-4 vote, the consensus was that because of the controversial Maguire language, the bill might not find the necessary support on the floor (BROADCASTING, Sept. 22).

The legislation bypassed the normal House rules and was brought up on the suspension calendar—reserved for non-controversial bills—with amendments prohibited and a two-thirds vote necessary for passage.

But not everyone agreed that the bill was noncontroversial. Representatives James Broyhill (R-N.C.) and James Scheuer (D-N.Y.) argued on the House floor that the bill should be brought up under regular rules so it could be amended. The bill represents "a transparent and totally inappropriate intervention by Congress in the regulatory process," Scheuer said.

While the New Jersey delegation, led by Maguire, was looking for support of the measure, Broyhill and Scheuer led the opposition. In a "Dear Colleague" letter, the two urged that the bill be defeated.

"Congressional enactment of such a provision would set an extremely bad precedent in which the Congress, rather than the appropriate federal administrative agency (the FCC) would specifically establish frequency assignments," the letter said.

Although the bill appeared dead, the House Commerce Committee managed to breathe new life into it the following day (Sept. 24). The committee split the legislation into three separate bills and approved the Swift measure and the Lea Act repeal. A quorum was not present for a vote on the Maguire amendment, but in a subsequent session the committee approved it also.

The bills will now go back to the House floor, although this time separately. The crossownership provision and the repeal of the Lea Act have been scheduled for floor action tomorrow, while the Maguire bill has not yet been scheduled.

## Moving against Mobil

Mobil Oil ads may soon have some extra information. Under a consent agreement with the Federal Trade Commission, Mobil has agreed to disclose that some cars using Mobil 1, which is said to reduce oil consumption up to 25%, may actually increase oil consumption.

According to the FTC, the synthetic motor oil may increase consumption in some sports cars and older or high-mileage cars. Under terms of the agreement, if Mobil claims in ads that the product results in reduced oil consumption, it must also recommend that consumers check oil levels frequently.

The order stipulates that the disclosure on TV and radio ads last at least eight seconds. The television disclosures can be in either audio or visual form.

The consent agreement will be placed on the public record until Nov. 21 for comment, after which the commission will decide whether to accept it.

## NAB seeks FCC stay of repeal of last big cable rules

**Association is joined by Field in asking for delay until Malrite case moves through court**

The National Association of Broadcasters has petitioned the FCC for a stay of the commission's order of last July repealing the cable syndicated exclusivity and distant-signal rules pending the outcome of a suit initiated by Malrite Broadcasting in the U.S. Court of Appeals in New York that challenges the FCC decisions.

If the commission fails to act on NAB's motion for stay by Oct. 3, the association will seek a stay in court. The order repealing the cable rules is scheduled to take effect Oct. 14.

Field Communications Corp., a San Francisco-based group owner of five TV's, also filed a motion for stay of the commission's cable deregulation action, accompanied by an affidavit by its president, Don B. Curran, attesting to the irreparable harm that would be caused to that station group if the repeal of the two cable regulations is put into effect.

Field Communications is licensee of KBHK-TV San Francisco; WFLD-TV Chicago; WLVI-TV Cambridge, Mass.; WKBD-TV Detroit, and WKBS-TV Burlington, N.J., all independent UHF stations.

The NAB's stay is based on four premises: (1) Malrite will most likely win its case; (2) broadcasters will suffer irreparable harm if the commission's order goes into effect; (3) the cable industry would not be substantially harmed by a stay, and (4) a stay is in the public interest.

The NAB petition argues that the FCC's decision to repeal the two rules "was accomplished only through arbitrary and capricious disregard for cogent arguments supporting the retention of these rules." Repeal of the rules, NAB claims, "favors the special interests of the cable industry and its subscribers over the interests of the entire viewing public."

In a 4-3 vote last July 22, the commission eliminated all limits on the number of broadcast signals a cable system may carry and removed the protection formerly granted local television stations against duplication of the syndicated programing to which they hold exhibition rights (BROADCASTING, July 28).

In the affidavit submitted with the Field motion for stay, Curran said that loss of exclusivity rights for the Field stations—even on an "interim" basis pending appeal—would mean reduced value of the programing to advertisers and thus a loss of station income. If local viewers can choose to watch the same programing on a distant signal imported by a local cable system, Curran said, "the audience of the Field stations is reduced, and this, too, will have an adverse effect upon the station's income. The cumulative effect on income will reduce the stations' ability to produce programing of their own . . ."



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September 22, 1980

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The Bernard Howard Company has demonstrated for years that they can sell with or without ratings. With a professional like Bob Coppinger, as well as Bernard Howard, who together have many years of rep experience between them, I feel comfortable that my national sales will continue to go up.

I can already see very positive results of the Viacom association with the Bernard Howard Company. Viacom is a dynamic, aggressive group, and their ownership of Bernard Howard Company can only enhance their marketing techniques and attitudes.

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Marshall Pearce  
General Manager  
WSMB  
New Orleans, Louisiana



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## The first—and maybe last?—of the debates draws surprising ratings figures

**Reagan-Anderson confrontation holds its own against ABC's presentation of hit motion picture; Carter stance may preclude any further such meetings, however**

The League of Women Voters' first presidential debate, in Baltimore, did well in the ratings in cities where audiences were measured, which pleased the league. And the candidates involved—Republican Ronald Reagan and independent John Anderson—were pleased with their respective performances. But whether all of that good feeling will result in any more presidential debates this year was in some doubt last week.

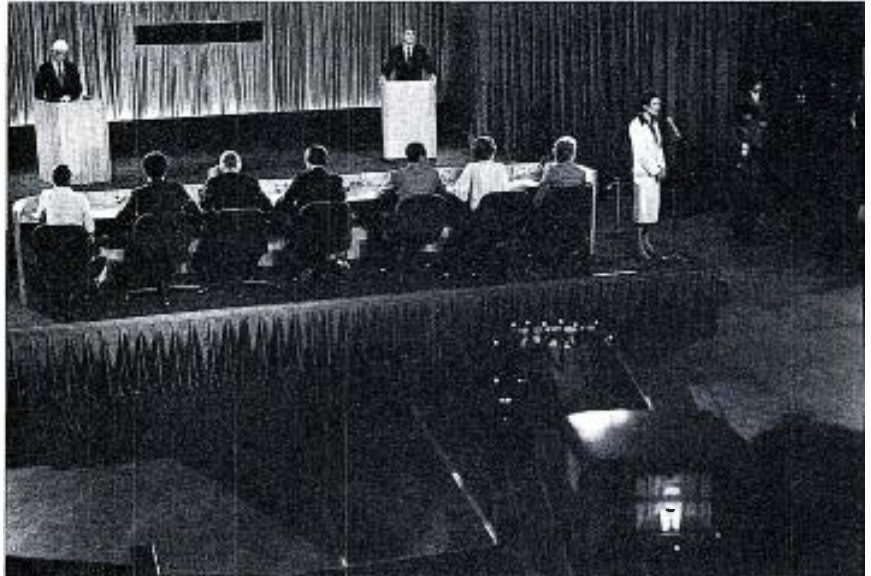
League representatives were optimistic. Lee Hanna, director of the debates for the league, who has been in contact with representatives of the candidates, said: "We believe there will be further debates and that President Carter and Governor Reagan will participate. We are trying to work out the arrangements under which that might happen."

But Senator Paul Laxalt (R-Nev.), chairman of the Reagan-Bush Committee, took a contrary view. "I don't think there will be any more debates," he said, in conversation following his luncheon remarks to the National Association of Broadcasters board of directors, on Wednesday.

He doubted whether the candidates could agree on arrangements. Reagan is known to have insisted on a round-robin series, which would require Carter to debate Anderson one-on-one. And the President would not agree to that. He is calling for a one-on-one with Reagan.

What about another Reagan-Anderson confrontation? Not a chance, according to Laxalt. "That would be plowing old ground." He also gave a reason that works against any further debates—period: "scheduling problems." Laxalt said preparations and the debate itself take four days out of the candidate's schedule.

Carter boycotted the Baltimore debate rather than give the Anderson campaign the boost Carter felt his participation would provide. But it appeared last week that the future of the debates might be as much in Reagan's hands as the President's. Reagan's advisers were reported to



**Stage is set.** Ruth Hinerfeld, chair of the League of Women Voters Education Fund, gives a last minute message to the audience at the debate in Baltimore between Independent John Anderson (l) and Republican candidate Ronald Reagan who face questioners (l-r): Carol Loomis, *Fortune* magazine; Daniel Greenberg, syndicated columnist; Charles Corddry, *Baltimore Sun*; Bill Moyers, Public Broadcasting Service; Lee May, *Los Angeles Times*; Jane Bryant Quinn, *Newsweek*, and Soma Golden, *New York Times*.

be divided on the question of further debates, and Reagan is said to be siding with those who feel one was enough.

In any case, a decision on the issue may be made soon. The next debate is scheduled for Louisville, Ky., with Oct. 2 a target date. Louisville was set originally as the site for a meeting of the running mates of the three candidates who were invited to the first debate. But Carter has said that one of the presidential debates should be held in the South, and he has expressed a desire to debate Reagan soon. Thus, if the President is to participate, Louisville would appear to be the place to start.

Even without the President's participation and despite the formidable competition of ABC-TV's "Midnight Express" feature film in the eastern and central time zones, the live coverage by CBS and NBC, which began at 10 p.m. and ran for 60 minutes, more than held its own against ABC in three major cities. In New York, there was a virtual dead heat—the debate achieved a combined rating on the two networks of 26.6 and a 42 share, while the movie had a 26.8 rating and a 42 share. In Chicago, the debate outscored the movie. CBS and NBC recorded a combined 29.3 rating and 44 share, while ABC was credited with a 26 rating and 39 share. In Los Angeles, where ABC was showing *Those Amazing Animals* at 7 p.m. Pacific time, the debate won easily, with a 27 rating and 42 share, while ABC achieved a 15.2 rating and 24 share.

Thus, although the 50 million to 55 million viewers that ABC's research department estimates watched the debate were fewer than the 90-plus million who watched the first debate between President Ford and candidate Jimmy Carter in 1976, the ratings may be the most significant commentary on what happened in Baltimore's convention center on Sept. 21. Political analysts and commentators rushed to the typewriter or microphone as soon as the final handshake between the two candidates to tell the world who won and who lost and what it all meant.

And a couple of days later, an ABC News-Louis Harris survey provided what may be a more authoritative view: It showed that persons likely to vote who watched all or part of the debate believed—by a margin of 36% to 30%—that Anderson had won. Seventeen percent rated the participants equal, and the remainder felt that neither had won or were not sure. As for Carter's decision not to debate, 60% felt it was a mistake, while 32% said it was correct. But the fact that the presidential debate attracted the viewership it did in spite of the President's absence and the decision of one network not to carry it live was taken by league officials, at least, as a sign that the American public was the winner.

Of course, ABC's decision not to carry the event live did not go unremarked. It had said that because of Carter's absence, it did not believe live coverage was war-



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ranted. But the general counsel of the Anderson campaign, Mitchell Rogovin, charged in a telegram to ABC News and Sports President Rooney Arledge that, by its decision, ABC "continues to favor candidacy of Jimmy Carter over John Anderson and Ronald Reagan."

Not so, Arledge responded. "ABC's decision not to cover the debate live was a news judgment based on the absence of one of the two major candidates. Our decision would have been the same had Governor Reagan been absent instead of Carter." Arledge called the charge "insulting" and "beneath what we would expect from a major national campaign official."

Jeff Greenfield, in his usual spot on CBS's *Sunday Morning*, also had something to say about the ABC decision. "Regrettable," he called it. "By forgoing this debate," he said, "ABC has—not by intent but by consequence—rewarded the candidate who's chosen to constrict the flow of information. The result, an eroded opportunity to see and hear the candidates first hand, is an unwelcome and ominous event."

The questions of who would participate in the debate and which networks would cover it were not the only ones generating controversy. As was the case in the coverage of the debates four years ago, there was a question as to whether the network providing pool coverage—ABC, as it was in 1976—would be permitted to cut away for audience reaction shots.

The candidates, as in 1976, were against cutaways. And the league, as in 1976, sided with the candidates. But this time, the networks won, sort of. "We believe

the home audience should have a presentation of the candidates for the entire period of the debate without extraneous distractions," Ruth J. Hinerfeld, chairman of the league's education fund, said in a telegram to Bill Small, president of NBC News, and Bill Leonard, president of CBS News, on the day before the debate. Both had written stiffly worded telegrams complaining about the refusal to permit cutaways. But, Hinerfeld added, "We have not imposed a ban on audience shots as a precondition for television coverage of the debate."

That didn't end the matter, however. Hinerfeld had told ABC pool producer Charles Frey that house lights and television lights, except those needed to light the candidates and the panel of journalists, would be turned off after her introduction. And representatives of Reagan and Anderson—with Reagan's people working with a light meter—removed about 160 chairs near the stage in an effort to keep the audience out of the range of the lights that would be left on. (The chairs were among those assigned to the candidates for their guests.)

But the network crews weren't defeated. "There will still be enough spillover light for audience shots," predicted one network official. And he was right, as Frey demonstrated in several cutaways, two of them to show the candidates' wives, Nancy Reagan and Keke Anderson, in light that was adequate if not perfect. Surprisingly, however, in view of the position the two networks had taken on the issue, neither CBS nor NBC producers requested any cutaway shots, as they could

have.

(Although it was unlikely that viewers at home found fault with the pictures provided by the ABC pool, Frey was dealing with two particularly critical and sensitive customers—CBS and NBC—and there were complaints. A visitor in the CBS trailer parked in a section of the cavernous convention center heard a string of oaths as the stage came into view on the screen. "Nice going, pool," said one of those watching. "That's the first f--- -up. They missed them [the candidates] coming in.")

The format, in which six journalists each asked the same questions of the two candidates who were also given additional time to respond to each other's answers, was based on a suggestion from the league. And while it would not satisfy anyone demanding a classic debate in the Lincoln-Douglas tradition—or, for that matter, anyone who thinks follow-up questions are essential—it did seem to illuminate the candidates' views and the differences between them. As a number of newspaper headlines over stories of the debate noted, the candidates differed sharply on most of the issues. And while that was not news to those who have followed the campaign closely, it may have been to many of the 50 million in the audience who have not. That kind of education is what the league says the debates are supposed to provide.

Most of those questioned in the ABC News-Harris poll, said they would like to see more debates. Just under half expressed a preference for a three-candidate debate, while 24% said they would like to

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- selection using 23 different tests according to your priorities
- hour and day part protection rules for sound code, artists, title and cut
- control and judgment all human, machine does all the work
- playlist control, useful management reports, demographics
- flexible, intelligently written, humane and friendly system
- basic system handles playlist of 2700, can be expanded to suit your needs
- both systems run on DEC 1103

—think of

*Selector*

## **IN A CALL-OUT SURVEY SYSTEM**

—think of a system that

- generates random legitimate phone numbers
- helps you compose and keep up to 53 surveys of 50 queries and 200 respondents each, with up to 1000 titles for all the surveys, two artists and a classification code for each title, and 100 free-form multiple-choice questions
- keeps respondent files by name, age, sex, zip code and phone numbers
- does trend analysis, cross-tabs, histograms, top and bottom tested titles, confidence units, and some fancy question analyses

—think of **SAMPLER**

**THINK OF RADIO COMPUTING SERVICES**



*See you at the Los Angeles NRBA!*

thought Carter should take on Reagan, and then Anderson, one on one.

The answer to whether there will be future debates, however, does not rest with those who were polled.

## Mulling over the MacBride report

**SDX, in advance of UNESCO meeting, discusses world press report; approves number of points and praises it for prodding Third World coverage**

As delegations of UNESCO member nations prepared to meet in Belgrade last week for the start of a biennial meeting that will provide another forum for a debate over a "new world information order," a preliminary view of the issues involved was provided in Washington at a meeting of the local chapter of the Society of Professional Journalists, Sigma Delta Chi.

Focus of the meeting was the controversial recommendations of the MacBride report, prepared by the UNESCO-sponsored commission that was created to study "the problems of communications in modern society." And a participant in the meeting—by two-way telephone from his home in Dublin—was the 77-year-old lawyer-politician, Sean MacBride, who headed the

10-member commission. But for the most part, the meeting reviewed issues in controversy since the report was issued late last year.

For instance, Leonard Marks, the Washington attorney and former head of the old U.S. Information Agency who is now secretary-treasurer of the World Press Freedom Committee, cited provisions stating that, in expanding communications systems, preference should be given to "noncommercial forms of mass communication" and that ways should be found "to reduce the negative effects" of market and commercial considerations on "the organization and content of national and international communication flows."

At the same time, however, he acknowledged that the U.S. and other western countries with free press traditions are comfortable with a number of the recommendations—one calling for an end to censorship, for instance, and another saying countries should admit foreign journalists and grant them access to news sources, both official and unofficial.

Those were among several cited by MacBride, in his call from Dublin, in which he described the dilemma with which his commission wrestled in preparing its report. "We are dealing with communication in a complex world situation," he said—one in which perhaps 40 of the 153 nations of the world enjoy freedom of the press and the remainder live under one-party dictatorships. "So the report tries to deal with the communications

problems as they are in the entire world. As an Indian member of the panel, Narinder Aggarwala, who is information officer for the United Nations development programs in Asia and the Pacific, said, some countries use the press "to carry out policy." But the report, MacBride said, goes far in the direction of freedom of expression and freedom to publish.

Marks, however, said he believes in a "pluralistic society." If the rest of the world believes states should dominate the social, economic and political lives of citizens, "I don't think they should force their views on the U.S. and the rest of the world." And as another panelist, Stan Swinton, Associated Press vice president and director of world operations, noted, UNESCO decisions are "not binding" on member nations.

Aggarwala pointed out one possible weakness in the counterstrategy the West is using in attempting to blunt the drive for what they consider antifree-press curbs—aid to Third World countries in developing their communications, both through broadcasting and the printed press. Some of that aid involves training journalists. And Aggarwala said the training is unrealistic, in that the journalists frequently work in a society that lacks not only the sophisticated equipment available in the West but the freedom in which Western journalists work.

For all of the disagreement, however, Swinton acknowledged that the controversy has had some positive results in connection with the Third World's complaints about the quantity and type of coverage the West has given developing countries. "You deserve credit," he told MacBride. "You sensitized the western world to the problem. You made us recognize our deficiencies." He noted that major U.S. newspapers have substantially increased their coverage of the Third World. Swinton also indicated profits were not the motive. He said less than 1% of AP's income comes from the Third World. Yet, he said, "We spend 20 times that much in covering the Third World."

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Connie Drath has served as Legislative Assistant to a U.S. Representative, Washington reporter and foreign correspondent for the New York Journal of Commerce, and U.S. delegate to the OAS journalistic conference on economic integration in Latin America. To arrange for a free guest appearance, write The Tobacco Institute, 1875 I Street, N.W., Washington, D.C. 20006; or call (800) 424-9876.



# The Tobacco Institute

## Trying to create order from chaos

**Commission is formed to prepare plan to end 'circus-like' atmosphere of presidential press conferences where reporters jump and shout for attention**

The manner in which presidential news conferences are conducted on live television—with reporters jumping up, waving their hands and yelling, "Mr. President, Mr. President," in an effort to gain the President's eye and invitation to ask a question—has long appalled no small number of viewers. It has also embarrassed many of the regulars among the White House correspondents. But efforts at reform never got very far. Now, in the great American tradition, a commission



has been formed to search for a solution.

Former Virginia Governor Linwood Holton and Ray Scherer, vice president of RCA Corp. and a former White House correspondent for NBC, last week announced the formation of the commission to study and recommend changes in the presidential news conference. Holton and Scherer will serve as co-chairmen of the commission, whose work will be funded by a grant from the Markle Foundation of New York.

"Circus-like atmosphere" is the phrase that usually comes to the mind of a critic of the manner in which the White House news conferences are now conducted. And that is the term Holton used in discussing the matter. "Neither the President nor the press and certainly not the American people are served by the present system," he said. "And to continue it will only cause a further erosion of public confidence in the Presidency, media and government."

Broadcasters have taken the same position. Ralph Renick, vice president and news director of WTVJ(TV) Miami, said in an editorial on the subject two months ago, "There has got to be a way to conduct the meetings with the press in a dignified, courteous and thoughtful manner." He suggested that representatives of the news organizations involved confer with White House staff members in an effort to develop a plan under which "questions are asked in an orderly fashion."

The present state of affairs is not because of a lack of caring on the part of many of those involved—or even for lack of ideas to discuss. One problem seems to be lack of communication between White House news secretary Jody Powell and the White House press corps on the issue.

A year ago, after a particularly noisy news conference, Robert Pierpoint, CBS News White House correspondent and now president of the White House Correspondents Association, had some suggestions in mind as to how conduct at future news conferences could be improved, and asked the WHCA board to support an effort to arrange a meeting with Powell on the issue.

The board, despite the reluctance of some members who felt the President actually prefers the news conferences in which reporters look less than their best, authorized the effort. Pierpoint, then vice president of the association, and Ralph Harris, of Reuters, then president, were to make the approach. They did, but, Pierpoint said last week, Powell has yet to invite them in for a formal discussion.

Pierpoint was prepared to discuss at least two options. The one he prefers is based on a plan President Ford's news secretary, Ron Nessen, employed during trips out of Washington by the President in 1975. Questioners' names were drawn by lot and listed after reporters signed a request sheet. Another suggestion is simply to have the President enforce order by refusing to call on anyone who shouts. Those wishing to ask a question would raise their hand.

Pierpoint's initiative was taken in the knowledge that, because of the shouting

and waving of hands, reporters at some news conferences looked, in Pierpoint's words, "like a bunch of animals." And that feeling receives confirmation in letters received by the White House. "We get a lot of letters from the public complaining about what is perceived to be obstreperous behavior of reporters," one White House news office staff member said.

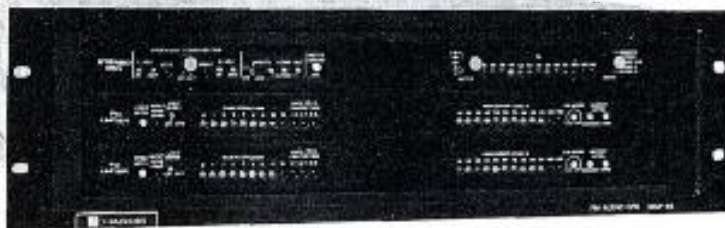
The Holton-Scherer commission will include Pierpoint in its membership.

The commission's first meeting is scheduled for Oct. 4, at the University of Virginia, in Charlottesville, and its aim is to present the candidate elected President on Nov. 4 with a series of proposals to make the presidential news conference better serve the interests of the President,

the news media and the public.

Other members of the commission are Douglass Cater, former special assistant to President Lyndon Johnson and now president of the Observer International; Julius Duschka, director of the Washington Journalism Center; James Rowe, former member of President Franklin Roosevelt's White House staff and now a Washington attorney; Carroll Kilpatrick, *Washington Post* White House correspondent during the period spanning the administrations of Roosevelt and Nixon, and Felicia Warburg Rogan, a Charlottesville civic leader. Former Secretary of State Dean Rusk and *New York Times* columnist James Reston have agreed to participate in the commission's deliberations.

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## Campaign ads are starting to get tougher

**Carter and Reagan begin readying spots attacking the other's qualifications and ability**

Ronald Reagan and President Carter, in their advertising, seem like a couple of boxers, warily circling each other, jabbing but holding back the stuff that might really hurt the other guy. The ads being run by both camps, for the most part, idealize the candidates; but in preparation if not in readiness are ads that cut and, the creators hope, maim.

An indication of what Carter's chief imagemaker, Gerald Rafshoon, has in mind for Reagan appeared in prime time on Sept. 18. The commercial showed an empty Oval Office, as the voice-over asks: "What kind of man should occupy" the office—"a person like Ronald Reagan" who calls Social Security "a prepaid vacation" or "another kind of man... an experienced man who knows how to be responsive to all Americans...?"

The showing was an inadvertent preview. Rafshoon said anti-Reagan ads are not scheduled to run until later in the campaign.

Peter Dailey, head of Campaign '80, the agency established to do the advertising for Reagan, indicated last week he knows a target of opportunity when he sees one. During the day, Sept. 21, and continuing into the week, the Reagan committee ran an ad not only calling attention to Carter's absence from the Baltimore debate but attributing his absence to an unwillingness to defend his administration's record.

"Maybe [his absence is] because during his administration inflation has gone as high as 18%," a woman's voice says, against a backdrop of a lectern with no one behind it. The voice-over goes on to note that eight-and-a-half million Americans are out of work, and housing starts "have hit a new low, while interest rates have hit a new high." Maybe, it adds, "he won't debate because he knows the real question is: Can we afford four more years of this? The time is now for strong leadership. Reagan for President."

That ad—whose topicality Dailey says makes it "so terrific"—will be it, at least for the time being, as far as anti-Carter ads are concerned. Dailey two weeks ago had told reporters that Campaign '80 had prepared two commercials aimed at underlining what the Reagan campaign considers the failures of the Carter administration's

economic policies. As he described them, they show graphs reflecting economic conditions as a voice-over recites Carter administration promises and points out how today's situation does not match them. Dailey had said they would begin running last week—but last week, signals had changed. "We may not run them," he said. "The campaign is fluid."

Actually, the Reagan advertising campaign is now scheduled to focus heavily on Carter's record throughout October. Senator Paul Laxalt (R-Nev.), chairman of the Reagan-Bush committee, disclosed that bit of strategy in a luncheon address to members of the National Association of Broadcasters board of directors last week. "We won't take our eyes off the record," he said. The "entire record," which Laxalt described as "dismal," will be examined "in juxtaposition" with what Carter said as a presidential candidate in 1976.

Laxalt also took the occasion to express a note of sympathy for the independent candidacy of John Anderson. Laxalt noted that both Carter and Reagan, their campaigns federally funded to the amount of \$29.4 million each, will spend heavily on advertising in the final weeks of the campaign, when, he said, voters begin thinking seriously about their choices. That poses "a big problem for John," Laxalt said, since the Illinois congressman will receive no federal funds until after the election, and then only if he gets 5% of the vote. "If John is not able to come up with funding to make a forceful [advertising] effort, he's liable to go the way of all third party candidates," Laxalt said. Thus the

Anderson campaign has not yet made a major advertising effort.

Looking to the Carter-Reagan contest, Laxalt sees it as very close. "It could go either way," he said.

□

As for the Reagan advertising effort now under way, Dailey described it as "very sound." The budget consists of 12 pieces—30-second and 60-second spots and five-minute programs. In most of the shorter pieces, Reagan simply talks straight into the camera on such issues as jobs, inflation and defense—a format Reagan aides say is effective for the candidate, even if it is a throwback to the style of the earliest commercials. Two of the longer pieces and one of the 60's recount Reagan's background, focusing on his two terms as governor of California, between 1966 and 1974, and Dailey seems particularly pleased with them.

"People are really impressed with the record," Dailey said. "I can't emphasize how impressed people outside California are. We'll show it until people here [at Reagan headquarters] are sick of it." The commercials, he said, change people's attitudes toward Reagan.

The Dailey-designed advertising effort—which like the one being managed by Rafshoon will cost between \$15 million and \$17 million—is aimed at converting about 12-15% of those who will vote. Dailey said polling indicates the remaining votes are divided between those who are committed to Reagan or to the President.

The pieces on Reagan's record—which use news footage of the period being



Dailey



covered—credit Reagan with being “the greatest tax reformer” in California’s history. They say he assumed office when the state was on the verge of bankruptcy, facing a deficit of \$194 million and spending \$1 million more a day than it was taking in, and left office with the state boasting a \$550-million surplus. They refer to Reagan accomplishing all of that in partnership with volunteers “from all sectors” as well as to Reagan’s actions in “improving the quality of life.” And they describe Reagan as a man “whose accomplishments make him a natural choice for President of the United States.”

Only one piece—a five-minute program—attempts, through editing and

any last week to pull another ad, a print one, this time. The ad, which appeared in 100 newspapers directed at black readers, charged that the Republicans are determined to defeat Carter because he had appointed black judges, fought against job bias and created new jobs. Rafshoon withdrew the ad after Republicans, including Senate Minority Leader Howard Baker (Tenn.), denounced it as unfair and as going counter to the President’s statement at his news conference two weeks ago that the issue of racism should not be involved in the campaign. Three weeks ago, Rafshoon pulled a five-minute program featuring the President at a town meeting when a woman shown in the piece made

in different areas of American life fails to match his promises as a candidate. The tag line for each is the same: “We trusted Jimmy Carter once. Can we afford to trust him again?”

NCPAC, which as an independent committee without ties to Reagan or any other candidate is not limited as to its expenditures, has budgeted between \$370,000 and \$400,000 for timebuys in Alabama, Louisiana, Mississippi and the Florida panhandle. The commercials began running today and will be seen throughout the remainder of the campaign. NCPAC has purchased time in a manner and amount designed to expose every viewer five times to two of the three spots that will be shown in each market.

The commercials, which steal a march on the Reagan campaign insofar as anti-Carter material based on the Carter record is concerned (opposite page), are culled from film of the debates Carter engaged in with President Gerald Ford in 1976. In each, a Carter promise is isolated—on unemployment, taxes, a balanced budget, inflation and defense—and matched against the record.

For instance, Carter is shown as he says that by the end of his first term, unemployment would be reduced to 4%-4.5%. A legend is flashed on the screen noting that actual unemployment is 8% and that 1,000,000 more people are out of work. A voice-over delivers the same message orally. Then Carter is heard to say, “I keep my promises”—a phrase that, through audio editing, is repeated twice—before the tag line suggesting that might not always be the case.

David Keene, who began the 1980 campaign season as a media adviser to then-presidential hopeful George Bush (BROADCASTING, Nov. 5, 1979), produced the spots. He said they are aimed at middle-income, noncollege whites who voted for Nixon in 1972 and switched to Carter in 1976.

Another wave of commercials aimed at accomplishing that goal will be run beginning in the second week of October. Keene said they would consist of man-in-the-street interviews with Democrats in the South who will say they are disappointed in Carter’s performance.

Those commercials would be the third wave produced by NCPAC since the Republican convention. The first batch consisted of 10 3-second spots that ran in Illinois, Ohio, Mississippi and Alabama.



Pro-Reagan spots from Dailey and Campaign '80

music, to stir patriotic emotions very deeply; it seems aimed at identifying Reagan with a producer’s vision of the essence of America. As “The Time is Now” theme song, written by Campaign '80’s creative director, John Overacre, is heard, scenes of America—of rocky seacoasts, farmland, bunting-clad small towns, and the Statue of Liberty—are intercut with pictures of Reagan delivering his acceptance speech at the Republican convention, in Detroit. “Let us make this a new beginning,” the voice-over says. “Trust that American spirit.”

