

At the FCC:  
Genesis for DBS

NRBA!

ANA: Eyes on  
the new media

# Broadcasting Oct 6

The newsworthy of broadcasting and allied arts

Our 49th Year 1980

## Now 7 of the Twin Cities' 10 favorite programs are KSTP-TV's Eyewitness News!

### ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul Survey: July 9-August 5, 1980

Rank	Program	Metro Rating
1.	Eyewitness News (Wed. 10PM)	34
2.	60 Minutes	28
3.	Eyewitness News (Tues. 10PM)	27
4.	Eyewitness News (Sun. 10PM)	26
6.	Eyewitness News (Thurs. 10PM)	26
8.	Eyewitness News (Sat. 10PM)	24
	Eyewitness News (Fri. 10PM)	24
	Eyewitness News (Mon. 10PM)	24
10.	Vegas	23
11.	Fantasy Island	23

Subject to normal ratings qualifications

It all adds up to an incredible 51 SHARE of the audience at 10PM watching ABC Affiliate KSTP-TV! Seven days a week! And if you want 18-49's, KSTP-TV delivers more of them than all the other stations

combined...including the ones programming something other than news.

So when you want to reach the Twin Cities, do what most people there do. Reach for KSTP-TV!



**KSTP-TV**  
Minneapolis, St. Paul

## #1 EYEWITNESS NEWS

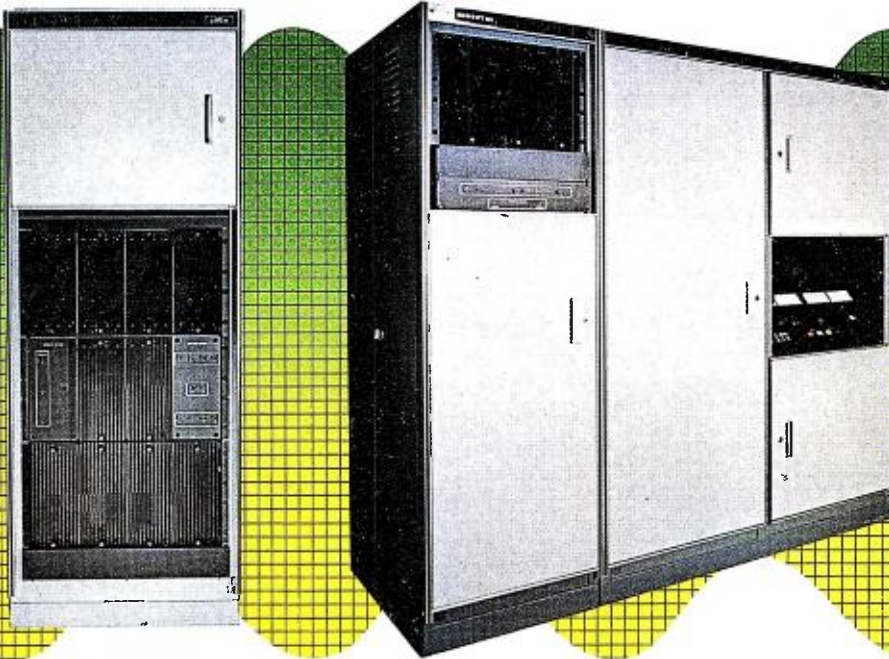
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***Introducing the First Solid-State, One Kilowatt,  
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The T-2400 Series 1000 Watt UHF translators define the high technical requirements of the decade. Proven design components assure quality and ultra-high efficiency to meet even the most exacting TV broadcast standards.

The new totally solid-state T-2300 Series 100 Watt television translator complements the T-2400 series. Both series feature modular construction including super broadband, interchangeable, plug-in, high-power, solid-state RF amplifiers.

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- 1971 100% Solid-State Modular Translators
- 1971 Gated Sync Tip AGC System
- 1971 Automated Solid-State ID System
- 1974 LED Control Logic Display Panel
- 1977 Hi-Power IF Dplexed TV Transmitters
- 1980 100% Solid-State 100 Watt UHF TV Translator
- 1980 Ultra-High Efficiency, One Tube, 1 KW Translator

*World-wide, these are some of the reasons why ACRODYNE translators continue to be considered first for sites utilizing satellite, terrestrial, microwave or off-the-air programming.*

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**Whittaker**



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## SPORTS AFIELD TV BRINGS FIRST CLASS RATINGS AND SHARES

Source: A. C. Nielsen, Feb. 1980

	RTG.	SH.
SEATTLE-KOMO	10	25
WAUSAU-WSAU	12	39
ATLANTA-WXIA	6	21
CHARLOTTE-WSOC	8	32
PITTSBURGH-WTAE	10	29
SPRINGFIELD-KOLR	8	27
WACO-KWTX	19	47
PRESQUE ISLE-WAGM	8	38
DULUTH-KDLH	7	46
LAFAYETTE-KATC	8	29

SPORTS AFIELD TV, in just two years, jumped to the Number One position in outdoor programming according to Arbitron and Nielsen, and has, in effect, proven to be a First Class rating grabber.

Syndication information for the top 31 NTI markets can be obtained from Rose Busalacki, Advanswers (314) 444-2219. For the remaining markets contact: Gene Dodge, Karol Media (201) 262-4170. For sales information call: Carl Sallach, Glen Lau Productions. (904) 237-2129



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NUMBER ONE  
OUTDOOR PROGRAM**

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# THIS YEAR, BOTH CONVENTIONS PRODUCED THE SAME WINNING TEAM.



Don't take our word for it though, here's what some of the nation's top TV critics had to say.

"NBC's coverage was great."

Tom Shales  
The Washington Post

"The team of John Chancellor and David Brinkley on NBC was the most incisive of the network anchors..."

Tony Schwartz  
The New York Times

"NBC's team of floor correspondents provided the most consistently credible, energetic and informative coverage of all."

Diane Mermigas  
The Chicago  
Daily Herald

"... Winning team of floor reporters..."

Daniel Henninger  
The Wall Street Journal

"Brinkley and John Chancellor... again provided the best anchoring of this summer's conventions."

Rick Du Brow  
The Los Angeles  
Herald Examiner

NBC... had the convention's best network anchor team, at least the two whose free-and-easy style best suited delivering us from the event's pomposity."

Howard Rosenberg  
The Los Angeles Times

"NBC wins hands down by sticking with the news... The aggressiveness of NBC's floor team was paying off with a couple of little coups that gave us adventure junkies the thrill of classic past convention moments."

Ron Rosenbaum  
Esquire's Convention  
Newsletter

All of us at NBC News would like to thank not only the people we've quoted, but all of our many friends in the print media for the nice things they've said about us. Their recognition might have been enough, but the September 17th issue of *Variety* carried a front page story about the final Nielsen figures that's worth noting, too...

"Surprise!" *Variety* said, "NBC-TV... was the ratings winner in the recent 1980 Democratic Convention coverage, winning both the total nighttime coverage and the common coverage honors."

That's right. It seems our convention coverage was right on the button. Again.



Tom Brokaw  
Tom Pettit  
Garrick Utley  
Chris Wallace  
Jessica Savitch  
Theodore H. White

# NBC NEWS

JOURNALISM THAT MAKES A DIFFERENCE.





# The Week in Brief

## TOP OF THE WEEK

**LOOSE REINS ON DBS** □ The FCC gets the ball rolling with a notice of inquiry that incorporates its staff's reports which conclude that the commission has jurisdiction to regulate direct broadcast satellites, but should do so minimally. **PAGE 24.**

**THE COURSE FOR RKO TELEVISION** □ The FCC designates the company's remaining 13 licenses for hearing, but won't proceed further until the WNAC-TV court appeal is finished. The spin-off plan for the 13 stations is rejected. **PAGE 25.**

**LITTLE SUPPORT FOR CBS** □ The network's proposals to foster an early resolution of teletext standards run into opposition. **PAGE 27.**

**ANA WEIGHS CHANGING TIMES** □ The Association of National Advertisers examines new technologies as they may affect advertising: The claim that network TV will be hardest hit prompts several speakers at the Hot Springs convention to warn against a premature death knell. Gillette's Ryan offers the most definitive projection of the penetration levels of the new media forms. **PAGE 28.** Issue advertising has gained much more acceptance with local stations, according to a TVB presentation to the ANA. **PAGE 30.**

## SPECIAL REPORT

**RADIO'S FOUR DAYS IN L.A.** □ NRBA anticipates a record attendance of nearly 4,000 at its convention this week. The complete agenda starts on **PAGE 33.** A full rundown on who and what will be in the exhibit halls commences on **PAGE 34.**

## BUSINESS

**ELLER, CHARTER OIL SPLIT** □ They call off their short-lived partnership in Charter Media. The oil firm will retain its broadcast holdings; he is expected to pursue the San Francisco FM buy and will keep the *Philadelphia Bulletin*. **PAGE 42.**

**P&G COUNTERADS** □ The company starts a \$10-million media blitz to urge women not to use its Rely tampons. **PAGE 42.**

## LAW & REGULATION

**McCLATCHY REBUTS** □ The publisher-broadcaster answers a *Wall Street Journal* story that McClatchy Newspapers killed its own investigative report that involved a principal in the prospective purchase of McClatchy's KMJ-TV Fresno. **PAGE 50.**

**'STANFORD' BILL TO CARTER** □ Congress approves the legislation to provide protection against newsroom searches. But not everyone is happy about late changes that lessen the shield. **PAGE 52.**

## TECHNOLOGY

**EDITING IN TAPE** □ CBS unveils a new-style camera and editing system designed to effect big savings in TV production costs. **PAGE 62.**

## MEDIA

**BLACK CONCERNS** □ At Washington meetings, there is a common fear that current FCC actions will harm current minority broadcasters. Van Deerlin cites imbalance in ownership at a session of the Black Caucus. FCC Chairman Ferris attempts to allay fears in his NABOB address. Journalist group condemns TV stereotyping of blacks. **PAGE 68.**

**SET THE GOALS FIRST** □ Arnold & Porter makes its recommendation to New York City on cable franchises, saying applicants should be given basic requirements around which to tailor their bids. **PAGE 70.**

## JOURNALISM

**DEBATE DROP-OUTS** □ Bush and Mondale refuse vice presidential confrontation in Louisville, Ky. Meeting of presidential candidates in Portland, Ore., called off due to lack of commitment. **PAGE 76.**

## PROGRAMMING

**NBC-TV KEEPS ROLLING** □ The network wins prime-time ratings honors for the second straight week. **PAGE 78.**

## PROFILE

**PAGE SETTER FOR RADIO** □ Tom Rounds, at the leading edge of syndicated radio programming for the past 10 years, has attempted to keep a low profile. But his successes as president of Watermark Inc. have given him high visibility. **PAGE 105.**

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# ***Kenneth Copeland is programmed for success...***



Each week, secretaries, homemakers, engineers, salesmen, people from all walks of life, watch Kenneth Copeland. He is a man with a message of faith that is dynamic and candid, but refreshingly entertaining. Starting on television one year ago, this one hour program has expanded to over 60 markets and is still growing. We at Michael R. Ellison are so enthused about this program, you won't have to call us, we will call you.



MICHAEL R. ELLISON  
ADVERTISING



# Closed Circuit®

Insider report: behind the scene, before the fact

## On way out?

One of Senate's leading Democrats has predicted that Charles D. Ferris will be removed from FCC chairmanship no matter who wins Presidency next month. Answering question at Indiana Broadcasters Association appearance, Senator Birch Bayh (D-Ind.) said "there probably will be" change in FCC chairmanship after election, and "I would frankly welcome that change."

Three-term senator, who himself is up for re-election, said Ferris, long-time Senate aide before FCC appointment, was "a very personable fellow." But Bayh said that when he writes letters to Ferris expressing constituent concerns, "I get a letter back explaining to me why he's going to go ahead and do what he already decided to do in the first place."

## New blood?

Now that FCC has rejected RKO General's plan to spin off 13 broadcast stations (see page 25), what happens to Richard W. Jencks, who had been designated to head NewCo, company that was to be formed to receive and run spin-offs? There's informed speculation that Jencks may be recruited to run RKO, which is now assured of extended operation under FCC timetable of hearings set last week.

It's pointed out that Thomas F. O'Neil, RKO chairman, and John B. Poor, vice chairman—men in command—both turned 65 years old this year. Jencks, who was CBS Washington vice president before taking early retirement in 1976 and president of CBS/Broadcast Group before that, is 59. (He's also lawyer and was CBS chief counsel before heading broadcast group.) He had been ticketed to be chairman of NewCo (BROADCASTING, Aug. 18). Jencks will be in Washington and New York this week, on prearranged visits to RKO facilities.

## Winners and losers

Top 10 rankings remain intact, and all markets currently in top 50 stay there despite considerable shifting up and down in Arbitron Television's new 1980/81 ADI (area of dominant influence) rankings. Among those that gained were Seattle-Tacoma, Wash., moving from 18th to 15th place, and Birmingham, Ala., from 49th to 44th. Among those dropping in rank were Miami, from 15th to 17th, and Dayton, Ohio, from 44th to 50th.

One new ADI has been added, Bend, Ore. Charlottesville-Harrisonburg, Va., after being combined last year, are again

split into separate ADI's, and Providence, R.I., now is Providence-New Bedford, Mass. Nielsen Station Index designated market areas (DMA's) also have shown significant rank changes ("Closed Circuit," Sept. 29).

## Closing strong

Fourth-quarter spot television sales aren't making percentage gains of past, but they shape up as approximate 12% increase over 1979 quarter, according to analysis by Katz Television. Late placement of spots continues in fourth quarter, practice that began in first quarter. Political advertising helped to bolster fourth-quarter sales, which are strongest in "Sunbelt" areas and weakest in industrial Midwest and Northeast.

## Debate after debate

Reagan-Bush Committee television commercial showing empty lectern while woman's voice notes that President Carter refused League of Women Voters' invitation to debate in Baltimore (BROADCASTING, Sept. 29) has upset league headquarters, which has received number of letters and phone calls from members complaining that ad could be construed as league endorsement of Ronald Reagan. League wrote Reagan-Bush Committee, saying use of league's name in commercial was inappropriate and adding that commercial was no longer accurate, since league's second invitation to debate, on Sept. 25, was turned down not by Carter but by Reagan.

But league received no sympathy. Top Reagan aide, James Baker, defended accuracy of ad and denied it implied league endorsement of Reagan.

## One thing after another

It isn't only candidates who are giving League of Women Voters fits in its efforts to sponsor debates among presidential candidates. *Baltimore Sun* is another problem. It ran full-page ad in *Editor & Publisher* describing itself as "co-sponsor" of Ronald Reagan-John Anderson confrontation in Baltimore Sept. 21. League's voter education fund chairman, Ruth Hinerfeld, reminded *Sun* in letter last week it was no such thing, even if it did contribute \$20,000 toward cost of debate series. (Others had contributed that much and more.)

Ad may have been fathered by wish. *Sun* had offered \$120,000 in return for designation as co-sponsor of Baltimore debate. League rejected proposal, both because it never shares sponsorship of events and because it felt sum was

inappropriate, according to league representative. As it happened, *Sun's* Charles Corddry was on questioners panel. But Lee Hanna, director of debate series for league, says Corddry, who has reputation as authoritative military affairs writer, was selected through normal process league had established before *Sun* flap arose.

## Competition

At least one communications attorney in private Washington practice is on record as disapproving of consulting work William Ray, former chief of FCC's Complaints and Compliance Division, is doing for National Association of Broadcasters this election season—answering members' political broadcasting questions. That's sort of thing Ray did for years at commission, but disapproving lawyer felt strongly enough about Ray's doing it for NAB (and, in process, perhaps depriving lawyers of business) to file complaint with Federal Communications Bar Association. But FCBA's executive committee was not impressed; it voted not to refer it to committee on unauthorized practices.

## Frontiersman

Members of Association of National Advertisers not only spent big part of last week on new electronic media (story page 28); they also put their top expert on that subject in line for ANA chairmanship. He's Tom Ryan of Gillette, chairman of ANA Task Group on TV Futures. He was elected vice chairman, and if precedent holds, he'll move into top job when term of newly elected Chairman Richard Creedon (of Nabisco) expires year from now.

## Market making

Acquisition speculation that has fueled flight of UA-Columbia Cablevision stock from \$51.50 on July 30 to \$78.50 last Thursday wasn't stifled by announcement that Morgan Stanley & Co. had been authorized to solicit and negotiate mergers or other deals. But savvy Wall Streeters would be surprised to see company, with market value of \$250 million, swallowed whole.

Less surprising would be arrangement that let some long-term entrepreneurial investors get out with tidy profit. New party looking to acquire block of shares could offer modest premium over market price that wouldn't be enough "to stampede public investors" but prove most satisfying to stockholders wanting capital gain.

# Business Briefly

TV ONLY

**J.C. Sloan** □ Diamonds. Begins Oct. 27 for eight weeks in eight markets. Day, fringe and weekend times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 18-54.

**Konica** □ Cameras. Begins Nov. 3 for five weeks in 13 markets. Day, news and



sports times. Agency: Air Power Media Corp., New York. Target: men, 18-34; men, 18-49.

**Keebler** □ Pie curst. Begins Oct. 6 for four weeks in Houston, Minneapolis and

Denver. Agency: Leo Burnett, Chicago. Target: women, 25-54; women, 18-49.

**Glenmore Distributors** □ Mr. Boston cocktails. Begins Oct. 13 for 11 weeks in more than 14 markets. Early and late fringe, prime and sports times. Agency: Mathieu, Gerfen & Bresner, New York. Target: adults, 18-49.

**Fundimensions** □ Sound Gysmo toy. Begins Nov. 3 for six weeks in three markets. Daytime. Agency: William B. Doner, Southfield, Mich. Target: children, 6-11.

**Carnation** □ Evaporated milk. Begins Nov. 3 for five weeks in more than 20 markets. Early fringe and prime access times. Agency: SSC&B, Los Angeles. Target: women, 25-54.

**Tandy Corp.** □ Color tile home improvements. Begins Nov. 17 for five weeks in about 10 markets. Day, fringe and weekend times. Agency: Mart Advertising, Fort Worth. Target: adults, 25-49.

**Melita** □ Coffee makers. Begins Oct. 27

## Rep Report

WBTV(TV) Cincinnati: To Adam Young from Avery-Knodel.

KJOL(FM) Los Angeles: To Selcom from HR/Stone.

Kous-TV Billings, Mont.: To Spot Time Ltd. (no previous rep).

KOPB(AM)-KESY(FM) Omaha, Neb.: To Selcom from Roslin Radio.

WICK(AM)-WWDL(FM) Scranton-Wilkes-Barre, Pa.: To Selcom from PRO Radio.

for five weeks in Philadelphia, Washington and Hartford, Conn. Daytime. Agency: Tyson & Partners, Philadelphia. Target: women, 18-49.

**Northern Petrochemical** □ Peak anti-freeze. Begins this week for three weeks in about 12 markets. News, sports and fringe times. Agency: Stern Walters/Earle Ludgin, Chicago. Target: men, 18-49.

**Paterno Imports** □ Corvo wine. Begins in early November for two to four weeks in New York; Boston; Hartford, Conn.; Chicago; Washington; Miami; Houston, and Los Angeles. Day, news, late fringe and weekend times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 35-54.

RADIO ONLY

**Creomulsion Co.** □ Regular/children's cough syrup. Begins Nov. 17 for 12 weeks in about 30 markets. Morning drive, midday, afternoon drive and weekend times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 18-49; black adults, 18-49; Hispanic adults, 18-49.

**Barnes & Noble** □ Book stores. Begins Oct. 29 for seven weeks in New York and Boston. Morning drive, midday and afternoon drive times. Agency: Geer DuBois, New York. Target: adults, 25-54.

**Seattle Trust Savings** □ Banking. Begins Oct. 20 for seven weeks in Seattle and Tacoma, Wash. Agency: Dancer Fitzgerald Sample, San Francisco. Target: adults, 25-49; adults, 18 and over.

**Rupp Manufacturing** □ Heaters. Begins Oct. 13 for six weeks in eight markets concentrating on upper Midwest. Morning

Radio only

## MASLA MEANS BUSINESS

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drive and midday. Agency: The Haworth Group, Minnetonka, Minn. Target: adults, 18-54.

**Welch's** □ Frozen cranberry juice. Begins Oct. 13 for three weeks in about 30 markets. Morning drive and midday. James Jordan Inc., New York. Target: women, 35-64.

**Savings Bank Association of Connecticut** □ Begins this week for three weeks in various Connecticut markets. Midday, afternoon drive and evenings. Agency: Quinn & Johnson, Boston. Target: adults, 25-54.

**Bell of Pennsylvania** □ Yellow pages. Begins Oct. 20 for three weeks in Pittsburgh and Reading, Pa. Morning drive, midday and afternoon drive times. Agency: Lewis & Gilman, Philadelphia. Target: men, 25-54.

**7-Eleven Stores** □ Coffee promotion. Begins this week for three weeks in 165 markets. Morning drive times. Agency: Stanford Agency, Dallas. Target: men, 18-49.

**Stop-n-Go Restaurants** □ Coffee/cheeseburger promotion. Begins this week for two weeks in eight Southeastern markets. Morning drive, midday and afternoon drive times. Agency: Bowes/Hanlon, Atlanta. Target: men, 18-49.

**William Morrow & Co.** □ "The Survivor" book. Begins Oct. 27 for one week in 30

markets. Morning drive, midday, afternoon drive and evenings. Agency: Gaynor Media Corp., New York. Target: adults, 25-54.

**World Concern** □ Religious programming. Begins this month for varying flights in 20 markets. Morning drive, midday and afternoon drive times. Agency: Creative Communications, Garden Grove, Calif. Target: adults, 25 and over.

**Monsieur Henri** □ Weber wine. Begins Nov. 5 for four weeks in eight markets. Fringe times. Agency: Ogilvy & Mather, New York. Target: adults, 25-49.

**Baptist Book Stores** □ Christmas gifts. Begins Nov. 20 for two to four weeks in 50 markets. Day, fringe, prime and weekend times. Agency: Bill Hudson & Associates, Nashville. Target: adults, 18-54.

**Regal Ware** □ Cookware. Begins Nov. 23 for two weeks in 21 markets. Day and early fringe times. Agency: Frankenberg, Laughlin, Bernstein & Constable, Milwaukee. Target: women, 25-54.

**Food & Wine From France** □ White wine. Begins Nov. 5 for one week in Los Angeles area. Fringe and news times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 18-49.

**ServiStar Hardware** □ Store franchises. Begins in late November for three weeks in 39 markets. Agency: William B. Doner, Southfield, Mich. Target: adults, 25-54.

## WHO ARE THE PROS IN RADIO...

Ancil Al Allen Arch Art Ben Bill Bob Bruce  
Bud Carl Cecil Chuck Clark Cullie Don Dwight  
Ellen Frank Franz Fred Fritz Gary Gene  
George Harrison Harvey Homer Howard  
Jason Jay Jim Joe John Les Linc Lis Lorraine  
Louisa Lynn Marty Milt Nick Norman Peter Phil  
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## AdVantage

**Cable push.** Cable Networks Inc., 3M Company subsidiary, joined with Time Inc.'s Manhattan Cable last week in making pitch to New York area advertisers that promised them "impact of television, with selectivity of magazines at out-of-pocket cost of radio." CNI has deals with six area cable systems in addition to Manhattan to represent them in sale of local spots on Cable News Network and local hockey and basketball coverage from Madison Square Garden. CNI claims subscriber base of 600,000—calls cable viewers in systems "trend setters, news followers, opinion makers and sports fans." Already signed for MSG sports package: Miller Brewing, Datsun, Eastern Airlines, and Post-Newsweek's *Inside Sports*.

**Single image.** Pan American World Airways, New York, is launching \$30-million six-month advertising campaign, with radio starting this week in key domestic and overseas markets and television spots beginning on Oct. 13 in U.S. and shortly thereafter in overseas markets. Prime objective of campaign is to stress that Pan American/National Airlines merger has now been fully implemented and result is new, single-image airline. New advertising theme, created by Pan Am's agency, N W Ayer ABH International, New York, is "Say hello to Pan Am."

**Auto TV commercials wanted.** Entries will be accepted until Dec. 12, in fifth annual Auto Dealer and Dealer Association TV Commercials Awards sponsored by Television Bureau of Advertising in cooperation with National Automobile Dealers Association (NADA). Six awards will be presented for best commercials in following market rank categories submitted by car dealers and dealer associations: ADI's 1-50, 51-100, and 101 and below.

**Planning spot TV.** New 32-page guide has been issued by Television Bureau of Advertising to assist advertisers and agencies in planning spot TV purchases. Called 1980-81 *Spot Television Planning Guide*, booklet was compiled in cooperation with 23 station representatives and 608 TV stations. It provides cost data and realistic average spot TV audiences by demographic segments in two categories: by 20 market-rank groupings in eight dayparts, starting with top 10 markets and ending with top 200 markets, and by nine census regions for same eight dayparts. Guide is available to advertisers, agencies and broadcast members from TVB at 1340 Avenue of the Americas, New York, 10015 at \$10 per copy.



# FOR MORE THAN 3 DAYS YOUR ONLY PIPELINE TO THE PERSIAN GULF WAR WAS CBS NEWS.

On Sunday, September 21, long-time hostilities between Iraq and Iran erupted into full-scale warfare.

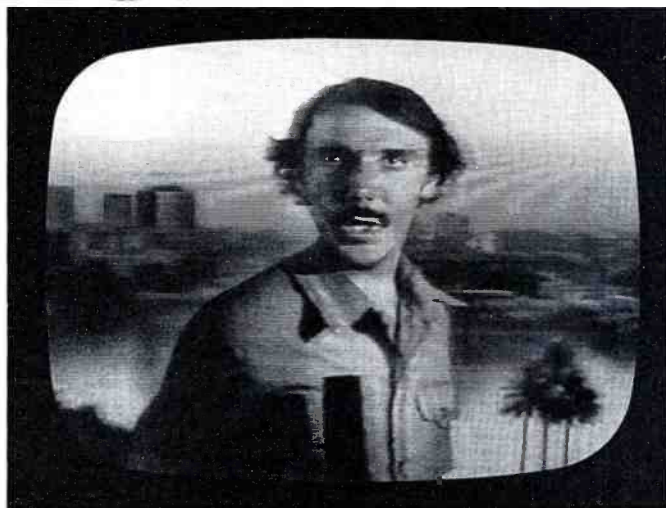
The world was caught by surprise. But not CBS News.

Anticipating trouble, CBS News had sent reporter Larry Pintak, with an electronic camera team, to Baghdad. The *only* American newsmen on the scene when fighting broke out. The *only* American newsmen to cover the first three days of the war.

Right from the start, Pintak was on top of the story—on both television and radio. And he stayed there. All airports were closed. Communications to the outside world disrupted. Yet despite the odds, he and his crew managed to get first-hand reports out of Iraq, back to CBS News and the waiting world.

It was more than three days before other Western newsmen were able to penetrate the area. Even then, CBS News continued to bring Americans the news first. On Wednesday, Correspondent Don Kladstrup, on The CBS Evening News with Walter Cronkite, was first to show oil-carrying ships passing through the critical Straits of Hormuz.

Knowing where to be, and when to be there, is what you expect from a great news organization. What millions of Americans expect from CBS News. They know they can count on us for the first word on what's happening. And the last.



**CBS NEWS REPORTER LARRY PINTAK REPORTING FROM BAGHDAD:**

**SUNDAY, SEPT. 21, 11PM \***

"Today's fighting has ranged from artillery duels in the North to naval battles in the South... To the South, Baghdad claims five Iranian gunboats were sunk on the Shatt Al Arab."

**MONDAY, SEPT. 22, 7PM**

"Iraq's ruling Revolutionary Command Council broadcast what was, in effect, a declaration of war... Heavy fighting was reported over the weekend all along the border..."

**TUESDAY, SEPT. 23, 7AM**

"Iran's target was the Iraqi military base at Rashid, located about 15 miles south of the capital. The attack came at dawn."

**TUESDAY, SEPT. 23, 11:16AM**

"Anti-aircraft guns are blasting away on the edge of the capital, driving off yet another Iranian attack

on this city. And here they—the blast of the guns, puffs of smoke in the air, as the anti-aircraft guns fire at the jets."

**TUESDAY, SEPT. 23, 2:01PM**

"As dawn broke over Baghdad, the Iraqis made their first strikes. Baghdad's air defenses went to work, and anti-aircraft batteries erupted."

**TUESDAY, SEPT. 23, 7PM**

"Iraqi authorities tonight released this film to the outside world. It purports to show Iraqi ground-to-ground rockets being fired inside Iran."

**TUESDAY, SEPT. 23, 11:30PM**

"In the last set of raids, as the Iranian planes came back, the city just lit up. It was already dark. There is a blackout. The city was absolutely black. And, all of a sudden, the sky erupted."

**WEDNESDAY, SEPT. 24, 7AM**

"Iraq appears to have definitely crossed the border in many areas, certainly down in the south on the Shatt Al Arab River, which is the Iraqi Navy's only access to the Persian Gulf and the only way that Iraq gets its oil out."

**WEDNESDAY, SEPT. 24, 6PM**

"The fiercest fighting occurred in and around the oil ports of Basra in Iraq, and Abadan and Mohamora in Iran. On the Iranian side of the river, Abadan and Mohamora are said to be surrounded and in flames."



\*All times Eastern Daylight Time.

# CBS NEWS

**CONTINUING COVERAGE OF THE IRAQ/IRAN CRISIS  
ON THE CBS EVENING NEWS WITH WALTER CRONKITE,  
CBS NEWS "MORNING" AND OTHER  
CBS NEWS TELEVISION AND RADIO BROADCASTS.**

# THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE

## THE REPLICATION CENTIPEDE

It's a jungle out there... filled with all sorts of ferocious  
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We know what it's like to travel through the ratings jungle.

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sophisticated science of information.  
The kind of information you get from Arbitron.





**DESCRIPTION:** A beneficial species created in the Arbitron labs. Demonstrates the reliability of Radio and Television audience demographic data.

**EVOLUTION:** Originally, when the only television audience estimates produced were those for: total households, people, men-women-children, there was no need for the Replication Centipede.

But as the need for additional and more descriptive demographics grew, people began to doubt the reliability of that data.

Arbitron, seeing the need for some way of measuring the reliability of the data, began work on Replication.\*

**SPECIES CREATION:** Arbitron invested three years of research and a quarter of a million dollars in the creation of the Replication Centipede.

When the species reached maturity, it was able to demonstrate that ratings were far more accurate than had previously been thought.

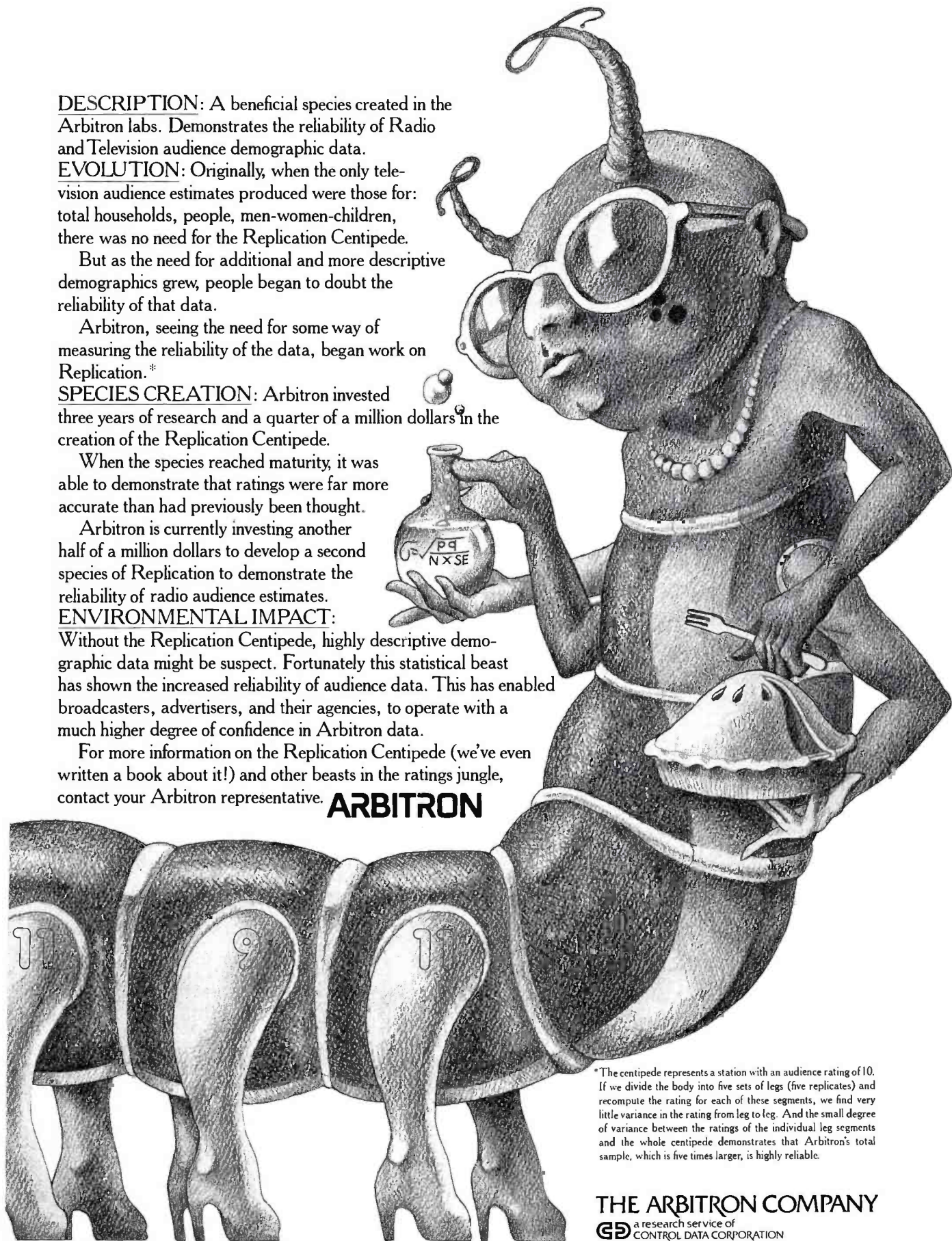
Arbitron is currently investing another half of a million dollars to develop a second species of Replication to demonstrate the reliability of radio audience estimates.

**ENVIRONMENTAL IMPACT:**

Without the Replication Centipede, highly descriptive demographic data might be suspect. Fortunately this statistical beast has shown the increased reliability of audience data. This has enabled broadcasters, advertisers, and their agencies, to operate with a much higher degree of confidence in Arbitron data.

For more information on the Replication Centipede (we've even written a book about it!) and other beasts in the ratings jungle, contact your Arbitron representative.

**ARBITRON**



\*The centipede represents a station with an audience rating of 10. If we divide the body into five sets of legs (five replicates) and recompute the rating for each of these segments, we find very little variance in the rating from leg to leg. And the small degree of variance between the ratings of the individual leg segments and the whole centipede demonstrates that Arbitron's total sample, which is five times larger, is highly reliable.

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# Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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□  
**AM-FM allocations.** FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29). Commission also has under consideration other means of increasing number of radio facilities, including National Telecommunications and Information Administration proposal for reducing AM channel spacing from 10 khz to 9; U.S. submitted that idea at Region 2 (western hemisphere) conference that ended March 28 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (BROADCASTING, March 31). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3). NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, National Association of Broadcasters urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting.

□  
**AM stereo.** FCC has backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's may ultimately be adopted (BROADCASTING, Aug. 4). In fact, notice indicates that Motorola has inside track on winning approval (BROADCASTING, Sept. 22). Other system proponents are Belar, Harris and Kahn.

□  
**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlements with all three. Agreement with NBC was approved by presiding judge in case (BROADCASTING, Dec. 5, 1977); CBS negotiated essentially same agreement, which imposes number of restrictions on networks in program ownership (BROADCASTING, May 12). Some restrictions are not effective, however, until agreement reached with ABC is approved by judge in case (BROADCASTING, Aug. 25).

□  
**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting

number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, when both sides asked for summary judgment.

□  
**Blanking intervals.** FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (BROADCASTING, June 18, 1979). Comments were filed late last year; majority supported more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed year ago to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□  
**Cable copyright.** Copyright Royalty Tribunal has issued final formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Sept. 29). Under terms of formula, U.S. and Canadian TV broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Next phase of proceeding will be distribution of funds to members of joint claims. A decision whether to appeal the ruling will be made Oct. 9 at a meeting of the National Association of Broadcasters ad hoc committee on cable copyright royalties.

□  
**Cable deregulation.** FCC on July 24 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as

marketplace inequity. Commission had only voted, however, when Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28). National Association of Broadcasters has filed motion to intervene on Malrite's behalf and has filed petition for stay of order at FCC. If FCC failed to act on petition by last Friday, NAB said it would seek stay in court (BROADCASTING, Sept. 29). National Cable Television Association has taken FCC's side in court appeal (BROADCASTING, Aug. 25). There has been no court action to date.

□  
**Children's television.** FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing sufficient amounts of children's instructional and educational television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June which provided survey of what's available in children's programming, as well as ideas of how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30).

□  
**Communications Act.** House Commerce Committee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill was referred to Judiciary Committee, which reported it "adversely without prejudice." Rules Committee will now have to decide whether to send bill to House floor for vote. In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (BROADCASTING, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Senate Commerce Committee Chairman Howard Cannon (D-Nev.) has not scheduled any dates for consideration of bill, and says he won't until further hearings have been held. Any action this Congress is very unlikely.

□  
**Cosat.** Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay-TV programming via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Cosat planned to have details ready for filing at FCC first quarter of this year. However, filing has been put off indefinitely since joint-venture talks with Sears fell through (BROADCASTING, April 14). Tentative time of filing now is late October or early November. FCC meanwhile, has been conducting inquiry into Cosat's corporate structure. Broadcasters filing comments agreed that Cosat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present

charter. FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28). On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans future hearings to determine whether legislation in this area is necessary. FCC adopted notice of inquiry seeking comments on technical and policy issues surrounding DBS (see "Top of the Week").

□

#### **Crossownership (newspaper-broadcast).**

Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of changed circumstances in market (entry of competition), and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

□

#### **Crossownership (television broadcast-cable television).**

FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC, on June 25, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30).

□

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In

broadcasting, commission has voted to tighten equal-employment guidelines for stations, effective April 1. Stations with five to 10 employees are required to have 50% parity over-all with available work force, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. In June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9). Comments due Oct. 24.

□

**Family viewing.** Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979). Rehearing was denied, and plaintiffs have asked Supreme Court to review Appeals Court decision (BROADCASTING, May 12).

□

**Federal Trade Commission.** After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions in bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action.

**Format changes.** FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court has agreed to review case (BROADCASTING, March 10).

□

**License renewal forms.** FCC adopted notice of proposed rulemaking that, if enacted, would shorten renewal form to postcard size for all AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (BROADCASTING, June 9).

□

**Minority ownership.** Carter administration, which announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979), reviewed results of effort before group of black broadcasters (BROADCASTING, Sept. 15). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund. [BROADCASTING, Sept. 29]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minorities learn station operations.

□

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with

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District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9). It appealed Supreme Court to hear case on Aug. 29.

□

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network/affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks. (BROADCASTING, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (BROADCASTING, June 23).

□

**Network standings.** Prime-time TV rating averages, Sept. 15-28: NBC 21.8, ABC 16.1, CBS 15.2.

□

**Noncommercial broadcasting rules.** FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee (BROADCASTING, Jan. 28).

□

**Operator licensing.** FCC has proposed dropping first-class operator licenses (BROADCASTING, Aug. 4). Proposal would delete examination requirements for operators who install, service maintain and adjust transmitting equipment at all types of stations. FCC had abolished third-class operator permit after concluding that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28).

□

**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken up April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture, Premiere, to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures

Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. Justice Department has attacked Premiere as antitrust violation. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979).

□

**Performer royalties.** Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is being considered by Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

□

**Radio deregulation.** In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed (BROADCASTING, March 31). FCC held two days of panel discussions on issue Sept. 15 and 16, with representatives of both industry and public interest groups commenting.

□

**Shield legislation.** Congress last week approved legislation that would require all federal, state and local law enforcement officers to obtain a subpoena—which can be challenged in court—when seeking such items as notes, tapes, films and photographs belonging to people engaged in First Amendment activities (see pg. 52). Legislation was drafted after Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New Jersey court), as one of number of bills designed to protect press (BROADCASTING, Jan. 29, 1979). News that county prosecutor invaded newsroom of KBCI-TV Boise, Idaho, with search warrant and seized news tapes added impetus to drive for such legislation (BROADCASTING, Aug. 4). Also, newsmen for WBZ-TV Boston was ordered by state court to jail for refusal to reveal sources for his story on judicial misconduct. Supreme Court Justice William Brennan issued 11th-hour stay of sentence, pending appeal to federal courts (BROADCASTING, July 21).

□

**Teletext.** CBS quit Electronic Industries Association Subcommittee attempting to work out industrywide teletext standards and submitted to FCC proposal based on French Antiope system (BROADCASTING, Aug. 4). Comments in response to CBS filing at FCC were submitted

last week (see "Top of the Week"). While future of EIA subcommittee is unclear, it is likely that supporters of British Ceefax-Oracle and Canadian Telidon systems will file competing proposals at FCC and all three systems will carry on fight for adoption in U.S. market.

□

**TV allocations.** FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed the creation of 139 more (BROADCASTING, Sept. 15 and Sept. 22). Drop-ins would be subject to same regulations as existing full-service stations. Low-power stations, also proposed by FCC, would have vastly simpler rules governing start-up, programming and operation (BROADCASTING, Sept. 15). The low-power stations would be authorized on any VHF or UHF television channel from 2 through 69. VHF's would have 10-watt limit and UHF's would have 1,000-watt limit outside existing table of assignments. Comments on drop-ins, most of them negative from broadcasters, were received at FCC nearly three years ago (BROADCASTING, Dec. 19, 1977).

□

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Last year, it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10). Subsequent report, "Comparability for UHF Television," released last month, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems. (BROADCASTING, Sept. 22).

□

**WARC.** White House will send to Senate for ratification early next year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

# Datebook

■ Indicates new or revised listing

## This week

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

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

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

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

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

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

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

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

■ **Oct. 8**—*New England Cable Television Association* quarterly meeting. Hilton Inn, Merrimack, N.H.

**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 Broadcast Engineers* seventh regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

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

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

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

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

## Also in October

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

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

**Oct. 12-14**—*Pennsylvania Association of Broadcasters* annual fall convention. 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 Biltmore, Phoenix.

■ **Oct. 14**—*California Community Television Association* northern California technical seminar. Oakland Airport Hilton Inn, Oakland, Calif.

**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**—First in series of luncheon meetings between representatives of business and journalists to discuss concerns in business/media relationships. Sponsor is *The Media Institute*, Washington. Guest speaker will be Herbert Schmeitz of Mobil Oil Corp. The University Club, Washington.

■ **Oct. 15**—*California Community Television Association* southern California technical seminar. Hyatt House hotel, Los Angeles.

**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*

## Major Meetings

**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, 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: Washington, 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 PTI, Viktoriast. 21, CH-3030, Berne, Switzerland.

■ **June 6-10, 1981**—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

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



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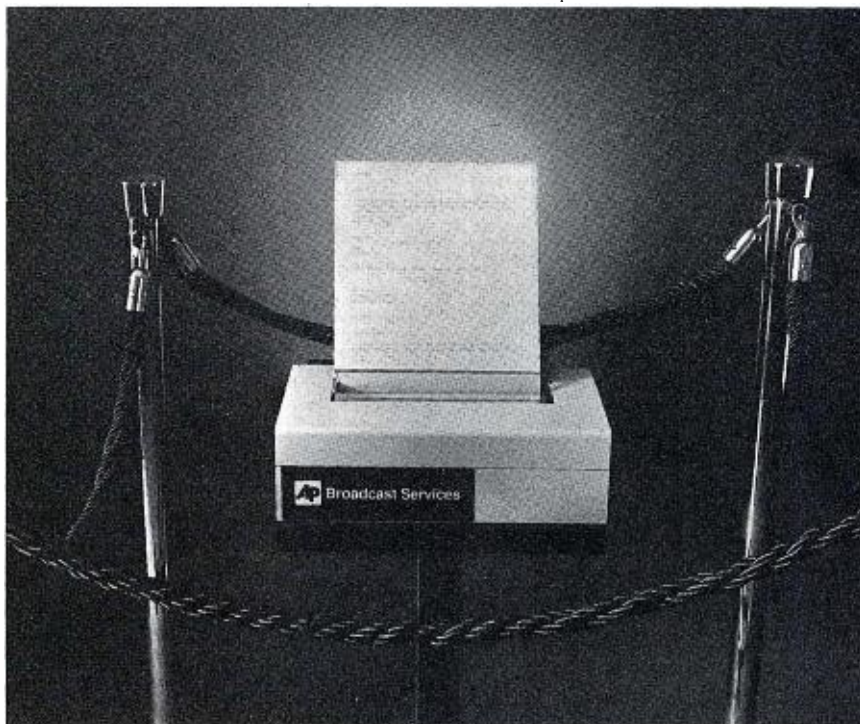
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sion East central area conference. Bond Court hotel, Cleveland, Ohio.

**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. 17**—Fourth annual Network Presidents' Luncheon sponsored by *Boston/New England Chapter of National Academy of Television Arts & Sciences*. Topic is "Election 80: The Politics Behind the Coverage"; Speakers: Roone Arledge, president of news and sports, ABC; William Small, president of news, NBC, and Robert Chandler, vice president and director of public affairs, CBS. Anthony's Pier Four, Boston. Information: Leo Palmer, (617) 259-8656.

**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 Programing—1980." Featured 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.

## Errata

A "Bottom Line" item on page 90 of the Aug. 25 issue incorrectly reported that the **total payroll of the typical radio station** in the National Association of Broadcasters annual survey of radio revenues and expenses was \$61,000. The correct figure is **\$161,000**.

□

It was incorrectly reported in Sept. 15 "Fates & Fortunes" that **Mary Gale** was named evening assignment reporter at KIEM-TV Eureka, Calif. Gale was named evening assignment reporter at KCRA-TV Sacramento, Calif., where she formerly produced 5 p.m. news block. In "Fates & Fortunes" Sept. 22, it was reported on page 76 that **Jack Sweeney** is new general sales manager of KCBS-FM San Francisco. He is general sales manager of KCBS(AM).

**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. 24-25**—*Maryland/Delaware Cable Television Association* fall meeting. International hotel, Baltimore-Washington International Airport.

**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. Speakers include Frank Washington, deputy chief, FCC's Broadcast Bureau; Thomas Stanton, deputy director, FTC's Office of Policy Planning; John Summers, executive vice president, National Association of Broadcasters; Kathryn Creech, senior vice president, National Cable Television Association; Michael Moore, senior vice president, Benton & Bowles. 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. 5-7**—Conference on electronic delivery of news (teletext and videotext) designed particularly for news executives and sponsored by *Indiana University*, Bloomington, Ind.

■ **Nov. 6-9**—*American Advertising Federation* western region conference. Heritage Inn, Great Falls, Mont.

**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.

**Nov. 13-14**—*Practicing Law Institute* seminar, "Communications Law 1980." Biltmore hotel, New York. Information: Nancy B. Hinman, PLI, 810 Seventh Avenue, New York 10019; (212) 765-5700.

**Nov. 13-16**—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

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

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

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

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

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**Nov. 17-18**—*Society of Cable Television Engineers* technical meeting and workshop. Ramada Inn, Philadelphia.

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

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

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

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

■ **Nov. 29-Dec. 3**—*National League of Cities* annual meeting. Cable franchising is on agenda. Georgia World Congress Center, Atlanta.

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

## December

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

**Dec. 3-4**—*Advertising Research Foundation's* second Western conference and research fair. Los Angeles Biltmore.

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

# Open Mike®

## The debates that weren't

EDITOR: I wholeheartedly agree with your Sept. 29 editorial on Section 315, which should be consigned to the junk heap. Barring its repeal, certainly it should be suspended during presidential election campaigns. Unfortunately, this year it wasn't, and the League of Women Voters has attempted to provide a valuable service in producing the presidential debates.

We appreciate your kind comments on our first debate in Baltimore, and we agree that the format was far from perfect. Even if the 60-minute time frame had permitted the use of follow-up questions, history tells us that they would have served no useful purpose. A recent content analysis of the 1976 debates points out that the follow-up questions reporters asked were not follow-up questions at all; they didn't relate to the original questions.

This year, for the first time, reporters asked both candidates the same question, forcing a delineation of their views on the same issue, and thereby providing the public with an opportunity for a side-by-side comparison of their positions. In this respect, the debate was a valuable service to a vast audience.

The elimination of Section 315 would give the media direct access to the candidates. A 90-minute debate with a more flexible format would give the public more of an opportunity to hear the candidates in a give-and-take situation with more verbal fireworks. All that may be true, but at this writing no further debates are planned at all. And that is truly sad news for the American public.—*Lee Hanna, director, 1980 presidential debates, League of Women Voters, Education Fund, Washington.*

## Likes the Lee-way

EDITOR: I am not a professional broadcaster as of yet. I am a sophomore at New York University, just trying to keep involved in our little radio experiments

called education. I have no clout, no power, but perhaps that is my only virtue in asking you to publish this letter.

In the Sept. 22 issue you published excerpts of a treatise to his colleagues by FCC Commissioner Robert E. Lee [on VHF-UHF allocations]. I would like to express my appreciation both to you for publishing and Commissioner Lee for saying what was included in that issue. If you pay close attention to the words said, many things are put back into their proper perspectives.—*Andrew Kalish, producer, WNYU-FM New York.*

## Plenty in Pa.

EDITOR: The recent FCC rulemakings on VHF drop-ins will have their biggest impact, if anywhere, on Pennsylvania, leading to a variety of questions:

For instance, why seven V drop-ins for Scranton-Wilkes-Barre, which is now an all-UHF market with four successful stations (including WVIA-TV, a public station that in many ways also serves as an independent, albeit noncommercial)? Or why four V drop-ins for Harrisburg, hub of a market that now has five U's (and VHF WGAL-TV Lancaster)?

With cable and the proved success of U's in many parts of the state, it would seem that additional VHF service is not really warranted.—*Patrick M. Cloonan, news director, WNCC(AM) Barnesboro, Pa.*

## Concurring opinions

EDITOR: It was FCC Commissioner Robert E. Lee who, at the FCC open meeting on the VHF television drop-ins, suggested that a general reduction in mileage separations would be a much better approach than "equivalent protection." I pointed out that this is the approach which the commission is itself proposing in making new FM broadcast drop-ins (Broadcast Docket 80-90). This all assumes, of course, that public policy favors VHF TV drop-ins—*Howard T. Head, A.D. Ring & Associates, Washington.*

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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising*\* was acquired in 1932. *Broadcast Reporter*\* in 1933. *Teletest*\* in 1953 and *Television*\* in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ \*Reg. U.S. Patent Office. □ Copyright 1980 by Broadcasting Publications Inc.

# Monday Memo®

A broadcast advertising commentary from Eugene D. Jackson, chairman-president, National Black Network, New York

## The black market becomes a must buy

In sound economic times, it takes creativity and an innovative spirit to merchandise goods and services. In these difficult times, you must add another element: courage.

Of course, my basic interest is in the black community. And while we cannot deny the terrible toll the recession and inflation have taken in terms of jobs among blacks, I believe it would be shortsighted for major and even minor advertisers to write off the black community until such time as the economy does an about-face.

For example, in 1979, blacks bought nearly \$40 million worth of Tide, and more than \$70 million worth of Pampers. Data shows that blacks account for 23% of the chewing gum market, and about 14% of instant mashed potato purchases.

There are some eye-opening statistics that demonstrate unmistakably that advertisers should zero in on the black community, which I believe is still an untapped frontier of opportunity for segments of the American industry.

In 1975, the income of black workers was approximately \$80 billion.

In 1980, the projected figure is \$125.8 billion. Those who have analyzed and studied the black work force estimate that by 1985, black income will reach \$225 billion.

(I should point out that if we considered black America to be a separate nation, that \$125.8-billion economy would rank sixth in the free world, larger than that of Canada or Australia.)

With regard to the work force itself, the Census Bureau tells us that in 10 years the black population will have risen to 29.8 million, representing about 12.2% of the total population.

Moreover, by the end of the decade, the labor force may have expanded to 120.6 million workers. Of these, 15.8 million, or 13.1%, will be black. Blacks may actually hold 14.5 million, or 12.7% of the jobs.

While employment gains in the next decade will not be as rapid as black Americans would like them to be, blacks can look forward to some modest improvements in the labor market.

In a real sense, no matter how we deplore it, the United States continues to be two societies. One is white and one is black.

Of course, people find this an unwholesome and divisive situation and are



Eugene D. Jackson launched National Black Network seven years ago. He serves as chairman and president of NBN, which has almost 100 radio stations as affiliates. Earlier, he had been an engineer for Colgate-Palmolive Co. in Kansas City, Mo.

working mightily to bring the two societies closer together.

But in the meantime, if we take a hard look at the economics of the black community, I am convinced that the advertiser and the marketer with the courage to consider black America as a nation within a nation can realize substantial economic results.

Let us examine some of the key demographics of the black marketplace:

- Black family income is 85% of white income, where the head of the household is under 35.

- The median age of the black female is 23.7; her white counterpart is 29.

- The black male median age is 21, compared to 27.6 for the white male.

On a percentage basis, blacks start more new homes than whites. They have more and larger families.

At the present time, approximately 18%

of school children in this country—from nursery school through high school—are black. The black community is becoming more affluent, and thus there is an increasingly heavy demand for the full range of goods and services available.

In the past, the economics of the black marketplace have been such that most of the dollars were spent on basic necessities—food, clothing and housing.

Now, however, as the black median income advances inexorably toward the white median, there are more dollars available for more durable goods—for automobiles, for TV sets, for furniture, for refrigerators—even more for insurance coverage.

Clearly, the black marketplace is the new frontier for industry in the white marketplace, with the latter's ever-increasing older population and its declining percentage of young people.

As black family income climbs, so does the demand for products and services. How, then, can industry zero in on this lucrative target?

