

Spot TV: The business is booming
Gavel to gavel on RPC IV

Broadcasting Aug 24

The News Magazine of the Fifth Estate □ Vol. 101 No. 8

50th Year □ 1981



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The First
50
Years Of
Broadcasting

1975

PAGE 53

LONG LIVE THE QUEEN!

For more than a decade, one show reigned supreme over daytime television audiences.

The new "Queen" is about to ascend the throne again.

QUEEN FOR A DAY

Arber-Harlan Productions in association with

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The Week in Brief

TOP OF THE WEEK

SPOT'S GOING OUT OF SIGHT □ Buying for national spot and local TV is barreling along 13%-15% ahead of last year with this year possibly topping \$3 billion mark. **PAGE 19.**

SPELLING CHASTISES □ Producer takes Hollywood production community to task for skyrocketing programming costs. He also warns against deserting the networks for new technologies. **PAGE 20.**

BACK TO SCHOOL □ CTAM prepares for its fifth annual conference—this one at Harvard—with a program that includes lessons in advertising, addressability and marketing. **PAGE 20.**

DEAL DONE □ Westinghouse-Teleprompter merger clears court hurdle and the \$646-million deal is consummated in New York. **PAGE 21.**

ADULT BATTLEGROUND □ The announcement in Atlanta that *Playboy* has become 50% partner in Escapade cable programming service, puts it in head-to-head competition with the proposed PET network from *Penthouse*. **PAGE 22.**

SPECIAL REPORT

RPC IV □ The NAB's annual Radio Programming Conference posts record attendance in Chicago, but some complain sessions were boring. Exhibitors pleased with traffic. **PAGE 24.** Deregulation is a hot topic in Fowler speech and in workshop with Quello. **PAGE 25.** Format workshops cover the difference in radio. **PAGE 28.** News, information and talk tips. **PAGE 31.** Up to date on satellites and syndicators. **PAGE 34.** The latest in promotion and research. **PAGE 35.** Engineering courses. **PAGE 37.**

LAW & REGULATION

READYING FOR RIO □ U.S. selects delegation to November's Region 2 AM conference in Brazil. In meantime, it will try to work out differences with Cuba over high-power stations. **PAGE 38.**

MEDIA

GREATER VISIBILITY □ At Colorado conference, community broadcasters are told of the need to make

themselves more of a force in the community and to work together. **PAGE 44.**

LATEST FROM M-G □ McGavren-Guild starts new national radio rep firm, Hillier, Newmark & Wechsler Radio Sales, set to begin Sept. 1. **PAGE 46.**

PROGRAMING

MATER MAD □ CBS executive complains that CBTV's Wildmon has not acted on his promise to allow his group's monitoring techniques to be examined. **PAGE 47.**

GALAXY GROWS □ Turner Broadcasting is the latest to buy time on Hughes cable satellite. **PAGE 47.**

LEAPIN' LIZARDS □ Columbia Pictures and Rastar Films will donate proceeds from 'Annie' opening to help fund Public Broadcasting Service stations. **PAGE 48.**

NEW FILMWAYS HEAD □ Company chooses Gerald Armstrong as president and chief operating officer. **PAGE 49.**

JOURNALISM

MEDIA OPINIONS □ 'Washington Post' poll finds a love-hate relationship between the public and the media while 46% turn to network TV for explanations of difficult stories. **PAGE 50.**

1975

THE 'BROADCASTING' YEARS □ The third prime-time access rule was adopted by the FCC while NAB adopted the family viewing period at the urging of FCC Chairman Richard Wiley and CBS President Arthur Taylor. Fred Silverman moved from CBS to ABC to take over that network's programming duties. NBC introduced a late-night comedy show, *Saturday Night Live* and Home Box Office decided to distribute its programming to cable systems via satellite. **PAGE 53.**

PROFILE

BUYER WITH A BUSY BACKGROUND □ TBS's Rod Erickson has had a long and varied career in just about all phases of the media world. It's valuable training for the president of a firm that has billings of almost \$100 million. **PAGE 79.**

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Insider report: behind the scene, before the fact

Shootout in offing

NBC's petition to repeal prime-time access rule (BROADCASTING, Aug. 17) is certain to set off one of liveliest if not bloodiest clashes before FCC in years. National Association of Television Program Executives is staking out position as leader of opposition. George Back, NATPE's executive director, has been in touch with three TV networks' affiliates organizations (which oppose repeal) as well as National Association of Independent Television Producers and Distributors and has set up ad hoc committee to choose legal counsel for opposition to repeal.

