

Westinghouse seeks to buy Teleprompter  
in fifth estate's biggest deal

# Broadcasting Oct 20

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Source: Arbitron, April/May 1980 (Total Adults 18+ Metro Share).

# The Week in Brief

## TOP OF THE WEEK

**TELEPROMPTER TO WESTINGHOUSE** □ Merger would command \$646-million price tag, largest in history of electronic media. Among approvals needed would be okay of FCC. **PAGE 19.**

**AT LAST, ONE-ON-ONE** □ Carter and Reagan set to debate Oct. 28 without Anderson. **PAGE 20.**

**SPLIT OPINION** □ FCC session on children's TV hears networks oppose mandatory standards, citizen groups and some producers argue to contrary. **PAGE 21.**

**WORDS OF CONCERN AND COMFORT** □ CBS Radio affiliates meeting in Phoenix get warning about government pressures from Digges. But there is happier news in Joyella sales report. **PAGE 24.**

## LAW & REGULATION

**ABSCAM VERDICT STANDS** □ Supreme Court refuses to overturn lower court ruling that permits broadcasters to show tapes introduced in trial. **PAGE 28.**

**ENTRY QUESTIONS** □ FCC opens inquiry that could give telephone companies broader entry into cable television. **PAGE 31.**

**DONAHUE REJECTED** □ Jones casts deciding FCC vote in ruling Multimedia show is not entitled to equal-time exemption. **PAGE 32.**

**SOME THOUGHTS ABOUT FM** □ FCC is told by many that drop-ins are not good idea. NAB contends proposal to alter FM band should be considered with other allocation proceedings. **PAGE 34.**

## TECHNOLOGY

**LOTS OF COOKS** □ First meeting of new government-industry advisory group attracts about 75 for dialogue on allocations, but there is little consensus. **PAGE 36.** FCC-commissioned study finds that 9 khz conversion by 4 khz shifts could cost total of \$19.8 million and as much as \$60,000 for single station. **PAGE 38.**

## JOURNALISM

**IMPASSE IN BELGRADE** □ UNESCO general conference nears finish with no decisions yet on critical issues involving news media. **PAGE 39.**

## PROGRAMMING

**HOLD THE FORT** □ ABC Television's Pierce urges Hollywood creative community to prepare for pressure group tactics against programming. **PAGE 44.**

**DELAYED START** □ With post-production work resumed, ABC-TV and CBS-TV regard Oct. 27-Nov. 2 as premiere week. **PAGE 44.**

## BUSINESS

**STORER'S CABLE PLANS** □ Key executives tell New York analysts of company's intention to invest \$300 million over five years in CATV. Bagwell says TV division will be flat for year. **PAGE 46.**

**TIME INC. DOWN** □ Films group's slide is cited as principal reason for drop in operating income for third quarter. But real estate deal keeps parent company's net ahead of year ago. **PAGE 46.**

**RCA'S BRIGHT NEWS** □ Third-quarter earnings are 22% above same period in 1979 and NBC profits show slight rise. **PAGE 47.**

## MEDIA

**ACTION ON FRANCHISE FRONT** □ Dallas city council weighs six cable bids, rates Warner Amex proposal best, but suggests city look at rates offered by Sammons. In Erie, Pa., six applications pend, with ATC and Teleprompter present favorites. In Washington, Bob Johnson of Black Entertainment Television pushes for award for his new company, which is to be 80% local and with heavy black ownership. **PAGE 49.**

## 1932

**THE 'BROADCASTING' YEARS** □ In the second in a series of reports on history of communications as reported in this publication, focus is on 1932. Among issues facing broadcasters then, as now, were federal regulation, spectrum allocation problems and menacing moves of self-interest groups. **PAGE 55.**

## PROFILE

**A THOMAS OF NO DOUBTS** □ History of recently deposed presidents at CBS Inc. caused some observers to have questions when Thomas Wyman assumed that position in June. But confident new president and chief executive talks about a long haul. **PAGE 81.**

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Insider report: behind the scene, before the fact

## Buttonhole poll

If there is consensus among broadcasters on presidential election, it is that vote for Carter-Mondale is chance taken on continued tenure of FCC Chairman Charles D. Ferris. At recent meetings of broadcasters, including convention of National Radio Broadcasters Association fortnight ago at Los Angeles, politically astute Washingtonians who queried delegates privately said preponderant response was: "We've got to get Ferris out of there."

Substantially same kind of sampling at broadcasters' meetings in Indiana and Wisconsin sessions of state associations produced similar comments. It was at Indiana meeting (BROADCASTING, Oct. 6) that Democratic Senator Birch Bayh predicted there probably would be change in FCC chairmanship after election, no matter who wins Presidency, and added: "I would frankly welcome change."

## Seasonal surmises

If Carter wins and if Ferris leaves FCC chairmanship (probably for law practice where he could capitalize on connections with Congress, it's guessed), who are logical successors? In line for top job would be Tyrone Brown, with black support, or Joseph Fogarty, who votes with Ferris's vest-pocket majority on most matters except common carrier, or newcomer to replace James Quello whose term expired last June 30 but who serves until successor is qualified.

If Ronald Reagan wins, Robert E. Lee, dean of all regulatory commissioners, would ordinarily be considered in line for chairmanship, at least on interim basis, but Lee has hinted he won't seek reappointment when term ends next June 30. It's presumed that Dean Burch, one-time FCC chairman now with Washington law firm of Pierson, Ball & Dowd, will have some say in Reagan choice. Burch is high in Reagan-Bush councils.

## Rerun

FCC network inquiry staff's final report, to be presented to commission today (Monday), contains no surprises in conclusions, according to officials who read it last week. It is said to flow naturally from preliminary reports submitted over past year and half. It continues to urge structural change as way to promote diversity, rather than use of commission's regulatory power, and indicates special staff was not persuaded by comments it received on earlier reports to change position—with possible exception of question concerning commission

authority over networks. Staff seems to have backed off position that commission has "broad" if not "boundless" jurisdiction over networks; report is said to seek instead of narrow jurisdictions.

Report contains no explicit recommendations. It is said to refer that function to FCC bureaus, which will have network inquiry staff's work on which to draw. But, as in preliminary reports, it is sharply critical of many earlier commission actions, from report and order adopted in 1952 creating present television allocation plan (which led inevitably to three-network system, report says) to prime-time access rule.

## Sincerest form?

Will NBC-TV's success with *Shogun* open local-station doors to Japanese programming? One major Japanese network that hopes so is Fuji Telecasting which will be taking English-dubbed series, mini-series, specials and soap operas to annual meeting of National Association of Television Program Executives conference next March in New York.

## Search for sex

Rev. Jerry Falwell's Moral Majority is off to fast start on organizing boycott of sponsors of "sexual and immoral programs on television" (BROADCASTING, Oct. 6). Falwell is said to have retained Gallup organization to poll viewers on programs they feel are most offensive. Moral Majority members will then visit advertisers with commercials in "10 worst" programs and say all of their products—not only those advertised on programs in question—will be subject of organized boycott unless sponsorship of offending program is withdrawn.

## Making room

One reason for Ted Turner's petition for repeal of FCC's must-carry cable rules (see page 28) comes from his desire to open channels on cable systems for his Cable News Network. Survey of 900 systems conducted by CNN in summer found 30% of subscribers on systems that could remove existing service and pick up CNN if rules requiring carriage of local stations were dropped. Survey also found that 60% of homes are on saturated systems that could add CNN if they dropped distant signal. Ten percent are on systems with open channels. As one CNN marketer pointed out: Price is also major discouragement. CNN charges systems 20 cents per subscriber per month (15 cents if Turner's WTBS-TV Atlanta is also carried).

## Better luck this time

Days are numbered for NBC-TV's "N" logo. Fred Silverman, NBC president, has commissioned New York design firm of Chermayeff & Geismar to come up with new symbol combining peacock with NBC letters.

"N" logo cost NBC \$1 million in design fees to Lippincott & Margulies plus estimated \$600,000 worth of equipment and legal costs to settle suit filed by Nebraska Educational Television Commission for infringement of its logo (BROADCASTING, March 8, 1976).

## Reject

Media Statistics has sold survey of cable television viewing habits to three major television networks, advertising agencies and several cable operators, but not to Cable News Network, which was primary subject of study. CNN felt diary used was inadequate to reflect CNN viewing and results were not properly validated with telephone coincentals. Furthermore, cost of study (\$17,250 after publication) was seen as too high for size of sample, 400 homes during five-week study in August and September.

CNN, however, has promised its advertisers some numbers by first of year. To that end, it has engaged Nielsen to conduct survey this fall, using diary CNN helped design.

## Insiders' good news

Increase of about 25% in value of shares of closely-held Tribune Co. (*Chicago Tribune*, *New York Daily News*, four other newspapers, plus WGN Continental) was reported last week to company's 300 stockholders. Stanley J. Gadowski Jr., corporate secretary, advised these holders of 8,000 shares that each share was worth \$82,750 last Sept. 30 as against \$66,250 last Dec. 31. Year-end evaluation in 1979 was \$530 million against \$662 million on Sept. 30.

Included in WGN Continental are four major-market TV stations and five radio stations. Per-share evaluation is required for profit sharing trust establishing price at which company would purchase shares of its common stock from stockholders.

## Jumping ship

Public word of transition from broadcasting to cable of yet another well-known programming executive is expected shortly, with Dick Woollen, Metromedia Television's vice president, programming, West Coast, to join Times Mirror cable operation.



# Business Briefly

TV ONLY

**Affiliated Food Stores** ☐ Grocery stores. Begins this week and runs for eight weeks in Oklahoma markets. Day, fringe, news, prime access and prime times. Agency: Cox Advertising. Atlanta. Target: women, 25-54.

**John Morrell** ☐ Easy cut ham. Begins this week and runs for eight weeks in Phoenix; Tucson, Ariz.; Minneapolis and Savannah, Ga. Day, early fringe, late fringe, news and prime times. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

**The Arizona Bank** ☐ Banking. Begins Nov. 5 for eight weeks in Phoenix and Tucson, Ariz. Fringe and prime times. Agency: Dailey & Associates, Los Angeles. Target: adults, 35-64; adults, 25-54.

**Community Bakeries** ☐ Baked goods. Begins Nov. 3 for six weeks in Orlando, Fla., Fort Wayne, Ind., and Green Bay, Wis. All day parts. Agency: Brittany

Advertising, Chicago. Target: women, 25-54.

**National Distillers** ☐ Keller Geister wine. Begins this week and runs for five weeks in about 15 markets. Prime, news and fringe times. Agency: Case & McGrath, New York. Target: adults, 18-49.

**Bruce Foods** ☐ Yams. Begins Oct. 27 for five weeks in 12 markets. Day, fringe and weekend times. Agency: DiLorio, Wergeles, New York. Target: total women.

**Geico** ☐ Auto insurance. Begins Nov. 10 for four weeks in Washington. Early fringe, late fringe, prime and weekend times. Agency: Wunderman, Ricotta & Kline, New York. Target: adults, 18-49.

**Mercedes Benz of No. America** ☐ Automobiles. Begins Nov. 24 for four weeks in 25 markets. News, sports and prime times. Agency: McCaffrey & McCall, New York. Target: adults, 25-49.

**Speidel** ☐ British Sterling. Begins Nov. 24 for four weeks in 28 markets. Day times. Agency: Creamer, Inc., New York. Target: women, 18-21.

**Speidel** ☐ Idents, bracelets. Begins Nov. 24 for four weeks in about 85 markets. Agency: Creamer, Inc., New York. Target: teen-agers, 12-17; adults, 18-21.

**Underwood** ☐ Meat spreads. Begins Oct. 27 for four weeks in four Southeastern markets. Day, fringe and weekend times. Agency: Kenyon & Eckhardt, Boston. Target: women, 25-54.

**Community Bakers** ☐ Baked goods. Begins Nov. 15 for four weeks in 22 markets. All day parts. Agency: Brittany Advertising, Chicago. Target: women, 25-54.

**Mead Corp.** ☐ Regency stationary. Begins this week and runs for four weeks in Phoenix. Day times. Agency: Altman, Stoller, Weiss, New York. Target: women, 18-49.

**Economic Labs** ☐ Lime away. Begins Nov. 16 for four weeks in 48 markets. Day, prime and prime access time. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

**Action Industries** ☐ Lead crystal stemware/giftware. Begins in November for varying flight dates in 18 markets. Agency: Kingsbridge Media & Marketing,

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### Rep Report

KLBB-TV Lubbock, Tex.: To Meeker Television from HR Television.

WWSW-TV Jacksonville, Fla. (going on air after Jan. 1): To Independent TV Sales, subsidiary of Katz Agency.

WYMS-FM Fairfield, Ohio (Cincinnati), and co-owned WKSJ-FM Greenfield, Ind. (Indianapolis), to Major Market Radio Sales from Christal Co.

CKVU-TV Vancouver, B.C.: To Brydson Spot Sales from Devney/O'Connor.

WREB-TV Holyoke, Mass.: To Lotus Reps from Devney.

KTEN-FM Ada, Okla., and co-owned WZZJ-FM Sarasota, Fla.: To Lotus Reps from Savelli/Schutz.

WKEI-TV Newport and co-owned WSTJ-TV St. Johnsbury, Vt.: To The Queen Co. from Jack Masia & Co. (national sales) and New England Spot Sales (regional sales).

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	Total	18-49	Total	18-49	Total
LAVERNE & SHIRLEY	+ 103%	+ 55%	+ 88%	+ 62%	+ 31%
ANGIE	+ 97%	+ 50%	+ 88%	+ 73%	+ 31%
WKRP IN CINCINNATI	+ 64%	+ 33%	+ 25%	+ 1%	+ 76%
LAST RESORT	+ 89%	+ 53%	+ 45%	+ 17%	+ 107%



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Van Nuys, Calif. Target: total adults.

**Regal Ware** □ Small appliances. Begins Nov. 23 for two weeks in 13 markets. Day and early fringe times. Agency: Frankenberry, Laughlin, Bernstein & Constable, Milwaukee. Target: women, 25-54.

**Estee Lauder** □ Aramis fragrance. Begins Nov. 6 for one week in 55 markets. Day, prime, news and fringe times. Agency: Geer DuBois, New York. Target: adults, 18-49.

**Dillard Dept. Stores** □ Bedding sale. Begins Nov. 16 for one week in six markets. Day, news and fringe times. Agency: Faulkner & Associates, Little Rock, Ark. Target: women, 25-54.

**Hesston Corp.** □ Rodeo. Begins Dec. 17 for one week in 111 U.S. markets, plus 7 Canadian markets. Agency: Associated Advertising Agency, Wichita, Kan. Target: total teen-agers, total adults.

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

#### RADIO ONLY

**Lucca Packing** □ Various food products.

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Call HTN. 207/774-0300.

Begins this week and runs for four weeks in five California markets. Morning drive, midday and afternoon drive times. Agency: Dailey & Associates, San Francisco. Target: women, 18 and over.

**Oregon-Washington-California Pear Bureau** □ Begins Nov. 3 for eight weeks in over 25 markets. Morning drive and midday. Agency: David W. Evans/Pacific, Inc., Portland, Ore. Target: women, 18 and over.

**AAA** □ Car service. Begins this week and runs for six weeks in Albuquerque, N.M.; Oklahoma City; San Antonio, Tex.; Baton Rouge, La., and Green Bay, Wis. Agency: Della Femina Travisano, New York. Target: adults, 25-54.

**Levi Strauss** □ Zippers' stores. Begins Nov. 25 for five-to-six weeks in 15 markets. Agency: Earle Palmer Browne & Associates, Washington. Target: teen-agers, 12-17; adults, 18-49.

**Federal Express** □ Overnight mail

service. Begins Nov. 3 for five weeks in Cincinnati, Pittsburgh and Memphis. Agency: Ally & Gargano, New York. Target: men, 25 and over.

**Amtrak** □ Train service. Begins this week and runs for four weeks in Baltimore; Washington; Chicago; Detroit; Harrisburg, Pa.; Philadelphia; Boston; Hartford, Conn.; Providence, R.I., and Los Angeles. Agency: Needham, Harper & Steers, New York. Target: adults, 18 and over.

**Propa PH** □ Complexion medicine. Begins Nov. 10 for four weeks in Los Angeles; Sacramento, Calif.; Seattle; Milwaukee; Dallas-Fort Worth, and Kansas City, Mo. Agency: The Media Department, New York. Target: teen-agers, 12-17.

**Intergold** □ Krugerrand gold coins. Begins this week and runs for four weeks in 10 markets. Agency: Doyle, Dane Bernbach, New York. Target: men, 25-54.

## AdVantage

**Videodisk spots.** Magnavox will be first on air with major consumer-awareness campaign for videodisk system, beating RCA and Pioneer which are still planning their broadcast advertising strategies. Radio and TV spots start this month in about 40 major markets, directed at college-educated and upper income consumers, for company's MagnaVision unit. And, according to Rita Hutner, vice-president, advertising and public relations, commercials will explain how disk system works since "it's not as well known as the VCR's". At RCA, media blitz is being planned for introduction of its SelectaVision videodisk due on market next March. Over 65 markets are being considered for campaign that will probably include network and spot TV, plus radio. Pioneer broke national print campaign earlier this month for its Laserdisk (which is compatible with Magnavox's system), but company believes TV spots "are too premature right now".

**Agency merger.** Worldwide NCK Organization has acquired majority of stock in Altschiller, Reitzfeld, Jackson & Solin Inc., New York, and has merged Norman, Craig & Kummel, its domestic agency, into Altschiller. Newly merged agency will be known as A.R.J.&S.-NCK, with combined billings of about \$77 million, half in broadcast. Norman, Craig & Kummel had been faltering in past few years, with billings dropping from peak of about \$80 million to present \$45 million. Three-year-old A.R.J.&S has grown to about \$32 million. Officers of A.R.J.&S.-NCK David Altschiller, chair-

man; Darrol Solin, president; Dick Jackson, chief executive officer, and Robert Reitzfeld, executive vice president and creative director.

**Worldwide exposure.** McCann-Erickson Worldwide has been chosen to handle \$20-million account of Texas Instruments Inc., Dallas, replacing more than 20 different agencies. More than \$4 million is in broadcast in U.S. for company's electronic watches and calculators. McCann will open Dallas office to service account.

**Instant commercials.** Blairsat Inc., New York, which has been experimenting with satellite distribution of TV commercials for 19 months (BROADCASTING, March 26, 1979), formally launched its operation on Oct. 8 with instant distribution of spot TV commercials in top 50 markets. Blairsat, subsidiary of John Blair & Co., handled satellite transmission for four major advertisers, including Bristol-Myers and Hershey Foods (two others asked to be unidentified). Blairsat's actual customers were TFI, major distributor of TV commercials, and Winkler Video Services, distributor for Bristol-Myers. Commercials will be transmitted on Monday, Wednesday and Friday at outset.

**In the big time.** In its first use of prime-time special TV programs, West Bend Co., West Bend, Wis., is investing estimated \$2 million for one-half sponsorship in each of four *Barbara Walters Specials* on ABC-TV during 1980-81. Agency for appliance manufacturer is Young & Rubicam, Chicago.



# NOW SETTING SAIL...

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# Datebook

■ Indicates new or revised listing

## This week

■ **Oct. 19-21**—*Nevada Broadcasters Association* state meeting. Luncheon speaker Oct. 20: National Association of Broadcasters executive vice president and general manager John Summers. Cal Neva Lodge, Lake Tahoe, Nev.

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

■ **Oct. 20-21**—Cable Expo '80, series of exhibits and workshops to provide information about cable and its implications for Baltimore, sponsored by *Baltimore Mayor William Donald Schaefer, Baltimore CATV Commission and Morgan State University*. Hill Field House, Morgan State University, Baltimore.

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

**Oct. 21-23**—*International Tape Association* seminar, "Home Video Programming—1980." Featured speaker: Akira Harada, executive vice president, Matsushita Electrical Industrial Co. New York Sheraton.

**Oct. 22**—*International Radio and Television Society* Newsmaker luncheon. Speaker: Ted Turner, chairman and president, Turner Broadcasting System. Waldorf-Astoria hotel, New York.

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

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

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

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

■ **Oct. 23-25**—1980 Athens Video Festival of *Athens Center for Film and Video*, supported by grants from National Endowment for the Arts, Ohio Arts Council and Ohio University College of Fine Arts, Video Space, 93 Mill Street, Athens, Ohio. Information: (614) 594-6888.

**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. 24-28**—Fourth annual National Student Broadcasters Convention sponsored by *WUMB, University of Massachusetts*. Hotel Sonesta, Hartford, Conn.

**Oct. 25**—*American Council for Better Broadcasts* conference sessions on "The First Amendment in an Information Society," coordinated by Center for Study of the American Experience at University of Southern California's Annenberg School of Communications. Speakers include FCC Commissioners Anne Jones and James Quello, Black Media Coalition President Pluria Marshall, National Association of Broadcasters' Chairman Thomas Bolger and Cox Cable's Walter Schaar. Annenberg Auditorium, Los Angeles.

**Oct. 26-27**—*Kentucky CATV Association* annual fall convention. Keynote speaker: Senator Wendell Ford (D-Ky.). Hyatt Regency hotel, Lexington.

**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**—"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. 28-30**—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas Hilton.

**Oct. 28-29**—*New Jersey Cable Television Association* annual meeting. Meadowlands Hilton, Secaucus.

## Also in October

**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. Speakers include FCC Commissioner Tyrone Brown, National Radio Broadcasters Association President Sis Kaplan and National Association of Broadcasters senior VP's Larry Patrick and Ken Schanzer. 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.

■ **Oct. 31-Nov. 2**—*Electronic Industries Association*, Northeastern Group, distributor products division, annual fall conference. Dunfey's Hyannis hotel, Cape Cod, Mass.

## November

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

## Major Meetings

**Oct. 28-30**—*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 8-10, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

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

**June 8-10, 1981**—*American Advertising Federation* national conventional. Hyatt Regency hotel, Washington.

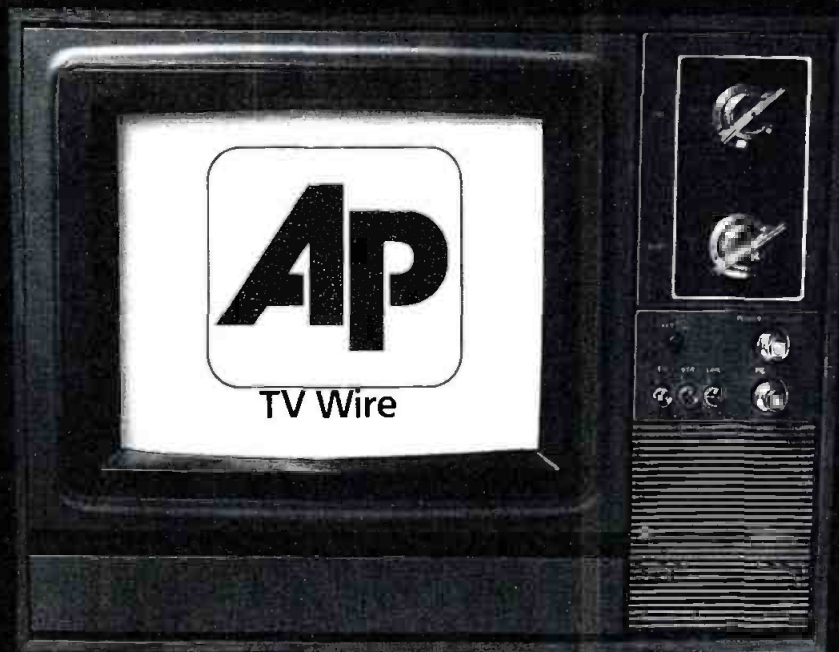
**June 10-14, 1981**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, 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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**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**—*University of Illinois* seminar on "Effective Management of Today's Radio and TV Newsroom," Levis Faculty Center, University of Illinois, Champaign-Urbana.

## Errata

**Jay Finkelman** is new station manager at ktvu(tv) Oakland, Calif. (San Francisco), not Jay Inkelman, as reported in "Fates & Fortunes," Sept. 15, page 107.

□

Oct. 13 story on new president of CBS Radio (page 74) included picture of **Tony C. Malara** but failed to mention his title. He has been named vice president, affiliate relations, CBS Television Network. He had been vice president, station services.

**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. Speaker: New York Mayor Edward Koch and panel of newsmen. 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. 13-18**—*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 Programers* Northwest regional conference. Seattle.

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

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

**Nov. 17-18**—*Society of Cable Television Engineers* technical meeting and workshop. 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**—*National Commission on Working Women's* annual Women at Work Broadcast awards, honoring broadcasters for quality programming and news coverage of importance to women. National Press Club Ballroom, Washington.

**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.

**Nov. 30-Dec. 4**—*Institute of Electrical and Electronics Engineers* National Telecommunications Conference on "Telecommunications in a New Decade." Shamrock Hilton hotel, Houston.

## December

**Dec. 2 and 8**—*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**—1980 U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodolski, *Electronic Industries Association*, 2001 Eye Street, N.W., Washington 20006; (202) 457-4934.

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

**Dec. 6-9**—"Telecommunications for the 80's: Developmental Strategies for Marketplace Delivery," sponsored by *Annenberg School of Communications* of University of Southern California and *Communications Technology Management*. Information: (703) 734-3351.

**Dec. 9**—Deadline for comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

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

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

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

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

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

## January 1981

**Jan. 6**—Deadline for reply comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

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

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

**Jan. 16-21**—*Association of Independent Television Stations* (INTV) convention. Century Plaza, Los Angeles.

**Jan. 21-23**—*Colorado Broadcasters Association* annual winter convention. Four Seasons Motor Inn, Colorado Springs.

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

**Jan. 26-29**—*National Association of Broadcasters* joint board meeting. Scottsdale, Ariz.

**Jan. 27-29**—*South Carolina Broadcasters* winter convention. Carolina Inn, Columbia.

## February 1981

**Feb. 4-6**—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center.

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Media Awards for Economic Understanding is funded by a grant from Champion International Corporation, Stamford, Connecticut.

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**Feb. 4-9**—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 6-7**—*Society of Motion Picture and Television Engineers* annual television conference. St. Francis hotel, San Francisco.

**Feb. 10-11**—*Arizona Cable Television Association* annual meeting. Adams hotel, Phoenix.

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

**Feb. 23-25**—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

## March 1981

**March 2**—*International Radio and Television Society* anniversary banquet and Gold Medal award. Waldorf-Astoria hotel, New York.

**March 12**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

**March 13-14**—*Country Radio Seminar*. Hyatt Regency, Nashville.

**March 13-18**—*National Association of Television Program Executives* conference. New York Hilton.

**March 15-17**—*North Central Cable Television Association* meeting. Holiday Inn, Fargo, N.D.

**March 16-17**—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

**March 28-April 1**—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

## April 1981

**April 8**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

**April 23-24**—*Oklahoma AP Broadcasters* convention. Hollidome, Oklahoma City.

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

## May 1981

**May 1-3**—*Texas AP Broadcasters* convention. Marriott North, Dallas.

**May 3-7**—*National Public Radio* annual conference. Phoenix.

# Open Mike®

## Democratic dastardy

EDITOR: By letter dated Sept. 24, sent to broadcasters, the Democratic Senatorial Campaign Committee (DSCC) set forth a calculated misrepresentation of the law of political advertising. According to DSCC, where an independent committee purchases broadcast time to support a candidate or to attack his opponent, the broadcaster selling such time will be obligated to provide free time in equal quantities to opponents of the candidates supported. This is false. No such obligation exists. In a letter of July 18, sent to all television stations, Carter/Mondale furnished the same incorrect advice to broadcasters, i.e., that free response time was required.

In response to a petition of the Carter/Mondale Committee, the FCC issued a decision on Oct. 3 ruling that in such circumstances, the broadcaster need only afford opponents or independent groups supporting them equal opportunity to purchase comparable time. (Carter/Mondale appealed the decision to the U.S. Court of Appeals. In an extraordinary step, however, Carter/Mondale announced on Oct. 15 that it was dropping its appeal. The commission decision, therefore, stands.)

Both the DSCC and Carter/Mondale letters were wrong at the time they were prepared. Particularly in view of the commission's authoritative ruling of Oct. 3, DSCC and Carter/Mondale should have retracted and corrected these transparent misrepresentations of law. They did not. We can only conclude from their silence that DSCC and Carter/Mondale hope to

"chill" the free speech rights of independent groups through the use of misleading devices designed to discourage the sales of broadcast time to independent groups.—*Loren A. Smith and Mark S. Fowler, counsel, Reagan/Bush Committee, Washington.*

## Commercial clarification

EDITOR: Your Oct. 6 article on "How Much Is Enough?—Katz Seminar Explores Issue of Frequency" contains a basic misunderstanding of what was said by both myself and later on by Mike Naples. The entire topic was on "effective frequency" (minimum number of commercial exposures to cause a viewer to react), and we all agreed that a person must be exposed to a commercial at least three times for it to begin to be effective. That does not mean three spots. This has nothing to do with the number of spots that are necessary to generate three or more commercial exposures. Actually, most of our examples contain almost 30 spots per schedule, and many of these were insufficient to generate effective frequency levels of three or more exposures.

Another key misstatement is that "effective frequency" levels can be achieved over a four-week time span. Actually, we never mentioned a hard-fast time span, but rather said that it was related to the purchase cycle. In reality, the entire seminar implied a need for greater numbers of spots and more intensive television campaigns to generate "effective frequency" levels.—*William Schrank, vice president-director of radio-TV research, The Katz Agency Inc., New York.*

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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.

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



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

# Monday Memo®

A broadcast advertising commentary from Joel Baumwoll, president, Needham, Harper & Steers, New York.

## The best way to sell a product: Get the viewer involved

Advertising, like politics, Zen Buddhism and baseball, has its own collection of parables—those stories intended to entertain and enlighten, mainly enlighten. One of them goes like this:

It's a client-agency meeting. The advertising manager is unhappy. He is unhappy because the agency has just presented a long-copy ad to him, and "nobody reads long-copy ads." The agency person disagrees, and proposes a bet. He'll create an ad with thousands of words of body copy, an ad so irresistible the client will read every word. He won't even write the copy, just the headline.

Then he takes out a pencil, writes, "This Ad Is All About . . ."—and here he puts the advertising manager's name. The client smiles, the agency person collects the bet (a dubious thing for an agency person to do; he should have settled for the smile).

The story lacks the moral dimension of, say, "the Grasshopper and the Ant," but it sometimes crops up in advertising texts, where it's used to prove the validity of long-copy ads. I bring it up for a different reason. I'd like to tamper with the moral a little. What made that ad irresistible had nothing to do with length. It had to do with reach, or, more precisely, with touch. It had a magic that lifted the reader out of his customary role as spectator and turned him instead into participant. It wasn't long-copy advertising or short-copy advertising; it was high-profile advertising.

Basically, the term "high-profile advertising" refers to advertising that touches people at a level of consciousness normally off-limits to advertising. It refers to advertising that passes by whatever psychic guards we post at the edge of consciousness to keep salesmen out—advertising that is—and as a result is more visible and memorable than most. It works because it makes the viewer or reader an active participant in the process of communication.

The principle of participation is not new, nor does it apply only to advertising. Radio at its best made the listener create, in his or her own mind, a picture of the scene that was being conveyed by sound alone.

The images that Arch Obler's creaking door from *Inner Sanctum* produced in our minds were scarier than any picture we could have been shown. Jack Benny produced almost four minutes of laughter on radio without saying a word. When a hold-up man demanded "your money or your life," Benny didn't answer. And the longer he kept silent, the more the audience



Joel Baumwoll joined Needham, Harper & Steers as president of NHS, New York, on June 1, 1980. He was formerly executive VP, J. Walter Thompson Co., New York. He joined JWT in 1972 as VP in charge of research and planning and was elected senior VP in 1973. In August 1977 he changed his responsibilities from research to account management and became group account director.

laughed. He finally said, "I'm thinking it over"—more laughter. Benny used his skintint comedic image to make the audience active participants in the joke.

Alfred Hitchcock knew the difference participation makes in creating suspense. Imagine, he suggested, a scene of four card players in a room. They get a call telling them a bomb, hidden in the room, will go off in three minutes. The audience now sits back to watch what will happen. Will they escape or find the bomb before it goes off, or will they get blown up?

"Now imagine the same scene," he said, "only in this one the audience knows the bomb is there but the four card players don't." He went on to describe how the audience would urge the players to finish their game and get out of the room before it was too late. What Hitchcock was illustrating by this simple change, was how to make the audience participate rather than just observe.

This would be the perfect time to pass along the "Seven Sure-Fire Steps to Creating High-Profile Advertising." Except there aren't any. This kind of advertising relies more on inspiration than formula. But a look at the work itself suggests a few

guidelines.

Two examples that come readily to mind are Ronald McDonald and the Xerox monk. Here the advertising embodies and even personifies the product. But there's more at work than a charming spokesman. Hamburgers and office copiers are objects; through advertising they've become subjects, something or someone virtually human. As a result, the viewer enters into a relationship with the advertising and the product. In other words, you participate in it, instead of just enduring it.

The classic example of high-profile advertising is the extraordinary "Mean Joe Green" commercial for Coca-Cola. In 30 seconds we see the development of a very human and warm relationship between a big, burly pro football player and a little boy, and though the vignette itself is poignant and rewarding, the product is not overshadowed by the emotions evoked in the commercial.

Advertising like this works because it disarms. There's nothing to be wary of; it's telling the truth. Which is itself a high-profile activity.

If there's a single thing that all high-profile advertising has in common, it's the ability to arrange a 30-second truce between the conflicting interests of advertiser and consumer. Most advertising, since it's salesmanship, invites resistance. High-profile advertising invites participation, both in the advertising and the salesmanship. It presents the facts in ways that are arresting, disarming and entirely aboveboard, enabling the consumer to make up his or her own mind. In other words, it gets a consumer to act as salesman to himself. And the salesman you've thus created is far more credible than any you could hire.

That brings us to what high-profile advertising isn't. It isn't a process of ornamentation, of dreaming up visual and verbal window-dressing. It relies not just on the force of execution, but on the force of an idea.

The fact that high-profile advertising works is enough to differentiate it from much of the advertising being done today. But I'd like to suggest one final distinction.

Most advertising addresses itself to some abstraction called The Consumer. There's no such person. Instead, there are human beings out there, each of whom is about as reluctant to sit through a piece of advertising, regardless of length, as the unhappy client we began this article with. High-profile advertising is advertising that talks to them, to thousands and even millions of people at a time, each one different from every other—and somehow manages to call every single one of them by name.



# The unconventional uplink.

For four days, our Compact 42 mobile earth station delivered history without a hitch. One of the major television networks depended solely on our unconventional uplink to provide its live feed of the national convention.

They chose the Compact 42 because it's designed and engineered to be the latest and most sophisticated in satellite communications. It features state-of-the-art technology throughout. Including such Compact Video innovations as a five meter dish that folds down electronically, even in winds up to 60 mph; and space age stabilizing legs that secure the antenna.

The Compact 42 is designed and built exclusively by Compact Video to meet the need for a highly transportable, highly profitable and efficient uplink satellite terminal.

For more information about why you should choose the Unconventional Uplink. Call your Compact Video Sales Representative today.

\*This unit sold to Trinity Broadcasting Network



A Decade of Engineering Excellence

# COMPACT VIDEO

MAIN OFFICE: 2813 WEST ALAMEDA AVENUE, BURBANK, CALIFORNIA 91505 (213) 843-3232

TELEX: 494855 TWX: 910-498-4987

REGIONAL OFFICES: Eastern (215) 245-8886/Midwest (312) 337-5333/S. Eastern (404) 355-5255/S. Western (214) 783-0044 CMPVIDEO

CHAD Sales, Inc.



# Two of the Best Shows IN NEW ENGLAND JUST BECAME Two of the Best Shows IN THE COUNTRY.



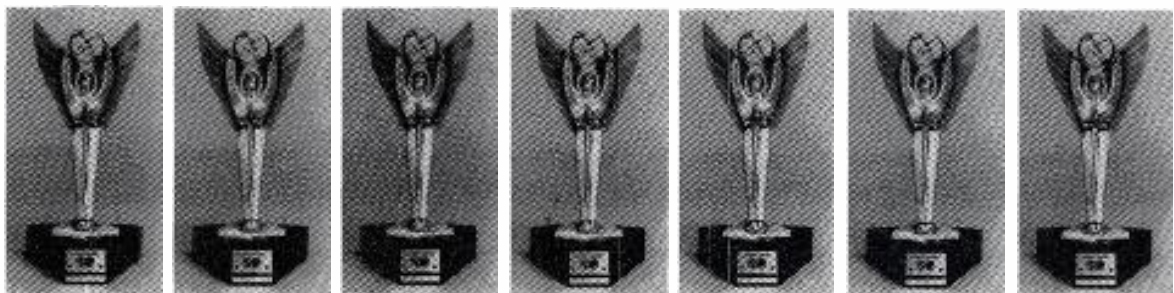
**Park St. Under**, a weekly sitcom, and **Denise**, a moving documentary on child abuse, were two very different shows that won prestigious Gabriel Awards.

We're proud of the honor, but



these aren't our first Gabriels. In fact, they're our sixth and seventh. Because here at Channel 5 we're committed to the finest in local programming.

We know we have to tune into you, before you tune into us.



## WCVBTV BOSTON

Nationally represented by HRP

TOP OF THE WEEK

## The biggest deal yet

**Westinghouse to buy Teleprompter for \$646 million, making it a cable giant with 1.25 million subscribers; no problems are seen from government agencies**

Dust off the superlatives packed away when the Cox-GE deal was shelved. The merger proposal announced last Wednesday by Westinghouse Electric Corp. and Teleprompter Corp. will tip the scales as the largest in the history of the electronic media—\$646 million. And in one, not necessarily fell, swoop, the move will catapult Westinghouse into a prominent, if not pre-eminent, position in the cable industry.

Not only has Teleprompter generally been considered the largest cable system operator, with a subscriber total in the neighborhood of 1.25 million, but in its joint venture with Viacom it holds 50% of the pay programming firm, Showtime, and owns the production company, Filmmation Associates, and the recorded music supplier, Muzak.

Westinghouse Electric, through its Westinghouse Broadcasting Co., holds licenses to seven AM, four FM and six television stations, owns Group W Productions, has a small cable operation, Clearview Cable TV, Dublin, Ga., and participates in some other cable franchises. Westinghouse has also been talking to Home Theater Network about a buy-out or joint venture with that cable program supplier.

The merger is described as a "combination of the operations" of Westinghouse Broadcasting and Teleprompter, with Teleprompter operated separately by its current management.

It's still only an agreement in principle, of course, under which the giant manufacturing/broadcasting firm will pay \$38 a share for the roughly 17 million shares of outstanding Teleprompter common. And as Cox-GE proved, something can always come along and scotch a deal before the last "t" is crossed. A few people are even betting another suitor will come out of the woodwork with a better offer (although that theory is discounted by most who have tried to analyze the deal).

The rumor mills shifted into high gear last Monday (Oct. 13), when trading in Teleprompter, then at \$28 and change, was suspended pending "an announcement." Westinghouse was one of the names being



Kirby



Ritchie



Cooke



Karp

bandied about—there are only a limited number of companies viewed as having the resources to swallow as big a bite of the cable industry as Teleprompter represents. GE was another suggestion—a company on the rebound after being left at the altar by Cox—while Getty was the favorite in still other quarters. A Wednesday suspension in Westinghouse trading, anticipating its own announcement, narrowed the focus and confirmation came later that day.

According to the joint statement by Robert E. Kirby of Westinghouse and Teleprompter's Jack Kent Cooke, each of whom is chairman and chief executive officer of his respective firm, Westinghouse has already executed an agreement to purchase the holdings of Cooke, Wrather Corp., and "three other large Teleprompter shareholders." The sum of those shares equals 27% of the outstanding stock of Teleprompter. (Cooke is to continue as chairman of Teleprompter, according to the announcement.) Meanwhile, Westinghouse has announced that it intends to make some market purchases of Teleprompter pending approval of the merger. Teleprompter stock closed at \$34.50 on the New York Exchange on Thursday, up \$5.875. (As a sidelight, Wrather Corp.'s shares rose almost 50% that day—from \$25.25 to \$36.125.)

The approvals needed for the merger start with that of Teleprompter's shareholders, who are expected to meet in December or January to consider the proposal. FCC approval is also required—microwave and CARS licenses held by Teleprompter would have to be transferred. As the companies themselves noted, FCC crossownership regulations would require Westinghouse to divest itself of Teleprompter cable systems in areas where Westinghouse holds television station licenses.

Westinghouse's Washington attorney, John Lane of Hedrick & Lane, identified the systems to be divested as: Ocean City, Ventnor and Vineland, all New Jersey, all within the coverage area of KYW-TV Philadelphia; Johnstown, Pa., and Morgantown, W.Va., falling in range of Pitts-

burgh's KDKA-TV; Worcester, Mass., near WBZ-TV Boston; and, in the largest block of affected systems, those in the vicinity of KPIX(TV) San Francisco: the California franchises for Los Gatos, Milpitas, Newark, Oakland (with 18,000 subscribers), Santa Clara and Santa Cruz. The total number of subscribers in those systems represents 12% of Teleprompter's roughly 1.25 million subscribers. No systems conflict with the WJZ-TV Baltimore or the WRET-TV Charlotte, N.C., licenses, according to Westinghouse.

Westinghouse currently has about 63,000 subscribers in systems in Florida, Georgia and New York (the two New York franchises, including the Riverdale section of New York City, are only 49% owned). And even though Teleprompter said on Thursday that it was buying out the half interest Hughes Aircraft holds in its systems in New York and Los Angeles, with 158,000 total subscribers (a deal which it seems a safe bet Westinghouse knew in advance), it doesn't seem Westinghouse will emerge from the deal as the largest cable MSO. Teleprompter used to count those New York and Los Angeles subscribers fully when claiming over 1.3 million subscribers. Knocking off the 12% divestiture and adding the 63,000 Westinghouse subscribers gives a figure of 1.16 million. Time Inc.'s American Television & Communications Inc. said last week it too had passed the 1.2-million mark, and north of the border Canadian Cablesystems counts its subscribers at just under 1.3 million.