My experience in the broadcasting field tells me that the answer is radio, black radio. This is because black radio addresses itself to the needs and wants of the black marketplace. Black radio is so finely attuned to the black home that it performs better than any other medium in reaching the holders of more than \$125 billion spendable dollars.

One question frequently asked by advertisers and sales executives is: Will it always be necessary to develop a specific black marketing strategy?

My answer: Unless all of society metamorphoses, there will be a discernible need for a special kind of communication, a special kind of marketing in the black marketplace. This means that the highest standards of advertising excellence must prevail.

This is of extreme importance to us at the National Black Network, and efforts to salute such excellence have already been initiated.

In 1978, we established the CEBA Awards. CEBA stands for "Communications Excellence to Black Audiences," and is a special project of the nonprofit World Institute of Black Communications Inc.

On Wednesday, Oct. 8, at a dinner in the New York Hilton hotel, awards will be presented by the institute to advertisers, their agencies and the media that have made significant breakthroughs in communicating their messages to the black community. That event represents a milestone for our industry.



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

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

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

It has an improved optical system, with a totally-sealed f/1.4 beam splitter. It's available with low-capacitance versions of the Saticon® or Plumbicon® tubes. And with a full range of remote control devices. Of course, it's backed by incomparable RCA Tech-Alert service. See your RCA Representative. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

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TOP OF THE WEEK

## FCC gets the ball rolling on DBS

**Commission sets out notice of inquiry incorporating staff's reports that conclude agency has jurisdiction to regulate, but should do so only minimally**

The FCC has taken its first formal action toward the construction of a regulatory framework for direct broadcasting satellites. The commission last week adopted a notice of inquiry inviting comments on three staff reports that all suggest the FCC take a laissez-faire approach.

The notice was adopted by a unanimous vote of the commissioners, but they made clear that they did not necessarily endorse the recommendations in the reports, which were prepared by the Office of Plans and Policy, the Office of Science and Technology and the Office of General Counsel.

OPP's was the central report. Nina Cornell, chief of OPP, and an OPP economist, Florence Setzer, presented the report's recommendations, which were remarkable for their liberalism, at an FCC meeting last Thursday. Among the recommendations:

- Make no rules concerning program content, prices or type of services offered. System operators should be allowed to provide advertiser-supported or pay programming and to program channels themselves or lease them to others.

- Make no rules restricting crossownership with other media or control of multiple channels, and permit free transfer of licenses.

- Set no technical standards to insure compatibility or signal quality.

- Make no rules concerning ownership of receiving equipment.

- Assign blocks of frequencies instead of individual channels to promote efficient use of the spectrum.

The recommendations, when taken together, form an entirely new regulatory structure for DBS, different from that for common carrier, broadcasting or private radio. In its report, OPP suggested lumping DBS in with other services that "supplement" conventional broadcasting and creating "a hybrid service that [recognizes] that these video programming services have characteristics both of broadcasting and point-to-point service." Hy-

brid regulation, it said, "would rationalize the commission's treatment and would permit operation free of conventional broadcast and common carrier regulation."

Regardless of how the FCC ultimately chooses to regulate DBS, the report said it should do so in the deregulatory spirit that it said has characterized the FCC of late. "To impose conventional broadcast or common carrier regulation on a service in a competitive market, while the commission is deregulating other services, would be to ignore the lessons of recent years and create yet another service in need of deregulation at some later date."

Most of OPP's recommendations suggest what the FCC should not do, but some specify what it should do. Setzer said the FCC must prepare for the 1983 Regional Administrative Radio Conference that will allocate DBS frequencies and orbital slots for all countries in North and South America. (That, as Stephen Lukasik, the FCC's chief scientist, pointed out, is being done in a separate inquiry adopted on July 17). Setzer added that the U.S. should plan to get all its frequencies allocated in one orbital slot so that the same receiving dish, without being moved, could receive all domestic DBS transmissions.

Setzer also said the FCC must deal with terrestrial microwave carriers that are now

using frequencies assigned for DBS at the 1977 and 1979 World Administrative Radio Conferences, and with setting emission standards to prevent interference between the various DBS channels.

Another suggestion of the report is to establish an alternative means of choosing among competing applicants for DBS assignments. Paper hearings, auctions and lotteries were all deemed preferable to the current evidentiary hearings.

All of OPP's recommendations are based on the assumption that by the time DBS service is operational, it will exist in such a competitive environment that marketplace forces will provide a form of de facto regulation. DBS will move into an environment inhabited by a number of other services—STV, MDS, videodisks and videotapes—that will be interchangeable and "supplemental" to conventional broadcasting. "DBS is going to enter a very competitive market," Setzer said. "They are going to have to scramble—and I don't mean that in the technical sense—if they are going to survive."

According to the report, such a marketplace has two important regulatory implications. "First, ... the more competition DBS faces from substitutes for its services, the more it will be constrained to provide the services the public wants at competitive prices and the less useful regulation will be in protecting the public interest. Second, the more competition DBS faces, the smaller its audiences and its revenues will be and the greater the burden will be of any regulation imposed by the commission. With greater competition, regulation will be increasingly likely to raise the cost of a DBS service sufficiently to deter investment and prevent it from ever being initiated."

Some broadcasters have indicated their opposition to DBS on the ground that it would be contrary to the FCC's long-standing commitment to local broadcast service. Commissioner Abbott Washburn wondered why the question of DBS's impact on localism was not raised in the OPP report. Cornell responded, "We obviously don't see it as a threat to local service." In light of OPP's market analysis, she said, DBS would be "supplemental" to and not a competitor with local broadcasting. (A question on localism was added to a list of questions that Commissioner Anne Jones requested be attached to the notice "to focus comments better.")

Commissioner James Quello believes the "hybrid" regulatory scheme suggested by OPP "has a lot of potential." But he wondered "if Congress is going to let us

**Localism forever.** Even if direct broadcasting satellites do fly, FCC Commissioner James Quello believes it won't mean the end of local broadcasting. "No one has the answer" to what impact DBS will have on local broadcasting, Quello told a group celebrating the fifth anniversary of WGN-TV Detroit, the first black-owned television station, last week. But, he said, "I believe there is reason for optimism that local broadcasting will survive and prosper." He said local news, weather and public affairs are of interest to large local audiences and do not lend themselves to DBS service. "That local service concept will continue to require local broadcasting facilities." Quello also suggested that the broadcasters look for new opportunities the satellites may present. "A black program supplier or a new breed of network owner can lease a transponder and provide new services. Technology has made practical 'instant network' with all of the opportunities to provide ... innovative programming and to enter the marketplace."



get away with it."

Washburn brought up the possibility of a "threshold congressional finding" to decide whether the U.S. should be getting into DBS at all and sparked a lengthy monologue by Chairman Charles Ferris, who said: "All we are proposing here is something is happening, and let's get the discussion going." Ferris argued that the marketplace should decide the fate of DBS and that the FCC should step back and allow "those willing to take the risk" of launching a DBS service, to take it. "I don't think we need Congress to tell us to get out of the way," Ferris said issuance of the notice "makes abundant sense" and that "it anticipates a delightful development."

The only other commissioner to share Ferris's enthusiasm for DBS was Joseph Fogarty. In prepared comments released after the meeting, Fogarty said, "DBS will not come into the competitive arena until cable television, STV, MDS and videocassettes and disks, in addition to conventional TV, have all had the opportunity to gain a foothold. This observation does not suggest that we should be 'laid back' on DBS. On the contrary, it means that the commission should move all the more expeditiously to decide the issue of policy and regulatory structure, and allow DBS to enter the competitive fray sooner rather than later." Fogarty, although conceding that at least for the present he favors the basic minimal regulation approach of the staff report, said he would have preferred "a bit more detailed analysis and a little less advocacy" in the report.

Final regulation of DBS, the report said, must wait until the decisions of the 1983 radio conference, but that doesn't necessarily mean DBS must wait. The only company known to have definite plans is the Satellite Television Corp., a subsidiary of the Communications Satellite Corp., and indications are that it will file a DBS application at the FCC within the next couple of months.

In light of the imminent filing, Cornell raised the question: What should the FCC do if STC or some other operator files an application prior to the conference? She said potential applicants will need some kind of direction, since no existing rules apply to DBS service. (Lukasik disagreed with Cornell, claiming there is room for a DBS filing under part five [experimental services] of the rules.) The commission deferred the dilemma; it amended the notice, at Fogarty's suggestion, to include the statement that it will consider the public interest implications of implementing a DBS system before the conference "in the context of receiving and processing any application which may be filed."

The legal discussion by the general counsel's office concludes that the FCC is legally able to do what it laid out in the OPP report. That report concluded, "The proposed direct-to-home satellite service may be classified by the commission as a 'hybrid' communications service that is governed by policies expressly tailored to

the unique attributes of the service and the market and technological environment in which it will operate."

The report from the Office of Science and Technology, written by Bruno Pattan, is a technical discussion of DBS. "The basic technology for the distribution of DBS programming has been developed," it said, "and no insuperable technical barriers to implementation are evident." At the meeting, Lukasik said there have been major advances in the technology of DBS since 1977 and "there is nothing to suggest that we have reached any technological limit. We shouldn't freeze our thoughts."

Chairman Ferris said that with the adoption of the notice of inquiry, the commission has come a long way from the time when former Commissioner Glen O. Robinson described the philosophy of the 1976 FCC with: "If it moves, regulate it. If it doesn't move, kick it—and when it moves, regulate it."

## FCC sets RKO's stations for renewal hearings

**Commission decision will not take effect until court appeals in Boston case are over, probably two or three years; FCC rejects NewCo spin-off for 13 stations**

In light of the FCC's earlier decision denying renewal of three RKO General licenses last June—for WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles—the commission has designated RKO's remaining 13 licenses for hearing to determine if RKO and its parent, General Tire and Rubber Co., are qualified to remain broadcast licensees. However, the hearings will not begin until a final court decision has been rendered in the initial Boston case. That decision is still two or three years away.

The impact of the designation order—which came last Tuesday (Sept. 30) on a 6-to-1 vote in a closed commission meeting—is that it "preserves everyone's options," according to one high-level commission source. RKO does not now have to decide whether to sell its stations under the FCC "distress sale policy," a decision it would have had to make if the commission had designated the licenses for immediate hearing. Conversely, the commission can wait and see "if we were right," the source said, about its initial decision stripping RKO of three major television licenses.

If the commission's decision is reversed in the courts, there would presumably be no need for hearing. If the FCC is upheld, the hearing would begin. No competing applications would be allowed until the hearing was completed.

The commission said that no relitigation of findings would be permitted during the

hearing process. The burden of proof would be placed on RKO to justify renewal of its 13 remaining licenses in light of the findings in the Boston case—that it engaged in "anticompetitive" reciprocal trade agreements, and that its parent, GT&R, bribed foreign officials and donated illegal campaign contributions, among other things.

Among the arguments RKO is likely to offer in its behalf is that programming on its stations is of such "meritorious" quality that renewal is justified. It might also contend that a program of corporate reform—"getting rid of the bad actors," as one commission source put it—should resolve doubts about the licensee's character qualifications.

The commission last week rejected RKO's proposal to "spin off" the remaining 13 licenses to NewCo, a company that would be owned by RKO and General Tire stockholders except for past, present and future directors.

That proposal was never submitted formally so the commission did not have a transfer application to act on. RKO had asked the commission to act on the proposal in "principal." The commission rejected the idea on grounds that not enough was known about the details of the plan to make a proper determination of whether the proposed transfer would be in the public interest.

Also rejected by a vote of 4-to-3 was a motion by Commissioner Abbott Washburn—supported by Commissioners Robert Lee and James Quello—that RKO be given 15 days to file a formal transfer application. One source who was at the meeting said the majority voted down the proposal for fear that sanctioning the NewCo spin-off would adversely affect the FCC's chances of being upheld by the appeals court in the Boston case.

Commissioner Quello called the FCC decision "the next best thing" to adopting the NewCo proposal. He called the hearing freeze "quite a concession" given the fact that three of RKO's radio stations—in California, where the renewal application deadline is December—were in immediate jeopardy of being targeted by competing applicants wishing to displace RKO as licensee. The three RKO radio stations in California are KHJ(AM)-KRTH(FM) Los Angeles and KFRC(AM) San Francisco. No applications have been accepted for filing, although one attorney with the hearing division of the Broadcast Bureau said several parties had "expressed an interest" in doing so.

Quello—who had dissented along with Commissioners Lee and Washburn in the first renewal case, which was voted last January but not made official until June—said that "without the hearing freeze, I would have dissented" in last week's decision as well. He disagrees with "the main thrust" of the RKO proceedings. Revocation of the licenses for the three RKO stations last June was a punishment "way out of proportion" to the violations, said Quello.

Commissioner Washburn agreed with



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Quello that the FCC's original Boston decision—and its application to RKO's licenses in New York and Los Angeles—constituted “overkill” on the commission's part. He said the commission “did about as well as we could” in compromising on the fate of RKO's remaining 13 licenses.

Washburn did feel the commission should have allowed RKO to submit a formal application for spin-off of the stations to NewCo “to allow us to give full and just consideration to the proposal.” Rejection of his motion by the commission, Washburn said, “compounds the majority's earlier decision [WNAC-TV Boston] ... to which he neither subscribes nor believes “precludes the commission from approving the assignment of the remaining 13 licenses.”

Last week's lone dissenter, Commissioner Lee, said he could not agree that “these stations should be set for hearing on the basis of the conclusions reached in the WNAC-TV decision ... Only time—and the decision of the court of appeals—will tell us who was right.”

## CBS proposal on teletext attacked as premature

**Opponents argue it's too early to settle on single system; Ceefax will file for its own**

As comment deadline on the CBS teletext proposal at the FCC passed last Thursday, little support emerged for CBS or its recommended standards.

CBS broke away from a subcommittee of the Electronic Industries Association that was trying to come up with industrywide standards and last July petitioned the FCC for rulemaking and the consideration of a set of standards based on the French Antiope system (BROADCASTING, Aug. 4).

Most of the commenters felt that the CBS's action was premature—that additional work is needed before the FCC can get down to the work of selecting a single teletext system.

Proponents of the British and Canadian teletext systems, vying for adoption in the U.S. marketplace, not surprisingly indicated their disfavor with the proposal. The only real support CBS received came from Antiope Videotex Systems, the U.S. promoter of the French system that has much to gain from the adoption of the CBS standards.

The strongest comments against the CBS proposals came from a group of proponents of the British Ceefax/Oracle system. The group, which included the developers of the system—BBC and the Independent Broadcasting Authority—as well as a number of broadcast equipment manufacturers, said consideration of only the Antiope system in a rulemaking would

be “inconsistent with the public interest.” It said that it would soon come forward with a comprehensive proposal of its own for submission to the FCC.

The group claimed the British system “has certain fundamental advantages which are inherent in the technology.” Because signal processing is done at the transmitter and not at the receiver, the group said that decoder costs under the British system are “on the order of one-third those of Antiope, with the Canadian Telidon substantially more expensive than Antiope.” The proponents also argued that the British system is more “rugged”—less susceptible to interference—than the French and Canadian systems.

The Canadian Department of Communications, the developer and chief proponent of the Telidon system, submitted comments that didn't mention CBS or its petition but suggested that the petition was premature. “We hope that broadcast teletext standards for the U.S. will not be set in isolation from those for interactive videotext,” DOC said, implying that the CBS standards neglected videotext. It also said, that “it may be premature for the U.S. to adopt standards based on any single system when the prospects for early standards permitting a wider range of international compatibility appear to be excellent.” (DOC said it has been working with the French toward a common approach to teletext transmission and that “considerable progress has been made.”)

Antiope Videotex Systems urged prompt action on CBS's petition. Until rules are adopted viewers will be deprived of “an essential, valuable information resource” and broadcasters and equipment manufacturers will not invest time or money in developing the necessary system components. AVS also expressed the concern that delay would cause a proliferation of incompatible systems. Without commission action, it said, “an already restless market will drift toward chaos.”

The EIA also said the CBS petition was premature and that its teletext subcommittee should be given “reasonable time” to

complete its work before the FCC issues a notice of inquiry. EIA recommended that the issuance be delayed to at least July 1981. It also said the proposed CBS standards should be considered in an inquiry that includes standards based on the Canadian and British systems. “The commission should determine which broadcast teletext system ought to prevail. The public interest would not be served by competing systems,” it added.

In the course of its comments, the EIA updated the activities of the teletext subcommittee. It said that at a Sept. 4 meeting the subcommittee “affirmed that it was not deadlocked and indicated its intention to work diligently and hold regular meetings.” The subcommittee also tentatively expanded the scope of its activities to include exploration of full-field teletext and closed captioning.

ABC agreed with those who felt the CBS action was premature. More study is needed, it said.

## Carter-Mondale loses at FCC over independent ads for Reagan

**Commission says it can't require stations to provide free time; President's campaign will appeal**

The FCC last Friday denied a request by the Carter-Mondale Re-Election Committee for a declaratory ruling that would allow it free campaign advertising time comparable to advertising purchased by independent pro-Reagan election committees. Carter-Mondale claimed that broadcasters who sell time to the independent pro-Reagan groups are obligated to provide free time to all opposing candidates to fulfill their obligations under the equal opportunity provisions of the Communications Act.

The Carter-Mondale committee will ap-

**Benton's legacy.** Broadcast journalism is the potential beneficiary of millions of dollars in annual profits from Encyclopaedia Britannica Inc. The Benton Foundation, the Britannica's owner, last week gave word that all the encyclopedia company's stock would be transferred to the University of Chicago, through a “supporting foundation” dedicated to the electronic news media.

The exact course of the new foundation must still be charted by those who have been invited to serve as directors. However, expectations are that funds largely will be used to train broadcasters with experience at small television and radio stations. Comparisons have been made to current Nieman Fellowships for advanced education for journalists at Harvard University. Conferences and research may also play a part. And whether or not all dollars will go toward the electronic media also seems to be open.

The Benton Foundation—established by Charles Benton, the late U.S. senator from Connecticut and co-founder of the Benton & Bowles advertising agency—has long been using Britannica profits to serve the media, with an example being financial support for the League of Women Voters' presidential debates. The dissolution of the current Benton Foundation and the establishment of the new supporting foundation is said to be a way of dealing with new tax laws that would require the charitable organization either to go public or sell off its stock. The University of Chicago, which has put its academic mark on the encyclopedia and which Benton once served as vice president, has been receiving royalties for years.

Among those already having agreed to serve as directors of the new foundation are, Newton Minow, an attorney with the Chicago law firm of Sidley & Austin and former chairman both of the FCC and the Public Broadcasting Service, and author Theodore White.

peal. The committee's communications attorney, Jay Ricks, said immediately after the commission's vote that the committee will ask the U.S. Court of Appeals in Washington for expedited judicial review.

The Federal Election Campaign Act provides candidates of both major parties with \$29.4 million in federal funds (plus \$4.6 million for use by the respective national committees) to finance their campaigns with the proviso that they forgo all additional campaign funds.

In 1976, however, the Supreme Court ruled that private individuals are constitutionally entitled to spend unlimited amounts to support candidates of their choice. While acknowledging this decision, Carter-Mondale claims that media expenditures of this sort in Reagan's behalf cost the Republican challenger nothing, and that forbidding Carter comparable, free broadcast advertising opportunities means that his election committee "simply would be unable to balance the [advertising] uses."

The commission said the intent of the equal opportunity section of the Communications Act was not designed to compel broadcasters to "subsidize" a particular candidate's election campaign—which would have been the effect of the ruling requested by Carter-Mondale.

Chairman Charles Ferris noted a certain "frustration" with the apparent conflict between federally imposed campaign fund restrictions and the loophole afforded by the 1976 Supreme Court decision, which allows unrestricted campaign fund raising and spending by private citizens. But the conflict is a "public policy" matter not within the jurisdiction of the FCC, Ferris said.

Ferris noted that independent pro-

Carter groups have the same opportunities to "frustrate the law" as the independent pro-Reagan groups have.

## New media mean new ad strategies

**ANA meeting examines effects new technologies may have on network TV; all agree there will be changes; question is: how many and how soon?**

The nation's leading advertisers spent a big part of three days last week trying to come to grips with the new media, their growth prospects and the extent of damage they may or may not inflict on the national advertisers' long-time favorite medium, television.

The questions were addressed in a full-scale clinic, were raised again in the final general session (see page 29) and kept popping up in other speeches and in hallway, fairway and mealtime conversations at the Association of National Advertisers' annual meeting, held Sunday through Wednesday noon in Hot Springs, Va.

The first formal speaker of the convention, John Naisbitt, publisher of *The Trend Report*, and senior vice president of Yankelovich, Skelly & White, made the most extreme prediction of the week. Almost as a throwaway line in a speech on "The Restructuring of America," Naisbitt called ABC, CBS and NBC "the *Life*, *Look* and *Saturday Evening Post* of the 80's."

Their audiences, he said, will be

"sucked away by cable, thousands of low-power television stations, new networks" and other forms. "My guess," he asserted, "is that by the end of the 80's ABC, CBS and NBC will have fewer than half the viewers they have today."

That estimate was challenged by several speakers at the next day's new media clinic.

Robert E. (Bucky) Buchanan, executive vice president and U.S. media director of J. Walter Thompson USA, warned participants that though the new-media industry will become a "giant" they should nevertheless "guard against a premature death knell for [television] networks."

Roy H. Anderson, executive vice president of the A.C. Nielsen Co., told the group that he disagreed with Naisbitt: "I am not ready to write off the networks in the next 10 years."

David K. Braun, director of media services for General Foods, added that he thought the networks would be the most efficient means of advertising to the adult audience for the foreseeable future. "I can't see the networks going out of business in our lifetime," he said. "Or in theirs."

Just how fast the new media would grow, and which might or might not succeed were questions that most seemed to agree would take some time to answer. But there were some projections. The most formal set was presented by Thomas T. Ryan, advertising services vice president of the Gillette Co. and chairman of the ANA task group on TV future. It was based, he said, on his own survey of the media directors of 13 leading agencies and it anticipated penetration levels as follows:

■ CATV (basic)—21% in 1980, 33% in 1985, 49% in 1990.

## InBrief

With 26.2 rating, 41 share and estimated 41 million viewers, CBS-TV's controversial "Playing for Time" special with Vanessa Redgrave proved major audience draw last Tuesday night (Sept. 30). Since casting of Redgrave—Palestine Liberation Organization supporter—as Auschwitz survivor, network faced considerable protest, but day of broadcast, certain local stations took brunt of complaints. After peaceful demonstration in Phoenix, Molotov cocktail was thrown at KOOL-TV building causing minor damage; station, however, claimed it didn't have definite evidence that violence was due to show. More than 200 pickets gathered outside WCAU-TV Philadelphia, where Redgrave was burned in effigy. At WLNE-TV Providence, R.I., Charlotte Hall, program director, appeared on local news explaining station faced little protest prior to broadcast and show's message was too important to be ignored. At network headquarters in New York, protest demonstration flopped. Following broadcast, network claimed 400 calls, running 6-1 in favor of show. Network did not count protest calls prior to broadcast, claiming it tabulates after-broadcast and not calls from apparently organized campaigns.

Officials with Screen Actors Guild and American Federation of Television and Radio Artists ordered their members to return to work. AFTRA members were to report Friday, and SAG members today (Oct. 6). Unions also told members that producers had agreed to "general amnesty" for any actors who decline to cross picket lines of American Federation of Musicians. That strike continued through last week. Talks between producers and musicians broke down last Wednesday when management refused to move on issue of residuals.

National Association of Broadcasters and number of individual broadcast interests last week asked U.S. Court of Appeals in New York to stay FCC action repealing distant-signal and syndicated exclusivity rules for cable TV. Broadcasters, who have appealed commission actions say they will suffer substantial injury if repeal becomes effective before judicial review is completed. Commission action is scheduled to become effective on Oct. 14. Broadcasters two weeks ago asked commission to stay its action, but agency has not yet acted. National Cable Television Association last week asked commission to reject stay requests broadcasters had filed there.

Moral Majority, political action group established by fundamentalist preacher Jerry Falwell to support political candidates who agree with fundamentalists on "moral" issues, has its eye on television programming as one of two principal projects for 1980's. Ronald Godwin, organization's executive director, in remarks before National Religious Broadcasters conference, in Lynchburg, Va., on Wednesday, said one goal is antiabortion amendment. Second one, he said, is to "clean up sexual and immoral programs on television."

Significant gain for ABC-TV in early-morning ratings and significant loss for NBC-TV in daytime show up in third-quarter comparisons this year and last, according to figures supplied by ABC last week. In early-morning battle, ABC's *Good Morning America*, for 13 weeks ended Sept. 28, had 4.7 rating/29 share, up 27% and 16%, respectively, over NBC's *Today* with 4.3/27, up 8% in rating change in share, and CBS's *Morning* with 2.2/16, up 10%/down 6% from year earlier. In daytime, ABC had 8.4/32 (up 9%/up 10%); CBS scored 6.9/27 (up 1%/no change), and NBC suffered 23% loss in rating and 24% loss in share with



■ Pay TV (cable)—8% in 1980, 17% in 1985, 32% in 1990.

■ STV—1% in 1980, 4% in 1985, 6% in 1990.

■ Videodisks—0% in 1980, 8% in 1985, 19% in 1990.

■ Videocassette recorders—2% in 1980, 7% in 1985, 14% in 1990.

■ Videotext (teletext and viewdata)—0% in 1980, 2% in 1985, 9% in 1990.

In addition, Ryan said, the survey anticipated that as a result of the new technologies, the three-network audience shares would drop from 87% in 1980, to 83% in 1985 to 76% in 1990. (Ryan said he personally thought the network share declines might be larger, but that even so the networks would still attract "big audiences.")

J.W.T.'s Buchanan and Marie Luisi, senior vice president and director of communications services, unveiled a look at new media in the 1980's in three-year chunks.

Luisi saw 1980-83 as a time of continued strong growth for cable, evolutionary changes in new media generally and experimentation in advertising on cable and satellite cable networks.

For 1983-86 she saw the introduction of advertising into pay cable perhaps in experimental new forms with some client money also going into experiments with advertising on disks and cassettes.

The 1986-89 period, she called "the era of viewer control," with growing consumer uses of the new media changing daypart audience patterns that became established through the television years.

Gillette's Ryan, in answer to a question, said he could not see a lot of advantage in

becoming a "charter cable advertiser" now. He singled out the superstation WTBS(TV) Atlanta, saying that for all its total reach it currently gets no more than one rating point in any single satellite market. But with "all of this fractionalization [of audience] that is going to occur," he said, "measuring audiences is going to be very, very costly," and advertisers are going to need to bear some of the costs. They cannot expect the networks to pick up the biggest part of the tab as they do today, he added.

Nielsen's Roy Anderson highlighted his firm's ongoing cable audience studies, noting that cable homes are younger, larger and do more viewing than the average TV household, and that pay cable homes watch even more than basic cable homes (BROADCASTING, Aug. 4).

"The new technology will result in the average household having more signals available along with additional uses of the TV set," he said. "This will mean a fragmenting of the audience and may result in advertisers having the opportunity to more narrowly define their target audiences."

Thomas F. Delaney, national cable marketing manager for Arbitron, reviewed the Arbitron/Video Probe index "new electronic media study" (BROADCASTING, Aug. 11, 25). He noted that pay cable homes not only "have a seemingly insatiable appetite for movies," but also that "pay TV may cut into early-fringe access and late-night talk show audiences"; that "lower budget made-for-TV movies are in less demand"; that "all types of households seem to be oversaturated with soap operas," but that respondents seemed satisfied with the current number of action/adventure programs and situation comedies.

## Good-bye to the 30 rating?

**ANA hears that new media will fractionalize audiences, diminish network drawing power**

With all the new media here now and on the horizon, "the era of broadcasting is coming to an end, and the era of narrowcasting is upon us," members of the Association of National Advertisers were told Wednesday at the wind-up session of their 71st annual meeting (also see pages 28 and 30).

The advice came from Penny Hawkey, senior vice president and creative group head at McCann-Erickson, who said the TV audience will soon have 110 channels to choose from and "you may never see a 30 rating again."

"I think we are losing our audience not only through the splintering technologies," she said, "but because there is a genuine viewer dissatisfaction with network programming. I believe that in the ratings mania, we have broken the camel's back. In our quest for the ultimate, far-reaching coverage, we forced the networks to stay away from specialized, quality programming. We caused them to milk successful shows far too long."

She considered "the mass-audience medium" and "national advertising" to be "an ultimately inefficient way to reach your viewers." She thought there was an outside chance that competitive pressures during the transition from the "broadcasting era" to "narrowcasting era" would "finally force a level of quality into network programming that we have never seen

4.1/16. In early-evening news race, ABC was only network to gain, with second-place 10.4/24 (up 5%/up 4%) to leader CBS's 11.7/27 (down 1%/no change) and third-place NBC's 9.7/22 (down 2%/down 4%).

□

KTVJ-TV (ch. 16) Joplin, Mo.-Pittsburgh, Kan., is finally **cleared of charges it and two other stations in market (both VHF) conspired to fix advertising rates and misrepresented facts** concerning those allegations in filings with FCC. Administrative Law Judge John Conlin last week granted station's motion for summary judgment and renewed its license. Unless that order is appealed by Broadcast Bureau, way is cleared for absorption of Kansas State Network; which owns KTVJ-TV and three other stations, into Standard Communications Inc., in stock exchange transaction valued at up to \$65 million. Last June, Kansas City federal grand jury ended investigation into possible violations of anti-trust laws by all three stations without returning indictments (BROADCASTING, June 25, 1979). Still pending before Conlin are renewal applications of other stations involved—KOBE-TV and KOAM-TV.

□

**Columbia Pictures Industries** made good its promise to "commence litigation" against **Kirk Kerkorian** in latest round of continuing tug-of-war (see page 44). Columbia alleges financier and his investment company are trying to seize control of Columbia, sell control to third party or force Columbia to pay "exorbitant" premium to buy him out.

□

U.S. Circuit Court of Appeals in New York **gave TV networks permission to broadcast tapes used as evidence in Abscam trial** of Representative Michael O. Myers (D-Pa.) and three others. Verdict, which affirmed district court ruling, stayed release of tapes made by FBI

during its investigation until today (Oct. 6) to give defense lawyers chance to appeal to U.S. Supreme Court.

□

**William F. Rasmussen**, chairman and founder of Entertainment and Sports Programming Network (ESPN), Bristol, Conn., has resigned to join Enterprise Radio, Avon, Conn., all-sports network scheduled to begin programming Jan. 1, as board chairman. His son, Scott Rasmussen, is president of Enterprise Radio, which was formed in April. Before that, Scott was with ESPN, which he co-founded with his father in 1978.

□

Last Friday, **Oct. 3, marked 25th anniversary of CBS's "Captain Kangaroo" show**. Broadcast was marked by stream of show's regulars congratulating Captain (Bob Keeshan) on his role in network TV's longest-running children's series.

## UpComing

**At Supreme Court:** Fall term begins today (Monday) with calendar that includes expected rulings on constitutionality of televised criminal trials and whether FCC can consider format of radio station before it renews or transfers license. **Also in Washington:** Copyright Royalty Tribunal today resumes hearings on rate adjustment for cable copyright royalty payment. Common Carrier Association for Telecommunications focuses on future of MDS at Oct. 5-7 annual meeting in Washington Hilton. FCC Chairman Charles Ferris addresses National Press Club luncheon Tuesday. **In Los Angeles:** National Radio Broadcasters Association continues its Oct. 5-8 annual convention at Bonaventure hotel (see page 33).

before." Perhaps, she said, "we should all take a hint from the most successful shows of the season, *Real People*, *20/20*, *Speak Up, America* [because] they tap into a fundamental need on the part of every viewer to be singled out."

Hawkey also offered a few predictions "simply because I cannot be proved too wrong"—at least, she said, for 10 years or so. Among them:

- That "most of us in this room will not respond in time, that we will not deal with the loss of guaranteed network ratings until they reach crisis proportions."

- That "the state of the art will begin to change right away, and that the magic of 30 and 60 seconds will disappear in a twinkling."

- That "advertising agencies as we know them may become obsolete, and that the very small agencies may have trouble surviving this next 10-year storm. Media buying departments may disappear altogether, their jobs taken over by 10 to 15 huge media companies that can handle the burden of placing and tracking this advertising."

- That "in a world of two-dollar gas, two-way television may well become a necessity, and there will be a major increase in total TV viewing time."

- That "the most immediate innovations will be program-length commercials, cluster advertising, sponsored disks and tapes, a proliferation of local promotions, sponsorship of regional events."

- That "radio will stay just as it is, already highly segmented and more personal, and magazines will become more competitive with broadcast."

Nevertheless, she concluded, "I am not suggesting that you walk away from the networks; only that you look at all these new spaces to grow in."

## The issue was issue advertising

**ANA presentation by TVB shows local stations willing to take messages from advertisers**

Companies having a hard time placing issue advertising seemed cheered last week by word that almost nine out of 10 commercial television stations will accept it, at least on a case-by-case basis.

The word came from Thomas B. Cookerly, president of Allbritton Communications Co., Washington, and chairman of the Television Bureau of Advertising, and was based on a survey conducted by TVB ("Closed Circuit," Sept. 29). Cookerly's presentation was the high point of an issue-advertising clinic held Tuesday at the Association of National Advertisers annual meeting.

Cookerly said TVB surveyed 642 commercial TV stations at the request of the American Association of Advertising Agencies and had thus far received replies from 396. Of these, he said, 6% reported a



Creedon

Ryan

**ANA captains.** Richard S. Creedon, senior vice president of Nabisco Inc., was elected chairman of the Association of National Advertisers last Monday as the ANA opened its annual meeting. He succeeds Donald G. Goldstrom of Armstrong World Industries. Thomas T. Ryan, advertising services vice president of the Gillette Co., was elected vice chairman. Peter W. Allport was re-elected president. Howard K. McIntyre of Plough Inc. was re-elected to the ANA board, and six new directors were chosen: Roy T. Bergold Jr., McDonalds Corp.; Frank E. Davis Jr., Koppers Co.; John K. Givens, Chrysler Corp.; Robert V. Goldstein, Procter & Gamble; Alan B. Groh, Standard Oil (Indiana), and Marilyn S. Watts, RCA.

policy of accepting any issue or "opinion" commercials while 83% said they take them on a case-by-case basis.

Thus, he said, 89% are open to consideration of issue advertising—enough "to present an option to corporations: market-by-market spot television." Since the networks refuse such advertising out of "a natural reluctance" to incur fairness-doctrine problems for their affiliates, he said, most issue-oriented advertising in the past has been placed in newspapers and magazines.

Cookerly said 26% of those willing to consider issue advertising were ABC-TV affiliates, 29% CBS-TV affiliates, 26% NBC-TV affiliates, 4% affiliates of more than one network and 15% independents.

In response to questions, Roger D. Rice, TVB president, said the survey found that in each of the top-50 markets at least two stations were willing to consider issue advertising. In the entire survey, he said, 36 stations reported a policy of never accepting such commercials—and 15 of these were network-owned stations. Cookerly said the 89% level of willingness found in this survey contrasted with about 50% in a 1975 TVB survey for U.S. Steel. He did not think that the recessive economy was responsible for the change.

"There are some fine stations that still prefer to cover controversial issues only in their news and public affairs programing," he said. "But it appears that most stations now believe that it is in the public interest to accept this type of advertising."

TVB's Rice said Westinghouse Broadcasting Co. stations were one group that

formerly rejected such advertising but will now consider it.

TVB's survey also submitted storyboards of five specific commercials, four of which had been turned down by networks, and asked stations whether they would run them.

Cookerly said 86% of the respondents found Allstate Insurance Co.'s "Damageability Make and Model Rating" commercial acceptable; 85% would run Edison Electric Institute's "Eight Years" pro-nuclear message; 78% would take Kaiser Aluminum's "Free Enterprise" spot; 72% would carry Commonwealth Edison's "Speaker's Bureau" commercial (and another 4% said they might take it after receiving documentation) and 63% would run a Mobil Oil spot dealing with national energy policy (plus 4% wanting documentation).

TVB plans to let each of the five advertisers know which stations said they would carry its spots, and Cookerly called on all companies to consider their goals carefully and "plan to work with the broadcasters so that we may grow together in this new area."

The survey responses came from 56 stations in markets ranked 1-10; 54 from markets 11-25; 64 from markets 26-50; 90 from markets 51-100 and 132 from markets 101-plus.

The same clinic was told by Kenneth Schwartz, vice president and managing director of Opinion Research Corp.'s ORC public opinion index, that the public endorses the concept of issue advertising.

A July ORC study, he said, found 60% of the respondents in favor of companies' using paid advertising to present views on controversial public-policy issues—and this, he said, was despite the finding that 90% felt that the media were doing at least a fair job of presenting business's views.

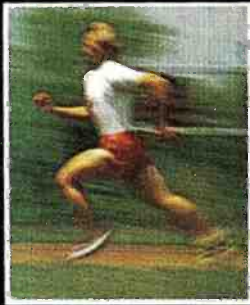
"Most important," said Schwartz, "the vast majority of Americans believe that corporations should be allowed to use television advertising to speak out on controversial public-policy issues."

The number taking that position, he said, has grown to 85% from 72% two years ago.

Eight out of 10 Americans, Schwartz continued, feel that if a network carries a company's issue advertising, it should be required to carry a countermessage from an opposing public group—but almost six out of 10 of these, he added, feel that the public group should pay for the time just as the advertiser did. The study also found, Schwartz said, that 90% of the public has seen or heard issue advertising—70% on TV.

John Quinn, communications manager of Shell Oil, told the clinic how social and political pressures on oil companies as a result of the Arab oil embargo have led Shell to abandon its position against issue advertising. And Stephen B. Elliott, corporate advertising director of W.R. Grace & Co., described Grace's 1978 campaign, conducted chiefly in print and among congressmen and opinion leaders, to reduce the capital gains tax.





# THE SOUND OF SUCCESS. THE RKO RADIO NETWORK.

It was just a year ago that the RKO Radio Network announced a new sound. Stereo programming for the music radio station.

Today, hearing is believing. Listen to the sound of success — live via satellite — in Los Angeles at the NRBA.

**The RKO Radio Network**  
**Happy Birthday to us.**



# "Have We Got It Together"

## KSHE is as much a part of St. Louis as its arch...

its riverfront and its spirit. And, it has been for over 15 years. From the foothills of the Ozarks to the deck of the Delta Queen, KSHE is as well known in St. Louis as the Cardinals, the Clydesdales and Forest Park. If this wonderful old city supplies the flavor, then KSHE supplies the Beat.

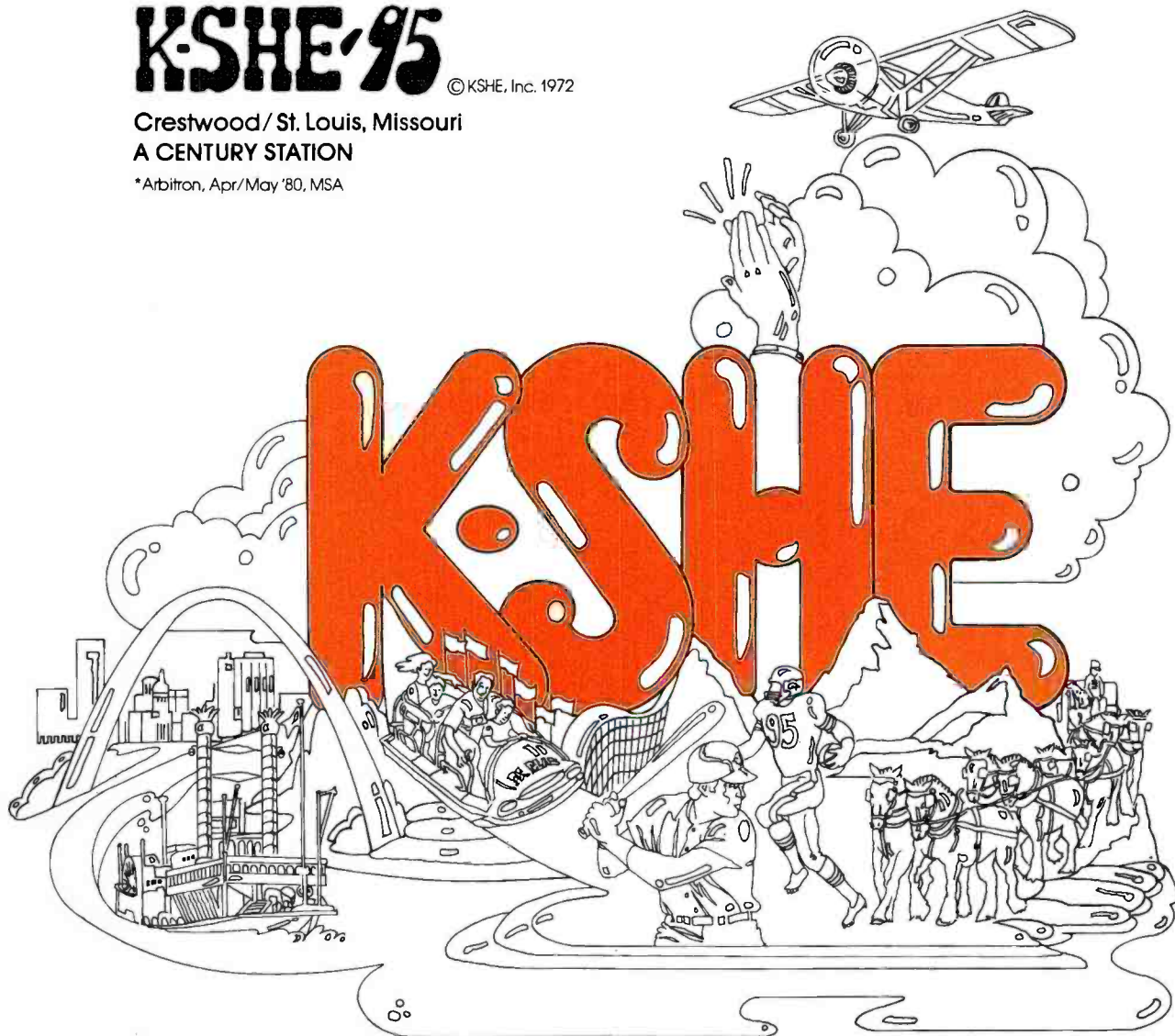
And if it's the 18 to 34 market you want to reach, with whatever message you want to reach them with, KSHE speaks their language better than anybody. We're #1 in Adults 18-34, Monday thru Sunday, 6AM to Midnight.\* And we have been for a long, long time.

# KSHE 95

© KSHE, Inc. 1972

Crestwood/ St. Louis, Missouri  
A CENTURY STATION

\* Arbitron, Apr/May '80, MSA





## Four days in L.A. with the NRBA

**Annual radio convention expected to top last year's in attendance; agenda attempts to cover the topical spectrum**

As many as 4,000 people are expected to converge on the Bonaventure hotel in Los Angeles this week for the National Radio Broadcasters Association's annual convention, which opened today (Oct. 6).

"American Radio Expo" had over 2,100 preregistered participants as of last week. This put preregistration ahead of last year's convention participation, which totaled 1,880. In addition to promoting full participation this year, NRBA has been encouraging California stations to send personnel for part-time participation, and is offering one-day registration for \$60.

Convention activities were to begin unofficially yesterday. An exhibit hall with 96 companies represented was to be open from noon to 6 p.m. and 90 hospitality suites were expected to open their doors at 8 p.m. Other activities scheduled for yesterday included format hospitality rooms and "The Promoters," a series of

workshops that ran from 8:30 to 11:30 p.m.

NRBA has altered its agenda in recent weeks, responding to requests from participants. It added an engineering panel to the schedule, at 9 a.m. Tuesday. Entitled "The Last Black Box," the panel will discuss audio processing and will be moderated by Harvey Rees, consulting engineer with Carl T. Jones Associates.

Also at the request of participants, NRBA added a management exchange to the agenda, on Wednesday morning. Scheduled to run from 9 to 11 a.m., the exchange will group managers according to the market size to discuss problems and challenges. There will be six management exchange rooms with each discussion directed by a moderator.

NRBA had been saving Wednesday morning to reveal the results of a study to be conducted at the convention by the research firm of Yankelovich, Skelly & White. The study will attempt to predict the future of radio by polling industry experts and local broadcasters. NRBA plans to publish the results and distribute them

at the convention or thereafter by mail.

In addition to workshops, general sessions, an exhibit hall and hospitality suites, NRBA plans to maintain an exhibition room. It is taking reservations from companies who want to use the room for specially scheduled presentations. Bonneville Broadcast Consultants, Delta Electronics, ABC Radio Marketing Services, Enterprise Radio Network, American Image Productions and Audio Design Recording are among companies planning to utilize the special exhibition room. NRBA plans to maintain a schedule of presentations to be offered in the exhibition room, and to post it strategically around the convention hotel.

Added attractions at the convention this year will be entertainment by pop singer Paul Simon on Monday night and country singer Barbara Mandrell at lunch on Tuesday. Other entertainment will include several radio programs broadcast live from the convention.

A complete agenda follows; listings of exhibitors and a hospitality suite guide begin on page 41.

### Sunday, Oct. 5

**Exhibit hall open.** Noon-6 p.m.

**Reception.** 6:30-8 p.m. California ballroom.

**Hospitality suites open.** 8 p.m.

**Workshop: "The Promoters."** 8:30-11:30 p.m. Santa Anita A. Moderator: Lynn Christian, Century Broadcasting. "Creating Award Winning Promotions," Lance Webster, Broadcasters Promotion Association (8:30). "Station Image: Why Bother," Karl Sjodahl and Debra Robins, Telesound Inc. (8:45). "Marketing Your Station," Bob Cambridge, ABC Radio Marketing Services (9:45). "TV's Role in Promoting Your Station," Chuck Blore, Chuck Blore & Don Richman Inc.; Dan Kavanaugh, Future Media Corp.; D. Rufus Friedman, Harold Friedman Consortium (9:00). "Outdoor Advertising's Many Faces," Bill Becker, Western International Media (10:00). "Merchandising Your Station," Byron Crecelius, U.S. Tape & Label; T. Bing Byington, Robert Keith & Co.; Mort Weinstein, The Logo Co.; Les Carroll, Beetleboards International; Rich Kwas, 2B Systems Corp.

**Format hospitality rooms.** 8:30-midnight. Contemporary hit radio—Santa Anita C; AOR—Santa Barbara B; Pop/adult—San Pedro; country—Santa Barbara A; beautiful music—La Brea; news/talk—Los Feliz; black—Santa Barbara C. "Fine Tuning for Arbitron"—San Gabriel A and B.

### Monday, Oct. 6

**Opening general session.** 9-10:15 a.m. California ballroom. Welcoming comments: NRBA President Sis Kaplan. Greetings from the FCC: Richard Shiben, Broadcast Bureau. Keynote address: Karl Eller, Charter Media. "America's Life-Style Trends," Al Yesk, Yankelovich, Skelly & White.

**Exhibit hall open.** 10 a.m.-6 p.m.

**Simultaneous workshops.** 10:45 a.m.-noon.

**Sales: How Red Hot is Radio's Future?** Santa Anita A and B. Moderator: Ron Kempff, WHIO-AM-FM Dayton, Ohio. Participants: Robert H. Alter, Radio Advertising Bureau; John Demidovic, Air Force Institute.

**Management: New Approaches to Buying and Financing Radio Stations.** San Gabriel A and B. Moderator: Norman Wain, Metroplex Communications. Panelists: David D. Croll, TA Associates; James W. Blackburn Jr., Blackburn & Co.; Barry Dickstein, Aetna Business Credit; William A. Exline, William A. Exline Inc.; Lud Richards, Cecil L. Richards Inc.

**Promotion: The Best Foot Forward.** San Gabriel C. Moderator: Larry Keene, WWOC(FM) Avalon, N.J. Panelists: Les Elias, WLUP(FM) Chicago; Louisa Henson, WLRS(FM) Louisville, Ky.; Edith Hillard, KJR(AM) Seattle; Peter Straus, WMCA(AM) New York.

**Engineering: The Annual Meeting of the Long-Suffering AM Stereo Alumni Association.** San Fernando. Moderator: Harold Kassens, A.D. Ring Associates. Panelists: David Hershberger, Harris Corp.; Leonard Kahn, Kahn Communications; Arno Meyer, Belar Electronics; Norman Parker, Motorola; Robert Streeter, Magnavox.

**Programming.** Contemporary hit radio—Santa Anita C; news/talk—Los Feliz; beautiful music—La Brea; black radio—Santa Barbara C.

**Luncheon.** 12:30-2:30 p.m. California Ballroom. Presentation of NRBA's 1980 Golden Radio Award to Gene Autry, Golden West Broadcasters. Comments by FCC Commissioner James Quello and National Telecommunications and Information Administration Director Henry Geller.

**Open time.** 2:30 p.m. Time to visit the exhibits and hospitality suites.

**Tomorrow Media presentation.** 3 p.m. Catalina Ballroom

### Tuesday, Oct. 7

**Membership meeting.** 8-9 a.m. Los Feliz.

**Association of Independent Radio Producers (AIR) meeting.** 8-9:30 a.m. Los Cerritos.

**Exhibit hall open.** 10 a.m.-7 p.m.

**Simultaneous workshops.** 9-10:15 a.m.

**Sales: A Sales Encounter of the Best Kind—Organizing for Sales.** Moderator: Robert J. Duffy, The Christal Co. Panelists: Ron Fischmann, Fischmann Radio Sales Seminars; John Gorby, Youngs-Walker & Co. Organizational Training Inc.; Jason Jennings, The Jennings Co.; Jim Williams, Welsh Co.

**Management: Achieving Goals Through Proper Budgeting.** San Gabriel A and B. Moderator: Bill Clark, KABL-AM-FM San Francisco. Panelists: Clark Davis, Great Trails Broadcasting Corp.; Richard Kale, Golden West Broadcasters; Harvey Levin, kuic(FM) Vacaville, Calif.; Eric Hauenstein, Sandusky Newspapers Broadcast Division.

**Promotion: Keeping Old, Getting New On-Air Promotion.** San Gabriel C. Moderator: Robert Herpe, General Communicorp. Panelists: Kent Burkhardt, Burkhardt/Abrams/Michaels/Douglas; Bernie Lucas, WLPX(FM) Milwaukee; Henry Rogers, WSGA(AM) Savannah, Ga.; Scott Slade, WAYS(AM)-WROQ(FM) Charlotte, N.C.

**Engineering: The Last Black Box—Audio Processing.** San Fernando. Moderator: Harvey Rees, Carl T. Jones Associates. Panelists: Greg Oganowski, Gregg Labs; Bob Orban, Orban Associates; Craig Siegenthaler, KISW(FM) Seattle.

**Programing.** AOR—Santa Barbara B; country—Santa Barbara A; pop adult—Don Pedro.

**Break.** 10:15-10:45 a.m.

**Simultaneous workshops.** 10:45-noon.

**Small Market Idea Exchange.** San Gabriel C. Participants to be announced.

**Sales: Reps vs. Nets vs. Unwired Nets vs. Barter.** Santa Anita A and B. Moderator: Stephen Trivers, Fairfield Broadcasting. Panelists: Bob Chambers, ABC Radio; William Froelich, The Christal Co.; Peter Moore, Torbet Radio; Geoff Hall, Katz Radio; Paul Tietolman, Atwood-Richards.

**Management: Your Friends in Washington.** San Gabriel A and B. Moderator: Tom Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn. Panelists: Charles Firestone, UCLA Communications Law Program; Gregg Skaal, National Telecommunications and Information Administration; Frank Washington, FCC.

**Engineering: Radio Engineering Encyclopedia.** San Fernando. Moderator: Ben Dawson III, Harfield & Dawson. Panelists: Louis Dorren, Quadracast Systems; Wilson LaFollette, FCC; Ray Livesay, WLBH(AM) Mattoon, Ill.; Ogden Prestholdt, A.D. Ring & Associates; Richard Rudman,

KFWB(AM) Los Angeles; Richard Vaughan, FCC.

**Luncheon.** 12:30-3 p.m. California Ballroom. Speaker: FCC Commissioner Anne Jones. Entertainment: Barbara Mandrell, MCA recording artist.

**Simultaneous workshops.** 3-5 p.m.

**Sales: Retail Sales—The Key to Profit in Every Size Market.** Santa Anita A and B. Moderator: Stanley Kaplan, Sis Radio. Panelists: Dan Dalton, KFI(AM)-KOST(FM) Los Angeles; Ron Foth, Ron Foth Retail; Dick Kalt, WPLR(AM)-WOMN(FM) New Haven, Conn.; Lee Davis, WCUB(AM)-WKKB(FM) Manitowoc, Wis.

**Management: What's New in Network Radio?** San Gabriel A and B. Moderator: Bernard Mann, Mann Media. Panelists: Richard Brescia, CBS Radio; Edward McLaughlin, ABC Radio; Thomas Burchill, RKO Radio; Martin Rubenstein, Mutual Broadcasting System; Chuck Renwick, NBC Radio.

**Promotion: Decisions, Decisions.** Palos Verdes. Moderator: James Connor, WWSH(FM) Philadelphia. Panelists: Erica Farber, McGavren-Guild; John Parikhal, Joint Communications; Frank Wood, WEBN(FM) Cincinnati.

**Engineering: 9 Khz and Other Region 2 Drama.** San Fernando. Moderator: R. Russell Eagan, Kirkland & Ellis. Panelists: Douglass Crombie, National Telecommunications and Information Administration; Betty Dahlberg, Lohnes & Culver; Wallace Johnson, Association for Broadcast Engineering Standards; Wilson LaFollette, FCC.

Programing: Ratings and Research Clinic. San Gabriel B and C.

**Wednesday, Oct. 8**

**Simultaneous workshops.** 9-11 a.m.

**Engineering: the Things Ma Bell Never Taught You—Problems and Solutions for Telephone Call-In Shows.** San Fernando. Moderator: Mark Durenberger, engineer. Panelists: Steve Church, Liggett Group; Brooks Clark, Northwestern Bell Telephone Co.; John Higdon, Broadcast Technical Consultants; Gil Holmes, Northwestern Bell; William Ruck, KFOG(FM) San Francisco.

