

Market-by-market:
TV's financial reckoning for 1979

Broadcasting Nov 24

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Because we're the only station in Texas with a year-round news bureau in the state capital. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. **KPRC TV HOUSTON.**



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The First
50
Years Of
Broadcasting

1937

☐ PAGE 85

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SOMETHING EVIL

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CRISIS IN MID-AIR

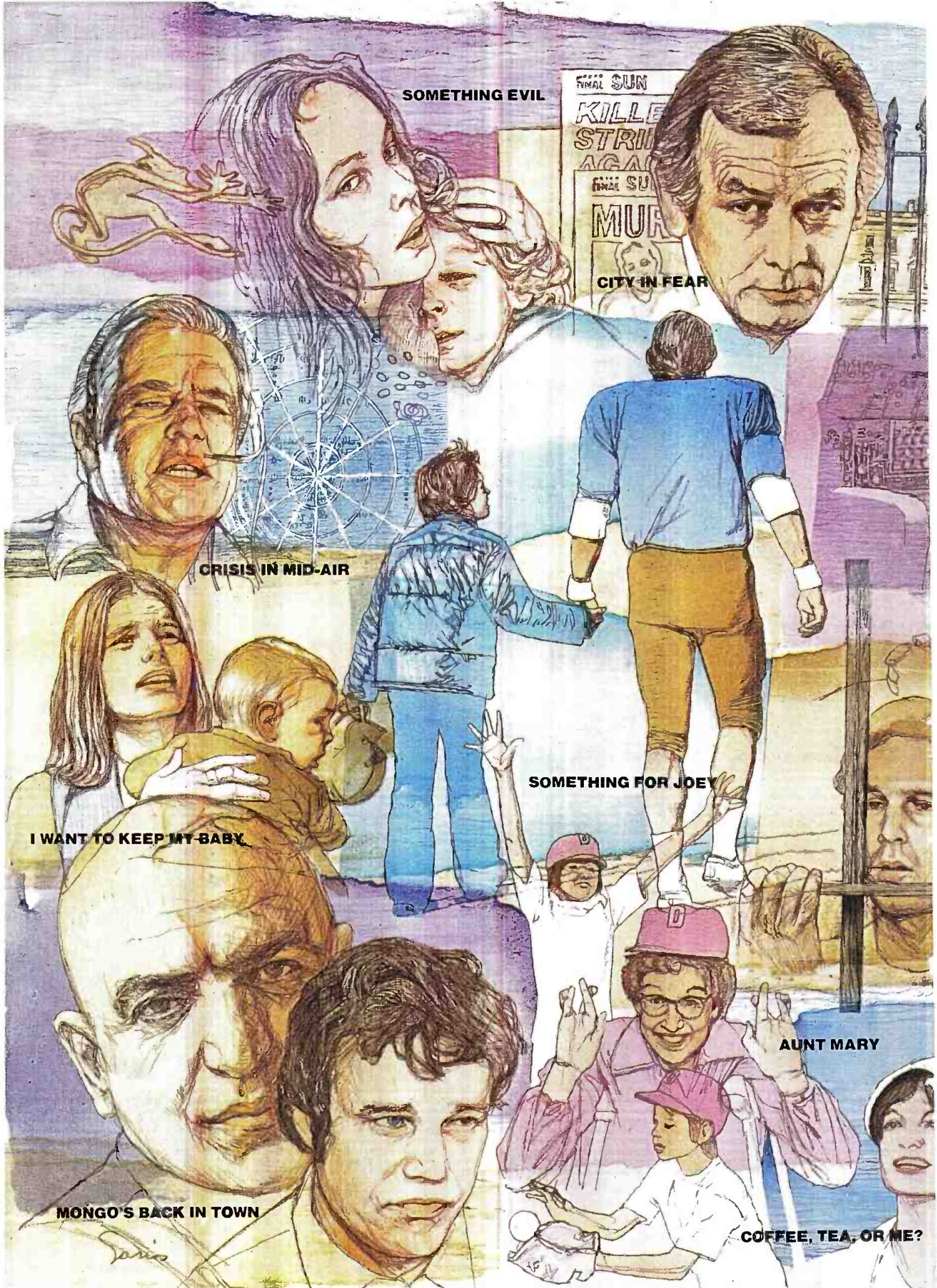
SOMETHING FOR JOE

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COFFEE, TEA, OR ME?



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Produced by the Chamber of Commerce of the United States.

The Week in Brief

TOP OF THE WEEK

PACKWOOD'S PLANS □ Next chairman of Senate Commerce Committee makes public his ideas about deregulation. **PAGE 27.**

MORE TRANSITION □ Reagan advisers accelerate work of picking faces and places in new administration. **PAGE 28.**

DON'T RELAX QUITE YET □ Court stays FCC's easing of cable distant-signal and syndicated exclusivity provisions, pending disposition of broadcasters' appeal. **PAGE 29.**

LOOSE BALL ON 9 KHZ □ Government appears in disarray under pressure of clock as it prepares for conference on AM broadcasting. NAB pressures for postponement of meeting. **PAGE 30.**

DALY JUMPS SHIP □ In surprise pullout, CBS Entertainment President resigns to take unannounced top post at Warner Bros. **PAGE 32.**

DO OR DIE FOR PREMIERE □ Attorneys general of 31 states support government's antitrust action against proposed pay-cable venture. Defendants' counsel says combine will not appeal adverse court ruling. **PAGE 33.**

WESTWARD HO FOR CABLE □ Anaheim, Calif., promises to be industry capital next month with Western Cable Show and NCTA board sessions. **PAGE 34.**

LAW & REGULATION

OHLBAUM PICKED □ FCC names 27-year veteran of agency to be acting chairman of Review Board, bypassing Marino. **PAGE 36.**

PROGRAMING

HONORED □ National Commission on Working Women presents special awards to networks and performers responsible for programs that portray issues of importance to women. **PAGE 43.**

BUSINESS

CABLE INCOME □ New York firm's analysis of publicly held companies finds industry income up 84% in 1979

with improvement in cash flow ratio. **PAGE 51.**

WARNER AMEX CHANGES □ Lockton tapped to be president and chief operating officer. Hauser continues as chairman and CEO, but Reinsch will relinquish co-chairmanship. **PAGE 52.**

MEDIA

CAMPAIGN POST-MORTEM □ Political and press observers discuss how voters reacted to candidates' ads and news coverage. **PAGE 54.**

TECHNOLOGY

DIGITAL PROGRESS □ Problems and promises are discussed at SMPTE conference in New York. **PAGE 64.**

JOURNALISM

CABLE DOCUMENTARIES □ New England operator of 48 franchises finds many values in its coverage of local issues and in cooperating with local papers. **PAGE 66.**

SPECIAL REPORT

TV'S SCORECARD □ FCC releases market-by-market television financial data for last year. Combined with earlier report on network performance, it shows TV had profits of \$1.7 billion in 1979. **PAGE 70.** Station reps, canvassed last week after release of FCC figures, are confident spot TV business will get even better. **PAGE 72.** Market-by-market breakdown. **PAGE 74.** BROADCASTING's computation of what it costs to reach a TV home in each market. **PAGE 80.**

1937

THE 'BROADCASTING' YEARS □ Radio's golden age drew more prospectors and more Washington critics. Organized labor made its first substantial inroads on broadcasting. Key members of Congress became increasingly concerned about ownership and practices in radio. And farther up Pennsylvania Avenue, new FCC Chairman McNinch rebuilt structure of commission. **PAGE 85.**

PROFILE

UNSWERVING FAITH □ Chuck Dolan says cable is medium best equipped to match competition in coming decade. But that is to be expected from president of Cablevision Systems Development Corp., who was cable believer before it was fashionable. **PAGE 113.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$45, two years \$85, three years \$120. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. Weekly Playlist \$12 annually. Annually: Broadcasting Yearbook \$55.00. Across the Dial-Around the Channels \$3.95. Microfilm of Broadcasting is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of Broadcasting is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

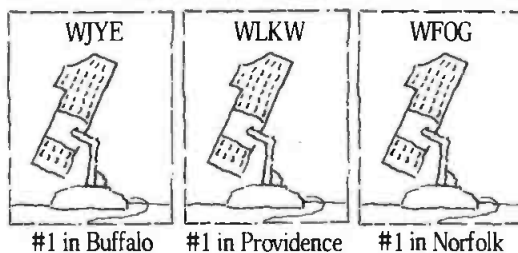
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That means when we program beautiful music, how we do what we do must be right.

And all we do helps us make a beautiful impact in broadcasting.



SOURCE: Arbitron, April/May 1980, for Buffalo, Providence and Norfolk, Monday through Sunday, 6 A.M.-12 Mid-night, total persons 12+ metro share. Audience estimates sub-

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Represented nationally by Torbet Radio.

McCORMICK COMMUNICATIONS

Closed Circuit®

Insider report: behind the scene, before the fact

Fast start

In accord with take-charge policy now on display in Washington, Ronald Reagan is expected to name new FCC member and probably chairman at very outset of his administration. Appointment will be to Chairman Charles D. Ferris's seat, if he quits by Jan. 20, or to James H. Quello's. Latter's term ended last June 30.

Although favored for reappointment if Ferris leaves, Democrat Quello would be innocent victim if Ferris stayed on, as some observers guess he will if he can't find another job. Political revenge could also be involved. Quello has been Ferris's most consistent adversary.

Theory is that with new chairman-designate waiting in wings while security investigations and Senate confirmation take place, Reagan would name interim chairman from incumbent Republicans, Robert E. Lee, Abbott Washburn and Anne P. Jones. Lee is given best chance. His term ends next June 30, meaning graceful exit by time new boss is installed.

New man

Who's to be Reagan's permanent FCC chairman? It's too early to say, according to insiders. Among others already mentioned ("Closed Circuit," Nov. 17, 10), John W. (Jack) Pettit, general counsel of FCC under Richard Wiley chairmanship and now in private practice, is said to be attracting influential support. Also added to list of FCC prospects is Ron Coleman, former Republican attorney on House Communications Subcommittee staff, now practicing in Washington.

All gone

If some key Reagan advisers prevail, not only Henry Geller but also agency he heads will disappear in new administration. Geller's National Telecommunications and Information Administration, created in Department of Commerce during Carter administration, would be scrapped and replaced by White House operation more in image of Office of Telecommunications Policy of Nixon and Ford years than NTIA. In charge would be high-ranking administrator answerable to President. Staff would be smaller than NTIA's. Big assignments would be farmed out to contractors.

Win some, lose some

Preliminary conclusions of study by Petry Television of latest standings of TV syndicated shows in October Nielsen ratings in 23 major market: Shows scoring well are *Barney Miller*, *Donahue*,

*M*A*S*H* and *Family Feud*, last said to be sole game strip to be holding solid audience. Series faltering or falling short of expectations: *John Davidson Show*, *Mike Douglas*, *You Bet Your Life*, *To Tell the Truth*, *Toni Tennille* and *Solid Gold*.

Pinch abroad

Wait for possible release of American hostages by Iran is piling up expenses beyond any anticipated for overseas news by ABC, CBS, NBC and Cable News Network. Officials privately say long stakeout of U.S. military hospital at Frankfurt, Germany, where hostages are expected if released, has put them way over 1980 budgets. All four are now pooling three camera crews and support staff in Frankfurt, but hotel rooms for others are rented in reserve.

Extensive Iranian coverage early in year, plus Afghanistan invasion by Russia, had contributed to strain on network news budgets. Added problem: decline of dollar against other currencies.

Birdland

Burgeoning new business—installation of satellite master antenna (SMATV) systems at apartment buildings, motels and hotels—may be shaken up by industry giant early next year. Channel Master, \$50-million-a-year television antenna manufacturer and marketer, is test marketing SMATV systems, but it won't say where. Using gear manufactured in-house and elsewhere, Channel Master plans to sell and possibly operate SMATV systems, which are essentially small cable systems without franchises.

Richard Deutch, executive vice president, marketing, says Channel Master is also considering home earth-terminal market, but that "main thrust now is the commercial market."

Money for muscle

National Cable Television Association 1981 budget, which will get going over by board before Western Cable Show (see page 34), reflects financial demands of NCTA's sudden expansion. According to Kathryn Creech, senior vice president, industry affairs, proposed new budget calls for revenues of \$3.5 million, but expenditures of \$3.7 million. Deficit is caused by NCTA's move into new building and by increase in staff and services.

Deficit might be ameliorated by development of new income sources, Creech said, but projection shows deficit being gradually defrayed over next three years and association "whole again in the fourth year."

Potomac fever

Gerald Rafshoon, Jimmy Carter's media man, is not returning to Atlanta in wake of his client's defeat at polls. He will continue operating advertising-PR shop he set up in Washington during Carter Presidency, and will have new 50-50 partner—Gregg Schneiders, colleague in 1976 campaign and for time presidential assistant.

Second thoughts

Moral Majority seems to have pulled back from plan aimed at toning down sex and violence on network television (BROADCASTING, Oct. 6). Plan would have culminated in boycott of products of sponsors of shows found to be most offensive. Publicity given plan subjected Moral Majority to charges it was attempting censorship. Making things more awkward were militant statements and calls for boycotts to combat sex and violence on television by groups with which Moral Majority is identified in public mind but is not affiliated.

As result, spokesman said, Moral Majority is "reassessing" its plan. He indicated Moral Majority would stress persuasion. One sign of slowdown was disclosure that engagement of polling organization to make survey of programs considered most offensive has been postponed. Gallup was originally announced but was unable to undertake project.

Greener fields

Associated Press broadcast services department is losing another key executive. Jay Bowles, deputy director in charge of marketing, is leaving after 16 years with AP to join Blackburn & Co., media broker. He'll be based in Atlanta. In October, Jerry Trapp left deputy director's post, after more than 20 years with AP, to become vice president of Intermountain Network in Salt Lake City (BROADCASTING, Sept. 29). Financial advantage is presumed to be among persuasive factors in both cases.

Global thinking

International TV newsmagazine, with correspondents and stories representing five or six cultures (including American), is in development at ABC, possibly for 1981. Show would be weekly, perhaps hour but no less than half-hour. Whether show would air on ABC-TV is still open question; in any case, ABC has worldwide distribution motive. Participating broadcast organizations already lined up are understood to include Brazil's TV Globo and Britain's Thames Television.



WHAT'S REALLY BEAUTIFUL ARE THEIR NUMBERS 42-30-13-14

(% WOMEN)

(% MEN)

(% TEENS)

(% KIDS)

Charlie's Angels, the highest rated adventure series in the past decade, also has the perfect audience distribution for success in any day part.

Count on the Angels.

And your numbers will all add up to 1.

CHARLIE'S ANGELS

A Spelling/Goldberg Production distributed by



COLUMBIA PICTURES TELEVISION

Another beautiful number to note is Charlie's Angels' availability: 10-5-81.

Business Briefly

TV ONLY

Perdue □ Chicken. Begins in January for 13 weeks in 10 markets. Day, late fringe, early fringe, prime access and news times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49; women, 25-54.

American Can Co. □ Bolt and Aurora paper products. Begins Dec. 29 for 13 weeks in over 50 markets. Day, early fringe, late fringe and news times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

Prime Time Sportswear □ Made in the Shade Jeans. Begins late November for this quarter in Seattle. Agency: Young & Rubicam, New York. Target: adults, 18-34.

MJB Co. □ Various food products. Begins Jan. 19 for first quarter in 15 West Coast markets. Day, early fringe, late fringe, prime and weekend times. Agency: Carlson, Liebowitz & Olshever, Los Angeles. Target: women, 25-54.

Anheuser-Busch □ Busch Gardens amusement parks. Begins Jan. 1 for

seven weeks in over 10 markets. Fringe and prime times. Agency: McDonald & Little, Atlanta. Target: adults, 18-49.

Elias Brothers □ Big Boy restaurants. Begins late January for four weeks in all Michigan markets. All dayparts. Agency: Simons Michelson Zieve, Troy, Mich. Target: women, 25-54; adults, 18-49.

Allen Products □ Liv-A-Snaps dog biscuits. Begins this week for four weeks in 21 markets. Early fringe and day times. Agency: Weightman Advertising, Philadelphia. Target: women, 25-64.

One Industry International □ Jeans. Begins this week for four weeks in Baltimore, Washington and Philadelphia. Late fringe and prime access times. Agency: Tyson & Partners, Philadelphia. Target: women, 18-34.

Stokely Van Camp □ Gatorade citrus drink. Begins Jan. 5 for three weeks in 74 markets. Day, early fringe, late fringe and weekend times. Agency: Clinton E. Frank, Inc. Advertising, Chicago. Target: women, 25-49; children, 6-11.

Valvoline □ Motor oil. Begins Jan. 12, for three weeks in 10 markets in South and Southeast. Day, fringe and prime times. Agency: Fahlgren & Ferriss, Cincinnati. Target: men, 25-54.

Fox-Stanley Photo Products □ Begins Dec. 23 for three weeks in about 21 markets. All day parts. Agency: Bozell & Jacobs, Dallas. Target: adults, 18-34.

Associated Films Distribution □ "Mirror Cracked". Begins Dec. 16 for one week in Las Vegas and California markets. All day parts. Agency: Diener/Hauser/Bates, New York. Target: adults, 18-34; adults, 18-49.

RADIO AND TV

Dana Perfumes □ Women's fragrance Tabu, men's cologne Canoe. Begins for three weeks in 10 markets in December for Tabu (TV only) and Canoe (radio and TV). Agency: Avrett, Free & Fischer. Target: adults, 18-34.



RADIO ONLY

Zuri Cosmetics □ Begins late November for 26 weeks in 15 markets. Agency: Chapman Communications, New York. Target: black women, 18 and over.

Colgate □ Toothpaste. Begins in January for first quarter in 15 major markets.

"With This Ring" you can...

- Generate sales from normally hard to reach retailers
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We have an "engaging" proposition for your station.

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LITTLE HOUSE: POWER HOUSE IN TOP 50 MARKETS



Number One Nationally And Locally

During February 1980, LITTLE HOUSE scored the highest household rating of any series on national television *and* also won the time period in 43 out of the top 50 markets.

SWEEPS SIT-COMS IN TOP 50 MARKETS

In the decisive February 1980 sweeps, LITTLE HOUSE ran against four different half hour sit-coms. The Results: LITTLE HOUSE is *big city choice*.

LITTLE HOUSE TOP 50 MARKETS

FIRST

Household Rating/Share	43 markets
Total Women	45 markets
Women 18-49	36 markets
Women 18-34	35 markets
Men	31 markets
Teens	27 markets
Children	37 markets



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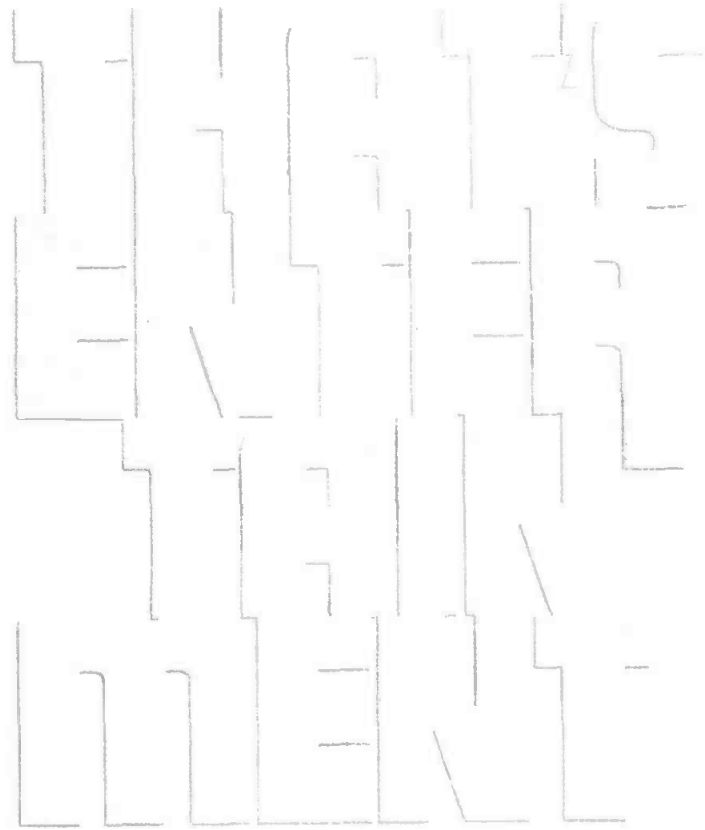
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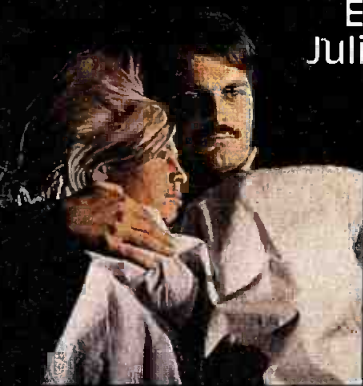


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And it's available, 55% of these titles are ready for you right now. (After all, what's entertainment if you can't enjoy it?)

And it's applause—with a score of motion pictures that not only played to rave reviews in theatres all over the country but also rated at home with an impressive average network share.

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MON SEED • DOCTOR ZHIVAGO • IN THE COOL OF THE DAY • INTERNATIONAL VELVET • LOGAN'S RUN •
CK...TICK • TORPEDO RUN • THE UNSINKABLE MOLLY BROWN • WILD ROVERS • THAT'S ENTERTAINMENT II

AdVantage

Advertising 1980: healthy so far. Study conducted by American Association of Advertising Agencies among 60 large, medium-sized and smaller agencies shows that 75% were up in billings, 63% in dollar profits and 48% in profit margins for first eight months of 1980, as compared with same period of 1979. For full year 1980, 80% of respondents felt that billings would top those of 1979; 68% projected that dollar profits would increase and 47% said profit margins would be larger. Leonard Matthews, president of AAAA, said that where there were declines in spending in 1980, they seemed to be centered in domestic auto accounts and accessories, banks, savings and loans, and other financial institutions.

Corporate ad push. Importance of using network television to communicate corporate messages is underlined in new presentation developed by ABC Television Network for delivery to advertisers and agencies. Presentation stresses that network television compares favorably with other media in terms of costs, time spent with media and upscale composition of audience. ABC reported that corporate advertising grew from \$155.6 million in 1971 to \$393.9 million in 1979, and television's share increased from \$50.1 million in 1971 to \$152.6 million in 1979. Corporate advertisers using ABC-TV have included Textron, ITT, Aluminum Co. of America, GM, Dana Corp., and Trans-America Corp.

Healthy account. J. Walter Thompson Co. San Francisco, has been tapped for California Milk Advisory Board account which totals \$14 million, with more than \$7 million in television and radio. Thompson will take over account officially on Jan. 1, 1981, replacing Cunningham & Walsh, San Francisco, which has handled milk board for past 10 years.

Agency merger. Effective in January, Chalek Dreyer Comerford Lubalin joins Creamer Inc., bringing total billings to more than \$170 million. Major accounts gained by Creamer through merger are: Progresso Foods, Bantam Books, Burry Biscuits and Darylea Milk.

Radio demographics. Semiannual analysis of spot radio availabilities by Eastman Radio, New York, shows that 25-54 age group leads in requests from advertisers and agencies, accounting for 22% of total during period from April to September 1980. Following in order were 18-49, 17%; and 18-34, 15%. Most popular length of spot radio campaigns were one to four weeks, 67% of all requests; trailed by five to nine weeks, 8%; 10 to 14 weeks, 6%.

Agency: Ted Bates, New York. Target: women, 25-54.

Coors □ Beer. Begins in January for eight weeks in 60 markets. Agency: Ted Bates, New York. Target: adults, 18-49.

Borden □ Snow's soups. Begins Dec. 1 for eight weeks in 19 markets. Agency: Grey Advertising, New York. Target: women, 25-54.

Continental Airlines □ Begins Jan. 5 for varying flights in over 20 markets. Agency: Benton & Bowles, New York. Target: adults, 25-54.

Walgreen's □ Discount stores. Begins Nov. 29 for four weeks in 14 markets. Morning drive, midday and afternoon drive times. Agency: Grenada Advertising, Dearfield, Ill. Target: women, 18 and over.

Food Markets Inc. □ Begins Dec. 1 for about four weeks in four New England markets. Agency: Wyse Advertising, New York. Target: women, 18-49.

Cumberland Packing Co. □ Sweet 'N' Low sugar substitute. Begins Jan. 19 for four weeks in Seattle; Portland, Ore.; Denver; Salt Lake City; Kansas City, Mo.; Phoenix, and Tucson, Ariz. Agency: Stiefel/Raymond, New York. Target: women, 25-49.

Crown Central Petroleum Corp. □ Begins Dec. 1 for two weeks in Baltimore, Richmond and Norfolk, Va., Atlanta and Charlotte N.C. Agency: Richardson, Myers & Donofrio, Baltimore. Target: adults, 18 and over.

A BCA CREDIT & COLLECTION SEMINAR DOESN'T COST.....IT PAYS!

Announcing a seminar for Broadcasters (General Managers, Business Managers, Chief Accountants, and Credit Managers) to find out all about broadcast credit and collection procedures. Tuesday and Wednesday, December 16 & 17, 1980 at The Diplomat Hotel, Hollywood, Florida.

Here's what you'll learn, and learn well:

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- Sources of credit information.
- Use of credit files
- Those awfully common slow pay excuses. And suggested antidotes.
- Bringing in dollars quickly.
- Can buying services help?
- Collection agencies-how can they help your station?

The roundtables:

Each participant will be afforded the opportunity to share his/her experiences and questions at both an A.M. and P.M. roundtable session, moderated by an experienced professional.

- Selling the sales department.
- Professionals' advice.
- The personal touch.

Registration information:

Early registration is recommended, as seating and hotel accommodations are limited. A strictly limited number of rooms has been reserved for Tuesday night, Dec. 16th, at a

special group rate.

Registration fee:
BCA members \$135
non-BCA members \$160
Hotel (optional) \$55

The full fee is payable in advance at the time of registration and includes cocktail reception Dec. 16th, continental breakfast and luncheon, Dec. 17th, morning and afternoon refreshment breaks, handout materials and certificate of completion of the course.

For further information, call Bob Stone, Vice Pres./Admin., BCA (212) 689-1776.

BCA-CREDIT INFORMATION, INC.

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RepReport

WXFM(FM) Chicago: To Savalli and Schutz (no previous rep).

WZZX-FM Louisville, Ky.: To CBS-FM National Sales from Jack Masla & Co.

WPBR(AM) West Palm Beach, Fla.: To Savalli and Schutz from Southern Spot Sales.

WAZE(AM) Tampa, Fla.: To Savalli and Schutz (no previous rep).

Brookhaven, N.Y., Cable TV and Total CATV Inc., Baton Rouge, La.: To Cable Spot TV Sales, New York (no previous rep).

Koss Corp. □ Headphones. Begins Dec. 1 for four weeks in Atlanta, Houston, St. Louis and Richmond, Va. Agency: Kloppenburg, Switzer & Teich, Milwaukee. Target: adults, 18-34; adults, 18-49.

Lebolt Jewelers □ Begins this week for four weeks in Chicago and Milwaukee. Morning drive, midday and afternoon drive times. Agency: Jordan/Tamaraz/Caruso/Advertising Inc., Chicago. Target:

TWO GOLDS. TWO SILVERS. ONE BRONZE.



FIVE MORE WAYS WOR-TV IS SOMETHING SPECIAL.

PUBLIC AFFAIRS

Straight Talk—Gold Medal
The Violent Drinker/Alcohol &
the Adolescent—Gold Medal

NEWS

Nine on New Jersey—Silver Medal

ON-AIR CREATIVITY

RKO Movie Classic (Opening)—Silver Medal
Nine All Night (Opening)—Bronze Medal

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RKOG
TELEVISION
DIVISION OF RKO GENERAL, INC.

adults, 18-54.

Volume Shoe □ Christmas promotion. Begins this week for three weeks in Atlanta. Morning drive, midday and afternoon drive times. Agency: Young & Rubicam, New York. Target: women, 18-49.

BSR-XIO □ Alarms. Begins Dec. 1 for three weeks in Boston, Chicago, Dallas-Fort Worth, Houston, Los Angeles, Miami-Fort Lauderdale, Philadelphia, San Diego and San Francisco. Agency: Della Femina Travisano, New York. Target: adults, 25-64.

General Electric □ Factory rebate. Begins this week for three days in Seattle, Portland, Ore.; Salt Lake City, Phoenix and various California markets. Morning drive and middays. Agency: Clif Furgurson Advertising, Fresno, Calif. Target: women, 25-54.

Monday Memo®

A broadcast advertising commentary from Samuel Thurm, senior vice president, Association of National Advertisers, Washington

The case for lower prices through ads

Federal Communications Commission Chairman Charles Ferris recently spoke before members of the National Press Club on the relationship between the FCC and the industries it regulates. During the question and answer session following his speech, Ferris was asked whether pay TV would hurt the poor and underprivileged by making TV available only to the rich.

Ferris answered that TV as we know it today isn't really free because consumers pay for it through increased cost of products. He gave this answer as if it were absolute and undisputed that advertising raises prices.

One might overlook a less important man in a less important position stating erroneous views on the effects of advertising on prices, but the chairman of the FCC, appointed by the President and approved by the Senate to lead one of the major regulatory agencies, should have been aware of some facts.

The FCC's companion agency, the Federal Trade Commission, is attempting to remove barriers to advertising within professional societies since it found that advertising can be a competitive marketing tool that *lowers* prices.

Studies support this FTC view. In 1972, a Chicago University study found that eyeglass prices were 25% to more than 100% higher in those jurisdictions where eyeglass price advertising was prohibited.

In 1976, the Supreme Court ruled that the advertising of prescription drug prices may not be prohibited. The case was brought by a consumer group whose members wanted to comparison shop for the lowest drug prices by using price information within advertisements.

Perhaps the most extensive work on the effects of advertising on price has been done by Robert L. Steiner, then with the University of Cincinnati and currently with the Bureau of Economics of the Federal Trade Commission. Steiner's studies showed remarkable differences between the distribution margins of advertised and unadvertised items and proved that advertised items have a smaller margin spread, i.e., relatively lower con-



Samuel Thurm joined the ANA in 1973 as senior vice president in charge of the Washington office after long experience in advertising, marketing and research. He joined Lever Brothers in 1956 and was appointed advertising vice president in 1959. Prior to that he was with Young & Rubicam, starting in 1946 as assistant research director, and subsequently was associate media director. He served as ANA chairman in 1967, following a three-year term as director of the association. He also served as chairman of the American Advertising Federation, the Advertising Research Foundation, and as vice chairman and a director of The Advertising Council. He is currently on the faculty of George Washington University School of Government and Business Administration.

sumer prices, than do unadvertised items.

Steiner contends that there is a two-step effect of advertising consumer goods. The first effect is when the presence of a national advertising campaign makes it desirable for a retailer to carry the advertised item and to price it competitively. As Steiner testified to the FTC in March 1978: "France has provided the most re-

cent illustration. The prohibitions against toy commercials on TV were removed just in time for the 1975 Christmas season. Gross distribution margins and retail prices of the pioneering televised toys plunged immediately and precipitously from their pre-television levels. For example, a certain toy that had been well established on the French market for many years was among those advertised on TV in 1975. As a result, its average retail price fell by around 40% and its sales volume increased seven-fold over the levels of prior years."

The second effect Steiner cites is the creation of large consumer demand and resultant economies of scale. But, of the two, the major contribution of a manufacturer's consumer advertising is the first: to reduce the retail mark-up and the subsequent consumer price. The two elements combine to create a very efficient system that offers consumers broad, convenient distribution and low consumer prices.

Other researchers have recognized that there is yet another way that advertising acts as an economic force.

Every consumer must allocate a cost in searching for a particular product. Professor Philip Nelson, of the State University of New York at Binghamton, has written at length on the subject. He believes that advertising plays a decisive role in the attempt by the consumer to determine some qualities of a product in advance of purchase, or even before physically seeking such a purchase.

Therefore, in effect, advertising is an economic force on both sides of the equation. It is a low-cost marketing tool for the seller and it is a low-cost search tool for consumers.

These examples of advertising's effects on prices were not drawn from material supplied by those with a self interest. Rather, the information was excerpted from files of the Federal Trade Commission and the Supreme Court, and from studies performed by academic researchers.

In answering with such certainty that advertising raises prices, could Chairman Ferris have overlooked or been unaware of this pool of information, or was he basing his statement on some new research? If so, I hope he will share it with us.

"There's a lot of F-15 Eagle in every DC jetliner we build."



Pete Conrad talks about the flow of ideas that influences both our military planes and our commercial transport designs.

"Make no mistake, the F-15 Eagle and the DC-10 are far different in application, but they both obey the same laws

of physics. It surprises me when I hear someone wonder how one company can be skilled at building both military and commercial aircraft.

"My response? It is precisely because we are building both that we're good at both. There's a synergism at work here not found with other fighter plane builders or commercial plane builders. I think it makes us better at both.

"Our corporate research and engineering people stimulate and encourage the exchange of information as they watch over developments of our military

and commercial teams. That means that expertise in computer simulation, for instance, or avionics, propulsion, or testing and analysis, pays off in our jetliners and fighters alike. There's a splendid cross-flow of experience in composites, exotic materials, computer-aided design and NC machining—in dozens of areas—that helps us build the industry's finest military *and* commercial aircraft.

"To be more specific, for example: Wing production engineering for the DC-10 was done by our fighter team. Our work with ozone control in the research labs is being tested to provide a more comfortable—ozone free—atmosphere in our jetliner cabins. Our head-up display technology tests initiated in early DC-9 work first found an application in our F-15, and the lessons we learned there led us to make head-up displays an option in our Super 80.

"Fighter planes to jetliners, and back again. Our aerospace technology travels a two way street—with immense benefits every step of the way for both military *and* commercial customers."





MGM LION 1 CAN MAKE YOUR DAY ...and your morning, evening, and late-night too!

MGM LION 1 gives you 25 superb theatrical motion pictures, all in color, specially selected from the vast MGM library...and all available now!

These proven attractions can be programmed for all age groups and all time periods...that's programming power!

And MGM LION 1 is star studded. More than 100 of filmdom's most dazzling performers are ready now to work for your station!

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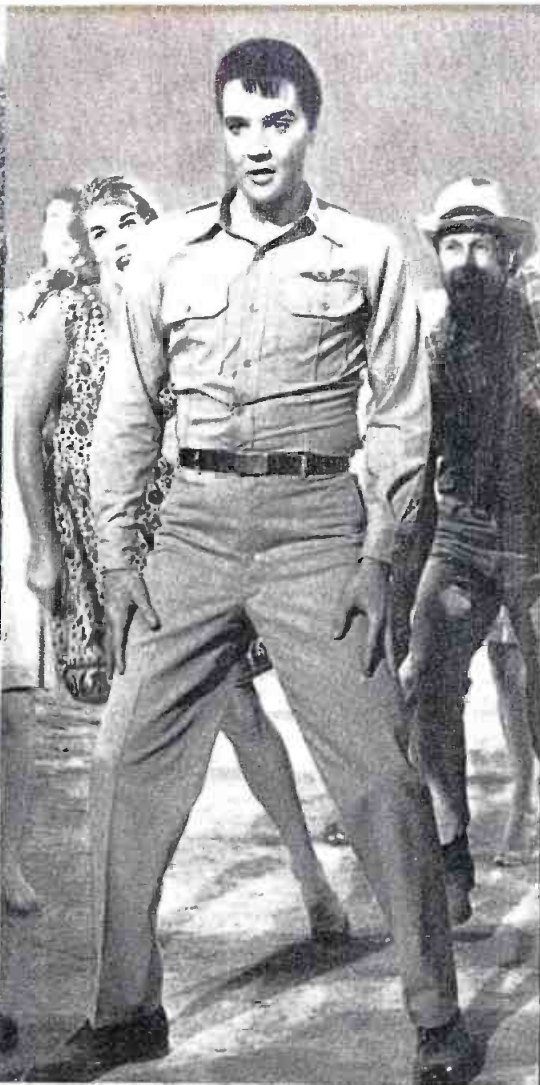
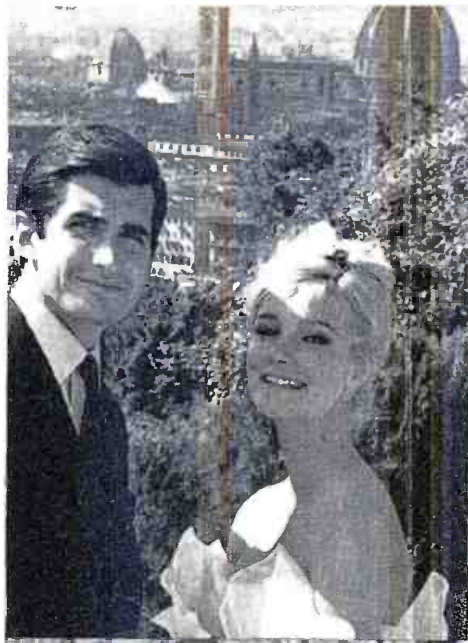


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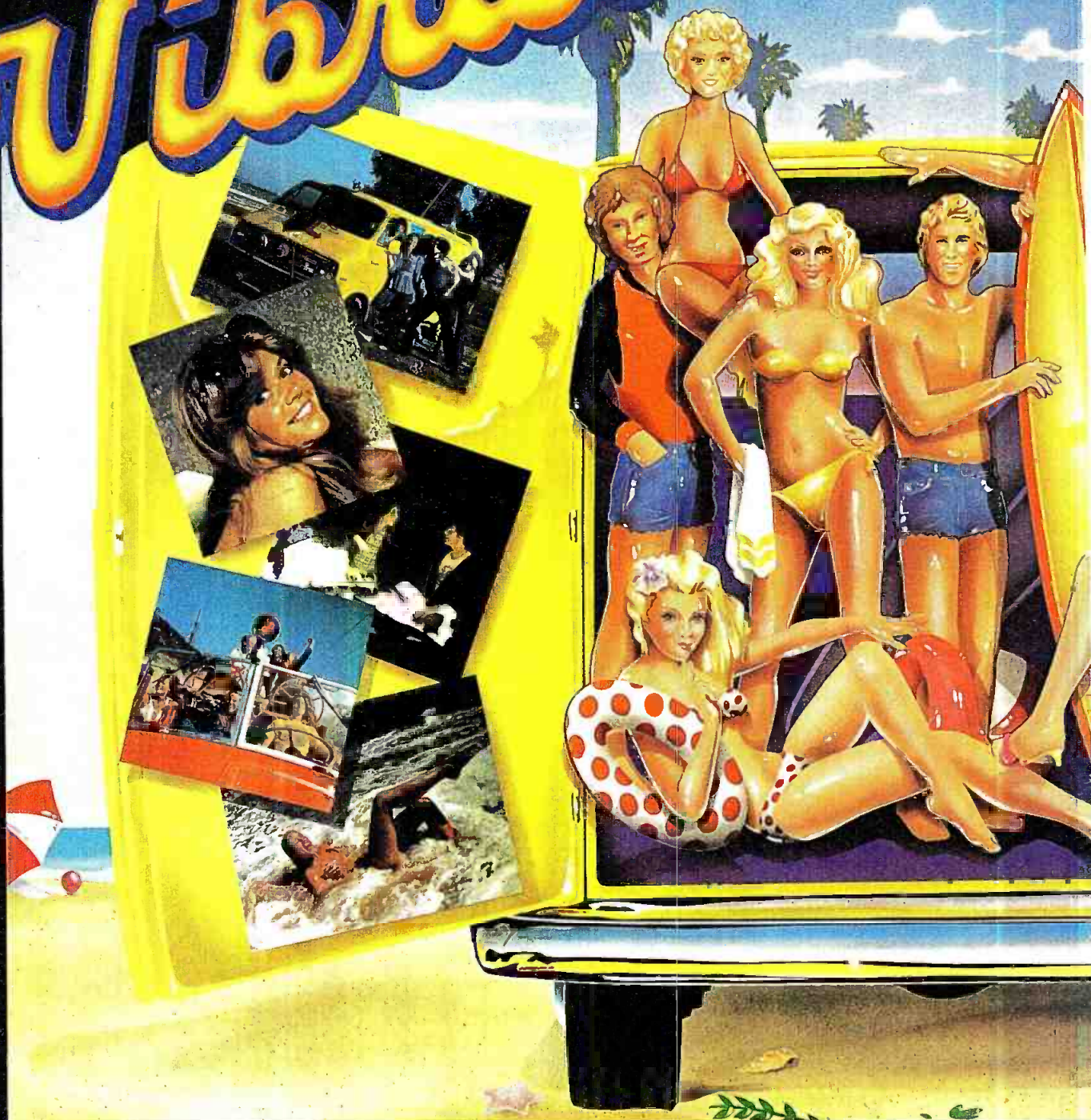
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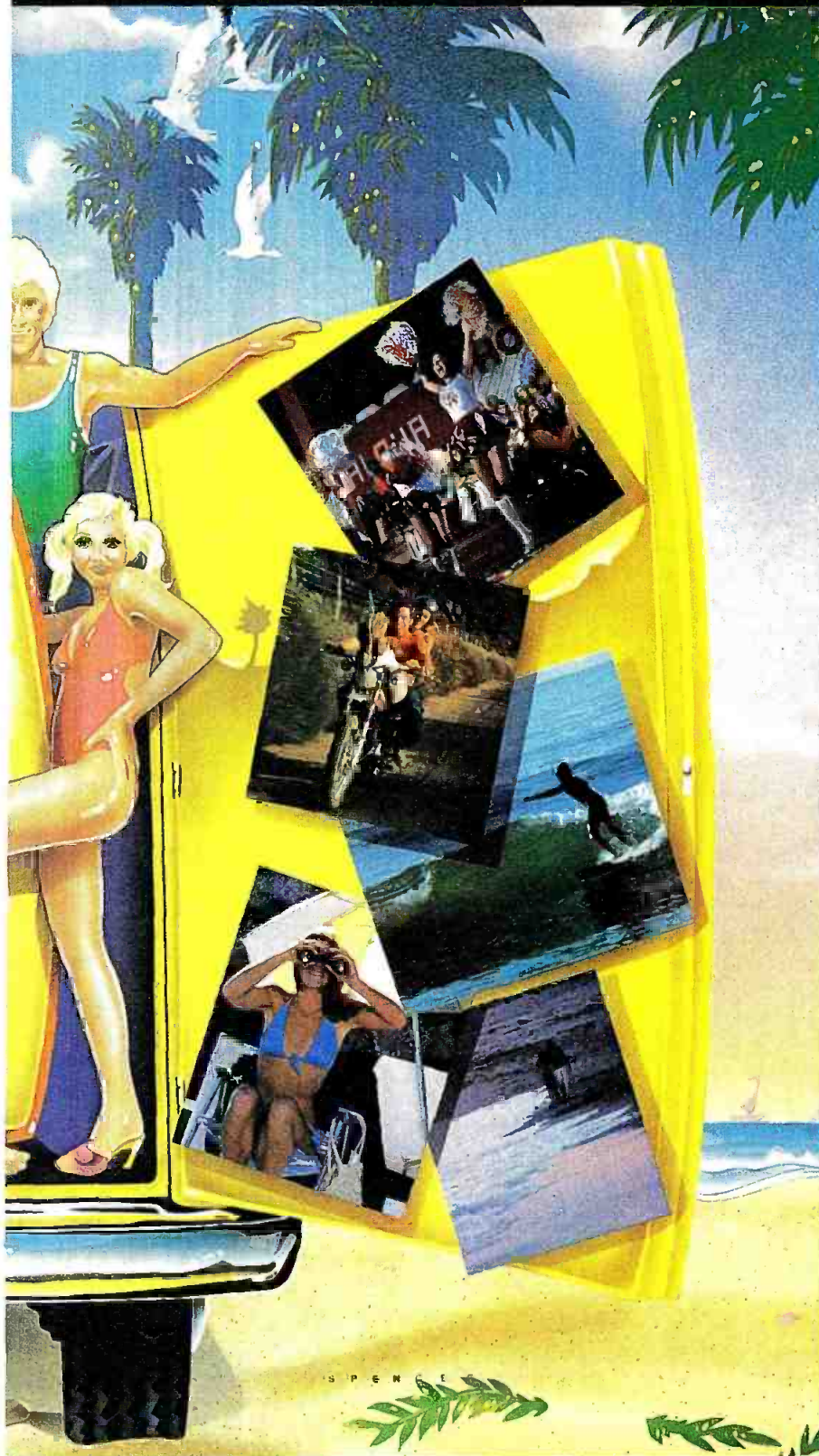


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696 Yonge St., Suite 900, Toronto,
Ontario Canada M4Y 2A7 (416) 967-6141

Datebook®

■ Indicates new or revised listing

This week

Nov. 25—*Federal Communications Bar Association* noon luncheon for New York area members. Speaker: Jack Valenti, president of Motion Picture Association of America. Yale Club, 50 Vanderbilt Avenue, New York.

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

Nov. 30—Deadline for cable companies to file letters of intent with city of Tampa, Fla., for franchise.

Nov. 30-Dec. 3—*National Association of Broadcasters* joint board meeting with Canadian and Mexican 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—*Advertising, Broadcasting and Communications Industries Division of Anti-Defamation League* dinner honoring John A. Murphy, group executive vice president of Philip Morris Inc., for distinguished public service. Samuel Dalsimer Human Relations award will be presented to Sidney Darion, executive producer of

ABC-TV's *Directions*, and manager, cultural affairs, ABC-TV, New York. St. Regis Roof, New York.

Dec. 2-3—*FCC* minority telecommunications enterprises conference. FCC, Washington. Information: Ed Cardona or Barbara Moran, (202) 634-1770, or EEO/Minority Enterprise Division, FCC, Room 652, 1919 M Street, N.W., Washington, D.C. 20554.

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

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

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

Dec. 4—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031.

Dec. 5-6—*Council of Communication Societies* annual seminar. Crystal City Marriott hotel, Arlington, Va. Information: Dr. Vernon Root, Applied Physics Laboratory, Johns Hopkins Road, Laurel, Md. 20810, (301) 953-7100.

■ **Dec. 9**—Walter Cronkite, CBS News anchor, will

deliver third annual *Frank E. Gannett lecture* at 8 p.m., Presidential ballroom, Capital Hilton hotel, Washington.

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* cable operators programming seminar. Disneyland hotel, Anaheim, Calif. Information: (202) 296-4219.

Dec. 10—Third in series of luncheon meetings between representatives of business and journalists to discuss concerns about business/media relationships. Sponsor is *The Media Institute*. Guest speaker is Ford Rowan, Independent Network News Washington correspondent. The University Club, Washington.

Dec. 10—FCC deadline for comments on its proposed rulemaking on FM quadrasonic broadcasting. Reply deadline, Feb. 9.

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. Benefit for Broadcast Pioneers Library, Washington.

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Major Meetings

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* 18th annual 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, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

May 5-9, 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, Viktoriastr. 21, CH-3030, Berne, Switzerland.

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

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

Aug. 16-19, 1981—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

Sept. 20-23, 1981—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23, 1981—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

■ **Oct. 25-30, 1981**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment. Century Plaza, Los Angeles.

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

■ **Nov. 9-11, 1981**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

And now, the message the networks keep ignoring

Imagine a product the public is anxious to buy and plenty of suppliers are willing to produce. A large majority of America's shopkeepers want to carry the item. But the most influential distributors in the land say they know best, and the product isn't really to their taste. So they arbitrarily refuse to carry it, thereby frustrating the will of most of the rest of the country.

This farfetched scenario is exactly what's happening today in television land, to a "product" called issue advertising—commercials that discuss issues or ideas rather than blue jeans and dog food. Companies trying to get such commercials on CBS, NBC, and ABC have been about as welcome as ring around the collar.

But while the networks, from their ivory towers, have steadfastly refused to air commercials dealing with the issues of the day, the evidence is overwhelming that the American people want to see such messages, and that most TV stations are anxious to carry them.

A new survey by the Opinion Research Corporation, for example, shows that 85 percent of the American public think corporations should be allowed to present their views on controversial matters in TV commercials. That's a 13-point increase from the already high proportion of Americans who felt this way two years ago.

As for the broadcasters, themselves, an overwhelming 89 percent of the TV stations surveyed by the Television Bureau of Advertising, an industry trade group, say they're willing to accept advocacy advertising. That's a quantum leap from five years ago, when only half the stations polled were willing to sell time for the airing of opinion.

The broadcasters and public alike recognize that a lot has changed in recent years. In 1978, in the historic Bellotti decision, the Su-

preme Court struck down a Massachusetts law forbidding corporations to spend money to comment publicly on a referendum. And earlier this year, the high court ruled it unconstitutional for state regulators to deny utilities the right to include public policy messages with customer bills. So for the print media, at least, the law is on the side of advocacy advertising.

But the three major television networks continue to deny advertisers the opportunity to express their views over the airwaves. Their rationale? The so-called Fairness Doctrine, the mandate of the Congress "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." According to the networks' interpretation of this doctrine, only by exercising total control over the flow of ideas and points of view themselves can they protect the public from an unbalanced mix of opinions and ideas.

As a matter of fact, we have often questioned the "balanced coverage" provided by these self-styled guardians of the public good. TV newsmen, after all, pursue ratings even as they pursue truth, and the two objectives do not necessarily coincide. The result is often unbalanced reporting and something less than the whole truth—and, to date, industry has been unable to respond on the very medium that creates the distortion.

The public and the TV stations alike seem to have recognized this shortcoming and are on record as welcoming the voices of those who wish to be heard.

It's time for the networks to catch up with the rest of the country and open the airwaves to fresh ideas and a fresh dialogue. The Fairness Doctrine was never intended as a muzzle. To use it as such is to twist it 180 degrees and transform it into a doctrine of eminent unfairness.

Mobil

Dec. 15—FCC deadline for comments on notice of proposed rulemaking on VHF generic drop-ins (Doc. 21418). Replies due Feb. 15. FCC, Washington.

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

Dec. 15-16—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Diplomat hotel, Hollywood, Fla.

■ **Dec. 15-18**—10th annual Conference for Journalists sponsored by *Washington Journalism Center*: "The Economic Outlook for 1981." Watergate hotel, Washington.

January 1981

Jan. 7—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar. Shoreham hotel, Washington.

Jan. 8—Deadline for reply comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

Jan. 11-13—*California Broadcasters Association* winter convention. Spa hotel, Palm Springs, Calif.

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. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 North State Street, Concord, N.H. 03301, (603) 224-3373.

Jan. 15—FCC deadline for comments on notice of proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1. FCC, Washington.

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

Jan. 15-18—*Alabama Broadcasters Association* annual winter conference. Opryland hotel, Nashville.

Jan. 16—Utah Broadcasters Association convention. Airport Hilton, Salt Lake City

Jan. 18-20—*Louisiana Association of Broadcasters* winter convention. Royal Sonesta hotel, New Orleans.

Jan. 18-21—*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 Evangelicals*. 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.

■ **Jan. 30-31**—*Broadcasters Promotion Association* board meeting. Caesar's Palace, Las Vegas.

Jan. 31-Feb. 3—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

February 1981

■ **Feb. 3**—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

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

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. 12**—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

Feb. 12—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff.

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

Feb. 20-21—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

Feb. 20-22—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

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

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

Feb. 26—*Association of National Advertisers* media workshop. Plaza hotel, New York.

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. For information: (615) 329-4487.

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 19-20—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

March 22-29—*INPUT '81*, international public television screening conference, Venice, Italy U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

March 24—*New York State Broadcasters Association* annual meeting. Essex House, New York.

March 26-29—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

May 27-30—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Drive, suite 103, Houston, Tex. 77036, (713) 776-0725.

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 14**—Annual *Broadcast Pioneers* breakfast. Las Vegas Hilton, Las Vegas.

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

May 5-9—*American Women in Radio and Television* 30th annual convention. Sheraton Washington hotel, Washington.

■ **May 6**—George Foster Peabody awards luncheon, sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

■ **May 11-14**—*Canadian Cable Television Association* annual convention and trade show. Quebec City.

May 20-22—*Videotex '81*, international videotext conference and exhibition. Royal York hotel, Toronto, and Canadian National Exhibition grounds.

May 26-28—*Electronic Industries Association Hyannis, Mass.*, conference: "Telecommunications—Trends and Directions." Sponsored by EIA's communications division, conference is primarily directed to financial community. Dunfey's hotel, Hyannis, Mass.

May 27—*International Radio and Television Society* annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

May 29-June 4—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

June 1981

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton.

June 11-12—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Riviera hotel, Las Vegas.

June 11-14—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

June 14-17—International Conference on Communications, sponsored by Denver section and Com-

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munications Society of Institute of Electrical and Electronic Engineers. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, Colo. 80221.

June 21-24—Virginia Association of Broadcasters summer meeting. Cavalier hotel, Virginia Beach, Va.

June 24-27—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn. Ocean City, Md.

July 1981

July 12-15—New York State Broadcasters Association 20th executive conference. Otesaga hotel, Cooperstown, N.Y.

July 15-18—Colorado Broadcasters Association annual summer convention. Sheraton/Steamboat, Steamboat Springs.

July 17-19, 1981—Society of Radio Personalities and Programers convention. Cincinnati Plaza hotel. Information: (816) 444-3500.

August 1981

Aug. 10-19—International Union of Radio Science, 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington D.C. 20418, (202) 389-6478.

Open Mike®

First fifties

EDITOR: I have thoroughly enjoyed the "BROADCASTING: The First 50 Years" historical series. However, I feel I should point out a slight discrepancy in the picture titled "An end to rigid mikes" on page 100 of the 1935 entry (Nov. 10). The drawing is upside down. Otherwise, my best wishes for another 50 years of excellent reporting of radio and television.—*Robert Dye, chief engineer, WCMH-TV Columbus, Ohio.*

EDITOR: Your "The First 50 Years of Broadcasting" brought back 50 memorable years of America's great electronic medium—radio AM, FM, television, cable, satellites, and the many services provided by the magic of the invisible electron, which no one sees, but which touches the lives of everyone. Your half-century editorial reporting on the vast growth of our industry has become a part of our universal medium of expression and service. We believe in BROADCASTING which has never wavered over the past half century. You deserve the respect and support of a great electronic communication industry.—*J.R. Poppele, Tele-Measurements Inc., Clifton, N.J.*

EDITOR: Congratulations on 50 years of exceptional service to the broadcasting industry.—*Burt Harris, chairman, Premiere, Los Angeles.*

EDITOR: Felicitations on your 50th. Broadcast journalism and the industry have benefited from your dedication and the hard work and thoroughness of a superb staff. Our knowledge of the issues and

Story on **National Association of Broadcasters** executive committee meeting (BROADCASTING, Nov. 10) erroneously reported that **\$100,000 contract** for computer study of technical problems in shift of AM channel spacing from 10 khz to 9 had been awarded to Dataworld. Contract went to **A.D. Ring & Associates**, Washington consulting engineering firm, some of whose principals are also principals in Dataworld.

Norman Hecht, head of Information & Analysis Inc., Hicksville, N.Y., has not joined USA Network, as stated in "Fates & Fortunes," Nov. 17, page 92, but is acting as consultant.

events in all aspects of broadcasting are advanced by what you and yours have wrought. May you succeed another 50 years, and another, and another...—*Charles R. Novitz, managing director, national secretary, Society of Professional Journalists, Sigma Delta Chi, New York.*

EDITOR: I'll admit that I was around 50 years ago—and had recently graduated from my-own-built crystal set to something more substantial. So I'm in a position to really appreciate how pioneering you were when you started BROADCASTING on a loan and faith. That you've reached such a commanding position—in the broadcasting field and the business publishing field—is a tribute to your idea, your intelligence and your dedication. Congratulations and a hearty salute.—*Charles S. Mill, president, American Business Press, New York.*

Didn't like early calls

EDITOR: The debacle of election reporting [predicting the outcome before polls closed in the West] gives a hollow ring to the animated arguments on behalf of deregulation.

Broadcasters have constantly claimed that self-regulation and marketplace dynamics are better than governmental overview. Election night clearly demonstrated how effective ratings races and scoop-seeking (Remember the dream-ticket at the GOP conclave?) can be as self-regulation.