Regarding any possible FCC scrutiny, most observers last week were saying their "curbstone" opinion was that the commission would be hard pressed to find any problems with the merger. That would leave the question of Justice Department or Federal Trade Commission objections on antitrust grounds, such as that the resulting vertical integration might unfairly advantage Westinghouse, or that the company would gain an unfair competitive edge in future franchising battles. But the opinions coming from curbside again were that those arguments wouldn't hold much



water. The companies themselves are putting the date they expect FCC approval "in 1981."

Their boards have approved the agreement in principle.

The initial response of other players in the cable field suggests objections to the merger aren't forthcoming from that quarter. ATC's President Monroe Rifkin said: "Historically the cable industry has never found that an acquisition by a large company leads to abuse or problems." (His company was acquired by Time Inc. in 1978.) He also said that the merger is no surprise, Teleprompter being "one of the few cable companies not already acquired." Dr. John Malone, president of Community Tele-Communications Inc., called the merger "inevitable," adding that the infusion of resources that Westinghouse brings to the field "has to be beneficial to the industry."

One significant figure in the marriage of the two concerns is Westinghouse Broadcasting President Daniel L. Ritchie, the Harvard MBA who replaced Don McGannon as the unit's chief executive in April 1979. Ritchie has been pictured as an aggressive executive with an acquisition-oriented frame of mind—he paid top dollar for the Texas FM stations and WRET-TV Charlotte that are Westinghouse's most recent station buys.

In announcing the merger, Ritchie did not mention Teleprompter's chief operating officer, Russell Karp, but he praised the management capabilities of Teleprompter's Cooke, saying "he has been primarily responsible for Teleprompter's transition from the troubled company it was when he was named chairman to the respected industry leader it has now become."

That rosy view of the Teleprompter management isn't unanimous among

those in the financial community who follow the company. Those who don't see a third party coming along to outbid Westinghouse generally find some fault with the current management.

The analysis of the deal that Wall Street makes bears similarities to that employed in looking over the recent Capital Cities purchase of Cablecom General from RKO. The roughly \$600 per subscriber that this Teleprompter sale is generally calculated as being worth, if \$160 million in Teleprompter debt is factored into the purchase price, is not high by today's standards. But, it's pointed out, many of Teleprompter's systems fall into the mature-12-channel mold that can be assumed to require several hundred dollars per subscriber worth of upgrading in the coming years. And the New York and Los Angeles systems are not considered to be very profitable. Still, that's not to suggest Westinghouse is getting robbed; there are even a few analysts who consider \$38 for Teleprompter dirt cheap.

What the future holds for a new cable division at Westinghouse certainly isn't graven in stone. Ritchie speaks of an expectation that "Westinghouse Broadcasting's achievements in innovative and award-winning programing and its commitment to the highest level of public service would benefit its new cable viewers." Other Westinghouse insiders speak of the chance to build "something fully competitive with HBO," a clear reference to the Teleprompter participation in Showtime, and one that suggests to some an attempt to buy out Viacom. Then there are always the new urban franchises that will be available for bid soon, with new franchising an area where Teleprompter is viewed as having been notably unaggressive of late.

It's all going to take money.

Westinghouse says it already has \$1.1 billion in cash on hand. And Thursday it told analysts on the West Coast that a new \$500-million credit line was available to help with this purchase.

## It's Carter vs. Reagan on Oct. 28

**Both candidates conclude it's in their interest to debate; Anderson slippage in polls removes him as impediment; Lear starts counterattack on 'new right' religionists in other campaign developments**

President Carter and his Republican challenger, Ronald Reagan, will meet in a one-on-one debate sponsored by the League of Women Voters in Cleveland on Oct. 28, one week before the election. The three commercial TV networks and the Public Broadcasting Service are expected to carry it live.

The major obstacle to the debate was removed when independent John Anderson slipped in the polls below the 15% standard the league had set for determining whether he is a "viable" candidate.

Reagan's eagerness to participate was indicated by the fact he declared his acceptance before the league officially announced its invitations. He disclosed his readiness in a session with reporters at New York's LaGuardia airport last Friday. Robert Strauss, chairman of the Carter-Mondale Re-Election Committee, accepted for Carter while at the White House in the afternoon.

Although details remain to be worked out, it was learned that Howard K. Smith

## InBrief

Active week for **big station trades**: Kaye-Smith Enterprises (actor Danny Kaye and Lester Smith) have sold **KCKN-AM-FM Kansas City, Kan.**, to Allbritton Communications for **\$2.7 million**. Allbritton (Joe Allbritton, owner) is Houston-based newspaper publisher and group owner of three TV's. Broker: R.C. Crisler & Co. **KLRA(AM) Little Rock, Ark.**, sold to Philip R. Jonsson, principal owner of KELI(AM) Tulsa, Okla., by Tobias Coe and family for **\$2.3 million**. Co-brokered by Milton Q. Ford and Blackburn & Co. **KIIZ(AM)-KIXS-FM Killeen, Tex.**, sold by Accent Broadcasters (Lon Williams and Lucetta Harbison, principals) to Independent Communications Inc. (Neal Spelce, president) for **\$3.2 million**. Broker: Riley Representatives.

□

**Premiere**, fledgling pay cable supplier, announced it **plans to serve West Coast affiliates via Satcom I, transponder 21**. Announcement ends speculation that Premiere would not exercise option and pay additional \$4 million to buy transponder from Southern Satellite Systems. (It bought option with \$1 million down payment and had until Oct. 31 to exercise it.) Premiere will take over transponder 3H on Comstar II from Entertainment and Sports Programing Network, which is owned by Getty Oil, one of partners in Premiere, to serve East Coast affiliates. Unless legal entanglements prevent it, Premiere will begin service in January 1981.

□

**General Tire & Rubber Co.** has **vetoed tentative agreement** under

which its subsidiary, RKO General, would have sold **unlicensed assets of WNAC-TV Boston to New England Television Co. for \$54 million**. Agreement, contained in memorandum of terms for sale of WNAC-TV assets, was filed with FCC on Aug. 20, and was to be prelude to NETV seeking construction permit for ch. 7, on which WNAC-TV operates. NETV, which was formed from merger of two applicants that had been competing with RKO for its license, expressed "shock at the unilateral veto of the sale," and made clear it had not given up struggle. On Friday, it filed motion with commission to grant it construction permit for Boston ch. 7, and David G. Mugar, president of NETV, said it would "again vigorously utilize its resources to gain control of WNAC-TV." General Tire representative on Friday said decision of company's board of directors to kill sale was based on view financial terms were not satisfactory. Mugar, however, noted that RKO's breakoff of negotiations followed commission decision to protect 13 other RKO television and radio stations from competitive filings during course of appeal of decision denying RKO renewal of licenses for WNAC-TV, WOR-TV New York, and KHJ-TV Los Angeles (BROADCASTING, Oct. 6).

□

**WTVF(TV) Nashville** switches to **Telerep from Katz** effective Oct. 27.

□

**Merger of Ampex into Signal Companies is on again**, but carries **substantially higher price tag** than before. Agreement in principle announced last week calls for Signal to pay 85 cents of its common shares for each of 11 million outstanding Ampex shares, plus 2 million that are reserved for debenture conversion and stock options. With Signal stock around \$43, deal is worth over \$550 million. Previous merger



was the league's choice to serve as moderator.

There were a number of other events involving broadcasting bearing on the presidential campaign last week:

■ The Carter/Mondale Re-Election Committee, in a surprise move, withdrew its appeal of the FCC's decision holding that Carter is not entitled to free time to respond to paid commercials, promoting Reagan, that are presented by independent political action committees (BROADCASTING, Oct. 6).

Jay Ricks, counsel for the committee, felt it would be unable to persuade the U.S. Court of Appeals in Washington to overturn the decision. He said the FCC had reversed precedent of 28 years but that there was nothing in the legislative history on which either side could base its argument. In that situation, he said, the court probably would hold that the commission had acted within its authority.

Besides, the Carter/Mondale Committee said there were other demands on the time of its legal counsel in the last two weeks of the campaign. One communications law problem involves a commercial being distributed by Americans for Reagan, an independent group headed by Senator Jesse Helms (R-N.C.). The C/M committee calls the commercial a "dirty trick" and has filed complaints about it with the FCC and the Federal Election Commission. It has also urged stations to refuse to accept the spot.

The commercial features alternately flashing pictures of Senator Edward M. Kennedy (D-Mass.) and John Anderson as a voice criticizes the positions of both on various issues and concludes, "We defeated one, now we must defeat the other." The committee says the ad seems deliberately designed to mislead the viewer into believing the Carter campaign

sponsored it, particularly since the authorization line flashed on the screen at the ad's conclusion is "nearly illegible" and is not spoken. Robert Strauss, chairman of the re-election committee, said it has received calls "angrily demanding" that it "stop attacking Senator Kennedy."

People for the American Way, a group organized by Norman Lear to combat the "New Christian right," which Lear believes mixes politics and religion in support of right wing candidates, has begun running television commercials in major markets. The 60-second spots—which feature a single actor or actress in the speech and dress of a "typical American," as one who has seen them put it—are aimed at encouraging voters to reach political conclusions without worrying about whether they match those of their ministers (BROADCASTING, Oct. 13).

The spots began running yesterday in the top 10 markets and are expected to be aired in the top 20 markets next week. Some stations are known to have rejected the spots on the ground they do not accept issue advertising. Lear also was said to be attempting to buy network time, but it was not clear whether he would succeed, in view of the demand for time for political spots.

Cost of the project is expected to be between \$1.5 million and \$3 million. Some of that was raised through solicitations begun earlier in the month, and the solicitation campaign is continuing, at least in part through messages contained in the spots.

Advising Lear on the project is a committee comprising more than 20 members, most of them representatives of various religions. Members of the committee met with Lear in New York last week and, after reviewing six commercials he had prepared, settled on a maximum of four that they preferred to run. Among

those on the committee not previously mentioned are John Kluge, chairman and president of Metromedia; Andrew Heiskell, retired chairman of Time Inc.; former FCC Chairman Newton N. Minow, and former Representative Barbara Jordan (D-Tex.).

■ As for the Rev. Jerry Falwell, one of the political ministers troubling Lear, he said he was having his own money problems. He told supporters in a mailing last week that he needed \$5 million in donations to keep his *Old Time Gospel Hour* on the air. The program, shown on more than 370 stations, is in "great jeopardy," Falwell said. He attributed his financial problems to attacks because of his involvement with Moral Majority, a conservatively oriented political action group.

## Taking sides on children's TV standards plan

**FCC hearings on whether the commission should establish mandatory regulations find networks against, citizen groups and some producers for; others suggest government should increase PBS funding for more programing**

Should mandatory children's programing standards be imposed on broadcasting? That question was the overriding theme addressed by panelists before the FCC in hearings last Wednesday and Thursday (Oct. 15 and 16).

Broadcasters are currently obligated by an FCC children's programing "policy statement" issued in 1974 to undertake a

proposal, which fell through in April, would have cost \$415 million. Closing isn't expected until January.

Reacting to pressure from Common Carrier Bureau of FCC, **Cosat** last week **announced 11.8% reduction in its charges for Intelsat services**. Reduction, Cosat says, will mean \$19 million in savings in 1981 for "international record carriers," principal users of Intelsat.

Thoughts of **TV network news heads** at annual meeting in Boston: **Roone Arledge**, president, ABC News and Sports—There should be system taking news programs out of ratings. "If our industry doesn't get off the ratings kick, we will destroy ourselves." **Bill Small**, president, NBC News—Criticized government for "seeming to think the First Amendment doesn't apply to us" in forbidding networks to arrange presidential debates. Bud Benjamin, VP and director of news, CBS—Would like hour-long evening newscasts for deeper analysis, especially of political campaigns. "Our job is to give substance to what has become a very vapid campaign."

**AFTRA ratified three-year prime-time television contract** with TV networks and producers. Screen Actors Guild, which negotiated jointly with AFTRA, will give results of mail referendum on Thursday (Oct. 23). Performers went on strike on July 22 and after reaching tentative agreement on Sept. 25 returned to work on Oct. 3 pending ratifications.

**FCC has extended comment date** on its proposed **rulemaking to revise annual financial report** (form 324) to Nov. 1. Action was taken

to enable 400 licensees—chosen by FCC to participate in "pretest" of commission's proposed revised form—to evaluate their experiences with the revised form. Commission has asked 400 to submit completed pretest forms by Oct. 31. Approximately 40 have been returned so far. **ABC TV affiliates association** contends that "commission does not have statutory authority to require routine submission of broadcast financial information and no legitimate public objective is or ever has been served by requirement that such information be routinely filed on an industrywide basis."

**Metromedia Producers Corp.** last week announced formation of **new division to serve basic-cable systems**, with James Lowell Phillips, executive producer/sales manager, M.A. Kempner, named to head operation. James A. Weathers, vice president and sales manager, Western division, named VP general manager.

## Up Coming

**In Washington:** Staff report on network inquiry is to be presented to FCC today (Monday). **In New York:** Ted Turner of Turner Broadcasting speaks Wednesday at newsmaker luncheon of New York International Radio and Television Society. **In Los Angeles:** American Council for Better Broadcasts sessions on First Amendment Saturday will include talks by FCC's Anne Jones and James Quello, National Black Media Coalition's Pluria Marshall and NAB Chairman Thomas Bolger. **In Las Vegas:** National Association of Educational Broadcasters opens its 56th annual convention Sunday (Oct. 26).

meaningful effort to provide children's programming that is both "educational and informational" and aired during the entire week, not just on weekends.

However, a staff report—presented to the commission last November—concluded that broadcasters were not complying with the policy statement, and two months later the commission initiated a rulemaking proposing options and seeking comments on ways to compel broadcasters to respond more positively to the needs of children in its programming efforts.

In that rulemaking the staff recommended to the commission that it impose mandatory educational programming for children.

Gene Mater, vice president and assistant to the president, CBS/Broadcast Group, contended that there was no need for mandatory children's standards because "the fact is there is no absence of children's programming—including informational programs—on American television today. The opportunities for wise selection and viewing are there."

He also cited the First Amendment implications of imposing mandatory standards which he said would "do no less than accept the principle that the government may determine how much of what kinds of programs are to be seen by the public and when."

John Cluster of Romper Room Enterprises, disagreed, saying that since "voluntary compliance has not worked," some form of regulation is needed. He suggested "processing guidelines" that would encourage broadcasters to air quality children's programming but at the same time "allow for licensee discretion."

Daniel Wilson, an independent pro-

ducer specializing in children's programming, agreed that "some kind of pressure has to be maintained" to insure that broadcasters make an effort to air quality programming.

Aimee Dorr, associate professor of communications, Annenberg School of Communications, University of Southern California, expounded on the theory of what she called "developmentally constructive" programming. This concept would replace the traditional dichotomy of educational programming on the one hand and entertainment programming on the other. Developmentally constructive programming would consider the best of both worlds in developing an over-all children's programming format.

She also endorsed the concept of "age appropriate" programming—programming that appeals to very narrow and focused age groups—because intellectual changes and growth are most rapid in children.

"Social norms and skills, imagination, fantasy and so on" must all be considered in developing quality children's programming, Dorr said.

Squire Rushnell, ABC vice president for children's programming, told the commission that to impose mandatory requirements would mean sacrificing programming quality for quantity. He cited the high costs involved in the production of quality children's programming.

"The weekly budget of *Good Morning America*," he told the commission, "is equivalent to the cost of producing one one-hour *ABC After School Special*. Such specials are usually "a year in the making," he said.

Sandy Kavanaugh, director of children's programming, Warner Amex's Nickelo-

deon, said she would like to see a change in the attitude of parents who aren't willing to pay for quality children's programming: "They want quality programming for their children but don't want to pay for TV."

Kenneth Mason, a board member and former president of Quaker Oats Co.—a major children's programming advertiser—told the commission to focus on the Public Broadcasting Service in its effort to provide better programming. By taking this approach, Mason said better programming could be obtained "without interfering with the free enterprise system."

He suggested that the commission rescind its 1974 policy statement affecting commercial broadcasting and seek to "provide higher levels of funding for PBS."

Michael Botein, an attorney for the New York Council on Children's Television, recommended the imposition of mandatory standards because "the reality is, we won't have the diversity we want from the new technologies."

Townes Osborn, president of the Washington Association for Television and Children said mandatory controls were necessary because the only way broadcasters can justify allocating additional resources to children's programming is "if they have to . . . The bottom line is bucks."

Barry Thurston, vice president of programming, Field Communications Corp., said that there "has been an enormous change in children's programming over the last five years." He said that broadcasters will continue to expand these efforts without "regulatory pressure." Regulation will "dilute" those efforts, he said.

Nate Long, executive director of Televi-

**Kid commenters.** As expected, public interest groups strongly urged the FCC to implement mandatory children's programming requirements for broadcasting, citing a lack of self motivation on the industry's part. Broadcasters, as expected, opposed the idea, citing First Amendment concerns, and predicting that the existing quality in children's programming would take a nosedive for the sake of mandatory quotas. A sociologist cited flaws in the currently accepted dichotomy between educational vs. entertainment type programming, suggesting that the emphasis be placed on "developmentally constructive" programming.



Charren



Mater



Mason



Rushnell



Dorr



Land



Thurston



Reed



Metcalf



English



Engsborg



Popham



Singer



Long



Wilson



Dwyer



Botein



Osborn



Kavanaugh



Cluster



# THE NEW CHAMP!

In Syndicated Talk-Variety With Young Women Is

## The JOHN DAVIDSON Show

The John Davidson Show, in its very first month, leads the field in the four most commercially significant demographic categories. And that's just for starters. See what a difference John Davidson can make for you.



Total audience reached	18-34 Women	18-49 Women	25-49 Women	25-54 Women
<b>JOHN</b>	<b>556,000</b>	<b>920,000</b>	<b>663,000</b>	<b>833,000</b>
<b>Mike</b>	<b>343,000</b>	<b>577,000</b>	<b>428,000</b>	<b>532,000</b>
<b>JOHN'S Advantage</b>	<b>+62%</b>	<b>+59%</b>	<b>+55%</b>	<b>+57%</b>
<b>Merv</b>	<b>415,000</b>	<b>807,000</b>	<b>619,000</b>	<b>827,000</b>
<b>JOHN'S Advantage</b>	<b>+34%</b>	<b>+14%</b>	<b>+7%</b>	<b>+1%</b>

Source: Cassandra NSI July 1980  
Audience figures are estimates subject to the limitations of the techniques and procedures of the service noted.

**GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING COMPANY  
70 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91608 213-760-6900  
PO BOX 419109 NEW YORK, NY 10163-9109 FAX



**Teletext wrapup.** The final tally in the first round of comments on the CBS proposal asking for a rulemaking and adoption of its Antiope-based standards for teletext shows a majority (9-7) in favor of the FCC instituting a rulemaking or at least a notice of inquiry on teletext, although most were mute on a choice among three rival systems—French Antiope, British Ceefax/Oracle and Canadian Telidon. The pros (aside from CBS): National Telecommunications and Information Administration, National Association of Broadcasters, NBC, Antiope, WGBH-TV Boston, KCET-TV Los Angeles, National Captioning Institute, Information Industry Association and GTE/Telenet. The cons: Electronic Industries Association, National Cable Television Association, ABC, Ceefax/Oracle proponents, North American Philips, Public Broadcasting Service and the Canadian Department of Communications (Telidon's proponent). Reply comments were due last Friday, but CBS requested and was granted an extension to Nov. 14.

Despite the negative votes, interest in teletext appears to be pervasive. Most of the black balls came from organizations that support

the concept of teletext, but feel that a rulemaking at this time—before the work of the EIA teletext subcommittee and other research is complete—is premature. For instance, the NCTA, which fears that introduction of teletext signals in already crowded coaxial cable would interfere with regular video programming, said the public would be better served by giving the EIA subcommittee "reasonable time to complete its ongoing endeavors to submit its recommendations ... before rulemaking proceedings are initiated."

The NAB represented the opposing view. It urged the FCC "to commence a rulemaking proceeding at the earliest possible time so that a regular teletext transmission to local broadcasters could begin in the near future." NAB was one of the few to take a stand on the type of standards the FCC should adopt. It endorsed the variable-format inherent in the Antiope and Telidon systems and, by extension, the CBS standards. "We feel that the transmission system to be specified must have the flexibility to accommodate ... enhancements, and feel that the variable format concept can best accomplish this."

sion for All Children, submitted that "there is an abundance of quality children's programming, educational and entertaining, that is already available." He said this programming is the type "the community has been crying out for."

Herman Land, president of the Association of Independent Television Stations, said the answer to better children's programming lies in expanding the number of broadcast outlets—as the commission has proposed to do in a number of rulemakings—and "encourage the removal of commercial restrictions on federally funded educational programming."

As for imposed standards, Land said, "You can legislate volume but not quality."

William Reed, senior vice president and managing director of PTV-3—a PBS creation established to focus on children's programming—told the commission that, "while it is clear that public television has the commitment to more and better children's programming, it is also clear that it lacks the money to fully meet that commitment." PBS stations have suffered from "spiraling inflation, no increases in federal support," and the loss of Ford Foundation support. Although it is obvious that PBS is in need of massive financial support for children's programming, Reed said, "it remains to be seen how we can develop this support."

Peggy Charren, president of Action for Children's Television, said that "marketplace forces don't always work because profit motivation is in opposition to children's needs." She also said that "broadcasters react to commission pressure," noting a "renewed industry interest in children's TV" in the past year since the threat of a commission rulemaking.

Christina Metcalf, director of the children's program unit for KRON-TV San Francisco, cited a "basic conflict between business and children," and that in this case, "children should come first." She referred to them as a "national resource" that must be protected.

Karin English, executive director, Multicultural Television Council, said that minority children are being deprived of "identifying factors" due to the nonexis-

tence of quality programming directed toward them. She said "the bulk of minority children's programming consists of situation comedies," a condition that she said "needs to be rectified."

Mary Alice Dwyer, vice president for children's programs, NBC, said that mandatory standards were not necessary and that "over the years children's programming has changed and evolved as we have learned from our experiences and listened to our critics, colleagues and our audiences."

Janice M. Engsborg, field director, United Church of Christ's Office of Communication, said mandatory standards are necessary because broadcasters have "lit-

tle initiative" to expand their children's programming efforts.

Jim Popham, deputy general counsel for the National Association of Broadcasters, said that mandatory standards would be an "intrusion on licensee discretion" that would raise "grave constitutional questions."

Dorothy Singer, co-director, Yale University Family Television Research and Consultation Center, endorsed the notion of age specific programming. She also suggested that producers hold workshops for writers of children's programs with educators to enhance their knowledge of how children respond to different types of television programming.

## Gathering time for CBS Radio

**They hear departing president Digges urge vigilance in resisting government pressures and Joyella report sales surge**

A strong call for the government to "get out of the business of regulation of broadcasting, except for technical matters." A push for a beefed-up public-service presence on the airwaves and in Washington. An optimistic sales picture. A status report on satellite-transmission plans. New programming and new promotion tools.

The executive word on those subjects was offered last week at the 22d biennial CBS Radio network affiliates convention—a Sunday-to-Wednesday event drawing some 425 delegates to the Arizona Biltmore hotel in Phoenix.

In his farewell address to affiliates as president of the CBS Radio Division, Sam Cook Digges, who will retire at the end of the year, told affiliates to "take strong pride in what we do ... accept the challenge ... and speak out individually when you see bad laws being proposed."

After running down a laundry list of FCC proposals he opposes, including reduced AM channel spacing, Digges claimed: "We need to have the shackles of the unnecessary paperwork, the shackles of meaningless ascertainment requirements, the shackles of unfair and non-

productive pressures of so-called 'public-interest' groups—all the product of FCC rules and encouragement—removed from broadcasters." He also struck out at AM stereo. "I do not believe that AM stereo is the answer to FM music stations," he said. "Those who fail in mono will fail in stereo. Programming is the answer."

Digges, who is to be succeeded as division president by Robert L. Hosking, now vice president, affiliate relations, CBS-TV network (BROADCASTING, Oct 13), also challenged the concept that "the public owns the airwaves." He said that "it is no resource at all unless ... a broadcaster invests the time, the money and the know-how to make it something."

If the governmental scenario described by Digges gave affiliates reason for concern, the news from James Joyella, vice president, network sales, gave reason for cheer. Joyella told his audience that network radio as a whole is up 32% for the first half of the year, with the second half expected to show a 15%-20% gain. He said "national spot business has been showing similar patterns of strength."

The concept of public ownership, he said, "implies to some that the government should have unbridled control of program content. And that's wrong."

Thomas H. Wyman, CBS Inc. president and chief executive officer, in his first



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## Community affairs in Washington

**Regulators are in the spotlight at annual gathering of broadcast community affairs directors**

The subject was deregulation last week as 150 community affairs directors from radio and TV stations around the country met at the Washington Sheraton hotel, Oct. 15-19. The occasion was the sixth annual conference of the National Broadcast Association for Community Affairs.

"You'll find we divide into two camps," said one participant of last week's events. "There are those of us who fear that deregulation will mean an immediate end to our careers. And there are those of us who believe we can make public affairs a bigger part of our station's programming."

Mike Davis, New York Communications, took the latter point even further at a session on TV programming: "Cable TV is about to tear apart the fabric of broadcasting as we have known it for years. Cable will soon be providing all entertainment programming, and over-the-air TV will survive only by expanding news and information programming."

This year's conference was larger than last year's which gathered 135 broadcasters in Los Angeles. Last year's NBACA conference was the scene of a speech by producer Norman Lear in which he urged public affairs directors to put more controversy into their programs to make them more interesting to the public.

"Last year we had the entertainers," said association president, Howard Strum, KNBC-TV Los Angeles. "This year we have the regulators."

The opening day's luncheon speaker was Richard Loftus, Prime Cable Company, Austin, Tex., and a director of the National Cable Television Association, who outlined the development of cable TV and urged conventioners to seek out local cable system operators "to see if you can work together" on public affairs efforts. Cable operators want to provide public affairs programming, said Loftus, but many can't afford to buy it.

"The ultimate purpose for community

affairs programming is to inform the public," said Loftus, and "cable's great capacity for channels should make it a desirable conduit for public affairs programs."

On Friday morning, it was FCC Chairman Charles Ferris who was in the hot seat before a general assembly of the conference. Ferris opened the floor immediately to questions, most of which concerned commission proposals to deregulate radio.

Asked to predict the future in light of increased competition from other media, Ferris replied that he did not know which of the new technologies would prevail. "The participants will hopefully determine who will win," he said. "Actions we've taken will hopefully get the FCC out of the business of determining winners."

Ferris then said he believed the FCC has removed its historical bias toward protecting over-the-air broadcasters and that, "although some currently believe there is a tilt in favor of cable, we don't believe that is true."

Asked how the commission is leaning now that the deadline for comments on radio deregulation is impending, Ferris replied that there is a general consensus at the FCC that current requirements for log keeping, commercial practices and ascertainment procedures could be eliminated. There is no consensus, however, on whether to eliminate the requirement for nonentertainment programming, he said.

Another questioner asked Ferris why broadcasters were facing the possibility of having to provide more children's programming, when cable systems have no such requirement. To this, Ferris replied: "We've gotten out of the business of regulating cable. Local communities are supposed to regulate cable."

Ferris then said that if a broadcaster argues before the FCC that he is in the red and can't afford to air children's programs, the commission might waive the requirement. "However," he said, "there aren't many broadcasters who could make that argument."



**In Phoenix.** Top: Retiring CBS Radio President Sam Cook Digges (l) looks on as Walter Cronkite demonstrates his old style in front of a golden mike presented to him for his years of service with CBS. Bottom: CBS Inc.'s new president, Thomas Wyman, introduces himself to the affiliates. (Also see "Profile," page 81.)

speech before an affiliate group, called for a stronger public-service commitment and said "one of the things we can do better is to spend more time and effort working at the task of making more sense in Washington."

He said CBS has been missing "the stature and impact" of Frank Stanton, former CBS Inc. president and vice chairman, who "brought a great dimension to the relationship between our company and—indeed the broadcasting industry—in Washington. I hope that one of the things that we will be able to come back to is that sense of responsibility and domain."

More positive notes came from Richard M. Brescia, vice president and general manager of the network, who said that 260 stations were in the line-up in September 1978 (the time of the last affiliates' meeting) and now the list has grown to 380.

On satellite transmission, Brescia also said consultants are about halfway through a study for CBS Radio, expected to be ready by the end of the year. With it, he said, the network will "have a list of 'specs' for vendors that will clearly define the manner and method of satellite communications."

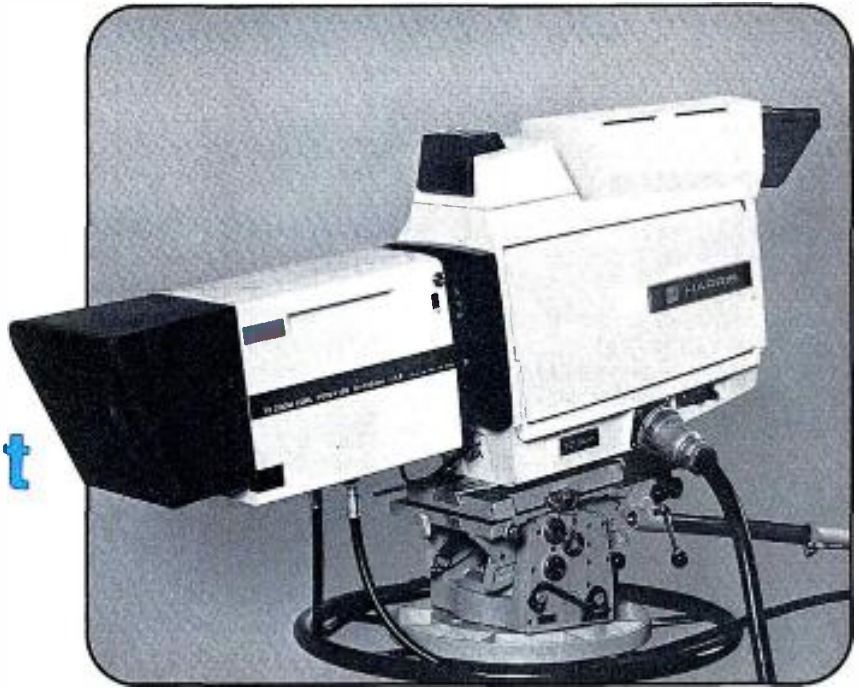
Brescia also mentioned the following new shows being added to the CBS Radio line-up: *Your Dollars*, *Getting Along*, *The Osgood File* and *Dan Rather Reporting*.

W. Thomas Dawson, vice president, division services, said a new 60-second original-music composition is available to promote local programming. He also put the word out on *Countdown to Election Day*, a series of public-service announcements to encourage voting.



**White House hospitality.** NBACA conventioners were welcomed by Rosalynn Carter at a reception Thursday afternoon. L to r: NBACA President Howard Strum of KNBC-TV Los Angeles, Mrs. Carter and convention director Mal Johnson of Cox Broadcasting. The President's wife complimented the delegates on their work and predicted: "In the next four years, I'll be working even more closely with you."

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## Supreme Court allows networks to air Abscam tapes

**High Court refuses to overturn Circuit Court ruling that gave broadcasters permission to show FBI-made material introduced as evidence in trial**

The Supreme Court voted unanimously last Tuesday (Oct. 14) to permit the television networks to copy and telecast videotapes used as evidence in the first Abscam trial.

The court issued a one-sentence order refusing to grant a stay of a U.S. Circuit Court of Appeals decision allowing the three television networks to copy and transmit the tapes. Within hours of the high court's order, the networks showed excerpts on their evening news programs.

NBC, which had been designated the "pool" network, fed the tapes to the networks that had requested them, including the Public Broadcasting Service, the Cable News Network and several independent networks.

CBS-TV carried a 25-minute special program Tuesday utilizing the videotapes, starting at 11:35 p.m. The network has no immediate plans for further use of the tapes unless future events make them timely, a spokesman said.

Burton Benjamin, vice president and director of news, CBS News, applauded the Supreme Court's decision permitting the release of the tapes. He said the availability of the tapes enables CBS News to "fulfill the function of informing the American public" and satisfies the needs of the viewers.

ABC-TV carried the tapes on its *Nightline* program (11:30-11:50 p.m.) and on *Good Morning America* the next day. Dick Wald, senior vice president of ABC News, said the company is evaluating what use it may make of the tapes that have been released.

"I think the significance of what has happened is that if something becomes part of the court record and is done in the new technology, it is the same as if it is done in the old technology," Wald commented. "It means if you enter a videotape into the court record, it can be played on any TV station in the land."

NBC-TV used the videotapes on Tuesday on regularly scheduled news programs and on the *Today* program on Wednesday.

Appealing to the Supreme Court to enjoin the use of the tapes were Representative Michael Myers (R-Pa.) and three other defendants who were convicted of bribery and related charges last Aug. 30. Myers has since been expelled from the



FBI tape of Rep. Myers

House of Representatives but is seeking re-election.

In seeking the stay, the four claimed that the broadcast of the videotapes would prejudice potential jurors and preclude fair trials in appeals and pending cases. Supporting their request for a stay was Representative Frank Thompson Jr. (R-N.J.), another Abscam defendant, who is scheduled to stand trial next month. In a separate brief, he told the court that "the outpouring of publicity" in any broadcast of the tapes would "gravely threaten" his right to a trial by an impartial jury. (The tapes had been made surreptitiously by FBI agents during the investigation.)

The U.S. District Court which heard the trial of the Abscam defendants granted the TV networks' request for the right to carry the tapes but stayed the decision to permit the defendants to appeal. In turn, the U.S. Circuit Court of Appeals in New York affirmed the District Court's verdict (BROADCASTING, Oct. 6 et seq.) but also granted a temporary stay to allow the defendants to appeal to the Supreme Court.

## Ted Turner vs. the FCC's last cable rules

**He petitions agency to drop the 'must carry' regulations; NCTA not sure how to react**

As he promised late last month, Ted Turner, the owner of the Cable News Network and superstation WTBS(TV) Atlanta, petitioned the FCC last Tuesday to drop the last vestige of its cable carriage rules—the "must-carry rules" that require cable systems to retransmit the signals of local broadcasters.

The petition, prepared by the Washing-

The Circuit Court ruled in favor of releasing the tapes because "there is a presumption in favor of public inspection and copying of any item entered into evidence at a public session of a trial." Judge John O. Newman, who wrote the decision, pointed out that transcripts of the videotapes already had provided the public with the written word, but said "there remains a legitimate and important interest in affording members of the public their own opportunity to see and hear evidence that records activities of members of Congress as well as agents of the Federal Bureau of Investigation."

The networks had filed a brief opposing the stay request. They told the Supreme Court that potential jurors in future Abscam trials could be screened to make certain that none of them were prejudiced against the defendants.

"Insofar as broadcast of the content of the tapes would further cast the defendants in a disreputable light," the brief said, "that is the inevitable result of conduct they concededly engaged in and provides no justification for preventing the public from seeing and hearing recordings of the action of high government officials."

The television networks also sought permission to carry the videotapes used as evidence against Representative John W. Jenrette Jr. (D-S.C.), who was convicted in the U.S. Southern District Court of New York two weeks ago of bribery and conspiracy. The trial judge denied the networks' request, but Floyd Abrams, attorney for the networks, filed another request with the court last Wednesday (Oct. 15) in view of the Supreme Court's action.

ton law firm of Smith & Pepper, picked apart the rationale behind the FCC's imposition of the must-carry rules in 1965 and argued that it is no longer applicable. It also suggested that maintaining the rules would be an affront to the First Amendment rights of cable operators and the public.

The National Cable Television Association doesn't know yet how it will react to the petition. Tom Wheeler, president of NCTA, said it will "cause a real split in the industry." There are many who are concerned about the timing, Wheeler said, coming as it does with the fate of the distant signal and syndicated exclusivity rules and copyright legislation still very much up in the air.

On the other hand, Wheeler said,

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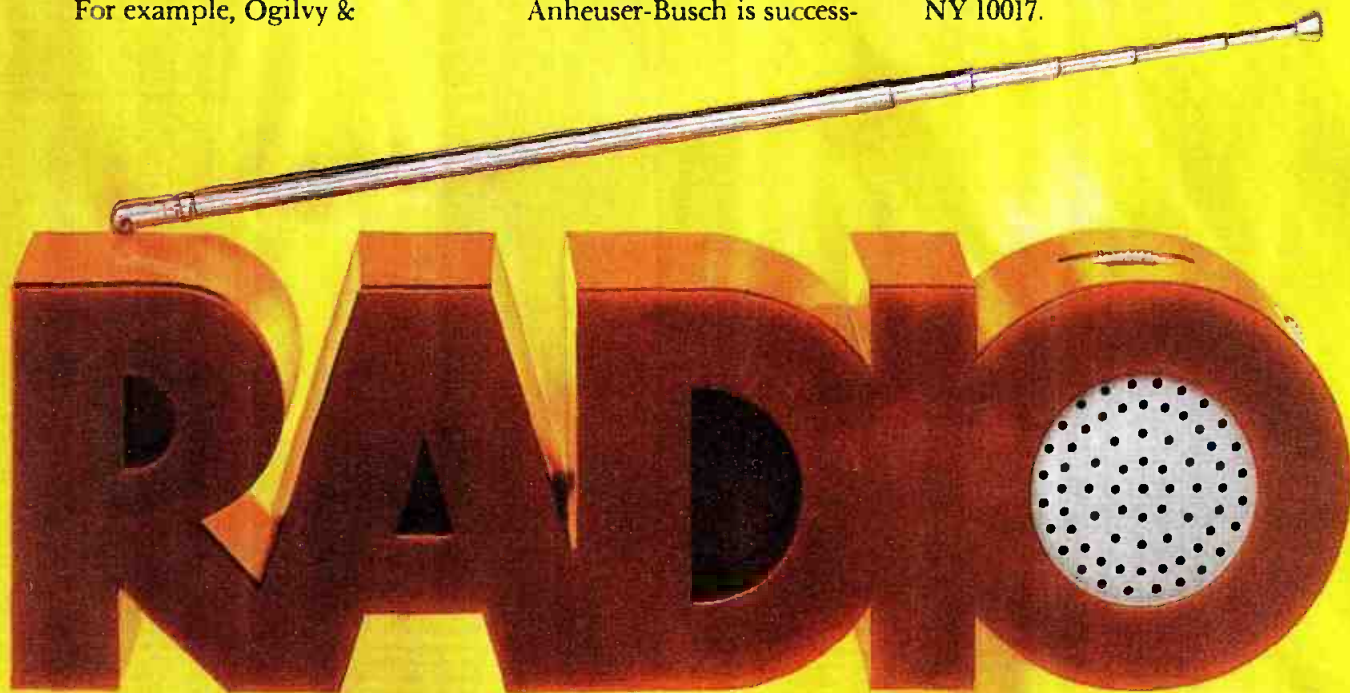
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"there are others who feel the FCC should eliminate any and all rules."

Wheeler said he would have preferred Turner to wait as "there is no need to act precipitously." He said he talked to Turner at the West Virginia Cable Television convention two weekends ago about the "philosophy" behind the petition, its timing and its impact on the industry and urged Turner to hold it back at least for a while, but Turner "chose to go ahead."

The petition contends that review of the rules is mandated by recent FCC rulings affecting cable. Referring to the FCC's decisions to drop the syndicated exclusivity and distant-signal rules, the petition said the decisions raised "serious doubt" as to the validity of the remaining rules. "If the rationale and public interest considerations underlying the mandatory cable carriage rules no longer subsist, or are in serious doubt, then it is clear the [FCC] must review the rules."

Quoting extensively from the FCC's inquiry on the economic relationship between cable and broadcasting released last year, the petition used the FCC's language to argue against the continued existence of the rules.

Based on its reading of the economic inquiry, the petition said the FCC no longer adheres to the view that cable should exist as a supplement to local broadcasters. It suggested that like direct broadcasting satellites and MDS, cable should be treated as "an independent vehicle" for alternative services. "The primary underpinning of the commission's mandatory carriage rules—the view that cable is only an auxiliary service—has fallen and admittedly now lacks continuing validity."

Another essential element of the rules rationale—that they are necessary to maintain the broadcaster's economic vitality—"also must fall in light of the evidence of the economic report." The FCC concluded, the petition said, that the risk of loss of broadcasting services is "insignificant." The FCC's contention, the petition said, is based in part on the belief that cable penetration in most markets will not exceed 50%. "Moreover, the commission found that even in those markets that have extraordinarily high cable penetration today, the effect of audience diversion on revenues ... is not sufficient to offset the general growth in demand for TV advertising."

As for the public interest support of the rules, the petition once again quotes the economic inquiry: "the commission has now stated, with uncommon confidence, that the 'evidence suggests that the risks to the public from cable are negligible.'"

The petition also looks back to find support for its First Amendment argument. "With the finding that the carriage of an unlimited number of distant signals on a cable system presents no significant risk of loss of local broadcast service ... it becomes clear that no important or substantial government interest is served by retaining [the rules] in derogation of the First Amendment rights of the cablecaster and the public at large."

If a cable operator and its subscribers prefer a given signal, but are unable to do so because of lack of channel capacity, the petition claims, the FCC has no right to abridge their freedom to receive that signal—the effect of the must-carry rules. The rules also discriminate against "numerous" producers by depriving cable systems of the opportunity to carry their programs, regardless of how much better or worse they may be than the programs of the local broadcasters. The petition said: "The many alternative video information and entertainment services produced including ... WTBS and Cable News Network have legitimate First Amendment rights that are no less deserving of protection than those of broadcasters or newspaper publishers."

The petition followed up its dissection of the rules with assurance to the broadcasters that the dropping of the rules would have no profound effect on them. "Without doubt, cable systems will, in almost all instances, carry all local signals because the public will demand it." And, it added, the cable operators will have an economic incentive to carry them. Under the Copyright Act, cable systems are required to pay royalties on all distant signals.

## FCC opens inquiry that could give telcos broad entry into cable areas

Should telephone companies be allowed unrestrained entry into cable television? That is the question being asked in two proceedings at the FCC.

Current rules prohibit a telephone company from owning a cable system within its service area. Now the FCC wants to know whether the cable industry has advanced far enough to warrant direct and unrestrained competition between cable companies and telephone companies in the bidding for cable franchises and the purchase of existing systems.

The commission asked its staff to draw up two instruments: (1) a rulemaking looking into telephone company ownership of cable systems in sparsely populated rural areas; (2) an inquiry into the possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas.