NATPE is also preparing material for use in defense of PTAR. For example, Back says production of *PM Magazine*, Group W's franchised access show that appears on 100 stations covering 84% of U.S. TV homes, involves more time and money than any network prime-time show. And Paramount's *Entertainment Tonight*, to be distributed by satellite beginning next month, is already cleared in 113 markets covering 82% of TV homes.

Missionaries fail

With fate of their *PM Magazine* at stake, Group W executives called on NBC last week to urge withdrawal of petition for prime-time access rule repeal. Group W's television president, Bill Baker, and Washington vice president, Wallace Dunlap, met with NBC's president, Robert Mulholland, in what NBC spokesman called "healthy exchange of views." No positions changed.

Baker and Dunlap said networks have increased programming from 55% of affiliates' broadcast day in 1960 to 69% in 1980, and access is "only prime time affiliates have left." If that's eroded, they say, localism that distinguishes TV stations from other video sources will disappear.

ADI ups and downs

Arbitron Television's new market-by-market estimates of TV homes, to be used in local audience measurements starting in October, shuffle market rankings in many cases, often by substantial margins. Rank order of top 13 areas of dominant influence (ADI's) remains unchanged from list used in May and July sweeps (BROADCASTING, June 15), but elsewhere in top 20, Minneapolis-St. Paul goes from 16 to 14, Atlanta from 14 to 16, St. Louis from 18 to 17 and Tampa-St. Petersburg, Fla., from 17 to 18. Among other changes in top 50: New Orleans from 37 to 34, Providence, R.I.-New Bedford, Mass.,

from 33 to 39, San Antonio, Tex., from 50 to 45. And Albany-Schenectady-Troy, N.Y., becomes number 50, from 52.

New estimates were developed from Market Statistics Inc.'s homes estimates based on 1980 census and projected to Jan. 1, 1982. They add up to 81,486,300 U.S. TV households—2.9% more than total used in May and July sweeps, which were based on estimates as of Jan. 1, 1981.

Thinking it over

Thomas B. Keller, director, engineering development for Public Broadcasting Service, is said to be primary candidate for engineering vice presidency at National Association of Broadcasters, position open since Lewis Wetzel vacated it two months ago (BROADCASTING, June 8). Keller has been with PBS two years, was on staff at WGBH-TV Boston before that. Although he is said to have been offered job last week, he would not say last Friday whether he plans to accept.

Oversold

Report on "The New Television Pressure Groups" has been prepared by Television Information Office for mass distribution in counterattack against Coalition for Better Television's threat of TV advertiser boycotts. Thrust is that fundamentalist pressure groups and their efforts to achieve political and social goals, including limiting diversity on TV, are at odds with great majority of Americans and also with more traditional religious leaders.

Report also summarizes study, based on Nielsen ratings, showing that for top 10 "syndicated television ministries," weekly audiences are not as big as often claimed and in fact declined between February and November 1980. Declines ranged from 21.6% (for Oral Roberts, to 1,553,000 homes in November) to 2.3% (Jerry Falwell, to 986,000). Only one of 10 showed gain: James Robison, up 7.3% to 383,000 homes.

Skyward

Another 24-hour, live-by-satellite country music service may soon see light of day. Principals in "United Stations" are Dick Clark and three executives leaving Mutual Broadcasting System: Frank Murphy, vice president, station relations; Nick Verbitsky, vice president, general manager, Mutual-owned WHN(AM) New York, and Ed Salamon, program director, WHN. Firm is negotiating with Mutual for distribution on its satellite as stereo service.