As for the Carter campaign, it has been running commercials for the past several weeks in which, as Dailey put it, the President “is wrapping himself in the incumbency.” He is shown in his various roles as President—as commander in chief, in cabinet meetings, conferring with foreign heads of state, in town meetings, and in the Oval Office, presumably making momentous decisions, all alone. Two commercials showing Carter talking to workers at a construction site in nearby Maryland have been shown on the networks in the past week.

But Rafshoon is not through. He is said to be preparing a series of spots aimed at tarnishing Reagan’s image as governor that the Campaign '80 commercials are burnishing. They would consist of interviews with Californians knocking Reagan’s accomplishments as governor. President Ford’s advertising team used the technique in 1976, with a series of man-in-the-street interviews in Georgia, to make the point that Carter’s tenure as governor of that state was not one that all Georgians remembered fondly.

Rafshoon, incidentally, found it neces-

sary clear she is no longer grateful to Carter—as she seemed to be at the time—and is in fact planning to vote for Reagan. The woman had complained about her use in the commercial, in an appearance on NBC’s *Today* show.

## Carter critics take to television

**Independent conservative group lays on heavy TV campaign in Southern states; ads point to President’s promise vs. performance**

The National Conservative Political Action Committee, which favors Republican Ronald Reagan in the presidential election, has produced five 30-second spots to advance his campaign in four Southern states, where heavy timebuys have been made. Not one of the spots mentions Reagan; all are vigorously anti-Carter, pointing out where the President’s record



Anti-Carter ads from independent NCPAC

# Changing Hands

## PROPOSED

■ **KWFM(FM)** Tucson, Ariz.: Sold by Alvin Korngold to Pima Radio Inc. for \$2 million. Previous deal to sell station, along with co-owned KEVT(AM) Tucson, collapsed when buyer experienced financing difficulties (BROADCASTING, July 7). Korngold also owns KLAV(AM) Las Vegas. Buyer is owned by Dudley A. White and family, owners of Sandusky Ohio Newspapers, chain of dailies in Ohio, Michigan and Tennessee. They also own KBPI-FM Denver; KDJQ(AM)-KDKB-FM Mesa-Phoenix, Ariz., and KZAM-AM-FM Seattle. White individually owns KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. KWFM is on 92.9 mhz with 28 kw and antenna 55 feet above average terrain. Broker: Richter-Kalil & Co.

■ **WHHH(AM)** Warren, Ohio: Sold by Tribune Chronicle of Warren, Ohio, to Frank Mangano for \$1 million. Seller is owned by Helen Hart Hurlbert Trust, Zell Draz, trustee. Draz, daughter of Hurlbert, is publisher of *Tribune Chronicle* newspaper. Trust has no other broadcast interests. Buyer is East Liverpool, Ohio-based real

estate investor who also owns WOHI(AM)-WELA(FM) East Liverpool. WHHH is on 1440 khz with 5 kw full time. Broker: Milton Q. Ford & Associates.

■ **WCAI(AM)** Fort Myers, Fla.: Sold by Lee Broadcasting to Ercona South Inc. for \$600,000. Seller is owned by Truman A. Morris (50.2%), Ronald E. Price (25.1%) and his wife, Helen (24.7%). It is applicant for new FM at Fort Myers but has no other broadcast interests. Buyer is owned by Charles H. Frank and his wife, Ethel (50% each). They also own Bellmore, N.Y., electronic and optics components sales company. They have no other broadcast interests. WCAI is 1 kw daytimer on 1350 khz.

■ **KDWA(AM)** Hastings, Minn.: Sold by Hastings Broadcasting Co. to Dakota Broadcasting Co. for \$280,000 plus \$20,000 noncompete agreement. Seller is owned by David L. Baudoin (67%) and John McKellip (33%). They have no other broadcast interests. Buyer is owned by Terrence P. and John Montgomery, brothers (50% each). Terrence is vice president of St. Cloud (Minn.) University. He owns

100% of WQPM-AM-FM Princeton, Minn. John is manager of WQPM-AM-FM. He has no other broadcast interests. KDWA is 1 kw daytimer on 1190 khz.

■ **KsVC(AM)-KJMC(FM)** Richfield, Utah: Sold by James G. Clawson to Brent T. Larson for \$235,000 including \$20,000 for agreement not to compete. Clawson has no other broadcast interests. Larson owns KUUZ(FM) Nampa, Idaho; 50% of KXA(AM) Seattle and KCKO(AM) Spokane, Wash., and 51% of KOOS(FM) North Bend, Ore. He is also applicant for new FM at Rock Springs, Wyo. He has sold interests in KXA and KCKO subject to FCC approval (BROADCASTING, July 21) and has also sold his 51% interest in KODL(AM) The Dalles, Ore. (BROADCASTING, March 10). KsVC is on 980 khz with 5 kw day. KJMC is on 93.7 mhz with 27 kw and antenna 820 feet below average terrain.

■ **WFCB(FM)** Chillicothe, Ohio: Sold by Terins Enterprises to Ross County Broadcasting Co. for \$200,000. Seller is owned by Burrell Adkins (65%) and Ronald Fewster (35%). They have no other broadcast interests. Buyer is owned by Wendell A. Triplett (51%) and his wife, Donna (49%). Wendell Triplett owns WTOO-AM-FM Bellefontaine and WOSE(FM) Port Clinton, both Ohio; WTKC(AM) Lexington, Ky., and WCOR-AM-FM Lebanon, Tenn. He also has 49% interest in applicant for new UHF at Chillicothe. Donna Triplett is secretary of husband's broadcast group. WFCB is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other proposed sales include: WCEN-AM-FM Mt. Pleasant, Mich.; KDZT(FM) Missoula, Mont., and WOAY-AM-TV-WRJL(FM) Oak Hill, W. Va. (see "For the Record," page 65).

## APPROVED

■ **KIOI(FM)** San Francisco: Sold by Jim Gabbert to Charter Media Co. for record FM price of \$12 million. Gabbert has sold all of his radio properties to finance purchase and operation of KEMO-TV San Francisco (see below). They include: KIKI(AM)-KPIG(FM) Honolulu (BROADCASTING, April 14) and KIQI(AM) San Francisco (see below). Buyer is joint venture of Karl Eller and Charter Co., Jacksonville, Fla.-based conglomerate and group owner of two AM's and three FM's. Charter also has purchased, subject to FCC approval, KITT(FM) San Diego (BROADCASTING, July 14). KIOI is on 101.3 mhz with 125 kw and antenna 1,160 feet above average terrain.

■ **KEMO-TV** San Francisco: Sold by Leon A. Crosby to Jim Gabbert for \$9.85 million. Seller has no other broadcast interests. Buyer is selling off radio interests to devote resources to developing KEMO-TV (see above). KEMO-TV is independent on ch. 20 with 2,500 kw visual, 851 kw aural and antenna 1,270 feet above average terrain.

■ **WBOC-TV** Salisbury, Md.: Sold by A.S. Abell Co. to Mid-Atlantic Communications for \$8 million (including industrial park and printing company, both Salisb-

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ury). Seller is publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. It also owns WBOC-AM-FM Salisbury, which it has sold to separate buyer (see below). Buyer is owned principally by Thomas H. Draper who is president and principal owner of WTHD(AM)-WAFL(FM) Milford, Del. WBOC-TV is primary CBS affiliate (secondary ABC and NBC) on ch. 16 with 225 kw visual, 38.1 kw aural and antenna 620 feet above average terrain.

■ **KPAM-AM-FM** Portland, Ore.: Sold by Romito Corp. to Duffy Broadcasting for \$3.5 million. Seller is owned by Walter P. Rossman, who has no other broadcast interests. Buyer is owned by Robert Duffy (33.33%), First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York radio representative, which he is acquiring in stages from Cox Broadcasting Corp. (BROADCASTING, March 26, 1979). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp. which is bank holding company. One of its major holdings is First National Bank of Chicago. John Doede is general manager of First Capital. It has 25% interest in cable firm owned by NCTA chairman, Douglas Dittrick, and 25% interest in American Cable systems which has systems in Bluefield, Cameron and Glendale, all Virginia; Rockland and Peekskill, both New York, and recently acquired franchise for Arlington, Mass. KPAM is on 1410 khz with 5 kw day. KPAM-FM is on 97.1 mhz with 100 kw horizontal, 40 kw vertical and antenna 980 feet above average terrain.

■ **KWWK(AM)-KFMW(FM)** Waterloo, Iowa: Sold by Black Hawk Broadcasting Co. to Forward Communications Corp., Wausau, Wis., for \$3,477,500. Sale is last of four spin-offs in connection with Black Hawk-American Family Corp. merger. Other three are: KLWW(AM) Cedar Rapids, Iowa (BROADCASTING, March 10), KAAL-TV Austin, Minn., and KCBC(AM) Des Moines, Iowa (BROADCASTING, March 31). Black Hawk, which will become subsidiary of AFC if merger goes through, will retain in portfolio KWWL-TV Waterloo-Cedar Rapids and KTIV(TV) Sioux City, both Iowa. AFC owns WYEA-TV Columbus and WTOG-TV Savannah, both Georgia; KFVS-TV Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala. Robert Buckmaster is chairman of Black Hawk. Harry Slife is president. AFC is Columbus, Ga.-based insurance holding company. It is publicly traded but controlled by John B. Amos (chairman and chief executive officer) and family. Buyer is closely held group owner of five AM's, six FM's and six TV's. William McCormick is chairman and 3% owner, and Richard D. Dudley is president and 6% owner. KWWL is on 1330 khz with 5 kw full time. KFMW is 107.9 mhz with 100 kw and antenna 1,800 feet above average terrain.

■ **KIQI(AM)** San Francisco: Sold by San Francisco Wireless Talking Machine Co. to Rene DeLarosa for \$3 million. Seller is owned by Jim Gabbert, who is buying

KEMO-TV San Francisco and selling off radio interests (see page 56). Buyer is station manager of KEMO-TV and plans to make KIQI San Francisco's first full-time Spanish-language AM. He has no other broadcast interests. KIQI is on 1010 khz with 10 kw day and 250 w night.

■ **WBOC-AM-FM** Salisbury, Md.: Sold by A.S. Abell Co. to Evening Post Publishing Co. for \$2.35 million. Seller is also selling WBOC-TV to separate buyer (see page 56). Buyer is Charleston, S.C.-based newspaper publisher (*News-Courier* and *Evening Post* [both Charleston]; *Aiken* [S.C.] *Standard*; *The Banner* [Cambridge, Md.]; the [Waynesboro, Va.] *News-Virginian*, and *The Buenos Aires* [Argentina] *Herald*). It owns KDBC-TV El Paso, Tex., and KOAA-TV Pueblo-Colorado Springs, and cable system in Aiken. It is owned principally by Peter Manigault (president) and family. WBOC(AM) is on 960 khz with 5 kw day and 1 kw night. WBOC-FM is on 104.7 mhz with 30 kw and antenna 610 feet above average terrain.

■ **KTLS(FM)** Oklahoma City: Sold by Thomas Lynch to Sunbelt Communications for \$1.35 million. Lynch has no other broadcast interests. Buyer is owned by seven individuals, four who operate Sunbelt and own voting (class B) stock and three who have invested in company and own nonvoting (class A) stock. Voting stock owners are C.T. Robinson, William

Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). Nonvoting stockholders are Daniel Lassman, Gerald Wine and Murray Rosenberg (11.6% each). First four manage Sunbelt. Lassman and Wine are partners in Chicago dental clinic. Rosenberg is Chicago anesthesiologist. Sunbelt owns The Research Group, broadcast consulting, syndication and audience research service, and KVOR(AM)-KSPZ(FM) Colorado Springs; KQED(AM)-KZZX(FM) Albuquerque, N.M., and KFYE(FM) Fresno, Calif., and have purchased, subject to FCC approval, KQPD(FM) Ogden, Utah (BROADCASTING, Aug. 4). KTLS is on 98.9 mhz with 100 kw and antenna 499 feet above average terrain.

■ **KDUV(FM)** Brownsville, Tex.: Sold by Media Properties Inc. to John Horn Broadcasting Co. for \$850,000. Seller is owned by Paul Veale and G.E. Roney (37.5% each) and Ron Whitlock (25%). They also own KITE-FM Portland, Tex. Buyer is owned by John J. Horn, Macomb, Ill., investor with no other broadcast interests. KDUV is on 100.3 mhz with 100 kw and antenna 500 feet above average terrain.

■ **WGBG(AM)** Greensboro, N.C.: Sold by Ralph M. Lambeth to Friendly Broadcasting of Greensboro Inc. for \$800,000. Lambeth has no other broadcast interests. Buyer is owned by W.S. Wellons Sr. and family. They own Spring Lake, N.C., construction, furniture and motel businesses

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and have various real estate holdings throughout North Carolina. They also own WSHB(AM) Raeford, N.C. WGBG is on 1400 khz with 1 kw day and 250 w night.

■ **WNAB(AM)** Bridgeport, Conn.: Sold by estate of Harold Thomas to Lawson Broadcasting for \$750,000. Seller also owns WATR(AM) Waterbury, Conn. Buyer is owned by Harry Lawson Jr., New Rochelle, N.Y., life insurance salesman with no other broadcast interests. WNAB is on 1450 khz with 1 kw day and 250 w night.

■ **WBBX(AM)** Portsmouth, N.H.: Sold by Kressmann Broadcasting Co. to Seacoast Broadcasting Co. for \$550,000. Seller is owned by J. Harrison Holman who has no other broadcast interests. Buyer is owned by Earl H. Goldstein and wife, Lois (50% each). Goldstein is 50% owner of Boston clothing manufacturer, of which his wife is director. They have no other broadcast interests. WBBX is 1 kw daytimer on 1380 khz.

■ Other approved station sales include: KAYN(FM) Nogales, Ariz.; WZEP(AM) Defuniak Springs, Fla.; WHBO(AM) Tampa, Fla.; WRED(AM) Monroe, Ga.; WIKC(AM) Bogalusa, La.; WCER(AM) Charlotte, Mich.; KRFS-AM-FM Superior, Neb.; WMDI(FM) McKean, Pa.; and KLUM-FM Columbus, WCYL(AM)-KLTD(FM) Lampasas, KNFO(FM) Waco and KNTD(FM) Wichita Falls, all Texas (see "For the Record," page 65).

## Intermedia

**Explanation.** Soviet Union says its jamming of international radio broadcasts by western countries was justified on ground broadcasts violated Helsinki agreements on European security and cooperation. Official Communist party newspaper, *Pravda*, said coverage of Polish crisis by Voice of America, British Broadcasting Corp. and West Germany's Wave station "distorted facts and exploited them as a plea for anti-Communist concoctions." And such action, *Pravda* said, violated commitment made at Helsinki five years ago not to interfere in other countries' internal affairs. Jamming—first experienced by VOA, BBC and German Wave station in seven years—began early in August when those international services began covering strikes in Poland. *Pravda* article was first Soviet acknowledgement of jamming.

**More schooling.** Major cable TV job-training programs announced: Teleprompter Cable TV said it had formed Teleprompter Training Institute, "the first national employment training program for the cable industry," with first class of 38 persons already under way in St. Louis and with plans for about six sessions per year and similar training centers later in other cities. William J. Bresnan, president of Teleprompter Cable, and Lou Brock, former St. Louis Cardinals baseball star who is on board of Teleprompter Training, said each class would run two months; trainees then would go to cable systems for four months of on-job training. In Cincinnati, Warner Amex Cable said it would recruit job candidates in that area for 13 weeks of training as cable TV installers and technicians, including more than 15 hours of classroom work and 320 hours of on-job training.

**Coming on cable.** Nielsen Home Video Index will release in early October its new "National Cable/Noncable Report," providing viewing data on national basis for cable households not subscribing to pay cable and for noncable households. Based on individual week and four-week averages for May 1980 period, report will contain one section based on national sample of 15,000 cable homes not subscribing to pay cable and second section based on separate 15,000 noncable homes. On daypart basis, report will show household ratings and shares and demographic ratings for 13 age/sex categories for each section.



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**Sconnix Group Broadcasting, Inc.**  
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**Metroplex Communications, Inc.**  
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utilizing  
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# Programing

## Week for 'Shogun' is week for NBC

**Miniseries sweeps ratings with over-all 32.6/51 for total of 125 million viewers, second to 'Roots' for prime-time record**

NBC-TV's \$22-million miniseries, *Shogun*, aired Sept. 15-19, demolished the competition.

Last week, when the full national ratings picture emerged, NBC was basking in the afterglow of its best prime-time numbers ever. The full week ended Sept. 21 brought the normally beleaguered network a 26.4 rating and 43.5 share, thanks to *Shogun*'s 32.6/51 contribution. ABC-TV and CBS-TV scored respective weekly averages of 14.9/24 and 14.4/24.

The five-part, 12-hour adaptation of James Clavell's best-selling novel about feudal Japan was an NBC record-breaker both for prime time and for a miniseries, but ABC still holds both titles for all networks. *Roots*, originally aired in January 1977 scored a 45.0/66 during a week that averaged a 31.5 rating.

For *Shogun*, produced by Paramount Television in association with NBC, the network estimated that some 125-million viewers watched all or part of the miniseries. The *Roots* estimate was 130 million. Solely on ratings numbers, *Roots* would seem to have drawn considerably more than just five million more viewers than *Shogun*. However, in 1980, a rating point is worth more viewers than a rating point in 1977.

Similarly, the concluding episode of *Roots* earned a 51.1/71, with 80-million viewers, as the most-watched television program ever. *Shogun*'s third and strongest installment drew 75-million viewers but with a considerably lower score of 36.9/57.

Aside from the differences in ratings value at the time of presentation, direct comparisons between *Shogun* and *Roots* also prove difficult since viewing levels in January (when *Roots* aired) generally are higher than in September. Furthermore, to *Shogun*'s benefit, it was broadcast during the current strike situation which prevented competitors from rolling out such big guns as *Dallas* in particular and capitalizing on "who shot J.R.?"

In fact, the only night of the competition NBC really feared was its first when it offered a three-hour episode. It was good news from the start, however, with *Shogun* bringing in a 29.5/44. ABC's *That Incredible* and *Monday Night Football* (Houston vs. Cleveland) and CBS's first-

run play of the movie, "Foul Play," averaged only a 17.5/26 and 17.2/26 respectively.

Tuesday and Wednesday were even better for *Shogun* as the two two-hour episodes scored a 31.7/48 and a 36.9/57. Thursday's two-hour outing meant a 35.6/56 and the three-hour Friday conclusion earned a 31.5/53.

NBC's average shares for those five nights came up to the network's prior expectations and slightly better. Projections were for low-40 shares. Without the strike's impact on competitors, NBC admitted low-30's would have been likely ("Closed Circuit," Aug. 25).

Strike or not, *Shogun* now ranks as the second-highest miniseries in U.S. televi-

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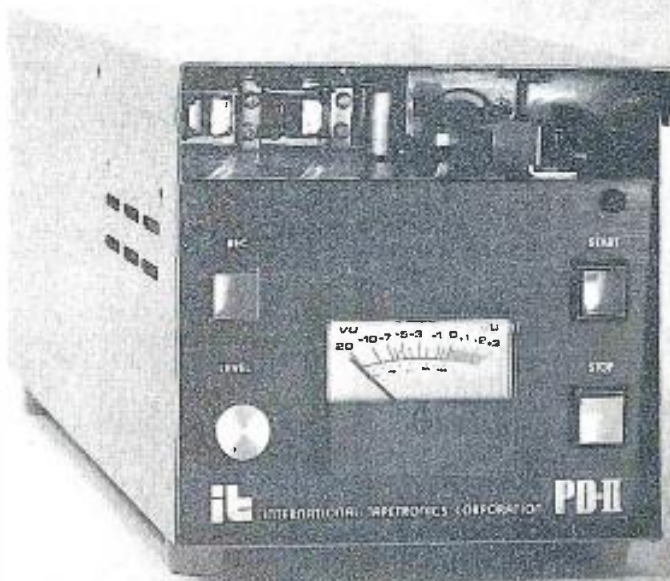
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sion, second to *Roots*, and followed, according to ABC, by *How The West Was Won* (ABC: 32.5/50); *Holocaust* (NBC: 31.1/49); *Roots II* (ABC: 30.2/45); *Pearl* (ABC: 28.6/45); *Rich Man, Poor Man* (ABC: 27.0/43); *79 Park Avenue* (NBC: 26.7/40); *Scrupes* (CBS: 26.3/40), and the repeat of the original *Roots* (ABC: 25.5/42).

But like *Roots*, *Shogun* was having a sociological impact. Just as *Roots* generated interest in genealogy and black history and NBC's *Holocaust* renewed attention toward the Nazis' "final solution" for Jews, *Shogun* prompted what was characterized in the press as "Samurai Night Fever."

Liquor stores were reporting strong sake sales, boutiques were running out of kimonos and Japanese words like *hai* (yes), *domo* (thank you) and *dozo* (please) were creeping into the American vernacular.

The fact that Japanese characters in *Shogun* spoke in their language before an English-speaking audience had been expected to be a serious problem by some reviewers. As ratings indicate, it wasn't, perhaps because NBC added in "legends"—summarizing subtitles during long Japanese exchanges.

One criticism of the program that was embarrassing to NBC was the scheduling of *Shogun*'s concluding episode on Friday night, as the Jewish community began the observance of Yom Kippur, the religion's highest holiday. NBC-TV distributed a three-minute synopsis of the three-hour conclusion for use by its affiliates.

Needless to say, *Shogun* and the surrounding publicity were enough to carry NBC to victory on its five nights of presentation and its five episodes were at the top of the rating list.

There was a carry-over effect on *Shogun* nights with lead-in and lead-out programming as *Real People* (25.2/41) ranked sixth, *Games People Play* (21.5/38) ninth and *Quincy, M.E.* (21.4/36) tenth. On non-*Shogun* Sunday nights, CBS's *60 Minutes* (22.1/40) and ABC's *Guinness Book of World Records* special (22.1/36) filled out the top-10.

ABC's presentation of "Midnight Express" Sunday, 9-11, drew a 21.0/35.

**"Dear Hunter" snared.** Academy Award-winner, "The Deer Hunter," will be the election-night alternative, Nov. 4, offered on both wor-tv New York and KCOP(TV) Los Angeles. Sale by MCA TV/Universal is said to be the first time "a picture of this magnitude ... has been made available first-run on a station-by-station basis, rather than via one of the networks." CBS had pre-bought the film prior to its completion but later turned it back to MCA TV claiming it wouldn't work with necessary editing of language and violence. Wor-tv said film will be "selectively, if minimally," edited. "Two-city plan" is described by MCA-TV as "launch pad" for further syndication and that the "release of this film to local television will not be an isolated event."

## Monitor

**Inflation.** Chuck Barris Productions announced last week that it would be returning to program production with *The Million Dollar Talent Show*, 25 syndicated hours of talent contest. Rising through series of competitions, year's winner will receive \$1 million for efforts. According to Barris, barter show will become available to local stations for fall 1981 airing. Mag-Net Inc. is syndicating.

□

**In the marketplace.** Following in *Shogun*'s footsteps, *I, Samurai* has been released by Fremantle. Series of 78 one-hour episodes was acquired from Nippon Television Network, tells story of 18th century samurai and his son. Success of NBC's samurai miniseries led Fremantle to advance release from planned introduction next year ... *PM Magazine Special Edition: All In A Day's Work*, fourth of six such specials from Group W Productions, looks at "unusual ways to earn living" with host Bill Rafferty ... ITC Entertainment says past 60 days have brought it all-time record gross of \$15 million in foreign sales. Pacing foreign sales was *The Muppet Show* purchase for stripping on CBC network in Canada ... Late 1980 availability is planned for Carter-Grant Productions' *Great Moments in Black History*, 20 one-minute shorts with celebrities profiling outstanding Black Americans. ... Lexington Broadcasting Services has 1981 distribution rights to World Championship Tennis, 33 weeks worth. ... Group One Television is offering pay-TV market half-hour series, *Leave 'Em Laughing*, with pilot now available featuring Professor Irwin Corey. Each episode will take on- and off-stage look at different comic. ...

□

**CBS at your fingertips.** CBS Video Enterprises has set late October for introductory release of 24 videocassettes through joint venture, MGM/CBS Home Video. Seventeen titles are from MGM library, including "Wizard of Oz," "2001: A Space Odyssey" and "Ben Hur" and two are concerts by CBS recording artists—James Taylor and Electric Light Orchestra. Also included are film, "Rude Boy" by English rock group, The Clash, two Bolshoi Ballet performances and Tom & Jerry cartoons.

□

**Hispanic production.** Latino TV Broadcasting Service, New York, is producing seven half-hours of dramatic series titled *Oye Willie*, centering on life in Spanish Harlem and funded by \$1.7-million grant from Corporation for Public Broadcasting. Series is scheduled to run on PBS stations in late 1980 or early 1981. Virtually all facets of production are being handled by Hispanics. Latino TV also conducts Center for Communications Studies in New York, intended to train Hispanics in television skills.

...

## PlayBack

**Taking off.** *Malice*, daily, 90-second radio series is being offered by Studio Center Corp., Norfolk, Va. Program is humorous take-off on CBS-TV's *Dallas* and premiered Sept. 15 on 238 stations in U.S., Canada, New Zealand and Virgin Islands. Program is written one week in advance of airing and comments on current events. It is offered in 13-week packages at rates ranging from \$15 to \$61 per week. For information: (804) 622-2111.

□

**Sharing.** Enterprise Radio, all-sports network planning to go on air Jan. 1, 1981, plans to share satellite distribution system of AP until its own distribution system is in place. Enterprise Radio will utilize two AP channels on Westar III and will share use of AP's downlink system.

□

**Shaking hands.** Otis Conner Productions, Dallas-based radio production firm, has signed Landsman/Rivers Radio Services to exclusive representation agreement. Landsman/Rivers, New York-based consulting firm, will provide services including market analysis and perception studies to Conner and its clients. Conner will market services of Landsman/Rivers. Landsman/Rivers' first project for Conner will be national study of what people like and don't like about jingles.

□

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *All Out Of Love* by Air Supply on Arista; (2) *Upside Down* by Diana Ross on Motown; (3) *Another One Bites the Dust* by Queen on Elektra; (4) *Late In the Evening* by Paul Simon on Warner Bros.; (5) *Woman In Love* by Barbra Streisand on Columbia. The top five in **country radio airplay**: (1) *Do You Want To Go To Heaven* by T.G. Sheppard on Warner/Curb; (2) *I Believe In You* by Don Williams on MCA; (3) *Dukes of Hazzard Theme* by Waylon Jennings on RCA; (4) *Heart Of Mine* by the Oak Ridge Boys on MCA; (5) *Faded Love* by Willie Nelson and Ray Price on Columbia.



## 12-4-4 gets downbeat report at IBC meeting

**As digital topics abound, standards progress, or lack of it, makes biggest news at international convention in England; others argue for TV audio improvement**

As expected, the technical program of the eighth International Broadcasting Convention, in Brighton, England, was dominated by digital technology.

The key session was "Digital Television Coding Standards," which featured three figures in the digital standards debate: William Connolly of CBS, Howard Jones of the BBC and John Baldwin of Britain's Independent Broadcasting Authority. Jones and Baldwin are involved in the digital subcommittee of the European Broadcasting Union (EBU), while Connolly is chairman of the Society of Motion Picture and Television Engineers working group on digital videotape recording.

The EBU committee has been considering a digital interface standard that would give a bandwidth of 12 mhz for luminance and 4 mhz for the two color difference signals. European laboratories recently finished testing the technical characteristics of such a standard. In his report, Jones said the tests indicated the 12-4-4 standard did not produce acceptable quality in downloaded chroma-key, where the chroma-key signal would be added some time after the original taping. He noted this feature is seen as a goal for digital recorders, even though it cannot be done with current analog machines.

Jones said he is not convinced the standard was the reason for the testing faults, and the work continues. He added, however, "there was a suspicion that there was a fundamental problem with 12-4-4."

Jones said that for the present "the 12-4-4 flag still flies above the EBU."

Baldwin spoke against the 12-4-4 standard, saying the result of the testing "convinces me that, although the pictures were of good basic quality, the reservations have tended to be justified."

Baldwin's paper argued in favor of a higher digital standard, with 906 to 912 samplings in a horizontal period. This standard is loosely known as the 14-7-7, and is largely supported by American engineers.

Although the figures were disputed by industry representatives, Baldwin said the cost of a digital recorder increases very little when moving from a 12 mhz to a 14 mhz unit. Compensating for this cost in-

crease, he said, is a sharp drop in the cost of filters.

Such a standard would require a recording bit rate of 220 megabits per second. Baldwin said that while 140 to 160 was formerly seen as the limit, improvements in packing densities meant that data rates of 300 megabits might soon be possible.

But from the manufacturer's side, Charles Ginsburg of Ampex was pessimistic about production recorders attaining such high data rates. "We are in no position to select a standard that will require in excess of 160 megabits," he said.

Baldwin concluded his remarks by saying: "The supreme goal is a worldwide compatible standard, as long as it produces satisfactory results. This goal must take precedence over all other considerations."

In his presentation, Connolly reported on the preliminary results of a survey on what engineers feel is required in a digital recorder. He said the general desire was for a machine similar in cost and performance to the current helical machines, capable of 10 generations (dubbings) without a reduction in quality, and with no higher tape consumption.

Connolly said experts involved in the SMPTE committees agreed on some general technical points as well: that a helical format was superior to either linear or transverse for a digital machine and that a combination of low overhead error correction and powerful concealment would be required.

He also spoke of a hierarchy of digital standards for the different uses of digital recorders. The top standard would be something like 14-14-14, moving down to 14-7-7 and then lower for ENG recorders. For this reason, among others, CBS is known to prefer the 14-7-7 to the 12-4-4 standard because of the binary relationship between the luminance and chrominance.

Engineers involved are anxious to agree on a standard soon because of the timetable of the CCIR, which sets international technical guidelines. Failure to gain agreement in the next eight months would mean a two-year wait.

Speaking after the session, Ginsburg said he believed the manufacturers would wait on completing development of a digital recorder until some standard is agreed on, despite the advanced prototypes that have appeared at recent conventions.

He said user groups have made it clear they want 'uniformity' in digital recorders.

The problems of designing suitable digital recorders was left to the recording and storage session.

In a paper written with John Baldwin, G. Drury of the IBA described a converted B-format machine that, using two tracks, records 175 megabits per second. The format is a 190 degree wrap with four heads. Ten degrees of this is taken up with the audio track, the rest for video.

Michael Felix of Ampex noted that 160 megabits now seem the bottom of the



**Encamped.** British companies with mobile units on display at the IBC in Brighton are (l-r): Thames Television, The Independent Broadcasting Authority and Westward Television.

range rather than the top in digital discussions. He said that with the trend towards narrower tracks, the system must be able to gain useful information even when 30% mistracking occurs.

Felix said during the winter Olympics, he noted the temperature and humidity changes resulted in a 24 micron change in the tape size, and such field conditions must be taken into account in recorder design. He also said a digital format must allow for cassette loading. This, he said, "is essential."