The new inquiries came out of a meeting during which the FCC sought to clarify its ruling of last December that provided for a "presumption in favor of waiver" of the telephone company-cable television crossownership rules where the area to be served contains fewer than 30 homes per route mile.

Concerns were raised, however, that a loophole in that ruling would allow "gerrymandering" by the phone companies—

seeking a waiver to serve an urban center surrounded by very sparsely populated areas that, when considered together, would contain fewer than 30 homes per route mile.

To prevent such maneuvering by the phone companies, Abe Leib, an FCC Common Carrier Bureau staff member, suggested that all waivers be considered on a "franchise basis"—meaning that the bureau "would look at the city and the sparsely populated area separately" as if the two areas were considered two different franchises.

Commissioner Joseph Fogarty said that approach "was good as far as it goes." But then he suggested the staff be instructed to draft a rulemaking looking toward a reassessment of the commission's "whole attitude" toward restricting phone companies from entry into the cable television business.

Fogarty said that phone companies should be at "parity" with cable companies in competing for franchises "at least in rural areas." He also said the commission might also consider letting phone companies own systems in larger metropolitan areas—certainly if there is no cable company interest in doing so—and possibly letting them compete outright.

FCC Chairman Charles Ferris commented that telephone company ownership of cable systems in rural areas and cable ownership of telephone companies in metropolitan areas involved "totally different sets of issues" and that "wrapping the two together doesn't do justice to the rural area issue." It was he who suggested a rulemaking approach for the rural area issue and a fact-finding approach for the metropolitan area issue.

Common Carrier Bureau Chief Philip Verveer told the commission that draft proposals for both issues could be drawn up and presented some time in December. He said the cable industry has progressed to an extent that justifies looking at the policy changes.

Verveer also said that the commission of late is "pretty suspicious of any kind of restrictions on entry" in any communications industry. He qualified that statement, however, by saying "all sorts of problems are posed" by an open entry policy for rate-based regulated industries. "But," Verveer said, "there's no harm in asking. The consumer will be better off with open entry."

The National Cable Television Association is strongly opposed to any FCC action to loosen restrictions on the entry of telephone companies into the cable industry.

In a prepared statement Tom Wheeler, president of NCTA, said, "the commission's action is inconsistent with policies encouraging competition and diversity of telecommunications services. Elimination of the cross-ownership restrictions will eliminate the possibility of competition in the local distribution of broadband communications. This action is also inconsistent with FCC efforts to increase ownership opportunities for minorities in telecommunications."



# Reagan hits Carter over deregulation

**Republican criticizes President's record; Carter staff replies with examples of progress; Chamber of Commerce also feels incumbent hasn't achieved much**

It is not likely to replace the economy as the number one issue in the presidential campaign, but regulatory reform is getting a bit of attention.

Republican presidential hopeful Ronald Reagan initiated discussion of the subject with a speech in Youngstown, Ohio, two weeks ago that, except for the statement that "air pollution has been substantially controlled," largely escaped public attention.

Reagan criticized President Carter's record on deregulation, calling the President "the biggest regulator in history." The "highly publicized examples of 'showcase deregulation'" the administration cites, Reagan said, were forced on Carter by Congress.

Then Reagan proceeded to list elements in a "regulatory reform" program of his own, one noteworthy for the inclusion of a proposal that both Congress and the President be given "greater authority to veto regulations approved by executive agencies."

All of which managed to stir resentment in the White House. Rick Neustadt, a Domestic Policy Staff member active in deregulation matters, noted that if Reagan is elected and backs the legislative veto proposal he would be unique among American Presidents. He would be the first "to give away important presidential power conferred by the Constitution," Neustadt said.

As for the "showcase deregulation," Neustadt assumed Reagan was referring to what Neustadt said were successful Carter initiatives in the areas of natural gas, airlines, trucking, banking and railroads. Those actions, Neustadt said, "represent the broadest deregulatory program passed in American history."

And, he noted, the administration is continuing to press for additional deregulatory legislation—in telecommunications, general regulatory reform,

sunset (which would automatically end a regulation unless an agency extended it), and paperwork reform. Of the four, only the paperwork bill has a chance of passage when Congress returns from the election recess. Neustadt noted the measure would bring the FCC and the Federal Trade Commission, among other agencies, under an existing paperwork management process that has cut paperwork of the affected agencies by 15%. The measure has passed the House but was held up in the Senate by Republicans said to be unwilling to grant Carter a legislative victory on the issue before the election.

As for elements in the Reagan program beyond the legislative and executive veto, Neustadt was not critical. Indeed, he said most of the proposals—for replacing specific rules mandating procedures with "flexible performance standards," requiring "detailed cost-benefit analyses of all sets of proposed regulations," establishing a regulatory budget, and implementing "sunset legislation regulations"—are either being supported by the administration or are under consideration by it. One other proposal calls for a review of regulations "where scientific or technical knowledge has expanded since the regulations were implemented."

Reagan was not the only critic of the administration's regulatory reform program. The U.S. Chamber of Commerce, through an article prepared for the newsletter published by the Chamber's Regulatory Action Center, also sounded off on it.

But the target of the article's author, Hank Cox, editor of the newsletter, was the Carter administration's satisfied conclusion that federal agencies had made progress in adopting more flexible methods of regulation and thus had eased "the costly adversarial" relationship between government and those it regulates. The conclusion was that of the Regulatory Council, made up of 36 agency representatives, in a report issued on the same day, as it happens, that Reagan delivered his Youngstown speech.

Cox found the conclusion difficult to accept in view of what he said were "the plethora" of suits brought by private businesses and trade associations against regulatory agencies, Supreme Court agreement to hear "several critical regulatory cases," "the hundreds of congressional representatives" who have secured legislation "to protect small businesses from

regulatory excess," and "the horde of lawyers devoting all or most of their professional time to the seemingly endless battles between business and the regulatory agencies."

Cox was not entirely negative in his assessment, however. "There can be no question that the Carter administration has begun to make some headway in imposing restraints on the regulatory agencies," he said. But, he added, "this election season report by the council can be charitably dismissed as an excellent piece of creative writing."

## No equal time exemption for Phil Donahue

**Anne Jones casts deciding vote as FCC says Multimedia show not a news interview program**

*Donahue*—Multimedia Inc.'s syndicated television talk show—does not qualify as a "bona fide" news interview program and therefore is not exempt from equal opportunity obligations imposed on broadcasters by Section 315 of the Communications Act. That's the FCC's verdict in response to a Metromedia petition for review of an earlier Broadcast Bureau ruling that also denied *Donahue* a 315 exemption.

The commission's final vote on the issue—which normally would have occurred the day the item was considered—was delayed five days by the absence of Commissioner Anne Jones from the commission meeting at which the Multimedia petition was reviewed (Thursday, Oct. 9). A vote was taken at that meeting on the *Donahue* issue, resulting in a 3-3 tie. The vacationing Jones relayed her vote by telephone the following Tuesday, siding with Chairman Charles Ferris and Commissioners Robert E. Lee and Tyrone Brown in voting to uphold the Broadcast Bureau's initial decision.

Commissioner Abbott Washburn—who staunchly defended *Donahue's* right to a 315 exemption at the meeting—was joined by Commissioners Fogarty and Quello in supporting the Multimedia petition.

The Broadcast Bureau defended its original finding that *Donahue* did not merit an exemption because of the substantial audience input that is an integral part of the program. The bureau interpreted Congress's intent to mean that 315-exempt programs "remain in the hands of the licensee or network," to avoid any use of the program in promoting the candidacy of any particular individual.

Along this line of reasoning FCC General Counsel Robert Bruce drew a distinction between "issue oriented" programming which *Donahue* undoubtedly is, and news oriented programming which is not necessarily the same thing. Bruce interpreted Section 315 to mean that only news oriented programming was qualified for an equal time exemption. He said a

**All the way.** While President Carter and Ronald Reagan are promoting themselves as great deregulators (see above), neither as yet has approached the platform of Ed Clark's Libertarian party on deregulating broadcasting. The plank of the party platform on "freedom of speech and the press" is really, well, libertarian. It not only opposes "all forms of government censorship, including antipornography laws, whatever the medium involved," it says "regulation of the broadcasting industry including the 'fairness doctrine' cannot be tolerated." The party would repeal the Communications Act and "provide for private ownership of broadcasting rights, thus giving broadcasting First Amendment parity with other communications media." Nor is that all. The plank deplores efforts to "impose thought control on the media by the use of antitrust laws and other government action in the name of stopping 'bias'" and opposes such efforts "to control broadcast content as banning advertising for cigarettes and sugar-coated breakfast foods or regulating depiction of sex or violence." For good measure, the plank expresses opposition to government ownership or subsidy of radio or television facilities—in particular, it calls for an end to government support for the Corporation for Public Broadcasting.

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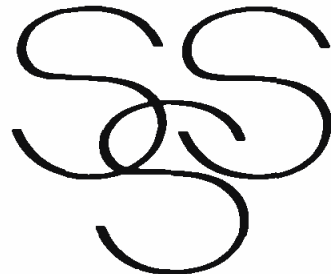


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decision in favor of *Donahue* would "change the direction" and meaning of Section 315 to include only paid political programming, which was not Congress's intent.

Commissioner Abbott Washburn cited the five questions the Broadcast Bureau asked to justify its *Donahue* decision, but contended that *Donahue* actually fulfilled every one:

- Is the program regularly scheduled?
- How long has the program been on the air?
- Does the host-broadcaster produce

and control the show?

■ Are decisions by the broadcaster based on good faith judgments?

■ Is the program newsworthy?

Washburn contended that the Broadcast Bureau was interpreting Section 315 "too narrowly." He also compared *Donahue* to *Today*—which not only possesses 315-exempt status, but also features Phil Donahue several times a week. He noted that *Today* regularly features celebrities who simply entertain. *Donahue* also features entertainers, Washburn noted, but often engages them in conversations

"of tremendous interest" to the viewers.

The week before the commission took up the *Donahue* issue in open meeting, Phil Donahue, the program's host, lobbied extensively on his own behalf.

Although Donahue contacted each commissioner's office, only three FCC members met with him prior to the meeting at which his program was discussed: Ferris, Washburn and Quello. Brown had originally scheduled an appointment with Donahue but ran into a scheduling conflict and canceled.

Lee and Jones had other commitments.

## Proposal to alter FM band provokes flood of comments

**Many oppose idea to allow drop-ins and cite A.D. Ring study that claims more interference would result; NAB wants matter to be looked at along with other allocation proceedings; NPR supports idea**

The comments have poured into the FCC on the commission's rulemaking initiated last March looking toward major alterations in the structure of FM radio ("In Brief," Oct. 13).

Most of the comments endorsed the commission's objective to create new outlets for new voices in broadcasting but were critical of its method of doing so.

The concern expressed most often was that the added stations the commission has in mind would cause so much additional interference that a net loss of service would result.

The commission has proposed the following changes in the existing FM structure:

- Permit Class A assignments on channels reserved for Class B and Class C stations.
- Permit Class B assignments on channels reserved for Class C stations.
- Create two new classes of FM stations—Class B1 and Class C1.
- Reduce protection of Class B stations from the 0.5 mV/m contour to the 1 mV/m contour.
- Establish minimum facilities requirements for Class B and Class C stations.
- Reduce minimum mileage separations to provide room for FM drop-in allocations.

FM stations now operate on 100 channels between 88 mhz and 108 mhz. The first 20 channels are reserved for educational broadcasting and are not part of the table of allocations. Of the remaining 80 channels, 20 are for use by Class A stations and 60 for use by Class B or Class C stations, depending on the geographical location of the station. Class A stations operate throughout the country in small communities. Class B stations provide coverage to the larger communities in the Northeast (Zone 1) and most of California (Zone 1A). Class C stations provide service to larger communities elsewhere and to some sparsely populated areas

throughout the rest of the country (Zone 2).

Many of the comments referred to a study made by A.D. Ring & Associates—ordered by ABC Inc.—of the effects the FCC's proposed changes would have on existing FM service. In one example, a grid of four existing Class B stations was used with each existing station separated by a distance of 170 miles (as called for by present mileage separation requirements)—with a fifth Class B station dropped in 120 miles from each of the other four.

The Ring study concluded that the additional interference created by the dropped-in station to the existing four would include an area of 5,788 square miles while the interference-free coverage area that would be gained by the drop-in would be only 3,713 square miles—for a net loss of service area of 2,075 square miles.

The National Association of Broadcasters called on the commission to refer the entire FM policy matter to the FCC's newly revised and expanded Advisory Committee on Radio Broadcasting so that it might be considered "along with the issues raised in other radio allocation proceedings." NAB also contended that "the public interest... dictates a carefully considered evaluation of the over-all impact of all the proposals on the quality of broadcasting."

NBC dissented in part and concurred in part. It too was concerned with additional interference that would result from FM drop-ins and reduced signal strength protection from the 0.5 mV/m contour to the 1 mV/m contour.

It did, however, support the commission's proposal that stations should be required to operate with facilities at or near the maximum for their class.

The Association for Broadcast Engineering Standards (ABES) was particularly concerned about the FCC's proposed reduction in contour protection for Class B stations which it said "cannot be justified in light of the fact that the second and third adjacent channel protection standards for Class B stations in the crowded Northeastern quarter of the nation and in California are already inadequate to provide reliable service, particularly to the travelling public." Anything less than full

contour protection would "require the commission to assume the heavy burden of making a rationally defensible finding that the public's need for hypothetical new services will outweigh the loss of existing service to the public through destructive interference."

Metromedia Inc.—which owns seven FM's, six AM's and seven TV's—came out strongly against the FM proposals.

It charged that the proposals, if adopted, would constitute a violation of Section 316 of the Communications Act which requires a hearing before the commission modifies a broadcast station license. That section also stipulates that in such a hearing, "both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the commission."

It engaged the engineering firm of Lohnes & Culver to determine what effects the commission's initiatives would have on its Class B FM's: WASH Washington; WMMR Philadelphia and WMOC Detroit. Lohnes & Culver determined that if the commission's proposals to reduce contour protection and mileage separations were put into effect, WASH would incur a 37% reduction in its interference-free service area, WMMR would lose 28% and WMOC would lose 43%.

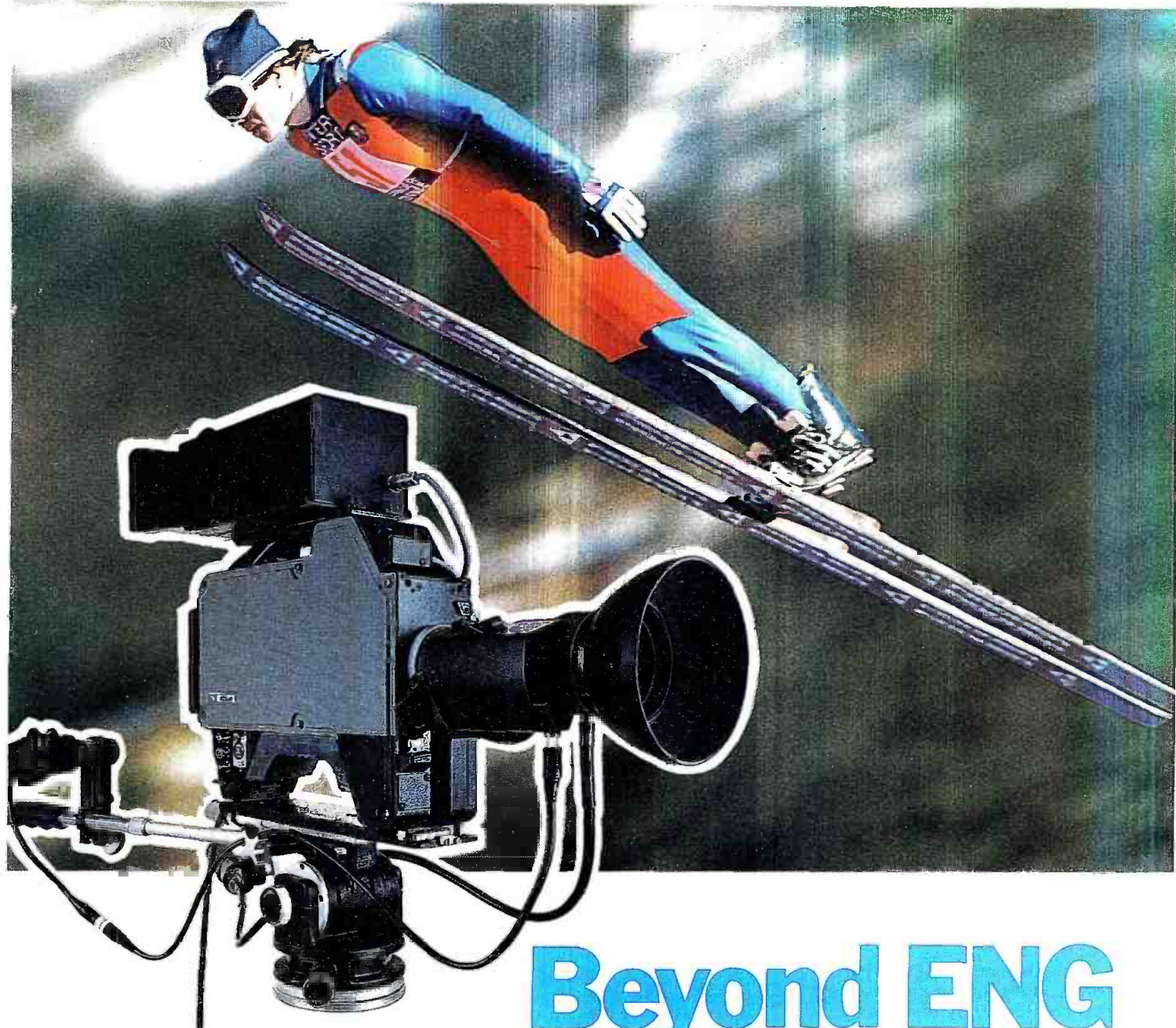
Metromedia suggested that instead of imposing such harsh reductions in the service areas of existing stations, the commission "focus" its attention on the Class C stations, forcing "substandard" Class C's to maximize their facilities or suffer a reduction in classification, which would make room for new FM applicants.

The broadcast consulting firm of Smith & Powstienko submitted that it was the "extreme rigidity of the commission's past approach that has been the main impediment to the addition of new assignments and the improvement of existing facilities."

It contends that the most efficient way to add more outlets to the FM spectrum is to "entertain noncomplying FM proposals on a case by case basis," where consideration of "genuine need" and a "sound engineering proposal" could be shown.

National Public Radio gave its wholehearted support to the commission's FM radio initiatives. It said that "the addition





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**Ikegami HL-79A**



of FM channels to allow more efficient use of available spectrum space is an excellent means of creating these new service opportunities."

It also suggested that some of the proposed new allotments be reserved for educational use "to assure that the newly available frequencies are used most effectively and to their full potential for service to the public."

## Commoner radio ad draws complaints, but no action

**Citizens Party spot on CBS and NBC radio networks brings phone calls over vulgarity describing other candidates, but FCC doesn't permit censoring of political spots**

With one stroke, Barry Commoner, the Citizens Party candidate who for months has been "Barry Who" in the presidential campaign, thrust himself into the public consciousness. His medium was network radio. His message: "Bullshit."

The vulgarity seemed aimed not only

at expressing Commoner's view of the campaign rhetoric of President Carter, Ronald Reagan and John Anderson, but at getting attention. It certainly did that.

The 60-second spot was heard on CBS and NBC network radio beginning at mid-afternoon on Tuesday (Oct. 14). The two networks have some 800 stations. And almost immediately, stations began receiving complaints—which led to a dozen calls to the FCC, where staff members told station callers there was nothing the commission or they could do. "We are telling the stations that licensees have no control over the content of a candidate's broadcast and that the stations are not liable for what candidates say," said Milton D. Gross, chief of the commission's fairness/political broadcasting branch. "Candidates can't be censored," he said.

Indeed, some stations that have reportedly refused to carry the spot may be inviting trouble. Commoner's campaign manager, Bill Zimmerman, said that the party would complain to the commission about any station it learned had rejected the commercial.

There is more to the piece than what a few years ago would have been described as an expletive. It is the first word in the spot, uttered by an actor. A woman's voice is then heard: "What?" "Carter, Reagan and Anderson!" the actor says. "It's all

bullshit..."

At that point, Commoner is heard: "Too bad people have to use such strong language. But isn't that what you think, too? That's why we started an entirely new party, the Citizens Party."

Commoner then describes the party's purpose—"to break the power of the big corporations," which he blames for "high inflation, nuclear insanity and a poisoned environment"—and to seek support for himself and his running mate, LaDonna Harris. He notes the party is on the ballot in 30 states and that if it can poll 5% of the vote it will get "millions" in federal funding to prepare for the election in 1984. Thus, he says, "we only need 5% to win."

The party was making no apologies for use of the "strong language." Phil Evans, the party's news secretary, said there was little debate about it among party officials. Key people agreed the word "accurately reflected what Carter, Reagan and Anderson are saying." Furthermore, he said, many Americans use the term to "describe the choice."

The party intends to run the ads on CBS and NBC radio networks until the election and to begin running it on ABC's Information Network later in the month. What's more, Zimmerman said that, "if the funds permit, we are planning to produce a TV ad along the same theme."

# Technology

## More cooks stirring the pot on 9 khz

**Government-industry group, doubled in size, gets more dialogue but not necessarily more consensus on key issues; NAB comforted by insertion of 'viability' into debate**

The broadcasting industry's concern over FCC allocations proposals that could result in the emergence of thousands of new AM and FM stations was evident last week at the first meeting of the advisory committee that was expanded by the commission to take an over-all look at those proposals. Some 75 persons, most of them communications lawyers and engineers or industry representatives, were on hand. The throng was about double the number who had served on the committee when it was dedicated solely to advising the commission on the Region 2 (western hemisphere) conference on AM broadcasting. And the National Association of Broadcasters, which had originally proposed the creation of the committee, could take satisfaction in seeing the committee's agenda structured in a manner that seems to assure that NAB's concerns regarding the allocations proposals will be addressed.

But it appeared last week that the government and industry advisers would not always work easily together in harness.

There was, for instance, the matter of the U.S. proposal to reduce AM channel spacing from 10 to 9 khz, thus making room for some 300 new stations. Some of the industry representatives pressed for an examination of its feasibility, but commission officials—while saying the commission's, and the U.S.'s, position is still "tentative"—did not shake the conviction in the meeting room that the government is committed to 9 khz spacing based on studies already made. Anyone wishing to submit additional studies is welcome to do so, Gary Stanford, of the commission's Policy and Rules Division, indicated. But considering the cost of such studies, the invitation seemed a dare few were interested in considering.

Nor did Wallace Johnson, former chief of the commission's Broadcast Bureau, make any headway with a spirited plea that the U.S. seek a postponement of several months of the second session of the conference, scheduled to begin in November 1981. "We need the time to determine if the [proposed] agreement is in the best interest of the U.S.," he said. He noted that half of the hemisphere's AM stations are in the U.S. But William Jahn, of the State Department, said that at a preliminary meeting in Rio de Janeiro last month, he found that other governments were not in-

terested in a postponement, "particularly at this time." He noted that a considerable amount of preparatory work is now under way. What's more, he said, "we can't force our view on other countries."

(The State Department, according to some government officials, has blocked efforts to seek a postponement because of the large number of international conferences on telecommunications matters scheduled in the next few years. The department is sensitive to the plight of the smaller countries which lack the expert manpower to represent them at two or more overlapping conferences.)

But there was an NAB success. It involved, among other things, the addition of a single word—"viability"—to a study project the commission staff had proposed, one asking for advice on spectrum requirements the U.S. should seek for additional AM stations for the five-year period ending on Jan. 1, 1987. The study is to aid the U.S. in preparing its bargaining position at the Region 2 conference.

But the NAB is determined not only that the technical aspects of such allocations proceedings as those that broke down the clear channels and extended the AM band by 100 khz be considered, but the economic implications, as well. And Erwin Krasnow, the NAB's senior vice president

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	KMXN	KNDU	WDDD	WFTI	WLYJ	KTBO	WGVA	
OTHER ANTENNAS	WUHF	WTVE	KAUT	WFUM				
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and general counsel, seized on language in the commission's order setting up the committee that calls for studies of "viability," to urge that the allocations subcommittee consider it. The committee chairman, Jeff Bauman, who is chief of the commission's Policy and Rules Division, was cool to the idea. "We're interested in demand; viability is something you want to pursue." But eventually, the word was added. (The NAB's task force on radio allocations plans to hire an economic consulting firm to aid in the project.)

Krasnow also was successful in suggesting that the "viability" study be included with the one the staff had proposed, calling for a list of total demand for aural services and for establishing priorities for accommodating demand—as well as with one Krasnow had suggested for an analysis of comments in two FM allocations proceedings. About half of those present at the meeting expressed an interest in participating in the subgroup that will work on those matters. And they got right to work. They held their first meeting after a lunch break that followed adjournment of the meeting of the full committee.

Over-all, the committee, broken down into allocation and technical subcommittees, and then into subgroups, has a number of critical issues with which to deal in advising on the Region 2 conference. A key one involves the kind of plan on 9 khz spacing the U.S. will support.

The U.S. has proposed a system that would require existing stations to shift frequency no more than 4 khz. But other countries in the hemisphere now appear to favor a system suggested by Canada that would require a shift of up to 9 khz. The system, FCC officials say, would result in the same number of additional stations but would make it possible for far more of them to be located in major markets than would be the case under the 4 khz plan. Last month, a working group of Region 2 countries preparing for the second session of the conference—and, in a separate meeting, a panel of experts consulting with the International Frequency Registration Board, which is to do a comparative study of the 10 and 9 khz systems—postponed until January decisions on which 9 khz plan to consider ("Closed Circuit," Sept. 15). They acted at the request of U.S. representatives, who said studies of the comparative costs and benefits of the two plans should be made.

The commission, then, is under heavy pressure to decide soon whether to continue pressing for the 4 khz plan or to back Canada's proposal. And the advisory committee's technical subcommittee will be asked to do a number of studies to help the commission make a decision. These will include comparisons of how each satisfies demand and of service gains and losses. The committee will also be asked to supplement a study the commission will either do in-house or retain a consultant to do on the comparative costs of each plan to existing stations. The deadline for the work is Dec. 17.

The 4 khz plan would cost the nation's AM broadcasters a total of \$19,836,119 or

\$15,339,869, depending on whether station personnel performed field work, according to a study done for the commission and made available last week (see story, this page). FCC's Stanford says his calculations show that the frequency shift of stations on 53 of the 107 channels involved would be the same, regardless of which plan is adopted. The Canadian plan would involve a greater cost for the remaining stations than would the 4 khz system, but the question is, "How much more?" Canada says not much.

The U.S., or any other country in the hemisphere, for that matter, has a kind of veto over an IFRB study of the 9 khz rearrangement plan. The IFRB reads its instructions from the first session of the conference as requiring it to base its comparisons of the 9 khz and 10 khz channel-spacing systems on the 4 khz shift plan unless "a consensus" of the nations favor some other plan. As a result, Jahn told the meeting, "if we say 4 khz, they'll have to do a study based on 4 khz. But," he added, "we can't make friends that way."

The question of which 9 khz channel spacing plan the U.S. should back is not the only matter troubling U.S. officials as they continue preparing for the second session of the Region 2 conference. Another is the inventory of stations, on the air or authorized, that Cuba submitted to the IFRB on May 31. The inventory includes stations with up to 500 kw but does not indicate which are on the air and which are simply planned. Stations authorized as of March 25 are exempt from the power

limits agreed to at the first session of the Region 2 conference—100 kw day and 50 kw night.

The State Department's Jahn called the situation "frightful." Cuban operations could cause serious interference to stations in the Southeastern U.S. But Jahn took comfort from the fact that the U.S. is not the only country involved. "I don't think Cuba realizes what its plan does to the region," Jahn said. "It causes problems to countries such as Jamaica, Granada, Venezuela and Mexico—countries that have supported Cuba politically."

Cuba is already said to be causing interference problems in Florida. WINZ(AM) Miami Beach, an all-news outlet, claims its nighttime signal is suffering interference from a new, 10 kw Cuban station—CMKD(AM) Holguin—operating nondirectionally. Both are on 940 khz. WINZ has asked the commission for special temporary authority to increase its nighttime power from 10 kw to 25 kw to reclaim its nighttime service area.

The same problem could afflict other stations in the Southeast as additional Cuban stations come on the air—a matter that worries the State Department as well as the commission. WINZ has informed not only those agencies but also members of the state's congressional delegation—who in turn have contacted the same agencies. And additional complaints to members of Congress could complicate political and other problems U.S. negotiations already face in working out a new AM agreement for the region.

## Tabulating a price tag on 9 khz conversion

**FCC-commissioned study shows costs involved for AM stations in reduction from 10 khz; some would be as high as \$60,000**

The 4,100 AM stations that would be required to change frequency if the U.S. and other countries in the western hemisphere reduced channel spacing from 10 khz to 9 would incur total costs of \$19,836,119—some \$4 million less if station personnel did some of the work—provided a frequency change of no more than 4 khz was required. That is the bottom line of an engineering report done for the FCC by Moffet, Ritch & Larson (Silliman, Moffet and Kowalski, when the cost study was commissioned a year ago), and made available last week.

The basic figures have been known for several months (BROADCASTING, Jan. 14), but what the final report provides is a detailed breakdown for various types of stations, even for specific stations, in the case of those with critical arrays.

Most of the stations that would be affected—some 2,700—are nondirectional, and would bear the lowest costs. Those costs—including the installation of a crystal and retuning the transmitter, field work, preparing FCC forms and legal fees—would vary from \$1,688 for 100 w stations and \$2,034 for 50 kw stations.

But costs would be higher—substan-

tially higher—for a number of other stations. The cost of adjustment in critical arrays of 16 stations with multiple towers, for instance, would range from \$23,234, for WNOP Newport, Ky., which operates with 250 w from three towers, to \$60,178 for WCZY Detroit, which operates with 50 kw from 12 towers during the day and nine at night. Stations requiring redesign or readjustment would also face heavy bills—from \$21,910 for WGOM Marion, Ind., which is directionalized days and operates with 250 w with two towers, to \$45,711 for KRMG Tulsa, Okla., which is directionalized with different patterns day and night and operates with 50 kw, using six towers days and three at night. Costs for stations with noncritical arrays would vary from about \$5,500 to over \$11,000.

The study, which includes a verified data base of AM stations and of material regarding U.S. assignments provided foreign station under international agreements, as well as the cost analysis, cost \$250,000. And it may be somewhat obsolete. There is substantial sentiment in the hemisphere, among countries interested in reducing channel spacing to 9 khz, to adopt a plan advanced by Canada that would require frequency changes of up to 9 khz rather than 4 khz. The U.S. has not yet decided whether to support the 9 khz proposal or continue to back its 4 khz plan (see page 36).

## Ampex's Lemoine to win Sarnoff medal at SMPTE

**Cited for work on digital tape recorder; other honors to be distributed during Nov. 9-13 meeting in New York**

Maurice G. Lemoine, principal engineer at the Ampex Corp., will receive the David Sarnoff Gold Medal of the Society of Motion Picture and Television Engineers when the society meets in New York next month.

Lemoine will be among several engineers receiving awards from the society at a Monday luncheon on the second day of the society's 122d technical conference, which runs for five days at the New York Hilton, beginning Nov. 9. More than 9,000 engineers, executives and technicians are expected to attend the conference.

Lemoine will receive the award "for his leadership in and contributions to digital equipment design." For the past five years, he has been involved in studying the feasibility of pulse code modulation video recording and has designed, built

and tested several digital videotape machines.

Other awards to be distributed during SMPTE:

**Irwin A. Moon**, Moody Institute of Science □ Eastman Kodak Gold Medal Award for his advancement of education through many unique uses of film.

**Chester E. Beachell**, consultant □ John Grierson International Gold Medal for contributions in cinematography and sound recording for documentaries.

**Kenneth G. Lisk**, Eastman Kodak Co. □ Agfa-Gevaert Gold Medal Award for achievements in transferring television images to film.

**Arthur C. Blaney**, retired, RCA □ Samuel L. Warner Memorial Award for contributions in photographic sound recording, cross-modulation testing and the design of optical systems in

recording stereo variable area photographic soundtracks. **Alan M. Gundelfinger**, consultant □ Herbert T. Kalmus Award for contributions in the development of color film and in applying computer technology to lens design.

**Andrew Oliphant and Martin Westin**, British Broadcasting Corp. □ Journal Award for paper entitled "A Digital Telecine Processing Channel."

**August Arnold**, co-founder of Arnold & Richter, inventors □ Progress Medal for "many years of significant contributions to the motion picture industry"

**Loren L. Ryder**, Ryder Magnetic Sales Corp. □ Honorary Membership Award for his contributions in sound recording. **William R. Ahern**, NBC □ Citation for outstanding service to the society.

**Eugene R. Myler**, Eastman Kodak Co. □ Citation for outstanding service to the society.

**Paul Yang**, Paul Yang & Associates Inc. □ Citation for outstanding service to the society.

## InSync

**Intimations.** In its filing on FCC's inquiry in preparation for 1983 Regional Administrative Radio Conference, Comsat advised that four orbital slots be allocated to bring direct broadcast satellite service to continental U.S. (Broadcasting, Oct. 13). Call for four orbital slots doesn't jibe with earlier Comsat pronouncement that it would fly only two birds to provide service to breadth of country. Spokesman for Satellite Television Corp., Comsat subsidiary charged with creating subscription DBS service, admitted last week that STC has been considering as many as four satellites in its system.

**Live, from Saturn.** National Aeronautics and Space Administration has reserved Showtime transponders on Satcom I next month to relay pictures of Saturn emanating from space probe, Voyager I, from Jet Propulsion Laboratory in Pasadena, Calif., to NASA headquarters in Washington. NASA has announced that cable systems, broadcasters or any individuals are free to pick up and tape transmissions. Dates and times: Nov. 11, 2 p.m. to 4 p.m.; Nov. 12, 5:05 p.m. to 8 p.m.; and Nov. 13, 2 p.m. to 3 p.m.

# Journalism

## Carter signs bill protecting against newsroom searches

**Privacy Protection Act requires authorities to get subpoena and give advance notice before attempting newsroom forays**

The White House last week staged a celebration in honor of the passage into law of the Privacy Protection Act of 1980, better known as the *Stanford Daily* law, a measure aimed at preventing law enforcement officials from making unannounced searches of newsrooms armed only with search warrants. The measure, introduced at the administration's request in response to such a search by police of the *Stanford Daily*, a campus publication, requires authorities seeking evidence to use subpoenas, with advance notice and the opportunity for court hearing.

The centerpiece of the celebration, on Tuesday afternoon, was to have been President Carter signing the bill into law. Congress completed action on the measure three weeks ago (Broadcasting, Oct. 6). But scheduling difficulties—Carter addressed the National Press Club on the economy—prevented that. Instead, he signed the measure on Monday, and

White House counsel Lloyd Cutler was the principal figure at a reception in the Old Executive Office Building. It was attended by representatives of the media, as well as by congressional and White House staff members and Justice Department officials who had worked for the bill's passage.

Cutler and Charles Renfrew, deputy attorney general, paid tribute to all of those engaged in the success being celebrated—particularly Philip B. Heymann, head of the Justice Department's criminal division, who was credited with suggesting the legislation. The moment had a special meaning for Cutler. While still in private practice, as a partner in the firm of what was then Wilmer, Cutler & Pickering, he had prepared the brief the Reporters Committee for Freedom of the Press had filed with the Supreme Court as part of the effort to have searches like the one of *Stanford Daily* declared a violation of the constitutional guarantees of a free press and against unreasonable search and seizure. The effort failed (Broadcasting, June 5, 1978), but Cutler last week said the legislation that resulted "was the best solution of all."

President Carter, in a statement released at the reception, said the bill "provides vital safeguards for our free press," and described it as "an integral part of [his] administration's strong, ongoing commit-

ment to a national privacy policy." Carter also announced that the Justice Department had adopted final guidelines requiring federal lawyers to oppose closing court proceedings to press and public except in limited, specified proceedings.

## Controversy over press issues at UNESCO continues

**Proposal to form licensing committee for journalists opposed by U.S., others; Abel tells UN group to stop trying to be 'nanny'**

The UNESCO general conference now under way in Belgrade, Yugoslavia, is scheduled to end this week with decisions on critical issues involving the news media unresolved, as they have been for the past several general conferences of the agency.

The issues include controversial proposals to license journalists, establish a code of professional ethics for journalists (although the emphasis is shifting from support for government as author of the codes to journalists' organizations), and to improve national news services in develop-



ing countries. The U.S. and other Western countries as well as Japan have opposed the first two proposals, while supporting the third.

Leonard Marks, former director of the U.S. Information Agency who is now secretary-treasurer of the World Press Freedom Committee and is serving as a U.S. delegate to the Belgrade conference, last week expressed the view that the conference will adopt a resolution calling for further study of those issues. UNESCO's proposed budget for 1981-83 provides funds for 10 regional seminars in different parts of the world at which those matters will be discussed.

But Marks indicated the conference will do more than propose further studies. He said one principal outcome will be the international program development commission, which will work for the distribution of communications equipment to Third World countries and the training of Third World journalists. The private sector in the U.S., through the World Press Freedom Committee, has provided such assistance to those countries for several years.

Marks described the atmosphere at the conference as "much more restrained" than at previous UNESCO meetings on the press issue. But the tone of the conference was enlivened last week by Elie Abel, the one-time NBC News correspondent who is a former dean of the Columbia School of Journalism and now teaches journalism at Stanford, in a speech in which he called on UNESCO to quit trying to be "an international nanny."

Abel, who is a member of the U.S. delegation, set forth the American position as clearly as it has been, in the Belgrade or earlier conferences. He said the U.S. supports recommendations that would "give voice to the voiceless, including particularly women," and favors the "establishment of community presses in rural areas and small towns and the development of national and regional television production centers to reduce dependence on foreign program sources."

But, he said, the U.S. cannot "approve the notion that in expanding communications systems, noncommercial forms of mass communications must receive preference. This embodies a mistaken notion that advertiser supported media are per se bad media. We argue, on the contrary, that only media independent of the state can serve to check the excesses of government..."

Then, noting that the proposed UNESCO budget for 1981-83 calls for the continuation of "assistance to organizations and other appropriate bodies interested in devising measures to protect journalists in their work," he said:

"Allow me as one who spent 25 years of his working life in active journalism to share a secret with you. I have yet to meet a working journalist who has beseeched UNESCO for protection.

"Why, one may ask, does UNESCO persist in the role of international nanny, a role for which it is poorly equipped?"

## NewsBeat

**Political playing field.** In covering candidates, many journalists have been treating politics "too much like a sports story," emphasizing "fighting words" and "fumbles" instead of issues. So said Herbert G. Klein, director of communications at White House during Nixon years and now editor-in-chief of Copley Newspapers, in remarks to New York chapter of American Women in Radio and Television last week. Klein, author of newly published "Making it Perfectly Clear," also claimed there's been too much commentary and interpretation rather than reporting of basic themes. Since media now have "a power almost equal to a fourth branch of government," Klein said time is right "for a new examination of our responsibilities." And he added that both government officials and press must find new and better ways to communicate with public. Over-all, however, he said reporting of campaign has been "balanced and fair."

□

**Upset.** Massachusetts superior court judge has asked FCC to investigate whether wcvb-tv Boston acted "in the public interest" when it aired *Witnesses for Hire* story before murder trial jury had been selected. Judge Vincent R. Brogna wrote FCC Chairman Charles Ferris to complain that station carried "self-serving statement" by murder defendant two weeks before trial's scheduled Oct. 14 start. Station vice president and news director, James Thistle, defended five-part series as legitimate and valuable look at abuses in federal and state witness community program.

□

**Minute of explanation.** CBS News tomorrow (Oct. 21) has scheduled one-minute report of National News Council's findings on complaint against April 26 *CBS Reports: Gay Power, Gay Politics*. Both criticism and support of documentary (BROADCASTING, Oct. 6) will be cited. CBS also plans to apologize for inserting applause—out of its actual time sequence—after speech by San Francisco Mayor Dianne Feinstein. Report and apology will come immediately after CBS News documentary on Saudi Arabia.

## Schmertz offers fair play code for business reporting

**He calls for advocacy ads on TV, exposing 'cheap shots' in press coverage of business affairs**

"It would be fun to see *60 Minutes* unedited," Herbert Schmertz remarked lightly.

With that preamble, the Mobil Oil Corp. vice president renewed his long-time crusade for better treatment of business news by the media and for the acceptance of advocacy advertising. His forum last Wednesday was a Washington luncheon meeting of business executives and journalists, at the University Club, sponsored

by The Media Institute there.

TV was his principal target. He explained that the print media—without the same time demands as broadcasting and without TV's need for "25-second bites" in presenting news—have made substantial improvements toward fairness. However, he noted, there had been no improvement on the part of electronic journalism.

Schmertz glanced to the back of the room where ABC-TV cameras were taping the meeting for network presentation. "ABC at least recognizes the problem," he conceded.