Before we hear any more calls for deregulation, let's be sure we fashion some reliable system of self-control.—*Robert Vainowski, Belmont, Calif.*

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Broadcasting®

The News Magazine of the Fifth Estate

TELEVISION®

Executive and publication headquarters
Broadcasting-Telecasting Building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

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WFLD

CHICAGO'S NUMBER ONE INDEPENDENT



WFLD is Chicago's #1 Independent TV station, sign-on to sign-off, according to the October Arbitron* (and closing the gap in Nielsen). More Chicagoans are watching WFLD for obvious reasons. Isn't it time you joined the move to #1?

* Subject to qualification as stated in report.



A Field Communications station
represented by Independent TV Sales

TOP OF THE WEEK

Packwood goes public with aim to deregulate

Even the fairness doctrine could fall to legislation he will introduce in new Congress; feels radio, TV are competitive enough, and that Hill should step in on DBS policy; Goldwater not certain to head communications unit

New legislation deregulating the communications industry could be introduced in the Senate by next March—legislation that might even include abolition of the fairness doctrine.

The authority for that good news: the next chairman of the Senate Committee on Commerce, Science and Transportation, Bob Packwood (R-Ore.), who offered his views at a Washington press conference Thursday morning (Nov. 20) and repeated them later that day in a luncheon address to a National Association of Broadcasters' leadership conference. The senator made no mention of the fairness doctrine to the press, but said he favors abolishing it, during his NAB speech from which reporters had been barred.

At that same luncheon, a broadcaster asked Packwood if the Senate will hold hearings on direct broadcast satellites. The response: that implications of DBS are "so profound" the issue should be taken up by the Congress and not left to a regulatory agency. Asked whether cable systems should be allowed to "steal" programming from TV, Packwood said he is not yet knowledgeable enough to answer but that, "in general," he believes an organization has a property right to its products.

Of the nature of communications legislation to be drafted next year, Packwood said: "We're going to have to resolve the issues about cable and there are some problems with copyright." He said he plans to confer with the new administration and with Senator Howard Cannon (D-Nev.), the outgoing chairman, who will be ranking minority member of the committee, before initiating any action.

(The last communications bill to go before the Senate, S. 2827, stalled there last summer after Cannon and Communications Subcommittee Chairman Ernest Hollings (D-S.C.) wrote to Packwood



Packwood

and Sen. Barry Goldwater (R-Ariz.), ranking minority member of the subcommittee, to suggest that provisions in the bill required comprehensive hearings.)

"Seldom have I seen an industry that changes so rapidly, especially technologically," said Packwood last Thursday. "It's hard to keep up with the communications industry in terms of legislation."

Packwood said there are ample radio and TV stations to provide service to the American people and that competition in broadcasting is alive and well. "A station may have a monopoly on a single frequency," he said, "but not on the whole industry."

As for the issue of telephone companies providing competitive communications services, Packwood said he believes the Justice Department's suit against AT&T can be "settled legislatively. I hope we can get that suit behind us," he said.

Packwood said he is not sure the newspaper industry's "complaints" against legislation that would allow AT&T to offer unregulated telecommunications services are "valid." He was referring to House communications bill, H.R. 6121, amended last August to bar AT&T from offering such mass media services as teletext (BROADCASTING, Aug. 4). "AT&T can be split," said Packwood.

"When you hand deregulation to an industry," said Packwood, "they don't al-

ways want it. We saw that with the airline industry. I don't know what will happen when we offer it to broadcasters."

Although Packwood indicated he would like to see a bill that would address both common carrier and broadcast issues, he was open to addressing each industry in its own bill. A member of the Commerce Committee staff said later that day that "a series of bills" on cable, broadcasting, common carrier, land mobile and overseas frequencies could result next year.

On the subject of subcommittee chairmen, Packwood said Nancy Kassebaum (R-Kan.) was the likely candidate for aviation and John C. Danforth (R-Mo.) the leading candidate for consumer affairs. "I'm going to wait to talk about communications," Packwood said.

Goldwater is in line to chair the next communications subcommittee and has indicated he wants the job (BROADCASTING, Nov. 17).

Advertising issues came up briefly in the press conference last Thursday. Asked about the unfairness standard in the Federal Trade Commission's mandate to regulate advertising, Packwood said he does not feel it should be eliminated. "If you get rid of the unfairness clause and consumers find they are facing increasingly unfair advertising," he said, "you'll find even tighter legislation being clamped down on the industry."

The FCC transition team: shades of deja vu

Gardner's keeping his chosen few close to the chest, but however you look at the list, the cover reads 'Wiley's People'

Michael Gardner, head of the Reagan transition's FCC team, assembled his troops in a couple of meetings last week, and was scheduled to file his first report with the transition organization today (Monday). He said it would be "brief."

Gardner also indicated the team would do its work as far as possible from public inspection. Indeed, apart from the senior advisers and several key members, he said the names of the 22 team members would not be made public, in accordance, reportedly, with Reagan transition policy.

BROADCASTING, however, has identified most of the team members named so far; many are communications lawyers, a number of whom served with the FCC during the chairmanship of Richard E. Wiley (see "Insiders" list).

Nor will the reports of the committee—the preliminary one due today, an interim one scheduled for Dec. 8 and a final one on Dec. 22—be made public. "We are doing them for the President-elect," Gardner said. "We want to lay out options that could be pursued through the appointments he will make to the commission and through legislative initiatives." Gardner promised the report would not be "bland."

Gardner, a former official of the Federal Energy Commission now in private law practice, met with most members of his team in an organizational session Friday morning. Then he met for a working lunch with the team's three senior advisers—former FCC Chairmen Dean Burch and Dick Wiley, and former Commissioner Margita White.

Gardner began his transition work in earnest on Monday, when he visited with FCC Chairman Charles D. Ferris—and met with one rejection. Ferris turned down a request for a work area within the FCC building because of what he said was a lack of space. So Gardner said his law office (at Bracewell & Patterson) would serve as team headquarters.

Still, relations between both sides—the commission is being represented in the transition by Ferris's administrative assistant, Frank Lloyd—appear cordial. Lloyd said material dealing with the commission budget and personnel has already been turned over to "Mickey" and that an update of the commission's six-month calendar of proceedings is being prepared for him.

As for the working arrangements, Gardner says they are designed to avoid interference with the FCC's work. Documents would be transmitted through Gardner, and only "a few" team members will "interface" with the commission.

Gardner has already met with three commissioners besides the chairman—Robert E. Lee, Abbott Washburn and

Tyrone Brown—and hopes to meet with the others as part of his learning process. He also plans a visit to the Hill this week to meet with Senators Barry Goldwater (R-Ariz.), who is in line to become chairman of the Senate Communications Subcommittee, and Harrison Schmitt (R-N.M.), a key member of that panel, and members of the subcommittee staff.

Gardner said the team would be "pristine" in its membership and the work assigned to individuals; "We'll assign projects where there would be no conflicts," he said. That assurance will have to be taken on faith; not only is the membership being kept secret, but the work assignments must not be disclosed.

At least one team member is said to be involved in a project in which he has been involved for several months—the Region 2 conference on AM broadcasting. Wallace Johnson, a former FCC Broadcast Bureau chief who served on the U.S. delegation to the first session and who now is on the Region 2 Advisory Committee, will work on Region 2 matters for the team with Vincent Pepper, a communications lawyer. Both favor postponement of the conference's second session (see page 30).

Team member Raymond Strassberger is not confining his transition work to the FCC. He made contact at the National Telecommunications and Information Administration, representing the Senate Commerce Committee rather than the transition's Commerce Department team. Strassberger said he would review the

"continued efficacy of an organization like NTIA." The organization, created only four years ago out of the old Office of Telecommunications Policy, which had been established in the early Nixon years, "needs a fresh look," he said.

However, Strassberger is interested in a stronger organization, not in wiping it off the government's table of organization. "I would like to raise the level of the director's prestige in the White House," making the job more important there so the director could have a more influential role in dealing with other agencies of government. Such an enhanced role is important, he said, "with telecommunications as important as it is."

□

Insiders. Reagan FCC transition chief **Michael Gardner's** team, to the extent its membership could be identified by BROADCASTING, is assembled in several layers. He's at the top, followed by three "senior advisers": former FCC Chairmen **Dean Burch** and **Dick Wiley** and former FCC Commissioner **Margita White**. Then there are the "core" members or "coordinators," among them **Larry Secret**, a former aide to Wiley at the FCC who now works with him at Kirkland & Ellis, and **Steve Sharp**, a communications lawyer who served in the Wiley general counsel's office. A third "core" member is **Mark Fowler**, another communications lawyer who was in Wiley's FCC and who also is co-director of a

One person's pink slip is another's plum

Government's 'Plum Book' shows NTIA, FCC, FTC jobs to be filled by Reagan administration

The 1980 edition of the "Plum Book" is off the Government Printing Office's presses and is an instant best seller. The book takes its name from its color, but it's the plums listed in the 161 pages that make the book so popular—the jobs whose holders are vulnerable to political replacement under the incoming Reagan administration. For those job hunters interested in telecommunications work, there are 14 prospects.

For instance, there is Henry Geller's job. He is assistant secretary of commerce for communication and information, who heads the National Telecommunications and Information Administration. And then there are four associate administrators' posts—those now held by Forrest A. Chisman, Edward K. Zimmerman, William L. Fishman and William Lucas.

The person most in the communications industry have their eyes on is FCC Chairman Charles D. Ferris. He cannot be removed as a commissioner, although the new President will designate his own chair-

man, either naming one of the three Republicans now on the commission or choosing someone from the outside. Even if Ferris chooses not to resign, the new White House could decide not to reappoint Democrat James H. Quello, whose term expired last June. The four members of Ferris's personal staff are vulnerable—Frank Lloyd, Daniel Brenner, Christine Philpot and Deborah A. Brenner.

Beyond the chairman's office are several key staffers who are vulnerable—Nina Cornell, chief of the Office of Plans and Policy; General Counsel Robert Bruce; Stephen Lukasik, chief of the Office of Science and Technology; Elliot E. Maxwell, deputy chief scientist for policy, and Robert L. Mann, director of the Office of Public Affairs.

Pickings at the Federal Trade Commission, another agency of interest to broadcasters, are relatively slim. Chairman Michael Pertschuk will be replaced as chairman, but he has already said he will remain as a commissioner. And the only staff positions listed in the plum book are in Pertschuk's office—jobs now held by Edith Hart, Darlene Frye, Deborah Leff and James Sneed.

senior Reagan transition team for the legal and administrative agencies group.

The team also includes three communications lawyers who served as general counsel during Wiley's tour as commissioner and chairman—**Jack Pettit**, **Ashton Hardy** and **Werner Hartenberger**. The list also includes communications lawyers **R. Michael Senkowski** and **K. Roderick Porter**, who were on Wiley's personal staff, and **Walter Hinchman**, who served as chief of the Common Carrier Bureau during the Burch and Wiley administrations.

Others on the team are **Linda Cinciotta**,

president of the Federal Communications Bar Association; **Vincent Pepper**, **Eric Bernthal** and **Ronald Coleman**, communications attorneys; and **Raymond Strassberger**, Republican counsel for the Senate Communications Subcommittee, and **Bernard Wunder**, his counterpart in the House; **Wallace Johnson**, executive director of the Association for Broadcast Engineering Standards, and **Mark Smith**, vice president and general manager of KLAS-TV Las Vegas and vice chairman of the National Association of Broadcasters' television board.

Broadcasters win stay on cable rules

New York court says distant signal and syndicated exclusivity provisions must stay in place pending appeal

The nation's television stations won temporary relief last week in their battle to overturn the FCC order releasing cable television systems from the commission's distant signal and syndicated exclusivity rules. The U.S. Court of Appeals in New York stayed the commission order—which had been scheduled to go into effect on Nov. 28—pending a decision on the broadcasters' appeal. A hearing on the merits will be held in January.

Judge Jon Newman ruled from the bench on Thursday, after he and Senior Judge Leonard P. Moore and Judge Amalya Kearshe heard oral arguments from counsel for the broadcasters and the FCC on the stay request.

The court's decision, as expressed by Newman, was based principally on the question of possible injury to the cable systems. He noted that they had lived under the rules for eight years and said the additional few months involved would not be likely to affect them adversely. The merits of the case were not addressed.

Attorney Michael Horne (of Covington & Burling), speaking for the broadcasters, had stressed the likely harm his clients would suffer if the order went into effect as scheduled. David Saylor, the FCC's deputy general counsel who opposed the stay request, said the public would be the loser if cable remains limited in its ability to acquire programming.

The commission's repeal order was adopted on a 4-3 vote on July 23, in what the commission majority said was a move to promote program diversity. The order would lift the present restrictions on the number of distant signals that systems may import and free them from the requirement to black out syndicated programs if local stations holding exhibition rights to them request that protection.

The order was immediately appealed by Malrite Broadcasting, which owns WUHF-TV Rochester, N.Y., an independent UHF station, and subsequently by dozens of other broadcast interests.

National Association of Broadcasters President Vincent Wasilewski expressed pleasure at the court's action, seeing in it a hopeful sign as to the final action in the case.

Thomas Wheeler, president of the National Cable Television Association, expressed disappointment over the stay order. But he did not read the order as did Wasilewski. "We are confident ... that when it makes its final decision, early next year, the court will rule in favor of the consumers' right to expanded program options," Wheeler said.



Denton



Shamansky



Schneider

Hill-bound broadcasters

The 97th Congress will include at least three freshman members with broadcast experience when it opens its first session on Jan. 5.

In the Senate, Jeremiah Denton (R-Ala.) includes in his credentials more than a year as a consultant to the Christian Broadcasting Network in Norfolk, Va. The 56-year-old former rear admiral began his relationship with CBN in 1978, while he was commandant at the Armed Forces Staff College in Norfolk.

NBC-TV based a made-for-TV movie on Denton's book, "When Hell Was in Session," based on the author's experiences as a prisoner of war for seven years in Vietnam. The senator-elect spent \$187,000 on radio and TV ads during his campaign to defeat incumbent Democrat, Jim Folsom. Denton plans to seek assignments to committees on foreign relations, banking and agriculture.

On the House side, Representative Bob Shamansky (D-Ohio) has three years' experience as a TV news commentator. From January 1977 to March 1980, Shamansky offered the Democratic party's viewpoint on WBNS-TV Columbus, Ohio's *Eye to Eye*, a weekly, local version of the discontinued "Point-Counterpoint" segment of CBS's *60 Minutes*.

Shamansky, 54, is an attorney with the Columbus firm of Seibel, Seibel, Shamansky & Rogovin. He spent about \$100,000 on radio and TV ads during his campaign to defeat Republican incumbent Sam Devine. He has not yet decided what committee assignments he will pursue.

Representative Claudine Schneider (R-I.) won her second bid for the second district seat from her state. Between her

first and second attempts, she hosted for 10 months WJAR-TV Providence's *Sunday Morning Exchange*, a public affairs program.

The 33-year-old Schneider is an environmentalist who has been active in lobbying against the establishment of nuclear power in Rhode Island. She plans to run for assignments to the Committees on Interior and Insular Affairs, Science and Technology and Government Operations. Schneider spent \$87,080 on TV and radio ads to defeat incumbent Democrat Edward Beard.

Representative Pete Stark (D-Calif.) joined the ranks of broadcasters in Congress last year. Stark is one of several principals who acquired KKSJ (AM) Vancouver, Wash. He has been a member of Congress for eight years.

Broadcasters returning to the Senate next year include Nancy Kassebaum (R-Kan.), William Armstrong (R-Colo.), Jesse Helms (R-N.C.) and Ted Stevens (R-Alaska). Among those returning to the House are Cecil Heftel (D-Hawaii), Jack Edwards (R-Ala.), Kenneth Holland (D-S.C.), L.H. Fountain (D-N.C.) and Nick Joe Rahall III (D-W.Va.).

Although Rahall's family sold its Rahall Communications Corp. to Gulf United two years ago, the congressman has since become a partner in West Virginia Broadcasting. The company owns WTNJ (FM) Mt. Hope, W. Va., which went on the air in June, and is trying to gain FCC approval for an FM in Wheeling, W.Va.

Rahall's partner in the company is Anthony Gonzales, former general manager of Rahall-owned WJNR (AM) Beckley, W. Va.

To go or not to go on 9 khz: That's still the question

Proponents of delay are making their view felt at key pressure points in government, but it's still far from certain that tide can be held back

The U.S. government seemed in disarray last week as it contemplated work to be done in preparation for the second session of the Region 2 conference on AM broadcasting. Officials were conceding that the government would not be as prepared as it should be for preliminary meetings in January; some deadlines simply would not be met. And in some areas of government there was talk of seeking a postponement of the conference's November 1981 starting date. But there was no one to be found in or out of the government who thought that chances of getting such a postponement were anything but poor.

The National Association of Broadcasters has been applying the pressure that has brought the disarray to light. It has written FCC Chairman Charles D. Ferris, asking that the commission urge the State Department to seek a postponement of the conference—at least that part of it dealing with the U.S. proposal to reduce AM channel spacing from 10 to 9 khz (BROADCASTING, Nov. 17). Then last week, a group of the Advisory Committee on Radio Broadcasting, including NAB

representatives, argued for a postponement in a meeting with State Department officials. The meeting was organized by George Jacobs, who retired last summer as the Board for International Broadcasting's director of research and engineering, and was serving as a consultant to the NAB on the Region 2 matter.

The NAB, which denies it opposes the proposed channel-spacing reduction—a proposal designed in part to open the door to several hundred additional AM stations in the U.S.—has been insisting for months that further studies of the 9 khz issue are needed. And interest in the hemisphere in an alternative 9 khz channel spacing plan offered by Canada has provided NAB with new grounds for seeking delay. FCC officials have said that a cost-benefits study of the Canadian plan, promised by mid-December, will not be ready before April.

There had also been concern that the FCC would not be able to do a computer analysis of an inventory of existing and proposed stations submitted by Cuba in connection with the planning to be done by the Region 2 conference. U.S. officials say the proposals, many of them for high-powered stations, would seriously interfere with stations in the southeast quadrant of the U.S. The inventory had been submitted last summer. But until last week, there was a serious question as to whether the commission could do the study U.S.

negotiators would need as a basis for discussions with Cuban representatives at a meeting scheduled for Rio de Janeiro, in January. On Thursday, Richard Shiben, chief of the Broadcast Bureau, said his staff believed that the commission's computer could be programed to provide the required information. "But it will be four or five days before we can do it," he said.

The Cuban issue aside, Shiben is one of those who would like to see the date of the conference pushed back. "My personal opinion," he said, "is that we have a long way to go before we are well prepared—before we can be adequately prepared." Among other things, he said, "there are many inventories [of other countries] containing many incompatibilities"—that is, proposals that conflict with those of the U.S. "We can't resolve them all," Shiben said. "But I would like to know we have the strongest negotiating position possible by January," when, besides the meeting with Cuban representatives, the U.S. officials will participate in a session of a CITEL (Inter-American Telecommunications Conference) working group preparing for the second session of the conference. Shiben said he is "leaning toward" including a recommendation for a postponement in the agenda item on the question that the Broadcast Bureau will submit to the commission in a week or two. Others say the bureau definitely will

InBrief

Senator Ernest Hollings (D-S.C.), still chairman of Senate Communications Subcommittee but due to yield post to Republican next year, **began initiative Friday to move House-passed Swift bill** (S. 6228) out of Commerce Committee and to Senate floor. Hollings **would add five-year license term and provision permitting FCC to use different criteria in renewal proceedings than for initial station grants.** He would retain Swift provision protecting licensees against renewal challenge on grounds of multiple ownership or integration of ownership and management. Hollings said **he would prefer omitting Swift bill provision codifying into law existing FCC crossownership rules. All are changes broadcasters would cheer.** Hollings, in letter to Senator Howard Cannon (D-Nev.), chairman of Commerce Committee, and Bob Packwood (R-Ore.), ranking minority member and prospective chairman under GOP majority, asked that bill be moved out by polling committee, avoiding markup. If they concur, **Hollings feels measure could be passed before Thanksgiving.**

FCC's planned move to Rosslyn, Va., has been given another chance. House-Senate conference last Thursday reinserted appropriations bill amendment, deleted two weeks ago by Senate, which would allow FCC to negotiate its own lease and to meet within two miles of District of Columbia. House passed bill Friday morning. Senate is expected to take it up early this week. FCC is pleased with way things have turned out, and continues to work out provisions of lease and to design new office floor plans, according to Tom Campbell, FCC associate executive director for operations.

Westinghouse Broadcasting is maintaining momentum of its assault on cable field (marked by last month's Teleprompter deal), announcing **joint venture agreement with pay cable programmer Home Theater Network** under which Group W could secure ownership of HTN by

1986. Venture has been in works for some time (BROADCASTING, Oct. 20), but terms of arrangement with current HTN owner, Diversified Communications, are undisclosed. Meanwhile, Viacom officials are emphatically denying speculation that company might arrange transfer of its interest in joint venture Showtime to partner Teleprompter.

Despite its public anti-pay TV posture, division of **ABC is considering plans to enter basic cable programing next year.** ABC Video Enterprises President Herbert Granath is reviewing proposals for news, sports, instructional, fine arts and cultural programing over three separate program channels. Announcement follows development of cultural program channel by CBS, to be unveiled at upcoming Western Cable Show (see page 34). ABC's move would leave only NBC-TV out of program design activity for cable.

FCC has reversed initial decision (June 6, 1979) of Administrative Law Judge John Conlin **revoking license of wigo(AM) Atlanta** because of alleged over-the-air lottery violations, and instead fined station \$10,000. During oral argument last Thursday (Nov. 20) wigo counsel argued that station's principal, Emil Mogul, had no knowledge of specific violations and had made substantial efforts to oversee various programing practices of station. Counsel also noted that when Mogul became aware of what was going on he took "prompt, corrective and preventive measures" to remedy situation. Mogul has sold station, subject to FCC approval, at 65% of its market value (approximately \$650,000) [BROADCASTING, Nov. 3].

Controversy over "suggestive" **Calvin Klein jeans ads** featuring 15-year-old Brooke Shields flared last week as television stations in New York, Washington and Los Angeles placed restrictions on spots after receiving phone protests from viewers. In New York, spokesman for WNBC-TV said station decided to let spots finish their run, but will not reschedule them. At WABC-TV, spokeswoman stated that three spots

urge the commission to pass such a recommendation to the State Department.

The lack of data some feel is necessary on the 9 khz matter and the long delay in developing a computer program to analyze the Cuban inventory are not the only signs of disarray in the government's preparation for the second session of the Region 2 conference. There is a testiness and apparent lack of cohesion among the agencies involved in the planning. A State Department official, for instance, expressed impatience with talk of a delay. "Maybe we're spinning our wheels," he said. "Those studying the possibility of delay could better spend their time preparing for the [preliminary] meetings to be held in January."

The State Department clearly does not feel the ball is in its court at the moment. And a key official there said he notices "no groundswell of opinion for a delay." Certainly some commission and National Telecommunications and Information Administration staffers, for instance, see no need to postpone the meeting because of the 9 khz question.

At issue is the decision to be made in Rio in January at a meeting of a panel of experts and the International Frequency Registration Board on the 9 khz plan IFRB technicians will compare with the 10 khz system now in effect. The results will be submitted to the conference in November, when a decision will be made on whether or not to adopt a 9 khz plan. The question, however, is whether the U.S. should press for a comparison of its plan (which would require stations to shift in frequency no

more than 4 khz) or the Canadian plan (which would require some stations to make a frequency shift of as much as 9 khz). The costs and benefits of the 4 khz plan are reasonably well known, but the costs stations would incur under the Canadian plan won't be known until the study—now due in April—is completed. (The benefits of the 9 khz shift plan are said to be that it would permit the addition of far more stations in major markets than would the U.S. plan.) And the NAB says the U.S. cannot decide which plan to recommend for the comparative study until both plans' benefits and costs are known.

However, some government officials would be comfortable if the U.S. pressed for its so-called 9/4 plan at the Rio meeting. "The important thing is that a study of 9 khz channel spacing be made," said Douglas Crombie, NTIA's associate administrator for telecommunications sciences. "I don't think much would be lost if the 9/4 plan were used. The study would show whether the 9/4 plan is superior to the 10 khz system. And if 9/9 turns out to be superior to the 9/4 plan," he said, "the conference could consider it in November." Crombie said he was only offering a personal opinion. However, he is the principal adviser of Henry Geller, NTIA's administrator, on the issue.

Crombie has long backed the 9 khz channel-spacing plan at least in part because the other two regions of the world—Europe and the Far East—already employ it. And he contends that stations in the U.S. and other countries in the Western

Hemisphere remaining on the 10 khz system would suffer heterodyne interference from stations in the other regions.

Besides the technical arguments, there are political considerations. The State Department is awaiting a word not only from the FCC and NTIA but from the White House. As one State Department official noted, "This is a major initiative of the administration."

But the political considerations are not only Democratic. Some State Department officials are wondering whether to look for signals from the incoming Reagan administration. One noted that a Reagan transition team has moved into the department. What's more, the issues involved in the Region 2 conferences are being studied by two members of the FCC transition team—Vincent Pepper, a communications attorney, and Wallace Johnson, a former FCC Broadcast Bureau chief who served on the U.S. delegation to the first session of the conference, in March, and who—as executive director of the Association for Broadcast Engineering Standards—is foremost among those arguing for a delay to gain time for additional studies.

But no one is sanguine about getting a delay. Even those who would like one note that other countries will not agree simply because the U.S. does not feel it is adequately prepared. Some strategies for gaining time are being worked out with that in mind. But as one State Department official said, "The chances of winning a postponement are about 5% or 10%. And I wouldn't bet on a horse with that kind of a chance."

would be restricted to late evenings and early mornings, while one entitled "Feminist" was rejected on basis of "taste." WCBS-TV New York also banned that spot. On West Coast, CBS-owned KNXT(TV) Los Angeles has placed four of 12 spots "on hold", while KABC-TV Los Angeles was said to have rejected "Feminist" spot. WRC-TV Washington dropped spots and WJLA-TV there has stopped running "Feminist" spot.

Heading Reagan transition for **Corporation of Public Broadcasting** is **Fran Griffin**, former Chicago talk show host and spokesperson for American Conservative Union. She recently set up Washington public relations firm, Griffin Communications.

NBC denied reports Friday (Nov. 21) of **extensive cutbacks in its TV operation and technical services department** but acknowledged meeting was to be held in New York yesterday (Nov. 23) to discuss reorganization of that unit. Spokesman confirmed that **George Heinemann**, NBC-TV VP/general program executive, long-time employe, is **taking early retirement**, and **Tom Hadden**, VP/program department, liaison, has resigned by mutual agreement. Personnel cutbacks also spread to NBC Radio last week. **Ruth Meyer**, VP/radio programming, **Ray Gardella**, VP/radio affiliate relations and **John Patt**, radio network sales director left company last week.

With **new standard network affiliation agreement** effective Jan. 1, **NBC-TV will pick up all music licensing fees** for network programs, expense previously shared by affiliates. That's economic difference in new contract presented at NBC-TV affiliates board of directors meeting last week on Hawaiian island of Maui. Agreement, in mail to affiliates, is described as "forward-looking document" that scraps outdated provisions and lays groundwork for future business that may develop from use of vertical blanking interval and other technological developments. Compensation formula was revised for simpler calculation but it is said not to affect network/affiliate financial deals. Affiliate board also was in-

formed that network has put in order with AT&T to reserve satellite time for eventual use.

Silence over **who will lead staff of next Senate Communications Subcommittee** may end this week. Bill Diefendorfer, who will most likely direct staff of next full Commerce Committee, plans to begin looking into matter this week. Candidate for chief counsel is Ray Strassberger, currently counsel on full committee staff and well-versed on communications issues. Senator Barry Goldwater (R-Ariz.) who will most likely chair subcommittee, is said to have candidate in mind, but would not release name last Friday.

Mutual Broadcasting System has acquired radio play-by-play rights to all pre-season and regular-season football games of **Atlanta Falcons and Kansas City Chiefs**. Neither network nor teams would disclose rights prices, but it is understood three-year contract with Falcons that starts in 1981 will be "well in excess" of estimated \$130,000 currently paid yearly by WGST(AM) Atlanta. WGST will continue to originate games next year for 100-station regional network. Kansas City contract starts next season, is for five years for estimated \$200,000 annually and calls for present originator, KCMO(AM) Kansas City, to continue as flagship for seven-state regional network. Latest signings augment similar agreement MBS has had since 1978 with Dallas Cowboys and makes broadcast organization first and only national radio network to hold multiple local-regional contracts for National Football League action.

Chloe Aaron, senior VP, programming for Public Broadcasting Service, resigned last Thursday, effective Dec. 15. She joins Television Corp. of America, new production firm in Washington as president. **Nancy Dickerson** is one of principals and executive producer for new company, financed by **William Moss**, Dallas oilman, who will be chairman. **Suzanne Weil**, PBS director of arts and humanities programming, will assume Aaron's spot in acting capacity. Board of directors is to officially name replacement at next meeting in late June.



Daly

Grant

Shephard

Levin

Daly jumps ship for Warner Bros.

CBS Entertainment president in surprise pullout; Grant succeeds in top programing post; Ashley exit creates room at top in movie firm

Robert A. Daly, the president of CBS Entertainment given much of the credit for that network's return to prime time leadership last season, resigned last week to accept the top seat at Warner Bros. He will be succeeded in the CBS spot by B. Donald Grant, who had been vice president-programs.

While the formal word on Daly's succession to head the film and television subsidiary of Warner Communications Inc. had not been released by last Friday (Nov. 21), it was clearly a fait accompli. On Wednesday, CBS released the word of Daly's resignation and on the same day Warner Bros. announced that Ted Ashley would be giving up that company's chairmanship as of Jan. 1. Warner said then that "discussions are currently under way concerning an ultimate successor to Mr. Ashley."

In a statement issued last week, Daly, a 25-year CBS veteran, praised CBS and his colleagues but gave no mention of the job he was leaving for. The speculation was that he would become co-chairman of Warner Bros., along with Frank Wells, now the company's president.

Asked for comment on the Daly move, Gene Jankowski, CBS/Broadcast Group president, explained that CBS tried to convince him to stay but that Daly wants to deal with "motion pictures in their entirety—to work in production and distribution areas unavailable to him at CBS." (Industry observers last week viewed Daly, who began on the CBS business side before moving into CBS Entertainment, as a strong asset to Warner as it pursues not only conventional film and television production and distribution but new technologies in cable and home video as well.)

Jankowski also said that Daly "doesn't want to leave California." That, in itself, could have prompted Daly to go elsewhere for advancement since the top CBS echelon works out of corporate headquarters in New York. Jankowski said that money was "never discussed."

The CBS/Broadcast Group president does not expect any major changes at CBS Entertainment now that top leadership there has passed from Daly to Grant. Jankowski said that it is not a "one-man

business" and praised the management team built by Daly and others.

Grant, who joined CBS from NBC in 1972 as vice president-daytime programs, was not the only CBS Entertainment executive to move up the corporate ladder as a result of Daly's resignation. Harvey Shephard, vice president, program administration, took over Grant's former position as vice president-programs, and Alan

M. Levin, vice president-business affairs, had his responsibilities broadened to include administration as well.

At Warner Bros., outgoing Chairman Ashley was said to have wanted to "give up the heavy day-to-day demands" for "a long period of time." Despite disappointing theatrical releases earlier this year—a problem faced by Warner Bros. and other movie companies—a spokesman there claimed that was not the reason for Ashley's retirement and that the company was expecting the "second best nine months we've ever had." Ashley will continue with Warner as a consultant. Another leaving the executive ranks of Warner Bros. is John Calley, vice chairman, who becomes a full-time consultant.

Among the protocols that appeared to be holding up the formal announcements last week was the family connection—or conflicts—atop the CBS and Warner empires. CBS Inc. Chairman William S. Paley is the father-in-law of Warner Communications Inc. Chairman Steven Ross.

High visibility for low power

Last week witnessed a flurry of interest in the FCC's low-power TV proposal. The NAB petitioned the FCC to put a 90-day freeze on applications and contended the whole procedure violates a federal act (page 42). 1960's media free-spirit, Lorenzo Milam, has applied for 14 of the new outlets (page 62), and NCCB offered a how-to symposium for interested applicants (see below)

The National Citizens Committee for Broadcasting, which is encouraging public interest groups to apply immediately to the FCC for low-power television stations, invited representatives of those groups to Washington last week for discussions on the nature of low-power stations and means of procuring, funding and programming them.

Interest in low-power television has grown rapidly since the FCC issued its notice of rulemaking proposing the creation of possibly thousands of the loosely regulated facilities last September (BROADCASTING, Sept. 15). Although the proposed rules are a long way from formal acceptance, the FCC opened the door to low-power applications by saying it would consider them on an interim basis conditioned on the outcome of the rulemaking.

According to Sam Simon, head of the NCCB, a stream of applications have already passed through that door. As of Nov. 14, he said, 111 low-power applications proposing to carry locally originated programming have been submitted to the FCC by 47 different groups. Another 307 applications, proposing carriage of distant signals, including 141 from Neighborhood Television Co., the newly formed com-

pany backed by Allstate, the insurance subsidiary of Sears, have also been filed, he said. The proposed low-power rules, Simon said, are "a fundamental change in the way access to the airwaves is regulated." For the first time, the public can broadcast programming it deems appropriate, not some "gatekeeper broadcaster."

Michael Couzens, an attorney in the FCC's policy and rules division, said that the first cut-off list for including low-power stations was to be released last Friday, but that potential applicants should not be alarmed about being excluded from any community. In any given community, he said, there may be six or eight other allocations as good as the one that appears on the cut-off list. Furthermore, he said applicants will have 30 days to file applications on top of those on the list. He said 30 days should be plenty of time to prepare an application.

In response to a question, Couzens said that two types of applicants have been assured preference in mutually exclusive hearings by the FCC: groups with minority control in excess of 50% and noncommercial groups.

Ralph Nader, the consumer advocate and chairman of the NCCB and head of a number of other public interest groups, urged his audience to take advantage of the opportunity created by the FCC's action. He said broadcasting slipped from the grasp of public interest and nonprofit groups during the early years, but added that low-power television provides these groups with "a second chance to do what should have been done in the 1920's and 1930's." And, he said, "the chance should not be lost." To insure that the opportunity is not lost, Nader said, the groups must develop their "electronic communications

literacy."

Jim Winston is one of three former FCC attorneys who have formed Community Television Network, which has applied for 10 low-power stations and has signed on four other applicants as affiliates. CTN will lease its prime-time hours to Golden West Broadcasters which will use them for transmission of subscription television. Revenues from the leased time will subsidize CTN's daytime programming which will consist primarily of "programming geared to the black audience."

Winston said one excellent source of programming open to low-power operators is local public television stations, which have plenty of high-quality programming on their shelves, which "operators might be able to get for a song."

Winston said the low-power stations are not cheap. The 1,000-watt UHF facilities (with studio) that CTN envisions cost \$150,000 each for hardware alone. He suggested loan guarantees from the Small Business Administration and loans from small-business investment companies as ways of meeting financial demands.

Parry Teasdale, the independent consultant who wrote the low-power support document for the FCC, was an early low-power television operator. In the mid-1970's, he operated an unauthorized station in Lanesville, N.Y. Teasdale's primary message: Applicants and operators of low-power stations are "going to have to develop a certain amount of technical proficiency."

Noting that the price of communications equipment "is changing much more rapidly than the technology itself," Teasdale said an operator can buy a satellite earth station for as little as \$3,500 to retransmit satellite programming. But he didn't think it was a very good idea. If all a low-power station did was retransmit satellite programming, its impact on the public would be minimal.

John Schwartz is another consultant who, as the founder of WYEP-FM Pittsburgh and KBDI-TV Broomfield, Colo., has had much experience with low-budget broadcasting operations. Like Teasdale, his concern was that applicants do their engineering "carefully." Applicants should not be misled into believing that their signal coverage will be comparable to that of a full-service station, he said. Coverage of the stations, he said, will be spotty. In planning a station, he suggested placing antennas as high as possible and using carefully calculated antenna configurations. Applicants should consider one origination station and several rebroadcasting stations to increase coverage area, he said.

Jean Rice, a program officer at the National Telecommunications and Information Administration, is also a member of the National Federation of Local Cable Programmers. She said she is excited by the potential of low-power television as a vehicle for local programming and said what is happening in cable access should serve as a model for funding, programming and en-

couraging community involvement in low-power stations.

A source of money for the studio facilities, Rice said, is the NTIA's Public Telecommunications Facilities Program (PTFP), which gave \$27 million to public telecommunications operations—cable and broadcasting—in 1980 and which hopes to hand out \$21 million in 1981. Rice said PTFP would "be happy to fund" low-power stations and that all nonprofit groups are eligible. Many will be turned away, however. "It is an extremely competitive program," she explained. She said the deadline to apply for the money is Jan. 12, 1981.

Joanne Anderson, another program officer at the NTIA, said it will be difficult for commercial low-power station operators to get funding from conventional sources—lending institutions, insurance companies and the Small Business Administration. "You are going to have to be very creative" in getting financing. One possibility is a joint venture with local businesses, which will require the "private investor" to come up with at least 50%. Selling the idea to the businesses, she said, can be made easier by preparing a proper prospectus. That would include a detailed

budget showing expenses and revenues "in the short-term and long-term points of view."

After defining the differences between translators (devices that rebroadcast the signal of a full-service station) and low-power stations (devices that can originate programming or retransmit signals from sources other than full-service stations, such as satellite signals), Keith Larsen, an engineer at the FCC's Office of Plans and Policies, also stressed the importance of good engineering in developing low-power applications and in running the stations. "If the station is not providing acceptable quality, people will let the station know or they will stop watching and the station will fold up."

Among the groups represented at the conference were the National Consumer Research Institute, American Heart Association, Urban Elderly Coalition, Clean Water Action Project, Solar Lobby, United Electrical Workers, American Film Institute and the National Consumers League. It is safe to say that many representatives heard what they wanted to hear when Teasdale said: "Anybody in this room can apply for a low-power television station and probably get it."

Premiere antitrust suit begins in N.Y.

Evidentiary hearing commences before Judge Goettel; defense says it's now or never for new pay service's launching

The attention of the pay cable industry focused on Room 506 of the federal court house in New York last Thursday, as the evidentiary hearing got under way in the Justice Department's request for an injunction against the Premiere pay cable venture.

Inside, many of the heavyweights in pay programming, (and others who would like to join the business) gathered as Judge Gerard Goettel of the U.S. District Court for the Southern District of New York heard opening arguments by the government and counsel for the four motion picture company defendants. Although not itself a trial, the hearing is being played in dead earnest by both sides. As the defendants' attorney noted, should Judge Goettel accept the arguments of the Justice Department in granting an injunction, those arguments are such that he would virtually obviate a trial.

And, said counsel Ira Millstein, the defendants would not appeal a loss at the trial court level. "There's a moment in history when Premiere can get launched," he said, and "it's the business judgment of the partners that if it can't get launched now" an appeal isn't worth the effort.

The Justice case, as delineated by Antitrust Division attorney Seymour Dussman, boils down to two points: that the defendants committed "per se" violations of antitrust law both by agreeing, "in a word, to boycott Premiere's competitors"

and by agreeing "in a word, to fix prices."

Before the opening arguments began, Goettel attended to some "housekeeping matters." The first concerned a motion on the subject of confidentiality, with particular respect to testimony by the so-called "third party" witnesses—that is, officials of the existing pay services. Goettel resolved that matter for the present by saying he would take "a narrow view on confidentiality," but the implication would appear to be that the courtroom might well be cleared of public and press when testimony might concern matters the witnesses consider trade secrets.

A second "housekeeping" chore involved a friend of the court brief filed in support of the government position by the attorneys general of 31 states, with the question being whether the court should accept it. The defense argued for rejection, contending it was based on "few" facts and "suspicions" and that the states' interest was prompted by HBO lobbying at an attorneys general conference during the summer. Goettel, after hearing from an attorney for Maryland, acknowledged states' interests in cable regulation and accepted the brief.

In his opening remarks, Justice's Dussman also alleged that Premiere, if allowed to proceed, would have "serious detrimental affects on the marketplace." But during the defense opening, Millstein suggested to Goettel that the government was attempting to "try this case in a bottle" divorced from the marketplace. If this were truly a "per se" case, he contended, the judge ought to be able to see that clearly

now "and we can go home." Rather, he maintained, the case is one which necessitates a full trial, as a "rule of reason" matter.

Looking at the marketplace, which he contended Justice never did properly before bringing suit, would show that the three existing pay services—HBO, Showtime and Warner's The Movie Channel—were the products of "backwardly integrating" business organization by major cable operators. The motion picture companies, Millstein contended, are merely attempting to "forwardly integrate" in forming Premiere. While acknowledging that the nine-month exclusivity window Premiere would have is a "restraint,"

defense counsel said they will show it's procompetitive.

Throughout the day, Judge Goettel made several observations that could provide some inkling of his thinking. Noting a government assertion that since the film companies began withholding product from pay services, prices of other producers' films have risen, he suggested that was a "two-edged" argument, possibly supporting the defendants' position that Premiere was necessary to correct inequities in the market. And to defense statements about the alleged monopoly of HBO, Goettel mentioned that "the usual way" to respond to such a condition is "a private antitrust case," and that if Pre-

miere is indeed an illegal venture, there would be a comparison between the partners' action and "a citizen who gets a gun" to deal with street crime.

Before the first day of the hearing wrapped up, the government had called its first witness, Warner Amex Satellite Entertainment Corp.'s John Schneider. In Schneider's testimony it was brought out that his firm was approached by the film companies in December 1979 about the possibility of joining a Premiere-like venture—a proposal that he turned down.

Two weeks have been set aside by Goettel to hear the motion for injunction, and he promises a ruling before the scheduled January start of Premiere.

Dec. 7-12: Big week out West for cable

Western Cable Show is only the climax (or anticlimax) of schedule that will bring industry's top business and programming brass out in force; CBS Cable's Queen Mary night top ticket, but all top firms vie for delegate attention and subscriber opportunities; even Reagan is 'encouraging'

The 1980 Western Cable Show that opens at the Disneyland hotel in Anaheim, Calif., Dec. 10 is scheduled to run just two-and-a-half days, but by the time it gets started that Wednesday afternoon, many of the delegates may already be weary of meetings and conferences.

The National Cable Television Association holds a two-day board meeting at the hotel starting that Monday and the Cable Television Administration and Marketing Society moves in with a day-long programming seminar on Tuesday. Meanwhile, a three-day telecommunications conference, co-sponsored by Communications Technology Management, gets under way Sunday (Dec. 7) at the University of Southern California; it will involve many cable operators and suppliers.

The line-up of panel sessions and speakers for the Western show itself is still sketchy. Among the confirmed speakers: Ted Turner, president of Turner Broadcasting, at the Thursday breakfast; John Bryson, president of the California Public Utilities Commission, at the Friday breakfast, and Representative Lionel Van Deerlin (D-Calif.) at the Friday luncheon. Among the unconfirmed: President-elect Ronald Reagan, who as of last week hadn't accepted an invitation to speak at the Thursday luncheon, but whose initial response had been, as one convention organizer put it, "very encouraging."

Although the panel sessions haven't been firmed up, most of the subjects have. They include copyright, pirating television signals, management control and coordination, telco entry into cable TV, pole attachments and marketing tier and auxiliary services. There also is a concurrent

day-long technical seminar scheduled for Thursday at the Sheraton-Anaheim hotel.

Fran Ferriter, a staffer at the California Cable Television Association, said organizers are looking for attendance to reach 5,000—a 1,200 increase over last year. The prediction is based on pre-registrations, which are up 33% over last year. According to Trade Associates, the exhibition organizers, the exhibition also will be substantially larger than last year. There are currently over 180 exhibitors signed up for 480 booths (covering nearly 50,000 square feet). Last year, 124 exhibitors manned just 289 booths. Four companies, so far, have signed up for rooms in the hotel to hold press conferences: Times Mirror, Jerrold Electronics, Showtime and Warner Amex.

Several of the programming suppliers will be entertaining delegates. The most ambitious evening out is being sponsored by CBS Cable, which is making its formal entry into cable and its first real grab for subscribers. It is inviting 900 people to a black-tie affair on the Queen Mary in Long Beach. Guests will be bussed there from six hotels. A two-hour reception in various parts of the ship will be followed by a banquet, dancing to a 60-piece orchestra and entertainment by Sarah Vaughn. Among CBS executives due to attend are Tom Wyman, president of CBS Inc., and Gene Jankowski, president of the CBS/Broadcast Group.

Scheduling of that extravaganza is not making convention organizers particularly happy. It conflicts with the annual reception held by the president of the CCTA, and it starts before the exhibit floor closes.

By comparison, the plans of Showtime, Premiere and Home Box Office are almost modest. On Wednesday night Premiere will present Dolly Parton and Showtime will present Tanya Tucker, and on Thursday night Home Box Office has invited a crowd to see Red Skelton—obligingly, after the presidential reception and closing of the exhibit.

The day-long CTAM seminar is being billed as "the first Cable Operators Programming Seminar." Twenty-seven basic and pay cable operators have accepted

CTAM's invitation to appear before the assembled cable operators to sell their programming products and brief them on their philosophies, research and future plans. As of last Thursday registration stood at 250. CTAM also will hold an organizational meeting during the convention.

Another group in Anaheim will be Women in Cable. It will hold its annual meeting on Thursday afternoon and install its new officers: president, June Travis, vice president-administration, American Television & Communications; vice president, Vivian Horner, vice president-programming, Warner Amex Cable Communications; treasurer, Carolyn Chambers, executive vice president, Liberty Communications, and secretary, Kay Koplovitz, president, USA Network. WIC also will hold a reception on Friday in honor of its sponsors and its board of directors.

The chief topic of the two-day NCTA board meeting will be the 1982 budget, expected to be 35% over the present \$2.6 million annual tab.

Communication Technology Management and the Annenberg School of Communications at the University of Southern California are sponsoring a three-day conference beginning at the university Dec. 7: "Telecommunications for the 80's: Developmental Strategy for Marketplace Delivery." Among the speakers scheduled to address the expected 150 participants are FCC Chairman Charles Ferris, NCTA President Tom Wheeler and Representative Timothy Wirth (D-Colo.), who will take over as head of the House Communications Subcommittee when the new Congress convenes next January. Among the panelists are Ed Taylor, Southern Satellite Systems; Ted Turner; Clay T. Whitehead, Hughes Communications; Herb Granath, ABC Video; Gustave Hauser, Warner Amex Cable Communications; Robert Pfannkuch, Bell & Howell; Richard Wiley, Kirkland & Ellis, Washington; Kay Koplovitz, USA Network; Chet Simmons, Entertainment and Sports Programming Network, and Bob Schmidt, the former NCTA president now president of CTM.

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2.	Three's Company	24.5
3.	M*A*S*H	23.8
4.	ALICE	22.9
4.	Dallas	22.9
6.	Dukes Of Hazzard	22.1
6.	Jeffersons	22.1
8.	Taxi	21.6
9.	Eight Is Enough	20.5
10.	Archie Bunker's Place	20.2

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Change of fortunes at FCC Review Board

Commission appoints Ohlbaum as acting chairman and not Marino as expected; Jacobs also named

The FCC has appointed Daniel R. Ohlbaum—a 27-year commission veteran—to the post of acting chairman of the FCC Review Board. The commission also appointed Gerald Jacobs—chief of the Broadcast Bureau's Facilities Division—to a position on the Review Board made available by the retirement of Sylvia Kessler (BROADCASTING, Nov. 17).

In granting the temporary chairmanship to Ohlbaum, the commission declined to grant that post—or a position on the board at all—to Joseph Marino, chief of the Enforcement Division of the Common Carrier Bureau. Marino had actively sought the Review Board chairmanship. The commission decided that the fourth slot on the Review Board—now the only one vacant—should be filled by the incoming ad-

ministration in January.

The commission acted on the Review Board personnel matters in a private meeting attended only by six commissioners and the FCC executive director, Don Lichtwardt. Commissioner Joseph Fogarty—who was attending a Rocky Mountain Telephone Association conference in Scottsdale, Ariz.—participated in the meeting via a telephone conference call.

At that meeting the commission also put a freeze on all appointments to the Senior Executive Service—but not grades 14 and 15 as had been previously discussed—at the FCC until the new administration arrives in January.

Lichtwardt told BROADCASTING that one Review Board post was filled and the other frozen because “the board has to have three members to function.” With the recent retirements of two Review Board members—Chairman Leonidas Emerson and Kessler—the board was left with only

two members, Ohlbaum and Joseph Zias.

For Jacobs, the Review Board position was fortunate. His appointment to the new post came only two weeks after Broadcast Bureau Chief Richard Shiben told him to look for another job due to what Shiben called the “insubordinate” way in which Jacobs had handled a personnel matter (BROADCASTING, Nov. 10).

The FCC also took up the subject of the future role of the Review Board and the possibility of eliminating it altogether. It decided, however, that the decision was better left to the new administration. Lichtwardt suggested that the topic of the Review Board's future at the commission “is being discussed in [Reagan] transition circles,” and that the entire Review Board program will be looked at “very critically” in those circles in the months to come.

Ohlbaum joined the commission in 1949 as a lawyer in the General Counsel's Office. In 1957 he left the FCC for the Justice Department but rejoined the FCC in 1961 to head the litigation division. In 1964 he became deputy general counsel.

Financial form no favorite

Comments from broadcasters question legality of FCC's requiring financial data, urge elimination or at least simplification of form 324

Broadcast industry reaction to the FCC's proposed revision of its annual broadcast station financial report form varies from total rejection—that is, calling for elimination of financial reporting requirements altogether—to approval of the commission's intent, if not its approach.

The National Association of Broadcasters, the ABC Television Affiliates Association and the Broadcast Financial Management Association (BFM) claimed the commission does not have a statutory mandate to collect detailed financial information from all broadcast licensees annually—as is now required.

ABC Inc. supported the commission's effort to “reassess and update” financial reporting requirements imposed on broadcasters, but only to the extent of enabling the commission “to make informed policy and planning decisions applicable to the overall economic status of the broadcast industry.”

NBC also supported the commission's intent regarding its “information needs,” but suggested that the best way to fulfill those needs would be to require licensees to submit financial information in a format

comparable to annual reports compiled by corporations for use by shareholders.

The National Radio Broadcasters Association suggested that any revision of the report be stayed pending an examination by the commission into “the regulatory necessity” of filing such data. It asked the commission to lay out in detail what “specific use” it made of the financial data during the years 1976-80 in rulemakings, inquiries or any other proceedings.

The Committee for Community Access, a Boston-based public interest group, offered its strong support for the commission's proposal. It said that the FCC's theory that all broadcast audience demands can be met by marketplace forces, “absolutely requires the reporting of financial data for validation” of that theory.

In joint comments filed by several group broadcasters—Cox Broadcasting and Multimedia Inc. among them—the commission was urged to adhere to President Carter's mandate for “zero-based regulation” and thus make a determination that each item it proposes has a “specific and legitimate regulatory need.”

The financial form rulemaking was initiated by the commission in April and proposes deletion of some requirements and expansion of others. Significant changes include:

- The reporting of spot and local time sales on the basis of the type of sales agent rather than the type of advertiser.

- Treating advertising agency commissions as selling expenses rather than as deductions from revenue.

- Reallocation of several “general and administrative”-type expenses to the

other three expense categories—technical, programming and selling. Expenses to be recategorized include: entertainment, utilities and general supplies.

- The addition of several new line items to the revenue and expense summary including the amount of federal, state and local income taxes paid.

- Deletion of certain employment data also required in the commission's annual employment report form (395).

- Requirement that separate financial reports be filed for commonly owned AM and FM stations unless the operations are “so intertwined that the operating expenses cannot be effectively allocated to each station.”

- A proposal that licensees report data in accordance with generally accepted accounting principles (GAAP), endorsed generally by the business accounting industry, which would enable the commission to compare and analyze data more accurately on a station-by-station or market-by-market basis.

The commission decided three years ago that form 324 was inadequate in terms of interpreting and utilizing financial data collected from the broadcast industry. It contracted T&E Inc., a Cambridge, Mass.-based research firm, to study the matter and provide the commission with recommendations for changes in the form.

In its rulemaking on the proposed revision, the commission incorporated a petition for rulemaking by NAB which requested deletion of financial reporting requirements altogether. The commission asked for comments on the NAB petition.

NAB “continues to urge complete

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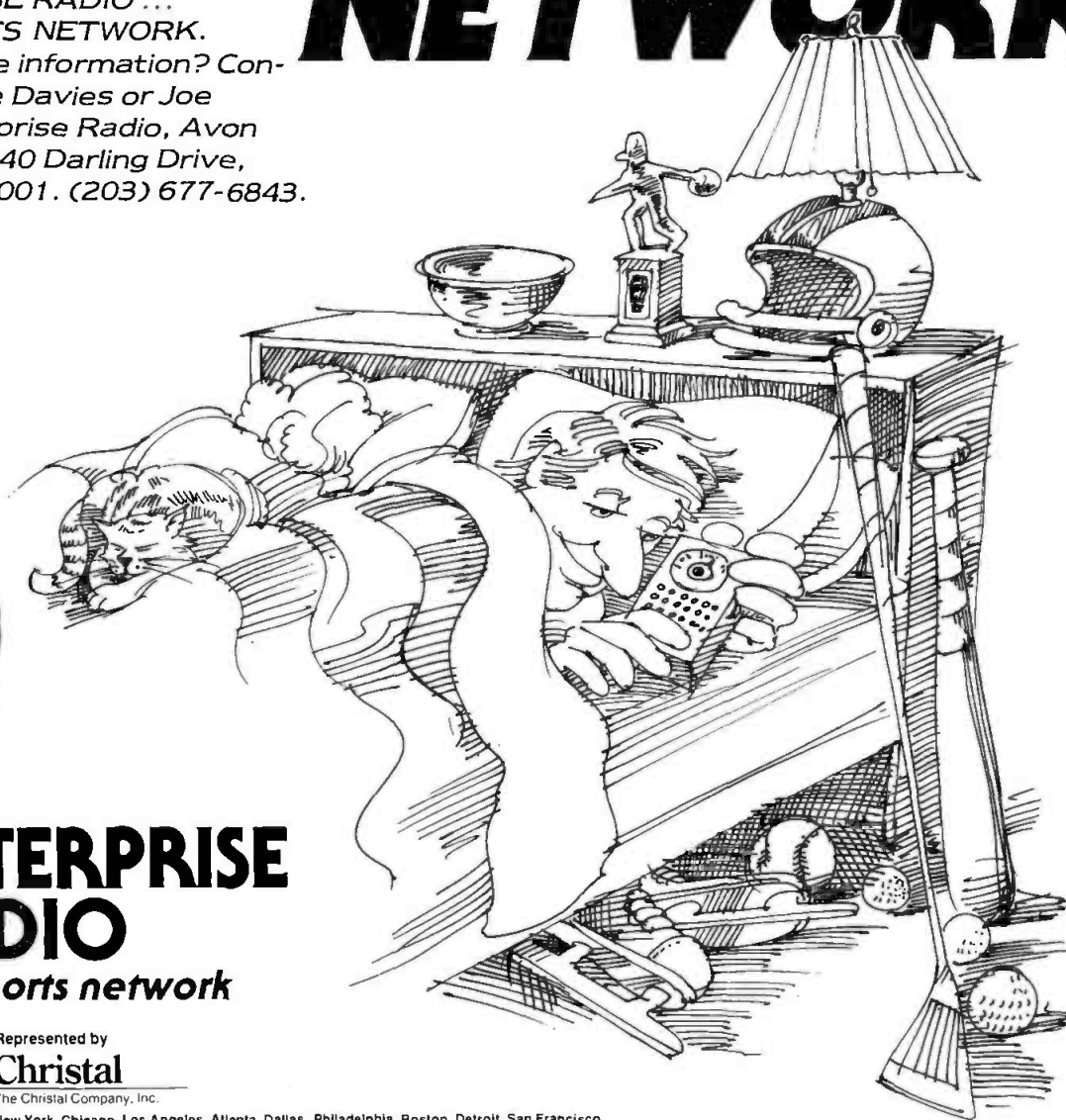
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elimination of the form." In support of its stance it quotes a Carter administration directive "to take and support strong action to reduce the burdens imposed by the collection of information by the federal government [and] to insure that only essential or statutorily required information is collected..."