**Management Idea Exchange.** Six groups, divided by market population: under 20,000—Santa Anita A; 20,000-50,000—Santa Anita B; 50,000-100,000—San Gabriel A; 100,000-250,000—San Gabriel B; 250,000-500,000—San Gabriel C; over 500,000—Palos Verdes.

**The exhibit hall**

\* Indicates new product.

**ABC-Broadcast Controls** 520  
9155 Brookville, Rd., Silver Spring, Md. 20910

**ACI/Filmways** 115  
1604 N. Cahuenga, Hollywood 90028

**Added Attractions** 211  
1126 Archer St., San Diego 92109

**Alternative Radio Network** 604  
875 Michigan Ave., Suite 3750, Chicago 60611

Programing materials. **Staff:** Mark Mariani, Rich Caldwell, Steve Dahl, Bryan Blatt, Garry Meier.

**American Image Productions** 408  
Box 23355, Nashville 37202

Production libraries, station image companies with video support, *Sunday at the Memories, Mini-memories*. **Staff:** Jack Jackson, Paul Whitehead, Lance Simpson, Dennis Burton, Jerry Williams, Pat Patrick.

**AmNET/American Quotation Systems** 409  
Box 3600, CFS, Champaign, Ill. 61820

Data transmission using network of FM radio SCA subchannels. **Staff:** Dean Robinson.

**Andrew Corp.** 103  
10500 W. 153d St., Orland Park, Ill. 60642

Heliac coaxial cables, phase-stabilized AM radio sam-

pling lines, STL microwave antenna systems. **Staff:** Tom Glab, John Pryjma, Carl Van Hecke.

**Associated Press** 407  
50 Rockefeller Plaza, New York 10020

AP Radio with feed device which prints ready-to-use cart labels for sound bites feed, AP Radio Wire featuring life style programs. **Staff:** Jay C. Bowles, Bill Cook, Ben Avery, Nancy Cook, George Otwell, Jim Spehar, Mike White, Mark Thayer, Roy Steinfert.

**Audio & Design Recording** 125  
Box 786, Bremerton, Wash. 98310

Tri-band signal processing system\*, FM Stereo Express broadband limiter\*, equalizers, signal processors, limiters, modular systems. **Staff:** Nigel Branwell, Chris Michie, Ian Robertson, Kathleen Mallory.

**Auditronics** 507  
3750 Old Getwell Rd., Memphis 38118

110-A audio production console. **Staff:** Jim Woodworth, Keith Arnett.

**Automation Electronics** 109-10  
1001 South St., Lafayette, Ind. 47905

Autotron in-house minicomputer business system for sales, traffic, accounts receivable, payable, payroll, general ledger, word processing, music library, sales scheduling, depreciation and automation interfacing. **Staff:** Larry Zaiser, Jody Zaiser, Gary Dancy, Tom Ransom, Ed Reed.

**Belar Electronics Labs** 104  
Box 826, Devon, Pa. 19333

**Big Music America** 611  
4801 Woodway Suite 301W, Houston 77056

Big Music America contest. **Staff:** Ken Kramer, Don Altfeld, Gary Firth.

**Bonneville Broadcast Consultants** 402  
274 Country Rd., Tenafly, N.J. 07670

**Staff:** Marlin R. Taylor, Frank D. Murphy, David C. Pollei, Dave Verdery, Jeff Mathieu, Joe Capabianco, Walter Powers, Vladimir Nikanorov.

**Broadcast Audio** 410,411  
11355 Pyrites Way, Rancho Cordova, Calif. 95670

System 8/12/16 AM and FM stereo consoles, equalized mixer\*. **Staff:** David W. Evans, John M. Fernandez, Rosell Heinen, Richard Majestic.

**Broadcast Communications Products** 317  
Box 204, Golden, Colo. 80401

Audio consoles (8,10,12)\*, micro-amplifier\*, FM modulation stereo monitor\*, 7775 ATS system, FM exciter, studio tape recorders, composite studio/transmitter link, digital remote control system. **Staff:** Gregory Pine, Linda Pine, Jeff Michael, Cathy Schmidt, Ike Benoun, Ed Mullens, Sam Wenzel, Bill Hozelzel, Trevor Boyer.

**Broadcast Electronics Inc.** 400  
4100 N. 24th St., Quincy, Ill. 62301

**Staff:** Larry Cervon, Curt Kring, Joe Engle, John Burtie, Tom Humphrey, Geoff Mendenhall, Dow Jones.

**Broadcast Management Concepts** 219-222  
7204 Clairemont Mesa Blvd., San Diego 92111

Computer accounting system-MAPS. **Staff:** Thomas Haag, Frank Crane, Jim Anderson, Chuck Tripp, John Gibb, Richard Montova, John Caso, Lynda Tennyson, Bunny Hofberg, Carol Heppert, Tim Ives.



# Radio is our only business. That's why we're better at radio sports than anyone else.

Mutual is "the sports network. No one else even comes close." That is the praise from one of our major radio network rivals as reported in The Washington Post.

Winning the championship for radio sports is something Mutual has been doing for years.

We do play-by-play of 16 NFL Sunday afternoon games, 6 major Bowl games and 20 Notre Dame and other major college games; dunk-by-dunk of 17 NBA playoff and championship contests; follow the eagles of the PGA, U.S. Open and 9 more major golf matches; and provide ace reports direct from Wimbledon and the U.S. Open

Tennis Championships. Plus 37 "Wide Weekend of Sports" live coverage broadcasts from practically every major sporting event taking place every Saturday and Sunday.

But it's not the quantity of our coverage that attracts our avid national audience. It's the quality. Our sports commentators report to our listeners as though they were on the sidelines together.

Nobody plays sports as well as Mutual. And that's why we're better at it than anyone else.

**During the NRBA Convention in L.A. visit Mutual's Hospitality Suite 3144, Bonaventure Hotel.**



**MUTUAL BROADCASTING SYSTEM**   
**Radio is our only business.**



**Broadcast Programming International 223-24**  
Box 2027, Bellevue, Wash. 98009

Ten formats for live-assist and automated stations, Christmas music programming. **Staff:** Kemper Freeman Jr., John Iles, Jane Kindred, Bob Concie, Dave Lindsay, Jim Siggins.

**Cablewave Systems 305**  
60 Dodge Ave., North Haven, Conn. 06473

Coaxial cable and associated hardware. **Staff:** William Meola, Margie Barneschi, Ken Robinson, Doug Proctor, Bill Sirvatka.

**Capitol Magnetic Products 523**  
6902 Sunset Blvd., Hollywood, Calif. 90028

Audiopak AA-3 stereo phase broadcast cartridge with high output/low noise tape, Audiopak A-2 broadcast cartridge with standard tape. **Staff:** Larry Hockemeyer, Ed Grant, Natalie Goss, Tom Neuman.

**The Cato Institute 610**  
747 Front Street, San Francisco 94111

Byline, daily two-minute commentary from notable public figures. **Staff:** Jeff Rigenbach, Leslee Newman.

**Cavox Stereo Productions/Tape-Athon 525**  
502 South Isis Ave., Inglewood, Calif. 90301

Background music center, Model 702 portable reel-to-reel automatic reversing tape playback system, Model 750 cassette playback system with 16 hour playback and automatic program intermix. **Staff:** Lee Tate, Paula Tate, Robert Mayfield, Bernie Sayers, Bill Owens, Bob Foster, Wally Rubin, Hal Halverson, Diana Mendola, Blair Hunnicutt, Jerry Sybilrud.

**CCA Electronics 322-23**  
Box 5500, Broadcast Plaza, Cherry Hill, N.J. 08034

**Census Bureau 605**  
Washington 20233

Social and economic statistical resources. **Staff:** Ma-

ury Cagle, E.J. (Bud) Steinfeld.

**Cetec Broadcast Group 422-24**  
1110 Mark Ave., Carpinteria, Calif. 93013

16 channel console\*, program automation systems, multicart, consoles, FM antennas. **Staff:** Andy McClure, Jerry Clements, Doug Sterne, Jim Zache, Todd Harrington, Art White, Ethan Harris, Randy Hill, Hugh Wilcox, Ken Leonard, Tony Mezey, Fred Barbara.

**Chase Media 119-20**  
5286 S. 320 West, Busch Park Suite A-166, Salt Lake City 84107

In-house computer traffic, billing, music, financial and word processing system. **Staff:** Randall Chase, Robert Scott, Steven Vaughn, Michael Skousen.

**Commodity Communications 508**  
125 E. Ball Rd. No. 205, Anaheim, Calif. 92805

**Computer Concepts 202-03**  
8001 W. 63d St., Shawnee Mission, Kan. 66202

**Computer Management Systems 518**  
6610 N. Shadeland Ave., Indianapolis 46220

Broadcast Management Information System, automated accounting system. **Staff:** Myron L. Keeney, Jack Carnegie, Sally Huffine, Suzi Ross.

**Comrex 512**  
60 Union Ave., Sudbury, Mass. 01776

Low frequency extender, studio/telephone conferencer and integrator system for talk show\*. **Staff:** John Cheney, Lynn Distler.

**Concept Productions 425,426**  
801 D Riverside Ave., Roseville, Calif. 95678

Voice-track programing with adult contemporary, adult rock, album rock and country formats, voice/music synchronizer\*. **Staff:** Dick Wagner, Mary Wagner, Dale Tucker.

**Continental Electronics 405-06**  
4212 South Buckner Blvd., Dallas 75227

AM and FM transmitters, antenna equipment, audio consoles. **Staff:** Vernon Collins, Steve Claterbaugh, R.L. Floyd, Dave Chenworth, Ray Tucker, Tom Cauthers, Steve Schotts, Jim Littlejohn, Lloyd Collins, Mark Bullock.

**Custom Business Systems 126-127**  
Box 67, Reedsport, Ore. 97467

Business automation interface to program automation system. **Staff:** Wes Lockard, Jerome Kenagy, Steve Kenagy, Stephanie Watts.

**Delta Electronics 205**  
5730 General Washington Dr., Alexandria, Va. 22312

**Department of Energy 511**  
Washington 20585

Solar Index. **Staff:** Joyce Falkenstein, Erich Paiker.

**Dolby Labs 307**  
731 Sansome St., San Francisco 94111

**C.M. Dorf & Associates 210**  
9151 Centerway Rd., Gaithersburg, Md. 20760

**Enterprise Radio 603**  
40 Darling Dr., Avon Park So., Avon, Conn. 06001

All sports radio network begins national programing via Westar III on Jan. 1, including updates, features, interviews, talk and play-by-play. **Staff:** Scott Rasmussen, Richard Eddy, Mike Caruso, Dennis Randall, Richard Hammer, George Davies, Dan Blume.

**Eumig 806-07**  
225 Community Dr., Great Neck, N.Y. 11020

**Fidelipac 207**  
109 Gaither Dr., Mount Laurel, N.J. 08057

Tape cartridges, storage racks, studio warning lights, flutter meter, tape eraser, tape. **Staff:** Arthur Constantine, Dan McCloskey, Robert Gosciak, Roger Thanauser, George Riggins.

**First Media Management 213**  
101 Wymore Road, Altamore Springs, Fla. 32701

Project 90—complete camera-ready promotional sales kit. **Staff:** Bill Kirk, Michelle DeLude, Robin Callicutt.

**From Studio B 206**  
1717 N. Highland Ave., Hollywood 90028

North Pole Reports\*, From Studio B—Years 1 & 2, Kremen of the Star Corps, The Station Gang, Cinemascore, beautiful music station promotion. **Staff:** Merrill Barr.

**Future Media 212**  
6525 Sunset Blvd., Hollywood 90028

**Gregg Laboratories 608**  
2120 E. Howell St., Suite 505, Anaheim, Calif. 92806

AM, FM, TV tri-band audio processor, AM peak limiting amp. **Staff:** Greg Ogonowski, Scott Rubenstein, Craig Slayton, Marc Durerberger, Sid Rubenstein, Harry Simons, Steve Cilurzo, Ray Smart, Ray Pike, Ginger Moses, Phillip Moses.

**Hallikainen & Friends 218**  
101 Suburban Rd., San Luis Obispo, Calif. 93401

Rack mount audio mixing system for radio and TV, program logging system (automated or live), digital telemetry adapter for Moseley remote controls, time announce controller for automated stations, computer transmitter control and logging system for AM, FM or TV\*. **Staff:** Harold Hallikainen, Eric Dausman, Cathy Dausman, Gerry Franke, Frank Calabrese.

**Harris Corp. 328**  
Box 4290, Quincy, Ill. 62301

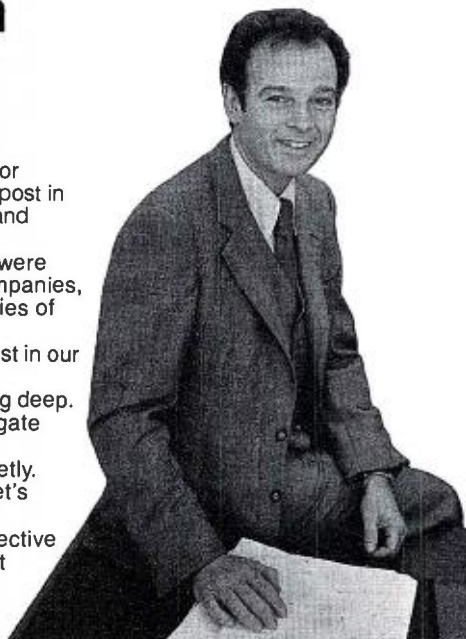
MSP-95 FM audio composite processing unit, MSG-95 remote SCA generator. **Staff:** Jim Ariana, Ed Gagnon, Bill Harland, Dave Hill, Ken Schwenk.

**IGM Communications 100**  
4041 Home Rd., Bellingham, Wash. 98225

Program/business automation unit, cart and playback machines. **Staff:** Don Schutt, Judie Schutt, Jerry Ezelle, Darrell Wichers, Dave Evans.

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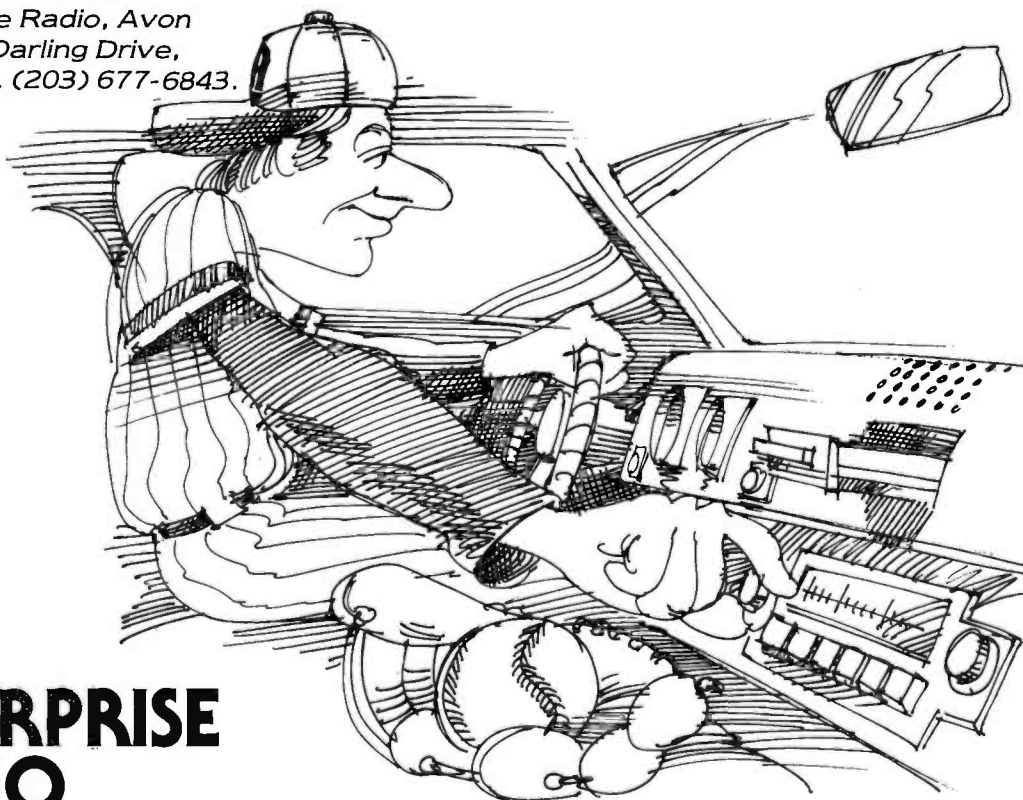
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Series 99 audio tape cartridge machine\*, 1K cartridge library storage system\*, reel to reel recorders/reproducers, eraser/splice locators, cartridge recorders/reproducers, cartridge delay system. **Staff:** Andy Rector, Larry Cutchens.

**JAM Creative Productions** 314  
4631 Insurance La., Dallas 75205

Commercial production library\*, jingle and I.D. packages. **Staff:** Jonathan Wolfert, Randy Bell, Fred Hardy, Patti Griffith.

**Joynson Electronics** 524  
Box 7, Casselberry, Fla. 32707

FM/SCA tuners, tuner/amplifiers, amplifiers, Datavox system for transmitting music and data simultaneously on FM SCA. **Staff:** Joseph Lutz, Kenneth St. John, Robert Weber.

**Kahn Communications** 306  
839 Stewart Ave., Garden City, N.Y. 11530

AM stereo (Kahn/Hazeltine system), modulation enhancement system, remote broadcast system. **Staff:** Leonard R. Kahn, R.M. Kahn, H.S. Mitchell, James E. Farr.

**KalaMusic** 302  
600 ISB Building, Kalamazoo, Mich. 49007

**Staff:** Stephen Trivers, William Wertz, J. Dennis Weidler.

**Live Sound** 513  
1741 North Ivar, Suite 101, Hollywood 90028

*Big Country, Big Country II, Country Beautiful, Music Service.* **Staff:** Agnes F. Peterson, Jason McCall, Jerry Mason, Larry Mack, Chuck Roberts, Tom Murphy, Vicky West, Ken Rayzor, Jeff Kallestad, Carla Cummings, Rita Litton.

**LPB** 308,309  
28 Bacton Hill Rd., Frazer, Pa. 19355

Mixer, dual stereo consoles, AM-50/250 series of AM transmitters, Monogram II and signature model broadcast consoles. **Staff:** Richard H. Crompton, Harry N. Larkin, Richard W. Burden.

**Maganvox Consumer Electronics** 111  
Box 6950, I-40 & Straw Plains Pike, Knoxville, Tenn. 37914

AM stereo broadcast system. **Staff:** Bob Streeter, Farrel Smith, Bill Streeter, Ed Williams.

**McMartin Industries** 526  
4500 S. 76th St., Omaha 68127

AM and FM transmitters, FM antennas, consoles, RPU equipment, FM exciter, SCA products, turntables, monitors, amps. **Staff:** Ray McMartin, Robert Anderman, Ed Furman, Dick Hanseth, John Schneider.

**MEI Microprobe Electronics** 430  
875 N. Michigan Ave. No. 1532A, Chicago 60611

**Moseley Associates** 403,404  
111 Castilian Dr., Goltz, Calif. 93017

Microprocessor remote control systems, composite studio-transmitter link, audio gain rider, audio limiters, stereo generator, telemetry return link, telecontrol system, subcarrier main frame, wire remote control system. **Staff:** John E. Leonard Jr., K. Frederick Zimmerman, Earl Hatt, Charles F. Rockhill.

**Motorola** 519  
1244 1/2 Remington Rd., Schaumburg, Ill. 60195

AM stereo broadcast equipment, exciters, monitors. **Staff:** Norm Parker, Frank Hilbert, Dick Harasek, Paul Smith.

**Neal Ferrograph** 106  
652 Glenbrook Rd., Stamford, Conn. 06906

Audio logging system\*, audio test set, tape recorder\*. **Staff:** Richard Chilvers, Tom Batey, Skip Mucklerath, Randi Manson.

**Nidus Broadcast Systems** 412  
11465 West 48th Ave., Wheat Ridge, Colo. 80033

Automation systems. **Staff:** Dennis J. Reinhard, W.W. Myers, Robert N. Miers, Mike Shafer.

**Nippon Columbia/Denon** 216-17  
27 Law Dr., Fairfield, N.J. 07006

**Noble Broadcast Consultants** 107  
1250 Sixth Ave., San Diego 92101

*Album Oriented Hits\*, Adult Top 40\*.* **Staff:** Roger Agnew, Frank Felix, Bur Franks, Rich Wood.

**O'Connor Creative Services** 102  
Box 8888, Universal City, Calif. 91608

*The Senators\*, Howard Ruff Commentary\*, Earl Butz Commentary, Speaking Dollarwise, Healthline, You're the Judge, The Best of Groucho, Curmudgeon at Large, Kid Say the Darndest Things, Bob & Ray, Profiles in Greatness, The Art of Positive Thinking, Crime & Justice\*, Pets & Wildlife\*, Feeling Fine, Mini-Drama, Superstars 500\*, Science Fiction or Fact, Traditions.* **Staff:** Harry O'Connor, Gay Sweeney, Ed Cotter, Priscilla Felton, Christine Biddle.

**Orange County Electronics International** 116  
2100 West 98th St., Minneapolis, 55431

**Staff:** Gareth A. Nelson, Michael Gillespie, Steven Pavelick, Harry Garfield.

**Orban Associates** 128  
645 Bryant St., San Francisco 94107

Optimod-FM 8100A multiband/broadband compressor/limiter stereo generator\*. **Staff:** John Delantoni, Bob Orban, Jesse Maxenchs, Kevin Tam, Sid Goldstein, Chris Irwin, Malcolm Furlly, Dave Little.

**Otari** 320-21  
1559 Industrial Rd., San Carlos, Calif. 94070

Tape recorders/reproducers.

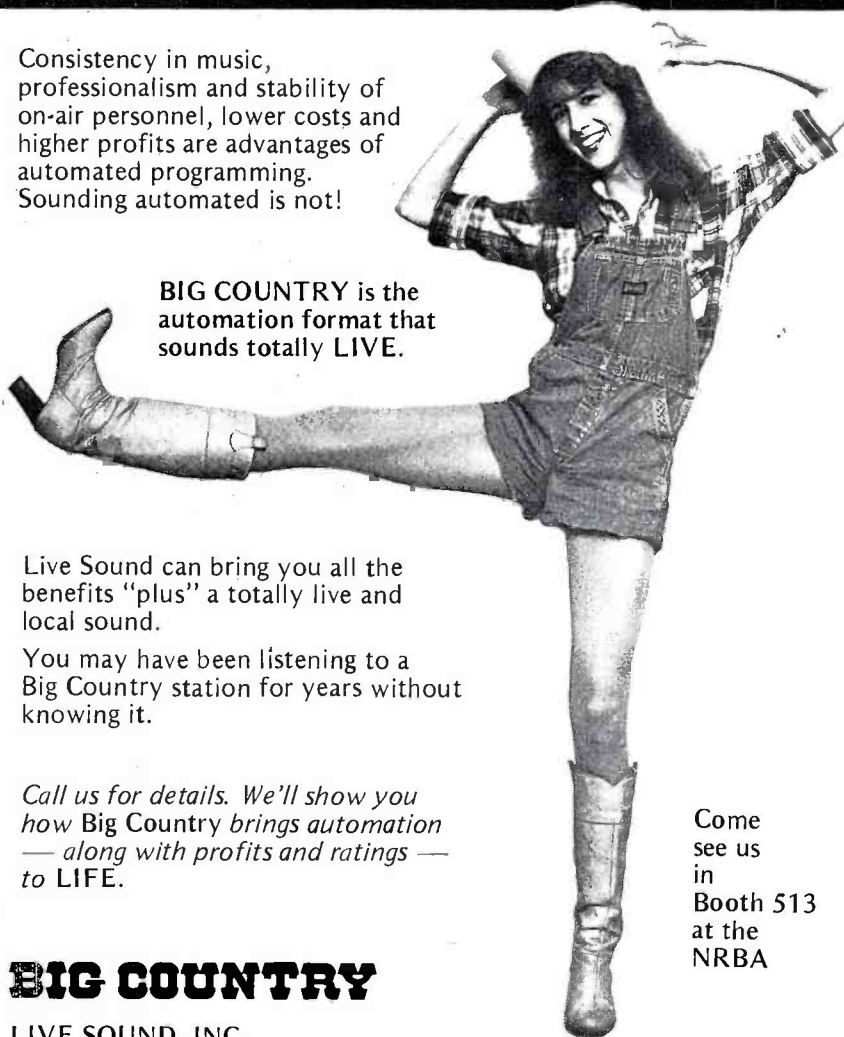
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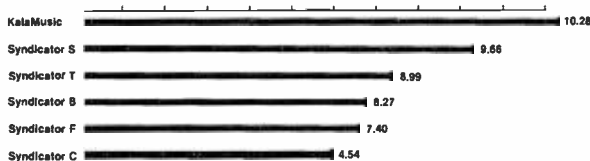
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**Phelps Dodge Communications** **602**  
Route 79, Marlboro, N.J. 07746

**Staff:** E.F. Boehm, Saul Esocoff, J.J. Nevin, H.M. Edwards, W.B. Bryson.

**Philadelphia Resins** **105**  
20 Commerce Drive, Montgomeryville, Pa. 18936

**Staff:** Gregory F. Bowen, Wynne Wister, Jack Burkhardt.

**Progressive Radio Network** **204**  
Box 172, Bronx, N.Y. 10451

**News Blimp, Sound Advice, News Spot\*, The Holiday Package\*.** **Staff:** Richard Barna, Bill Quinn, Susan O'Connell, Tom Powell.

**Public Affairs Broadcast Group** **610**  
Box 48911 Los Angeles 90048

**Success Stories\*, In Depth, In Brief, Consumer Chronicle, Lifetime, From A to Z.** **Staff:** Mark Bragg, Pegge Goertzen, Rick Trank.

**Quantum Audio Labs** **316**  
1909 Riverside Dr., Glendale, Calif. 91201

**Radio Computing Services** **208**  
Two Dean Dr., Tenafly, N.J. 07670

**Radio Data Systems** **123**  
669 N. 10th West, Centerville, Utah 84014

Radio writer and market monitor—digital broadcasts on FM SCA's. **Staff:** Mo Gardner, Joe Meier, Brent Sylvester, Jon Tibbets, Gary Schroeder.

**Ramko Research** **505**  
11355-A Folsom Blvd., Rancho Cordova, Calif. 95670

**Staff:** Jack M. Ducart, Ray Kohfeld, Dick Anderson, Larry Hall, Bob Cauthen, Doug Cook, John Rood, Darryl Parker, Larry Maguire, Mike Hogue, Tom Shea, Jim Walters, John Govreau, Ben Ostrovsky.

**RCA Broadcast Systems** **200,300**  
Building 2-2, Camden, N.J. 08102

Solid state 5 kw AM radio transmitter\*, solid state exciter for FM transmitter, digital overshoot controller, broadcast antennas, audio consoles, audio cartridge machines, high performance turntable. **Staff:** J.A. Gimbel, F.W. Huffman, W.W. Warren, D.B. Freeman, O. Bjerke, J. Butts, R. Lyons, E. Mehaffey, L. Pinski.

**RCA Solid State Division** **427**  
Route 202, Somerville, N.J. 08876

**60-Second LP** **124**  
10 Waterside Plaza No. 21E, New York 10010

**Sintronic** **310**  
212 Welsh Pool Rd., Lionville, Pa. 19353

**Sono-Mag Corp.** **303,304**  
1833 W. Hovey Ave., Normal, Ill. 61761

**Staff:** Stephen S. Sampson, Pete Charlton, Bob Popke.

**Sound Systems** **118,119**  
11-03 45th Ave., Long Island City, N.Y. 11101

Modular audio control consoles, plug-in audio and control modules, speaker systems. **Staff:** Nick Balsamo, Jack Jenkins, Bob Lin.

**Star Date/University of Texas, Austin** **609**  
RLM 15.308, Austin, Tex. 78712

Two-minute radio astronomy program. **Staff:** Sandra Preston, Joe Medrano.

**Station Business Systems** **500**  
600 West Putnam Ave., Greenwich, Conn. 06830

BAT 1500 and BAT 1700 computer systems for billing, accounting and traffic, packaged BAT systems\*. **Staff:** Jim Morgan, Lee Facto, Joe Coons, Deane Parkhurst, Helen Morse, Suzan Miller, Dick Lamoreaux, Gary Persons.

**T. A. Associates** **517**  
111 Devonshire St., Boston 02109

Acquisition financing for broadcast companies. **Staff:**



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David C. Croll, Richard H. Churchill Jr., William P. Colatos.

**Telmar Group** 509-10  
90 Park Ave., 14th Floor, New York 10016

**Time & Frequency Technology** 420,421  
3090 Oakmead Village Drive Santa Clara, Calif. 95051

**Staff:** Joe Wu, Tom Creighton, Frank Stulten, Joan Lee, Cal Eckels.

**TM Productions, TM Programming, TM Special Products, TM Media Research Graphics** 318-19  
1349 Regal Row, Dallas 75247

Station marketing plans\*, commercial/production library\*, sound effects library\*, sales/production support system, I.D. packages for all formats, live, live-assist or automated formats (Stereo Rock, TM Country, Beautiful Rock, Beautiful Music, Alpha One), consulting, *The Kenny Rogers Radio Special\**, *Platinum Meltdown\**, *Country Love\**, *Sports Scrapbook\**, *Album Greats—A History of Album Rock, Clear Creek—The Country Music Festival, Top Ten Hits of All Time, The Evolution of Rock, Love and a Whole Lot More, London on the Line, The Elvis Presley Story*, graphic presentations from ratings and research figures. **Staff:** Pat Shaughnessy, Ken Fournier, Janie Autz, Chuck Webster, Skip Schmidt, Buddy Scott, Cecelia Garr, Lee Bayley, Bob Bruton, Larry Shipp, Ron Nickell, Neil Sargent, Allen Klein.

**2-B System** 108  
30105 Stephenson Hwy., Madison Heights, Mich. 48071

Plastic card promotions\*. **Staff:** Rich Kwas, John Bourne.

**UMC Electronics** 521,522  
460 Sachett Point Rd., North Haven, Conn. 06473

Type 10 and type 20 Beaucart cartridge tape machines, Beaucart II and Monitor II cartridge tape machines, SFE-1 cartridge splice finder and bulk eraser, BC-16 Beaumaster stereo audio console and BC-8 Beapro stereo audio console. Type 100 Beaucart tape machine\*, tone controlled recording system.\* **Staff:** J.C. Leu, P.W. Lohman, P.R. Weaver, B.H. Robillard, M.J. Friberg, G.M. Burkhardt.

**United Press International** 418-419  
220 East 42d St., New York 10017

UPI audio network, broadcast data news, UPI broadcast wire. **Staff:** Gordon Rice, Gene Poythress, Ted Feurey, Gary Neeleman, Dennis Kinsella, Bill Wilson, Bob Fuss.

**U.S. Tape & Label** 324-25  
1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels, T-shirt iron-on decals, hats. **Staff:** Byron Crecelius, Jesse Myer.

**Webster Group/Radio Information Center** 215  
575 Lexington Ave., New York 10022

Arbitron report analysis. **Staff:** Maurie Webster, Jerry French.

**Wold Communications** 502-04  
8150 Leesburg Pike, Vienna, Va. 22180

Point-to-multipoint distribution of programing via satellite, mobile satellite uplink facility. **Staff:** Robert N. Wold, Gary Worth, Robert E. Wold, Mark Wallhauser, Wayne Baruch, Bob Patterson, Geoff Seaman, Dick Marsh, Bruce Hall, Clay Packard, Shirley Thornhill, Paul Johnson, Kim Vaughn, Brian Lookofsky.

## The hospitality suites

ABC Radio Marketing Services 2938  
ABC Radio Network 3380  
American Image Productions 3124  
Arbitron 3158

Arent, Fox, Kintner, Plotkin & Kahn 3024  
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Casablanca Records 2848  
CaVox 2638  
CCA Electronics 2878  
Chapman & Associates 2018  
Christal Co. 3108  
Churchill Productions 2708  
Community Club Awards 2758  
Otis Conner Productions 2928  
Continental 2768  
Continental Recordings 2718  
DIR Broadcasting 3044  
Drake Chenault 1878  
Eastman 3058  
Elektra-Asylum 3260  
EMI/United Artists 2978  
Enterprise Radio Network 3048  
Epic Records 2668  
Firstcom 2778  
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Great Trails 2538  
Bernard Howard & Co. 2908  
Hiber & Hart 2728  
Kalamusic 2158  
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Liberty Lobby 2238  
Masla & Co. 3078  
Master Broadcast Services 3068  
MCA Records 2608  
McGavren Guild 3038  
Media Statistics 2218  
More Music Programming 2078  
Musicworks 2058  
Mutual 3144  
NBC Radio Network 3178  
Nightengale-Conant 2968  
O'Liners 1918  
Orban 2808  
Peters Productions 3138  
Philadelphia Musicworks 2838  
Pro Radio 2748  
PW Radio Reps 2948  
Radio Talent Bank 2618  
Radio Works 2278  
RCA 1858  
Research Group 2738  
Cecil Richards 1838  
Richter-Kail 2318  
RKO Radio Network 3008  
Roslin Radio Sales 2038  
Sandusky Newspapers 1978  
Schulke Productions 3118  
Selcom 2868  
Richard A. Shaheen 2118  
William B. Tanner 2628  
TM 3340  
Torbet Radio 3168  
UPI 2258  
Warner Records 3220  
Webster Group 2678  
Western Cities 1938  
Westwood One 2648  
Wold Communications 3018



KSAS-FM Communications II, Independence, Mo.



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WSB-TV McDonald and Little, Atlanta

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## Charter, Eller call it quits

**Oil company will retain current broadcast portfolio; he'll probably go through with deal for KIOI; 'Bulletin,' which he'll also keep, cited as drain on time and resources**

As in a very modern divorce, both parties in the break-up of the joint venture between Karl Eller and Charter Oil insist they're parting on the friendliest of terms.

Who's getting the kids? It looks to be Eller—aside from what each brought to the venture (in Eller's case an agreement to purchase KIOI-FM San Francisco), he's walking away with the two properties acquired during the short life of the Charter Media partnership: *The Philadelphia Bulletin* and New York Subways Advertising Co.

Still, neither side's saying what shape the financial arrangements they're working out for the separation might take, and both seem to be expressing an interest in KITT(FM) San Diego, a station Charter Media initially arranged to purchase in July, although the closing on the deal has been postponed.

According to the joint announcement released last Tuesday, "it is anticipated that Charter will acquire Mr. Eller's interest in Charter Media under dissolution provisions that were part of the joint venture agreement." Each held 50% of the common stock, with Charter owning preferred stock as well. Charter will withdraw from FCC consideration an application it made to transfer the licenses of its old Chartcom subsidiary's six radio stations to Charter Media. Assets Charter contributed to the joint venture—Charter Publishing, which prints *Ladies Home*

*Journal*, *Redbook*, *Sport* and *Discount Merchandiser*, and the subscription fulfillment service Charter Data Services—will revert "to the sole control and ownership of the Charter Co."

Eller explained the motivation for the dissolution by saying: "We agree that because of the demands on my personal time, present economic conditions and the long-term interests of the several properties involved, this separation is the most sensible all-around solution." He said "our mission now is to give the *Bulletin* our undivided attention and do everything we can to restore its viability in the Philadelphia area."

The *Bulletin* lost \$7.5 million last year, and its current rate of loss is put at \$1 million a month. At the same time, the magazines Charter brought into the joint venture remain marginally profitable at best, with *Sport* said to be losing \$2 million a year. The Charter radio stations had reported an operating loss of \$800,000 in 1979, on \$8.1 million in revenue.

When Charter Media was first launched, Charter Oil President Raymond Mason had spoken of Eller's "knowledge and expertise which we believe can make Charter Media Co. a dynamic, profitable operation." Eller, quoted in a variety of forums (BROADCASTING, July 28) indicated that he shared that outlook, at least until recently. One implication of last week's announcement seems to be that Eller, having decided to dedicate himself for the time being to the effort to revitalize the *Bulletin*, couldn't devote enough effort to other operations or acquisitions. "Eller's time and talent are a limited resource" said one individual close to the situation.

That's reinforced by the description a Charter spokesman gives of the company's primary objective following the dissolution—"achieving results that have eluded us so far," as opposed to any

further building of the media unit. Charter announced that James P. Smith Jr., president of its direct response division, will become president of Chartcom, assuming operating responsibility for the company's communications properties. Fred Danneman, current Chartcom president, is to be named chairman of the Chartcom board. Smith is credited with having "restored the profitability" of the direct response operation during his tenure.

Eller's devotion to the *Bulletin* indicates that, despite the separation from Charter, he's not abandoning his effort to build another media conglomerate on the order of the Combined Communications operation he sold to Gannett last year. That devotion will forestall for the present any active acquisitions search. Moreover speculation reported in publishing circles is that Charter's being an oil company, along with allegations concerning its business dealings with Libya and others, began to hamper Eller's efforts to pursue newspaper acquisitions, which he had viewed as his primary growth area.

With both parties ending up in a position not too far from where they might likely have arrived independently of each other, an Eller associate concedes the joint venture turned out to be essentially "a wash or a balance."

## P&G ads try to turn off a product

**Rely tampons linked to disease; company buys radio, TV and newspapers in \$10-million effort to urge women not to use product**

Procter & Gamble is mounting a heavy, four-week, advertising campaign today (Oct. 6) on television and radio and in newspapers to promote an unusual objective: to urge women to stop using and buying its Rely tampons.

P&G's advertising blitz follows the firm's voluntary withdrawal of Rely from retail shelves on Sept. 22 following growing evidence of a link between using Rely and the sometimes fatal toxic shock syndrome. Other tampon brands also have been associated with the disease, but reportedly not as frequently as Rely.

The advertising effort is part of a binding agreement signed by P&G on Sept. 26 with the Food and Drug Administration. According to an FDA spokesman, the primary message of the television and radio commercials is to urge women 18 to 34 not to buy Rely. The commercials also advise consumers how to obtain refunds for the unused portion of Rely packages and pro-

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P.O. Box 1700  
Beaverton,  
OR 97075

**Asia, Australia,  
Canada  
Central &  
South America**

**America's/Pacific**  
P.O. Box 500  
Beaverton, OR 97077

**Africa, Europe  
Middle East**

**European Marketing  
Center**  
Postbox 827  
1180 AV Amstelveen

## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Cablecom-General.....	9 mo. 8/31	\$34,896,312	+26.0	\$5,065,610	+34.3	1.93	\$27,691,228	\$3,771,142	1.47
CBS Inc.....	6 mo. 6/30	1,940,686,000	+11.7	67,553,000	-19.2	2.42	1,737,444,000	83,640,000	3.01
Columbia Pictures.....	year 6/28	691,814,000	+30.0	44,907,000	+30.0	4.50	544,872,000	38,988,000	4.01
General Instrument.....	26 wk 8/31	407,726,000	+28.5	31,567,000	+40.8	3.55	317,373,000	22,415,000	2.64
Microdyne Corp.....	9 mo	17,149,642	+42.8	2,481,000	+33.9	.90	12,009,594	1,853,100	.76
Reeves Communications.....	year 6/30	44,408,000	+45.6	3,946,000	+72.5	1.62	30,502,000	2,288,000	1.01
Varian Associates.....	9 mo 6/27	447,893,000	+27.9	14,315,000	+52.1	1.86	350,191,000	2,301,000	3.0

vide information on toxic shock syndrome and tampon use.

A P&G spokesman said the four-week drive will be conducted on 600 TV stations in 203 markets, 350 radio stations in 234 markets and in 1,200 newspapers.

He said he could not reveal the cost of the advertising campaign and, when asked, said P&G could not supply a copy of the commercial promoting Rely or the new version. He acknowledged that P&G is trying to mute as much as possible all references to Rely. The agency for Rely is Benton & Bowles.

The P&G spokesman felt that the campaign that is to kick off today "parallels the ones we have to introduce a new product." In the case of P&G, television's largest advertiser with an investment of more than \$430 million last year, the "don't buy" Rely campaign can run into \$10 million or more.

P&G said it expects 100% of the tampon product to be off retailers' shelves by Oct. 13 but was concerned about women who may still have the product at home or received a free sample.

### Five-year forecast

Despite the gloomy prophecies by some analysts of network television's future, Ted Bates & Co., New York, estimates that billings in the medium in 1985 will double to \$9 billion from \$4.5 billion in 1979.

Bates acknowledges there will be some slippage in the percentage of total dollars allocated to network TV (32% in 1985 and 34% in 1979). The agency envisions that

cable television advertising and spot television each will pick up 1% of the advertising that network TV relinquishes in 1985.

Bates projects that spot television will increase from \$2.9 billion in 1979 to \$6.2 billion in 1985, while other national media will grow as follows: magazines, from \$2.9 billion to \$5.9 billion; newspapers, \$2.1 billion to \$4.2 billion; national radio, \$900,000 to \$1.7 billion and outdoor, \$400,000 to \$900,000. National cable TV, Bates says, will be billing \$300 million in national advertising by 1985, up from \$15 million in 1979.

### Kerkorian truce with CPI collapses

**He goes to court, trying to get out of agreement that limits his ownership in Columbia**

Kirk Kerkorian and Columbia are at it again. The financier and Columbia Pictures Industries' management are trading charges about each other's intentions for the company, and again raising the question whether Kerkorian will increase his holding in the company from its present 24%.

To do that, Kerkorian will have to break or have voided in court a 1978 agreement he signed with the company under which he promised not to increase his holdings prior to 1982. But last Tuesday he filed suit in Las Vegas federal court charging Columbia, company directors Francis T. Vin-

cent Jr. (chairman), Herbert A. Allen Jr., Dan Lufkin and Leo Jaffee, as well as Allen's investment banking firm, Allen & Co., with breach of both contract and fiduciary duty.

Kerkorian's asking the court to award him \$10 million in punitive and other unspecified damages, as well as to terminate restrictions in his covenant with Columbia that bar him from voting the 24% of shares he owns. He didn't specifically request the court's approval of further stock purchases.

Columbia branded the suit "a sham... a hysterical attempt to use legal theatrics in order to create public confusion and to undermine Columbia's planned public offering." The latter is a reference to a \$50-million convertible subordinated debentures offering that went to market Wednesday, through an underwriting group lead by Allen & Co.

Kerkorian had made known his opposition to the offering earlier in the week. The debentures would effectively shave 10%-15% off Kerkorian's holding in Columbia. He proposed to the company on Monday that he be permitted to purchase \$50 million worth of common stock in place of the offering, saying it would save Columbia "millions" in interest and fees. The Columbia board rejected that proposal, along with another which Kerkorian advanced on Monday—merge Columbia with MGM Film Co., of which he holds 47%.

The Las Vegas suit filed by Kerkorian lists a number of actions it claims shows "the defendants... never intended to live up to the terms of the 1978 agreement and intended to use that agreement merely to entrench themselves, to perpetuate their control of Columbia, to frustrate the best interests of their shareholders..."

Columbia's response noted that its attorneys "will prepare and commence litigation to hold Kerkorian accountable for his actions and require his adherence to governing laws and his agreements and obligations under the law."

### Haunting Reagan's past

President Carter's media man, Gerald Rafshoon, has taken aim at Ronald Reagan's record as two-term governor of California—a record the Republican presidential nominee's advertising aides have

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Business Brokers for C.A.T.V., TV & Radio Properties  
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Cincinnati

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood  
580 Walnut Street, 45202, phone (513) 381-7775



# THIS SUMMER, WE WENT TO BAT FOR 1200 KIDS IN CHICAGO.



This summer for the third year running, our Flagship Station in Chicago went to bat for inner-city kids. Because for them, summer is no vacation. The urban playground is the street and sometimes the name of the game is trouble.

That's why we volunteered to sponsor a unique summer league. The idea was to give boys and girls on the near Westside a chance to share in an organized sports program they might not otherwise have had.

That was 1977, and we felt pretty good when 100 kids signed up to play our only sport—basketball.

This summer we did better. Kids from the Southside joined the league. Areas of competition were expanded to include softball, track and field, soccer and volleyball. And the kids went to bat for us—1200 of them—off the streets and onto our teams.

Six weeks of tough competition followed. Learning. Training. All geared to the day when the championships were played. There were winners, sure, but all the kids came out ahead.

All of our Flagship Stations take a leadership role in providing community services. It's nice when what we do turns out to be such a big hit.

## THE FLAGSHIP STATIONS OF NBC

WMAQ-TV  
CHICAGO

WNBC-TV  
NEW YORK

WRC-TV  
WASHINGTON, D.C.

KNBC  
LOS ANGELES

WKYC-TV  
CLEVELAND





Speed, Accuracy, Reliability.

When it comes to traffic, billing  
and affiliate reporting...  
what more could you ask for?

Computer Management Systems, Inc.  
set out to develop and implement the latest  
computerized, up-to-the-minute  
traffic and accounting system for  
the RKO Radio Network.  
They have succeeded.

Visit our exhibit at the convention.

**CMS**

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been mining for arguments in favor of voting for Reagan for President. Where Reagan ads speak of efficient, progressive, tax-cutting government, a Carter 30-second spot that began running last week tells a different story.

As the textual material crawls up over a picture of the seal of the state of California, a voice-over is heard: "When Ronald Reagan speaks of the good old days when he was governor of California there are some things he does not mention. For example, he increased state spending by 120%. He brought three tax increases to the state. He added 34,000 employees to the state payroll. The Reagan campaign is reluctant to acknowledge the accuracy of these facts today. But can we trust the nation's future to a man who refuses to remember his own past?"

At that point, the California seal is replaced by the presidential seal and then a billboard calling for the re-election of the Carter-Mondale ticket.

## Outlet continues transformation into communications firm

**It's almost a former retailer now, having sold off most of its stores with plans to put the money into broadcast-related businesses**

Outlet Co. is selling off a substantial portion of its retailing businesses. The move continues a trend toward increased broadcasting involvement that has been the company's course under the stewardship of President Bruce G. Sundlun. And it marks a significant break with tradition for the Providence, R.I.-based company, which was founded as a retailer in 1894 and put WJAR(AM) on the air in that city in 1922 to expand advertising outlets and boost radio sales for its then single store.

Outlet will sell the 91 stores of its department-store and menswear divisions to United Department Stores, based in Trenton, N.J., for \$38.5 million. Outlet says that with tax write-offs from discontinued operations, the transaction will provide \$44.7 million in cash. That sum will be applied to reduction of debt Outlet occurred in purchasing KOVR(TV) Stockton-Sacramento, Calif., for \$65 million.

According to Sundlun, "by freeing resources tied up in the relatively low-profit retail industry, we are positioning ourselves to further expand into the communications business." He said the company will continue to move to acquire a full station complement "and we also plan to move into other broadcast-related businesses." Outlet now holds five VHF TV, two AM and five FM stations (WJAR(AM) was recently traded for WRLM(FM) in near-by Taunton, Mass.).

Recession-related problems had cast a pall over the retail side of Outlet operations. Operating profits of the division had slumped from \$11.4 million in 1978 to

\$1.8 million last year, cutting the company's net earnings for the fiscal year by 60%. Consequently, the contribution broadcasting operations made to operating profit shifted from 60% in 1978 to more than 90% last year.

Not included in the present sale of retail outlets is a 74-store women's specialty unit. However, the company indicates a willingness to listen to offers.

Mario Gabelli, an analyst who tracks Outlet for his own Gabelli & Co., thinks that the sale leaves the company with a private market value of \$70-\$80 per share, more than double what it's now trading at, around \$30. At the same time, he said Outlet "is one of the few vehicles around

for a friendly takeover," which would put an acquiring company into the top-50 markets, a theory that leaves him concluding the stock is an "outstanding buy."

## Taft earnings dip

**Profit decrease blamed on Amusement Park Group; outlook for year unsure in face of economy and SAG-AFTRA strike**

Earnings for the quarter ending Sept. 30 will probably be flat compared to the year earlier, Taft Broadcasting Co. has told se-

**If you could buy  
only one TV station  
in Nebraska,  
which would you choose?**

**How about the one that's  
first in the nation  
in these day part shares:  
KOLN-TV/KGIN-TV.**

### PRIME TIME

TSA adults 18+ ..... 50%

### TOTAL DAY

TSA Homes ..... 52%

### EARLY EVENING

TSA women 18-49 ..... 71%

ADI homes ..... 51%

Get all the facts and figures from Avery-Knodel.

Television/Radio Age and Arbitron, May 1980.



*A Feltzer  
Station*

**KOLN-TV/KGIN-TV**

Channel 10 A CBS Affiliate Channel 11  
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA  
1500 FT. TOWER / 1069 FT. TOWER

Avery-Knodel Television National Representatives

## Bottom Line

**Pay-out in stock.** Board of directors of Reeves Communications, New York, has voted 50% stock dividend to shareholders on Sept. 30. It will be distributed Oct. 30. There currently are 2,415,394 shares outstanding which will be increased to 3,623,091 after stock distribution. Marvin Green, president and chairman, explained stock dividend was declared in light of company's outlook for continuing growth and earnings and to increase marketability of common stock. "Even with the Screen Actors Guild strike," he said, "and some of the problems it caused, we expect earnings per share to be 50% better than last year in the first half of fiscal 1981." Development, acquisition, production and distribution of programs and motion pictures for TV and theaters account for 90% of Reeves revenues.

**S-A buys coaxial cable supplier.** Scientific-Atlanta Inc., Atlanta, has acquired Systems Communications Cable Inc., Phoenix. Scientific-Atlanta issued 167,000 shares of its common stock and paid \$1 million in cash for all of outstanding stock of Systems Communications Cable, putting value of more than \$8 million on transaction. Enwistle Co., which owned 80% of Systems Communications Cable prior to acquisition, received all of cash portion plus 128,949 shares of stock. Scientific-Atlanta now has approximately 10.6 million shares of stock outstanding. Newly acquired company manufactures coaxial cable for use in broadband communications systems, primarily cable TV systems. Its sales during 12 months ended July 1980 were \$11.2 million. Nathaniel M. Marshall, who had been president of Systems Communications Cable, is to join Scientific-Atlanta as group marketing executive. Phoenix cable manufacturing operations will be managed by John Bacon, who has been general manager of Scientific-Atlanta's video products division.

**Extra.** Adams-Russell Co. has announced 50% stock distribution under which shareholders of record on Oct. 1 will receive one additional share of common stock for each two shares held on that date. Cash will be paid in lieu of fractional shares. In addition, Waltham, Mass., manufacturer of equipment and operator of CATV systems and one TV station, said cash dividend of five cents per share would be paid Nov. 25 to stockholders of record on Nov. 10.

**More Comcast shares.** Comcast Corp., Bala Cynwyd, Pa., has filed registration statement with Securities and Exchange Commission for sale in mid-October of 450,000 shares of class A common stock. Underwriters will be led by Shearson Loeb Rhoades, New York. Proceeds are to be used to reduce bank debt and provide additional working capital and funds for future expansion. Comcast owns CATV systems, background music operations and in-store merchandising services. It trades over-the-counter and closed last Wednesday at 30½.

**Held back.** RKO Radio Network start-up costs "substantially" trimmed third-quarter broadcast earnings for parent RKO General Inc., though that General Tire & Rubber subsidiary reported total earnings up marginally in quarter to \$10.88 million from \$10.86 year earlier. RKO revenues were up 16% for quarter, according to GT&R. GT&R earnings were down 30% to \$14.6 million, 61 cents per share, from \$20.8 million, 88 cents; revenues slipped nearly 5% to \$527.2 million.

**July totals.** Network television spending in July rose by 13.4% to \$336,303,000, according to Broadcast Advertiser Reports figure released last week by the Television Bureau of Advertising. For the January-July period, network TV investments climbed by 14.6% to \$2,851,896,000. The Monday-through-Friday segment for both July and for the January-July period showed the greatest revenue gains, 18.4% in July and 18.9% for the seven-month span.

	July		
	1979	1980	% Chg.
Daytime	\$104,632,800	\$111,302,400	+6.4
Mon.-Fri.	76,242,600	90,247,900	+18.4
Sat.-Sun.	28,390,200	21,054,500	-25.8
Nighttime	191,944,500	225,001,400	+17.2
TOTAL	\$296,577,300	\$336,303,800	+13.4

	January-July		
	1979	1980	% Chg.
Daytime	\$837,610,900	\$967,710,700	+15.5
Mon.-Fri.	568,871,800	676,133,600	+18.9
Sat.-Sun.	268,739,100	291,577,100	+8.5
Nighttime	1,650,762,800	1,884,186,000	+14.1
TOTAL	\$2,488,373,700	\$2,851,896,700	+14.6

curity analysts in the company's home city of Cincinnati. The news, which was something of a disappointment to the financial community, follows a fiscal first quarter in which net earnings declined 10%. Taft also told the analysts that per-share earnings in its second quarter could be down about 10%, due to an increase in shares outstanding.

Last year, earnings for the quarter ended Sept. 30 were \$12.1 million, \$1.40 a share, on revenues of \$73.9 million. Back in July, Taft's chairman, Charles S. Mechem, had indicated the company believed earnings for the full year ending March 31, 1981, would be up over 1980. However, in his latest statement, Mechem said "due to the potential of a continued weak economy and a continuation of the SAG-AFTRA strike, it is difficult at this time to reliably project earnings levels for the full year."

The downturn anticipated for the second quarter was laid primarily to a decline in operating profit for the company's Amusement Park Group, which reflected softness in park attendance and revenues. At the same time, the Entertainment Group, under which Taft's program production units are organized, experienced "significant gain in operating profit," though not enough to offset the park decline.

Commenting on Taft's broadcast operations, Mechem said "the slowdown in the rate of growth of broadcast revenues experienced in the first quarter, accelerated in the second quarter. Broadcast revenues are expected to increase between 5% and 10% over last year's comparable period."

## Getting older all the time

The movement by radio advertisers to reach the older age group is highlighted in an analysis by Blair Radio showing that 25-54 was the most sought-out demographic by clients in the first half of 1980. The 25-54 grouping accounted for 22.9% of business opportunities at Blair, up from 20.6% in the first half of 1979, and replacing the 18-34 group, which slid to 15.8% from 21.4% in last year's first half. In third place, according to Blair, was the 18-49 demographic, representing 13.6% of requests, down from 20% in the corresponding period of 1979. The 25-49 category also fell back slightly, to 12.8% of requests from 13.4% last year.