The Mobil Oil public affairs spokesman suggested ground rules in TV's dealings with business executives:

■ Let a person who is to be interviewed know questions in advance—not to create a bland, rigged interview but to allow reasonable homework and accurate



L to r; Rowan, Theberge and Schmertz



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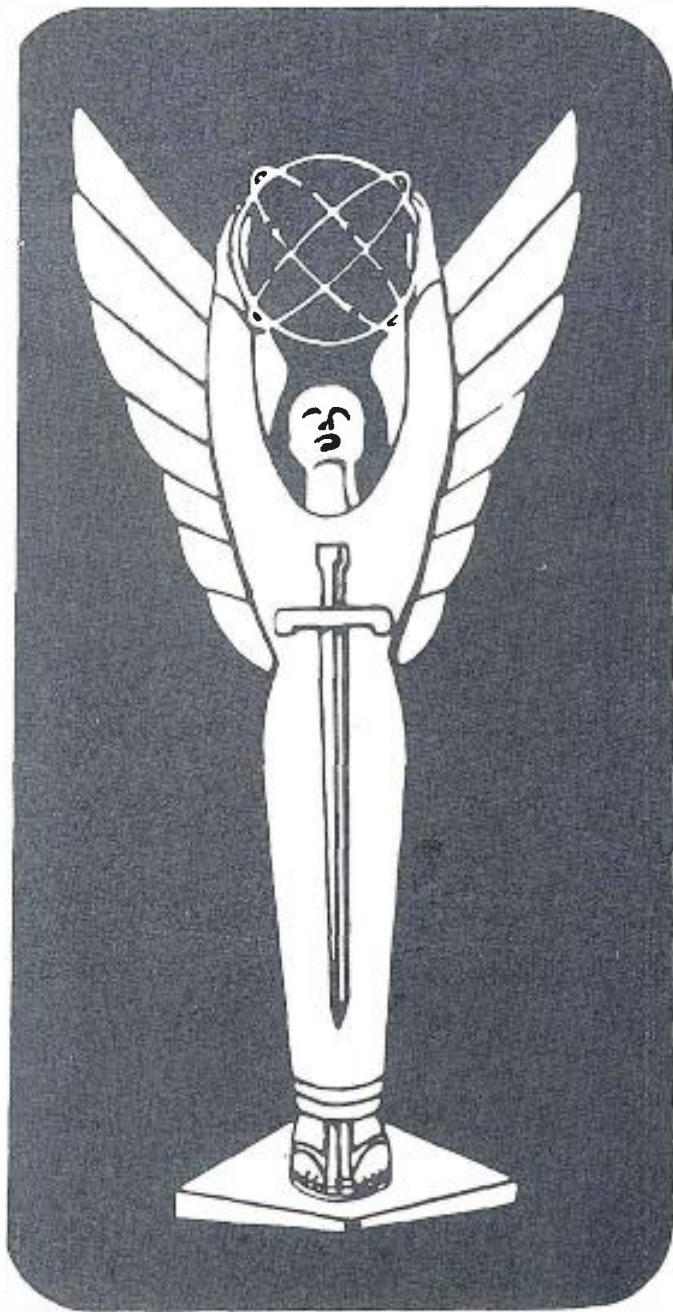
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answers.

- Let the businessman know who else is to be on the show.

- Let producers and directors establish the direction that the program is intended to take.

- Let the press cover the press coverage of business news, "and blow the whistle on those that take cheap shots."

- Recognize that the basic purpose of journalism is to inform.

As for the rejection by the networks of advocacy advertising, Schmertz pointed out that a recent survey showed a vast majority of network affiliates are willing to accept such advertising (BROADCASTING, Oct. 6). With that sentiment within its ranks, the networks should drop their resistance, he maintained.

The Media Institute is a nonprofit research organization supported by foundations, trade associations, corporations

and individuals. Its director, Leonard J. Theberge, said last week's luncheon was the first in a series of meetings to discuss ways of improving economic and business reporting by the media as well as to resolve concerns in that area.

Norman Isaacs, president of the National News Council, is to address the next luncheon Nov. 12. Ford Rowan, Washington correspondent for Independent Network News, will speak Dec. 10.

## Programing

### ABC's Pierce calls for unity in resisting pressures on programing

**He tells HRTS that protests like those against recent network productions will be more common in the 80's; He also decries R- and X-rated cable shows**

Frederick S. Pierce, president of ABC Television, urged the Hollywood creative community last week to be prepared for and to face up to the pressure group tactics that "will be an increasing fact of life for the entertainment industry in the eighties."

Pierce, who is also executive vice president, ABC Inc., sounded his warning at a meeting of the Hollywood Radio and Television Society. He cited protests against such recent productions as *The Women's Room*, *Playing For Time* and *Beulah Land*, and added:

"We've got to be absolutely certain of our judgments in selecting a project. But once we're certain a project has validity and can enrich the lives of our viewers, we have got to join hands as a community and stand firm. Belief in a project will become more important at every level, because faith in the relevance of a project will make the difference when protests begin."

He acknowledged that commitments to certain productions "may well cost us financially in the future," but he said he wanted to go on record as saying that he felt "the principle is worth the commitment."

Pierce stressed that personal opinion about productions related to group pressure tactics are not important. He said the important principle is: "Special interests who would use their clout to silence others."

He said he would not deny those groups the right to express their views, but added that he would not expect them to "silence others who want to express theirs."

Turning to the actors' strike, Pierce said ABC was hopeful for a ratification of the Screen Actors Guild-American Federation of Television and Radio Artists agree-

ment. But beyond that, Pierce said he wanted to correct some current "misconceptions" relating to ABC's attitude toward the strike.

"Many people think this has been a blessing in disguise, that we are going to benefit financially because it allows us to use re-runs in place of expensive new programs," he related. "I don't think this strike has been a blessing for anyone. Financially, all it did was to push our costs off a few months. The price paid—early uncertainty in the sales community and disruption of established viewing patterns—was not worth it."

Pierce also discussed what he called "a double standard" in program content because of the emergence of cable companies. He said they are not restricted by regulation and they program "X" and "R" rated material on the same home screens that deliver commercial television networks.

"The double standard creates more than unfair competition," Pierce warned. "It

puts side by side, on the same dial, programing filtered through standards of restraint and programing untouched by any responsible standards. The dangers of such a situation are obvious; it is time for cable and its suppliers to accept the responsibilities that must always go with freedom."

### Fall's a little late this year

**Networks set about getting their new-season schedules in order after actor's strike**

With the post-strike production resumed, both ABC-TV and CBS-TV have claimed Oct. 27-Nov. 2 as "premiere week" for the delayed fall schedule. That week, the two networks will begin the runs of 14 new and returning series ("In Brief," Oct. 13). The remaining shows on tap will filter in through Nov. 30 on ABC and through Dec. 11 on CBS.

NBC-TV, like its competitors, already has some of its series on the air, but unlike ABC and CBS, is claiming *Shogun* week (Sept. 15-21) as the beginning of the season. By midweek, NBC had not yet given word when all its series would have their premieres.

For its "premiere week," ABC will be launching new seasons of *Three's Company*, *Hart to Hart*, *Eight is Enough*, *Barney Miller* and *Benson* and giving *Too Close for Comfort*, *It's a Living* and *But I'm a Big Girl Now* their debuts. CBS will start another season of *Flo*, *WKRP in Cincinnati*, *Archie Bunker's Place*, *Alice*, and *Jeffersons* and introduce *Ladies Man*. *Love Boat* and *Fantasy Island* start a week earlier, on Oct. 25.

Beyond that, ABC has set the following staggered schedule: *Vegas* (Nov. 5), *Happy Days* (Nov. 11), *Soap* (Nov. 12), *Mork*



Pierce

## PlayBack

**Arbitron roadshow.** With course designed to show broadcasters how to get "the most out of a rating report," Arbitron Radio later this month begins five-city tour for two-day workshops explaining collection, presentation and application of ratings data. Practical use of information is to be stressed in "hands-on" sessions led by Jim Yergin, former vice president, research, Westinghouse Broadcasting Co., now consult Arbitron. First stop is Washington where separate workshop courses will be tailored for general managers and group management (Oct. 28-29) and program directors and operations managers (Nov. 11-12). Seminars in 1981, with third type added for general sales managers and sales staff, continue in New York, Los Angeles, Atlanta, Chicago and then back to New York. Fee is \$350. Arbitron also is assisting in hotel reservations when necessary.

**In works.** ABC Radio Marketing Services, which produces image packages for contemporary, news/talk and rock formats, is working on packages for beautiful music and country stations also. Company division is negotiating with Bonneville Broadcast Consultants about participation in beautiful music project. Extent of Bonneville's involvement has yet to be worked out.

**Dollars and sense.** Daily short features on personal finance are being added to schedules of Westinghouse Broadcasting Co. radio stations. Reporter is Gerald R. Rosen, executive editor and columnist for *Dun's Review*.

**Switching.** RKO Radio's WXLO(FM) New York has changed its format from adult to urban contemporary. According to Program Director Don Kelly, change is attempt to gain more listeners in city's five boroughs where 60-70% of records sales are of black crossover product. Station also hopes to gain ratings boost from Arbitron's telephone retrieval of diaries completed by minorities. "Telephone retrieval," says Kelly, "tends to uncover more listening." WXLO had been competing with nine other contemporary stations with old format. With new one, it goes up against market leaders WBLS(FM) and WKTU(FM).

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Woman In Love* by Barbra Streisand on Columbia; (2) *Another One Bites the Dust* by Queen on Elektra; (3) *Real Love* by the Doobie Brothers on Warner Bros.; (4) *Upside Down* by Diana Ross on Motown; (5) *He's So Shy* by the Pointer Sisters on Planet. The top five in **country radio airplay**: (1) *On the Road Again* by Willie Nelson on Columbia; (2) *I Believe In You* by Don Williams on MCA; (3) *Dukes of Hazzard Theme* by Waylon Jennings on RCA; (4) *Pecos Promenade* by Tanya Tucker on MCA; (5) *Could I Have This Dance* by Anne Murray on Asylum.

& *Mindy* (Nov. 13), *Laverne & Shirley* (Nov. 18), *Taxi* (Nov. 19), *Bosom Buddies* (new-show debut, Nov. 27), *Breaking Away* (Nov. 29) and *Charlie's Angels* (Nov. 30).

CBS will fill in its series schedule with *Incredible Hulk* and *Dallas* (both Nov. 7), *One Day at a Time* (Nov. 9), *Enos* (debut, Nov. 12), *Waltons* and *Knot's Landing* (both Nov. 13), *Dukes of Hazzard* (Nov. 14), *Trapper John M.D.* (Nov. 23), *M\*A\*S\*H* and *House Calls* (both Nov. 24), *Freebie and the Bean* and *The Secret of Midland Heights* (both debuts, Nov. 29), *White Shadow* (Dec. 9) and *Magnum P.I.* (debut, Dec. 11).

For some of the premieres, ABC and CBS will offer expanded episodes.

## Baseball, football combine to make ABC's week a winner

With almost 80% of its prime-time schedule devoted to professional sports—including five prime-time baseball playoff games and regular *Monday Night Foot-*

*ball*—ABC-TV scored big for the week ended Oct. 12, averaging more than three rating points higher than its closest competitor.

Weekly averages showed ABC with a 21.2 rating and 34.8 share to NBC-TV's 18.0/29.2 and CBS-TV's 15.5/25.3.

The final game of the National League championship proved not only the strongest draw of the week but, according to ABC, "the highest rating ever for a playoff telecast." In its entirety, the Sunday night game (Oct. 12), when Philadelphia defeated Houston, was worth a 27.8/44 to ABC, and just for the prime-time portion a 26.7/41.

ABC was claiming more record-breaking ratings with the five night games that began in prime time and extended beyond it. With a 22.7/38 average, ABC said it exceeded the previous high—its own—in 1978 with four prime-time playoffs averaging a 21.8/37.

For the week's eight National and American League playoff games broadcast by ABC, including three in daytime, ABC was estimating that 120 million people watched some or all of the action. For the top-scoring Sunday night game, ABC estimated 60 million viewers.

And if the contribution of night games

to prime time wasn't enough, ABC also benefited from a 28-minute Saturday afternoon runover giving the network a 25.7/48 to be counted in the average.

Despite the power of the playoff, NBC managed a more than respectable showing. The network had its controversial *Beulah Land* mini-series in large part to thank for that. Although the mini-series aroused the ire of certain black groups, the general public went for it, with nightly scores of 22.0/34, 23.2/36 and 24.4/38. On two nights, when *Beulah Land* episodes went entirely head-to-head with the playoffs, it was the mini-series that proved more popular.

CBS, with the exception of *Dukes of Hazzard* and *Dallas* reruns, had no such successful counterprogramming against the baseball games.

Top-rated shows of the week were the Sunday National League playoff (27.8/44); NBC's *Real People* (24.8/40); the concluding episode of *Beulah Land* (24.4/38); *Dukes of Hazzard* (24.0/41); CBS's *60 Minutes* (23.4/40); *Beulah Land* part II (23.2/36); *Beulah Land* part I (22.0/34); Thursday's American League playoff between New York and Kansas City (21.9/36); Tuesday's National League game (21.6/35) and ABC's *That's Incredible* (21.6/33).

ABC's other sports event, *Monday Night Football*, also did well, bringing in a 21.5/36, but a full night of the *Centennial* mini-series for NBC on Saturday did the opposite with an 11.1/20.

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## Cable's the news for Storer before New York analysts

**Key executives detail company's plans to invest \$300 million over five years; 1982 revenues could reach \$200 million; TV expects 'flat' results this year**

The talk turned to cable when Storer Broadcasting went to New York last week for its first appearance before security analysts in three years. Addressing an audience increasingly interested in the "new media" and the questions of their profitability, Chairman Bill Michaels told the analysts that Storer's acquisitions in the cable field are "all but complete" although the company will continue to pursue new franchises.

Storer, he said, plans to spend \$300 million over the next five years to build its cable operations, and only \$80 million of that is earmarked for acquisitions. (According to Michaels, the few acquisitions the company is considering are adjacent to existing Storer franchises.) Reviewing some of the "benchmarks" of his company's progress since the last meeting with the analysts, Michaels tallied total cable investment to date for Storer at \$216 million, with \$171 million spent in the last 18 months. Cable is now bringing in \$65 million in revenues for Storer on an annual basis, he said, fully half of broadcast revenues. In comparison, Storer's cable revenues four years ago were only one-seventh those of broadcasting.

Company Vice Chairman Peter Storer summarized expected third-quarter results, saying cable revenues were up 53%, total revenues up 10.8%, although operating profit for broadcasting was down 4.8% and for cable down 21.4%, with the company's total operating profit 13.8%.

Forecasting for the remainder of the year, Storer said he believes broadcasting will "come back in the fourth quarter" while cable will be "off slightly" with "very much increased" revenues but "substantially increased costs." He expects fully diluted earnings per share for the year to be down 20 cents from 1979's \$2.66.

If there was one man on the hot seat at the session, it was Storer's cable division president, Arno W. Mueller, to whom virtually all the analysts' questions were directed. Mueller indicated that he expects to expend most of the \$300 million in building funds during 1981-1982 and anti-

cipates "a big jump in earnings in 1982-83 ... assuming what we have is what we'll have." Should significant new franchises be won, the earnings jump would, of course, be pushed back, he said. Asked to quantify the revenue boost, Mueller said he could see cable revenues hitting \$200 million by 1982. He also noted that at this time, Storer hasn't "evolved" a firm plan to finance the \$300 million building program.

Concerning pending franchise bids, Mueller all but wrote off the company's chances for the Portland, Ore., franchise. But he said until a definitive agreement is signed, the apparent winner, Canadian Cablesystems, shouldn't be counted as having locked up the franchise. Philadelphia, he suggested, might be totally rebid. Mueller thinks he's "got a chance" in Dallas, New Orleans and Fairfield, Conn., although noting, "I've always said we'd be lucky to win one" of the various pending applications.

Discussing a question about the accounting of application costs, Mueller noted that the company spent close to \$500,000 in making its Dallas applications, and between \$150,000 and \$200,000 on Portland.

Mueller said he thinks the company's stated goal of 600,000 subscribers by yearend is "do-able," and he projects 1.1-million subscribers by the end of 1981. Counting each premium service a subscriber takes as a separate subscription, Mueller expects a "one on one" pay to basic ratio by the end of next year as well.

In the company's Dade-Broward system in Florida, with 18,000 subscribers, Mueller put the basic penetration level at 57% of homes passed, a figure that he said can only be achieved by using a door-to-door marketing technique. (Otherwise, he said, the penetration level would be only 25% to 30%.) In that system, in excess of 85% of subscribers are taking some premium service, and 50% of those buy two or three, according to Mueller.

The outlook for Storer's television stations was surveyed for the analysts by the television stations division president, Kenneth Bagwell. Doing "reasonably well" now, although with some softness in the Midwestern automotive markets, Bagwell predicted that the divisions' results will be flat over the full year.

## Time Inc.'s operating income down for quarter

**Drop attributed to Films group; but real estate deal keeps net income 3.7% ahead of year ago**

Time-Life Films' performance was cited as one of the principal reasons for an operating income slide that parent Time Inc. experienced in the third quarter. The company's operating total for the quarter was \$33.6 million, compared with \$54.9



**For services rendered.** Television Bureau of Advertising honored three members of its Sales Advisory Committee at fall meeting in Montauk, N.Y., for their contributions to SAC. Congratulated by Roger Rice (r), president of TVB, are Vincent DeLuca, WTEW-TV Albany, N.Y., who completed one-year term as SAC chairman (second from l); Robert Dovichak, KCAU-TV Sioux City, Iowa (l) and Howard L. Hoffman, WBBH-TV Fort Myers, Fla., both of whom completed three-year terms on SAC.

million the year earlier. Still, net income as reported by Time was slightly higher for the three months. President J. Richard Munro said, due to a \$9.3-million gain on the sale of a Paris office building. Net income rose 3.7% to \$33 million, \$1.18 a share, from last year's third-quarter net of \$31.8 million, \$1.14 a share. Revenues were up 12.6% to \$699.9 million from \$621.4 million.

The company said Time-Life Films' pre-tax income dropped \$10 million, though no quarterly sum total was broken out. Of the \$10 million, \$6.5 million was said to reflect inventory write-down and production overruns on made-for-TV movies, with the rest attributed to "increased developmental costs" for the subsidiary's entry into the realm of theatrical production.

HBO and ATC, the two principal arms of the Time Video group that includes Time-Life Films, both experienced profit improvement for the quarter, according to Munro. No dollar specifics were provided, but the company said each reached record highs in subscribers in the quarter—HBO passing the 5 million mark and ATC 1.2 million.

The two other areas that contributed to the operating profit decline were magazines and building materials operations. An \$8.5-million bite was taken out of magazine pre-tax income, most of it going to costs incurred in the launch of *Discover* magazine. Building materials had a \$5-million pre-tax income dip in the third quarter.

Book publishing, pulp, paperboard and container operations were flat in the period, the company said.

For the nine months, the company's net income was up 1.2% over last year's \$100.8 million, \$3.61 a share, to \$102 million, \$3.63 a share. Operating income was off 10.6%, to \$153.5 million from \$171.8 million. Revenues were \$2.06 billion, 15% over the year earlier \$1.8 billion.

## RCA's third period: record earnings, up 22%

**Both sales and profit continue  
to run ahead of 1979; NBC and  
satellite divisions show increases**

Third-quarter earnings reported by RCA set a record for the period, advancing 22% over the year-earlier quarter to \$80.4 million (84 cents per share). The increase came on a sales rise of 8%, to \$1.99 billion. Earnings in the 1979 quarter were \$66 million (86 cents) sales \$1.83 billion. (The drop in per share earnings reflects dividend payout increases associated with the preferred stock issued for the merger Jan. 31, 1980, with CIT Financial.)

Although no divisional breakout of performance figures is provided by RCA, the company said NBC's earnings "were slightly ahead of a year ago." It also took note of the network's lead in "prime-time ratings at the end of the first four weeks of

the new fall season."

Among operations that RCA Chairman Edgar H. Griffiths said had logged "strong performances" in the quarter were RCA's Americom, Globecom, picture tube, consumer electronics and commercial communications systems divisions.

Griffiths called it "noteworthy that the new earnings records were achieved in a recessionary environment, and at a time when there were substantially increased expenditures for research and development and continued heavy start-up costs for the SelectaVision videodisk which is on schedule for a national introduction in the first quarter of 1981."

With the third quarter logged, the com-

pany gave its nine-month earnings figure as \$236.2 million (\$2.53 per share) on sales of \$5.92 billion. Those earnings were 10.5% ahead of 1979, the sales, 8%.

The 1980 nine-month figures reflect a net earnings gain of \$14.5 million on three special items recorded in the earlier quarters: a \$19.8 million gain on Satcom III insurance proceeds, a \$10.8 million gain from the sale of Random House, and the \$16.1 million taken as a loss relating to the cancellation of Moscow Olympics coverage. In the first nine months of 1979, the company reported gains of \$23.3 million and \$5.5 million, respectively, from the sale of RCA Alaska Communications and a United Kingdom tax benefit.

# L.A. didn't hesitate!





# Making time for anti-nuke spots

**Coalition of citizen groups wins free time in 15 cities to counteract pro-nuke campaigns**

As the spot opens, the camera zooms in for a view of the now-familiar Three Mile Island cooling towers, and a voice-over is heard rebutting what producers of the 30-second piece regard as the "myth" that nuclear power holds the answer to American dependence on foreign oil: It won't replace a barrel of the oil needed to fuel automobiles, heat homes or run industry. "The real answer? More conservation and renewable sources like solar energy." Then comes the tagline: "Don't get sold on nuclear power. We can't pay the price."

The spot is one of five for television and radio that cite the alleged dangers of nuclear power and boost conservation and alternative energy sources and that will soon be running on 35 radio and television stations in 15 cities across the country. The time for the spots—designed to answer commercials of the nuclear industry—is being provided free in a major exercise of the fairness doctrine.

The Safe Energy Communication Council, a coalition of 13 citizen organizations concerned with energy and environmental matters, arranged for the production of the spots and for the broadcast time. The pieces—four 30's and one 60—were produced by the Public Media Center, a San Francisco public interest advertising agency, at a total cost of \$17,000, according to Richard Pollock, of the Critical Mass Energy Project, a Ralph Nader organization. SECC obtained the free time through a network of local representatives.

SECC was formed last November, after antinuclear activists learned of plans of nuclear industry companies to conduct—through an organization called the Committee for Energy Awareness—a major public relations campaign to offset antinuclear attitudes. "The utilities and reactor manufacturers are getting desperate—and their massive propaganda campaign shows it," SECC said in a news release issued at a news conference it called to announce its own media effort.

The antinuclear spots are running on at least one station in each of the markets where CEA ads have been aired. And they are being broadcast at ratios of from one SECC to one CEA spot to one to four. Additional stations are expected to provide time for the SECC material; Pollock said managers of 12 stations in the targeted markets asked to review the spots before making a decision on whether to run them—a request Pollock said was "acceptable."

All told, 31 television and 86 radio stations carried the CEA spots, according to CEA's annual report. At least a dozen responded to fairness doctrine requests for time from local groups even before SECC was formed. SECC is continuing to contact



all of the others. So far, it has encountered no rebuff.

The SECC release describes the spots as representing a "high road" approach to the issue of nuclear power, and as an "appeal to reason," "documented" and "factual." But SECC authors may have been influenced by some of the presidential campaign spots on view on the networks. The single 60-second spot—and a 30-second version—feature interviews with residents of the Three Mile Island area who express the fear and anxiety they feel for themselves and their children as a result of the accident at the nuclear plant.

## 4A's Washington seminar will feature dialogue with FTC, workshops

Leaders of the advertising industry will have an opportunity to meet with regulators and legislators in Washington next week at the American Association of Ad-

vertising Agencies' second annual Washington seminar.

Scheduled to meet Oct. 26-28 at the Four Seasons hotel, this year's seminar is expected to draw over 150 participants.

After a Sunday evening hospitality hour, the seminar will open officially Monday morning with an address from association President Leonard S. Matthews. Then, James Willette, J. Walter Thompson Co., will take the helm and steer participants through a morning full of working sessions.

On the schedule that morning are a dialogue with the Federal Trade Commission and discussions about testimonial advertising, agency accountability, comparative advertising and industry self-regulation. Addressing each of those issues will be an industry executive and representative of the FTC.

Monday afternoon's activities will include sessions entitled "FTC-FCC Meet the Press" and "Regulating the New Technologies." That night, David Martin, The Martin Agency, Washington, will preside over a reception and dinner.

Tuesday's seminar activities open at 8 a.m. with a general assembly breakfast. FTC Commissioner Paul Rand Dixon is scheduled to speak that morning.

Following breakfast will be a working session entitled "Advertising the Public Never Got To See" and a report from the Loaned Executive Assistance Program.

The seminar will end Tuesday with a reception and lunch. Presiding at lunch will be Harry Soghigian, of Harant Soghigian Advertising. Luncheon speaker will be political satirist, Mark Russell.

## Bottom Line

**Abandon ship.** Chris-Craft Industries has elected to leave its sinking ship—boat building division that gave company its name. Now diversified into broadcasting, other industries and heavy (21%) "investment" stake in 20th Century-Fox Film Corp., it decided to sell boat division, which had been losing money over last few years. Announcement said division will be divested, though carried as discontinued operation in fiscal 1980 statement until disposition.

**Cash infusion.** Tocom Inc. announced sale of 550,000 new shares of common stock, at \$19.75 per share. Part of proceeds, company says, will go to retire debt. Offering is being managed by E.F. Hutton & Co. and Rolan Mosle Inc.

**Carrying ball for census.** Broadcasting contributed \$30-million worth of air time to 1980 census effort. That is figure from Vitt Media, New York, independent research firm retained by Advertising Council to audit and report on value and reach of public service advertising donated to Bureau of Census. Total of all media contributions between January and June was valued at nearly \$38 million. Breakdown of broadcast portions: spot radio, \$15,700,000; network TV, \$8,095,000; spot TV, \$6,100,000; network radio \$160,000. Richard Krolik, coordinator of radio and TV promotion for 1980 census, gave prime credit for 85% questionnaire return to Broadcasters Committee of '80, headed by Jack Harris of KPRC-AM-TV Houston.

**Carrier battle.** RCA Global Communications has complained to FCC that Western Union owes it \$5.8 million. Globecom says routing of telex and TWX communications to New York for interconnection with Western Union network, as opposed to exchange at "more appropriate RCA Globecom gateway" caused overcharges in that amount.

## A week of action on the franchise front

### Cable franchise recommendations for Dallas point out price and service plans of two MSO's

The Cable Television Information Center, in its report to the Dallas city council on the city's six cable franchise applicants, rated Warner Amex's proposal the best over-all, but recommended the city take a good look at the cheaper rates offered by Sammons Communications.

Tom James, Dallas's director of public utilities, said CTIC reported Warner could "best serve" the city although "serious consideration" should be given to Sammons, which offered lower rates. For example, Sammons's second tier of 44 channels costs \$5.95; Warner's 48-channel second tier costs \$7.50.

But those figures are only part of an income equation in which Warner and CTIC assumed a 50% penetration level. According to Sammons's Bill Strange, vice president, corporate development, that is only "an assumption on their [CTIC's] part" and is a "conservative" estimate. Sammons, Strange said, based its proposal on higher penetration figures which allowed it to offer the lower cost. Strange said Sammons has a 69% average penetration level in all of its operating systems including those in Dallas suburbs.

Part of CTIC's report said that if Sammons could not reach its projected subscriber levels, it would have to ask for a rate increase. Even at that, Strange said the rates would be frozen for two years.

James said the Warner proposal called for 80 activated channels with 100-channel capacity and interactive service from day one. Sammons proposed 52 activated channels initially, with 104-channel capacity and interactive service in the fourth year.

Richard Aurelio, senior vice president with Warner, said the company "hopes to nail down" the Dallas award and cited Warner's 30 community access channels and 10 mobile production units as strong parts of its bid. Warner's three tiers run \$2.95 for the basic 24 channels, \$7.50 for 48 channels and \$9.95 for 80 channels.

Sammons has four tiers of service; the first at \$3.95 with 24 channels, the second at \$5.95 with 44 channels, the third at \$7.95 with 52 channels and the fourth tier at \$10.95 with full interactive service.

The city has a meeting and workshop session scheduled for this week where cable companies can take exception to CTIC's report and make final five-minute presentations before the council. The city staff will also make known its report this

week, with the award for the city's 360,000 homes due to be made on Oct. 29.

The other four companies that bid for Dallas were Cox, Storer, United Cable and American Television and Communications. Dallas is the 10th major city by television ADI and would be the largest complete city to award a franchise outside San Francisco which chose Viacom in 1953.

### Erie, Pa., is concentrating on ATC and Teleprompter proposals for 42,000-home territory

Nearly every one of the six cable companies applying for the Erie, Pa., franchise has had its hopes raised by the city in the last two months as the process wears down. The city's decision last week to negotiate between two companies, neither of which placed first or second in previous voting, is the latest in a series of twists and turns the franchise process has taken there.

Six major MSO's had applied for Erie's wirable 42,000 homes: a Canadian Cablesystems wholly owned subsidiary, an American Television and Communications subsidiary with 45% local ownership and four MSO's with 80%-20% national-local ownership splits, Comcast, Storer, Teleprompter and Community Tele-Communications Inc.

In late September, the city council passed a resolution that directed contract negotiations to begin with Comcast. Actually Comcast was not the leading applicant of the six, Jim Klemm, city clerk, said. Erie Cablevision, the Canadian Cablesystems subsidiary, won preliminary voting. But Klemm said the city backed off after the city solicitor and the city's hired consultant, Michael Botein, felt parts of Canadian's proposal might be illegal and would not be approved by the FCC. One part concerned \$2.7 million in extra leased-access payments that Klemm said the city could have used for anything, including noncable purposes.

The city negotiating team, made up of the city solicitor, Botein, Klemm, one councilman and a local citizen, began discussions with Comcast and appeared to have a final contract ready. Unbeknownst to the council though known to the city's administration, Comcast applied for an Urban Development Action Grant (UDAG). Klemm said neither Comcast nor the city administration had notified the council of the UDAG application, an additional financing mode the council found unacceptable.

But Daniel Aaron, corporate vice presi-

dent of Comcast, said due to "substantial renegotiations," the bond and equity-financed \$11.5 million Comcast estimated construction would cost, was insufficient. That was the reason for the UDAG application which would have allowed Comcast to increase the limit on an industrial development bond from \$10 million to \$20 million. The UDAG program, initiated under the Carter administration, grants federal money to cities which in turn lend the money to companies building there.

Aaron said the renegotiations almost amounted to "renegotiation of the application." Aaron said the city wanted to reduce the \$25 connection fee to \$20 which would have reduced projected income and required a substantial (\$1.13 million) advance payment. Another point that troubled Comcast was a required 33.3% discount for senior citizens, and Aaron asked who would judge age and income requirements. All in all, Aaron said, Erie represented "one of the most difficult franchises under which a cable system could profitably operate," and "in view of the demands" the franchise was no longer "economically viable."

Klemm said all the applicants knew from the outset that "extensive negotiations" would occur if the council selected them. And he said all the companies offered between \$500,000 and \$1.5 million in advance payments.

With Comcast out of the picture, the city voted to begin negotiations with ATC. But last week the council rescinded that resolution, 4-3, opening up the process to all applicants again. The reason, Klemm said, was that one council member had changed his mind.

All six companies were back in the running, including Comcast technically, though Klemm said it had not withdrawn its UDAG application. Last Wednesday, Klemm said, the council directed the city solicitor to handle "simultaneous" negotiations this week, between two companies, ATC and Teleprompter. Klemm said there was a push for Teleprompter at last week's meeting and added that the nation's biggest MSO may have the four votes to win, the four that rescinded ATC's proposal.

Klemm said that on the senior citizen discount issue, ATC and Teleprompter have no major problems. The discount will be for heads of households over 65 that earn no more than \$10,000 per year.

Comcast President Ralph J. Roberts said the company's cost in the process was "immaterial" to the company's balance sheet. With many franchise applications



pending, Roberts said Comcast "does not believe that the failure to obtain any single franchise is of material importance to the company."

**District Cablevision, headed by Bob Johnson, urges Washington to move on cable; his company will be 80% local, 20% MSO with heavy black ownership interest**

District Cablevision, a newly incorporated company headed by Bob Johnson, president of Black Entertainment Television, wants the cable franchise for the city of Washington and has set in motion its plans to get it.

District was to announce its desire today (Oct. 20) at a press conference at the Four Seasons hotel in Washington and, at the same time, send a letter to the city council urging it to move on passing cable enabling legislation and to release results of a survey it commissioned that concludes that there is a great deal of interest in cable television among the residents of the nation's capital.

The ownership structure of District, as envisioned by Johnson and its five other charter partners, is unusual and perhaps unique. The structure "will be a reversal of the trend," Johnson said last week. Instead of local partners holding 20% interest while an MSO holds 80%, District will be 80% owned by local investors and 20% by a major MSO.

Johnson said that District has "on paper" the commitment of a major MSO to be that minority partner and bring the necessary managerial and technical expertise to the company. Johnson would not name the MSO, but said it was one of the top five. Speculation points to either Community Tele-Communications or Warner Amex.

According to Johnson, the local ownership will comprise 20 to 30 local residents or businessmen, "people who have the financial wherewithall and have diverse backgrounds." So far the group includes Johnson; Herbert Wilkins, president of Syndicated Communications Inc., a newly formed venture capital company created to provide equity capital for minorities in telecommunications; David Abramson, president of Abramson/Himelfarb Inc., a Washington advertising agency; Albert R. Hopkins, president of the Anacostia Economic Development Corp.; A. Knighton Stanley, a Washington pastor, and Joseph H. Sharlitt, a Washington attorney.

Although Johnson believes he will add more "cable expertise" to the company than "political clout," he counts among his "good" friends Washington Mayor Marion Barry. And prior to joining in 1976 the National Cable Television Association, where he made many political contacts as vice president of government relations, he was press secretary for Walter E. Fauntroy, congressional delegate from the District of Columbia.

Johnson stressed that all the local partners would have an equal share in the company and will be expected to come up with an equal share of the equity. Assum-



**Vox populi.** The National Association of Broadcasters continues its "Broadcast Town Meeting" series today (Oct. 20) in Tucson, Ariz., at which time the public will again be afforded an opportunity to express opinions and ask questions about programming and standards. Members of the NAB's television and radio code boards participate in the sessions. The previous town meeting was held Oct. 7 at the University of Wisconsin at Milwaukee. Questions dealt mostly with the presentation of sex and violence on radio-TV and personal products advertising, although general questions about cable television were raised more often than at previous sessions. (l to r): Alfred Schneider, vice president, ABC; Michael McCormick, president, WTMJ Inc., Milwaukee; Don H. O'Brien, vice president, program practices, CBS/Broadcast Group; Jerome Lansner, senior vice president and general manager of NAB's Code Authority, and Sally V. Hawkins, president and general manager, WILM(AM) Wilmington, Del. NAB President Vincent T. Wasilewski (pictured below, at left) moderated. On the right: one of the questioners.



ing an equity-to-debt ratio of one-to-three and the total cost of the Washington system to be at least \$40 million, the MSO and the score or more of local partners will have to come up with a total of at least \$13 million, Johnson said.

It is in the area of financial qualifications that Johnson hopes the city council will give District some slack. Instead of demanding that District make a showing of its equity up front, Johnson is hoping the city council will wait until after it awards the franchise. "Once we have the franchise," Johnson said, "we will be able to raise the necessary equity without diluting the ownership." Johnson also feels that much of the system can be built with operational revenues coming from the first parts of the city that are wired. Johnson has no concern about District's ability to build the city should it win the franchise. "We can stand toe-to-toe with any MSO in the country."

In addition to urging it to take action on cable, District's letter to the city council

briefly describes the system it has planned for the city. The system would, Johnson said, have 54 channels, an array of satellite-delivered programming and two-way capability.

Johnson is concerned that a competitor might come in and offer 108 or more channels. But, he warned, with all the scrutiny cable franchising is going to get in Washington from the press, "it would be foolish for a company to come in and play one-upmanship with channel capacity, unless they can back it up."

The survey done on District's behalf showed that 78% of the residents are aware of cable television and that 73% of them thought the services it offered were attractive. Most significant, at least in Johnson's mind, was that 63% of those aware of cable thought it "important" that the city council consider cable.

Setting a fire under the city council, which has held hearings on draft cable legislation but which has shown no urgency in getting it passed, is one of the reasons

District has come out so early and openly for the cable franchise. Another reason, according to Johnson, is that District does not want to see potential black investors divided into "contending camps" as local partners of the major MSO's that will surely compete for the franchise. If that happens, Johnson said, there will be no opportunity for real black ownership in Washington. And, he added, a city that is 70% black "should have strong minority control of its cable system." Johnson, who is black, said minorities will control 55% of District.

Johnson did not know who District's competition would be but felt reasonably confident that Cox would compete. Cox, he said, testified before the city council on cable last spring.

## NAEB prepares for its 55th annual conference

Public broadcasting and telecommunications professionals will assemble at the Las Vegas Hilton for the National Association of Educational Broadcasters' 1980 annual conference, Sunday, Oct. 26-Thursday, Oct. 30.

William J. McGill, former chairman of the Carnegie Commission on the Future of Public Broadcasting and current chairman of the Corporation for Public Broadcasting/Annenberg School joint task force, is breakfast speaker at Monday morning's keynote session. Comedian Bill Cosby will be featured at the "Big Event," the conference's closing social function. In between, more than 94 independent sessions and mini-courses will be offered in broadcast education, government relations, programing, graphics and design, research, production and others.

On Wednesday, Oct. 29, representatives of the presidential candidates will be featured at the Policymakers' Luncheon, and will answer questions from a panel of public broadcasting officials. Cissy Farenthold will speak for John Anderson, and Richard Neustadt, assistant director of the White House domestic policy staff, will represent President Jimmy Carter. Ronald Reagan also is expected to send a representative.

About 1,100 participants are expected at the conference, which is NAEB's 55th. Registration information is available through NAEB's conference office, 1346 Connecticut Avenue, N.W., Washington 20036; (202) 785-1100.

## Man kills himself after holing up in Cincinnati station

An armed man who took nine WCPO-TV Cincinnati employees hostage eventually shot himself to death last Wednesday morning in the station's newsroom.

The man, James Hoskins, 41, armed



**American Import.** Picking up idea from U.S. Thames Television, London area station for commercial network, held first telethon in Britain. It ran for 16 hours and raised \$2.4 million to aid children's charities.

**Exhorted.** FCC Commissioner Joseph Fogarty, in speech to seventh annual meeting of National Black Media Coalition, suggested that blacks look beyond broadcasting for investments, and explore possibilities offered by newer telecommunications fields. "It is a brave new world, and you should be a part of it," Fogarty said. "In the past, you have been dedicated to the task of insuring that scarce broadcast frequencies serve the public interest in programing responsive to minority tastes, needs and interests. Now, I think you have a real role to play in insuring that the diversity promised by new technology and increased competition will serve that same public interest."

**Cable News Numbers.** In random telephone survey of 206 residents of Cumberland, Md., where cable and Cable News Network reach 95% of homes, Leo Burnett U.S.A., Chicago-based advertising agency, found 74% of all respondents aware of CNN. Burnett asked for demographic data during 10-day August survey and found CNN viewers are more likely to be men, and 55-64 age group to be most likely CNN viewers. It also discovered homes with annual incomes of \$25,000 or more were more likely to view CNN than less affluent cable homes. Burnett did a similar study last July in San Diego market and found that respondents in two markets judged new services equally. Ninety percent of the San Diego residents rated it excellent or good as compared to 92% of Cumberland residents.

**First test passed.** Indianapolis Board of Public Works has recommended city cable television franchise should go to local subsidiary of American Television & Communications. City-county council will review report and is expected to award franchise in early November. ATC proposed 36-channel system and won "very close" grading race over United Cable subsidiary and two local applicants.

with a gun, approached a WCPO-TV reporter and photographer as they returned from an assignment at 2 a.m. last Wednesday in the station's parking lot, according to Rick Reeves, the station's director of operations.

Reeves said the three entered the station and Hoskins demanded to go live on the air. Station personnel explained that was impractical, Reeves said, but offered to do a taped interview, parts of which were broadcast throughout the day. As station personnel wandered into the newsroom during the interview, Hoskins—armed with a machine gun and, he claimed, wired with explosives—took them hostage. He released all nine at 3:30 a.m.

Hoskins remained barricaded inside the station into the late morning. Police set up contact with him, but they heard a muffled shot at about 10 a.m., Reeves said, and after hearing no further communication, they entered at 2 p.m. and found Hoskins dead.

Reeves said WCPO-TV carried network programing through the morning, picking up the CBS signal off the air from WHIO-TV Dayton, 40 miles to the north.

The station had one complete mobile unit available from which it did live cut-ins through the day. The station went live for 45 minutes at noon and re-entered the newsroom, after a police bomb squad search at about 3 p.m.

Reeves said the reporter who interviewed Hoskins, Elaine Green, established a "sympathetic relationship" with him, and her concern helped win the hostages' release. Hoskins, who had earlier in the morning allegedly killed his

girlfriend, expressed a number of social concerns in the interview. At one point, Reeves said, Hoskins said the media didn't give proper coverage of the poor.

Hoskins reportedly established contact with radio stations in Chicago and Louisville, Ky., before killing himself. There was no damage to the station, Reeves said.

## Hot water for Martin-Trigona

**Former media activist, now licensee, is in Chicago jail, facing multiple fraud charges**

Anthony R. Martin-Trigona, a one-time media activist turned broadcast licensee and perennial political candidate, is in trouble in three different courts in Illinois. And until at least some of the problems are sorted out and resolved, he will be confined in the Metropolitan Correctional Center, a federal holding facility in Chicago.

Martin-Trigona's name became familiar to broadcasters about 10 years ago when he filed complaints against networks and others on a variety of grounds. Later, he became interested in politics and ran for office in Illinois a number of times, never winning. His last bid for office was in a contest for the Democratic nomination for U.S. senator from Illinois, earlier this year. He also became a broadcast licensee, and is now, according to FCC records, sole owner of WDLW(AM) Waltham, Mass., and WNHC(AM) New Haven, Conn. However,



WDLW is in receivership.

Martin-Trigona's most immediate, and serious, legal problem is a conviction in federal court in Danville, Ill., on seven counts of mail fraud. He is said to have used the mails in a scheme in which he used property he did not own as security for a \$42,800 loan in 1977. He was sentenced to 12 years in prison and a \$7,000 fine after the prosecuting attorney—Frances Mulin—asked U.S. District Judge Cale Hodder to impose a substantial sentence. She called Martin-Trigona a threat to society.

Martin-Trigona has filed a notice of appeal with the U.S. Court of Appeals in Chicago. Hodder set a \$500,000 bond, which Martin-Trigona said he could not raise. But even if he could, he would have been sent to the correctional facility in Chicago. He was ordered there originally on July 23, on a contempt of court conviction.

Martin-Trigona was ordered to jail for refusing to answer questions regarding his assets after American Invesco, of Chicago, won a \$200,000 slander judgment against him. The company's complaint was contained in a suit countering one Martin-Trigona had filed against it. He is to remain in the correctional center until he purges himself of contempt.

Meanwhile, Martin-Trigona faces trial beginning today, Oct. 20, in a state court in Chicago, on criminal charges of forgery

and theft. Martin-Trigona denies wrongdoing in the matter, which involves an insurance check for \$267,000 made out to Martin-Trigona, a mortgage bank and a contractor. He is said to have endorsed the check by signing his name on the check as "attorney in fact" for the other parties. The check cleared.