It challenged the commission's rationale for collecting the financial data in the first place: "to make informed policy decisions." It said the commission has used the financial data collected from the broadcast industry "only on rare occasions."

It also cited the added hardship to radio stations that have "an average of less than 12 full time employees [and] are ill-equipped to provide detailed financial data to the commission that "conforms precisely with generally accepted accounting principals." It also reaffirmed its opinion—as stated in its original petition—that if form 324 is to be retained, it ought to be filed "every three or perhaps five years."

BFM supported NAB's position that form 324 be eliminated altogether and short of that be "substantially simplified." It noted that the organizational structure of various broadcast properties varies greatly from station to station and said that while the FCC's "desire to develop comparability of financial information, while well intended, is not possible under the circumstances."

It also said—as did NAB—that the current data collected from broadcasters "fulfills no general regulatory purpose sufficient to justify the burden its gathering imposes." It also contended that the commission's "belated published financial data is of minimal value to the industry or to the public."

BFM developed its own financial form which it urged the commission to adopt since total elimination of financial reporting requirements seems to be out of the question. Significant differences between its proposed form and the commission's include:

- Reporting expenses and revenue within broad categories rather than in detail.

- Eliminating the need to certify that financial reports be prepared in accordance with GAAP.

- Eliminate reporting of depreciation and amortization methods.

- Combining AM and FM data for commonly-owned stations not operated as separate entities.

The ABC Television Affiliates Association also supported the NAB's petition to eliminate financial annual reporting requirements altogether. It said "the commission does not have the statutory authority to require the routine submission of broadcast financial information and no legitimate public policy objective is or ever has been served by a requirement that such information be routinely filed on an industry-wide basis."

Along these lines, the group contended that the commission has only the authority "to collect information in applications for broadcast licenses or

modification or renewal of licenses." It added that "such information may be used solely for the purpose of determining whether the applicant's financially able to render a broadcast service consistent with its program proposal."

The law firm of Fletcher, Heald & Hildreth filed comments on behalf of 13 broadcasting companies including Hubbard Broadcasting Corp., Columbia Pictures Industries Inc., and Capitol Broadcasting. Those commenters also challenged the authority of the commission to routinely collect financial data.

Submitted with those comments was a copy of the GAO form which the commission filed in seeking approval of form 324 on Oct. 10. Question 16A of the GAO form addresses the "authority" of the form for which renewal is requested: "Is report form: (1) Voluntary? (2) Required to obtain benefits? (3) Mandatory? (cite statute)." The commission checked the second item only. The Fletcher, Heald & Hildreth commenters asked the commission "what benefits" they obtain from filling out the form.

Frank Fletcher, the law partner who filed the comments for the group, told BROADCASTING he "would certainly recommend" that the group challenge the commission in court should it continue to collect routine financial data annually from the broadcast industry. He was unaware of any previous court challenge on this issue.

ABC Inc. supported several of the commission's proposed changes in the financial reporting requirements while opposing others. For example, it supported the proposal to require more detailed information concerning the type of revenues received by FM stations—in those cases where FM's would still be permitted to file jointly with a commonly owned AM station. The dramatic growth of FM called for such changes, ABC said.

It also supported the proposed changes in reporting time sales according to type of sales agent (i.e., national/regional representative or the station's own sales personnel) as more "consistent and ... meaningful."

However ABC "strongly opposes" the reallocation of several expense items to other expense categories because that would "further complicate the reporting process and result in a greater amount of useless data."

As stated above, NBC suggested the commission adopt financial reporting requirements similar to companies' annual reports to shareholders. It said this reporting method would most efficiently enable the commission to achieve its goals of "facilitating studies of industry trends" for use in policy making and would also provide "industry-wide consistency in reporting data."

"By virtue of its non-complexity," NBC said, "reporting in this manner would both alleviate the unnecessary burden imposed on licenses by the current and proposed forms and benefit the commission"; it would further its goal of providing "a valuable picture of the structure and economic status of the industry."

AMST requests FCC material on drop-ins

It files Freedom of Information request for commission studies; It also wants extension of comment deadline until after material is handed over

The Association of Maximum Service Telecasters (AMST) last week submitted to the FCC a Freedom of Information Act request "for studies and analyses used by the commission and its staff in formulating the proposals" connected with its rulemaking on VHF drop-ins initiated in September (BROADCASTING, Sept. 22). AMST has also asked the commission to extend the comment deadline on that proposed rulemaking from Dec. 15, "until 120 days after the items specified in the FOIA request are made available."

AMST said it needed the additional comment time not only to study the staff documents—analysis of which it said was essential to "meaningful and effective" public participation in the drop-in issue—in the FOIA request but also to complete studies it has begun on the commission's theory of "equivalent protection"—trading distance for power—which the commission claims will alleviate most interference problems that could arise in dropping short-spaced VHF television stations into the existing table of assignments.

AMST said the studies will "focus principally on how the commission's proposals would affect the television broadcast service" as it exists now and how it might develop in the future.

AMST has retained two Washington-based consulting engineering firms—A.D. Ring & Associates and Jules Cohen & Associates—to undertake the studies.

Studies and FOIA requests aside, AMST said the extension was justified simply on grounds of the complexity of the issues and the fact that so much is at stake in any allocations proceeding undertaken by the commission.

It noted that the FCC provided more than 11 months for comments and reply comments in the last round of the AM clear channel proceeding. It also noted that more than six months have been provided for comments in the FM allocations proceedings.

Specific studies AMST has or will undertake shortly concerning the drop-in proposal include:

- Assessment of interference and loss of service.

- UHF impact.

- Evaluation of the "move-in" experience and its applicability to the drop-in proposal.

- Performance of receiving antennas, specifically "to assess their ability to ameliorate service losses from drop-ins and to estimate the cost to consumers to upgrade antenna systems."

- Assessment of how the low-power stations might be used to replace lost service due to drop-ins.

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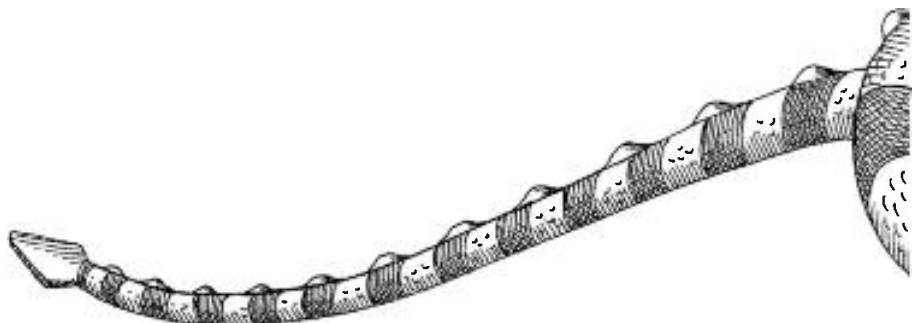
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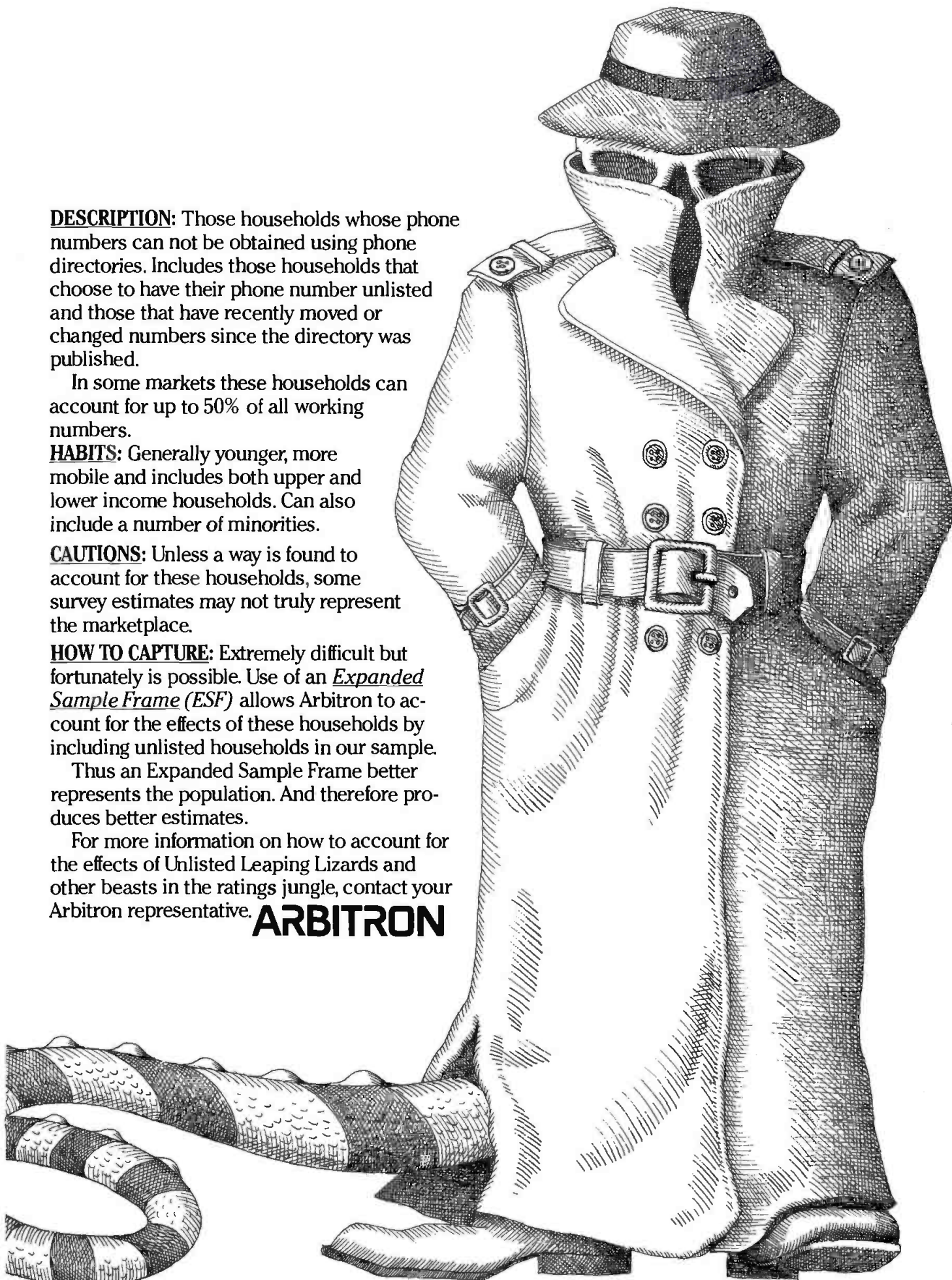
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ARBITRON



FCC petitioned to review its low-power plan

NAB says prohibition against network ownership illegal; CPB says noncommercial interests won't get their fair share

The National Association of Broadcasters has asked the FCC to put a 90-day freeze on the processing of low-power television applications, and both it and the Corporation for Public Broadcasting have asked the commission to reconsider its interim processing policy—but for radically different reasons. NAB contends they violate the Administrative Procedure Act (APA). CPB is concerned that noncommercial applicants will be squeezed out of the low-power television picture.

Currently the FCC is accepting and processing low-power television applica-

tions—in accordance with newly proposed ownership rules—on an interim basis pending final disposition of a rulemaking that it initiated in September (BROADCASTING, Sept. 15). Only mutually exclusive low-power television applications are being held up—because the commission is seeking comment from the public on its proposed method of resolving such situations—pending the outcome of the proceeding.

The proposed ownership rules preclude the networks from applying for low-power facilities while full-service broadcast station owners may apply so long as the proposed low-power service would not overlap the service provided by their full-service facility.

By processing interim low-power applications in accordance with the proposed ownership rules, NAB says the commission is prejudging those proposed rules as given. NAB contends that the proposed ownership rules relating to the operation of low-power facilities are “substantive” rules—that is, rules that change stan-

dards of station assignments—which, according to the Administrative Procedures Act, cannot be adopted without opportunity for public comment. By applying these proposed rules to the interim low-power television process, NAB contends the commission has in effect adopted them without the public comment. “Broadcasters will have been precluded from participating in the new service through operation of substantive ownership restrictions promulgated in contradiction to the requirements of the APA.”

CPB has asked the commission to reconsider its position that no reserved channels be allocated to the low-power spectrum.

CPB said that “noncommercial entities cannot fairly compete against commercial applicants in the race to get applications on file, and to achieve ‘cut-off status’ under the interim processing procedures.”

It said that the “safeguard” which the commission “has attempted to incorporate—the granting of authorizations terminable on 60 days’ notice of any final report and order—is likely to be ineffective as a bar against commercial takeover of most of the channels available for low-power television use.”

It said that “it is the nature of noncommercial telecommunications services that, although they grow slowly, they eventually grow fully to use the frequencies reserved.”

The slow growth of noncommercial facilities is due largely to a lack of funding for most noncommercial operations and also to the fact that much of the funding such operations do receive is often dispersed through slow-moving governmental channels.

CPB suggested that the commission consider any translator in the top 100 markets a “low-power” application and thus subject to a revocation of a grant of authority within 60 days of any final report and order relating to the proceeding.

It also suggested that the commission require licensees obtaining traditional translator grants under the interim processing guidelines and later wishing to convert to low-power operation to submit a major change application, opening the channel to competing applications.

Washington Watch

Manning departure. Mary Jo Manning, chief counsel of Senate Communications Subcommittee, has made official her intention to resign that post. She formally notified Commerce Committee Chairman Senator Howard Cannon (D-Nev.) of her intention to leave in January. Manning said she was making known her plans to facilitate staffing plans that will accompany cutback in personnel when Republicans take control of Senate in new Congress. Manning, who is expected to join law firm with communications practice in Washington, said she expected to have announcement in by mid-December.

To the top. Supreme Court has agreed to hear arguments in case in which Actors Equity is being accused of antitrust law violation. Case involves appeal by 23 actors’ agents from lower court ruling that actors union is immune from antitrust suits involving union’s system of “franchising” agents. Agents are challenging franchising provisions that forbid actors from dealing with agents who do not comply with various restrictions. Key one prevents agent from charging commission for getting actor job that pays only Equity scale. U.S. Court of Appeals in New York held that Equity is entitled to exemption from antitrust examination that Supreme Court said union enjoys for unilateral action it takes to protect members’ interests. Supreme Court’s opinion in Actors Equity case could have bearing on similar restrictions imposed on agents by American Federation of Television and Radio Artists.

Hawaiian reallocation. FCC has initiated rulemaking reallocating VHF channels 5 and 6 and upper portion of FM band (98 mhz—108 mhz) back to broadcast spectrum in Hawaii. In 1952 those frequencies were allocated to common carrier service for telephone and radio links, largely between islands. Significant improvements in telephone technology were said to have enabled release of those portions of Hawaiian broadcast spectrum it had been using.

Va. FM battle ends. FCC has granted application of Payne Broadcasting for new FM at Virginia Beach, Va., ending 10-year-old battle for CP there. In previous decision, Payne had been disqualified on grounds of inadequate ascertainment survey. Payne successfully appealed decision to appeals court in Washington. Competing applicant, Virginia Seashore Broadcasting Corp., was disqualified in April for failure to keep application current and accurate, and for misrepresentation, lack of candor and disregard for FCC reporting requirements.

Minority enterprise conference. FCC will sponsor conference on Dec. 2-3 entitled “Enterprise Opportunities for Minorities in Telecommunications,” exploring avenues for minority participation in nonbroadcast telecommunications industries. Ownership of private radio and common carrier services will be discussed as well as use of satellite, cable, microwave and multipoint distribution services. AT&T Chairman Charles Brown and Rene Anselmo of Spanish International Network will participate. Conference will be held in main FCC building, 1919 M Street, N.W., Washington. Participants are encouraged to register early.

FCC OK's two new short-wave stations

The FCC has granted two applications for new international broadcast stations to private U.S. entities—the Billy Graham Evangelistic Association at Honolulu and Joseph M. Costello III at New Orleans.

International broadcast stations are short-wave facilities authorized on seven frequency bands between 5950 and 26100 khz which are shared with other countries. Such stations do not have their own frequency and are not limited to a single transmitter. Each operation uses a high-power and highly directionalized antenna to reach a specific target area.

Chairman Charles D. Ferris totally op-

posed the notion of such facilities being operated by private entities because of possible obstruction of U.S. foreign policy objectives. "Why should private entities be broadcasting viewpoints overseas?" Ferris asked. "Why should foreign policy be determined by a private licensee's views?" he also asked.

Commissioner James Quello responded that the licensees are "not representing themselves as officials of the United States government. I think it's time for it to be done . . . we have two qualified applicants

already checked. Why not go ahead with the thing?"

Commissioner Anne Jones also took Ferris on, saying that she failed to see the difference between his argument and "refusing to license someone over here if they speak out against the government in power."

Costello's operation (WRNO) will be the first commercial short-wave facility of its kind in the United States in about 30 years. That facility—scheduled to go on the air next fall—will broadcast program-

ing to Canada, Europe, Britain and the Mediterranean. U.S. short wave facilities in the path of WRNO's signal will be able to pick it up. Its proposed format consists of popular and rock 'n' roll music. The facility will have a transmitter power output of 100 kw.

The Billy Graham facility—which will be a noncommercial religious operation—will broadcast programming to Southeast Asia. It will probably go on the air sometime in early 1982 and has an authorized power of 250 kw.

Programing

Working Women honor broadcast efforts

The National Commission on Working Women presented special awards to ABC and CBS for made-for-TV movies portraying issues of special concern to working women. The citations were part of NCWW's second annual broadcast awards ceremony, held last Wednesday, Nov. 19, in Washington.

ABC's *Fun and Games*, starring Valerie Harper, and CBS's *The \$5.20 an Hour Dream*, starring Linda Lavin, were recognized as "contributions to the emergence of a new genre of prime-time entertainment programming." Harper and Lavin received special awards for their performances in these films.

Also receiving a special citation that night was Esther Rolle, star of the CBS series *Good Times*. Rolle received her award for "dedication and personal commitment to creating a strong and positive image of minority working women on television."

NCWW expressed concern during its ceremony for a lack of progress concerning minority women on television. "Minority working women," said NCWW in its statement, "are still dramatically under-represented in front of the camera as well as behind it." The commission pledged to place special emphasis in the coming year on gaining increased visibility for minority women on TV.

In addition to its special awards, NCWW presented 16 awards for examples of exceptional news reporting and programming on working women. Here are the winners:

TV public affairs

Martha Stuart Communications, Hillsdale, N.Y. □ *Are You Listening: Household Technicians* (first place).
Iowa Public Broadcasting System, Des Moines □ *Market to Market: Rural Women* (second place).
WETA-TV Washington □ *Social Security: Time for an Overhaul?* (third place).

TV editorials

KSL-TV Salt Lake City □ *Women and Educational Administration* (first place co-winner)
WABC-TV New York □ *Displaced Homemakers* (first place co-winner)

TV portraits

WDVM-TV Washington □ *Everywoman: Just Ask Phyllis Martin* (first place)

TV news series

KGO-TV San Francisco □ *Women at Work* (first place)
WBBM-TV Chicago □ *Sexual Harassment* (second place)

Radio public affairs

WEKU-FM Richmond, Ky. □ *Women's Work* (first place)
KOB(AM) Albuquerque, N.M. □ *77KOB Salutes the Working Woman* (second place)
WRFM(FM) New York □ *Single Parents: Seeing Both Sides*

(third place)

Radio editorial

KFWB(AM) Los Angeles □ *Women's Issues Are Human Issues* (first place)
KFWB(AM) Los Angeles □ *Don't Criticize a Sensible Meeting* (second place)

Working women's history

KPFA(FM) Berkeley, Calif. □ *The Politics of Nursing* (first place)
WGBH(FM) Boston □ *The Women Who Wove* (second place)
WCUW(FM) Worcester, Mass. □ *Rosie The Riveter: Worcester Style* (third place)



Honored. The National Commission on Working Women presented four special awards during its annual ceremony to (top, l-r): Valerie Harper for her performance in ABC's *Fun and Games*, Linda Lavin for CBS's *\$5.20 an Hour Dream*. Bottom(l-r): Esther Rolle for CBS's *Good Times*, and Josie Emmerech, vice president, ABC daytime programming, for *Fun and Games*.

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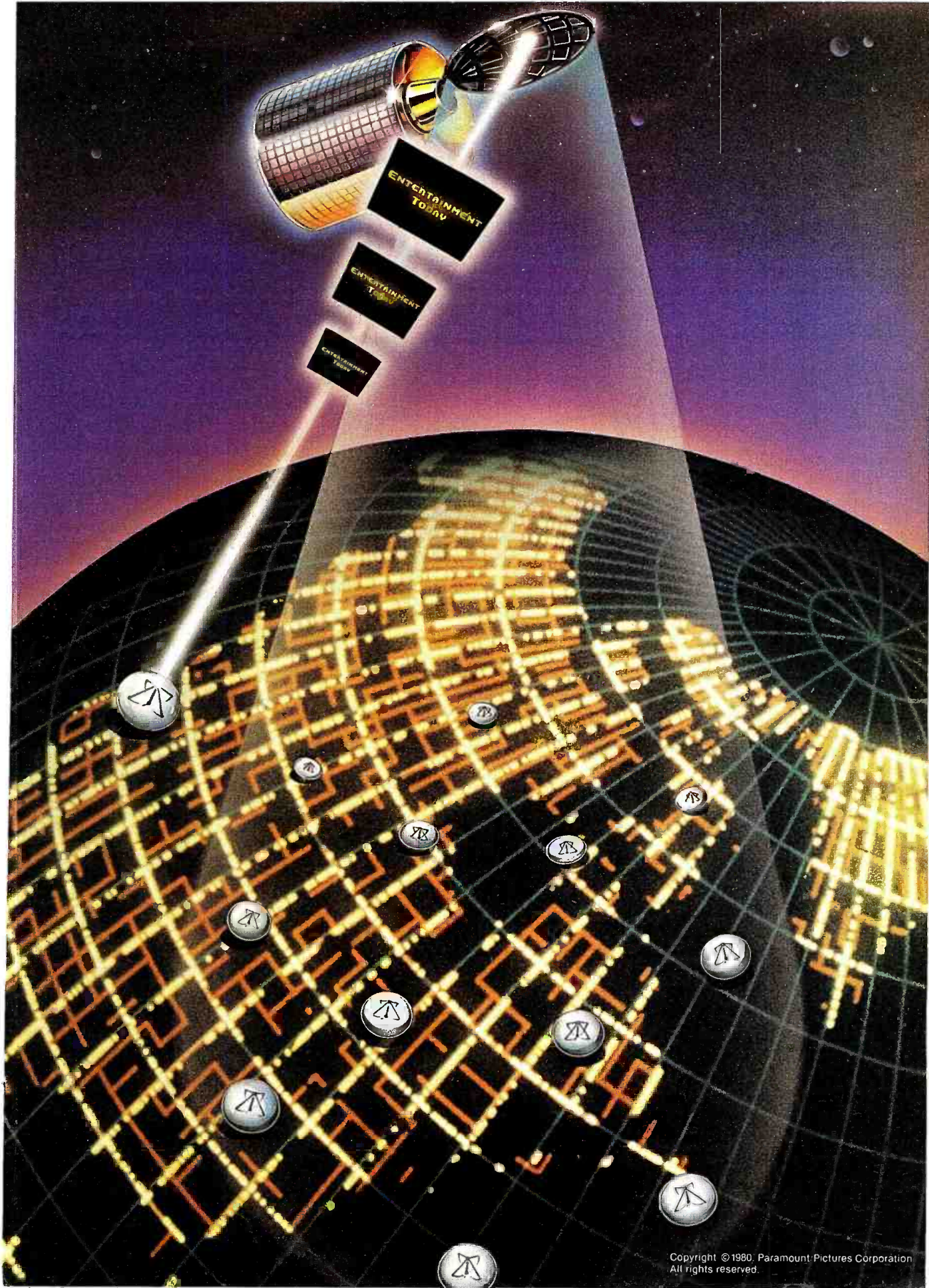
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'Deer Hunter' bags impressive numbers

With a combined network television share on election night of only 67%, independent stations were the favorite choices of many viewers that evening.

And perhaps no counterprogramming effort was stronger than "The Deer Hunter," which gave WOR-TV New York a rating that was among the highest in its history and KCOP-TV Los Angeles "the highest metered rating" a theatrical movie has achieved in that market.

Both independents outscored their competition, with WOR-TV garnering a Nielsen rating of 20.6 and a 29 share and KCOP-TV, a 19.6/27 in prime-time segments.

And there was no sharp editing. At KCOP the film ran with the violence and profanity intact. At WOR-TV, Robert Fennimore, vice president and general manager, says only 16 words were cut and only about one-tenth of a second of footage deleted.

KBMA-TV Kansas City, Mo., also carried the film, but a spokesman said that no ratings were available since the market is not metered and the station did not ask for a special survey. The drawing power of "Deer Hunter" was demonstrated at WDCA-TV Washington a week before election night. It carried the film in two parts and took a special Arbitron coincidental. "Deer Hunter" was a close second to network programming with a 13/23 and 12/21 on respective evenings.

John Rose, general manager, said there was "little editing, less than a minute, involving language and not the violence." He pointed out the station carried advisories in its on-air promotion describing the nature of the film.

The film now has been bought from its distributor, MCA TV, by 19 stations, many of which will carry it over the next few months. Hal Protter, vice president and general manager of KPLR-TV St. Louis, plans to run "Deer Hunter" in February and May. He doesn't intend to edit it at all, saying, "I've seen the film and I don't think it will be a problem. We'll carry it about 8 p.m. and, of course, we'll carry a disclaimer."

The film, awarded an Oscar as the best picture of 1979, is being distributed first-run to local stations, without previous network play.

Cronkite tops list of Gabriel winners

CBS News anchorman Walter Cronkite won the top Gabriel Award, the Personal Achievement Award for "outstanding leadership and example" in the broadcasting community.

The Gabriels, given annually by Unda-USA (the National Association of Catholic Broadcasters and Allied Communicators) were awarded at the organization's 15th annual banquet, Nov. 13 at the Capitol

NATPE preview. Record attendance surpassing the 4,000-mark. Wider representation from the foreign and cable TV communities. A strong marketplace trend towards magazine shows. Sessions and workshops involving "more gut issues and less show and tell."

Those are some of the things to expect from the upcoming March 13-18 annual conference of the National Association of Television Program Executives, according to the organization's executive director, George Back, and president, Lucie Salhany of Taft Broadcasting.

Among new additions to the agenda, in New York next year, will be special meetings for foreign and cable participants—to be held concurrently with those for affiliates of ABC, CBS, NBC, independents and Public Broadcasting Service members.

In addition to magazine-type offerings, marketplace trends toward domestic/foreign co-productions and barter are expected to be evident.

While panelists have not yet been committed, most session and workshop themes already are set. Among the topics to be discussed are sales and programming, affirmative action, ratings services, state of the networks, future of feature film, advertising agencies and TV programs, foreign syndication and job advancement for program directors. The convention's first general session will be a "forecast."

As currently planned, NATPE meetings will be held at New York's Sheraton Center; the marketplace—suites and exhibition hall—will be at the New York Hilton.

Hilton in Washington.

Cronkite is only the second newsman in the Gabriels' 15-year history to win the top award. The late William R. McAndrew, then president of NBC News, won it in 1968.

Two television stations, KING-TV Seattle, and WNAC-TV Boston, won Gabriels for "high quality in creative programming."

The other winners:

Nationally distributed programs

ABC □ *Attica*, and *This Shattered Land*.
Canadian Broadcasting Corp. □ *David*, and *The Handicapped Child*.
Capital Cities Productions and Paullist Productions □ *A Friend In Need*.
United Methodist Communications □ *Connection*.
KGW(AM) Portland, Ore., and United Presbyterian Church □ *Open Door: Mothers*.
TM Special Projects and Holland Group □ *Woodstock-Ten Years Later*.

Local programs in top 25 markets

WCVB-TV Boston □ *Park Street Under*, and *Denise*.
Franciscan Communications, Los Angeles □ *Ease On Down the Road*.
KPIX-TV San Francisco □ *Huckleberry Finn In the 20th Century*.

Local programs, markets 26 through 213

WMT-TV Cedar Rapids, Iowa □ *Who Is Johnny Mann?*
Mississippi Center for Educational Television □ *The Land Where the Blues Began*.
KTNV-TV Las Vegas □ *Close-Up*.
KETV(TV) Omaha □ *The Word Of Allah: Behind Bars*.
KUID-TV Moscow, Idaho (University of Idaho) □ *Iran, Religion and World Conflict*.

Local radio programs

Catholic Media Ministry of Santa Rosa, Calif. □ *Codebreakers*.
WEEI-FM Boston □ *You're Hearing Boston*.
Wisconsin Educational Radio Network, Madison, Wis. □ *Book Trails*.

Public service announcements

Father Flanagan's Boys' Town, Boys Town, Neb. □ *Love Is a Family Affair*.
Roman Catholic Archdiocese of Toronto, Ont. □ *Life-Times Series*.
Bonneville Productions, Salt Lake City □ *Dad, You Make a Difference*.
WKBW(AM) Buffalo □ *Buffalo Drug Abuse Program*.

Cable and noncable viewing times similar, says Nielsen study

There is almost no difference in the amount of television viewing between noncable homes and those hooked to basic-cable service. Basic-cable service does not seem to affect network viewership. But it may cause losses for certain local independent stations.

Those are among the conclusions to be drawn from Nielsen Home Video Index's first syndicated report on viewing in cable (excluding pay) and noncable homes. The study, based on the May 1980 sweeps, sampled more than 13,000 homes in each of the cable and noncable categories. A good portion of the cable homes included those subscribing to "classic" 12-channel systems, meaning a strong representation from the more rural counties. Pay-cable homes, measured in other Nielsen studies, were not a factor in this one.

While an earlier Nielsen report had shown that pay-cable homes watch some three to five hours per week more television than nonpay homes, Nielsen, in this report, found essentially no difference in the amount of time basic cable and noncable homes spend with television.

Network viewing also was about the same, but local independent-station and public television viewing was down in basic-cable homes. That, perhaps, can be attributed to the competition from distant independent signals, additional public TV choices and other imported fare.

Not all independents suffer since those picked up by cable can increase their coverage elsewhere. In summarizing its report, Nielsen says the "availability via cable of distant station signals, including 'superstations,' may have the greatest impact on viewing patterns."

On other fronts, the report does not show many, if any, rating inroads for programming services specifically available to basic-cable homes. However, it does show that a basic-cable program is more likely to be viewed on a weekday night rather than at the same hour on a weekend.

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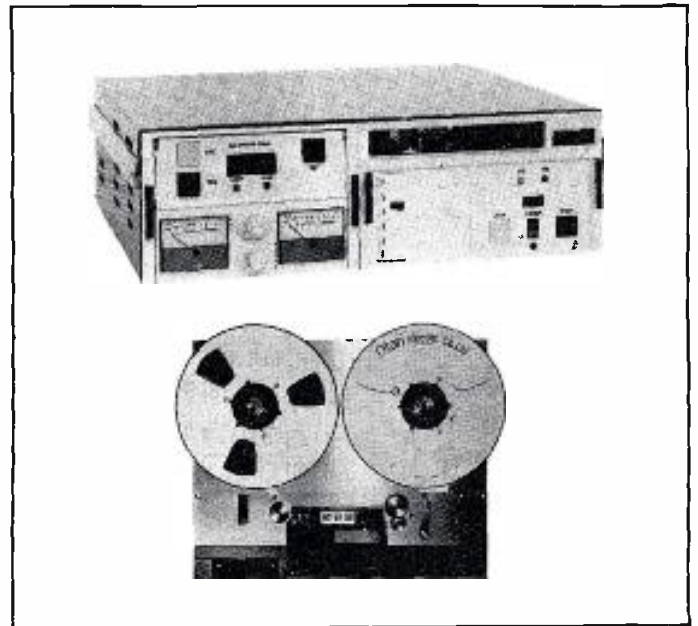
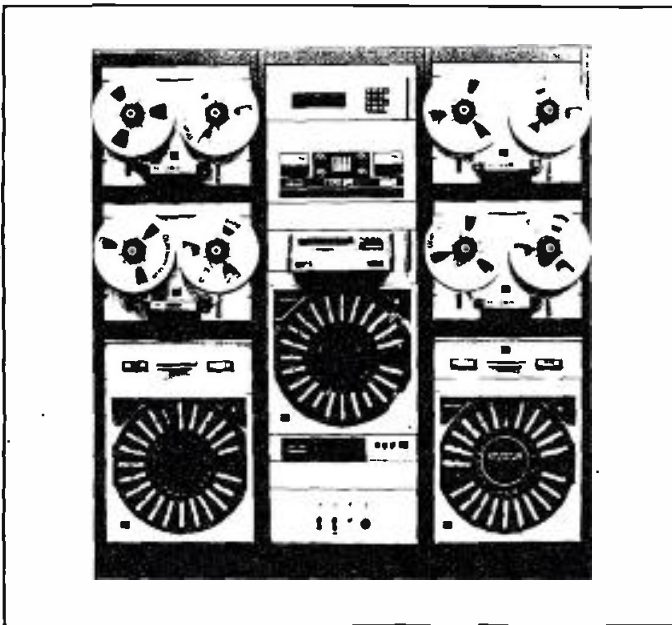


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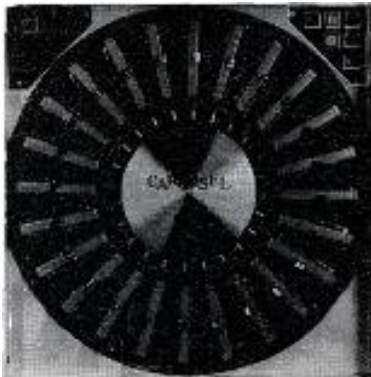
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SONO-MAG CORPORATION

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Normal, Illinois 61761
Telephone (309) 452-5313
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Monitor

Novacom born. Novacom, new TV distribution company to market shows from noncommercial WGBH-TV Boston and other producers, has been formed by Bruce Paisner, Time Inc., vice president and former president of Time-Life Films, and Boston station. In addition to more than 2,000 WGBH-TV programming hours Novacom now has available for syndication outside of public television, company also has "post-theatrical marketing" deal with Francis Ford Coppola's Zoetrope Studios and is representing Gateway Productions on its proposed *U.S. News and World Report* series. Joining Paisner, president and chief executive office, is Bill Miller, senior vice president, Time-Life Films, who becomes Novacom's executive vice president. David Ives, WGBH-TV president, is chairman.

In the marketplace. *Video News Magazine*, weekly hour-long digest of national and international news on cassette, is being produced for international sales by ABC Video Enterprises. Chief sources are *World News Tonight* and ABC News's Daily Electronic Feed to affiliates. ... Add WKBS-TV Philadelphia (Burlington, N.J.) and WFLA-TV Tampa-St. Petersburg, Fla., to list of stations going with BBI Communications' new season of *The Baxters*. Clearance now stands at 35% of country including WNEW-TV New York and KTTV-TV Los Angeles. ... Sixteen new markets have been added for Carter-Grant's *24 Days of Christmas* inserts, bringing total to 98. Program Syndication Services is distributor. ... "Good Vibrations" is umbrella for 15 "recent teen/beach party" theatricals available for first-run TV play from Gold Key Entertainment. *Bowzer*, half-hour access pilot for possible fall 1981 series, is available from Lexington Broadcast Services, same company that distributes *Sha Na Na* from which *Bowzer* is a spin-off. NBC owned-and-operated stations already have signed for pilot; it's barter show. ... *Big Country*, 39 first-run half-hours of "cowboy music," is available for local TV play beginning next month from Hollywood Distributors International.

Rematch. Warner Amex Cable said it had acquired rights to carry Nov. 25 return bout between Roberto Duran and Sugar Ray Leonard for welterweight championship live on its interactive QUBE cable system in Columbus, Ohio. Viewers will be charged \$12 per home, and will have opportunity to "vote" for winner of each round. In initial fight last June, some 7,000 homes tuned in—and awarded victory to Leonard by one vote while officials in ring were narrowly awarding it to Duran.

Rent-a-tape. Columbia Pictures Home Entertainment has announced plans to establish own video cassette rental program. Company calls its current cassette sales "healthy" but says those results would be "dwarfed" by added returns that via rentals could yield. Columbia cited several studies to back up decision—one indicating 40% of cassettes in stores are now used for rentals, another that in three years 60% of retail video software dollars will be generated by rentals.

PlayBack

From TV to radio. *Stan Hitchcock Radio Show*, weekly, 30-minute country music program, is being offered by Ramblin' Productions, Ltd., Springfield, Mo. Program is adapted from weekly TV program launched last February and currently airing in 85 markets. Among 60 stations signed for radio program so far are WKDA(AM) Nashville, WPLO(AM) Atlanta, KSON-AM-FM San Diego and WMNI(AM) Columbus, Ohio. Company is offering show on barter basis. For information: (417) 864-4404.

Record breaker. Mutual Broadcasting's New Year's special, *Country Music Countdown*, has cleared 536 stations, becoming highest clearing program in network's history. Singer Anne Murray and WHN(AM) New York air personality Mike Fitzgerald will host program, which features interviews with Larry Gatlin, Mickey Gilley, Charlie Daniels, Barbara Mandrell and Kenny Rogers.

Bull rushes and bear facts. *Wall Street Journal Report*, 17 radio programs daily covering business and finance, was launched last week. It's distributed via Westar satellite.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Lady* by Kenny Rogers on United Artists; (2) *Woman In Love* by Barbra Streisand on Columbia; (3) *Hungry Heart* by Bruce Springsteen on Columbia; (4) *Dreaming* by Cliff Richard on EMI/America; (5) *More Than I Can Say* by Leo Sayer on Warner Bros. The top five in **country radio airplay**: (1) *Smoky Mountain Rain* by Ronnie Milsap on RCA; (2) *She Can't Say That Anymore* by John Conlee on MCA; (3) *Almost Slipped My Mind* by Charley Pride on RCA; (4) *Lady* by Kenny Rogers on United Artists; (5) *Lovers Live Longer* by Bellamy Brothers on Warner Bros.

Ratings Roundup

Score ABC-TV with a prime-time ratings victory for the week ended Nov. 16. First and second place averages were close, with only half a point separating ABC's 20.6 rating and 32 share from CBS-TV's 20.1/31. NBC-TV trailed with a 17.4/27.

On the series side, it was *Dallas* (the final episode before revealing "who shot J.R.") that brought the week's highest score—a 35.7/56 for CBS. "Saturday Night Fever," fifth-highest rated of the week, demonstrated the strongest movie performance, with a 26.7/38 for ABC. NBC's repeat of "Smokey and the Bandit" also did well with a 22.4/33. But the same network's four-night "Godfather Saga" gave viewers an offer they could refuse, with nightly averages of 18.3/28, 14.1/24, 14.5/24 and 16.9/25.

In its premiere episode on Tuesday, ABC's *Too Close for Comfort* earned a 19.1/28, dropping off from its *Three's Company* lead-in (20.8/30). Considerably more ground was lost when a special *Too Close* episode brought only a 15.7/27 after "Saturday Night Fever" on Sunday. CBS also offered a new-series premiere with the *Enos* spin-off from *Dukes of Hazzard*. *Enos* scored a 17.7/27.

With the sweep periods almost two-thirds completed, CBS, through Nov. 16, led by a considerable margin in both Arbitron and Nielsen counts. For the Arbitron period, begun Oct. 29, it was CBS 20.9, ABC 18.8 and NBC 15.9. Nielsen, begun a day later, showed CBS at 20.9, ABC 18.7 and NBC 16.0.

The First 20

Rank	Program	Network	Rating/Share
1.	<i>Dallas</i>	CBS	35.7/56
2.	<i>Dukes of Hazzard</i> (premiere)	CBS	29.1/45
3.	<i>Love Boat</i>	ABC	27.2/45
4.	<i>60 Minutes</i>	CBS	27.2/42
5.	"Saturday Night Fever" (movie)	ABC	26.7/38
6.	<i>Happy Days</i> (premiere)	ABC	23.3/34
7.	<i>Alice</i>	CBS	23.3/33
8.	<i>NFL Monday Night Football</i> (New England v. Houston)	ABC	22.8/38
9.	"Smokey and the Bandit" (movie)	NBC	22.4/33
10.	<i>Jeffersons</i>	CBS	22.0/35
11.	<i>Little House on the Prairie</i>	NBC	21.7/32
12.	<i>Mork & Mindy</i> (premiere)	ABC	21.5/33
13.	<i>Laverne & Shirley</i>	ABC	21.5/31
14.	<i>Archie Bunker's Place</i>	CBS	21.4/31
15.	<i>Fantasy Island</i>	ABC	21.3/37
16.	<i>Diff'rent Strokes</i> (premiere)	NBC	21.2/32
17.	<i>Real People</i>	NBC	21.0/32
18.	<i>Barney Miller</i>	ABC	20.9/32
19.	<i>Three's Company</i>	ABC	20.8/30
20.	<i>That's Incredibly One Day at a Time</i>	ABC	20.6/30

The Final Five

52.	<i>High Noon Part II</i> (movie)	CBS	13.8/23
53.	<i>Smother's Brothers Special</i>	NBC	13.3/22
54.	<i>Siegfried & Roy</i> (special)	NBC	13.3/22
55.	<i>Tim Conway Show</i>	CBS	13.0/21
56.	<i>Games People Play</i>	NBC	11.1/19

Study paints a rosy picture of cable finances

Warburg, Paribus Becker finds industry income up 84% in 1979; improvement in cash flow ratio

Cable industry revenues rose 32% in 1979, just ahead of 1978 performance, but profitability soared, with net income advancing 84%, while cash flow was up 25%. Those are the conclusions of the investment firm, Warburg, Paribus Becker Inc., contained in the recently released 1980 edition of its annual survey of cable's fiscal health and based on the firm's analysis of the 1979 annual reports filed by publicly held cable companies.

WPB also said the data it studied showed that balance sheets reflect a continuing shift of bank funding into longer-term debt as well as the use of new equity. The survey noted 35% growth in average stockholder equity last year, more than double the rate seen between 1977 and 1978. According to the report, "bank and subordinated debt being converted into longer-term fixed rate debt, largely in the form of placements to private lenders, accounted for the shift in the debt figures."

Although the ratio of debt to subscribers remained constant, at about \$154, debt to cash flow showed significant improvement, in WPB's analysis, moving from a 3.6 to 3.0 average.

In its financial overview, the study said sale value multiples for cable rose from seven-to-eight-times operating income (less debt) to eight-to-12-times, reflecting four factors: value added by pay and other nonservice cash flow; greater availability of long-term financing; greater buyer demand from outside the industry, and a need to secure a "critical mass" of subscribers to compete for new franchises. Though acknowledging that the new multiple and higher monthly fees have yielded "a very high value" per basic subscriber, the survey concludes that if looked at on an equivalent subscriber (basic plus pay) basis, cable system prices are similar to the old range of \$300 to \$350 per subscriber.

Analyzing ownership of cable properties, WPB said almost three-quarters of the cable industry is under the ownership of other media. Of the nearly 4,000 systems operating at year-end 1979, 30% were owned by broadcasters, 18% by program producers and distributors, 13% by newspapers and 11% by other publishing interests, according to the survey's tally.

And 30% of cable subscribers, it says, are in systems that are owned by publicly traded companies.

The survey, designed to provide interested investors with a variety of information on the industry, included a "financial profile" that contains a concise paragraph describing the attractiveness of cable as an investment:

"The financial profile of an operating CATV system is similar in many respects to that of broadcast stations. The high initial capital investment to construct a system is justified by the stable and growing revenue stream, a rather high percentage of which is left as a predictable pre-tax cash flow. The high capital component provides rather high depreciation and amortization charges as well as a large investment tax credit which shelter a large portion of this cash flow from taxes. Further reductions in current taxes are provided by relatively short depreciation lives on CATV plant which have been accepted by the IRS."

Among other statistics noted is that 70% of systems accept some advertising, though advertising revenues will account for only about 5% of gross industry revenues in 1980. The survey puts pay revenues at 25% to 30% of total revenues for most MSO's, a figure "expected to rise toward an equal contribution with basic by the end of decade."

Taft shows effects of actors' strike

Mechem says company will post loss of \$200,000 in profits from work stoppage; company is considering low-power TV

Taft Broadcasting Co. is "looking carefully" at low-power television and, depending on the outcome of its study, may apply for stations, "if Sears leaves any."

That's part of what Taft Chairman Charles Mechem Jr. had to say to analysts in New York with the subject arising in response to an analyst's question about low-power broadcasting.

Mechem also discussed the effect the recent SAG-AFTRA actors' strike had on his company, noting that Taft may lose as much as \$2 million in revenues and \$200,000 in operating profit in fiscal 1981 due to reductions in program orders by the networks. (After the session, Mechem identified the specific reductions as 12 half-hours of product from Hanna-Barbera, a unit of Taft's Entertainment Group.) Taft also expects to incur addi-

In Baltimore People Are Talking About DONAHUE!

DONAHUE #1
Weekdays 9:00 AM

		NSI HH Share
WMAR-TV	Donahue	37
WJZ-TV	People Are Talking	33
WBAL-TV	Carol Burnett/ Mary Tyler Moore	10

2

WMAR-TV | Baltimore

Source: NSI, October 1980.
Subject to data qualifications
available upon request.

tional production costs as it tries to make up for lost time—a 60-to-90-day delay in production schedules was caused by the strike, according to Mechem.

Reviewing prospects for the quarter and the coming year, Mechem said Taft is looking for broadcasting revenues to rise 5% to 10% in the quarter ending in December (Taft's fiscal third quarter). Local revenues will likely be flat or up no more than 5%; national spot will be up between 5% and 10%.

Going into the first three months of next year, Mechem said, Taft is "cautiously optimistic that broadcast revenue growth will begin to strengthen." Mechem also spoke of "moderation in expense increases in the third quarter" for broadcasting that result from good control of operating expenses and "more favorable programing cost comparisons." He also mentioned that he expects the program cost moderation trend to continue into next year.

Speaking of the Taft Entertainment Division, which is divided into a production wing that includes Hanna-Barbera and QM Productions and the distribution wing, Worldvision Enterprises, Mechem confirmed what he said analysts have been suggesting for some time, "that Taft intends to be a major supplier of software in the 1980's." He called this part of a "fundamental corporate strategy" that is based on a decision that "the greatest potential for Taft rested on the software side rather than the hardware side of the new technologies."

In a similar vein, Mechem commented during the question-and-answer session

that "we do have a cable strategy—it's just a different one," a reference to the perceived eventual software needs of cable.

Taft President Dudley S. Taft also addressed the analysts, focusing on the business strategies of each of Taft's three segments—broadcasting, amusement parks and the entertainment group. In television, Taft said his company's response to new technologies is to emphasize local programming to "establish a unique local identity," through news, sports and information programs. Taft cited the previously announced agreement with Paramount, Telerep, and Cox Broadcasting to produce a magazine format *Entertainment Today*, show in his examples of such efforts. In radio, the company's emphasis is on research, "which enables it to pinpoint and reach important audience segments," according to Taft, in recognition that "radio is a fragmented medium."

Lockton tapped to head Warner Amex

He will serve as president and chief operating officer; Hauser continues as chairman and CEO; Reinsch giving up co-chairmanship

A leading executive from Dun & Bradstreet has been tapped as president and chief operating officer of Warner Amex Cable Communications. John D. Lockton, senior vice president, Dun & Bradstreet Corp., and president, Dun & Bradstreet International Ltd., now takes

charge of Warner Amex's cable operations, marketing and programing, finance, human resources and administration and security systems.

With the appointment of Lockton ("In Brief," Nov. 17), Gustave M. Hauser relinquishes his title of president but continues as Warner Amex chairman and chief executive officer. The addition of a chief operating officer was said to be "a pivotal move" in the expansion of the company's executive organization to respond to Warner Amex growth.

A 12-year veteran of Dun & Bradstreet, Lockton was responsible for international operations, Funk & Wagnalls Publishing and the Fantus Co. financial operation. Previously he had been president of Moody's Investor Services there and general manager of the Ruben H. Donnelly Corp.

Lockton's new position also puts him on the Warner Amex board of directors and its executive committee.

Along with the Lockton announcement came word that J. Leonard Reinsch, retired head of Cox Broadcasting, would be giving up his positions as co-chairman of Warner-Amex and executive committee member. He will continue to be associated with the company as a member of the board of directors.



Lockton

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

Company	Period/Ended	Revenues	Current and change				Per Share	Year earlier		
			% Change	Net Income	% Change	Revenues		Net Income	Per Share	
ABC.....	39 wk. 9/27	\$1,616,553,000	+13.7	\$107,821,000	- 5.8	3.82	\$1,422,044,000	\$114,364,000	4.08	
BBDO International.....	9 mo. 9/30	114,700,000	+15.5	8,052,000	+15.0	3.20	99,300,000	7,004,000	2.79	
John Blair & Co.....	9 mo. 9/30	161,854,000	+14.3	7,521,000	-15.2	2.02	141,591,000	8,867,000	2.39	
Capital Cities Communications.....	9 mo. 9/30	341,114,000	+13.8	53,224,000	+17.9	4.04	299,781,000	45,122,000	3.29	
Charter Co.....	9 mo. 9/30	3,290,485,000	+11.5	28,018,000	-88.1	.84	2,951,824,000	218,630,000	9.30	
Cohu.....	9 mo. 9/30	*18,650,752	+10.6	1,037,079	+13.7	.62	*16,865,693	912,290	.84	
Conrac.....	9 mo. 9/30	109,064,000	+ 8.4	3,405,000	-	1.49	100,574,000	-745,000	- 50	
Cowles Communications.....	9 mo. 9/30	12,486,000	+ 8.3	4,371,000	+11.6	1.10	11,532,000	3,916,000	.99	
Cox Broadcasting.....	9 mo. 9/30	220,555,000	+25.0	33,962,000	+ 7.0	2.51	176,397,000	31,756,000	2.36	
Dun & Bradstreet.....	9 mo. 9/30	864,822,000	+25.7	76,233,000	+15.7	2.73	687,922,000	65,866,000	2.36	
Eastman Kodak.....	36 wk. 9/7	6,626,619,000	+21.7	847,181,000	+20.0	5.25	5,441,162,000	706,061,000	4.38	
Four Star International.....	year 6/28	1,780,068	- 5.7	109,999	-40.7	.20	1,887,111	185,575	.33	
Gannett Co.....	9 mo. 9/30	878,277,000	+14.1	104,110,000	+12.5	2.89	769,451,000	92,515,000	2.59	
Gross Telecasting.....	9 mo. 9/30	8,231,784	+11.6	1,980,693	+12.9	2.47	7,376,709	1,754,348	2.19	
Guilt United.....	9 mo. 9/30	495,978,000	+33.8	55,277,000	+48.8	2.12	370,702,000	37,151,000	1.66	
Harris Corp.....	3 mo. 9/26	347,753,000	+26.3	20,745,000	+20.0	.68	275,336,000	17,292,000	.57	
Harte-Hanks Communications.....	9 mo. 9/30	217,053,000	+25.9	14,979,000	+17.3	1.59	172,334,000	12,770,000	1.38	
Heritage Communications.....	9 mo. 9/30	18,282,947	+75.2	1,646,676	+159.4	.50	10,433,769	634,718	.26	
Marvin Josephson Associates.....	3 mo. 9/30	9,138,700	+ 0.8	771,300	-19.7	.30	9,065,700	961,100	.37	
Knight-Ridder.....	9 mo. 9/30	795,521,000	+11.6	63,906,000	-	1.97	712,765,000	63,900,000	1.94	
Liberty Corp.....	9 mo. 9/30	219,313,000	+ 9.7	22,169,000	-10.8	1.73	199,613,000	24,879,000	1.90	
LIN Broadcasting.....	9 mo. 9/30	45,900,000	+11.2	10,666,000	+14.3	3.86	41,266,000	9,328,000	3.39	
M/A Com.....	year 9/27	322,480,000	+42.0	24,905,000	+89.1	.77	227,083,000	13,173,000	.46	
MCA Inc.....	9 mo. 9/30	959,624,000	+ 9.2	110,739,000	-17.2	4.70	878,393,000	134,257,000	5.75	
MCI Communications.....	6 mo. 9/30	100,810,000	+59.7	8,087,000	+75.3	.10	63,110,000	4,613,000	.09	

*Cohu revenues include gain or sale of land of \$260,000 in 1980 and \$172,436 in 1979.

TV has nothing to fear from new technologies, says TVB pitch

Newspapers, magazines and radio will feel shift in advertising in next decade

Broadcast television can relax—it's newspapers, magazines and radio that have to worry about the impact of the "new technologies."

That's part of the message TVB will have for the major advertisers who gather in 13 markets on Jan. 28 to view the satellite-transmitted TVB presentation, "A New Perspective on The Changing 80's." TVB President Roger Rice told the members attending a preview at the TVB annual meeting that the new 1981 presentation is "simply truth, simply told," that will help "set the record straight" about the new media and television.

Cable, as an advertising medium, comes in for the bulk of the attention in the presentation. Narrator Alexander Scourby draws on an extensive listing of quotations from media analysts, journalists, agency

figures and others in making a case against the national advertising potential of cable. As a medium for advertising, cable is called "small, expensive, inefficient," and the contention of the presentation is that this is likely to remain the case "for the foreseeable future."

Even using "generous predictions," Scourby tells viewers that by 1990 cable will reach only 35% of television homes, not the upwards of 60% some project. Claiming that cable measurement techniques are inadequate, the TVB presentation calls for the establishment of an Audit Bureau of Circulations for the cable industry. And the presentation makes a point of noting that pay cable homes watch more over-the-air originated programming than other homes.

The various new media are similarly dismissed in the presentation as presenting no threat to broadcast television. Videocassette recorders, for example, are claimed to expand prime time; videodisks, to pose their threat to special-interest magazines; videotext, to strike at the classified advertising revenues of newspapers.

Television, in contrast, is pitched as "the sum of the alternatives." Though it will change "as people change" (and the presentation covers extensively the likely demographic trends of the next decade) "these changes will make television stronger," because "television keeps pace with the people."

Bottom Line

Sold out. Viacom International, New York, said Nov. 6 public offering of 750,000 shares of its common stock had been sold at \$50.50 per share. Proceeds are to be used to repay outstanding bank indebtedness, with balance to be available for general corporate purposes including capital expenditures and working capital. Kidder, Peabody & Co. was manager of underwriting group. With sale, there are 5.5 million to 5.6 million common shares outstanding.

Final terms. Definitive agreement has been reached for \$139.2 million purchase by Capital Cities Communications of RKO-General's 97%-owned Cablecom-General unit (BROADCASTING, July 28). Deal is structured as merger of wholly-owned Capcities subsidiary "with and into" Cablecom, with Cablecom shareholders getting \$42 per share.

Stock split. Warner Communications Inc.'s board has approved proposal for two-for-one stock split, payable on or about Jan. 9 to shareholders of record Dec. 30. Split will require shareholder approval of increase in issuable common shares. Special meeting on subject has been set for Dec. 17. At same time, WCI board voted 36% increase in quarterly cash dividend, equal to \$1.36 annually on pre-split shares. Upped payout begins with Feb. 16 dividend, payable to holders of record Jan. 22.

Blair slides. Earnings for John Blair & Co. third quarter dropped 33% to \$2.2 million, 59 cents per share, from last year's \$3.3 million, 89 cents per share. Drop came on revenue gain of 3% to \$54.8 million. Blair attributed earnings decline to both owned stations operations and graphics division. Broadcast rep operation earnings were said to be up in quarter.

CPI/Kerkorian saga. Columbia Pictures Industries' suit with stockholder, Kirk Kerkorian grinds on. Latest round, coming after failure of Columbia's bid to get federal case brought by Kerkorian moved out of Las Vegas, produced injunction by federal judge in Las Vegas forcing company to postpone scheduled stockholders meeting. New date is tentatively set for Dec. 23.

In Baltimore The News At 7 PM Is Tic Tac Dough!