## How much is enough? Katz seminar explores issue of frequency

The Katz Agency devoted its 1980 PROBE seminar in New York last week to the subject of frequency levels in television advertising, and participants agreed on at least one thing: There's no magic number indicating the number of times a TV commercial must be run to be effective, but



# NOW

## A NEW STRENGTH IN RADIO BROADCASTING EQUIPMENT

### **BROAD PRODUCT LINES OF AM AND FM TRANSMITTERS**

Starting October first, Continental Electronics offers broadcasters a complete line of high quality AM and FM radio transmitters, stereo studio consoles, antenna systems and related equipment.

The transmitter product line includes AM and FM transmitters 1 kW thru 50 kW.

This expansion is brought about in part by Continental's recent purchase of Collins Broadcast Products Group from Rockwell International Corporation.

### **NEW FACILITIES**

New manufacturing facilities have been completed at Continental's plant in Dallas, to handle the additional product lines.

### **MARKETING AND FIELD ENGINEERING**

Continental broadcast equipment, and existing Collins radio transmitters, can be serviced by a world-wide Continental field support and marketing group headquartered in Dallas.

This group has been expanded to meet customer requirements in a professional manner.

### **PIONEER AND LEADER IN HIGH-POWER RF SYSTEMS**

Since its founding in 1946, Continental Electronics has pioneered many advances in high-power rf transmitter and systems technology at power levels from kilowatts to megawatts; for communications, radio broadcast, radar and scientific research applications.


Continental medium wave and short wave broadcast transmitters have achieved a world-wide reputation for quality components and construction; circuit innovations and unique, simple-to-operate designs which produce superior performance.

### **STRENGTH YOU CAN DEPEND ON**

Whatever your radio broadcast needs may be, Continental offers quality equipment and competent marketing and engineering support.

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Telex: 73-398

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*Continental Electronics* 

three are a minimum.

Approximately 100 persons attended the seminar, including station subscribers to PROBE, retail executives and officials of Katz. Speakers at the sessions on Tuesday (Sept. 30) and on Wednesday were executives of advertising agencies and advertisers who urged that in the 1980's additional research be conducted on various phases of frequency advertising.

Bill Schrank, vice president, radio/television research, Katz Agency, noted that frequency levels in advertising are a growing concern. He said the continuing escalation in media costs mandates that marketers use sufficient frequency within a stated period to motivate viewers. Schrank believes that effective frequency can be achieved if a commercial is run

three or more times within a four-week span.

Michael Naples, director of marketing research for Lever Bros. and author of a book on effective frequency, agreed with Schrank. He said in general a television commercial must run at least three times during a brand purchase cycle of four weeks.

Beyond three exposures, Naples continued, increased frequency continues to build advertising effectiveness but at a decreasing rate. Another significant finding mentioned by Naples: Smaller, less well-known brands will benefit virtually always by frequency of exposure while large brands may or may not.

Howard Kamin, vice president and director of media at Geers Gross Inc., said

that for clients with a limited budget his agency stresses frequency at the expense of reach. "We like a minimum frequency of five commercials during four weeks," he pointed out. "We like to keep a reach of 50. We think this formula is likely to break through the threshold of awareness."

Kamin advocates shorter flights and concentrated frequency for small-budget advertisers. In terms of media mix, he favors more use of magazine and network radio with television, and seeks opportunities in various dayparts.

Naples was asked if there is a model mix of radio, TV and magazines to achieve more effective frequency. He replied: "Not now, to my knowledge. But I'm sure there's research going on now to find the answer to that question."

## Law & Regulation

### News decision gets tangled in McClatchy effort to sell KMJ-TV

**'Journal' report that paper killed story that was unfavorable to prospective purchaser arouses interest at FCC; editor says he saw libel dangers**

A story that did not make it into the McClatchy Newspapers may cause McClatchy a problem in connection with its proposal to sell KMJ-TV Fresno to San Joaquin Communications Corp. for \$13.5 million. The story—an investigative piece—was killed before publication. But the *Wall Street Journal*, through some investigative work of its own, reported last week that the story had alleged that one of the state's major fruit growers—who is also a 10% owner of San Joaquin Communications—was involved in an attempt to bribe a Kern county, Calif., deputy district attorney in 1975.

The San Joaquin Communications principal—John M. Garabedian, 71, a substantial contributor to Republican candidates in California and chairman, in 1977, of the Fresno County Republican Central Committee—was not indicted in the bribe attempt, nor was his name mentioned in the court proceedings in which two men who had been indicted pleaded no contest to reduced charges of obstruction of justice, a misdemeanor, and received suspended sentences. Allegations regarding Garabedian's alleged role in the incident were based only on the reporting of the three-man team that prepared the article for the McClatchy Newspapers.

Nevertheless, that may be sufficient basis for an inquiry by the FCC. The *Journal* story describing the work of the Mc-

Clatchy reporters "piqued my curiosity, so I'll see if I can get more information," said Steve Sewell, chief of the FCC's Complaints and Compliance Division. "If I can get further information, I'll be in a better position to know what kind of a problem I have, if any." The commission does not have a fixed policy regarding the quality of the information it receives on which it will open an investigation. McClatchy's Washington counsel, Charles McKerns, of the firm of Dow, Lohnes & Albertson, last week said he did not think it necessary to inform the commission of the allegations in the killed article since they were "hearsay."

The article that was to have run in the *Sacramento Bee*, *Modesto Bee* and *Fresno Bee* was killed. The *Journal* suggested that C.K. McClatchy, president and editor of the company that owns a string of newspapers and broadcast stations in Alaska, Washington, and Nevada, as well as California, who made the decision, was concerned about the story's possible effect on the commission—a suggestion McClatchy last week, in a letter to the *Journal*, sharply denied.

Indeed, McClatchy said the *Journal* story not only was unfair and inaccurate in that regard but that it "unfairly impugn[s] the integrity of the *Bee* newspapers, their editors and executives." For the story quotes McClatchy as attributing the decision to concern over a possible libel suit, but then says "various McClatchy employees" reported that the company's "outside lawyers were aghast" when they heard about the story, and advised that it be killed.

McClatchy, in his letter to the *Journal*, a copy of which he supplied to BROADCASTING, said *Bee* executives had told the *Journal* reporter, James Drinkhall, that the company's FCC lawyer "most certainly did not advise us not to run the story." McClatchy and McKerns both told BROADCASTING last week that McKerns had said

the story would not cause the company serious problems at the commission. McKerns did say, however, it might cause "complications."

(McKerns was quoted in the *Journal* story as responding "no comment" to Drinkhall's questions. But McClatchy said McKerns was maintaining the confidentiality of the lawyer-client relationship. Later, Drinkhall was advised that McKerns had been instructed to tell him what he had advised the company, but, McClatchy said, "Drinkhall never called back.")

McClatchy said Drinkhall omitted "another essential element" from his story in not reporting the explanation McClatchy and Executive Editor Frank McCulloch had given him regarding their concern over a possible libel suit. He said they had explained that the company's libel lawyer—in a judgment in which McKerns said he concurred—felt that the company would not prevail if Garabedian sued for libel. The lawyer noted that the company's case would depend "largely on the testimony of two individuals who had pleaded no contest to a criminal charge," McClatchy said, adding: "Against that testimony would have been the word of a civic leader who had never been convicted, arrested or even mentioned in relevant court proceedings." That was the context within which the decision not to run the story was made, McClatchy said.

The genesis of the killed story was in a law suit that California and Kern county law enforcement officials filed in September 1975 against a Beverly Hills land developer, Alexander J. Myers, charging him with defrauding some 500 people of about \$2.5 million in a land deal. Subsequently, the two men were indicted on charges of attempting to bribe the Kern county deputy district attorney, H. Dennis Beaver, who was prosecuting the suit. According to the *Journal*'s account, they had hoped to persuade the official to settle the



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(206) 454-5010

*James Hoff*  
Vice President & General Manager  
KRED & KPDJ FM - Eureka, CA

\*Arbitron: April/May, 1979  
M-F 6:00 AM - 7:00 PM





case quietly for a \$10,000 to \$15,000 fine. And the McClatchy reporters, the *Journal* reports, had learned that the two men, in statements the bribery target surreptitiously recorded, mentioned Garabedian as the person behind the bribery attempt. One was recorded as saying Garabedian planned to enter a business relationship with Myers but was reluctant to do so "because of the uncertainty of the outcome of any court action." The alleged bribe was said to involve a \$5,000 payment—\$500 of which was delivered to the deputy district attorney as "a down payment," and a trip to Europe Garabedian would finance.

The two men involved in carrying out the alleged attempt were Milton Graham, 57, a retired California Air National Guard brigadier general and at the time chairman of the criminal and courts committee of the Fresno county grand jury, and James Egerer, 46, a retired captain of the Fresno county sheriff's office.

The *Journal* said the killed article quoted Garabedian as denying any allegation of wrongdoing. "These are pretty damn big lies," he told the McClatchy reporters. "All the biggest lies I have ever heard." On the other hand, Beaver, now in private practice, told the *Journal*, "There's no question in my mind that Garabedian engineered the whole thing."

## 'Stanford Daily' legislation heads for Carter signing

**Conference committee narrows protections afforded in version by House, but bill still offers protection from newsroom searches**

Congress last week put its stamp of approval on legislation that would protect against surprise searches of newsrooms by law enforcement officials.

The legislation, which emerged after discussions by a House-Senate conference committee, was approved in the Senate by voice vote Monday (Sept. 29), and by a vote of 357 to 2 in the House on Wednesday.

The bill is a reaction to the 1978 Supreme Court decision in the *Stanford Daily* case, which in effect ruled that police need only a court-issued warrant to search a newsroom for evidence, even if none of the journalists involved is suspected of a crime (BROADCASTING, June 5, 1978). The bill would require all federal, state and local law enforcement officers to obtain a subpoena—which can be challenged in court—when seeking such items as notes, tapes, films and photographs belonging to journalists and other writers.

There are, however, exceptions in the bill. The protection does not apply if the person involved is suspected of a crime; if the information being sought is necessary to prevent death or serious bodily injury; if

there is reason to believe that a subpoena would result in destruction or concealment of the materials; if the requested materials have not been produced in response to the court-ordered subpoena, or if the materials consist of contraband.

As originally drafted, the bill would have required a subpoena for searches of all innocent parties, but the Senate Judiciary Committee voted to limit the legislation to cover only those engaged in First Amendment activities, including reporters, authors and scholars.

But the bill directs the Justice Department to formulate guidelines regarding the conduct of surprise searches by federal law enforcement officials of the property of other third parties not suspected of a crime.

This last provision was the major sticking point of the bill. As originally drafted, the broader House bill would have included all third parties, including journalists, in the protection against surprise searches. But this wide-ranging bill was unacceptable to both the Department of Justice and the Senate Judiciary Committee, which voted to limit its version to those engaged in activities protected by the First Amendment.

Not everyone was happy about this narrowing of the legislation. Senator Birch Bayh (D-Ind.), sponsor of the bill, called its passage "a major step forward in preserving the freedom of the press," although he added that he would have preferred the original, broader version.

The Radio-Television News Directors Association had similar feelings. RTNDA President Curtis Beckmann said: "The bill is not perfect. RTNDA feels that all innocent third parties—not just news personnel—should be made immune from subpoena-less searches. However, the 1980 Privacy Act . . . goes a long way toward correcting a significant flaw in our legal fabric."

According to Richard Neustadt, of the White House domestic policy staff, Presi-

dent Carter will probably sign the bill into law next week. Neustadt, who has been working with Congress and the Justice Department on the legislation, said the President was "very pleased" about the bill's passage.

"This is one that started with the President personally after the [*Stanford Daily*] decision," Neustadt said. "He's been following it with interest ever since."

## Swift bill, repeal of Lea Act are passed by House

**At 11th hour, crossownership and musician-union measures are approved; Senate action, if any, will have to wait until after the elections**

The House last week adjourned after doing what had seemed to be the impossible: approving broadcast legislation.

On Wednesday afternoon (Oct. 1), with its eyes on the exits, the House voted 310 to 97 in favor of a bill introduced by Representative Al Swift (D-Wash.) to codify existing FCC crossownership rules while protecting multimedia licenses against challenges on ownership grounds. Prior to that, by a voice vote, the House approved legislation to repeal the Lea Act, a 34-year-old amendment to the Communications Act (Section 506) that halted union efforts to coerce broadcasters into keeping staff musicians they didn't need.

Both bills—as part of a three-measure package—had been previously defeated by a vote of 215 to 176—84 votes short of the required two-thirds majority when brought up under suspension of the rules (BROADCASTING, Sept. 29). The third part of the original bill—which observers blamed for its downfall—was an amendment that would have opened the door for commer-

## Washington Watch

**The shuffle.** Communications Satellite Corp., which formed new subsidiary to pursue direct-to-home satellite broadcasting activities. (BROADCASTING, June 9), has created new division to encompass all of Comsat's global telecommunications services: Comsat World Systems Division. John L. McLucas, executive vice president for International Communications and Technical Services, has been named president of new entity, which comprises three subunits: International Communications Services, Intelsat Technical Services and Comsat Laboratories. Irving Goldstein, currently vice president and general manager, International Communications, has been tapped to head International Communications Services, which includes Intelsat and Inmarsat. Louis Pollack will continue to head Intelsat Technical Services as vice president. And John Harrington, senior vice president research and development will continue as director of Comsat Labs.

**Translator OK.** Hubbard Broadcasting has been given approval by FCC to build translators in 11 Minnesota cities to rebroadcast signal of its ABC affiliate, KSTP-TV St. Paul. Petitions to deny, raising questions of need for translators, adverse impact on development of local television and applications' relationship with ABC network were denied. Hubbard has loan commitment agreement with ABC in amount of \$2.4 million but commission determined that loan is not being relied upon to construct translators since Hubbard also has \$5 million loan commitment from Mellon Bank of Pittsburgh for that purpose.



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cial VHF TV service in New Jersey.

That amendment, drafted by Representative Andrew Maguire (D-N.J.), would require the FCC to insure that each state have at least one commercial VHF station. As the bill is worded, the FCC would have 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.

Like the Swift bill and the Lea Act repeal, the Maguire bill has also been ap-

proved separately by the Commerce Committee, but it was not scheduled for consideration before recess. It is unlikely the controversial bill could have found the necessary two-thirds vote if brought up on the suspension calendar, and time did not permit full consideration by the House.

The next step for the Swift bill and the Lea Act repeal is consideration by the Senate, which cannot occur until after Congress reconvenes for a lame duck session in November.

The prospects for passage are uncertain, as the Commerce Committee has not held hearings on the bill. Swift's staff was hoping, however, to drum up interest in the legislation during the election recess.

## H.R. 6121 refuses to be put away

**While nearly everyone has given up on telecommunications bill, House action may allow for consideration after election**

The House Judiciary Committee last week stopped short of performing last rites on a telecommunications bill that its Subcommittee on Monopolies and Commercial Law had left for dead.

Like the subcommittee, the parent committee last Tuesday (Sept. 30) reported H.R. 6121, designed to significantly restructure the nation's telecommunications industry, "adversely without prejudice." The exact meaning of the term is unknown—even to the House parliamentarian, who said that the seemingly contradictory language may be without precedent. A report on the bill will be filed Oct. 8, and the Rules Committee will then decide whether to schedule the bill for a vote after the election recess.

All indications are, however, that any such vote is unlikely, and even the bill's author, Representative Lionel Van Deerlin (D-Calif.), holds almost no hope for action this Congress.

The legislation was approved by the Commerce Committee 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, and O'Neill agreed.

The Monopolies Subcommittee held two days of hearings last 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, the bill would allow AT&T to compete in areas not regulated by the FCC, thereby modifying 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.

The worry among Commerce Committee members, particularly Van Deerlin, was that referral to Judiciary would tie up the bill, 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 adjournment. But the subcommittee held it until Sept. 25, and then sent it to full committee "adversely without prejudice." After the session, Rodino said he hoped the full committee would follow the subcommittee's recommendation, and he further hoped the bill could be given complete consideration in the 97th Congress.

The full committee followed that recommendation, voting, after some discussion, to file its adverse report.



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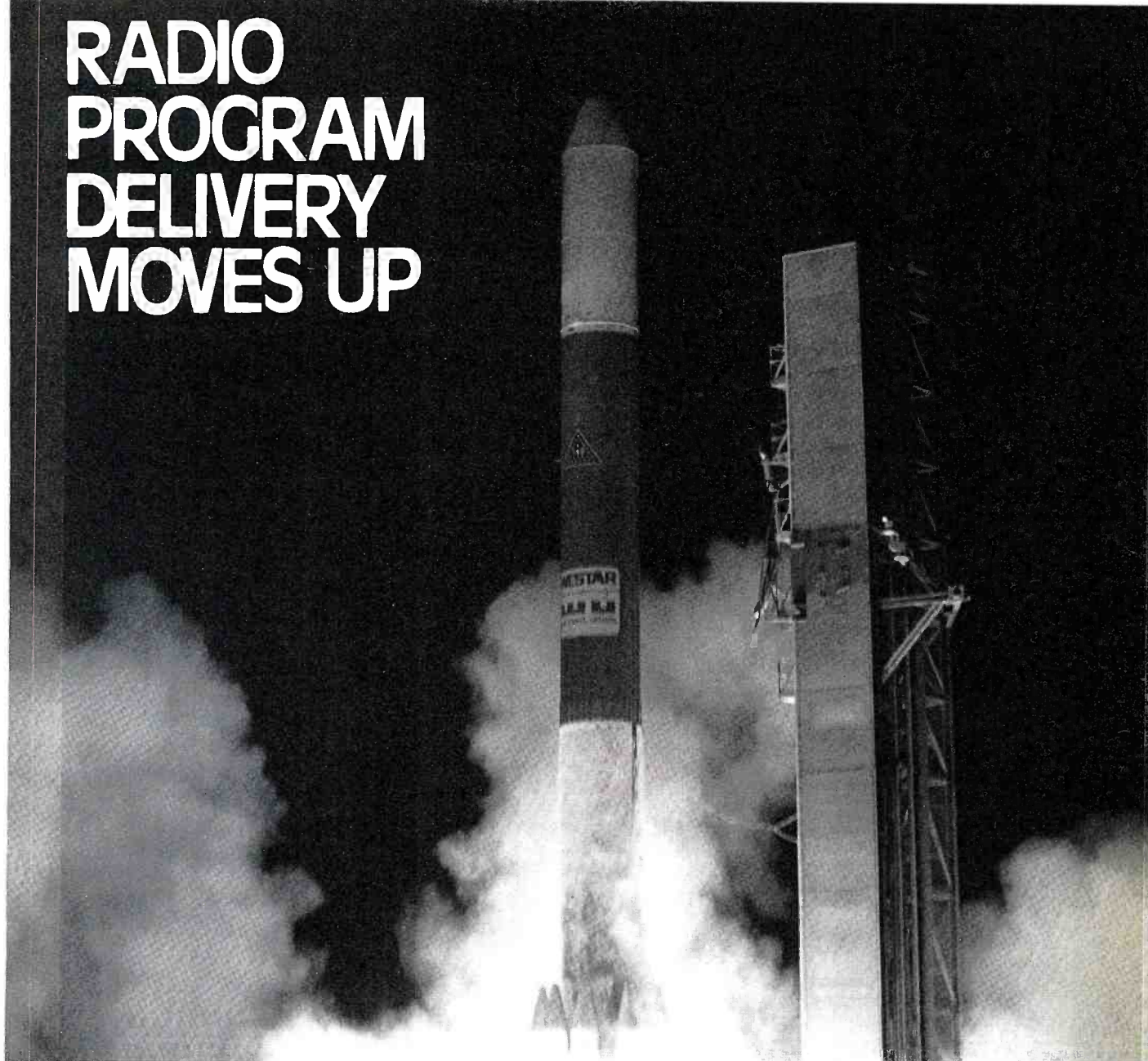
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## Ted Turner turns his attention to must-carry rule

**CNN-WTBS owner says he'll petition FCC to lift requirement; such a move could free up channels on saturated cable systems**

Ted Turner, owner of the Cable News Network and superstation WTBS(TV) Atlanta, is going after one of the last elements of the FCC's cable television regulation—the must-carry rule. Appearing on a 50-minute program produced by Women in Cable and distributed to cable systems last week over the USA Network, Turner said in two weeks he would file at the FCC, asking the commission to drop the rule, which stipulates that cable systems must carry all local television stations.

Turner asked why local systems should be forced, in effect, to carry the signals of the major networks and not the Cable News Network: "If anything is to be a must carry, it ought to be an all-news-and-information service." He said if the FCC fails to drop the rules, he will take his case to the courts or to Congress.

Turner was one of several representatives of new cable programming and services on the show, which was transmitted last Monday and this morning (Oct. 6) at 11:30 NYT over Satcom I, transponder 9.

Turner's Washington attorney, Robert Corazzini of the firm of Smith & Pepper, has been preparing the petition ever since getting the go-ahead from Turner a few days prior to the taping of the program on Sept. 27 at CNN headquarters in Atlanta. Corazzini, who said he was instructed "to move as quickly as possible," said he and his associates would have the petition ready in no more than a month and possibly a couple of weeks. "a much shorter time than I would like to have to prepare what I consider a major pleading. ... It's not something you zip off without considering all the tangential questions."

Corazzini feels that Turner's motion is in line with a general trend. "Ted is trying to take advantage of the favorable climate" at the FCC in asking it "to take a look at a rule that may no longer have any basis" with the emergence of the new technologies.

It was too early for Corazzini to discuss the specifics of the petition. He said the firm was "still in the preliminary stages of researching issues and hasn't formulated any conclusions." Consequently, he couldn't say whether Turner would ask for total deletion of the rule or modification of it. He said, however, that Turner likes things "black and white" and he "might want to go all the way."

Turner is not a cable operator, and Corazzini was not yet sure how he would establish Turner's standing for the petition. He said Turner has a clear interest in seeing the rules dropped as supplier of two program services, but admitted that stand-

ing might "be a serious impediment. I don't know."

Turner's motivation behind the petition is clear enough. The advertiser-supported Cable News Network has been struggling since its inception to increase its subscribership (it announced last week that it has surpassed the three-million mark). One of the impediments to its subscriber growth is the fact that many cable systems, particularly the classic 12-channel systems, are already saturated with programming. Turner feels that liberating cable systems from the requirements of the must-carry rule would free them to carry CNN or WTBS.

Turner's announcement apparently took the National Cable Television Association by surprise and too little is known of the content of the final petition for NCTA to comment. Robert Ross, senior vice president, government relations, was not surprised the rule is being attacked. There have been many changes in the cable rules, he said, and the petition is "an indication of dissatisfaction with the remaining rules." He said recent decisions at the FCC and courts "all point to the absence of any logic behind the signal carriage rules in general."

The petition is the sole work of Turner and so far no plans have been made to rally support around it. Terry McGuirk, vice president of Turner Broadcasting, said he doesn't know "what our philosophy is on how we are going to get people behind us."

McGuirk suggested that the filing of the petition is by no means definite. He said that NCTA President Tom Wheeler "could talk Ted out of it. We will check out what Tom has to say about it before it is filed."

While NCTA was careful not to endorse the unseen petition, the National Association of Broadcasters was quick to condemn it. Erwin Krasnow, senior vice president and general counsel, said NAB would have the "strongest possible negative reaction" to any such petition. "I think it's incredible, reflecting bad judgment," he said. "It disserves the interests of the cable operator to take away the most fundamental and basic rule. I would hope that the FCC would not seriously consider it."

## Arguing over ITFS channels

**MDS services say educational band is underutilized; operators contend that their noncommercial nature means slow rate of development; FCC ponders allocation question**

Licenses of stations in the instructional television fixed service (ITFS) have risen in opposition to an FCC proposal to open the 2500-2690 mhz band now occupied by 28 reserved ITFS channels to use by multipoint distribution service (MDS)

and operational fixed service (OFS).

Proponents of the proposed regulation have not gone unheard, however. Joint comments filed by several cable MSO's favored shared use of the ITFS frequencies. Also supporting the commission's plan were CBS Inc., Motorola and the National Association of MDS Service Companies, which all felt that de-reservation of the ITFS channels was called for in light of the underutilization of the band as well as the increasing demand for MDS facilities.

The Corporation for Public Broadcasting also filed comments, supporting the continued reservation of the ITFS channels. It said the FCC did not have "sufficient information on both quantitative and qualitative aspects of ITFS," to find that the service was making sparse use of its band. It said that the actual number of ITFS stations belies the benefits derived. As an example, it cited an eight-channel ITFS system in Cleveland that serves 101 schools and 24 hospitals.

CPB also argued that the slow growth rate of ITFS is analogous to the initial problems that educational FM radio had in getting off the ground. Yet in 1980 the FM reservations are "filled to saturation," CPB claimed. CPB urged the commission to exercise the "same foresight and wisdom that characterized its treatment" of the FM radio and television bands in the reservation of channels for noncommercial use.

Joint comments were also filed by the National Instructional Telecommunications Council (NITC), a nonprofit association of 40 ITFS licensees, and the Catholic Television Network (CTN), a group of seven ITFS affiliates, which opposed any tampering with the existing ITFS spectrum.

They contended that the delivery of educational services, "like ... other socially desirable and essential goods and services will not be adequately provided for through the interplay of marketplace forces."

NITC and CTN argued that the demand for additional MDS outlets is "distorted." They said that 35% of all current applicants (approximately 500) come from four major companies—24% from Microband Corp. of America alone. Along this same line, they asserted that 92% of all MDS usage is for "delivery of home movies to a single customer," which in turn provides pay TV service to hotels, motels and apartments.

Several of the ITFS groups argued that since the primary use for MDS facilities is pay TV distribution, another vehicle—such as low-power television—would be more practical in terms of creating greater STV programming diversity, as opposed to the MDS band where corporate applicants are predominant.

Funding—or the lack of it—was another reason cited by many of the ITFS groups as the cause for the slow growth rate of the ITFS system. Federal funding was not available at all until 1978 when the National Telecommunications and Information Administration was given authoriza-



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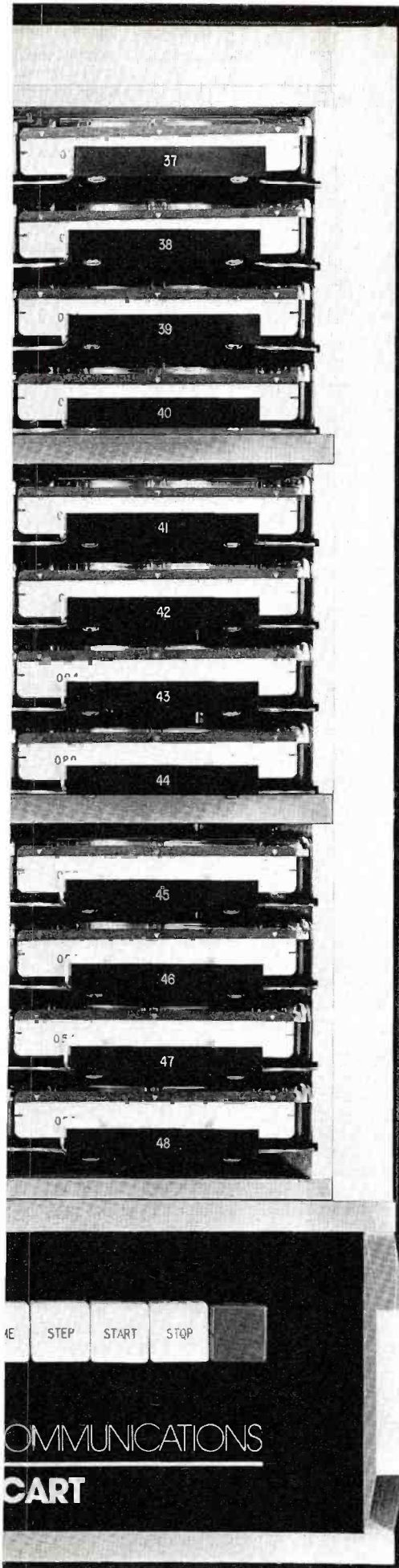


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tion to fund ITFS projects. The availability of these funds along with CPB's satellite interconnection system—which will mean lower distribution costs for ITFS stations—will encourage growth of service, the ITFS proponents claim.

The cable MSO's supported the commission's plan because of the "substantial consumer demand that exists for communication services not presently available from existing systems." Opening up the ITFS band to commercial MDS facilities would increase diversity of video communications services in areas that are presently unserved or underserved; promote efficient use of the spectrum; enhance competition, and increase consumer programming choices, the MSO's

said. Private outlets on the reserved band would also serve as a "highly desirable complement or alternative to existing services" particularly where terrain factors or sparse population make cable or full-service television "technically or economically unfeasible," the MSO's said.

They also urged elimination of reserved channel status on the band because "in most areas of the country the majority of those channels have remained unoccupied," a situation in conflict with the Communication Act's mandate for an "efficient system of nationwide communications."

They recognize the value of ITFS and contended that the proposed reallocation policy would not preclude growth of the

service. However, the marketplace should be the "final arbiter" of how many channels each service would have on the band.

CBS supported the commission's plan as a practical method of distribution for newly developing technological products such as its own teletext system.

The MDS association said that the scarcity of MDS channels (currently on two channels in 2150-2162 mhz band) "imposes a severe bottleneck."

The FCC's reallocation plan calls for splitting the 2500-2690 mhz spectrum in this fashion: 11 to ITFS, 10 each to MDS and OFS. Each service would have priority use of the channels assigned to it, but vacant allocations would not be reserved and could be applied for by other services.

## Technology

### CBS thinks it has the answer to problems of editing in tape

**Flaherty presents new system that he hopes will mean all TV shows can move from film and effect big savings in production costs**

"This is what's beyond ENG," said CBS-TV's Joseph A. Flaherty as he unveiled a new "electronic cinematography" system in Los Angeles last week. The network's vice president for engineering and development, recognized internationally as the developer of electronic news gathering, demonstrated a new-style camera and editing system at the network's Studio Center complex, where much of CBS's prime-time entertainment programming originates, and said that: "We hope to replace all television series production with tape within the next few years."

Currently, he estimated, 80% of network prime-time programming is done on film at costs of up to \$40,000 more per half-hour episode over taped programs. The new system will allow producers to employ "classic one-camera" production techniques in the video medium—prohibited before due to the difficult and expensive manner by which tape is edited.

He estimated that the new off-line editing system, which includes six Sony Betamax (half-inch) videotape recorders, a computer-based cathode ray tube with light pen, a floppy disk memory unit and console, would cost something in the neighborhood of \$125,000. Components for the system will be manufactured by Ampex Corp., Sony and Bosch-Fernseh.

Ikegami has produced the EC-35



**Ready to edit.** Demonstrating CBS-TV's new videotape editing system are (l-r): Joseph Flaherty, VP, engineering and development; Robert W. Norvet, VP, production facilities; William G. Connolly, managing director, development, and Gilbert P. Wyland, special assistant to the VP, production facilities, Hollywood.

camera necessary for the new system, and Flaherty said that Ampex, RCA and others are also prepared to make compatible models. He estimated the cameras would cost about \$50,000.

The system's primary uses, he said, will initially come in prime-time entertainment, documentaries and commercials. He expected that the initial customers would be the major studios, post-production houses and larger-market television stations that produce their own film programs or commercials.

The system will reduce editing time for an hour program by as much as a week, Flaherty said, and could take two weeks "easily" from post-production time.

"There's a lot of talk about production costs," he said, "and we're trying to do something about it."

Here's how the new system works:

The new camera records on a one-inch

videotape recorder. Just as film sequences are cut for editing, the original tape is fed to half-inch cassettes. One cassette is made for each take. Then, again just as in film, the editor selects from the takes on tape and produces a "rough cut." Editing commands are recorded in the computer.

It is in re-editing, however, where the system is most different. The first step is to preview the rough cut in real time, in the proper sequence, and with frame accuracy. The host computer, using the editor's decision list from the first sequence of edits, automatically dubs the required positions of each good take. The material is arranged in sequences, and the system records extra material before and after each edit point (allowing for modification of editing decisions later on).

Inserts or entirely new material can be added at will. A separate viewing copy is made, and an edit decision list is produced



on a floppy disk. The disk later controls the automatic assembly of the one-inch videotape, including all the various special effects.

According to Flaherty, an hour television program can represent up to 20 hours of film before editing. That, he said, can often translate into up to \$30,000 for just film stock and processing. One-inch tape, on the other hand, for a comparable show would cost only about \$1,200. The savings will come, he said, "in processing and time."

According to Flaherty's timetable, the new process could make its appearance in as quickly as two years. One problem, however, is likely to come from the craft unions. At a time when much of Hollywood is shuttered as a result of a strike that, in large part, has centered on the effects of new technologies, Flaherty said last week that the introduction of the new system is likely to affect current union contracts. Just as contracts were revised during the introduction of ENG, "there's going to be a similar change" with the introduction of electronic cinematography, he said.

## M/A Com-Valtec merger completed in deal worth \$230 million

M/A Com Inc., Burlington, Mass., has acquired Valtec Corp., West Boylston, Mass., following approval of the transaction by stockholders of both companies on Sept. 27.

As announced earlier (BROADCASTING, June 23), it was a one-for-one stock exchange with about 4.6 million shares of M/A Com involved, putting a value of more than \$135 million on the deal at that time. However, when the acquisition was formally consummated Sept. 27, M/A Com shares had risen to 50 from about 29 in June. That raised the acquisition value to about \$230 million.

Dr. Lawrence Gould, M/A Com chairman and chief executive officer, also announced that M/A Com's board had voted a two-for-one stock split by means of a 100% stock dividend. The additional shares will be distributed Oct. 21 to stockholders of record today (Oct. 6).

Valtec is a major producer of coaxial cable for CATV and designs and manufactures precision-engineered electronic and optical products. It will continue to operate as a separate company under its present management and at its same Massachusetts location.

M/A Com, through its operating companies—Digital Communications Corp., Microwave Associates Communications Co., LINKABIT and Valtec—is a leading supplier of equipment for satellite communications, data communications, TV broadcast transmission and cable television. In addition, its Microwave Associates and Omni Spectra produce microwave components for manufacturers of equipment used in commercial and telecommunications markets.

## This dish really gets around

**New mobile earth station from Southern Satellite offers clients dual uplinking capability**

Southern Satellite Systems' home-made mobile earth station is on the road and available for leasing by broadcasters and cablecasters.

The earth station, with dual uplinking capability, is mounted on the back of a tractor-trailer. It can be leased directly

from Southern Satellite or through Hughes Television Network.

Transmitting Earth Station 1 or TES-1, as Southern Satellite calls it, got its first commercial test three weekends ago when KQED(TV) San Francisco used it successfully to feed its coverage of the Lipton tennis tournament at the Sawgrass country club near Jacksonville, Fla., to approximately 100 member stations of the Public Broadcasting Service. The earth station also got a workout by its principal customer, the Cable News Network, which used it to uplink reports out of Damascus, Ark., the site of the Titan II mishap, on Sept. 19.

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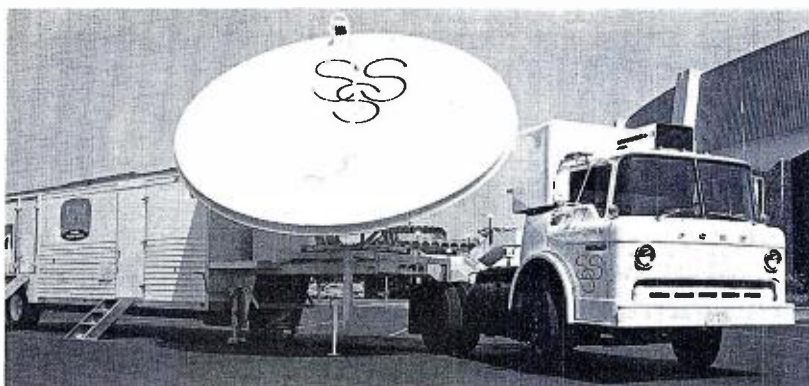
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The TES-1 was built by Southern Satellite engineers with the help of consultants and the Public Service Satellite Consortium for a little over \$400,000, said Dick Smith, executive vice president of Satellite Syndicated Systems, Southern Satellite's parent. Smith said the price cost was far less than what Southern Satellite would have needed to buy a comparable earth station.

(Compact Video has built similar earth stations for Trinity Broadcasting and Satellite Communications Network. The earth station built for Trinity reportedly

cost \$600,000. The three sold to SCN, but not yet delivered, cost approximately \$2 million, according to SCN's executive vice president, Bernard Mirowsky.)

Because Southern Satellite is a common carrier, it filed a tariff containing TES-1 rates at the FCC. Smith said use of the earth station for a day (after a day's travel) typically costs \$6,000 to \$8,000. The basic charge, Smith said, is \$1,000 per day for traveling or holding time and a maximum of \$1,850 for each day of protected service. The daily service charge is less for unprotected service (\$1,550) and for pre-emptible service (\$1,250). As Smith explained it, protected service entitles the users to the back-up transmitter should the primary fail. The unprotected

customer has no back-up and the pre-emptible customer has no back-up and should the primary transmitter fail, the pre-emptible customer must give up its transmitter to the primary customer with protected service.

On top of these basic charges, Smith said the customer has to pay for such things as personnel to man the earth station, frequency coordination, and filing for authorization at the FCC.

By terms of a contract, Smith said the Cable News Network has "first call" for service on orders received fewer than 90 days before start of service. If a customer gives 90-days notice, the customer is guaranteed service. But if he gives fewer than 90 days, the order must be cleared with CNN which has four hours to decide whether it wants the time itself or not. The only reservation CNN currently has on the books is election day when it plans to use TES-1 to uplink feeds from either Ronald Reagan's ranch in California or the President's hometown of Plains, Ga.

To assist in the marketing of the service, Southern Satellite signed a deal with Hughes Television, one of the major satellite resale carriers. Smith said Hughes came to Southern Satellite with the marketing idea, which Southern Satellite accepted because of Hughes's regular dealings with cable and broadcast satellite users. Hughes, Smith said, receives a commission on each contract. A customer may deal directly with Southern Satellite, Smith said, but will not save any money. The rates are fixed by the tariff, he said.

Bob Diehl, manager of production operations at KQED and technical coordinator of the Sawgrass tennis coverage, was "totally satisfied" by TES-1's technical performance and by the fact that it saved the station about \$3,000 to \$4,000. Transmission of the coverage over land lines to Tallahassee, Fla., and uplinking from the earth station of WFSU-TV there would have cost \$11,500 or \$12,500, he said, but the TES-1 service cost only \$8,500. Diehl said TES-1 or some similar unit becomes feasible whenever "construction costs of microwave links become high enough."

There are two other earth stations similar to TES-1 on the road and available for leasing. Western Tele-Communications Inc. has one and so does Trinity Broadcasting. Compact Video is to deliver the three earth stations to Satellite Communications Network in November or December and Mirowsky said they are "intended for lease to the national market."

## CABLE, STV, DBS, MDS, LOW POWERED TV STATIONS: WHO WINS AND WHO LOSES?



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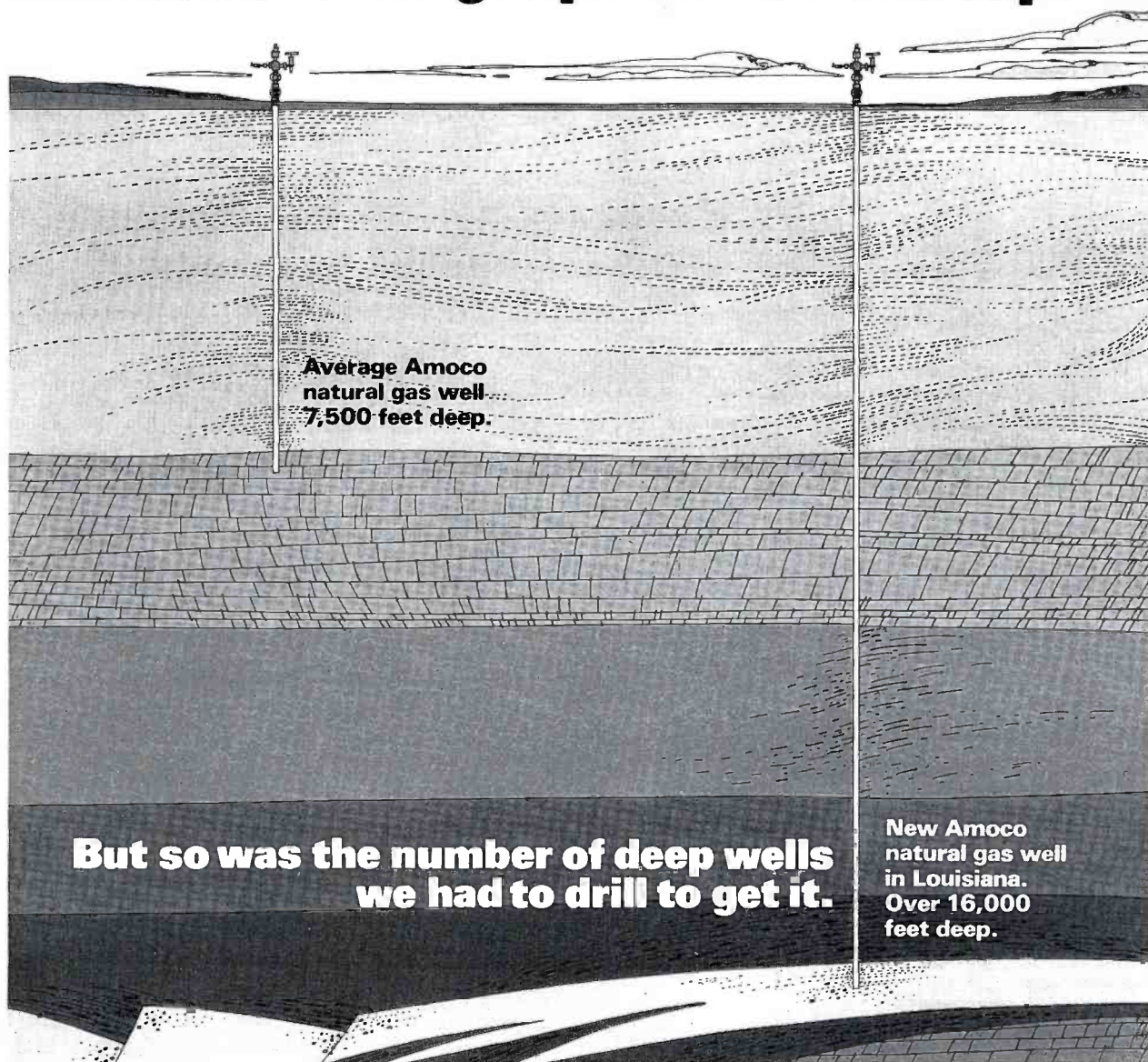
## Cheaper by the EBU

The European post offices, which operate ground links for broadcast satellite services, have been engaged in a price-cutting war that has reduced the over-all cost of satellite bookings.

With their state monopolies, the European authorities had been charging up to 70% more for the European link on a



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trans-Atlantic satellite than that charged for the corresponding downlink in the U.S.

Bill Milldyke, manager of European news coverage for ABC News, said that with the recent price cuts, that differential is down to 30% and in some countries even lower.

At present, the British, French and Italians are offering the lowest rates, and this has prompted the European Broadcasting Union to book all its trans-Atlantic satellites through one of these countries. The material would then be relayed on the EBU terrestrial network, which links the 36 member-broadcasters of the EBU.

## AT&T wants to drop Telpak bulk services

AT&T plans to drop its interstate private-line bulk-rate offering—Telpak—on Dec. 21. The result would be increases of up to 50%—or an average of 28%—for the 135 customers involved, including the newswire services and the federal government.

AT&T told the FCC on Sept. 19 the decision to drop the discount service was a result of the FCC's requirement that customers be allowed to share or resell Telpak. That sharing, AT&T said, "would dramatically increase use of Telpak and the cost of providing the offering, but without yielding a proportional share in revenue."

AT&T's proposal is subject to FCC approval and follows a U.S. Court of Appeals ruling in June that the company could drop the service if it justified action before the commission. Commission approval of a proposal to abandon Telpak in 1977 was delayed by appeals by users of the Telpak service.

Telpak was first offered in 1961 to meet the needs of customers with large communications requirements. Customers must lease at least 60 lines from AT&T.

When the service is terminated, customers will be able to obtain the same private-line services provided under Telpak. But they will be charged the higher regular interstate private-line rates.

## Burned up in Key West

**WVFK(FM) is destroyed by fire after threats and complaints over interference to TV signals; arson suspected; FBI called in**

After just three weeks of service, WVFK(FM) Key West, Fla., was knocked off the air, perhaps by an arsonist upset by the interference the station was causing to television reception.

A fire destroyed the station's transmitter and associated equipment, housed in a wood-framed building on Sugar Loaf Key, 19 miles northeast of Key West. The antenna and its tower, however, were undamaged.

E. Stratford Smith, owner of WVFK and WKWF(AM) there, said the state fire

## In Sync

**Cable-izing.** Receiver manufacturers have responded in big way to market potential afforded by cable. Bruce Huber, director of color television planning, Zenith, told cable operators at Southern Cable Television Association panel session in Atlanta two weeks ago that two-thirds of television models Zenith now manufactures have built-in cable converters. That is, they can tune in midband and super-band frequencies commonly used by cable operators when they run out of channels on VHF dial. Huber said cable sets now account for 50% of Zenith's total sales. And, Huber said, most of Zenith's competitors are making sets with at least midband capability. Fellow panelist, George Paschall, president, Cablevision of Augusta, Augusta, Ga., said Augusta Magnavox television retailer told him that of 752 sets he sold this year, all but 24 had built-in midband converters. Huber cited two advantages of built-in converters over set-top converters that operators sell or lease to subscribers: Built-ins permit operation of sets with wireless remote control and reduce degradation of picture caused by additional tuner in converter.

**Satellite text.** Sel Kremer, vice president of Southern Satellite Systems, used question and answer period of SCTA session on videotext to announce that early last month Southern Satellite began teletext transmission of alphanumeric news services of UPI and Reuters to cable systems via satellite. Two services are being sent over vertical blanking interval of superstation WRSB(TV) Atlanta on Satcom I, transponder 6 to 20 cable systems. He said systems should increase to 50 within next couple of weeks. Services are received and decoded at headends of systems, where they are relayed on dedicated channels to homes. Subscribers have no control over text, which appears on screen in series of pages, each visible for 20 seconds. Southern Satellite's system is variation of British Ceefax/Oracle system and is being decoded by \$1,200 Zenith decoder. Kremer said so far system has been "absolutely error free at the headend." He is still concerned, however, with frequency of errors showing up in home, errors introduced into system between decoder and home television set. System or similar one, if fully successful, could replace telephone lines as means of sending text services to cable systems. Southern Satellite, Kremer said, charges text services \$25 per month per system and another \$50 per month for lease of decoder. Text services must sign for minimum of 40 outlets after Jan. 1, 1981, and 80 after July 1, 1981.

**Space missions.** New association, primarily concerned with increasing amount of occasional-use satellite time, held second organizational meeting in Washington. Concerned Broadcasters Using Intercity Video Transmission (CBUIVT) will encourage use of occasional time during days and other off-hours for program distribution so there will be plenty of occasional time during peak demand—nights and weekends—for sports and news. Failing that, acting chairman Hal Protter, vice president of KPLR-TV St. Louis, said CBUIVT would attempt to force satellite carriers to set aside certain amount of occasional-use time through legislation in Congress or through new rules at FCC. Washington meeting was held at Metromedia's WTTG(TV) there and was attended by representatives of Hughes Television Network; Wold Communications; Field Communications; WGN-TV Chicago; Satellite Signal Co.; Pulitzer Broadcasting; Houston Sports Association; WTMJ-TV Milwaukee; WTTV(TV) Bloomington, Ind.; KBMA-TV Kansas City, Mo.; WRSB(TV) Atlanta; WTOG(TV) Tampa-St. Petersburg, Fla.; Communications Technology Management; WDCB-TV Washington; Bonneville Satellite Corp.; Viacom; CBS; Storer Broadcasting, and ABC. Other objectives of fledgling group: to drop restrictions on incidental pick-up of satellite signals off Canadian domestic satellites and block attempts of Public Broadcasting Service to sell services on its earth station network. "PBS is competing with broadcasters for distribution of commercials," Protter said, "using earth stations built with government funds."

**Set-top magic.** Telease Inc., Los Angeles-based pay television technology and system development firm, showed its latest in home decoders for pay television at VIDCOM International Market for Videocommunications in Cannes, France. Multiple Audio Addressable Secure Television (MAAST) transmits video and up to five channels of audio over air or wire. Signals can be scrambled and decoded in addressable set-top terminal, which has 12-button key pad. Four extra audio channels, capable of handling 15 kHz signal, can be used for stereo, other languages and narration of teletext and other unrelated audio. Audio channels don't even have to be used for audio. They can carry data for teletext-like service or be used for computer loading, facsimile and teletype. Although system is primarily intended for pay television operators, Malcolm Klein, executive vice president of Telease, said system can also be used in conventional broadcasting to allow viewers choice of audio in any of five languages or levels of understandability or in stereo. Audio channels could also be used to transmit ancillary services. Addressable Control Eligibility (ACE) function allows operators to tier pay services and charge per view or per showing. It also enables them to disable stolen decoders and those of nonpaying subscribers. System is available for MDS and cable, Klein said, but STV and other broadcasters must wait for FCC permission to scramble television transmissions and transmit multiple audio and nonprogram-related information.



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marshal and insurance adjuster have concluded that the fire was "unquestionably arson." And, he said, the fire may have been the work of a "disgruntled television viewer," upset by the audio interference the station was causing to off-air reception of television signals from Miami, about 100 miles northeast of Key West.

Smith explained that while the station was on the air, it received numerous complaints about the interference. The problem, Smith said, was caused by a combination of weak signals from the television stations and the widespread use of home booster amplifiers that make reception of

weak TV signals possible. The boosters amplify not only the weak signals, Smith said, but also the 100,000 watt signal of WVKF which causes the FM's signal to "override" the television audio. All TV channels are vulnerable to the interference, and the problem is more severe in the immediate vicinity of the antenna tower, he said.

Although Smith has received "threats" from viewers because of the interference, he said the fire could also have been set by a "torch—someone who likes to burn things down just for the fun of it."

The FBI, which has jurisdiction under

the Communications Act, is assisting in the investigation, Smith said. Fragments of a molotov cocktail were found at the scene, he added.

Smith hopes to be back on the air in about two weeks.

And, as he did before the fire, Smith will urge people suffering the interference to buy traps, \$20 electronic devices that can be installed between their antennas and television sets to filter out WVKF's 95.7 mhz signal. Until he went into station operation several years ago, Smith was a Washington communications lawyer with the firm of Smith & Pepper.

## The Media

### Black views on broadcasting

**Common theme expressed at meetings of three groups in Washington is fear that FCC actions opening up frequencies will hurt current minority outlets**

The black presence in broadcasting was strongly felt in Washington last week. Coming after the annual meeting of the Congressional Black Caucus, which called together its Communications Braintrust, were meetings of the National Association of Black Journalists and the National Association of Black Owned Broadcasters.

The meetings had different tones and focuses, but one major fear that surfaced repeatedly was how black broadcasters would fare if the FCC opens up a considerable number of new broadcasting outlets. This concern was first addressed to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, at a Sept. 26 session of the Black Caucus.

Van Deerlin said the ownership picture among blacks was "appallingly bad," although the industry was moving in the right direction. At the time licenses were first handed out, he said, there was a great imbalance, with minorities absent from the picture. That has changed, he added, and to limit the number of new outlets now, so that established minority broadcasters would be financially protected, would be an error. "We can't guarantee success," he said, adding that it only makes sense to give more people a chance to break into the business.

The point was made to Van Deerlin that perhaps the biggest problem facing black people was not ownership of broadcast properties, but racism, which crept into news and entertainment programming.

But Van Deerlin said that, given the First Amendment, Congress had no remedy for such a problem, and he didn't think the government had any right making programming decisions.

At a later panel, the National Cable Television Association and its members were accused of being insensitive to the needs of minorities, particularly in hiring practices.

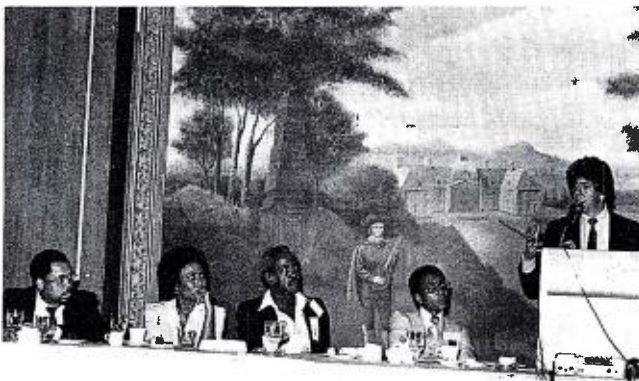
NCTA board chairman Douglas Dittrock said NCTA had developed a three-point plan that it hoped would deal with the problems. The plan includes an NCTA minority affairs committee to help develop EEO and minority ownership objectives, as well as a model training program to stimulate minority employment.

The National Association of Black Journalists had other concerns, one of which was the stereotyping of black people in TV programming.

Of particular concern was NBC's forthcoming *Beulah Land*, which some black organizations have tried to block from being aired. The major complaint voiced last week was that the show inaccurately depicts slavery, giving the impression that black people enjoyed being slaves.

Terry Carter, president of Concerned Black Actors, said black actors have a particularly tough time because the opportunities for work in TV are few. Carter said that if black actors had been organized and more politically sophisticated, *Beulah Land* never would have been filmed.

Pluria Marshall, chairman of the National Black Media Coalition, suggested that pressure be put on NBC and the major



**Here's the story.** Speaking to a luncheon meeting of the National Association of Black Journalists was Carl Bernstein, Washington bureau chief of ABC News. Joining Bernstein were (l to r): Paul Brock, executive director of NABJ; Delores Handy, anchorperson for WTTG(TV) Washington, D.C.; Morrie Turner, syndicated cartoonist, "Wee Pals" and Bob Reid, of KNXT(TV) Los Angeles, president of NABJ.