If upheld on appeal, the conviction on the fraud charge alone could cost Martin-Trigona licenses for the two stations. The chief of the FCC's Renewal and Transfer Division, Roy Stewart, said it is routine for the commission to evaluate the impact of such a conviction on a broadcaster's qualifications to be a licensee.

## Changing Hands

### PROPOSED

■ **WMRN-AM-FM** Marion, Ohio: Sold by Marion Broadcasting Co. to Sandance Corp. for \$2 million. Seller is owned by Worth Kramer who has no other broadcast interests. Buyer is owned by Robert C. Kanuth Jr. (51%), John P. Courtright Jr. (29%) and Donald B. Shackleford (20%). Kanuth is chairman and 90% owner of Columbus, Ohio, investment banking corporation. Courtright is owner of Marion real estate investment corporation. Shackleford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. WMRN(AM) is on 1490 khz with 1 kw day and 250 w night. WMRN(FM) is on 106.9 mhz with 25 kw and antenna 340 feet

above average terrain.

■ **WSAN(AM)** Allentown, Pa.: Sold by Lehigh Valley Broadcasting Co. to WSAN Inc. for \$1.5 million. Seller is owned by Estate of B. Bryan Musselman (60%) and Olivia M. Barnes and Reuel H. Musselman (20% each). They have no other broadcast interests. Buyer is owned by Harold G. Fulmer III. He owns Wescosville, Pa.-based chain of McDonald's fast food restaurants and Allentown real estate company. He has no other broadcast interests. WSAN is on 1470 khz with 5 kw day and 500 w night.

■ **KLYN-FM** Lynden, Wash.: Sold by Sidney Baron and family to CHRISTA Ministries for \$750,000. Barons have no other broadcast interests. Buyer is Seattle-based nonprofit religious corporation. It owns KGDN(AM)-KBIQ(FM) Edmonds, Wash., and WSYX(FM) London, Ohio. Edward McMillan is chairman. KLYN-FM is on 106.5 mhz with 100 kw and antenna 720 feet above average terrain.

■ **WCMD(AM)-WJSE(FM)** Cumberland, Md.: Sold by Greater Cumberland Broadcasting Inc. to Community Service Broadcasters Inc. for \$550,000. Seller is owned by William R. Grossley (51%) and William L. Thompson (49%). They have no other broadcast interests. Buyer is owned by C. Alfred Dick. He owns Chattanooga-based broadcast brokerage firm. He also owns 50% of both WKYV(FM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala. WCMD is on 1230 khz with 1 kw day and 250 w night. WJSE is on 102.9 mhz with 3.5 kw and antenna 1,400 feet above average terrain.

■ **KANC(AM)** Anchorage, Alaska: Sold by Media Inc. to Yukon Broadcasting Corp. for \$530,730. Seller is owned by Roy Paschall (74.3%), Steven L. Rhyner (12.2%) and others. They also own KIFW-AM-TV Sitka and 90% of KJNO(AM) Juneau and KETH(AM) Ketchikan, all Alaska. Buyer is owned by Jacqueline Lindauer. She is executive secretary of Anchorage-based citizen group, Common Sense for Alaska. She has no other broadcast interests. KANC is on 1080 khz with 10 kw full time.

■ **KDEO(AM)** Waipahu, Hawaii: Half interest sold by Westwood Broadcasting to KDEO Associates for \$529,000. Seller will retain 50% interest in station as venturer in KDEO Associates. Seller is owned by Ronald Jacobs (85.4%) and Wesley T. Park

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(14.6%). They have no other broadcast interests. Buyer is joint venture owned by Westwood (50%) and Archipelago Broadcasting Corp. (50%). Archipelago is owned by Jerold H. Rubenstein, Arthur Mogull, Jeff S. Wald, Lester Warshaw, Saul Brandeman and Irving L. Azoff (16.66% each). Rubenstein is consultant for Capitol EMI Industries, Los Angeles-based record manufacturer and distributor. He is former chairman of ABC Records, Los Angeles. Mogull and Rubenstein are partners in several Beverly Hills, Calif.-based music recording and publishing firms. Wald is Beverly Hills television producer. Warshaw owns Los Angeles export company. Brandeman is owner of several Los Angeles clothing manufacturing companies. Azoff owns Los Angeles personal management firm. They have no other broadcast interests. KDEO is on 940 khz with 10 kw fulltime.

■ **WPOK-AM-FM** Pontiac, Ill.: Sold by E.B. Groen and wife, Naomi (50% each), to Happy Radio Inc. for \$479,360. Sellers have no other broadcast interests. Buyer is owned by Anthony Sutter (70%) and Fred M. Weinberg and Robert C. Klein (15% each). Sutter owns Peoria, Ill., real estate company. Weinberg is Peoria account executive with financial planning firm. Klein is captain in U.S. Air Force, based in Tacoma, Wash. They have no other broadcast interests. WPOK(AM) is 1 kw daytimer on 1080 khz. WPOK(FM) is on 103.1 mhz with 3 kw and antenna 185 feet above average terrain.

■ **KWEW(AM)** Hobbs, N.M.: Sold by KWEW Inc. to Cottonwood Communications Corp. for \$450,000. Seller is owned by Walter E. Whitmore Jr. (80%) and Harry M. Adams (20%). They have no other broadcast interests. Buyer is owned by Robert J. Flotte (100%) who owns KSPA(AM) Alamogordo, N.M. KWEW is on 1480 khz with 5 kw day and 1 kw night.

■ **WPUV-AM-FM** Pulaski, Va.: Sold by Pulaski Broadcasting Corp. to Claytor Lake Broadcasting Corp. for \$385,000. Seller is owned by Richard J. Fraser who has no other broadcast interests. Buyer is owned by Jimmy R. Lester (75%) and Thomas M. Compton (25%). Lester owns cable system serving Oceana, Va., and 50% of Oceana real estate development and management firm. Compton is salesman for WPUV-AM-FM. They have no other broadcast interests. WPUV(AM) is on 1580 khz with 5 kw day and 1 kw night. WPUV(FM) is on 107.1 mhz with 2.85 kw and antenna 58 feet below average terrain.

■ **WGTX(AM)-WQUH(FM)** DeFuniak Springs, Fla.: Sold by Euchee Valley Broadcasting Co. to DeFuniak Communications Inc. for \$300,000. Seller is owned by Stamper Collins who has no other broadcast interests. Buyer is owned by Robert Schumann (90%) and Arthur Dees and wife, Martha (10% jointly). Schumann is Binghamton, N.Y., investment counselor. Dees is former president and general manager of WSKG-FM Binghamton, N.Y. They have no other broadcast interests. WGTX is 5 kw

daytimer on 1280 khz. WQUH is on 103.1 mhz with 3 kw and antenna 180 feet above average terrain.

■ **WALM(AM)** Albion, Mich.: Sold by Triad Stations Inc. to WALM Inc. for \$300,000. Seller is owned by C. Wayne Wright, president (41%) and 46 others. They also own WELL(FM) Marshall, Mich. Buyer is owned by William C. Gaines (60%) and wife, Nellie (40%). William Gaines is former reporter with *Chicago Tribune* and wife is housewife. They have no other broadcast interests. WALM is on 1260 khz with 1 kw day and 500 w night.

■ **WCAY(AM)** Cayce, S.C.: Sold by Lexington County Broadcasters Inc. to Southcom Inc. for \$290,000. Seller is owned by J. Olin Tice Jr. He owns 1.5% of Communications Corp. of America, licensee of WFIF(AM) Milford, Conn., and 49% owner of WBUG(AM) Ridgeland, S.C. Buyer is owned by Robert Liggett Jr. and Daniel F. Clovell (50% each). Liggett is 63.49% owner of Megamedia Inc.—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. Megamedia is applicant to purchase WZZR-FM Grand Rapids, Mich. (BROADCASTING, Oct. 6). Clovell is owner

of Bay City advertising agency. He has no other broadcast interests. WCAY is 500 w daytimer on 620 khz.

■ **WSEW(AM)** Selinsgrove, Pa.: Control (51%) sold by William Mahoney to Douglas W. George for \$240,000. Mahoney has no other broadcast interests. George is associated with Baltimore, Md., media planning company. His father, Jimmie George, is vice president and 40% owner of WSEW. They have no other broadcast interests.

#### APPROVED

■ **KFAT(FM)** Gilroy, Calif.: Sold by Wheatstone Bridge Engineering Co. to Harvey Levin for \$2.5 million. Seller is owned by Lorenzo W. Milam and Jeremy D. Lansman (43% each), E. Vernon Buck (4%) and five others. They have no other broadcast interests. Levin is former vice president and general manager of KNEW(AM) Oakland, Calif. He owns KUIC(FM) Vacaville, Calif. KFAT is on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

■ **WEZJ(AM)** Williamsburg, Ky.: Sold by Honus Shain to Paul Estes for \$475,000. Shain has no other broadcast interests. Estes, mayor of Williamsburg, has no other broadcast interests. WEZJ is 1 kw daytimer on 1440 khz.

■ Other approved station sale is WTXY(AM) Whiteville, N.C. (see "For the Record," page 62).

October 8, 1980

## SARKES TARZIAN, INC.

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# THE FIRST 50 YEARS

## 1932

# OF BROADCASTING

**T**IMES were tough. More than 10 million were jobless in a population that totaled fewer than 125 million. And more than a million people wandered homeless from place to place.

But for broadcasters, the beginning of 1932 was a time for guarded optimism. Despite the Depression, advertising on the air increased. Broadcasters' concerns about their future were principally aroused by such external problems as music licensing, federal regulation, the threat of international spectrum chaos and menacing moves against the medium by self-interest groups within the U.S. Yet the continued expansion of broadcast advertising was itself the subject of concern.

Early on, broadcasters received a warning from one of their own: Henry A. Bellows, CBS Washington vice president and former member of the Federal Radio Commission. In the Jan. 1 issue of BROADCASTING Bellows said:

"If the broadcasters ... are so stupid as to fail to look beyond the hope of quick cash return, they may seriously injure and perhaps destroy their own business ... If 1932 is a year of thorough housecleaning among the broadcasters, it will be a good year in itself and a long step toward better years ahead. If such a housecleaning does not take place, 1932 may see congressional action which will permanently cripple a broadcasting service that [is] ... the most extensive, and the freest from artificial restraints in the world."

On Jan. 12 the Senate passed the Couzens-Dill Resolution, a fact-finding inquiry that authorized the FRC to determine to what extent broadcasting stations were being used for commercial advertising, whether advertising should be reduced or eliminated from radio, and the feasibility of government ownership and operation of broadcast facilities.

The federal threat did little to take the bloom off radio's advertising rose. In January, for example, N.W. Ayer and Son, a pioneer advertising agency, released a national survey designed "to take the guesswork out of radio as it affects advertisers." The advertising attention being paid to radio provoked a response from the press. Throughout January and February the *Ventura* (Calif.) *Free Press*, acting with the National Congress of Parents and Teachers and with Joy Elmer Morgan's National Committee on Education by Radio, argued



*It was the last year of the GOP's 12-year run in the White House. "Brother, Can You Spare a Dime" was introduced in the stage revue, "Americana," and soon was to be the unofficial theme song of the Depression. A quarter of the farmers had lost their farms, and unemployment reached record numbers. The Army had marched across the Potomac to rout World War I veterans of the Bonus Army. Small wonder that the New Deal promises of Franklin Delano Roosevelt won him the Presidency in November. (Herbert Hoover, the man FDR drove from the White House, would in later years regain respect for contributions that included his early recognition of the American broadcasting system — including, in 1957, the Distinguished Service Award of the National Association of Broadcasters.) Babe Ruth made his last World Series appearance as the Yankees beat the Chicago Cubs. And in BROADCASTING ...*

against radio by the "American Plan" and for public ownership and operation of broadcasting. These groups labeled radio a "commercial monopoly which is already going over the heads of parents in an effort to influence children in their homes." The National Committee on Education by Radio sponsored a bill in Congress that sought to allocate 15% of the broadcast channels for educational use [see 1931]. (A check of FRC records, as reported in the Jan. 1 issue of BROADCASTING, had revealed that commercial stations were devoting more than 10% of their program time to educational programs while educational stations were devoting less than 8% of theirs to that area.)

The alliance of the *Ventura* paper with the educational interests did not conceal commercial purposes. A commentary by Virgil Evans, managing director of WSPA Spartanburg, S.C., and WNOX Knoxville, Tenn., in the Feb. 1 BROADCASTING cited some telling statistics: "Newspapers lost in excess of 38% advertising revenues in 1930 from the peak revenues of 1929. During the same year radio gained approximately 97%. Newspapers took another nose dive in 1931 while radio went up another 50% over the 1930 figures. Local advertisers spent \$170 million over radio stations in 1931."

The increase in advertising as well as issues of wave lengths and copyrights spurred further government attempts to wrestle the new medium into regulatory control.

To stop "trafficking in wavelengths and licenses," the FRC adopted a requirement that station licenses include sworn statements of transfer terms. Beyond that, the FRC continued its inquiry "by going," as BROADCASTING wrote, "to the very root of the advertising problem. Aside from asking stations and networks precisely how many hours during a given week are devoted to sales talks or descriptions of commodities ... the commission is soliciting the opinions of leading agencies and radio advertisers." Representative Ewin L. Davis (D-Tenn.) prepared a bill designed to curb excessive advertising on the air, require license fees to defray the cost of federal regulations and provide a solution to "the growing menace of Mexican-Cuban stations, backed by American capital, which are 'squatting' on or near U.S. and Canadian wavelengths."

Also on Capitol Hill, on Feb. 1, Representative William I.



Sirovich (D-N.Y.), chairman of the House Patents Committee, began hearings on the copyright issue. Sirovich said that he did not wish to dissolve the American Society of Composers, Authors and Publishers, which was demanding increased payments for music use, but he did want an "equitable readjustment" of copyright fees. On March 12 Sirovich announced that he would draft new legislation to protect broadcasters from what he called ASCAP's "racketeering tactics." Senator Clarence C. Dill (D-Wash.) introduced a copyright bill that "for the first time recognized radio as an entity" and imposed special restrictions on copyright owners that combined to issue licenses and charge royalties. The legislation also provided for a 10% tax on network and remote control originations.

The controversy between ASCAP and the National Association of Broadcasters continued to escalate. However, the NAB's hope for an equitable settlement

plus a sustaining license fee. This schedule would increase ASCAP's revenues from the \$960,000 it received from the flat assessments used in 1931 to about \$2.5 million, excluding the \$1 million expected in sustaining license fees. ASCAP also demanded the right to examine the accounting books of broadcasters. The battle lines became clear. "Killing the Goose," a BROADCASTING editorial of April 15, referred to the new fees as "akin to extortion" and said that "To call the new music copyright yardstick of ASCAP preposterous would be putting it mildly."

Meanwhile, broadcasters continued to encourage the innovative use of radio as an advertising medium while studying the issues of commercial advertising. In March, Federal Trade Commission Chairman William E. Humphrey praised the integrity of radio stations. He said that "while fraudulent advertising does exist in some programs and over some stations, it is not a condition that is common with the

records in audience support when the sponsors asked listeners to send in a Pepsodent cartoon if they liked the show. Harlow P. Roberts, advertising manager for Pepsodent, said that "The Goldbergs go on over the basic NBC Red network. Chicago is the farthest western outlet, yet we received letters from every state except Oregon, from every Canadian province except British Columbia and from 15 foreign countries. Explain that if you can." Also impressed with radio's advertising potential, Lehn & Fink, in an experimental program, placed all of its 1932 advertising budget for Pebecco toothpaste into radio.

Accordingly, it was small wonder that the toiletries and drug industry was the largest user of radio time in 1932. Led by Pepsodent, toiletries and drug concerns spent \$8,526,268 on CBS and NBC during the year—more than 20% of all network time sales.

The popularity of such programs as well as technical improvements continued to make radio an increasingly powerful force. The government's April radio census revealed that four million more U.S. homes were equipped with radios than in April 1930. That brought total homes with radios to 16,679,253—or more than 50% of all homes.

A new development, the directional antenna, designed by Raymond Wilmotte\* for WFLA-WSUN Clearwater, Fla., and installed in April, permitted the station to reduce its 620 kc signal toward Milwaukee while utilizing higher ranges of power. Walter Tison, director of the station, found the shielded transmissions appealing because "the foreign situation is getting bad. Cuba had recently put into operation many new stations on almost all the so-called clear channels or split frequencies. Unless the American stations agree on something soon, it will mean a clear U.S. channel shared with a Cuban or Mexican station." An international radio conference in Madrid Sept. 15 discussed such issues as well as a proposal to enlarge the broadcast band, including a part of the longwave portion.

Other foreign issues concerned American radio. In March the U.S. radio commission established a new policy that allowed American broadcasters to transmit sponsored as well as unsponsored programs to foreign audiences. AT&T and RCA Communications Inc. incorporated these provisions into their transoceanic licenses.

With the nationalization of American radio still a possibility, Canada announced on Feb. 17 a major investigation to determine the future of Canadian radio. A widespread campaign by the Canadian Radio League sought support for nationalized radio. The CRL plan would establish at least seven 50 kw stations from



**March 1932.** This was the scene in a tiny room above a store in Hopewell, N.J., where CBS established temporary studios to cover the kidnapping of Charles A. Lindbergh Jr. L to r: Douglas Gilbert, CBS commentator; Don Higgins, CBS publicist, and J. McCafferty, field engineer. In the inset, upper right: Colonel Norman H. Schwartzkopf of the New Jersey State Police as he broadcast an appeal to the public on WOR Newark-New York.

was dimmed March 22 when Sirovich introduced a new and weaker bill to supersede his previous legislation. Except for a provision that reduced the infringement penalty from \$250 per incident to \$50, broadcasters felt the bill was "practically worthless."

Angered broadcasters offered harsh testimony to the House committee about the effects of the current copyright laws. Henry A. Bellows, chairman of the NAB's executive committee, said that there were major shortcomings in the Sirovich bill: It did not curb the activities of copyright owners, and it created a new copyright on phonograph records.

In April, E. Claude Mills, general manager of ASCAP, announced a 300% increase in the fees for broadcast use of ASCAP music—then just about all the music there was, save for that in the public domain—to become effective June 1. ASCAP wanted 5% of the gross revenue from commercially sponsored programs

medium." Humphrey suggested that broadcasters voluntarily draft rules to control and eliminate false advertising.

The sponsor-developed radio drama increased in popularity and proved effective as an advertising tool. G. Washington's Coffee sponsored the *Sherlock Holmes* program on NBC, voted by radio editors as the best dramatic program on the air. *Happy Hollow*, a syndicated radio drama, shattered several precepts of radio advertising by proving that a radio serial could be based on homey characters in familiar situations, could give equal weight to music and to plot, could have advertising worked into the natural sequence of events and could run daily in half-hour segments for two years while still retaining its number-one position in popularity.

With its creation of *Amos 'n' Andy*, on NBC, Pepsodent proved that a well-written quarter-hour show could draw large audiences. *The Goldbergs*, another Pepsodent show about "real people," broke all

\* Raymond Wilmotte has continued to make important marks on U.S. telecommunications. From January 1977 to July 1978 he headed the FCC's UHF Task Force and is now senior technical advisor in the Private Radio Bureau, where he works primarily on narrow-band land mobile radio services.

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coast to coast and a number of smaller stations, and would compensate owners of private stations for their equipment.

Despite talk of the nationalization of American radio, in March William S. Paley acquired the Paramount Public Corp.'s half-interest in the Columbia Broadcasting System thereby attaining complete ownership of the network. Also in March radio news made important progress. The Lindbergh kidnapping case tested CBS, NBC, and New York-area stations with their biggest news coverage job to date as they provided "round-the-clock" coverage of events. After a three-month trial period, United Press and KNX Los Angeles signed a three-year contract that enabled the station to use UP's wire service to broadcast four news programs a day. In a similar experiment, WCAU Philadelphia found that its agreement with the *Philadelphia Daily News* to broadcast two 15-minute segments of news increased both the paper's circulation and the station's popularity.

The *Ventura Free Press*, behind Editor H.O. Davis, however, accelerated its anti-radio propaganda by trying to gain support at the April convention in New York of the American Newspaper Publishers Association for a comprehensive reorganization of American radio that would, according to broadcasters, "limit, control, restrain and generally retard broadcasting development." Among other provisions, Davis's plan would dissolve the networks, severely limit radio advertising, and provide up to 25% of available channels for educational institutions.

Besides Editor Davis's plan, federal legislation and regulatory activity dominated the spring.

The 10% tax on networks was deleted

from the Dill legislation. The amended version of Representative Davis's bill emerged as an important piece of legislation that would establish a system of license fees intended to collect about \$670,000 annually to defray the cost of radio regulation, and would make it mandatory for political opponents and parties to be given equal opportunity for air time on stations.

W.M. Cheseldine, an Interstate Commerce Commission examiner, felt that broadcasting's rate structure was outside the range of the ICC's jurisdiction.

In recognition of radio's potential, Senator Dill introduced legislation to equip the Senate chamber for broadcasting at an estimated cost of \$30,000.

Both Senator Dill and Representative Davis appeared at the annual convention of the American Association of Advertising Agencies April 14-15 in Washington. Senator Dill spoke against government intervention in radio saying that "brains will win in this situation as it has in others." Representative Davis, chairman of the House Merchant Marine, Radio, and Fisheries Committee, supported the American system of broadcasting but remained skeptical of the industry's ability to regulate itself.

Throughout the second half of 1932 two forces continued to affect broadcasting—the Depression, which jeopardized marginal stations, and technological advances that continued to increase broadcasting's effectiveness and potential. In May broadcasters reported that business was on the upgrade even though several low-power stations remained economically threatened. As a result of increased revenues, the networks expanded their facilities, and a report in the May 1 issue of

BROADCASTING showed that in the first quarter of 1932 the networks "found their combined time sales 45.4% ahead of the same quarter the preceding year. NBC ... sold \$8,071,839 worth of time to sponsors ... which compared with \$6,116,072 during the same three months in 1931, a gain of 32%. CBS sold \$4,104,306 worth of time during the first quarter of 1932, as against \$2,142,573 during the same three months of 1931, a gain of 91.5%!" Despite the rise in revenue, CBS in May cut all salaries by 15% and released more than 100 employees.

At the May 3 annual meeting of stockholders of NBC's parent RCA, David Sarnoff, president, announced progress. Sarnoff reported that for the first quarter of 1932 RCA's gross income was \$20,585,222 with a net profit of \$503,223 in contrast to a deficit for the first quarter in 1931.

Broadcasters, station managers and transcription manufacturers looked to the 1932 political campaigns to produce needed revenues. The use of electrical transcriptions (a high-quality recording) in ads, for shows and for political announcements was becoming more popular. Scott Howe Bowen, president of a pioneer station representative firm that bore his name, declared that as long as the performance is professional the "listener is but little interested in whether live, breathing persons pour it into a mike for instant use, or whether they engrave it in wax for future reference." In May NBC lifted its ban on the use of recorded programs by its owned-and-operated stations, but still prohibited transcriptions on network programs.

The growing use of transcriptions bred new problems with copyrights. Although



**Meet them in St. Louis.** Among delegates at the National Association of Broadcasters convention in 1932 were (l to r) *Seated*—Lewis Allen Weiss, WJR Detroit (who later was to return to head Don Lee Broadcasting System, where he had served prior to 1932); Scott Howe Bowen, owner of the sales representation firm bearing his name; Earl A. Gammons, WCCO Minneapolis, later to be CBS Washington vice president;

Leo Fitzpatrick, WJR; Stanley E. Hubbard, KSTP St. Paul-Minneapolis, and J.O. Maland, who Des Moines-woc Davenport, Iowa; *Standing*—W.O. Pape, WAPI Birmingham, Ala.; A.J. Eaves, Western Electric Co.; I.R. Baker, RCA Victor Co.; Don Searle, KOIL Omaha; Kenneth Berkely, WRC Washington; Oscar C. Hirsch, KFVS Cape Girardeau, Mo., and I.M. Taylor, WEBO Harrisburg, Ill.

the NAB and ASCAP had declared a moratorium until Sept. 1 on the increased copyright fees, the Music Publishers Protective Association in June demanded from stations a fee of 25 cents for each composition on a copyrighted transcription.

Also in June, broadcasters reacted to the licensing fees proposed in the Davis bill by calling them "unwarranted, inequitable" and damaging to many smaller stations. On the brighter side for broadcasters, the FRC, in June, presented the results of its study and recommended continuance of the American system of commercial broadcasting.

At about the same time, however, the Canadian commission announced its intention to nationalize Canadian radio with a plan that "appears to be a sort of compromise between the British government's monopoly and the American plan." Under its plan, the Canadian government would operate several high-power and regional stations, but private broadcasters could operate local stations.

Other important legislative decisions continued throughout the summer. The Sirovich copyright law was killed in June. In July the State Supreme Court of Nebraska, ruling in conflict with the Radio Act of 1927, decided that a broadcasting station was equally responsible with its speaker for any libelous statements. This caused problems for the upcoming political announcements by placing broadcasters in the paradoxical situation of being accountable for libel but unable to prevent it, since the Radio Act of 1927 prohibited stations from censoring political speeches.

Despite this confusion, broadcasters still saw the upcoming campaign as a needed panacea. In June radio scooped the media world with its carriage of the Democratic and Republican national conventions. To broadcast 58 hours of sessions, NBC canceled 56 commercial programs and CBS reported more than 12 cancellations. The July issue of *BROADCASTING* said that "broadcasting proved its worth as a medium for arousing interest and getting out the vote. . . . From now until the November elections, politics will hold sway on the air. . . . The tremendous investments of time and money by networks and stations in the handling of the conventions at Chicago stadium may soon be compensated—to some extent at least—by the budgets which the national and local parties and their candidates will apply to the purchase of broadcast hours."

To cover the conventions, the networks used such technically innovative devices as lapel microphones, and a velocity microphone that improved studio pickup by increasing the fidelity of reproduction.

In August the Republicans announced their radio budget of \$300,000—\$200,000 for network time and \$100,000 for spot time on independent stations. In addition to the airing of political speeches, both parties used radio to solicit contributions.

Networks took steps to increase the effectiveness of advertising. In July A&P

was the first client to take advantage of NBC's new policy that permitted price mentions during daytime hours. By September both CBS and NBC allowed product prices to be quoted at night as well as during the day.

The economic situation of the U.S., however, continued to worsen. In August Frank T. Hines, head of the Veteran's Administration, endorsed job auctions over the radio. The FRC considered reducing the number of radio districts from nine to five in order to reduce employees and cut the commission's payroll by \$40,000. In an effort to restore confidence in financial institutions, Western banks began the unprecedented move of advertising on radio.

Broadcasters were still outraged by ASCAP's financial demands. In early August when Mills rejected an NAB pro-



**A First Lady first.** Eleanor Roosevelt, the wife of the President-elect, became a broadcaster on WEA New York and NBC Red Dec. 9 when she started a 12-week series, sponsored by Pond's Extract Co., New York, through J. Walter Thompson. The fees she received were donated to charity, half going to the New York State unemployment fund and half to her own charities.

posal that copyright fees be increased about 25% to \$1,250,000 for 1933 and 1934, negotiations between the two groups ended. ASCAP announced that it would begin negotiations with individual broadcasters, using the terms it proposed in April—a sustaining license fee plus 3% of a station's gross receipts for the first year, 4% for the second, and 5% for the third. In mid-August negotiations resumed with NAB still wanting a flat rate fee. In September broadcasters accepted "under protest" ASCAP's percentage fees on a gross receipt basis.

With those domestic issues temporarily resolved, the focus turned to international broadcasting as the fourth International Radio Conference convened in Madrid on Sept. 3. Several European countries attempted to convince the U.S. that a widening of the broadcast band below 550 kc would be mutually beneficial. The Canadian delegation, backed by Mexico and Cuba, presented a compromise plan to make available to North America seven additional 10 kc channels below 550 kc. American broadcasters favored the plan, but were unable to persuade the State Department to agree to it. Since the Navy,

Army, Coast Guard, Departments of Commerce and Agriculture as well as certain shipping interests opposed the plan, the international committee scheduled a North American conference for 1933 to discuss reallocation.

Domestically, ASCAP and the upcoming elections continued to occupy broadcasters' attention. In September FRC Acting Chairman Harold A. LaFount asked broadcasters, many of whom remained confused by the Nebraska libel ruling, to allow political candidates access to radio as a "great political service." To protect stations from charges of libel resulting from political broadcasts, John W. Guider, acting chairman of the committee on communications of the American Bar Association, proposed a rule to release a station from liability whenever the management had "exercised due and reasonable care to avoid the utterance of defamation."

In October another endorsement of American radio appeared. The Department of Commerce's *Radio Markets of the World*, a biennial review of world radio, reported that those countries that allowed advertising on the air showed the greatest developments in their systems of broadcasting.

Also in October, ASCAP's Mills and NAB's Oswald F. Schuette announced a compromise in copyright fees. Sustaining fees for 340 stations of less than 500 watts would be reduced 36%, and fees for stations in the 1 kw class would be reduced between 20%-30%, but Mills also moved to reduce fees for newspaper-owned stations. Mills offered to cut their sustaining fees in half and reduce the percentage fees because of the "substantial contributions to the promotion . . . of music made by newspapers." The NAB labeled the offer discriminatory and divisive.

Copyrights and the international frequency allocations occupied prominent places in the discussion at the 10th annual NAB convention in St. Louis Nov. 13-16. Senator Dill sent an unsolicited letter to *BROADCASTING* stating that: "This latest attempt of ASCAP to curry favor with the great newspapers of this country is a new illustration of their attempt to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of 90% of the copyrights on the most popular music. I sincerely hope that radio stations owned by newspapers will not be induced by this mess of pottage to endanger their birthright to run radio stations."

At its convention, the NAB organized to fight ASCAP. Alfred J. McCosker, president of WOR New York, was elected president, and with Schuette, director of copyright activities, continued the NAB fight for another year. The NAB platform called for greatly increased funds to fight relentlessly against threats to broadcasters. In December the NAB began its new approach to the music-licensing problems by having several government agencies, including the Department of Justice, investigate ASCAP for restraint of trade and



discriminatory practices.

The year ended with other important developments. On Nov. 21 RCA and its subsidiaries willingly settled a pending antitrust suit. Under the terms of the agreements, General Electric and Westinghouse would divest themselves of their control of RCA which would become a completely independent company but would retain licensing rights for GE and Westinghouse patents as well as those of RCA. Some 4,000 pooled patents held exclusively by RCA became nonexclusive.

Also in November the American Bar Association went on record in opposition to broadcasts of sensational trials, and the Interstate Commerce Commission ruled that it had no power to regulate advertising rates since broadcasting stations are not public utilities.

Advertising on radio continued to increase in effectiveness. Beechnut, for example, announced the success of its use of electrical transcriptions to adapt ads for local markets. In a novel use of radio advertising, the Chrysler Corp. on Nov. 1 used radio to air its annual trade meeting and to introduce 75,000 Plymouth salesmen to the new 1933 cars. Using CBS Radio to link 25 cities proved less expensive than bringing all the dealers to one convention site. Chrysler also took the unusual step of buying \$500,000 worth of insurance in case the broadcast failed because of technical problems.

There were complaints about the com-

mercial volume in radio in 1932, but there was praise developed for radio's coverage of the political campaign. Senator Dill extolled radio for its fair coverage, saying that station managers had "observed the spirit as well as the letter of the law, and it is primarily for that reason that radio has rendered the greatest public service in this campaign that was ever rendered in the formation of the conclusions of the voters of a great nation. There has never been anything like it previously in this or any other country on earth." If radio's role in the campaigns increased its prestige, it did not always increase its profits. A BROADCASTING report in November argued that the presidential campaign caused "networks and stations a dead loss." Even though candidate speeches were paid for, the pre-emption of commercial spots and the need to make rebates to regular sponsors caused stations to lose money. In addition, there was anger among some listeners whose favorite programs were canceled. However, this and the sputters of the economy in 1932 did not stop the major national networks from chalking up a record aggregate gross of \$39,106,776 in time sales.

The year ended with yet another federal publication praising radio. The Federal Radio Commission's sixth annual report for fiscal year 1932, which ended June 30, appeared on Dec. 5. It noted progress in administrative, technical and judicial fields, and did not recommend any new

radio legislation.

Despite the continued progress, power and praise of the medium, BROADCASTING's closing editorial of 1932 warned: "The inclination to meddle with broadcasting, incited by professional reformers, wave grabbers and their ilk, is still there. The perennial siege of Congress hasn't been eliminated; it has simply been postponed . . . It is the legislator's duty to protect his constituents. It is the broadcaster's duty to protect himself."

### Stay Tuned

1. With what special phrase did the Music Publishers Protective Association label its records?
2. Which station was the first to broadcast daily news from Washington, D.C.?
3. What was the name of the press-radio agreement of December 1933?
4. Who was the head of the National Committee on Education by Radio?
5. What type of American music did Adolph Hitler ban from Germany's airwaves?

The answers next week,  
in "1933."



## A BEAUTIFUL CHRISTMAS GIFT OF LOVE. FROM FRANCE

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St. Louis, Mo. 63139  
Attn: Violet Knickrehm (314) 647-4900



In Canada: P.O. Box 481, Kitchener, Ontario,  
Canada N2G 4A2

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

# For the Record

As compiled by BROADCASTING, Oct. 6 through Oct. 10 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

### FM applications

■ **Tahoe City, Calif.**—Tahoe Wireless Ltd. seeks 96.5 mhz, 1.376 kw, HAAT: 2107 ft. Address: 4840 Riverband Rd., Boulder, Colo. 80301. Estimated construction cost: \$62,800; first quarter operating cost: \$29,600; revenue: \$120,000. Format: MOR/Beautiful. Principals: Robert D. Greenlee and David Margolin (50% each). Greenlee is Boulder broadcast consultant and 45% owner of Centennial Wireless Inc., licensee of KADE(AM) and KBCO(FM) Boulder. He is also 40% owner Mountain Wireless Ltd., applicant for new AM Vail, Colo. Margolin is employee of Centennial Wireless Inc. He is also 15.011% owner Bluejay Broadcasting Inc., licensee of KJKJ(FM) Logan, Utah. Ann. Sept. 22.

■ **Yucca Valley, Calif.**—Buena Vista Broadcasting Co. seeks 106.9 mhz, 5.888 kw, HAAT: 1174.5 ft. Address: 2036 Lemoyne Ave., Los Angeles 90026. Estimated construction cost: \$79,000; first year operating cost: \$58,200; revenue: \$85,000. Format: Adult MOR. Principals: H. Frank Dominguez (51%), Moctesuma Esparza (39%), Mary Helen Barro Likeness (10%). Dominguez is San Bernardino, Calif. real estate developer. He is chairman and principal stockholder of Buena Vista Telecommunications Co., which was granted cable franchise for Colton, Calif. Feb. 1980. Esparza is Los Angeles film producer. He is president of Buena Vista Telecommunications Inc. and Buena Vista Cable of Colton. Likeness is Los Angeles radio producer and hostess. Ann. Sept. 22.

■ **Homosha Springs, Fla.**—Seven Rivers Broadcasting Inc. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 1113 Mandy Lane, New Port Richey, Fla. 33552. Estimated construction cost: \$111,100; first quarter operating cost: \$18,500; revenue: \$150,000. Format: Contemporary. Principals: Thad M. Lowrey (90%) and Matthew Johns (10%). Lowrey owns New Port Richey public relations firm. Lowrey also is consultant WGUL(AM)-WPSO-FM New Port Richey. Johns is former announcer WGUL(AM)-WPSO-FM. Ann. Sept. 22.

■ **Madison, Fla.**—Madison Communications Corp. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 1701 Lake Bedford Rd., Tallahassee, Fla. Estimated construction cost: \$73,100; first quarter operating cost: \$19,700; revenue: \$60,000. Format: Adult Contemporary. Principals: C. Bettie Wimbish (60%), James E. Bradwell (33.3%). Wimbish is 17.5% owner of Tallahassee FM applicant. Bradwell is Tallahassee at-

torney and has no other broadcast interests. Ann. Sept. 22.

■ **Martinez, Ga.**—Wayne Communications Inc. seeks 94.3 mhz, 3 kw, HAAT: 298.9 ft. Address: P.O. Box 57, Doctors Inlet, Fla. 32030. Estimated construction cost: \$98,300; first year operating cost: \$108,400; revenue: \$89,500. Format: CW/Gospel. Principals: Frank L. Herrington (51%), Ernest L. Reid, Jr. (10%). Herrington is president of Wayne Communications. Reid is Stuart, Fla. real estate broker. They have no other broadcast interests. Ann. Sept. 22.

■ **Covington, Ind.**—Covington Area Broadcasting Inc. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 820 N. 4th St., Covington 47932. Estimated construction cost: \$79,600; first quarter operating cost: \$42,600; revenue: \$122,200. Format: MOR/Popular. Principals: Ray E. Derringer and wife, Ruby M., Ronald M. Pierson and wife, Connie L., Don E. White and wife, Ruth G., and Robert C. Wright and wife, Bonnie J. (12.5% each). They have no other broadcast interests. Ann. Sept. 22.

■ **Dubach, La.**—Dubach Radio Inc. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 207 West Alabama, Ruston, La. 71270. Estimated construction cost: \$95,000; first quarter operating cost: \$17,130; revenue: \$72,000. Format: MOR. Principals: Frank W. Sumrall and David A. Matison, Jr. (24% each), Robert S. Sumrall and Eric D. Matison (21% each), and Charles Taylor (10%). Frank Sumrall and son Robert are licensees of WAML(AM) Laurel and WEEZ(FM) Heidelberg, both Mississippi. David Matison is president, director and 46.42% owner of New Laurel Radio Station Inc. He has no other broadcast interests. Ann. Sept. 22.

■ **Tallulah, La.**—MIA Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 290 ft. Address: 1761 Polk St., Gary, Ind. 46407. Estimated construction cost: \$28,000; first year operating cost: \$149,000; revenue: \$140,000. Format: MOR. Principals: C. Timothy Christopher (65%), Kenneth A. Christopher and wife, Sharon (10% each) and three others (5% each). C. Timothy and Kenneth are brothers. C. Timothy Christopher is Gary, Ind. consulting engineer. He has no other broadcast interests. Ann. Sept. 22.

■ **Blue Earth, Minn.**—Minn-Iowa Radio Inc. seeks 100.9 mhz, 3 kw, HAAT: 216 ft. Address: 752 Bluffview Circle, Winona, Minn. 55987. Estimated construction cost: \$38,700; first quarter operating cost: \$55,600; revenue: \$15,000. Format: MOR. Principals: Jerry Papenfuss (85%) and three others (5% each). Papenfuss owns KAGE-AM-FM Winona, Minn. and KBRF-AM-FM Fergus Falls, Minn. Ann. Sept. 22.

■ **Crookston, Minn.**—Agassiz Broadcast Group Inc. seeks 96.1 mhz, 100 kw, HAAT: 455 ft. Address: Box

24, Rte. 1, Crookston 56716. Estimated construction cost: \$217,785; first year operating cost: \$30,995; revenue: \$138,600. Format: Religious. Principals: John W. Reitmeier (40%) and sister Jane E. (35%), and Michael S. Brouse (25%). Brouse is director of KDZW Crookston, where Reitmeier is employed. They have no other broadcast interests. Ann. Sept. 22.

■ **Crookston, Minn.**—Joyce L. Hagen seeks 96.1 mhz, 100 kw, HAAT: 442 ft. Address: 103 East Seventh St., Crookston 56716. Estimated construction cost: \$9,000; first year operating cost: \$60,000; revenue: \$80,000. Format: MOR. Principal: Joyce L. Hagen (100%) Crookston attorney. She has no other broadcast interests. Ann. Sept. 22.

■ **Crookston, Minn.**—Tex-Linc Media Inc. seeks 96.1 mhz, 100 kw, HAAT: 446 ft. Address: 5944 Luther Lane, Dallas, Tex. 75225. Estimated construction cost: \$201,100; first-year operating cost: \$30,000; revenue: \$131,360. Format: MOR/CW. Principals: Robert D. Hanna, William Schwartzkopf, Edward H. Tricker (27% each), and Paul C. Schorr III (19%). Hanna is director and 60% owner of two Dallas firms engaged in broadcast consulting and sound equipment sales. Schorr is president and 40% owner of Lincoln, Neb. construction company where Schwartzkopf is vice president. Tricker is Lincoln, Neb. attorney. Hanna and Schwartzkopf each have 20% interest in Chess Enterprises Inc., licensee of KERV(AM)-KPFM Ker-ville, Tex. They also have interests in Black Cat Broadcasting Inc., which has applied for transfer of license of KROX(AM) Crookston, Minn. Ann. Sept. 22.

■ **Montevideo, Minn.**—O&I Broadcasting seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 218 Thief River Falls, Minn. 56701. Estimated construction cost: \$16,800; first quarter operating cost: \$31,000; revenue: \$168,000. Format: Popular/CW. Principals: Lawrence B. Mike, Thomas A. Gryskiewicz, Richard W. Smith (33.33% each). Mike is sales manager KKAQ Thief River Falls. Smith is salesman KDMA(AM) Montevideo. Gryskiewicz is St. Paul, Minn. health care consultant. They have no other broadcast interests. Ann. Sept. 22.

■ **Kirkville, Mo.**—Admiral Broadcasting Corp. seeks 93.5 mhz, 3 kw, HAAT: 505 ft. Address: 8229 Maryland, St. Louis, Mo. 63105. Estimated first quarter construction cost: \$27,800; first quarter operating cost: \$24,600; revenue: \$20,000. Format: Contemporary. Principal Irvin David (100%), president St. Louis advertising firm. He has no other broadcast interests. Ann. Sept. 22.