Summertime

FCC should put up sign this week: "No emergencies, please." Only three members will be on duty—James H. Quello, Abbott Washburn and Joseph Fogarty. Chairman Mark S. Fowler begins two-week vacation today at Virginia farm. Anne P. Jones left Washington last week for vacation until end of this week at husband's Fort Lauderdale, Fla., home. Mimi Weyforth Dawson left Washington on Aug. 13 for tour of FCC Field Operations Bureau offices on West Coast, is due back Aug. 27. And new Commissioner Henry Rivera is vacationing in native New Mexico, is not due in office until Sept. 1.

Angel found

Production will proceed on *Why in the World*, new half-hour public TV series spearheaded by former CBS News anchorman, Walter Cronkite. Sources close to program say major funding has been obtained to launch project late in October, with production for PBS carried out at KCET(TV) Los Angeles by Satellite Education Services, nonprofit group set up by Cronkite, commercial broadcast promotion executive Bob Klein, and former CBS News president, Sig Mickelson. News conference to announce details of series—and its major corporate benefactor—is expected early next month.

Mysterious movement

Wall Street sources point to unusually high volume of trading in John Blair & Co. stock for past two weeks, totaling about 200,000 shares, in contrast to usual 100,000 shares or so per month. Price rose from 20 1/4 on Aug. 5 to 23 1/2 on Aug. 20, period in which broadcasting stocks generally showed declines. Blair acknowledged trading was unusually brisk but discounted rumors of possible takeover bid, saying buying came from diverse companies.

Price of standing pat

What were costs to broadcasters, through their trade association and individually, in reversing 9 kHz tide for AM broadcasting during past two years? There's no available accounting, but informed sources venture ball park figure in excess of \$1 million. And that's aside from FCC costs (at taxpayers' expense) and those of Daytime Broadcasters Association in its all-out campaign to realign AM spectrum (BROADCASTING, Aug. 10).

Business Briefly

TV ONLY

Comprehensive Care □ Alcoholic abuse centers. Begins in late August for 17 weeks in about 40 markets. Day, fringe and prime times. Agency: Doyle, Dane, Bernbach/West, Los Angeles. Target: adults, 25-54.

Dow Chemical □ Corporate. Begins Sept. 21 for 12 weeks in eight markets. News times. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: total adults.

Pioneer Chicken □ NFL promotion. Begins Sept. 7 for 11 weeks in nine West Coast markets. All dayparts. Agency: Asher/Gould Advertising, Beverly Hills, Calif. Target: women, 18-49; adults, 18-49.

General Cigar □ Gold River/Silver Creek brands. Begins Oct. 3 for 10 weeks in 32 markets with separate commercials for each brand. Agency: Stuart Ford Inc., Richmond, Va. Target: men, 18-24, 25-49.

Conwood □ Kodiak tobacco product.

Begins Sept. 14 for eight weeks in 13 markets. Early fringe, news and sports times. Agency: Tucker Wayne & Co., Atlanta. Target: men, 18-34.

Stauffer Chemical □ Sutan/Eradicane agricultural product. Begins Oct. 12 for six weeks in about 20 markets. News, sports, prime and weekend programming. Agency: Bozell & Jacobs Agricultural, New York. Target: total men.

First National Bank of South Carolina □ Begins Aug. 31 for five weeks in four South Carolina markets. All dayparts. Agency: Lawler, Ballard Advertising, Norfolk, Va. Target: adults, 25-54.

Delta Airlines □ Air travel. Begins Oct. 12 for four weeks in about five markets. Fringe, news, prime access and weekends. Agency: Burke Dowling Adams/BBDO, Atlanta. Target: adults, 25-49.

New York Bronze Corp. □ Stroke For Wood paint. Begins in September for three weeks in about seven markets.

Agency: Stillman Advertising, Melville, N.Y. Target: women, 18-49.