**TIC TAC DOUGH
#1
Weeknights 7:00 PM**

NSI HH Share		
WMAR-TV	Tic Tac Dough	34
WJZ-TV	ABC World News Tonight	25
WBAL-TV	NBC Nightly News	14

2

WMAR-TV | Baltimore

Source: NSI, October 1980.
Subject to data qualifications
available upon request.

The Media



Reflections on the media and the campaigns

Political and press observers discuss the effects of candidates' ads and news coverage on voters; academicians join debate with statistical analysis of contest

For now, the bands are stilled and the crowds dispersed. Even the pollsters are on vacation. And in the interregnum between the election and the swearing-in of a new President, the first efforts are being made to sort out the impact on the election of the enormous use made of media to inform the electorate. What role did advertising play, for instance? Certainly, money was spent prodigiously. Did the media, in their coverage, tip the balance? Indeed, was the saturation, and type of, coverage a factor in the percentage of voter turnout being the lowest in history—52%.

Answers probably depend on the answerer's point of view. But it's hard to avoid the conclusion that amid the torrent of news and ads, both in print and on the air, there was enough information for anyone to make an informed decision. It's also hard to disagree with the conclusion of Syracuse University political scientist Thomas Patterson that the media, in their coverage, are "constrained" by the structure of campaigns—primarily, by their length. True, candidates feel obliged to shape their campaigns to the needs of the reporters following them; but it isn't the reporters who decree campaigns that run for a year and drain candidates of fresh material long before election day.

In any case, the views and analyses (including the self-serving variety) of the winners, losers and interested bystanders

are being put on the public record. But with the events they are describing still so recent, the history to which they are contributing is hardly seamless.

Peter Dailey, the Los Angeles advertising man who set up and headed Ronald Reagan's in-house advertising agency, Campaign '80, was probably as pleased as anyone in the Reagan entourage with the results of Nov. 4. He had battled with unnamed forces in the campaign over the content and execution of the commercials that were run, and heard them subjected to criticism as being "dull" and not as professionally done as those promoting President Carter. But last week, Dailey was able to say, "We were right every step of the way."

The advertising campaign was designed not to please those hard-core supporters of Reagan who had been with him for years but to reach out to and persuade the 10%-12% of the voters who were undecided and whose support would provide the margin of victory. Thus, those commercials, endlessly run, showing Reagan as the successful governor of a "nation state." There were also those "talking head" spots in which Reagan simply looked into the camera and discussed issues. For outside the West, Dailey said, people thought of Reagan as an actor rather than as a former two-term governor of California. "And actors,"



Dailey noted, "don't solve problems of the economy and foreign affairs."

Besides the attention paid Reagan's record as governor, Campaign '80, which spent its total \$18-million advertising budget (\$6 million in the last 10 days), focused principally on one issue during the campaign—inflation and the economy. Bailey, seeming to reflect on past battles on the issue, said with some heat, "Some people wanted to get off on different issues. But you have to hit a single issue." It is important, he added, "not to fly off and try to do 10 million things."

Not surprisingly, the Campaign '80 advertising was guided by the extensive polling done for Reagan throughout the campaign by Richard Wirthlin, who was, as it turned out, the only pollster to anticipate anything like the size of Reagan's electoral victory. Nor was the polling Dailey's only guide; the commercials were subjected to market testing and to review by focus groups of undecided Democrats. Dailey had no doubts about the effectiveness of the ads that were run; if there were doubts, after the testing, they weren't run.

Carter's advertising consultant, Gerald Rafshoon, could not be reached for comment. But an associate, Gregg Schneiders, was not conceding error. "If we were to do it over again," he said, "we'd do essentially the same thing." He indicated the Carter camp felt it was simply overwhelmed by events.

Perhaps. But one political advertising consultant who generally works for Democrats feels Reagan was better served by his media advisers than was Carter. Robert Squier, among other things, cited the simple "talking head" commercials, which, he said, "showed Reagan at his strength—as a communicator." He also suggested that Rafshoon had been badly outmaneuvered on election eve. Reagan, Carter and independent John Anderson had purchased 20 minutes on ABC, before *Monday Night Football*. (Somehow, the president's message managed to get sandwiched between those of his challengers.) But then Reagan was seen for 30 minutes and Anderson for 20 on CBS and NBC opposite the football game; they wanted the eye and ear of women—particularly im-

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portant to Reagan—who were not interested in football. The Carter campaign was said to have run out of money by that time—and that might have been fatal. Carter had fallen behind in the final days of the 1976 campaign but had managed to catch up to President Ford and pass him before the election, thanks in part to an election eve broadcast Squier produced. This time, in the final hours, Squier noted, “the bottom dropped out” of the Carter effort. (By Monday night, though, Carter’s pollster, Patrick Caddell, had informed his client he would lose.)

Of course, there are some observers who are skeptical of the claims made for any political ads in presidential campaigns. Squier to a degree, is one. “The commercials,” he says, “must swim in a sea of an awful lot of information provided by television and the press.” As a result, their effectiveness is blunted. One who goes further is Edwin Diamond, a frequent commentator on the press who teaches political science at the Massachusetts Institute of Technology and is also an associate editor of the *New York Daily News Tonight*. He virtually writes off commercials, in presidential elections at least, as being at all meaningful.

“Each side spends \$16 million or more on commercials, and they don’t change anything,” he said last week. He saw the Carter-Reagan contest as “ideological,” one in which a majority of the voters simply chose Reagan as “an alternative” to what Carter offered. This time, Diamond said, “the parties stood for something.” Why spend millions on advertising if it only—as Diamond says—“reinforces feelings?” Diamond answers with a question: “What else are they going to spend it on?”

But television did play a decisive role in the campaign, in Diamond’s view—in presenting the debate between Carter and Reagan. “That changed minds,” he said, “Questions about Reagan were answered, while questions about Carter were raised.” He would like to see a series of debates built into future presidential campaigns.

But it is the media coverage, particularly television, that is getting particularly close scrutiny from academicians. And one, Michael J. Robinson, who with Margaret Sheehan, heads George Washington University’s Media Analysis Project, offers an analysis that suggests it was that coverage that helped hold down the voter turnout. And ironically, the negative result was in part at least due to the kind of tough, issue-oriented reporting critics say television too often ignores.

Robinson notes that during the primaries, there was a considerable amount of favorable coverage of the candidates. But that was because of the “horserace” coverage so deplored by media critics. The question almost every week was who won the primary and who would win the next one. Considering their success in the primaries, then, it was not surprising that Reagan and Carter received a “good press,” in Robinson’s view.

But then came the conventions and the start of the general election. There were no

more primaries to win, only issues to confront and, some would say, gaffes to make. The press got tough. The Media Analysis Project, which is studying CBS reports specifically, but says the network’s coverage is reflective of NBC’s and ABC’s, found that after Labor Day the percentage of favorable reporting dropped dramatically, from about 36% of the time for Carter and 35% for Reagan to 5% and 8%, respectively. The negative reports for both more than doubled, from 12%, during the primaries, to 26%, in September. (A favorable story is one in which positive references outnumber negative by a ratio of at least 3 to 1. Negative ones are just the reverse.)

Some observers, like William Safire of the *New York Times*, blamed the media (particularly, in Safire’s case, newly arrived women television correspondents) for the public’s dim view of the candidates. And Robinson, while not sharing Safire’s view of the women correspondents, thinks he may have something. But broadcast journalists and network news executives last month said blame for a negative image of the candidates rests with them. “The main feeling [near the end of the campaign] is not fatigue but frustration, because of the level of the campaign and the quality of the candidates, which leave something to be desired,” said CBS News’s Ernest Leiser (BROADCASTING, Oct. 27).

Considering the attitude of the broadcast journalists, the tone of the coverage was not surprising—nor the public’s perception of the candidates and the evident lack of enthusiasm for voting that Americans demonstrated on Nov. 4.

Syracuse’s Patterson, who is writing a book on changes occurring in the American political system, is not analyzing network news as is the team at George Washington. But his observations of the press parallel Robinson’s. He, too, noted the “horserace” type coverage of the primaries. But then, after a few weeks of focusing on gaffes and what he regarded as other irrelevancies—the debate over whether there would be debates, for instance—he said, the press “got serious.” Journalists “homed in on who these guys were . . . [They finally made an effort] to distinguish between the candidates and to indicate the importance of the choice to be made.”

For all of that, the complaints from the candidates about their treatment at the hands of the press was not particularly bitter. In fact, the only complaint that surfaced during the campaign originated with the Carter camp and was directed more at what it said was the soft treatment being given Reagan than at the coverage of their man. And some correspondents and news desks tended to feel there were grounds for the criticism. The coverage of Reagan seemed to toughen up after that point in the campaign.

But last week Lyn Nofziger, Reagan’s press secretary, in remarks at the Associated Press Managing Editors convention, in Phoenix, complained that reporters had failed the public by stressing “the sensational” rather than “the important.” And

In Baltimore The New Evening Show Is The Joker's Wild!

JOKER'S WILD #1 Weeknights 7:30 PM

NSI HH Share

WMAR-TV	Joker's Wild	27
WJZ-TV	Evening Magazine	23
WBAL-TV	Family Feud	19

2

WMAR-TV | Baltimore

Source: NSI, October 1980.
Subject to data qualifications
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Already underway is our exciting first project, the new "You Asked For It" for Fall '81. Starring Rich Little as host, with Lee Mendelson as Executive Producer, produced by Gandy Frank Productions, Inc. in association with Lee Mendelson Productions, Inc., the new "You Asked For It" will be the fresh look for the new season.

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The New "You Asked For It."**



Sandy Frank



Rich Little



Lee Mendelson

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winner for network programming, including the Charlie Brown specials, have joined to produce a full season of exciting new half-hour of one of television's most successful and memorable hits.

To answer your viewers requests, the new "You Asked For It" is spending millions of dollars shooting around the world. Never before has such a budget been allocated to a syndicated strip. Never before has a series of such international scope been offered for first-run syndication.

The new "You Asked For It," starring Rich Little as host, will be the fresh-strip hit of the 1981 season and many seasons to come.

From the company that delivers.

Sandy Frank Productions, Inc.

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he said that television had taken the lead in defining the story each day.

The Reagan camp was not complaining that such coverage was biased against their man, however. In fact, Jim Brady, who was director of public affairs for the Reagan campaign and is now press spokesman for the transition, said that on balance he thought the coverage was fair. And Reagan aides have the figures to prove it—they clocked the time the networks gave each candidate on the news, and found that, discounting coverage of Carter as president, it came out even. And Brady noted that Reagan items were frequently at the top of the news shows. One bad memory of campaign coverage Brady carries with him was CBS's use of a white X to mask Reagan's face as Bill Plante did his piece on the *Evening News* on Reagan's shift from the right to the center on several key issues. "It was a bad graphic." But, he noted, Walter Cronkite "admitted it" the next night.

Meanwhile, the coverage now being given Reagan in the climate of good feeling that seems to have engulfed Washington, bears out another observation Paterson made. "Elections," he said, "seem to cause the press to lose its memory. Before the election, the press reported that the public does not like Reagan. Even the exit polls seemed to bear that out. As soon as the election is over, there is talk about how popular he is, how he helped pull some Republican candidates to victory—when he ran behind in some areas."

Changing Hands

PROPOSED

■ WSAU(AM)-WIFC(FM) Wausau, Wis.: Sold by Forward Communications Corp. to Dave Raven (55%) and Manson Insurance Inc. (45%) for \$2.75 million. Seller is closely held group owner of six AM's, six FM's and six TV's which last purchased KWWK(AM)-KFMW(FM) Waterloo, Iowa (BROADCASTING, Sept. 29). It has sold WTRF(FM) Wheeling, W. Va. (BROADCASTING, Nov. 17). Raven is president and general manager of WSAU-WIFC and less than 1% stockholder in Forward Communications Corp. Manson insurance agency, based in Wausau, is controlled by David R. and Charles Scholfield, brothers. They have no other broadcast interests. WSAU is on 550 khz with 5 kw full time. WIFC is on 95.5 mhz with 98 kw and antenna 1,080 feet above average terrain.

■ KOCM(FM) Newport Beach, Calif.: Sold by Hutton Broadcasting Inc. to Donrey Media Group for \$2 million. Seller is owned by Betty L. Hutton Trust (90%) and A. William Retzlaff (10%). Sellers have no other broadcast interests. Buyer is owned by Donald W. Reynolds (100%). He also owns chain of newspapers, KFSA(AM) Fort Smith and KBRN(AM) Springdale, both Arkansas; KORK-AM-FM

Las Vegas, and KOLO-AM-TV Reno. KOCM is on 103.7 mhz with 2 kw and antenna 300 feet above average terrain.

■ WAHT(AM) Annville-Cleona, Pa.: Sold by Valley Communications Inc. to Valley Communications Corp. for \$600,000. Seller is owned by William E. Sullivan (51%), wife, Dorothea, and Austin E. Harkins (24.5% each). They have no other broadcast interests. Buyer is owned by Progressive Publishing Co., publisher of *The Clearfield, Pa. Progress*, owned by William K. Ulerich. He also owns WCPA-AM-FM Clearfield; WMAJ(AM)-WXLN(FM) State College, and WDAD(AM)-WQMU(FM) Indiana, all Pennsylvania, and WMIB(AM) Marco Island and WRGI(FM) Naples, both Florida. WAHT is on 1510 khz with 5 kw day.

■ WQQT(AM) Savannah, Ga.: Sold by WQQT Inc. to Kar-Whel Enterprises Inc. for \$500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is owned principally by Dale Karacostas and Hugh Wheeler. They own and operate WDGL(AM) Douglasville, Ga. WQQT is on 1450 khz with 1 kw day and 250 w night.

■ WAQA(FM) Grasonville, Md.: Sold by Edward DeMaso and wife, Joan (100% jointly), to Atlantic Broadcasting Co. for \$268,175. Sellers have no other broadcast interests. Buyer is owned by Sydney A. Abel who also owns WYRE(AM) Annapolis, Md. WAQA is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ WFRL(AM)-WXXQ(FM) Freeport, Ill.: Sold by Bradford-Ross Associates to Illinois Broadcasting Co. for \$975,000. Seller is owned by Neal R. Nussbaum and Ray B. Merritt (40% each) and their sons, Marvin W. Nussbaum and George B. Merritt (10% each). They have no other broadcast interests. Buyer is owned by Merritt Lindsay (president) and more than 30 others. They also own WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. WFRL is on 1570 khz with 5 kw day. WXXQ(FM) is on 98.5 mhz with 19.6 kw and antenna 150 feet above average terrain.

APPROVED

■ KMJ-TV Fresno, Calif.: Sold by McClatchy Newspapers to San Joaquin Communications Corp. for \$13.5 million. In granting sale, FCC also granted tax certificate to McClatchy because sale advanced commission's crossownership policy. Commission denied petition to deny sale filed by National Land for People Inc. which claimed San Joaquin was unfit to be licensee because of alleged violations of Federal Reclamation Act of 1902 and be-

Some October Sales*

WKTQ-AM	Pittsburgh, Pa.	\$1,500,000
WFAU-AM/FM	Augusta, Me.	600,000
WCNX-AM	Middletown, Ct.	550,000
WJDX/WZZQ	Jackson, Miss.	4,300,000
WIVS/WXRD	Crystal Lake, Ill.	838,000
KLRA-AM	Little Rock, Ark.	2,300,000
WWMM-FM	Arlington Heights, Ill.	577,500
KYOR-AM/FM	Blythe, Calif.	500,000

*All subject to FCC approval.

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11/24/80

cause buyer principals already exerted "concentrated economic power" in Fresno area. Seller is owned by Charles McClatchy (president) and family. It also owns three California newspapers and KBEE-AM-FM Modeston and KFBK(AM)-KAER(FM) Sacramento, both California, and KOH(AM) Reno, Nev. Earlier this year it sold KOVR(TV) Stockton, Calif. (BROADCASTING, March 24). Buyer, owned by 14 local businessmen, farmer and ranchers headed by R.W. Millard, president had filed competing application for KMJ-TV facility. McClatchy said to avoid long and costly hearing. KMJ-TV is NBC affiliate on ch. 24 with 191 kw aural, 38 kw visual and antenna 2,350 feet above average terrain.

■ WSNL(TV) Smithtown, N.Y.: Sold by Suburban Broadcasting Corp. to Wometco Enterprises (75%) and Long Island Subscription Television (25%) for \$3.6 million. In granting sale, FCC waived duopoly rule because of buyers' intention to convert station to STV satellite, rebroadcasting Wometco's WWHT-TV Newark, N.J. There is grade B overlap. Primary FCC consideration was whether Smithtown could support conventional full-service or STV station. Commission decided answer was no. Seller is publicly traded corporation with no other broadcast interests. Robert Rosen is president. Wometco is publicly traded group owner of one FM and five TV's. Mitchell Wolfson is president. Long Island Subscription Television will be 90% owned by Universal Subscription Television, which is owned by CanWest Capital Corp. (95%) and Ron Brutoco (5%). CanWest is Winnipeg, Canada, investment holding company. I.H. Asper is chairman. Brutoco is president of Universal, a Burlingame, Calif.-based STV enterprise that holds STV franchises for WQTV(TV) Boston, WGPR(TV) Detroit and KSTS-TV San Jose, Calif. (last two not yet on air). Other 10% of Long Island Subscription Television will be owned by Rosen, now president of station. Universal will provide STV service to WWHT-TV. Suburban stockholders will get cut of profits, \$1.4-\$2.4 million over unreported period of time, depending on future profitability of venture. WSNL is on ch. 67 with 1280 kw visual and 208 kw aural and antenna 440 feet above average terrain.

■ WAYE(AM) Baltimore, Md.: Sold by Coastal Telecommunications Corp. to Mortenson Broadcasting Co. for \$700,000. Seller is owned by Howard Cohen, who has no other broadcast interests. Buyer is owned by Jack Mortenson (president) and family. They also own WHKK(FM) Erlanger and WJMM(FM) Versailles, both Kentucky; WTIF(FM) Canton and WSUM(AM) Parma, both Ohio, and WEMM(FM) Huntington, W. Va. WAYE is daytimer on 860 khz with 1 kw.

■ Other approved station sales include: KSUN(AM) Bisbee, Ariz.; KNGT(FM) Jackson, Calif.; KPLV(FM) Pueblo, Colo.; WPOK-AM-FM Pontiac, Ill., and KWEW(AM) Hobbs, N.M. (see "For the Record," page 90).



Closing moments. Metroplex Communications principals, Robert C. Weiss, and Norman Wain, are shown with Ragan Henry (center), president and principal owner of Broadcast Enterprises National Inc. (BENI), as they complete the purchase by BENI of WCKX(FM) (formerly WOKF) Clearwater, Fla. The transaction is being contested by WWBA Inc., licensee of WWBA-AM-FM St. Petersburg, which has charged Metroplex with false and deceptive advertising practices in billing WCKX as the number-one FM station in the Tampa area. WWBA Inc. says that Arbitron ratings refute that claim and wants the FCC to reconsider its grant of the transfer of WCKX to Metroplex and revoke its license for that station. The station serves the Tampa-St. Petersburg market.

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Milam's back, but in TV this time

1960's practitioner of free-form radio is backer of 14 low-power TV's sought for access programing and to rebroadcast Broomfield, Colo., TV run by his old partner, Jeremy Lansman

To those who saw the FCC's proposal to permit the establishment of low-power television stations as signaling the arrival of ... well ... people's television, Sears, Roebuck's applications for 144 of the peanut whistle operations was jarring. Not so the 14 applications filed in behalf of Lorenzo Milam, or, rather, organizations with which he is associated. If there has to be an MSO in low-power television, those who know him say, let it be Lorenzo.

Milam, in the 1960's and 1970's was, as a headline in *BROADCASTING* described him, in 1973, a kind of "Johnny Appleseed" of community radio. He and a partner, Jeremy Lansman, over the years established 10 FM community stations and turned them over to those who had come to help run them, and assisted in setting up another 30.

Their interest was in free-form radio, granting access to almost anyone who wished to provide programing. The formats would be unfamiliar to most broadcasters: Milam and Lansman insisted

there was a poetry to be found in the uninhibited offerings of people wishing simply to communicate.

Of course, hard currency was needed to finance those ethereal ideas. Some of it came from a \$450,000 inheritance that Milam managed to run through. And some came from the proceeds of the \$1.1-million sale of one of the FM's they established—KDNA(FM) (now KEZK) St. Louis. The funding for the low-power operations Milam is planning will come in part from the \$3.1 million he recently received from the sale of another FM, KFAT Gilroy, Calif., as well as from \$250,000 received from the sale of a half-interest in KSTS(TV) (ch. 48) San Jose, Calif., a station not yet on the air.

Like other broadcasters, Milam has had his disappointments, none greater than the failure of noncommercial KCHU-FM (as in sneeze) Dallas. He invested \$250,000, to say nothing of his hopes and energy, to put the station on the air in the early 1970's. But, as he says, it "fell apart" and went silent in 1977. To this day, he can't understand the failure. Sometimes, he seems to want to blame it on "the nature of Dallas," whatever that means. At other times, he suggests he simply got in over his head. "I had a monthly budget of \$5,000, and couldn't meet it."

He calls KCHU the "biggest mistake" of his life. Besides the financial loss, the station's failure was a terrible blow to his pride. "Was I embarrassed!" he said last week. "I went into hiding for two years."

But neither that nor the passage of time and the change in media has caused any change in Milam's approach to programing. Here is his idea of what might be a typical evening on one of his television outlets: "At 7 p.m., a silent film, made in 1924, starring Harold Lloyd. I'd accompany it with some Indian music. At 8 o'clock, people with home movies—of trips to Hawaii or Niagara Falls—could come in and show them. At 8:30, an amateur cook could come in and cook something; you could almost smell the cooking. At 9 p.m., I might set the camera outside the studio and tell people, 'You're on camera; do something.'"

Filling time, then, is no problem. "The easiest thing is programing a television station," he said. "These things program themselves. Once you open the door, people will come through it."

But there are no immediate plans to originate programs at the stations. Initially, the stations will repeat the programs of noncommercial KBDI(TV) Broomfield, Colo. But the programs will condition the low-power station's viewers to the kind of programing in store for them, for KBDI is headed by Milam's old partner, Lansman. "All the loony people I've known all these years have come together and put on KBDI," Lansman said. (The call letters, by the way, are a typical Lansman joke: BeeDeel. Get It?)

Of the 14 applications, five have been filed in behalf of the Reginald D. Fessenden Educational Foundation (named after the man believed to have broadcast the first programing, in 1906), which Milam established in 1973, and on whose board he serves. Three are for VHF translators in San Diego, the two others are for VHF and UHF translators in nearby San Ysidro.

The nine other applications were filed in behalf of American Translator Development Corp. and Byrd Broadcasters, in both of which Milam is a 50-50 partner with Jeffrey D. Nightbyrd (Milam swears he did not invent the name), of Los Angeles, former publisher of a newspaper in Austin, Tex. The applications are for two VHF translators in Houston, two in Austin and one each in San Jose, Miami, Chicago, New Orleans and Lubbock, Tex. Nightbyrd has applied for three low-power V's on his own—two in San Antonio, Tex., and one in Dallas.

Milam, now 47 and living in San Diego, is enthusiastic about what the FCC has wrought in its low-power proceeding. "The tremendous thing is that it can be done so cheaply," he said. "You can put a low-power VHF on the air for \$10,000 and a UHF for \$25,000. For the first time, anyone can start a television station. What's more, there are no requirements for logging, staffing or for type-accepted equipment. This is like FM's when we were starting."

He foresees the day when there will be 10,000 to 15,000 low-power stations dotting the country. And he's not stopping with the applications on file. He and Nightbyrd are working on 30 more.



Gannett's guests. Xu Dachun and Chen Guhua are studying American broadcasting and journalism firsthand as guests of Gannett. It is the result of a visit to China more than a year ago by Alvin G. Flanagan, president of Gannett Broadcasting Group, in company with other U.S. TV executives. Flanagan was impressed then by the desire of Xu and Chen to learn more about American broadcasting, expressed while they served as interpreters and coordinators for the visitors. On his return, Flanagan pursued the possibility of a reciprocal visit for Xu and Chen, staff members in Peking of the Central Broadcasting Administration and China Central Television. The result is that the Institute of International Education is serving as their host and the Gannett Foundation is covering their travel and living expenses. For the past month, Xu and Chen have been interning in the various departments of Gannett's KSTV(TV) Denver. They will also take related courses at Denver University and later this year visit other Gannett stations. Before returning to China next year, they will make trips to non-Gannett stations and to ABC headquarters in New York. Above, KSTV's Rona Cuppawhe demonstrates station equipment to Xu (center) and Chen.

PBS opts for pay

Board votes to begin development of first phase of plan to distribute programs to pay cable, subscription TV, MDS, videodisks, cassettes, and publications

The Public Broadcasting Service's board of directors has decided to pursue development of pay programming and collateral services that would add a major new dimension to the way the system and its member stations raise funds. Meeting last Monday and Tuesday, Nov. 17-18 in Washington, the 35-member board based its decision on a preliminary study begun in September.

The new services could involve distribution of programs on pay cable, subscription TV, MDS and instructional television fixed service frequencies. It could also include sale of programs on videodisks and cassettes, records, related books, guides, an arts magazine, discount tickets to performances and perhaps even a travel service to organize foreign and domestic cultural tours.

Although the board will take no decisive action until the end of December when the first phase of its study will end, it resolved last Tuesday that local stations should distribute programs in their communities. These stations would forge a new relationship with local cultural institutions to share income from the new programs.

Phase II of developing the pay service could begin in December. It would cost several million dollars, take from 12 to 24 months to complete and would work out the mechanics of the program. Phase III would actually begin implementation.

According to the PBS board chairman, Dallin Oaks, PBS has received initial reactions of "tremendous excitement and enthusiasm" from stations and cultural institutions approached with the pay service idea. The board of directors of the Ameri-

can Arts Alliance has indicated it wants to explore the project further with PBS, and one of its directors, Ann Murphy, was present at the meeting last Tuesday.

PBS undertook its investigation into pay service after a study conducted by the Carnegie Commission indicated that a "cultural program service distributed via pay cable could achieve viability with as few as 750,000 subscribing families paying \$9 per month." PBS is trying to follow that study's advice to move quickly, "lest the opportunity be taken up by others."

In another technology-related action last week, the board of directors voted to recommend that it combine into a single committee the five now involved in overseeing the scheduling of its satellite transponders for PTV program use and access by those outside PBS. This decision is subject to approval by the board's Transponder Allocation Committee and its member stations.

In other actions, the board chose not to change its prohibition against cigarette and liquor underwriting of national programs. It resolved to explore with the FCC the possibility of allowing the use of corporate logos in on-air funding credits, to shorten opening production identification announcements and to prohibit on-air endorsements by nonprogramming groups for na-

tional programs.

After brief discussion, the board adopted a resolution from its finance committee that it make programs available to nonmember stations provided those stations share in financing those programs.

The board's lengthiest discussion last Tuesday centered on its partner, the Corporation for Public Broadcasting. In September, PBS learned it would not be represented on CPB program fund panels, which will review and award funds to independent producers.

Rather than adopt a resolution communicating its dismay to CPB over being left out, the PBS board voted last Tuesday to send its chairman to CPB in an effort to resolve the potential conflict.

The PBS board elected two new officers last Tuesday. Eric H. Smith, general counsel, was named senior vice president/general counsel and Eric L. Sass, director of development, was elected vice president, marketing/new technology.

The board also elected its first general directors: Benjamin Hooks, executive director, NAACP, Leeda Marting, executive director, John Hay Whitney Foundation, and Lloyd Richards, artistic director, Yale School of Drama/Repertory Theater. They will serve three-, two- and one-year terms, respectively.

Intermedia

The Indy 2. Indianapolis city council has granted appeal of Indianapolis Cable in cable franchise race there. City-council public works board had recommended American Television & Communications subsidiary American Cable. Three losers in race appealed with only Indianapolis Cable's bid upheld. (It owns some cable operations in suburbs.) Company's bid is now under further consideration by works board while American Cable's bid is in limbo. Board has option of recommending both, allowing council to decide award, probably in December.

NBC's medical mystery. NBC has called in two environmental consulting firms to study conditions at New York office location where 30 employees have become ill. Trouble began shortly after some 200 employees in research, owned television and radio divisions were moved to new offices on fourth floor of Simon & Schuster building in Manhattan during second week in October. By end of month, complaints of eye and skin irritation were being reported. Tests so far have failed to locate any specific irritant, NBC says.

Trigona sentenced. Anthony R. Martin-Trigona, one-time media gadfly who later turned political candidate and broadcast licensee, has been sentenced to three years in prison for theft and forgery. Martin-Trigona, 35, was found guilty in Illinois state court last month of cashing \$267,738 insurance check made out to him and two other parties—mortgage bank and contractor. Sentence will be served concurrently with 12-year prison term to which he was sentenced earlier for mail fraud. He is appealing that conviction (BROADCASTING, Oct. 20). Martin-Trigona, 35, who has twice run unsuccessfully for Democratic nomination for U.S. Senate from Illinois, is owner of WDLW(AM) Waltham, Mass., and WNHG(AM) New Haven, Conn. However, WDLW is in receivership.

Massachusetts reports. Massachusetts, one of few states that oversee cable franchising, has reported that since November 1979, 20 franchises have been awarded in state. Franchises were dispersed among number of companies including Warner Amex Cable Communications, Times Mirror, Greater Media, Adams-Russell and Colony Communications.

Creeping up. Cable News Network reports that total subscriber universe has climbed over 3.5-million mark. With addition of 78 systems between Sept. 24 and Nov. 6, total number of cable systems carrying 24-hour-per-day news service is 512.

Mixing work and play. CBS Inc. has made \$110,000 grant to borough of Pitman, N.J., for development of community park. Company employs 1,400 people at facility in Pitman that is largely devoted to recorded music operations.

Minority view. The PBS board of directors took a break from its proceedings last Tuesday for an address from Pluria Marshall of the National Black Media Coalition. Marshall pointed out that there is only one black public television station licensee, WHMM, ch. 32, which had gone on the air in Washington the night before, and one black-owned cable system. He also said minorities and women aren't reflected in the work force at PBS or on its board of directors. He urged the board to exert more effort in the area of equal employment opportunities, and in attempting to secure national carriage of more programs produced by minorities. Board Chairman Dallin Oaks thanked Marshall for putting the issue before the board and member Valina Williams said PBS could do more in determining EEO practices at member stations.

What to do with 1st class tickets

Engineers and NPR want tougher standards; NAB, NRBA, ABC agree with FCC plan to eliminate them

The FCC's first-class radiotelephone operator license should not be abandoned as proposed in the commission's rulemaking proposal examining its radio operator licensing program. That's the consensus of the comments of nearly 150 first-class license holders as well as the Society of Broadcast Engineers (SBE) [which strongly encouraged its membership to submit individual comments], the Association of Broadcast Engineering Standards Inc. (ABES) and National Public Radio (NPR).

The National Association of Broadcasters, the National Radio Broadcasters Association and ABC Inc. all endorsed the commission's proposal to eliminate the first-class operators license.

Among the criticisms of the commission's proposals in comments from individual first-class license holders were: "detrimental to the broadcast industry," "a step backwards," "negligent thinking," "strong opposition," "erosion of standards," "ill advised," and "an insult to first-class license holders."

SBE said that the first-class license "serves as a useful screening device for potential employees." It also noted that "potential problems" would arise should the FCC follow through on its proposal to eliminate the license including:

- A "downgrading of the professional status of the broadcast engineer."

- Increased technical violations and interference problems.

- "Possible deadly hazards for untrained personnel."

ABES stressed that the smaller-market broadcasters will be affected most by any change in the first-class permit. It said smaller-market stations might find it impossible to hire "even marginally qualified technicians" to comply with the technical standards the proposal suggests.

While agreeing with the commission's premise that successful completion of the first-class license examination does not insure technical competence, ABES said, "the ability of a person to pass a test requiring some degree of sophistication in radio technical matters is a better basis for starting the training process than the possession of nothing more than a [restricted permit]." Among the qualifications for a restricted permit are U.S. citizenship and a minimum age of 14.

ABES expressed concern that the com-

mission's proposed increased reliance on field audits to insure licensee compliance with equipment standards, "coupled with the relaxed operator requirements proposed herein, will only produce more official notices of violation, [fines], renewal hearings and lost licenses."

It urged the FCC to:

- Conduct a feasibility study of the employment of a nongovernmental testing agency "for the development and administration of all tests to be required as prerequisites for all broadcast operator permits of whatever class."

- Issue a second further notice of proposed rulemaking seeking comments on the findings and recommendations of such a study.

- Create a joint government-industry advisory board committee composed of technical experts to advise the testing agency on the make-up of the tests and related matters.

- Retain the present operating licensing requirements until the procedures recommended above are completed.

NPR cited a survey of its member stations which "overwhelmingly favored retaining the first-class license examination." It noted that the first-class license is "frequently the only objective technical measure available to the station manager" in hiring competent technicians. "Rather than abolish that examination," NPR said, "the commission should look instead to improving its value as an indicator of technical competence."

NPR suggested the FCC might reconsider the idea of having separate licenses for radio and television—a notion that emerged in an earlier notice on operator licensing standards.

In supporting the commission's proposal the NAB said it was "mindful that elimination of the first-class operator license may shift to broadcasters the burden of designing methods for assessing the competence of prospective technical employees."

It noted the existence of operator license "cram schools," which "combined with the significant number of 'students' who obtain first-class operator licenses following only a brief study period, creates grave doubts about the reliability of the commission's examination as a gauge of an applicant's technical competence or skill, as opposed to his or her skill in absorbing spoon-fed information."

The NAB offered several ways to improve first-class license examinations if the license is retained:

- Add schematic diagrams to be interpreted to "minimize rote memorization."

- Recruit responsible broadcast organizations to participate in the development of test materials.

- Introduce computerized testing and

scoring.

The NAB also suggested development of a test that could be conducted at stations, "where licensees could test applicants directly on transmitting equipment (require applicants to make repairs, read various meters, etc.)."

Hand in hand with the elimination of the first-class license, ABC urged the FCC to loosen its "strict liability standards"—for licensee responsibility for violations of technical rules. It said the current standards were too "harsh," and asked for a "more realistic and reasonable standard." It suggested that in cases where the licensee exercises "reasonable diligence" to insure that employees comply with the commission standards, "the station should not be penalized."

The NRBA noted in its comments that elimination of the first-class license is "completely consonant with the concept of deregulation which the NRBA has consistently endorsed."

Progress report on digital

SMPTE conference hears papers on progress toward comparability of systems, features wanted and on standardization of control

The promise and problems of digital television were the principal concerns of the speakers at the final session of the 122d Society of Motion Picture and Television Engineers Technical Conference, as it closed in New York on Nov. 14. Among the papers presented were three reports on the progress of SMPTE groups working on various aspects of digital technology, an overview of what's being looked for from digital and a review of current developments in the companion field of digital audio.

Frank Davidoff of Frank Davidoff Inc. delivered the status report of the SMPTE Task Force on Component Digital coding to kick off the session, which was chaired by NBC's Robert Butler. Calling digital video "one of the most important technologies that is affecting television program production and broadcasting throughout the world," Davidoff pointed to the three study and working groups SMPTE had formed since 1972 to examine the subject as evidence of the organization's awareness of digital. And he took note of the 1979 shift in emphasis from interest in composite coding of a signal to component coding.

Davidoff reviewed the establishment of this task force, which he chairs, on Feb. 1,

1980, tying it to concern over the recommendation by a European Broadcasting Union (EBU) group for "12:4:4" component digital coding. The SMPTE task force, Davidoff said, has prepared documents on quality objectives and worldwide compatibility for digital that have been submitted for publication in the SMPTE Journal. And it has also prepared a document on a worldwide compatible code for studios which suggests component coding, line-locked, co-sited samples and a simple hierarchy of digital codes.

Davidoff went on to discuss the April EBU demonstrations of "12:4:4," and the task force's conclusion, coming as a result of its observation of those demonstrations, that it was unlikely "12:4:4" would be adopted in North America.

The task force chairman stated that the Bureau of the EBU Technical Committee has been invited to meet at SMPTE's February Television Conference next year. The task force has been authorized to organize a series of demonstrations at the conference to display the characteristics of various digital systems.

According to Davidoff, three categories of demonstrations are planned—on picture qualities in a hierarchical system; picture processing, and interfacing the digital component to the analog composite environment. They are being carried out by the SMPTE Working Group on Digital Video Standards, chaired by Ken Davies, said Davidoff, who closed by offering the hope that cooperation between SMPTE and EBU "will result in a truly worldwide compatible digital code that will be beneficial to all."

Frederick M. Remley of the University of Michigan at Ann Arbor took the conference delegates through a review titled "What Do We Expect From Digital Video Equipment?" In Remley's view, the digital impetus in this country has come from the desire for special effects for which a component signal, and thus digital, is preferable. In Europe, the push for digital grows out of the effort to establish interfaces for a Eurovision network, a role for which, he said "component digital is the only answer."

Remley reviewed the debates over sampling frequencies, concluding that adopting a "14:7:7" system for North America requires that consideration be given to questions of price and incompatibility with Europe. And he discussed the digital hierarchy concept—using different sampling frequencies in, for example, field and studio equipment—suggesting that this would slow "an evolutionary approach" to the problem.

"The digital tape recorder may be the most difficult link to forge" in the digital chain, Remley told the audience. That's because users seem to expect to have all the potentials of digital incorporated into equipment at the same price and with no loss of the features available in analog equipment. The Michigan academician examined some of the difficulties manufacturers would have in achieving that package of goals, and said they are "waiting anxiously for final decisions on for-

mats to be made."

CBS's William G. Connolly presented the progress report of the SMPTE Study Group on Digital Television Tape Recording to the conference. In his presentation, he reviewed some of the results of the user survey the study group prepared, one of which was that 77% of respondents stated that tape interchangeability between machines is an essential.

According to Connolly, the group has reviewed the special consideration of digital recording in selecting a compatible digital standard for 625-line and 525-line standards, with a hierarchy of digital codes in component coding form seen as the appropriate choice. "The selection of a hierarchy of digital codes with an appropri-

ate luminance sampling frequency and luminance to color difference signal ratios could give rise to a DVTR format structure which is upwardly and downwardly extensible" is among the study group's conclusions.

The third progress report of the day came from Graeme Little of Ampex and was on the "Standardization of Digital Control Code." Work in that area has progressed well, he said, and is almost completed in two areas, establishing electrical and mechanical standards and documenting the protocol on the buss. Discussion is currently underway in the third area, setting specific control codes, or, as he chose to put it, "the language of the buss."

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Cable owner pushes documentaries

Colony finds value in long-term coverage of local issues and in cooperating with local paper

In-depth documentaries can help cable television establish both journalistic credibility and a valuable track record when competing for other franchises, according to Colony Communications' community programming director, Joseph M. Langan.

The *Providence (R.I.) Journal* subsidiary operates 48 franchises and is seeking more on the premise that they complement, not compete with, existing papers.

Langan claims cable can't and shouldn't fight with publishers for advertisers. "There's not enough local advertising for us to make competition a factor," he says. "And no advertiser in his right mind would abandon print, which has worked for him for 75 years or so."

Instead, Colony tries to do what existing papers don't do: reporting school lunch menus in Fall River, Mass. and obituaries in Homestead, Pa.

And in Woburn, Mass., its outlet has cooperated with the local daily to produce more than 40 hours of reportage on what the Environmental Protection Agency has called New England's largest uncontrolled hazardous waste dump.

Langan, a 30-year-old Woburn native who started with Colony seven years ago as a part-time cameraman, thinks network and Boston print and TV coverage of the fact that the city has the nation's highest per capita cancer rate spread more fear than solid information.

The 800-acre dump got national attention from reporters who, Langan says, must tell the nation and the state "how bad things like this can be." But local media, he adds, then face the task of making a "comprehensive presentation of issues to the people who live here."

Langan, finding Woburn residents anxious for an in-context description of the causes of such a serious health problem, expanded his original idea of a half-hour documentary to more than 40 hours.

The shows have featured interviews with health and environmental experts, community leaders, officials from Senator Edward Kennedy (D-Mass.) to the city level—and plenty of time for viewer call-in questions about such subjects as chromium ponds and an "arsenic lagoon."

Langan has found scientists and other experts, annoyed by network and Boston television's necessary truncation of their views, are happy about speaking on cable

in detail without fear of editing.

So far, a 60-minute documentary has been shown twice to Community's 7,800 Woburn subscribers—with two-hour live panel discussions afterward letting experts field such questions as whether it's safe to drink the water. At least seven more hours of programming are scheduled—each on a different aspect of the problem.

How did the 8,555-circulation *Woburn Daily Times* react to this coverage? The paper helped it along, says Langan. With his publisher's approval, a *Times* reporter co-authored the program with Langan and appeared on one of the panel discussions. From Colony's point of view, it could make use of a reporter with long-standing local contacts. The paper gained because its staffer was a continual televised advertisement for itself.

The documentary is being shown on

NewsBeat

Magazine rebuttal. ABC News and Sports President Rooney Arledge called it "textbook example of baseless speculative journalism"; ABC Inc. Chairman Leonard Goldenson charged that "any such speculation is totally untrue." Both ABC executives last week sent letters vigorously denying Nov. 17 *Fortune* magazine report of rumor that ABC News coverage of alleged improprieties between ABC Inc. President Elton Rule and Spelling-Goldberg production house was ploy by Arledge to knock Rule out of line of succession and thereby move himself higher up corporate ladder (BROADCASTING, Nov. 10). "To suggest that the... story was covered by ABC News as part of some corporate cabal is demeaning" to news organization, Arledge wrote in letter to editor of *Fortune*, adding that he resents "implication" that "I would or indeed could manipulate a group of professional journalists." Arledge said he has made it clear that his "prime interest lies in the area of production of on-air programming." Goldenson, in letter to J. Richard Munro, president of Time Inc., which publishes *Fortune*, said, "your reporter received an explicit denial of the 'palace coup' hypothesis.... Yet that denial, or any reference to it, was deliberately excluded from the article." Goldenson reaffirmed that ABC board expects Rule to succeed him as chairman, with Frederick Pierce moving up to fill Rule's slot.

Now, for NBC News. Veteran Washington newsman Roger Mudd returned to the airwaves last week after months of absence begun when CBS News picked Dan Rather and not CBS correspondent Mudd as successor to anchor and managing editor Walter Cronkite. Now chief Washington correspondent for NBC News, Mudd again is rumored as a possible successor—but this time for John Chancellor of the *NBC Nightly News*. In his new NBC position, Mudd will anchor the newscast when Chancellor is off.



Bernstein's travels. ABC News's Washington bureau chief, Carl Bernstein, was detained in African country of Soweto last week for entering without permit. Police there decided against pressing charges. Bernstein was in South Africa to present journalism award.

War wounds. Two NBC newsmen were reportedly wounded in Iranian mortar attack on city of Khorramshahr. John Hall, British soundman, and Mike Silver, producer, were in that city as pool representatives and were wounded slightly. They were reportedly the first casualties of Western journalists in that war.

Colony systems in Rhode Island, Pennsylvania, Vermont, New York and Florida, as a prototype of a monthly program in which each community outlet will focus on a local problem.

Langan says print journalism can elaborate and reinforce cable programs' in-depth information. And such efforts can, he thinks, prove to papers that they aren't threatened by cable.

When cable first moves into a community, Langan has found, print resistance is great. "We have a lot of teaching to do," he says, to convince publishers that whatever else cable can do, it can't yet "put a coupon on the air."

And until it can, Colony's strategy is to get the benefit of print reporters' expertise—both to bolster existing programming and to impress communities where it is competing for more franchises.

Television

Financial Data 1979

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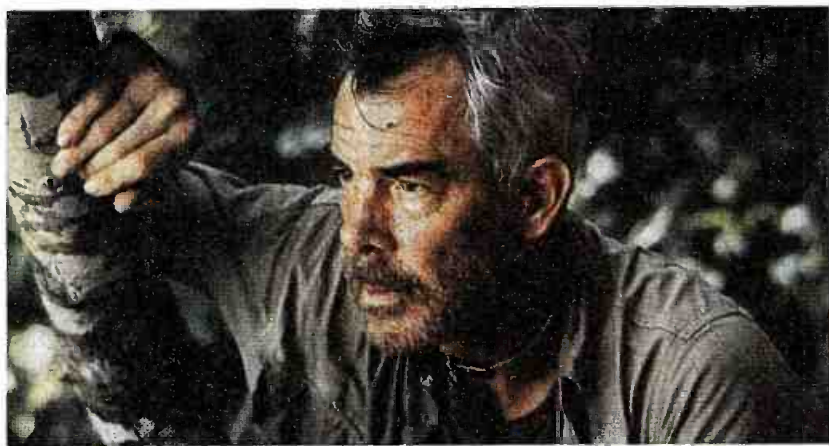
I Love Lucy

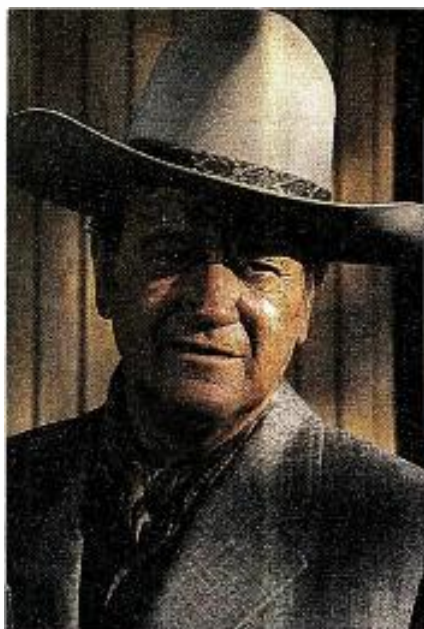
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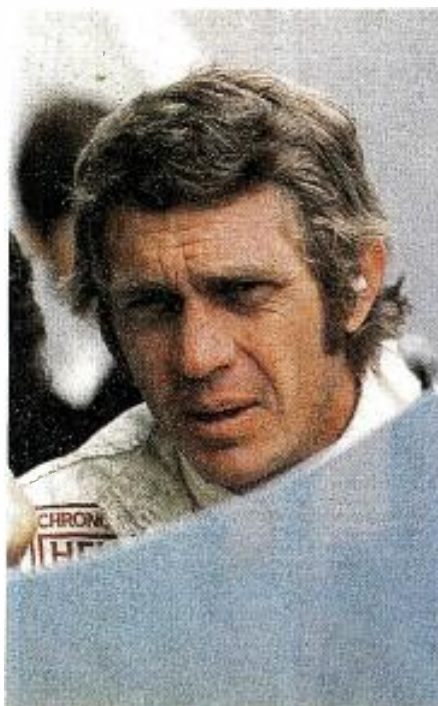


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Source: NTL. Network premiere telecasts.
Audience estimates are subject to qualifications
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Television's 1979: Revenues \$7.9 billion, profits \$1.7 billion

*The FCC's computer has yet to digest—
and break out—all the facts and figures that
define the medium's fiscal balance for that
year, but the market-by-market revenues have now been
added to the network results to give a general
outline of the big picture. This is the way it was.*

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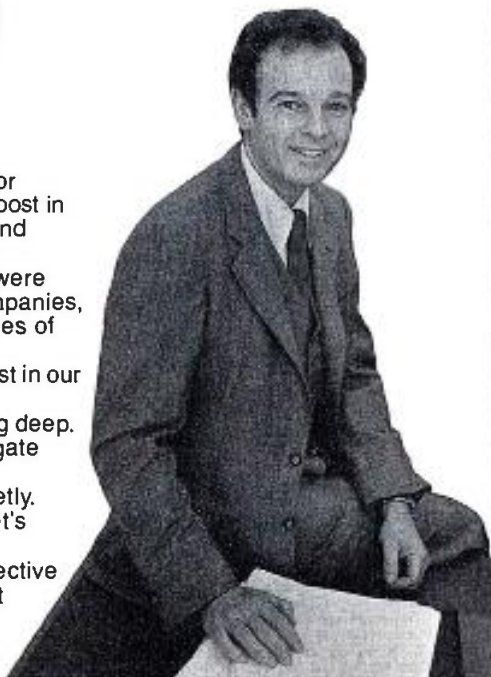
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Los Angeles continued its reign as the
number-one market in total TV profits
during 1979, while the crown for total TV
revenues stayed with New York.

That is reflected in the market-by-
market breakdown of TV station opera-
tions released Nov. 14 by the FCC ("In
Brief," Nov. 17).

The information, combined with FCC
figures on the TV networks and their
owned and operated stations released last
summer (BROADCASTING, July 28), per-
mits this look at the 1979 performance of
all television:

- Revenues were \$7.9 billion, up 13.5%
from 1978.

- Expenses were \$6.2 billion, 17%
more than in 1978.

- Pretax income was \$1.7 billion, just
2.5% higher than in 1978.

New York, which ran first in total
revenues and second in profits during
1978, stayed on the top in revenues with a
10.2% increase to \$311.6 million. Its profit
of \$82 million turned out to be the coun-
try's second highest.

Revenues in Los Angeles increased
9.9% to \$292 million, keeping it number
two in that category. Profits there in 1979
were \$94.9 million, the highest anywhere.

Chicago, which ranked third in both
revenues and profits in 1978, retained
those positions with \$186.1 million (up
4.6%) and \$55.4 million, respectively.

Rounding out the top 10 in TV revenues
last year:

4. San Francisco-Oakland, \$139.2
million (with sixth-ranked profits of \$43.7

Blair Television represents more stations in major markets than any other rep. We're in position to anticipate trends, like the explosion of *local* television sales.

We know how intense the competition has become for local business. More importantly, we know how to help.

Support on the local level.

We make available resources like Local Tel/Avail. It's our on-line computer-based system used by the majority of Blair-represented stations to prepare sales proposals for their *local* accounts, faster and more extensively than ever before.

In the programming area, Blair provides Nielsen SIA's and overnight ratings for comparison with local program performance. Stations also receive a host of special reports to aid in program acquisition and placement.

Our Sales Strategy Division channels a wealth of current, concise research

information to stations. The data provide analytical insight into areas such as audience flow, rating trends and promotion strategies.

National input for local sales.

Blair's Market Development Division works with stations to show how national sales strategies can get local business, too. Stations can tap resources such as the SMRB (Simmons) studies of product and media usage, the Advertising Marketing Index and many other advanced marketing research tools. And with its media planning model, the Division counsels stations on the development of market positioning to enhance their local growth.

This year, Blair launched the industry's first regularly scheduled weeklong seminars specifically for *local television sales people*. They're intensive training programs designed to help stations significantly increase the productivity of

their local sales staffs. The seminar curriculum compresses into a week the sales experience and expertise normally acquired in years of *local* selling.

The Blair partnership.

All of these activities reflect the strong partnership that exists between Blair Television and our represented stations.

Blair is committed to making sure that spot television and our stations continue to grow. To do that, we've built an organization with the scope of operations, the people and the resources necessary to maintain our industry leadership now and in the years ahead.

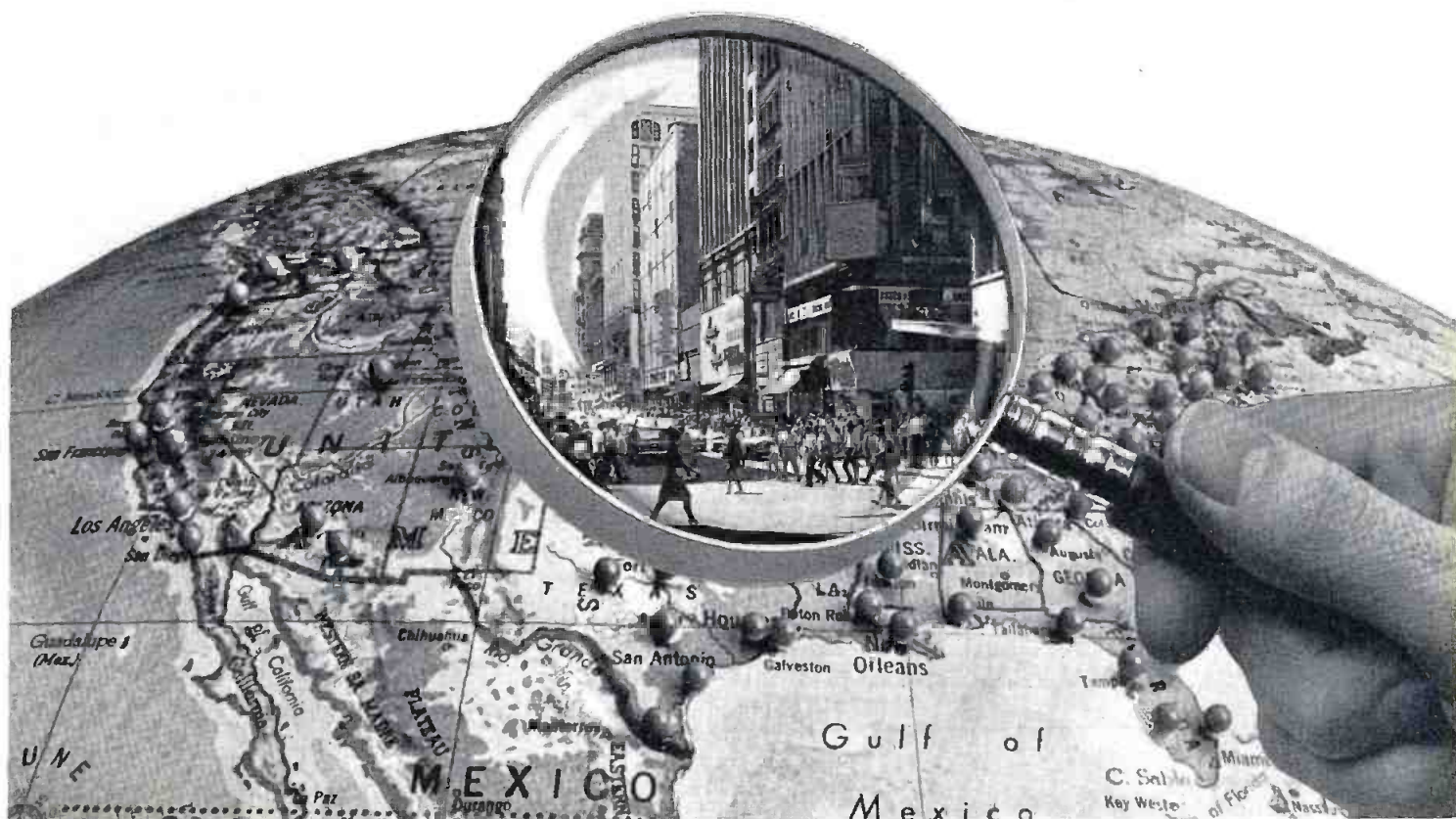
The Blair Perspective. With it, we get results *nationally and locally*.



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A division of John Blair & Company
Reliable people, reliable data

**The Blair Perspective.
It gives us a unique overview
nationally...
And the sharpest focus to help our
stations sell locally.**



million).

5. Philadelphia, \$126.5 million (with seventh-ranked profits of \$39.3 million).

6. Boston, \$115.2 million (with eighth-ranked profits of \$35.6 million).

7. Detroit, \$104.6 million (with ninth-ranked profits of \$34.2 million).

8. Dallas-Fort Worth, \$96.4 million (with fourth-ranked profits of \$53.5 million).

9. Houston-Galveston, \$92.3 million (with fifth-ranked profits of \$51.1 million).

10. Washington, \$87.8 million (with 16th-ranked profits of \$22.8 million).

Figures for the 292 TV markets show revenues of \$4.4 billion in 1979, up 11.2%; expenses of \$3.1 billion, up 16%; pretax profit of \$1.3 billion, up 3.6%; network time sales of \$344 million, up 6.4%; spot sales of \$2.6 billion, up 10.2%; local sales of \$2.2 billion, up 13.3%, and barter and trade-outs of \$101 million, up 13.3%.

BROADCASTING has again developed a table, based on the FCC revenue figures, to show how much it cost in 1979 to reach a single home in each market (see page 80). Market revenues were divided by total TV households in that Area of Dominant Influence, as defined by Arbitron Television for 1979.