**For work well done.** The National Association of Black Owned Broadcasters presented FCC Chairman Charles Ferris (c) a plaque last week for his work in helping to foster minority ownership. Making the presentation was Pepe Sutton of Inner City Broadcasting Corp., while Ragan Henry, president of Broadcast Enterprises National Inc., as well as NABOB, looks on.



advertisers sponsoring the show.

At the NABOB meeting—the organization's fifth annual broadcast management conference, jointly sponsored by the National Association of Broadcasters—a major topic of discussion was the survival of established black broadcasters if new stations are opened up via 9 khz spacing and other FCC proposals.

Tackling the issue was FCC Chairman Charles Ferris, who delivered a luncheon address Monday (Sept. 29).

Ferris said there is a tendency among established businessmen to say, "I'm aboard; pull up the ladder." But minority broadcasters, Ferris said, have a "special moral obligation" to help increase the number of minority station owners.

He described the NABOB membership as the "vanguard" of minority broadcasters who must set the example for others to follow.

Eugene Jackson, president of the National Black Network, expressed many NABOB members' concern that they might be forced out of broadcasting if the commission were to carry through with plans to expand allocations in the AM, FM and VHF bands. Jackson disclaimed any notion that established minority broadcasters want to "pull up the ladder." He said they want to see "new opportunities" for minorities who want to enter the industry.

"But we are concerned about the economic basics," said Jackson, adding that



Brown

he "didn't want to see [existing minority broadcasters] go out of business and new people come in."

Ferris—while acknowledging that "anxiety"—responded that the various "open entry" allocations policies being considered by the commission, if adopted, could facilitate the demise of the weakest stations in the smallest markets. But this does not justify a "do-nothing" approach at the FCC to provide more broadcasting outlets. He said that although more allocations would mean greater competition for

existing broadcasters, "I think the people in this room can survive in any [competitive] situation." Next year's NABOB membership could be "twice the size" of its present enrollment, he predicted.

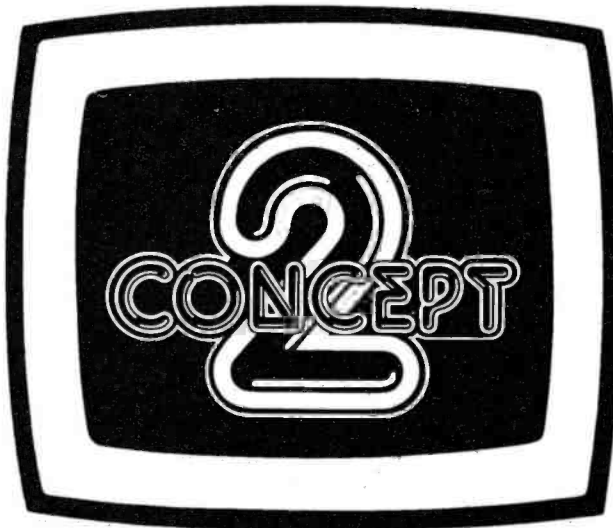
FCC Commissioner Tyrone Brown also took up this question during a Tuesday luncheon speech, and concluded that the marketplace could indeed stand another 1,000 stations without adversely affecting anyone.

In the last two decades, Brown said, AM radio has withstood the enormous growth of both FM and television, and has managed to remain healthy. "We've seen radio almost crushed with the onset of TV, but it came back stronger than ever," Brown said. "The industry has shown remarkable resiliency."

Brown added that expansion of the AM dial cannot come for some time, and the new stations created by breaking down the clear channels would not be available for two or three years. In short, Brown said any expansion of AM radio would be gradual, and he felt confident the marketplace could support new properties.

Some broadcasters probably would fall by the wayside, he said, but it would probably be those who did not attract loyal audiences. Brown predicted that in 10 years the overwhelming majority of black broadcasters would still be in the business, and some will have expanded their holdings as a result of the new FCC policies.

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## Report to city urges New York to have hand in designing basics of cable franchise

**Arnold & Porter study says boroughs should make specific requests of applicants, including 70 channels on two cables, plus additional wire for institutions**

Last Tuesday, the city of New York was delivered a 750-page, \$100,000 report compiled by the Washington law firm of Arnold & Porter entitled "New York City Cable Action Plan."

Among its specific proposals, the plan recommends that in its ongoing delibera-

tions over franchise awards, the city seek a 70-channel, two-cable subscriber system plus an additional cable for an institutional network, in each of the four boroughs for which it's considering applications (the contracts held by the two companies that now share Manhattan requiring them to upgrade to match later franchises).

More important perhaps, is the idea that instead of simply choosing among the proposals of the rivals (which now total 16, with some bidding for only portions of one borough, others for multiple boroughs), Arnold & Porter is suggesting the city first decide what it wants, then ask applicants that meet its bidding requirements to respond to "a specific set of refined requirements."

Observers of the cable industry might take comfort from some other elements of the study, in light of fears that "blue sky" promises made to win franchises threaten the economic health of cable companies.

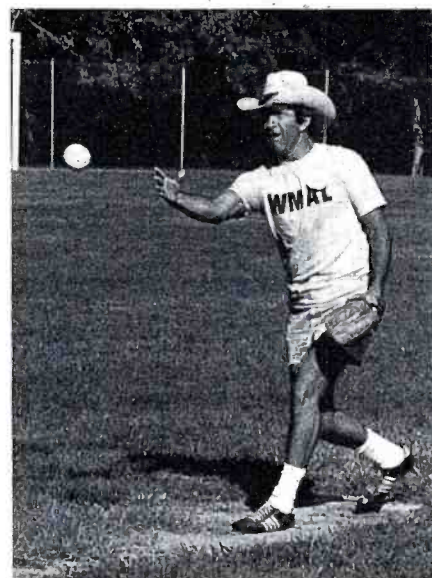
One of the "fundamental substantive objectives" of the city that Arnold & Porter cites as guides in preparing the study is "economically viable and profitable cable franchises." And in a section devoted to technology, the consultants recommend "the city should defer requirements regarding interactive capability for the subscriber cables until a clear demand and economic justification for these services can be demonstrated; in the interim, a cable/telephone line approach should be used to satisfy any existing demand for these services on the subscriber cables." And while another fundamental objective is "high penetration of basic subscriber service at the lowest possible cost," the report stops short of suggesting the city require some form of free basic service package.

Just what actual impact the Arnold & Porter plan will prove to have remains an open question. As noted by city officials,

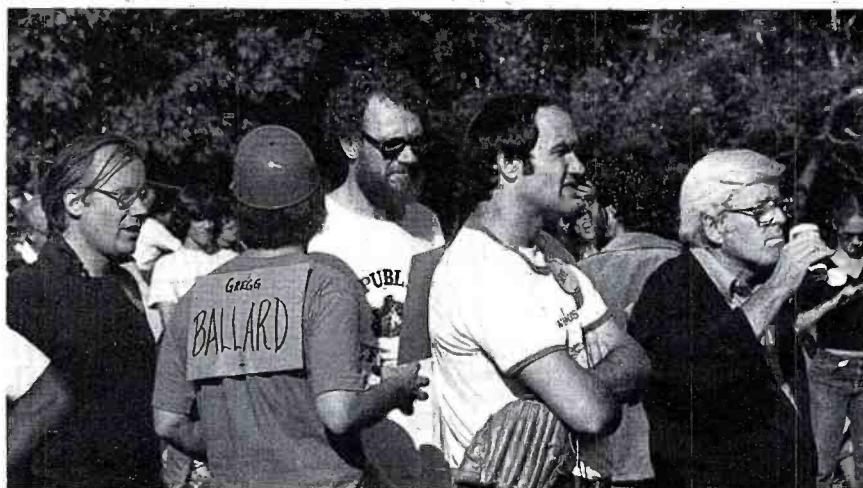


Batsman Van Deerlin

**Pitchers' duel.** The Regulators—captained by FCC Chairman Charles D. Ferris—beat out the Broadcasters—captained by former FCC chairman Richard E. Wiley—by a score of 31 to 29 in what is designed to become an annual charity benefit sponsored by Washington's chapter of the American Women in Radio and Television. Beneficiaries: children in the pediatrics units of Children's and Georgetown University hospitals, in whose behalf the \$1,800 in gate receipts will be expended. The Saturday afternoon "celebrity softball" event (Sept. 27) brought out such Washington notables as Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and Henry Geller, head of the National Telecommunications and Information Administration. On the broadcasters side: beginning pitcher Andrew Ockershausen of WMAL(AM) Washington, Steve Bell of ABC News, anchorman Paul Berry of WJLA-TV Washington, among others. Not only did the regulators win, but Captain Ferris helped his team's cause with a home run.



Hurler Ockershausen



**Regulators bench.** L to r: Robert Bruce, FCC general counsel; Gregory Ballard, legal assistant to FCC Chairman Charles Ferris; Elliot Maxwell, deputy chief of policy in the FCC's Office of Science and Technology; Steve Simmons, telecommunications expert on the President's Domestic Council, and team captain Ferris.



**For the broadcasters.** Team captain Richard E. Wiley (r), former FCC chairman now with the Kirkland & Ellis communications law firm, and former Washington Redskin Brigg Owens.



it's simply one input that the Department of City Planning is providing to the Board of Estimate, the body that will actually decide on the franchises. Another input is a report the planning body will compile based on the deliberations of community boards and the borough boards to which they, in turn, report. That's due today (Oct. 6). And Board of Estimates member City Council President Carol Bellamy, after meeting with cable representatives last Wednesday, indicated she anticipated the board would hold hearings on the report itself, at which the various applicants could respond to the suggestions it makes.

In addition to those noted above, the plan recommends there be a "uniform" basic service package of 27 channels, with six of them reserved for access programming, and two more for "leased access."

The two leased access channels would be administered by "local access organizations" and the study details various funding mechanisms to finance such organizations.

## Cities, NCTA eye each other warily over Senate bill

**Franchising legislation would shackle local jurisdiction, says Seattle mayor in confrontation with Wheeler**

The relationship between the National Cable Television Association and the National League of Cities gave every appearance of continued strain during a segment of PBS's *The MacNeil-Lehrer Report* on cable franchising, broadcast last Tuesday night.

NCTA President Tom Wheeler and Seattle Mayor Charles Royer, a member of the executive committee of the NLC, squared off on the half-hour show over the intent and effect of legislation in the Senate, S. 2827, which caused the NLC to break off talks on improving franchising practices and to suggest a moratorium on cable franchising last July. Since then the organizations have been ironing out their differences, but last week's performance indicated there are still many wrinkles.

Royer said the legislation "takes the local government out of the business of regulating local franchises." Under the legislation, he said, municipalities would "absolutely lose" their right to set franchise fees, rates and the "ability to demand and get local access." According to Royer, "Many cable companies are ... going around offering more than they can deliver and offering it knowing full well that the Senate legislation is retroactive and would wipe out all franchise agreements made before its passage."

Wheeler said that Royer misunderstands the bill. He said it allows governments to negotiate for access channels and denies them rate-setting power only in places "where there is effective competi-

tion." Wheeler said governments should extract services from the cable operator before the franchise agreement is signed "when the city has the cable operator where he wants him." He said later on there are First Amendment concerns surrounding the question of whether "government has the right to come in and deliver an ultimatum: 'You will deliver this.'"

Royer responded to Wheeler's interpretation, saying: "I've read the bill and I know what the legislation said. It would do away with the type of regulation we now employ in Seattle. It would give us the right to sit down and negotiate access, but it would be like negotiating access with the telephone company. ... We would not have leverage."

Royer stressed the urgency of the situation. "This is the public's last chance to get into that electronic menu and to have a piece of the communications system that is most important to every city."

Although the program ended with a discussion of the legislation, it addressed the broader questions of cable franchising, particularly the atmosphere of corruption that has grown up around franchising. Martin Malarkey of Malarkey, Taylor & Associates, a Washington-based cable consultancy that has served both governments and cable operators in the franchising game, agreed that franchising is conducive to certain abuses. With the promise of great financial rewards and "human nature being what it is, people in our industry are inclined to make promises they can't perhaps keep. They may be inclined to make representations to decisionmakers that appear, at least to the press, to be improper," Malarkey said.

## Down under taking a look at cable

**Australians begin investigation of how to introduce that medium and subscription TV to country**

The Australian government has initiated steps toward the introduction of cable television. In the process, it will also examine the potential for subscription television, which has yet to be offered there.

David Jones, chairman of the Australian Broadcasting Tribunal, said that comments from both domestic and overseas sources would be accepted until Dec. 15. It is anticipated that public hearings will commence in early 1981 and that the tribunal will report on its findings by the end of next year.

The notice of inquiry cited these points of reference:

- The social, economic, technical and related matters that need to be considered in introducing CATV.
- The range of services that could be provided, including sound broadcasting, pay TV and other subscription services.
- The level of interest of potential operators in providing such services and

the interest of potential consumers in receiving such services.

■ The means potential operators would propose to establish and operate such systems and the optimum dates for introduction of cable.

■ The possible effects of on-air subscription services on pay cable services.

■ The impact of cable on existing broadcast systems, including the viability of commercial radio and commercial TV outlets.

■ CATV's possible effect on Australian production of programs, films and other material and its bearing on employment in those categories.

■ The regulatory requirements and controls that may be imposed on private operators of cable.

■ The copyright and related issues that should be considered when cable is introduced.

■ The hardware requirements for the establishment and operation of cable systems and the means by which Australian industry could have a maximum role in their manufacture, installation and servicing.

Submission registration forms for the inquiry may be obtained from the tribunal's headquarters, 153 Walker Street, North Sydney, NSW 2060, Australia, or at overseas offices of the Australian Information Services.

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# Changing Hands

## PROPOSED

■ **WJDX(AM)-WZZQ(FM)** Jackson, Miss.: Sold by WJDX Inc. to Frank Mangano for \$4.3 million. Seller is owned by group of more than 50 stockholders. Harland L. Knight is president. Group has no other broadcast interests. Mangano is East Liverpool, Ohio-based real estate investor who owns WOHI(AM)-WELA(FM) East Liverpool. Last month he purchased, subject to FCC approval, WHHH(AM) Warren, Ohio (BROADCASTING, Sept. 29). WJDX is on 620 khz with 5 kw day and 1 kw night. WZZQ is on 102.9 mhz with 100 kw and antenna 1,800 feet above average terrain. Broker: Blackburn & Co.

■ **WAIV-AM-FM** Jacksonville, Fla.: Sold by Rounsaville of Jacksonville Inc. to Affiliated Publications Inc. for \$3 million. Seller is owned by Robert W. Rounsaville who also owns WBJW(AM)-WLOF(FM) Orlando, Fla. He has sold WJYW(FM) Tampa, Fla. (BROADCASTING, June 2), and WVOL(AM) Berry Hill, Tenn. (BROADCASTING, April 14). Buyer is Boston-based publicly traded publisher of *Boston Globe* and owner of five AM's and five FM's. John I. Taylor is president. Jay Berkson is president of broadcasting subsidiary. Latest acquisition was WHYN-AM-FM Springfield, Mass. (BROADCASTING, May 5). WAIV(AM) is on

600 khz with 5 kw full time. WAIV(FM) is on 96.9 mhz with 100 kw and antenna 230 feet above average terrain. Broker: Robert O. Mahlman Inc.

■ **WRKT-AM-FM** Cocoa Beach, Fla.: Sold by Robert B. Taylor to Triplett Broadcasting of Florida Inc. for \$1.5 million. Taylor will retain 13% interest in stations. He has no other broadcast interests. Buyer is owned by Wendell Triplett (44%); his wife, Donna (43%), and Taylor. 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, Ohio, and has purchased WFCB(FM) Chillicothe as well (BROADCASTING, Sept. 29). Donna Triplett is secretary of husband's broadcast group. WRKT(AM) is on 1300 khz with 5 kw day and 1 kw night. WRKT(FM) is on 104.1 mhz with 30 kw and antenna 190 feet above average terrain.

■ **KOAI(TV)** Flagstaff, Ariz.: Sold by Grand Canyon Television Co. to Capitol Broadcasting Co. for \$1.4 million. Seller is owned by more than 100 stockholders. Wendell Elliot is president and 27.2% owner (held jointly with wife, Linda). His brother, Sam, owns less than 1%. Wendell

and Linda Elliot also own 14.6% of KULY(AM) Ulysses, Kan. Sam Elliott is president, general manager and 49.2% owner of KULY. Buyer is owned by Mississippi Publishers Corp. (*Jackson [Miss.] Ledger-Clarion and Daily News*) (40%); Standard Life Insurance Co. (32.4%); L.M. Sepaugh and estate of T.B. Langford (13.8% each). Mississippi Publishers is controlled by T.M. Hederman and family. He is president of Capitol (Owens Alexander is chief executive officer of broadcast group). Standard Life is based in Jackson and W.R. Newman is president. Sepaugh is vice chairman of Capitol. They also own KKTU-TV Colorado Springs and WSLI(AM)-WJFR(FM)-WJTV(TV) Jackson. Langford estate is also principal owner of WZST(AM) Leesburg and WYOU(AM) Tampa, both Florida; KALB-AM-TV-KSLI(FM) Alexandria, La., and KCTV(TV) San Angelo, Tex. KOAI is NBC affiliate on ch. 2 with 24.5 kw visual, 4.9 kw aural and antenna 1,597 feet above average terrain. Broker: Norman Fischer & Co.

■ **WZZR-FM** Grand Rapids, Mich.: Sold by JAM Broadcasting Co. to Megamedia Inc. (80%) and Robert Liggett Jr. (20%) for \$1.38 million. Seller is principally owned by James A. Morse who is also principal owner of WVIC-AM-FM East Lansing, Mich. Megamedia is owned by Liggett (63.4%); Richard G. Gilmore and Donald D. Bergeron (14.08% each); Richard J. McCarius (5.63%), and Grant A. Santimore (2.82%). Megamedia is licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Santimore is executive vice president of Liggett Broadcast Group. Gilmore and Bergeron are dentists in, respectively, Saginaw and Pontiac, both Michigan. WZZR-FM is on 95.7 mhz with 50 kw and antenna 310 feet above average terrain.

■ **WCHL(AM)** Chapel Hill, N.C.: Control (50%) sold by Roland P. McClamroch to James A. Heavner for \$1.3 million. McClamroch also owns 30.83% of WKQQ(FM) Lexington, Ky., and 47.14% of WDBS(FM) Durham, N.C. Heavner is president and 37.8% owner of WCHL and is partner with McClamroch in Chapel Hill real estate holding company. He also owns 62.75% of WKQQ and 47.14% of WDBS. WCHL is on 1360 khz with 5 kw day and 1 kw night.

■ **WIVS(AM)-WXRD(FM)** Crystal Lake, Ill.: Sold by Lake Valley Broadcasters Inc. to Katy Communications for \$838,000. Seller is owned by Malcolm K. Bellairs (67.6%), and sons Jerald (20.6%) and Richard (11.8%). They have no other broadcast interests. Buyer is subsidiary of Katy Industries, publicly traded manufacturer of industrial machinery and electrical equipment based in Elgin, Ill. Wallace Carroll is president. It has no other broadcast interests. WIVS is daytimer on 850 khz with 500 w. WXRD is on 105.5 mhz with 3

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kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ **WSFC(AM)-WSEK(FM)** Somerset, Ky.: Sold by James Gilmore and Hamilton Shea (50% each) to First Radio Corp. for \$750,000. Gilmore also owns WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WSVA(AM)-WOPQ(FM) Harrisonburg, Va., and cable system serving Monticello, Russell Springs and Jamestown, all Kentucky. Shea has no other broadcast interests. Buyer is owned by G. Nolan Kenner, Gene Robinson, Vincent E. Cheshire and Cy Waddle (25% each). Kenner is vice president and general manager of stations. Robinson owns chain of grocery stores in Kentucky. Cheshire owns chain of fast food restaurants in Kentucky and Tennessee. Waddle has 27.96% interest in company that owns oil refineries in Somerset area. Last three are based in Somerset. They have no other broadcast interests. WSFC is on 1240 khz with 1 kw day and 250 w night. WSEK is on 96.7 mhz with 3 kw and antenna 215 feet above average terrain.

■ **WWMM(FM)** Arlington Heights, Ill.: Sold by Northwest Community Broadcasting to Wynwade Properties Trust for \$577,500. Seller is owned by Bennett P. Trapani who has no other broadcast interests. Buying trust represents interests of Kenneth W. Gnuhs and family. He is Rolling Meadows, Ill., financial consultant. They have no other broadcast interests. WWMM(FM) is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ **KNOR(AM)** Norman, Okla.: Sold by stockholders to KNOR Radio Inc. for \$575,000. Sellers are Hugh B. Garnet Jr. (31.5%), sister, Jean G. Moore (20.5%); George Wilburn (18%); Charles E. Moore (11%); Hugh B. Garnet and his wife, Glee (4.5% each), and Terrell C. King (10%). Hugh Garnet Sr. and wife are parents of Hugh Jr. and Jean Moore, who is wife of Charles. They also own KHHW-FM Altus and KWON(AM) Bartlesville, both Oklahoma. Buyer is owned by Robert L. Stephenson (70%), Monte Moore (10%) and four others. Stephenson is 50% owner of Oklahoma City oil exploration company. Moore is president and 50% owner of KTIP(AM)-KIOO(FM) Porterville, Calif. KNOR is on 1400 khz with 1 kw day and 250 w night.

■ **KCVL(AM)** Coleville, Wash.: Sold by Coleville Broadcasting Co. to Gerald Carpenter, his son, Eric (45% each), and Louis Musso (10%) for \$480,000. Seller is owned by Merrick Davis and his son, Norman, (50% each). They have no other broadcast interests. Gerald Carpenter is professor at Spokane (Wash.) Community College. Eric Carpenter is Spokane real estate developer. Musso is Newport, Wash., attorney. They have no other broadcast interests. KCVL is 1 kw daytimer on 1270 khz. Broker: Blackburn & Co.

■ **WJIV(FM)** Cherry Valley, N.Y.: Sold by Christian Broadcasting Network Inc. to WJIV Radio Partnership for \$300,000.

Seller is nonprofit religious organization based in Portsmouth, Va. Marion G. (Pat) Robertson is president. It also owns WBIV(FM) Wethersfield, WEIV(FM) Ithaca, WMIV(FM) Bristol and WOIV(FM) DeRuyter, all New York; WYAH-TV Portsmouth and WXRI(FM) Norfolk, both Virginia; WANX-TV Atlanta; WXNE-TV Boston, and KXTX-TV Dallas. It is also permittee of ch. 63 at Richmond, Va. Buyer is owned by Floyd Dykeman and his wife, Nancy (50% each). They own and operate coin and antique shop in Schenectady, N.Y. They have no other broadcast interests. WJIV is on 101.9 mhz with 7.1 kw.

■ **KADQ(FM)** Rexburg, Idaho: Sold by

estate of Theodore Austin to Southwest Television Ltd. for \$240,000. Estate has also sold KIGO(AM) St. Anthony, Idaho (BROADCASTING, May 26). It has no other broadcast interests. Buyer is owned by Eugene D. Adelstein (10%) and his wife, Ellen (2.6%); Edward B. Berger (10%) and his wife, Barbara (2.6%); Senator Dennis DeConcini (D-Ariz.) 2.6% and more than 25 others. Group owns KZAZ-TV, Nogales, Ariz., and KTEE(AM) Idaho Falls, Idaho. They are applicants for UHF's in Spokane, Wash., and Chico, Calif., and have been granted CP for channel 14 at Albuquerque, N.M. Adelstein is general manager of KZAZ-TV. His wife is public affairs director for KZAZ-TV. Berger is Tucson, Ariz., at-

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**Going up.** Broadcast Music Inc. served implicit notice it will be looking for higher rates from TV stations at some future time: In statement on Copyright Royalty Tribunal's division of cable fees among music-licensing organizations, BMI noted that its rates to TV stations are currently 58% as high as American Society of Composers, Authors and Publishers', but that tribunal awarded it payment 80% of ASCAP's. This is "major step toward BMI income parity with ASCAP." BMI counsel Edward W. Chapin said, "and is recognition of what we have long maintained—that the use of BMI music on local television has increased dramatically." Of approximately \$250,000 in cable fees, tribunal awarded ASCAP 54%, BMI 43%, SESAC 3%. BMI's TV rate situation is currently tied up in suit brought by members of All-Industry TV Stations Music License Committee.

**Silence not-so golden.** Westchester (N.Y.) County Parks, Recreation and Conservation Commission has responded to complaints of loud radio playing at beaches, pools and parks by proposing to ban them outright—remedy that Westchester broadcaster Bill O'Shaughnessy of WVOX(AM)-WRTN(FM) believes may exceed the commission's right and amount to prior restraint "if the commission is saying an individual may not receive any information via radio in a public park or on a beach within its jurisdiction." O'Shaughnessy said: "I dislike those damn rock records as much as anyone," but he claimed that county could make sure radios are turned down, rather than turned off. If commission decided newspapers and books created litter, he said, reading might be next to go. Proposed ordinance, approved by 4-2 commission vote, still has to pass through county attorney's office before becoming law, but if it does, O'Shaughnessy says he's prepared to sue.

**Walls come tumbling down.** Sole VHF licensed to New Jersey, Public Broadcasting Service member WNET(TV) Newark has in past drawn fire for alleged favoritism toward neighboring New York City, where it makes its headquarters. Last month, Newark politicians joined station's management in "ground breaking" (more accurately wall breaking) ceremony marking expansion of studio facility WNET(TV) maintains in city of license. Doubling of studio's size to 10,000 square feet carries \$750,000 price tag. Station also announced addition to schedule of new one-hour series, *New Jersey Weekly*, produced in cooperation with New Jersey Public Broadcasting.

**High mark.** Since Jan. 1, 69 stations have joined CBS Radio Network as affiliates, raising total figure to 365, highest in network history. Almost one-third of new affiliates are FM stations.

torney and his wife is real estate agent there. KADQ is on 94.3 mhz with 3 kw and antenna 190 feet above average terrain.

## APPROVED

■ **KAAL(TV)** Austin, Minn.: Sold by Black Hawk Broadcasting Co. to News-Press & Gazette Co. for \$11.5 million as spin-off from Black Hawk Broadcasting-American Family Corp. merger, which is pending FCC approval (BROADCASTING, Oct. 1, 1979). Seller, group-owner of three AM's and three TV's, is owned by 75 private investors. Largest block is held by R.J. McElroy Trust (25%). Robert Buckmaster is chairman and 8% owner. Harry Slife is president and 4% owner. They have also spun off KLWW(AM) Cedar Rapids, Iowa (BROADCASTING, Aug. 11) and KWWK(AM)-KFMW(FM) Waterloo, Iowa (BROADCASTING, Sept. 29) and, still awaiting FCC approval, KCBC(AM) Des Moines, Iowa (BROADCASTING, March 31). Buyer is St. Joseph, Mo., newspaper publisher principally owned by David R. Bradley and family, which also owns WSAV-TV Savannah, Ga., as well as St. Joseph cable television system. KAAL is ABC affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 1,031 feet above average terrain.

■ **KXA(AM)** Seattle: Sold by Brentu Inc. to O'Day Broadcasting of Washington for \$1,140,000 (including assumption of

liabilities). Seller is owned by Rune F. Goranson and Brent T. Larson (50% each). Agreement calls for Larson to receive 17.5% venturer interest in O'Day with option to buy additional 2.5% interest. He owns KUUZ(FM) Nampa, Idaho; 51% of KOOS(FM) North Bend, Ore., and 50% of KCKO(AM) Spokane, Wash. He has sold his 51% interest in KODL(AM) The Dalles, Ore. (BROADCASTING, March 10) and has purchased KSVC(AM)-KJMC(FM) Richfield, Utah (BROADCASTING, Sept. 29). Goranson owns 50% of KCKO. Buyer is owned by Pat O'Day and H. Rand Ginn (41.25% each) and Larson (17.5%). O'Day owns boat chartering company in Seattle and 17.5% of Bellevue, Wash., real estate investment firm. Ginn owns Redmond, Wash., water ski manufacturing company and 40% of Bellevue firm that distributes computer products. They own KORL(AM) Honolulu. KXA is on 770 khz with 1 kw full time.

■ **KAGO-AM-FM** Klamath Falls, Ore.: Sold by Klamath Broadcasting Co. to Cleveland Outdoor Advertising Inc. for \$1.05 million plus \$150,000 noncompete agreement. Seller is owned by A.J. Krisik (40.5%), Theodore Wolf (25.5%), A. Judson Sturtevant (10%) and John Ferm (24%). Krisik, Wolf and Sturtevant are principal owners of KFAX(AM) San Francisco, KGMS(AM) Sacramento and KSFM(FM) Woodland, all California. Buyer is pri-

vately held advertising company based in Fresno, Calif., owned by Joe, Robert and Helen Zukin and Joe Milan. Joe Zukin is president of Cleveland Outdoor. Brother Robert is president of Los Angeles real estate developing company of which Helen (mother of Joe and Robert) is secretary. Joe Milan is vice president and general manager of Cleveland Outdoor. They have 49% interest in KLBS(FM) Los Banos, Calif., and have purchased, subject to FCC approval, KGAM(AM)-KGFM(FM) Bakersfield, Calif. (BROADCASTING, April 21). KAGO(AM) is on 1150 khz with 5 kw day and 1 kw night. KAGO-FM is on 98.5 mhz with 26.5 kw and antenna 360 feet above average terrain.

■ **KEUN(AM)** Eunice, La.: Sold by Tri-Parish Broadcasting to Karl R. and Ferdinand DeRoven, brothers, and E. Warner and Joseph Veillon, brothers (25% each), for \$633,500. Seller is owned by Paul H. DeClouet Jr. (23.8%), Roland Fink and Vincent Riehl (20% each), Joseph Riehl (10%) and five others. DeClouet owns 19% of KVPI-AM-FM Ville Platte and 21.25% of KFRA-AM-FM Franklin, both Louisiana. Fink and Riehl brothers own 15% each of KVPI. DeRoven is assistant general manager of KEUN. Ferdinand DeRoven is Eunice physician. Warner Veillon is president and 25% owner of Eunice bank. Joseph Veillon is Eunice certified public accountant. They have no other broadcast interests. KEUN is on 1490 khz with 1 kw day and 250 w night.

■ Other approved station sales include: WMJK(AM) Kissimmee, Fla.; WLFH(AM) Little Falls, N.Y., and KGHM(AM) Brookfield, Mo. (see "For the Record," page 80).

## Pittsburgh problem

A Pittsburgh TV personality is among the six persons recommended for indictment in connection with an alleged state lottery fraud. The incident, according to Pennsylvania Governor Richard Thornburgh's announcement, took place April 24 during a drawing that was telecast by WTAE-TV Pittsburgh and fed to six other stations in the state.

WTAE-TV last week said that the nightly one-minute telecasts of the drawing have continued without interruption, but with a new master of ceremonies. Nick Perry, a long-time station employee who had conducted the program since its inception in March 1977, has been replaced by Henry Dabecco, also a WTAE-TV announcer. Perry has been kept on the station payroll but relieved of all duties until the controversy is resolved, WTAE-TV said.

In the grand jury's findings, it was alleged that liquid was injected into all but two of the 10 numbered Ping Pong balls used for the daily drawing. The lighter balls (numbered 6 and 4) were said to have floated more easily at the top of the air machine from which the balls were drawn.

The grand jury charged lax security prior to the drawing, but WTAE-TV last





**Affairs of state.** The National Association of Broadcasters held a reception at the State Department last Tuesday evening to introduce Samuel Ewing Jr., president of the Minority Broadcast Investment Fund. At left, offering a few tips about the broadcast business to Leonard Thomas, Ewing's nephew, were (l-r): John Dillie, chairman of Federated Media, Elkhart, Ind.; Ewing; NAB President Vincent Wasilewski, and NAB Chairman Tom Bolger. Looking over the crowd, at right, were former NAB Chairman Donald Thurston (l), the guiding force behind the fund, and Gene Jankowski, CBS/Broadcast Group president.

week pointed out that state lottery officials are in charge from 5 p.m., when they bring in citizens to participate in the pulling of numbers, until 6:59 when the drawing is completed.

Also recommended for indictment were Edward Plevel, a Pittsburgh district manager for the lottery, as well as Peter, Jack,

James and Jean Ella Margos. The Margos family, according to the governor, bought large quantities of lottery tickets, with various 6 and 4 combinations, that had winning values in excess of \$1 million on April 24.

The subsequent drawing of 666 paid out a record \$3.5 million statewide.

## In defense of USICA

**Report to President and Hill recommends that agency's budget be increased by \$200 million**

The U.S. Information Communication Agency, the two-and-a-half-year-old successor to the U.S. Information Agency that is charged with presenting the policies and culture of the U.S. abroad, lacks the resources it needs to fulfill its mission. That is the view of the U.S. Advisory Commission on Public Diplomacy, which was created by Congress to serve as public trustee of the new agency.

The seven-member commission, in a report to the President, Congress, the secretary of state and the director of USICA, recommends that the USICA budget be increased by \$200 million and its personnel ceiling raised by 30%. It also says Congress should exempt public diplomacy activities from government-wide travel restrictions.

The commission says USICA's proposed budget of \$448 million for fiscal 1981—about 0.3% of what the U.S. will spend on defense—is inadequate, equivalent in real dollars to less than half the money the same programs received in the mid-1960's. "The strength of our

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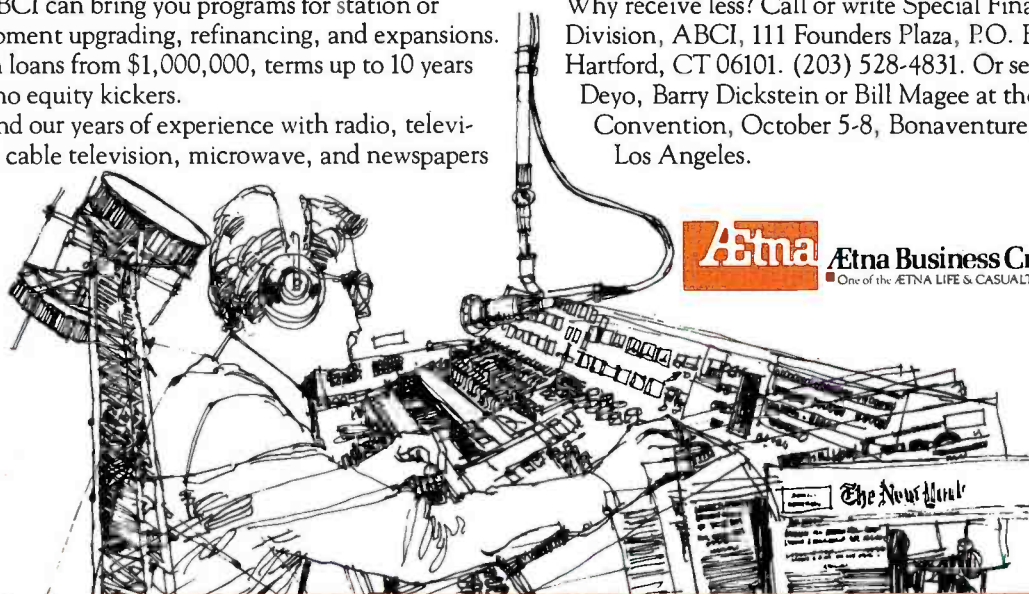
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country derives as much from the ideas we represent as it does from the military and economic power we exercise in support of those ideas," the report says.

Among other things, it says the additional \$200 million is needed to improve Voice of America equipment (at a cost of \$70 million) to strengthen the signals the Voice beams to Central Asia, Eastern Europe and the Far East. Another \$2 million is said to be needed to convert 19 VOA broadcasting studios to solid-state equipment.

As for personnel, the report says, USICA is losing "several hundred more positions this year" as a result of federal hiring limitations and employment ceiling reductions. This, it says, is "deplorable,

not only because of the impact on ongoing programs but because it continues a 15-year trend." The report says USICA lacks sufficient personnel around the world to do the tasks given it by Congress. Accordingly, it recommends that the President raise the agency's personnel ceiling by 30%—the same amount that USICA's over-all employment level has decreased since 1964.

The travel restrictions troubling the commission were imposed on government employees across the board by the Office of Management and Budget. Because of the application of the restrictions to USICA, the report says, the agency is hampered in doing its job. It notes, for instance, that there are several countries where USICA

officers are confined to the capital city and where agency press and radio journalists are barred from traveling to the scene of events on which they must report.

Beyond the matter of resources, the commission says the National Security Council should make greater use of the USICA. To that end, the report says the director of the agency should be given a permanent seat on the NSC. It notes that, abroad, USICA's "expertise is acknowledged and used" by U.S. ambassadors. But in Washington, it adds, "this all too frequently is not the case." And USICA has the sensitivity to foreign cultures and foreign public opinion "which should be considered in deliberations at the highest level."

## Journalism

### League cancels VP debate; hope for others dim

**Confrontation between number two's in Louisville called off after Bush and Mondale refuse; planning continues for other presidential meetings, but agreement doesn't seem likely**

The League of Women Voters last week was left without a debate it has any certainty of sponsoring. But it has not given up hope of sponsoring at least one more featuring presidential candidates.

The league last week announced that a vice presidential debate scheduled for Louisville, Ky., on Oct. 2 would not be held for lack of participants. Only independent Patrick Lucey accepted the league's invitation unconditionally. And the league president in Portland, Ore., said plans for a presidential debate in that city during the week of Oct. 13 would have to be scrapped.

Republican George Bush declined the invitation to Louisville because his presidential running mate, Ronald Reagan, had turned down the league's package of invitations, which called for him to meet President Carter in a one-on-one debate before both participated in a three-way debate with John Anderson. And Democrat Walter Mondale accepted his invitation only on the condition that the package of invitations was accepted by all parties.

Aides for Mondale and Bush did not attend a meeting the league had planned for Monday in Louisville to work out arrangements for the debate. Announcement of the league's decision to call off the vice presidential debate was made a few hours later.

"Although we proposed the vice presidential debate as part of our debate series,

acceptance was not tied to an agreement by the presidential candidates to debate," said Ruth Hinerfeld, chairman of the league's education fund.

Hinerfeld, in a statement released on Monday, said the league would continue its discussions with representatives of the presidential candidates in an effort to arrange a debates package acceptable to Carter, Reagan and Anderson. And she was counting on the public for support. "We continue to urge the public to bring pressure on the candidates to commit to more campaign debates," she said. Planning for debates scheduled for Portland, Ore., and Cleveland would continue, she said.

But then came the announcement of Portland's league president, Sandy Millius, late Monday. It appeared to leave the league with the possibility of only one more debate—in Cleveland, during the week of Oct. 26. Millius said that use of the hall in Portland could not be guaranteed without the commitment from the candidates that would assure a debate would be held.

Of the three presidential debates that had been planned, only one, in Baltimore, was held—and that one, on Sept. 21, went off without the President. He felt his presence would boost the campaign stock of independent Anderson.

Before calling off the Louisville meeting, the league, on Sunday, issued a statement by Hinerfeld that seemed aimed at responding to criticism the league had received as a result of its decision to abandon its original format and invite Carter and Reagan to debate head to head without Anderson. Carter had made such a confrontation a condition for his participating in any other debates.

"As the debates sponsor," she said, "we have been willing to consider and explore almost every possible formulation, permutation, and combination to insure that the American public would see and hear presidential debates this year. None of the

**Business with pleasure.** Morley Safer, co-editor of CBS News's *60 Minutes*, is winding up a four-week exhibition of his art work at New York's Central Falls Gallery. The paintings, which Safer found to be "therapeutic," were done while on the road with the news magazine and depict hotel rooms that he stayed in. By last week, Safer—the artist—had sold all but two of his 21 paintings. Safer explained that he decided on the showing after an artist friend saw his work and encouraged a public viewing.

options that we proposed was acceptable to both major party candidates."

But she noted that Carter and Reagan had expressed a desire to participate in a one-on-one debate following the Sept. 21 meeting in Baltimore. It was in response to that "mutual expression of interest in a one-on-one debate," she added, that the league proposed a Carter-Reagan debate, with the proviso that a three-way debate would follow to include Anderson.

### Two views of TV news

**ANA convention hears Cronkite and duPont's Jefferson discuss the role of the media**

Television anchormen should stay out of politics for the sake of the news business, CBS anchorman Walter Cronkite told the Association of National Advertisers' 71st annual meeting last week.

Appearing on a CBS News team panel at the opening session at Hot Springs, Va., Cronkite was asked from the audience about the chances of his running for President in 1984. "Well," he replied, "if there's a strong enough demand ... and there isn't."

"It's perfectly ridiculous," he con-



tinued. "The reason most news people are relatively popular is that we refuse to take a position on anything. If we did, we'd lose that popularity."

Cronkite said he hoped no TV anchor-person would trade on his TV popularity by going into politics because that, he said, would cast doubt on the integrity of that person as a newsmen and raise doubts about the integrity of the news business.

Cronkite was also asked to explain the role of the press in President Carter's declining prestige abroad. "There's nothing we can do but report the facts," he replied. "It's not up to us to promote his image abroad. If his prestige has declined, it's not our fault. It just doesn't work that way."

Cronkite appeared with CBS News correspondents Jerry Bowen, Ray Brady, Bruce Morton and Lesley Stahl in a session that for the most part dealt with national and international events, with special attention to the presidential election campaign.

He did not seem particularly optimistic about more presidential debates this year. Historically, he said, the only candidate who wants to debate at any given time is the one who's losing, "so unless you have two losers, you're not likely to have a debate."



**CBS at ANA.** The news panel at the Hot Springs, Va., convention (l-r): CBS's Jerry Bowen, Bruce Morton, Walter Cronkite, Lesley Stahl and Ray Brady.

News media, meanwhile, came in for some relatively mild criticism at another session. Edward G. Jefferson, president of E.I. duPont de Nemours, said that "doomsaying has become so respectable," that doomsayers are now seen on the *Today* show and "occasionally even on CBS."

"We need to understand the dark side of things," Jefferson said, but "because the dark side is generally regarded as more newsworthy than optimism, we tend to get too heavy a diet of it. The danger is that we take the doomsayers too seriously, lose our national confidence and resolve, and

fail to count our many strengths to meet the special challenges of our time."

He returned to the theme later in describing the need for setting attainable goals, whose accomplishment, he said, will help restore national confidence. But, he added, "the celebration of success will require that the media be convinced that successes in, say, increasing the productivity of an industry or developing a valuable new product are indeed newsworthy—even romantic—and important to the welfare of society."

And again, later, he posed the question: "What is the responsibility of the media to report accomplishment as well as failure?"

## NewsBeat

**Hashing it out over lunch.** The Media Institute, Washington, plans series of luncheon meetings to bring together representatives of business and journalism to discuss pressing concerns in business-media relationships. Herbert Schmertz of Mobil Oil Corp. will be guest speaker at first luncheon, Oct. 15, at University Club in Washington. Subsequent luncheons are slated for Nov. 12 and Dec. 12. Ford Rowan, Washington correspondent of Independent Network News, and Norman Isaacs, president of National News Council, have been invited to speak.

□

**Free to air.** Appeals court judge in Massachusetts last week lifted ban imposed by lower court on broadcast by WCVB-TV Boston of investigative report on U.S. Justice Department's witness protection program. Superior Court judge had issued restraining order barring airing of documentary, *Witnesses for Hire*, until court had viewed it. Court acted at request of special state assistant attorney general, Paul Buckley, who said it could prejudice trial, beginning Oct. 14, of man accused of murdering two Boston women. Program—first part of five-part series—showed two prosecution witnesses being held in protective custody and contained interview with defendant. Appeals Court Judge John Greaney, in decision issued one hour before program was scheduled for broadcast, on Monday, said restraining order constituted prior restraint and violation of First Amendment.

□

**Rerun ruckus.** Latest Orson Welles-type reaction was sparked by anniversary program on KYW-TV Philadelphia. During highlights of last 15 years' news coverage, station repeated March 28, 1979, bulletin on Three Mile Island nuclear emergency. Result was flood of phone calls to state and federal agencies, newspapers and KYW.

□

**Hispanic perspective.** SIN National Spanish Television Network will broadcast interviews with three major presidential candidates on SIN's *Presidential Candidates Profiles Special*, on Oct. 24, from 8:30 to 9:30 p.m. NYT, on 67 SIN affiliates. Interviews with President Carter, Republican Ronald Reagan and independent John Anderson will be conducted by SIN national correspondent Guillermo Descalzi. Program will be rebroadcast on election eve, Nov. 3, beginning at 11:30 p.m. ET.

**Face the fans.** USA Network announced new addition to its line-up—*Sports Probe*,—interview program described as "Meet the Press of sports." Hosted by sports columnist Larry Merchant, program will feature panel of three (usually sports journalists, though perhaps with players or others sitting in) grilling week's guest. *Sports Probe* is scheduled Fridays at 7:30 p.m., to be repeated on weekend evenings.

## Unfairness charged

"By concentrating on certain flamboyant examples of homosexual behavior, the program tended to reinforce stereotypes. The program also exaggerated political concessions to gays and made those concessions appear as threats to public morals, and decency." So concluded the National News Council in response to a lengthy complaint against an April 26 broadcast of *CBS Reports: Gay Power, Gay Politics* in San Francisco. Prompted by a complaint from San Francisco freelance reporter Randy Alfred, the council found "unfairness" in presentation of "sexual issues." It did not agree, however, with Alfred's criticism of the documentary's look at the city's mayoral race.

Another major issue involved applause following a speech by Mayor Dianne Feinstein. CBS said there had been no desire to distort but admitted the applause was "out of its actual time sequence and therefore misled our viewers"—and the network news division apologized for the "breach of our own journalistic standards." The documentary also had been criticized by the National Gay Task Force and certain San Francisco governing bodies.

In another broadcast-related case, this one against CBS News's *60 Minutes*, the council found a complaint unwarranted that the newsmagazine (on May 25) had unfairly pictured New York State Health Commissioner David Axelrod and the health department in a story on the Love Canal. The council disagreed with the charge that Axelrod and the department had been characterized as "negligent and uncaring."

## NBC keeps rolling

**Network wins week after 'Shogun' with 'Centennial,' 'Little House'**

Score another prime-time victory for NBC-TV.

For the week ended Sept. 28, NBC couldn't pull out the competitive swords of a *Shogun* but it did manage to retain first-place honors.

The entire prime-time schedule considered, NBC squeaked past ABC-TV by a tenth of a rating point, leaving CBS-TV in third. The averages were NBC, 17.5 rating/30 share; ABC, 17.4/30, and CBS, 16.0/27.

(Those are the numbers in the ratings world according to NBC and CBS. ABC, keeping with its regular policy to exclude paid political broadcasts from the averages, claimed a 17.5 ratings tie for first with NBC.)

During the week, NBC won Monday, Tuesday, Wednesday and Thursday—devoting two or three hours each night to a *Centennial* miniseries episode or a movie and reaping solid rewards. Led in on Monday by an original *Little House on the Prairie* (21.9/35), the third episode of the 26-hour repeat of *Centennial* earned a 20.5/32. Tuesday, a three-hour *Centennial* brought a 19.9/33. Wednesday, the momentum began with an original *Real People* (20.8/35), and success continued with an original made-for-TV movie, *Act of Love*, (21.7/35) with Ron Howard. Thursday, *Games People Play* (14.5/25) slid from previous weeks but the movie *Rags* made up the difference, (18.8/32).

CBS took hold on Friday, with an entire line-up of repeats: *Incredible Hulk*, *Dukes of Hazzard* and *Dallas*, for a nightly average of 19.6/36.4. *NBC Magazine*, the latest incarnation of what had been *Prime Time Friday* and *Prime Time Saturday* but now with David Brinkley instead of Tom Snyder, faced *Dallas* and an ABC movie, *For the Love of It*, and suffered for it with a 10.0/19.

The last two days of the week belonged to ABC. Repeats of a two-hour *Love Boat*

and *Fantasy Island* on Saturday averaged a 19.6/36.2, beating a three-hour *Centennial* (15.6/29).

Sunday, ABC's *Those Amazing Animals* brought a 13.8/24 with the movie *Marilyn: The Untold Story* then grabbing the lion's share of audience with a 23.4/37.

Top-rated programs of the week were CBS's *60 Minutes* (25.1/44); ABC's *Marilyn: The Untold Story*; CBS's *Dukes of Hazzard* (22.4/40) and *Dallas* (21.9/42); NBC's *Little House on the Prairie* and movie, *Act of Love*; ABC's *Love Boat* special (21.7/35); NBC's *Real People* and Monday's *Centennial*, and ABC's *Three's Company* (20.3/32).

While the program ranked only 35th, ABC was claiming success with its news *Closeup: Death in a Southwest Prison*. Its 15.0/26 was said to be the second highest *Closeup* score in two years, after an ABC documentary on psychic healing which drew a 20.4/34 in December 1978.

Outside prime time, NBC was back in second place in early evening news for the second week in a row, but just barely, with the scores: CBS, 12.7/26; NBC, 11.7/24, and ABC, 11.6/24.

## Florida football fight continues

**WTVX(TV) awaits FCC decision whether NBC must feed it Dolphin games; it carries one originated by CBS**

WTVX(TV) Fort Pierce, Fla., is battling .500 in its effort to resume its broadcasts of the Miami Dolphins home games. CBS, with which it is affiliated, fed WTVX the Dolphins-New Orleans Saints game, on Sept. 28. But NBC is continuing to refuse to provide a similar service—a refusal that has caused WTVX to file a complaint with the FCC (BROADCASTING, Sept. 22).

WTVX is 120 miles from Miami and has been broadcasting the Dolphins home games for seven years. But it ran into trouble this fall after an increase in its power carried its signal into the 75-mile radius of

Miami that is considered the Dolphins home territory. Under National Football League rules, games that are not sold out may not be broadcast within the home team's territory. And the Dolphins are not always sold out.

A U.S. district judge last month startled the league and the Dolphins by granting WTVX's request for a preliminary injunction barring them from denying coverage of home games to the station. But NBC, which was to carry the next home game, with the Cincinnati Bengals on Sept. 14, refused to feed it to WTVX. The network cited "marketing reasons." As a result, the game was not carried in south Florida; the injunction did not apply to NBC's affiliate, WPTV(TV) West Palm Beach.

At that point, WTVX took its case to the FCC. The station complained that NBC was violating commission rules and policy requiring networks at least under certain conditions to make broadcasts available to nonaffiliates if affiliates do not carry them. The commission staff last week was attempting to issue a ruling on the complaint by Friday. The Dolphins were to play Baltimore at home on Sunday (Oct. 5), in a game NBC was to carry.

CBS decided to feed the Saints game to the station after the NFL and the Dolphins were rebuffed in court. They had filed an appeal of the preliminary injunction order with the U.S. Court of Appeals in New Orleans, but the court issuing the preliminary injunction denied a request to stay it pending the appeal. That denial was also appealed, but the appeals court refused to consider it on an emergency basis.

## BBC executive urges public TV systems to get into new media

**International communications meeting hears call for development of alternative sources of funding**

Commercial networks throughout the world may suffer more than their publicly funded counterparts from new distribution systems like pay television and home video. But, already toughing out a continuing financial squeeze, noncommercial broadcasters will also suffer and should begin to exploit these new technologies to supplement their income.

That is the view expressed by Robin Scott, deputy managing director of BBC Television, at the annual conference of the International Institute of Communications, meeting in Ottawa.

"Independent producers, who now pro-

**Numbers game.** CBS-TV calls it the "pre-season strike period." ABC-TV also is convinced that the season doesn't start until regular schedules are launched. But at NBC-TV, actors strike or not, season-to-date record-keeping already is well under way—as of Sept. 15, from the mid-September Monday when the count traditionally begins.

More than just philosophy and season semantics are at stake. There's the *Shogun* week in particular to consider and a massive 26.4 rating/44 share that NBC wants counted in its prime-time seasonal average and that CBS and ABC believe should be discounted, along with all other weeks until the strike's impact has passed.

So while CBS and ABC may be asking "what season?", NBC—with *Shogun* week and first-place honors again the week that followed (see story, this page)—is claiming a commanding season-to-date lead, averaging a 21.8 to ABC's 17.4 and CBS's 16.0.



**Back again.** Teleprompter, the nation's largest cable TV operator, which pulled Home Box Office from its systems in January 1979 after acquiring an equity interest in a pay competitor, Showtime Entertainment, has begun returning to HBO. Andrew C. Goldman, vice president of new services development for Teleprompter, called the move "good business," given the "viability of dual-maxi pay offerings." Teleprompter is testing the reintroduction of HBO in about 12 markets, most relatively small, and with different marketing strategies and discount offerings for Showtime and HBO. Assuming successful tests, HBO will be introduced throughout the Teleprompter systems, with 1.3 million basic and more than 400,000 pay subscribers.

vide the bulk of commercial programming, will seek the top dollar for their products," Wood said. And that may come from the new media.

Public broadcasters, by contrast, produce a high proportion of their schedules in-house.

But audience fragmentation will likely reduce public broadcasting's audiences, Wood added, and thus undermine the justification for its present funding. Pay TV operators may tempt home viewers with prestigious programming, and the conventional public broadcaster "may no longer be able to boast of his unique usefulness as a purveyor of high culture."

The British executive suggested that public broadcasters themselves enter the new markets, repackaging archival material and producing new programs tailored for pay TV and home video.

He cited a study that predicts the BBC could make \$120 million profit annually by 1990 through a subscription channel on satellite. That represents almost one-tenth of the organization's budget.

The money could be used to update facilities and enhance production quality for direct viewers.

"It's not a matter of just photocopying what is broadcast over the air," Wood told the international gathering of communications executives, government officials and scholars.

Noting that marketers forecast little demand for videodisk sets longer than four hours, for example, he said the Alistair Cooke series, *America*, has been edited to that time span. "And we'll have to reduce the *Six Wives of Henry VIII* to four."

Wood also called on public broadcasters to shed their aura of "worthiness," to reduce local self-help and access programming, and to cut down on patronage of the arts.

He believes the strength of public television lies in live broadcasts. "We must exploit this more. In France, the state system is successfully extending live broadcasting in the face of increasing canned competition."