Ragold □ Velamints. Begins Sept. 28 for three weeks in 10 markets. All dayparts. Agency: Don Tennant Company, Chicago. Target: adults, 18-49.

Builder's Emporium □ Begins Sept. 8 for three weeks in about five markets in California. Fringe times. Agency: Western International Media Corp., Los Angeles. Target: adults, 25-54.

J.L. Hudson Co. □ Department stores, Naturalizer shoe promotion. Begins Sept. 11 for two weeks in six markets in Ohio, Michigan and Indiana. Agency: Hudson's Real People (house agency), Detroit. Target: total adults.

CVS stores. □ Various co-op promotions. Begins Aug. 31 for two weeks in Portland, Me.; Hartford-New Haven, Conn.; Boston; Springfield, Mass., and New York markets of Buffalo, Rochester, Binghamton and Albany. Agency: Harold Cabot & Co., Boston. Target: adults, 18-49.



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Rep Report

KOTV(TV) St. Joseph, Mo., and KID-TV Idaho Falls, Idaho: To Katz Television Continental from Peters, Griffin, Woodward.

□
KRCR-TV Redding, Calif.; KHON-TV Honolulu; KOB(TV) Medford, Ore., and KOTI(TV) Klamath Falls, Ore.: To Blair Television from Peters, Griffin, Woodward.

□
KGFX(AM) Pierre, S.D., KKLS(AM)-KKHJ(FM) Rapid City, S.D.: To Buckley Radio Sales from Pro Radio.

□
WXRK(FM) Norfolk, Va.: To Buckley Radio Sales from Market 4 Radio.

□
WDAY-AM-FM Fargo, N.D.: To Katz Radio from McGavren-Guild.

□
WZZO(FM) Bethlehem, Pa.: To Blair Radio from Christal.

□
KSOR(AM) Santa Rosa, Calif.: To Buckley Radio Sales from Torbet Radio.

□
Bay move. Bernard Howard & Co., New York, has moved its office in San Francisco to 235 Montgomery Street, Suite 1101, 94104. Phone: (415) 981-3676.

Stop & Shop Supermarkets. Begins Sept. 13 for two weeks in under 10 Northeastern markets. Day, fringe, prime and weekends. Agency: Maxi Media, Boston. Target: women, 18-49.

Playboy Press Book promotion. Begins Sept. 28 for one week in about 10 markets. All dayparts. Agency: Gaynor Media Corp., New York. Target: women, 25-49.

Venture Stores Atari promotion. Begins Sept. 28 for one week in under 10 Midwestern markets. Day and fringe times. Agency: Grey-North, Chicago. Target: women, 18-34.

RADIO ONLY

Welch's Foods Grape juice. Begins in early September for four to five weeks in more than 80 markets. Agency: Jordan, Case, McGrath, New York. Target: women, 35-64.

Pennsylvania Apple Marketing Board Informational campaign. Begins in October for four weeks in 16 markets in Pennsylvania. Agency: Tal Inc., Erie, Pa. Target: women, 25-54.

United Vintners. Lejon wine. Begins in early September for four weeks in three markets. Agency: Marschalk Co., New York. Target: adults, 25-54.

Finger Furniture Begins this month for varying flights in three Southwestern markets. Agency: McStay-Regan, Fort Worth. Target: adults, 25-54.

El Chico. Frozen foods. Begins Sept. 21 for three weeks in more than 14 markets. Agency: Bloom Agency, Dallas. Target: women, 18-34.

Harrah's Casino Begins Aug. 24 for two weeks in about eight West Coast markets. Agency: Stern/Monroe Advertising, Dallas. Target: women, 25-54.

Walgreen's Discount department stores. Begins Aug. 24 for one week in Miami, Phoenix and Tucson, Ariz. Morning drive, middays and afternoon drive times. Agency: Granada Advertising, Dearfield, Ill. Target: adults, 18-34.

RADIO AND TV

Alpha Beta Supermarkets. Begin Sept. 14 for fourth quarter in over 10 markets. All dayparts. Agency: Eisaman, Johns & Laws, Advertising, Los Angeles. Target: women, 25-49.