■ **Knob Noster, Mo.**—Warrensburg Broadcasters Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 109 West Culton, Warrensburg, Mo. 64093. Estimated con-

## Summary of broadcasting

### FCC tabulations as of Aug. 31, 1980

	Licensed	On air, STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,561	3	0	4,564	122	4,686
Commercial FM	3,233	2	0	3,235	145	3,380
Educational FM	1,068	0	1	1,069	85	1,154
Total Radio	8,862	5	1	8,868	352	9,220
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	86	315
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	12	174
Total TV	997	4	12	1,013	114	1,127
FM Translators	322	0	0	322	187	509
TV Translators						
UHF	2,553	0	0	2,553	252	2,805
VHF	1,324	0	0	1,324	478	1,802

\*Special temporary authorization

\*\*Includes off-air licenses



struction cost: \$49,100; first year operating cost: \$60,400; revenue: \$110,000. Format: Contemporary. Principals: Janie Uhler and children, Jill and Bruce (17% each), Virginia Maxson (14%) and five others (7% each). Janie Uhler is general manager of Warrensburg clothing store (where Jill is employee) and vice president and 33% owner of Warrensburg real estate firm (where Bill is also 33% owner). Maxson is 50% owner of Warrensburg medical laboratories. They have no other broadcast interests. Ann. Sept. 22.

■ Nevada, Mo.—Nevada Broadcasting Corp. seeks 94.7 mhz, 3 kw, HAAT: 300 ft. Address: 60 West 4th St., St. Paul, Minn. Estimated construction cost: \$116,500; first quarter operating cost: \$20,900; revenue: \$35,000. Format: MOR. Principal: William J. O'Brien (100%) St. Paul investor and president of Havre Broadcasting Corp., applicant for new FM in Havre, Mont., and Goodland Broadcasting Corp., applicant for new FM in Goodland, Kan. Ann. Sept. 22.

■ Havre, Mont.—Hi-Line Radio Fellowship Inc. seeks 95.1 mhz, 100 kw, HAAT: 793 ft. Address: 601 Third St., Havre 59501. Estimated construction cost: \$224,600; first quarter operating cost: \$30,800; revenue: \$40,000. Format: Religious. Principal: Marvin R. Calahan, Havre life insurance agent. He has no other broadcast interests. Ann. Sept. 22.

■ Taos, N.M.—Community Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: -794 ft. Address: 3870-B Arizona St., Los Alamos, N.M. Estimated construction cost: \$48,500; first quarter operating cost: \$21,000; revenue: \$33,000. Format: CW/contemporary. Principals: Darrel K. Burns and wife Hazel L. (50% each). Community Broadcasting Co. is also licensee of KRNS-AM-FM Los Alamos and KGIW(AM)-KALG-FM, Alamosa, Colo. Darrel Burns is also licensee of KBUH-AM-FM Brigham City, Utah. Ann. Sept. 22.

■ Elizabeth City, N.C.—Campbell Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 291 ft. Address: P.O. Box 1408, Elizabeth City 27909. Estimated construction cost: \$32,700; first quarter operating cost: \$12,100; revenue: \$15,000. Format: CW. Principal: A. Hartwell Campbell (100%). He is also licensee of WGAI Elizabeth City and WGTN(AM) Wilson, N.C. Ann. Sept. 22.

■ Elizabeth City, N.C.—Town & Country Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 290.5 ft. Address: P.O. Box N, Edenton, N.C. 27896. Estimated construction cost: \$59,500; first quarter operating cost: \$23,100; revenue: \$100,000. Format: CW. Principals: Joseph E. Revels and Donald W. Christopher (50% each). Revels is sales representative and owns Edenton sound equipment firm. Christopher is manager of Charlotte, N.C. sound equipment firm. They have no other broadcast interests. Ann. Sept. 22.

■ Enid, Okla.—Haskin Broadcasting Corp. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 605, Enid 73701. Estimated construction cost: \$113,400; first quarter operating cost: \$33,200; revenue: \$162,000. Format: Popular. Principals: James A. Haskin (25%) and wife, Nancy K. (26%), Lee E. Haskin and wife, Sherry L. (15% each), Sara J. Haskin (19%). Sara is mother of James and Lee. James and Nancy Haskin own several Enid business properties. Lee Haskin is account executive at Dallas business forms company. They have no other broadcast interests. Ann. Sept. 22.

■ Guymon, Okla.—Texas County Broadcasting seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address Box 630 Perrytown, Tex. 79070. Estimated construction cost: \$98,600; first quarter operating cost: \$32,800. Format: Adult contemporary. Principals: John C. Ellzey and wife, Shargo G. (37.5% each), and Paul S. Easter and wife, Sandra A. Monteroso (12.5% each). Sharon Ellzey owns KEYE-AM-FM Perryton, Tex., where John Ellzey is vice president, operations. Paul Easter is employed by KOLY-AM-FM Odessa, Tex. Ann. Sept. 22.

■ Whitehouse, Tex.—Smith County Broadcasters seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 929, Tyler, Tex. 75710. Estimated construction cost: \$60,600; first quarter operating cost: \$18,800; revenue: \$110,000. Format: Popular. Principals: Marshall and nephew, Clint Fromby (30% each) and Graddy Tunnell and Don Chaney (20% each). Smith County Broadcasters is also licensee of KTBB(AM) Tyler, Tex. Clint Fromby is general manager of KPAN-AM-FM Hereford, Tex., where he and Marshall Fromby each have 50% interest. They also each have 40% interest in KLVT(AM) Levelland, Tex. and 50% interest in KTEM-AM-KPLE-FM Temple, Tex. Ann. Sept. 22.

■ South Burlington, Vt.—Lake Champlain Communications Corp. seeks 95.3 mhz, 3 kw, HAAT 402 ft.

Address 955 So. Prospect St., South Burlington 05401. Estimated construction cost: \$81,300; first-quarter operating cost: \$44,000; revenue: \$67,700. Format: CW. Principals: John R. Hughes (66 2/3%) wife, Eve H. (33 1/3%). John Hughes is general manager and 3.72% owner of WEZF-FM-TV Burlington. He also owns 10% of WHOS(AM)-WDRM-FM Decatur, Ala. Ann. Sept. 22.

## Licenses granted

■ WGRG(FM) Greensboro, Ga.

■ KLIL(FM) Moreauville, La.

■ KOYB(FM) Spring Grove, Minn.

■ Ogdensburg, N.Y.—Granted CP for new FM on 92.7 mhz, ERP: 1.9 kw; ant. height 370 ft.; condition. Action Sept. 8.

■ \*WXPB(FM) Philadelphia.

■ \*WJWJ-FM Beaufort, S.C.

## Ownership Changes

### Applications

■ KANC(AM) Anchorage, Alaska (AM: 1080 khz, 10 kw-U)—Seeks transfer of control of Mt. Susitana Broadcasting Corp. from Media Inc. (75.8% before; none after) to Yukon Broadcasting Corp. (none before; 75.8% after). Consideration: \$530,730. Sellers: Rey Paschal (74.3%), Steven L. Rhyner (12.2%) and others. They also own KIFW-AM-TV Sitka; KJNO(AM) Juneau, and KETH(AM) Ketchikan, all Alaska. Buyer: Jacqueline Lindauer (100%). She is executive secretary for Anchorage-based citizens group, Common Sense For Alaska. She has no other broadcast interests. Ann. Sept. 23.

■ WGTN(AM)-WQUH(FM) DeFuniak Springs, Fla. (AM: 1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw-U)—Seeks assignment of license from Euchee Valley Broadcasting Co. to DeFuniak Communications Inc. for \$300,000. Seller: Stamper Collins who has no other broadcast interests. Buyer: Robert Schumann (90%) and Arthur Dees and wife, Martha (10%) jointly. Schumann is investment counselor based in Binghamton, N.Y., Dees is general manager of WSKG(FM) Binghamton, N.Y. Martha is housewife. They have no other broadcast interests. Ann. Sept. 29.

■ KDEO(AM) Waipahu, Hawaii (AM: 940 khz, 10 kw-U)—Seeks assignment of license from Westwood Broadcasting Corp. to KDEO Associates for \$529,000. Seller: Ronald Jacobs 85.4% and Wesley T. Park (14.6%). They have no other broadcast interests. Sellers will retain 50% interest in station as venturer in KDEO Associates. Buyer: Joint venture owned by Westwood (50%) [see above] and Archipelago Broadcasting Corp. (50%). Archipelago is owned by Jerold H. Rubenstein, Arthur Mogull, Jeff S. Wald, Lester Warshaw, Saul Brandeman and Irving L. Azoff (16.66% each). Rubenstein is former chairman of ABC Records, Los Angeles and is currently consultant for Capitol EMI Industries, Los Angeles-based record manufacturer and distributor. Mogull is partner with Rubenstein in several Beverly Hills-based music recording and publishing firms. Wald is Beverly Hills television producer. Warshaw owns Los Angeles export company. Brandeman is owner of several Los Angeles clothing manufacturing companies. Azoff owns Los Angeles personal management firm. They have no other broadcast interests. Ann. Sept. 23.

■ WPOK-AM-FM Pontiac, Ill. (AM: 1080 khz, 1 kw-D; FM: 103.1 mhz, 3 kw-U)—Seeks transfer of control of Bret Broadcasting Corp. from E.B. Groen and wife Naomi (50% each) (100% before; none after) to Happy Radio Inc. (none before; 100% after). Consideration: \$479,360. Principals: Groens have no other broadcast interests. Buyer: Anthony Sutter (70%) and Fred M. Weinberg and Robert C. Klein (15% each). Sutter owns Peoria, Ill., real estate company. Weinberg is Peoria account executive financial planning firm. Klein is captain in U.S. Air Force, based in Tacoma, Wash. They have no other broadcast interests. Ann. Sept. 23.

■ WALM(AM) Albion, Mich. (AM: 1260 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Triad Stations Inc. to WALM Inc. for \$300,000. Seller: C. Wayne Wright, president (41.1%) and 46 others all with less than 5%. They also own WELL(FM) Marshall, Mich. Buyer: William C. Gaines (60%) and wife, Nellie (40%). Gaines is former reporter with *Chicago Tribune*. Nellie is housewife. They have no other broadcast interests. Ann. Sept. 25.

■ KWEW(AM) Hobbs, N.M. (AM: 1480 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from KWEW Inc. to Cottonwood Communications Corp. for \$450,000. Seller: Walter E. Whitmore Jr. (80%) and Harry M. McAdams (20%). They have no other broadcast interests. Buyer: Robert J. Flotte (100%). He owns and operates KSPA(AM) Alamogordo, N.M. Ann. Sept. 29.

## Actions

■ KFAT(FM) Gilroy, Calif. (FM: 94.5 mhz, 1.15 kw)—Granted assignment of license from Wheatstone Bridge Engineering Co. to Harvey Levin for \$2.5 million. Seller: Lorenzo W. Milam and Jeremy D. Lansman (43% each), E. Vernon Buck (4%) and five others. They have no other broadcast interests. Buyer: Levin is former vice president and general manager of KNEW(AM) Oakland, Calif. He owns KUIC(FM) Vacaville, Calif. Action Sept. 18.

■ WEZJ(AM) Williamsburg, Ky. (AM: 1440 khz, 1 kw-D)—Granted transfer of control of station from Honus Shain (100% before; none after) to Paul Estes (none before; 100% after). Consideration: \$475,000. Principals: Shain has no other broadcast interests. Estes is mayor of Williamsburg and has no other broadcast interests. Action Sept. 18.

■ WTXV(AM) Whiteville, N.C. (AM: 1540 khz, 1 kw-D)—Granted transfer of control of Waccamaw Broadcasting Co. from Gregory Singletary and family (100% before; none after) to Tommie Grainger and Kendrick E. Wilkes (none before; 100% after). Consideration: \$110,000. Principals: Singletarys have no other broadcast interests. Buyers: Grainger owns Conway, S.C., pulpwood dealership. He also owns 50% of WJXV(AM) Conway. Wilkes owns Timmonsville, S.C., grocery store. He has no other broadcast interests. Action Sept. 30.

■ KROW(AM) Dallas, Ore. (AM: 1450 khz, 5 kw-D)—Granted assignment of license from KROW Radio Inc. to Firebird Communications Inc. for \$170,000. Seller: Lloyd B. Ericsson (51%), wife, Patricia (1%) and Edward P. Charapata (48%). They have no other broadcast interests. Buyer: Mark Binoff and Kolman C. Rutkin (50% each). Binoff owns Crescenta, Calif., broadcast production company. Rutkin is president of S. Pasadena, Calif., radio production firm. They both have 20% interest in applicant for new FM at Monterey, Calif. Action Sept. 19.

■ WKCM(AM) Winnsboro, S.C. (AM: 1250 khz, 500 w-D)—Granted assignment of license from Guardian Research Inc. to Fairfield Broadcasting Inc. for \$280,000. Seller: Ben H. Davis (71.43%) and Carter B. Robertson (28.57%). Davis owns WFIS(AM) Fountain Inn, S.C. Robertson has no other broadcast interests. Buyer: William B. Sanders (51%) and John E. Benson (49%). Sanders is president and general manager of WSSC(AM) Sumter, S.C. Benson is former sales representative for WSSC. Action Sept. 17.

■ KMND(AM) Midland, Tex. (AM: 1510 khz, 500 w-D)—Granted assignment of license from United Communications Co. to Dale Palmer. Gary Willingham and Thomas Shuler (33 1/3% each) for \$150,000. Seller: Robert and Pat Martin (married) who have no other broadcast interests. Buyers: Palmer is president, general manager and 10% owner of KKCS-AM-FM Colorado Springs. Willingham owns Tyler car dealership. Shuler is Tyler attorney. Latter two have no other broadcast interests. Action Sept. 25.

■ WJBQ-FM Scarborough, Me. (FM: 106.3 mhz, 3 kw)—Granted assignment of license from Greater Portland Radio Inc. to Dirigo Communications Inc. in exchange for WDSC(FM) Portland, Me. (each worth \$262,500). Seller: Marjorie Bride (51%) and husband, John (49%). They also own WJBQ(AM) Westbrook, Me., and WMB(AM) Ambridge, Pa. John owns 20% of WAZE(AM) Clearwater, Fla. Buyer: Frederic A. Miller (100%). He owns WCAS(AM) Cambridge, Mass., and is permittee of WDCL(AM) Gorham, Me. Action Aug. 20.

## Facilities Changes

### FM applications

■ KAZI(FM) Austin, Tex.—Seeks CP to increase ERP to 1.62 kw; decrease HAAT to 345 ft., change TL to 1200 Camp Craft Rd., Austin, Tex., and make changes in ant. Ann. Oct. 2.

### AM action

■ WCRL(AM) Oneonta, Ala.—Granted CP to in-

crease power to 2.5 kw. Action Sept. 8.

■ **KNEM(AM)** Nevada, Mo.—Granted CP to increase D to 1 kw. Action Sept. 8.

■ **WKMB(AM)** Stirling, N.J.—Granted CP to increase power to 2.5 kw; change to DA; and make changes in ant. sys.; conditions. Action Sept. 11.

■ **KBMR(AM)** Bismarck, N.D.—Granted CP to increase power to 50 kw; install DA-2, delete RC; change SL to Lincoln, N.D.; add N power with 10 kw; change TL to State Highway 1806 13.5 miles S.S.E. of Mandan, N.D.; conditions. Action Sept. 11.

■ **WLYC(AM)** Williamsport, Pa.—Granted CP to change TL to Cemetery Rd., near Wildwood Cemetery between Williamsport and Garden View, Loyalsock Township, Pa.; conditions. Action Sept. 8.

■ **WLIC(AM)** Adamsville, Tenn.—Granted CP to increase power to 2.5 kw, and install DA; conditions. Action Sept. 8.

#### FM action

■ **KPEN(FM)** Los Altos, Calif.—Granted CP to make changes in ant. sys.; change TL to on Kaiser Cement Plant Prop. 2 miles W. of Monte Vista, Calif. (outside city limits); change type trans. and ant.; increase ant. height to 300 ft., and change TPO. Action Sept. 8.

■ **\*WDOM(FM)** Providence, R.I.—Granted CP to increase ERP to 125 kw; ant. height to 130 ft.; install new ant. and make changes in ant. sys.; conditions. Action Sept. 8.

#### TV action

■ **KEMO-TV** San Francisco—Granted CP to change ERP to 1700 kw, MAXERP to 5000 kw, ant. height to 1270 ft.; condition. Action Sept. 5.

■ **WSNS-TV** Chicago—Granted CP to change ERP to 1050 kw vis., 123 kw aur. and make changes in ant. sys.; condition. Action Sept. 5.

## Allocations

#### Actions

■ **Colorado Springs, Colo.**—In response to request by Sangre de Cristo Communications Inc., withdrew its petition proposing assigning UHF TV Channel 30 to Colorado Springs as its fourth television assignment in light of FCC's action granting Sangre de Cristo's application to operate translator station on unassigned frequency (RM-3520). Action Sept. 18.

■ **Bay City, Tex.**—Granted request by Nathan Blum and extended through Sept. 29 time to file replies to responses in the amendment of FM channel assignments at Bay City (RM-3702). Action Sept. 23.

## Translators

#### UHF applications

■ **Little Rock, Ark.**—Little Rock Television Co. seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 395 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

■ **Fresno, Calif.**—Jerome N. Duncan II seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 62 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

■ **Santa Maria, Calif.**—Central Coast Good News Inc. seeks CP for new UHF translator on ch. 65 (TPO: 100 w, HAAT: 20 ft.) to rebroadcast directly KTBN(TV) Fontana, Calif. Ann. Sept. 30.

■ **Atlanta—Corp.** for Black TV of Atlanta seeks CP for new UHF translator on ch. 14 (TPO: 100 w, HAAT: 210 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Oct. 2.

■ **Des Moines, Iowa**—The Television Ten Inc. seeks CP for new UHF translator on ch. 53 (TPO: 100 w, HAAT: 279 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

■ **Baton Rouge**—Panorama Broadcasting Co. seeks CP for new UHF translator on ch. 53 (TPO: 100 w, HAAT: 279 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

■ **Poplar Bluff, Mo.**—Turner-Farrar Inc. seeks CP for new UHF translator on ch. 15 (TPO: 100 w, HAAT:

546 ft.) to rebroadcast indirectly WSIL-TV Harrisburg, Ill. Ann. Sept. 30.

■ **Albuquerque, N.M.**—Comstar Corp. seeks CP for new UHF translator on ch. 55 (TPO: 100 w, HAAT: 311 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

■ **Wilmington, N.C.**—James K. and Hope S. Smith seek CP for new UHF translator on ch. 56 (TPO: 100 w, HAAT: 140 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Oct. 2.

■ **Columbus, Ohio**—Thomas S. Blanton seeks CP for new UHF translator on ch. 56 (TPO: 100 w, HAAT: 575 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Oct. 2.

■ **Dayton, Ohio**—The Television Ten Inc. seeks CP for new UHF translator on ch. 66 (TPO: 100 w, HAAT: 1,076 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Oct. 2.

■ **Pittsburgh**—Barbara Smith seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 600 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Sept. 30.

■ **Charleston, S.C.**—Barbara Smith seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 983 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Sept. 30.

■ **Columbia, S.C.**—Barbara Smith seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 174 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Oct. 2.

■ **Chattanooga, Tenn.**—Talley TV Corp. seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 320 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Sept. 30.

■ **Knoxville, Tenn.**—Titilola Payne seeks CP for new UHF translator on ch. 43 (TPO: 100 w, HAAT: 274 ft.) to rebroadcast indirectly WRBV(TV) Vineland, N.J. Ann. Sept. 30.

■ **Camp Verde, Tex.**—Via Cable Inc. seeks CP for new UHF translator on ch. 55 (TPO: 20 w, HAAT: 180 ft.) to rebroadcast directly KENS(TV) San Antonio, Tex. Ann. Sept. 30.

■ **Madison, Wis.**—Lloyd Hearing Aid Corp. seeks CP for new UHF translator on ch. 47 (TPO: 1000 w, HAAT: 553 ft.) to rebroadcast directly WQRF(TV) Rockford, Ill. Ann. Oct. 2.

## Cable

■ The following cable service registrations have been filed:

■ **Sammons Communications Inc.** for Morristown, Tenn. (TN0035) add signal.

■ **Blue Water Cable Inc.** for Opolis, Kan. (KS0228) new system.

■ **Delta Video Inc.** for Samburg, Tenn. (TN0176) new system.

■ **Cox Cable of Orland Park Inc.** for Orland Park, Ill. (IL0411) new system.

■ **Telcom Cablevision Inc.** for Rock Hill, Shrewsbury, Kirkwood, Glendale, Webster Groves, Bridgeton, Oakland, all Missouri (MO021-223) new system.

■ **American Cable Television Inc.** for Chandler, Ariz. (AZ0105) new system.

■ **Lincoln Cable TV Inc.** for Lincoln, Brookfield Estates, Apple Valley, Briardale, West Heart, Imperial Valley, Glenwood Estates, Sibley Island Estate, Prairie View, Apple Creek County, and Acres-A-Plenty, all North Dakota (ND006-78) new system.

■ **Warner Amex Cable Communication of St. Louis, Inc.** for Crestwood, Westwood, Richmond Heights, all Missouri (MO0224, 25, 26) new system.

■ **Video International Productions Inc.** for Dallas (TX0586) add signal.

■ **Westmoreland Cable Co.** for Fawn, Frazer, Hampton, Indiana, West Deer, all Pennsylvania (PA1804-9) add signal.

■ **Vision Cable of Pinellas Inc.** for Clearwater, and Belleair, both Florida (FL0492, 3) add signal.

■ **Danville Lancaster Cablevision Inc.** for Danville, Ky. (KY0031) add signal.

■ **Amvideo Cable Corp.** for Prince William, Quantico, both Virginia (VA241, 2, 173) new system.

■ **Satellite Cable TV Inc.** for Redstone Arsenal, Ala. (AL0126) add signal.

■ **Rockford Cablevision Inc.** for Cherry Valley, Ill. (IL0412) new system.

■ **Sammons Communications Inc.** for Waynesville, Hazelwood, and Haywood, all North Carolina (NC0035, 34, 57) add signal.

■ **ABC Gas Corp.** for Keyrock, W. Va. (WV0642) new system.

■ **Cable TV Co.** for Wrightsville Beach, N.C. (NC0041) add signal.

■ **Tongue River Cable TV** for Ranchester, Dayton, both Wyoming (WY0094) add signal.

■ **Silver Screen Inc.** for Dallas (TX0656) new system.

■ **Daniel Bowling Cable TV** for Richouse Creek and Hyden, both Kentucky (KY0165, 6) new system.

■ **TV Cable of Frisco Inc.** for Frisco, Tex. (TX0657) new system.

■ **TV Cable of Sanger Inc.** for Sanger, Tex. (TX659) new system.

■ **TV Cable of Highland Village Inc.** for Highland, Tex. (TX0658) new system.

■ **Micro-Cable Communications Corp.** for Yuma Proving Grounds, Ariz. (AZ0106) new system.

■ **Corydon Cablevision Inc.** for Clarinda, Iowa (IA0117) new system.

■ **American Television and Communications Corp.** for Aston, Lower Chichester, and Marcus Hook, all Pennsylvania (PA1893, 94, 95) new system.

■ **Tongue River Cable TV** for Story, Wyo. (WY0096) new system.

■ **Blue Ridge Cable of Central Pennsylvania Inc.** for Davison, Pa. (PA1880) new system.

■ **Delta Video Inc.** for Parma, Mo. (MO0143) add signal.

■ **Continental Cablevision of Virginia Inc.** for Henrico, Va. (VA0179) add signal.

■ **Elkhart TV Cable Co.** for Elkhart, Kan. (KS0026) add signal.

■ **Galaxie Cablevision Corp.** for Paint Creek, W. Va. (WV0644) new system.

■ **Omnicom of Michigan Inc.** for Plymouth, Mich. (MI0452) new system.

■ **Continental Cablevision of Richmond** for Richmond, Va. (VA0205) add signal.

■ **Riverside Cable TV Inc.** for Little Rock, Ark. (AR0191) add signal.

■ **Clarinda Cablevision Inc.** for Dyersville, Iowa (IA0116) new system.

■ **Coulee Cable** for Grand Coulee, Wash. (WA309) new system.

■ **Head-End Cable Television Inc.** for Nekoosa, Wis. (WI0231) new system.

■ **Lake Shore Master Antenna Corp.** for Eufaula, Ala. (AL0074) add signal.

■ **Leesburg Cablevision Inc.** for Lake, Fruitland Park, Leesburg, all Florida. (FL0239, 064, 5) add signal.

■ **Jack Barry Cable TV** for Playa Del Rey and Westchester, both California (CA0774, 775) add signal.

■ **Storer Cable TV of Florida Inc.** for Sarasota, Fla. (FL0104) add signal.

■ **Montgomery County Cablevision Inc.** for Gaithersburg, Md. (MD0057) add signal.

■ **Liberty TV Cable Inc.** for Vidalia and Lyons, both Georgia (GA0032, 25) add signal.

■ **Ind. Co. TV Cable Inc.** for Black Rock and Portia, both Arkansas (AR0198, 9) add signal.

■ **Seemore TV Co.** for Basrop, La. (LA0025) add signal.

■ **Laverne TV Cable Co. Inc.** for Laverne, Okla. (OK0036) add signal.

■ **Benton Cable TV Co.** for Benton, Ky. (KY0008) add signal.

■ **SJM Cablevision Inc.** for Macksville, Kan. (KS0210) add signal.

■ **Rantoul CATV Co.** for Rantoul, Ill. (IL0200, 1) add signal.

■ **Conley's TV Cable** for Garrett, Lackey, Eastern, all Kentucky (KY0459, 60, 62, 63) new system.

■ **American Television and Communications Corp.** for Trainor, Chester, both Pennsylvania (PA1896, 97)



new system.

- Consolidated Cable Utilities Inc. for Montgomery and Sandwich, both Illinois (IL0414, 13) new system.
- Conley's TV Cable for Lackey and Hueysville, both Kentucky (KY0464, 5) new system.
- ABC Gas Corp. for Glover, W. Va. (WV0643) new system.
- Ind. Co. TV Cable Inc. for Strawberry, Ark. (AR0201) new system.
- Springville Cable TV for Springville, Utah (UT0016) 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

- Yantarni, Alaska—Alascom Inc. (4.5 m; Andrew; E2597).
- Springfield, Ill.—WICS-TV Inc. (7 m; S-A; E2589).
- Greenfield, Ind.—Horizon Communications Corp. (5 m; AFC; E2604).
- Strong City, Kan.—Flint Hills Cable Inc. (5 m; AFC; E2592).
- Offshore Drilling No. 4, Gulf of Mexico, La.—Satellite Services, Inc. (3.4 m; E2596).
- Cuba, N.Y.—Cuba Cable Inc. (6 m; Harris, E2603).
- Hamden, N.Y.—Hamden Community TV Club Inc. (5 m; AFC; E2591).
- Tulsa, Okla.—Tulsa 23 (5 m; S-A; E2602).
- Roosevelt Roads, P.R.—RCA American Communications Inc. (15.5 m; E2594).
- Alief, Tex.—Gulf Coast Cable Television (6 m; Harris; E2600).
- Temple, Tex.—Metrovision Inc. (6 m; Gardiner; E2598).
- Salt Lake City—U.S. Satellite Corp. (10 m; S-A; E2595).
- Auburn, Wash.—Clearview TV Cable of Enumclaw Inc. (10 m; Andrews; KB93).
- Leavenworth, Wash.—Harbor Properties Inc. (4.6 m; S-A; E2593).
- Sunnyside, Wash.—Full Gospel Business Men's Fellowship International (6.1 m; US Tower; E2599).
- St. Albans, W. Va.—Kanawha Cable Co. (4.6 m; S-A; E2590).
- Cheyenne, Wyo.—Frontier Broadcasting Co. (4.6 m; S-A; E2601).

### Grants

- Western Arizona City, Parker, Ariz.—E2453
- RCA Americom Communications Inc., Sunnysvale (AFS), Calif.—KH80
- Holiday Inn, Lake City, Fla.—E2347
- Teleprompter Corp., Coal Valley, Ill.—E2462
- City of Madison, Ill.—E2414
- Continental Cablevision of Cook County, North Lake, Ill.—E2456
- Teleprompter Corp., Maquoketa, Iowa—E2458
- Benton Cable TV, Benton, Ky.—E2460
- American Satellite Co., Loring AFB, Me.—WB37
- Westinghouse Broadcasting Co., Owings Mills, Md.—E2412
- Dow Jones & Co., Chicopee, Mass.—WB41
- Greater Star Link Corp., Detroit—WH30
- Warner Amex Cable Communications Inc., Houston, Miss.—E2444
- Newchannels Corp., Delhi, N.Y.—E2461
- Teleprompter Corp., Newburgh, N.Y.—WL73
- Continental Cablevision of Ohio, Cheviot, Ohio—

E2452

- Oral Roberts University, Tulsa, Okla.—E2454
- Lost Creek CATV Inc., Shady Cove, Ore.—E2455
- Cox Cable Communications Inc., Cranston, R.I.—E2459
- American Satellite Co., Houston—E2388
- Bonneville International Corp., Salt Lake City—E2415
- Pine Tree Communications Inc., Woodruff, Wis.—E2176

## Call Letters

### Applications

Call	Sought by
<b>New AM's</b>	
WSOR	Hometown Communications Inc., Sycamore, Ill.
<b>New FM's</b>	
KTNC-FM	Southeast Nebraska Broadcasting Co., Falls City, Neb.
WHCR-FM	City College of New York, New York
KBTO	D & H Broadcasting Inc., Bottineau, N.D.
KIKZ-FM	Triple R Broadcasting Inc., Seminole, Tex.
KSEY-FM	Venture Group Inc., Seymour, Tex.
WTID	Voice of the People, Suffolk, Va.
KTRW	Read Broadcasting, East Wenatchee, Wash.
<b>New TV's</b>	
WVEU	Broadcast Corp. of Georgia, Atlanta
KNAN-TV	Roger D. Pinton, West Monroe, La.
KTDS	Tierra Del Sol Broadcasting Corp., Brownsville, Tex.
*KCKA	Tacoma School District No. 10, Centralia, Wash.
<b>Existing AM's</b>	
KLFF	KRUX Glendale, Ariz.
WFXW	WGSB, Geneva, Ill.
KWWO	KWWL, Waterloo, Iowa
KLDY	KFIX Liberty, Mo.
WVES	WBOC Salisbury, Md.
WGBU	WFAR Farrell, Pa.
WCAM	WACA Camden, S.C.
WNOK	WXAP Audubon Broadcasting Co., Columbia, S.C.
KRSS	KLYX Sioux Falls, S.D.
<b>Existing FM's</b>	
WYNZ-FM	WLOB-FM Westbrook, Maine
WOHQ	WBOC-FM Salisbury, Md.
KYYZ	KLAN Williston, N.D.
WWZE	WCCS Central City, Pa.
KGLX	KJMC Richfield, Utah
WANJ	WTRF Wheeling, W. Va.
KKAZ	KLEN-FM Cheyenne, Wyo.

### Grants

Call	Assigned to
<b>New AM's</b>	
KBOT	Cabot Broadcasting, Cabot, Ark.
WBCE	Ballard-Carlisle Broadcasting Co., Wickliffe, Ky.
<b>New FM's</b>	
*KAVT-FM	Independent School District No. 492, Austin, Minn.
WKJS	Kenneth J. Crosthwait, Harriman, Tenn.
<b>New TV's</b>	
WFGC	Wilshire Corp., Palm Beach, Fla.
KSWK-TV	Board of Trustees Garden City Community Jr. College, Garden City, Kan.
KLAX-TV	Cypress Communications Corp., Alexandria, La.
<b>Existing AM's</b>	
KSBO	KSEE Santa Maria, Calif.
WCIT	WKJJ Louisville, Ky.
KMOD	KXXO Tulsa, Okla.
KDOT	KAYK Provo, Utah.
KKNW	KAAR Mountlake Terrace, Wash.
<b>Existing FM's</b>	
WSKR	Talton WATM-FM Atmore, Atmore, Ala.
KIKF	KORJ Garden Grove, Calif.

WCKF  
WGEN-FM  
WJBO-FM  
WDOS  
WFSS  
WLTV  
KLNK  
KMOD-FM  
KCNH  
WWSW-FM  
KKQV  
  
KUSK  
WPCQ-TV  
WSTG  
  
WOKF Clearwater, Fla.  
WRSQ-FM Geneseo, Ill.  
WDOS Portland, Me.  
WJBO-FM Scarborough, Me.  
WFSS-FM Fayetteville, N.C.  
WOOO Statesville, N.C.  
KTLS Oklahoma City  
KMOD Tulsa, Okla.  
KPAM-FM Portland, Ore.  
WPEZ Pittsburgh  
KNTD Wichita Falls, Tex.  
  
**Existing TV's**  
KNAZ Phoenix, Ariz.  
WRET-TV Charlotte, N.C.  
WNET Providence, R.I.

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## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**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.

**Excellent management opportunity** in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to Box J-171.

**Station Manager.** Great opportunity for qualified leader who can do it all. Position is with AM station that is owned by well established and successful small group in Northwest. Send resume, references and salary requirements to Box K-83.

**Sales Manager/Assistant General Manager** for Mid-Atlantic AM/FM. We're looking for a polished pro who can direct a 7 person sales staff and sell in a highly competitive medium market. Our stations are extremely successful in both revenue and ratings... can you help us achieve even greater growth? Compensation open. EOE M/F Send complete resume and salary requirements to Box K-74.

**General Manager**—With strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary history. Box K-135.

**New Owners of WHHH Radio** Warren, Ohio taking applications for general manager. Must be sales oriented and have excellent references. This is an opportunity for someone looking to grow with an expanding organization. Contact Frank Mangano, 120 West Sixth Street, East Liverpool, OH 43920. Phone 216-385-1490.

### HELP WANTED SALES

**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 one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111 EOE.

**Experienced Salesperson** needed for new FM station in Southern New Mexico. Excellent opportunity for advancement. Call 505-434-1165.

**Sales Person** with air experience. Good solid opportunity. Resume and salary requirements. WTSB/WGSS, PO Box 393, Lumberton, NC 28358.

**Self-starter sales person** needed for Western Maryland full-time AM/FM group owned operation. Opportunity for rapid advancement limited only by your ability to produce. Compensation commensurate with experience. Call General Manager, WARK/WVCS, Hagerstown, MD. Phone 1-301-733-4500. An equal opportunity employer.

**We're looking** for an ambitious account executive for Wilmington's number one AM/FM combination. Great opportunity with an outstanding company. Send resumes to: Laura Richbourg, N.C. Broadcasting, P.O. Box 20204, Greensboro, NC 27420. An Equal Opportunity Employer.

**South Florida Career Opportunity.** Dynamic growing talk radio station expanding sales force. Dynamite potential for explosive sales people. We'll put our money where your mouth is. Call Bob Heller, General Sales Mgr., 305-467-3805.

**High-powered sales manager** wanted for class C, group-owned FM in medium Texas growth market (live AOR format). Welsh experienced preferred. Write Greg Gentling, 122 S.W. 4th St., Rochester, MN 55901.

**Finally here's the chance** you've been looking for. An opportunity to grow with a young, aggressive, multi station broadcasting company. Excellent upward mobility for dedicated account executive. Must have radio selling experience. If you're looking for a bigger market, plus job security, act today. Send resume to General Manager, KSO/KGGG, 3900 N.E. Broadway, Des Moines, IA 50317.

**Midwest AOR College/Recreation Market** established account list. Immediate position. Experience preferred. WTAO, 618-687-1779 Maria Bernardi, Manager.

**Local Sales Manager** with at least 5 years experience in broadcast sales. Must be able to communicate with, motivate and train five-person sales staff. Must be strong on retail sales. Will also supervise traffic and production departments. Knowledge of media research important. Send resume to Mr. Frank Woodbeck, General Manager, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

### HELP WANTED ANNOUNCERS

**Religious Radio:** In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHYD, 1415 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

**Number one adult contemporary** station in competitive upper midwest market seeking experienced personality. Paul McDonald at KKOA, Box 10, Minot, ND 58701, 701-852-4646.

**Announcer/Production person** wanted for 50,000 watt FM in beautiful college-historical city of Williamsburg, Va. Person selected will handle live/shift, adult contemporary format and do production. Send tape, resume and salary requirements to Tony Macrini, P.O. Box 180, Williamsburg, VA 23185. EOE.

**Immediate opening.** Adult contemporary announcer. Sales helpful. Tape, resume to: WSER Radio, 192 Maloney Road, Elkton, MD 21921.

**Immediate opening DJ**—adult—contemporary, WVOS AM-FM, Liberty, NY 914-292-5533. EOE.

**FM Midday Announcer**—Soft Rock format-submit air check to Personnel Director, Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Immediate opening** for Staff Announcer with good production skills for non-automated. Beautiful Music station. Evening shift. Experience and a mature, mellow sound required. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. EOE.

**Denver Radio Stations** have an opening for a staff announcer. Must know how to effectively communicate with beautiful music audiences. At least 3 years experience. Thoroughly familiar with automation and broadcast console. Know how to prepare commercials for recording, and to effectively edit and read news. We're seeking an optimistic, beautiful music 'pro' who's looking for a great future. Send tape and resume to Lee Stewart, Program Director, KOSI AM/FM, P.O. Box 98, Aurora, CO 80040. Equal opportunity employer M/F.

**Articulate, intelligent personality** needed by Pennsylvania Adult Contemporary station. Will be responsible for "talk show" and mid-day time slot. Excellent working conditions. Only experienced personalities will be considered. Compensation open. EOE M/F Send complete resume and salary requirements to Box K-73.

**Redwood Empire Stations** needs experienced announcer, possible PD position. KUKI/KIAH, Ukiah, CA 95482. 707-462-4771.

**Mature voice needed** for drive time announcer on live beautiful music station in Fort Wayne, Indiana area. Experience preferred. Response to Box K-122.

**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

**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.

**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.

**Maintenance Engineer** needed for 5 kw AM, Class A automated FM in midwest small market. Good salary, equipment, and working conditions. Send resume, references, and salary requirements. Box J-164.

**Chief Engineer** for AM and FM facilities. Group ownership in Michigan. Send resume and salary. PO. Box 1776, Saginaw, MI 48605. EOE.

**Chief Engineer,** Central Calif. automated FM, Directional AM must be experienced, send resume and salary requirements to M. Hill, KYOS, Merced, CA 95340. 209-723-2191.

**Chief Engineer** for high-power, duo-FM, full-time public radio facility. Requires First Class License and experience as chief or assistant chief engineer. Public radio experience desirable. \$12,625.60. Send resume, including two references, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Application deadline: November 13, 1980. EOE.

**Engineer/Announcer:** well equipped small AM/FM. Send resume. P.O. Box 1023, Tappahannock, VA 22560. EOE.

**Experienced Chief Engineer** for well equipped Michigan AM/FM operation. Need self starter with automation experience, belief in heavy preventive maintenance. Duties 100% technical. Above average compensation with fringes. EOE. Resume and requirements to Box K-134.

### HELP WANTED NEWS

**WAKR Radio,** the news leader in northern Ohio, is looking for two experienced reporters. If you're looking for a career in news with the best, send tape and resume to Carl Dickens, News Director, WAKR, Akron, OH 44309. EEO. Please, no phone calls and no beginners.

**Reporter for good** small market news oriented station. Must be able to gather, write and broadcast. Midwesterner preferred. An equal opportunity employer. WBYS AM/FM, Box 600, Canton, IL 61520.

## HELP WANTED NEWS CONTINUED

**Expanding all-news radio** network operation looking for aggressive reporter to fill slot now open. A minimum of three (3) years radio news experience is required. Salary negotiable. EEO. Send tape and resume to: News Director, 200 S. President, Suite 618, Jackson, MS 39201.

**News Director**, Georgia's second largest market. Dynamic power house AM/FM operation will give you the tools to maintain our news dominance and credibility. Self starter with strong leadership capabilities. Resume and data to: Bernie Barker, VP-GM, WDAK/WEIZ, PO Box 1640, Columbus, GA 31994. No calls please. An equal opportunity employer.

**Experienced news director**. Salary and commission. Resume and salary requirements. WTSB/WGSS, PO Box 393, Lumberton, NC 28358.

**Radio/Television Reporter**—Person to do on-air announcing and daily reporting for radio and television station. At least one year professional experience required. Familiarity with audio and ENG equipment preferred. \$10,500. Contact Karen Hasby, WSKG Public TV and FM, PO. Box 97, Endwell, NY 13760. EOE/AA/M-F.

## 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.

**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 programing philosophy to Ron Frizzell, General Manager, WLAM, Box 929, Lewiston, ME 04240. EOE.

**Religious Radio**: In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHYD, 1415 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

**Audio Producer/Director**—See our ad under Allied Fields/Help Wanted Programming, Production & Other Studio Center.

## SITUATIONS WANTED MANAGEMENT

**General Manager**. Presently employed. 35 year old General Manager with strong history in local, regional and national sales. Former Rep. Former General Sales Manager in top 50 market. College degree in Business Administration. Seek midwest. Will consider investing. Box K-111.

**General Manager**—Qualified professional with 20 plus years of experience in management, sales, programing and engineering. Will consider any size market. Looking for challenge and reward. Box K-95.

**Florida or Atlantic Coast**: One man gang or right hand man for your property. 15 plus years programing, sales, management, announcing, news, sports, personnel. Want stable situation in sunbelt. Hard worker, quick study. Surprisingly reasonably priced. Will improve your bottom line. Box K-76.

**General Manager**: Young assertive broadcaster seeks new challenge in management position. Experienced in all phases, including G.M. Creative and successful. Prefer south. Box K-77.

**CEO/General Manager** of successful non-commercial FM seeks to return to commercial broadcasting. Smart, resourceful. 29, strong in organization, innovation, motivation. Joe Martin, WHIL, Box 160326, Mobile, AL 36616.

## SITUATIONS WANTED ANNOUNCERS

**Exp. Rock Jock**—Ready to kick. For tape and resume, call Roger Channell, at 312-764-0262 or 312-929-0776.

**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.

**I Love Radio**. Honest, experienced, hard working jock looking for new home. Tape and resume available. Tim Garbe, 5244 Lawn, Western Springs, IL 60558 or call 312-246-4759.

**Female, 19**, Ready for Action! Dedicated loyal and dependable, call anytime for tape and resume. Pat Woods, 312-493-2915, 12553 Eggleston, Chicago, IL.

**I'm looking to break into** radio announcing in a community-involved small market. Midwest MOR station. I'm also eager to do sales, commercial writing and production, and PBR. Call R.C. O'Connor evenings at 412-264-1327.

**Dependable, hardworking male**, 22 seeks A.O.R. station or top 40. Tape-resume available. Steve Barile, 550 Kingman Ln., Hoffman Est., IL 60194, will relocate. 312-885-7159.