Several sessions of the conference, which attracted about 350 participants

## Monitor

**Presidential presence.** Carter-Mondale Committee has turned to cable, purchasing one-and-a-half minutes of time on Black Entertainment Television's weekly series of taped black college football games. Spots are being seen prior to games, which are sent via satellite to cable affiliates across country, for six weeks leading up to election day.

**Homey.** Home Theater Network, pay cable service, says it passed 100,000 subscriber mark in August. HTN says its subscribers rolls have doubled since March and that total number of cable systems now taking its family-oriented movie package stands at 135.

**Microwave action.** Action TV, New Kensington, Pa., is ready to distribute its cable programming via microwave links of Eastern Microwave on Jan. 1, 1981. Movies sports and game shows of Action TV will be available to cable systems in region bounded by Cleveland; Harrisburg, Pa.; Charleston, W.Va., and Erie, Pa. Action TV said where Eastern Microwave links aren't available, CARS and MDS links will be utilized.

**Cash flow.** Nine public television stations sold 954 hours of programming to 48 foreign countries during fiscal year 1978, meaning \$2.5 million to American PTV producers. During same period, however, American TV imported 223 hours of foreign programming, although, \$9.25 million was paid for films. With larger American audience, foreign countries can command higher sales prices.

**Runaway success.** Capital Cities Television Productions claims that "largest ad hoc network ever assembled for . . . public affairs special," 195 stations, carried its documentary, *Runaway*, hosted by Public Broadcasting Service's Robert MacNeil. Sixth in series of *Capital Cities Special Reports*, program focused on reasons more than one million youths leave home annually and pulled 12.4 rating, 25 share.

**In the marketplace.** Number of stations picking up *Barney Miller* for syndication from Columbia Pictures Television hits 83, including 23 of top 25 markets . . . Second-season premiere of Post Newsweek Stations' *Go Tell It . . . Ben Hooks Reports*, public affairs series hosted by NAACP's executive director, is titled "Dreams Realized," will be seen in 70 markets.

**Basketball for barter.** Television schedule of nine college basketball games, eight of them in prime time, is being produced by Madison Square Garden Television, New York, in conjunction with Metro Communications Sports, Washington. Except for opening game on Dec. 6, which pits Kentucky against Indiana, starting at 4 p.m., contests will be telecast at 8 p.m. Schedule includes such college teams as Michigan, Purdue, Louisville, Marquette and Indiana. Producers expect to arrange line-up of TV stations covering 60% of country. Sponsorship of telecasts is on barter basis. First primary national sponsor of program, titled *Prime Time College Basketball*, is Anheuser-Busch through D'Arcy-McManus & Masius Advertising.

## PlayBack

**New consultant.** "Frontrunner," new radio consulting firm formed last week by Paul Drew and Bob Atkinson, has signed SJR Communications' KNUS(FM) Dallas as first client station. Drew has headed own company, PAD Entertainment, since April 1978. For five years prior to that, he consulted RKO radio stations. Atkinson was for past seven years consultant with firm of Burkhart/Abrams/Michaels/Douglas & Associates. Prior to that, he was executive with Hooper and Arbitron. Knus is adult contemporary station and had been consulted by Burkhart/Abrams/Michaels/Douglas until June.

**More from TM.** "TM-O-R" is latest format being developed by Dallas-based TM Programming, with specific marketing aim at AM stations. Expected to be available early next year, format will be easy listening middle-of-the-road tailored for live, computer-assisted or automated use.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Another One Bites the Dust* by Queen on Elektra; (2) *Upside Down* by Diana Ross on Motown; (3) *All Out Of Love* by Air Supply on Arista; (4) *Woman In Love* by Barbra Streisand on Columbia; (5) *Real Love* by the Doobie Brothers on Warner Bros. The top five in **country radio airplay**: (1) *I Believe In You* by Don Williams on MCA; (2) *On the Road Again* by Willie Nelson on Columbia; (3) *Do You Want To Go To Heaven* by T.G. Sheppard on Warner/Curb; (4) *Dukes of Hazzard Theme* by Waylon Jennings on RCA; (5) *Lovin' Up a Storm* by Razy Bailey on RCA.

from 39 countries, focused on the debate over a new world information order, a topic that continues to dominate international communications meetings.

The issue was joined at the outset, in the welcoming address by the Canadian

communications minister, Francis Fox.

Embracing the language of the ongoing debate, Fox expressed a commitment to "the freest possible flow of information."

But noting the economic and cultural power of the U.S., he added: "It is facile to

attempt to categorize sophisticated policies in black and white terms. A balance is required in terms of protecting legitimate sovereign rights on the one hand and insuring the free flow of information on the other."

## For the Record<sup>SM</sup>

As compiled by BROADCASTING, Sept. 22 through Sept. 26 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.

### New Stations

#### AM applications

■ Black Canyon City, Ariz.—Black Canyon Broadcasting Corp. seeks 710 khz, 500 w-D. Address: Box 448, Black Canyon City 85324. Estimated construction costs: \$86,000; first-quarter operating cost: \$14,000. Format: CW/popular. Principals: John H. Gates and wife, Betty Mae (50% jointly) and William P. Ledbetter and wife, Evelyn (50% jointly). Gates owns Auburn, Calif., construction contracting firm. Ledbetter is announcer/salesman with KWAO(FM) Sun City, Ariz. Evelyn is housewife. They have no other broadcast interests. Ann. Sept. 10.

■ Walnut, Miss.—Associated Christian Enterprises Inc. seeks 850 khz, 250 kw-D. Address: Box 37, Walnut 38683. Estimated construction costs: \$21,000; first-year operating cost: \$15,000; revenue: \$50,000. Format: Gospel. Principals: James R. Mitchell and Larry Dunlap (50% each). Both are pastors, Mitchell in Walnut and Dunlap in Chalybeate, Miss. They have no other broadcast interests. Ann. Sept. 10.

■ Berlin, N.H.—Christina & Joel Martin seek 1230 khz, 1 kw-D, 250 w-N. Address: 405 Rt. 109, Babylon, N.Y. 11704. Estimated construction costs: \$36,600; first-quarter operating cost: \$21,357; revenue: \$37,800. Format: Adult Contemporary. Principals: Martins are employed with WBAB(FM) Babylon and are applicants for new FM at Berlin. They are requesting authority to operate facilities of WMOU(AM)-WXLQ(FM) Berlin formerly licensed to White Mountain Broadcasting Co., now operated on interim basis by Community Broadcasting Assoc. They have no other broadcast interests. Ann. Sept. 10.

■ Berlin, N.H.—Berlin Broadcasting Co. seeks 1230 khz, 1 kw-D, 250 w-N. Address: 164 Main St., Berlin 03570. Estimated construction costs: \$8,000; first-year operating cost: \$197,600; revenue: \$200,000. Format: Contemporary. Principals: Michael Powell (president) and others. Powell owns Rochester, N.Y., printing firm. Applicant is also applying for new FM at Berlin, both formerly operated by White Mountain Broadcasting Company (see above). Ann. Sept. 10.

■ Albuquerque, N.M.—Spanish Community Radio Inc. seeks 1240 khz, 1 kw-D, 250 w-N. Address: 6929 Marilyn N.E., Albuquerque 87109. Estimated construction costs: \$97,000; first-quarter operating cost: \$40,000; revenue: \$8,700. Format: Spanish/Beautiful. Principal: Raul O. Parra, Richard A. Chavez, Ronald M. Lucero, Joe G. Berumen, Henry D. Espinoza Jr. (20% each). Parra is news director of KKKK-TV Albuquerque. Chavez is Albuquerque air traffic controller. Espinoza is Albuquerque periodontist. They have no other broadcast interests. Ann. Sept. 10.

■ Guanica, P.R.—Family Radio Broadcasting Inc. seeks 1510 khz, 500 w-U. Address: 4613 13 de marzo St., Guanica 00653. Estimated construction costs: \$114,200; first-quarter operating cost: \$26,600; revenue: \$34,152. Format: Popular. Principals: Adolfo M. Ortiz (25.6%), Selenia F. Ruiz (24.4%) and family. Ortiz is Guanica businessman. Ruiz is housewife. They have no other broadcast interests. Ann. Sept. 10.

■ Moca, P.R.—Moca Broadcasting Associates Inc. seeks 1040 khz, 250 w-D. Address: 182-A Baldorioty St., Moca 00716. Estimated construction costs: \$57,000; first-quarter operating cost: \$8,473; revenue: \$50,600. Format: Contemporary. Principals: Antonio R. Loperana (65%) son, Luis (25%) and Jose E. Caban Reguero (10%). Loperana is 50% owner of Aguadilla, P.R., concrete block factory. Luis is C.E.T.A. program director at Aguadilla. Reguero is human resources technician at Aguadilla. They have no other broadcast interests. Ann. Sept. 10.

■ North Myrtle Beach, S.C.—North Myrtle Beach Broadcasting Corp. seeks 900 khz, 500 w-D. Address: 429 Pine Ave., North Myrtle Beach 29582. Estimated construction costs: \$120,200; first-quarter operating cost: \$14,300; revenue: \$150,500. Format: Beautiful. Principals: Harry D. Dunnagan and wife, Bernice (32% each). C.B. Hughes Jr. (18%). Dunnagan is general manager of WNMB(FM) North Myrtle Beach, which applicant owns. Bernice is treasurer and assistant manager of station. Huges is Yadkinville, N.C., surgeon. Ann. Sept. 10.

■ Whitebluff, Tenn.—Dickson County Radio Inc. seeks 1150 khz, 250 w-D. Address: 300 N. Main St., Dickson 37055. Estimated construction costs: \$37,000; first-quarter operating cost: \$12,000; revenue: \$80,000. Format: CW/MOR. Principal: Robert Littleton and Richard Albright (50% each). Littleton is Dickson, Tenn., attorney. Albright owns 25% of WSLV(AM) Ardmore, Tenn., and has sold his 25% interest in WKDJ(FM) Winchester, Ky., subject to FCC approval. Ann. Sept. 10.

■ Woodstock, Va.—Woodstock Broadcasting Co. seeks 940 khz, 250 w-D. Address: 129 S. Main St., Woodstock 22664. Estimated construction costs: \$41,400; first-year operating cost: \$86,000; revenue: \$96,000. Format: CW/popular. Principal: Earl Judy Jr. He is president, general manager and 33.3% owner of cable system serving Luray and Woodstock, both Virginia. He also owns 50% of WFGM(FM) Fairmont, W.Va. Ann. Sept. 10.

■ Heber City, Utah—Majestic Broadcasting Inc. seeks 1340 khz, 500 w-D, 250 w-N. Address: 7720 S. 700 East, No. 208, Midvale, Utah 84047. Estimated construction costs: \$26,000; first-year operating cost: \$96,000; revenue: \$97,700. Format: MOR/CW. Principals: Jerold W. Johnson and wife, Suzanne (21.25% jointly); David K.W. Johnson (21.25%), Gert O. Foerster and wife, Shirley (17.5% jointly) and 15 others. Johnsons own Midvale, Utah computer services and engineering firm. David (brother of Jerold) is student at University of Utah, Salt Lake City; Foerster owns Midvale CPA firm. Shirley is housewife. Jerold Johnson is vice president of KSUB-AM-FM Cedar City, Utah. Ann. Sept. 10.

#### FM applications

■ Yucca Valley, Calif.—Shoblom Broadcasting Inc. seeks 106.9 mhz, 5.7 kw. HAAT: 1176 ft. Address: Holiday Inn, 271 Lake Havasu Ave., Lake Havasu City, Ariz. 86403. Estimated construction cost: \$36,287; first-quarter operating cost: \$11,540. Format: Adult Contemporary. Principal: Lee R. Shoblom (100%). He owns KWJF(AM)-KRFM(FM) Lake

### 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



Havasay City, Ariz. He is applicant for new AM at Yucca Valley as well. Ann. Sept. 10.

■ Iron Mountain, Mich.—Iron Mountain-Kingsford Broadcasting seeks 93.1 mhz, 100 kw, HAAT: 635 ft. Address: 105 E. Kent St., Iron Mountain 49801. Estimated construction cost: \$115,300; first-quarter operating cost: \$50,000. Format: MOR. Principal: Charles Henry and James Klugness (40% each) and William C. Johnson (20%). Henry and Klugness are Iron Mountain business partners. Johnson is vice president of WMIQ(AM) Iron Mountain which is owned by applicant. Ann. Sept. 10.

■ \*Lindsie, W.Va.—Monroe County Board of Education seeks 90.3 mhz, 2.5 kw, HAAT: 1,158. Address: Box 330, Union, W.Va. 24983. Estimated construction cost: \$70,000; first-year operating cost: \$20,000. Format: Contemporary. Principal: Educational board. Darrell Echols is president. It has no other broadcast interests. Ann. Sept. 10.

## TV applications

■ Dayton, Ohio—Sinder Broadcasting seeks ch. 45; ERP: 2500 kw vis., 250 kw aur., HAAT: 1,165 ft.; ant. height above ground: 1,106 ft. Address: 2971 Bluefield Ave., Dayton 45414. Estimated construction cost: \$2.5 million; first-year operating cost: \$330,000; revenue: \$1 million. Legal counsel: Leo I. George, Washington; consulting engineer: Stanley Lapin. Principals: Alfred M. Sinder (83.98%) and others. He owns 30.6% of Dayton electronic communications company. He has no other broadcast interests. Ann. Sept. 10.

■ Dayton, Ohio—Freedom Broadcasting Corp. seeks ch. 45; ERP: 1,505 kw vis., 150 kw aur., HAAT: 1,059 ft.; ant. height above ground: 1,185 ft. Address: 8686 Michael Lane, Fairfield, Ohio 45015. Estimated construction cost: \$511,500; first-quarter operating cost: \$135,300. Legal counsel: William P. Bernton, Washington; consulting engineering: Peter Gureckis, Potomac, Md. Principals: Broadcast Management Corp. (50%), Tri-Star Communications Inc. (15%) Vate E. Jackson (10%) and seven others. Broadcast Management is privately held investment corp. with over 40 stockholders. It owns WCNW(AM) Fairfield, Ohio; WNDW(AM)-WWLV(FM) Daytona Beach, Fla.; WVEG(AM)-WRKR(FM) Racine, Wis., and WABY(AM) Albany, N.Y., and WINF(AM) Manchester, Conn. It has 50% interest in applicant for UHF with STV at San Antonio, Tex. It also has interest in applicant for new FM at Clifton Park, N.Y. Tri Star is Cincinnati-based broadcast consulting company, specializing in minority enterprises. Reginald Head is president. Jackson, president of applicant, is computer programmer at Wright Patterson Air Force Base, Ohio. Ann. Sept. 10.

■ El Paso, Tex.—Paso del Norte seeks ch. 26; ERP: 2761 kw vis., 276 kw aur., HAAT: 1,527 ft.; ant. height above ground: 364 ft. Address: 901 S. Stanton St., El Paso 79901. Estimated construction cost: \$2.3 million; first-quarter operating cost: \$165,000; revenue: \$840,000. Legal counsel: Mullin, Connor & Rhyne, Washington; consulting engineer: Smith & Powstenko, Washington. Principals: E.H. Baeza (president); Jose A. Silva, and son, Jose Jr.; Pedro Villaverde, Jr., Richard A. Najera; Luz A. Candelaria; Mary S. Ponce, and Abel T. Luna (12.5% each). Baeza is El Paso homebuilder. Silvas are retail grocers and real estate investors. Villaverde is employed with El Paso clothing manufacturer. Najera is El Paso electrical contractor. Candelaria is El Paso physician and 33.3% owner of hospital there. Ponce is real estate investor. Luna is El Paso homebuilder. They have no other broadcast interests. Ann. Sept. 10.

■ Charleston, W.Va.—West Virginia Telecasting seeks ch. 23; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,722 ft.; ant. height above ground: 1,662 ft. Address: 1510 Kanawha Blvd., East Charleston 25312. Estimated construction cost: \$3 million; first-quarter operating cost: \$350,000; first year revenue: \$747,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer: Edward F. Lorentz, 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; Portland, Ore.; Wichita, Kan., and Akron, Ohio. Holtz has 27% interest in Dayton applicant and 30% interest in Wichita and Akron applicants. Wright is Pittsburgh real estate company owner and has less than 20% interest in same UHF applicants. Ann. Sept. 10.

## FM action

■ Denair, Calif.—Dismissed application of Denair Wireless Co. for 95.9 mhz, 3 kw, HAAT: 300 ft. Ad-

dress: 9440 Santa Monica Blvd., Ste. 604, Beverly Hills, Calif. 90210. Estimated construction costs: \$119,250; first quarter operating costs: \$15,392; revenue: \$180,000. Format: MOR. Principals: Brian Fernee (35%), Anthony D. Naish (20%), Roger C. Riddell (35%) and John D. Schuyler (10%). Fernee, Naish and Riddell are partners in RNF Media Corp., Beverly Hills-based media buying firm. Schuyler is Beverly Hills attorney. None have other broadcast interests (BC Docs. 80-403-05). Action Sept. 8.

## License grants

■ KVOM-FM Morrilton, Ariz.

■ KLWJ(AM) Umatilla, Ore.

## Ownership Changes

## Applications

■ WRKT-AM-FM Cocoa Beach, Fla. (AM: 1300 khz, 5 kw-D, 1 kw-N; FM: 104.1 mhz, 30 kw)—Seeks assignment of license from Robert B. Taylor to Triplett Broadcasting of Florida for \$1.15 million. Seller: Taylor has no other broadcast interests, but will retain 13% interest in stations. Buyer: Wendell Triplett (44%) and wife, Donna (43%). 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. They have jointly purchased WFCB(FM) Chillicothe, Ohio (BROADCASTING, Sept. 29). Donna Triplett is secretary of husband's broadcast group. Ann. Sept. 19.

■ KADQ(FM) Rexburg, Idaho (FM: 94.3 mhz, 3 kw)—Seeks assignment of license from Estate of Theodore Austin to Southwest Television Ltd. for \$240,000. Seller: Estate has also sold KIGO(AM) St. Anthony, Idaho. Buyer: Eugene D. Adelstein (10%) and wife, Ellen (2.6%); Edward B. Berger (10%) and wife, Barbara (2.6%); Senator Dennis DeConcini (D-Ariz.) [2.6%] and more than 25 others. Group owns KZAZ-TV Nogales, Ariz., and KTEE(AM) Idaho Falls, Idaho. They are applicants for UHF's in Spokane, Wash., and Chico, Calif., and have been granted CP for ch. 14 in Albuquerque, N.M. Adelstein is general manager of KZAZ-TV. Ellen is public affairs director for KZAZ-TV. Berger is Tucson attorney and Barbara is real estate agent there. Ann. Sept. 19.

■ WSFC(AM)-WSEK(FM) Somerset, Ky. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 86.7 mhz, 3 kw)—Seeks transfer of control of Shamrock Communications Corp. from James S. Gilmore and Hamilton Shea (100% before; none after) to First Radio Corp. (none before; 100% after). Consideration: \$750,000. Gilmore is also owner of two AM's, one FM and three TV's. Shea has no other broadcast interests, but is director of Gilmore broadcast group. First Radio is owned by G. Nolan Kenner, Gene Robinson, Vincent E. Cheshire and Cy Waddle (25% each). Kenner is vice president and general manager of stations. Robinson owns chain of grocery stores in Kentucky. Cheshire owns chain of fast food restaurants in Kentucky and Tennessee. Waddle has 27.96% interest in company that owns several oil refineries. Latter three are all based in Somerset. They have no other broadcast interests. Ann. Sept. 19.

■ WZZR-FM Grand Rapids, Mich. (FM: 95.7 mhz, 50 kw)—Seeks assignment of license from JAM Broadcasting Co. to Megamedia Inc. (80%) and Robert Liggett Jr. (20%) for \$1.38 million. Seller: James J. Morse (principal), who also owns 68.1% of WVIC-AM-FM East Lansing, Mich. Buyer: Megamedia is owned by Liggett (63.49%), Richard G. Gilmore and Donald D. Bergeron (14.08% each), Richard J. McCarius (5.63%) and Grant A. Santimoro (2.82%). Megamedia is licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul, Minn. Liggett, as individual, owns 37.99% of WLOL; 55.20% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo. He is also 50% owner of applicant to purchase WCAY(AM) Columbia, S.C., as well as 10% owner of cable system serving Leslie, Mich. Santimoro is broadcast executive with Liggett Broadcast Group which provides management services to radio stations. McCarius owns East Lansing retail gift shop. Gilmore and Bergeron are dentists in (respectively) Saginaw and Pontiac, both Michigan. Latter three have no other broadcast interests. Ann. Sept. 19.

■ WJIV(FM) Cherry Valley, N.Y. (FM: 101.9 mhz, 7.1 kw)—Seeks assignment of license from Christian Broadcasting Network Inc. to WJIV Radio Partnership for \$300,000. Seller: Nonprofit religious organization based in Portsmouth, Va. Marion G. Robertson is president. They also own WBIV(FM) Wethersfield; WEIV(FM) Ithaca; WMIV(FM) Bristol and WOIV(FM) DeRuyter, all New York; WYAH-TV Portsmouth and WXRI(FM) Norfolk, both Virginia; WANX-TV Atlanta; WXNE-TV Boston and KXTX-TV Dallas. It is also permittee of ch. 63 at Richmond, Va. Buyer: Floyd Dykeman and wife, Nancy (50% each). They own and operate coin and antique shop in Schenectady, N.Y. They have no other broadcast interests. Ann. Sept. 19.

■ WKAL-AM-FM Rome, N.Y. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of station from Maurer Broadcasting Corp. (100% before; none after) to Wooster Republican Printing Co. (none before; 100% after). Consideration: \$540,000. Principals: Jackson B. Maurer and family who have no other broadcast interests. Buyer: Albert B. Dix and family who own chain of daily and weekly newspapers in Ohio and Kentucky. They also own WWST-AM-FM Wooster, Ohio; WRAD(AM)-WRIQ(FM) Radford, Va., and WTBO(AM)-WKGO(FM) Cumberland, Md. Ann. Sept. 19.

■ WCHL(AM) Chapel Hill, N.C. (AM: 1360 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of station from Roland P. McClamrock Jr. (56.69% before; none after) to James A. Heavner (37.80% before; 87.28% after). Consideration: \$1.3 million. Principals: McClamrock also owns 30.83% of WKQQ(FM) Lexington, Ky.; 47.14% of WDBS(FM) Durham, N.C. Heavner is president of WCHL and is partner with McClamrock in Chapel Hill real estate holding company. He also owns 62.75% of WKQQ and 47.14% of WDBS. Ann. Sept. 19.

■ KNOR(AM) Norman, Okla. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of station from transferees (100% before; none after) to KNOR Radio Inc. (none before; 100% after). Consideration: \$575,000. Principals: Hugh B. Garnett Jr. (31.5%); sister, Jean G. Moore (20.5%); George Wilburn (18%); Charles E. Moore (11%); Glee Garnett and husband and husband, Hugh B. Garnett (4.5% each), and Terrell C. King (10%). Glee and Hugh are parents of Hugh Jr. and Jean Moore. Jean and Charles Moore are married. They also own KWHW-FM Altus, and KWON(AM) Bartlesville, both Oklahoma. Transferees: Robert L. Stephenson (70%), Monte Moore (10%) and four others. Stephenson is 50% owner of Oklahoma City Oil Exploration Company. Moore is president, director and 50% owner of KTIP(AM)-K100(FM) Porterville, Calif. Stephenson has no other broadcast interests. Ann. Sept. 19.

## Actions

■ WMJK(AM) Kissimmee, Fla. (AM: 1220 khz, 1 kw-D)—Granted assignment of license from Major Market Media to Central Florida Spanish Broadcasting for \$335,000. Seller: Bernard Kaplan and wife, Norma (42.48% each) and James J. Shipley (14.99%). They have no other broadcast interests. Buyer: Oscar Kramer (95%) and Brian Dunbar (5%). Kramer is general manager of WMJK. Dunbar is former vice president, sales, of Buckley Radio Sales, N.Y., radio representative. Action Sept. 11.

■ WLHF(AM) Little Falls, N.Y. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from RBT Broadcasting Corp. to Cove Communications for \$225,000. Seller: Klem Walters and wife, Teresa (100% jointly). They have no other broadcast interests. Buyer: Lewis B. O'Donnell and Bernard A. Sadowski (29.4% each); Eugene L. Flavin (23.5%) and Regina F. Battaglia (17.7%). O'Donnell is professor of communications, State University of New York, Oswego, N.Y. Sadowski is account executive with WNDR(AM)-WNTQ(FM) Syracuse, N.Y. Flavin is program director with WTVH(FM) Syracuse. Battaglia is South Pasadena, Fla., investor. They have no other broadcast interests. Action Sept. 10.

■ KGHM(AM) Brookfield, Mo. (AM: 1470 khz, 500 w-D)—Granted transfer of control of station from Gary S. Yantes and Thomas Pederson (100% before; none after) to James Dunn and wife Ann (50% each) [none before; 100% after]. Consideration: \$375,000. Principals: Yantes is 41% owner of KBUH-AM-FM Brigham City, Utah. Pederson has no other broadcast interests. Dunn is former director of engineering for Forrest Broadcasting Inc., Beverly Hills, Calif. Ann is

housewife. They have no other broadcast interests. Action Sept. 11.

## In Contest

### FCC Decisions

■ FCC denied petition by American Bar Association for mod. of procedures for dealing with applications for review of staff actions in non-hearing matters (RM-3157). Ann. Sept. 22.

### Petition

■ Blooston and Mordkofsky request amendment of rules to establish new filing date from Jan. 31 to March 31 for FCC Form 430 (RM-3753). Ann. Sept. 22.

### Procedural Rulings

■ Kalamazoo and Portage, both Michigan (FM proceeding: BC Docs. 21374-77)—ALJ Walter C. Miller granted motion by Sear Broadcasting Co. to reopen the record and enlarged issues to determine all of facts and circumstances surrounding preparation and submission of Radio Portage Exhibition 7, whether Emil J. Popke, Radio Portage Inc. principal, misrepresented facts or was lacking candor with respect to submission of Exhibit 7, and in light of evidence adduced, whether Radio Portage possesses qualifications to be licensee, ordered that burden of proof to be on Radio Portage and any discovery with respect to enlarged issues be initiated within ten days from release of order, and

scheduled further hearing conference for Oct. 10 at 9 a.m. Action Sept. 12.

■ Kalispell and Whitefish, Mont. (FM proceeding: BC Docs. 80-268-69)—ALJ Walter C. Miller granted motion by Glacier for summary decision and resolved limited financial issue in Glacier's favor. Action Sept. 10.

## Other

■ Following dates will constitute composite week for use in preparation of annual programing report (FCC form 303-A) for all commercial television licensees and permittees who must file this report by Feb. 1, 1981: Sunday—Jan. 6; Monday—May 12; Tuesday—March 25; Wednesday—Feb. 6; Thursday—April 24; Friday—Sept. 12; Saturday—July 19, all 1980.

Licensees of commercial television stations with license expiration dates of June 1, and thereafter during calendar year 1981, will also use composite week dates set forth above in answering question no. 5, 11 and 12 of section IV of television license renewal application (FCC form 303). Additionally, above dates will constitute composite week for use by television applicants in preparing assignment of license and transfer of control applications filed on or after Jan. 1, 1981.

## Facilities Changes

### FM applications

■ \*KBES(FM) Ceres, Calif.—Seeks CP to change freq. to 88.3 mhz, ERP to 3 kw; change type trans. and make changes in ant. sys. (CA800715AD). Ann. Sept. 22.

■ \*WRTE(FM) Cahokia, Ill.—Seeks CP to increase ERP to 0.1 kw; HAAT to 5 ft., make changes in ant. sys. (IL800829AX). Ann. Sept. 22.

■ \*WEHB(FM) Grand Rapids, Mich.—Seeks CP to change TL; increase ERP to .9 kw; decrease HAAT to 129.3 ft., and make changes in ant. sys. (MI800821AA). Ann. Sept. 23.

■ WAQX(FM) Manlius, N.Y.—Seeks CP to change TL to E. Seneca Turnpike, town of Onondaga, N.Y.; increase ERP to 3 kw; decrease HAAT to 300 ft., and make changes in ant. sys. (NY800711AI). Ann. Sept. 23.

■ KNEY(FM) Pierre, S.D.—Seeks CP to change TL, SL and RCL; change ERP to 3 kw; HAAT to 300 ft. (SD800911AC). Ann. Sept. 23.

■ \*WUWM(FM) Milwaukee—Seeks CP to increase ERP to 7.13 kw; change HAAT to 871 ft. (WI800825AE). Ann. Sept. 23.

### AM actions

■ KRDS(AM) Tolleson, Ariz.—Granted mod. of CP to make changes in ant. sys., and change N-DA pattern; conditions (BMP-791019AM). Action Sept. 8.

■ KMJC(AM) El Cajon, Calif.—Granted mod. of CP to change geographic coordinates; conditions (BMP-80017AK). Action Aug. 25.

■ WAIK(AM) Galesburg, Ill.—Granted mod. of CP to make changes in ant. sys. and add MEOV's at additional hearings; conditions (BMP-800603AI). Action Aug. 28.

■ WTTs(AM) Bloomington, Ind.—Granted CP to make changes in ant. sys.; change TL to Vernal Pike, approximately 5 miles W. of Bloomington, and change type trans.; condition (BP-79105AQ). Action Aug. 22.

■ WMIK(AM) Middlesboro, Ky.—Granted CP to change TL to 1.5 miles N. of Middlesboro on Old U.S. 25E, Middlesboro, and make changes in ant. sys.; conditions (BP-800422AD). Action Aug. 14.

■ WNIL(AM) Niles, Mich.—Granted CP to make changes in ant. sys.; replace existing tower to increase antenna height of WAOR(FM); control input power; change SL and RCL to 210 S. Philip Rd., Niles, and change type trans.; conditions (BP-800530AH). Action Aug. 21.

■ KENM(AM) Portales, N.M.—Granted mod. of CP to use existing D contours and use full 250 w-N; conditions (BMP-781130AH). Action Aug. 14.

■ KRAM(AM) Las Vegas—Granted CP to make changes in ant. input power to 100 w-D and 250 w-N;

conditions (BP-791218AP). Action Aug. 14.

■ WNB(AM) Binghamton, N.Y.—Granted CP to make changes in monitoring point radials; conditions (BP-781002AO). Action Aug. 21.

■ WNDR(AM) Syracuse, N.Y.—Granted CP to add MEOV's to N pattern; conditions (BP-20.986). Action Aug. 13.

■ WMRF(AM) Lewistown, Pa.—Granted CP to make changes in ant. sys.; conditions (BP-791119AT). Action Sept. 8.

■ KAAM(AM) Dallas—Granted CP to change TL to 2200 ft. south of intersection of Beltline and Ledbetter Rds., near Carrollton, Tx.; install DA-2 and make changes in ant. sys.; conditions (BP-791018AE). Action Sept. 11.

■ KFRO(AM) Longview, Tex.—Granted CP to increase N nulls and alter N operating parameters; conditions (BP-800110AB). Action Sept. 11.

■ WOKY(AM) Milwaukee—Granted CP to increase MEOV's on D pattern (BP-800422AC). Action Aug. 20.

■ KRKK(AM) Rock Springs, Wyo.—Granted mod. of CP to change TL to 1400 Yellowstone Rd., Rock Springs; change SL and RCL to 1800 Yellowstone Rd., Rock Springs; conditions (BMP-800428AK). Action Aug. 28.

### FM actions

■ KSFR(FM) Santa Monica, Calif.—Granted CP to change TL north end of Bundy Dr., Los Angeles; install new trans.; change ERP to 0.562 kw (H&V); change ant. height to 575.5 ft. (H&V) (BPH-790130AC). Action July 17.

■ WDAQ(FM) Danbury, Conn.—Granted CP to increase ERP 1.3 kw; ant. height to 460 ft., and make changes in ant. sys.; conditions (BPH-800512AE). Action Sept. 10.

■ KRQQ(FM) Tucson, Ariz.—Granted CP to increase ERP 31.0 kw (BPH-800508AG). Action Aug. 25.

■ KADL-FM Pine Bluff, Ark.—Granted CP to increase ERP to 28 kw; ant. height to 145 ft., and make changes in ant. sys.; conditions (BPH-800506AF). Action Aug. 25.

■ WINK-FM Fort Myers, Fla.—Granted CP to install aux. trans. at main TL (BPH-10978). Action Aug. 25.

■ WNJY(FM) Rivera Beach, Fla.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP 1.25 kw; increase ant. height 470 ft., and change TPO (BPH-800515AK). Action Aug. 27.

■ KKAI(FM) Kailua, Hawaii—Granted CP to install aux. trans.; and make changes in ant. sys. (BPH-800225AJ). Action Aug. 19.

■ WJEZ(FM) Chicago—Granted CP to increase ERP 18.5 kw; decrease ant. height to 820 ft., and make change TPO (BPH-800229AH). Action Sept. 10.

■ WLUP(FM) Chicago—Granted CP to increase ERP to 9.0 kw and change TPO; conditions (BPH-800411AG). Action Sept. 10.

■ WXF(FM) Elmwood Park, Ill.—Granted CP to increase ERP to 4.20 kw; increase ant. height to 1,540 ft., and change TPO; conditions (BPH-800328AH). Action Sept. 11.

■ WOJO(FM) Evanston, Ill.—Granted CP to increase ERP 9.0 kw; change type ant. and TPO; conditions (BPH-800421AD). Action Sept. 10.

■ WBMX(FM) Oak Park, Ill.—Granted CP to increase ERP 9.0 kw and change TPO; conditions (BPH-800331AN). Action Sept. 10.

■ WCLR(FM) Skokie, Ill.—Granted CP to increase ERP to 4.6 kw; ant. height 1,520 ft. (H&V); change type trans. and TPO (BPH-800229AA). Action Sept. 11.

■ WWUN-FM Batesville, Miss.—Granted CP to change type trans.; change type ant.; change ERP 30 kw; ant. height to 300 ft.; change TPO (BPH-790531AJ). Action Aug. 14.

■ WKJA(FM) Belhaven, N.C.—Granted mod. of CP to change TL to 2 miles W. of Sidney Crossroads, Belhaven; decrease ant. height to 280 ft. and change TPO (BPH-800414AA). Action Aug. 19.

■ \*WRUW-FM Cleveland, Ohio—Granted mod. of CP to make changes in ant. sys.; change type trans. and ant.; decrease ant. height to 270 ft., and change TPO; conditions (BMPED-800229AI). Action Aug. 25.

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685; Title 39, United States Code).

1. Title of Publication BROADCASTING.

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9. Not applicable.

10. Not applicable.

11. Circulation:

A. Total no. copies printed (net press run)	38,662*	41,100**
B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	63*	—**
2. Mail subscriptions	35,142*	37,622**
C. Total paid circulation	35,205*	37,622**
D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means	2,531*	2,186**
E. Total distribution (sum of C and D)	37,738*	39,808**
F. Office use, left-over, unaccounted, spoiled after printing	924*	1,292**
G. Total (sum of E & F—should equal net press run shown in A)	38,662*	41,100**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF  
Publisher

\*Average no. copies each issue during preceding 12 months.  
\*\*Actual number of copies single issues published nearest to filing date.



- **WBNS-FM** Columbus, Ohio.—Granted CP to decrease ERP to 16 kw; ant. height to 800 ft.; make changes in ant. sys.; change SL and RCL to 62 East Broad St., Columbus. (BPH-800507AH). Action Aug. 20.
- **KSND(FM)** Springfield-Eugene, Ore.—Granted CP to increase ERP 100 kw ant. height to 850 ft. (BPH-80051AJ). Action Aug. 25.
- **WZZO(FM)** Bethlehem, Pa.—Granted CP to change TL, SL and RCL to 2285 Schoenersville Rd., Bethlehem; change type trans. install new aux. ant., and change TPO (BPH-800812AD). Action Sept. 10.
- **WFMM(FM)** Johnstown, Pa.—Granted CP to make changes in ant. sys.; change TL to Laurel Hill Mountain next to Fire Tower, Johnstown; change SL and RCL to 516 Main St., Johnstown; change type trans. and ant.; decrease ERP 0.165 kw; increase ant. height to 1,040 ft., and change TPO (BPH-800728AI). Action Aug. 25.
- **WRHY(FM)** Starview, Pa.—Granted CP to increase ERP .565 kw (BPH-800314AN). Action Sept. 10.
- **WXBQ-FM** Bristol, Tenn.-Va.—Granted CP to install new aux. trans. and ant. (BPH-800505AM). Action Aug. 19.
- **KUEZ(FM)** Yakima, Wash.—Granted CP to change TL to top of Rattlesnake Hill, Yakima; decrease ant. to 840 ft., and change TPO (BPY-800415AE). Action Aug. 19.

## Allocations

### Petitions

- **Arroyo Grande, Calif.**—KPGA (AM) Pismo Beach, Calif. requests amendment FM Table of Assignments to substitute 94.7 mhz for 95.3 mhz at Arroyo Grande (RM-3743). Ann. Sept. 22.
- **Petosky, Mich., and Sault Ste. Marie, Ontario, Canada**—WMBN-FM Petosky, requests amendment FM Table of Assignments to substitute 96.3 mhz for 96.7 mhz at Petosky and substitute 107.3 mhz for 96.3 mhz at Sault Ste. Marie (RM-3749). Ann. Sept. 22.
- **Emporia, Kan.**—G and S Enterprises requests amendment FM Table of Assignments to assign 101.7 mhz to Emporia (RM-3741). Ann. Sept. 19.
- **Hoisington, Kan.**—KHOK-FM Hoisington requests amendment FM Table of Assignments to assign 100.7 mhz to Hoisington in lieu of presently assigned 100.9 mhz (RM-3748). Ann. Sept. 22.
- **DeRidder, La.**—KATY Associates requests amendment FM Table of Assignments to assign 92.1 mhz to DeRidder (RM-3751). Ann. Sept. 22.
- **Orchard, Neb.**—Virgil Pinkerman requests amendment TV Table of Assignments to assign ch. 16 to Orchard (RM-3746). Ann. Sept. 22.
- **Atoka, Okla.**—M. J. Chase requests amendment FM Table of Assignments to assign 103.1 mhz to Atoka (RM-3750). Ann. Sept. 22.
- **Lake Jackson and Beaumont, both Texas**—KSRR-FM Houston requests amendment FM Table of Assignments to substitute 107.5 mhz for 107.3 mhz at Lake Jackson, and substitute 107.9 mhz for 107.7 mhz at Beaumont (RM-3744). Ann. Sept. 22.
- **Grand Coulee and Cheney, both Washington**—Romarge-Turnbeaugh requests amendment FM Table of Assignments to reassign 101.1 mhz from Grand Coulee to Cheney (RM-3572). Ann. Sept. 22.

## Translators

### UHF applications

- **Dennis, Mass.**—Bogner Broadcast Equipment Corp. seeks CP for UHF translator on ch. 67 (TPO: 100 w, HAAT: 250 ft.) to rebroadcast directly signal of WQTV (TV) Boston (BPTT-800721IC). Ann. Sept. 22.
- **Dennis, Mass.**—Bogner Broadcasting Equipment Corp. seeks CP for UHF translator (TPO: 100w, HAAT: 230 ft.) on ch. 58 to rebroadcast directly signal of WSMW (TV) Worcester, Mass. (BPTT800807IB). Ann. Sept. 22.
- **Southampton, N.Y.**—Bogner Broadcasting Equipment Corp. seeks CP for UHF translator (TPO: 100w,

HAAT: 135 ft.) on ch. 23 to rebroadcast signal of WVIA (TV) Scranton, Pa. (BPTT800813IA). Ann. Sept. 22.

■ **Syracuse, N.Y.**—Bogner Broadcasting Equipment Corp. seeks CP for UHF translator on ch. 14 (TPO: 100w, HAAT: 150 ft.) to rebroadcast signal of WPTT (TV) Pittsburgh (BPTT8009031B). Ann. Sept. 22.

■ **Westbury et al, N.Y.**—Bogner Broadcasting Equipment Corp. seeks CP for UHF translator (TPO: 100w, HAAT: 60 ft.) on ch. 63 to rebroadcast directly signal of WVIA (TV), Scranton, Pa. (BPTT800807IC). Ann. Sept. 22.

## Cable

- The following cable registrations have been filed:
- **Warner Amex Cable Communications Inc.** for Nimishillin, Ohio (OH0429) add system.
- **American Cablevision of Pennsylvania** for Brookhaven, Chester, Eddystone, Media, Parkside and Upland, all Pennsylvania (PA1887-92) new system.

- **Clark County Cablevision Inc.** for Sellersburg, Ind. (IN0084) add signal.
- **Continental Cablevision of Ohio** for Willoughby Hills, Wickliffe, Lakeline, all Ohio (OH0801-3).
- **Delta Video Inc.** for Tiptonville, Lake, Ridgely, all Tennessee and Bernie, Mo. (TN-143, 5, 4, MO0144) add signal.
- **Video Cable Systems Inc.** for Steele and Pemiscot, both Missouri (MO0047, 138) add signal.
- **Colonial Cablevision of Revere Inc.** for Revere, Mass. (MA0032) add signal.
- **Delta Video Inc.** for Risco, Portageville and New Madrid, all Missouri (MO0142,028,139) add signal.
- **National Telephone Co.** for Iola, Kan. (KS0037) add signal.
- **Southeastern Cablevision Co.** for Parkside, Upland, Lower Chichester and Chester Heights, all Pennsylvania (PA1883-6).
- **Teleprompter Corp.** for Cascade, Farley, Epworth and Dyersville, all Iowa (IA011306) new system.
- **Cable TV of South Ouachita Inc.** for Ouachita, La. (LA0193) new system.

# STAINLESS AM/FM TOWERS....

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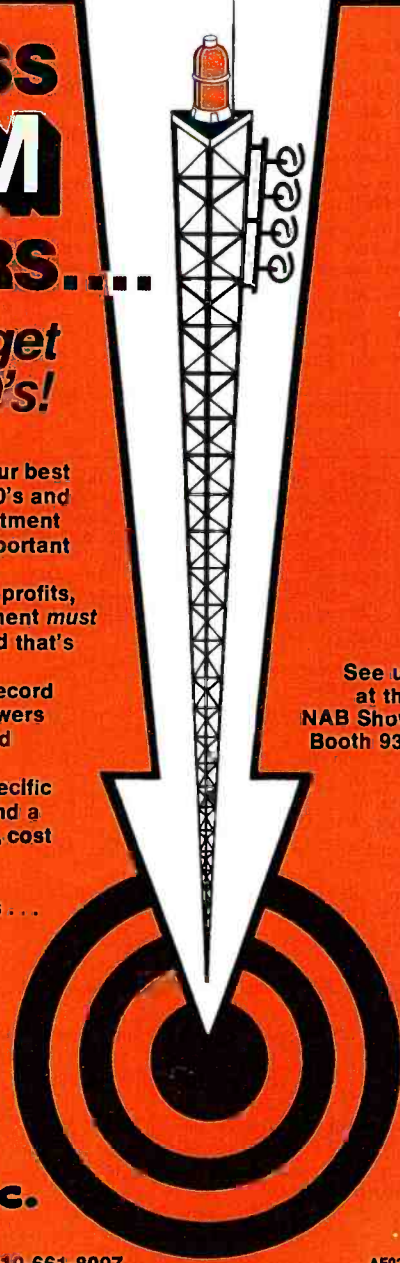
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- Clark County Cablevision Inc. for Clarksville, and Jeffersonville, both Indiana (IN0085.6) add signal.
- Warner Amex Cable Communications Inc. for Alliance, Ohio (OH0763) add signal.
- Clearvision Television Inc. for Nogales and Santa Cruz, both Arizona (AZ0010.52) add signal.
- Arizona Cable TV Inc. for Maricopa, Ariz. (AZ0049) add signal.
- Video Cable Systems Inc. for Ellington, Mo. (MO0149) add signal.
- Whaling City Cable TV Inc. for New Bedford and Dartmouth, both Massachusetts (MA0067.100) add signal.
- Storer Cable TV Inc. for Clackamas, Ore. (OR0234) add signal.
- New Channels Corp. for Vanburen, Onondaga, Solway, Manlius, Camillus, Fayetteville, Minnoa, East Syracuse, Dewitt and Geddes, all New York (NY0715, 07, 671, 369, 34, 3, 2, 1, 0, 29, 8, 7) add signal.
- Storer Cable TV of Texas Inc. for Lancaster, Cleburne, Grand Prairie, Garland, Balch Springs, Cedar Hills, Desoto, Rowlett, and Weatherford, all Texas (TX0590, 89, 553, 4, 0, 1, 2, 3, 4).
- Tarrant Cable Communications for Richland Hills, Bedford and Euless, all Texas (TX0591, 648, 9) add signal.
- Great Plains Cable Inc. for Oakley, Kan. (KS0112) add signal.
- Perry Cable TV Corp. for Indiantown, Fla. (FL0494) add signal.
- Sooner CATV Systems Inc. for Lone Grove, Okla. (OK0204) new system.
- Conyers—Rockdale Cablevision Inc. for Conyers, Ga. (GA0269) new system.
- Smith Two-way Radio Communications Service Inc. for West Fork and Prairie Grove, both Arkansas (AR0134.5) new system.
- Warner Amex Cable Communications Inc. for Tyrone, Pa. (PA1872) new system.
- Marlin TV Cable Co. Inc. for Marlin, Tex. (TX0094) add signal.

## 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

- Granville Cablevision Inc.—Granville, N.Y. (5.6m; Gardiner; E2573).
- EMCO CATV Inc.—East Poultny, Vt. (5.6m; Gardiner; E2574).
- EMCO CATV Inc.—Fair Haven, Vt. (5.6m; Gardiner; E2575).
- Christian Communications Center Inc.—Clarksburg, W.Va. (5m; S-A; E2576).
- Independent Broadcasting Co.—Springfield, Mo. (7m; S-A; E2577).
- American Television and Communications Corp.—Baker, Ore. (5m; E2578).
- Satellite Business Systems—Chicago (5.5m; Hughes; E2579).
- Satellite Business Systems—Miami (7.6m; Nippon; E2580).
- Satellite Business Systems—Atlanta (5.5m; Nippon; E2581).
- Satellite Business Systems—Baltimore (5.5m; Nippon; E2582).
- Satellite Business Systems—Houston (7.6m; Nippon; E2583).
- Alaskan Cable Network Inc.—Fort Greely, Alaska (10m; Andrews; E2584).
- WGN of Colorado Inc.—Denver (10m; S-A; E2585).
- Alaskan Cable Network Inc.—Fort Wainwright, Alaska (10m; Andrews; E2586).

- Ripley Video Cable Com.—Ripley, Miss. (5.6m; GCC; E2587).
- Keene Valley Video—Keene Valley, New York (5.6m; GCC; E2588).

### Grants

- MBS Cable TV Inc.—Braceville Township, Ohio (E2394).
- Teleprompter Corp.—North Ridgeville, Ohio (E2410).
- Nooksack Valley Cablevision Inc.—Everton, Wash. (E2420).
- Acme Communications & Electronics Inc.—Camano Island, Wash. (E2421).
- OVC Telecommunications Inc.—Berea, Ky. (E2423).
- OVC Telecommunications Inc.—Morehead, Ky. (E2422).
- OVC Telecommunications Inc.—Mt. Sterling, Ky. (E2425).
- OVC Telecommunications Inc.—Nicholasville, Ky. (E2425).
- OVC Telecommunications Inc.—Paris, Ky. (E2426).
- OVC Telecommunications Inc.—Versailles, Ky. (E2427).
- OVC Telecommunications Inc.—Madison, Ind. (E2428).
- OVC Telecommunications Inc.—Carrollton, Ky. (E2429).
- Hudson Valley Cable Systems—Peekskill, N.Y. (E2434).
- Vision Cable of South Carolina Inc.—Timmonsville, S.C. (E2435).
- Tele-Media of Addil—Pleasantville, Pa. (E2436).
- Tele-Media of Addil—Washingtonville, Ohio (E2437).
- Laurel Cablevision Inc.—Somerset, Pa. (E2440).
- Teleprompter Corp.—Tazewell, Va. (E2442).
- Teleprompter Corp.—Honey Grove, Texas (E2443).
- Board of Education of Jefferson County—Louisville, Ky. (Wd73).

## Call Letters

### Applications

Call	Sought by
KKLB	New AM's
WPRL	Good Times Inc., Chubbuck, Idaho
	Mid South Media Inc., Pearl, Miss.
	New FM's
KGVE	McPherson Media Inc., Grove, Okla.
WKCI	Lewisburg FM Broadcasters, Lewisburg, W. Va.
	New TV's
WKME-TV	URC Management Services Corp., Seaford, Del.
KEON	Channel 20 Inc., Houston
WMSY-TV	Blue Ridge ETV Assoc., Marion, Va.
	Existing AM's
WXVQ	WETO De Land, Fla.
WMLW	KODS Duluth, Minn.
	Existing FM's
KPKY	KSIH Pocatello, Idaho
KASC	KROF-FM Abbeyville, La.
WOXY	WCPA-FM Clearfield, Pa.

### Grants

Call	Assigned to
	New AM's
KSKO	Kuskokwim Public Broadcasting Co., McGrath, Alaska
WADX	RA-AD of Trenton, Trenton, GA.
WEAK	Lyon County Broadcasting Co., Eddyville, Ky.
	New FM's
WSVH	Georgia Public Radio Inc., Savannah, Ga.
WGKY-FM	Hayward F. Spinks, Greenville, Miss.
WGLE	Greater Toledo Educational Television Foundation, Lima, Ohio

WVPS  
WCHP

KSHO

WDEY

WDEY-FM  
WKXC  
WJSY

KTZO  
WSTG

Vermont Public Radio, Burlington, Vt.  
Lac Courte Oreilles Public Broadcasting Corp., Reserve, Wis.

### New TV

Mauna Kea Broadcasting Co., Honolulu

### Existing AM

WTHM Lapeer, Mich.

### Existing FM's

WTHM-FM Lapeer, Mich.  
WZDQ Soddy Daisy, Tenn.  
WGBK Harrisonburg, Va.

### Existing TV's

KEMO-TV San Francisco  
WNET Providence, R.I.

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## RADIO

### HELP WANTED MANAGEMENT

**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

**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.

**We're still looking.** Group broadcaster needs two sales managers for medium southeasterly 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.

**Station Manager** for group owned small market automated and profitable class 4 AM in northern New England. Must be sales oriented with strong sales experience. Salary plus strong incentives, other fringes. Box H-248.

**New Arkansas FM** seeking manager who can motivate people in a medium market situation. Buy-in possible with proven track record. Box K-22.

**Experienced Sales Manager** or top producer who feels he has Management ability. Successful Central Minnesota Station, excellent earnings and good future advancement. Box K-28.

**Small market upstate New York** needs experienced Announcer-Salesman. Eventual managerial possibilities in a growing organization for the right person. Box K-31.

**Experienced General Sales Manager**, with research and training capability needed for major market. Strong growth opportunity. If you can combine the above with street fighting ability, you're our man (woman). Excellent base and fringes. EOE. Box K-43.

**Overseas Assignments.** Establish developing country network 10K-watt AM transmitters, rural development project. Centralized program preparation, lesser capabilities at rural locations. Train local staff all operations. Competitive salaries & benefits (overseas incentive, R&R, storage, shipping, housing, etc.). Two-year tour. Manager. Mature, professional; experience with institution building overseas & all aspects broadcast operations, including financial control, program design & production, instructional design & evaluation; doctorate. CV, phone numbers of references, Box K-53.

**Sales Manager** for Central Minnesota station who can sell and lead others to high sales volume. May move into management at a future time. Must have positive outgoing nature to match station format. Box K-48.

**Manager-Salesperson** by Nov. 1. Tiny West Texas AM Daytimer. Hire new staff. Do it all! 1st Class ticket helpful. Tough rebuild challenge. Excellent incentives. If you have guts, call Schwartz, owner, collect. 213-702-9888.

**Top-notch Local Sales Manager** need to lead, train and motivate young, aggressive sales force. Excellent opportunity for a real mover Beautiful, medium-sized market; great benefits. EOE. Submit resumes, including salary history, to Recruitment, Jonsson Communications Corp., PO Box 2424, Sacramento, CA 95811.

**General Manager** for small market AM. Must be aggressive and have sales track record. EOE. Submit resumes, including salary history to Recruitment, Jonsson Communications Corp., PO Box 2424, Sacramento, CA 95811.

**General Manager Religious Format Station** in one of top 40 major markets. Must have strong spot and program sales orientation. Good salary plus monthly bonus based upon performance. Send resume to Box K-2.

**Operations Manager** for Schulke easy listening, beautiful music in top 50 market. Direct programming and production, supervise and train announcers, limited air shift, direct quality and technical performance. Arrange audience and sales promotions. Handle public affairs and public service. Class B facility with excellent signal and coverage. Excellent coastal living conditions. Send resume, salary requirements and recent air check to Thurman Worthington, WKEZ Radio, 720 Boush St., Norfolk, VA 23510. E.O.E. M/F. Contact at N.R.B.A. Convention.

**Station Manager** for Wisconsin AM station. Must be aggressive having strong background in local sales. Knowledge of FCC procedures also important. Equal opportunity Employer. Send resume to Bert R. Peterson, 1503 27th St., Apt. No. 5, Zion, IL 60099.

**Ready for sales-management?** If you're presently a successful salesperson... If you understand sales promotion, hiring, training, perhaps you are ready for this position which could immediately lead to sales management. Number One station in mushrooming market. KCIN, Drawer AF, Victorville, CA 92392.

**Tom Ingstad Broadcasting**, a midwest radio group, is preparing for major expansion. We are looking for a sales manager, program director, news anchor/reporter and several sales persons. Applicants with proven record of success are encouraged to apply. Good opportunity with a growing group. All applicants in confidence. Send resume to Tom Ingstad, Box 997, Grand Forks, ND 58201. Equal Opportunity employer.

**GM for station** in growing area near Twin Cities. Strong sales required. Call 612-537-9078 evenings. EOE.

**Operations Manager** for small market station. Must have proven experience in sales, personnel management and air work. Promotions and sales constituting main duties. Salary plus commission. EEO. Send resume to WBRM, Box 219 Marion, NC 28752.