Las Vegas-Henderson, Nev., turned up for the third year in a row with the highest figure: \$96.35 per home, down from \$102.07 in 1978. Its closest competition came from Salinas-Monterey-San Jose, Calif., with \$93.88, up slightly from \$92.75 in 1978. Next in order were Atlanta, \$83.46, up from \$73.32; Denver, \$83.31, up from \$79.35, and Phoenix-Mesa, Ariz., \$82.77, up from \$73.81.

At the bottom of the list—representing the lowest cost per home—was Yakima, Wash., \$27.49, up just 11 cents from its \$27.38 in 1978. It supplanted Wilkes Barre-Scranton, Pa., at the bottom of the list when the latter market increased from \$25.66 in 1978 to \$33.65 last year and leap-frogged up six positions on the list.

(Editor's Note: Network figures released in July were rounded to millions; the market figures released Nov. 14 are rounded to thousands. Accordingly, in the text of this story the latter figures have been rounded to millions for composite totals.)

Onward and upward for 1980-81

The spot television industry is confident that business in 1980 will top 1979 by a comfortable margin and is anticipating similar gains in 1981.

Station reps were canvassed last week coincident with the release of FCC market-by-market figures for 1979 (see story, page 72), and on one subject they were especially vocal: They found it difficult to understand why it took the commission so long to compile 1979 figures—in actuality, more than 10 months after the close of the year.

They tended to agree generally with a Television Bureau of Advertising prognosis that spot TV will emerge from 1980 with a 14% increase over 1979. They acknowledged that in this inflation-riddled area such a gain is acceptable but not extensive. But they pointed out philosophically that there were such contributing factors as the recession, the deepening oil crisis, the absence of Moscow Olympic telecasts in the U.S., and the strike by the Screen Actors Guild and the American Federation of Television and Radio Artists, which affected network TV directly and had a spin-off effect on spot.

For 1981, TVB is slightly more conservative and is leaning toward an 11% increase in spot TV over 1980. The national representatives questioned seemed more optimistic, leaning toward larger percentage increases than those projected by TVB.

The overriding conviction of representatives is that the economy is likely to improve next year. And with a Republican administration this impression is reinforced. Their reasoning, put simply, is that business has more confidence in the Republicans, and what's good for business is good for broadcasting.

Roger Rice, president of the Television Bureau of Advertising, found that the official 1979 FCC figures proved to be "extremely close" to those reported to TVB during its quarterly surveys of member stations. Rice echoed the views of other television industry executives when he lamented the tardiness of FCC statistics.

"We're planning to expand our quarterly surveys," Rice said, "and our steer-

ing committee is holding a meeting in December to decide what additional type of information we want to put into the surveys."

Rice acknowledged that 1980 may not be turning out as well as some have hoped but he insisted there were extenuating circumstances including the loss of the Olympics and the actors' strike.

"We figure regional and national spot will be up about 14% this year, with local up 10% and network 14%," Rice reported. "Not bad for a recession year."

Television is a healthy industry and "we're looking forward to additional advances in 1981," TVB's president continued. He said TVB projections are for an 11% increase in spot and in local TV, and for a 12% jump in network. "We think the demand for television is going to continue to grow," he predicted.

Rice thinks a change in administration in Washington will help the business climate and benefit television.

"Nothing is going to change radically on or after Jan. 20," Rice conceded. "But it will be a gradual change—a change more sympathetic to business. And the regulatory agencies are likely to be ones that will be fair, both to the consumers and to industry."

TVB will continue to accentuate sales development in 1981, according to Rice, and among the advertiser categories to be courted are corporate (issue advertising), travel, apparel and professional services (law, medicine, hospital care and real estate).

To Farrell Reynolds, senior vice president, sales, Peters, Griffin, Woodward, the most important contribution that FCC financial information can provide is to indicate market growth.

"We look to this information to help us in our forecasts," he pointed out. "This year, unfortunately, it doesn't help because we've already done our forecasting for 1981. This type of data helps us to price our advertising inventory and to gauge how much we should be spending for programming, for example."

Reynolds said that business at PGW for 1980 is running ahead of the industry average of 11%-12%, and said business was "great" in the first half but less robust in the second.

"Orders are coming in this month very close to air time but the month is firming up," he confided. "We feel part of this tardiness is related to softness at the TV networks."

Reynolds attributed the faltering pace of business in the second half to several factors: the general economy and the performers' strike. He said the net effect was to discourage advertisers from completing up-front buying and scatter purchases, and he added, "Let's face it, spot is a creature of network."

Reynolds is buoyant about 1981, but

Text continues on page 82

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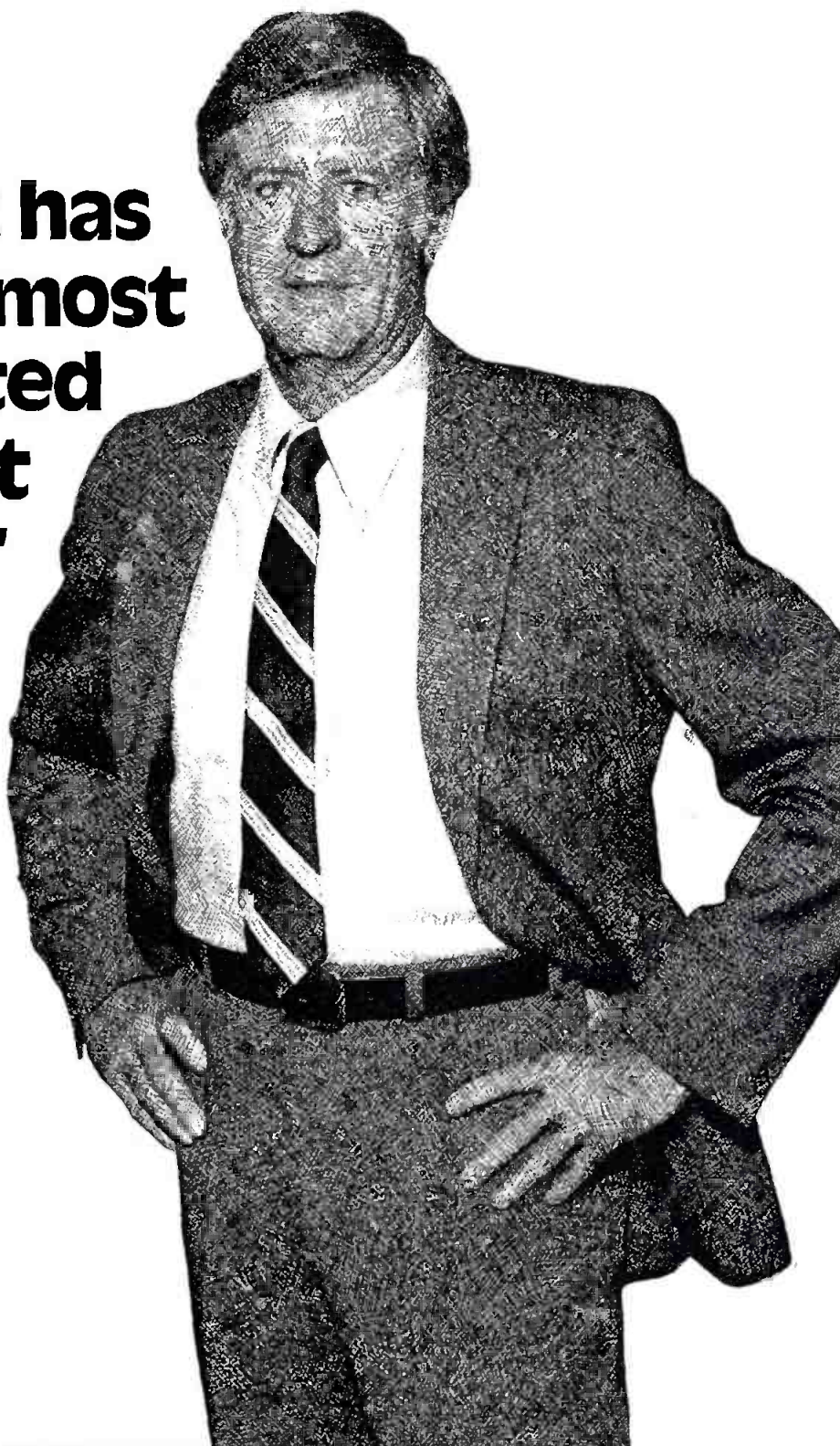
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Sitcoms!
Specials!
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Features!
Cartoons!**



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Market-by-market breakdown

Market (number of stations reporting in parentheses) ²	Revenue rank	Profit rank	Time sales ¹			
			Network		Spot	
			1979 (000)	1978 (000)	1979 (000)	1978 (000)
*Abilene-Sweetwater, Tex. (3)	134	132	797	—	1,477	—
Albany-Schenectady-Troy, N.Y. (3)	47	46	3,317	3,184	12,223	11,746
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	99	81	1,264	1,142	5,584	4,295
Albuquerque, N.M. (4)	63	62	1,389	1,072	6,715	6,275
Amarillo, Tex. (3)	124	119	786	761	2,979	2,745
Anchorage (3)	130	129	349	342	1,287	1,064
*Atlanta (6)	11	11	3,019	2,676	56,076	39,477
Augusta, Ga. (3)	101	73	1,570	1,438	3,624	3,212
Austin, Tex. (3)	82	78	984	920	6,655	5,143
Bakersfield, Calif. (3)	122	116	906	816	3,846	3,255
Baltimore (4)	19	23	3,088	2,887	35,496	32,328
Bangor, Me. (3)	132	120	1,037	928	1,996	1,547
Baton Rouge (3)	69	63	1,713	1,663	5,221	4,644
Beaumont-Port Arthur, Tex. (3)	103	91	959	919	2,687	2,439
Binghamton, N.Y. (3)	127	105	1,260	1,158	2,388	2,334
Birmingham, Ala. (3)	44	31	3,372	3,211	14,413	13,594
Boise-Nampa, Idaho (3)	115	114	1,040	1,049	3,145	2,578
*Boston (6)	6	8	5,727	5,489	87,345	79,247
Buffalo, N.Y. (4)	30	37	3,238	2,827	24,335	23,472
Burlington, Vt.-Plattsburgh, N.Y. (3)	107	93	1,449	1,214	4,552	4,110
Cedar Rapids-Waterloo, Iowa (3)	78	84	1,466	1,301	5,538	5,344
Charleston, S.C. (3)	98	100	974	878	4,657	4,143
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	61	45	3,258	2,860	8,609	7,502
Charlotte, N.C. (4)	34	35	5,301	4,443	18,364	15,872
*Chattanooga (4)	89	88	1,141	1,033	4,846	4,421
*Chicago (8)	3	3	8,287	8,047	141,404	141,036
Cincinnati (4)	25	24	3,261	2,884	19,707	19,815
Cleveland (4)	13	15	5,433	5,066	44,646	46,031
Colorado Springs-Pueblo (3)	92	82	828	726	5,302	4,794
Columbia, S.C. (3)	83	65	1,716	1,367	5,882	5,079
Columbia-Jefferson City, Mo. (3)	131	121	1,004	790	2,153	2,008
Columbus, Ga. (3)	106	85	1,729	1,452	2,492	2,398
Columbus, Ohio (3)	32	28	2,621	2,392	17,825	16,485
Corpus Christi, Tex. (4)	110	113	1,029	834	2,443	2,413
*Dallas-Fort Worth (5)	8	4	3,025	3,086	65,022	60,186
Davenport, Iowa-Rock Island-Moline, Ill. (3)	79	86	1,603	1,556	6,132	5,804
Dayton, Ohio (3)	42	43	3,997	3,595	12,398	11,430
Denver (4)	17	10	2,192	2,074	38,467	31,000
Des Moines-Ames, Iowa (3)	68	59	1,872	1,736	8,037	8,124
Detroit (6)	7	9	6,286	6,199	71,186	59,884

levision revenue and profit in 1979

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1979 (000)	1978 (000)	1979 (000)	1978 (000)	1979 (000)	1978 (000)		1979 (000)	1979 (000)
2,288	—	189	—	4,173	—	—	4,084	89
9,928	9,043	562	628	22,331	20,579	8.5	15,799	6,532
3,734	3,752	131	100	9,253	8,088	14.4	6,545	2,708
10,787	9,467	378	261	16,165	14,368	12.5	11,990	4,175
3,765	3,874	114	72	6,567	6,360	3.3	5,920	647
3,980	3,904	353	108	5,311	5,065	4.9	5,096	215
35,797	33,694	1,948	1,781	81,214	66,211	22.7	51,738	29,476
4,978	4,682	300	246	9,102	8,422	8.1	5,783	3,319
5,555	5,204	139	75	11,685	10,008	16.8	8,818	2,867
3,172	3,046	52	167	6,725	6,065	10.9	5,819	905
25,297	22,605	1,565	1,544	53,503	48,263	10.9	37,493	16,010
2,375	2,228	185	50	4,960	4,375	13.4	4,325	635
10,026	7,736	85	91	15,138	12,470	21.4	10,973	4,165
6,270	5,527	112	114	9,002	7,988	12.7	6,726	2,276
3,398	2,988	229	289	6,128	5,667	8.1	4,647	1,428
10,119	9,882	430	470	23,726	22,775	4.2	11,892	11,834
4,282	4,075	133	118	7,511	6,836	9.9	6,590	921
45,533	40,092	2,623	2,778	115,273	104,048	10.8	79,688	35,585
16,925	14,781	1,160	1,216	37,718	34,937	8.0	28,217	9,501
3,040	2,480	117	92	8,336	7,188	16.0	6,162	2,174
7,068	6,575	273	356	12,337	11,551	6.8	9,900	2,437
5,265	4,349	322	252	9,476	8,174	15.9	7,611	1,865
7,351	6,704	341	388	17,099	15,201	12.5	9,962	7,137
14,240	13,008	1,734	1,456	33,303	29,165	14.2	22,727	10,576
5,968	5,808	432	404	10,545	9,872	6.8	6,792	3,753
74,162	65,092	2,696	2,798	186,142	177,917	4.6	130,775	55,368
24,374	20,942	1,360	1,323	43,854	39,785	10.2	29,062	15,793
34,796	31,446	1,923	2,220	72,420	70,115	3.3	48,247	24,173
5,515	4,601	124	134	10,031	8,634	16.2	7,397	2,634
5,531	5,831	91	158	11,627	10,917	6.5	7,600	4,028
2,337	2,183	257	196	5,164	4,474	15.4	4,536	628
5,108	4,745	161	160	8,371	7,801	7.3	6,012	2,359
20,469	17,628	872	985	34,590	30,847	12.1	21,253	13,337
5,608	5,117	146	170	8,097	7,408	9.3	7,102	995
45,729	39,032	2,135	1,828	96,426	87,280	10.5	42,951	53,475
6,696	5,616	256	222	12,277	12,061	1.8	9,922	2,355
13,597	12,044	484	536	25,841	23,392	10.5	18,597	7,244
36,119	31,819	1,173	1,126	64,491	55,066	17.1	32,562	31,929
8,090	7,605	349	300	15,240	14,826	2.8	10,665	4,575
47,361	46,205	1,827	1,517	104,607	93,764	11.6	70,372	34,235

First-run hits
for access!



Family Feud
To Tell the Truth
Spy
Circus



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Super sitcoms for fringe time!



A TANDEM PRODUCTION
All in the Family
Mary Tyler Moore
Bob Newhart
Andy Griffith



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Market (number of stations reporting in parentheses) ²	Revenue rank	Profit rank	Network		Time sales ¹	
			1979 (000)	1978 (000)	1979 (000)	1978 (000)
Duluth, Minn.-Superior, Wis. (3)	117	135	1,235	1,150	3,350	3,147
El Paso, Tex. (3)	94	98	745	700	3,378	3,341
Erie, Pa. (3)	125	126	1,125	1,068	1,865	2,191
Evansville, Ind. (3)	91	79	1,120	1,069	3,681	3,278
Fargo-Valley City, N.D. (3)	109	102	1,003	910	3,214	2,922
Flint-Saginaw-Bay City, Mich. (3)	80	56	1,801	1,588	9,213	8,523
Fort Myers-Naples, Fla. (3)	112	123	826	631	3,264	2,462
*Fort Smith, Ark. (4)	136	136	936	827	961	1,304
Fort Wayne, Ind. (4)	84	118	962	908	4,956	5,374
Fresno-Hanford-Tulare-Visalia, Calif. (6)	53	76	1,465	1,352	10,527	8,491
Grand Rapids-Kalamazoo, Mich. (4)	45	40	2,762	2,638	12,686	12,180
Green Bay, Wis. (3)	70	69	1,569	1,363	6,175	5,958
Greensboro-Winston Salem-High Point, N.C. (3)	57	53	1,817	1,590	9,979	8,808
Greenville-Spartanburg, S.C.-Asheville, N.C. (5)	48	39	2,031	1,798	15,699	14,953
Greenville-Washington-New Bern, N.C. (3)	90	75	1,324	1,080	5,992	5,429
*Harrisburg-Lancaster-York-Lebanon, Pa. (6)	62	71	2,568	2,271	10,308	9,741
Hartford-New Hvn.-New Brtn.-Waterbury, Ct. (4)	31	26	3,900	3,615	25,821	23,451
Honolulu (4)	49	108	1,073	1,116	2,833	3,130
Houston-Galveston, Tex. (5)	9	5	3,220	2,914	67,809	59,925
Huntsville-Decatur, Ala. (3)	113	128	875	909	3,556	3,070
Idaho Falls-Pocatello, Idaho (3)	137	134	657	634	2,064	1,698
Indianapolis-Bloomington (5)	21	27	2,807	2,469	29,794	27,109
Jackson, Miss. (3)	85	97	1,494	1,267	4,462	3,952
Jacksonville, Fla. (3)	51	38	2,399	1,901	14,202	12,576
Johnson City-Kingsport-Bristol, Tenn. (3)	108	94	1,266	1,158	4,460	3,794
Johnstown-Altoona, Pa. (3)	104	77	2,322	2,169	3,886	3,777
Joplin, Mo.-Pittsburg, Kan. (3)	128	112	1,301	1,177	2,537	2,485
Kansas City, Mo. (4)	26	20	2,777	2,471	26,010	23,270
Knoxville, Tenn. (4)	67	66	2,283	1,758	7,180	6,146
Las Vegas-Henderson (4)	71	137	974	564	3,953	3,839
Lexington, Ky. (3)	81	104	1,187	915	7,310	6,137
Lincoln-Hastings-Kearney, Neb. (5)	102	107	1,038	1,002	4,888	288
Little Rock, Ark. (3)	58	90	1,298	1,184	6,964	6,382
Los Angeles (12)	2	1	11,058	10,349	164,675	149,709
Louisville, Ky. (4)	39	58	2,854	2,622	13,448	12,793
Lubbock, Tex. (3)	111	131	1,150	—	2,722	—
Madison, Wis. (3)	88	80	1,205	1,169	5,856	5,298
Memphis (5)	37	42	2,562	2,087	14,852	12,703
Miami (7)	12	12	3,283	2,894	41,586	37,617
Milwaukee (4)	28	32	2,843	2,679	23,734	22,150
Minneapolis-St. Paul (4)	14	19	3,190	3,103	40,787	36,965
Mobile, Ala.-Pensacola, Fla. (3)	75	57	1,418	1,302	8,142	7,490
Monroe, La.-El Dorado, Ark. (3)	116	88	1,359	1,206	3,082	2,715
Montgomery, Ala. (3)	105	74	1,427	1,151	4,224	3,718
Nashville (4)	40	48	2,421	2,007	14,423	12,804

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1979 (000)	1978 (000)	1979 (000)	1978 (000)	1979 (000)	1978 (000)		1979 (000)	1979 (000)
3,251	2,941	170	119	7,134	6,750	5.7	7,331	-197
7,026	5,990	200	182	9,722	8,785	10.7	7,818	1,904
3,928	3,273	79	232	6,152	5,771	6.6	5,828	324
6,833	5,973	190	193	10,127	9,031	12.1	7,311	2,816
4,777	4,232	68	44	8,181	7,311	11.9	6,423	1,759
9,367	8,558	416	369	17,494	16,163	8.2	12,505	4,989
4,656	3,330	133	198	7,861	5,759	36.5	7,361	500
2,299	2,263	51	27	3,806	3,978	-4.3	4,356	-550
6,824	5,619	544	296	11,242	10,394	8.2	10,545	698
10,809	10,628	826	454	19,912	17,825	11.7	16,917	2,995
11,697	10,027	403	323	23,046	21,237	8.5	14,872	8,173
8,511	7,363	221	161	14,853	13,465	10.3	11,195	3,658
9,645	9,484	467	391	18,539	17,080	8.5	13,106	5,433
8,185	7,434	627	403	22,326	20,654	8.1	13,800	8,526
4,122	3,631	215	185	10,398	9,132	13.9	7,382	3,016
7,319	5,855	374	379	17,046	14,937	14.1	13,467	3,579
15,477	13,168	438	293	37,679	33,498	12.5	24,199	13,480
18,990	19,363	772	647	21,878	22,660	-3.5	20,455	1,423
39,041	33,831	661	441	92,292	81,470	13.3	41,198	51,094
4,417	4,159	168	244	7,756	7,222	7.4	7,513	244
1,401	1,284	90	44	3,660	3,294	11.1	3,705	-45
28,551	23,406	746	568	51,222	44,792	14.4	37,769	13,454
6,400	5,704	161	175	11,025	9,717	13.5	9,114	1,911
9,030	8,549	466	185	21,791	19,617	11.1	12,315	9,476
3,613	3,503	225	212	8,242	7,468	10.4	6,243	2,000
3,778	3,523	132	175	8,868	8,403	5.5	7,979	2,888
2,418	2,398	63	61	5,708	5,541	3.0	4,668	1,040
21,626	19,733	668	772	43,209	39,394	9.7	25,471	17,739
7,835	7,075	408	320	15,371	13,233	16.2	11,491	3,879
11,311	10,521	164	304	14,598	13,269	10.0	15,302	-705
4,582	4,137	346	302	11,817	9,976	18.5	10,206	1,611
4,189	4,043	151	188	9,079	8,471	7.2	7,855	1,425
11,984	11,664	822	387	18,259	17,167	6.4	15,974	2,285
172,576	147,619	6,757	5,917	292,083	265,809	9.9	197,170	94,923
15,717	13,629	1,235	1,068	27,894	25,358	10.0	23,277	4,617
5,039	—	177	—	8,076	—	—	7,963	112
5,296	4,343	288	383	10,672	9,328	14.4	7,953	2,719
17,511	13,325	1,118	530	30,310	24,195	25.3	22,838	7,471
40,452	36,320	2,018	2,152	72,880	65,315	11.6	44,265	28,615
21,966	20,325	817	999	41,847	38,587	8.4	30,023	11,824
32,469	28,665	1,423	765	64,863	58,369	11.1	45,900	18,963
6,317	6,598	161	99	13,678	13,475	1.5	9,036	4,642
3,861	2,779	305	298	7,314	5,909	23.8	4,996	2,318
4,009	4,297	95	108	8,782	8,282	6.0	5,544	3,238
15,014	13,487	718	355	27,718	24,602	12.7	21,783	5,935

**Super
sitcoms for
fringe time!**



**The Beverly
Hillbillies
Hogan's Heroes
Petticoat Junction
I Love Lucy**



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**Action-drama
for fringe and
late night!**



**Grizzly Adams
Gunsmoke
Wild Wild West
Gomer Pyle**



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Market
(number of stations
reporting in parentheses)²

*Revenue
rank*

*Profit
rank*

Network

1979
(000)

1978
(000)

Time sales¹

Spot

1979
(000)

1978
(000)

New Orleans (4)	29	29	2,952	2,652	15,763	14,860
*New York (9)	1	2	17,915	17,162	180,919	164,227
*Norfolk-Prismth-Nwpt. News-Hmpn, Va. (5)	46	44	2,010	1,758	9,075	8,933
Odessa-Midland-Monahans, Tex. (3)	129	125	951	773	2,257	2,073
*Oklahoma City-Enid (5)	35	36	2,105	1,943	15,789	12,630

Omaha (3)	55	61	1,960	1,811	8,498	8,181
Orlando-Daytona Beach, Fla. (4)	38	34	2,253	1,946	17,001	13,806
Paducah, Ky.-Cape Grd. Mo.-Hrrsbg, Ill. (3)	95	70	1,680	1,342	4,452	4,674
Pasco, Wash. (3)	138	124	364	276	1,280	1,021
Peoria, Ill. (3)	87	95	1,186	1,059	4,872	4,935

Philadelphia (7)	5	7	7,727	7,588	92,828	86,363
Phoenix-Mesa (6)	22	18	2,127	2,025	31,110	26,564
Pittsburgh (5)	18	21	4,582	4,591	44,281	41,519
Portland, Ore. (4)	27	33	2,220	2,088	28,756	25,482
Portland-Poland Spring, Me. (3)	93	87	1,264	1,160	4,980	4,713

Providence-New Bedford, Mass. (3)	43	50	3,809	2,896	14,363	12,813
Raleigh-Durham, N.C. (3)	52	47	2,686	2,564	12,771	10,527
Reno (3)	114	96	594	547	2,298	1,853
Richmond-Petersburg, Va. (3)	84	51	1,570	1,522	8,032	7,447
Roanoke-Lynchburg, Va. (3)	80	60	1,722	1,469	6,502	5,795

Rochester, N.Y. (3)	54	83	1,726	1,620	11,398	11,046
Rochester-Austin, Minn.-Mason City, Iowa (3)	126	103	991	921	2,735	2,706
Rockford-Freepport, Ill. (3)	96	115	1,302	1,209	3,470	3,416
Sacramento-Stockton, Calif. (5)	23	25	2,348	2,183	28,977	24,791
St. Louis (5)	18	17	3,607	3,350	40,085	37,328

*Salinas-Monterey-San Jose, Calif. (4)	72	109	816	954	5,748	5,534
Salt Lake City-Ogden-Provo (4)	36	41	1,675	1,566	16,288	14,163
San Antonio, Tex. (4)	41	30	1,933	1,868	12,113	11,573
San Diego (3)	24	22	3,618	3,104	28,039	24,699
San Francisco-Oakland (9)	4	8	4,826	4,577	85,963	80,265

San Juan-Caguas, P.R. (3)	33	72	—	—	34,831	—
Savannah, Ga. (3)	123	127	941	874	2,670	2,267
Seattle-Tacoma (4)	15	13	3,063	2,824	44,588	37,519
Shreveport, La.-Texarkana, Tex. (3)	77	67	1,546	1,446	5,733	5,250
Sioux City Iowa (3)	119	111	1,241	1,186	2,475	2,327

Sioux Falls-Mitchell, S.D. (3)	120	130	1,377	1,220	3,789	3,578
South Bend-Elkhart, Ind. (4)	88	101	1,132	1,032	5,109	4,528
Spokane, Wash. (3)	73	55	1,332	1,241	9,325	7,730
Springfield, Mo. (3)	100	99	1,367	1,221	3,709	3,736
Springfield-Decatur-Champaign-Urbana, Ill. (4)	85	84	1,810	1,584	5,831	6,666

Syracuse, N.Y. (3)	59	92	2,491	2,039	9,923	9,739
*Tampa-St. Petersburg, Fla. (5)	20	14	3,453	2,874	29,999	23,996
Terre Haute, Ind. (3)	118	89	1,670	1,450	2,380	2,152
Toledo, Ohio (3)	56	49	3,159	2,920	7,888	7,457
*Traverse City-Cadillac, Mich. (3)	133	138	711	762	2,556	2,012

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1979 (000)	1978 (000)	1979 (000)	1978 (000)	1979 (000)	1978 (000)		1979 (000)	1979 (000)
27,234	20,495	737	790	40,697	33,881	20.1	74,596	13,100
167,847	150,550	6,928	7,420	311,557	282,696	10.2	229,500	82,057
14,767	14,195	816	510	22,861	21,708	5.3	15,632	7,229
2,915	2,791	83	95	5,641	5,279	6.9	5,229	411
18,794	16,957	713	552	32,574	27,982	16.4	22,725	9,849
11,037	10,068	234	282	18,719	17,347	7.9	14,373	4,347
14,673	13,374	685	569	28,887	24,953	15.8	17,172	11,715
4,428	3,299	40	31	9,613	8,444	13.8	6,002	3,611
1,622	1,218	60	34	2,901	2,232	30.0	2,476	426
6,047	6,154	329	351	10,736	10,721	0.1	8,747	1,990
52,227	45,799	3,052	2,176	126,454	115,809	9.2	87,128	39,325
25,986	18,135	989	858	50,094	39,855	25.7	30,877	19,217
27,920	24,563	2,628	2,211	64,632	59,704	8.3	47,015	17,617
19,171	16,915	629	519	42,081	37,411	12.5	30,293	11,788
4,964	4,660	157	155	10,025	9,423	6.4	7,671	2,354
10,005	9,283	923	779	24,010	21,227	13.1	18,314	5,695
8,741	8,006	584	370	20,862	18,290	14.1	14,706	6,156
5,818	5,049	76	80	7,550	6,434	17.3	5,634	1,916
9,111	7,994	507	444	16,127	14,556	10.8	10,575	5,552
5,653	4,989	221	181	12,095	10,736	12.7	7,712	4,383
9,918	9,270	406	390	19,569	18,731	4.5	17,129	2,440
3,127	3,007	87	79	6,146	5,931	3.6	4,518	1,627
5,919	5,730	194	118	9,538	9,170	4.0	8,632	905
21,763	20,008	613	875	45,122	40,041	12.7	29,475	15,647
31,126	26,860	2,454	1,584	63,145	56,748	11.3	43,832	19,313
9,957	9,763	595	363	14,571	14,284	2.0	13,228	1,343
17,945	15,213	819	578	31,241	26,836	16.4	23,732	7,509
16,206	14,388	696	555	26,312	24,004	9.6	14,133	12,179
20,823	17,482	545	627	43,896	37,913	15.8	26,294	17,602
75,412	63,391	3,520	3,211	139,237	123,217	13.0	95,520	43,717
7,217	—	1,120	—	34,070	—	—	30,506	3,564
3,555	3,153	105	90	6,616	5,818	13.7	6,348	267
29,752	24,392	912	890	64,802	54,031	19.9	37,743	27,058
7,248	6,068	131	156	12,574	11,048	13.8	8,776	3,797
3,685	3,614	256	251	6,859	6,511	5.3	5,731	1,128
2,376	2,124	93	70	6,829	6,069	12.5	6,680	148
6,183	5,307	388	265	10,854	9,505	14.2	9,008	1,846
5,515	5,136	183	152	13,839	12,100	14.4	8,543	5,296
5,119	4,439	237	160	9,164	8,318	10.2	7,263	1,901
9,164	7,593	250	251	15,528	15,273	1.7	11,463	4,065
8,363	7,443	564	519	17,773	16,429	8.2	15,593	2,181
28,091	25,127	1,255	529	52,416	44,410	18.0	27,139	25,277
3,567	3,536	183	149	6,863	6,400	7.2	4,569	2,294
10,488	9,691	309	280	18,620	17,218	8.1	12,801	5,819
1,998	2,238	274	91	4,831	4,570	5.7	6,489	-1,658

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Market
(number of stations
reporting in parentheses)²

Revenue
rank

Profit
rank

Network

1979
(000)

1978
(000)

Time sales¹

Spot

1979
(000)

1978
(000)

Tucson, Ariz. (4)	74	133	919	910	6,487	5,846
Tulsa, Okla. (3)	50	54	1,588	1,473	9,065	8,048
Washington (5)	10	16	4,036	3,567	65,194	60,035
Wichita Falls, Tex.-Lawton, Okla. (3)	121	117	804	673	2,368	2,200
Wichita-Hutchinson, Kan. (3)	66	52	1,463	1,285	6,744	6,099

Wilkes Barre-Scranton, Pa. (3)	76	110	1,765	1,641	6,545	6,496
Yakima, Wash. (3)	135	122	489	468	1,924	1,852
Youngstown, Ohio (3)	97	106	1,015	950	7,170	6,391

Markets of three or more stations	304,912	276,950	2,444,615	2,208,540
Markets of fewer than three stations	39,519	37,349	119,693	112,665
All markets	344,431	314,299	2,564,308	2,321,205

*One or more stations did not report data for the full year.

¹Time sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparison in these categories should be made with caution.

Breakdown of market revenues on per-home basis puts Las Vegas on top for 1979

In the table below, total broadcast revenues for the FCC-reported markets are divided by the total number of households contained in that Area of Dominant Influence, as defined by Arbitron Television for 1979. There are three markets—Honolulu, Pasco, Wash., and San Juan-Caguas, P.R.—that are not included since Arbitron compiles no figures for them.

Market	\$ per home
Las Vegas-Henderson, Nev.	96.35
Salinas-Monterey-San Jose, Calif.	93.88
Atlanta	83.46
Denver	83.31
Phoenix-Mesa, Ariz.	82.77
Houston-Galveston, Tex.	80.15
Anchorage	79.74
Dallas-Fort Worth	79.63
New Orleans	76.01
Miami	75.44
Baton Rouge	74.20
San Francisco, Oakland	72.60
Los Angeles	69.85
Albany-Thomasville, Ga.-Tallahassee, Fla.	69.00
Salt Lake City-Ogden-Provo	67.32
Indianapolis-Bloomington, Ind.	67.30
Seattle-Tacoma	66.34
Baltimore	66.04
Tucson, Ariz.	65.92
Cincinnati	65.66
Chicago	65.37
Jacksonville, Fla.	65.37
Detroit	65.12
Bakersfield, Calif.	64.65
Minneapolis-St. Paul	64.25
Milwaukee	63.33
St. Louis	63.09
Washington	62.68
Kansas City, Mo.	62.02
Boston	61.97
Oklahoma City-Enid, Okla.	61.48
Sacramento-Stockton, Calif.	61.37
San Diego	61.30
San Antonio, Tex.	60.80
Fresno-Hanford-Tulare-Visalia, Calif.	60.37
Boise-Nampa, Idaho	60.13
Charlotte, N.C.	60.13
Portland, Ore.	60.08
Buffalo, N.Y.	59.88
Columbus, Ohio	59.76
Dayton, Ohio	59.30
Beaumont-Port Arthur, Tex.	59.02
Corpus Christi, Tex.	58.97
Charleston, S.C.	58.78
Rochester, N.Y.	58.73
Reno	58.61
Lubbock, Tex.	58.47
Columbia, S.C.	58.13
Omaha	57.81
Orlando-Daytona Beach, Fla.	57.62
Louisville, Ky.	57.50
Austin, Tex.	56.61
Tampa-St. Petersburg, Fla.	56.50
Madison, Wis.	56.34
Springfield-Decatur-Champaign-Urbana, Ill.	56.13
Augusta, Ga.	56.04
Colorado Springs-Pueblo, Colo.	55.97
Montgomery, Ala.	55.97
Hartford-New Haven-New Britain-Waterbury, Conn.	55.73
Pittsburgh	55.46

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit ³
1979 (000)	1978 (000)	1979 (000)	1978 (000)	1979 (000)	1978 (000)		1979 (000)	1979 (000)
8,540	7,510	396	284	13,744	12,236	12.3	13,699	45
14,074	13,506	266	321	21,860	20,270	7.8	16,427	5,433
38,035	33,208	1,870	1,653	87,783	79,658	10.2	64,987	22,795
4,080	3,611	204	207	6,815	6,025	13.1	5,989	827
8,816	7,933	349	199	15,391	13,818	11.4	9,920	5,472
6,200	5,287	487	506	12,774	11,699	9.2	11,587	1,188
2,138	1,993	142	92	3,987	3,806	4.8	3,364	623
3,173	2,963	259	252	9,514	8,578	10.9	8,075	1,439
2,099,281	848,242	94,885	82,737	4,142,580	3,713,802	11.5	2,880,147	1,262,434
145,484	132,200	5,733	6,043	280,984	261,202	7.8	224,371	56,613
2,244,766	1,980,442	100,619	88,780	4,423,564	3,975,004	11.3	3,104,517	1,319,047

²Excludes 21 satellites that filed combined reports with their parent stations. Includes television specialty stations with religious formats, provided that 50% or more of the revenues of those stations came from the sale of time to advertisers.

³Before Federal income tax.

Minus sign denotes loss.

Market	\$ per home	Market	\$ per home
Greenville-Washington-New Bern, N.C.	54.72	Richmond-Petersburg, Va.	42.95
Albuquerque, N.M.	54.64	Burlington, Vt.-Plattsburgh, N.Y.	42.42
Memphis	54.57	Terre Haute, Ind.	42.15
Cleveland	54.50	South Bend-Elkhart, Ind.	42.12
Rockford-Freepoint, Ill.	54.31	Idaho Falls-Pocatello, Idaho	42.07
Fort Myers-Naples, Fla.	54.13	Raleigh-Durham, N.C.	41.95
Fort Wayne, Ind.	54.10	Greenville-Spartanburg, S.C.-	
Tulsa, Okla.	53.92	Asheville, N.C.	41.89
Philadelphia	53.61	Providence-New Bedford, Mass.	41.77
El Paso, Tex.	53.29	Knoxville, Tenn.	41.68
Columbus, Ga.	52.25	Duluth, Minn.-Superior, Wis.	41.67
Syracuse, N.Y.	51.65	Wichita Falls, Tex.-Lawton, Okla.	41.58
Birmingham, Ala.	50.95	Flint-Saginaw-Bay City, Mich.	41.34
Albany-Schenectady-Troy, N.Y.	50.63	Binghamton, N.Y.	41.10
Lexington, Ky.	50.45	Fargo-Valley City, N.D.	40.98
Norfolk-Portsmouth-Newport News-		Amarillo, Tex.	40.73
Hampton, Va.	49.98	Davenport, Iowa-Rock Island-Moline, Ill.	40.53
Odessa-Midland-Monahans, Tex.	49.69	Wichita-Hutchinson, Kan.	38.98
New York	48.43	Chattanooga	38.58
Cedar Rapids-Waterloo, Iowa	47.52	Mobile, Ala.-Pensacola, Fla.	37.83
Erie, Pa.	47.50	Lincoln-Hastings-Kearney, Neb.	37.50
Peoria, Ill.	47.17	Harrisburg-Lancaster-York-Lebanon, Pa.	37.02
Evansville, Ind.	45.78	Springfield, Mo.	36.36
Monroe-El Dorado, Ark.	45.71	Columbia-Jefferson City, Mo.	36.06
Toledo, Ohio	45.71	Charleston-Huntington, W. Va.-	
Spokane, Wash.	45.41	Ashland, Ky.	35.89
Nashville	45.29	Traverse City-Cadillac, Mich.	35.78
Sioux City, Iowa	45.15	Joplin-Pittsburg, Mo.	34.76
Des Moines-Ames, Iowa	44.75	Portland-Poland Spring, Me.	34.64
Rochester-Austin, Minn.-Mason		Huntsville-Decatur, Ala.	34.47
City, Iowa	44.40	Roanoke-Lynchburg, Va.	34.45
Green Bay, Wis.	44.10	Johnstown-Altoona, Pa.	33.65
Little Rock, Ark.	44.07	Wilkes Barre-Scranton, Pa.	33.65
Greensboro-Winston Salem-High		Fort Smith, Ark.	33.38
Point, N.C.	43.98	Shreveport, La.-Texarkana, Tex.	33.36
Youngstown, Ohio	43.74	Johnson City-Kingsport-Bristol, Tenn.	33.15
Savannah, Ga.	43.66	Paducah, Ky.-Cape Girardeau, Mo.-	
Grand Rapids-Kalamazoo, Mich.	43.27	Harrisburg, Ill.	32.90
Jackson, Miss.	43.06	Sioux Falls-Mitchell, S.D.	32.79
Bangor, Me.	42.97	Yakima, Wash.	27.49

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believes the second half of the year will provide the opportunity for "great growth." He said the new administration will provide a psychological boost to business and, beyond that, there is a promise of tax cuts, which could translate itself into more disposable income.

One area in which PGW has been active and will continue in 1981 is new business development. In addition to trying to bring new advertisers to the medium, Reynolds said, PGW talks to major advertisers on the virtues of certain markets where PGW has stations. "We feel confident that if we can sell the use of a market, PGW will get its rightful share," Reynolds explained.

David Allen, president of Petry Television, said the 1979 TV figures held "no surprises" in allocations to the various markets.

"It's too bad the figures could not have come out earlier," he noted. "We need all the figures we can get in our planning process for the next year. Fortunately our estimates have been quite good."

Allen said spot business has been brisk at Petry in 1980, "probably 2% to 3% above the industry." He hastened to explain that all regions have not gained equally, noting that the South and the West have bloomed while the Northeast

Next. Financial figures for radio's 1979 will be released by the FCC on Dec. 16, according to Broadcast Bureau Chief Richard Shiben. BROADCASTING has scheduled publication of market-by-market totals for its Dec. 22 issue. Cable TV financial figures will be released within two to three weeks.

and the Midwest have not grown at the same rate.

"I have a feeling that 1981 will be a good year," Allen commented. "We're going to have a new President and a new administration and business probably will benefit. And when business improves, so does television."

Dick Goldstein, president of Katz American Television, and Victor Ferrante, president of Katz TV Continental, stressed that the FCC market figures must be viewed with a critical eye because of the commission's lumping national/regional into one column.

"These figures can be used as guidelines," they said. "But there are no surprises in the lists. Due to our constant monitoring, we have been able to project with accuracy the amount of money flowing into the marketplace."

Ferrante, whose division covers smaller-market TV stations, predicted that national spot in 1980 will grow by about

13-14%. But he cautioned there will be sharp differences in gains, depending on the market. For 1981 he sees a resurgence in auto advertising and in a large list of consumer goods.

Goldstein pegs 1980's jump over 1979 at 14%, with the top 10 markets showing the largest increase. He said the toy business, the auto accessories market and issue advertising are likely to be growing advertising sectors for spot TV in 1981.

Both Ferrante and Goldstein said they expect a gain of 9%-11% in spot TV advertising in 1981.

Walter Schwartz, president of Blair Television, said that at first blush, 1980 seems disappointing.

"It's a quadrennial year and that's usually a fine year," Schwartz observed. "But with the recession, the terrible interest rates, the loss of the Olympics from TV and the SAG-AFTRA strike, it became an atypical year. Actually, as it's turning out, it's a respectable year."

Schwartz is estimating that 1980 will wind up 12% to 13% over 1979, depending on the outcome of the fourth quarter. He believes Blair will "do somewhat better" than the industry figure. He anticipates that spot TV will start slowly in 1981 but will gain momentum as the year progresses.

"I'm cautiously optimistic about the year," Schwartz said guardedly, "perhaps a

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10% increase. It depends on the second half of the year."

He feels more secure with the advent of the Republican administration but said that he anticipates "nothing wild, up or down." He said President-elect Reagan was "no miracle worker," but he envisions "a steady upward movement."

Alfred Masini, president and general manager of TeleRep Inc., was especially critical of the FCC's late reporting of market-by-market figures. He insisted the figures should be available by February. He noted that TeleRep had to make projections for 1981 without having 1979 figures available.

Masini said the first nine months of this year were chugging along at a 15% rate above 1979, but the fourth quarter has been sluggish so far.

"The fall season seems never to have started," Masini commented. "The networks started to sell cheaper so our selling was delayed. The economy started to slow down and again buying of spot was delayed. I wouldn't be surprised if in the fourth quarter we're only up about 8% over last year's quarter. But I sense that December will be an improvement."

Masini is another exponent of "cautious optimism" for 1981. At the moment, he is projecting a 9% increase in spot TV next year, but indicated that that figure may be surpassed if the economy swings upward.

Lloyd Werner, president of Group W Television Sales, said the latest data from the FCC confirms information from other sources that UHF stations are growing more rapidly than VHF's, and Sunbelt markets are expanding more rapidly than other areas.

Werner anticipated that Group W-represented stations will be about 13% ahead of 1979 in 1980 and will make gains of 15-16% in 1981. He anticipates a "good" January, pointing out that two of his limited-list stations (restricted to Westinghouse Broadcasting Co.) will carry the Super Bowl.

Gary Scollard, president of MMT Sales, said his firm uses the FCC figure as "a barometer but not as a bible; there are too many variables not easily read." He said it's helpful in tracking audience trends and to measure the company's performance in markets. Like other reps, he deplored the late issuance of the report.

Scollard reported that MMT had "a very good year" in 1980 with business up 23% on continuing stations. For 1981, he's projecting a 14% increase on continuing stations, which now number 21 at MMT.

"What's been happening frequently this year is that agencies have been making buys practically up to air date," Scollard pointed out. "They hope to make opportunistic buys this way. Of course, this has been made possible by the increased use of the computer."

"What's important here is that stations, more than ever before, have to understand the value of their inventory and predict what the supply and demand will be in their markets."

MEDIA MONITOR

We Were Hoodwinked About China

By Reed Irvine
and
Cliff Kincaid

For over two decades we have been told over and over again that the communists have eliminated famine and even hunger in China. Countless visitors, including many eminent journalists, have gone to mainland China to see for themselves. They have returned telling of the seemingly happy, well-fed people they encountered. Some were more extravagant in their praise than others.

For example, here is what an ABC News documentary aired December 1, 1973, said about conditions in Communist China: "By almost any conceivable index, the worker in Mao's China has never had it so good. While the coolie was the symbol of scorn and misery, the worker is glorified as a hero. For the first time, food, clothing and shelter seem assured." This documentary, which was titled "The People of People's China," went on to say that since the advent of communism, the peasant has new dignity. Steve Bell and Ted Koppel, the narrators of the program, concluded by saying that after spending more than six weeks in China, "we can hardly deny the evidence here of a political and economic miracle."

Recently information has been filtering out of Communist China that shows that those foreign correspondents who raved about miracles in China had been completely hoodwinked. The most recent piece of evidence is an article written by Communist China's best known dissident, Wei Jing-sheng, which was smuggled out and published in the New York Times Magazine on November 16, 1980. Wei was the editor of an underground journal in China during the brief period when some freedom of speech was allowed two years ago. His articles were posted on what was called "Democracy Wall," and they attracted world-wide attention. Wei was soon arrested and sentenced to 15 years in prison for "counter-revolutionary crimes."

Wei Jing-sheng's article is an account of his experiences as a Red Guard during the so-called Great Cultural Revolution. Those experiences had convinced him that communism had been a disaster for China and that Mao Tse-tung was an "executioner." Wei tells of the horrors that he had observed while traveling around China as a Red Guard. These included trains besieged by beggars pleading for scraps of food from the travelers. He told of visiting a village that was totally deserted and that had clearly not been inhabited for a long time. Asking why, he was told that all the inhabitants had starved to death. The land had been divided up among production teams in the area, but the houses had been left standing just in case some of the villagers who might have fled the area returned. They never did.

Wei tells of hearing in a neighboring village how the peasants had exchanged babies. Why? Because the babies were to be eaten for food. Wei asked: "Who had made these parents exchange as food babies they could not in any case have saved? . . . I was able to discern clearly the face of the Executioner . . . and his name was Mao Tse-tung. It was Mao Tse-tung's criminal system and policies that had made these parents, driven out of their reason by starvation, commit such acts to survive."

Such was the "miracle" so acclaimed by ABC and others.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.



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THE FIRST 50 YEARS



OF BROADCASTING

As part of radio's golden age, 1937 provided its fair share towards the bonanza. There were increased profits, better programming, technical improvements that included advances for the new media and a more orderly rearranging of the spectrum.

The year was also known for periodic outcries for probes or reform of broadcasting, none of which had materialized by the end of 1937. It also was a time when organized labor made substantial gains in organizing broadcast personnel. And James C. Petrillo, then head of a Chicago musicians union, sounded notes of warning to broadcasters that were subsequently to become a cacophony of demand.

As part of the golden age, the cycle of more and better seemed unstoppable. By Jan. 1, 1937, four out of every five U.S. homes had radios, creating a total of 24.5 million radio homes. In addition, there were 4.5 million auto radios. By the end of the year, those totals had increased to 26,666,500 radio homes and five million auto radios. Total radio sets in use in that one year increased from 33 million to 37.6 million.

To set manufacturers, it meant that in 1937 the public bought 8,064,780 radios for \$450 million, 91 million radio tubes for \$85 million, and 1.75 million car radios for \$87.5 million.

Advertising grew with the audience and increasing program popularity. Radio in 1937 collected in excess of \$140 million in advertising revenue, a 19% increase over 1936 sales.

Broadcasting's improving financial position, coupled with the expansion of the labor movement everywhere, inevitably led to the creation of broadcasting's first year of the union.

Employees, clearly aware of the Wagner Act (1935), organized in increasing numbers. When the American Guild of Radio Announcers and Producers, headed by Roy S. Langham, was established at CBS, BROADCASTING recorded in its April 15 issue, "Organized Labor Movements Make First Inroads on Radio." By May 4 other unions attempted to organize workers. Just as the American Radio Telegraphists Association (CIO), International Brotherhood of Electrical Workers



FDR was foiled in his attempt to "pack" the Supreme Court. That court itself (a) upheld the Wagner Act, strengthening the position of labor and spurring unionization that sometimes erupted in violence, and (b) ruled that the Social Security Act was constitutional. (Workers began paying a maximum of \$30 a year under a plan that envisioned maximum monthly payments of \$41.20 to retirees in 1940.) Aviatix Amelia Earhart and navigator Fred Noonan disappeared on a flight over the Pacific, stirring speculation about possible Japanese involvement that continues to this day. Relations with that country worsened in December when the Japanese sank the U.S. gunboat, Panay, in China's Yangtze River. But America was even more concerned by the growing dominance of Adolf Hitler in Europe. At home, Gardner Cowles Jr., president of Iowa Broadcasting Co., published a new monthly pictorial news magazine, LOOK. It cost a dime. And in BROADCASTING

(AFL), Actors Equity Association (AFL) and the Newspaper Guild (claimed by both AFL and CIO) began drives, NBC and CBS countered by agreeing to a 40-hour week for their engineers. NBC also instituted a five-day week for all announcers, production and sound-effects personnel.

Unions proliferated and often overlapped. ARTA, which had threatened to strike at WHN New York, sought all station employees between clerical and executive status. According to Merwyn Rathborne, president of the union, ARTA's goal would "not be achieved until every station is staffed with completely unionized personnel."

IBEW, spirited by the slogan "Where electricity goes, so goes the union," sought radio technicians. The Actor's Equity Association

claimed all radio performers including announcers. (It excluded musicians, who had their own union.) In August, Actors Equity suspended its efforts in radio in deference to the Associated Actors and Artists of America, which in turn chartered the American Federation of Radio Artists (AFL), a group for all radio performers except musicians. By December AFRA claimed to have signed 70%-90% of the radio artists in key cities.

While the American Newspaper Guild accepted radio news editors and commentators as members, it made no attempts at active recruitment because, as Morgan Hull, guild organizer, reasoned, their numbers were too small. The American Advertising Guild came into existence to represent members of agency radio departments not included in other unions.

Jurisdictional disputes were rife. For example, throughout July, August and September, WHN New York was caught in a struggle between the International Alliance of Theatrical and Stage Employees (AFL) and Motion Picture Machine Operators (AFL) which threatened to strike if station employees joined the CIO-affiliated American Radio Telegraphists Association. The struggle abated only when, in late August, the National Labor Relations Board intervened to certify ARTA as WHN's exclusive bargaining agent.

The Chicago Federation of Musicians, then headed by

James C. Petrillo (later to head the national union of musicians), in October established a union to compete with AFRA to enlist Chicago announcers, producers and sound-effects personnel. It succeeded in obtaining a 20% pay increase for members at CBS-affiliated WBBM Chicago. The Chicago Federation of Musicians, also in November, threatened to strike if a new contract with NBC and Mutual there was not negotiated by Jan. 15, 1938.

Meanwhile, the American Federation of Musicians, under Joseph N. Weber, threatened to strike nationally if stations failed to increase their employment of live musicians. A compromise was reached late in September when network affiliates agreed to spend an additional \$1.5 million on staff musicians.

The FCC, in 1937, realigned itself and took steps towards realignments in the spectrum. That included adjustments to permit American broadcasters to technically co-exist better with radio operators in other North American countries.

Internally the commission abolished the three separate divisions (broadcast, telephone and telegraph). Allocations proceedings were opened for television and proved highly complex. Initial actions looked toward TV on 19 channels, each 6000 kc in width. Seven were to be used experimentally. In addition, the FCC set aside 75 channels in the band from 41,020 kc-43,980 kc for aural or "apex" broadcasting, though Edwin H. Armstrong's FM was not specifically mentioned. These decisions, BROADCASTING wrote, established "radio history" because "In staking off the range from 30,000 to 300,000 kc ... the FCC removed these bands from a nonclassified category and assigned them to services, both regular and experimental ... In so doing, the FCC gives impetus to experimentation in future broadcasting, both aural and visual. ... The ultra-high allocations constitute another tribute to the United States as the nation in the forefront of radio development and research."

These new allocations were supported by a new FCC chairman, Frank R. McNinch, who was named to that post following the death on July 23 of Chairman Anning S. Prall. McNinch took office in October and promptly abolished the FCC's three-division structure; now, the seven member board would regroup as a single decision-making body. McNinch reasoned that "experience has shown that to subdivide a small commission has a divisive effect and tends away from cooperation and mutual understanding."

Presenting another unified front, the delegates to the North American Radio Conference in Havana agreed at their March conference on the technical principle of broadcast allocations among nations to minimize interference, thereby enabling allocations agreements to be created at the December Inter-American Radio Conference. BROADCASTING applauded the December agreements: "Adopting a drastic plan of allocation, which, in the main, safeguards the position of the U.S.

from the standpoint of station assignments available to it, the conference ... agreed to a project which requires a reshuffling of portions of the band to make possible designation of exclusive and semi-exclusive facilities to Canada, Mexico and Cuba, as well as shared facilities with Haiti, the Dominican Republic and Newfoundland—all parties to the agree-

ment."

The major networks' size and revenues continued upward in 1937, even though Ed Wynn's suspended Affiliated Broadcasting System was revived in March as the cooperatively organized Midwest Broadcasting Co., only to fall by the wayside again.

MBS, which added 10 more outlets in

"NOW HE BELONGS TO THE AGES"



GUGLIELMO MARCONI

ALL OVER the civilized world, and especially among radiomen young and old in his native Italy and in the lands of his greatest achievements, England and America, heads were bowed with grief as the magic medium of his own creation—Radio—on July 20 flashed the news of the passing of Guglielmo Marconi. He died of a heart attack that morning in Rome at the age of 63 after an illness of only a few hours, and just after he had sent a telegram to his youngest daughter Ellerta who was celebrating her seventh birthday.

Few great inventors have lived to see such great results of their first modest efforts and fewer yet have been honored in life and death as Marconi was honored. American radio spontaneously expressed its mourning in silent periods and in programs narrating his achievements. Premier Mussolini knelt 15 minutes before his bier as the body lay in state before being borne away for burial in his home city of Bologna, Italy. Kings and queens, presidents and dictators, industrialists and artists, expressed their great grief at the passing of one of the truly great men of our time.

Guglielmo Marconi always bore himself with the simplicity of greatness. Even in 1895, when he first felt he had conquered space his unaffected announcement simply read: "I have discovered how to telegraph without wires." Four years later he was demonstrating his wireless in this country for the first time from a vessel chartered by a New York newspaper to follow the America's Cup Races. The demonstration was so convincing that within a year two vessels of the American Navy were equipped with wireless, the beginning of American radio. Perhaps it is significant that, where he sent his stories by code from a vessel to a land station, the America's Cup Races of 1937, scheduled to start off Newport July 31, are being covered by announcers and engineers in similar vessels and in airplanes—but their voices go directly into the homes of the nation and the world.

Marconi was the true pioneer of the radio as we know it today, and even to his dying day was pioneering the new vistas of television and the ultrashort waves. His "firsts" would fill a bookshelf. It was given to others to refine his methods—and American inventors like DeForest developed code wireless into voice broadcasting—but it was Guglielmo Marconi who really was responsible for the beginnings of the world's great communications and broadcasting services of today.

The American broadcasting industry mourns his passing and repeats, with heartfelt conviction, the eulogy expressed for one of America's own great men: "Now he belongs to the ages."

March-April for a total of 51, ended the year with gross revenues of \$1,949,654, an increase of 2% over 1936.