Lionel Leisure Toys. Begins in mid-October for six to eight weeks in approximately 34 markets. Agency: Robert Sarra & Associates, New York. Target: women, 18-49.

AdVantage



Weekend TV: wonderful. Weekend television is growth area, with all of its dayparts increasing viewership by 10% or more over past five years, according to Television Bureau of Advertising. TVB said Sunday morning viewing showed largest jump, with 27% increase in five years. Study also reveals that working men and women watch more television on weekends; on average Saturday or Sunday, men watch four hours and 56 minutes and women, four hours and 11 minutes. TVB has prepared 30- and 60-second spots promoting weekend viewing for use by its member stations.

Cable sponsors. St. Regis Paper Co., New York, has bought one-half sponsorship of *Wall Street Journal Evening News*, weeknight summary of business and economic development, starting on USA Network on Aug. 31. Agency for client is Cunningham & Walsh, New York. Earlier, Toyota Motor Sales had placed similar half-sponsorship order in series. Other sponsors signing for USA's sports coverage are Fiat, through Benton & Bowles; Universal Pictures, through Doyle Dane Bernbach, and Maybelline, through Lake-Spiro-Shurman.

Ad push. RCA, citing "rapidly growing video recorder business," has adopted VCR media plan calling for 61% increase in ad spending over year earlier. Major emphasis is to be in television and magazines. Announcement mentioned "sudden upsurge" in number of consumers "who have moved from general apathy to firm attitudes about which brands they know, like and prefer." Increase, company says, is unrelated to progress of sales of RCA videodisk players.

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Monday Memo®

A broadcast advertising commentary from Alvin Eicoff, chairman, A. Eicoff & Co., Chicago.

Using timing and biorhythms to improve results of TV spots

There is a growing body of evidence that many advertisers are throwing their money away on top-rated, prime-time shows.

For years, agencies have scrambled to buy the top-rated shows because they delivered the largest audiences. Bigger is better has been the guide to buy by. But a number of studies show a serious flaw in the logic of rating points. These studies indicate that it is more important *when* you reach people rather than *how many* people you reach; and that the biorhythms of an audience are just as important as its size.

A. Eicoff & Co. has conducted ongoing research in this area for the last 15 years. From this research, we have formulated the "Theory of Sales Resistance." This theory states that there are certain times of the day and days of the week when a person can be sold almost anything and, conversely, certain times of the day and days of the week when it is almost impossible to sell him anything.

We graphed the results of our research and discovered television viewers are least resistant to motivational advertising early in the morning, late in the evening and on weekends. They are most resistant during prime time.

While this might have seemed to be a crackpot theory 10 years ago, it is much more credible today. A recently completed study by Waseda University of Japan confirms our theory. The study documented the buying habits of an entire Japanese community and found that there were specific times when people were more likely to respond positively to advertising. Those times were identical to those pinpointed by our research.

In addition, a number of respected universities have been researching biorhythms, and their findings implicitly support Waseda University's and the Eicoff agency's studies. According to these findings, everyone has biorhythms which are cyclical, with the cycle one is in at a given time determining how that person will respond to any situation. During one cycle, a person might say his favorite color is red. During another, he might say it is green.

By extension, a person's biorhythms can determine how he responds to a commercial. In one cycle, he might respond positively; in another, negatively. Biorhythms, then, provide one explanation of why viewers are less resistant to motivational advertising during certain times of the day and days of the week.

Of course, it would be naive to assume that these studies are going to change



Alvin Eicoff is chairman of the board of A. Eicoff & Co., Chicago, the agency he founded in 1966. Since its inception, he has built the agency into one of Chicago's largest with billings in excess of \$50 million. Clients include AT&T, Allstate, Playboy, Mattel and Time-Life Books. Initially known as a direct response agency, the majority of A. Eicoff & Co.'s business is now retail.

media buying habits overnight. Those habits are an ingrained part of the system; a system which has no reliable gauge to measure a commercial's effect on sales. Advertisers generally assume a cause-and-effect relationship between advertising and sales. If sales go up, the commercial is effective; if sales go down, the commercial is ineffective. But because there are many other factors that can influence sales—distribution, merchandising, publicity—it is difficult for the advertiser to judge the motivational power of his commercial.