### HELP WANTED SALES

**Billed 13 last month**, should have billed 20. Looking for Sales Manager who can rise to the occasion. Contact Gary Coates, KBJT, PO. Box 659, Fordyce, AR or call 501-352-7137.

**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.

**Northern New England** AM-FM looking for an experienced sales person for leading stations in Northern New Hampshire. Good account list. Salary plus commission. Live and work in this beautiful four season resort area. Write, Manager, WMOU/WXLQ, 40 Main Street, Berlin, NH 03570.

**Strong Medium Market AM/FM** combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent College grad with commercial selling experience and/or one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111. EOE.

**Wanted immediately:** Sales Manager for AM/FM in South East Kentucky. Must have management experience. Contact Randall Bliss at 606-598-5103.

**Seeking experienced salespeople** for radio stations located in the Sunbelt. Opportunity and excellent benefits. E.O.E. Contact: M. Garner, P.O. Box 250, Thomasville, NC 27360.

**\$1,000 reward!** If you are or lead us to the sales super pro we're looking for and all requirements are met, this Florida resort area AM will pay \$1,000. We need experienced, aggressive street-fighter ready for management and with resources to invest in growth company. Send her/him to us today. First correct entry wins. Box K-41.

**Salesperson Announcer.** Small Southeast market. Salary and commission. Pop Adult format. Contact Bob Manning, 919-734-8003.

### HELP WANTED ANNOUNCERS

**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.

**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.

**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.

**Wanted: Announcer** for country format. Up to \$1250 per month. Send tape and resume to KSOX 345-5718 Ave., Raymondville, TX 78580. E.O.E.

**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. Gerry London, Operation Manager, WDWQ, PO Box 903, St. George, SC 29477 803-723-5119.

**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, PO. Box 8717, Greensboro, NC 27410. EOE/Minorities encouraged.



## HELP WANTED ANNOUNCERS CONTINUED

**Central Florida** traditional country music station needs person with solid background in country music. Job requires minimum three years recent experience and typing skills. Air shift plus write copy and production. Send tape with resume in first letter. No telephone inquiries answered. An Equal Opportunity Employer. WPUL, PO Box 1433, Bartow, FL 33830.

**Available:** Woman talk show host. Major market experience. Presently employed. Versatile and informed. From consumer issues to controversy, from information to entertainment. Would prefer East Coast. Box K-57.

**Staff Announcer.** To work 9 pm to 5:30 a.m. Board shift with light news, and production. M-O-R format. Contact: J. Roger Fischer, Program Director, WMRN, P.O. Box 518, Marion, OH 43302.

**Afternoon Drive Announcer**—Good production person wanted at 5000 watt AM station in Chapel Hill, North Carolina. We're a part of a growing communications group which includes three other radio stations, a publishing company and a cable TV franchise. Very community-oriented station. Tape and resume to WCHL, PO Box 2127, Chapel Hill, NC 27514.

**KWBW Needs Night Personality,** three or four years experience. Good voice and production, personal interview a must. Send resume and tape to Box 1036 Hutchinson, KS 67501.

**Would you like a 25 share?** This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family individual looking to settle down. An equal opportunity employer, M/F. Immediately contact Box K-37.

## HELP WANTED TECHNICAL

**Chief Engineer.** Well-equipped industry leader has career opportunity for hands-on professional with a commitment to technical quality \$15-\$18,000 to start. Equal Opportunity Employer. Mail resume and references to: Arnold Lerner, WLLH/WSSH, P.O. Box 1401, Lowell, MA 01853.

**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.

**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, PO Box 903, St. George, SC 29477.

**Chief Engineer** For AM and Automated FM. All new offices/studios. Much new equipment. Starting salary open. Good fringe benefits. EOE, Donald K. Clark, GM, Box 2029, Cocoa, FL 32922.

**Engineer, 1st Phone,** retainer, 10 watt educational near NYC, light log and maintenance duties. Write: Tara Higgins, WKNJ FM, Kean College of NJ, Morris Ave. Union, NJ 07083. Deadline October 20th.

**Overseas Assignments.** Establish developing country network 10K-watt AM transmitters, rural development project. Centralized program preparation, lesser capabilities at rural locations. Train local staff all operations. Competitive salaries & benefits (overseas incentive, R&R, storage, shipping, housing, etc.). Two-year tour, 2 positions. Engineer, 10 years broadcast engineering experience; develop equipment specs; design & supervise installation central studio & regional broadcasting facilities, antennae systems, tuning studios; BS in EE or equivalent. Broadcast Technician, 10 years broadcast or related engineering experience; support Engineer all responsibilities; exceptional maintenance skills; train local staff; BS in EE or equivalent. CV, phone numbers or references to Box K-52.

**Chief engineer** for Texas station. Good pay. EOE. Send resume to Box J-213.

**KS-KX/KSWT in Topeka,** Kansas has a challenging opportunity for a Chief Engineer. Applicant must be capable of handling directional array, microwave, automation and 100,000 watt FM stereo broadcast equipment. Well maintained technical facility. Please send your career goals and salary requirements, along with a resume to Bob Russell, General Manager, PO Box 4407, Topeka, KS 66604.

**1st Class Chief** for a two-man Engineering Department at No. 1, AM/FM Combo in Tampa Bay area, Florida. Must be strong on high power FM, automation, good audio and a working type, hands on Engineer. Excellent working conditions, benefits and salary, with a chance to grow for the right person. Call immediately: Bill Dutcher, WWBA. 813-576-6868. An EEO Employer.

**Expanding East Coast Broadcast Group.** Looking for experienced, corporate Chief Engineer, AM and FM facilities. Must have strong—audio, transmitter, and management background. "Hands on Position", excellent salary and benefits. Send resume and references to Box K-44.

**Assistant Chief Engineer** for WMTR and WDHA, in Morris County New Jersey. First Phone and experience helpful. Salary to be determined. Resume to WMTR, Horsehill Road, Cedar Knolls, NJ 07927. Attn. Alan Parnau, or call 201-538-1250.

**Chief Engineer:** 100 KW University owned Public Radio. Requirements: Experience with FM, SCA, STL, Stereo, RPU, FCC Rules, hold first class radiotelephone license, need to be challenged, fed up with harsh winters and ability to work with pros and amateurs. Salary negotiable. Need immediately. Contact Alex Cochran, KUHF Radio, 4800 Calhoun, Houston, TX 77004. 713-749-7188. EOE.

## HELP WANTED NEWS

**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.

**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.

**News/public affairs director** for leading AM/FM in beautiful upper midwest medium market. We seek an experienced "take charge" broadcast journalist with strong managerial and on-air talents. Opening due to expansion and internal reorganization; our staff is aware of this ad. EOE/M-F. Tape, resume with references, writing samples, and letter of application briefly outlining your news philosophy along with indication of salary expectations to: Operations Manager, Radio Stations KWEB and KRCH, Broadcast Plaza, Rochester, MN 55901. No phone calls, please.

**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.

**News Persons Wanted.** If you have a good voice and would like to move up to a medium market news job. If you have a college degree and if you are willing to work, we may have something to talk about. Resume and tape to G. Clark, WMMW, 21 Colony St. Meriden, CT 06450. An EOE.

**News Director.** No. 1 station in Wisconsin's No. 2 market (Appleton-Oshkosh-Green Bay) has immediate opening for aggressive professional to run our news department! 12-station metro, 23 TSA. You'll be with the leader! Ideal working and living conditions! We are dedicated to developing a reliable news service! Salary: "COD"! Tape & resume now! Bob Beck, O-M, WNAW, Box 707, Neenah, WI 54956 EOE/M-F.

**Seeking experienced news person,** for station in N.C. Broadcast group is growing. Opportunity and excellent benefits. EOE. Contact: M. Garner, P.O. Box 250, Thomasville, NC 27360.

**News Director for a demanding station.** We demand that we dig out, write and deliver news in such a way that listeners get a return on their investment in time with us. We demand growth by our employees from hard work, dedication and professionalism. If you demand the same of yourself and want to run a three person department, send resume, tape and references to: Arnold Lerner, WLLH, P.O. Box 1401, Lowell, MA 01853.

**WAKX, Duluth** looking dedicated news people. Good work conditions, degree a must. T and Rs only to Rich Younger, WAKX, 419 W. Michigan, Duluth, MN 55802.

**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.

## 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.

**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/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.

**WNEN in New York City,** is looking for a combination operations manager/program director for this 24-hour commercial classical station. Knowledge of classical music and station operations is essential. EEO. Resumes and letters only, no calls, to WNEN, 1180 Avenue of the Americas, New York, NY 10036.

**Program Director** for 5000 watt WLAM, Lewiston. State's second largest market needs a person who is strong on leadership, management and promotional skills. Secure position at top rated contemporary outlet. State of the art facilities. Salary commensurate with experience. Send tape, resume and programming philosophy to Ron Frizzell, General Manager, WLAM, Box 929, Lewiston, ME 04240. EOE.

**Overseas Assignment, Production.** Instructional radio production and development. Develop and produce instructional programs for rural development: agriculture, health, education. Overseas experience highly desirable. Masters or doctorate in area related to instructional radio. Competitive salaries and benefits (overseas incentive, R&R, storage, shipping, housing, etc.). Two-year tour. Several positions. CV, telephone numbers 3 references to Box K-58.

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## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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**Program Director.** Excellent job for experienced, capable program director who knows music, can develop good staff, and has good voice for on-air work. Excellent living conditions in Mid-Size midwest city. Contact Norm Engstrom WDAY-Radio, Box 2466, Fargo, ND 58102.

**Program Director:** Major AM/FM in Northeast seeks P.D. Knowledge of news, music, talk, and production a must. Resume and salary requirements in first letter. E.E.O. Employer. Box K-30.

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## SITUATIONS WANTED MANAGEMENT

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**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.

**Top Notch Management Team Available** ... Currently in Top 50 market ... looking to relocate with a stable operation offering good growth potential. One of us is a sales management pro, the other excels in programming and operations. Will consider top 75 Markets. Reply Box K-19.

**Seeking Small Market GM** position, have 17 years experience in Radio, call Bill Sutton, 607-734-9836.

**GM uses RAB methods,** creative promotions, program savvy to produce high sales, 14 years at 1 station. Communicator. References. 716-223-1972.

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## SITUATIONS WANTED SALES

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**Hungry** for more money! Wanting sales managership of small/medium station with similar desire. My sales success methods earned \$27,000 commission last year. Facts in resume. Box K-54.

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## SITUATIONS WANTED ANNOUNCERS

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**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.

**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.

**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, P.O. Box 846, Pagosa Springs, CO 81147, or call 212-369-5729. Leave message.

**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.

**Experienced and currently working** air personality. Creative, hardworking, and reliable. Third endorsed and willing to relocate. For tape and resume write Box J-246.

**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.

**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.

**Basketball season is approaching.** If you need an experienced sportscaster who can give you quality play by play and much more, including air shift, if necessary, contact Box K-32.

**The Mayflower didn't** smell like one but this descendant of a settler at Plymouth will lend his experience, good voice and Top 40 background to rock your station with class, Production, and used to working on a tight ship! East preferred. Bill 516-423-0167.

**Experienced adult** Contemporary/Oldies Workaholic (production, copy, live appearances). Advancement opportunity desired. 413-967-7686.

**Bright, articulate, creative.** Seeking entry-level position. Prefer Northeast. MSW degree with college radio experience. Hard worker and organized. Resume and references available. Box K-18.

**8 years professional experience,** wish position as, personality announcer/prod./sales. 3rd endorsed. Dedicated, reliable, looking to settle down. Call Timothy 919-735-8278.

**Sportscaster** can make your station No. 1 in sports coverage. Talk show, play by play, color, production experience. 6 yrs. Basketball coaching experience. Box K-51.

**Please help me** with my first break. Someone must have helped you. Very responsible and dedicated with a good personality. Graduate of radio and TV broadcasting. 3rd. Willing to relocate immediately with any format. Tape and resume available. Veteran. Please call Len Cronk 716-834-4457 or 4458.

**Tired of radio** prima donnas who won't follow instructions? Look no further! I'm hard-working, energetic and loyal with over half a decade of programming and announcing experience. Solid Gold my specialty, but equally at home with Modern Country and MOR formats. Medium to large Northeastern/New England or Mid-Atlantic market preferred. Others considered. Any F/T shift o.k. Imminent staff cutbacks and format change at present station make me available now! Looking for good environment to raise my family. Call Mike "Johnny Angel" Daniels 305-851-0543 after 2 PM.

**College grad** 1 year experience. Looking for jock and sports position. Bob 516-221-2498.

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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.

**Experienced chief** of 25 years, AM-DA, FM stereo, some automation. Desires location in Southwest suitable for future retirement. K-24.

**Dying 6-year on-air pro** can be saved with training in engineering. Have 1st ticket. Respond: M. James, P.O. Box 15565, Lakewood, CO 80215. 303-989-7073.

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## SITUATIONS WANTED NEWS

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**News-Sports Director**—Good voice—R-TV credits. Degree, References, Hank Holmes 617-679-6957 after 2 pm/eves.

**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.

**Experienced sports director** all play by play seeking medium market will relocate call after 7 305-598-3615.

**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.

**News Director.** Major-Medium Market. Seeking southern metro position. Veteran take charge professional, with proven track record. Can produce results. Box J-198.

**Totally professional sportscaster,** currently freelancing. Recently covered PGA tournament for network. Am seeking general reporting and/or PBP position. Previous PBP in baseball and basketball. Seven years overall in broadcasting. Have tapes resume. Box K-39.

**Play-By-play announcer.** Also does jockeying, news, production. Mark Schirripa 6403 N. 28th Street Richland, MI 49083. 616-349-9500.

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## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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**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.

**Major market programmer,** experienced in AOR, mellow, disco, adult contemporary. Marketing, research-oriented. Bright, articulate, dedicated. Call now: 312-327-5482. Matthew Clenott, 509 Roscoe, Chicago 60657.

**Production Wizard:** Third endorsed. Call Ron 316-524-7626 Wichita, KS Between 9am to 4pm CDT.

**My ratings were No. 1** in top 10 market. How are yours ??? If you won't settle for No. 2, Call Dave: 717-264-9083.

**Experienced broadcaster** with excellent production skills looking for position with country format. Dependable, amiable, competent. Call Tom, 618-654-9965 evenings after 7, CDT.

**Business Oriented Program Director** with 8 years experience in station operations. Extensive experience in airstaff supervision, creative promotions, music, community involvement, and copy/production. Seeking long term relationship with quality organization. Bill McCown 803-226-1408.

**Executive Sports Producer** with six years' experience producing two major league teams. Heavy Production background, looking to advance with growing station. Willing to relocate. Box K-7.

**Small/Medium Market PD/Personality:** Solid management, numbers, award-winner. Adult contemporary. Northeast. Midwest. Regis 616-784-3542.

**Modern Country Operations Manager.** Program/Music Director, Sales. Box K-59.

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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.

**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.



## HELP WANTED MANAGEMENT CONTINUED

**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.

**Sunbelt VHF network affiliate** in medium-size market seeks general manager. State experience and salary requirements. Box K-35.

**Top ten affiliate** seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

**Promotion Manager**. Southeast NBC affiliate needs aggressive, creative promotion manager. Good writing, print layout, budgeting, and strong on-air skills necessary. Minimum two years experience in television promotion. Send resume and salary requirements to Meyer Davis, Program Manager, WXII-TV, 700 Coliseum Dr., Winston-Salem, NC. A Multimedia station. EOE/M-F.

## HELP WANTED TECHNICAL

**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 Retlaw Broadcasting station. EOE.

**The Rex Humbard Ministry** has immediate openings for experienced video operator/engineer and video tape maintenance engineer with experience on late model RCA. Please send resume with salary history to T. Holleron, 2690 State Road, Cuyahoga Falls, OH 44223.

**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. P.O. Box 22810, Houston, TX 77027. We are an equal opportunity employer.

**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.

**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.

**R-TV Technician** for university broadcast program. 2 yrs. broadcast operation experience preferred. 1st phone. Immediate opening. \$12,060+/yr. SFASU is an EEO/AA employer. Reply to: Dr. R.T. Ramsey, Stephen F. Austin State University, PO Box 13048, Nacogdoches, TX 75962.

**Engineer**. To work with latest State-of-the-Art broadcast equipment in modern facility in the southeast. Responsible for master control switching, VTR set-up, record, edit, and playback local and network programs. First Class FCC license required. Minimum of one year experience in TV broadcasting. EOE. Send resume and salary requirements to Box K-42.

**Television Engineer**. Chief engineer for community college color television studio, radio station and a four channel audio studio. Must be strong in maintenance and able to plan effectively. Salary depends on experience. FCC 1st class license required. Reply to: St. Louis Community College, Personnel Department, 5801 Wilson Avenue, St. Louis, MO 63110.

**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.

**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.

**If you're no. 2** on the totem pole and are ready to assume the no. 1 spot, here's your opportunity! We are an established production house experiencing phenomenal growth and are looking for a chief engineer to assume maintenance responsibilities for our 1" CMX edit suite, studio and location facilities. (Comprehensive operations and maintenance background a must). Send resume and salary history to: R. Schmitt, P.O. Box 45807, Tulsa, OK 74145.

**Director of engineering**. Position responsible for KLRN/9, San Antonio and KLRU/18, Austin. Minimum 5 years experience in broadcast equipment design, installation, maintenance, and operation, plus demonstrated track record in broadcast engineering management. Letter, resume to William M. Jackson, President & General Manager, Southwest Texas Public Broadcasting Council, Box 7158, Austin, TX 78712. Closing date: November 1. (EOE, women and minorities are encouraged to apply).

**Technician**: Minimum 3 years maintenance experience in television studio and/or VHF transmitters. Will consider person with strong radio maintenance background. Only qualified applicant need apply. No phone calls. Send resume and salary requirements to Clarence Mosley, Director of Engineering, WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.

**Field/Studio Engineer** for our L.A. facility. Responsible for operation and maintenance of State of the Art ENG/EFP equipment. Some travel. Salary in high teens with benefits. Rush resume to Group Visionary Productions, 10850 Riverside Drive, Suite 203, N. Hollywood, CA 91602. 213—760-3464.

**Ass't. Chief** for January 1981 hire. Good maintenance experience required, preferably with RCA Cameras and Video Tape Machines. Must have management potential. Competitive salary with benefits. Send resume to: WEVU-TV, PO Box 6277, Fort Myers, FL 33901. Equal Opportunity Employer.

**Operator-technician** with first phone license for top 10-market with at least 3 years recent studio experience in the following: On-air switching using Grass Valley 1600 switcher; editing 2-inch video tape; and setup live and film cameras. Salary negotiable plus company benefits. Equal opportunity employer. Please send resume and references to: Chief Engineer, KXAS-TV, P.O. Box 1780, Fort Worth, TX 76101.

**Growing, progressive TV** in beautiful desert southwest seeks Assistant Chief Engineer. Salary commensurate with experience. Send resume to: Chief Engineer, KYEL-TV, Box 592, Yuma, AZ 85364 or call Frank Etherington 602—782-5113. We are an Equal Opportunity Employer.

## HELP WANTED NEWS

**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.

**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.

**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.

**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.

**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.

**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, WMDD-TV, PO Box 321, Salisbury, MD 21801. (EEOC).

**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.

**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.

**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.

**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.

**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.

**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.

**Aggressive major market network affiliate** in sunny Southwest is expanding. We're accepting applications from photographers; reporter-photographers; newscast producers; sports feature reporters; general assignment and investigative reporters. All ENG operation. You must have experience and demo tape to prove it. We're a leading broadcast group with excellent opportunities. Box K-33.

**Sports Director**. Don't apply unless non-sports fans get something from your presentation as well as sports fanatics. Must be a proven winner. We're a large southern market. Box K-55.

**Producer**. We're looking for someone who lives and breathes news and can package it in an attractive, fast-packed newscast. If you haven't produced for at least one year, forget it. Send tape and resume to Jim Cairo, WNGE TV, 441 Murfreesboro Road, Nashville, TN 37210.

## HELP WANTED NEWS CONTINUED

**TV news people wanted** ... for an expanding news operation. We are seeking two producers who know how to put together exciting hour and half hour newscasts. Also a reporter, desk assistant, ENG photographer and tape editor. Our management has a commitment to news and to being the number one operation in a five station market. We are all ENG and soon going live. Specific or related experience a must. Send tapes and resumes to Wayne Doolittle, News Director, WSBT-TV, 300 West Jefferson, South Bend, IN 46601. No phone calls. An EOE station.

**News Anchor** permanent position at NBC-TV affiliate in Minnesota lake area. Possibility of some reporting. Applicants must be experienced and qualified. Excellent salary and outstanding benefits. Written resumes and tape to John Froyd, News Director, KCMT-TV, Alexandria, MN 56308. An Equal Opportunity Employer.

**Weekend anchor** to double as reporter/photographer. \$9500. Send tape with first letter to: Jon Janes, News Director, KAAL Television, PO Box 577, Austin, MN 55912. EOE.

**Reporter** position in 39th market for aggressive, creative reporter with bachelors degree and 2 years TV reporting experience. Send resume and tape to Ann Underwood, KWTW, PO. Box 14159, Oklahoma City, OK 73113. EOE.

**Photographer.** If you can tell a story with pictures and don't mind hard work, we want to talk with you. Send tape and resume to Jim Cairo, WNGE TV, 441 Murfreesboro Road, Nashville, TN 37210.

**Troubleshooter** for major market network affiliate. Must be able to produce daily report that attacks and solves problems relevant to a wide segment of the viewing audience. Must be fearless in approach but aware of legal pitfalls. Must have prior successful experience as troubleshooter or action line reporter with ability to manage mail and phones. An EOE employer. Send resume to: Box K-12.

**Reporter** for major market network affiliate with solid background in commercial TV reporting. Must be self starting idea person with ability to go beyond the surface story in developing comprehensive and interesting reports that tell the viewer why story is happening and why it is important. An EOE employer. Send resume to: Box K-15.

**Reporter/Photographer** with 2 years experience needed to operate one-man bureau. Must be capable of shooting ENG and 16mm film camera. Will frequently be teamed with other reporter/photographer. Send resumes to Box K-23.

**Weathercaster/producer.** We're not looking for a meteorologist, but for someone who enjoys communicating with people about the weather and whose on-air performance shows it. Successful applicant will also serve as assistant news producer. We're a very successful medium market midwest station. An Equal Opportunity Employer. Reply to Box K-21.

**Weathercaster.** We're a top thirty sunbelt station and we're looking for the best. Meteorologist preferred, but personality and ability to communicate just as important. This is a Monday through Friday position. Proven track records only. Box K-26.

**Feature Reporter.** Do you have an innovative mind? This position requires the ability to make the viewer laugh, cry, think, grow angry, sympathetic, etc. Must be experienced. Send tape and resume to Jim Cairo, WNGE TV, 441 Murfreesboro Road, Nashville, TN 37210.

**Reporter.** We need someone who has a burning desire to be the best there is. We want only polished news professionals who can package and/or go live with confidence. Beginners need not apply. Send tape and resume to Jim Cairo, WNGE TV, 441 Murfreesboro Road, Nashville, TN 37210.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Catholic magazine seeks 3/4" tape editor** with magazine style experience for a new nationally syndicated magazine program based in Washington, D.C. Should have some experience producing feature stories. Equal Opportunity Employer. Dabar Productions, 3035 Fourth St., N.E., Washington, DC 20017.

**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 EFP, 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 Senior Production Engineer** for major urban-based public television station. Coordinate technical aspects for studio and remote television productions. Experience with all phases of electronic editing, audio, video, lighting, and quality control essential. Experience as studio supervisor or engineer-in-charge highly desirable. First Class FCC license required. High school graduate and two years full-time broadcast television experience or equivalent education and experience. Salary range \$16,007-\$20,495. EOE. Letter of application, resume relating education and experience to specific job requirements and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Mary Lou Ray, Acting General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by October 17, 1980.

**Television Camera Operator II** for major urban-based public television station. Must be experienced in studio and remote camera operation and capable of serving as camera crew chief. Will assist in studio set-up, strike, and other tasks related to the production process. High school graduate and one year full-time experience or equivalent education and experience. Salary range \$12,267-\$15,010. EOE. Letter of application, resume relating education and experience to specific job requirements and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold Stetler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Mary Lou Ray, Acting General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by October 17, 1980.

**Video tape editor.** Minimum three years experience, operation and maintenance. Send resume to the Personnel Director Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**San Francisco:** We are seeking a Cameraman/Editor for our San Francisco crew. Applicants must be capable of lighting, shooting and editing high quality electronic field productions on 3/4 and 1 inch equipment. Some travel-good benefits-salary, negotiable to low 20's. Rush resume to Group Visionary Productions, 10850 Riverside Dr., Suite 203, North Hollywood, CA 91602. 213-760-3464.

**Executive Producer** for public television station KAET-TV Phoenix. Applicant should have well developed skills in producing and directing television specials and series. Should be able to conceive, develop and carry through to completion studio, location and remote productions. Requires highly motivated, creative individual who can meet national production standards. Must prepare grant applications, proposals for funding and budgets. Resume tape desired. Minimum 6 years production and direction experience. Masters preferred. Deadline for application October 31. Send resume and videotape cassette to Personnel Department, Arizona State University, Tempe, AZ 85281. An Equal Opportunity/Affirmative Action Employer who complies with Title IX of the Educational Amendments of 1972.

## SITUATIONS WANTED MANAGEMENT

**General Manager** with outstanding credentials! Practicing TV since '52! Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive-programming, sales-production (local, regional; national), promotion, community-involvement, news etc. Large to medium markets. Highly effective everywhere! Leadership and motivational skills. Hands-on manager, accustomed to bottom-line responsibility and compensation based on performance. At accelerated pace, produces spectacular ratings, sales and profits, plus prestige. Box K-13.

## SITUATIONS WANTED SALES

**Production Specialist**, 15 years experience no. 2 market, wants to move to sales, 38, educated male, self-starter. Resume available upon request. Box K-40.

## SITUATIONS WANTED TECHNICAL

**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/operation 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.

**Experienced Engineer** with first seeks to play back/TX during Tomorrow show. Call Keith 9-Noon 717-283-0751.

## SITUATIONS WANTED NEWS

**Top-Notch Sportscaster.** Experienced anchor, reporter, producer. Seeks position at station with quality sports coverage and commitment. Box J-247.

**Need Iran footage?** Network news archives expert available. Box J-203.

**News Director/Anchor.** Proven record as administrator and ratings getter. Now employed but looking for move upward. \$40,000+. Box K-3.

**Strong police reporting**, missing from your newscast? News correspondent, B.A. Communications, 3 years experience CBS affiliate in Top 30's market, experienced in film/ENG photography, research and investigative reporting, plus valuable 3 years experience with a large city police department in civilian investigative and communications work. For coverage of police news before and as it happens, not just follow-ups. Will build good media-police relations and achieve solid reporting. All markets. Box K-5.

**Sports Anchor/Reporter** with savvy, know-how, enthusiasm & 2 years experience ready to make your numbers count. Contact Sal Urbano 609-845-8717.

**Top 25 market sportscaster** seeks television anchor or reporting. Former anchor. Spent past 16 months in major market radio. Have done major college PBP and talk show. Will still consider radio. Excellent professional references. 602-246-1004.

**Nashville, Male Anchor**-10 years experience. Broadcasting degree. Available immediately. Call 615-834-5180.

## 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.



## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**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.

**Experienced Director** looking for production job. BA in Communication and Theatre Arts. FCC 1st. Strong technical theatre background. San Jose, San Francisco area preferred, but will relocate. Call Susan Bigelow, 916-666-2223 or write 746 College St., Woodland, CA 95695.

**Producer/Director**—Major credits. 15 yrs Radio & TV News & Public Affairs Commercial & PBS. Drama BBC. Hard-working self-starter. 518-725-1454.

**Versatile female host.** Talk shows/telethons/sports. Personality, intelligence; a communicator! And experienced Cable PD. Jane 616-784-3542.

**Former Staff Announcer** (commercial radio experience) wants to use Communications Degree and extensive college TV training for video or audio production opening. Mark Ringel, 147-56 78th Ave., Flushing, NY 11367 212-591-3029.

**Stage Manager-Assistant Director** seeks A.D. position with video music production house. 2 years major market experience in studio and remote production with emphasis on musical programming. National credits, Broadcasting/Music degree. Box K-36.

**Executive Sports Producer** with six years' experience producing two major league teams. Seeks to break into television, preferably in Sports Department, but will consider all offers. Willing to relocate. Box K-8.

## CABLE

### HELP WANTED MANAGEMENT

**Director of Finance and Administration:** Immediate opening for individual with financial background to assume newly created position in the area of financial management at 40,000+ subscriber CATV system. Opportunities for advancement for the right person. MBA preferred. Excellent company benefits. EOE M/F. Please send resume to Box K-1.

### HELP WANTED NEWS

**Anchor/News Director** for cable operation in sunny Florida. Supervise news staff, make daily assignments and anchor nightly cast. No calls accepted! Tape and resumes to General Manager, TV 1, 1002 East New Haven Avenue, Melbourne, FL 32901.

## ALLIED FIELDS

### HELP WANTED SALES

**Business oriented, successful** salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. Paul H. Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

### HELP WANTED TECHNICAL

**\$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, Kiis Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

**Indiana University School of Journalism** has two tenure track faculty openings beginning in 1981-82. Although outstanding applicants from other specialties will be considered, strongest preference is for one person with a magazine and another with a radio-TV news specialty. Both are expected to teach, and conduct research and/or creative activity. In addition to skills courses in their specialties, the two faculty members would have opportunities to teach in another area, such as international communication, advertising, media management/economics, newspaper writing and editing, public relations, or communications law. Rank and salary negotiable. Summer teaching could add 15-20% of base salary. Generous fringe benefits. Ph.D. preferred but faculty will seriously consider exceptional professional credentials in lieu of doctorate. Program offers B.A., M.A., Ph.D. Faculty is diverse, dynamic and compatible. Indiana University is an equal opportunity, affirmative action employer. Please forward a letter of application, full resume and arrange for four letters of reference to be sent to Prof. Edmund B. Lambeth, Chair, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Deadline for receipt of materials is Nov. 1, 1980.

**Broadcast faculty member** sought for '81-'82 academic year in a tenure-track position. Work with broadcast quality TV facility, developing radio facility. Responsibility includes teaching news courses, developing graduate courses, and possibly film courses. Ph.D. or ABD preferred; M.A. with strong experience considered. Salary competitive. Apply by Dec. 1 to: William Thorn, Search Committee, College of Journalism, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. E.O./Affirmative Action Employer.

**University Instructor**—Develop, supervise broadcast news sequence; 10-month contract starting January or August 1981; teach writing, editing, production in TV-radio news, other journalism courses; should have master's in journalism, five or more years professional experience; deadline to apply Nov. 15; equal opportunity/affirmative action employer. Apply to Wm. Metz, Office 7H, Journalism Department, Univ. of Nevada, Reno, NV 89557.

**Broadcasting:** Assistant/Associate Professor, Tenure-track position for Fall 1981. Required: Masters degree, Doctorate preferred. Will teach basic and advanced television courses: production, writing and promotion. Should have knowledge of radio and cable, plus at least 3 years professional experience. Application deadline: April 1, 1981. Send application, resume, transcripts and three letters of recommendation to Dr. Ed Paulin, Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action/Equal Opportunity Employer.

**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 studio, 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.

### 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.

**Wanted to Purchase:** One used performance tested 1,000 watt translator unit UHF frequency channel 64, and one channel 64 transmitting antenna performance tested (used modified or rebuilt units are desired). Will pay cash and all shipping costs. Box K-45.

**Wanted:** Tax Deductible Donation of audio cart recorder/player and player for instructional purposes. D. Mooney, Muskegon Community College, 221 Quarlerline Rd., Muskegon, MI 49442. 616-777-0214.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**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.  
**Complete film island**—\$30,000.  
**Sharp XC-700 Color Cameras**—\$11,950. (New)  
**IVC 500A Color Cameras**—ea. \$7,500.  
**Panasonic AK920 Color Cameras**—\$15,000.  
**GE PE-350 Color Cameras**—ea. \$4,000.  
**GE PE-240 Film Camera**—\$8,000.  
**Microtime 520 Time Base Corrector**—\$8,500.  
**Amplex TBC-2 Time Base Corrector**—\$12,000.  
**CVS 504B Time Base Corrector**—\$5,500.  
**CDL VSE-741 Switcher**—\$2,500.  
**RCA TK-27A Film Camera**—\$12,000.  
**RCA TP-6 Projectors**—\$1,000.  
**Amplex 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.

**FM Equipment,** Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

**Gates Stereo Automation.** Change of format. Mark Howard 912-232-0097.

**Ork Omega 10 Channel** stereo audio console, good condition, \$2,800. Andy Booth, CE, WQRK 804-497-1067.

**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, KBTV, 1089 Bannock, Denver, CO 80217.

**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 Fischer, 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, WGCB-TV Red Lion, PA F. Wise 717-246-1681.

**10 KW FM RCA** 10D w/exc. & ster. gen., exc. condition, spares, M. Cooper 215-379-6585.

**1 KW AM RCA** 1 R1 w/spare plate transformer, small spares & proof. M. Cooper 215-379-6585.

## FOR SALE EQUIPMENT CONTINUED

**McMartin BA-1K AM transmitter** available 1981, perfect, KACJ, Box 42, Greenwood, AR 72936.

**RCA 10 kw FM** transmitter and Collins 10 FM transmitters for sale. Both in Dallas, and in top condition. Solid-state exciters. Also 1 kw AM, 5 kw AM and 10 kw AM ready for delivery. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 214-630-3600.

**Moseley PBR-30**, 30 position, remote control. Good working condition. w/manuals, spare stepper relay, extra 3 meter panel, spare boards, \$1800. 213-845-6105 after 4 pm PDT.

**RCA-TK-76 Mini/Cam** \$25,000/offer. 415-676-7260.

## 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.

**"Phantastic Phunnies"**—month's 400 hilarious, topical 'phunnies' ... \$2.00! 1343-B Stratford, Kent, OH 44240.

**Comedy/Personality Jocks:** Write for our amazing audio sample kit. See "Miscellaneous" ad for LA, Air Force.

**"Comic Relief!"** Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

## MISCELLANEOUS

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Antenna Site** 9 Acres in Louisville, Kentucky for sale by owner. Ideal location for radio or communications antenna. 502-239-2747.

**Wanted to buy** current Country Western Library. Contact KZIQ-Radio Phone 714-375-1360 or write PO Box 369, Ridgecrest, CA 93555.

**Call letter items**—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

**Five volume production library** jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable) LA, Air Force, Box 944-B, Long Beach, CA 90801.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611 call collect 312-944-3700

## RADIO PROGRAMING

**Best of Radio**, highly polished weekly series of radio history. Local avails, plus national sponsor. Exclusive trade. 312-467-5430.

**Nostalgia:** Something old but new! Music! Actualities! Personalities! Free "demo" tape. R.T.W.I.W., Box 174, Jacksonville, TX 75766.

**Help** ... trying to locate the whereabouts of a radio program series entitled, "Christmas Fantasy" produced some years ago by Robin Morrow. Write to KVOK, Box 708, Kodiak, AK 99615. Call: 907-486-5159.

**Musical Showcase** 2 hour weekly taped program of Broadway original cast and Hollywood sound track music. Station inquiries invited. Reel Radio, Box 213, Dunkirk, MD 20754.

**Radio and TV Bingo.** Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO Box 2311, Littleton, CO 80160. 303-795-3288.

## 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 520B, Rolling Meadows, IL 60008.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class F.C.C. 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 Management

#### 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.

#### \$55,000 PER YEAR

Sales Manager needed for extremely successful Sunbelt station. Top growth market. Ratings of secondary importance. You must be an idea person with excellent leadership and motivational skills. Station part of a growing group. Write Box K-29.

#### GENERAL SALES MANAGER

with an impressive record of both local and national sales is needed by KSTP AM. You must be able to manage people well, create sales plans (including major league sports, news and other features), establish sales goals and motivate the sales staff to obtain those goals. KSTP is a 50 KW adult contemporary format with heavy emphasis on news, information, sports and talk. We are an equal opportunity employer. Send resume to: Arthur A. Schreiber, General Manager, KSTP, 3415 University Avenue, St. Paul, Minnesota 55114.

## Help Wanted Management Continued

### Manager-Sales Manager

Position in one station market So. Ill. Person who wants first managers job. Must have 2-3 years selling experience small-medium market. Excellent facility. Consultant will teach all facets of managers duties. Salary and commission. Only Ill, Iowa, Ind, Mo. applicants. Must be real aggressive salesperson. Call Packerland Consultants 414-233-2026 after 10:30 AM. E.O.E.

### STATION MANAGER

A progressive and stable chain is seeking an aggressive leader capable of molding a crack sales force for mid-Pennsylvania top-rated AM/FM combination. Must be RAB trained with considerable agency sales experience. Only dynamic, highly motivated persons possessing eventual top management qualities need respond. All replies completely confidential. An equal opportunity employer. Reply Box K-6.

## 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

### RADIO NEWS DIRECTOR

Thoroughly knowledgeable in station operation. At least three-five years major market experience. Location New York City. Send resume with letter to Box K-25.

## Situations Wanted Management

### Management

Radio/TV/Cable. Demonstrated ability. Documented performance. 15 years major market experience. Available immediately, salary negotiable. Reply Box K-4.



**Situations Wanted Management  
Continued**

**GENERAL MANAGER  
TOP-50**

Impressive track record in sales, sales management, and general management. Box K-11.

**ATTENTION RADIO  
STATION OWNERS**

If you have a problem AM or a Class "B" or "C" FM station that covers a medium or major market and you are not billing \$1,000,000 plus then you should talk to me.

I can run all phases of your station expertly and generate tremendous billing increases in a short time. I've got a track record to prove it in some of the most competitive markets in the U.S. I'm a full charge General Manager with a superior knowledge of radio broadcast.

Your station doesn't have to be licensed to a medium or major market—it just has to cover one.

If you are interested in a real radio professional and are committed to making your station a winner then respond now to Box K-14.

**Situations Wanted News**

**Attention Major Market Radio Stations!**

Please hire my husband, Gene Steinberg! He's an incredibly talented newsman and talk-show host with 12 years of multi-media experience. You won't be disappointed.

*Sincerely,  
Barbara Steinberg*

P.S. You can call Gene at 212-631-9290. Thanks!

**TELEVISION**

**Help Wanted Technical**

**TELEVISION  
TECHNICIAN**

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields  
Personnel Mgr.  
WMAR-TV  
6400 York Rd.  
Baltimore, MD. 21212  
E.O.E. M/F

**Help Wanted Programming,  
Production, Others**



**Corporate Television  
PRODUCER-DIRECTOR**

For expanding Corporate Communications Department. Candidates must have bachelors degree in communication arts or related field and a minimum of four years professional experience as Producer-Director or Producer-Writer with broadcast station, production house or corporate video facility. Applicants must be experienced in both studio and location shooting and be able to produce communications programs in all audiovisual formats. Please submit resume and salary history to:

**EMPLOYMENT MANAGER, W1-1S**

**GENERAL FOODS CORPORATION**

250 North Street, White Plains, N.Y. 10625

An Equal Opportunity Employer M/F/Hc.



**Talent and Technical  
Positions available for January  
premiere of PM Magazine.  
Applications for Talent and  
technical positions requested  
immediately. Experience  
required.**

Send resume and Cassette to:

**Darrell Blue  
Operations Manager  
WCIA, 509 South Neil  
Champaign, IL 61820.**

**An Equal Opportunity  
Employer M/F**



**Midwest station**

is seeking candidates to fill talent (Host & Hostess) positions for January premiere of PM Magazine. Preference given to Producer/Talent combo. with magazine show experience. Send resume and salary requirements to Box K-46.

**Help Wanted Announcers**

**DICK CLARK  
PRODUCTIONS  
Los Angeles**

Seeking:  
Two Young  
Anchor Persons  
(Hosts)

For Youth-Oriented "60 MINUTES"—"20/20" "PM MAGAZINE" type network series.

Call 213/843-2125, 10:00 am-4:00 pm Pacific Time for exchange of information and details.

**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

**ART DIRECTOR**

Top ten market. Strong on-air, print and graphic design experience required. Cooperative, innovative individual needed. Send resume to Box K-16. Equal employment opportunity employer M/F

**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.

### A TOUGH REPORTER

We're looking for a skilled reporter with a flair for tough, dramatic reporting. Someone with a clear, colorful style and an interest in hard news. The money is very good and the market size is Top 5. No beginners please. E.O.E. Please send resume to Box K-49.

### NEWS ANCHORPERSON

Top ten market. Solid journalistic credentials. Television experience required. Send resume to Box K-56. All inquiries confidential. Equal employment opportunity employer M/F.

## Help Wanted Management

### ON AIR PROMOTION PRODUCER

WANTED: A CREATIVE PERSON RESPONSIBLE FOR ON AIR PROMOTION PRODUCTION FROM CONCEPTUALIZATION RIGHT THROUGH TO FINAL "HANDS ON" EXECUTION AS A DIRECTOR. MUST HAVE WRITING, EDITING AND SWITCHING EXPERIENCE AS WELL AS ON LOCATION PRODUCTION EXPERIENCE. NEWS AND MAGAZINE PROGRAM PROMOTION A PRIORITY.

SEND RESUME AND WORK SAMPLES TO:  
ANN PACE, PROMOTION MANAGER WJXT  
1851 SOUTHAMPTON RD.  
JACKSONVILLE, FLORIDA 32207

A POST NEWSWEEK STATION  
AN EQUAL OPPORTUNITY EMPLOYER

### TV STATION BUSINESS MANAGER

Northern Wisconsin NBC Affiliate  
Experience as assistant business mgr or station accountant. Equal Opportunity Employer. Send resume to Box K-47.

## 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.)

### TV GUIDE

#### Cable Marketing Supervisor

TV Guide is building a select staff of regional cable marketing people to survey, analyze and promote the magazine in cable markets in the U.S. We need people with a communications background, preferably in the marketing, promotion or analysis of cable TV, to work out of a regional office covering several states. This is a growth opportunity for aggressive, self-motivated achievers. Excellent medical, dental, vision, prescription benefits, etc. Salary commensurate with experience. Write stating qualifications and enclosing resume to Mr. Laurence G. Esmonde, Personnel Director, TV Guide, Radnor, PA. 19088.

An Equal Opportunity Employer

## Employment Service

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R3, Box 84, Lexington, Indiana 47138



*"It's your move!"*

### STEVE WYMAN & ASSOCIATES, INC.

BROADCASTING  
Executive Search & Recruitment  
100 COLONY SQUARE • SUITE 2301  
ATLANTA, GEORGIA 30361  
(404) 873-2959

## 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.

## ALLIED FIELDS Help Wanted Technical

### FIELD ENGINEER

Leading internationally known electronics firm seeks Field Engineer with heavy experience in servicing broadcast and CCTV color cameras.

Duties include periodic technical training of customers, engineering back-up for salesman on product demonstrations, resolving technical problems pertaining to camera installations in the customers facility and answering telephone inquiries from dealers and product users.

You will be based in the Metropolitan New York area, travel-40%, office-60% of the time. Position reports to Marketing Manager. Fringes include car.

Please send resume and salary requirements to Box K-50.



## Help Wanted Technical Continued

### SYSTEMS/PROJECT ENGINEER

We are a high technology electronics manufacturing systems and service company providing quality audio and video equipment for the broadcast industry.

We are currently seeking candidates with 3-10 yrs. exp. in fixed and/or mobile electronics broadcast systems who will participate in equipment development from concept through installation and final testing.

A desirable requisite is at least 2 yrs. electronic education or a BS degree.

Qualified applicants, please send resume and salary requirements to:

Corporate Recruiter  
PO Box 7760  
Burbank, CA 91505

## Help Wanted Sales



### SALES/MARKETING REPRESENTATIVE

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.

Interested and qualified candidates call or write:

Ted Johnson  
Director of Broadcast Operations  
The Soundshop, Inc.  
1307 Division Street  
Nashville, TN 37203  
(615) 244-4149



## Help Wanted Programing, Production, Others

### MANAGER OF ADVERTISING AND PUBLIC INFORMATION

Bachelors degree in communications or related field plus 4 years advertising or promotion experience, preferably in broadcasting or equivalent education and experience required. Demonstrated copywriting skills required. Advertising promotion, publicity, public relations and editorial activities.

Submit application and two resumes by October 15th, 1980 to:

UNIVERSITY OF UTAH  
PERSONNEL DEPARTMENT  
101 Annex Building  
Salt Lake City, Utah 84112  
Equal opportunity employer m/f

## Help Wanted Programing, Production, Others Continued

### PROMOTIONS SPECIALIST

Arbitron, one of the nation's leading radio and television audience measurement firms, is looking for a creative, well organized Promotions Specialist to produce sales promotion for our radio and television divisions.

You'll need strong writing skills, excellent communications, and a good working knowledge of the broadcast industry. You'll be responsible for working with sales and marketing to develop presentations, direct mail, and other sales promotion materials.

Candidate should have a minimum of two years experience in radio and/or television and a B.A. degree.

Send resume and salary requirements to: Personnel Director

### THE ARBITRON COMPANY

a research service of  
CONTROL DATA CORPORATION

1350 Avenue of the Americas  
New York, New York 10019  
An Affirmative Action Employer



## Situations Wanted Management

### Former Broadcast Executive

Group Vice-President, owner small and medium sized markets seeking Board of Directorships. Can contribute sales, program, management input in exchange for fees, duebills, etc. Career summary available. Call ROM (608) 362-0953 or Box K-60.

## Situations Wanted Sales

### I LEFT BROADCASTING

as a network newsmen 3 yrs ago to pursue industrial sales. I am now mgt. responsible for 8 salesmen. I want to sell broadcast equip. I speak fluent English and Spanish. Will relocate. I can manage your natl or intl sales effort. For more info, call Larry tonight 615-361-7295.

## Radio Programing

### PAUL FREES

"The Classiest Voice in Radio"

Charles H. Stern Agency, Inc.  
9220 Sunset Boulevard, Los Angeles,  
California 90069. Telephone: 273-6890



## Radio Programing Continued

### ISRAEL-EGYPT- PEACE??

Inform your listeners of the behind the scenes circumstances in the Middle East negotiations—subscribe to the Jewish Broadcasting Network: "Mid-East Report," five 15 and 30 minute reports available weekly.

Call (201) 431-1977 or write the Jewish Broadcasting Network, c/o The World Jewish Heritage Foundation, Route 524, Adelphia, New Jersey 07710.

### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884



## Services

**MANAGEMENT SERVICES COMPANY**  
Specializing in Individual & Corporate  
VIDEOTAPE INVESTMENT  
Representing over 500 Clients & 1100 Episodes  
**CALL TOLL FREE**  
NATIONALLY 800/528-6050 Extension 758  
INVESTORS MANAGEMENT SERVICES, INC.  
366 No. B'way, Jericho, NY 11753 516 935-5567

**INCREASE BILLING  
THROUGH  
TESTED RADIO PROMOTIONS**

PROMOTIONS INCLUDE: promotion concept,  
sale procedure, presentation kits, promotion  
copy and support camera ready material.  
**COMPLETE PROMOTIONS,  
JUST ADD YOUR SALES DEPARTMENT.**

SALES PROJECTS COMPANY  
1201 B Orange Avenue  
Ft. Pierce, Fla. 33450

name \_\_\_\_\_  
address \_\_\_\_\_  
city/state/zip \_\_\_\_\_

## Public Notice

### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Tuesday, October 7, 1980, for its annual organizational meeting at 12 noon in the Board Room of Minnesota Public Radio, 45 E. Eighth Street, St. Paul, Minn. and again from 9 a.m. to 12 noon on October 8, 1980, in the Ballroom of the Radisson Plaza St. Paul, 6th and Minnesota Streets, St. Paul, Minn. Subject to amendment, the agenda includes: Election of Chairman, Board officers, Corporate officers and appointment of Board committees for FY 81, and a report from the Finance Committee. The Board committees will meet on Tuesday, October 7, 1980, at the Radisson Plaza St. Paul.

For further information concerning these meetings, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

## For Sale Stations

**MEDIA BROKERS • APPRAISERS**  
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P.O. BOX 647

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**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers

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Suite 214  
11681 San  
Vicente Blvd.  
Los Angeles, CA. 90049

202/223-1553  
Suite 417  
1730 Rhode  
Island Ave. N.W.  
Washington, D.C. 20036

## For Sale Stations Continued

**THE  
KEITH W. HORTON  
COMPANY, INC.**

For prompt service  
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Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants



## SOUTHEAST COMBO

AM-FM in good market of  
100,000 population. Good  
terms to qualified buyer. Box  
K-38.

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900

## FAR NORTH- WEST:

Pioneer regional full  
time AM. \$700,000 with  
\$175,000 down and  
10% balance carried  
by Seller.

## CALIFORNIA FM:

Needs development in  
strong market. \$735,-  
000 with Seller financ-  
ing.

## SUBURBAN AM:

Full timer near top 10  
Western market.  
\$1,275,000 Seller with  
finance.

## CALIFORNIA COMBO:

Full time AM and new  
FM did \$350,000 in  
1979. Priced at \$875,-  
000 on terms.

*William A. E. Shaw, Inc.*

4340 Redwood Hwy, Suite F-121 San Rafael CA 94903  
(415) 479-3484

MEDIA BROKERS - CONSULTANTS

- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$380,000.
- Daytimer, N.C. Missouri. \$360,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,-000.
- Daytimer. Good dial position. Central Florida. \$260,000.
- UHF-TV-C.P., in the Deep South. At cost—\$250,000.
- 1,000 watt daytimer. Southern Utah. \$330,000. Terms.
- UHF-TV in Central Iowa. "Turn key job." \$320,000.
- 1,000 watt daytimer. SE KY. \$300,000.
- NW Florida. C.P.—\$100,000 at cost.
- 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 NE Oklahoma. \$1,100,000.
- AM/FM in NC Louisiana. \$320,000.
- Class C. Near city. Midwest. \$700,-000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,-000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Two AM's. CA. fulltimer and daytimer.
- AM/FM in No. Mich.. \$190,000.
- Louisville area daytimer. Terms. Small DP.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Drop by our Hospitality Suite No. 2178 at the  
NRBA American Radio Expo, Bonaventure  
Hotel, Los Angeles.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
815-756-7635 24 HOURS

## TEXAS

Class "A" FM-fully automated. Only station in  
only town in the county. No other good outside  
off-air signals. \$210,000. 10% down with 10%  
for 10 years. Other goodies, details from Box  
K-34.

## RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

## H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Fran-  
cisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York,  
NY 10021 212/288-0737



## For Sale Stations Continued

### MID-ATLANTIC FM STATION FOR SALE

Beautiful plant. Good billings. Excellent living area. \$450,000 on terms, including valuable real estate. Principals only. Box K-27.

### Sun Belt Properties

AMs and FM's  
small to large markets  
Write Box J-241.

## R.D.HANNA COMPANY

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5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696-1022  
8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675  
6257 Garwood St. Las Vegas, Nv. 89107 • 702-810-7106

### Dan Hayslett

& associates, inc.



*Media Brokers*  
RADIO, TV, and CATV  
(214) 891-2076

11311 N. Central Expressway • Dallas, Texas

### ATLANTA

Daytime AM—Best offer over  
\$575,000. Ph. (804)  
623-6262.

Colorado Powerhouse AM  
Arizona Fulltime AM  
New Mexico Major Market  
Idaho Fulltime AM  
Michigan Class B FM

**Western Media Brokers**  
4840 Riverbend Road  
Boulder, Colorado 80301  
(303) 444-5658

### LOW DIAL POSITION

Florida Gulf-Coast AM. Once dominant in market, this well-equipped station needs owner-operator. Principals only. Box J-177.

### Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.  
Call or write now.

1819 Peachtree Road, N.E.  
Atlanta, Georgia 30309  
404-351-0555

### RADIO STATION—OREGON!

Class "C" FM. Powerhouse! Actually heard in Portland! Group deal. Active or inactive with \$30,000 min—serious and ready only, need write! Box J-245.

#### STATION

MW	Small	AM	\$160K	Terms
E	Small	AM	\$180K	29%
S	Small	AM	\$185K	\$54K
S	Small	FM	\$220K	SOLD
W	Small	Fulltime	\$135K	29%
MW	Small	AM	\$300K	\$87K
W	Small	AM	\$300K	\$75K
S	Small	Fulltime	\$350K	\$75K
MW	Small	Fulltime	\$350K	29%
W	Small	AM/FM	\$338K	SOLD
MW	Small	FM	\$385K	Terms
MW	Small	AM/FM	\$550K	Cash
MW	Small	AM/FM	\$625K	29%
NW	Small	Fulltime	\$700K	Terms
MW	Small	AM/FM	\$1100K	Nego.
NW	Medium	Fulltime	\$450K	Cash
W	Medium	AM/FM	\$750K	20%
W	Medium	Fulltime	\$2300K	Terms
MW	Metro	AM	\$375K	Terms
S	Metro	AM	\$432K	SOLD
W	Metro	Fulltime	\$850K	Cash
E	Major	FM	\$2650K	Cash
E	Major	AM	\$1300K	Cash

#### CONTACT

Bill Whitley	(214) 387-2303
Art Simmers	(617) 848-4893
J.T. Malone	(404) 458-9226
Bill Cate	(904) 893-6471
Ray Stanfield	(213) 363-5764
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
Bill Whitley	(214) 387-2303
Art Simmers	(617) 848-4893
Art Simmers	(617) 848-4893



**CHAPMAN ASSOCIATES®**

media brokerage service

NRBA: L.A. Bonaventure

To receive offerings of stations within the areas of your interest,  
Write: Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

## For Sale Stations Continued

### Major Market Full-time AM

Class C FM  
Price: \$6,200,000 cash. Box  
K-17.

### 5000 Watt

day time, early sign on, non  
directional radio station for sale  
in St. Ignace, Michigan. Call after  
7:00 PM. 517-321-1763.