The keynote address for the conference came in the opening session on broadcast technology in the 1980's. The keynote speech was given by Boris Townsend, director of engineering information for the IBA. He spoke of what he termed the "coming crisis in television technology" in a talk that asked fundamental questions in the fields of digital, satellites, high definition television, and the role of the engineer.

He warned "we are all too preoccupied with our parochial problems—which we have to be to survive—and are in danger of not seeing the over-all picture."

He dismissed the proposed 12-4-4 digital standard, saying that it would be inadequate for studio requirements by 1985, and he said the current status of digital television is in disarray.

He also questioned whether viewers would be anxious to spend the money for satellite receiving dishes unless something highly desirable is offered. This must include, he said, a high-definition, large-screen picture.

"Only bold decisions, taken now, are going to win for us the prize of worldwide compatible standards for broadcasting of a quality suitable for the commercial exploitation of satellite direct broadcasting."

Townsend also said that while engineers are wrapped up with the major challenge of digital technology, production teams are more worried about relatively mundane problems such as obtaining clear sound with booms and clearing stages of unnecessary cables and clutter.

Complaints about the "poor-relation" status of sound technology were heard at many of the technical sessions, and never more clearly than at the session on multichannel sound.

The point was driven home by Lars Alaker of Philips in Sweden, who told the packed session that television audio has changed little since the days of black and white pictures. He said the typical sound signal has the bandwidth of a telephone line and the power output of a portable radio.

Alaker's paper was on an improved sound system available on Philips' sets in Sweden, a feature which he claimed is selling well.

Another speaker, Ray Angel of the BBC, talked of the difficulties in recording high quality sound in drama productions, and of the special problems in stereo recording. He said that BBC stereo recording began with opera, but that nonmusical programs provided the biggest problems.



**Digits pack 'em in.** The technical session on a digital standard was one of the IBC's most popular. Standing (l-r) are the invited speakers and session chairman: John Baldwin, Independent Broadcasting Authority; chairman Peter Rainger, BBC; William Connolly, CBS, and Howard Jones, BBC. Seated are the members of the discussion panel: Charles Ginsburg, Ampex; Richard Taylor, Quantel; H.R. Groll, Bosch; R.F. Appleton, London Weekend Television; C.R. Longman, BBC, and Ken Barratt, Sony.

And he said there was no precedent for answering questions such as how to create the correct sound atmosphere for both closeup and long shots: "An obvious aim in the balancing of sound is to reinforce the visual imagery or at least never to cause the ear to receive information in a form that will conflict with information that the listener is receiving by his eye."

In his paper, Siegfried Dinsel of IRT, of Germany, argued in favor of a German system for transmitting stereo sound in television. He said tests showed the system, known as the double sound carrier system, produced a higher quality than the FM-FM multiplex system developed in Japan and Sweden.

In the IRT system, the second sound channel is located above the normal sound channel and below the adjacent video signal. Dinsel said this system allows for full compatibility with present receivers with no added interference in the video signal.

The system can be used either for stereo sound, or for providing dialogue in more than one language, which is of special interest to European broadcasters.

The problems of providing programs in multiple languages also arose in the teletext session, in a paper presented by B. Krizanic from Yugoslav State Television.

He said that with eight major languages within the country, the dubbing of programs is a major problem. The Yugoslavs are therefore interested in using teletext for a closed subtitling system, and Krizanic outlined the features that would be needed. It would require the ability to make letters in multiple alphabets and would need low-cost home decoders.

R. G. Baker of Britain's University of Southampton talked of the problems in subtitling programs for the deaf. He said the subtitling of foreign films was not an adequate guide because viewers with hearing can pick up sound cues and changes in voice inflection. He said that new research has been done in order to establish a set of standards for teletext subtitling in the U.K. system.

Surprisingly, no papers were submitted

by the French for the teletext session, even though their Antiope system is one of the main contenders for international acceptance. A French spokesman said they were saving their reports for the Montreux, symposium eight months away. In addition, he said, Antiope was involved in preparing for the upcoming Vidcom convention in Cannes, France.

The absence from the technical session was matched on the exhibition floor where the French teletext manufacturers were not present.

In the "signal origination" session, Joe Flaherty of CBS presented a report on what he terms "electronic cinematography" where a videotape camera and editing suites are used to duplicate (and replace) regular film production methods.

He criticized the multicamera, live mixing system, common in the U.K., and outlined his single-camera method.

The key technical part of this system is the electronic editing unit, which uses three cassette recorders and, instead of a complex control panel, a television screen and a light pen to perform the editing. By editing together a mock-up using inexpensive cassette recorders, money is saved by requiring fewer broadcast quality one-inch machines. After the final product is prepared on the half-inch tape, the original one-inch recordings are used to edit the actual program. This means only two generations, along with the flexibility of multiple editing.

Speaking after the session, Flaherty said this system exactly duplicates the film system. It also removes the major advantage of digital recorders, that of unlimited generations. Flaherty said that even if digital recorders would be available, they would be of no use in his specially designed editing suites, because only a control tape is being put together.

Other speakers in the session talked of the possibility of using charge-coupled devices in cameras and telecine units.

D.J. Burt of Britain's GEC said that CCD's do not yet meet broadcast standards in television cameras, although he



said the 385-by-576 element array he outlined is "an important step in the development of solid-state image sensors."

■ The IBC organizing committee did not have final figures, but preliminary statistics indicate that attendance fell slightly from IBC-78 held in London. The tentative Brighton figure put the full and part-time registration at 3,750, a drop from the 4,000-plus figure for 1978. The committee is already committed to holding the 1982 IBC in Brighton once again. The convention (which alternates years with the Montreux symposium and exhibition in Switzerland) will again be four days, Sept. 11-14.

## Trying to sort out the AM stereo mess

**NAB proposes overseeing testing of five proponents so FCC will have comparable data to help it choose the best system**

In an effort to expedite the introduction of AM stereo, the National Association of Broadcasters has sent a letter to the five proponents of AM stereo systems, offering to set up a meeting between them and the FCC staff and to oversee testing to answer questions in the FCC's further notice of proposed rulemaking (BROAD-

CASTING, Sept. 22).

"We would like to know," Lew Wetzel, NAB's senior vice president for engineering, said in the letter, "if you are interested in a meeting for all proponents with the FCC staff to clarify the means for obtaining the data requested in the [further notice], and whether you would be interested in some form of industry-coordinated testing."

The letter was sent to Robert Wirerather, Harris Corp.; Robert Streeter, Magnavox Consumer Electronic Corp.; Leonard Kahn, Kahn Communications (Kahn/Hazeltine); Norm Parker, Motorola Inc., and Arno Meyer, Belar Electronics.

Wetzel suggested that the tests are necessary to insure that the FCC has comparable data to analyze the five system. Wetzel said preliminary discussions with the proponents have indicated that the notice "may be difficult or impossible to satisfy because the data requested can be obtained in a myriad of different ways under an infinite variety of conditions ... Therefore, the commission could receive data from the individual proponents all showing excellent results under five different situations impossible to directly compare."

Wetzel said "the best approach" is a meeting of the proponents and the FCC which would at least make the FCC aware of testing problems and the proponents aware of the test techniques preferred by

the FCC. "If such a meeting suggests common industry-specified tests and some form of supervision or validation, then NAB would be happy to assist ... in organizing and participating in such an effort."

Although Wetzel claimed that the NAB wants "AM stereo as soon as possible" and that it will do anything to achieve that end, he also reiterated NAB's opposition to the marketplace concept. "We have, however, strongly supported the choice of a single system. This position was established by the NAB executive committee and we continue to encourage the commission to choose one system."

## Engineers see no big problems with low-power TV; reaction varies on VHF drop-ins

**Some say technical difficulties of squeezing in VHF stations are outweighed by social benefits**

Reaction to the FCC's recent moves to increase dramatically the number of television stations by permitting low-powered

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UHF and VHF stations and VHF drop-ins has, among engineers, been mixed.

Although the social motives behind the low-powered and drop-in actions may be the same (a report on public response begins on page 42), engineers see them as different animals. There seems to be a consensus among the consultants in favor of—or at least not in objection to—the low-powered stations, which are, as many point out, a new use of an old idea—translators. Drop-ins are another story. They create a greater potential threat to established broadcasters, say some engineers, although some see them acceptable technically.

The reaction of the broadcasting industry as recorded on the seismographs of the engineering consulting firms varies. Some firms report that they've been swamped with inquiries. Others can count the calls on one hand.

Most of the expressed interest revolves around the low-powered stations, which many regard—because of the FCC's 7-0 vote in favor of the rulemaking—as a fait accompli. Consultants report inquiries from old and new customers, all eager to be first in line when the FCC gets around to passing out the assignments.


The consultants have also received calls about the drop-ins, particularly the four allocations already made (Knoxville, Tenn.; Johnstown, Pa.; Charleston, W.Va., and Salt Lake City). Almost all the contacted consultants said they have talked to groups about acquiring one or more of the allocations.

Interest in the FCC drop-in rulemaking that proposes to create as many as 139 additional full-service VHF stations, however, has been minimal. Entrepreneurs are not apparently ready to spend money to investigate drop-ins until things are a bit more certain. The FCC adoption of the rulemaking by a marginal vote and the certainty that the rulemaking will be opposed by many broadcasters make its future more tenuous than that of the low-power proceeding. What interest there has been has come not from people wishing to acquire drop-ins but from broadcasters, who are concerned about what impact adoption of the drop-in rules would have on their existing service and ultimately on their bottom lines.

Howard Head, of A.D. Ring & Associates, has no complaints against low-powered stations but, as is befitting the engineering consultant to the Association of Maximum Service Telecasters, which has come out strongly against the drop-in rulemaking, he has few kind words to say about that rulemaking.

In the assignment of translators, Head said, the FCC has been "absolutely fastidious" in insuring that they cause no interference to existing stations. He said if the FCC handles the low-powered stations in the same manner, they should fit harmlessly in the allocation plan. "I can't think of a single engineering argument why they shouldn't go ahead."

Head is more concerned about what effect existing stations will have on the low-powered stations. He said the stations,



**Text time.** Tandy Corp.'s Radio Shack subsidiary, known for home computers, has announced "Videotex" unit for \$399, with pricing including one hour's free time on CompuServ information system. Services available through telephone linking with CompuServes computers include newswire copy, stock information and electronic mail.

□

**Glass prices shattered.** Belden Corp. announced 12% to 37% price reductions in its standard fiber optic cable products, citing increased production efficiencies and lower cost for purchased fibers. Company also announced new series of graded-index fiber cable, Series 2270, designed to comply with proposed worldwide standards, which utilizes core diameter of 50 micrometers, cladding diameter of 125 micrometers.

□

**Pressed for time.** Video Corp. of American has announced "time compression" process it says will "save millions of dollars" in prerecorded videocassette duplication. Process fractionally increases number of film frames per second recorded on master videotape, at same time digitally processing sound track to maintain pitch and synchronization. Company uses example of 124-minute film "compressed" into standard 120-minute cassette, without loss of single frame; that saves consumer cost of additional cassette for extra four minutes of film.

particularly VHF's, would be vulnerable to co-channel interference that would restrict their range. The VHF's would be more affected, Head said, because of the "saturation of the VHF band" and because the proposed rules, in most cases, restrict them to just 10 watts of power. The UHF stations, on the other hand, would operate with greater power and in a band far less crowded. "There aren't enough full service UHF's to create much of a problem," he said.

Head said that most of the numerous low-powered inquiries his firm has received center on VHF facilities, which he believes is due to the lingering feeling equating UHF with inferior service. Despite that attitude and the lower initial cost of establishing a UHF low-powered station, Head believes—and most consulting engineers agree with him—that the new stations will find their home in the UHF band. Under optimum conditions, the UHF station will, Head said, cover far greater areas than the VHF. The rules were designed, Head said, "to promote UHF over VHF."

Head's tolerance of the low-powered stations does not extend to the drop-ins. He said the FCC staff is "lying" when it says the drop-ins won't cause substantial interference to existing stations. Head called the equivalent protection theory—the basis for the drop-in proposal that says minimum mileage separation can be traded off for reduced power—"bull shit and no protection at all for existing stations." He said new stations will cause "extensive" interference to the coverage contours of the existing stations.

Head's suggestion for creating new VHF stations is reducing the minimum separations throughout the table of assignments and squeezing in more stations wherever practical. Such a scheme has worked well in the FM band, where many stations have been added without detriment to others.

Head said he was in no position to gauge interest to drop-ins since it's common knowledge that his firm works for AMST, which is fighting the proposed rulemaking. He said, however, that the firm did turn

down two jobs from groups seeking drop-ins for Johnstown and Knoxville.

Edward Lorentz, of Edward Lorentz & Associates, also has heard from clients interested in a couple of the four allocated drop-ins—Knoxville and Charleston—but says he "hasn't heard any interest expressed" in the broader VHF drop-in proceeding. He attributes the lack of interest to a lack of understanding. "Nobody knows what the FCC will come up with in the end."

The drop-in rulemaking, he said, creates a peculiar dilemma for the applicant who has just filed for or just been granted a construction permit for a UHF station. It must decide whether to go ahead and spend the money to build the station or "to hold off and take a chance on getting one of the new VHF's."

Interest has been shown for both VHF and UHF low-powered stations, but he said most realized that the VHF's "will be hard to come by" because of existing crowding in the band. Lorentz said it is hard to determine the impact of the low-powered stations until the final order comes out. Until then, "we're just shooting in the dark."

Like Head, Lorentz was concerned with the quality of service a low-powered station would be able to provide while existing in the shadow of a maximum service station. "There is no doubt," he said, "that co-channel interference would be a serious thing."

And for the existing stations, adjacent channel interference could be a problem. He said a low-powered station's signal would interfere with adjacent channels whenever the low-powered signal is much greater than that of the existing stations.

As for drop-ins, Lorentz said that the equivalent protection theory is valid in most cases, although he conceded that it would cause additional interference to the signal of the existing stations. But, he said, "perhaps the gain more than makes up for the loss." He agreed that the alternative to the FCC proposed rules is to reduce mileage-separation requirements and squeeze in the stations where possi-



ble, but he said that could be "six of one and a half dozen of the other."

Ralph Dippell of Cohen & Dippell said he has received "many calls from existing customers and new people" about the low-powered stations and has even received orders from some to proceed to work up engineering reports. But he admits that work can't go too far. "We really don't know what the final rules are going to entail," he said.

Dippell is confident that the low-power rules will go into effect eventually. It was a 7-0 vote, he points out, and "even a change of administration isn't going to change the FCC enough to change that."

Most of the new low-power stations will be UHF, he said; there just isn't room to fit many VHF's in. "Ninety-five percent are going to be U's." Out in the open spaces of the western states or Alaska, he said, VHF can be used. But in the densely populated areas, where much of the interest is developing in low-power TV, "most will have to be UHF," Dippell said.

And he said the UHF's may be preferable. He said a one kilowatt UHF transmit-

ter with a high-gain antenna on a tall building can give the operator substantial coverage.

"A superficial look" at the proposed drop-in rules caused Dippell little concern. Equivalent protection, he said, is nothing new. The only reason the FCC has resurrected the concept is to open up more channels to "placate minorities that were not dealt in" when the original assignments were made, he said.

Equivalent protection can work technically, he insists. "Forgetting everything but the technical arguments, equivalent protection is a more efficient technical allocation that results in more over-all service. Loss is far outweighed by the introduction of the new service."

Dippell admits that should the rules become reality, the consulting engineers will have more than enough work. "It will keep you off the street," he said.

Robert Rich of Moffit, Rich & Larson and president of the Association of Federal Communications Consulting Engineers, said the association hasn't had an opportunity to discuss the FCC's ac-

tion, but his firm has heard of a lot of interest in the low-powered stations, both VHF and UHF. "We think it's a practical step in the right direction and expect it to be a useful service," he said.

Rich was less sure about the feasibility of drop-ins. He said, however, that he "doesn't see any great reason not to do what the FCC is proposing to do. I don't see anything terribly wrong with it."

In contrast to some of the other consultants, Elizabeth Dahlberg of Lohnes & Culver and Carl T. Jones of Carl T. Jones Associates reported little or no reaction to the FCC moves.

Dahlberg said she has had only two inquiries on low-power stations—not what she would call "overwhelming reaction."

Jones said that he hasn't received one inquiry although he fully expects to hear from his television clients "who will want to know what the impact of it all will be on them." But the lack of response doesn't surprise Jones. He's still wondering when people are going to start applying for the AM allocations made available by the clear channel proceeding.

## For the Record

As compiled by BROADCASTING Sept. 15 through Sept. 19 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. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

■ Hattiesburg, Miss.—Central Television Inc. seeks ch. 22; ERP 672 kw vis., 100 kw aur., HAAT: 802 ft.; ant. height above ground: 735 ft. Address: Box 5185, Meridian, Miss. 39301. Estimated construction cost: \$1.2 million; first-quarter operating cost: \$120,000. Legal counsel: Haley, Bader & Potts, Washington; consulting engineer: Jimmie A. Stenbridge, Tupelo, Miss. Principals: Frank K. Spain (70%) and two others. He is president and principal owner of Microwave Service Co. of Florida and Alabama Microwave Inc. He also owns 35% of WTVA(TV) Tupelo, Miss., and WTVX(TV) Fort Pierce, Fla. Ann. Sept. 2.

■ Concord, N.H.—NH Channel 21 Limited Partnership seeks ch. 21; ERP 1845 kw vis., 185 kw aur., HAAT: 1,133 ft.; ant. height above ground: 295 ft. Address: 14 Church St., Nashua, N.H. 03060. Estimated construction cost: \$1.6 million; first-quarter operating cost: \$255,150; revenue: \$242,250. Legal counsel: Lovett, Ford & Hennessey, Washington; consulting engineer: Cohen & Dippell, Washington. Principals: John S. Gikas, James E. Chandler, Hugh Gregg, Richard Hartnett and Delcie D. Bean (20% each).

Gikas is principal owner of Manchester, N.H., laundry and dry cleaning facility. Chandler is Nashua, N.H., banker. Gregg is 52% owner of Chambly, Quebec, cabinet manufacturer. Hartnett is salesman for WEEI(AM) Boston. Bean is 1.3% owner of Jaffrey, N.H., book match manufacturer. Hartnett owns 50 shares of CBS Inc. common stock. Others have no further broadcast interests. Ann. Sept. 2.

■ Albany-Schenectady, N.Y.—Union Street Video Inc. seeks ch. 45; ERP: 5000 kw vis., 500 kw aur., HAAT: 875 ft.; ant. height above ground: 271 ft. Address: 434 State St., Box 313, Schenectady, 12301. Estimated construction cost: \$1.1 million; first-quarter operating cost: \$115,135. Legal counsel: Lauren Colby, Frederick, Md; consulting engineer: E. Harold Munn, Coldwater, Mich. Principals: Bruce D. Jackson (31.66%); Steven J. Tocco (29.15%); Stephen J. Herec Jr. (11.74%); Joseph C. Motto and Keith Wheeler (11.42% each), and two others. Jackson owns Scotia, N.Y., property management company. Tocco is president of applicant, video production and advertising company. Herec is graphics designer with WMHT-TV

### New Stations

#### TV applications

■ Portland, Me.—Greater Portland Telecasting seeks ch. 51; ERP: 1279 kw vis., 127 kw aur., HAAT: 1,032 ft.; ant. height above ground: 846 ft. Address: 307 Cumberland Ave., Portland 04101. Estimated construction cost: \$2 million; first-quarter operating cost: \$290,000; revenue: \$702,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer: Edward F. Lorentz & Assoc., Washington. Principals: Henry Posner (54%), Albert M. Holtz (30%), Thomas D. Wright (15%) and one other. Posner is 51% owner of POA Co., Pittsburgh real estate and general investment corporation. He has 54% interest in applicants for new UHF's in Dayton, Ohio; Charleston, W.Va.; Wichita, Kan., and Akron, Ohio. Holtz has 27% interest in Dayton applicant and 30% interest in Charleston, Wichita and Akron applicants. Wright is Pittsburgh real estate company owner and has less than 20% interest in same UHF applicants. Ann. Sept. 2.

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Schenectady. Motto is copywriter with Union Street Video (applicant). Wheeler is engineer of WMHT-TV. They have no other broadcast interests. Ann. Sept. 2.

■ Salem, Ore.—Greater Willamette Vision Ltd. seeks ch. 22; ERP: 1702 kw vis., 170 kw aur., HAAT: 1,187 ft.; ant. height above ground: 945 ft. Address: Pioneer Trust Bldg., Box 1048, Salem 97308. Estimated construction cost: \$2 million; first-quarter operating cost: \$170,000; revenue: \$291,000. Legal counsel: Ward and Mendelson, Washington; consulting engineer: Cohen & Dippell, Washington. Principals: ABCD Vision Inc. (Arnold Brustin and Christopher Desmond) [34.5]; William Brown (8%); Donn B. Conner (8.5%); Alan G. Lowy and Robert J. Novic (24.5% each). Brustin and Desmond are former CBS television executives. Brown is Los Angeles Oriental rug dealer. Conner is Los Angeles investment counselor. Lowy is former vice chairman of Los Angeles County Board of Investments (retired). Novic is Los Angeles construction company owner. ABCD—owned equally by Desmond and Brustin—is general partner in applicant for new TV in Des Moines, Iowa. Others have no further broadcast interests. Ann. Sept. 2.

■ Knoxville, Tenn.—Lloyd Hearing Aid Corp. seeks ch. 43; ERP: 550 kw vis., 110 kw aur., HAAT: 1,563 ft.; ant. height above ground: 1,501 ft. Address: 128 Kishwaukee St., Rockford, Ill. 61110. Estimated construction cost: \$100,000; first-quarter operating cost: \$65,000; first-year revenue: \$400,000. Legal counsel: Cohen & Marks, Washington; consulting engineer: D.W. Sargent, Broadcast Service, Cherry Hill, N.J. Principals: Marvin E. Palmquist and family. He is president and principal owner of WQRF-TV Rockford, Ill. Ann. Sept. 2.

## TV action

■ Atlantic City, N.J.—Atlantic City Television Corp. granted ch. 53; ERP: 1832 kw vis., 366 kw aur., HAAT: 465 ft.; ant. height above ground: 499 ft. P.O. address: 1 New York Avenue, Atlantic City 08401. Estimated construction cost: \$1,372,805; first-year operating cost: \$665,500; revenue: \$575,000. Legal counsel: Michael S. Yaroschuk, Washington; consulting engineer: Serge Bergen. Principals: 15 stockholders: Donald G. Barnhouse (10%), Robert Maironi, Joseph J. Fabi, Chester H. Oliver and Murray Raphael (9% each) are principals. Barnhouse is Drexel University professor. Fabi is part owner of construction firm. Oliver is owner of insurance adjusting firm; Raphael is vice president of retail clothing store. Maironi is attorney. Action Aug. 23.

## Low-Power Television

■ Following low-power television applications have been accepted for filing. All low-power television applications tendered before final decision by FCC on its low-power television proceeding will be processed in accordance with existing translator rules.

■ Denver, Colo.—Community Television Network Inc. seeks CP for UHF low-power station on ch. 69 (TPO: 1 kw, HAAT: 90 ft.) with waiver to allow for program origination (BPTTL-800411). Ann. Sept. 19.

■ St. Petersburg, Fla.—St. Petersburg Community Television seeks CP for UHF low-power station on ch. 62 (TPO: 1 kw, HAAT: 206 ft.) with waiver to allow for program origination (BPTTL-8004081K). Ann. Sept. 19.

■ Tampa, Fla.—Community Television Network seeks CP for new UHF low-power station on ch. 68 (TPO: 1 kw, HAAT: 589 ft.) with waiver to allow for program origination (BPTTL-80040816). Ann. Sept. 19.

■ Indianapolis, Ind.—Community Television Network seeks CP for new UHF low-power station on ch. 50 (TPO: 1 kw, HAAT: 995 ft.) with waiver to allow for program origination (BPTTL-8004081L). Ann. Sept. 19.

■ Louisville, Ky.—St. Petersburg Community Television Inc. seeks CP for UHF low-power station on ch. 50 (TPO: 1 kw, HAAT: 384 ft.) with waiver to allow for program origination (BPTTL-8004081K). Ann. Sept. 19.

■ New Orleans—St. Petersburg Community Television Inc. seeks CP for new UHF low-power station on ch. 63 (TPO: 1 kw, HAAT: 596 ft.) with waiver to allow for program origination (BPTTL-8004081J). Ann. Sept. 19.

■ Bemidji, Minn.—John W. Boler seeks CP for new UHF low-power station on ch. 26 (TPO: 1 kw, HAAT: 250 ft.) with waiver to allow for program origination

(BPTTL-8004291C). Ann. Sept. 19.

■ Kansas City, Mo.—Community Television Network Inc. seeks CP for new UHF low-power station on ch. 32 (TPO: 1 kw, HAAT: 507 ft.) with waiver to allow for program origination (BPTTL-8004081M). Ann. Sept. 19.

■ St. Louis—Community Television Network Inc. seeks CP for new UHF low-power station on ch. 69 (TPO: 1 kw, HAAT: 565 ft.) with waiver to allow for program origination (BPTTL-8004081H). Ann. Sept. 19.

■ Memphis, Tenn.—Community Television Network Inc. seeks CP for new UHF low-power station on ch. 69 (TPO: 1 kw, HAAT: 449 ft.) with waiver to allow for program origination (BPTTL-8004081D). Ann. Sept. 19.

■ Dallas—Community Television Network Inc. seeks CP for new UHF low-power station on ch. 69 (TPO: 1 kw, HAAT: 1,559 ft.) with waiver to allow for program origination (BPTTL-8004081F). Ann. Sept. 19.

■ Fort Worth, Tex.—Ft. Worth Community Television Inc. seeks CP for new UHF low-power station on ch. 61 (TPO: 1 kw, HAAT: 420 ft.) with waiver to allow for program origination (BPTTL-8005071H). Ann. Sept. 19.

■ Houston, Tex.—Community Television Network Inc. seeks CP for new UHF low-power station on ch. 69 (TPO: 1 kw, HAAT: 770 ft.) with waiver to allow for program origination (BPTTL-8005081E). Ann. Sept. 19.

■ San Antonio, Tex.—San Antonio Community Television Inc. seeks CP for new UHF low-power station on ch. 59 (TPO: 1 kw, HAAT: 549 ft.) with waiver to allow for program origination (BPTTL-8005071G). Ann. Sept. 19.

■ Seattle—Seattle Community Television Inc. seeks CP for UHF low-power station on ch. 68 (TPO: 1 kw, HAAT: 215 ft.) with waiver to allow for program origination (BPTTL-8005071I). Ann. Sept. 19.

## Ownership Changes

### Applications

■ WCA1(AM) Fort Myers, Fla. (AM: 1350 khz, 1 kw-D)—Seeks transfer of control of station from Lee Broadcasting (100% before; none after) to Ercona South Inc. (none before; 100% after). Consideration: \$600,000. Principals: Truman A. Morris (50.2%) and Ronald E. Pierce (25.1%) and wife, Helen (24.7%). Lee is applicant for new FM at Fort Myers, Fla. They have no other broadcast interests. Buyer: Charles H. Frank and wife, Ethel (50% each). They own Bellmore, N.Y., electronic and optics components sales company. They have no other broadcast interests. Ann. Sept. 10.

■ WCEN-AM-FM Mt. Pleasant, Mich. (AM: 1150 khz, 1 kw-D, 500 w-N; FM: 94.5 mhz, 16 kw)—Seeks transfer of control of Central Michigan Broadcasters from Raymond C. Cook (27% before; none after) to remaining stockholders (73% before; 100% after). Con-

sideration: \$180,000. Principals: Cook has no other broadcast interests. Transferees are: Anthony F. Bielawski and S. Franklin Horowitz (37.14%) and Charles E. Anthony (25.72%). All have had interest in stations before transfer and are increasing holdings as a result of transfer of Cook's shares back into licensee company. Horowitz has 27.45% interest in WSTR-AM-FM Sturgis, Mich., and interest in cable system there. Bielawski and Anthony have no other broadcast interests. Ann. Sept. 10.

■ KDWA(AM) Hastings, Minn. (AM: 1190 khz, 1 kw-D)—Seeks assignment of license from Hastings Broadcasting Co. to Dakota Broadcasting Co. for \$280,000 plus \$20,000 noncompete agreement. Seller: David L. Baudoin (67%) and John McKellip (33%). They have no other broadcast interests. Buyer: Terrence P. Montgomery and brother, John (50% each). Terrence is vice president of St. Cloud State University, St. Cloud, Minn. He owns 100% of WQPM-AM-FM Princeton, Minn. John is manager of WQPM-AM-FM. They have no other broadcast interests. Ann. Sept. 10.

■ KDXT(FM) Missoula, Mont. (FM: 93.3 mhz, 43 kw)—Seeks transfer of control of station from Rex K. Jensen (52% before; none after) to Robert E. Instad (48% before; 100% after). Consideration: \$137,500 plus \$198,000 10-year noncompete and consulting agreement. Principals: Jensen has no other broadcast interests. Instad owns KGFX(AM) Pierre, S.D.; KGRZ(AM) Missoula; WTNT(AM)-WLWV(FM) Tallahassee, Fla.; KBUF-AM-FM Garden City, Kan.; 80% KKLs(AM)-KKHJ(FM) Rapid City, S.D., and 49% of KKO(AM) Minot, N.D. Ann. Sept. 10.

■ WFCB(FM) Chillicothe, Ohio (FM: 94.3 mhz, 3 kw)—Seeks assignment of license from Terins Enterprises to Ross County Broadcasting Co. for \$200,000. Seller: Burrell Adkins (65%) and Ronald Fewster (35%). They have no other broadcast interests. Buyer: Wendall A. Triplett (51%) and wife, Donna (49%). Wendell owns WTOO-AM-FM Bellfontaine and WOSE(FM) Port Clinton, both Ohio; WTKC(AM) Lexington, Ky., and WCOR-AM-FM Lebanon, Tenn. He also has 49% interest in applicant for new UHF at Chillicothe (BROADCASTING, Sept. 1). Ann. Sept. 10.

■ KSVC(AM)-KJMC(FM) Richfield, Utah (AM: 980 khz, 5 kw-D; FM: 93.7 mhz, 27 kw)—Seeks transfer of control of stations from James G. Clawson (100% before; none after) to Brent T. Larson (none before; 100% after). Consideration: \$235,000 including \$20,000 covenant not to compete. Principals: Clawson has no other broadcast interests. Larson owns KUUZ-FM Nampa, Idaho and 50% of KXA(AM) Seattle and KCKO(AM) Spokane and 51% of KOOS(FM) North Bend, Ore. He is applicant for new FM at Rock Springs, Wyo. He has sold interest in KXA subject to FCC approval (BROADCASTING, July 21). He has also sold interest (51%) in KODL(AM) The Dalles, Ore. (BROADCASTING, March 10). Ann. Sept. 10.