**Dynamic Top 40's Super-Jock** is seeking employment! Willing to work any shift, but prefer nights. Will relocate if necessary. Call Charlie Hill at 312-961-1526 or write 24W630 Woodcrest, Naperville, IL 60540.

**10 years exp.**, 1st Phone, without tape. Looking for a small to medium market in a warm climate. Also would consider announcer/sales. For more information, call Bob Peacock, 214-327-1090 or write P.O. Box 140246, Dallas, TX 75214.

**Audio Bill**—Your Radio Thrill—Experienced top 40 Disc-Jockey. Pipes, East preferred. Bill 516-423-0167.

**College Grad**—1 year experience, looking for jock and sports position. Bob 516-221-2498.

**Aggressive young announcer** with some prior experience to relocate anywhere in U.S. with reasonable offer—experience in production, all kinds of copy writing & experience in sales! I do have 1st phone license. Call David DePauw at 312-587-5635 or write at 715 Tami Lane, Ingleside, IL 60041.

**Experienced**. Almost 6 yrs. in small market commercial radio. Automation, live board and good production. Virtually any format. Will relocate, but like midwest, 816-665-6234 mornings.

## SITUATIONS WANTED TECHNICAL

**Experienced chief** of 25 years. AM-DA, FM stereo, some automation. Desires location in Southwest suitable for future retirement. K-24.

## SITUATIONS WANTED NEWS

**Capable newsmen**. Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk. Rd. Bensenville, IL 60106. 312-766-0427.

**Experienced, Stable, Mature** professional radio newsmen seeking change. Can also do Public Affairs, telephone talk, and manage. Now in metro NYC. Box K-103.

**All Purpose Newsmen** looking for medium market or above in Ohio or surrounding state. Currently news director at Southwest AM-FM top in market. Ready for first snowfall, election, etc. Box K-88.

**Experienced News Director** looking for new challenges. Moved current top 50 station from poor three to number one in two years. Background includes 10-years as network correspondent. A staff motivator and competition beater. Want long term association. Box K-85.

**Small market black male** anchor looking for change. 1 year broad professional experience. Box K-118.

**Creative Broadcaster** seeks quality station in the west! Talented, experienced, hard-working newsmen wants Monday through Friday PM. anchor or news slot, or special-report assignment. Box K-123.

**Small Market News Director** seeks advancement opportunity. Top flight news gathering skills, and a proven ratings booster. Two years experience. Box K-124.

**Radio Newscaster**. Mature-20 years' experience in radio-TV, journalism, public relations. Ready for new challenges-dependable-sincere. Washington-Richmond areas. Box K-126.

**Pro Sports caster**—PBP/talk-available immediately (Southeast-Midwest-NE). Good voice, credits. (Station sold). News backup. Hank Holmes 617-679-6957. Box K-129.

**College graduate, meteorologist**. Seeks position for radio or television. Some experience. Will relocate. John Hughes, 39 Nikisch Avenue, Roslindale, MA 02131. 617-327-7973.

**Popular all-news radio man** with excellent management credentials seeks news director's post in California-Nevada. Box K-131.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Editors—3/4"**: Nat'l Synd. Reality Strip looking for two additional EFP Editors to expand our editing staff. Experience in reality magazine type production a must. Highly creative working environment. Great benefits. Send resume at once! Box K-105.

**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.

**Small Market**—Music-Program Director/Announcer, Copywriter. Available. College educated with limited experience, willing to learn. Prefer Midwest or New England. Call Alan Katovich, 313-939-8063 or write 34788 Fargo, Sterling Hts., MI 48077.

**Professional minded-career oriented** Program Director with 8 years experience. Extensive knowledge of airstaff supervision, promotions, music, community involvement, copy/production, budgeting, advertising campaigns. Dependable, hard working, mature. Impeccable references. Bill McCown 803-226-1408.

# TELEVISION

## HELP WANTED MANAGEMENT

**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.

**Public Television Executive Director** Position Availability. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Executive Director. IPBN is a state-funded agency with an operating budget of over \$5 million and a staff numbering 120. The Network consists of eight transmitters and six translators providing public television service to 2.9 million citizens. IPBN possesses complete state-of-the-art studio and remote television production facilities. The Executive Director reports to the nine-member State Educational Radio and Television Facility Board and is responsible for all Network operations. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board, staff, and Friends of IPBN is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit, no later than December 1, 1980, a complete resume detailing experience and credentials along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy as it relates to the operation and administration of a public television network funded by state sources. All correspondence should be addressed to: Jolly Ann Davidson, Chairman, Search Committee, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. An equal opportunity employer.



## HELP WANTED MANAGEMENT CONTINUED

**Operations Manager**—Young and aggressive independent in the Southwest needs a dedicated professional to oversee the entire operations area including film, traffic, production and on air. The person selected will have full department head status and be well paid. We prefer someone with a broadcasting degree plus considerable experience in program, operations or production management. You must be a self starter with ambition, initiative and administrative ability. The bonus to this position is that there is opportunity to learn independent programming. It's an ideal training ground for a future general manager. EOE/M-F. Resume to: Box K-68.

## HELP WANTED SALES

**Experienced small market sales person.** Must be personable, with good follow through, telephone and work habits. Write with resume. WSVI-TV, P.O. Box 8 ABC, Christiansted, St. Croix 00820.

**Promotional Representative** Seven Representatives, headquartered in: Philadelphia, Chicago, Austin, San Francisco, will promote carriage of multicultural children's series by commercial TV stations. Requirements: five years TV program promotion or related sales; self-starter; meet deadlines; must travel. Salary: \$25,000 annual plus incentives, 9-month assignment commencing January 1. Minorities' applications encouraged. Send resume: Pearl Banks, MCTV, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103. Deadline: November 7.

## HELP WANTED TECHNICAL

**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.

**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.

**Wanted** ... Assistant Chief Engineer for large major market television station/production house. Must have strong background in all areas of broadcasting including maintenance. Excellent fringe benefits, starting salary mid 20's. EOE M/F Send resumes to Box K-136.

**Chief Engineer:** For new PTV station in Denver area. Interested in good knowledge of electronics principals, transmitters and studio gear. Up to \$25,000 to start with right person. Send resume to KBDI-TV, POB 6060, Broomfield, CO. An equal opportunity employer.

**Air switchers,** 8-4 and 4 to sign off. First phone, experience and dependability necessary. 3/4" 16mm, 35mm. Production experience helpful. Write with full details/requirements WSVI-TV, P.O. Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands 00820.

**Maintenance Supervisor** needed for Western New York television station. Two years maintenance experience necessary; previous supervisory experience not necessary. Must have VTR experience. Send resume to Raymond Felckowski, WUTV-TV, 951 Whitehaven Rd., Buffalo, NY 14072. WUTV is an Equal Opportunity Employer.

**Assistant Chief Engineer.** VHF station, top 50 market, is looking for a person who can supervise technicians in the installation, maintenance and operation of studio and transmitting equipment. FCC First Class License. ENG. digital experience and supervisory background preferred. If qualified, send resume to Marjane Landis, WJAL-TV, P.O. Box 7127, Lancaster, PA 17604, or call 717-393-5851. An EEO employer.

**Chief Engineer** for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91.

**Top Dollars for Top engineer.** Fast growing TV production company is adding to engineering staff to work in all technical facets of operation. Knowledge of CMX, RCA Quad, 1", and cameras important. A motivated, conscientious person will be very happy here. Phone: 215-568-4134, Jordan Schwartz, or write: Center City Video, Inc., Phila., PA 19102.

**Wanted:** Television Engineer: Staff engineer for new PBS station operating on Channel 6. Installation, bench repair and some master control operation. First class FCC license required. Contact Personnel Office for application. Call John Bradley 816-429-4127 for information regarding qualifications. Central Missouri State University is an Equal Opportunity/Affirmative Action Employer.

**Independent TV Station** in Central California has opening for master control room operators. Only experienced people with 1st class FCC license need apply. An EOE/M-F Employer. Send resumes to Box K-65.

**Audio Director** for Connecticut Public Television, with strong technical background and minimum 3 years related experience. EEO, M/F Send resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

**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.

**Studio Maintenance Technician:** Responsible for maintenance of TV Broadcasting equipment for 4-station UHF State TV network. Reqmts: BS in electrical engineering plus two yrs. experience in maintenance of TV equipment. Experience may be substituted for educational reqmt. First Class FCC license. Send resume to: John Appleton, 980 Broad Street, Newark, NJ 07102 (EEO).

**Director of Engineering** for new corporation holding UHF CP for southern city. Please detail qualifications and state current salary. Box K-119.

**Television Technical Director.** Immediate opening—minimum 3 years experience in Production Video Switching/Time Code Editing, TR/AE600 equipment. Salary commensurate with experience. Top \$439/week. Send resume today to: KCMO-TV, 4500 Johnson Drive, Fairway, KS 66205, 913-677-7252. Attn: Jack E. McKain, Director of Engineering, EEO.

## 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.

**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.

**Anchorperson.** We are a network affiliate in a top 30 sunbelt market. We are looking for someone who is a first-rate journalist and who happens to be an anchor at the same time. We are very professional, but more important, we are going to out-think and out-hustle the competition. Don't apply unless you have produced ratings in the past and you fit the above description. EOE Box K-70.

**Weekend Sports Anchor**—Midwestern top 100's market. We want a bright, knowledgeable person to anchor two weekend sportscasts and do sports reporting three days a week. Equal Opportunity Employer. Send resume to Box K-78.

**ABC affiliate** looking for aggressive, knowledgeable and credible weatherperson. Send tape and resume to: John Rehauer, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. 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, P.O. Box 14159, Oklahoma City, OK 73113. EOE.

**WAKR-TV** is looking for an experienced street reporter in TV News. Now is the chance to get on with a winner, an up-and-coming News Staff in the Cleveland ADI. Send tape and resume to WAKR-TV, c/o Carl Dickens, News Director, Akron, OH 44309. EEO. No phone calls please, and no beginners.

**We need an experienced TV weathercaster.** Accuracy, clarity and personality are primary. Meteorology a plus. Send resume cassette to Arthur Alpert, News Director, KGGM-TV P.O. Box 1294, Albuquerque, NM 87103. Equal Opportunity Employer.

**Broadcast Journalist** with a track record. Two years' news experience required. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. No phone calls please. EOE.

**News Director.** Upper midwest medium market group-owned station. Small but growing news department. Send resume, references. Salary requirements. All replies confidential. Box K-102.

**Co-anchor:** Midwest network affiliate seeks a real communicator to join the leading news operation in a second 50's market. No readers or beginners. You must be experienced and an outstanding reporter. Our anchors cover the news as well as deliver it. An equal opportunity employer. Send resume and salary requirements to Box K-67.

**News Photographer**—experienced in film, ENG and editing. Contact Brian Zelasko, Chief Photographer, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An E.O.E.

**ENG Photog/Editor.** Salary commensurate with experience. Send tape, resume to News Director, KTBS-TV, PO Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**PM Magazine Co-Host** needed to work with personable female in beautiful mid-western market. Must be energetic with upbeat personality and dedicated to a team effort. The ability to write and produce feature material is required. Send resume, tape, and salary requirements to: Production Manager, WMTV, Madison, WI 53711. We are an Equal Opportunity Employer.

**Producer-Director** for commercial production, local studio and remote programs. At least five years' professional experience required. Needs proven ability to work with clients and dedication to quality production. Exceptional opportunity with top-rated station. Send resume and tape to Mike Salmen, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

**Producer/Director**—Experienced Director with solid background in commercial and live production. Send resume/tape to Bill Spellman, KCMO-TV, 4500 Johnson Drive, Fairway, KS 66205, 913-677-7220. EOE.

**Cinematographer/Editor** familiar with commercial production, Documentaries and Public Service taping. Director/Producing and mini-cam experience required. Immediate start. Send resume and tape to Bob Jones, Program Director, WLKY-TV, 1918 Mellwood Avenue, Louisville, KY 40206.

## SITUATIONS WANTED SALES

**Production Specialist,** experience in all aspects of EP/ENG, studio news direction, extensive multi-track audio experience. Also, 1 1/2 years as late-night movie host. Ready to relocate. 216-792-3200.

## 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.

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

## SITUATIONS WANTED NEWS

**News Director/Anchor.** Proven record as administrator and ratings getter. Now employed but looking for move upward. \$40,000+. Box K-3.

**Young Black male:** degree, 3 years experience in reporting, hard worker. Looking for job in the mid west area. \$20,000 minimum. Box K-96.

**Sports Anchor/Reporter** with savvy, know-how, enthusiasm & 2 years experience ready to make your numbers count. Contact Sal Urbano 609-845-8717.

**Leading all-news** radio newsmen seeks TV magazine-documentary position in California. Box K-133.

**Radio Pro** seeks new opportunity in small market. Currently radio GM. First love journalism. 35, good voice, appearance. 9 years radio journalism. Willing to travel for interview. Tape, resume. Box K-116.

**Intelligent, ambitious black female** with producing and reporting experience, looking for first TV job. Good writing and researching skills. Resume, tape and excellent references available. Melonee Young. 602-790-6839 anytime or 624-2477 mornings.

**Election event only.** Widely experienced Elections Commentator/Analyst available pre/post election day. National network consultant. Statewide/Regional TV-Radio-Cable, commercial, public experience. Author. Award-winning public affairs consultant. Will travel. Frederick Sontag, 764 Scotland Road, South Orange, NJ 07079 201-763-0203.

**Top Award-Winning** radio newsmen in major market seeks TV opportunity at creative station on west coast. Box K-127.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**CMX and ENG Editor/Director-Producer.** Experienced in PM, news, public affairs, and commercial production. Box K-66.

**Bright! Enthusiastic!** Young woman seeks responsible entry-level position in any area of production. Internship experience in Washington, D.C. Jan. 14217 Piccadilly Road, Silver Spring, MD 20906. 301-871-8018 anytime. Will relocate.

## For Fast Action Use BROADCASTING's Classified Advertising

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Broadcast Systems, Inc.** is a rapidly growing company serving the television industry with quality equipment and services. We represent first line equipment manufacturers, and have extensive stock of several major lines of television equipment in our warehouse for immediate delivery. We are looking for qualified representatives in several parts of the country. BSI pays travel expenses, provides group health and dental insurance, and paid vacations. We pay an attractive guaranteed salary, plus a direct sales commission on all sales. We expect each representative to earn in excess of \$60,000 per year. Management of the company are persons who have been Television Chief Engineers, and had successful careers as RCA Field Salesmen. We are looking for professional people who are presently successful equipment representatives, or who are in Television Engineering Management. If you are interested, contact us at 800-531-5232 or 512-836-6011, or write, Broadcast Systems, Inc., 8222 Jamestown, Austin, TX 78758.

**West Coast**—We are seeking two field/studio engineers in San Francisco and Los Angeles to maintain and repair 3/4 & 1 inch studio and field recorders, ENG cameras, multi-source time code editing systems TBC's, and other related studio and audio equipment. Must be able to engineer video and audio in the field. Salary negotiable depending upon experience. Some travel. Good benefits. Rush resume to Group Visionary Productions, 10850 Riverside Dr., Suite 203, N. Hollywood, CA 91602. 213-760-3464.

**Maintenance & production engineer.** Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting project by an established professional firm. West Coast location. Resume (and tape?) along with salary requirements. M/F—EOE. PO Box 1502, Studio City, CA 91604.

### HELP WANTED NEWS

**San Francisco**—We are looking for a dynamic, talented person with sharp public relations skills to research, write and report field stories for a video magazine series involving a major corporation. Good benefits, some travel. Salary negotiable depending upon experience. Rush resume to Group Visionary Productions, 10850 Riverside Dr., Suite 203, N. Hollywood, CA 91602 213-760-3464.

### HELP WANTED PROGRAMING, PRODUCTION, OTHER

**We're looking for a couple of talented people** who're quite happy where they are—These individuals feel they're creatively energized, adequately compensated and outwardly fulfilled. But inwardly, they're wondering about their future ... growth potentials ... and ultimate success in their careers. Perhaps you've given it some thought yourself. And maybe now's the time to do something about it! Studio Center is a full service production company with a 14 year reputation for excellence. We've won 307 awards ... more than anybody else in the industry. Our custom clients range from New York agencies and top corporations to small ad shops and retailers in every state. We're one of the fastest growing syndicators in the business with over 600 stations affiliated with our various commercial and programing features. Our international activities encompass the globe from Germany and France to Kuwait and New Zealand. Obviously our people are very good. And they work very, very long and hard hours. But the Virginia Beach lifestyle makes sinking roots and leisure time more enjoyable and rewarding. What's more, we need to keep the momentum and quality growing in preparation for our move to a new three million dollar production plant. In this regard, we're looking for two professionals who are ready to exceed their current limitations by making a career shift: an audio director/producer and a music arranger/producer. Both have unlimited growth potentials ... neither is a trainee spot. And we recognize that quality doesn't come cheap. Finding the right person for each is as important to us as your career is to you. If we have something in common, write Bob Jump, Director of Audio, Studio Center Corporation, 200 West 22nd Street, Norfolk, VA 23517. Include your resume and tape.

**Miami-Dade Community College** Promotion Manager. Salary \$17,626-\$24,818. Miami-Dade Community College is a multi-campus innovative developer of educational programs with a national reputation serving a diverse cultural/ethnic student body and community. Qualified applicants must possess the proven administrative skills necessary to direct and coordinate a quality promotional and product marketing program for educational materials and programs. Minimum qualifications include a bachelor's degree with major course work in marketing, advertising, mass media communications, public relations or a closely related field; three years experience in marketing, advertising, public information or public relations; at least one year experience as account executive, account supervisor, director of marketing or equivalent; or an equivalent combination of education and experience. Applications accepted through October 24, 1980. Forward 3 copies of detailed resume to: Personnel Services, 11011 S.W. 104 St. Miami, FL 33176. An Equal Access/Equal Opportunity Community College.

**Tired of the radio rate race?** Come "retire" with us. Stable professional company needs News, Production and Programming people. If you can do all three, you're more valuable to us. We're located near a major media center where you are encouraged to pursue your creative outlets (commercials, acting, etc.) in your spare time. Medium-major market pros only please. Salary, like they say, is commensurate with experience. Please send tape, resume and salary history in your first package. M/F—EOE. PO Box 1502, Studio City, CA 91604.

**Religious Agency** seeks Creative Director. Small, established religious communications agency seeks experienced person desiring to serve God by producing and supervising quality, creative work. Copy writing a must. Radio production experience necessary. TV background helpful. Reply to Box K-130.

### HELP WANTED INSTRUCTION

**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. EEO/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.

**Graduate Student Teaching Assistant:** Radio/Television part-time position for master's degree candidate offers \$4950 for 9 months. Production experience necessary. Begins Jan. 1981. Send resume to Head, Journalism Department, Kansas State University, Manhattan, KS 66506. Application deadline: Nov. 10th. Equal Employment Opportunity.

**Mass Communication**—One tenure-track position. Emphasis in advertising and public relations with background in television and film production and direction. Minimum of Master's degree, Ph.D. preferred. Portfolio and videotape cassette evidence of work done by applicant and/or students should be submitted. Will teach courses such as Advertising Design, Persuasion in Advertising, Public Relations, Mass Media and the Popular Arts, and Television Production and Direction. Rank of Assistant/Associate and salary contingent on degree, academic background and experience. Minimum salary at Assistant level is \$16,213, and Associate is \$19,658. Position starting fall of 1981. Affirmative Action/Equal Opportunity Employer. Reply by January 15, 1981. Interested applicants send introductory letter, official copies of all transcripts, vita and three recommendations to: Dr. George P. Boss, Search and Screen Committee, Department of Speech, Mass Communication and Theatre, Bloomsburg State College, Bloomsburg, PA 17815.

**Three tenure track positions,** Assistant Professor level, to be open August 1981, to staff courses in newswriting, reporting, editing, editorial writing, magazine writing and editing, advertising and public relations, press law and international communications. Candidates should have strength in combination of those areas. Media experience, M.A. required; Ph.D. preferred. CV, references to Dr. A. L. Lorenz, head, Department of Journalism and Mass Communications, Box 3J, New Mexico State University, Las Cruces, NM 88003. Deadline: December 31, 1980. NMSU is an equal opportunity/affirmative action employer.

**Arizona State University** seeking two tenure track asst. or assoc. profs. Ph.D. preferred, recent professional experience must. Evidence successful teaching. Qualified persons will teach intro. mass communication fundamentals of radio-TV, broadcast production courses. Send letter, resume, three reference letters to Dr. ElDean Bennett, chair, Journalism/Telecommunication, Arizona State University, Tempe, AZ 85281. Deadline: Dec. 1, 1980.

**Vocal Coach Speech Therapist**—preferably with broadcasting background. Excellent growth oriented company with professional environment. Send complete bio, resume and salary history in first correspondence. M/F—EOE PO Box 1502, Studio City, CA 91604.



## 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, lowers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**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.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 1" and 5/8" 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.  
**Ampex 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.  
**Ampex 1200 A VTR'S**—ea. \$22,000.  
**New Garrard Turntables**, \$100.  
**New Edutron CCD-2H Time Base Corrector**—\$5,800.  
**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**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.

**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, KBTB, 1089 Bannock, Denver, CO 80217.

**5 KW FM transmitters,** Gates FM 5B w/s.s. power supply, also GEL in exc. condition. M. Cooper 215-379-6585.

**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.

**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.

**Liquidation, best offer.** Four each 3M-D2000 Character Generators, 3M-210 Sync Generators, Electrohome nine inch B/W video monitors. Edward White, 118 South Royal, Alexandria, VA 22314.

**Syntronics/Visual DFM-15K-B,** FM transmitter. Factory reconditioned, usable to 20KW. Price includes exciter and many spare components. Excellent condition. Available immediately. David Hebert, 509-547-1618.

**For Sale Equipment**—RCA-TK-76 Mini/Cam \$24,995/offer or New TK-76C from RCA w/full warranty \$37,995 415-676-7260.

**1 KW AM RCA** 1 R1 w/spare plate transformer, small spares & proof. M. Cooper 215-379-6585.

**Tektronix 465M Oscilloscope**, \$18,000. TRI EA-3 Edit Control System with DDT-1 Digital Reader, \$1700. Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1400. Buhl Mobile Multiplexer, \$600. ITE P/3/7 Camera Pedestal, \$225. Contact: National Video Industries, 15 W. 17 Street, NY, NY 10011. 212-691-1300.

**RCA TT 10 AL Transmitter** in excellent condition. Presently tuned to Channel Two. Complete set of tubes. Includes Diplexer, harmonic filters, side band filter and reflectometers for \$1000. G.E. Inductrol Voltage Regulator 150KVA-\$1000. KNOP-TV, North Platte, NE 308-532-2222.

**800 T Schaefer Automation Brain,** SMC stereo RS carousel, net joiner (less tape deck), Schaefer logger, sub sequencer, all in 4 racks. \$2000. 209-223-0241.

**FM Equipment,** Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

## 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.

## 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.

**Call letter items**—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

**FM frequency search** \$200 Larry D. Ellis, P.E., Box 22835, Denver, CO 80222.

**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

**"Photo Tips"** radio feature. Five new 1½ minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

**Nostalgia:** Miller! Mathis! Goodman! Diamond! Basie! Bacharach! Crosby! Campbell! Weekly "special" or daily feature. Five episodes: \$18.75! Free "demo"—R.T.W.I.W., Box 174, Jacksonville, TX 75766.

**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 520D, Rolling Meadows, IL 60008.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

## RADIO

### Help Wanted Programing, Production, Others

### OPERATIONS DIRECTOR

Priority of expanding operation postponed filling this position. Now we're back on track for solid pro with successful adult program background to join historic market leader. Organizer. Back-up air work a possibility. Some sales experience helpful. No phone calls, please. Tape, resume, salary requirements to: Hugh Barr, GM, WSYR, 1030 James Street, Syracuse, NY 13203. An equal opportunity employer.

### ARE YOU READY FOR A SUCCESSFUL, INNOVATIVE MAJOR MARKET BEAUTIFUL?

I'm looking for an operations manager desiring to learn and move up with an aggressive group. You will work directly with program oriented general manager. Some management experience required as you will be working with professional and mature staff. We're tops in Cleveland—help us stay there. Send tape and resume to Peter Irmiler, General Manager, WDOK, 1250 Superior Avenue, Cleveland, Ohio 44114. An Equal Opportunity Employer.

## Situations Wanted Management

### Management

Radio/TV/Cable. Demonstrated ability. Documented performance. 15 years major market experience. Available immediately, salary negotiable. Reply Box K-4.

### Former top ten P.D.

with a Ph.D. in Communication and Organizational Behavior seeks a position with a company interested in expanding into new technologies. Excellent woman to research and develop corporate planning, production, all areas. Fulfill your EEOC requirements with a quality person. Box K-128.

### General Manager-Group Supervisor-National Sales Manager.

25 years as successful corporate officer, owner, group supervisor, manager, sales manager. Always able to increase sales, improve ratings, enhance image, control costs. I sold out and traveled for a year. Now want to get back to work making money for you. Prefer South. Box K-121.

### RARE BREED

Specialist in today's biggest challenge: AM Radio, including all news, newstalk, and many other types of full-service, information-oriented, stations. My credentials and track record with stations, group owners, and networks will amaze you! Can work as an independent or as team player depending upon circumstance. Send brief summary of your challenge to Box K-120.

## TELEVISION

### Help Wanted Sales

### SALES MANAGER

for Malrite's newest UHF Independent. Experience and strong leadership ability desired. Rush resume to Bill Luchtman, WAWS-TV, 8675 Hogan Road, Jacksonville, Florida 32216. An Equal Opportunity Employer.



A MALRITE STATION

## Help Wanted Management

### GENERAL MANAGER

7 year old public TV station, 750,000 viewers, plus new public FM station. Operating budget approaching one million dollars. Responsible for planning, budgeting, directing staff, facilities, development, policy recommendations to board, contact with legislature on funding, contact with PBS. Requires: Bachelor's degree plus experience in public or educational TV. Need dynamic, enthusiastic, personable type who can fit mid-sized, midwest community. Salary negotiable. Deadline November 15, 1980. Write: Search Committee, WNIN-TV, 9201 Petersburg Road, Evansville, Indiana 47711. An Equal Opportunity Employer.

## 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 News

### NEWS CO-ANCHOR

Excellent opportunity for a professional newscaster to co-anchor, the 6 and 11 p.m. newscasts in one of the most exciting cities on the east coast. WNAC-TV is Boston's CBS Affiliate and is a Division of RKO Television.

Great facilities in a competitive top 10 market. Interested in joining our team, send resume and tape to Peter Leone, News Director, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

An EEO Employer:  
Minorities and females  
are encouraged to apply



WNAC-TV BOSTON  
A CBS AFFILIATE

## Help Wanted News Continued

### METEOROLOGIST

37th Market. Must have degree and experience in broadcasting. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.

### WEATHERCASTER

We're the best in a good low 60s market. And we are looking for a sharp weathercaster/environmental reporter. Good background in meteorology essential. License helpful, but not required. Knowledge of fax charts, maps and color weather radar needed.

If you have the background and are able to make an exciting on-air presentation in the top news programs early and late in our market, we want to hear from you. No tapes for now... Just tell us in a letter and resume why we need you. An EEO Employer. Box K-125.

## Help Wanted Programing, Production, Others



### FIELD PRODUCER

Requires minimum of 2 years experience producing magazine show, or 4 years producing newscast. Must have up-to-date experience with state-of-the-art video equipment and producing skills with same. Broadcasting or Communications degree preferred. Negotiable salary, excellent benefits. Send resumes and tapes to:

Manager of Employment  
P.O. Box 010787  
Miami, Florida 33101

an equal opportunity employer m/f

### PROMOTION MANAGER

Need experienced Promotion Manager who can direct marketing efforts in highly competitive Midwest news market. Manage three-person promotion department, create strong station image campaigns, supervise sales marketing efforts. We're looking for only the best and will pay accordingly. Minimum two years experience in station promotion or comparable. EOE. Send resume: Bob Southard, President/General Manager, WFRV-TV, P.O. 1128, Green Bay, WI 54305.

**ALLIED FIELDS**  
Help Wanted Sales

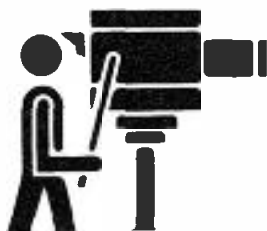
## TV SYNDICATION SALES REP

Major film company needs an Eastern Regional Sales Representative experienced in selling theatrical films and programming to television stations. Will be based in our New York office.

The successful candidate will be an aggressive goal setter with an eye on the future. We offer a competitive salary and an excellent benefit package. Please send resume to Personnel.



**AVCO EMBASSY PICTURES CORP.**  
Attention Personnel  
956 Seward Street  
Los Angeles, CA 90038  
Equal Opportunity Employer M/F



Marketing

### Product Manager (Cameras and Distribution Switchers)

Here is an opportunity for a television engineering professional to manage the development of new products for the Broadcast and Teleproduction Industries. You will be working with a well established team of hardware designers, computer programmers, and international marketing personnel headquartered in Salt Lake City, Utah. Responsibilities include: marketing research, venture analysis, development of design objectives and an engineering/manufacturing liaison.

We are the new joint venture corporation formed around the Telemation Division of Bell & Howell and the North American Marketing Group of the Robert Bosch Television Division. We offer a very competitive salary, benefits and commission arrangements.

For information call: Howard McClure or Claire Sorenson COLLECT at (801) 972-8000, Fernseh, Inc., P.O. Box 15068, Salt Lake City, Utah 84115.

**FERNSEH INC.**  
The Video Corporation  
of Bell & Howell  
and Robert Bosch

Equal Opportunity Employer, M/F

## DIRECTOR OF BROADCAST ADVERTISING

Davison's, a 12 store division of the R.H. Macy Co. based in Atlanta, Ga., seeks a Broadcast Advertising Executive. The position has total responsibility for Davison's broadcast advertising. The successful candidate will supervise media buying and must be able to communicate with all management levels. Copy and production experience is vital, retail experience is helpful. The successful candidate will show broadcast creative skills and management growth potential. Excellent benefits/salary package. Send resume in confidence to:

**DIRECTOR EXECUTIVE RECRUITMENT**  
ATTEN: BROADCAST  
180 Peachtree St.  
Atlanta, Ga. 30303

**DAVISON's**  
EOE M/F

## Radio Programming



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

### PAUL FREES



"Can Make Your Radio Station Sound More Important"

**Charles H. Stern Agency, Inc.**  
9220 Sunset Boulevard, Los Angeles,  
California 90069. Telephone: 273-6890

## 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.

## Employment Service

**B  
A  
L**

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R3, Box 84, Lexington, Indiana 47138

## Miscellaneous

### WTIV

Celebrating our 25th anniversary in November would appreciate a 60 second tape from all previous employees. 150 W. Central Av. Titusville, Pa. 16354.

## 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

### FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017. 212-599-3303.

### ORIGINAL LUM & ABNER®

- 15 minute radio programs
- 8 track tapes • Cassettes

For more information contact

**Lum & Abner Associates**  
737 Quapaw, Hot Springs, AR  
71901



## For Sale Equipment

### Collins 830 N1A FM XMTR

2 x 10 KW Output A1+ Condition.

Lauchy McMillan  
KPLZ  
600 Stewart Street  
Seattle, WA 98101  
(206) 223-5705

## Wanted To Buy Stations

### WANTED TO BUY

Radio Station within 90 miles of Mpls/St. Paul ... Serious inquiry. Contact John Sims, 5445 Newton Ave. So., Mpls., MN. 55419.

### Will buy your CP

all or part. Also want your problem TV Broadcast property. All replies confidential. No Brokers. Box K-112.

### WANTED TO BUY

East Coast radio properties medium and large markets only. Box K-117.

## For Sale Stations

### H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

### Small Market AM/FM

with excellent facilities, good ratings, positive billing trends and good cash flow. Asking price is \$3,000,000.00 range. Cash buyer preferred. Box K-110.

**EDEN BROADCAST SERVICES**  
MEDIA BROKERS

919-623-3000  
P.O. BOX 647

628 WASHINGTON ST., EDEN N.C. 27288

## For Sale Stations Continued

- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- 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. SEKY. \$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.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

## TELEVISION STATION

Successful VHF station in top 100 market offers minimum investment of \$19,500 payable over 3 years. Box K-132.

## MEDIA BROKER, APPRAISER...

318-797-8668

AM daytimer in major market: 500 K; Retirement community FM class C, 650 K; Combo, single, 300 K ... others.

**JOHN MITCHELL**  
P.O. Box 1065 Shreveport, LA 71163

## LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385  
Suite 214  
11881 San  
Vicente Blvd.  
Los Angeles, CA. 90049

202/223-1553  
Suite 417  
1730 Rhode  
Island Ave. N.W.  
Washington, D.C. 20036

## R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696-1022  
8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7755  
6257 Garwood St. Las Vegas, Nv. 89107 • 702-670-7106

### Small Midwestern CATV

with 1250 subs and 3000 homes passed. Excellent growth left. Asking \$850,000 cash. Box K-89.

### THE KEITH W. HORTON COMPANY, INC.

For prompt service  
contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar • Suite 816 • Memphis, Tn. 38157

## For Sale Stations Continued



### CHAPMAN ASSOCIATES®

media brokerage service

STATION	CONTACT			
MW Small AM	\$160K	Terms	Bill Whitley	(214) 387-2303
E Small AM	\$180K	29%	Art Simmers	(617) 848-4893
MW Small FM	\$385K	29%	Jim Mackin	(312) 323-1545
MW Small AM/FM	\$550K	Cash	Peter Stromquist	(218) 728-3003
SW Small FM	\$600K	25%	Ray Stanfield	(213) 363-5764
W Metro Fulltime	\$850K	Cash	Bill Whitley	(214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

### MONTANA

AM Daytime Resort Area \$150,000 Terms  
AM 5 kw Daytime \$800,000 25% Dn, Terms  
Metro AM Fulltime \$1.2M 20% Dn, Terms

Bill-David Associates, Inc.  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### MEDIA BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.  
**SHAHEEN** INC.  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

**312/467-0040**



### RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

### Small Market Network Affiliated TV

needs additional \$1.5 million capitalization. Prefer investor with TV experience. Significant minority equity goes with investment as well as option on control. Box K-106.

### Dan Hayslett

a associates, inc.

**Media Brokers**  
RADIO, TV, and CATV  
(214) 891-2078

11311 N. Central Expressway • Dallas, Texas

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900



### Select Media Brokers

(912)883-4917

P.O. BOX 850 ALBANY, GA. 31702

ID	Daytime AM	225K	Small
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
NJ	Daytime AM	395K	Small
SC	AM—Down payment	\$25,000	
FL	AM—Down payment	\$30,000	
VA	AM—Down payment	\$30,000	
TN	AM—Down payment	\$30,000	

## 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 information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

**Word count:** Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

## 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 PLANNING GUIDE** by Harry A. Etkin. A comprehensive 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. 8 1/2 x 11"; illustrated. **\$12.95**

**T428 ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$14.95**

### BROADCASTING BOOK DIVISION

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# Fates & Fortunes

## Media



Giesen

**Richard A. Giesen**, president and chief executive officer, Science Research Associates, Chicago, joins Field Enterprises there in same capacity. Field Enterprises is parent company of Field Communications, San Francisco, licensee of KBHK-TV there; WFLD-TV Chicago; WLVI-TV Cambridge, Mass.;

WKBD-TV Detroit, and WKBS-TV Burlington, N.J. Science Research Associates, subsidiary of IBM, develops, publishes and markets educational materials. He succeeds **Charles B. Stauffacher**, 64, who retired.

**John Davidson**, station manager, KPX(TV) San Francisco, joins KGSC-TV San Jose, Calif., as VP-general manager. **Dan Romaneill**, sales manager, KPX, joins KGSC-TV as station manager and director of sales.

**Steve Edwards**, general manager, KFOG(FM) San Francisco, joins KNEW(AM) there in same capacity.

**John Dunn**, general manager, WAWA(AM)-WLUM-FM Milwaukee, and **O.C. White**, station manager and air personality, WAWA-WLUM-FM, named VP's of Suburbanair Inc., stations' licensee.

**Laurin Jorstad**, station manager, WAOW-TV Wausau, Wis., named general manager. **Kent Hutchison**, sales manager there, succeeds Jorstad as station manager.

**Everette Strong**, sales manager, WBYU(FM) New Orleans, named general manager, WBYU and co-owned WSHO(AM) there.

**Frank R. Woodbeck**, general sales manager, WKBF(AM) Buffalo, N.Y., named general manager.



Simmons

**Steve Simmons**, on White House domestic policy staff with responsibilities in telecommunications, joins Douglas Communications, Mahwah, N.J., MSO, as senior VP. Simmons will seek franchises for Douglas systems.

**Michael J. Gavin**, general sales manager, WSKS(FM) Hamilton,

Ohio, named general manager.

**Dean Edwards**, VP-general manager, WTRL(AM) Bradenton, Fla., joins WIKE(AM) Newport, Vt., as general manager.

**Donald R. Richards**, general sales manager, WTMJ(AM) Milwaukee, named station manager.

**Victor S. Wheatman**, general manager, non-

commercial KTEP(FM) El Paso, Tex., joins non-commercial KCSM(FM) San Mateo, Calif., as station manager.

**Donald K. Mathison**, marketing director, Colony Communications, Providence, R.I., named VP, marketing, Times Mirror Cable Television, Irvine, Calif.

**Burton B. Stanlar**, marketing director, Church and Dwight Arm and Hammer division, New York, joins Teleprompter Corp., New York, as senior VP, marketing.

**William H. Brown**, VP, telecommunications, American Television & Communications Corp., Denver, named VP, ATC's plans and facilities division.

**Allan Rubinstein**, VP of finance, Madison Square Garden Corp., New York, named executive VP of Madison Square Garden Communications Network, New York.

**Jeffrey J. Butler**, with marketing and sales department, Kalt Corp., Santa Monica, Calif., joins Viacom Cablevision of Long Island as commercial marketing administrator. Kalt Corp. is importer and distributor of photo accessories and equipment.

**Roger K. Leonard**, Western regional manager, American Television & Communications Corp., San Diego, joins Comcast Corp., Bala-Cynwyd, Pa., as VP of administration, cable communications division.

**Carlo Anneke**, VP, Universal Subscription Television, named president of Oak Television Services Inc., subsidiary of Oak Communications, Medford, N.J. **Allen Feuer**, VP-marketing director, Broadcast Marketing Services, and **Ron Gold**, station manager, WTAJ-TV Philadelphia, named VP's for Oak Television Services which specializes in assistance-management, program supply and national sales representation.

**Chris Hunter**, Sacramento planning commission member, named franchise representative for American Television & Communications Corp. ATC is in partnership with McClatchy Newspapers and local investors seeking franchise for cable television in Sacramento. Hunter will make ascertainment survey.

**Ronald J. Doerfler**, treasurer of Capital Cities Communications Inc., New York, appointed VP and chief financial officer, succeeding **John E. Shuff Jr.**, who has resigned for medical reasons.

**Thomas E. Berresford**, manager, treasury operations, NBC, New York, named director of treasury operations and financial planning.

**Dora Wolf**, manager of accounting for West Coast, NBC-TV, Los Angeles, named director of accounting.

**Harold A. Lewis**, manager of treasury operations, Dun & Bradstreet Corp., New York, named director of finance and planning for D&B's Corinthian Broadcasting Corp.

**Dominick Cascio**, business manager, WNJU-TV Broadcasting Corp., Linden, N.J., named VP, finance.

**William E. Schulte**, assistant manager of National Association of Broadcasters' code authority office, New York, named assistant to senior VP and general manager of code authority, Jerome Lansner. **Kittie Davenport**, senior editor, succeeds Schulte as assistant manager.

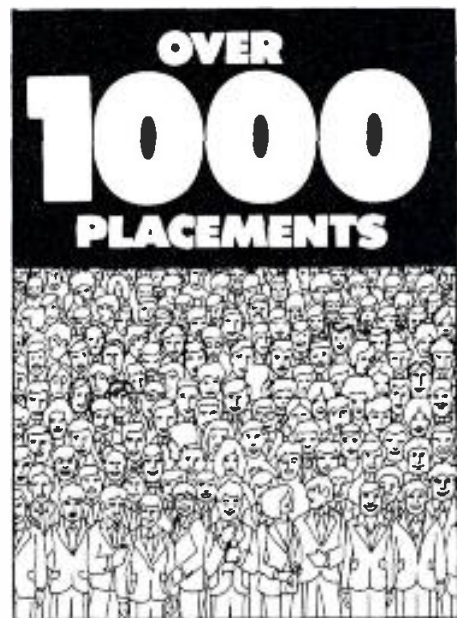
New officers, Alaska Cable Television Association: **Robert Uchitel**, board chairman, Multivisions Ltd., Anchorage, president; **John McCaw**, head of McCaw Cable Television, Fairbanks, VP; **Don Adams** of Kotzebue, treasurer, and **Mike White** with McCaw Cable Television, Sitka, (re-elected) secretary.

## Advertising

**Max Bissett**, management supervisor for TWA account, Ogilvy & Mather, New York, named senior VP.

**Dennis P. Byrnes** and **Grant V.A. Roberts**, VP's and management supervisors, Doyle Dane Bernbach, New York, named senior VP's.

**Andre-Georges de Louckx**, international marketing director, Mattel Toys, named VP/international, Kenyon & Eckhardt Advertising, New York.



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**Arthur Taylor**, creative director, Tracy-Locke Advertising, Dallas, named VP and senior creative director. **Jim Comeskey**, creative director, named VP, creative director. **John Elckmeyer**, writer, named associate creative director. **Tom Morrison**, with Gardner Advertising, joins T-L as media supervisor for agency's Philips Petroleum account. **David Freund**, director of research, Chuck Ruhr Advertising, Minneapolis, joins T-L as associate director of research. **Jack Hubler**, producer, T-L, named senior producer in T-L's broadcast production department. **Hilary Courage**, executive producer, Bozell & Jacobs, Dallas, joins T-L as broadcast producer.

**Michael S. Wang**, network negotiator, J. Walter Thompson, Detroit, named network operations manager. **Cheryl Hutton**, with J. Walter Thompson, succeeds Wang as network negotiator.

**Diana Chichester**, assistant media planner, D'Arcy-MacManus & Masius Advertising, Bloomfield Hills, Mich., **Jane Tenbusch**, estimator, and **Susie Yates**, estimator-planner, named media planners.