### Books

**T419. HOW TO BECOME A RADIO DISC  
JOCKEY** by Hal Fisher. Essentially a course  
in showmanship, this book teaches all the  
techniques needed to become a successful  
broadcast announcer (or disc jockey). 256  
pages, illustrated. **\$12.95**

**T403. AM-FM BROADCAST STATION PLAN-  
NING GUIDE** by Harry A. Elkin. A com-  
prehensive guide to planning, building, and  
operating a radio broadcast facility—AM, FM,  
or combined operation. Based on a lifetime  
of experience and intimate association in  
broadcasting. 8½ x 11"; illustrated. **\$12.95**

**T428 ORGANIZATION & OPERATION OF  
BROADCAST STATIONS** by Jay Hoffer. An  
exhaustive examination of the respon-  
sibilities and capabilities required in each job  
classification. 256 pages. **\$14.95**

### BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.  
Washington, D.C. 20036

Payment must accompany order.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

### Select Media Brokers

(912) 883-4917

P.O. BOX 850 ALBANY, GA. 31702

AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
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	
FL	AM—Down payment	\$30,000	
VA	AM—Down payment	\$30,000	

**BILL-DAVID  
ASSOCIATES  
BROKERS-CONSULTANTS**  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### BARGAIN AVAILABLE

Due to a technicality involving duopoly  
the FCC says 49.94 percent of KMRN,  
Cameron, Missouri, must be sold. Other  
stock to give control is also available at  
a reasonable price. KMRN is the only  
daily news and advertising media in a  
four county area. It is a 500 watt  
daytimer on 1360 khz with early sign on.  
Price \$135,000. Contact Radio Broker  
Ralph Meador, Lexington, MO, 816  
259-2544.

### SOUTH ARKANSAS

Class A FM licensed to a single Sta. mkt.  
adjacent to 50,000 plus city. Absentee  
owned. Great investment or super place  
to live. Principles only. Box K-10.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES  
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar • Suite 816 • Memphis, Tn. 38157

### POWERHOUSE FOR SALE

One of the sun belt's outstanding full  
power FM outlets. Covers five states.  
Priced at 2½ times gross: \$700,000.00.  
Hurry, this one will go fast. Write Box  
J-235.

**Sunbelt AM** daytime powerhouse,  
\$775,000. Terms.

**Sunbelt AM** fulltime, single station  
market, \$500,000. Terms.

**MOUNTAIN STATES BROADCAST PROPERTIES,  
INC.**

John Runkle (208) 344-0947  
(303) 466-3851

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category  
desired: Television, Radio, Cable or Allied Fields;  
Help Wanted or Situations Wanted; Management,  
Sales, etc. If this information is omitted, we will  
determine the appropriate category according to  
the copy. No make goods will be run if all informa-  
tion is not included.

The publisher is not responsible for errors in print-  
ing due to illegible copy. All copy must be clearly  
typed or printed.

Deadline is Monday for the following Monday's  
issue. Orders and/or cancellations must be sub-  
mitted in writing. (No telephone orders and/or can-  
cellations will be accepted).

Replies to ads with *Blind Box* numbers should be  
addressed to (box number) c/o BROADCASTING,  
1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot re-  
quest audio tapes, video tapes, transcriptions,  
films or VTR's to be forwarded to BROADCASTING  
*Blind Box* numbers. Audio tapes, video tapes,  
transcriptions, films and VTR's are not forwarda-  
ble, and are returned to the sender.

**Rates:** Classified listings (non-display) Help  
Wanted: 70c per word. \$10.00 weekly minimum.  
Situations Wanted: (personal ads) 40c per word.  
\$5.00 weekly minimum. All other classifications:  
80c per word. \$10.00 weekly minimum. Blind Box  
numbers: \$2.00 per issue in addition to weekly  
minimum.

**Rates:** Classified display: Situations Wanted:  
(personal ads) \$30.00 per inch. All other  
classifications: \$60.00 per inch. For Sale Stations,  
Wanted To Buy Stations, Employment Services,  
Business Opportunities, and Public Notice adver-  
tising require display space. Agency Commission  
only on display space.

Publisher reserves the right to alter Classified  
copy to conform with the provisions of Title VII of  
the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of  
city (Des Moines) or state (New York) counts as  
two words. Zip code or phone number including  
area code counts as one word. Count each ab-  
breviation, initial, single figure or group of figures  
or letters as a word. Symbols such as 35mm, COD,  
PD, etc. count as one word. Hyphenated words  
count as two words. Publisher reserves the right to  
abbreviate or alter copy.



# Fates & Fortunes

## Media

**Robert Richer**, general manager, WNCN(FM) New York, joins WITS(AM) Boston as president and general manager.

**David Small**, general manager, KMGC(FM) Dallas, named president.

**Joe Archer**, general sales manager, www(FM) Detroit, named general manager.

**Wayne Thomas**, VP-news, director, KDFW-TV Dallas, named VP-general manager of WVTM-TV Birmingham, Ala.

**James G. Saunders**, former senior VP-general manager, WTOL-TV Toledo, Ohio, joins WAVY-FM Portsmouth, Va., as president and general manager.

**Lloyd Loers**, VP and corporate coordinator of Lee's KGMB-TV Honolulu, has retired, but will become special consultant to Lee.

**Richard Holcomb**, general manager, KQED(AM)-KZZX(FM) Albuquerque, N.M., named VP.

**Jack Davis**, general manager, WVOJ(AM) Jacksonville, Fla., named general manager.



Stakes

**Richard S. Stakes**, executive VP, Summit Communications Inc., Winston-Salem, N.C., group owner of radio and cable television, named president and chief executive officer. Stakes succeeds **Lee Wallenhaupt** who is retiring after 28 years of service.

**Ed Zachary**, general sales manager, WOWT(TV) Omaha, assumes additional duties as VP-station manager.

**Dan Bates**, general sales manager, KOCO-TV Oklahoma City, joins KTVY(TV) there as assistant manager and general sales manager. He succeeds **Tom Parrington**, who resigns due to health reasons.

**Michael J. Ziegler**, executive VP, noncommercial WITF-TV and WITF-FM Hershey, Pa., joins noncommercial WSKG(TV) Binghamton, N.Y. as president and general manager.

**Roger E. Hilkert**, general sales manager, WTOP(AM) Washington, joins WZZX(FM) Jeffersonville, Ky., as president. Hilkert has become part owner of WZZX.

**David Wilson**, area manager, Viacom's Delta and Napa cable systems in California, named VP-general manager, Viacom Cablevision, Cleveland.

**Ben Merickle**, manager of office services, Chattanooga (Tenn.) Glass Co., joins Chattanooga Cable TV Co. as manager.

**Robert L. Brown**, broker for 13 Western states for Daniels & Associates, Denver, named VP-brokerage operations for Northeastern U.S.

**Ben Hooks**, systems manager in Ann Arbor, Mich., Daniels & Associates, named district manager for Daniels, and will be based in Denver.

**Nory LeBrun**, national sales manager for Turner Broadcasting's WTBS(TV) Atlanta, named general sales manager, Turner cable sales, Atlanta.

**Greg Keever**, VP and associate tax counsel, Security Pacific National Bank, Los Angeles, joins Golden West Broadcasters, Los Angeles, as associate general counsel.

**Gerald Coleman**, controller, Columbia House Division of CBS, joins NBC, New York, as VP-controller.

**Michele Edwards**, director of donor services, noncommercial WTVS(TV) Detroit, joins noncommercial WPBT(TV) Miami as membership manager.

**Frederick S. Pierce**, executive VP of ABC Inc. and president of ABC Television, received Humanitarian Award of National Conference of Christians and Jews at dinner in Los Angeles last Monday (Sept. 29). He was honored for committing "his time and talents to work toward improving relationships among people of all religions, races and nationalities."

New officers, Washington Area Broadcasters Association: **Jerry Lyman**, WGMS-AM-FM, chairman; **Susan Breakfield**, WASH(FM), vice chairman, and **Ed Pfeiffer**, WDMV-TV, secretary-treasurer.

New officers, Maine Association of Broadcasters: **Margo Cobb**, WLBT-TV Bangor, president; **Ron Frizzell**, WLAM(AM)-WWAV(FM) Lewiston, first VP; **Harvey DeVane**, WDEA-AM-FM Ellsworth, second VP, and **Dick Walsh**, WABK-AM-FM Gardiner, secretary-treasurer.

**Linda Cohen**, membership director, noncommercial KQED-FM San Francisco, named development division director. **Sally Magnusson**, membership supervisor, succeeds Cohen as membership director at KQED-FM. **Rosemary Docker**, with KQED-FM, named membership manager and **Alice Burkhardt**, with station, named membership administrative assistant. **Carolyn Winters**, with KQED-FM, named director of underwriting.

**Cesar Espinosa**, formerly with WLTW(TV) Miami, joins noncommercial WPBT(TV) Miami as staff director.

**Kandace M. Laass**, copyright administrator, Public Broadcasting Service, Washington, joins WETA-TV Washington program underwriting staff.

**J. Robert Crowley**, with WDBJ-TV Roanoke, Va., named director of internal services.

## Advertising

**Frank Nicolo** and **Ralph Rydholm**, senior VP's and executive creative directors of, respectively, New York and Chicago offices of J. Walter Thompson Co. U.S.A., named executive VP's.

**William D. Wilson**, former president of Needham, Harper & Steers International, New York, joins BBDO there as executive VP and member of executive committee of agency's International Group.



Wilson



Allen

**David S. Allen**, chief operating officer of Petry Television, New York, named president. He succeeds **Arthur W. Scott**, who has been named vice-chairman of board. **Arthur E. Muth**, formerly vice-chairman, becomes chairman. Allen was named chief operating officer in July, and before that spent two years as executive VP. Before joining Petry, he was president of Katz Television.

**Matthew Bryant**, VP-general manager, Media Buying Services, New York, named president of



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**Richard J. Friday**, senior account executive and account supervisor, W.B. Doner and Co., Detroit, named VP-account supervisor.

**Sandra S. Whitelaw**, media planner, D'Arcy-MacManus & Masius, Chicago, named media supervisor. **Mike Stamatis Psarras**, recent graduate, University of Illinois, joins DM&M, as research associate.

**Hy Abady**, copy chief, Sacks & Rosen, New York, joins DKG Advertising, New York, as VP-copy supervisor. **Fred Gill**, manager, art department, DKG, named VP. **Ruthann Richert**, art director, Botsford, Ketchum Advertising, San Francisco, joins DKG in New York as art director. **Russell Harris**, news reporter-editor, Sanford (Fla.) *Evening Herald*, joins DKG as copywriter.

**Jeff Leiendecker**, associate creative director at Ruben, Montgomery & Associates, Indianapolis, named creative director.

**Don Sheerin**, creative supervisor, John F. Murray, New York, joins J.I. Scott, Grand Rapids, Mich., as creative director.

**Angiolina Lisiewicz**, controller, Ehrlich, Manes & Associates Inc., Washington, named VP-controller.

**Mary Jean Parson**, director, planning, corporate relations, ABC Inc., named director of administration, Blair Television and Blair Radio, New York. Parson succeeds **Alfred J. Canelli** who was named VP-treasurer, Blairsat, newly formed subsidiary of John Blair & Co.

**Peter Storer Jr.**, former manager of daytime and children's programming, CBS-TV, New York, joins Storer Television Sales there as director of

research.

**Warren G. Bodow**, general sales manager, WQXR-AM-FM New York, named VP in charge of sales.



Siracuse

**Paul Siracuse**, national sales manager, KHOU-TV Houston, joins WNGE(TV) Nashville as general sales manager.

**William J. Katsafanas**, general sales manager, KSBW-TV Salinas, Calif., named VP of licensee, Blair Broadcasting of California.

**Sharman Stewart**, general manager, WNIC-

AM-FM Dearborn, Mich., joins www(FM) Detroit as general sales manager.

**Joseph Stephenson**, local sales manager, WIL-FM St. Louis, named general sales manager, WIL-AM-FM. **Kathleen Whelan**, account executive, WIL-FM, succeeds Stephenson.

**David Plowden**, VP-general manager, WRNW(FM) Briarcliff Manor, N.Y., joins WNBC-TV New York as manager, sales and market development.

**Alan Silverman**, account executive for WOR(AM) New York, appointed national sales manager.

**Chris Corr**, local sales manager, KPNX-TV Phoenix (Mesa, Ariz.), named national sales manager. **Perry Chester**, local sales representative, named local sales manager.

**Bill Taylor**, account executive, KFMB-TV San

Diego, joins KCST-TV there as local sales manager.

**John Marquiss**, local sales manager, WOV(TV) Omaha, named national sales manager.

**Ralph Bartel**, account executive, KERO-TV Bakersfield, Calif., named local sales manager.

**Charles Boush**, account executive, WDBJ-TV Roanoke, Va., named local sales manager.

**Dale Hartnett**, local sales manager, WNYR(AM) Rochester, N.Y., named co-op manager for co-owned WUHF(TV) there. **Cindy Weiner**, sales representative, WNYR and co-owned WEZO(FM) there, named local sales manager for WNYR-WEZO.

**Woody Wooden**, account executive, WGTO(AM) Cypress Gardens, Fla., named general sales manager.

**Louise Helfetz**, senior account executive, WEEL-FM Boston, joins WZXR(FM) Memphis as sales manager.

**Bill Searle**, sales representative, KODE(AM) Joplin, Mo., named general sales manager.

**Nancy Webb**, formerly with WCOR-AM-FM Lebanon, Tenn. (Nashville), joins WCOG(AM) Greensboro, N.C., as sales manager.

**S. Wheeler Rudd**, general sales manager, WAVE-TV Louisville, Ky., elected chairman of TVB Sales Advisory Committee for 1981. **Paul Bures**, general sales manager, KTRK-TV Houston, elected co-chairman. Named to executive committee of SAC: **Patricia Cheramie**, sales manager, WBRZ-TV Baton Rouge, La.; **David Ludwig**, general sales manager, KATU(TV) Portland, Ore., and **Gerald McGavick**, VP-director of sales, WCVB(TV) Boston.

**Christine Jenkins** and **Jea Ogilvie**, both from KBHK-TV San Francisco, join KPXX(TV) there as account executives.

**Joe Miller**, regional sales manager, WXTV(TV) Paterson, N.J., joins SIN National Spanish Television Network, New York, as account executive.

**Dirk Claussen**, account executive, WKKN(AM)-WYFE-FM Rockford, Ill., joins WFYR(FM) Chicago as account executive.

**Craig Fleshman**, retail sales manager, KGAA(AM) Kirkland, Wash., joins sales staff of KPLZ(FM) Seattle.

**Jim Esposito**, former general manager, WXLs(FM) Willimantic, Conn., joins WDRS-AM-FM Hartford, Conn., as account executive.

**Theresa Kessler**, business manager, WBRW(AM) Somerville, N.J., named administrative and sales coordinator.

**Pamela M. Haas**, formerly with Ted Bates and Co., New York, joins KDNL-TV St. Louis as account executive. **Kristin Long**, media buyer, Benton & Bowles, New York, joins KDNL-TV St. Louis, as account executive.

**Peter Santy**, national sales manager, WNEM-TV Flint, Mich., and **James Jensen**, salesman, WMAQ(AM) Chicago, join WDTN(TV) Dayton, Ohio, as account executives.

**Susan Davis**, account executive, KBOX(AM)-KMEZ(FM) Dallas, joins KOAX(AM) there as account executive.

**Gregory R. Keyes**, sales representative and account executive, institutional marketing divi-

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sion, Six Flags, Atlanta, and **Ann Gillespie**, formerly with Liller, Neal, Welton Inc., Atlanta, join WSB-AM-FM Atlanta as account executives.

**Rex O. Coombs**, formerly with sales and operations for WROA-AM-FM Gulfport, Miss., joins WQIO(AM) Canton, Ohio, as account executive.

## Programs



Fusco

**Joseph Fusco Jr.**, executive VP and board member of ITC Entertainment Inc., New York, has resigned to form his own production and distribution firm in television, motion pictures, electronic media and home entertainment. Fusco Entertainment is located at 527 Madison Avenue, New York, N.Y., 10022.

(212) 980-8050.

**Irv Wilson**, VP-motion pictures for television, NBC Entertainment, Los Angeles, named to newly created post of senior VP-programs, East Coast, NBC Entertainment, New York. **Sara Dempsey**, director of current drama programs, NBC Entertainment, Los Angeles, named VP-current drama programs. **Michele Brustin**, manager, current drama programs, NBC Entertainment, and **John Litvack**, former director of current programs for MGM Television named directors, current drama programs, West Coast, NBC Entertainment. **Julia Barfield**, coordinator of talent and promotion, NBC Sports, New York, named administrator, talent and promotion, NBC Sports.

**Dalton Danon**, VP, feature marketing, Western U.S., Columbia Pictures Television Distribution, appointed VP, domestic sales. **Devorah Cutler**, literary acquisitions director, Marble Arch Productions, Los Angeles, joins CPT as director of literary affairs.

**Bruce McKay**, VP-variety programs, NBC-TV, joins Group W Productions, Los Angeles, as VP-program development.

**Diane Okrent**, manager, program analysis, CBS/Broadcast Group, New York, named director, program analysis, East Coast, national television research, CBS/Broadcast Group.

**Charles Gersch**, research director, MGM Television, New York, named director of research for 20th Century-Fox Television, New York. **Jim Puffer**, account executive in syndication sales, 20th Century-Fox Television, Los Angeles, named northeastern sales manager.

**Vince Lyons**, marketing director, Editel/Los Angeles, videotape post production company, named VP-chief operating officer.

**Richard A. Whitman**, director of marketing for United Cable Television Co., Denver, joins ON TV, Phoenix, as VP-general manager. ON TV is national subscription television subsidiary of Oak Communications, Ranch Bernardo, Calif.

**Bishop (Butch) Henley**, south central regional manager, Home Box Office, joins Showtime as south central regional director, based in Bedford, Tex.

**Clara Falkoff**, booking service manager, Warner Bros. Television Distribution, Los Angeles, retires. **Joe Kivlehan**, assistant book-

ing service manager, succeeds Falkoff.

**Mary Kilmartin**, production manager, Gold Key Media, Los Angeles, named operations manager. **Cathy Kornblatt**, from V.L. Industries, Hialeah, Fla., joins Gold Key Media as office manager. Gold Key Media is barter arm of Gold Key Entertainment.

**Cindy Friedman**, graduate, Ithaca college, Ithaca, N.Y., joins Bonneville Broadcast Consultants, radio programing and consulting firm, Tenny, N.Y., as sales service supervisor.

**Daniel Blume**, senior partner in Hartford, Conn., law firm of Blume, Elbaum and Fischman, joins Enterprise Radio/The Sports Network, Farmington, Conn., as secretary and general counsel.

**Carlos Fernandez**, production manager, WIBW-TV Topeka, Kan., named program director.

**Sara Jo Gallock**, administrative program assistant, WJRT-TV Flint, Mich., named program director.

**David D. Cox**, director of programing and operations, KSBW-TV Salinas, Calif., named VP of licensee, Blair Broadcasting of California.

**David Paul McNamee**, operations director, WPRO-AM-FM Providence, R.I., joins WTOP(AM) Washington as program director.

**Rich Homberg**, assistant to president of WMCA(AM) New York, named assistant program director.

**Doug Redbeard**, afternoon air personality and music director, WZXR(FM) Memphis, named program director.

**Ken Stevens**, production director, Ethnic Cultural Center, University of Seattle, Wash., joins KOLR-TV Reno in same capacity. **Kevin McMahan**, production assistant, noncommercial KUID-TV Moscow, Idaho, joins KOLR-TV as director.

**Sandra Pinckney-Herbert**, producer, WJZ-TV Baltimore, joins WDMV-TV Washington as producer of *Morning Break*, live talk show.

**Martha Sharan**, host and producer for *PM Magazine*, WTVH(TV) Syracuse, N.Y., and **Tom Marshall**, *PM Magazine* producer, KMBC-TV Kansas City, Mo., join WTOL-TV Toledo, Ohio, as co-hosts of *PM Magazine*. **John R. Hill**, former manager of Franklin Park Mall in Toledo, and **Beachwood Place** in Cleveland, joins WTOL-TV as producer of *PM Magazine*. **Jim Chambers**, news photographer, WTOL-TV, named videographer-editor for *PM Magazine*.

**John Fischer**, announcer and commercial producer, WTVG(TV) Toledo, Ohio, joins WNEP-TV Wilkes Barre-Scranton, Pa., as co-host of *PM Magazine*. **Kathryn Johnson**, newscaster, WBAX(AM) Wilkes Barre, joins *PM* staff as department host.

**John Crancer**, from WQWT(TV) Omaha, joins KTVX(TV) Salt Lake City as sports reporter and photographer.

**Jane Hamburger**, from WPIX-FM New York, joins KNAC(FM) Los Angeles as weekend air personality.

**Bill Purdom**, producer, William B. Tanner Co., Memphis, and formerly with WAKY(AM)-WVEZ(FM) Louisville, Ky., rejoins WAKY-WVEZ. He will direct commercial production and manage audio production facilities.

**A. Grace Lee Mims**, producer-host of *The Black Arts* on WCLV(FM) Cleveland, named arts

reporter and producer of *Artslog*, twice-daily report on arts.

**Barbara Michaels**, from KSPZ(FM) Colorado Springs, joins KSTT(AM) Davenport, Iowa, as air personality.

**Michael Boylan**, director for The Rex Humbard Television Ministry in Akron, Ohio, joins noncommercial WPBT(TV) Miami as director.

**Damion Bragdon**, program director, KLOS(FM) Los Angeles, joins KMET(FM) there as air personality.

**Steve Kane**, known as Steve Lloyd on KING(AM) Seattle, joins KYUU(FM) San Francisco as air personality.

**Joe McIntosh**, program director and air personality, KGMT(AM) Fairbury, Neb., joins KEBC(AM) Oklahoma City as air personality.

**Johnny Velchoff**, program director, WGRQ(FM) Buffalo, N.Y., joins WHYI(FM) Fort Lauderdale, Fla., as air personality.

**John Isley**, air personality, WVAF(FM) Charleston, W.Va., joins WBCY(FM) Charlotte, N.C., as air personality.

## News and Public Affairs

**Jack Smith**, ABC News correspondent in Paris, named diplomatic correspondent, assigned to State Department. **Bill Greenwood**, ABC News correspondent in New York, temporarily assigned to cover White House for duration of presidential campaign. **Bill Stoller**, correspondent, ABC FM Radio Network, New York, named correspondent on ABC Contemporary Radio Network. **Bill Toohey**, freelance correspondent, succeeds Stoller as correspondent for ABC FM Radio Network.

**Bob Henry**, executive news producer, KDFW-TV Dallas, named news director, succeeding Wayne Thomas (see page 99).

**Austin Bridgman**, director of news administration since 1975, KSDK(TV) St. Louis, retired Sept. 26. He was news director of station from 1956 to 1975.

**Rick Gevers**, producer, 10 p.m. news, KSDK(TV) St. Louis, named executive news producer-operations. Gevers replaces **Monty Salisbury**, who is joining KOAT-TV Albuquerque, N.M., as executive news producer. **Jim Serra** succeeds Gevers as 10 p.m. news producer at KSDK(TV).

**Kenneth Tiven**, Midwest bureau chief and senior producer, ABC News, joins WIII-TV Pittsburgh as news director.

**Jim Cairo**, director of news and public affairs, WBBH-TV Fort Myers, Fla., joins WNGE(TV) Nashville as manager of news and public affairs. **Howard F. Lancour**, news anchor, WJIM-TV Lansing, Mich., joins WILX-TV Onondaga, Mich., as news director.

**John Rehauer**, news operations manager, WLUC-TV Marquette, Mich., joins WJRT-TV Flint, Mich., as managing editor.

**Andy Barton**, Fort Worth bureau chief, KDFW-TV Dallas, joins KBMT(TV) Beaumont, Tex., as news manager.

**Jack Kane**, evening news anchor, WTAP-TV Parkersburg, W. Va., assumes additional duties as news director. **Todd Baucher**, news director, WBRJ(AM) Marietta, Ohio, and **Nancy Hickie**, news director, WKYG(AM) Parkersburg, W. Va., join WTAP-TV as reporters-anchors.

**Stephen Cassidy**, executive producer, special assignments, WISN-TV Milwaukee, named executive news producer. **David Robinson**, assignment manager, succeeds Cassidy.

**Jerry Andersch**, reporter and producer. KTVX(TV) Salt Lake City, named executive news producer. **Paul Peterson**, anchor-reporter. KREX-TV Grand Junction, Colo., joins KTVX as reporter. **Kathleen Phelan**, reporter-photographer, WINK-TV Fort Myers, Fla., joins KTVX as consumer reporter.

**Gary Wordlaw**, assignment editor, KVOS-TV Bellingham, Wash., named news manager.

**Jeffrey Young**, news director, KYNO-AM-FM Fresno, Calif., joins WLLZ(FM) Detroit in same capacity.

**Peter May**, newscaster, WCCO-FM Minneapolis, joins KMSF-TV there as assignment editor for *Prime Time News*.

**John Moncrief**, newscaster, Texas State Networks, Dallas, named news director.

**Doug Breisch**, news director, KDTH(AM)-KFMD(FM) Dubuque, Iowa, named news and public affairs director for co-owned KLMS(AM) Lincoln, Neb.

**Gary Arnold**, chief engineer, WMIB(AM)-WRGI(FM) Naples, Fla., assumes additional duties as interim news director. He succeeds **Rich O'Reilly**, who joins Phone Programs in New York as anchor-reporter for its Sportsphone service.

**Larry McCormick**, reporter, KTLA(TV) Los Angeles, named weekend 10 p.m. co-anchor and sports anchor.

**Victor Solis**, who most recently covered Dem-

ocratic national convention in New York for Cable News Network, and former weekend anchor and reporter for KSAT-TV San Antonio, Tex., joins KXAS-TV Fort Worth as general assignment reporter.

**Meredith Buel**, state capital and political correspondent, WWBT(TV) Richmond, Va., joins WBAL-TV Baltimore as general assignment reporter.

**Jerry Jay Hymen**, general assignment reporter, WTHI-TV Terre Haute, Ind., joins WHO-TV Des Moines, Iowa in similar capacity.

**Trudy Gallant**, contributing reporter to non-commercial WTVS(TV) Detroit, and formerly with WSPD(AM) Toledo, joins WTOL-TV Toledo as general assignment reporter.

**Ben McCain**, reporter, weekend weatherman and program host, KBMT(TV) Beaumont, Tex., joins KTVY(TV) Oklahoma City as reporter specializing in agricultural news.

**David DeCosmo**, assistant manager and news director, WMJW(FM) Nanticoke, Pa., joins WDAU-TV Scranton, Pa., as reporter.

**Greg Crutcher**, formerly with KOAM-TV Pittsburgh, Kan., joins wis-TV Columbia, S.C., as features reporter. **Harvey Driggers**, weekend anchor and reporter, WFBC-TV Greenville, S.C., joins wis-TV as general assignment reporter.

**Kevin Cokely**, reporter, WNEP-TV Scranton, Pa., joins WKYC-TV Cleveland as reporter. He will be based in Akron, Ohio, bureau.

**Matt Lytle**, weekend anchor, WEAR-TV Pensacola, Fla., joins WFTV(TV) Charlotte, N.C., as reporter and chief of western bureau, based in Morganton, N.C.

**Pat Beall**, reporter, WKIS(AM) Orlando, Fla., joins WFTV(TV) there, in the same capacity. **Al Little**, photographer, WDBO-TV Orlando, joins WFTV(TV) in same capacity.

**Brad Ritterspach**, former reporter-photographer with WTOL-TV Toledo, Ohio, joins WBBH-TV Fort Myers, Fla., as reporter-photographer based in Naples, Fla., bureau.

**Randy Riddle**, from KRON-TV San Francisco, joins KCBS(AM) there as reporter.

**Jeanne Straus**, editorial assistant, White House daily news summary, joins WMCA(AM) New York as special assistant for news and operations.

## Technology

**Robert A. Falise**, VP-secretary and general counsel, Dictaphone Corp., New York, joins RCA, New York, as staff VP and general attorney for corporate affairs.

**Peter Lowten**, former product manager, International Video Corp., named product manager, videotape recorder products, Broadcast Division of Sony Video Products Co., Palo Alto, Calif. **Frank Rankel**, chief engineer, WTVT(TV) Tampa, Fla., joins Broadcast Division of Sony Video Products Co., New York, as Southeast sales engineer.

**Lawrence W. Engdahl**, manager of mechanical engineering for nuclear medical equipment, Picker Corp., Northford, Conn., joins Times Fiber Communications Inc., Wallingford, Conn., as manager of fiber optic product development.

**Earl Langenberg**, from Systems Communica-

tions Cable Inc., manufacturer of coaxial cable, joins Daniels & Associates, Denver, as director of engineering.

**Charles F. Rockhill**, Western regional sales manager, Drake-Chenault, Canoga Park, Calif., joins Moseley Associates Inc., Santa Barbara, Calif., as marketing manager.

## Promotion and PR

**Paul Amedick**, manager of news services, RCA Broadcast Systems, named manager, news services, for RCA Commercial Communications Systems division, responsible for news and information programs for RCA's Avionics Systems, Broadcast Systems, Cablevision Systems and Mobile Communications Systems.

**Joseph Di Certo**, director of communications, CBS Television Stations Division, New York, named director, advertising and promotion, CBS Cable.

**Janet Fuhrman**, with creative services department, KYW-TV Philadelphia, named information services manager.

## Allied Fields

**William Carlisle**, VP-government relations, National Association of Broadcasters, Washington, has begun long-term leave of absence for disability. Carlisle has been with NAB since 1954. He was named VP-government relations in 1974, and before that held various posts including VP-broadcast liaison. His new address: c/o Bailey, St. Augustine Beach and Tennis Club, unit 406, Ocean Terrace Road, St. Augustine, Fla., 32084.

**Howard Kitzmiller**, special counsel to chief of Broadcast Bureau for FCC, took early retirement after 21-year career with agency. Kitzmiller served as associate general counsel for legislation from 1968 to 1978.

**J. Richard Lamb**, division manager, Eastern radio station sales, Arbitron, New York, named manager for Eastern television station sales.

## Deaths

**Lee Buck**, 47, owner of KBIB(AM) Monet, Ark., and of interests in several Indiana radio stations, died Sept. 20 of cancer in his Franklin, Tenn., home. He is survived by his wife, Nancy, and two daughters.

**Edmund M. Sciuillo Sr.**, 67, retired FCC trial attorney, died Oct. 1 at Veterans Administration hospital in Washington of metabolic disorder that affects kidneys and other organs. He retired from FCC last year. Survivors include his wife, Mary, two daughters and one son.

**Christopher T. Powell**, 28, production crew chief, New Jersey Public Television, was found dead on premises of WNJT(TV) Trenton Sept. 25. Death was ruled suicide. He had been with NJPTV since 1979. Before that, he had served as production crew chief at noncommercial WMHT(TV) Schenectady, N.Y., for six years. Survivors include his wife, Carol, and two sons.

**Charles B. Lissner**, 74, died of lung cancer at St. Francis Hospital, Port Jervis, N.Y., Sept. 18. Lissner, chief engineer at WDLA-AM-FM Walton, N.Y., retired early this year after 16 years with stations. He is survived by his wife, son and daughter.

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Exchange and Company	Closing Wed. Oct. 1	Closing Wed. Sept. 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	33 1/2	35 1/2	-2	-5.63	6	944
N Capital Cities	66 3/4	69 1/2	-2 3/4	-3.95	13	879
N CBS	51	55 3/8	-4 3/8	-7.90	7	1,421
N Cox	53 1/2	54 1/2	-1	-1.83	8	721
A Gross Telecasting	26	26 7/8	- 7/8	-3.25	7	20
O LIN	60 1/4	61 1/4	-1	-1.63	12	166
N Metromedia	100 1/2	99 3/4	+ 3/4	+ .75	11	426
O Mooney	8 1/2	8 3/4	- 1/4	-2.85	11	3
O Scripps-Howard	58	58 1/2	- 1/2	-.85	9	149
N Storer	27 7/8	31 1/4	-3 3/8	-10.80	9	363
N Taft	30 1/8	32	-1 7/8	-5.85	8	294

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	25 1/2	26 1/4	- 3/4	-2.85	21	46
A Affiliated Pubs.	26 3/4	29	-2 1/4	-7.75	11	137
N American Family	7 3/4	7 7/8	- 1/8	-1.58	3	81
N John Blair	23 1/2	25	-1 1/2	-6.00	7	87
N Charter Co.	20 1/8	21 1/4	-1 1/8	-5.29	1	561
N Chris-Craft	23 7/8	23 7/8	- 1/2	-2.09	11	62
N Coca-Cola New York	6 1/4	6 3/4	- 1/2	-7.40	14	110
N Cowles	26 1/8	28	-1 7/8	-6.69	17	103
N Dun & Bradstreet	55 1/4	56 1/2	-1 1/4	-2.21	17	1,538
N Fairchild Ind.	27 1/8	28	- 7/8	-3.12	8	309
N Fuqua	16 3/4	17 3/8	- 5/8	-3.59	3	213
N Gannett Co.	57 7/8	57 1/4	+ 5/8	+ 1.09	15	2,034
N General Tire	19	21 3/4	-2 3/4	-12.64	8	449
O Gray Commun.	53 1/2	55 1/2	-2	-3.60	11	25
N Harte-Hanks	30 1/2	33 1/2	-3	-8.95	14	285
O Heritage Commun.	20	21 7/8	-1 7/8	-8.57	10	65
N Insilco Corp.	16 7/8	17 3/4	- 7/8	-4.92	7	181
N Jefferson-Pilot	26 1/8	27 1/2	-1 3/8	-5.00	6	572
O Marvin Josephson	11 1/2	12 1/4	- 3/4	-6.12	7	29
O Kansas State Net.	28 1/2	28 1/4	+ 1/4	+ .88	23	53
N Knight-Ridder	30	30 7/8	- 7/8	-2.83	11	975
N Lee Enterprises	24 1/2	27	-2 1/2	-9.25	12	175
N Liberty	14 7/8	15 3/4	- 7/8	-5.55	6	192
N McGraw-Hill	39 1/2	39 1/8	+ 3/8	+ .95	12	980
A Media General	31 3/8	34	-2 5/8	-7.72	9	223
N Meredith	41 1/2	42	- 1/2	-1.19	6	130
O Multimedia	30 1/4	31 3/4	-1 1/2	-4.72	16	303
A New York Times Co.	28 3/4	30 1/4	-1 1/2	-4.95	9	345
N Outlet Co.	29 7/8	31 1/2	-1 5/8	-5.15	43	75
A Post Corp.	17	17			8	31
N Rollins	32 1/2	33 1/2	-1	-2.98	13	445
N San Juan Racing	18 3/4	19	- 1/4	-1.31	21	47
N Schering-Plough	39 5/8	42	-2 3/8	-5.65	9	2,101
O Stauffer Commun.*	44	44			11	44
A Tech Operations	15 3/4	15	+ 3/4	+ 5.00	17	22
N Times Mirror Co.	43 1/4	45 3/8	-2 1/8	-4.68	10	1,467
O Turner Broadcasting	16 1/2	14 1/2	+2	+13.38		165
A Washington Post	22 1/8	23 1/4	-1 1/8	-4.83	9	311
N Wometco	24 1/8	24 3/8	- 1/4	-1.02	11	213

<b>CABLE</b>						
A Acton Corp.	14 1/2	15 7/8	-1 3/8	-8.66	10	43
N American Express	35 7/8	40 1/8	-4 1/4	-10.59	7	2,557
O Burnup & Sims	13 1/4	14 1/8	- 7/8	-6.19	17	116
O Can. Cablesystems	9 5/8	10 1/8	- 1/2	-4.93	19	182
O Comcast	30 1/2	32 1/2	-2	-6.15	34	77
O Enton*	5	5			5	4
N General Instrument	78 1/2	81	-2 1/2	-3.08	13	681
O Geneve Corp.	41 3/4	42 7/8	-1 1/8	-2.62	30	46
O Tele-Communications	21 1/2	20 7/8	+ 5/8	+ 2.99	21	495
N Teleprompter	24	25 1/4	-1 1/4	-4.95	20	408
N Time Inc.	57 3/4	60 1/4	-2 1/2	-4.14	11	1,624
O Tocom	18 1/2	19	- 1/2	-2.63		55
O UA-Columbia Cable	79	73	+6	+8.21	58	265
O United Cable TV	42	43	-1	-2.32	29	173
N Vlocam	50 5/8	52 1/4	-1 5/8	-3.11	19	213

<b>PROGRAMING</b>						
O Chuck Barris Prods.	4	4 1/4	- 1/4	-5.88	4	12
N Columbia Pictures	34 3/8	34 1/4	+ 1/8	+ .36	10	346
N Disney	47 5/8	49 1/8	-1 1/2	-3.05	12	1,547
N Filmways	9 5/8	9 7/8	- 1/4	-2.53		60
O Four Star	7/8	1 1/2	- 5/8	-41.66	9	
N Getty Oil Corp.	90 3/4	91	- 1/4	- .27	10	7,455
N Gulf + Western	19	19 1/2	- 1/2	-2.56	5	1,062
N MCA	51 1/4	53 3/4	-2 1/2	-4.65	9	1,204
O Medcom	8	8 5/8	- 5/8	-7.24	29	13
N MGM Film	8 1/8	8 5/8	- 1/2	-5.79	5	262
O Reeves Commun.	31 1/2	35 1/2	-4	-11.26	22	78
O Telepictures	6 3/8	6 1/8	+ 1/4	+ 4.08	29	15
N Transamerica	19 1/8	19 5/8	- 1/2	-2.54	5	1,248
N 20th Century-Fox	34 7/8	36 7/8	-2	-5.42	6	7,349
O Video Corp. of Amer.	9 3/8	9 7/8	- 1/2	-5.06	20	9
N Warner	56 3/4	59 1/4	-2 1/2	-4.21	14	1,615
A Wrather	20	22 1/4	-2 1/4	-10.11		46

<b>SERVICE</b>						
O BBDO Inc.	47	47 1/4	- 1/4	-.52	10	118
O Compact Video	23 3/4	23 3/4			22	61
N Comsat	40 1/2	42	-1 1/2	-3.57	8	324
O Doyle Dane Bernbach	35	36	-1	-2.77	10	91
N Foote Cone & Belding	37 5/8	37 1/4	+ 3/8	+ 1.00	10	100
O Grey Advertising	58 1/2	60	-1 1/2	-2.50	6	35
N Interpublic Group	35 7/8	36	- 1/8	- .34	7	160
O MCI Communications	12	13	-1	-7.69	60	365
A Movielab	7 3/4	8 1/2	- 3/4	-8.82	6	12
A MPO Videotronics	5 3/4	5 7/8	- 1/8	-2.12	16	3
O A.C. Nielsen	35 5/8	37 1/2	-1 7/8	-5.00	15	391
O Ogilvy & Mather	27	29 3/4	-2 3/4	-9.24	8	111
O Telemation	2 1/4	2 1/4			13	2
N TPC Communications	8 1/8	8 3/4	- 5/8	-7.14	58	7
J. Walter Thompson	36 3/8	36 1/8	+ 1/4	+ .69	8	111
N Western Union	28 1/4	28 3/4	- 1/2	-1.73		428

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	14 3/8	15 1/8	- 3/4	-4.95		24
N Ampex	25 3/4	27	-1 1/4	-4.62	13	296
N Arvin Industries	15 1/2	15 7/8	- 3/8	-2.36	8	120
O CCA Electronics*	1/8	1/8			1	
A Cetec	6 1/2	6 5/8	- 1/8	-1.88	8	13
A Cohu	8 1/8	7	+1 1/8	+16.07	11	13
N Conrac	18 3/8	19 7/8	-1 1/2	-7.54	8	38
N Eastman Kodak	67	67 1/2	- 1/2	- .74	11	10,813
B Elec Missile & Comm.	5 3/4	6 1/4	- 1/2	-8.00	72	15
N General Electric	52 1/8	54 3/8	-2 1/4	-4.13	8	9,621
N Harris Corp.	43 1/2	44 1/8	- 5/8	-1.41	16	1,315
O Intl. Video*	5/8	5/8				1
O Microdyne	26 1/2	27 1/4	- 3/4	-2.75	20	70
N M/A Com. Inc.	48 1/4	50	-1 3/4	-3.50	42	481
N 3M	59 1/4	60 7/8	-1 5/8	-2.66	10	6,901
O Motorola	62 3/4	66 7/8	-4 1/8	-6.16	12	1,791
O Nippon Electric	65 5/8	55 3/4	+9 7/8	+17.71	50	2,155
N N. American Philips	33 3/4	35	-1 1/4	-3.57	5	406
N Oak Industries	45 1/2	44 5/8	+ 7/8	+ 1.96	15	244
A Orrox Corp.	7	7 1/8	- 1/8	-1.75	23	11
N RCA	26 7/8	27 5/8	- 3/4	-2.71	7	2,012
N Rockwell Intl.	32 1/8	34	-1 7/8	-5.51	8	2,384
A RSC Industries	4 7/8	5 3/4	- 7/8	-15.21	12	11
N Scientific-Atlanta	39 1/4	42 3/8	-3 1/8	-7.37	34	407
N Sony Corp.	15 1/4	14 1/4	+1	+ 7.01	25	3,288
N Tektronix	64 1/4	65 5/8	-1 3/8	-2.09	14	1,156
O Texscan	14 1/2	15 1/4	- 3/4	-4.91	28	15
N Varian Associates	29 1/2	32	-2 1/2	-7.81	13	227
N Westinghouse	25 1/2	26	- 1/2	-1.92	6	2,163
N Zenith	16 5/8	16	+ 5/8	+ 3.90	15	313

Standard & Poor's 400 Industrial Average 144.13 148.39 - 4.26

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. \*\*\* Stock split. + Stock traded at less than 12.5 cents.



# Myth:

Truck trailers on the public highways move freight most efficiently.

# Fact:

Freight railroads save highways, tax dollars and energy by piggybacking truck trailers.

Mile for mile and pound for pound, today's freight railroads are up to four times more fuel-efficient than big trucks. Shippers recognize this advantage. That's why piggybacking truck trailers and containers is the fastest-growing segment of the rail freight business.

But there's another consideration. While every wage-earner and manufacturer in America subsidizes our public highway system, trucks are destroying that vital system at an alarming rate.

Congress' watchdog, the General Accounting Office, said in a blistering July 1979 report: "Excessive truck weight is a major cause of highway damage. The rate of highway deterioration will slow down if excessively heavy trucks are kept off the highways... A five-axle tractor-trailer loaded to the current 80,000 pound federal weight limit... has the same impact on an interstate highway as at least 9,600 automobiles."

It is ironic that the American public is subsidizing the destruction of its own highways. It is also unnecessary, because a logical alternative already exists. This is the vast, fuel-efficient steel network that links every part of America: our modern freight railroads.

Railroads handle more than a third of the nation's inter-city freight and have the capacity to handle even more. Today, escalating highway repair costs and dwindling oil supplies make America's freight railroads more vital than ever.

For more information, write: Alternative Dept. L, Association of American Railroads, American Railroads Building, Washington, D.C. 20036.

# Surprise:

America's freight railroads carried more than 3,000,000 piggyback truckloads last year —and never left a pothole.





## Watermark's Tom Rounds: Keeping radio red hot

Competition in the world of radio programming grows hotter every year, and in the thick of things for the past 10 years has been Watermark Inc., one of the oldest and largest producers of syndicated special programs. And leading the fight for the firm is its co-founder and president, Tom (TR) Rounds.

Although he labors on the leading edge of syndicated radio programming, Rounds maintains a relatively low profile. At radio conventions, he can most often be found in a flannel shirt and corduroy jeans trying to observe events unnoticed. But despite his attempts to remain incognito, he is almost invariably called upon by other producers or radio broadcasters to analyze current trends or predict market demands of the future.

Rounds has an unusual rapport with the radio and music industry, perhaps because that is where his career began. While majoring in music at Amherst College, he worked at a college station, several small New England stations and WINS(AM) New York.

During this time his primary interest was news, and like many of his peers, he wanted to go into TV after graduation. "But 1958 was a recession year," he recalls, "so I took the path of least resistance and went back to WINS."

There he remained as news supervisor for a year, and although he wasn't particularly thrilled about the station's then-newfangled top-40 format—"I'd been a music major and thought rock and roll was the pits"—he had the opportunity to work with Alan Freed, Rick Sklar, Murray the K and Tom O'Brien, all of whom went on to significant careers in radio.

Rounds stayed in New York until 1959, when he followed WINS General Manager H.G. Fearnhead to KPOI(AM) Honolulu. Rounds says Fearnhead hired "some of Honolulu's best local talent" to run the station and among that talent was program director Ron Jacobs, from whom, Rounds says, he was to learn more than from anyone else in radio. Jacobs was later to enter several successful business ventures with Rounds.

It didn't take long for the new team and top-40 format to turn KPOI into the dominant station in its market. "We had a 65% share of total listenership," recalls Rounds.

Rounds went to KPOI as news director, but it wasn't long before he was doubling as afternoon drive personality. He broke a Guinness record by staying on the air sleepless for nine consecutive days, a promotional stunt that made him a local celebrity.



Thomas Emerson Rounds III—president, Watermark Inc., Los Angeles; b. June 6, 1936, Stamford, Conn.; BA, music, Amherst (Mass.) College, 1956; news supervisor, WINS(AM) New York, 1958; news director, announcer and program director, KPOI(AM) Honolulu, 1959-66; program director, KFRC(AM) San Francisco, 1966-68; president, Charlatan Productions, Los Angeles, 1968-69; present position since 1969; m. Barbara Maitland, Feb. 1, 1965, children—Michele, 13, and Tommy, 10.

Playing on the publicity from that event, Rounds formed a concert production company in Honolulu, Arena Associates, with Jacobs and broadcaster Tom Moffatt.

In 1962 Jacobs left KPOI and Rounds succeeded him as program director.

In 1965, Jacobs went to RKO, and with Bill Drake and Gene Chenault made radio history by transforming KHJ(AM) Los Angeles from a block-programmed variety station to a top-40 rocker. A year later RKO decided to try a similar change at KFRC(AM) San Francisco and offered Rounds the position of program director.

"I wasn't quite ready to leave Honolulu," he recalls. "I'd lived there longer than anywhere else in my life. I always knew I'd have to go back to the real world eventually, but I was waiting for something really exciting to come along." The chance to work with Drake and Jacobs was just such an opportunity.

Soon, KFRC dominated the city's radio market and again, it was a promotional event that was to influence the course of Rounds's future. This time it was the "KFRC Magic Mountain Music Festival and Fantasy Fair." A fund-raiser for the Hunters Point Child Care Project Center, the festival drew between 40,000 and 50,000 people over two days and is regarded as the first of the culture-shaking pop festivals in the 1960's.

Rounds worked at KFRC through 1967. "It was a time when a lot was happening in San Francisco," he recalls. "Artists, wri-

ters and musicians were coming from all over the world to live there.

But by then, underground radio was developing at KMPX(FM) San Francisco, where Tom Donahue and Bob McClay were experimenting. At the same time, Rounds began to feel top-40 beginning to wear thin. "We'd taken KFRC about as far as we could," he says.

In late 1967, Rounds moved to Los Angeles to take over Charlatan Productions, a film production company and a division of Arena Associates.

At this time Rounds also teamed up with Mel Lawrence and once again, Jacobs, and the three turned their energies to producing what they hoped would be the first major commercial pop festival on the East Coast.

"It was a tremendous success," says Rounds. Rounds and Lawrence planned to create an annual music event in Florida and to establish similar festivals elsewhere. To do this, they formed Watermark Inc., with Jacobs, Tom Driscoll, Tom Moffatt and Lee Phillips joining them as principals.

Watermark had several big events planned around the country when Woodstock happened in August 1969 and by its sheer size limited the market for any future such efforts. Watermark's leaders then turned to their experience in radio for their next direction. At about that time Casey Kasem approached the firm with an idea for a program, which was launched as *American Top-40* in July 1970.

Since then, the company has established several other successful programs (aside from *American Top-40 with Casey Kasem*, as it's now known, Watermark's biggest ventures are *American Country Countdown* and *Robert W. Morgan Special of the Week* and a newly introduced program, *Soundtrack of the 60's*) and has acquired a reputation for a willingness to experiment. Watermark's efforts to aid stations in marketing special programs Rounds feels have been and is its most important task.

"The facilities of radio have been underused and underdeveloped for years, partly out of necessity," says Rounds. "With the rise of FM, radio had to absorb the impact of doubled facilities in the last 10 years. It's stood up pretty well, but in many cases it forgot what it can do. It's the job of the special program producer to rediscover some of those things and make them available to stations."

Although he puts in 12-hour days, five days a week, Rounds says he goes away on weekends. He races catamarans and does a lot of camping and backpacking, he says.

And while his distaste for rock and roll was cured years ago, he still plays the piano, the instrument of his college years.

## Too quick a fix?

In one of its last spasms before adjournment, the House last week passed a bill that broadcasters had supported. That hasn't happened often in Washington recently. The sheer novelty of the experience was cause for celebration.

The bill was the one that Representative Al Swift (D-Wash.) introduced to convert the FCC broadcast ownership rules into law and at the same time eliminate challenges to incumbent licensees on grounds of their multimedia ownerships or separations of ownership and management.

Broadcasters like the Swift bill. The incorporation of ownership standards in the Communications Act would remove the threat of tougher rules emerging from an FCC that has lately shown few signs of affection for broadcasters. The protection of licensees against rival applicants claiming advantage for integration of ownership and management and lack of other media ties would restore stability that has been missing since the FCC's WHDH-TV Boston decision of years past.

But is this a package that broadcasters really want?

The transfer of ownership limits from FCC rules to federal law undeniably would provide insurance against the FCC's tightening the limits. It also, however, would prevent a loosening of the limits by any method short of act of Congress. To support that part of the Swift bill means that broadcasters despair of any change in conditions or composition of the FCC that would lead to less restrictive attitudes toward ownership.

Yet is there not at least a chance that in the rapidly expanding communications world, even government regulators will see less reason for controls that were thought to be needed in simpler times? That thought was spoken aloud three weeks ago by Leonard Goldenson, chairman of ABC, in a speech to the National Press Club in Washington (BROADCASTING, Sept. 22). Goldenson has proved to be a man of vision, but he is no dreamer. If the Swift bill became law, the changes in multiple ownership and crossownership that Goldenson suggested could not be effected except through the tortuous process of amendment.

Maybe the Swift bill is the answer to the broadcasters' prayers. Maybe the broadcasters aren't praying for enough.

## The real silencer

To judge by a Television Bureau of Advertising report, a large majority of television station operators will now at least consider the acceptance of advertising that states opinions on issues of public controversy. The mere fact that issue advertising on the air is itself an issue tells something about federal regulation. In no other advertising medium does issue advertising cause a stir. But then no other medium must contend with the fairness doctrine as interpreted by the FCC and courts.

The figures presented to the Association of National Advertisers last week by Tom Cookerly, the TVB chairman, suggest a substantial increase in issue advertising opportunities in television in the past five years. In a TVB survey in 1975 only half the responding telecasters would touch issue advertising. Now, Cookerly reported, the figure has risen to 89%.

It is interesting, however, to note that only 6% of those responding to the latest survey keep their transoms open. The other 83% judge acceptance case by case. Obviously the vast majority wants to evaluate the problems that may be created by specific messages.

The disinclination of all but 6% of television broadcasters to ad-

mit commercial messages without individual inspection is, of course, the reason that television networks shy away from issue advertising and give the Herb Schmetzes of the advertising world things to talk about. As Cookerly explained last week, the networks cannot expect affiliates to risk retaliation for network broadcast of commercial controversy.

Cookerly and a number of other prominent broadcasters are advocates of issue advertising. It is their conviction that it belongs on the air and that fairness standards can be met by balanced programming or even the donation of time for presentations of opposing views. Others are as ardently against it, on the grounds that controversy ought to be kept under the broadcasters' own editorial control.

But wherever broadcasters may stand on the acceptance of issue advertising, they must agree that the fairness doctrine only complicates the problem. Somehow some day it and the Section 315 containing it must be repealed.

## Showdown avoided

Whether by its own ingenuity or, more likely, at the coaching of wiser counsel, the FCC has been saved from another act of folly in the RKO General case. Its action of last week will provide a needed cooling-off period.

It all sounded harsh enough when first announced: The commission has designated 13 RKO licenses for renewal hearing to determine whether the character deficiencies that were found to disqualify the company from retaining three other licenses apply to the whole group. The hearing, however, is to be postponed until the courts dispose of RKO's appeals of last January's 4-to-3 FCC decision that lifted the licenses of WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston.

The effect of the commission's scheduling is to give RKO a breather in the operation of its properties while its legal counsel concentrates on the litigation in the courts. Of utmost importance, the company in that interval is immunized against the scavengers that have been circling its licenses since the prospects of capital punishment appeared.

Guessing what the courts will do—in the years it will take them to do it—is a fruitless exercise. At least at the end of it RKO General will have had a defense in forums presumably detached from whatever passions led four FCC members to decree cruel and unusual punishment.

The FCC did not redeem itself last week, but it may have created a possibility of an ultimate emergence of justice.



Drawn for BROADCASTING by Jack Schmidt

"'What is the name of the owner of this station?' is not a 'trivia' question."





# Meet Ron Thompson

## WHBQ-AM MEMPHIS

Memphis. On the levees cotton was king, the blues were born and a young truck driver named Elvis Presley made his first record. This is a city on the move. Eager to shed its sleepy southern town image and move forward in the heart of the bustling mid-south business boom.

Managing a radio station in this transitional situation requires the manners of an antebellum squire combined with the progressive attitude of a computer based execu-

tive. A difficult combination to achieve but one which comes quite naturally to Ron Thompson. His twenty-five year broadcast career is filled with movement from one changing community to another experiencing all of the activity and trauma associated with rapid growth and fast pace. This unique background as manager and owner has given Ron all of the tools necessary to guide WHBQ through a critical period in a highly competitive and emerging market.

Active within the family service area of his community, Ron has been involved with the Salvation Army, the Chamber of Commerce, the Rotary Club and the March of Dimes.

An active outdoorsman, Ron spends his leisure time aboard a twenty-foot bass boat fishing for lunkers on the lakes of Tennessee.

WHBQ and Ron Thompson, a perfect match. RKO Radio is pleased to have given you a chance to meet him.



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