■ WOAY-AM-TV-WRIL(FM) Oak Hill, W.Va. (AM: 820 khz, 10 kw-D; FM: 94.1 mhz, 25.5 kw)—Seeks transfer of control of stations from Estate of Robert R. Thomas Jr. (100% before; none after) to family heirs

## 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	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	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	216	2,755
VHF	1,304	0	0	1,304	451	1,755

\*Special temporary authorization

\*\*Includes off-air licenses



(none before; 100% after). Consideration: none. Principals: Estate has no other broadcast interests. Robert R. Thomas III is president and director of transferee and will vote all shares of stock. Ann. Sept. 10.

## Actions

■ **KAYN(FM)** Nogales, Ariz. (FM: 98.3 mhz, 215 w)—Granted assignment of license from Graham Broadcasting Co. to James Canto for \$100,000 plus \$58,600 non-compete agreement. Sellers: Norman and Eva Graham, who have no other broadcast interests. Buyer: Canto is owner of WTSL(AM) Hanover, N.H. Action Sept. 15.

■ **KBWA(AM)** Williams, Ariz.—Dismissed application for assignment of license from Coconino Media Inc. to Flickinger Communications Inc. for \$80,000. Seller: Eric Hauenstein and Dwight Tindle who own total of 20% of KNOT-AM-FM Prescott which has been sold, subject to FCC approval (BROADCASTING, Feb. 4). Hauenstein is broadcast division manager of Sandusky Newspapers Inc. Sandusky, Ohio-based group owner of three AM's and four FM's. Buyer: Daren L. Flickinger and family. He is former news director of KLYD-AM-FM Bakersfield, Calif. They have no other broadcast interests. Action Sept. 10.

■ **KIOI(FM)** San Francisco (FM: 101.3 mhz, 125 kw)—Granted assignment of license from Jim Gabbert to Charter Media Co. for record \$12 million. Gabbert has sold all radio properties and purchased KEMO-TV San Francisco (see below). Charter Media is joint venture between Karl Eller and Charter Co., Jacksonville, Fla.-based group owner of two AM's and three FM's. They have also purchased KITT(FM) San Diego subject to FCC approval (BROADCASTING, July 14). Action Sept. 5.

■ **KIQI(AM)** San Francisco (AM: 1010 khz, 10 kw-D, 250 w-N)—Granted assignment of license from San Francisco Wireless Talking Machine Co. to Rene DeLaRosa for \$3 million. Seller: owned by Jim Gabbert, who is buying KEMO-TV San Francisco and selling off radio interests (see below). Buyer: Station manager of KEMO-TV who plans to make KIQI San Francisco's first full-time Spanish AM. He has no other broadcast interests. Action Sept. 5.

■ **KEMO-TV** San Francisco (TV: ch. 20, 2500 kw vis., 851 kw aur.)—Granted assignment of license from Leon A. Crosby to Jim Gabbert for \$9.85 million. Seller has no other broadcast interests. Buyer: Gabbert has sold, subject to FCC approval, KIKI(AM)-KPIG(FM) Honolulu (BROADCASTING, April 14) and KIQI(AM) and KIOI(FM), both San Francisco to separate buyers (see above). Action Sept. 5.

■ **KWWK(AM)-KFMW(FM)** Waterloo, Iowa (AM: 1330 khz, 5 kw-U; FM: 107.9 mhz, 100 kw)—Granted assignment of license from Black Hawk Broadcasting Co. to Forward Communications Corp. for \$3,477,500. Sale is last of four spin-offs in connection with Black Hawk-American Family Corp. merger. Other three are: KLWW(AM) Cedar Rapids, Iowa (BROADCASTING, March 10), KAAL(TV) Austin, Minn., and KCBC(AM) Des Moines, Iowa (BROADCASTING, March 31). Black Hawk, which will become subsidiary of AFC if merger goes through, will retain in portfolio KWWL-TV Waterloo-Cedar Rapids and KTIV(TV) Sioux City, both Iowa. AFC owns WYEA-TV Columbus and WTOG-TV Savannah, both Georgia, KFVS-TV Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala. Robert Buckmaster is chairman of Black Hawk. Harry Slife is president. AFC is Columbus, Ga.-based insurance holding company. It is publicly traded but controlled by John B. Amos (chairman and chief executive officer) and family. Buyer is closely held group owner of five AM's, six FM's and six TV's. William McCormick is chairman and 3% owner and Richard D. Dudley is president and 6% owner. Action Sept. 16.

■ **WNAB(AM)** Bridgeport, Conn. (AM: 1450 khz, 1 kw-D 250 w-N)—Granted transfer of control from Estate of Harold Thomas to Lawson Broadcasting for \$750,000. Seller: Estate of Harold Thomas is principal owner. It also owns WATR(AM) Waterbury, Conn. Buyer: Harry Lawson, Jr., New Rochelle, N.Y., life insurance salesman who has no other broadcast interests. Action Sept. 10.

■ **WZEP(AM)** Defuniak Springs, Fla. (AM: 1460 khz, 1 kw-D)—Granted assignment of license from Leonard S. Zepp to Holmes Valley Broadcasting Systems for \$150,000. Seller: Zepp has no other broadcast interests. Buyer: Larry H. Land, wife Myra, brother Wayne and his wife, Melissa (25% each). Larry owns Vernon, Fla., grocery store. Wayne is Chipley, Fla., school teacher. Melissa and Myra are housewives.

They have no other broadcast interests. Action Sept. 10.

■ **WHBO(AM)** Tampa, Fla. (AM: 1050 khz, 250 w-U)—Granted transfer of control of Buccaneer Broadcasting from Robert I. Barnes and Georg Burley (100% before; none after) to W. Gordon Page (none before; 100% after). Consideration: \$30,000 plus option for Barnes to repurchase 49% of station. Barnes and Burley purchased station last year and have sustained heavy losses and are seeking waiver of 3 year rule. Page is St. Petersburg, Fla., physician with no other broadcast interests. Action Sept. 11.

■ **WRED(AM)** Monroe, Ga. (AM: 1580 khz, 1 kw-U)—Granted assignment of license from Monroe Broadcasting to Earl J. Akery for \$160,000. Seller: Witterschell Wisebram, Jon Osher and William H. Lynch. Wisebram is principal owner of WBHF(AM) Cartersville, Ga. Osher owns cable systems in Canton and Cartersville, Ga. Buyer: Akery is Monroe physician with no other broadcast interests. Action Sept. 3.

■ **WIKC-AM** Bogalusa, La. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Adams Properties, Inc. to MT Broadcasting, Inc. for \$200,000. Seller: Gardner Adams who has no other broadcast interests. Buyer: Mike Tiller who is Houston independent insurance agent. He has no other broadcast interests. Action Aug. 29.

■ **WBOC-TV** Salisbury, Md. (TV: ch. 16, 225 kw vis., 38.1 kw aur.)—Granted assignment of license from A.S. Abell Co. to Mid-Atlantic Communications for \$8 million (including industrial park and printing co., both Salisbury). Seller: Publisher of *Baltimore Sunpapers* and owner of WMAR-FM-TV Baltimore. It is selling WBOC-AM-FM Salisbury to separate buyer (see below). Buyer is owned principally by Thomas H. Draper who is president and principal owner of WTHD(AM)-WAFL(FM) Milford, Del. Action Sept. 5.

■ **WBOC-AM-FM** Salisbury, Md. (AM: 960 khz, 5 kw-D, 1 kw-N; FM: 104.7 mhz 30 kw)—Granted assignment of license from A.S. Abell Co. to Evening Post Publishing Co. for \$2.35 million. Seller: Publisher of *Baltimore Sunpapers* which is selling WBOC-TV Salisbury to separate buyer (see below). Buyer: Charleston, S.C.-based publisher of daily newspapers in S.C., Va., and Md., as well as one English daily in Buenos Aires, Argentina. It owns KDBC-TV El Paso, Tex., and KOAA-TV Pueblo-Colorado Springs, and cable system in Aiken, S.C. Peter Manigault is president. Action Sept. 5.

■ **WCER(AM)** Charlotte, Mich. (AM: 1390 khz, 5 kw-D DA)—Granted assignment of license from Mid-America Broadcasting Inc. to Sharon Broadcasting Co. for \$375,000 plus assumption of liabilities. Seller: Ralph Gregory (63.3%) and Charles S. Hayes (36.7%). They also own WMMQ(FM) Charlotte and WJVA(AM) South Bend, Ind., and have pending application for new AM at Mishawaka, Ind. In addition, Gregory is principal owner of WYRQ(FM) Little Falls, Minn. Buyer: Howard N. Gilbert, Robert L. Haag and Alvin R. Umans (20% each); Avis Cohn and Samuel Feigenbaum (15% each) and Frederick C. Jacob (10%). Gilbert is Chicago attorney; Haag is Chicago investor; Umans is 25% owner of Melrose Park, Ill., real estate investment co.; Cohn is president and 50% owner of WGLY(FM) Goulds, Fla.; Feigenbaum is senior buyer for Sears, Roebuck & Co., Chicago and Jacob is vice president and general manager of WGLY. Other buyers having interest in WGLY are: Gilbert (7.4%); Haag (21%); Umans (8.4%); and Feigenbaum (5.2%). Action July 7.

■ **KRFS-AM-FM** Superior, Neb. (AM: 1600 khz, 500 w-D FM: 103.9 mhz, 500 w)—Granted 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. Action Sept. 15.

■ **WBBX(AM)** Portsmouth, N.H. (AM: 1380 khz, 1 kw-D)—Granted assignment of licensee from Kressmann Broadcasting Co. to Seacoast Broadcasting Co. for \$550,000. Seller is owned by J. Harrison Holman who has no other broadcast interests. Buyer is owned by Earl H. Goldstein and wife, Lois (50% each). Goldstein is 50% owner of Boston clothing manufacturer, of which his wife is a director. They have no other broadcast interests. Action Sept. 12.

■ **WGBG(AM)** Greensboro, N.C. (AM: 1400 khz, kw-D 250 w-N)—Granted transfer of control of Greensboro Broadcasting Co. from Ralph M. Lambeth (100% before; none after) to Friendly Broadcasting of Greensboro Inc. (none before; 100% after). Considera-

tion: \$800,000. Principals: Ralph M. Lambeth who has no other broadcast interests. Buyer: W.S. Wellons Sr. and family. They own Spring Lake, N.C., construction, furniture and motel businesses and have various real estate holdings throughout North Carolina. They also owns WSHB(AM) Raeford, N.C. Action Sept. 10.

■ **KTLS(FM)** Oklahoma City (FM: 98.9 mhz, 100 kw)—Granted assignment of license from Thomas Lynch to Sunbelt Communications for \$1.35 million. Lynch has no other broadcast interests. Buyer is owned by seven individuals, four who operate Sunbelt and own voting (class B) stock and three who have invested in company and own nonvoting (class A) stock. Voting stock owners are C.T. Robinson, William Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). Nonvoting stockholders are Daniel Lassman, Gerald Wine and Murray Rosenberg (11.6% each). First four manage Sunbelt. Lassman and Wine are partners in Chicago dental clinic. Rosenberg is Chicago anesthesiologist. Sunbelt owns The Research Group, broadcast consulting, syndication and audience research service, and KVOR(AM)-KSPZ(FM) Colorado Springs; KQED(AM)-KZZX(FM) Albuquerque, N.M., and KFYE(FM) Fresno, Calif., and have purchased, subject to FCC approval, KQPD(FM) Ogden, Utah (BROADCASTING, Aug. 4). Action Sept. 2.

■ **WMDI(FM)** McKean, Pa. (FM: 102.3 mhz, 3 kw)—Granted assignment of license from Mikro-Dawn Inc. to Seggi Broadcasting Corp. for \$465,000. Seller: Donald L. Mikovch (84.6%) and others. They have no other broadcast interests. Buyer: Ronald G. Seggi and brothers Guy and Sam (one third each). Ronald owns Erie, Pa., advertising and public relations company. Sam and Guy operate family owned construction business, also in Erie. They have no other broadcast interests. Action Sept. 11.

■ **KDUV-FM** Brownsville, Tex. (FM: 100.3 mhz, 100 kw)—Granted assignment of license from Media Properties Inc. to John Horn Broadcasting Co. for \$850,000. Seller: Paul Veale and G. E. Roney (37.5% each) and Ron Whitlock (25%). They also owns KITE-FM Portland, Tex. Buyer: John J. Horn who is Macomb, Ill., business investor, with no other broadcast interests. Action Aug. 29.

■ **KLUM-FM** Columbus, Tex. (FM: 98.3 mhz, 3 kw)—Granted assignment of license from John Labay to Steve Hawkins for \$200,000. Buyer has no other broadcast interests. Hawkins is reporter for KTBC(TV) Austin, Tex. He has no other broadcast interests, but father, James Hawkins, owns KFST(AM)-KPJH(FM) Fort Stockton, Tex. Action Sept. 15.

■ **KCYL(AM)-KLTD(FM)** Lampasas, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Group VII Broadcasting Inc. to Tafoya Broadcasting Inc. for \$257,000. Seller is owned by Ken Herschel and Dick Fain, who have no other broadcast interests. Buyer is owned by Marcella Tafoya (60%) and Drew Ballard (40%), who also owns KLFBB(AM) Lubbock and KRGTFM) Hutto, both Texas. Ballard also owns KVMC(AM) Colorado City, Tex. Action Sept. 16.

■ **KNFO(FM)** Waco, Tex. (FM: 95.5 mhz, 6 kw)—Granted transfer of control of Sunburst Productions Inc. from Mark and Reba Robertson (51% before; none after) to John M. Borders (49% before; 100% after). Consideration: \$250,000. Principals: Sellers have no other broadcast interests. Borders is president and 49% owner of KNCQ. He has no other broadcast interests. Action Sept. 11.

■ **KNTQ(FM)** Wichita Falls, Tex. (FM: 103.3 mhz, 100 kw)—Granted assignment of license from Wichita Radio Corp. to Sunshine Radio Co. for \$300,000 ("distress sale"). Price may decrease, pending completion of appraisals to meet 75% fair market price prescribed for "distress sale" conditions. Seller: Max M. Leon who has no other broadcast interests. Buyer: Minority controlled corporation owned by Karen Dorsey (50%). Christine Stonbely and Anthony S. Brandon (16.67%) and Lawrence Brandon (16.66%). Lawrence is father of Anthony. Dorsey is Bakersfield, Calif., independent market researcher. Her husband, Terry Dorsey owns 7.3% of KMGN(FM) Shafter, Calif. Stonbely is 33.3% owner of WWWG(AM) Rochester, N.Y., and 25% of KERN(AM) Bakersfield, Calif. Brandons each own 33.3% of Spectacolor, Inc., New York outdoor advertising company which has purchased, subject to FCC approval KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California (BROADCASTING, May 5). Anthony owns 92.7% of KMGN, 25% of KERN and 33.3% of WWWG. Lawrence owns 33.3% of WWWG and 5% of KERN. Action Aug. 29.

## Facilities Changes

### TV action

■ **WBOC-TV Salisbury, Md.**—Granted CP to change ERP to 457 kw, with MAXERP 2000 kw; ant. height 980 ft.; TL to 1.2 miles S. of intersection of Routes 24 and 347, approx. 5 miles S.E. of Sharptown, Md.; change type antenna; conditions (BPCT-800515KG). Action Sept. 10.

## In Contest

### FCC decisions

■ **FCC has denied New York State Commission on Cable Television (CCT)** reconsideration of its Sept. 19, 1977 order finding that certain policy statements of CCT, if put into effect, would hinder development of multipoint distribution service (MDS). In Oct., 1976 and April 1977, CCT issued policy statements indicating it would require all MATV systems offering other than off-the-air programming to obtain cable television franchises or discontinue operation. Included in this class were MATV systems receiving programming via MDS stations. Ortho-Vision, company that markets pay television to multiple-unit dwellings in borough of Queens, N.Y., challenged CCT's actions by requesting FCC to issue declaratory ruling voiding CCT's proposed requirements on ground that they conflicted with FCC's jurisdiction to regulate interstate communications. FCC said CCT had failed to demonstrate that such action was warranted. Action Sept. 10.

■ **FCC has denied petition by Smaller Market UHF Television Stations Group** for stay of exemption for significantly viewed signals from blackout requirements of network program nonduplication rules. To support its stay petition, Group claimed rule, which was approved in 1978, was "unexpected" and "drastically" altered regulatory framework that ensured network program exclusivity protection for its members by exempting significantly viewed signals from blackout requirements of network program nonduplication rules. Decision has had and will continue to have adverse effect on economic survival of its members, Group said. In denying stay, FCC said Group's request was simply too late. Stays are intended to suspend execution of an agency or court judgment and are not intended to "reverse, annul, undo or suspend what has already been done," commission said. Action Sept. 10.

■ **Broomfield, Colo.**—FCC has granted application of educational television station \*KBDI-TV Broomfield, by Front Range Educational Media Corp. after resolving sole remaining issue of Front Range's finances. Station actually went on air Feb. 22 and has been broadcasting without interruption since then. But court order returned Front Range to applicant status and required FCC to determine whether Front Range was financially qualified. Court order stemmed from appeal by School District No. 1, City and County of Denver. The school district asked reconsideration of FCC's 1977 grant to Front Range authorizing station but was turned down in 1978. It then appealed decision to court but did not ask for stay of grant. (FCC 80-535). Action Sept. 10.

■ **KCIJ(AM) Iowa City**—FCC has authorized KCIJ to operate at power of 4 watts using its N-DA system during time station must now suspend operation due to operation of co-channel Class I-B station WQXR(AM) New York. FCC said it would grant request since proposed operation would protect WQXR's signal and provide, during night, first local commercial AM service to Iowa City. It also said in light of present N operation of KCIJ, this operation would not have preclusionary effect on other potential nighttime uses of this channel. (FCC 80-530). Action Sept. 10.

■ **Houma, La.**—FCC has designated for hearing six competing applications for new VHF on ch. 11 in Houma to determine which of them should be licensed for station. Applicants are Houma Broadcasters, Inc., Guaranty Broadcasting Corp., GACO Communications Corp., Communications Corporation of the South, The Way of Life TV Network Inc., and Greater New Orleans ETV Foundation. Five of applicants propose commercial operation. Greater New Orleans proposes noncommercial educational operation. Way of Life proposes religious programming. Houma Broadcasters is controlled by Texoma Broadcasters Inc., which is partly owned by family of former President Johnson through The LBJ Co. Texoma is licensee of KLFY-TV Lafayette, La. Guaranty is licensee of

WAFB-TV Baton Rouge. Each proposes to operate Houma station as satellite of its other station. Issues include justification of satellite operation as opposed to local program origination and commercial vs noncommercial programming in terms of which would best serve public interest. (BC Docs. 80-482-487) Action Sept. 10.

### FM hearing decisions

■ **Caulksville, Ark.** (Broadcasting Enterprises, Inc. and Logan County Broadcasting Co.) **FM proceeding:** (BC Docs. 80-140-41)—Granted joint petition by applicants for withdrawal of Logan's application; approved reimbursement of expenses by Logan for \$11,700; dismissed Logan's application with prejudice; granted Broadcasting Enterprise's application for new FM at Caulksville, and terminated proceeding. Action Sept. 8.

■ **Great Falls, Mont.** (Northern Sun Corp. and D.M. Gray Co., Inc.) **FM proceeding:** (BC Docs. 80-174-75)—Granted petition by applicants for approval of agreement; dismissed Gray's application with prejudice, authorized reimbursement of \$15,000 to Gray, and granted Northern Sun's application for new FM station at Great Falls. Action Sept. 8.

### Designated for hearing

■ **King City, Calif.**—Designated for hearing applications of Ralin Broadcasting Corp. and Radio Del Rey, Inc. for new FM on 92.1 mhz at King City, to determine which of proposals would, on comparative basis, better serve public interest and which of applications should be granted (BC Doc. 80-469-70). Action Aug. 26.

■ **Denver**—Designated for hearing applications of American Television and Communications, Colorado Television, Inc., Oak Television of Denver, Inc. and Alden Communications of Colorado, Inc. for new UHF on ch. 20 at Denver, to determine whether American Television and Colorado Television are financially qualified; which of proposals would, on comparative basis, best serve public interest, and which of applications should be granted (BC Docs. 80-465-68). Action Aug. 28.

■ **Henderson and Owensboro, both Kentucky**—Designated for hearing applications of Murray State Univ. and Western Kentucky Univ. for new FM on \*89.5 mhz at Henderson and Owensboro, respectively, to determine number of other reserved channel non-commercial educational FM services available in proposed service area of each applicant; area and population served thereby; whether share-time arrangement between applicants would result in most effective use of channel and thus better serve the public interest, and, if so, terms and conditions thereof; which of proposals would better provide fair, efficient and equitable distribution of radio service; in event it is concluded that choice between applications should not be based solely on considerations relating to Section 307(b), extent to which each of proposed operations will be integrated into overall educational operation and objectives of respective applicants; or whether other factors in record demonstrate that one applicant will provide superior broadcast service and which of applicants, if either, should be granted (BC Docket Nos. 529-30). Action Aug. 19.

■ **Somerset, Ky.**—Designated for hearing mutually exclusive applications of TV-8 Inc. and Bluegrass Media Inc. for new UHF on ch. 16 at Somerset to determine whether common ownership, operation or control of WTLO(AM) and TV-8 Inc.'s proposed television station would be in public interest, whether circumstances exist which would make operation as satellite necessary for Somerset, which of proposals would, on comparative basis, better serve public interest and which of applications, if either, should be granted (BC Docs. 80-454-55). Action Aug. 25.

■ **Kaplan, La.**—Designated for hearing applications of Cajun Communications, Inc. and Mid-Acadiana Broadcasting Corp. for new FM on 97.7 mhz at Kaplan, to determine which of proposals would, on comparative basis, better serve public interest and which of applications should be granted (BC Docs. 80-458-59). Action Aug. 28.

■ **Mt. Clemens, Mich.**—Designated for hearing applications of Adell Broadcasting Corp., APW Enterprises Inc.; Southeast Michigan Television Corp. and Macomb Broadcasting Co. for new UHF on ch. 38 at Mt. Clemens, and Trinity Television Corp. for same ch. at Warren, Mich., to determine whether tower heights and locations proposed by Adell, APW, Southeast Michigan, Trinity and Macomb would constitute hazards to air navigation; whether APW and Macomb are financially qualified; which of proposals would best

provide fair, efficient and equitable distribution of radio service; which of proposals would, on comparative basis, best serve public interest, and which of proposals should be granted (BC Docs. 80-471-75). Action Aug. 27.

■ **St. Ignace, Mich.**—Designated for hearing applications of Mighty-Mac Broadcasting Co. and Maumee Valley Broadcasting Association for new FM on 102.9 at St. Ignace, to determine whether Mighty-Mac violated Section 73.3526 of rules, which proposals would, on comparative basis, better serve public interest and which of applications should be granted (BC Docs. 80-452-53). Action Aug. 22.

■ **Albany, N.Y.**—Designated for hearing applications of American International Communications Corp. and Albany TV 23 Inc. for new UHF on ch. 23 at Albany, N.Y., to determine which of applications, on comparative basis, would better serve public interest and which of applications should be granted (BC Docs. 80-456-57). Action Aug. 27.

■ **Raleigh, N.C.**—Designated for hearing applications of New Sound Inc.; Educational Information Corp.; Interstate Broadcasting System; Special Markets Media Inc., and Capital Area Broadcasting Co. Inc. for new AM on 570 khz, 500 w-D at Raleigh, to determine whether New Sound, Educational Information and Special Markets are financially qualified; ascertainment efforts of New Sound, Educational Information, Interstate Broadcasting and Capital Area; whether Special Markets has available satisfactory trans. site

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and whether it is technically qualified, which of proposals would, on comparative basis, best serve public interest and which of applications, if any, should be granted (BC Docs., 80-531-35). Action Aug. 15.

■ Corpus Christi, Tex.—Designated for hearing applications of Coastal Bend Family Television Inc. Christian Childrens Network Inc. for new UHF on ch. 38 at Corpus Christi, to determine whether Coastal Bend is financially qualified, which of proposals would, on comparative basis, better serve public interest and which of applications should be granted (BC Docs. 80-460-61). Action Aug. 28.

■ Tacoma, Wash.—Designated for hearing applications of Family Broadcasting Co. and Tacoma Community Television Inc. for new UHF on ch. 20 at Tacoma, and Tacoma School District No. 10, currently operating on ch. 62 applying for major change to operate on ch. 20 at Tacoma, to determine which of proposals would, on comparative basis, best serve public interest and which of applications should be granted (BC Docs. 80-462-64). Action Aug. 28.

■ Mullens and Pineville, both West Virginia—Designated for hearing applications of Slab Fork Broadcasting Co. and Wyoming Broadcasting Co. for new FM on 92.7 mhz at Mullens and Pinesville, respectively, to determine areas and populations which would receive primary aural service from applicants' proposed operations and availability of other primary service to such areas and populations, which of proposals would better provide fair, efficient and equitable distribution of radio service, which of proposals would, on comparative basis, better serve public interest and which, if either, should be granted (BC Docs. 80-450-51). Action Aug. 28.

## Allocations

### Actions

■ Show Low, Ariz.—In response to petition by KBW Associates Inc. proposed assigning 95.5 mhz to Show Low (pop. 2,285) as its second FM assignment, ordered KVWM-FM, Show Low operating on 93.5 mhz to show cause by Nov. 7 why its license should not be modified to specify operation on 101.1 mhz. Comments due Nov. 7, replies Nov. 28 (BC Doc. 80-478). Action Sept. 3.

■ Santa Barbara, Calif.—Granted petition by McGraw-Hill Broadcasting Co. and extended to Nov. 14 and Dec. 5 time to file comments and reply comments, respectively, in matter of amendment of TV Table of Assignments for Santa Barbara (BC Doc. 80-157). Action Sept. 9.

■ Effingham, Ill.—In response to petition by Olen M. Evans assigned 97.7 mhz to Effingham (pop. 9,458) as its second FM assignment, effective Oct. 24. (BC Doc. 80-11). Action Sept. 9.

■ Crandon, Wis. and Iron River, Mich.—In response to petition by J. Shaefer Enterprises assigned 96.7 mhz to Crandon and substituted 99.3 mhz for 96.7 at Iron River, effective Oct. 24 (BC Doc. 78-133). Action Sept. 2.

■ Hudson, Mich.—In response to petition by E. Eugene McCoy Jr. proposed assigning 97.7 mhz to Hudson (pop. 2,618) as its first FM assignment, comments due Nov. 7, replies Nov. 28 (BC Doc. 80-476). Action Sept. 2.

■ Blue Earth and St. James, both Minnesota—Denied petition by Richard Rogers requesting deletion of 100.9 mhz from Blue Earth and its reassignment to St. James (BC Doc. 80-23). Action Sept. 2.

■ Ackerman, Miss.—In response to petition by H. Richard Cannon assigned 107.9 mhz to Ackerman (pop. 1,502) as its first FM assignment, effective Oct. 24 (BC Doc. 80-49). Action Sept. 2.

■ Hudson Falls, N.Y.—In response to petition by Carlton R. Reis assigned 101.7 mhz to Hudson Falls (pop. 7,917) as its first FM assignment, effective Oct. 24. Canadian concurrence has been obtained (BC Doc. 80-42). Action Sept. 2.

■ Roy and Clearfield, both Utah—In response to petition by Kathy Wamsley proposed assigning 107.9 mhz to either Roy (pop. 14,345) or Clearfield (pop. 13,316). Comments due Nov. 7, replies due Nov. 28 (BC Doc. 80-477). Action Sept. 2.

■ Westover and Grafton, W.Va.—Denied petition by Craig L. Falkenstine requesting assignment of 100.9 mhz to Westover and substitution of 95.5 mhz 100.9 mhz (BC Doc. 80-47). Action Sept. 2.

## Fines

■ The following cable systems have been fined \$500 each for failure to file 1979 annual employment reports as required by FCC rules:

■ Phil Campbell, Ala.—Phil Campbell Television Services, Inc. (AL0132).

■ Cullman, Ala.—WFMH Cable TV (AL0155).

■ Fort Jones, Calif.—James Brainard (CA0665).

■ Haddam and Durham, both Connecticut—Bernard L. Perry et al (CT0093,4).

■ Seco, Ky.—Joseph Adams (KY0052).

■ Franklin, La.—Washington Cablevision Inc. (LA0057).

■ Long Beach, Miss.—Coast TV Cable Inc. (MS0017).

■ Meridian, Mississippi—Goodling Enterprises (MS0097).

■ Jefferson et al, N.C.—V-R of Ashe County Inc. (NC0003).

■ North Enid, Pond Creek and Wakita, all Oklahoma—NW Translator TV Inc. (OK0130,2,1).

■ Middleburg, Pa., et al—Community Systems Inc. (PA1442).

■ Montgomery, Pa., et al—Montgomery Video Corp. (PA0539).

## Satellites

■ Based on FCC tabulations announced on July 10, there are 3,355 licensed earth stations. Approximately 3,000 are receive-only with remainder being transmit-receive. There are 489 pending earth station applications. Receive only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

### Applications

■ Metrovision Inc.—Green Township, Ohio (5m; S-A; E2555).

■ Blytheville Cable Television Co.—Blytheville, Ark. (5m; S-A; E2556).

■ Teleprompter Corp.—St. Bernard Parish, La. (4.5m; Andrew; E2557).

■ Teleprompter Corp.—Arcadia, Calif. (4.5m; Andrew; E2558).

■ Middleburg TV Co.—Berry's Mountain, Pa. (4.6m; S-A; E2559).

■ Teleprompter Corp.—Winona, Minn. (4.5m; Andrew; E2560).

■ Teleprompter Corp.—Temple Terrace, Fla. (6m; Harris; E2561).

■ Comax Telecom Corp.—Tonawanda, N.Y. (5m; AFC; E2562).

■ CableSystems Inc.—Stafford, Kan. (5m; Hughes; E2563).

■ Storer Broadcasting Co.—Springfield, Va. (10m; S-A; E2564).

■ Satellink of America—Hollywood, Calif. (11m; S-A; E2565).

■ Nueces County Cable TV Inc.—Port Aransas, Tex. (5.6m; E2566).

■ Lake Mills Cablevision—Lake Mills, Iowa (5.6m; E2567).

■ Hi Net Communications—Minneapolis (4.6m; S-A; E2568).

■ Microdyne Corp.—Ocala, Fla. (5m; AFC; E2569).

■ Douglas Communications of West Tenn. Inc.—Selmer, Tenn. (5m; S-A; E2570).

■ Port Townsend Cable TV Ltd.—Port Townsend, Wash. (4.6m; S-A; E2571).

■ Teleprompter Corp.—Zachary-Baker, La. (6m; Harris; E2572).