CBS, which added KIRO Seattle, WMAZ Macon, Ga., and WCOC Meridian, Miss., as affiliates in March, had 105 stations by August and plans for a Pacific Coast network and a \$2-million Hollywood studio. With the coronation of King George VI on May 12, CBS began daily service from its international shortwave bureau, powered by a 40 kw transmitter. The newly augmented CBS grossed \$28,722,118 in time sales for 1937, up 24% from 1936 despite the lack of political time sales that it enjoyed in the 1936 presidential election year.

NBC had 126 stations by June, including six signed to take the NBC Blue into the South and Southwest. NBC Blue grossed \$11,479,321, down 3.4% from 1936, but NBC Red grossed \$27,171,965, up 20% from 1936.

In addition, the Don Lee Broadcasting System, the MBS Pacific Coast segment, added 13 affiliates on the West Coast in September, becoming the largest regional network in the U.S.

Several members of Congress became interested in network activity. Representative William P. Connery Jr. (D-Mass.) in January introduced a resolution calling for an investigation of network broadcasting because he felt the networks were "grabbing up" stations so that "independents hardly count any longer." Representative Richard Wigglesworth (R-Mass.) in February vehemently denounced the networks as monopolies and accused the FCC of permitting trafficking in licenses. Senator Wallace White (R-Me.) in July asked that the Senate Interstate Commerce Committee "make a thorough and complete investigation of the broadcasting industry . . . and of the acts, rules, regulations, and policies of the FCC. . . ." Among the issues he cited were alleged political actions by the FCC, the extent and effect of newspaper ownership of broadcasting stations, and the extent and effect of chain operations. By August BROADCASTING headlined, "Thorough Senate Probe Seen Certain." The Senate Committee on Audit and Control blocked a \$25,000 initial appropriation but Senators White and Burton Wheeler (D-Mont.) vowed to pursue the inquiry in the next session of Congress.

Meanwhile, several legislators joined forces to support an inquiry in the 1937 Congress into newspaper ownership. Senator Wheeler, Representative Wigglesworth, and Representative John Dingell (D-Mich.) [late father of Representative John Dingell (D-Mich.), slated to be chairman of the Commerce Committee in the next Congress] requested the FCC to supply them with data on the sale of stations and on networks and newspaper ownership of stations. Representative Otha D. Wearin (D-Iowa) in February introduced a bill to prevent newspaper ownership of stations, and Senator Wheeler, also in February, drafted his own

measure to divorce stations from newspaper ownership in order to prevent "monopolies in public opinion."

Neither passed. Because radio had proved its impartiality in the 1936 election, the motives for the newspaper ownership ban were questioned. BROADCASTING called it "political," since the move appeared governed "by an overpowering desire to prevent publishers from dominating the editorial policies of radio stations as they do those of their newspapers." Most broadcasters concurred with those goals, but felt that the apparatus already existed to insure station impartiality without severing stations from newspapers. By May, records showed that of the 700 licensed radio stations, newspapers held interests in 209, of which 25 were minority interests. Whether Congress had the authority to sever newspapers and radio stations, and whether the two should be separated, continued to occupy Congress throughout 1937.

Transradio, in June, settled out of court and for an undisclosed sum, the 1935 \$1.5-million suit that it had initiated against Associated Press, United Press, International News Service, American Newspaper Publishers Association, NBC and CBS for conspiracy in restraint of trade. The settlement led to Transradio's expansion into facsimile and recorded features. First new feature was "Meet the Headliners," a series of recordings of newsmakers along with commentaries. To facilitate use by small radio stations, Hearst's International News Service began transmitting broadcasts by shortwave.

Such services exemplified the increasing importance of broadcast news. Enticed by radio's headline summations, and impressed by radio's spontaneous coverage of political events, the public wanted more. With Europe embroiled in war, CBS aired broadcasts by H. V. Kaltenborn and Edward R. Murrow, and hired William L. Shirer. Radio reporting of spot news events grew.

News writers formed their own group, the Association of Radio News Writers, to encourage high standards.

BROADCASTING theorized that for Roosevelt's inaugural on Jan. 20 the networks and stations assigned more radio equipment and personnel than had ever been assembled before to cover one event. NBC used 97 engineers and announcers and more than 150 pieces of equipment, while CBS set up 26 pickup points and had H. V. Kaltenborn and Boake Carter riding around in shortwave-equipped automobiles.

To cover the devastating Ohio river floods of 1937, stations went to 24-hour service, which, as BROADCASTING wrote, proved "the unselfishness of broadcasters when put to trial, for they are casting aside all thoughts of business and self in their magnificent efforts to aid in the rescue and relief work, to raise funds for the Red Cross, to help one another in picking up and relaying messages and reports from the danger fields."

SCREEN TREAT



"DUTCH" REAGAN

QUITTING the air for the films is an unusual departure from routine, especially for a radio announcer. One of the first announcers to land a movie contract and "go Hollywood" is Ronald (Dutch) Reagan, 26, sports announcer of WHO, Des Moines. He leaves June 1 to join the Warner Brothers artist staff in Hollywood.

Handsome young Mr. Reagan's contract, calling for an initial six-month salary of more than \$200 per week, came as a result of a screen test taken in an unguarded moment while he was in California in March on his annual tour of the Chicago baseball clubs' spring training camps to gather broadcast material. He is a former Eureka (Ill.) College football and track athlete, unmarried, 6 feet tall and looks a bit like Dick Powell.

—BROADCASTING, April 15

King George's coronation in London proved to be one of the clearest international broadcasts, but the early morning hour due to the time differential, lessened the potential audience for the more than 400 North American stations that reported the proceedings.

With the force of eyewitness reporting, the crash of the German dirigible Hindenburg as it was about to land at Lakehurst, N.J., added to radio's image as a powerful spot news medium. The most remembered account of the crash belonged to Herb Morrison of WLS Chicago, who was on routine assignment to make a recording of the dirigible's landing. NBC aired the broadcast, thereby breaking its then ban on use of recordings.

But radio suffered the loss of coverage of court trials. Provoked by the journalistic tumult occasioned by the Bruno Hauptmann trial for the kidnapping of the

WLS SCOOPS THE WORLD

Dramatic On-the-Scene Transcription of Lakehurst Dirigible Blast Makes Radio History



TRAGEDY RECORDED—Herb Morrison, announcer, and Charles Nehlsen, engineer, show equipment they used to record the *Hindenburg* disaster May 6 for WLS at the scene of the dirigible crash.

—BROADCASTING, May 15

Lindbergh baby, the American Bar Association invoked Canon 35, which barred microphones and photographers from courtrooms.

There were programing innovations. WJW Detroit announced a method to provide "balanced programing" by planned variety in an evening's schedule and the retention of programs in assigned slots whether sponsored or not. W. J. Scripps, general manager of wjw, said "the radio industry stands today at the parting of the ways—on the threshold of a glorious listener satisfaction or on the abyss of listener boredom and indifference."

Listener satisfaction was the aim of a CBS and NBC Shakespearean rivalry. When CBS announced a Shakespeare series to include Burgess Meredith as Hamlet, Edward G. Robinson as Petruchio in *Taming of the Shrew*, and Walter Huston as Henry IV, among other notables, NBC announced its own Shakespearean series to star John Barrymore. When CBS scheduled its program on 93 stations—the largest line-up ever for a sustaining series—at 9 p.m. on Mondays, NBC Blue scheduled its series at 9:30 p.m. on Mondays.

Serious drama continued to thrive in the rivalry between the major networks. NBC produced four Eugene O'Neill plays. CBS continued the *Columbia Workshop*. Archibald MacLeish's "The Fall of the City" proved to be one of *Columbia Workshop*'s more important offerings for 1937. Aired March 4 from the Seventh Regiment Armory in New York, the program involved innovations in sound effects, production, and introduced a young Orson Welles as a new, powerful voice in radio.

The network rivalry produced other windfalls. Because CBS broadcast the New York Philharmonic, NBC sought Arturo

Toscanini for its house symphony. Because CBS aired *American School of the Air*, NBC created *University of the Air*. And to compete in poetry programing, NBC sup-

plied listeners with Alfred Kreymborg's *Fables in Verse*.

Other programing highlights of 1937 included the addition of Eddie (Rochester) Anderson to the *Jack Benny Program*, the sustaining broadcast of the World Series for lack of a sponsor, the first appearance of Benny Goodman on the networks, the controversy that surrounded an NBC broadcast by General Hugh Johnson discussing venereal disease, and a broadcast of lessons by Chicago stations after an epidemic of infantile paralysis closed the schools.

Continued problems centered on copyrights, and other continued promises focused on facsimile and television. Definitive solutions to all of these were still coming. In a test case brought by the National Association of Performing Artists, a Pennsylvania appellate court ruled that artists had a property right in their recorded performances.

ASCAP escalated what many broadcasters labeled its "extortionate" fees by hinting at a 70% increase. In an attempt to contain ASCAP, the states of Montana and Washington passed bills making "per use" payment of music mandatory, and industry forces urged the revitalization of the government's antitrust suit against ASCAP.

BROADCASTING encapsulated the music



BUFFER WARNS ACTORS—Microphone crowding and backing away by actors appearing in the NBC Shakespearean cycle has brought the inventive genius of John Swallow, Hollywood studio manager, into full play. He has designed a "square-fence" called a "microphone buffer" built by NBC, which is so arranged as to keep actors at correct distance from the microphone during the broadcast. By this means the voice is pitched correctly and it assists those appearing in the cast to keep in the correct dramatic mood, with the shoving around at instigation of control room manipulators eliminated. Buffer is made of iron pipe and so successful has it proven that NBC at its Hollywood studios will use it for all dramatic presentations. Photo shows the microphone buffer in use during a recent Shakespearean broadcast. Pictured are (left to right), William Farnum, Elaine Barrie, John Barrymore, Henry Hunter and Mary Forbes.

—BROADCASTING, July 15



1937-38 NAB OFFICERS AND BOARD—Seated, left to right: Harold V. Hough, WBAP, Fort Worth, re-elected treasurer; John Elmer, WCBM, Baltimore, president; John J. Gillin Jr., WOW, Omaha, first vice-president. Standing, left to right: T. W. Symons Jr., KXL, Portland, Ore.; Theodore C. Streibert, WOR-Mutual; Gene O'Fallon, KFEL, Denver; Gene Dyer, WGES, Chicago; Arthur B. Church, KMBC, Kansas City; L. B. Wilson, WCKY, Cincinnati; Ralph R. Brunton, KJBS, San Francisco; C. W. Myers, KOIN-KALE, Portland, Ore. (retiring president); F. M. Russell, NBC, Washington; Joseph O. Maland, WHO, Des Moines, Herb Hollister, KANS, Wichita; John F. Patt, WGAR, Cleveland; Harry C. Butcher, CBS, Washington; Edwin W. Craig, WSM, Nashville. Missing are William J. Scripps, WWJ, Detroit, second vice-president, and Edward A. Allen, WLVA, Lynchburg.

—BROADCASTING, July 1

situation this way: "At this time radio is being raided from all sides. ASCAP isn't alone in demanding its pound of flesh, organizations having been formed to exact from radio more tribute on performance of phonograph records on the ground that the performer has an 'artistic right'. And ... unionized musicians are on a rampage for a guaranteed return of 10% of the collection of all stations for local musicians. ... Uncle Sam may be wrong in its anti-ASCAP suit. The only way to get the answer is to procure a final adjudication. ... Only in that way can equity and justice prevail in the music field, and the onslaughts of other groups with itching palms inspired by ASCAP's scintillating

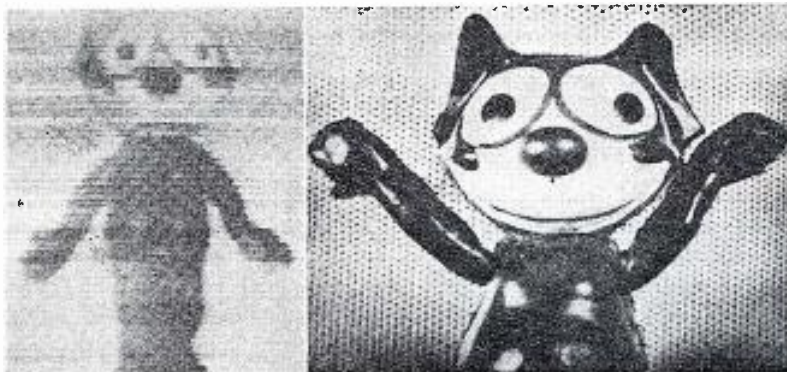
success, be thwarted." But no decision was made in 1937 and the copyright problems continued—as did technological developments.

The FCC, in October, authorized WGH(AM) Newport News, Va., and WHO(AM) Des Moines, Iowa, to experiment with facsimile broadcasts from midnight to 6 a.m.

Significant developments in television included the testing of 441-line images by RCA-NBC, the adoption of a 441-line standard by the Radio Manufacturers Association, the demonstration of projection television by RCA, with images enlarged to 8 by 10 feet, the request for an experimental video station in New York by CBS,

and the demonstration by Bell Laboratories of television transmission over a 90-mile coaxial cable connecting New York and Philadelphia.

To the enlightened, television was seen as the new dimension and the new battleground. As BROADCASTING reminded those who peered too longingly at the house that radio built: "Engineers engaged in this visual research are radio engineers ... The companies footing the research bills likewise are in the aural broadcasting ... The broadcasters themselves are nurturing this development, properly preparing to take over the obligation of television broadcasting when the time arrives."



TELEVISION PROGRESS—From 60 lines to 441 are indicated by these photos of the projected images of Felix the Cat as broadcast over the RCA-NBC experimental station atop the Empire State Bldg. in New York. Photo at left shows how the image, projected off film into the Iconoscope, looked on the Kinescope cathode-ray screen when built up at the rate of 60 lines per frame, now an antiquated process. The other picture shows the same shot built up at 441 lines, the RMA standard which is expected to be the way the public will first see television. RCA-NBC are now engaged in test broadcasts of 441-line images but only a few have been permitted to see the results.

—BROADCASTING, April 1

Stay tuned

1. Who instituted the technique of positioning reporters in four or five countries and connecting them by short-wave to comment on one another's news reports?
2. Orson Welles's "War of the Worlds" was part of what show?
3. What landmark FCC investigation began in 1938?
4. What percent of urban homes contained at least one radio by Jan. 1, 1938?
5. The passage of the Wheeler-Lea Act in 1938 stripped what government department of its jurisdiction over food, drug and cosmetic advertising?

**The answers next week,
in "1938."**

For the Record[®]

As compiled by BROADCASTING, Nov. 10 through Nov. 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Redlands, Calif.—GC&C Enterprises seeks 1410 khz, 5 kw-D, 500 w-N. Address: 12850 Puesta Del Sol, Redlands 92373. Estimated construction cost: \$67,000. Format: Spanish. Applicants is filing for frequencies currently occupied by KCAL-AM-FM Redlands (Southwest Broadcasting). Principals: William Gittler (80%), Manuel Cervantes and Bernard J. Campbell (10% each). Gittler owns Redlands advertising agency. Cervantes owns San Bernardino, Calif., jewelry store. Campbell is 50% owner of San Gabriel, Calif., communications engineering and consulting firm. Gittler owns 5% of KCAL-AM-FM. Ann. Nov. 12.

AM action

■ Barranquitas, P.R.—Torrecillas Broadcasting Corp. granted CP for new daytime AM on 1380 khz, 500 w, DA-2; conditions (BP-790612AE). Action Sept. 26.

FM actions

■ Coolidge, Ariz.—Larry E. Salsbury granted 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 14451 N. 41st St., Phoenix, Ariz. 85032. Estimated construction cost: \$58,342; first-quarter operating cost: \$15,000; revenue: \$37,000. Format: Easy listening. Principal: Salsbury is Phoenix businessman. He is applicant for new FM in Green Valley, Ariz. Action Oct. 21.

■ Oakhurst, Calif.—California Sierra Corp. granted CP for new FM on 107.1 mhz, ERP: 3 kw, ant. height: —420 ft. (BPH-800303AC). Action Oct. 14.

■ KSTC-FM Sterling, Colo.—KSTC, Inc. Granted CP for FM station on 104.7 mhz, make changes in ant.

sys., change TL to 9.3 miles ESE of Sterling; change type trans. and ant., increase ERP 100 kw, increase ant. height 647 ft. and change TPO (BPH-800828AM). Action Oct. 16.

■ Trinidad, Colo.—Colorado Broadcasting Corp. granted 92.7 mhz, 3 kw, HAAT: 16 ft. Address: 4553 S. Lowell Blvd., Denver 80236. Estimated construction cost: \$27,779; first quarter operating cost: \$20,100; revenue: \$48,000. Format: Easy listening. Principals: Tony A. Cranford (80%) and Karen J. Land (20%). Cranford is salesman for KIMN(AM)-KYGO(FM) Denver. Land is real estate saleswoman and does professional voice contract work. They have no other broadcast interests. Action Oct. 23.

■ Goodland, Kan.—Goodland Broadcasting Corp. granted 102.5 mhz, 100 kw, HAAT: 1,010 ft. Address: 60 W. 4th St., St. Paul, Minn. 55102. Estimated construction cost: \$192,700; first quarter operating cost: \$18,175; revenue: \$35,000. Format: MOR. Principal: William J. O'Brien (100%). He is St. Paul investor who is also applying for new FM in Nevada, Mo. Action Oct. 23.

■ Osage City, Kan.—Osage Radio Inc. granted 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 1019 6th Ave., Leavenworth, Kan. 66048. Estimated construction cost: \$7,600; first year operating cost: \$6,000; revenue: \$40,000. Format: Contemporary. Principal: William P. Turney and wife Lanelle (30% jointly); Alvin Crippen and wife Linda (30% jointly); Mark D. Haden (30%); Devany Crippen and wife Karen (10% jointly). Lanelle, Alvin and Devany are siblings. Turney is broadcast consultant. He is 10% owner of permittee for new FM in Winfield, Kan., 85% owner of permittee for new FM in Pierre, S.D. and has 10% interest in application for new FM in Cadiz, Ohio. Lanelle is housewife. Alvin is employed by Veterans Administration. Linda is housewife. Devany and Karen are students. Haden is employed by KWHK(AM) Hutchinson, Kan. Excluding Turney, they have no other broadcast interests. Action Oct. 8.

■ Hibbing, Minn.—WKKQ Inc. granted 93.9 mhz, 100 kw, HAAT: 548 ft. Address: P.O. 1060 Hibbing 55746. Estimated construction cost: \$236,800; first year operating cost: \$15,000; revenue: \$100,000. Format: Standard. Principals: Jerry Collings (51%) and wife, Catherine (49%). They own WKKQ(AM) Hibbing. Action Oct. 16.

■ Columbus, Miss.—Board of Trustees of State of Mississippi acting on behalf of Mississippi University for women—granted CP for new FM on 88.5 mhz, ERP: .98 kw, ant. height: 87 ft. (BPED-790706AD). Action Oct. 10.

■ Sullivan, Mo.—Four Rivers Broadcasting Co. granted 100.9 mhz, 1.639 kw, HAAT: 390 ft. Address: P.O. Box 99, Sullivan. Estimated construction cost: \$10,000; first year operating cost: \$59,100; revenue: \$63,440. Format: Easy listening. Principals: Charles D. Strauser and wife, Barbara (50%) and John C. Rice and wife, Linda (50%). Strausers and Rices also own 50% each of Meramec Valley Broadcasting, licensee of

KTUI(AM) Sullivan. Action Oct. 28.

■ Corinth, N.Y.—Jedco Broadcasting Corp. granted 93.5 mhz, 3 kw, HAAT: 422 ft. Address: 6424 Tamar Ct. Reynoldsburg, Ohio 43068. Estimated construction cost: \$167,000; first-quarter operating cost: \$23,425; revenue: \$300,000. Format: MOR. Principals: Edward F. Stanley (45%) and wife Donna (55%). Edward is regional sales manager for Radio Shack. Donna is executive secretary for hydraulic equipment distribution company. They have no other broadcast interests. Action Oct. 23.

■ Swan Quarter, N.C.—Hyde County Board of Education granted 88.5 mhz, 1 kw, HAAT: 120 ft. Address: Academy St. Box 217 Swan Quarter. Estimated construction cost: \$45,989; first year operating cost: \$73,824; revenue: \$220,000. Format: Educational. Principal: Non-profit educational institution, David Scott Coble is superintendent. Action Oct. 10.

■ Jamestown, N.D.—Great West Broadcasting, Inc. granted 95.5 mhz, 55.7 kw, HAAT: 203 ft. Address: 205½ 1st Avenue South Jamestown, N.D. 58401. Estimated construction cost: \$46,480; first year operating cost: \$47,600; revenue: \$125,000. Format: C&W. Principals: Roger G. Greenley (38.3%), Robert H. Ferguson (34.5%), David A. Middaugh (19.2%) and seven others. Greenley is president of Great West and is salesman for KQWB-FM Moorhead, Minn. Ferguson is announcer for KQWB(AM) Fargo, N.D. and KQWB-FM. Middaugh owns insurance company. Action Oct. 10.

■ Vinita, Okla.—DLB Bdc. Corp. granted 95.9 mhz, 3 kw, HAAT: 300 ft. Address: Route 1, Vinita 74301. Estimated construction cost \$33,925; first quarter operating cost \$12,575; revenue \$60,000. Format C&W. Principals: Leona Boyd, son David and William Davis one-third each. Leona is farm owner, David owner of salvage co., Davis is Bixby, Okla. broadcast consulting engineer. They have no other broadcast interests. Action Oct. 16.

■ Ripley, W.Va.—Randy Jay Comm. Corp. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 5 Lynwood Dr. Vienna, W.Va. 26105. Estimated construction cost: \$80,600; first year operating cost: \$23,525; revenue \$200,000. Format: Contemporary. Principal: Calvin Dailey Jr. (100%), who is veteran broadcaster and owner of WADC(AM)-WIBZ(FM) Parkersburg, W.Va. He also owns 50% of WLIT(AM) Steubenville, Ohio. Action Oct. 14.

■ Douglas, Wyo.—FM Broadcasters Inc. Dismissed 99.3 mhz, .813 kw, HAAT: 531 ft. Address: P.O. Box 670 Torrington, Wyo. 82240. Estimated construction cost: \$10,000; first year operating cost: \$35,380; revenue: \$78,000. Format: MOR/C&W. Principal: Kermit G. Kath (100%). He owns 100% of KGOS(AM) and KERM(FM), both Torrington; 50% of KCSR(AM) and KQSK(FM), both Chadron, Neb. and 50% of KUSH(AM) Valentine, Neb. He also owns 37% of KWOR(AM) Worland, 37% of application granted for FM in Worland and 15% of KASL(AM) Newcastle, all Wyoming. Action Oct. 29.

■ Evanston, Wyo.—Returned Brent T. Larson's application for new FM station for failure to file before established cut-off date (ARN-800902AA). Action Oct. 28.

Ownership Changes

Actions

■ KSUN(AM) Bisbee, Ariz. (AM: 1230 khz, 1 kw-D, 250 2-N)—Granted assignment of license from Sun Broadcasting Inc. to Sun Country Communications Corp. for \$295,000. Seller: Jimmy N. McCollum (55%), Nancy S. Higgins (15%) and five others. McCollum owns 30% of both KMLA(FM) Ashdown, Ark., and KTRX(FM) Tarkio, Mo.; 20% of KAYQ(FM) Warsaw, Mo., and 5% of both KOKO(AM) Warrensburg, Mo., and KLMX(AM) Clayton, N.M. Higgins and others have no further broadcast interests. Buyer: Barry Mishkind (59%), Bobby J. Wood and wife, Janice (25% jointly) and Tedd W. Coppin (16%). Mishkind is chief operator of

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KHYT(AM) Tucson, Ariz. Woodses own Tucson steel construction company. Coppin is Tucson dental assistant. They have no other broadcast interests. Action Nov. 5.

■ **KNGT(FM)** Jackson, Calif. (FM: 94.3 mhz, 230 kw)—Granted assignment of license from Gold Country Radio to Winters Broadcasting for \$300,000. Seller: Vernon Hatfield who has no other broadcast interests. Buyer: Melvin Winters (87.5%) and John B. Webb (12.5%). They own and operate KXGO-FM Arcata, Calif. Action Nov. 12.

■ **KPLV(FM)** Pueblo, Colo. (FM: 98.9 mhz, 44 kw)—Granted assignment of license from Lawrence Horwin to WRQK Inc. for \$365,000 plus \$50,000 non-compete agreement. Horwin has no other broadcast interests. Buyer is owned by Castro Valley Cable TV (73%) and Thomas V. Armshaw (27%). Castro Valley owns and operates cable systems in Castro Valley and Alameda county, both California. It is principally owned by Joseph Wolf, Los Angeles attorney; Murray Moss, Los Angeles investor, and Frank Allen, manager of systems. Armshaw is president and general manager of WRQK(FM) Greensboro, N.C., which group owns. They announced plan to acquire full complement of FM stations within next five years, concentrating on top 25-50 markets. Armshaw also owns 33.33% of WPET(AM) Greensboro. Action Nov. 7.

■ **WFRL(AM)-WXXQ(FM)** Freeport, Ill. (AM: 1570 khz, 5 kw-D; FM: 98.5 mhz, 19.6 kw)—Granted assignment of license from Bradford-Ross Associates to Illinois Broadcasting Co. for \$975,000. Seller: Neal R. Nussbaum and Ray B. Merritt (40% each) and their sons, Marvin W. Nussbaum and George B. Merritt (10% each). They have no other broadcast interests. Buyer: Merrill Lindsay (president) and more than 30 others. They also own WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. Action Oct. 30.

■ **WPOK-AM-FM** Pontiac, Ill. (AM: 1080 khz, 1 kw-D; FM: 103.1 mhz, 3 kw)—Granted 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 with financial planning firm. Klein is captain in U.S. Air Force, based in Tacoma, Wash. They have no other broadcast interests. Action Nov. 12.

■ **WAYE(AM)** Baltimore, Md.: (AM: 860 khz, 1 kw-U)—Granted assignment of license from Coastal Telecommunications Corp. to Mortenson Broadcasting Co. for \$700,000. Seller is owned by Howard Cohen, who has no other broadcast interests. Buyer is owned by Jack Mortenson (president) and family. They also own WHKK(FM) Erlanger and WJMM(FM) Versailles, both Kentucky; WTOF(FM) Canton and WSUM(AM) Parma, both Ohio, and WEMM(FM) Huntington, W. Va. Action Nov. 7.

■ **KWEW(AM)** Hobbs, N.M. (AM: 1480 khz, 5 kw-D, 1 kw-N)—Granted 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. Action Nov. 7.

AM license

■ **KAYR(AM)** Van Buren, Ark.

FM licenses

- **KZED(FM)** Wellington, Kan.
- ***WCEW(FM)** Charleston, S.C.
- **KJAV(FM)** Alamo, Tex.
- **KRGTFM)** Taylor, Tex.

Facilities Changes

AM actions

■ **WCRI(AM)** Scottsboro, Ala.—Dismissed application for CP to increase power to 1 kw (BP-790813AB). Action Oct. 9.

■ **KPHX(AM)** Phoenix, Ariz.—Granted CP to change hours of operation to unlimited by adding nighttime service with 500 w, with directional ant. and make changes in ant. sys., conditions (BP-800527AA). Action Oct. 28.

■ **KFIA(AM)** Carmichael, Calif.—Granted CP to increase daytime power to 1 kw; install DA-2 (BP-790509AG). Action Oct. 16.

■ **KWRM(AM)** Corona, Calif.—Granted CP to increase nighttime power to 2.5 kw and make changes in ant. sys. (BP-791018AD). Action Oct. 16.

■ **WCBL(AM)** Benton, Ky.—Granted CP to increase ant. input power from 3,584 w to 5,000 w daytime (BP-800326AO). Action Oct. 29.

■ **WKLO(AM)** Danville, Ky.—Granted mod of CP to change SL to 427 South 4th Street, Danville; and operate trans. by remote control from proposed SL (BMP-800814AN). Action Oct. 16.

■ **WATT(AM)** Cadillac, Mich.—Granted CP to make changes in ant. sys. (BP-800818AI). Action Oct. 27.

■ **KCCT(AM)** Corpus Christi, Tex. Granted CP to change hours of operation to unlimited by adding nighttime operation with 500 W, install DA-2; change TL to 701 Benys Road, Corpus Christi, make changes in ant. sys. (BP-800229AB). Action Oct. 28.


FM application

■ ***WECS(FM)** Willimantic, Conn.—Seeks mod. of CP to change TL: Gates Hill on South Street, Lebanon, Conn., decrease ERP: 0.426 kw, increase HAAT: 380 ft. and make changes in ant. sys. Ann. Nov. 10.

FM actions

■ **KCRI-FM** Cottonwood, Ariz.—Granted mod. of CP to change TL to Old Mingus Union High School, Jerome, Ariz.; locate studio and remote control location at 125 S 6th Street, Cottonwood; change type ant.; increase ERP 3.0 kw, change ant. height 29.047 ft. and change TPO. (BMPH-800825AI). Action Oct. 6.

■ **KSNI-FM** Santa Maria, Calif.—Granted CP to make changes in ant. sys.; change TL to 600 ft. W. of Black



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Road, 1700 ft. S. of W. Main Street, Santa Maria; change type trans and ant.; increase ERP 30 kw increase ant. height 15 ft. and change TPO (BPH-800905AA). Action Oct. 29.

■ WQXI(FM) Smyrna, Ga.—Granted CP to increase ERP to 100 kw; ant. height 910 ft. change TL to 210 Peachtree St., Atlanta, and make changes in ant. sys. (BPH-800605AA). Action Oct. 23.

■ *WVKC(FM) Galesburg, Ill.—Granted CP to change TL and SL to Davis Hall, Knox College, Galesburg, ERP 1.0 kw (H); ant. height 100 ft. (H); and make changes in ant. sys. (BPED-790816AD). Action Oct. 23.

■ KCHA-FM Charles City, Iowa—Granted CP to increase ant. height to 300 ft. (BPH-791017AB). Action Oct. 10.

■ WIKI(FM) Carrollton, Ky.—Granted CP to increase ERP to 3 kw (BPH-800228AP). Action Oct. 15.

■ *KSCL(FM) Shreveport, La.—Granted CP to increase ERP to 150 W(H); ant. height 80 ft. (H) cond. (BPED-791220AH). Action Oct. 23.

■ WJOX-FM Jackson, Mich.—Granted mod. of CP to make changes in ant. sys.; change type trans. and ant. decrease ant. height 485 ft. and change TPO (BPH-800723AK). Action Oct. 16.

■ *KSJU(FM) Collegeville, Minn.—Granted CP to increase ERP 155 W (H), ant. height 480 ft. (H); and make changes in ant. sys. (BPED-791206AA). Action Oct. 23.

■ WKYV-FM Vicksburg, Miss.—Granted CP to change TL to 1.2 miles S. of Fairchild Crossroads, in Sect. Miss.; increase ERP to 100 kw, ant. height 830 ft. and make changes in ant. sys. (BPH-79102AI). Action Oct. 20.

■ KALS(FM) Kalispell, Mont.—Granted CP to change TL to Blacktail Mountain; ERP 43 kw (H) 18.5 (V), ant. height 2550 ft.; and make changes in ant. sys. (BPH-80028AF). Action Oct. 14.

■ KXTZ(FM) Henderson, Nev.—Granted CP to increase ant. height 1210 ft. ERP 100 kw; change TL to Black Mountain, 2 miles SW of Henderson; and make changes in ant. sys. (BPH-791126AA). Action Oct. 28.

■ KRIZ(FM) Roswell, N.M.—Granted CP to increase ERP 100 kw ant. height 360 ft. (BPH-791220AC). Action Oct. 23.

■ *WDWN(FM) Auburn, N.Y.—Granted CP to increase power to 250 w, ant. height 89 ft. (BPED-791109AG). Action Oct. 23.

■ WBPM(FM) Kingston, N.Y.—Granted CP to increase ERP to 880 w; and change TPO (BPH-800326AM). Action Oct. 10.

■ WJAI(FM) Eaton, Ohio—Granted CP to change TL to Quaker Trace Road, 1.3 miles S. Sampleville, Ohio; increase ERP 20 kw, ant. height 370 ft. (BPH-791220AE). Action Oct. 23.

■ WPAY-FM Portsmouth, Ohio—Granted CP to make changes in ant. sys. change TL to 0.2 mile S of Portsmouth; change type trans. and ant.; increase ERP 100 kw; increase ant. height 840 ft. and change TPO (BPH-800818AE). Action Oct. 16.

■ WQXK(FM) Salem, Ohio—Granted CP to make changes in ant. sys.; change type trans. and ant.; decrease ERP to 88 kw; increase ant. height 430 ft. and change TPO (BPH-800623AD). Action Oct. 14.

■ WRKZ(FM) Elizabethtown, Penn.—Granted CP to change SL to Hershey, Penn. change TL to SE of Route 241, 1 mile N of city limit near Elizabethtown; studio and remote control location to be determined, Hershey, ERP 20 kw (H), 10 kw (V), ant. height 500 ft. and make changes in ant. sys. (BPH-800731AB). Action Oct. 24.

■ WAIM-FM Anderson, S.C.—Granted CP to change TL to 3.5 miles NW of Belton, S.C.; reduce ERP to 90 kw, ant. height 780 ft. and make changes in ant. sys. (BPH-800528AG). Action Sept. 26.

■ WJBW-FM Hampton, S.C.—Granted CP to make changes in ant. sys.; change type trans. and ant. increase ant. height to 145 ft. and change TPO (BPH-800529AA). Action Oct. 10.

Allocations

Applications

■ Eureka Springs, Ark.—Beverly Ann and Tom S. Bolter requests amendment FM table of assignments to assign 100.9 mhz to Eureka Springs (RM 3790).

Ann. Nov. 10.

■ Cohifer, Colo.—Tom T. Sanders requests amendment FM table of assignments to assign 96.7 mhz to Louisiana, Mo. and Virden, Ill. (RM 3791). Ann. Nov. 10.

■ Syracuse, N.Y.—Mark D. Humphrey requests amendment FM table of assignments to assign 100.9 mhz to Sidney, N.Y. (RM 3784). Ann. Nov. 10.

■ Knoxville, Tenn.—Jerrine Wilson requests amendment FM table of assignments to assign 106.3 mhz to Petal, Miss. (RM 3787). Ann. Nov. 10.

■ Fort Worth, Tex.—Latin American Broadcasting Co. requests amendment FM table of assignments to substitute 94.1 mhz for 93.9 mhz at Fort Worth; and substitute 94.3 mhz for 96.7 mhz at Palestine, Tex. (RM 3783). Ann. Nov. 10.

Translators

VHF applications

■ K06KO Kanarraville, Utah—Iron County granted CP for VHF translator on ch. 6 (TPO: 10w, HAAT: 25 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City.

■ K09PY Modena and Beryl Junction, both Utah—Iron County granted CP for VHF translator on ch. 9 (TPO: 10w, HAAT: 40 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City.

■ K04KD Lander, Wyo.—Harriscop Broadcasting Corp. granted CP for VHF translator on ch. 4 to rebroadcast directly KTWO(TV) Casper, Wyo.

UHF applications

■ K56BR Palo Alto and Mountain View, both California—KNTV Inc. granted CP for new UHF translator on ch. 56 (TPO: 1,000 w, HAAT: 264 ft.) to rebroadcast directly KNTV(TV) San Jose, Calif.

■ K64BL Ouray, Colo.—City of Ouray granted CP for UHF translator on ch. 64 (TPO: 100 w, HAAT: 21 ft.) to rebroadcast indirectly KTSC(TV) Pueblo, Colo.

■ K61BW Okeechobee, Fla.—Hubbard Broadcasting Inc. granted CP for UHF translator on ch. 61 (TPO: 100 w, HAAT: 315 ft.) to rebroadcast indirectly WTOG(TV) St. Petersburg, Fla.

■ K49AN Railroad Valley etc., Nev.—Duckwater Shoshone Tribe granted CP for UHF translator on ch. 49 (TPO: 100w, HAAT: 30 ft.) to rebroadcast indirectly KLVX(TV) Las Vegas.

■ K48AM Albuquerque, N.M.—Graciela Olivarez granted CP for UHF translator on ch. 48 (TPO: 1000 w, HAAT: 112.9 ft.) to rebroadcast directly KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex.

■ K65CG Alamogordo, N.M.—New Mexico Broadcasting Co. granted CP for UHF translator on ch. 65 (TPO: 100 w, HAAT: 60 ft.) to rebroadcast indirectly KGGM-TV Albuquerque, N.M.

■ K57CF Carrizozo et. al., N.M.—New Mexico Broadcasting Co. granted CP for UHF translator on ch. 57 (TPO: 100 w, HAAT: 38 ft.) to rebroadcast directly KGGM-TV Albuquerque, N.M.

Cable

■ The following cable service registrations have been filed:

■ Doniphan County Cable TV for Doniphan, Kan. (KS0200) new system.

■ Teleprompter of Brainerd for Brainerd, Baxter and Oak Lawn, all Minnesota (MN0006, 5, 127) add signal.

■ Teleprompter Southeast Inc. for Riviera Beach, Holiday Country Club, West Palm Beach, Golfview, Haverhill, Lake Clarke Shores, Mangonia Park, Palm Beach, Palm Springs, Lake Worth, Atlantis, Boynton Beach, Gulf Stream Lantana, Manalapan, South Palm Beach and Hypoluxo, all Florida (FL0110, 301, 112, 232, 05, 6, 13, 7, 93, 12, 108, 250, 10, 49, 109, 218, 48, 471) add signal.

■ P 1 Communications Inc., for Onalaka and Lake Livingston, both Texas (TX0660, 1) new system.

■ Chattanooga Cable TV Co. for Signal Mountain, Tenn. (TN0177) new system.

■ Cablevision Associates for Bremen, Ohio

(OH0807) new system.

■ Multimedia Cablevision Corp. for Sedgwick, Kan. (KS0253) new system.

■ Boone Cablevision for Madrid, Iowa (IA0120) new system.

■ Community Cable Systems of New Jersey for Winslow, N.J. (NJ0452) new system.

■ Cable TV Service Co. for Mendota, Ill. (IL0011) add signal.

■ Northwest Illinois TV Cable Co. for Galesburg, Knoxville, and East Galesburg, all Illinois (IL0132, 71, 51) add signal.

■ Flat River Cable Service for Belding, Mich. (MI0455) new system.

■ Northwest Illinois Cable TV Co. for Monmouth, Ill. (IL0117) add signal.

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- Television Transmission Co. for Peru, Oglesby, Spring Valley and LaSalle, all Illinois (IL0083, 2, 4, 183) add signal.
- Katy Cable Television Inc., for Fort Bend-NE, Harris-W and Waller-SE, all Texas (TX0665, 5, 7) new system.
- Teleprompter Corp. for Fullerton, Calif. (CA0818) new system.
- Southern TV Systems for Cisco, Eastland, Olden and Ranger, all Texas (TX0130, 1, 427, 132) add signal.
- Housatonic Cablevision Co. for Trumbull, Monroe, Brookfield, and New Fairfield, all Connecticut (CN0101, 2, 4, 5) add signal.
- New Milford Cablevision Co. for New Milford, Conn. (CN0037) add signal.
- Sublette Community TV for Sublette, Kan. (KS0252) new system.
- Plains Community TV for Plains, Kan. (KS0251) new system.
- RV Cablevision for Lawrenceburg, Ky. (KY0466) new system.
- Warner Amex Cable Communications for Eldred, Penn. (PA0034) new system.
- Texas Cablevision for New Boston, Tex. (TX0562) add signal.
- Telecab of Kokomo for Galveston and Cass, both Indiana (IN0229, 30) new system.
- Presidio TV Cable for Presidio, Tex. (TX0296) add signal.
- Coaxial Communications of Central Ohio for Pickerington, Canal Winchester and Violette, all Ohio (OH0747, 9, 50) add signal.
- Centre Video Corp. for Ben Avon Heights and Franklin Park, both Pennsylvania (PA1902, 3) new system.
- Garden States CATV Inc. for Frankford, N.J. (NJ0453) new system.
- Alexandria Cablevision for Alexandria, Va. (VA0220) add signal.
- Kellogg TV System for Kellogg, Idaho (ID0026) add signal.
- ATC CATV for Fallon and Churchill County, both Nevada (NV0001, 2) add signal.
- Cable TV of Minot for Minot, N.D. (ND0009) add signal.
- North Ottawa Cablevision for Zeeland and Holland Charter, both Michigan (MI0435, 344) add signal.
- Wilmore Municipal Authority for Wilmore, Penn. (PA1904) new system.
- International Satellite Services for Ft. Sill, Okla. (OK0205) new system.
- Alaskan Cable Network for Fort Greely AFB and Fort Wainwright AFB, both Alaska (AK0033, 4) new system.
- Riverside Cable TV for Pulaski, Ark. (AR0202) new system.

- Catawba Valley Communications for Brookford and Conover, both North Carolina (NC-236, 192) new system.
- Telecab of Lexington for Lexington and Fayette, both Kentucky (KY0469, 70) new system.
- Storer Communications of Bowling Green and Warren County for Bowling Green and Warren, both Kentucky (KY0467, 8) new system.
- Satellite Cable TV. for Acworth, Ga. (GA0280) new system.
- North Ottawa Cablevision Inc. for Park, Mich. (MI0345) add signal.
- Montgomery County Cablevision for Gaithersburg, Md. (MD0057) add signal.
- Warner Amex Cable Communications for Eldred, Penn. (PA1531) new system.
- Conley's TV Cable for Hueysville, Ky. (KY0461) new system.

- Strongsville, Ohio-Hi-Net Communications Inc. (5.0m; AFC; E2700).
- McLean, Va.—Hi-Net Communications Inc. (5.0m; AFC; E2701).
- Rockville, Md.—Hi-Net Communications Inc. (5.0m; AFC; E2702).
- Richmond, Va.—Hi-Net Communications Inc. (5.0m; AFC; E2703).
- Rochester, N.Y.—Hi-Net Communications Inc. (5.0m; AFC; E2704).
- Midlothian, Tex.—Austin and Associates Inc. (5.0m; S-A; E2705).
- White Plains, N.Y.—Satellite Business Systems (5.5m; Nippon Electric; E2706).
- Smithtown, N.Y.—Warner Amex Satellite Entertainment (11.0m; S-A; E2707).

Satellites

■ Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. 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

- Princeton, N.J.—American Satellite Co. (5.0m; S-A; E2686).
- Las Vegas—Royal Las Vegas Casino (5.0m; AFC; E2687).
- Boulder, Colo.—Satellite Business Systems (7.7m; Hughes; E2688).
- Hurst, Tex.—Hurst Cable Communications (5.0m; S-A; E2689).
- Greenup, Ill.—Tri-Star Cablevision Inc. (4.6m; S-A; E2690).
- Parma, Ohio—Scripps-Howard Broadcasting Co. (7.0m; S-A; E2691).
- Toronto, Ohio—Television Cable Service Inc. (4.6m; S-A; E2692).
- Redona Mesa, Calif.—Leo A. Schuerman (5.0m; E2693).
- Dakota City, Neb.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2694).
- Garden City, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2695).
- Manchester, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2696).
- Norton, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2697).
- Holton, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2699).

Other

- Tabulation of complaints received by Broadcast Bureau for September totaled 15,039, decrease of 5,486 from August. Other comments and inquiries for September totaled 2,762, increase of 1,303 over previous month. Bureau sent 1,224 letters in response to comments, inquiries and complaints. Ann. Nov. 7.
- Atlanta, Ga.—Turner Broadcasting System Inc. requests elimination of cable television rules mandating carriage of signals of local television broadcast stations. (RM 3786). Ann. Nov. 10.
- San Angelo, Tex.—Kenneth S. Gunter requests repeal or amendment of rules relating to age and experience requirements for first-class radiotelegraph operator licenses. (RM 3785). Ann. Nov. 10.

Call Letters

Applications

Call	Sought by
New AM	
KRRP	James G. Bethard, Coushatta, La.
New FMs	
KZOC	Osage Radio Inc., Osage City, Kan.
KDKS	Benton Broadcasting Corp., Benton, La.
KPSM	Multi-Media Ministries Inc., Brownwood, Tex.
New TVs	
WPMT	Hess Broadcasting Corp., Mobile, Ala.
*KLPA	Louisiana Educational Television Authority, Alexandria, La.
Existing AM's	
WYKC	WNAG Grenada, Miss.
WOIO	WRFD Columbus/Worthington, Ohio
WPX	WWDE Hampton, Va.
Existing FMs	
KJMB	KYOR-FM Blythe, Calif.
KZFR	KTHO-FM South Lake Tahoe, Calif.
WPEZ	WCRY-FM Macon, Ga.
WAJY	WWL-FM New Orleans
KRSE	KYBO Yakima, Wash.
Existing TV	
KCEO	KLOC-TV Modesto, Calif.

Grants

Call	Assigned to
New FMs	
KTNC-FM	Southeast Nebraska Broadcasting Co., Falls City, Neb.
WTID	Voice of the People, Suffolk, Va.
KTRW	Read Broadcasting, East Wenatchee, Wash.
New TVs	
KNAN-TV	Roger D. Pinton, West Monroe, La.
*KCKA	Tacoma School District No. 10, Centralia, Wash.
Existing AM	
WCAM	WACA Camden, S.C.
Existing FM	
KKAZ	KLEN-FM Cheyenne, Wyo.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	—	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231	—	—	231	—	231
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	15	177
Total TV	1,003	4	9	1,016	121	1,137
FM Translators	339	—	—	339	184	523
TV Translators						
UHF	2,567	—	—	2,567	259	2,826
VHF						

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager—with strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary requirements. Box M-100.

General Manager. Small market AM-FM between Houston & Austin Texas. Working knowledge of FCC rules and regulations. Experience in budget preparation, sales, management, personnel, news, programming and on-air. Excellent salary, benefits and good incentive program. EEO Employer. Call Jo Edgell 713-871-0995 or send resume to 3901 Westheimer, No. 190 Houston, TX 77027.

Excellent management opportunity in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to: Box M-123.

Sales Manager Opening which could later expand to manager position for man or woman on way up. Small market central Minnesota AM station with sales staff of five and plans to expand. Owner planning semi retirement. Box M-139.

Seeking highly qualified sales manager to lead surging California suburban daytime to unprecedented billings heights. If you got it and can prove it, you're on your way to fat five figures. Box M-163.

Growing Group in South East needs General Sales Manager to go after big dollars with ideas... not spots or flights with numbers. \$5K possible first year. EOE. Please reply to Box M-181.

Sales Manager wanted—major market, group owner, strong sales background to lead, train and motivate local sales staff. Midwest excellent opportunity. EEO employer. Send resume to Box M-189.

General Sales Manager to lead, train and motivate a large local staff, plus supervise national and regional sales. This AM/FM combination is one of the oldest and most solid in mid-atlantic with excellent history. You will work hard—and you will be rewarded. If your current potential is restricted and you think you are ready to face this rewarding challenge, send a complete resume to: Box M-94.

General Manager for Country station in small town. Must have productive sales background and be involved in community activities. Only experienced need apply. Call Harry Morgan 615-949-4695.

Sales Manager needed, small market SW Michigan. Ownership possible if you have what it takes. Must carry heavy list while directing entire sales effort. EOE-MF. Resume, salary history. WJOR, Box 405, South Haven, MI 49090.

General Manager for group owned North Carolina single station market. Sales experience a must—program experience helpful. Excellent incentives for performance, plus good salary. Could be the break you've been looking for. Call Paul Miller, 919-742-2135.

Sales Manager for Middle Atlantic Rock FM. Proven local producer will earn salary plus incentives. GM possibility. EOE. Send resume and phone number to Box M-69.

HELP WANTED SALES

California—beautiful growth area. Total sales pro with successful local sales record. Outstanding MOR AM. \$1,200 per month guarantee vs 20%. EOE/MF. Resume to Sales, Greentree Group, Box 68, Moraga, CA 94556.

Give yourself a \$10,000 raise. If you're a goal oriented sales person with good creative and organizational skills, a good appearance and a college education, but only earning ten to fifteen thousands per year. One of our clients may be able to give you a \$10,000 dollar raise. Send resume to: Continental Broadcast Consultants, 31113 Manchester Lane, Bay Village, OH 44140.

Wanted: Radio salesperson with good sales record and desire to become sales manager. Consultant sell technique required. Southeast combo. EEO. Box M-134.

Staff opening in sales. If you are conscientious, ambitious and a self-starter, we've got one of New Mexico's best opportunities for you. Sales experience a must. Call 505-863-4444, Gallup Broadcasting Co., only if you want to further your career in the energy-rich part of the Sunbelt. An EOE employer.

WLAN AM/FM is looking for a top notch, aggressive, experienced sales person with management qualification. WLAN employees are among the highest paid in Central Pennsylvania, with benefits to match. Address all resumes to Bill Cifuni, 252 N. Queen Street, Lancaster, PA 17603. No phone calls please. Equal Opportunity Employer.

Illness of station manager/owner forces the need for sales help. If you're tired of traffic and big city life and want to settle in a small Pacific Northwest market, our daytimer in the Yakima Valley will pay top dollar for the right person. Send resumes to Al Wynn, P.O. Box 741, The Dalles, OR 97058. 503-296-2101.

\$22.5K for experienced, aggressive street fighter. If you're good we'll move you, benefits, more. Top 100, Midwest, established station. Box M-162.

Idaho—Progressive Rocky Mountain city with pleasant four-season climate. Popular 5 KW Modern Country station has opening for a sales pro with successful local sales record. \$1200 month vs. 20%. EOE/MF. Resume to Sales, Greentree Group, Box 68, Moraga, CA 94556.

Billboard's station of the year is seeking professionally minded men and women who want to move up in broadcasting. We need a competitive self-starter who has the tools for success. RAB, full-time co-op department, marketing support materials and research are here to help. Good writing skills, imagination and media degree or experience preferred. Send resume and personal presentation now to: Rob Kemper, WDFR Radio, P.O. Box 10,000, Marion, OH 43302. EEO.

Sales Manager Wanted for successful fulltime New England Suburban AM Station. Desire "street type" to do his or her own selling and guide sales staff. Excellent money and fringe benefits, great living and position leads within chain to Manager and ownership. Box M-178.

Wanted—experienced local Sales Manager and experienced radio account executive for Lynchburg, Virginia's No. 1 Arbitron rated station WJJS-FM and WLQM-AM. Excellent account list available. Good company benefits from regional communications and movie theater corporation. Send resumes to Ed Smith, General Manager, Penthouse Studios, Allied Arts Building, 8th and Church Streets, Lynchburg, VA 24504.

New Owners. New Format. Growing opportunity in Norfolk market. Need experienced, aggressive, and creative sales persons to be part of new team. EOE. Box M-182.

Experienced Salesperson needed now, at regional AM/FM. Join our progressive group with an established list. Top commissions, incentives, benefits, and work environment. Outstanding opportunity! Strong area economy and mild climate. Contact Scott Smith, KBUF, Box 798, Garden City, KS 67846. 316-275-2131.

Own a piece of the action. This hot syndicated public affairs program needs an experienced closer with a proven track record who is interested in earning 6 figures. Experience in sales mandatory. Syndication experience helpful. Call or write Real Estate Action Line, 205 Worth Avenue, No. 220, Palm Beach, FL 33480. 305-832-2255.

Sales Manager. WQXM/98 Rock Radio has an immediate opening for a highly experienced Sales Manager. Successful candidate must have a proven track record in sales management with heavy street experience in the areas of local, regional and national sales development. College degree in the field of broadcasting or related field required but may be waived dependant upon work experience. Successful candidate will be required to travel on a regional and national basis to assist the national reps with national sales development and to assist the regional sales staff with regional sales development. At the same time, close supervision of the local sales staff and local sales efforts will be required. WQXM/98 Rock Radio gratefully enjoys excellent audience levels in specific target demographics which have been attained partially through intensive outside sales promotional activities. Successful candidate must have a complete understanding of marketing approaches for further sales promotional activity development as a continuation of that effort while, at the same time, have a complete understanding of audience demographics and associated surveys which can be converted to meaningful sales tools. WQXM/98 Rock Radio maximizes its limited hourly commercial load and total sales effort through the use of computerized systems. Successful candidate must have some technical aptitude and/or experience with computerization for internal sales procedures as well as skills in the use of such systems as Marketron, A.I.D., etc. This is not a beginner nor a trainee position. Those who do not have the absolute requirements for a sales management position of this caliber need not apply. WQXM/98 Rock Radio is a part of a group owned chain of successful broadcast facilities. Compensation package includes excellent Company benefits along with attractive salary and sales commission override plan. For confidential interview, send resume with earnings record to: Mr. Jim Johnson, VP/Gen Mgr, WQXM Radio, P.O. Box 4809, Clearwater, FL 33518. 813-391-9988. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Wanted Announcers for country format. Salary up to 1250 per month. Send tape and resume to KSOX, 345 S. 7th, Raymondville, TX 78580. E.O.E.

Here is an outstanding opportunity to join a well established top rated pop/adult operation, which also emphasizes news/information and sports. The opening is for someone who can handle professionally an important production shift and evenings on the air. Rush tape and resume to Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605.

Still seeking that "certain sound". Immediate opening for smooth & mellow sounding Staff Announcer for non-automated "Beautiful Music". Evening shift & production. Tape & resume to WSR5, West Side Station, Worcester, MA 01602. EOE.

Experienced Morning Personality and Program Director for top-rated Modern Country station. Send application with air check, references and salary requirements to General Manager, WCOS-FM Radio, P.O. Box 748, Columbia, SC 29202. Phone calls not accepted. EOE.

America's most aggressive broadcasting company is searching nationwide for candidates to fill two positions at its midwest facility. Top pay and benefits for news director and contemporary on-air personality. Equal opportunity employer. Females and minorities encouraged to apply in confidence. Box M-145.

Wanted dynamic talk personality for dominant Information-News-MOR Personality station. Top money for top people. Equal Opportunity Employer. Send information to Ken Gaines, KTKO Radio, P.O. Box 1000, Oklahoma City, OK 73101.

Country programmer and talk show host needed for excellent media market in South. Must have mature, conservative approach on air, and ability to think on feet. Quick sense of humor, within program dignity, a must. Excellent facilities and opportunity for a "pro." Resume and air sample to P.O. Box 8147, Charlottesville, VA 22906.

HELP WANTED ANNOUNCERS CONTINUED

Production Wiz. Great salary plus bonuses. Beautiful ski country. Send tape and resume to WOXO, Norway, ME 04268.

Classical Producer-Announcer: Produce and announce classical music programming. Strong background in classical music pronunciation, good vocal delivery. Send resume with 5 professional references, audition tape including classical pronunciation samples to Frank Thomas, Station Manager, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. AA/EOE 309-673-7100.

Wanted outstanding morning host or morning team for leading station in the Sun Belt. Must be a unique and entertaining personality that can relate on and off the phones. Background in news and information would be helpful. Money is no problem. Equal Opportunity Employer. Reply Box M-214.

Lake Tahoe needs early and mid-morning personality. No beginners. Contemporary country/cross over. Send tape and resume to: K102, P.O. Box 88, Kings Beach, CA 95719. No telephone calls please. EOE.

HELP WANTED TECHNICAL

Chief Engineer needed for AM/FM facility in south-east. FCC 1st and experience with DA's automation and installation required. Strong maintenance background, FCC R&R and good record keeping. Doug McKay, WTVR 3314 Cutshaw Avenue, Richmond, VA 23230. 804-355-3217, Equal Opportunity Employer.

Chief Engineer: Northeast Class IV fulltimer. Must be dedicated to top flight maintenance and able to handle any RF or audio problems. Totally adult, professional working atmosphere. No air work required. \$17,000 plus paid Blue Cross. Resume to Box M-113.

Experienced Chief Engineer: Sunbelt fulltime must be dedicated to top flight maintenance and able to handle all problems including upkeep of automation. EOE. Modern equipment. Paid vacation, hospital insurance plan. Send resume to Box M-218.

Group Assistant Chief based at Northeastern medium market AM/FM. Travel by auto to our other stations. Work closely with Group Chief. Salary 14 to 17K. Box M-187.

Chief Engineer with first ticket needed for group-owned Northwestern AM. Need self starter with some administrative and maintenance skills. Minimum three years station experience. EOE. Resume, with two references, to Box M-180.