**Dave Flockencier**, media planner, Needham, Harper & Steers Inc., Chicago, joins Tatham-Laird & Kudner Advertising there in same capacity.

**Richard McCulloch**, senior broadcast buyer, McCann-Erickson/MIS, Atlanta, joins Liller Neal Weltin Inc. there as media buyer.

**Marian Miller**, media director, Air Corp., in-house agency for Harrah's casino, Reno and Lake Tahoe, joins Mass Motivators, Sacramento, Calif., as media director. **Jim Miller**, account executive, Doyle & McKenna Advertising Agency, Reno, joins Mass Motivators in same capacity. Mass Motivators specializes in advertising, marketing and public relations.

**James Cuddy** and **Michael Provenzano**, account supervisors, Marsteller Inc., Pittsburgh, named management supervisors.

**Dwayne M. Petch**, production supervisor, RJM Corp., Greensburg, Pa., joins Byer & Bowman Advertising Agency Inc., Columbus, Ohio, as broadcast producer. **Barry N. Zeidman**, graduate, Ohio State University, Columbus, joins B&B as associate broadcast producer.

**Fran Caro**, account executive, Foote, Cone & Belding/New York, appointed account supervisor.

**Alice Blake**, broadcast supervisor, The Richards Group, Dallas, named media estimator-analyst for Henderson Advertising Inc., Greenville, S.C.



Abbey

**David S. Abbey**, president of Katz Television Broadcast Group, New York, named senior VP, broadcast relations of parent company, Katz Agency Inc. Named divisional VP's of various Katz agency units: **Tom Lauchner**, manager of Katz American Television, Boston; **Ted O'Rourke**, manager of Katz Television

Continental, Boston; **Jim Carmine**, manager of Katz Television Continental, Philadelphia; **Carol Gilbert Mayberry**, director of Katz Radio Research, New York.

**Lee Lahey**, senior VP and Western co-manager, Eastman Radio, named senior VP and New York client services manager. **Tom Gattl**, VP and Eastern co-manager, appointed VP and New York sales manager.

**Yvonne Eremita** and **John Ferlazzo**, research analysts, Blair Television, NBC sales team, New York, named senior research analysts.

**Chuck Cunningham**, local sales manager, WFMS(FM) Indianapolis, joins KLIF(AM) Dallas as general sales manager.

**Wayne Courtney**, sales manager, WSHO(AM) New Orleans, named general sales manager, WSHO and co-owned WBUT(FM) New Orleans.

**Mike Thatcher**, commercial manager, WXCL(AM) Peoria and WZRO(FM) Perkin, both Illinois, joins WVEL(AM)-WGLO-FM Pekin, Ill., as general sales manager.

**Joseph T. Cacciabauda**, account executive, WNEW-TV New York, named local sales manager. Cacciabauda will share responsibilities with VP and local sales manager, Robert P. Donohue.

**Steve Dickler**, national sales manager, WCKT(TV) Miami, named local sales manager.

**Jay S. Zucker**, account executive, KRUX(AM) Phoenix, joins KENO-AM-FM Las Vegas as local sales manager.

**Charlie Schnell**, regional sales manager, WCUE(AM)-WKDD(FM) Akron, Ohio, joins WDOCK-FM Cleveland as sales manager.

**Charles King**, salesman, WKKN(AM)-WYFE-FM Rockford, Ill., joins WNUS(AM) West Springfield, Mass., as sales manager.

**Brad Worthen**, general sales manager, WREB(FM) Stowe, Vt., joins WNE-TV Hanover, N.H., as local-regional sales manager.

**Jeff Olson**, with KWAT(AM) Watertown, S.D., named sales manager.

**Kathleen A. Duffy**, formerly with KTLA(TV) Los Angeles, joins Shamrock Broadcasting Co., Hollywood, as corporate controller.

**Sharon McGill**, assistant director of research, WLS-TV Chicago, named director of research and sales development.

**Kate Mellom**, national sales manager, KTNV(TV) Las Vegas (formerly KSHO-TV), joins KCOP(TV) Los Angeles as account executive.

**James A. Diaz**, account executive, WIL-FM St. Louis joins KMOX-TV St. Louis in same capacity.

**Beth Murphy**, media buyer, Hill, Holiday, Connors, Cosmopolis Advertising, Boston, joins WLVI-TV Boston as account executive.

**Alvin A. Jones**, general sales manager, WYCB(AM) Washington, and **Scott Jones**, beverage and banquet director, Intercontinental Hotels, Miami, named account executives at WMAL(AM) Washington.

**Charles S. Hatch**, general manager, WFWR(AM)-WCMX(FM) Fort Wayne, Ind., joins WSB-AM-FM Atlanta as account executive.

**Lori Jones**, with WCHB(AM) Detroit, and **Dan O'Connell**, booking agent, Tempo Productions, Birmingham, Mich., join WWW(FM) Detroit as account executives.

**Denise D. Miller**, former account executive, WCZY(FM) Detroit, joins WCXI(AM) there as account executive.

**Richard A. Dietrich**, Bill Cook Buick Inc., Farmington, Mich., joins WOMC(FM) Detroit as account executive.

**Alan E. Smith**, former assistant general manager, KDON-AM-FM Salinas, Calif., joins KSBW-TV there as account executive.

**Dan Loving**, account executive, KGMC(TV) Oklahoma City, named national sales manager. **Phil Madden**, with KOMA(AM) there joins KGMC as account executive.

**Wayne Steele**, from WHNT-TV Huntsville, Ala., and **Julie Guengerich**, former student at



**Patriotism praised**, The Department of Army recently awarded Andrew M. Ockershausen, executive VP of WMAL Inc., Washington, "The Outstanding Civilian Service Award." General Robert Arter (I), commanding general of the Washington Military District, presented the award to Ockershausen, which commended the Washington broadcaster for his "splendid efforts to promote better relations between the military and civilian communities." General Arter said that the army appreciated the support Ockershausen has given it through WMAL(AM), in informing the public on a "day-to-day" basis about military sponsored events.

University of Alabama, join sales department of WAFF(TV) Huntsville, Ala.

**Heien Cole**, from Cox Cable of South Carolina, Myrtle Beach. **Joe Leonard**, sales manager, American Laundry Machine Co., Florence, S.C., and **Darlene Atkinson**, teacher in Florence school district, join WPDE-TV Florence as account executives. **Judy Green**, graduate, University of South Carolina, Columbia, joins WPDE-TV as copywriter.

**Hal Martin**, account executive, Cox Broadcasting Co., Miami, joins WGBS(AM)-WLYF(FM) Miami as account executive.

**Donna Starks**, formerly with WYW(FM) Tampa, Fla., joins WWBA-AM-FM Tampa as account executive.

## Programing



Dolgen

**Jonathan L. Dolgen**, senior-VP in charge of worldwide business affairs, Columbia Pictures Industries Inc., New York, named executive VP.

**Eddie Foy III**, director of casting for ABC-TV, named VP, new talent development, NBC Entertainment division, Burbank.

**Brian S. Frons**, daytime program executive, CBS Entertainment, New York, named manager, daytime programs.

**Thomas A. Rasmussen**, assistant to president of Wold Entertainment, new programing-production division of Los Angeles-based Robert Wold Co., appointed director of marketing for closed-circuit television. **Dorothy Marsh**, secretary to president, named manager of program administration.

**Debra Robins**, research and marketing director, Bardon & Associates, Los Angeles, TV production company, joins Telesound, San Francisco, as director of marketing.

**John ChanIn**, director of sports, ABC Radio, New York, joins Enterprise Radio, New York, as senior VP, broadcast operations.

**Dick Stein**, VP of retail marketing, Radio Advertising Bureau, New York, named VP of marketing services, Entertainment and Sports Programing Network, New York.

**Candace H. Blancher**, sports coordinator and assistant to the senior VP, Insilco Broadcast Group of Louisiana, New Orleans, named manager of sports and special events for its WGO(AM) New Orleans and Insilco Sports Network.

**Gene Strul**, operations and programing manager, WKAT(AM) Miami, named VP.

**Rob Friedman**, marketing specialist, WRAL-TV Raleigh, N.C., named program manager.

**John E. Douglas**, air personality and program director, WGOW(AM) Chattanooga, Tenn., joins WNOX(AM) Knoxville, as program director.

**Barry Vaughn**, formerly with WCOZ(FM) Boston, joins WFAS(AM)-WWYD(FM) White Plains, N.Y., as program director.

**David Hamilton**, public affairs director and air personality, WVSI(AM)-WCEZ(FM) Jupiter, Fla.,

joins KCIN(AM) Victorville, Calif., as program director.

**Jack Mitchell**, air personality, WTIC-AM-FM Hartford, Conn., joins WNUS(AM) West Springfield, Mass., as program director.

**Joe Biedrzycki**, promotion manager, WGIR-FM Manchester, N.H., and **Ed Brouder**, promotion manager, WGIR(AM) Manchester, will assume additional responsibilities as program directors.

**Nicholas van Hoogstraten**, associate director, WAVE-TV Louisville, joins KCOP(TV) Los Angeles as on-air production supervisor.

**Rick Morand**, director, WITN-TV Washington, N.C., named production supervisor.

**Roger Miller**, broadcast engineer, KMGH-TV Denver, joins KSBW-TV Salinas, Calif., as production manager.

**Bob Payton**, producer, noncommercial WCNY-TV Syracuse, N.Y., named executive producer.

**Dick Calagiovanni**, senior director, WCNY-TV named production manager.

**Bruce R. Liljegren**, VP and general manager, WAOW-TV Wausau, Wis., named VP, operations, Wisconsin TV Network, Madison, licensee of WAOW-TV.

**Lance DeBock**, air personality, WJRZ(FM) Manahawkin, N.J., named VP and operations manager.

**J.R. Greeley**, program director, KSKX(AM)-KSWT(FM) Topeka, Kan., named operations manager. **Rex Lane**, air personality, WAXX(FM) Eau Claire, Wis., succeeds Greeley as program director for KSKX. **Dave Thlessen**, production director, KSWT, succeeds Greeley as program director there. **Dave Waters**, air personality, KSKX, named production director for both stations. **Lee O'Day**, announcer, WNYR(AM) Rochester, N.Y., and **Sandy McKay**, air personality, WAIR(AM) Winston-Salem, join KSKX as announcers.

**B. Charles Mercado**, associate producer-director, WJBK-TV Detroit, named producer-director.

**Andria Hall**, reporter, editor and co-host of monthly community affairs program, WAST(TV) Albany, joins WFSB-TV Hartford as *PM Magazine* co-host and associate producer.

**Sarah Scott**, with Cable News Network, Atlanta, joins WHBQ-TV Memphis as *PM Magazine* producer.

**Gerald Richman**, writer, producer and director, noncommercial KAET(TV) Phoenix, joins noncommercial KTCA-TV St. Paul as executive producer of *Nighttimes*, which is new daily series featuring local and national performers, live interviews, investigative reporting and coverage of live local special events.

**Steve DeAntonlo**, formerly with WCSC-TV Charleston, S.C., joins wis-TV Columbia, S.C., as assistant sports director.

**Daniel J.P. Ciernia** with WFRV-TV Green Bay, Wis., named producer-director of creative services department. **Dan Larson**, also with WFRV-TV, will share post with Ciernia.

## News and Public Affairs

**Joseph Honig**, freelance writer-editor, New York, joins KPIX(TV) San Francisco as *Eyewitness News*' managing editor.

**Mary Halleron**, weekend news manager, CBS News, New York, named assistant Northeast bureau manager, New York.

**J. Paul Huddleston**, president and founder, News-Aid, San Diego, joins WBCS-AM-FM Milwaukee as news director. News-Aid is consulting firm.

**Scott Willis**, producer for Cable News Network's Washington bureau, named senior producer. **Barbara Flack**, with CNN, Atlanta, named senior producer in charge of contributors and columnists. **Dave Guilbault**, CNN's producer of *Take Two*, named senior producer of the Atlanta talk and information program. **Stan Berk**, with CNN's talent and program development department, Atlanta, named supervisor of *Freeman Reports* and *People Tonight*, CNN's weeknight interview programs.

**Mike Halloran**, newsman, WMC-TV Memphis, joins KCIN(AM) Victorville, Calif., as news director.

**Keith Blankenship**, reporter, WRTL-AM-FM Rantoul, Ill., joins WPOK-AM-FM Pontiac, Ill., as news director.

**Sherol L. Hovis**, general manager, Oklahoma News Network, Oklahoma City, named VP and general manager and also VP of Insilco Broadcast Group, which owns ONN.

**Paul Lockwood**, producer, editor and writer, CBS News, New York, named CBS News reporter, serving as anchor on several *News-On-The-Hour* broadcasts on CBS Radio Network and handling other assignments.

**Don Ross**, assistant to VP of news, Group W, Los Angeles, joins News Information Weekly Service, Los Angeles, as VP and news director. NIWS is joint venture of Telepictures Corp. and United Software Associates which supplies feature news stories to stations.

**Pat Collins**, feature reporter, *Good Morning America*, ABC-TV, New York, named East Coast entertainment correspondent and critic for *Good Morning America*.

**Toble Marsh**, anchor, 5:30 p.m. news weeknights, WMAR-TV Baltimore, named co-anchor of 11 p.m. weeknight news.

**Penny Crone**, correspondent, WOR-TV New York, joins KESQ-TV Palm Springs, Calif., as 11 p.m. news anchor.

**Dean Phillips**, with WNCT-TV Greenville, N.C., joins WBRE-TV Wilkes-Barre, Pa., as 11 p.m. anchor.

**Kathleen Pitcher**, anchor, producer and reporter, WECT(TV) Wilmington, N.C., joins WGAL-TV Lancaster, Pa., as weekend anchor and general assignment reporter. **Michael Garber**, weekend anchor, WEHT(TV) Evansville, Ind., named general assignment reporter for WGAL-TV.

**Barbara Dinwiddie**, with Michigan Department of Social Services, Lansing, Mich., joins WJBK-TV Detroit as editorial director.

**Brenda Mudd**, weekday evening anchor, WTVW(TV) Evansville, Ind., joins KSDK-TV St. Louis as news producer and writer-editor.

**Tom Manheim**, reporter, KSBW-TV Salinas, Calif., named *Action 8 News* producer.

**Steve Silver**, anchor-reporter, WBRE-AM-FM Wilkes-Barre, Pa., joins WINZ(AM) Miami as producer and part-time anchor.

**Michael David Speights**, anchor-reporter,



WILM(AM) Wilmington, Del., joins noncommercial WUHY(FM) Philadelphia as reporter-producer.

**Barbara Blewer**, news anchor and reporter, WMAX(AM)-WCUZ(FM) Grand Rapids, Mich., joins KNX(AM) Los Angeles as news writer.

**Dan Hausle**, news director, WBuz(AM) Fredonia, N.Y., named writer and weekend assignment editor for WKBW-TV Buffalo, N.Y.

**Mike Cozza**, assistant news director-operations, WBTV(TV) Charlotte, N.C., named 11 p.m. news co-anchor. **Tom Mattesky**, reporter, WBTV, named assignment editor.

**Dan Cummins**, sports anchor, WRAU-TV Peoria, Ill., joins WTOL-TV Toledo, Ohio, as weekend sports anchor. **Michael Shore**, photographer, *West Toledo Herald*, Toledo, Ohio, and **Jim Webb**, assistant film director and news film photographer, WMTV(TV) Madison, Wis., join WTOL-TV as news photographers.

**Ann Dahlen**, reporter, KSTT(AM) Davenport, Iowa, joins noncommercial WVIK(FM) Rock Island, Ill., in same capacity.

**Nicholas George**, formerly with CBS News, New York, joins noncommercial KBIA(FM) Columbia, Mo., as news producer.

## Promotion and PR

**Nancy Isenberger**, former account executive, Eileen Prescott Public Relations, New York, joins CBS News, New York, as press representative.

**Herb Adderley**, account executive, WAWA(AM)-WLUM-FM Milwaukee, assumes additional duties as director of public relations for Suburbanair Inc., stations' licensee.

**Rich Piombino**, music and promotion director, WKLS-FM Atlanta, named promotion director, www(FM) Detroit.

**Susan Hirsch**, with KMPC(AM) Los Angeles, named publicity director.

**James Wergeles**, with public relations department of Madison Square Garden, New York, named public relations director for Madison Square Garden Television and Hughes Television Network, both subsidiaries of Madison Square Garden Communications Network.

**Tom Wilson**, promotion coordinator, WEYI-TV Saginaw, Mich., joins WBRE-TV Wilkes-Barre, Pa., as promotion director.

**Patricia A. Kehoe**, senior promotion specialist, Arbitron radio division, New York, named advertising and promotion manager.

**Al Hoffman**, producer-director, KHON-TV, Honolulu, named promotion director. **Lynne Budar-Goo**, with KHON-TV, named assistant promotion director.

**Ken Dennis**, promotion director, WOLO-TV Columbia, S.C., joins WPDE-TV Florence, S.C., as promotion manager.

**Louis V. Priebe**, former head, Louis V. Priebe Consultants, Washington public relations and federal affairs firm, joins Ehrlich-Manes & Associates, Washington, as VP for public relations.

**Dietrich Nelson**, account executive, Jan Gardner & Associates Inc., Memphis, named VP in charge of agency's public relations projects.

**Robin Buller**, assistant advertising manager,

Fleming Foods Co., Topeka, Kan., joins WRAL(FM) Raleigh, N.C., as promotion manager.

**Nancy Magnus**, creative writer, Peters Productions, San Diego, joins KCST-TV San Diego for promotion project.

## Technology

**James A. Gillice**, manager of credit and collection for RCA Broadcast Systems, Camden, N.J., named manager, customer financing, RCA Commercial Communications Systems division, Camden.

**O.J. Hanas**, VP-engineering for CATV division, Oak Communications Inc., Crystal Lake, Ill., named VP of special projects involving development and expansion of satellite communications programs for Oak Systems Inc., subsidiary of Oak Communications Inc. **Stanley E. Guif**, senior VP of technical services for Oak Systems Inc., Rancho Bernardo, Calif., succeeds Hanas as VP-engineering for CATV division.

**Ron Lease**, engineering supervisor, Group W's KDKA-TV Pittsburgh, named assistant manager of engineering for Group W Productions' Television Syndication Center.

**Ted Stratton**, assistant chief engineer, KTAR(AM)-KBBC(FM) Phoenix, named chief engineer.

**James Bowe**, staff engineer, WDHO-TV Toledo, named chief engineer.

**Richard M. Kane**, chief engineer, WSEN-AM-FM Baldwinsville, N.Y., joins WHEN(AM)-WONO(FM) Syracuse, N.Y., in same capacity.

## Allied Fields

New officers, Broadcasting Rating Council: **Daniel W. Kops**, president, Kops-Monahan Communications, chairman; **Barry Umansky**, NAB's assistant general counsel, assistant secretary; **Hugh N. Beville Jr.**, BRC executive director, (re-elected) secretary-treasurer, and



**International award.** Vladimir Zworykin (l), TV pioneer and honorary RCA vice president whose developments of iconoscope and kinescope led to modern sets, last week received first Rhein Ring for his contributions to "fully electronic" television from Eduard Rhein Foundation of Germany. Beacuse Zworykin, 92, was unable to attend earlier ceremonies in Germany, Rhein, (r), 80-year-old physicist, writer and inventor, came to U.S. for presentation at RCA headquarters in New York.

**Larry Patrick**, NAB's senior VP for research, assistant treasurer.

**Bruce Fohr**, former VP-director of research, Frank N. Magid Associates, Marion, Ill., and **Ken Dennis**, general manager of Magid's radio division, have formed new research and consulting firm in partnership with Surrey Broadcasting of Tucson, Ariz. **Kent Nichols**, VP of Surrey Broadcasting, is third partner of Communications Research Ltd., which will provide market research and programing consultation for radio. It will be based in Tucson.

**John J. (Jack) O'Neill**, policy analyst, National Telecommunications and Information Administration, Washington, named deputy associate administrator for telecommunications applications.

**Charles F. Convery**, with client service, A.C. Nielsen, New York, named manager of management information systems for Eastern division in New York. **Roger Schlies**, client services manager for A.C. Nielsen, Chicago, named MIS manager of Western division. **Ted Clemens**, associate director of research and development, Nielsen, named marketing manager of scanning services for marketing research group USA, Chicago.

## International



Webster

**David Webster**, director, public affairs, BBC, named BBC director for U.S. Webster's appointment includes seat on BBC's management board. First director named by the BBC, he will oversee BBC's interests, create new sales opportunities, expand co-production and joint capital projects in U.S.

**John Wilkinson**, secretary, BBC, succeeds Webster as director, public affairs.

**Gordon Burges**, marketing director, ELF Audio Visual, joins Richard Price Television Associates, London, as sales executive for Europe and Middle East. **Julia Suddards**, formerly with Yorkshire Television, joins RP Television as sales executive for Africa, Caribbean and Mediterranean. **Lesley Heath**, freelance film producer, joins RP Television in charge of new product acquisition and producer liaison.

## Deaths

**Archie Miller**, 54, chief engineer, WCPO-TV Cincinnati, died of cancer Oct. 7 at Good Samaritan hospital, Cincinnati, after extended illness. Miller is survived by his wife, Chris and four children.

**Richard C. Meeker Jr.**, 24, only son of television actress and movie producer-actress, Mary Tyler Moore, died Oct 14 at his home in Los Angeles of gunshot wound to head, while loading and unloading shotgun. Meeker was CBS-TV page in Los Angeles. Besides his mother, survivors include his father, Moore's first husband, Richard T.C. Meeker Sr., former account executive for television stations and advertising agencies in Sacramento. Police say coroners report is needed to determine if death was suicide or accident.



# Stock Index

Exchange and Company	Closing Wed. Oct. 15	Closing Wed. Oct. 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	33 1/8	33 7/8	- 3/4	- 2.21	6	933
N Capital Cities	63 3/4	66 3/4	- 3	- 4.49	13	839
N CBS	53	52 5/8	+ 3/8	+ .71	8	1,476
N Cox	54 1/2	56 3/4	- 2 1/4	- 3.96	8	735
A Gross Telecasting	27 1/2	28 1/4	- 3/4	- 2.65	8	22
O LIN	64 1/2	61 1/2	+ 3	+ 4.87	13	177
N Metromedia	100	99 1/2	+ 1/2	+ .50	11	424
O Mooney	8 1/2	8 1/2			11	3
O Scripps-Howard	57 1/2	57 1/2			9	148
N Storer	28 5/8	27 7/8	+ 3/4	+ 2.69	9	373
N Taft	30 1/2	31 1/8	- 5/8	- 2.00	9	298
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	26 1/4	26 3/4	- 1/2	- 1.86	21	48
A Affiliated Pubs.	28	27 5/8	+ 3/8	+ 1.35	12	144
N American Family	7 7/8	7 3/4	+ 1/8	+ 1.61	4	82
N John Blair	21 5/8	21 5/8			7	80
N Charter Co.	20	19 1/4	+ 3/4	+ 3.89	1	558
N Chris-Craft	24 1/2	25 1/2	- 1	- 3.92	12	65
N Coca-Cola New York	6 1/2	6 3/8	+ 1/8	+ 1.96	15	114
N Cowles	27 1/8	26	+ 1 1/8	+ 4.32	18	107
N Dun & Bradstreet	58 1/4	57 3/8	+ 7/8	+ 1.52	18	1,622
N Fairchild Ind.	30 1/8	29 3/8	+ 3/4	+ 2.55	9	343
N Fuqua	16 7/8	17 1/8	- 1/4	- 1.45	3	214
N Gannett Co.	56 7/8	57 1/2	- 5/8	- 1.08	15	1,999
N General Tire	19 7/8	20 1/8	- 1/4	- 1.24	8	470
O Gray Commun.	62 1/2	54 1/2	+ 8	+ 14.67	13	29
N Harte-Hanks	33	32 3/4	+ 1/4	+ .76	16	308
O Heritage Commun.	23 1/4	22 5/8	+ 5/8	+ 2.76	12	76
N Insilco Corp.	20	18 1/8	+ 1 7/8	+ 10.34	8	215
N Jefferson-Pilot	25 7/8	26 5/8	- 3/4	- 2.81	6	567
O Marvin Josephson	12	12 1/2	- 1/2	- 4.00	8	30
O Kansas State Net.	29 1/2	29	+ 1/2	+ 1.72	24	55
N Knight-Ridder	30 3/4	30	+ 3/4	+ 2.50	11	999
N Lee Enterprises	28	25 1/8	+ 2 7/8	+ 11.44	13	201
N Liberty	14 3/4	14 3/4			6	190
N McGraw-Hill	39 3/8	39 3/4	- 3/8	- .94	12	977
A Media General	33 5/8	33 1/2	+ 1/8	+ .37	9	239
N Meredith	41 5/8	40 3/8	+ 1 1/4	+ 3.09	6	130
O Multimedia	31 1/2	32	- 1/2	- 1.56	16	316
A New York Times Co.	30 5/8	30	+ 5/8	+ 2.08	9	367
N Outlet Co.	30 1/2	30 1/4	+ 1/4	+ .82	44	76
A Post Corp.	16 3/8	17 3/8	- 1	- 5.75	8	29
N Rollins	36	36 1/8	- 1/8	- .34	15	493
N San Juan Racing	18 1/2	18	+ 1/2	+ 2.77	21	46
N Schering-Plough	38 3/4	40 5/8	- 1 7/8	- 4.61	9	2,055
O Stauffer Commun.	44	44			11	44
A Tech Operations	18 3/8	18	+ 3/8	+ 2.08	20	26
N Times Mirror Co.	44 1/4	44 7/8	- 5/8	- 1.39	11	1,501
O Turner Broadcasting	16	16 1/2	- 1/2	- 3.03		160
A Washington Post	23 1/2	23 1/2			9	331
N Wometco	22 5/8	23 3/8	- 3/4	- 3.20	10	200
<b>CABLE</b>						
A Acton Corp.	16 3/8	16 1/2	- 1/8	- .75	11	49
N American Express	37 7/8	38 1/8	- 1/4	- .65	8	2,700
O Burnup & Sims	14 1/8	14 5/8	- 1/2	- 3.41	18	126
O Can. Cablesystems	10 3/8	10 1/8	+ 1/4	+ 2.46	20	197
O Comcast	29 1/4	29	+ 1/4	+ .86	33	74
O Entron*	5	5			5	4
N General Instrument	91	89	+ 2	+ 2.24	15	790
O Geneve Corp.	53	45 1/8	+ 7 7/8	+ 17.45	38	59
O Tele-Communications	24 1/4	22	+ 2 1/4	+ 10.22	23	558
N Teleprompter	28 5/8	27 1/4	+ 1 3/8	+ 5.04	24	486
N Time Inc.	56 1/4	56 1/2	- 1/4	- .44	11	1,582
O Tocom	19 3/4	19 1/2	+ 1/4	+ 1.28		59
O UA-Columbia Cable	79	79 1/2	- 1/2	- .62	58	265
O United Cable TV	46	42 1/4	+ 3 3/4	+ 8.87	32	186
N Viacom	52 7/8	53 1/2	- 5/8	- 1.16	19	223
<b>PROGRAMING</b>						
O Chuck Barris Prods.	3 5/8	3 7/8	- 1/4	- 6.45	3	11
N Columbia	33 7/8	34 1/4	- 3/8	- 1.09	10	341
N Disney	45 3/4	47 1/4	- 1 1/2	- 3.17	12	1,486
N Filmways	9 1/8	9 1/4	- 1/8	- 1.35		57
O Four Star	1 1/2	1 1/2			15	
N Getty Oil Corp.	95 3/8	92	+ 3 3/8	+ 3.66	11	7,835
N Gulf + Western	18 1/2	18 1/2			4	1,034
N MCA	55 1/2	52 5/8	+ 2 7/8	+ 5.46	9	1,304
O Medcom	7 5/8	7 3/8	+ 1/4	+ 3.38	27	13
N MGM Film	8 1/8	8 1/8			5	262
O Reeves Commun.	38	34 1/2	+ 3 1/2	+ 10.14	27	94
N Telepictures	6 1/4	5 3/4	+ 1/2	+ 8.69	28	14
N Transamerica	20	19 1/2	+ 1/2	+ 2.56	5	1,305
N 20th Century-Fox	37 1/2	37 5/8	- 1/8	- .33	6	7,902
O Video Corp. of Amer.	8 1/8	9 1/4	- 1 1/8	- 12.16	17	8
N Warner	61 1/4	60	+ 1 1/4	+ 2.08	15	1,743
A Wrather	25 1/4	24	+ 1 1/4	+ 5.20		58
<b>SERVICE</b>						
O BBDO Inc.	47	45 3/4	+ 1 1/4	+ 2.73	10	118
O Compact Video	25 3/4	26 1/8	- 3/8	- 1.43	24	66
N Comsat	51 1/2	44 7/8	+ 6 5/8	+ 14.76	11	412
N Doyle Dane Bernbach	37	35 3/4	+ 1 1/4	+ 3.49	10	97
N Foote Cone & Belding	39	38 1/4	+ 3/4	+ 1.96	10	104
O Grey Advertising	59	59			6	36
N Interpublic Group	37	36 1/4	+ 3/4	+ 2.06	8	165
O MCI Communications	11 7/8	12 1/2	- 5/8	- 5.00	59	361
A Movielab	8 1/8	7 7/8	+ 1/4	+ 3.17	7	13
N MPO Videotronics	5 3/8	5 1/2	- 1/8	- 2.27	15	3
O A.C. Nielsen	36 1/4	36 5/8	- 3/8	- 1.02	15	398
O Ogilvy & Mather	29 1/4	28 3/4	+ 1/2	+ 1.73	9	121
O Telemation	2 1/2	2 1/4	+ 1/4	+ 11.11	15	2
O TPC Communications	8	8			57	7
N J. Walter Thompson	36 3/8	37 1/8	- 3/4	- 2.02	8	111
N Western Union	27	28 1/2	- 1 1/2	- 5.26		409
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	16	16			16	26
N Ampex	33 1/2	29 1/4	+ 4 1/4	+ 14.52	16	385
N Arvin Industries	15	15 1/4	- 1/4	- 1.63	8	116
O CCA Electronics*	1/8	1/8			1	
A Cetec	7 1/4	7 1/8	+ 1/8	+ 1.75	9	15
O Chyron	15 3/4	14 5/8	+ 1/8	+ 7.69	26	19
A Cohu	8 3/8	8 1/4	+ 1/8	+ 1.51	12	14
N Conrac	18	18 1/2	- 1/2	- 2.70	8	37
N Eastman Kodak	71 3/8	69 1/8	+ 2 1/4	+ 3.25	11	11,519
B Elec Missile & Comm.	7 1/8	5 7/8	+ 1 1/4	+ 21.27	89	19
N General Electric	54	54 1/8	- 1/8	- .23	8	9,967
N Harris Corp.	51	47 1/2	+ 3 1/2	+ 7.36	19	1,542
O Intl. Video*	5/8	5/8			1	
O Microdyne	28 1/2	28 1/2			21	75
N M/A Com. Inc.	48 7/8	54 1/8	- 5 1/4	- 9.69	43	487
N 3M	57	57			10	6,638
N Motorola	69 1/2	68 1/2	+ 1	+ 1.45	13	1,983
O Nippon Electric	70 1/8	65 1/4	+ 4 7/8	+ 7.47	54	2,302
N N. American Philips	34 1/8	34 7/8	- 3/4	- 2.15	5	410
N Oak Industries	48 3/4	48 1/8	+ 5/8	+ 1.29	16	261
A Orrox Corp.	7 7/8	8 1/4	- 3/8	- 4.54	25	13
N RCA	31	28 1/2	+ 2 1/2	+ 8.77	8	2,321
N Rockwell Intl.	34 5/8	32 1/2	+ 2 1/8	+ 6.53	9	2,570
A RSC Industries	5	5 1/4	- 1/4	- 4.76	13	11
N Scientific-Atlanta	42	41 3/4	+ 1/4	+ .59	37	435
N Sony Corp.	15 1/8	15 1/8			25	3,261
O Tektronix	66 3/4	66 1/2	+ 1/4	+ .37	15	1,219
N Texscan*	18 1/2	18 1/2			36	19
N Varian Associates	32 3/4	32 1/4	+ 1/2	+ 1.55	15	252
N Westinghouse	27 1/4	26 7/8	+ 3/8	+ 1.39	7	2,311
N Zenith	16 3/4	17	- 1/4	- 1.47	15	315
<b>Standard &amp; Poor's 400 Industrial Average</b>						
	152.64	150.00	+ 2.64			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb 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.

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## CBS's Wyman aims for corporate responsibility as well as profitability

When Tom Wyman was named president and chief executive of CBS last spring, the first question that crossed many minds was: Will he last? The history of his immediate predecessors was unpromising. John Backe and Arthur Taylor had fallen victims to fits of disenchantment besetting William S. Paley, CBS's founder-chairman and undisputed boss.

Long-time Wyman career followers think he will last. After all, they say, he has worked successfully with a couple of demanding, hard-nosed executives in his time—Dr. Edwin Land at Polaroid and William Spoor at Pillsbury—and not only survived but ranked as heir apparent in both cases when he left. And long-time Paley watchers think they detect in Wyman a quality of style, interest in the arts and sense of corporate responsibility—as well as bottom-line business sense—that may make for a more enduring relationship than those enjoyed, however briefly, by Backe and Taylor.

In any case, Wyman is low-key, tends to speak thoughtfully and slowly, has a quiet sense of humor and has built a reputation as a leader and motivator. Associates say he is especially adept in dealing with people.

His way with people was evident in his previous jobs—and is beginning to show at CBS. At Polaroid, following complaints from black militants, he developed a South African operations policy based almost completely on employee recommendations—a policy widely copied and singled out by *Time* magazine in naming him to its 1974 list of "200 Rising World Leaders." When he became chief executive of Green Giant Co. (having departed Polaroid out of impatience, some said, to run his own company), he carried the "participatory management" approach further. And after he got the stumbling Green Giant back on its feet and it was acquired by Pillsbury, he was credited with engineering a relatively bloodless merger despite the elimination of many high-level jobs.

At Green Giant, he invited employees to form task forces to examine how well the company was meeting its responsibilities to employees, customers and the community—and to let management know what they thought it was doing wrong, no matter what it might be. The employees were skeptical at first, he says, but within a year came back with "a series of the most spectacularly interesting, innovative, articulate and very businesslike sugges-



Thomas Hunt Wyman—president and chief executive, CBS Inc.; b. Nov. 30, 1929, St. Louis; graduated Phillips Academy, Andover, Mass., 1947; BA, English, magna cum laude and member Phi Beta Kappa, Amherst (Mass.) College, 1951; trainee, overseas division, First National City Bank of New York, 1951-52; first lieutenant, U.S. Army Corps of Engineers (in Korea), 1953-55; salesman, then assistant to president, also new products division manager, Nestle Co., White Plains, N.Y., 1955-60; student, Management Development Institute, Lausanne, Switzerland, 1960-61; assistant to managing director, then vice president, Findus International, S.A. (Nestle), Vevey, Switzerland, 1961-65; with Polaroid Corp., Cambridge, Mass., as vice president, 1965-72, and senior vice president, general manager and chairman of management executive committee, 1972-75; president and chief executive, Green Giant Co., Chaska, Minn., 1975-79, and vice chairman, Pillsbury Co., Minneapolis, 1979-80; present post since June 2, 1980; m. Elizabeth Minnerly, Dec. 3, 1960; children—Tom Jr., 18; Lisa, 17, and, by former marriage, Peter, 23, and Michael, 21.

tions" that led the company to "change the way we did business in a number of reasonably significant ways."

"I see absolutely nothing in this [CBS] business," he says, "that wouldn't respond" to that kind of approach. "Except," he adds, "perhaps in broadcasting. I think some of the ways of doing business have been a little more deeply ingrained, and I think the professional pride and the resistance to critique may be a little greater."

But, Wyman says, "we've already started to do some things." For instance, he explains, where CBS's various businesses formerly operated more or less independently of one another, he and their

presidents are "already spending far more time together, talking about where the corporation is going, and hopefully developing a sense of comfort in asking questions about one another's businesses—constructively, but gently, with civility. I think it makes life far more interesting for the group—and they're all so bright it seems a shame not to."

In his people relationship, Wyman is not ignoring Bill Paley—who, incidentally, he says has been "really remarkably sensitive, patient, supportive." He sees the chairman almost every day: "The nice part of it is that the initiative to do that is so clearly mine. I don't have to; I really want to. For one thing, he really knows a hell of a lot about broadcasting. And he's a great teacher."

Wyman says he has been spending a lot of time at CBS News, which he regards as "one of the most interesting parts of the business" and also "one of the most important to understand." He thinks it "frightening" that so many Americans get most or all of their news from television. This, he says, makes it all the more important that those little snippets in newscasts and the longer pieces in documentaries and investigative reports be chosen and presented in as "clear, interesting and balanced" a way as possible.

He sees in the new CBS Cable unit "very large opportunities" both to supply much-needed programming and to "do things not economically feasible" on a network. In cable, he says, "we're definitely going to be upscale." He thinks that the world of cassettes, disks and some of the other new electronic media may be "more in the future than many believe." Whatever happens, he says, CBS is "pretty well positioned to be part of it."

Some CBS colleagues say Wyman, as one put it, "is more in the Frank Stanton image than anyone since Stanton," who retired in 1973 after more than a quarter-century in top-level tandem with Paley. Wyman himself notes that Stanton was widely regarded as "Mr. CBS" where Washington, affiliates and industry issues were concerned.

"I think we've lost some of that," he says. "There's an opportunity and a responsibility for us to be more visible on issues of substance"—whether related to broadcasting or to broader matters such as inflation, relationships between business and government, business and communities or social issues.

Does he plan to speak out on these matters, and represent CBS in Washington proceedings? "Yes," he replies. "No question."

"As soon," he adds with a smile, "as I get smarter."



# Editorials

## Sky pilot

Out of the blue, so to speak, CBS has proposed that direct broadcast satellites be used to elevate broadcast signal standards well above present quality. The idea, as explained in BROADCASTING a week ago, is to develop a high-resolution system that would be compatible with the one now in use, to be phased in at public convenience.

As was to be expected, CBS officials speak gingerly when asked whether they are thinking of satellite service direct to homes. For years to come they will need a couple of hundred old-fashioned television stations to move CBS Television Network programs and advertising around. There is no point now in stirring up the affiliates, who are already nervous enough about a future full of puzzling technology.

Whatever is to be between the bird and the six-foot screen on the living-room wall, however, the concept of moving toward better quality in television signals is worthy of support. At least the subject is entitled to serious consideration by the kind of government-industry task force that the FCC has suggested and some in broadcasting, including CBS, endorse. CBS's reference to the National Television Standards Committee, which fashioned the present color standards (against, for a time, CBS's vigorous dissent, historians would note), provides a starting point for planning.

There are those in broadcasting who dispute the need for a radical improvement in the present system. And perhaps they are correctly interpreting the market. It remains to us a mystery why travelers have not risen in a body to protest the astigmatic images that go with the average hundred-dollar hotel room. People seem to accept pictures that don't live up to present standards.

That is no reason, however, to avoid improvements. Why not a National Satellite Standards Committee of qualified members from government, broadcasting and manufacturing? The sooner it is formed and gets down to work, the less reason there will be to look for a plot to put off satellite broadcasting service.

## Captain Outrageous runs aground

Against advice he should have taken, Ted Turner has formally petitioned the FCC to repeal its rule requiring cable systems to carry local television signals. In the filing, Turner preserves his cultivated image as enfant terrible of the cable and broadcasting businesses. If, however, he has ambitions to outgrow his present role, he would be wise to withdraw last week's evidence of undeveloped reasoning powers.

Turner asserts that cable systems lacking the channel capacity to accommodate all the local signals the FCC obliges them to carry and such distant mother lodes as his Cable News Network and misnamed superstation, WTBS(TV) Atlanta, should be free to dump local service and put Turner on. He argues that the FCC's cable-broadcast economic study of last year found little prospect of damage to local stations from the importation of broadcast competition from outside. That being so, says Turner, what has a local station to fear if it is excluded from cable to make room for WTBS?

Whatever the merits of the FCC's economic study, which was the subject of considerable criticism, Turner has missed a central point, intentionally or not. The study was made while every local station had a place on every cable system in its market, and no attempt was made to appraise the consequences if outside signals were brought in and locals thrown off. The study is simply inapplicable to Turner's petition.

Another matter that has escaped attention in Turner's filing

deserves consideration by the FCC. Upon removal from a cable system, a local station would be denied all access to the homes on the system's subscriber list. It has been a common practice of cable installation since the early days to remove the means of off-air reception when cable is attached to a set. And Turner has the brass to talk about the virtues of unfettered competition.

Turner is also ignoring the history of the present copyright law. Congress prescribed a scale of cable payments based on the use of distant signals. It assumed that all local stations would be carried, according to FCC rules, and would benefit, or at least avoid depreciation of their service, from cable system exposure. Were the FCC to repeal its must-carry rule, it would remove a basic underpinning of the cable copyright structure.

Turner's innovations have deserved much of the encouragement they have received. This time the graying boy wonder has let himself look far more foolish than he is.

## The right word

No election passes without incidents that expose the inherent idiocies of laws governing political broadcasting. As noted here before, the awkward insertion of a third party, this year as in 1976 the League of Women Voters, in the arrangements of presidential debates has only complicated a process that is difficult enough. Yet the third party is decreed by federal regulation.

Last week brought another vivid example of Section 315 at work. Barry Commoner, the Citizens Party candidate for President, bought radio commercials opening with the expletive: "Bullshit." Naturally, there were listener complaints, about which broadcasters could do nothing. The commercials could not be edited without violation of the anti-censorship provision of Section 315. They could not be rejected without violation of the equal-time provision of the same section or conflict with Section 312(a), which threatens license revocation for any station denying reasonable access to a candidate for federal office.

Surely congressmen who persist in defending Section 315 and 312(a) at least have tremors of doubt when confronted by a misuse of broadcasting like Commoner's. How would they react if newspapers appeared with a Commoner ad shouting "Bullshit" in a headline? How many newspapers would accept that ad?

A tape of the Commoner spot would enhance the case for repeal of the legal inanities. Come to think about it, what Commoner said about the campaign rhetoric of the other presidential candidates could be said about the political broadcasting laws.



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