## Other

■ Riverside, Calif.—Judicial review of FCC's Aug. 4 action assigning UHF Ch. 62 to Riverside, Calif., as community's first local TV service, has been sought in

U.S. Court of Appeals, Washington. Trinity Broadcasting Network, Inc., and its subsidiary International Panorama TV Inc., licensed to operate on ch. 40 at Fontana (which is within 15 miles of Riverside) filed with court on Aug. 27. Trinity had asked that ch. 40 be reassigned from Santa Ana to Riverside, and that Ch. 62 be assigned to Santa Ana. It also asked FCC to rule that no other parties would be able to apply for ch. 40 if it were reassigned to Riverside. Noting that ch. 62 was last TV channel that could be assigned in Los Angeles area, and that Santa Ana and Riverside were two of largest cities in country without local television outlet, FCC decided that most equitable solution would be to assign one channel to each. Since ch. 40 already is assigned to Santa Ana, FCC found there would be no public interest benefit in reassigning channel to Riverside.

■ Total of 2,477 complaints from public was received by Broadcast Bureau in July, decrease of 1,281 from June. Other comments and inquiries for July totaled 1,649, increase of 28 over June. Bureau sent 1,245 letters in response to comments, inquiries and complaints.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WSVQ	Harrogate Radio Co., Harrogate, Tenn.
	<b>New FM's</b>
*WVUA-FM	University of Alabama, Tuscaloosa, Ala.
*WOMR	Lower Cape Communications Inc., Provincetown, Mass.
	<b>New TV's</b>
WGTR-TV	66 Corp., Marlborough, Mass.
WGGN-TV	Christian Faith Broadcasting Inc., Sandusky, Ohio
WRHP-TV	Neighborhood Communications Corp., Richmond, Va.
	<b>Existing AM's</b>
WTOA	WPXC Prattville, Ala.
KQXK	KSPR Springdale, Ark.
KQPM	KDWA Hastings, Minn.
WTAM	WGCM Gulfport, Miss.
WTCY	WTOO Bellfontaine, Ohio
WVOZ	WFOA San Juan, P.R.
WPFX	WWDE Hampton, Va.
WMKE	WBCS Milwaukee
	<b>Existing FM's</b>
WGCM	WTAM Gulfport, Miss.
KEZU-FM	KKBC Carson City, Nev.
WKHK	WVRV Riverside, N.Y.
WFOA	WVOZ-FM Carolina, P.R.
WOLA	WGIT Hermigueros, P.R.

### Grants

Call	Assigned to
	<b>New AM</b>
KCTT	Adams Broadcasting Co., Yellville, Ark.
	<b>New FM's</b>
*WBGL	Illinois Bible Institute, Champaign, Ill.
KJAE	Pene Broadcasting Co., Leesville, La.
WYKK	Clark County Broadcasting System, Quitman, Miss.
	<b>New TV's</b>
WWPF	Public Broadcasting Foundation of Palm Beach County Inc., West Palm Beach, Fla.
KGSW	Galaxy Southwest Television, Albuquerque, N.M.
KGCT-TV	Tulsa TV 41, Tulsa, Okla.
WCCT-TV	Carolina Christian Broadcasting Inc., Columbia, S.C.
	<b>Existing AM's</b>
WHNE	WSNE Cumming, Ga.
KOAM	KEYN Wichita, Kan.
WPKX	WPIK Alexandria, Va.
	<b>Existing FM's</b>
WCZY	WCZY-FM Detroit
WJTT	WSIM Red Bank, Tenn.
WVKX	WXRA Woodbridge, Va.



# Classified Advertising

## RADIO

### HELP WANTED MANAGEMENT

**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

**Wanted All Around Broadcaster.** Sales knowledge ... proven on-air ability ... a desire to live in the great country ... Ability to assume station manager position after learning the operation and displaying a desire to be part of a fast growing, successful company ... It's an opportunity to earn success with good compensation. Tape, resume, and pertinent information to Box 708, Kodiak, AK 99615.

**Group owner** is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EOE. Box J-189.

**General Manager/Sales Manager** wanted for Northern Mountain States AM. Excellent opportunity for hard working self-starter with strong background in sales. Knowledge of all areas of station operation and strong leadership ability a must. Equal Opportunity Employer. Rush detailed resume to Box 2557, Billings, MT 59103 or call 406-252-5611.

**General Manager** for small AM-FM station northern Michigan. Strong on sales. Send resume, salary requirements. Box J-205.

**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-44.

**Group owned suburban N.Y.** station needs sharp aggressive sales manager. Must be able to motivate and carry strong personal list. If you want to work hard and make money send your resume and salary history to Box J-211.

**Public Affairs Director** for AM/FM in midwest urban market to produce meaningful public affairs and news for AM-Black and FM-Rock formats. Applicants must have broadcast experience in news or public affairs. Send resume and sample of public affairs to United Broadcasting Company, 4733 Bethesda Avenue, Bethesda, MD 20814. Minorities and women are encouraged to apply. Equal opportunity employer m/f.

**Management trainee** with successful sales track record, for profitable, growing Midwest Fulltime AM station. Equity opportunity. Small Market group. EOE/MF. Looking for a winner on the way up. Box J-218.

**We're still looking.** Group broadcaster needs two sales managers for medium southeastern markets. If you're looking for your first management slot and or locked out where you are—send us a complete resume. Need to be aggressive street fighter with R.A.B. training and minimum of three years sales experience. Reply Box J-237.

### HELP WANTED SALES

**Versatile Sales Person** looking for growth needed by group owner. Sales most important but production, some announcing and play by play helpful. Must want stability and have strong desire to succeed. Contact Mike Edwards, 614-335-0941, WCHO AM-FM, Box 1, Washington Court House, OH 43160. EOE.

**Salesperson/Announcer** for Modern Country Music AM/FM located in beautiful central Virginia. Excellent opportunity. Rush tape, resume and requirements to WPED/WCMZ(FM), PO Box 8, Crozet, VA 22932.

**Sales Manager** ... Midwest AM/FM Combo ... Box J-165.

**KYND and KULF**, top adult combo in Houston, has opening for national sales manager. We're looking for the right person to work closely with Eastman and local contacts. This outstanding opportunity with Harte-Hanks/Southern Broadcasting in the 9th market requires a dedicated professional. Reply to either Mike Horne, KYND, 11 Greenway Plaza No. 2022, Houston TX 77046, or Jack Collins, KULF, 2100 Travis No. 1400, Houston TX 77002. Equal Opportunity Employer.

**Billed 13 last month**, should have billed 20. Looking for Sales Manager who can rise to the occasion. Contact Gary Coates, KBJT, P.O. Box 659, Fordyce, AR or call 501-352-7137.

**Sales Person.** Metro Pennsylvania market AM/FM. Looking for aggressive sales person with minimum two years experience in medium or major market. Top account list on stations available. Knowledge of retail sales and ARB a must. Compensation commensurate with experience. Full benefits. National group owner. Contact Mr. Long at 215-735-3520. An Equal Employment Opportunity employer.

**Radio Time Sales position**, experience helpful, salary plus commission. Send Resume to KDMO-KRGK Box 426, Carthage, MO 64836. E.O.E. M/F

**Terre Haute AM-FM** needs solid salesperson who's willing to hustle. With established account list you should make \$15,000-\$20,000 your first year. New ownership has a commitment to winning ... country AM, top 40 FM. Send resume to Jeff Weber, General Manager, WWCM-WBDJ, Box 400, Brazil, IN 47834.

**Shenandoah, Pa.** Established daytime in new modern quarters has increased power to 2500 watts and considerably expanded our potential. New 100 store mail 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.

**Northern Illinois**—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to J. McCullough, Personnel Manager, WLPO/WAJK, PO Box 215, La Salle, IL 61301 An Equal Opportunity Employer, M/F

### HELP WANTED ANNOUNCERS

**Soul Station** in Sun Belt wants announcer who is ready to move up to production/programming duties. EOE. Send resume to Box J-150.

**Wanted Experienced Morning DJ** who has what it takes to do the job. If your shoulders are as broad as your creativity, wit, and broadcast experience, you are answering the right ad, call 303-336-2206 or tapes and resumes to KLMR, PO Box 890, Lamar, CO 81052.

**Shenandoah Valley** Top Rated AM/FM has immediate opening for afternoon drive personality. Commercial experience and production abilities required. We need a PRO to join our excellent staff. Salary commensurate with ability & experience. Air check and resume to Robert MacNeil, WWSA/WQPO, Harrisonburg, VA 22801. EOE.

**Announcer** for Major Market FM Beautiful Music Station. Experienced professionals call David McKay, Operations Manager, WWBA Radio, Tampa, FL. EEO Employer. 813-576-6868.

**An exciting midwest** adult contemporary station needs exciting personalities. If you act is together send resume to Box J-175.

**Morning Entertainer** for 50,000 watt FM Indiana country station. Above average pay plus benefits. Send resume to Box J-192.

**Adult Contemporary** 50 kw station on Cape Cod looking for a warm, intelligent communicator. Good reader and production. Tape and resume to Jim Connors, WCIB, Falmouth-Cape Cod, MA 02540.

**Announcer/Salesperson** for Modern Country Music AM/FM located in beautiful central Virginia. Excellent opportunity. Rush tape, resume and requirements to WPED/WCMZ(FM), PO Box 8, Crozet, VA 22932.

**Can You Write** and produce copy that sells? Can you do an A/C airshift? Can you stand living in lovely, peaceful central Mass. with no pollution, no high taxes, no muggings. Can you show me two years or more of commercial radio experience? If you can do all of these things, send tape and resume to Gary James c/o W-A-R-E Radio, 90 South Street, Ware, MA 01082 E.O.E. No phone calls.

**WLAN FM-97 announcers** are among the highest paid in central Pennsylvania. Days off with pay will average 20-25 the first year. FM-97 is presently looking for a top-notch morning personality (or team). We also have an opening for a night personality, 12 AM to 5 AM. WLAN is an Equal Opportunity Employer. Send all tapes and resumes to: Mel Edwards, Program Director, WLAN-FM, 252 North Queen Street, Lancaster, PA 17603.

**Top-rated adult-contemporary** outlet seeks bright, talented personality for Morning Drive. Polish your skills in one of the Northeast's most delightful communities. Rush tape and resume. WTKO, Box 10, Ithaca, NY 14850. EOE.

**Small Market Radio**, has opening for experienced Announcer, with production, play by play. Send tape, resume to KDMO-KRGK Box 426, Carthage, MO 64836. E.O.E. M/F

**Announcers** for new quality music southeast FM station. Target date November 1. Five years experience. Send tape/resume to Charley Neeld, WHLG, 1000 Alice Avenue, Stuart, FL 33494 by October 15. E.E.O.

**Humanities Program Producer** to produce weekly half-hour radio humanities magazine. B.A. degree required, M.A. preferred in humanities discipline. Also requires audio production experience, willingness to travel, and ability to work independently. One year position. \$13,500. Deadline Oct. 24. Send resume and audition tape to: Bruce Smith, Gen. Mgr. WKMS-FM, Murray State University, Murray, KY 42071. MSU is an Affirmative Action, Equal Opportunity Employer.

**WRGI, Naples, Florida**—Just lost our fabulous night man (8PM to 1AM) to our great sales team. Our announcers are major market talent (Green Bay, Minneapolis, Miami) and we are looking for a jock who appeals to the 18 to 35 market. Professional, adult approach to Top 40. Minimum two years experience. Send tapes and resume to Roger Bald, WRGI, 950 Manatee Road, Naples, FL 33942. No phone calls, please. 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.

**Wanted: Announcer** for country format. Up to \$1250 per month. Send tape and resume to KSOX 345-57th Ave., Raymondville, TX 78580. E.O.E.

**KSON AM & FM**, San Diego, CA accepting tapes & resumes for future on air openings. Country music experience a must. Send tapes & resumes (no calls please) to Rod Hunter, College Grove Center, San Diego, CA 92115. EOE.

**Q-107 (WDWQ, Charleston, S.C.)** is expanding its staff of professionals. Wanted killer jock. Must be natural, exciting and able to work phones. In return we'll offer excellent pay, security, and more. Clock watchers, and persons scared of hard work need not apply. If you can truly entertain, send your tape and resume today. Gery London, Operation Manager, WDWQ, PO Box 903, St. George, SC 29477 803-723-5119.

## HELP WANTED ANNOUNCERS CONTINUED

**WLAM, Central Maine's** dominant adult contemporary station, is accepting tapes and resumes for openings in the air staff and news department. Females encouraged. Must have experience and third class license. Contact: Jeff Kelly, WLAM, Box 929, Lewiston, ME 04240. EOE.

**50,000 Watt Mod-Country WCAW** Tape/Resume to Rick Johnson, Box 4318, Charleston, WV 25304. EOE.

**Opportunity—Morning Announcer**—experienced only apply. You'll be second man on established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTRR/KZNN, Rolla, MO 65401. 314—364-2525.

**Needed immediately** ... Announcer with 1st Class FCC License for Top AM Country Music Station in largest market in North Carolina. Send tapes and resumes to Bill James, WCOG Radio, P.O. Box 8717, Greensboro, NC 27410. EOE/Minorities encouraged.

## HELP WANTED TECHNICAL

**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.

**Radio Technician/Producer**—Engineering/light maintenance work. Weekend air shift of classical music/news. Produce features for radio news magazine. Coordinate broadcast remotes. First class FCC license. \$8,800. Send resume to Mary Diegert, WSKG Public Radio, P.O. Box 97, Endwell, NY 13760. EOE/AA/M-F.

**Wanted Chief Engineer:** We need someone with a strong background in studio and transmitter maintenance for our high power AM/FM facility in the Charleston S.C. market. The person we choose must be a hard worker and willing to dedicate himself 100% to our fast growing company. Weekend air shift required. Send resume, to Gery London, Operation Manager, WDWQ/WQIZ, P.O. Box 903, St. George, SC 29477.

**Chief Engineer**—Responsible for full technical operation of Stereo KETR-FM a CPB/NPR public radio station. Valid FCC first class license required. Salary competitive, excellent benefits and working conditions in a beautiful location. Send letter, resume and references by October 17 to William Oellermann, General Manager KETR-FM, East Texas State University, Commerce, TX 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

**Channel 22**, Christian Television Corporation of Clearwater, Florida, is looking for a chief engineer, strong on maintenance, leadership, quality. Contact Mike Boland. 813—535-5622.

**We're in the market** for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package and the Monterey Peninsula to live. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, P.O. Box 1938, Monterey, CA 93940. A Rellaw Broadcasting station. EOE.

**Chief Engineer.** For AM and Automated FM. All new offices/studios. Much new equipment. Startling salary open. Good fringe benefits. EOE. Donald K. Clark, GM, Box 2029, Cocoa, FL 32922.

**Chief Engineer** for AM and FM facilities. Group ownership in Michigan. Send resume and salary. P.O. Box 1776, Saginaw, MI 48605. EOE.

**Chief engineer** for Texas station. Good pay. EOE. Send resume to Box J-213.

**Chief Engineer**—5KW AM directional-3KW FM automated, in small mid-west college town. Send resume to Jack Rohde, Box 156, Ripon, WI 54971. EEO Employer.

**Chief for midwest AM/FM.** Some experience necessary. Good maintenance practices important. EOE. Box J-240.

**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.

## HELP WANTED NEWS

**Immediate Opening** for PM news reporter at this top 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.

**Are You a local news digger?** Do you have a minimum of two years of commercial radio experience writing and delivering local news. Can you stand being a big fish in a small pond? If you love news, we may have the opportunity you've been looking for. Send tape and resume yesterday to Gary James, W-A-R-E Radio, 90 South street, Ware, MA 01082. E.O.E. No phone calls.

**Kansas Kicks (KS-KX)** Topeka's best modern country station is looking for an aggressive and intelligent general assignment reporter. Some anchor work is available provided you have the talent. Applicants must have at least nine months experience. If you are interested send a resume, aircheck, and writing examples to Mike Manns, News Director, KSKX Radio, Box 4407, Topeka, KS 66604. KSKX is an equal opportunity employer.

**KMJ Radio**, NBC affiliate, Fresno, California, located in the heart of Agribusiness country, has immediate opening for a Farm Editor. Applicants must be experienced all-round newsmen ... especially well-oriented in farm reporting. Permanent position. 5-day week, attractive employer-paid benefits package. Salary up to \$365. week, depending on experience and ability. Send complete resume and tape to KMJ Radio, 3636 N. First St., Suite 106, Fresno, CA 93726. An Equal Opportunity Employer.

**S.W. station looking** for an experienced street reporter and editor for all-news morning format. Send resumes, tapes, and writing sample to: News Director, KPAC Radio, 7700 Gulfway Drive, Port Arthur, TX 77640.

**Immediate opening.** News/Talk Radio daytimer for afternoon reporter/anchor. Good delivery a must. Salary negotiable. Send tapes and resume to: Mike Edwards, Box 7700, Sarasota, FL 33578.

**News Director.** Five years experience. Handle two man local news AM/FM combo. Southeast. Send tape/resume to Hamp Elliott, WSTU, 1000 Alice Avenue, Stuart, FL 33494 by October 15. E.O.E.

**Central Virginia College Town** seeks experienced, aggressive and imaginative news director with "on air" personality to co-anchor popular morning show and lead established news team. Send tape, resume, and references to WXAM, P.O. Box 1294, Charlottesville, VA 22902. EOE.

**Wanted:** Fast growing adult contemporary radio station in San Diego looking for that "right" person who can administrate and deliver today's lifestyle news. We're looking for a drive time anchor with an equal flair for administration. If you feel you excel at both please send resume and salary requirements to Chuck Brinkman, KOGO, 8665 Gibbs Drive, Suite 201, San Diego 92123. Equal Opportunity Employer.

**Vermont's Information Station** has opening for assistant news director. No beginners E.O.E. Send tape to Craig S. Parker, WDEV, Box 296, Waterbury, VA 05676.

**News Director** for Central New York AM/FM station. Experience in radio news necessary but excellent opportunity for a news reporter/announcer who is ambitious, talented and ready to advance. Send tape and resume to Program Director, PO Box 9300, Utica, NY 13503.

**Experienced Aggressive News Person** for Palm Springs California AM and FM stations. Must be able to gather, write and deliver hard news. Local news format with heavy on-scene reporting. Minority preferred. Send tape and resume to News Director, KPSI, 174 North Palm Canyon Drive, Suite 145, Palm Springs, CA 92262. EOE.

**Experienced radio anchor** needed by dominant AM-FM operations to gather, write and read news. An Equal Opportunity Employer. Send resume to Box J-228.

**WTLB Radio seeking** additional drive time anchor/reporter. Commercial or college experience required. Contact Brian Whittemore, 315—797-1330 (EOE/MF).

**News Department Seeks** person to collect, write, produce and deliver local news. Organizational skills and competitive spirit a factor. Send tape, resume, salary requirements to WATN, PO Box 1240, Watertown, NY 13601.

**News-Production Person** for southwest Texas C&W. Includes short AM shift. Must be committed to professionalism, aggressiveness. Good starting salary with opportunity. EOE. Box J-229.

## 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.

**TV Audio Director** to supervise department of three and work on programs ranging from talk to live performance, both in studio and remote. Must be familiar with recording studio practices including mixing, 8-track operation, and computer editing procedures. Three years broadcast experience minimum. Resume to Chuck Waggoner, KTCATV, 1640 Como Ave., St. Paul, MN 55108. An Equal Opportunity Employer.

**Program/Fine Arts Director** for growing public radio station. Responsible for program and music selection for classical format. Possible airshift. Do not apply unless you have experience, are energetic, like to work in a demanding position, and understand research. Salary \$13,000+. Deadline Oct. 10. Resume to: David Anderson, KWGS, 600 S. College, Tulsa, OK 74104. EOE.

**Commercial Copywriter/Producer** to create award-winning spots and do short air shift at highly professional AM/FM. Experience a must! We'll pay top salary and benefits. If you are good, send tape of commercials you have written and produced to: Bob Burian, WCCW, 346 East State Street, Traverse City, MI 49684. EOE M/F.

**Production Manager/Continuity Director:** Experienced bilingual (Spanish/English) individual to do production/continuity department, growing medium market. AM/FM combo. To supervise production/to write, produce creative copy. Weekly PA program, assist news director. Benefit package; pleasant resort-like community. Salary D.O.E. An E.O.E. m/f; minority inquiries encouraged. Send resume to Box J-152.

**Are you ready** to step up to Program Director? Prove in a letter with resume, references that you are. This could be your big break and mine. Modern country. Delicious South in Beach Area. EOE. Box J-221.

**Talk Show Host.** WNWS 790 AM. South Florida's fastest growing radio station. 1st in News/Talk. Please send tapes and resumes to: Dick Casper, WNWS, 8000 S.W. 67th Ave., Miami, FL 33143. An Equal Opportunity Employer.

**Production/News.** Must be creative, humorous, professional. FM100, 555 Benjamin Holt, Stockton, CA 95207.

**Program Director** for AM and FM in the beautiful Napa Valley of California 45 miles from San Francisco. Stations enjoy first and second share of market. Seeking sound management and leadership ability plus quality on air performance. AM is heavy news, talk and personality. FM automated beautiful music. Resume and salary requirements in first letter. Box J-230.

## SITUATIONS WANTED MANAGEMENT

**Asterisks in your ratings** book don't sell ... numbers do! I will deliver elephant numbers. Nationally recognized; case histories on request. Available and can do this book. Gerry 317—923-6710 now!



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## SITUATIONS WANTED MANAGEMENT CONTINUED

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**Eight Year Professional** in management, production, journalism, D.J. with degrees. (West). Box J-145.

**General Manager** ... On full time or weekly consulting basis. Former owner and general manager, who can make us both money. No magic ... just sound principles. Prefer a buy-in or buy-out, AM-FM combination in 25 to 100 thousand market in Wisconsin, Iowa, Illinois, Michigan, Minnesota, or Missouri. We can't make money if we don't talk. You can call references. All replies confidential. Box J-151.

**General Manager:** Totally armed with 18 yrs experience winning the battles of sales and profits in all size markets both AM/FM. Skills include heavy sales and sales promotions. Strong leader and motivator. Looking for new battles to win. Best credentials. Box J-231.

**Sales Manager.** Top salesman in top 40 market. Experienced, professional, strong motivator. Seeking opportunity to develop your salespeople into outstanding money producers. Box J-204.

**GM and/or GSM:** young, aggressive, street-wise and profit-oriented GM seeks new challenge with quality organization on the grow. AM/FM, various formats, medium markets. Box J-239.

**Successful General Manager** seeking new challenge with solid potential and financial rewards. Interested in long term equity. Proven track record in multi-station market of 200,000. Strong in RAB sales, administration and ability to get the job done. Prefer midwest or south. Box J-222.

**15 years programing and sales!** Major market experience seeking small/medium market "home!" Willing to start as program director. Box J-252.

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## SITUATIONS WANTED SALES

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**Sales Experience.** Also want airtime. First ticket. Will relocate. Tapes, refs. and resumes available. Joe Muscato 312-594-3858.

**Hungering** for greater success! Seeking Sales Managership of upper Midwest small/medium station with similar philosophy. Planning, presentations and effective summary closings earned me \$27,000 commission last year. Success documented in resume. Box J-207.

**Major market AOR air ace,** seeking stable medium market AOR air shift with production. Possible music duties. Contact Tom Sullivan at 216-497-9912. Afternoons. Excellent references, location no problem.

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## SITUATIONS WANTED ANNOUNCERS

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**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.

**Dedicated DJ** 2 yrs. N.Y. exp. Will go anywhere available now! Box J-115.

**Top Notch Sports Announcer** looking for opening as Sports Director and/or play-by-play man. You name it. I can do it. I sound damn good and have the tapes, references, and experience to prove it! Contact Burt Groner, 5455 Grove St., Skokie, IL 60077. 312-966-3875. (Former Sports Director at WKDl Radio/Northern Illinois University).

**Exp. Rock Jock**—Ready to kick. For tape and resume, call Roger Channell, at 312-764-0262 or 312-929-0776.

**Got the ticket.** Needed the break. Drove 2,000 miles for it, wife and son still in N.Y. 1st phone willing and able. Seek's professional, orientated, station. Some on air experience, but good voice. Competitive energy and production skills. Will relocate. Contact Marty Kaye, PO. Box 846, Pagosa Springs, CO 81147, or call 212-369-5729. Leave message.

**Broadcaster,** 16 months experience, R&B format, jazz preferred. Third phone, will relocate, hard working, good voice. Write: Robert Alexander, 1055 Philip Apt. No. 15, Detroit, MI 48215 Phone: 1-313-331-7699.

**First Ticket.** Limited air and sales experience. Will relocate. Tapes, refs, and resumes availble. Joe Muscato, 312-594-3858.

**Humorous and creative air personality.** Prefer adult contemporary but can handle any format. Experienced dependable, hardworking. Great news and sports. Send for tape and resume with great references. Steve Shovan, 5359 N. Magnet, Chicago, 60630, 312-631-1843, after 6 p.m.

**My shoes are too tight.** Small market morning man seeks medium market opportunity. If the shoe fits, I'll wear it. Call Jan, 505-445-5307.

**Dedicated announcer** with experience as music and news director. Seeks MOR, Top 40, or news in small or medium market in Northeast. Call Fred at 814-255-2362.

**Need a Music, Promotion or Public Affairs Director?** AOR Preferred. Sports Background College GM/ PD. I need a break! Pacific Northwest/Calif. Michael Hart 714-233-8833 leave message.

**Experienced and currently working** air personality. Creative, hardworking, and reliable. Third endorsed and willing to relocate. For tape and resume write Box J-246.

**I'm a 32 year old,** 16 year pro... looking for a major market position. I have a first phone. Presently program-news director of this solid number one, AM station 501-862-8388 or 501-863-6126.

**Experienced Adult Communicator** with first phone seeks position with A/C or oldies formatted station. Prefer Mid-Atlantic States. Box J-215.

**Some experience.** Excellent working record. Cooperative. Good voice and delivery. FCC second. Paul Kaishian, 510 N. 106, St., Wauwatosa, WI 53226. 1-414-453-4548.

**First phone,** diverse media background, strong news, seeks weekend airshift. Also available Christmas week, holidays. 100 mile radius NYC. Box J-249.

**Need top notch experienced** sportscaster available now will relocate. Skill in production, music, sales. Mitch 212-594-5824.

**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.

**10 years country personality.** Program/music director, sales. Box J-113.

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## SITUATIONS WANTED TECHNICAL

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**Chief Engineer:** Experienced; diverse background. 1st phone. Resume available. Box J-202.

**First Class looking** for chief engineer position of small AM and or FM station. Dependable, sober, married, experienced. Technical school graduate. Prefer California, midwest, consider others. 919-443-3551 after 5:30 pm. Bill Coleman, KA4DAP, 114 Circle Drive, Rocky Mount, NC 27801.

**13 years experience** as C.E. AM & FM, automation, construction, maintenance studio and transmitter Box J-223.

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## SITUATIONS WANTED NEWS

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**Sportscaster,** young, exciting. College grad. PBR all sports, talk, anchor. Steve Long, Box 296, Naples, NY 14512 716-374-2473.

**Recent College Grad** looking to break into radio. Experienced in news and sports reporting, PBR and production. Tape and resume available. Contact Dan at 312-255-3795.

**First Ticket.** Announcing, limited experience. Sales experience also. Will relocate. Tapes, refs. and resumes available. Joe Muscato, 312-594-3858.

**News-Sports Director**—Good voice—R-TV credits. Degree. References, Hank Holmes 617-679-6957 after 2 pm/eves.

**Aggressive, secondary-market** newsperson wants bigger challenges. Prefers street reporting, can also anchor. Five years' experience. No small markets wanted. Available on two weeks' notice. Box J-157.

**Play-by-Play**—Football and basketball. 15 years major college. Exciting, enthusiastic, expert, experienced. Lost assignment due to sale of station. Audience builder. Major college or pro only. Box J-173.

**College grad**—one year experience. Looking for sports position. Can do board shift. Bob 516-221-2498.

**Black, male combo** seeks entry level D.J./News-Tech. position. Energetic, enthusiastic with good attitude. Call Jerome Richardson 215-849-5615 or 215-922-2530.

**Top 50 Market ND Available.** Market size not as important, as professional atmosphere. Seeks station with strong news commitment and professional staff. Also enjoys working with, shaping beginners, eager to learn. Stresses good writing, street-reporting. 716-461-2427.

**Small to medium markets**—veteran newsman looking for place to settle. Dedicated, committed, more than just a rip and reader. No revolving door or cash flow problem stations, please. Box J-248.

**Available:** A 15-year broadcast veteran, looking for off-air work (writing, editing, assigning news; producing talk shows; producing sports programs). Will offer best resume and references. Chuck Carney, 616-345-6424.

**First phone,** diverse media background, strong news, seeks weekend airshift. Also available Christmas week, holidays. 100 mile radius NYC. Box J-249.

**Experienced sports director** all play by play seeking medium market will relocate call after 7 305-598-3615.

**Major Market News Director**—Operations Manager. Highly experienced, take charge professional journalist. Prefer Texas-Southern Metro. Will consider others. Box J-254.

**Versatile, professional** with five years experience looking for Midwest medium market challenge. Excellent sportscasting, solid in news, board and production work. Call Gene Fritz evenings, 312-539-9053.

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## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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**Producer/Director**—Major credits. 15 yrs Radio & TV News & Public Affairs Commercial & PBS. Drama BBC. Hard-working self-starter. 518-725-1454.

**Program-Music Director/Announcer** seeking similar position with good company. 8 years experience in station operations. Proven No. 1 Arbitron record. Let's form an effective management team to enjoy profits/high ratings. Bill McCown 803-226-1408.

**Small/Medium Markets:** Stable, innovative, motivating, winning programmer desires long-term commitment with above-average compensation. Rated No. 1-Top 10 Market. Dave 717-264-9083.

**Research Analyst/Assistant Research Director** (Television/Radio). 29 year old male seeks position in research department; desires major role in total research support for television/radio station. Five years administrative experience includes supervision, research/analysis and planning/organizing. Currently with federal government. No broadcast experience; quick learner. BS degree. Resume available. Box J-200.

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## TELEVISION

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### HELP WANTED MANAGEMENT

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**Marketing Services Manager,** KING-TV, Seattle. New position within Sales Department of major market NBC affiliate for individual with minimum three years experience at a television station in marketing, sales promotion or promotion. Job requires strong writing and graphics skills, knowledge of broadcast research and television selling. Self motivation essential. Please send resume, samples of work and letter outlining interest to: Sturges Dorrance, General Sales Manager, KING Television, Box 24525, Seattle, WA 98124. King Broadcasting is an equal opportunity employer. M/F

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## HELP WANTED MANAGEMENT CONTINUED

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**Promotion Manager**, 2-3 yrs experience. Send samples of work which will be returned. Network affiliated TV station on East Coast. A/A, EEOE. Send all inquiries to Box J-190.