Chief Engineer-New Mexico. KOB Radio is seeking person with First Class license and extensive experience with 50 KWXMTRS, directional antennas, FM Stereo. The right person will also have studio design experience. Will supervise experienced staff of three engineers. Send resumes to Ronald Sack, General Manager, KOB Radio, Box 1351, Albuquerque, NM 87103. Hubbard Broadcasting is an Equal Opportunity Employer.

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 new 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 91606.

Growth Opportunity for experienced broadcast technicians with solid teaching experience. The Ohio School of Broadcast Technique has three full time openings in the technical departments of its Cleveland and Nashville schools. Requirements: 1st Class License and extensive broadcast background and experience. Responsibilities include design and maintenance for up to twelve radio broadcast studios and course development, as well as classroom and lab supervision for the nationally accredited electronics program. Openings must be filled by January 1, 1981. Apply to: Director of Education, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, OH 44115. EOE/MF.

Seeking experienced engineer. Growing broadcast group located in Sunbelt. Opportunity and excellent benefits. E.O.E. Contact: S. Lynch, P.O. Box 529, Laurinburg, NC 28352. 919-276-2911.

Chief Engineer: Must be able to handle 5 kw/1 kw DA AM, 100 kw FM, studio gear, Schaffer 901 experience helpful. State-of-art equipment, great staff, great benefits, salary depends on experience. Resume to R.S. Tucker, PD, Media West, Inc., P.O. Box 2128, Rock Springs, WY 82901. EOE/M-F.

Asst. Chief Engineer/Maintenance technician. Automation, transmitters, DA's, STL, RENG, Digital. Call R. Schiller 914-241-1310.

Chief Engineer: Small but growing group has openings for two Chief Engineers, one in the Midwest and one in the Southwest. This is an excellent opportunity for a technically competent self-starter with AM-Directional and FM experience. We offer stability, excellent benefits, state of the art equipment, and a chance to grow professionally. An Equal Opportunity Employer. Send resume and salary requirements to Box M-169.

HELP WANTED NEWS

News person to join two others in gathering, writing, reporting in resort market. Good voice and appearance, send tape and resume to: Bill Henneey, Grand Strand Broadcasting, P.O. Box 2005, Myrtle Beach, SC 29577.

Leading Midwest information station is looking for Sports animal to consume local sports. Two major casts per day, plus 50 play-by-play events annually... including local high school football and basketball and local hockey. We expect a lot and are prepared to deliver the same. Replies to Box M-76.

Top Flight News Anchor—duties also including outside reporting. Please forward tapes, resume, and salary requirement to John Rosenberg c/o WXPX, 55 Saint Paul Street, Rochester, NY 14604. No phone calls. We are an Equal Opportunity Employer.

Experienced News Director needed for top-rated Modern Country station. Send application with air check, references and salary requirements to General Manager, WCOS-FM Radio, P.O. Box 748, Columbia, SC 29202. Phone calls not accepted. EOE.

Wanted: Thinking journeyman news gatherer/reporter. Excellent pay and benefits. Brain must be larger than ego! Plenty of room to grow with an outstanding company. E.O.E. Box M-133.

News Director: Digger, stand up to officials, work hard. (Others don't apply) KUKI/KIAH, Box 638, Ukiah, CA 95482.

Virginia's number one news/talk station is looking for a reporter—minimum two years experience. Position opening in mid-January. No phone calls, but send tape, resume, to: Rich Kelley, News Director, WNIS Radio, P.O. Box 1350, Norfolk, VA 23501. WNIS is an Equal Opportunity/Affirmative Action Employer.

KTRH-50,000 watt news, talk voice of Houston—updating applicant files. Experienced, creative, top-flight broadcast journalism professionals who would welcome opportunity and challenge of 9th market are encouraged to send letter, detailed resume, and evidence of journalistic abilities. Mail materials to News Director, KTRH, P.O. Box 1520, Houston, TX 77001. EOE.

WBNS/Columbus seeks a newscaster/reporter for mid-day airshift and general assignment events coverage. Must have smooth, conversational style delivery—good typing, writing and interviewing skills. Will also contribute to weekly public affairs program. Send letter with news philosophy, resume, air check and writing samples to Moe Quinn, news director, WBNS, Columbus, OH 43215. Female and minority applicants encouraged, an Equal Opportunity Employer.

Good opportunity to learn more about radio news. If you are dedicated to the news business and are hard working, we'll consider your application. Call News Director John McBreen, KGAK/KQNM Gallup, NM. 505-863-4444. An EOE employer.

Detroit Suburban station has immediate opening for experienced afternoon anchor/reporter. Excellent one-to-one communication essential. Tape/Resume to WAAM News, 4230 Packard, Ann Arbor, MI 48104. EOE M/F.

Experienced news broadcasters for medium market station with heavy news commitment. Strong on-air ability is a must. Male/Female. EOE. Minimum 2 years experience. Nice location in Pennsylvania. Box M-177.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Outstanding Production Pro needed! Also must do on air shift. Send tapes and resume to Bill Monihan, WXPX, 55 Saint Paul Street, Rochester, NY 14604. E.O.E. No telephone calls please!

Midwestern AM Daytimer soon to be 5 kw fulltime going back to MOR. Program Director needed to run syndicated format, plus do show. Mature adult with mature voice. Resume and salary requirement. Box M-111.

WGMS AM/FM has immediate openings for Music Director and Assistant Program Director. Qualified, experienced candidates should contact Paul Teare, PD, WGMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852. 301-468-1800.

Telephone Talk Hosts—We're looking for a communicator with a proven track record. Send resume, salary requirements. EOE. Box M-211.

SITUATIONS WANTED MANAGEMENT

Million Dollar Producer can help turn it around! Blue-Chip manager/administrator/promoter. Idea-oriented and money-motivated. Currently GSM top 10 market. Sunbelt only. Reply: Moneymaker, Box 217, Nederland, TX 77627.

General Manager: Managing major market. Medium, small market experience. Thirty years broadcasting, nineteen management. Accomplished sales, programming, budgeting, FCC. If looking for stable, mature leadership, let's talk. Extensive experience, energy. Offer assurance for your investment. Box M-193.

Owner selling and wants to take over a major station as sales manager or manager. 18 years management experience. Prefer south. Box M-195.

Seeking to become part of your station, community. 10 years experience everything but engineering. Want stability, decent pay, benefits. Box M-199.

Ten years commercial radio. Recent station operations manager. Programming, promotions, ascertainment, public affairs, TV/radio talk producer-host. Detail oriented. Excellent references. Box M-204.

Want to move up from sales manager of chain to larger market. 16 years experience. First phone. Several success stories. Prefer south. Box M-215.

Marketing Management Trainee position in Music/Recording field. College graduate/BA. Success-oriented. Terri 517-631-0874.

New England owners: Broadcast professional available for radio/t.v./cable management. Successful background in radio ownership, management, sales, and revenue development plus working knowledge of video production. Salary \$25,000 plus incentives. Available immediately. Call Mike Hassan, 413-584-0934.

SITUATIONS WANTED SALES

Looking for opportunity in sales. 7 yrs. programming, announcing, production, pbp. M.A., currently teaching. Box M-192.

Successful account executive with five years experience in small market radio sales seeks lucrative sales or sales manager position in medium to large market. Prefer Ohio or Florida, but will consider others. Box M-198.

Sales 5 yrs. experience. Aggressive Stanford graduate. Will relocate. Call C. Dorsey at 615-870-1964 after 5 pm.

SITUATIONS WANTED ANNOUNCERS

Theatre Major made transition to Broadcasting. If you're looking for a female disc-jockey; ambitious and energetic, listen to my tape and you've found her. Beth Roberts, 10140 W. Grange Ave., Hales Corners, WI 53130. 414-425-5735.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced personality for hire. Northeast. Creative air/production talents. Voice characterizations! Mike: 302-945-3675.

Baseball: PBP: AA or higher, Major College Journalism Grad; 5 Years Broadcast Producer; Good voice, appearance; articulate and colloquial. 323 Brush Creek Blvd. no. 508, Kansas City, MO 64112 or 816-561-0162.

College grad with experience, currently working on Gulf Coast, desires position in Top 40 or adult contemporary. Prefer Texas, Southwest or Florida. Call Bruce, 512-991-7679 or 512-452-6536.

D.C. Hollywood. Dependable. Energetic. Creative. 3rd phone any shift. Format efficiency expert. Clarence Collins Jr., P.O. Box 97, Hammond, IN 46325. 219-931-9180.

Prior D.J., Radio sales, TV experience looking for small quiet station write: K.J. McAtee, 24 Mt. Vernon St., Providence, RI 02907.

I'm not a dentist but I can fill your next opening. Rocky Mountain Morning Man suited for medium market. Call Jan. 505-445-5307.

Announcer looking for position in western U.S.A. Will relocate immediately. Tape and resume. Tim Bergl, 6 N. Tower Rd., Oakbrook, IL 60521.

1 year experience, seeking small market position. Hard worker, college grad. Bob 516-221-2498.

Professional County Jock with twenty eight years experience, own library, will make you the number one station if you let me do it my way. June Draper, 1236 McClellan Drive, Apt. 1, Los Angeles, CA 90025.

Experienced and talented: 5 years commercial radio plus degree and first phone. Excellent production/copywriting. Will relocate for career advancement. Thom 817-836-4002.

Have 1st phone, will travel. Need that foot in the door. Mary Williams, 916-967-8668. Hungry

5 years on first job: Its time to move. Experienced Jock needs Top 40/Adult Contemporary station. Experienced in many areas of radio. Will relocate. Call Randy evenings, 308-872-6681.

Small-town America—Experienced, responsible announcer returning to radio from business world. First phone, college grad. Call Carl, 213-243-0640 or 714-337-7704.

Looking for a love-lee change. Jock with one year experience, ambition to do hockey play by play and general sports reporting. One year experience in college hockey. 1st phone. Dave 309-342-4436, 182 Lincoln, Galesburg, IL 61401.

I've eliminated the scotch thus can offer your audience, a buoyant cheerful air delivery, with a crisp clarity, if interested please buzz John at 315-736-1538 before 2 PM or after 4 PM.

3 yrs all-round, excellent voice, references. 212-620-2231. G. Clissold.

DJ, good news, commercials, tight board, willing to relocate, George Spizzirro, 198 Bowers St., J.C., NJ 07307.

Classical music announcer and program planner, presently hosting the top-rated concert series in sophisticated medium market with masters degree and extensive broadcasting background seeks challenging opportunity in major market or university environment. Box M-172.

SITUATIONS WANTED TECHNICAL

Chief Engineer, AM-DA, FM stereo, prefer mid-south, will consider all replies. Box M-60.

SITUATIONS WANTED NEWS

Available, basketball, now: 7 yrs PBP/NCAA all sports Dan Lee 316-231-6205.

Small Market News/Sports Director—Assistant Manager. Seven years experience. Prefer small to medium market in Northeast-Southwest. Will consider others. Box M-7.

News-Sportscaster—available immediately—N.E., Southeast, Midwest. Station sold, Hank Holmes 617-679-6957.

Responsible, hardworking newsmen seeks position in Northeast. Excellent voice, reporting and writing skills. Communications degree Box M-110.

Experienced News Director. 20 years in broadcasting/12 years in news. Seeking opportunity in the west, with news oriented station. Box M-140.

Experienced news/sports director seeking new challenges. Award winning sportscaster, actuality minded newsmen. Box M-115.

Believe it or not, TV sportscaster is looking for a transition to radio sports! Have color and sports reporting experience ... looking for future PBP experience. Box M-131.

Network & all-news editor with 5 years experience wants combination street/inside opportunity in top 30 market. Prefer Midwest, Sunbelt. Box M-136.

Let the buyer beware hiring mistakes are costly. Professionally trained newscaster D.J.-writer offers "documentation" with compelling tape—accurate resume, 1974 communications grad. John 212-835-2003 eves.

Walter Cronkite beware—Twenty three year old broadcaster is gaining on you. Especially if an alert small market program director sees this ad. Trained newscaster-capable DJ-Phone 201-779-0394. Michael.

Recent college graduate would like to help your news department. I have experience in a major market newsroom, also competent in sports. Willing to relocate anywhere. Can start immediately. Call Marc Emral 606-261-0684.

Sportscaster-PBP. Currently own sports production company originating college football Midwest. Looking for sportscaster-PBP position medium-major market. 28, 7 years exp. M.S. Communications. Tom 316-231-9200. Box M-168.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Syracuse University graduate looking for work in television or radio. Entry-level position. Personality, production, writing, film, announcing. Will start anywhere. Keith A. Mosman, 282 West Elm, Raynham, MA 02767.

Professional minded-business oriented Program Director with 8 years experience. Extensive knowledge in all areas of contemporary programing. Dependable, hardworking, mature. Ability to get the job done. Impeccable references. Bill 803-226-1408.

Experience. Maturity. Stability. Managerial and programing skills—vital to the success of any station. If you believe your station may be vulnerable in these areas, let's talk! Ten years' on-air experience from New England to California. Former Director of Research at Claude Hall's Radio Report. Looking for stable operations or programming position, any format, live or automated, especially in Northeast. Neil R. Young, 213-763-2270.

Creative radio producer seeks production position with automated station. BS degree; excellent audio, writing, performing abilities. Prefer Top-40 or MOR. Any market size. Programing must be in-house. Preference for station with local TV sister. Weekdays, call Ken, after 6 p.m. at 714-864-0318.

I'm a workaholic with 8 years experience including Top 25 Market Air Talent and Medium Market Programmer with proven ratings success. Box M-190.

Experienced PD. Strong on air skills, research, talent motivation and management. Gene Tognacci 602-242-9263.

Major market pro with confidence in my ability seeks programming position. Reply M-201.

For Fast Action Use BROADCASTING'S Classified Advertising

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.

TV Station Manager: Top 30 market network affiliated located in North East seeks individual with heavy broadcast management experience, five years of which should be in sales management. An Equal Opportunity Employer. Send complete resume to Box M-188.

News Director. We're No. 1 Cable TV news, and looking for top flight News Director to lead our continuing climb. We won NCTA 1980 ACE award for best CATV news nationally, consistently sweep local press awards against Gannett paper, Net affiliate. Successful N.D. will bring winning track record of professional competence and managerial skill, plus desire to get totally involved in community at least three years. Compensation pkg. commensurate with experience and ability. Send resume and tape to Lee Holmes, President, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910. Tel. 477-7304.

Seeking knowledgeable, dedicated sales manager for top 20 market, group owned station. Previous management experience helpful. Equal opportunity employer — All replies confidential. Send income requirements and complete resume to Box M-184.

Director of Programming for growing two-station public TV consortium in NE Ohio. Prefer minimum of four years program management experience. Require strong supervisory skills and solid background in TV programming, promotion, production. Must coordinate national acquisitions with local programming from three consortium university production centers. On-air fund-raising experience helpful. Outstanding benefits. Send resume and salary history by December 22, 1980 deadline to Torey Southwick, General Manager, WNEO/WFAO, 275 Martinel, Kent, OH 44240. An equal opportunity employer.

Promotion Manager. NBC affiliate in 41st market in Sunny South! Demands professional with both creative and administrative strengths to direct 4-person department and substantial advertising budget. Aggressive EOE and AAP Corporation. Resumes only to Neil Kuvin, Vice President and General Manager, WPTF-TV P.O. Box 2828, Raleigh, NC 27602.

Telecommunications Deputy Director for Public Telecommunications. Duties: Administering the Department of Telecommunications activities in public radio, public TV, cable TV & other public telecommunications activities. Requires: BA from accredited college/university, graduate training in mass communications, business administration, public administration or education preferred. Five years experience in administering telecommunications programs. Additional related experience may be substituted for college on equivalent time basis. Salary: \$27,380-\$37,400. Apply to: George L. Hall, Director, Department of Telecommunications, 902 Ninth Street Office Building, Richmond, VA 23219 by December 15, 1980.

General Manager Wanted. Small market Sunbelt television station seeks general manager now. New equipment. Enthusiastic staff, receptive community. Contact Box M-197.

HELP WANTED SALES

Sales Manager—South Texas dual network affiliate has real opportunity for aggressive and organized local sales manager. Should have at least 5 years experience in sales or combination sales-production. Send resume to T. Frank Smith, P.O. Box 840, Corpus Christi, TX 78403, EOE.

Sunbelt market, local sales, top station, established list, 3 years TV sales experience, or do not apply. Send resume and references to Box M-202.

We are interested in finding a self-motivated, experienced local salesperson to work in top 20 market and carry a major list. High energy level required. Equal opportunity employer. Send resume and income needs to Box M-212.

HELP WANTED SALES CONTINUED

If you're a proven successful local streetbeater who isn't looking forward to shoveling snow again this winter, there may be a place for you with a growing VHF affiliate on the sunny Texas Gulf Coast. Only serious winners who like challenges need apply. Resume and sales track record a must. This station is an Equal Opportunity Employer. Box M-151.

Own a piece of the action. This hot syndicated public affairs program needs an experienced closer with a proven track record who is interested in earning 6 figures. Experience in sales mandatory. Syndication experience helpful. Call or write Real Estate Action Line, 205 Worth Avenue, no. 220, Palm Beach, FL 33480. 305-832-2255.

HELP WANTED TECHNICAL

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.

Television Engineer. Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studio and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance is. Contact: Thaine Lyman, Columbia College of Chicago, 600 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

We're in the market for a qualified studio and transmitter maintenance technician. We're a growing CBS VHF station in sunny Texas with a commitment to engineering excellence. Send resume and salary requirements to John Schilberg, Chief Engineer, KFDD-TV, P.O. Box 1400, Amarillo, TX 79189. An Equal Employment Opportunity Employer.

Maintenance Tech-Studio 3-4 years experienced Studio Maintenance Tech on following equipment: RCA TK-28, RCA TK-630, Ampex VTR-1200, Sony BVU-200, Grass Valley Switcher 1600 Series; associated Studio equipment. Must hold valid FCC 1st Class License. Send resumes to Thom Johnson, C.E., 3200 Expressway Dr. So., Central Islip, NY 11722. Equal Opportunity Employer.

Television Studio Technician: Responsible for Maintenance of film and TV. equipment in two color studios at state college production center. Assist in supervising productions and control scheduling use of equipment. B.A. preferred. Experience may be substituted for some educational background. Starting salary \$15,000. Applications accepted until December 1. Start January 2. Send resume to Michael Donovan, Communications Department, Bunce Hall, Glassboro State College, Glassboro, NJ 08028. Glassboro State College is an Equal Opportunity Employer.

Assistant Chief Engineer, Louisville independent UHF station, looking for an assistant chief engineer with heavy maintenance on RCA reel to reel, cart, studio cams, film chains and RCA UHF transmitters. Excellent opportunity to move up to a top 40 market in an all new broadcast facility. Please send resume and salary history to: Mr. Mark Dauer, Director of Engineering, WDRB-TV, Independence Square, Louisville, KY 40203. EEO Employer.

Maintenance Engineer with 3-5 years experience in all phases of television, ENG, and installation. Grow with group owned stations in South Florida. EOE. Contact Chief Engineer 305-655-5455.

Technician with FCC License to maintain and operate television broadcast equipment in Southeast. Call Winston Woods at 803-324-3184 or write WNSC-TV, P.O. Box 11766, Rock Hill, SC 29730. An equal opportunity employer.

Video Maintenance Engineer. A west coast CBS affiliate is seeking a maintenance person with three years experience in studio maintenance. Digital and transmitter knowledge helpful. Contact Dennis Bornhoff, KCOY-TV, 805-922-0505. Equal opportunity employer.

Translator Engineer—Maintain a 19-translator system, assist at TV and FM transmitters. First phone preferred. Salary \$13,200. Send resume to John McMahon, WSKG, P.O. Box 97, Endwell, NY 13760 or call 607-754-4777. EOE/AA/M-F.

Broadcast Supervisory Engineer I—KAET-TV/Phoenix needs someone with three to five years major maintenance experience who can supervise personnel. Must know RCA Cameras and VTRS, AMPEX VTRS, switching and terminal Equipment, Microwave Transmitters. Working Knowledge of Digital Electronics and Microprocessors with an understanding of BASIC programming. Send resumes, references and salary history to Personnel Department, Arizona State University, Tempe, AZ 85281. Deadline December 19, 1980. Excellent benefits and sunshine. EEO/Affirmative Action Employer.

Video Engineer. Syracuse University needs an evening video engineer with a strong background in production and quad video editing. An AAS in electronics or equivalent combination of education and experience is required. The annual salary is \$14,500. One month vacation plus tuition benefits. The application deadline is Dec. 1, 1980. Send resume to: Syracuse University, Personnel Dept. Skytop Offices, Syracuse, NY 13210. Phone: 315-423-2463. Syracuse University is an Equal Opportunity Affirmative Action Employer.

Chief Engineer—Excellent opportunity south, university town of 100,000. Minimum 10 years experience. Hands on, excellent equipment, solid company. Confidential—Send resume and salary requirements to: KLFY-TV, P.O. Box 90665, Lafayette, LA 70509.

Director of Engineering/Operations; Available 1/81; \$22,417 minimum. Deadline 12/17/80. Requires EE degree or equivalent; FCC 1st; SBE certification, five years broadcasting technical/management experience. Responsibilities: 2 UHF PTV stations, AM/FM radio and related microwave and cable systems; supervise staff of 22. Write Joseph Welling, Ohio University Telecommunications, Athens OH 45701. (614-594-5134).

Maintenance Engineer. Independent production/syndication house currently syndicating in over 70 markets has immediate opening for a TV maintenance engineer. Minimum of 3 years experience, 1st phone, familiar with Ampex 2" and 1" and Sony 3/4" VTRs; CMX computer editors; Thomson CSF microcams. Located in Lincoln-Omaha, NE 402-475-3300.

Director of Engineering needs Assistant Chief to manage busy in-house production company/television station. Must have good all-around background in broadcasting. Starting salary mid 20's. Send resumes to Box M-208.

HELP WANTED NEWS

Weekend Anchor/Reporter—We're looking for an experienced broadcast journalist... ideally someone who's currently anchoring, and would like to work in a live and helicopter-equipped 23-person newsroom. Resumes and tapes to: KBMT-TV, P.O. Box 1550, Beaumont, TX 77704.

News Leader Seeks reliable, experienced people. Street reporter/photographer to write, report, edit, and shoot as part of team. Photographer will shoot, edit, maintain ENG equip. Great opportunity for hard workers. Reply c/o Doug Weathers, P.O. Box 8086, Savannah, GA 31412 or 1-912-232-0127. EEO/Affirmative Action.

Reporter/Anchor. Will anchor or co-anchor weekend newscast. Must be able to produce a show as well as report. Three days a week. Excellent opportunity for advancement with group. Deg. and exp. req. EOE. Send letter and resume to Box M-153.

News Director for medium market affiliate. Needs strong leadership, content and production abilities for fast-growing television operation. An equal opportunity employer. Send resume and salary expectations to Box M-124.

Director Position Open. We produce highly paced visual newscast. Experience req. EOE. If you're creative, work well with others and are looking for the opportunity to grow with us, send resume and salary requirement to Box M-157.

Meteorologist Opening. Group seeks experienced, on air person, excellent future and benefits. Finest state of the art equipment. Deg and exp req. EOE. Send resume and letter to Box M-155.

Talk show host-reporter for Monday through Friday Live at Five program. Experience preferred. Tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WI 53711. EOE.

Sports Director: Central California NBC affiliate is looking for an aggressive, talented and organized sports reporter. Broadcast journalism degree preferred. Must have extensive TV work history in one-air and field reporting of sports. 40-hour week, salary negotiable, depending on experience. Excellent fringe benefits. Send complete resume and tape to News Director, KMJ-TV, P.O. Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Producer (11:00 newscast), WPLG, Miami (Post Newsweek) seeks an aggressive, experienced producer to manage night news operation and produce Miami's top-rated newscast. Reply with resume and cassette of recent half-hour newscast to: Richard C. Moore, Assistant News Director, WPLG, 3900 Biscayne Blvd. Miami, FL 33137.

Aggressive news reporter to head satellite news bureau in a beautiful seacoast area. Must be able to report, shoot and edit videotape. Send resume and tape to News Director, WCSC-TV, Box 186, Charleston, SC 29402.

Immediate Weather Opening. Deg. and exp req. EOE. If you know how to present the facts clearly and concisely and want to work with the best equipment and news department in the midwest, send resume to Box M-156.

Reporter: small market —good pay—benefits EEO. Box M-41.

Assignment Editor—who wants to be part of the management team. Organized, curious, creative. A planner, a people-person, and most of all, a journalist. Show us you have what it takes. We're a number one news operation, a network affiliate, in a major market. Please send resume to M-170.

Consumer Reporter: Aggressive news operation needs good reporter who believes in consumerism. Must be self starter, people oriented and experienced. Resume. EOE. Box M-175.

Photographer ... to join new Washington DC Bureau. Must have shooting and editing experience. EOE. If you're aggressive and want to work for the best network of stations around send info and salary req to Box M-220.

News Director/Anchor—Small market—excellent pay, benefits—\$19,000. EEO. Box M-43.

News Photographer—experienced in film, ENG and editing. Contact Brian Zelasko, Chief Photographer, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

Anchor, We want someone who is an example-setter for what we would like the whole organization to represent: Aggressive, professional, no-nonsense, enthusiastic, first and accurate. This is a Monday through Friday position, so only proven winners should apply. If you are dynamic and can report and read with equal skill, contact Jim Cairo at WNGE TV 2 in Nashville, TN EOE.

Photojournalist with commercial experience in all phases of ENG photography. Degree preferred. Send tape and resume to Larry Hatteberg, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

Reporter Position open immediately. Individual must be thorough and thoughtful journalist. Only aggressive, capable people need apply. Deg. and exp. req. EOE. If you're the right person send resume and detailed letter of news philosophy to Box M-150.

Evening anchor for fast growing broadcast corporation. Must be experienced and mature. Equal opportunity employer. Send resume to Box M-200.

Co-anchor for noon newscast, will also report, top 100 market, experience required. Send tape and resume to John Adams, NTV Network, Box 220, Kearney, NE 68847. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

Producer ... Expanding news operation looking for talented individual who can produce. If you can put together a journalistically sound show and understand how to properly use visuals then you may have a bright future with a growing group. Deg/exp. EOE. Send resume and letter to Box M-221.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

ENG Photographer/Editor for top rated prime time magazine in a top ten market. E.O.E. If you have a minimum of one year experience with highly-produced features, can work well with music, care about quality and have a tape to prove it, send your resume to Box M-57.

Assistant Manager, broadcast operations for N.J. Public Network. Responsible for scheduling of crews and facilities. Library and tape operations, and other activities. Seeking technical and production experience. Organizational aptitude, and ability to work with people. EOE. Send resume and salary history to Michael Mitran, NJPTV, 1573 Parkside Avenue, Trenton, NJ 08638.

Wanted: Strong Producer/Director; minimum 2-3 years experience. Able to handle field and studio production; field, news and studio directing. EOE. Resume only-no calls please, to Executive Producer, KDKA-TV, One Gateway Center, Pgh., PA 15222.

Video production facility expanding into the Tampa, Florida, market needs experienced videotape editor. National clients and state-of-the-equipment. Will consider creative film editor who wants to move to tape. Call 813-237-1200, or send resume to: Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603; Attn: Tony Kennedy.

Producer/Director/Writer: We're seeking experience, talent, and enthusiasm—someone skilled in location and studio tape production. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to do your best! Join our staff of award-winning producers in a unique southeast medium market. Show us your resume. EOE. Box M-158.

Promotion Director—Group-owned network-affiliated VHF in top 60 market seeking experienced and creative individual to head department. Production experience in radio, print and outdoor a requirement. Excellent salary, benefits and creative independence. An Equal Opportunity Employer. Send resume to Box M-114.

South Florida group owned medium market network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Operations Director, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

Producer-Director, WSIU-TV—Strong background in producing and directing television programs required. Must have expertise in all facets of studio production including EFP and remote film productions. Should be able to effectively supervise students working for the television station in the production of local studio, film, and EFP programs. Deadline for applications: December 15, 1980 or until filled. Appointment date: January 15, 1981. Salary: Competitive. Letter of application, complete credentials, and the names of at least three professional references should be sent to Allan Pizzato, Station Manager WSIU-TV, Communications Bldg Rm 1056, Southern Illinois University, Carbondale, IL 62901. WSIU-TV is an equal opportunity employer.

Film Sound Mixer WGBH is seeking a Film Sound Mixer immediately! Responsibilities include: Creating finished sound tracks from multiple track sources, recording narration and sound effects, evaluating original recordings, production and post production mixing, troubleshooting and repairing state of the art equipment helpful. Five years experience. Top wage. Send resume to: Personnel Office, (A-70), WGBH-TV, 125 Western Avenue, Boston, MA 02134. Deadline: December 8, 1980.

Public Affairs Producer. Produce, research, write and host a weekly magazine format public affairs series. Responsibilities would also include supervising other producers and support staff, generating program ideas and producing other programs as assigned. Requires BA degree or equivalent with previous television production and public affairs reporting experience. Additional responsibility would also include legislative coverage. Salary: \$15,516-\$18,800. Contact: Rita Ray, Director of Programming, WSWP-TV, P.O. Box AH, Beckley, WV 25801. E.O.E.

PM Magazine, Videographers. We are now accepting applications from experienced videographers for PM Magazine. We are an ABC affiliate in the top 50 markets. Send resume including salary history and demo tapes to: Mr. John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F/H.

P.M. Magazine Co-Host—Seeking person to work with female co-host on established series. Top 50 market. Quality feature experience a must. Equal Opportunity employer. Reply Box M-183.

Executive Producer for PM Magazine. Prior producing/directing experience required; administrative/managerial skills of primary importance; organizational abilities essential. Interested applicants should send their resumes to Rick Andrycha, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. EOE M/F.

Executive Producer for Public Affairs. The incumbent in this position is charged with the responsibility of developing the vehicles through which MAET will seek to serve the public interest. The position requires that this individual assume a supervisory role over other staff producer/directors in insuring completion of assigned tasks, adherence to approved budgets and time guidelines, and for the continuing education of these subordinates. Determining both short and long-range goals and objectives for the Public Affairs Branch is a further responsibility of this position. A knowledge of FCC rules and regulations on political broadcasting is essential. Contact Ken Barlow, Personnel Manager, Mississippi Authority for Educational Television, P.O. Drawer 1101, Jackson, MS 39205. 601-982-6227.

Top 30 Indy in S.E. area seeks Program Director. E.O.E. M/F Send Resume to Box M-205.

SITUATIONS WANTED MANAGEMENT

Advertising and Promotion specialist currently working with advertising agency seeks management position in broadcast promotion. Creative, aggressive, and experience in both TV and radio. Team player with many ideas seeking position in top 60 market. Box M-171.

Operations/Production—Nearly ten years experience. All phases of TV, operations, production, engineering, and sales. Available immediately. Willing to relocate. Excellent references. Call Stephen Schouten. 802-333-9663.

General Manager currently operating one of nation's top television stations seeking to re-locate. Looking for progressive company with incentive for future. A master at sales, personnel, PR, promotion, news, production and administration. Will turn profits, ratings and image around for you. Box M-176.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

First phone, two years experience in two-way radio maintenance, seeks work in TV station or cable. AA degree —Dan Simmons, Port Republic, MD 20676. 301-586-0736.

SITUATIONS WANTED NEWS

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV. news operation. Box K-182.

Print Journalist, 2 years experience as Washington Post news aide Rolling Stone Magazine researcher, seeks beginner spot as TV reporter-deskman. Age 24, degree, college background in radio, film, video. Mike Maloy, 8313 Meadowlark, Bethesda, MD 20034, 301-365-8065.

Talented TV sportscaster looking for low-key, high morale operation to settle down in. If you have the opening, I have the tape and resume. Box M-146.

Weathercaster position wanted, 3 years on air. Experienced with color radar, FAX and KK's. If you want someone that enjoys weather and you have severe weather seasons then write Box M-117.

News Photographer: Fifteen years of experience and not burned out, seeks change of scenery, film and ENG, excellent news judgement. Have been aggressive, creative photographer in both large and small markets. Excellent references. Box M-164.

Young aggressive black woman seeks reporting position in small market. Willing to give long hours and hard work. Background international affairs strong journalism credentials. Reply Box M-165.

Television reporter & anchor with radio and print experience ready to work in larger market. Degree & graduate training. Spot news, politics, "people" features and weather. Box M-161.

Meteorologist AMS Seal in top 10 Radar, satellite & computer. 10 year pro with personality and creativity. Box M-196.

Underpaid small market anchor needs to make more money. Dynamite ratings. Real feel for feature stories. Box M-191.

Weathercaster-Entry level. Some air experience, along with a strong background in meteorology. Able to make weathercast easily understood by audience. I am looking for my start in a small market. Box M-194.

Hustling, win-oriented sports anchor/reporter looking for new challenges. Five years sports reporting experience including PBP and telephone talk show. Call 605-996-4764.

Experienced Sports Anchor/Reporter seeks new challenge. If you're looking to fill a position with someone young, knowledgeable and energetic, then I'm your man. 305-763-1686 mornings.

Entry level reporter/writer. B.A. M.A. Phi Beta Kappa. Some film experience. Knows sports. Will relocate. VTR available. Box M-203.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Production Technician. Thoroughly experienced in every aspect of EFP studio production. Extensive lighting and audio production plus design. Will relocate. If you need total dedication call Gilbert Hammer 914-277-3948.

Producer-Director, over 20 years experience in markets 70 to 85 ... all phases production, up through Production Manager. Willing to re-locate anywhere, any market size. Call Collect: Bill 417-887-2250.

Young go getter, Don Martin school communications graduate, seeks entry level position, television operations. Contact Gregory Lichtenson 212-228-9029.

Children's program or Country and Western show. Singer and entertainer. Excellent background in TV kid shows, Country music, radio and records. Kenny Roberts, Hill, NH 03243. Phone 603-934-4309.

Take me away from N.Y.C.! Currently network promo copy coordinator. Formerly promotion coordinator at group-owned top-ten network affiliate. Plus, evening magazine production experience and eight years radio host-producer. Looking for position in smaller market where I can utilize my promotion experience and get a chance to stretch my on-air muscles. Box M-174.

I can put together a childrens program for you. Currently working on successful show. My special talents, production experience, and rapport with kids will make a successful show. Will produce and perform. Also experienced in public affairs, promotion and advertising. Box M-179.

Natural, articulate producer/host seeking public affairs directorship; PM Magazine; or talk (co)host. Top 60 only. Resume, VT, references. Box M-217.

Producer/Director—3 years experience, late newscast, top 100 market, seek new opportunity, call Tim at 315-363-4386.

CABLE

HELP WANTED MANAGEMENT

Director and Administrative Assistant The City of Atlanta, Georgia will fill two positions. The Director will oversee all activities related to the operation of local cable TV franchise; monitor construction and operation of the cable system for compliance with contract provisions; manage programming of municipal access channels; write and submit grant proposals; serve as staff support to Citizens' Advisory Board on cable TV; advise Mayor and City Council on issues related to cable TV. Bachelor's degree in communication or related field and some administrative experience are necessary. Master's degree and experience in TV programming, management, public administration helpful. Administrative Assistant must have secretarial skills and programming experience. Two years of college required. Salaries are highly competitive. Send resume to Commissioner Shirley C. Franklin, Dept. of Cultural Affairs, 317 Marietta St., N.W., Atlanta, GA 30313.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHER

Television Traffic Personnel. Nationally recognized firm in the broadcast automation industry is looking for personnel experienced in television traffic responsibilities to install our Broadcast Computer System. Thorough knowledge of station contract management, avails, log preparation, etc. is necessary. Extensive travel will take you throughout the U.S. to our customer sites where you will instruct station personnel on the use of our system. Salary \$15,000. Travel expenses paid. 404-633-0804. Atlanta.

Communications Associate: (Possible position) Center for Philosophy and Public Policy. Responsible for developing radio and television programming on topics in philosophy and public policy. Demonstrated ability to initiate new program ideas, make contact with media personnel, undertake planning, and carrying through a long-term project. Requires experience with broadcast media and substantial graduate education in philosophy. Salary competitive and negotiable; twelve-month contract; begin immediately. The University of Maryland subscribes to an active policy of equal employment opportunity. Women and minorities are encouraged to apply. To receive full consideration, applications should be post-marked by January 1, 1981. Contact: Peter G. Brown, Director, Center for Philosophy and Public Policy, University of Maryland, College Park, MD 20742.

HELP WANTED INSTRUCTION

Newspeople with two to five years experience are invited to apply to the Kiplinger Program in Public Affairs Reporting, now in its eighth year at Ohio State University. Entry to the year-long program leading to a Master's Degree in Journalism is competitive. Teaching associateships and scholarships are available to successful candidates. The next group of fellows begins work Sept. 23, 1981. For information, write or call: Graduate Chairman, School of Journalism, The Ohio State University, 242 West 18th Ave., Columbus, OH 43210. Telephone 614-422-7438.

University of Louisville. Faculty positions, university college. Communications: Broadcasting and Journalism. One tenure-track position will be available in Fall Semester, 1981 in each of these areas. Appointment at the rank of Assistant Professor will require a Ph.D. degree, significant teaching experience, and professional experience in the principal area. Appointment at the rank of Instructor will be considered for persons who are near completion of a Ph.D. degree and have appropriate professional experience. Teaching assignments in the professional area are flexible, but it is desirable that candidates for each position have the ability to teach in Introduction to Mass Communication and Communication Theory. Applications with resume should be postmarked no later than December 15, 1980, and should be addressed to Chairman, Journalism Search or Broadcast Search (as appropriate), Office of the Dean, University College, University of Louisville, Louisville, KY 40292. An Equal Opportunity/Affirmative Action Employer.

Communications-chairperson: to head journalism radio-television, speech, and drama programs. Effective September 1, 1981. Qualifications: earned Ph.D. in either communications or radio-television or journalism or speech; significant professional experience in broadcasting or journalism; demonstrated leadership, excellent teaching, scholarly publications and administrative experience. Send application letter, complete resume, and three reference letters to Emory Estes, Chairman, Communications Department Search Committee, UT Arlington, Box 19035, Arlington, TX 76019. Closing date: January 1, 1981. An Equal Opportunity/Affirmative Action Employer.

Broadcasting—East Tennessee State University is seeking an assistant or associate professor for a tenure-track position beginning August 15, 1981. Candidate will teach undergraduate courses in radio production and broadcast news and assist in advising campus radio station. Minimum of two years of professional experience in responsible position and Ph.D. required. Salary will be competitive. Program, administered in Mass Communications Department, enrolls 100 majors. Contact Personnel Office, ETSU, Box 24070A, Johnson City, TN 37614.

Telecommunications Specialist in news writing, electronic news gathering, instructional radio-TV, film and TV production and criticism. Begin January 12, 1981. Doctorate preferred. Salary, rank negotiable. Apply by December 10, 1980. Write: Dr. Eugene Hughes, President, Northern Arizona University, Box 4092, Flagstaff, AZ 86011. An Affirmative Action/Equal Opportunity/Section 504 Employer.

Mass Communication. Full-time teaching position, Fall 1981, to teach courses in mass communication history, theory and issues, also broadcasting, performance, and broadcast journalism. Involves coordinating some aspects of active internship program. One year appointment, possible extension. Must have at least two years professional experience in broadcasting. Doctorate preferred; Masters required. Rank and salary negotiable. Application deadline, February 1, 1981. Submit resume to: Mr. Thomas P. Proietti, Chairman, Communication/Journalism Program, St. John Fisher College, Rochester, NY 14618 EOE (m/f)

Established, accredited broadcasting school needs instructor. Five years broadcasting experience required. Full-time, good pay and benefits. Call L. Craft, 1-513-258-8251. International Broadcasting School, 6 S. Smithville Rd., Dayton, OH 45431.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271.)

Christian Organization (IRS Non-Profit) seeks contributions of equipment (especially studio) for new FM. We document top dollar value for end of year donation receipts. Old is OK but please no junk. We pay shipping. Maranatha! Dr. Stan Little, Rejoice Fellowship Inc., Box 1172, Palm Desert, CA 92261.

Needing Hand Calculator for adding/subtracting hours, minutes, seconds (sexagesimal). Call Terri 817-457-1340.

Paul Schafer wants to buy: Good used Schafer 800T automation systems and good late model AM-FM transmitters. Please call Schafer International 714-454-1154.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

1 KW AMS-RCA BTA IR1, Collins 20V3, 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215-379-6585.

Mini-Van Dodge Tradesman 200-3 year old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV, for news gathering or remote production, 2 Ikegami's HL-35 mini-cams, 1 CDL Switcher, syng gen, 1 color monitor, four 9" conrac monitors, VDA's, PDA's, lights, mikes, tripods, completed wired ready to go, extras. Best offer over \$50,000. Call: Ernie Panos 9:30 to 6:00 p.m. 312-236-5535.

GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.

RCA TT-10AL VHF Transmitter—\$5,000.

RCA TT-35CC VHF Transmitter—\$20,000.

RCA TT-50AH VHF Transmitter—\$12,000.

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.

CVS 520 Time Base Corrector—\$8,500.

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.

TR-22 RCA Hi-Band \$16,000.

BUP-100 Sony New-Call.

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. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

RCA TR-70Cs (2) for sale—with CAVEC, DOC, editor, auto tracking, B/W Monitor. Contact Bill Ebell, 201-767-1000.

10 kw Electronic Research Isocoupler, 340' Andrews 3' Heliac, 12 bay, 24 element, Gates FMA-12/300G-12 FM Antenna on 95.7. Galen Gilbert 214-272-0322.

5 KW FM-RCA BTF 5B, good working order w/versicount exciter. M. Cooper 215-379-6585.

5 KW AM Collins, 820 E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

Two Ampex AVR-2's each equipped with editor/editec, digital dropout compensator, autotracking, audio monitor stack, B&G air compressor, Conrac 9" b/w monitor, Tektronics 529 waveform monitor, monitor switching panel; common to both machines: one Conrac CYB-17 color monitor and one Emcor II equipment rack. Also for sale: two Tektronics R146 sync/color bar generators; one Tektronics service scope/spectrum analyzer system which includes 7504 90 mhz 4-slot mainframe w/CRT readout, 7A18 dual trace horizontal amplifier, 7B40 time base amplifier, 7B41 delaying time base amplifier, 7L5/L1 5 mhz spectrum analyzer, 204-2 scopemobile; one Sylvania rack mount flying spot scanner slide chain. All equipment has been excellently maintained. Available immediately. Call John Switzer, 303-455-1514.

For sale: Two JVC CR8500 Editors with RM85 Edit Controller —\$8,500. (Completely Reconditioned). One FP-40 Hitachi Color Studio Camera-(New) \$19,000. Two DPS-1 Digital Video Time Base Correctors—\$19,000 ea consisting of: 01 Mainframe, 02 Input Buffer, 06 512 Line Memory, 08 TBC I/P Sync Generator, 09 Velocity Compensator, 14 Com Filter, 17 Test Generator, 18 Sync Generator or Drives. Both DPS units can be sold together for a price of 36,000. (Digital Video is offering a 3 month full factory warranty on these two units.) Communitronics Corp., 1907 S. Kingshighway, St. Louis, MO 63110. 314-771-7160.

For sale or trade: Channel 62 notched Di-plexer by Micro Communications. Excellent condition. (2) G.E. TT25 UHF 12 kw transmitters channels 35 and 58. Contact WTSF-TV 304-532-6161. Huntington, WV.

For Sale: 1 ea. color film chain includes, Philips PCF701 Camera including plumbicons, 2 ea. Hokshin Model 310D 16 mm projectors, 1 ea. RCA TP-7 projector and Eastman Model 2 Multiplexer. Price \$40,000. 1 ea. Eastman 275 16 mm projector. Price \$8,000. 1 ea. Eastman Model TV M100A Super 8 projector with mounting pedestal and neutral density filter. Price \$1,000. Contact Larry W. Ocker, WTTW, 5400 N. St. Louis Ave., Chicago, IL 60625, 312-583-5000.

FOR SALE EQUIPMENT CONTINUED

FM Exciters—Versicount, 15 mos. old, Sparta 660 and Wilkinson FME 10. Also stereo generators. M. Cooper 215-379-6585.

Dynalr 40 x 24 routing switcher available for immediate sale. System includes 1400 series video matrix, 8100 series audio matrix and CP 240 an control panels. Switcher complete with power supplies, cables and connectors. For further info contact Ira Goldstone, Engineering Manager, WCVB-TV, Boston, MA 617-449-0400.

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.

MISCELLANEOUS

Artist Bio Information, daily calendat, 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.

As little as a dollar a spot will buy the voicing of your copy by a semi-retired, long-time pro broadcast communicator! Free information. Mandrake Productions, 149 West 88, New York City 10024. 212-787-4824.

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: 1920/1970—Music! Features! Events! \$18.75 per week! "Demo" Tape: R.T.W.I.W. Box 174, Jacksonville, TX 75766.

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

Two ½ Hour Christmas Program Specials. "Christmas in the Air" features readings by James Mason, Claire Bloom, Alec Guinness. Beautiful exciting music. "Moods of Christmas" features a variety of music in an audio extravaganza. Compatible with any format. Call 213-939-3140 or write: Voxel, 5670 Wilshire Blvd., Los Angeles, CA 90036.

Science Features. Each ten minutes or five minutes long. Directed toward high-school science students and nonscientist adults. Available for broadcast free on disk from Carnegie Institution, 1530 P Street, N.W., Washington, D.C. 20005. phone: 202-387-6411.

EMPLOYMENT SERVICES

Radio Jobs!!! Jobs!!! Jobs!!! "Anywhere in the U.S." guarantee placement service write: NYMO Consultants, Box 852 Saco, ME 04072.

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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

RADIO

Help Wanted Sales

ASSOCIATED COMMUNICATIONS CORPORATION

WPXN/WPXY, Rochester, N.Y.

is in need of a skilled, experienced Sales Manager for its News/Talk-Contemporary AM/FM combination. Prior management experience mandatory. Complete resumes and salary requirements by mail only, no phone calls, to:

William J. Cusack
General Manager
WPXN/WPXY
55 St. Paul Street
Rochester, N.Y. 14604

All replies in confidence ... an equal opportunity employer.

Help Wanted Management

GM-AM/FM and Group Executive

Growing medium market group needs solid, professional GM strong in developing people, administration, sales, programming and profits to fully develop superior AM/FM facilities, presently dominant in fine Midwestern market. Relate to university, business, government, and agriculture environment. Assist in group operations. Potential! Attractive arrangements. Box M-166.

Help Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR TOP TEN MARKET

50,000 watt powerhouse going country January first. We're looking for the nation's best radio programmer to become part of our team. All new facilities, plus great group benefits. Rush tape and resume to PO Box 2424, Springfield, VA 22152. M/F EOE.

Help Wanted Announcers

RARE OPENING KOY PHOENIX

Looking for afternoon drive personality at highly rated adult contemporary station. This is the first day-time talent opening in 6 years. Excellent radio opportunity in a beautiful fast growing sunbelt market of 1½ million. Send tape and resume to Nat Stevens, Program Director, KOY, 840 N. Central, Phoenix, AZ 85004. EOE/MF.

MORNING ANNOUNCER

for very successful New Jersey station. Experienced human sounding male/female. For information/music format, write Box M-160.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR/TALK SHOW HOST

Southeast medium-market country music station seeks professional program director who can relate to market and host community involvement talk/phone show. Highly successful station in growing group. Box M-141.

wdxi 1310 RADIO

WDXI, top rated station in Jackson TN has immediate opening for Director of Programming. WDXI is the best medium market Country station in America. If you would like a great opportunity with excellent compensation in a terrific market, contact

Betty Mastick, General
Manager
WDXI RADIO
P.O. Box WDXI
Jackson, TN 38301

WDXI is part of Community Service Broadcasting and is an EOE/MF

Situations Wanted Management

OPERATIONS MANAGER

Knowledgeable in all areas of radio administration. Long, successful track record in top markets with strong programming background. West Coast markets preferred, but will consider opportunities with groups. Box M-186.

SALES MANAGEMENT

Strong sales background, effective leader, teacher. RAB-Jennings-Welch. Large, significant increases.

Box M-185

Situations Wanted News

NEWS DIRECTOR-OPERATIONS MANAGER

Take charge, professional, with 20 years experience in all phases of broadcasting, seeking position with station where management is concerned about programming excellence, as well as making money. Can build a new operation from scratch, or make your present one the best in the area. First phone, know FCC, and have the ability to get the best out of a staff. Let me help make your station a winner! Box M-38.

Attention Major Market Radio Stations!
Please hire my husband, Gene Steinberg! He's an incredibly talented newsmen and talk-show host with 12 years of multi-media experience. You won't be disappointed.

*Sincerely,
Barbara Steinberg*

P.S. You can call Gene at 212-631-9290. Thanks!

Help Wanted News Continued

REPORTER/CO-ANCHOR

needed immediately for station in 38th market. Excellent benefits. Person must have solid journalistic background, good communicative abilities, creative background. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, Mich. 49501. EOE.

EJ PHOTOGRAPHER

Must have 3 to 5 years experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008. Equal opportunity employer.

Help Wanted Programing, Production, Others



PM Magazine co-host needed to work with personable female in top 25 market. Must be energetic with positive personality and strong desire to be part of the team. The ability to write and produce features a must. Send resume to Box M-50. An Equal Opportunity Employer.

TELEVISION

Help Wanted Management

ASSISTANT CONTROLLER

Number 2 financial spot available at top Oakland/San Francisco independent. Supervise all accounting functions and assist Controller. Degree and accounting/broadcast experience required. Send resume to: Gretchen Carlisle, Personnel Manager, KTVU-TV, One Jack London Square, Oakland, CA 94607. We are an Equal Opportunity Employer M/F.

NEWS PRODUCER

Aggressive and creative Producer to join News staff. Previous experience required. Must know how to use film, tape, graphics, and microwave technology. Strong writing skills and organizational techniques. Please send resume and tape to:

Nancy Fields
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

Producer/ Director

WTVJ has an opening for an individual with a minimum of 5 years television experience as a Producer/Director. Must have knowledge of local TV production, news, sports, weather & in-house production. Must be able to produce, write script & format TV programs. College desired. Good salary & benefits. Send resume to Manager of Employment.

P.O. Box 010787 Miami Fla 33101
Equal Opportunity Employer M/F

TV GENERAL MANAGER NEW UHF

Competitive New England Area

12-18 Months Projected On-Air Date. Resume should be received 12/15/80. Excellent radio background welcome. Equal Opportunity Employer Box M-209.

Cinematographer

WTVJ news dept has an opening for a cinematographer with at least 2 years ENG & editing experience. Good salary & benefits package. Send resume & tape to Manager of Employment.

**P.O. Box 010787 Miami Fla
33101**

Equal Opportunity Employer M/F

Help Wanted News

NEWS DIRECTOR



We are looking for the right person to staff and manage a brand new news department and to launch California's best looking prime-time newscast.

This is an opportunity of a lifetime. Send letter with all pertinent information (no telephone calls) to:

John H. Davison
Vice President/General Manager

**KGSC-TV
P.O. Box 36
San Jose, CA 95109**

Maybe we can get together at the RTNDA, December 3-5.

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



Co-Host/Producer

This major market sun-belt station is looking for creative self-starters to host its growing PM Magazine show. The individuals selected will have the ability to write and field produce, a superior knowledge of production techniques and a sparkling on-air presentation. On-air experience is required. If you meet these requirements, please send your resume to Box M-121. An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**

FILM MANAGER

Immediate opening—Independent Experience desired. Knowledge of film inventory, shipping, administration, editing, etc. Major group operator, top 50 market, southwest region. EEO. Reply to confidential Box M-173.

PRODUCER

Searching for news producer for fast-paced, highly visual newscast in twentieth market. You have all the latest state-of-the-art equipment with which to work, including several mobile microwave units, live helicopter and weather radar. We need an aggressive person who can motivate, push and produce. Journalism degree preferred plus two years commercial television production. EEO/MF Box K-154.

Help Wanted Sales

**TERRITORY SALES EXECUTIVE FOR
GROWING TVB**

Sell to local and regional advertisers: work with TVB member station sales staffs; represent the television industry. Must have station and/or rep sales experience and knowledge of competitive media. New York location. Send resume to: Bob Lefko, Television Bureau of Advertising, 1345 Ave. of the Americas, New York, N.Y. 10105. No phone calls.

Situations Wanted News

**FREELANCE
E.N.G. CREW**

Available for assignments in Central & South America. Ikegami 79A, Sony BVU 50,110.

Contact: Howard Dorf
(305) 653-3815

**Situations Wanted Programing,
Production, Others**

**AWARD-WINNING FILM/
VIDEOTAPE DIRECTOR**

available for short or long term free-lance assignments. DGA Member. Reel and list of impressive credits available. Jack Kuney 663-5th Ave. New York, New York, 10022 (212) 752-7386.

Radio Programing

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



**CABLE
Help Wanted Management**



**TIMES MIRROR
CABLE TELEVISION**

Divisional Vice Presidents

Due to continued expansion and internal promotions, Times Mirror Cable Television announces exciting opportunities for highly-talented, success-oriented cable professionals. Our Western and Midwestern Divisions require Vice Presidents skilled in management, finance, engineering or marketing. Each would be responsible for at least six cable systems in excess of 100,000 basic subscribers. These Vice Presidents will enjoy challenging opportunities: multi-level pay television systems in competitive environments, major new systems construction, and pilot projects in security services.

Qualified candidates must have substantial cable experience in addition to proven success within the cable industry. Each should also possess a management, marketing, finance or engineering degree and a firm understanding of cable operations management.

At Times Mirror Cable Television, the sixth largest cable company in the nation, we encourage independence and flexibility in management and provide our people with the corporate support necessary to ensure their success. We have exciting plans for the future and, with the financial backing of a Company which generates annual revenues of \$1.7 billion, we have the support we need. We offer an excellent compensation package, including incentives, along with an outstanding benefit program. If you are an assertive, skilled individual with a strong commitment to achievement and excellence, we would like to talk with you about your future in cable.

For more information, call Gregory Liptak at (714) 549-2173, or send your resume, including salary history, in confidence to him at: Times Mirror Cable Television, P.O. Box 19398, Irvine, CA 92713.

We are an equal opportunity employer and encourage women and minorities to apply.

**Advertising
Sales Manager
Midwest Region**

Location: Optional, within Territory Serviced

Qualified candidate will organize and direct an effective sales program of advertising spot sales for national, regional and local cable television markets. Additional responsibilities will include training and supervising sales reps in Illinois, Indiana, and Michigan.

We are seeking a highly motivated, self-starter with previous times sales experience.

Salary commensurate with experience.

Send resume in strictest confidence to:

GENERAL ELECTRIC CABLEVISION CORP

Att: Ms H.A. Slosek, Employee Relations Office
1400 Balltown Road, Schenectady, NY 12309

GENERAL  ELECTRIC

An Equal Opportunity Employer. M/F

ALLIED FIELDS Help Wanted Sales

PROFESSIONAL SYNDICATION SALESPEOPLE...

AMERICAN IMAGE PRODUCTIONS in Nashville is seeking **experienced** professional salespeople to handle the following products:

- production libraries
- TV promotional packages (audio & video)
- radio theme packages (audio & video)

A variety of compensation plans are available. Position requires travel using qualified leads.

AMERICAN IMAGE currently serves over 1,000 broadcasters in the U.S.A. and Canada. If you are currently involved in this type selling to broadcasters contact Jerry Williams. If replying by mail include resumé.



**AMERICAN
IMAGE
PRODUCTIONS**

Box 23355 Nashville, Tennessee 37202
Toll Free: 1-800-251-2058 In Tennessee: 615-329-1988

Business Opportunities

THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. T.V. Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write T.V. Tempo, Inc., PO Box 5443, Athens, GA 30604.