**Business Manager**, 2-3 yrs. experience. Accounting degree required. For network affiliated TV station on East Coast. A/A EEOE. Send all inquiries to Box J-166.

**Business Manager** in medium sized North East market. Are you second in command ready to move up and take control of a TV Accounting Office? Experience in all phases of broadcast accounting is important but eagerness and aggressiveness are necessary. Degree desired. Equal Opportunity Employer. Send resume and salary requirements to Box J-216.

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## HELP WANTED SALES

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**Sales Manager**—Local—television sales experience, ability to train and motivate local staff of six account executives. Resumes to Bob Krieghoff, General Sales Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610. E.O.E.

**Account Executive** for aggressive north east independent. The most sophisticated research available. Station uprending in all key areas and demos. Send resume to GSM, WUTV, 951 Whitehaven Road, Grand Island, NY 14072. Equal Opportunity Employment.

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## HELP WANTED TECHNICAL

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**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.

**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. Holieron, 2690 State Road, Cuyahoga Falls, OH 44223.

**Maintenance Supervisor** for small production studio. Experience with helical recorders and color cameras required. For details call Barrett Georgis 415—495-8646 or send resume to 1175 Potrero Ave., SF, CA 94110.

**Operations Engineer**—Immediate need. Switching. 1st Class FCC License. \$10,000. Contact Mary Diegert, WSKG Public TV and Radio, PO Box 97, Endwell, NY 13760. EOE/AA/M-F.

**TV Engineer**: Houston independent UHF station needs a Transmitter Maintenance Engineer. Must have 1st class FCC license and minimum 5 years transmitter experience. Will assume responsibility of new facility construction. Send resume to Metromedia, Inc. PO. Box 22810, Houston, TX 77027. We are an equal opportunity employer.

**Chief Engineer**. "Hands-on" person needed to establish and manage maintenance activities for network affiliated UHF-TV station on East Coast. A/A, EEOE. Send all inquiries to Box J-191.

**Television Engineers needed** for expanding production facility. Must have 5 years experience in Video, Audio, or Videotape maintenance and/or operation. Send resume to Personnel Dept., Oral Roberts Evangelistic Association, PO Box 2187, Tulsa, OK 74171.

**Florida network VHF affiliate** needs a maintenance engineer, 3 to 5 years experience in all phases of television engineering. Installation, digital and microprocessor experience desired. E.O.E. Call Nile Hunt or Dan Long 305—645-2222, or send resume to WESH-TV, PO. Box 7697, Orlando, FL 32854.

**Senior Maintenance Engineer** with 3-5 years experience in all phases of television, E.N.G., and installation. Growth with group owned stations. EOE—Contact chief engineer 305—655-5455.

**TV Engineer Wanted**—transmitter chief—Lafayette, Louisiana. Must be solid, experienced, good work habits, self starter up to \$20,000 per year for right qualifications. Send resume to: Thomas G. Pears, General Manager, KLFY-TV, PO Box 3687, Lafayette, LA 70502. Strictly confidential. EEO employer.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience. ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets

**Maintenance Engineer** for State of the Art post production facility. Working with quad and 1" VTR's, CMX 340X and Digital Effects System. Call or send resume to: Scene 3, Inc., 1813 8th Avenue South, Nashville, TN 37203. 615—385-2820.

**Come to Muncie, Indiana.** Help WIPB-TV install a new transmitter, antenna, STL, and remote controls all in a new building. Ball State University needs a take-charge individual to supervise 3 engineers and many students, and to assist the Chief Engineer. New studio construction to come after the transmitter project is completed this spring. We do a number of sports and other remotes too. Excellent opportunity to gain valuable experience. Send resume to Ball State University, Personnel Services, Office, Muncie IN 47306. Application deadline: 10/10/80. An Equal Opportunity/Affirmative Action Employer.

**Chief Engineer** for metropolitan Chicago Cable Television Company. Will be building 3 television studios and master controls. Responsibilities include 3 Hitachi camera remote truck, Chyron, 1-inch C format videotape machines, ENG equipment, and staffing new department. Good salary and benefits. Contact: Director of Programming, Cablevision of Chicago, 655 Lake Street, Oak Park, IL 60302. No phone calls.

**Maintenance engineer** with experience on TCR-100 and Sony cassette machines. Salary negotiable, contact Bill Christman, WDEF-TV Chattanooga, TN 615—267-3392 E.O.E.

**ENG Maintenance Engineer** to work with news department of medium market station. Requires two to three years experience, first class FCC license. EOE. Send resume and salary requirements to News Director, WDAU, 1000 Wyoming Ave., Scranton, PA 18509.

**Control Room/Camera Operators.** Some experience in audio and video switching. ENG helpful but not necessary. Small UHF adjacent to top ten market. Resume and character references to Box J-208.

**Maintenance Engineer** with 6 years experience in maintenance and operation of state-of-the-art television equipment. Technical training may be substituted for some experience. FCC first class license required. University of Wisconsin-Stout Teleproduction Center. Apply by October 6th to Pam Thornburg, Personnel Office, UW-Stout, Menomonie, WI 54751. An equal opportunity employer.

**IVC-900 Maintenance Engineer.** The leading film-to-tape company has an excellent opportunity for an IVC-9000 maintenance engineer—preferably also with ability to operate IVC-9000 and with knowledge of Ampex 1200. Please respond to Box J-209.

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## HELP WANTED NEWS

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**Weathercaster.** Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Contact Dennis Smith, KARD-TV3, Box 333, Wichita, KS 67201.

**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, PO. Box 510, Palm Beach, FL 33480 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.

**Weathercaster**, to be second person in the department responsible for weather presentations on TV and radio. Competitive midwest market. Duties include weekend TV weathercasts. Tools include weather wire, fax, color radar. Must have on-air TV weathercasting experience. Equal Opportunity Employer. Send letter and resume to Box J-179.

**Assistant Producer** for TV news documentary unit. Involve assisting the producer in researching and developing stories, arranging interviews and locations, and structuring weekly 30 minute minicam news documentaries. Should be experienced in news documentary production as a TV news journalist. Working knowledge of ENG editing equipment desirable. Send resume to Mr. Fran Lucca, News Dept B WNED TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Managing Editor** for major markets network affiliate. Must be able to execute a dynamic coverage concept motivating reporters and photographers. Must be self-starting idea person with strong leadership capabilities. Must have minimum 2 years experience as TV-news assignment editor and producer. An EEO employer. Send reply to Box J-160.

**News Director**, tropical island Cable TV ENG with daily satellite news feed. Salary open. Some anchoring. Send tape and resume to Lee Holmes, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910.

**News Anchor/Reporter**—applications now being taken for a fully experienced anchor/reporter with an absolute minimum of 3 years prior experience in this position necessary. Those not having the background indicated are asked not to apply as they will not be considered. Send tape and resume to News Director, KMPH-TV, 5111 East McKinley, Fresno, CA 93727. An M/F EOE station.

**Producer** for 6 and 10 PM news. Must have TV news experience. Send resume to News Director, WTVW-TV, PO Box 7, Evansville, IN 47701. E.O.E.

**Reporters:** need two reporters to join strong News operation in southeast —top 100 market; some experience preferred; must be aggressive and have good writing ability. M/F E.O.E. Reply to Box J-193.

**Assistant Assignment Editor.** Creative, aggressive, assistant assignment editor wanted for one of the countries top local news operations. Contact Bob Yuna, KDKA TV, 1 Gateway Center, Pittsburgh PA 15222. EOE.

**Top fifty market**, mid-Atlantic, searching for reporter/anchor. Must be experienced, aggressive, creative. Send tape and resume to WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. No phone calls please.

**Experienced ENG Photographer/Editor**—immediate opening—no reporting—Must have at least 2 years experience on Sony BVU editing equipment and professional ENG cameras. Tape, resume, and salary requirements must come with first letter to Don Feldman, News Director, WMDT-TV, PO Box 321, Salisbury, MD 21801. (EEOC).

**General Assignments Reporter.** We are looking for a person with TV reporting experience who has the drive to succeed and advance. Excellent potential for upward mobility in this sunny South Texas Gulf Coast station. Send resume and tape to Chris Kelly, Personnel Director, KGBT-TV, PO Box 711, Harlingen, TX 78550. An Affirmative Action Equal Opportunity Employer.

**News Director.** Need strong, experienced leader to continue our momentum in building news department. Resumes to Lemuel B. Schofield, General Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610. E.O.E.



## HELP WANTED NEWS CONTINUED

**Producer/Reporter**—Research, investigate and produce programs examining issues and topics of statewide interest. BA in Journalism, Broadcasting or Mass Communications plus three years experience. Experience as broadcast journalist preferred. Strong research and writing skills. Additional experience may substitute for degree on year for years basis. Salary: \$15,480 Minimum. Apply by October 20th. Contact: Paul E. Few, Assistant Manager-Administration, University of Nebraska, Box 83111, Lincoln, NE 68501. Equal Opportunity/Affirmative Action Employer.

**Weather person.** Degree in Meteorology or the AMS seal preferred. Applicant must be able to project warmth and personality. Excellent growth opportunity with outstanding group owned television station in scenic center of the South. Send tape and resume first letter to: WRCB TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

**TV News Director**—Looking for aggressive news professional responsible for content and anchoring of nightly news program. Will supervise eager newsroom staff and full ENG operation. College/University degree plus 5 years related experience; supervisory experience in daily news setting a must. Excellent benefits. Salary range 14,560-22,590. Send resume and demonstration tape to: Chip Neal, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

**Reporter:** Leading news station in the Intermountain West has an opening for an experienced proven news journalist. Send resume and resume tape to Lucy Valerio, Personnel, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

**Sports Director** for WCAE-TV's aggressive sports department. One year TV Sports experience and strong organizational skills desirable. Responsibilities include producing two weekly shows, co-anchoring, coordinating production of tournament basketball and making college sports acquisitions. Salary negotiable. An equal opportunity employer. Send resume and tape to: Lou Iaconetti, General Manager, WCAE-TV, St. John, IN 46373. 219-365-4041.

**Reporter/Photographer.** Experience and college degree required. Must have knowledge of ENG equipment. Contact Bob Palmer, ND, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

**Experienced Sports reporter needed.** Writing, filming, on-air experience required. Well-equipped modern facility. All new ENG equipment. Contact: Ed Kearney, WLUC-TV, PO Box 460, Marquette, MI 49855. An E.O.E. Employer.

**Weekend anchor/producer,** woman or man for Upper Midwest ABC affiliate, competitive market. General assignment reporting duties during the week. Must know film and ENG. Equal Opportunity Employer, Affirmative Action. Send letter and resume to Box J-214.

**News Reporter.** Radio/TV News Department is accepting applications for experienced radio or TV reporter. Imagination and ability to talk with people on the street is required. Apply by resume including tape to: Ray McNally, Palmer Cablevision, 333 8th Street South, Naples, FL 33940. We are an equal opportunity employer.

**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, PO Box 2116, Huntsville, AL 35804. EOE.

**A tough spot** news major Southwest city is looking for that special breed of ENG one man band, the hard driving, hustling, aggressive overnight photographer/editor/reporter. Don't apply if you are not experienced and a dyed in the wool night person who knows the ins and outs of the police, fire and sheriff beats and don't care if you ever see the light of day. E.O.E. M/F Box J-232.

**News Assignment Editor.** 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.

**News Executive Producer.** Major Florida market. Must be strong writer and editor. Experience required. Affirmative Action/Equal Opportunity Employer. Box J-225.

**TV News Producer Wanted:** Person totally qualified for the responsibility of writing, timing and coordinating television newscasts, including overseeing quality control and accuracy. Must have bachelors in journalism or telecommunicative arts, executive training in journalism, two years current experience in television news, and at least one year current experience in newscast production including "state of the art" understanding of film and ENG editing. Salary 14,850 depending upon training and experience. Send complete resume to Dick Vohs, News Director, WOIT-TV, Ames, IA 50011 by October 10, 1980. E.O.E./A.A.E.

**Anchor/Reporter.** Small UHF adjacent to top ten market in East. Experience to help organize news department. Resume and character references to Box J-206.

**Reporter:** Top rated TV station seeks a strong reporter for our News Magazine and to contribute to our Documentary Series. If you are experienced and can put together top packages you might be the person we need on our team. Bilingual (English/Spanish) skills preferred. Please send resume and video tape to Frances Reyes-Acosta, KFSN TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, is an equal opportunity employer.

**Reporter/Anchor** for small market VHF in South. Must have one year TV or two years radio news experience. Beginning salary \$9,000-\$11,000. EOE. Send resume to Box J-233.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**PM Magazine Photographer:** Station is making heavy commitment to PM Magazine and needs an excellent photographer who is not afraid of hard work. Must be totally familiar with ENG equipment. Send resume, tape, and salary requirements to: Production Manager, WMTV, Madison, WI 53711. An equal opportunity employer.

**TV Audio Director** to supervise department of three and work on programs ranging from talk to live performance, both in studio and remote. Must be familiar with recording studio practices including mixing, 8-track operation, and computer editing procedures. Three years broadcast experience minimum. Resume to Chuck Waggoner, KTCATV, 1640 Como Ave., St. Paul, MN 55108. An Equal Opportunity Employer.

**Traffic Manager** needed in major southern market. BIAS experience preferred along with aggressive and hard working attitude. Excellent salary and benefits. An Equal Opportunity Employer-M/F. Please send resume with salary history to Box J-155.

**Program Coordinator:** A top independent station in the Mid-West is looking for a bright and energetic person with good communication skills to schedule films and syndicated programming. Also must have some knowledge of operations, production, and promotion, with a good research background. We're looking for a person on the way up, who is looking for a real challenge. EOE/M-F. Please send resume & salary requirements to Box J-178.

**Producer/Director** for state-of-the-art broadcasting and production operation. Minimum 3-5 years plus college degree or equivalent years in experience. Hands-on position: GVG, RCA & Sony E.F.P., 1-inch editing, live sports, remotes and special events. Top-rated News and Production facility in the state. Salary DOE. Send resume and tape to: Production Manager, KAKE-TV & Productions, Box 10, Wichita, KS 67201. No phone calls! EOE.

**Television Production Manager:** Develops, implements production policies, standards and procedures; advises producer/directors; coordinates production personnel. Four year college degree, four years production experience (one year as TV producer/director). Salary: \$16,265. annual. Contact: Jim Moran, Program Manager, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

**Producer/Co-Host** for major market Northwest PTV VHF station to write, research, produce and co-host weekly art magazine. Degree in the arts or education/work equivalent. Experience on camera, on location production with film or EFP arts journalism. Demonstrated ability to maintain communication with women and ethnic minority population. \$14,724-\$21,048 plus liberal benefits. Deadline: October 10, 1980. Send cassette and resume to Selection Committee, 80-P-8E, c/o Fujita, KCTS9, 4045 Brooklyn NE, Seattle, WA 98105. AA/EOE.

**Producer-Director.** We need an individual to occupy the Senior staff position in our Production Department, directing our early and late news blocks. This individual should be technically competent, of course. But equally important, he or she should be an active contributor to news planning, and should be able to exercise some leadership in directing the efforts of the full production crew. Previous experience is a must. EOE. No phone calls please. Send resumes and salary requirements to Dale Mitchell, Production Mgr. WFRV-TV, PO Box 1128, Green Bay, WI 54305.

## SITUATIONS WANTED MANAGEMENT

**Could your station** use a person who has created and produced over 3500 hours of network and syndication T.V. programing over the past 33 years? I've had enough talent, union and other problems and am closing national production house. Well versed in management, production, syndication and national accounts. Open for discussion for television and might consider radio—but, must be exceptional deal. Incentive a must—money secondary. All replies answered in strict confidence. Will relocate. D.L., Box 1111, Naples, FL 33940.

**20 years experience.** All phases of management including programing, news, promotion, sales. Seeking programing/operations. Currently in management. Box J-234.

## SITUATIONS WANTED TECHNICAL

**Female FCC First-Class License** (recently obtained). Twelve years experience at major TV station in administration, personnel, and news coordination. Ready for entry-level technical position. Very negotiable. Box J-140.

**18 years experience** all phases of Engineering as well as Management totally familiar with everything from preparing an application to laying out and constructing entire station. Box J-236.

**Eager young microwave engineer** with 1st class license and experience in satellite communications with interests in AM, FM or TV. seeks employment in Seattle-Tacoma area. Available immediately. Steve Dilg, c/o Teleprompter, 1344 Tilton Road, Northfield, NJ 08225. 609-927-9518 eves., 641-1700 days.

**Chief Engineer,** also consider exceptional Assistant Chief's position. Successful past Assistant Chief, age 33, seeks full responsibility career position with quality minded organization. Professional management orientation, very heavy maintenance/operations background in all areas, 1st phone. Currently advanced Videotape/CMX maintenance specialist with national network. Relocate to any no-snow area. Detailed resume promptly sent. Box J-250.

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

## SITUATIONS WANTED NEWS

**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.

**Aggressive Reporter** 2 years experience eager for small to medium market opportunity. Strong production skills. Mary Ann Herman 614-486-2882.

**Experienced Sports Director/Anchor/Reporter** wants to relocate. 33, college grad, family man. Scintillating athletic background combined with top sportscasting skills. Current work includes Sports Director/Anchor, play-by-play, reporting and commentary for Statewide TV Sports Network. You'll like my work. Let's talk. Box J-172.

**Lead Anchor** —Also produces. Mature, network experience. Currently employed Midwest. Some reporting. Box J-182.

**I am the top rated anchor** in a medium market looking to move on. If you want a journalist behind the face and voice, then I am the person you are looking for. Call 609-561-0619.

**Top-Notch Sportscaster.** Experienced anchor, reporter, producer. Seeks position at station with quality sports coverage and commitment. Box J-247.

**Dedicated, experienced sportscaster** with four years in the business. Looking to help a good station. 318-433-2971. Box J-253.

**Give me a break!** Syracuse broadcast journalism grad looking for a start. Have ENG experience, but will do almost anything especially work as a desk assistant. Contact Pat at 201-647-3396.

**Need Iran footage?** Network news archives expert available. Box J-203.

**Hard working award winning** Radio ND/TV producer seeks news operation with same qualities. BA/MA, 3 years experience. Articulate and thrive on challenge. Tape/Resume, Karen Capria, 433 S. Gilbert, LaGrange, IL 60525. 312-352-1983.

**Weather Anchor,** A.M.S. Seal, five years medium market. Box J-251.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Producer/Director** with national and regional commercial production credits, strong managerial background and 15 years television production experience seeks position with production house or television station with emphasis in production. Available now. K. Dwight Werle, 385 Good Ave., Indianapolis, IN 46219 317-357-4709. Will relocate.

**Producing for cable.** Experienced PBS Producer seeking public station wanting to develop cable option for future. Box J-144.

**Spokesperson**—Bright, articulate female for media tours. Consumer health, nutrition, food products—my specialty. Donna Guida, 201-988-2712.

**Experienced Network Producer,** tired of New York wants news director position with station interested in quality. Don't reply if you're a revolving door outfit. Box J-217.

## For Fast Action Use BROADCASTING's Classified Advertising

## CABLE

### HELP WANTED TECHNICAL

**CATV engineer** for new Pennsylvania system. Experience in building own plant necessary. Will consider a current No. 2 person seeking advancement. Liberal benefits. EOE employer. Send resume to: Mr. Roberts, PO Box 6128, Bridgeport, CT 06606.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Executive Director,** California Chicano News Media Association. The California Chicano News Media Association (CCNMA), a non-profit educational and charitable corporation housed at the University of Southern California School of Journalism, is seeking applicants for the position of Executive Director. The Executive Director's responsibilities include administration and supervision of CCNMA programs and staff, fund raising, relations with professional groups and community organizations, counseling of students and preparation of reports. The Executive Director reports to a 15-person board of directors. Present staff includes an Executive Director, Associate Director and Administrative Assistant. The anticipated salary for the full time position starts at \$30,000 per year, plus fringe benefits. Applicants should have at least five years of experience in journalism, journalism education or related fields and a working knowledge of grant writing would be useful. The CCNMA is made up of more than 50 working reporters, editors and news technicians interested in encouraging young Latinos to pursue careers in journalism, assisting those studying journalism, and promoting career advancement of Latino journalists. CCNMA's activities consist of comprehensive program of conferences, workshops, publications, referral services, scholarships and related activities. Deadline for applications is October 6. Those interested should send a letter and resume to: Search Committee, California Chicano News Media Association, School of Journalism, University of Southern California, Los Angeles, CA 90007.

### HELP WANTED SALES

**Sales Reps Wanted**—Innovative, new sales promotion for radio stations; 4 sales managers needed; South, Northeast, Midwest & West. Call on radio station owners & managers to sell exclusive promotional product-1 to mkt. High earnings. Reply Box J-220.

### 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.

**\$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 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, KIS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

**Broadcast Teaching Position.** Search reopened. Tenure track position, rank and salary negotiable depending on qualifications and experience. Ph.D. with recent professional experience preferred. M.F.A. acceptable. Duties include teaching TV Production/Direction plus one or two of the following: script and continuity, radio production, broadcast economics, cable television, mass media effects, media management. Responsible for advising Broadcast Communication majors, and partial supervision of student closed circuit TV operation. Position available August 15th, 1981. Applications accepted until December 1st, 1980. Marquette University, an urban Jesuit University, in Downtown Milwaukee, enrolls 530 students in the College of Speech, including 160 undergraduate Broadcast Communication majors. State-of-the-art broadcast level color facility/equipment; 2 TV studios, 5 radio studios, fully open to students. Send letter of application, vita, official transcripts, and placement credentials to: Dean Alfred J. Sokolnicki, College of Speech, Marquette University, Milwaukee, WI 53233.

**Faculty Positions in Telecommunications.** The Department of Telecommunications, Indiana University, anticipates three new positions at the rank of Assistant Professor, tenure track, beginning August 15, 1981. Salary: \$17,000 or more, depending upon qualifications. Qualifications for Position I: (Possibly beginning January 1, 1981). 1. Primary interest and ability in teaching beginning and advanced level courses in creative and/or managerial aspects of radio-television production; 2. Two or more years college teaching experience desired, but not required; 3. Advanced Degree and Professional Experience; 4. Commitment to research and/or electronic publication; Qualifications for Position II and Position III: 1. Ph.D. (or near completion) or equivalent thereof; 2. Two or more years college teaching experience desired, but not required; 3. Commitment to research and/or electronic publication; 4. Teaching and research interests in one or more of the following telecommunications areas: a. Management, Economics, and Advertising, b. New Technology, c. Law and Policy, d. Broadcast Journalism, e. Effects, f. Aesthetics, Production, g. History. Applications should include (1) transcripts of graduate level course work, (2) a description of previous teaching experiences and future teaching interests, (3) a description of previous research/electronic publications, (4) plans for future research/electronic publications and (5) three letters of recommendation submitted directly by references or from recognized placement services. Applications received by December 1, 1980, will be assured of full consideration. There is a possibility that Position I could begin January 1, 1981. Applicants desiring to begin work on that date should apply by November 1, 1980 to be assured of receiving full consideration. Please send your application to: Professor Roland C. Johnson, Chairman, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an Equal Opportunity/Affirmative Action Employer.

### HELP WANTED NEWS

**Senior Video Producer.** Major energy company seeks television news producer to handle public relations video programming. Candidate should have several years experience in a major market with news documentary experience preferable. Salary competitive with top 15 market producers slot. Send resume to: Rick Whitmyre, Texaco, Inc., 2000 Westchester Ave., White Plains, NY 10650. Equal Opportunity Employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For 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 to lease or buy,** TV Mobil Unit with five or six camera capability, slo mo, etc.. Write full information to Box J-162.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Helix** 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.

**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.

**Collins 820E-1 AM Transmitter.** 5KW with matching 2-lower 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.



## FOR SALE EQUIPMENT CONTINUED

**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.

**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.

**Gates Stereo Automation.** Change of format. Mark Howard 912-232-0097.

**2 TR 50's—w/DOC,** electronic splicer avail. Dec. Best offer, WXON-TV, 27777 Franklin, Southfield, MI 48034 A. Johnson, 313-355-2900.

**Ork Omega 10 Channel** stereo audio console, good condition, \$2,800. Andy Booth, CE, WQRK 804-497-1067.

**IGM-500 Stereo Automation,** 2 Scully 270, 3 carousels, peg clock, time announce, single cart deck, numeric encoder/logger & encoder cart deck, 3 racks. \$5000 Steve Dinkel 816-279-6346.

**Automation-DP-1 Stereo,** 2 RS carousels, 2 dual deck cart machines, 3 Revox PB, 1 Metrotec R/P/W tone encoder, encoder with CRT & logger, 4 racks. As is \$8,500 Steve Dinkel 816-279-6346.

**For sale:** Television Technology 100 watt UHF translator (ch 8 input and ch 63 output) with solid state updated UST-20 and RA-7 Amplifier, \$5,000 or make offer. Contact Gary Mackley, City Clerk, Deer River, MN. Phone No. 218-246-8195.

**Collins 300-G AM Xmtr.,** 250 w. Good condition for main of auxiliary. Mr. Taylor, WHDL 716-372-0161.

**FM Antenna Jampro JSCP 14,** tuned to 107.3, needs some work, best offer takes it. Roger Hatcher, WCGQ, P.O. Box 1537, Columbus, GA 404-327-1217.

**For Sale:** Three Norelco PC70 cameras with XQ1020 series tubes, two have Angenieux J11 lenses, one has Schneider TV-1 lens, twin TV33 cable, CCU's in consoles with casters, monitoring included. Tripods, Vinton heads and some cable included. Contact Myron Oliner, KBTU, 1089 Bannock, Denver, CO 80217.

**20 KW FM transmitter,** early 70's, exc. condition. M. Cooper 215-379-6585.

**Reconditioned ITC cart machines.** Revoxes, Carousels, InstaCarts, automation systems, consoles. Broadcast Automation, Dallas. 800-527-5959 toll-free or 214-934-2125.

**Schaefer 903E expanded memory** automation system complete with four 750 ITC reel to reel playbacks, three Audio-files II cart machines, random access for 144 carts; manual control panel, digital keyboard controller, studio/network interface with control head, ASR-33 list and load TTY and VEL English logger. Two and one half years old. Contact John Fischler, Broadcast Management Corporation, 8686 Michael Lane, Fairfield, OH 45014. 513-874-5000.

**5 KW FM transmitters,** Gates FM 5B w/s.s. power supply, also GEL in exc. condition. M. Cooper 215-379-6585.

**2 Philips LDH-20 Cameras** 1 yr old. \$13,000 each. WGC-TV Red Lion, PA F. Wise 717-246-1681.

**1 PCP-90B w/complete equipment** package. (\$20,000) Camera, base station, cables, spare parts, manual, etc. In good condition. John Bosak, WITF-TV, Box Z, Hershey, PA 717-533-8000.

**Generator Sets—5 KW to 200 KW.** For standby electricity in case of blackouts. Reconditioned. Gov't surplus sets or brand new. Diesel or gasoline powered. 220/440 volts and 110 volts. Write or phone for your quotations. M. Berger Co. S. 6th & Bingham Sts., Pittsburgh, PA 15203. Phone: 412-431-7377.

**GE TT-25 UHF-TV Transmitter,** 2 ea. \$35,000.

**RCA TT-10AL VHF Transmitter—**\$5,000.

**RCA TT-35CH VHF Transmitter—**\$20,000.

**RCA TT-50AH VHF Transmitter—**\$12,000.

**Sony 2850 3/4" Video Recorders—**\$1,500 ea.

**Sony 2860 3/4" Video Recorders—**\$2,500 ea.

**Spectavisision 3/4" Editor—**\$3,000 ea.

**Complete film island—**\$30,000.

**IVC 500A Color Cameras—**ea. \$7,500.

**GE PE-350 Color Cameras—**ea. \$4,000.

**GE PE-240 Film Camera—**\$8,000.

**CDL VSE-741 Switcher—**\$2,500.

**RCA TK-27A Film Camera—**\$12,000.

**RCA TP-6 Projectors—**\$1,000.

**Ampex 1200 A VTR'S—**ea. \$22,000.

**New Garrard Turntables,** \$100.

**New Edutron CCD-2H Time Base Corrector—**\$5,800.

**UHF Antennas—**Various Models and Prices.

**New 1000 foot TV Towers—**best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Jocks!** Recording artist Bio's—music information. (Monthly Service) Sample Issue \$1. Radio Times, 200 South Glenn 98-C, Camarillo CA 93010.

## MISCELLANEOUS

**Antenna Site** 9 Acres in Louisville, Kentucky for sale by owner. Ideal location for radio or communications antenna. 502-239-2747.

**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.

**Wanted to buy** current Country Western Library. Contact KZIQ-Radio. Phone 714-375-1360 or write PO Box 369, Ridgecrest, CA 93555.

## RADIO PROGRAMING

**Best of Radio,** highly polished weekly series of radio history. Local avails, plus national sponsor. Exclusive trade. 312-467-5430.

## SALES TRAINING

**How to Handle** the six biggest objections to radio advertising ... Self-Study, six cassette audio program with 54-page workbook. Write for free brochure. Youngs, Walker & Company, One Crossroads of Commerce, Suite 520A, Rolling Meadows, IL 60008.

## 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.

**San Francisco, FCC License** 6 weeks 10/27/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194.

## RADIO Help Wanted Programing, Production, Others

## ASSISTANT PROGRAM DIRECTOR

### Major Talk Radio Station

We are the #1 radio station in Los Angeles and one of the top talk stations in the country. 24 hours talk, some news, remotes and innovative specials, top personalities, total community service, and the Los Angeles Dodgers.

We require a min. of 5 years executive/management exp. in radio or television. You must also have production and administrative abilities, be able to professionally write program and promotion material, and work with talent on a day-to-day basis. This is a position that demands a person who is a self-starter and quick to assume responsibility.

Send complete resume with salary requirements to:

Box J-243

Equal Opportunity Employer M/F

## Help Wanted Management

### GENERAL MANAGER

Medium market Florida A.M. Candidates must have successful sales record. Able to hire and train new sales staff. Include with resume letter stating sales philosophy, your criteria for hiring and how you would train. This opportunity offers \$20,000 to \$25,000/year salary plus negotiable share of profits and future equity possibilities. Replies confidential to Box J-244.

### GENERAL MANAGER

The top rated station in this medium size Eastern market is seeking a dynamic motivator. This person will be aggressive, informed, creative and qualified to lead the best staff in the city. Apply with full resume to Box J-210. All information confidential. EOE.

## Help Wanted Management Continued

### HEY SUPERMAN ... HELP US FIGHT CRIME

The crime is, we don't have *everyone* on the air ... We need a Sales Manager. Our Superman must be an organized, people motivating, "BOOK" understanding, selling, son of a gun. Superman can be a Sales Manager already or, the Number Two, who's ready to move up and there's no room at the top ... What do you get? ... A Super salary ... Plus incentives based on a Super AM/FM facility with Super proven formats with Super numbers ... a Super, brand new half million dollar building with Super equipment, Super people. Super signals and coverage area in California ... INTERESTED? Reply in strictest confidence with resume and salary history to: Box J-142.

## Help Wanted Announcers

### MORNING SHOW HOST

50,000 watt WGY in Schenectady, New York

Candidate should possess:

- 2-3 years of medium/major market radio experience
- demonstrated ability in station/community involvement
- desire to work within a corporate environment

Send complete resume and recent aircheck to:

Michael Neff, Program Manager, WGY,  
Schenectady, New York 12309.  
An Equal Opportunity Employer.

## Help Wanted Technical

### CHIEF ENGINEERS (2)

Park Broadcasting, Inc., needs chief engineers for its radio facilities in Richmond, Virginia and Chattanooga, Tennessee. Both locations require FCC 1st class license, automation and directional antenna experience. Should be very strong on maintenance. Send resume with verifiable references and salary history to:

Doug McKay, General Manager WTVR Radio 3314 Cutshaw Avenue Richmond, Virginia 23230	Jack Starr, General Manager WDEF Radio 3300 Broad Street Chattanooga, Tennessee 37402
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EQUAL OPPORTUNITY EMPLOYER

## Help Wanted News

### WPAT-NEWS ANCHOR

WPAT wants you to know that there is a position open in our news department. We need a top flight morning news anchor. Send audition tape and resume (not returnable) to Ken Lamb, WPAT, 1396 Broad Street, Clifton, NJ 07013. An equal opportunity employer.

## Situations Wanted News

### NEWS DIRECTOR

Major market success. Knows full service news, talk and community involvement. Excellent people manager who motivates the staff to beat the competition. Seeking long term association with manager who wants the best radio news. Box J-168.

## Situations Wanted Management

### Attention SO. CALIF. & ARIZONA OWNERS GM Available

YOUNG (early 30's) - AGGRESSIVE - EXPERIENCED

Programing, News, Construction and PROFITS ... I know them all.

I can build a dedicated, effective team of professionals that will lead to higher ratings and profits. Developed a new FM in the last two years. Ready for new challenge. Need \$40,000 minimum + incentive.

Will be on coast Oct. 4-11. Set up appointment now to talk. Respond to: Gen. Mgr., 50 Quail Drive, Auburn Heights, MI. 48057. Do it today!

### Operations/General Manager

Major market operations manager seeks general management opportunity or equity position. Skills include administration, sales and audience promotion, management and motivation, programing, research, EEO and FCC.

Call Thom Sanders, KHOW-FM, Denver, 303/573-6300 or home 838-6562.

## 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.

### ADULT CONTEMPORARY/ MOR PROGRAMMER

10 years of ratings supremacy in Houston with ABC O&O KXYZ AM and independent powerhouse KQUE FM. Seeking PD position in major or medium market. Incisive troubleshooter, exceptional leadership and organizational ability. Allyn Turse 713-781-4132. Box J-224.

## TELEVISION

### Help Wanted News

### PHOTOGRAPHERS

Top 20 market searching for News Photographers. Minimum of 3 yrs. television news photography exp. preferred. Must be familiar with ENG gear. We have all the latest state-of-the-art equipment, including several microwave vans and live helicopter. Please send resume to Box J-226. EEOE, m/f.

## Help Wanted News Continued

### CO-ANCHOR

6 and 10 p.m., M-F for ABC affiliate, Upper Midwest, competitive market. Must have experience in all fields of TV news ... on-camera delivery, producing, field reporting, live remotes, ENG and film editing, and packaging. If you're the one we're looking for, you will be well paid. We are an Equal Opportunity Employer. Send letter and resume to Box J-183.

### Noon Anchor

Anchor/Producer for Noon news magazine. Minimum 2-years TV news. Send anchor tape and resume (no phone calls) to Jay Moore, News Director, WTVR News, 3301 West Broad St., Richmond, VA 23230. E.O.E.

## Help Wanted Programing, Production, Others

### Super Promotion Person

Top 10 market, group owned, network affiliate needs sharp promotion person for creative services department. Candidate should know how to produce award winning, audience grabbing TV advertising. And should also be familiar with print and radio advertising. Send resume to Box J-238.

An equal opportunity employer



America's top rated medium market PM show seeks co-host with on-air and story producing experience. Our co-host has gone to our sister station in Dallas. Please send tape and resume to Kathy Connelly, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706. An Equal Opportunity Employer.



**Help Wanted Programing,  
Production, Others  
Continued**



Station in top 25-market looking for talented, experienced host/producer for PM Magazine. Candidates must have extensive on-air experience, good writing ability, and be able to produce entertaining and informative features. Must be available immediately. Send resume to Box J-255.

An equal opportunity employer.

**Computer Video Editor**

For newly added salon in state of the art production facility. Requires heavy spot work, broadcast and industrial training program experience. Preferably with Sony BV-E 5000 or CMX background. Additional 1" VTR, Squeezezoom and Chyron abilities needed. Midwest location, salary commensurate with experience. Send resume to Box J-194.

**PROMOTION DIRECTOR**

WDTN is looking for an aggressive, hard working, Promotion Director who is a team player and capable of becoming a member of our motivated management team. Successful candidate will be experienced in advertising promotions or related fields. Experienced in budget management, FCC regulations and audience development is a must. Send confidential resume to: Mr. John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401.

An equal opportunity employer M/F/H

Home Box Office

**PROGRAM  
RESEARCH  
ANALYST**

To assist in the design of primary research studies. Responsible for the implementation of field work. Will also collect, organize and analyze secondary data related to potential value of performers, program types, genres and program concepts. Strong statistical skills and knowledge of methodology necessary. Requires 1-2 years program/television research experience with knowledge of the popular entertainment business e.g. movies, TV, pop music a plus. Must have strong writing and communications skills. Send resume and salary history to: Santos Murillo, Personnel Dept. 613, Time Inc., Time & Life Building, 1271 Avenue of The Americas, New York, NY 10020.

An equal opportunity employer

**Help Wanted Technical**

**TIME INC.**

**Broadcast Lab  
Engineer/Technician**

Home Box Office, a wholly-owned subsidiary of Time Inc., is accepting applications from Broadcast Lab Engineers/Technicians to be responsible for the operation and maintenance of oscilloscopes, sweep generators, spectrum analyzers, video test signal generators, audio distortion analyzers and other instruments utilized in measuring RF and Baseband signals. A 1st Class FCC License would be a plus.

Excellent starting salary and company benefits as well as growth potential.

Interested? If so, forward your resume to:

Santos Murillo, Personnel  
Department 328, Time Inc.,  
Time & Life Building, Rockefeller  
Center, New York, NY 10020

An equal  
opportunity employer

**Situations Wanted Programing,  
Production, Others**

**CABLE FOR PTV**

Experienced Executive Producer seeking PTV station wanting to develop cable option—the production of performance, health, and self-help shows—for future. Resume available. Box J-201.

**CABLE**

**Help Wanted Management**

**DIRECTOR  
OFFICE OF  
TELECOMMUNICATIONS**

The City of Erie, Pennsylvania is soliciting applications for the Director of their Office of Telecommunications. The Director will oversee the franchisee's construction of the cable system within the City and enforce compliance of the franchise. The Director will also be responsible for the organization, start-up and administration of the community access facilities. The Director will act as liaison between the City, the cable company and the community to promote the effectiveness and efficiency of the cable system. Salary commensurate with experience, ranging from \$15,000 to \$25,000. Please send application, including a complete resume, to City Clerk, City of Erie Municipal Building, 626 State Street, Erie, PA 16501. All applications must be received no later than October 14, 1980. (E.O.E.)

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Engineer  
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Home Box Office, a wholly-owned subsidiary of Time Inc. is accepting applications from qualified television/CATV professionals to fill a challenging, responsible position in their New York based Network Operations Department.

Duties to include baseband signal evaluation and implementation at affiliate locations (approx 25% travel). Strong knowledge of CATV security hardware and systems a must. A 1st class FCC License is a plus.

Excellent starting salary and company benefits as well as growth potential. Interested? If so, forward your resume in complete confidence to:

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Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send a resume with salary requirements to:

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Soundshop, Inc., one of the nation's foremost production companies, is seeking a highly skilled and experienced individual for its broadcast sales staff. Unlimited income potential and opportunity with this company that has such accounts as Budweiser, Levis and Honda.

A highly motivated, self-starter with strong organizational abilities and prior experience in broadcast sales or programming desirable. This challenging position requires extensive travel in the eastern U.S.

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Call (201) 431-1977 or write the Jewish Broadcasting Network, c/o The World Jewish Heritage Foundation, Route 524, Adelphia, New Jersey 07710.

### Public Notice

#### The City of Seward

with a population of 2,000, is soliciting a Statement of Interest from firms interested in providing Cable Television to our community. The statement will be received at the Seward City Hall, P.O. Box 337, Seward, Alaska, until 4:00 p.m., local time, on November 4, 1980.

To obtain specific information please contact:

Mr. Darryl Schaefermeyer  
Administrative Assistant  
P.O. Box 337  
Seward, AK 99664  
(907) 224-5214

### Miscellaneous

#### THE SYSTEM<sup>sm</sup>

Another revolutionary new idea for the broadcasting industry available this fall from the first name in profit-making promotions, FirstCom Broadcast Services Inc. Two Oaks Plaza, Suite 2215, 6730 LBJ Frwy., Dallas, TX 75240. (214) 934-2222. The System, Service Mark 1980 FirstCom Broadcast Services Inc.

#### FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the tropics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

**October 7, 1980 Public Broadcasting Service, Transponder Allocation Committee meeting, 9:00 a.m., Sheraton Inn, 706 John Nolen Drive, Madison, Wisconsin.** Review transponder time allocations over last six months; resolve current conflicting requests for transponder time; implications of relinquishing unused transponder time back to Western Union. Consider request from Eastern Educational Network to manage the fourth transponder.



## WE CAN SHOW YOU HOW TO INCREASE YOUR SALES SUBSTANTIALLY!!!

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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.

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CP's ... will buy 100% of your CP for any broadcast property or will consider buying percentage and putting on air. Will show profit first month of operation. Box J-159.

## Black Broadcaster Looking

For station with potential and good terms—Sale Now—Get Your Tax Certificate

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- Daytimer, Missouri. \$380,000.
- AM/FM in Northwest Mississippi. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV-C.R. 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.
- 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 Idaho. \$660,000 terms.
- 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. \$600,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
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KY	Daytime AM	120K	Small
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OK	AM & FM	975K	Small
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
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	\$30,000	
TN	AM—Down payment	\$25,000	
VA	AM—Down payment	\$30,000	

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**STATION**

MW	Small	AM
E	Small	AM
S	Small	AM
S	Small	FM
S	Small	AM
MW	Small	AM
W	Small	AM
S	Small	Fulltime
MW	Small	Fulltime
W	Small	AM/FM
MW	Small	FM
MW	Small	AM/FM
MW	Small	AM/FM
NW	Small	Fulltime
MW	Small	AM/FM
NW	Medium	Fulltime
W	Medium	AM/FM
W	Medium	Fulltime
MW	Metro	AM
S	Metro	AM
W	Metro	Fulltime
E	Major	FM
E	Major	AM

\$160K	Terms
\$180K	29%
\$185K	\$54K
\$225K	\$40K
\$300K	Terms
\$300K	\$87K
\$300K	\$75K
\$350K	\$75K
\$350K	29%
\$375K	29%
\$385K	Terms
\$550K	Cash
\$625K	29%
\$700K	Terms
\$1100K	Nego.
\$450K	Cash
\$750K	20%
\$2300K	Terms
\$375K	Terms
\$425K	\$175K
\$850K	Cash
\$2650K	Cash
\$1300K	Cash

**CONTACT**

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Bill Cate	(904) 893-6471
Bill Chapman	(404) 458-9226
Paul Crowder	(615) 298-4986
Dan Rouse	(213) 387-2303
Bill Cate	(904) 893-6471
Jim Mackin	(312) 323-1545
Dan Rouse	(213) 387-2303
Jim Mackin	(312) 323-1545
Peter Stromquist	(218) 728-3003
Jim Mackin	(312) 323-1545
Ray Stanfield	(213) 363-5764
Peter Stromquist	(218) 728-3003
Ray Stanfield	(312) 323-1545
Ray Stanfield	(312) 323-1545
Ray Stanfield	(312) 323-1545
Jim Mackin	(312) 323-1545
Bill Cate	(904) 893-6471
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# Fates & Fortunes

## Media

**James S. Evans**, senior VP, Media General, Richmond, Va.-based group broadcaster and publisher, named executive VP in charge of operations.

**Lon Mirolli**, assistant general manager and general sales manager, WKEF(TV) Dayton, Ohio, named VP of licensee, Springfield Television Corp.



Key

**William Key**, assistant controller, RKO Broadcasting, and controller of its WHBQ-AM-TV Memphis, elected president of Broadcast Financial Management Association. **Betty M. Robertson**, VP/administration, Cosmos Broadcasting, Columbia, S.C., elected VP. **Robert Steinberg**, VP/controller, Meredith Broadcasting, New York, elected secretary.

**Willard Hoyt**, VP/treasurer, Nationwide Communications, Columbus, Ohio, elected treasurer. **Ronald J. Doerfler**, treasurer, Capital Cities Communications, New York, elected chairman of BFM and subsidiary BCA-Credit Information. New BFM directors: **Jack M. Bradley**, assistant general manager and business manager, KFMB-AM-FM-TV San Diego; **Bill Hankins**, business manager, KBMA-TV Kansas City, Mo.; **Marv J. Harris**, controller and assistant treasurer, KUTV(TV) Salt Lake City; **Frank A. Terry Jr.**, assistant secretary/controller, WGHF-TV High Point, N.C., and **Max Vowel**, VP and chief financial officer, Swanson Broadcasting, Tulsa.

**John L. Sander**, station manager, WDSU-TV New Orleans, named general manager of WTOL-TV Toledo, Ohio. Both are Cosmos Broadcasting stations.

**Norman S. Schrutt**, VP-general manager, WKBW(AM) Buffalo, N.Y., joins KZLA-AM-FM Los Angeles as VP-general manager. All are Capital Cities Communications stations.

**Richard B. Belkin**, VP-broadcasting of group owner Lee Enterprises, Davenport, Iowa, assumes additional duties as head of corporate planning.

**Fritz Beesemyer**, president and general manager, WCZY-AM-FM Detroit, joins KIOI(FM) San Francisco as executive VP/general manager. Sale of KIOI to Charter Media was approved last week by FCC.

**Robert D. Johnson**, business manager, KOKH-TV Oklahoma City, joins WKID(TV) Fort Lauderdale, Fla., as VP and general manager.

**Gary Taylor**, VP and managing editor, *The Gavin Report*, San Francisco-based radio newsletter, joins KREM-AM-FM. Spokane, Wash., as general manager.



Fuller

**Keith Fuller**, president and general manager of Associated Press, has been selected as 32d recipient of 1981 William Allen White Foundation Award for journalistic merit. Fuller, who joined AP in 1949 and worked his way through news and executive positions to his present appointment in 1976, will receive the award Feb. 10 in ceremonies at University of Kansas.

**Frank Seymour**, sales manager, WLWT(TV) Cincinnati, joins WCII(AM)-WKJJ(FM) Louisville, Ky., as VP/general manager.

**James Eblin**, general manager, WHTN(AM)-WKEE(FM) Huntington, W. Va., joins WING(AM) Dayton and WJAI(FM) Eaton, both Ohio, as VP/general manager.

**Jerry Schafer**, station manager, KCBN(AM)-KRNO(FM) Reno, joins KPTL(AM)-KKBC(FM) Carson City, Nev., as VP and general manager.

**Russell Kimball**, program director, KIQY(FM) Lebanon, Ore., named general manager.

**Rod Williams**, manager, KMVI(AM) Wailuku, Hawaii, named general manager and VP of licensee, Obie Communications Corp. of Maui.

**Jeff L. Wald**, television consultant, Frank N. Magid Associates, San Francisco, joins Gersten Broadcasting Co., Los Angeles, as VP for broadcast operations. Gersten has been formed to acquire TV stations.

**Ivan D. Johnson**, VP, National Cable Television Association, Washington, D.C., joins Times Mirror Cable Television, Phoenix, as VP of company's Arizona systems. Johnson will also assume the responsibility of VP, American Cable Television, in which Times Mirror holds interest and which is building cable system in Phoenix.

**Wayne M. Casa**, general manager, export operations for CBS International Publishing, New York, joins National Spanish Television Network, New York, as director of business affairs.

**Harry E. Eschbach Jr.**, VP-finance/treasurer, Christian Broadcasting Network, New York, joins noncommercial WPBT(TV) Miami as director of business affairs.

**Stephanie Bergsma**, director of underwriting for noncommercial KPBS-FM-TV San Diego, named director of development for KPBS-TV.

**Allan Grafman**, director of research and special projects for U.S.-U.S.S.R. Trade and Economic Council in New York, joins Omnicom Cablevision of Illinois, Lake Forest, as VP.

## Advertising

**Tom Dillon**, 65, who served as president and chief executive officer of BBDO International, New York, from 1967 to 1977 and has been board chairman since 1977, will retire Dec. 31 after 45 years with agency. Upon retirement, Dillon will head new corporation, Mintaka Inc., publishing company specializing in reports to



Dillon



Dusenberry

top management. **Philip B. Dusenberry**, senior VP and one of three creative directors of BBDO, New York, named executive VP and executive creative director of agency, filling post vacant since last February when Allen G. Rosenshine was elected president of BBDO.

## Oro Spanish Broadcasting Inc.

Rene De La Rosa, President  
has acquired

**KIOI, San Francisco, CA.**  
**for \$3,000,000**

Financing for this purchase was arranged by

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Los Angeles, CA 90067 (213) 277-4980

Acquiring funds for broadcasters for purchase or expansion

**John S. Schubert**, chairman, D'Arcy-MacManus & Masius, Chicago, named executive VP-corporate development. **Howard Johnson**, president, DM&M, Chicago, succeeds Schubert



Johnson



McConnell

as chairman. **E. Hoy McConnell**, vice-chairman, DM&M, Chicago, succeeds Johnson as president. **Alex Morton**, senior VP-management supervisor, McCann-Erickson, joins DM&M, Bloomfield Hills, Mich., as VP-management supervisor. **Richard P. Ryan**, account supervisor, DM&M, St. Louis, elected VP. **Nancy H. Elswick**, associate media director, Fahlgren & Ferriss Advertising, Parkersburg, W.Va., joins DM&M, St. Louis, as senior buyer. **A. Mark Schupp**, media supervisor, Barickman Advertising, Kansas City, joins DM&M, St. Louis, as buyer. **Terry Lucas**, assistant account executive, DM&M, St. Louis, named account executive.

**Albert A. Klatt**, senior VP and general manager of Needham, Harper & Steers/Chicago, will retire from agency on Dec. 31 after 27 years of service.

**David S. Allen**, chief operating officer, Petry Television, New York, named president. Allen succeeds **Arthur W. Scott** who was named vice chairman, Petry board of directors.

**Jerry Wood**, director of corporate planning, Young & Rubicam, joins Stone & Adler, Chicago, as executive VP for planning and development.

**Peggy Green**, VP and senior associate media director of spot-buying operations, Dancer Fitzgerald Sample, New York, and president of Program Syndication Services, DFS subsidiary, named senior VP of DFS.

**Ronald S. Lipiec**, VP-director, financial services, Campbell-Ewald Co., Warren, Mich., elected senior VP. Appointed VP's, Campbell-Ewald: **R. David Eick**, senior account executive; **Robert S. Forlenza**, senior art director; **John B. Hammond**, senior account executive; **William R. Kennedy**, director of product information; **Katharine A. Ostrander**, manager-broadcast spot buying; **Judith E. Sawyer**, manager-network buying; **Eugene A. Skowronski**, senior account executive; **Roderick G. Smith**, manager-advertising research.

**George Fabian**, marketing director, canned foods division, Campbell Soup Co., Camden, N.J., appointed senior VP and director of research, SSC&B Inc., New York.

**Peter Hochman** and **Rodger Groves**, management supervisors, Cunningham & Walsh, New York, named senior VP's.

**Jerry Donovan**, manager, Eastman Radio, Chicago office, named VP. **Dan Prodanovich**, account executive, Eastman Radio, Los

Angeles, named manager of office.

**Ed Coleman**, formerly with Rumrill Hoyt Advertising, joins Carmichael-Lynch Advertising, Minneapolis, as senior VP-finance and administration.

**Craig S. Wilbraham**, Detroit manager, Christal Co., named VP.

**Howard B. Hirsch**, account supervisor, Marschalk Co., elected VP.

**Norman S. Freedman**, management supervisor, McCaffrey & McCall, New York, elected senior VP, group management supervisor in account management department.

**Donald J. Cole**, media supervisor, W.B. Doner, Baltimore, named VP-director of media research.

**Ed Stevens**, local sales manager, WFAA(AM) Dallas, joins KPLX(FM) Dallas, as general sales manager.

**Dan Bates**, general sales manager, KOCO-TV Oklahoma City, joins KTVY(TV) Oklahoma City as assistant manager and general sales manager.

**Russell F. Richmond**, account supervisor in direct marketing department, Ketchum MacLeod & Grove, Washington, named VP and account supervisor.

**John Linder**, group supervisor, Kenyon & Eckhardt, joins Creamer/New York as VP-associate creative director.

**Delane Caesar**, art director, Bozell & Jacobs, New York, named art supervisor, Homer & Durham Advertising Ltd., New York.

**Catherine Rohan**, account supervisor in Chicago office of Hill & Knowlton, elected VP.

**Richard Stein**, local sales manager, KFRC(AM) San Francisco, joins KIOI(FM) there as general sales manager. **Connie Williams**, local sales manager, KHJ-TV Los Angeles, joins KIOI(FM) as southern California sales manager.

**Ed J. Hennessy**, general sales manager, WAVY-TV Portsmouth, Va., is retiring and plans to open his own media consulting business.

**John Marquiss**, local sales manager, WOWT(TV) Omaha, named general sales manager. **Rob Dalton**, account executive, wowt, named local sales manager.

**Nelson Trotter**, national sales representative, Katz Agency, Cleveland, joins WLWT(TV) Cincinnati as national sales manager.

**Jim Stevens**, local sales manager, WRCK(FM) Chicago, named national sales manager. **Joel Schwartz**, WRCK general sales manager, assumes local sales responsibilities.

**David B. Plowden**, VP and general manager, WRNW(FM) Briarcliff Manor, N.Y., appointed manager, sales and market development, WNBC-TV New York.

**John Vera**, national sales manager, KXTV(TV) Sacramento, Calif., joins KMST(TV) Monterey, Calif., as sales manager.

**Carl Evans McNeill**, account executive, WMC(AM) Memphis, named sales manager, WMC-FM Memphis.

**Mike Smith**, sales representative, KWWL-TV Waterloo, Iowa, named local sales manager.

**Rebecca L. Norris**, general accounting supervisor, Capitol Holding Corp., Louisville, Ky., joins WAVE-TV Louisville, as director of accounting.

**Kevin Driscoll**, national account executive, RKO Radio, Chicago, joins WMAQ(AM) Chicago as manager for local agency sales.

**Lori McCarney**, advertising officer with Seattle First National Bank, joins Grey Advertising, San Francisco, as account executive.

**Matt Carlson**, account executive, Public Communications, joins Harshe-Rotman & Druck Inc. as account executive in Chicago office.

**Ronald L. Wright**, account executive, Cal Brown & Associates, St. Petersburg, Fla., joins OmniMedia Inc., Tampa, Fla., as account executive.

**Rod Dougherty**, sales manager, Advent Corp., Des Moines, Iowa, joins HR Television, Des Moines, as account executive.

## Programing



Polevoy

**Roy Polevoy**, VP, programming, ABC-owned TV's, next month assumes responsibility for ABC-TV on-air promotion. He'll be reporting directly to Tony Thomopoulos, ABC Entertainment president, and will remain in New York.

**Peter Newman**, director of corporate development, Viacom International, New York, joins Premiere, Los Angeles, as director of marketing planning. **James McMillan**, director, Western region, American Television & Communications Corp., Englewood, Colo., and regional marketing representative, Walt Disney World Productions, joins Premiere as director of affiliate marketing. **Patricia Narup**, formerly with Showtime Entertainment, joins Premiere as sales administration and affiliate services manager. **Jon Leland**, formerly with production and development departments, Metromedia Producers Corp., and Jerry Parris Productions, San Francisco, joins Premiere as manager of programming. **Lucy Stutz**, formerly with programming and operations divisions, Showtime, New York, joins Premiere as program administrator. Stutz will serve as liaison between Premiere's programming and operations departments.

**Stan Cornyn**, executive VP of Warner Communications' Record Group, New York, named to newly created position of senior VP of record group. Part of his responsibilities will be development of commercial video activities.

**Vincent Benedict Jr.**, general sales manager, WCBs(AM) New York, named VP, sales, CBS Cable. **Robert J. Mariano**, marketing supervisor and regional manager of affiliate relations, Warner Amex Satellite, New York, joins CBS Cable as director, affiliate sales and relations.

**R.W. (Skip) Schmidt**, VP and general manager, KWTO-AM-FM Springfield, Mo., joins TM Productions, Dallas, as VP-general manager.

**Robert T. (Bud) Donnelly**, VP, special marketing, for Columbia Pictures Television Distribution, Hollywood, named to newly created post of VP, sales, West.

**Cell Armada**, executive story editor and director of creative affairs, Filmways Pictures, Los Angeles, joins Hanna-Barbera Productions, Hollywood, in newly created position of direc-



tor-program acquisition and research for live-action theatricals.

**Robert Burch**, national program director for Century Broadcasting Corp., named director of network operations for Westwood One, Los Angeles, radio syndication firm.

**Richard A. O'Leary**, president of ABC owned Television Stations and president of ABC International, named chairman of 32d Assembly of Prix Italia, first American to head award event since 1955 when late Seymour Siegel was named chairman.

**Jim Puffer**, account executive in syndication sales, 20th Century-Fox Television, named Northeastern sales manager.

**Mary Kilmartin**, production manager for Gold Key Media, Hollywood, appointed operations manager. **Danielle DiGiacomo**, sales assistant with *TV Guide*, joins Gold Key Media as sales coordinator. Gold Key Media is barter arm for Gold Key Entertainment.

**Bishop (Butch) Henley**, regional manager, South Central region, Home Box Office, joins Showtime as South Central regional director, based in Bedford, Tex.

**Susan Nemeroff**, advertising and design manager, CBS Sports, New York, named talent director.

**Jed Drake**, sports director, WPTZ(TV) Plattsburgh, N.Y., named production associate, Entertainment and Sports Programming Network, Bristol, Conn.

**John Hawkins**, former chief executive officer of Millennium Communications, and **Steve Rood**, formerly with Gold Star Productions, have formed Hawkins/Rood Communications, Walnut Creek, Calif. Company will specialize in consulting, programing, production and management for radio and television.

**Bob Harris**, Southern regional manager, Drake-Chenault Programing, Dallas, resigns to head The Center for Radio Sales, firm based in Dallas and specializing in radio sales consulting.

**Bob Hamilton**, radio music publisher, named corporate VP for Weedeck Productions, newly created division of Weedeck Corp., Los Angeles, that will be involved in radio programing.

**Shelia Barrett**, program director, VU-TV, Phoenix, custom designer of pay-TV programing, named VP.

**Toby J.D. Rogers**, founder of Toby Rogers Enterprises, joins Metromedia Producers Corp., Los Angeles, as sales representative for the corporation's Northeast region. He will be based in New York.

**Tim Noonan**, VP of programing, KWWL-TV Waterloo, Iowa, named VP-development and production. **Jim Waterbury**, local sales manager, KWWL-TV, named VP-operations.

**Dave Martin**, program director, WFYR(FM) Chicago, joins WCFL(AM) there as program director.

**Jack Diamond**, assistant program director and air personality, KYNO-AM-FM Fresno, Calif., joins WYRE(AM) Annapolis, Md., as program director.

**Steve Milewski**, music director, KIQQ(FM) Lebanon, Ore., named program director.

**Steve Goldstein**, VP, Robert O. Mahlman Inc., Bronxville, N.Y., broadcast consultant,

joins WABC(AM) New York, as production director.

**Mary Frances Petote**, program specialist for city of Rochester, N.Y., joins People's Cable there as community program manager.

**Shirley Kirk**, continuity director, WFIE-TV Evansville, Ind., named program manager. **Bruce Villines**, producer/director, WFIE-TV, named production manager.

**David Grainer**, film supervisor, WUHF(TV) Rochester, New York, named production-operations manager. **Jesse Anthony**, will assume Grainer's duties as film supervisor at WUHF(TV). **Karen Rickard**, secretary, named administrative assistant to general manager.

**Jay Meyers**, program director, WNDR(AM) Syracuse, N.Y., joins WCTC(AM) New Brunswick, N.J., as operations manager.

**Greg Storer**, producer, WFTV(TV) Orlando, Fla., named executive producer.

**Dave Satchell**, film editor, WDTN(TV) Dayton, Ohio, named producer/director.

**John Graney**, sports talk-show host, WQBK-AM-FM Albany, N.Y., joins WAST(TV) there as sports director.

**Guy LeBow**, sports announcer, WWRL(AM) New York, named sports programing director.

**Tracy Dent**, account executive, WDBO-AM-FM Orlando, Fla., named sports director, WDBO-TV Orlando. **John Russell**, reporter, WTHR(TV) Indianapolis, joins WDBO-TV as assistant sports director.

**Duke Frye**, news anchor, KOAM-TV Pittsburg, Kan., joins KTSB(TV) Topeka, Kan., as sports director.

**Bill O'Reilly**, anchorman, 11 p.m. news, WFSB-TV Hartford, Conn., joins WCBS-TV New York, as host of 7:30 *Magazine*.

**Davis Allison**, program director, WKXY(AM) Sarasota, Fla., named operations manager, WWZZ(AM) Sarasota.

**P. Scott Miller**, art director, KATU(TV) Portland, Ore., joins WPLG(TV) Miami as design manager.

## News and Public Affairs

**Tom Kuelbs**, assistant news director, WLS-TV Chicago, named news director. **Bill Fyffe**, acting news director, resumes full-time responsibilities as VP and station manager.

**Brad Kalbfeld**, enterprise editor for AP's national broadcast, named broadcast editor in New York.

**Gerald B. Trapp**, deputy director of broadcast services for Associated Press, New York, and former AP general broadcast news editor, joins Intermountain Network, Salt Lake City, as VP with responsibilities in affiliate relations, news and sales, effective Oct. 15.

**Ralph Penza**, reporter and weekend anchor for WDM-TV Washington, joins WNBC-TV New York as weekend co-anchor at 6 p.m. and 11 p.m. with **Carol Jenkins** and as featured reporter on all station newscasts. **John Hambrick**, current weekend anchor, joins **Chuck Scarborough** as co-anchor of 6 p.m. edition of news program. **Sue Simmons**, now co-anchoring 6 p.m. news broadcast, joins **Jack Cafferty** as co-anchor of 5 p.m. telecast. Sim-

mons will continue to co-anchor 11 p.m. weeknight edition with Scarborough.