PROFITABLE NEWSLETTER FOR SALE

geared for broadcasters—
very low overhead—high growth potential
with custom computer mail list program
ideal for added or prime income
reasonably priced
Box M-148

BROADCAST SCHOOL DISTRIBUTORSHIP

COLORADO
Write Box K-140

Public Notice

NOTICE OF PROPOSALS FOR CABLE TELEVISION

The Board of Supervisors of Northampton Township will receive proposals until 4:30 PM, Friday, December 5, 1980, prevailing time, at the Administration Building, Northampton Township Municipal Complex, 55 Township Road, Richboro, Pa. 18954 for:

Franchise on Cable Television

Proposals will be reviewed by the Board of Supervisors and action on the franchise is anticipated at the public meeting of the Board of Supervisors on January 14, 1981.

Copies of Ordinance No. 188 adopting Cable Television in Northampton Township are available in the Township Manager's Office, 55 Township Road, Richboro, Pa.

Proposals should be addressed to:

Mr. D. Bruce Townsend, Township Manager
Northampton Township Administration
Building
55 Township Road, Richboro, Pa. 18954

D. Bruce Townsend
Township Manager

PUBLIC NOTICE

Request for Proposals
for Cable Television Services

Prince George's County, Maryland, located in the Washington, D.C. Metropolitan Area, is seeking applicants to provide cable television services for the northern and southern franchise territories within the County (approximately 100,000 households in each franchise territory). A copy of the Request for Proposal package is available after November 24, 1980 upon request from:

Dolores L. Early
Executive Director
Cable Television Commission
Room L140
County Administration Building
Upper Marlboro, Maryland 20870

All requests for a proposal package should be accompanied by a check for \$15.00 made out to "Prince George's County, Maryland". All inquiries concerning the RFP should be in writing directed to the above address. Proposals are due at the above address by 8:30 p.m. on February 24, 1981 at which time they will be opened in a public session. All proposals must be accompanied by an application fee of Ten Thousand Dollars (\$10,000), Five Thousand (\$5,000) of the fee is refundable to unsuccessful applicants.

Public Notice Continued

Public Notice

The Village and Town of Pawling, in Dutchess County, New York invites applications for cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned and accompanied by a \$100.00 check, not refundable, filing fee. Certified checks made payable to the Town of Pawling. Applications will be accepted until February 13, 1981 and all applications received will be available for public inspection during normal business hours at the Town Hall, 160 Maple Blvd., Pawling, New York.

Town of Pawling
Town Clerk
160 Maple Blvd.
Pawling, N.Y. 12564

Instruction

Be Professional
Learn Play-by-Play
for small and medium markets **FOOTBALL**
Book, Demo Tape, Professional Forms
Write or Call for Free Info
Tennessee Institute of Broadcasting
2106-A 8th Ave. S. Nashville, TN 37204
615-297-3396

Services

1981 CAN BE YOUR MOST PROFITABLE YEAR

RADIO STATION OWNERS ... WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort.

All sales will be done by principals of our company only. If you would like to increase your sales, at no cost, call us collect.

Stewart P. Lurie, President
Community Service Broadcasting
601 Skokie Blvd.
Suite 502
Northbrook, Illinois 60062
(312) 564-3904

\$\$\$ PROFITS!!

It's what all of us in business are trying to obtain with a minimal amount of problems. Radio Stations have a unique problem—I have a unique solution! Let's get together! I've earned thousands of extra \$\$\$ in advertising sales revenue for Radio Stations all across the nation and I did it my way—with integrity and honesty. What am I talking about? An extremely sophisticated and well-managed telephone sales operation for merchandising your unsold R.O.S. time. No, the concept is not new, but our approach truly is. No obligations—no commitments. For information contact Radio-Active Marketing, Inc. at 715 East Golf Road, Schaumburg, Illinois, 60195—a company dedicated to a straight and clean sales operation with plenty of highly respectable references. Or call me, Ed Lester, person-to-person collect anytime at (312) 885-9573. I really believe in Radio-Active Marketing—so will you!

Employment Service

For Sale Stations Continued

**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

CREATIVE BROADCAST SERVICES AGENCY
"Media Placement Professionals"

- Executives
- Technical
- Management
- Talent

(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028

Products

**Empty
REELS and
BOXES**

for Audio & Video Tape

ASK FOR OUR CATALOG OF
PROFESSIONAL RECORDING SUPPLIES

Polyline
Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

For Sale Stations

BEAUTIFUL MIDWEST

AM/FM serving well over a million people for sale to qualified buyer by owner. Includes real estate. Send financial qualifications to Box M-77

MIDWESTERN CATV

Small midwestern CATV with 1100 subs and 2600 homes passed. Excellent growth left. Asking \$850,000. cash. Box M-219.

AM/FM COMBO S.E.

Only stn. in market. AM-1 kw/d-FM-3 kw. AM supporting under-developed FM. Priced at \$600,000. Terms to Qualified buyers.

CAROLINA MEDIA BROKERS

516 FENTON PL.
CHARLOTTE, NC 28207
704-376-1161

Select Media Brokers
(912) 883-4917
P.O. BOX 850 ALBANY, GA. 31702

MS	AM/FM	375K	Small
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
FL	Daytime AM	400K	Medium
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment	\$15,000	
FL	AM—Down payment	\$30,000	
TN	AM—Down payment	\$30,000	

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

AM/FM COMBO

Class A. FM and Class IV AM in Top-40 format. Located in New England area. Asking price \$600,000. Buyer will consider 29% down. Box M-213.

**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

R.D.HANNA COMPANY

BROKERAGE • APPRAISAL • MANAGEMENT

6257 Garwood St., Las Vegas, NV 89107 702-870-7106
8340 E. Princeton Ave., Denver, CO 80237 303-771-7675
5944 Luther Ln., Suite 505, Dallas, TX 75225 214-696-1022

- 1,000 watt daytime—New Jersey. \$815,000.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- Ala. 1000 watt fulltime. \$200,000. Terms
- 1000 watt daytime. SE KY. \$300,000.
- 1000 fulltime. Tenn. Chattanooga area. \$350,000.
- 5,000 watt daytime. E. Tenn. \$340,000. \$40,000 down.
- Fulltime. 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.
- Fulltime near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV-C.R., in the Deep South. At cost—\$250,000.
- UHF-TV in Central Iowa. "Turn key job." \$320,000.
- NW Florida. C.R.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 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 daytime. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytime. Single market station. CA resort area. \$430,000.
- Fulltime. Major market Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Two AM's. CA. fulltime and daytime.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytime. Terms. Small DP.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytime in Northern Michigan. \$430,000. Terms.
- Fulltime. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

NETWORK AFFILIATED TV

Small market network affiliated TV needs additional \$1.3 million capitalization. Prefer investor with TV experience. Significant minority equity goes with investment as well as option to control. Box M-216.



CHAPMAN ASSOCIATES®

media brokerage service

STATION

MW	Small	Fulltime	\$350K	29%
S	Small	Fulltime	\$375K	Terms
S	Small	AM/FM	\$487K	\$141K
W	Small	AM	\$500K	Terms
W	Small	FM	\$600K	25%
S	Medium	Fulltime	\$1100K	\$319K
W	Major	Fulltime	\$3150K	29%

CONTACT

Jim Mackin	(312) 323-1545
Paul Crowder	(615) 298-4986
Dan Rouse	(214) 387-2303
Ray Stanfield	(213) 363-5764
Ray Stanfield	(213) 363-5764
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Media



Mercer

Donald Mercer, VP-administration and affiliate services, NBC-TV, New York, named senior VP, NBC Television Network. **Anthony Cervini**, VP-affiliate relations operations, NBC-TV, named to newly created post of VP-planning-affiliate service. **Diane Healey**, VP-network planning, and **William Kelley**, regional director, named VP's, affiliate relation operations.

Robert F. Hyland III, VP-general manager of CBS-owned WCBs(AM) New York, named VP, CBS-Owned FM Stations, filling vacancy created by departure of Robert Cole several months ago. **James McQuade**, VP-general manager, WCBs-FM New York, is expected to succeed Hyland at WCBs(AM).

David Percelay, manager-capital planning, CBS Television Stations, Los Angeles, named director, CBS/Broadcast Group's teletext project there. He will implement program-audience teletext test at CBS-owned KNXT(TV) (BROADCASTING, Nov. 17).

Norman Samnick, VP of industrial and labor relations, Warner Communications Inc., New York, named senior VP.



Polillo

Pat Polillo, VP-general manager, KPIX(TV) San Francisco, joins KYW-TV Philadelphia in same capacity. **Arthur Kern**, VP-general manager, WJZ-TV Baltimore, succeeds Polillo. **Paul Yates**, station manager, WBZ-TV Boston, succeeds Kern. All are Westinghouse stations.



Kern



Yates

Knowles Hall, VP-general manager, KABL-AM-FM San Francisco, joins KFOG(FM) there as general manager.

Larry Harris, general sales manager, KFVS-TV Cape Girardeau, Mo., named VP-general manager.

Yulee Godfrey, general sales manager, WIVY-

FM Jacksonville, Fla., named VP-general manager.

George Rouse, business manager, KMGH-TV Denver, named station manager.

James Mazur, controller, MBS Cable TV, Minerva, Ohio, joins Warner Cable of Pittsburgh as VP-finance.

Mickey Ashworth, program director, KLVJ(AM) Beaumont, Tex., and KYKR-FM Port Arthur, Tex., named VP-operations for licensee, Hicks Communications.

Jennifer Lawson, former director of Film Fund, New York-based foundation, joins Corporation for Public Broadcasting, Washington, as coordinator for program fund.

R.C. Bartlett, production manager, WYEA-TV Columbus, Ga., named operations manager. **Santiago Rivera**, chief photographer, WYEA-TV, named operations supervisor.

Larry Yurdin, director, Radio Talent Bank, Los Angeles, joins WTN(AM) Grand Rapids, Mich., as operations manager.

Scott Robbins, program director, WCKX-FM Clearwater, Fla., named operations manager.

Jim Scollin, music director and air personality, WOMC(FM) Detroit, joins WJML-AM-FM Petoskey, Mich., as station operations director.

Grady Ivy, from Harte-Hanks Communications, San Antonio, Tex., joins Buford Television, Tyler, Tex., as VP-administration and controller.

Thomas Fisher, general counsel, Meredith Corp., Des Moines, Iowa, named VP-general counsel.

Robin Fisher, manager-research, RKO Radio Network, New York, named director-research.

Howard Pardue, director of personnel, Reliance Universal Inc., High Point, N.C., joins Southern Broadcasting, Winston-Salem, N.C., as director-human resources.

Cherie Koch, director of advertising and sales promotion, Federal Life Insurance Co., Chicago, joins Century Broadcasting there as

co-op coordinator.

Michael Foley, manager-data processing, Forward Communications, Wausau, Wis., named VP-data communications.

Royce Glenger, in charge of construction, Mountain States Video, Denver, joins Daniels & Associates there as director of construction.

Jack Kerrigan, regional manager of licensing for Broadcast Music Inc., Des Moines, Iowa, retires after 16 years of service. Kerrigan, whose broadcast career spanned 50 years, was with WHO-AM-TV Des Moines for 28 years serving as announcer, production manager and program director for both stations.

Donald H. McGannon, board chairman, Westinghouse Broadcasting Group, New York, awarded honorary doctor of commercial science degree by St. John's University, Queens, N.Y., for accomplishments in broadcasting.

Advertising

Jerome Ohlsten, senior VP-director of research, Cunningham & Walsh, New York, joins Dancer Fitzgerald Sample there in same capacity.

Richard Wiethas, senior VP-management supervisor, Campbell-Ewald, Detroit, joins D'Arcy-MacManus & Masius, Chicago, in same capacity. **Thomas Kutsko Jr.**, associate research director, DM&M, St. Louis, named VP. **Mary Gerwig**, media planner, Tatham-Laird & Kudner, Chicago, joins DM&M there in same capacity.

Sam Hershfield, senior management representative, Needham, Harper & Steers Advertising, New York, named senior VP. **Peter Cheyney**, manager of advertising for Singer Co., New York, joins NH&S there as account executive.

Account supervisors named VP's at Compton Advertising, New York: **Jean Mojo**, **John Sloan** and **Bill Williams**. **Barbara Borg**, media manager, and **Frank Brugos**, art director-producer, also named VP's.

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John Hoffman, creative director, Simpson Marketing Communications Agency, Columbus, Ohio, named VP. **Gina Gabriel**, former media supervisor, Dancer Fitzgerald Sample, New York, joins Simpson as director-media services.

Elinor Bozzone, account supervisor, Ogilvy & Mather, New York, joins Albert Frank/FCB there as VP-account supervisor.

Jon Tracosas, account supervisor, Ogilvy & Mather, New York, joins Foote, Cone & Belding there in same capacity.

Gary Patrick, media supervisor, Wells, Rich, Greene, New York, joins Independent Media Services there as account services manager.

John Whaley, former account manager, Campbell-Mithun Advertising, Minneapolis, joins Bozell & Jacobs there as account executive. **John Anderson**, former account executive, CM&B Advertising, subsidiary of Campbell-Mithun, Minneapolis, joins B&J as assistant account executive.

Janie Urbanic, manager, bottler research services, Dr. Pepper, Dallas, joins Tracy-Locke Advertising there as account research manager.

Kay Collins, media supervisor, Lee King & Partners, Chicago advertising agency, named associate media director.

Walter Harrell, writer-producer, Freedman Advertising, Cincinnati, joins Sive Associates there in same capacity.

Michael Chadick, head of own company, Chadick & Co., Washington, joins public relations and advertising consulting firm of Maurer, Fleisher, Zon & Anderson there as art director. **Peter Ettinger**, former director-field projects, Department of Medical and Public Affairs, George Washington University, Washington, joins MFZA as account executive. **Robert Trussell**, teacher, Yale University, New Haven, Conn., joins MFZA, as manager of film department production.

Ronald Etter, from Kight Cowman Abrams, Columbus, Ohio, advertising agency, joins Lord, Sullivan & Yoder Inc., Marion, Ohio, as senior copywriter.

Sherylen Young, sales assistant, Dallas office of Top Market Television, joins Reid Advertising and Public Relations, Newport Beach, Calif., as media buyer-production manager.

James Beloyianis, VP-general sales manager, Katz Television, New York, named VP of Katz Agency. **Jeffrey Smith**, account executive, WOTV(TV) Grand Rapids, Mich., joins Katz Television in Detroit in same capacity.

Robert Watson, VP-Midwest sales manager, ABC Radio Network, Chicago, named VP-Eastern sales manager, based in New York. **Dennis Glynn**, Midwest sales manager, ABC Radio, succeeds Watson.

Stanley Schroeder, director, accounts payable, Storer Television Sales, New York, named to new post of VP-business manager.

Carroll Watkins, former local sales manager, KBXL(AM)-KRE-FM Berkeley, Calif., joins Blair/Northwest Radio, Seattle, as account executive.

Michelle Ruwe Moggio, national sales coordinator, KPLR-TV St. Louis, joins Meeker Television there as account executive. **Sharon Stanley**, from Mart Advertising, Fort Worth, joins Meeker's Dallas office as account executive.

Linda Hardin, from Meeker TV, St. Louis, joins Eastman Radio there as account executive.



Fisher

Gary Fisher, sales manager, WABC(AM) New York, named general sales manager. **Anita Edwards**, national sales manager, succeeds Fisher.

E. Holland Low, national sales manager, WWLP(TV) Springfield, Mass., named VP-national sales. **Daniel Sullivan**, local sales manager, named

general sales manager.

Arthur Kriemelman, former general sales manager, KSRR-FM Houston, joins Mutual Broadcasting System, Washington, as VP-sales. He will be based in New York.

Tim Leaf, local sales manager, KMSP-TV Minneapolis, named sales manager. **Stephanie Werner**, account executive, KMSP-TV, named national sales manager. **John Lunden**, former sales manager, KSTP-AM-FM Minneapolis, joins KMSP-TV as account executive.

Fred Gardini, regional sales manager, WWVA(AM) Wheeling, W. Va., named general sales manager of WWVA and WCPI(FM) there.

Rick Jopple, account executive, KOY(AM) Phoenix, named local sales manager.

Patty Hagen-Busch, account executive, KOIT(FM) San Francisco, named assistant sales manager.

James Bricker, account executive, WXUS(FM) Lafayette, Ind., named sales manager.

Gary Ludwig, sales representative, WVLV(AM) Lebanon, Pa., named sales manager. **William Swope**, sales representative, WVLV, named assistant sales manager.

Doug Pinkerton, local sales manager, WROC-TV Rochester, N.Y., joins WJZ-TV Baltimore, as account executive.

Jeffrey Reinert, senior account executive, WTVE(TV) Reading, Pa., joins WCAU-TV Philadelphia as account executive.

Danell Leong, KTIM(AM) San Francisco, joins KABL-AM-FM there as account executive.

Patricia Lyons, account executive, WXXS-FM Medford, Mass., joins WJIB(FM) Boston in same capacity.

Mark Mitchell, with WKEF(TV) Dayton, Ohio, and **Brenda Trezise**, sales staff secretary there, named account executives.

Amanda Foard, with WHAS-TV Louisville, Ky., named account executive.

Greg Fik, account executive, WBUF(FM) Buffalo, N.Y., joins WHLD(AM)-WZIR-FM Niagara Falls, N.Y., in same capacity.

Dixie Lee Anderson, former marketing support director, U.S. Video's Hollywood and Burbank facilities, forms own advertising agency, Sources Unlimited, to serve entertainment industry there.

Programing

Earl Bellamy, VP, Universal Television, Los Angeles, named to new post of VP in charge of production.

Nancy Dockry, VP, MCA TV, Los Angeles, joins Time-Life Films there as VP-network television.

Herbert Weiss, Northeastern sales manager, Metromedia Producers, based in New York, joins Columbia Pictures Television Distribution there as VP-sales for East.



Russell

Carl Russell, VP for Northeast area, MCA TV, based in New York, named senior VP-sales manager for MCA's domestic division.

Jack Garrison, Midwest regional sales manager, Time-Life Television, based in Ballwin, Mo., joins Metromedia Producers there as VP-sales manager of Midwest region.

Karen Brooks, former sales manager, Gold Key Entertainment, Los Angeles, joins Metromedia there as director-media services.

Neil Russell, Midwestern division sales manager, MGM-TV, Chicago, named Western division sales manager, based at MGM studios, Culver City, Calif.

Richard Vanderbilt, director, affiliate relations, Warner Amex Satellite Entertainment Corp., New York, named director of special projects. **Andrew Orgel**, Eastern regional sales director, succeeds Vanderbilt. **Steven Casey**, operations manager, KKKQ(AM)-KUPD-FM Phoenix, joins WASEC as director of music program development. **Carolyn Baker**, director of special projects, Warner Brothers Records, Los Angeles, joins WASEC as director of talent and acquisition. **Susan Solomon**, former attorney, Debevoise, Plimpton, Lyons & Gates, New York, joins WASEC as director-legal affairs.

Burton Rosenburgh, national sales manager and Northeastern account executive, National Telefilm Associates, New York, named VP-national sales manager.

Bertram Schuster, former VP, Science Management Corp., joins *Home Shopping Show*, cable feature syndicated by Washburn Associates, Chicago, as executive VP-director of marketing.

Jock McLean, director of artist development, East Coast, Columbia Records, joins CBS Video Enterprises there as director-musical programming.

Brian Neuwirth, assistant director, operations finance, CBS Records, New York, named assistant director, finance, for CBS Cable there.

John Topol, VP-marketing with Starr Video Ltd., New York, joins syndicator, Lexington Broadcast Services, cable division, as head.

Henrietta Barlow, assistant director of arts and humanities programming at Public Broadcasting Service, Washington, named VP-programing, noncommercial WTVS(TV) Detroit.

Frances Basile, traffic manager, WBOY-TV Clarksburg, W.Va., named program director.

Jim Gling, former producer-director, KXON-TV Mitchell, S.D., joins KBMT(TV) Beaumont, Tex., in same capacity.

Judie Boudreaux, administrative assistant, KOAA-TV Colorado Springs, named host of children's program, *Kidsworld*.

Curtis Elder, production director, WYEA-TV

Columbus, Ga., named production manager.

Brian Scott, former operations manager, KHOW(AM) Denver, joins WGBS(AM) Miami as program director.

Ray Schillens, production manager, WCZY(FM) Detroit, named program director. **Randy Carr**, air personality, WCZY, named production coordinator.

John Mountz, announcer-sports director, WVLV(AM) Lebanon, Pa., named program director.

Ann-Marie Raulinaitis, host of *Wall Street Journal Business Report* on WSMW-TV Worcester, Mass., joins WKOX(AM) Framingham, Mass., as host and producer for its magazine talk show, *Mornings*.

Ron Devillier, former VP-programming, Public Broadcasting Service, Washington, and **Brian Donegan**, former director-program acquisitions, PBS, form Devillier-Donegan Enterprises, international television distribution, co-productions, packaging and program consultancy firm based in Washington.

News and Public Affairs

Hal Walker, correspondent, CBS News, Bonn, named bureau chief and correspondent, ABC News, Bonn. **Chris Harper**, bureau chief, *Newsweek*, Beirut, named bureau chief and correspondent, ABC News, Cairo, succeeding **Doreen Kays** who moves to Paris bureau as correspondent. **Michael McCourt**, Washington bureau chief, CTV network in Canada, named bureau chief, and correspondent, ABC News, Johannesburg.

Robert Asman, producer, NBC News, Washington, named producer for politics and special programs there with additional responsibility for political coverage and special programs unit in New York.

David Beadle, producer of 6 p.m. news, WDSU-TV New Orleans, joins Cable News Network, Atlanta, as producer.

Frank Humphreys, former news director, non-commercial WUFT(TV) Gainesville, Fla., joins News Information Weekly Service, television news feature service in Los Angeles, as executive producer.

Barry Cunningham, correspondent, Cable News Network, based in New York, joins Independent Television News Association, Washington, as senior correspondent. **Charles Novitz**, managing director, and **Jeffrey Schnelder**, assistant producer, ITNA, named senior producers. **Susan Rothberg** and **James Hedges**, news assistants, named assignment editor and night editor, respectively.

Bill Buckmaster, anchor, KEMO-TV San Francisco, joins KGSC-TV San Jose, Calif., in similar capacity.

Gayle Gardner, sports reporter, WDIV(TV) Detroit, joins WJZ-TV Baltimore as weekend sports anchor and reporter.

Jayne Jeffery, anchor, producer and writer, WPSD-TV Paducah, Ky., joins WVTM(TV) Milwaukee as anchor.

Jan Rasmusson, weekend anchor, WOWT(TV) Omaha, named weekday co-anchor. **John McCaa**, reporter, WOWT, replaces Rasmusson.

Pat McCarthy, general assignment and investigative reporter, KGW-TV Portland, Ore.,

joins WBBM-TV Chicago in similar capacity.

Barbara Semedo, general assignment reporter, WKYC-TV Cleveland, joins WJLA-TV Washington in same capacity.

Michael Silver, former business writer, *Miami Herald's* Broward, Fla., bureau, joins noncommercial WPBT(TV) Miami as reporter on *Nightly Business Report*.

Bill Stevens, news director, KXIX(TV) Victoria, Tex., joins KBMT(TV) Beaumont, Tex., as news producer.

Joe Shortsleeve, former weekend anchor, WHBF-TV Rock Island, Ill., joins WITN-TV Washington, N.C., as co-anchor, 6 p.m. news, and anchor-producer, 11 p.m. news.

Bob Stuart, weather forecaster for WQAD-TV Moline, Ill., assumes additional duties as weather forecaster at KSTT(AM) Davenport, Iowa.

Marnie MacDonald, production coordinator, WTVQ-TV Lexington, Ky., named director of public service.

Bob Nichols, air personality, WCZY(FM) Detroit, assumes additional duties as news and public affairs director.

James Batten, VP-news for metro group of Knight-Ridder Newspapers Inc., Miami, named to new post of senior VP, responsible for news and editorial operations, including project studying new electronic information systems.

New officers of North Dakota Associated Press Broadcasters: **Don Haney**, news director, KXPO(AM) Grafton, president, and **Gary Rogers**, news director, KBMW(AM) Wahpeton, VP.

Technology

M.J. (Bob) Corwin, director, broadcast facilities and operations, West Coast, NBC-TV, named VP of program production operations there. **John Frishette**, director-engineering, Olympics, NBC, named director-broadcast operations and technical services. **Clair McCoy**, director, technical operations, West Coast, named director of special projects. **Allan Curtis**, manager of videotape and kine operations, named director-recording and post production technical operations. **Harry Meuschke**, manager-broadcast operations, named director, broadcast operations. **Steven Orland**, manager, electronic journalism operations, named director, KNBC(TV), news and radio technical operations. **James Smith**, manager, technical operations scheduling, named director of studio-field technical operations. **John Dragun**, manager of technical maintenance and projects, named manager-systems implementation. **S. John Housholder**, manager, TV maintenance, named manager of technical maintenance operations. **John Strauss**, manager of studio and field operations, named manager, on-air operations.

Richard Sirinsky, VP-general manager of Ampex International's Europe, Africa and Middle East area, named marketing manager of Ampex Corp.'s Audio-Video Systems division, based in Redwood City, Calif. Sirinsky succeeds **Russ Ide**, who was named regional manager of its newly created Northwest sales region.

Howard McClure, former VP-general manager of Lenco Inc.'s electronics division, Jackson, Mo., joins Fernseh Inc., new Salt Lake City-based video corporation formed by Bell & Howell and Robert Bosch, as director-product

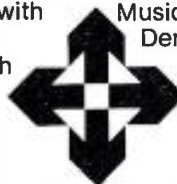
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management.



Webber

William Webber, former general manager, General Electric's major appliance business group at Appliance Park, Louisville, Ky., named president of General Electric Video Inc., Portsmouth, Va., new videodisk marketing subsidiary. **Ludwig Huck**, manager of marketing for GE's television division

there, joins GE Video as general manager-marketing.

John McPherson, former national market development manager, Panasonic, New York, joins Sony Video Products Co. there as manager of special markets. **Daniel Schwarzbaum** former manager of print communications, Sankyo Seiki, New York, joins Sony's Product Communications Group to write and produce support material for video products division.

Gene Sarra, senior designer, Microtime, Bloomfield, Conn., named chief engineer.

Gary Felt, freelance video service engineer, New York, joins Viacom Cablevision of Long Island, Islip, N.Y., as chief engineer.

Mari Koenig, editor, WERE(AM) Cleveland, joins Mutual Broadcasting System, Washington, as operations technician.

Paul Bock, from WMBD-TV Peoria, Ill., joins WOWK-TV Huntington, W. Va., as chief engineer.

Dr. George Brown, who retired as executive VP of RCA in 1972, has been selected to receive David Sarnoff Award for Outstanding Achievement in Radio or Television, by Arizona Broadcasters Association at its annual meeting.

Promotion and PR

David Van Houten, former senior publicist for international advertising and publicity, Paramount Pictures, Los Angeles, joins Time-Life Films's motion picture division, New York, as director-international advertising and publicity.

Martin Appel, media liaison on staff of Baseball Commissioner Bowie Kuhn, joins WPXI Inc., New York, as director of public relations. WPXI owns WPXI-FM-TV New York, WICC(AM) Bridgeport, Conn., and Independent Network News. He will succeed **Robert Blake**, who retires at end of year.

Vivian Hunt, director of advertising and sales promotion, KMGH-TV Denver, joins WTBS(TV) Atlanta, as director of promotion.

Jack Schell, air personality, KMGC(AM) Dallas, assumes additional duties as promotion director.

Dennis Derbins, promotion manager, WTAJ-TV Altoona, Pa., joins KBMT(TV) Beaumont, Tex., in same capacity.

Leonard Biegel, account executive, Burson-Marsteller's Washington office, named to newly created post of director, media relations, there. His responsibilities include centralizing media services for company's Washington offices.

Sherry Bennett, promotion sales coordinator, Beekley Corp., Farmington, Conn., manufacturer of hospital paperwork systems, joins

Times Fiber Communications, Wallingford, Conn., as assistant promotion manager.

Bob Rubin, director of Resources Communication Center, Colorado School of Mines, Denver, joins Tele-Communications Inc.'s Lakewood, Colo., cable TV system as director of community relations.

Terry White, public information officer, Office of Alcohol and Drug Abuse, city government of Alexandria, Va., joins Henry J. Kaufman & Associates, Washington, as writer for public relations division.

Pamela Gwenn Curtis, public relations and political consultant, joins Ruder & Finn, public relations firm, in Washington.

Allied Fields

Richard Pack, executive in radio and TV programming for Westinghouse Broadcasting Co. for nearly 20 years, now head of own production firm, named editor of National Academy of Television Arts and Sciences' *Television Quarterly*. He succeeds **Harriet Van Horne**, who becomes contributing editor.

Dr. Ronald H. Smithjes, bureau director, Good Housekeeping Institute, named director of Council of Better Business Bureaus' National Advertising Division (NAD), investigative unit of advertising industry's self-regulatory arm. He succeeds **Robert Gertanbach**, who has joined Council for Tobacco Research as VP.

John Sandy, chief of fiscal policies and procedures, Environmental Protection Agency, Washington, joins FCC's Common Carrier Bureau as accounting and audits division chief.

David Orienti, manager-North American Sales, CCA Electronics Corp., Cherry Hill, N.J., named regional manager for Gray Communications Consultants, based in Birmingham, Ala.

William Fleischman, director of operations, Nielsen Marketing Research Group, Chicago, named executive VP.

David Harkness, marketing manager, A.C. Nielsen HomeVideo Index, New York, and **Nanette Smith**, account executive, Nielsen's Station Index marketing staff, New York, named VP's of Nielsen's media research group there. **Gary Holterhaus**, account manager for client service, Boston, named VP-account manager, Nielsen's Marketing Research Group USA, Chicago.

Stephen D. Streiker, client sales representative, Arbitron, Dallas, named account executive.

William L. Walker, executive VP, Larson-Walker & Co., media broker and consultant, Washington, becomes president of renamed Walker Media & Management Inc., with offices at 1730 Rhode Island Avenue, N.W., Washington. He succeeds **G. Bennett Larson**, who founded firm in 1966 after career in station management. Larson will maintain brokerage and consulting office at 11681 San Vicente Boulevard, Los Angeles.

Howard Turetsky, former senior analyst with Cyrus J. Lawrence Inc., New York, joins Bache Halsey Stuart Shields's research department there as senior broadcasting, entertainment and cable television analyst.

Charles Park, associate director, Radio Talent Bank, Los Angeles, named director.

International

John Harrison, controller of programs, television, British Forces's broadcasting service, joins BBC Enterprises, London, in newly created post of deputy sales director. **Siles Neel** named manager of Enterprises's Toronto sales office, replacing **Danny Wilson**, who retires. **John Kelly** joins Enterprises's television sales, Europe, and **Peter Sames** appointed business affairs manager of BBC Video, division of Enterprises.

John Grace, former VP and editor-in-chief, *Ottawa Journal*, and **James Robson**, director of research for leader of opposition, province of Nova Scotia, named full-time commissioners, Canadian Radio-Television and Telecommunications Commission, for seven-year terms. **Richard DeStefano**, with Cambrian College of Applied Arts and Technology, Ontario, named part time commissioner to CRTC for five-year term.

Deaths

Arnold Grant, 72, former corporate and tax lawyer in film industry, died Nov. 15 at Northern Westchester hospital, Mount Kisco, N.Y., of pneumonia. Grant had been senior partner in New York firm of Phillips, Nizer, Benjamin, Krim & Ballon from 1972 until his retirement in 1975. Prior to that, he was active in legal affairs for film companies and entertainers. Some of his personal clients included: Bing Crosby, Mary Pickford, Johnny Carson, Darryl Zanuck, Lana Turner, Gary Cooper and Orson Welles. Grant was also former board chairman of RKO Radio Pictures and director at Columbia Pictures and 20th Century-Fox-Film Corp. He is survived by two daughters.

Daniel Richman, 69, former TV columnist for *Philadelphia Inquirer* and music columnist for *New York Post*, died of cancer Nov. 10 at Nanuet, N.Y. At his retirement in 1973 he was copy editor for CBS Press Information department in New York. He is survived by his wife, Betty.

Bernie Harrison, 64, television critic for *Washington Star*, died Nov. 17 of heart attack suffered while driving his car. Harrison, author of syndicated "TV Tonight" column, was on his way home driving through Rockville, Md., when his car swayed across road striking two other vehicles, but no injuries to passengers of those cars were reported. He had been with *Star* since 1955 and appeared occasionally on WDCA-TV Washington's *Backstage*, critical review of arts in Washington, and regularly on WGAY(FM) there on *Bernie Harrison Show*. He is survived by wife, Gladys, and son.

Paul Ritts, 60, writer and director of children's television programs, died Oct. 18 of heart attack in Monroe, Mich. Ritts was known for puppets he and his wife, Mary, designed for CBS-TV's *In the Park* in 1952. He also produced circus program called *The Big Top* and wrote for ABC's *Kid Power* and NBC's *Mugsy*. Survivors include his wife, Mary, and son.

Ernest Keller, 83, former director of Far East and Latin American branches in International Press Division of old U.S. Information Agency, died Nov. 16 of cancer at his Washington home. He worked for USIA from early 1950's until his retirement in 1967. Keller's survivors include his wife, Ursula, two sons and daughter.

Stock Index

Exchange and Company	Closing Wed. Nov. 19	Closing Wed. Nov. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 3/4	30 3/4			5	861
N Capital Cities	62 3/4	62 1/4	+ 1/2	+ .80	13	826
N CBS	51 1/4	49 3/4	+ 1 1/2	+ 3.01	7	1,428
N Cox	55 1/2	54 3/4	+ 3/4	+ 1.36	9	749
A Gross Telecasting	30 5/8	31	- 3/8	- 1.20	8	24
O LIN	64 3/4	64	+ 3/4	+ 1.17	13	179
N Metromedia	104 3/4	104 1/4	+ 1/2	+ .47	11	444
O Mooney	8 1/2	8 1/4	+ 1/4	+ 3.03	11	3
O Scripps-Howard	56	56			9	144
N Storer	34	32 1/2	+ 1 1/2	+ 4.61	11	443
N Taft	30 1/2	29 5/8	+ 7/8	+ 2.95	9	298

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 5/8	20 1/8	+ 1 1/2	+ 7.45	17	39
A Affiliated Pubs.	28	28 1/4	- 1/4	+ .88	12	144
N American Family	7 5/8	7 5/8			3	80
N John Blair	19 1/2	17 7/8	+ 1 5/8	+ 9.09	6	72
N Charter Co.	23 3/4	17 3/4	+ 6	+33.80	1	649
N Chris-Craft	28 3/8	26 1/2	+ 1 7/8	+ 7.07	14	76
N Coca-Cola New York	6 3/4	7 1/8	- 3/8	- 5.26	15	119
N Cowles	30 7/8	30 1/4	+ 5/8	+ 2.06	21	122
N Dun & Bradstreet	58 1/2	55 7/8	+ 2 5/8	+ 4.69	18	1,631
N Fairchild Ind.	30 3/4	32	- 1 1/4	- 3.90	9	351
N Fuqua	14 5/8	15	- 3/8	- 2.50	3	186
N Gannett Co.	53 1/2	53 3/8	+ 1/8	+ .23	14	1,882
N General Tire	22 1/2	22 1/2			9	532
O Gray Commun.	60	51	+ 9	+17.64	12	28
N Harte-Hanks	35	31	+ 4	+12.90	17	330
O Heritage Commun.	25	24 3/4	+ 1/4	+ 1.01	13	90
N Insilco Corp.	20 5/8	19 1/8	+ 1 1/2	+ 7.84	9	222
N Jefferson-Pilot	24 3/8	24 5/8	- 1/4	- 1.01	5	534
O Marvin Josephson	11 1/2	11 5/8	- 1/8	- 1.07	7	29
O Kansas State Net	31	31			25	58
N Knight-Ridder	29 1/4	29 1/2	- 1/4	- .84	11	948
N Lee Enterprises	26 1/2	24 7/8	+ 1 5/8	+ 6.53	13	190
N Liberty	15	14 3/4	+ 1/4	+ 1.69	6	190
N McGraw-Hill	41 7/8	40 5/8	+ 1 1/4	+ 3.07	13	1,039
A Media General	32 1/8	32 1/2	- 3/8	- 1.15	9	228
N Meredith	53	50 3/4	+ 2 1/4	+ 4.43	8	166
O Multmedia	30	29	+ 1	+ 3.44	16	301
A New York Times Co.	33 3/4	33 1/2	+ 1/4	+ .74	10	405
N Outlet Co.	33 1/4	30 3/4	+ 2 1/2	+ 8.13	48	83
A Post Corp.	15 7/8	15 3/4	+ 1/8	+ .79	8	28
N Rollins	38 3/4	36	+ 2 3/4	+ 7.63	16	531
N San Juan Racing	19 5/8	19 1/4	+ 3/8	+ 1.94	22	49
N Schering-Plough	37 7/8	38 5/8	- 3/4	- 1.94	9	2,009
O Stauffer Commun.	44	44			11	44
A Tech Operations	17	18 3/8	- 1 3/8	- 7.48	18	24
N Times Mirror Co.	42 1/4	40 3/4	+ 1 1/2	+ 3.68	10	1,434
O Turner Bcstg*	15 3/4	15 3/4				157
A Washington Post	24	23 5/8	+ 3/8	+ 1.58	9	338
N Wometco	23 1/4	24	- 3/4	- 3.12	10	206

CABLE						
A Acton Corp.	17 5/8	18 1/8	- 1/2	- 2.75	12	52
N American Express	36	35 1/8	+ 7/8	+ 2.49	7	2,566
O Burnup & Sims	16 1/8	14	+ 2 1/8	+15.17	20	144
O Can. Cablesystems	14 5/8	14 3/8	+ 1/4	+ 1.73	28	277
O Comcast	29 1/4	29	+ 1/4	+ .86	33	74
O Entron*	5	5			5	4
N General Instrument	94 3/4	88 3/4	+ 6	+ 6.76	16	822
O Geneve Corp.	54	51 1/4	+ 2 3/4	+ 5.36	38	60
O Tele-Communications	27 1/8	25	+ 2 1/8	+ 8.50	26	625
N Teleprompter	32 5/8	33 1/4	- 5/8	- 1.87	27	555
N Time Inc.	57	56 1/8	+ 7/8	+ 1.55	11	1,603
O Tocom	15 3/4	18 1/2	- 2 3/4	-14.86		47
O UA-Columbia Cable	71 1/4	75 3/4	- 4 1/2	- 5.94	52	239
O United Cable TV	51 1/2	48 1/4	+ 3 1/4	+ 6.73	36	208
N Vlacom	55 7/8	53 5/8	+ 2 1/4	+ 4.19	21	235

Exchange and Company	Closing Wed. Nov. 19	Closing Wed. Nov. 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 7/8	4 1/4	- 3/8	- 8.82	4	12
N Columbia Pictures	38 1/4	33	+ 5 1/4	+15.90	11	385
N Disney	48	47 1/2	+ 1/2	+ 1.05	12	1,559
N Filmways	7 3/4	8	- 1/4	- 3.12		48
O Four Star	1 3/8	1 3/8			14	
N Getty Oil Corp.	104 3/4	99	+ 5 3/4	+ 5.80	12	8,605
N Gulf + Western	18	17 3/8	+ 5/8	+ 3.59	4	1,006
N MCA	52 3/8	51 3/8	+ 1	+ 1.94	9	1,231
O Medcom	7 3/8	7 7/8	- 1/2	- 6.34	26	12
N MGM Film	7 3/4	8	- 1/4	- 3.12	5	250
O Reeves Commun.	29 1/2	29 1/2			21	106
O Telepictures	6 1/8	5 3/4	+ 3/8	+ 6.52	28	14
N Transamerica	19	18 3/4	+ 1/4	+ 1.33	5	1,240
N 20th Century-Fox	43 1/4	40	+ 3 1/4	+ 8.12	7	455
O Video Corp. of Amer.	16 1/2	13 7/8	+ 2 5/8	+18.91	34	16
N Warner	67 3/8	59 1/4	+ 8 1/8	+13.71	17	1,917
A Wrather	30	31 3/4	- 1 3/4	- 5.51		69

SERVICE						
O BBDO Inc.	42 3/4	42	+ 3/4	+ 1.78	9	107
O Compact Video	25 1/8	21 1/2	+ 3 5/8	+16.86	23	65
N Comsat	49 3/8	44	+ 5 3/8	+12.21	10	395
O Doyle Dane Bernbach	41 1/2	39 1/2	+ 2	+ 5.06	12	108
N Foote Cone & Belding	33 3/4	33 7/8	- 1/8	- .36	9	90
O Grey Advertising	60 1/2	61 1/2	- 1	- 1.62	6	37
N Interpublic Group	34	33 7/8	+ 1/8	+ .36	7	152
O MCI Communications	13 3/8	13 3/8			67	482
A Movielab	7 1/4	7 3/4	- 1/2	- 6.45	6	11
A MPO Videotronics	5 5/8	5 3/4	- 1/8	- 2.17	16	3
O A. C. Nielsen	34 1/4	33 3/8	+ 7/8	+ 2.62	14	376
O Ogilvy & Mather	28 1/2	27 1/4	+ 1 1/4	+ 4.58	8	117
O Telemation	2 1/2	2 1/4	+ 1/4	+11.11	15	2
O TPC Communications	7 1/2	7 7/8	- 3/8	- 4.76	54	6
N J. Walter Thompson	36 1/4	34 7/8	+ 1 3/8	+ 3.94	8	110
N Western Union	27 3/4	26 1/8	+ 1 5/8	+ 6.22		421

ELECTRONICS/MANUFACTURING						
O AEL Industries	16 7/8	16 5/8	+ 1/4	+ 1.50		28
N Ampex	32	31 3/8	+ 5/8	+ 1.99	16	368
N Arvin Industries	14	14 1/2	- 1/2	- 3.44	7	109
A Cetec	6 1/4	6 5/8	- 3/8	- 5.66	8	13
O Chyron	13 1/2	14 1/2	- 1	- 6.89	22	16
A Cohu	8 7/8	8 1/8	+ 3/4	+ 9.23	12	14
N Conrac	18 5/8	18	+ 5/8	+ 3.47	8	39
N Eastman Kodak	73	72 1/8	+ 7/8	+ 1.21	12	11,781
O Elec Missile***	7	7 1/4	- 1/4	- 3.44	88	19
N General Electric	60 3/8	56 5/8	+ 3 3/4	+ 6.62	9	11,144
N Harris Corp.	55 3/8	51 1/2	+ 3 7/8	+ 7.52	21	1,685
O Intl. Video*	5/8	5/8				1
O Microdyne	30 3/4	29 1/2	+ 1 1/4	+ 4.23	23	81
N M/A Com. Inc.	29	26 1/2	+ 2 1/2	+ 9.43	25	968
N 3M	60 1/4	57 3/8	+ 2 7/8	+ 5.01	11	7,017
N Motorola	79 1/2	72 1/8	+ 7 3/8	+10.22	15	2,269
O Nippon Electric	65 3/4	65 3/4			50	2,159
N N. American Philips	35 1/4	34	+ 1 1/4	+ 3.67	6	424
N Oak Industries	49 1/8	46 5/8	+ 2 1/2	+ 5.36	17	263
A Orrox Corp.	6 7/8	7 1/4	- 3/8	- 5.17	22	11
N RCA	32	30 3/8	+ 1 5/8	+ 5.34	8	2,396
N Rockwell Intl.	41 3/4	44	- 2 1/4	- 5.11	11	3,098
A RSC Industries	5 1/8	5 3/8	- 1/4	- 4.65	13	12
N Scientific-Atlanta	39 5/8	41 7/8	- 2 1/4	- 5.37	35	411
N Sony Corp.	16	14 7/8	+ 1 1/8	+ 7.56	26	3,450
N Tektronix	67 3/4	65	+ 2 3/4	+ 4.23	15	1,237
A Texscan	21 3/8	22	- 5/8	- 2.84	42	22
N Varian Associates	28	29	- 1	- 3.44	13	215
N Westinghouse	31 7/8	31 1/2	+ 3/8	+ 1.19	8	2,704
N Zenith	20 1/4	19 5/8	+ 5/8	+ 3.18	18	381

Standard & Poor's 400 Industrial Average 160.74 153.62 + 7.12

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.

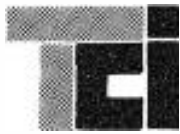
Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss ***Stock split. ****Electronics, Missiles & Comm., until this month, traded on Boston Exchange. + Stock traded at less than 12.5 cents.

*This announcement is not an offer to sell or a solicitation of an offer to buy any of these securities.
The offering is made only by the Prospectus.*

NEW ISSUE

November 17, 1980

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PRICE \$24.50 PER SHARE

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Chuck Dolan: a cable believer long before it was fashionable

It's not every 25-year-old who'd pile into an old Studebaker with his wife and child and make the run from Cleveland to New York to seek fame and fortune. For one boy from Ohio, the gamble paid off, although Chuck Dolan's road to success has had its share of potholes.

There has been a common element—entrepreneurship—underlying the various activities in which Dolan has participated, from the television sports packages he and his wife, Helen, spliced together in their Cleveland kitchen, to the premium services offered by the company he now heads, Cablevision. The venturing has not only put Chuck Dolan at the helm of the nation's largest privately held MSO (with more than 160,000 subscribers, principally in the New York area) but also has brought him a respected position in an industry that, feeling itself grow beyond adolescence, can now review the contributions of those responsible for its growth.

Dolan isn't one to sit back and rest on his laurels. He has strong views of where the future lies in cable, views that are sometimes at odds with popular conceptions.

Take advertising by way of example. Much of the current talk within the industry concerns the supposedly bright future for advertising-supported cable formats. But, says Dolan, "my enthusiasm is for pay versus advertising-supported forms... Pay gives the opportunity to offer well-developed programming to an audience that is interested in it" and he goes on to speak of pay's ability to provide discrete programming tailored to small audiences.

But that doesn't mean he sees no place for commercials—indeed his premium sports network, Sportschannel, carries advertising, contravening another theory that the two can't be mixed, that viewers won't tolerate it. He believes there is a great potential for such hybrid forms. "Look at magazines on newsstands, that's more the future of where we're going," he says.

For the coming decade, Dolan feels cable is "the best medium... the one least likely to suffer from competition. There's nothing on the horizon that's going to hurt cable," he says, the telephone company included. Further down the road, Dolan can even see the cable industry developing switching centers, akin to the telephone company's, but with cable maintaining its franchise on delivering visual communications into the home.

Undaunted by telcos, Dolan is ready to take on broadcasters on their home turf.



Charles Francis Dolan—president and chief executive officer, Cablevision Systems Development Corp., Woodbury, N.Y.; b. Oct. 16, 1926, Cleveland, Ohio; John Carroll University, Cleveland, 1946-50; continuity and production writer, WJW(AM) Cleveland, also freelance newsreel production, 1950-52; producer, Telenews, New York, 1952-54; VP industrial film division, Sterling TV, New York, 1954-61; president, Sterling Manhattan Cable, 1961-72; present position since 1972. m. Helen Ann Burgess, July 4, 1950; children—Patrick, 29; Thomas, 27; James, 24; Mary Anne, 22; Kathlee, 18; Deborah, 16.

He feels an increasing role will be played in cable by local and regional programming, with a particular eye to news. "There are platoons of young people coming out of our communications schools," troops he thinks will rally to the cable flag, and provide the staffs for better local service. Along the way, "distant signals will become less and less important to us I think."

Dolan's views clash head-on with those of many in the cable industry on another subject: dual franchises—two or more cable systems competing in the same town. "Gas stations operate on all four corners," Dolan notes, calling it premature to assume that dual franchising can't work without investigating the economy of a particular market. Conceding that there are areas where the concept isn't feasible, he maintains that "if companies want to compete, that should be a business decision," and that communities preparing to award franchises should at least explore the option.

For all his business acumen, Dolan in the flesh is quiet and unassuming, reticent almost to the point of being shy. He modestly deflects credit people try to assign to him for some of the seminal developments in the cable field. Back at

the beginning of the last decade, Dolan was presiding over Sterling Communications, the company holding the franchise for the southern portion of New York's borough of Manhattan. (Time Inc. had by that point heavily invested in Sterling.) Sterling organized a subsidiary that leased terrestrial microwave circuits to distribute motion pictures as a pay service to cable systems, and this was the germ of the operation that, when later relayed by satellite, was to blossom into Home Box Office. Says Dolan, "I get a lot of credit for HBO, but actually Shepley and Heiskell ([James and Andrew], then Time Inc.'s president and chairman, respectively) should get the credit for their support when this was still very speculative."

Dolan was subsequently to lose control of Sterling to Time—"that's what you get for selling convertible subordinated debentures" he jokes—and at a point when, according to Dolan, "there was not a great enthusiasm for cable" on anyone's part, and when "it was a bad time for a new media company to be related to Time Inc." Time broke up the operation. Time took HBO, and couldn't unload the Manhattan franchise. Dolan used his cut of the breakup proceeds to buy some Long Island systems from Time and from Cablevision.

Providing programming service that wasn't available over the air, in this case feature films and local sports, made it possible for Dolan to build Cablevision into a lucrative concern (his 40% is estimated to be worth more than \$75 million) in an area of decent broadcast reception at a time before satellites introduced the cash flow wonders of the "pay phenomenon" to the cable universe. "Programming," Dolan says, "was our way into cable," in contrast to the community antenna route that formed the basis of much of the cable industry.

He traces that back to the very start of Sterling, which evolved from an attempt to establish a local network to pipe industrial films to target audiences of conventioners in New York hotels. As premium program services grow in importance to cable operators, and as the wiring of major cities begins in earnest, it's easy now to see Chuck Dolan as a man whose ideas, long ahead of their time, have finally found the rest of the world catching up to them.

It's been a long haul for the kid who started his media career at 15, selling a Boy Scout column to his local paper at \$2 a shot. But Dolan speaks with enthusiasm of his career as an entrepreneur, "If you've the appetite for it, I can't imagine a better kind of career experience, to start your own undertaking and avail yourself of the help around you."

Modernizing voting

As was to be expected, a flurry of bills has been introduced in Congress to prevent broadcasts of early election returns and projected results from affecting voting where polls are still open (BROADCASTING, Nov. 17). They range from the feckless (Senator James McClure's [R-Idaho] to fine stations \$10,000 for broadcasting projections) to the rational (several in the House to change voting hours or seal ballot boxes until a common time of completion).

So far nobody has introduced a bill to prevent an incumbent President from conceding while members of his party are still awaiting their fates in Western precincts. There are Democratic casualties who may have thought of that.

The answer lies in readjusting voting hours to cope with instantaneous communication and computerized calculation.

Headlong to what?

In proposing a delay in the scheduled consideration by western hemisphere nations of a reduction in AM channel spacing from 10 khz to 9, the National Association of Broadcasters is facing facts that the U.S. government has so far refused to face. The facts are that the government is grossly unprepared to deal with the subject.

The U.S. delegation was even less prepared when it acted as the principal advocate of the AM channel constriction at the Region 2 Administrative Radio Conference in Buenos Aires last March. As ABC noted in comments filed earlier this month (BROADCASTING, Nov. 10), the government at the time had no idea how many new AM assignments would be created in a 9 khz system or where they could be located, had not identified the nature or extent of demand for new assignments, had no estimate of how much conversion would cost, and no way to predict how foreign claims would affect U.S. broadcasting in a change to 9 khz.

Beyond that, the government's position had been taken after receipt of an FCC 9 khz task force report, kept from public view at the time, that predicted service losses, increased interference, harm to the emergence of AM stereo, obsolescence of a million synthesized radio receivers and diminished performance of several hundred million inexpensive sets.

Despite the prospect of technical debasement of the AM service, at inevitable damage to the public interest, the FCC rushed on to recommend the change to 9 khz—and thus flouted still another conclusion of its task force. Considering the physical disadvantages foreseen in a 9 khz system, the task force had agreed that the burden of proof to favor the switch "rests more on those who advocate change than those who defend the status quo." The government shrugged off the burden to proceed with its uninformed and obstinate advocacy last March.

Not much more is known now. A consulting firm hired by the FCC has calculated that a conversion to 9 khz by the movement of stations up or down no more than 4 khz would cost U.S. broadcasters about \$20 million. ABC, however, has all but discredited that estimate by a careful study that indicates its cost of a 4 khz switch would be \$27,000, double the estimates of the FCC's consulting firm. Nobody knows what it would cost the U.S. radio system to adopt a Canadian proposal for swings of up to 9 khz, but ABC's estimates for its own six AM's run to a horrendous \$318,525.

As noted elsewhere in this issue, the FCC is awaiting still other studies that were ordered to provide information that was missing

in Buenos Aires last March. There is doubt that they can be completed in time for careful review before the 1981 Region 2 conference at which the 9 khz proposal is due for decision. There is every reason to put off that decision until this country has a clearer perspective of its potential effects.

The government's actions to date have been, to use the most charitable word, irresponsible.

A beginning

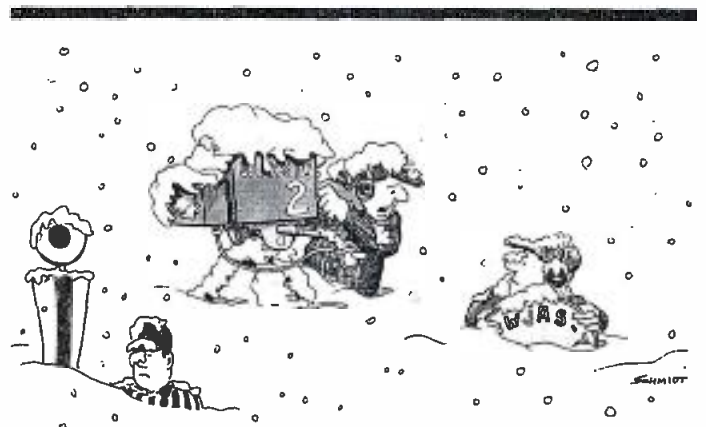
The soon-to-be Republican chairman of the Senate Commerce Committee is pledging action on amendments to the Communications Act. The starting point, says Senator Bob Packwood (R-Ore.), will be S. 2827, a bill that he co-sponsored with Howard Cannon (D-Nev.), the incumbent chairman of the committee, Harrison Schmitt (R-N.M.) and Barry Goldwater (R-Ariz.), who is headed for the chairmanship of the Communications Subcommittee. The bill was introduced by the incumbent subcommittee chairman, Ernest Hollings (D-S.C.) (BROADCASTING, June 16).

Broadcasters and cable operators remember S. 2827 differently. For cable, as noted here at the time, it promised all but absolute emancipation from local, state and federal regulation. For broadcasters, it offered a possibility of longer license terms and some prospects of deregulation, but it also gave the FCC wider latitude than the current law provides to impose harsh new regulation if so minded.

Broadcasters also had reason to wonder what would come of a process prescribed by the bill to arrive at fees to be paid by FCC licensees. The FCC would be instructed to calculate the commercial benefit derived from the use of radio frequencies and to devise "methods by which the value of such benefit, in excess of the direct and indirect costs of regulation, can be measured and collected from licensees." Read literally, that instruction seemed to say that the government could charge broadcasters their net profits for the use of spectrum.

The fundamental defect of S. 2827 was slovenly drafting. Ambiguities and murky passages concealed whatever the authors had in mind. The legislation needs a disciplined reworking.

That is not to say, however, that Senator Packwood is wrong to talk of S. 2827 as a starting point. The bill is serviceable for that and, for all its flaws, will provide the next committee staff with a framework that can be reshaped and built into a document worthy of the names of senior senators.



Drawn for BROADCASTING by Jack Schmidt

"I wonder if there's any chance of their calling this game in the second quarter."

There's Only One



San Francisco-Oakland

represented by TeleRep

Our finest hour

What viewers think of a newscast is generally what they think of a station. Our news has won the Emmy for Best Local Newscast three times in six years. Our news audience has grown 33%* in the past year. Our news is con-

sistently rated among the top two late-evening newscasts in the San Francisco market. Our news is the most honored independent newscast in the country. Our news is our finest hour...and our news makes the whole station look terrific!

*Source: 1980 NSI subject to qualifications, available upon request.

The 10 O'clock News



COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



RADIO MARKETING



RADIO MARKETING



HAVE A MINUTE?

GIVE YOUR MINUTE TO US!

**RADIO MARKETING WILL TURN YOUR RADIO
STATION'S UNSOLD COMMERCIAL TIME INTO CASH.**

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