**Christopher Koch**, producer for National Public Radio's news-magazine, *All Things Considered*, named executive producer.

**John Ferrugia**, reporter, KCMO-TV Kansas City, Mo., joins Washington bureau of CBS News as general assignment reporter.

**Bob Kirk**, anchorman, WTVH(TV) Syracuse, N.Y., joins WAST(TV) Albany as co-anchor. **Mike Moran**, co-anchor, WMHT(TV) Schenectady, N.Y., and **Benita Zahn**, assignment editor WAST(TV), named co-anchors, WAST.

**Melissa Forsythe**, reporter, WHAS-TV Louisville, Ky., assumes additional duties as Saturday co-anchor.

**Owen May**, reporter, WBZ(AM) Boston, joins WRKO(AM) there, as weekend news anchor.

**Bill Holland**, stock broker, Kidder, Peabody & Co., joins KSDO(AM) San Diego as business editor.

**Leon Daniel**, UPI European news editor based in London, named national reporter, based in Washington. **Alexander Frere**, European sports editor, UPI, succeeds Daniel as news editor for Europe, Middle East and Africa. **Lawrence Olsen**, regional executive for UPI in Philadelphia, named marketing manager for Europe, Middle East and Africa. **Robert Dacey**, with UPI, named division controller and business manager.

**Jack Conaty**, reporter and weekend anchor, *New Jersey Nightly News*, for noncommercial WNET(TV) New York, joins WJLA-TV Washington, as reporter for weeknight editions of news at 11 p.m.

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## Broadcasting

The newsweekly of broadcasting and allied arts

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**Stan Bohrman**, weekend anchor, WTCN-TV Minneapolis, joins KYW-TV Philadelphia, as investigative reporter.

**Mike Fahrlander**, general assignment reporter, KTSB(TV) Topeka, Kan., named weekend anchor. **Marti Johnson**, weekend anchor, KTSB(TV), named general assignment reporter.

**Tony Windsor**, executive news producer, KXTV(TV) Sacramento, Calif., joins KTHV(TV) Little Rock, Ark., as news director. **Terry Caldwell**, assistant news director, KAAV(AM) Little Rock, joins KTHV as assignment editor. **Denise Driskell**, news producer, WAAY-TV Huntsville, Ala., joins KTHV as weekend editor. **Drew Bracken**, reporter/anchor, WCMH-TV Columbus, Ohio, joins KTHV as midday anchor and reporter. **Joni Anderson** returns to KTHV as reporter. **Fred Jordan**, reporter, KARK-TV Little Rock, and **Joe Quinn**, reporter, WABI-TV Bangor, Me., join KTHV as reporters. **Bobby Gleason**, photographer, WAAY-TV Huntsville. **Ken Hazlett**, photographer, WEYI-TV Saginaw, Mich., and **Greg Nichols**, freelance photographer, join KTHV as photographers.

**Bob Seay**, news director, WKZE(AM) Orleans, Mass., joins WQRC(FM) Hyannis, Mass., as assistant news director. **Mark Chapman**, sports editor for Hughes Newspapers, Cape Cod, Mass., joins WQRC as sports editor.

**Dot Lantersteln**, news writer/reporter WSTC(AM) Stamford, Conn., joins WFAS(AM)-WWYD(FM) White Plains, N.Y., as night news editor.

## Promotion & PR

**Ann Marie Stepovy**, assistant manager of information services, WBBM-AM-FM Chicago, joins WLS(AM) there as promotion development director.

**Richard Brase**, advertising and promotion manager, WEXE-TV Richmond, Va., joins WVUE(TV) New Orleans as promotion manager.

**Marcia Shedd**, promotion director, WNYR(AM)-WEZO(FM) Rochester, N.Y., assumes additional duties as sales promotion director, co-owned WUHF(TV) Rochester.

**Pamela J. Hamilton**, sales promotion director, CBS Radio, joins RKO Radio as director of creative services.

**Melinda Miles**, former student, University of Tennessee, Knoxville, joins WAFF(TV) Huntsville, Ala., as promotion manager.

**Keith Askenasi**, public relations director, Seattle professional soccer team, Sounders, joins Teleprompter cable system there as public relations/sports director.

**Connie Hanlon**, formerly with American General Insurance Co., Houston, joins Herbert S. Benjamin Associates Inc., Baton Rouge, as public relations director.

**Flo Jenkins**, publicist, Arista Records, joins KTLA(TV) Los Angeles as publicist.

**Val Nicholas**, assistant to community relations director, KCRA-TV Sacramento, Calif., named news promotion coordinator.

**Nancy Davis**, director of audience development and promotion, WESH-TV Daytona Beach, Fla., joins KTVH(TV) Hutchinson, Kan. (Wichita), as promotion manager.



**Winner.** Chris Schenkel of ABC Sports holds Golden Mike award presented him by Touchdown Club of America at its fourth annual awards luncheon Sept. 19 in New York. Annual honor goes to sportscaster chosen as preceding year's outstanding football announcer on TV.

**Babette Wald**, promotion director, WGBS(AM)-WLYF(FM) Miami, joins WINZ-AM-FM there in same capacity.

**Robert J. Neary**, press relations manager for Mercedes-Benz of North America, joins Creamer Dickson Basford/New England, Providence, R.I., as senior account executive.

**Robert M. Knight**, from Advanced Systems Inc., Elk Grove, Ill., where he designed public relations and advertising program, joins Hill & Knowlton, Chicago, as account executive.

**Tod Meslirow**, promotion and video specialist, Arbitron, New York, joins Chicago office of Harshe-Rotman & Druck, public relations firm, as account executive.

**Bill Houck**, in radio operations, Armed Forces Radio & TV Network, Frankfurt, Germany, named radio and TV sports director.

## Technology

**Guy W. Beakley**, general manager of Scientific-Atlanta's satellite communications division, Atlanta, named director of research and development for S-A.

**Robert A. Mott**, VP, Public Service Satellite Consortium, Washington, assumes additional duties as executive VP. **Dr. Louis A. Bransford**, director of service development, named VP, planning and development. **William Grossmiller**, director, financial affairs, named VP, financial affairs.

**R.J. Kelly**, regional manufacturing manager, General Cable, Greenwich, Conn., named division VP, sales and marketing for exchange cable division.

**Robert Sykes**, assistant engineering supervisor, WDTN(TV) Dayton, Ohio, named engineering supervisor.

## Allied Fields

**Candace Greene**, director of media relations, National Association of Broadcasters, Washington, resigns effective Oct. 31 to form public affairs/government relations firm. Principal client: Premium Coordinating Committee (group that supplies premium advertising programs to banks and savings associations).

**James J. Ridings**, Midwestern manager, advertiser-agency radio sales, Arbitron, Chicago, named Eastern division manager for radio station sales. He will be based in New York.

**Silas F. Davis**, entertainment law attorney with Katz, Leavy, Rosensweig & Sindle, New York, joins RCA's SelectaVision videodisk operation as manager of licenses and clearances.

**Paul A. Mutino**, acting general counsel and secretary, Corporation for Public Broadcasting, Washington, elected general counsel and secretary.

## Deaths

**Wilfred Strickland King**, 72, executive VP and a director of J.M. Mathes Inc., New York agency, died in Winter Park, Fla., on Sept. 18. During King's 37-year career with J.M. Mathes, he was corporate supervisor of the research, marketing and merchandising departments and director of creative services. His accounts included tourism for Bermuda government, Union Carbide and Canada Dry. He is survived by his wife, Dianne and two daughters.

**Oliver T. Blackwell**, 57, former executive VP of Katz Agency, New York, died Sept. 23 at his home in Manhasset, N.Y., after long illness. He retired from active management last July after 29 years with Katz, but remained member of representative firm's board. Under Blackwell's leadership, Katz formed programming department and he was named VP and director of audience development in 1959. He is survived by his wife, Marie, and two daughters.

**Kathleen Boyden**, 32, account executive with WMAL(AM) for year, was found dead in trunk of her car last Tuesday. She had been missing since previous Thursday when, notified by her co-workers when she didn't appear at her office, police found bloodstains in her apartment and in stairwell leading to garage where her car was kept. Car was discovered by citizen who had seen description of it on local television. Previously she had been marketing director for KYA-AM-FM San Francisco for three years. She is survived by her mother, father and brother.

**Matti Siukola**, 58, died of heart attack Sept. 19 at Institute of Electrical and Electronics Engineers Broadcast Symposium, Washington hotel, Washington, after giving paper. Unit manager for advance development of RCA broadcast system antenna center, he joined RCA in 1952. Siukola, native of Finland, worked on development of circularly polarized TV antennas. Survivors include wife and two daughters.

**Monte L. Walpole**, 49, engineering manager, KSDK(TV) St. Louis, died of cancer Sept. 19 at Missouri Baptist hospital, St. Louis. He had been with station since 1952. Survivors include two sons and one daughter.



# Stock Index

Exchange and Company	Closing Wed. Sept. 24	Closing Wed. Sept. 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	35 1/2	30	+5 1/2	+18.33	6	1,000
N Capital Cities	69 1/2	69 1/8	+ 3/8	+ .54	14	915
N CBS	55 3/8	53 1/2	+1 7/8	+ 3.50	8	1,605
N Cox	54 1/2	60 1/4	-5 3/4	- 9.54	8	735
A Gross Telecasting	26 7/8	26 1/2	+ 3/8	+ 1.41	7	21
O LIN	61 1/4	62 1/2	-1 1/4	- 2.00	12	168
N Metromedia	99 3/4	94 1/8	+5 5/8	+ 5.97	11	423
O Mooney	8 3/4	9 1/2	- 3/4	- 7.89	12	3
O Scripps-Howard	58 1/2	58	+ 1/2	+ .86	9	151
N Storer	31 1/4	30 1/2	+ 3/4	+ 2.45	10	408
N Taft	32	30 1/8	+1 7/8	+ 6.22	9	312

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	26 1/4	25	+1 1/4	+ 5.00	21	48
A Affiliated Pubs.	29	26 3/4	+2 1/4	+ 8.41	12	149
N American Family	7 7/8	7 7/8			4	82
N John Blair	25	24 3/8	+ 5/8	+ 2.56	8	93
N Charter Co.	21 1/4	19	+2 1/4	+11.84	1	592
N Chris-Craft	23 7/8	26	-2 1/8	- 8.17	12	64
N Coca-Cola New York	6 3/4	7 1/8	- 3/8	- 5.26	15	119
N Cowles	28	28 1/2	- 1/2	- 1.75	19	111
N Dun & Bradstreet	56 1/2	57 3/8	- 7/8	- 1.52	17	1,573
N Fairchild Ind.	28	29	-1	- 3.44	8	319
N Fuqua	17 3/8	16 1/8	+1 1/4	+ 7.75	3	221
N Gannett Co.	57 1/4	55	+2 1/4	+ 4.09	15	2,012
N General Tire	21 3/4	21 1/8	+ 5/8	+ 2.95	9	514
O Gray Commun.	55 1/2	53	+2 1/2	+ 4.71	11	26
N Hart-Hanks	33 1/2	30	+3 1/2	+11.66	16	313
O Heritage Commun.	21 7/8	21 7/8			11	71
N Insilco Corp.	17 3/4	17 7/8	- 1/8	- .69	7	191
N Jefferson-Pilot	27 1/2	28 3/8	- 7/8	- 3.08	6	603
O Marvin Josephson	12 1/4	11 1/4	+1	+ 8.88	8	31
O Kansas State Net	28 1/4	28 3/4	- 1/2	- 1.73	23	53
N Knight-Ridder	30 7/8	30 1/4	+ 5/8	+ 2.06	11	1,003
N Lee Enterprises	27	24 1/2	+2 1/2	+10.20	13	193
N Liberty	15 3/4	15 1/2	+ 1/4	+ 1.61	6	203
N McGraw-Hill	39 1/8	39 1/4	- 1/8	- .31	12	971
A Media General	34	32 1/2	+1 1/2	+ 4.61	9	241
N Meredith	42	41 1/4	+ 3/4	+ 1.81	6	131
O Multimedial	31 3/4	32 1/4	- 1/2	- 1.55	17	319
A New York Times Co.	30 1/4	30 1/4			9	363
N Outlet Co.	31 1/2	32	- 1/2	- 1.56	46	79
A Post Corp.	17	16 3/8	+ 5/8	+ 3.81	8	31
N Rollins	33 1/2	34 3/4	-1 1/4	- 3.59	14	459
N San Juan Racing	19	19 3/8	- 3/8	- 1.93	21	47
N Schering-Plough	42	45	-3	- 1.93	10	2,227
O Stauffer Commun.	44	44			11	44
A Tech Operations	15	14	+1	+ 7.14	16	21
N Times Mirror Co.	45 3/8	45 1/4	+ 1/8	+ .27	11	1,540
O Turner Broadcasting	14 1/2	14	+ 1/2	+ 3.45		140
A Washington Post	23 1/4	24	- 3/4	- 3.12	9	327
N Wometco	24 3/8	24 1/2	- 1/8	- .51	11	215

<b>CABLE</b>						
A Acton Corp.	15 7/8	16 3/4	- 7/8	- 5.22	11	47
N American Express	40 1/8	37 3/8	+2 3/4	+ 7.35	8	2,860
O Burnip & Sims	14 1/8	15 1/8	-1	- 6.61	18	123
O Can. Cablesystems	10 1/8	8 1/2	+1 5/8	+19.11	19	192
O Comcast	32 1/2	29	+3 1/2	+12.06	37	83
O Enton*	5	5			5	4
N General Instrument	81	81 3/8	- 3/8	- .46	14	701
O Geneve Corp.	42 7/8	43	- 1/8	- .29	30	48
O Tele-Communications	20 7/8	20 1/8	+ 3/4	+ 3.72	20	481
N Teleprompter	25 1/4	26	- 3/4	- 2.88	21	429
N Time Inc.	60 1/4	61 3/4	-1 1/2	- 2.42	12	1,694
O Tocom	19	19 1/4	- 1/4	- 1.29		56
O UA-Columbia Cable	73	73			54	245
O United Cable TV	43	44 1/4	-1 1/4	- 2.82	30	177
N Viacom	52 1/4	57 1/4	-5	- 8.73	19	220

Exchange and Company	Closing Wed. Sept. 24	Closing Wed. Sept. 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	4 1/4	4 3/8	- 1/8	- 2.85	4	13
N Columbia Pictures	34 1/4	36 1/2	-2 1/4	- 6.16	10	344
N Disney	49 1/8	49 1/2	- 3/8	- .75	12	1,596
N Filmways	9 7/8	9 5/8	+ 1/4	+ 2.59		62
O Four Star	1 1/2	1 1/2			15	
N Getty Oil Corp.	91	86 1/8	+4 7/8	+ 5.66	10	7,476
N Gulf + Western	19 1/2	20 1/4	- 3/4	- 3.70	5	1,089
N MCA	53 3/4	52 1/2	+1 1/4	+ 2.38	9	1,263
O Medcom	8 5/8	8 1/8	+ 1/2	+ 6.15	31	14
N MGM Film	8 5/8	9	- 3/8	- 4.16	6	278
O Reeves Commun.	35 1/2	37	-1 1/2	- 4.05	25	86
O Telepictures	6 1/8	4 5/8	+1 1/2	+32.43	28	14
N Transamerica	19 5/8	19	+ 5/8	+ 3.28	5	1,281
N 20th Century-Fox	38 7/8	38 1/2	-1 5/8	- 4.22	6	7,770
O Video Corp. of Amer.	9 7/8	9 3/4	+ 1/8	+ 1.28	21	9
N Warner	59 1/4	62 1/8	-2 7/8	- 4.62	15	1,686
A Wrather	22 1/4	20	+2 1/4	+11.25		51

<b>SERVICE</b>						
O BBDO Inc.	47 1/4	45 1/2	+1 3/4	+ 3.84	10	118
O Compact Video	23 3/4	24 1/2	- 3/4	- 3.06	22	61
N Comsat	42	44 1/4	-2 1/4	- 5.08	9	336
N Doyle Dane Bernbach	36	35	+1	+ 2.85	10	94
O Foote Cone & Belding	37 1/4	35 1/2	+1 3/4	+ 4.92	9	99
O Grey Advertising	60	58	+2	+ 3.44	6	36
N Interpublic Group	38	35 1/4	+ 3/4	+ 2.12	7	161
N MCI Communications	13	13 3/8	- 3/8	- 2.80	65	395
A Movielab	8 1/2	9	- 1/2	- 5.55	7	13
A MPO Vidtronics	5 7/8	5 1/2	+ 3/8	+ 6.81	16	3
O A.C. Nielsen	37 1/2	36 5/8	+ 7/8	+ 2.38	16	412
O Ogilvy & Mather	29 3/4	30	- 1/4	- .83	9	123
O Telemation	2 1/4	2	+ 1/4	+12.50	13	2
O TPC Communications	8 3/4	9 1/8	- 3/8	- 4.10	63	7
N J. Walter Thompson	36 1/8	35 3/4	+ 3/8	+ 1.04	8	110
N Western Union	28 3/4	29 7/8	-1 1/8	- 3.76		436

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	15 1/8	15 1/2	- 3/8	- 2.41		25
N Ampex	27	27 1/4	- 1/4	- .91	13	310
N Arvin Industries	15 7/8	16 5/8	- 3/4	- 4.51	8	123
O CCA Electronics*	1/8	1/8			1	
A Cetec	6 5/8	6 3/4	- 1/8	- 1.85	8	13
A Cohu	7	6 5/8	+ 3/8	+ 5.66	10	11
N Conrac	19 7/8	20 1/2	- 5/8	- 3.04	8	41
N Eastman Kodak	67 1/2	65 1/2	+2	+ 3.05	11	10,893
B Elec Missile & Comm.	6 1/4	6 3/8	- 1/8	- 1.96	78	17
N General Electric	54 3/8	54 1/2	- 1/8	- .22	9	10,036
N Harris Corp.	44 1/8	45 1/4	-1 1/8	- 2.48	16	1,334
O Intl. Video*	5/8	5/8				1
O Microdyne	27 1/4	29 1/4	-2	- 6.83	20	3
N M/A Comm. Inc.	50	49 3/8	+ 5/8	+ 1.26	44	499
N 3M	60 7/8	60 1/4	+ 5/8	+ 1.03	11	7,090
N Motorola	66 7/8	63 1/4	+3 5/8	+ 5.73	12	1,908
O Nippon Electric	55 3/4	56 1/4	- 1/2	- .88	43	1,830
N N. American Phillips	35	36 5/8	-1 5/8	- 4.43	6	421
N Oak Industries	44 5/8	46	-1 3/8	- 2.98	15	239
A Orrox Corp.	7 1/8	7 7/8	- 3/4	- 9.52	23	11
N RCA	27 5/8	27 3/4	- 1/8	- .45	7	2,068
N Rockwell Intl.	34	33 3/4	+ 1/4	+ .74	9	2,523
A RSC Industries	5 3/4	6 1/8	- 3/8	- 6.12	14	13
N Scientific-Atlanta	42 3/8	43	- 5/8	- 1.45	37	439
N Sony Corp.	14 1/4	15 7/8	-1 5/8	-10.23	23	3,072
N Tektronix	65 5/8	64 5/8	+1	+ 1.54	15	1,180
O Texscan	15 1/4	16 3/4	-1 1/2	- 8.95	30	16
O Valtec	49 1/8	48 1/2	+ 5/8	+ 1.28	49	196
N Varian	32	32 1/4	- 1/4	- .77	14	245
N Westinghouse	26	27 1/8	-1 1/8	- 4.14	6	2,205
N Zenith	16	17 3/4	-1 3/4	- 9.85	15	301

Standard & Poor's 400  
Industrial Average 148.39 146.41 + 1.48

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhodes, 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. \*\*\*Two-for-one stock split. + Stock traded at less than 12.5 cents.



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# Profile

## FCBA's Linda Cinciotta: appearances are deceptive

Linda Cinciotta, the new president of the Federal Communications Bar Association is—as everyone who knows her will attest—a pretty, cheerful, friendly woman. She laughs easily and, in this age of women's liberation, seems about as threatening to a man as his favorite older sister, the one who used to take care of him when his mother was out of the house. But Cinciotta, let it be known, is no pushover. There is steel beneath that lavender and lace—as she freely acknowledges. "I'm an ambitious, aggressive lady," she says, smiling.

Perhaps that assessment should not come as a surprise, considering Cinciotta's status in the Washington communications community. At 37, she is a partner (and the only woman partner) in a large Washington law firm, Arent, Fox, Kintner, Plotkin & Kahn. She is the first woman to serve as president of the FCBA—an achievement of which she is demonstrably proud. And she is president of the Washington chapter of American Women in Radio and Television. "Not bad," she agrees, not attempting to hide her satisfaction. "Not bad at all. In fact, very good." Then she says, "I couldn't have been a shy, retiring flower and gotten what I did."

Not that she regards being a woman as a disadvantage to overcome. On the contrary, she considers it an advantage. If a man opens a door for her or lights her cigarette, she's delighted. And if a male opposing lawyer is chivalrous (and dumb) enough to show her an unnecessary courtesy in a case and is clobbered for his gallantry, well, that's his problem, right? "Exactly, sure, of course," she says, laughing. "You use the assets you've got," she says. "You're crazy if you don't."

Cinciotta is not the product of an environment in which ambition—at least in a woman—is nurtured. And it wasn't until after she joined the law firm that her ambition and drive began to surface. Harry Plotkin, a senior partner in the firm, describes her as an "effective" and "respected" lawyer, and "a prodigious worker" who has developed "an ability to project herself and assert leadership positions." When she joined the firm, he says, "she was shy and not outgoing."

Being a lawyer, let alone a member of a top firm, was not in Cinciotta's plans when she was growing up in Silver Spring, Md., just outside Washington. The women's movement hadn't yet taken hold, and Cinciotta's family did not fill her head with notions of a career.

Indeed, it wasn't until Cinciotta was working as an employee relations specialist at the Department of Justice—after gra-



Linda Ann Cinciotta—president, Federal Communications Bar Association; b. May 18, 1943, Washington; BS, Georgetown University, 1965; JD, George Washington University Law School, 1970; Justice Department, employee relations specialist, 1965-68; Arent, Fox, Kintner, Plotkin & Kahn, 1970; and partner, Jan. 1, 1978; assumed FCBA presidency July 1, 1980; m. John P. Olguin, Aug. 4, 1979.

duating from Georgetown University where she had majored in French in what proved a vain hope she could become good enough in the language to serve as a United Nations translator—that she began thinking of law as a possible career. The presence of so many lawyers, she says, "piqued" her interest. Or maybe it was the first faint stirrings of ambition. In any event, after two years with the department, she decided to invest her savings in tuition for one year of night law school at George Washington University. (She wasn't about to give up her job.)

Her family was aghast. "They thought I lost my mind." After all, no one in the family was a lawyer. Cinciotta herself wasn't sure they were wrong. She thought she would probably find law dull. But to her pleasant surprise, she enjoyed the law hugely. In fact, she did well enough in that first year to win a full scholarship that enabled her to transfer to the day school. She graduated in 1970, and accepted an offer from Arent, Fox—one of a number of offers she had received.

Success seemed to breed success and to fuel ambition. When she was attending law school, acquiring a degree was about as much ambition as she could manage. But with the degree and then a job in hand, her horizons began widening. "With each little victory you have, your self-confidence is bolstered," she says.

Perhaps Cinciotta's most significant victory was achieved two years ago, when she was serving as the FCBA's member in the American Bar Association's house of delegates. Normally, the post goes to a former FCBA president; it is regarded as a job with more perks than responsibilities. Somehow, though—she doesn't know how—Cinciotta was picked. And at her first house of delegates meeting, in August 1977, in Chicago, she got another surprise: She was going to have her hands full—a move was under way to deny the FCBA its seat as a means of reducing the house of delegates' size. For the next year, Cinciotta led an intensive lobbying and political effort among the more than 400 members of the house, one in which she duelled with ABA members of stature, in an effort to block the expulsion proposal. And although a majority of the house in 1978 voted to eliminate the FCBA's seat, the necessary two-thirds majority was not achieved (BROADCASTING, Aug. 14, 1978). Cinciotta was, then, not only in her own mind but in the minds of her colleagues in the FCBA, a person to be reckoned with.

A year later, Cinciotta was elected vice president of the FCBA, which put her in line for the presidency in 1980. Beginning in 1972, when she was asked to serve as assistant secretary (and thus become one of the few women to hold an office in the organization), Cinciotta had held most of the FCBA posts. Now, as president, she feels in her element.

"I'm the sort of person who doesn't like being involved in something just to be a member," she says. "I like to help set policy, and have an active role. And obviously, there's none more active than president."

Of course, Cinciotta also has her practice to keep up—an active one in all phases of broadcasting and cable television. And, for the record, she is a relatively new bride; she was married a little over a year ago to John P. Olguin, a biomedical engineer at the National Institute of Health.

But Cinciotta is not ready to slow down. Although she feels she has accomplished a great deal in the past 10 years, she finds that she is asking herself, "Where do I go from here?" She enjoys her work at Arent, Fox. "But I would never be a person who closes her eyes to other possibilities," she says. What, for instance? Without pausing for breath, she says, "I wouldn't mind being chairman of the FCC. I wouldn't mind that at all."

Immediately, the talk gets serious. Is she active politically? No. Is she a Democrat or a Republican? She won't say. "It's important only if I thrust myself into that arena," she says. For the record, again, she is a registered Republican.

Are you listening, Ronald Reagan?

## Matters of survival

There is a genuine fear among radio and television broadcasters that they have been marked for obsolescence or extinction by the FCC. The fear may prove to be excessive, but it is understandable.

Radio broadcasters face a proliferation of competition—and unknown physical and economic dislocations—if proposals to narrow AM channels from 10 khz to 9 and to drop in new FM assignments are adopted. Television broadcasters face even larger questions about their future.

Three weeks ago the FCC initiated a rulemaking to create “thousands” of new micro-stations in television by opening both the VHF and UHF bands to operations with very low power. At the same time it dropped short-spaced but potentially competitive VHF facilities into four markets.

Two weeks ago the FCC voted for a rulemaking to create still another class of 139 VHF drop-ins with the power to compete with existing V’s and perhaps to excel existing U’s.

The prospective rush of new television stations into the marketplace is but another worry for established broadcasters who were already bracing for competition from a cable industry that has been all but liberated from federal control. While the FCC was proposing to make room for all those new television stations, the Copyright Royalty Tribunal was reminding broadcasters of another Washington defeat by issuing the formula for distribution to commercial broadcasters of the 1978 collection from cable copyright fees. The whole commercial television broadcasting system is sharing a cable payment that totals \$475,958 for the virtually unrestricted privilege of transmitting programing that cost broadcasting stations \$1.14 billion in 1978.

As the broadcasters bank their pinnacles of cable revenue, they will reflect on the FCC’s repeal two months ago of the syndicated exclusivity and distant-signal rules that gave protection against cable importation of programs to which broadcasters had bought territorial rights. Those rules were in effect when the present copyright act was adopted and were factored into the scales of cable royalties that the act prescribes. With the rules now gone, and cable liability set by law at rates that broadcasters believe to be absurdly low, the broadcasters may be excused for feeling put upon.

The preceding litany of troubles would have given the boards of the National Association of Broadcasters enough to think about last week at their meetings in Washington. Still to come, however, is potential competition from direct-to-home broadcasting by satellites, which the FCC is intending to take up this week. The threat to the broadcasting establishment comes from everywhere.

What is to be done about it?

As reported elsewhere in this issue, the NAB and individual broadcasting groups are planning self defense. All of the FCC’s ventures have been undertaken with less attention to physical engineering than to social engineering and with no more than academic knowledge of the marketplace. The appearance of a rush to judgment, which Commissioner James H. Quello deplored in dissenting to the drop-ins, would have been less obvious if the FCC had opted for notices of inquiry instead of rulemakings. Even so, there will be a chance for broadcasters to make their case for an even break in an increasingly competitive world.

They cannot hope to insulate themselves against progress in other technologies. They have a right to demand equitable regulation based on educated judgments instead of political accommodations. Somewhere on the FCC there must be a fourth vote for responsibility in federal communications policy.

## In the way again

Not many editorial writers got through last week without commenting on the Ronald Reagan-John Anderson debate on CBS-TV and NBC-TV Sept. 21. But there was no more consensus among the writers than among the opinions turned up by an ABC News-Louis Harris poll of the public. If a conclusion can be drawn, it is this: The debate drew a big crowd but made no strong impression. The guess here is that the format was at fault.

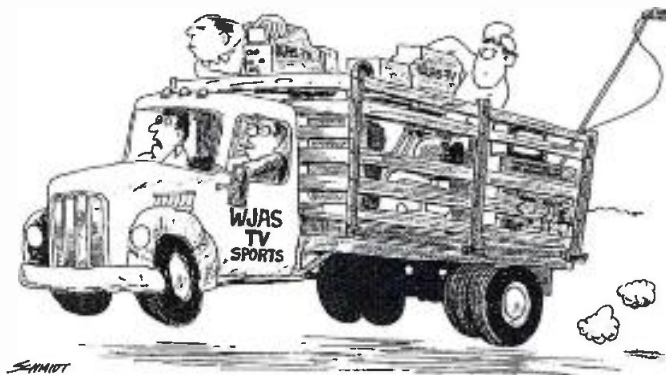
“Debate,” of course, has been a misnomer for joint appearances by presidential nominees since the first one by John Kennedy and Richard Nixon in 1960. All have been adaptations of the basic broadcast interview, featuring journalists asking questions.

There was, however, an antiseptic quality to the Sept. 21 arrangements. Each participating journalist was allowed to ask one question, separately asked of each candidate. The ground rules invited precisely the kind of long-winded questions that any journalist would prepare in anticipation of having only one shot on the tube before a national television audience. (The format cannot be blamed, however, for the churlishness of a couple of the Sept. 21 participants.)

As long as an interview program is confined to the use of prefabricated questioning, with no chance for follow-up when answers are incomplete, it will lose spontaneity and substance. That may be the way cautious candidates want to play the game. It is not the way journalists should agree to play it.

Journalists, however, are not in control as long as Section 315, as interpreted by the courts and regulators, requires the presence of a third party as the organizer and presenter of debates. The League of Women Voters and the television professional it hired to produce this year’s debates are performing the third-party role with commendable tact and skill. They are, however, by definition an intrusion between the journalistic process and the candidates. As was demonstrated in 1960, when Section 315 was suspended by the Congress, network news departments are the logical choices to produce national joint appearances by presidential candidates.

Section 315 once again has been exposed as an obstacle to the intelligent presentation of political candidacies. Won’t Congress ever admit that the section provides no useful service to the public?



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