Thus, many advertisers mistakenly rely on recall scores and awards as a barometer of their commercial's success. I use the word, mistakenly, because awards are given to commercials for their entertainment value, not for their ability to sell. And according to a recently published Marschalk Co. study, a high recall score can actually hurt a product's sales.

According to this study, recall can be either positive or negative. It states that: "... a commercial that's liked (positive) can move 31% of its viewers to consider buying the endorsed brand over others in the category, and a disliked commercial (negative) can move 33% of its viewers to

go out of their way to buy any other brand."

Though the Marschalk study establishes the fallibility of recall, it fails to take the results of the study to the logical conclusion. It fails to determine all the factors that produce negative recall.

A recently completed Eicoff agency study, based upon six years of research, concludes that negative recall is often caused by "motivational" commercials that air during prime time. According to our study, an astounding 75% of viewers surveyed responded negatively when motivational commercials were run during prime time shows. Respondents repeatedly explained this negative recall by saying they resented commercials that interrupted their favorite shows.

Conversely, only 10% of viewers responded negatively to commercials that interrupted non-prime time programs. According to the study, most viewers did not resent commercial interruptions during shows in which they had only a minimal involvement (reruns and old movies are two examples).

This is not to say that all non-prime time commercials are intrinsically effective; certain non-prime time periods are better than others. More importantly, the length of the commercial can be a crucial variable in determining its effectiveness.

Our agency has found that if an advertiser can obtain sole commercial possession of a commercial break, he can greatly increase the motivational power of his commercial. Thus, he must create a 90-second or two-minute commercial that puts the isolation factor into effect. By "isolating" the viewer, the advertiser allows him to make a buying decision before he is distracted by other commercials.

A 30-second spot on the other hand is only one in a cluster of four or five spots. It is analogous to four or five salesmen confronting a viewer; as soon as one stops talking, the next one starts. The customer cannot absorb the first pitch before the second one starts. The viewer's irritation-factor level becomes so high he often rejects all the products being sold. If, however, the commercial is isolated, it is the only salesman in his living room, increasing the chances it will motivate him to buy a product.

When a product's sales are poor, advertisers traditionally cut back their advertising expenditures. This research gives them another alternative. Instead of cutting back, they might consider redirecting those expenditures into more easily motivating time periods and also create longer commercials. Their commercials might not reach as great an audience, but they will get far better results at the cash register.



We said we were taking the movies to America, and the numbers show that we have. Since we launched *The Movie Channel*, we've added over 1,000 affiliates and almost one million subscribers. *The Movie Channel* is the fastest growing major pay service in the business*.

Why are cable operators turning to *The Movie Channel*? Because we make it easy to sell our service by showing what

subscribers want most: the finest movies available, 24 hours a day. And they are scheduled for maximum viewer convenience. Also, operators can earn high profit margins with *The Movie Channel*. That's because no matter how much money you charge subscribers, you still pay us the same flat rate.

We've come a long way so far, but we've just begun. Hook up with *The Movie Channel*, and see how far we can go together.

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214/241-1421

LOS ANGELES
Peter Lauer
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Warner Amex
Satellite Entertainment Company

*Based on percentage growth from 12/79 to 3/81.
Source: Paul Kagan Pay TV Census, 12/31/79, Cablevision, 4/20/81.
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■ indicates new or revised listing

This week

Aug. 23-26—*Cable Television Administration and Marketing Society* conference, "CTAM '81." Copley Plaza hotel, Boston.

Aug. 24-26—*Arbitron Radio* Advisory Council meeting, Park Hilton, Seattle.

Aug. 26-27—*Arbitron Radio* workshop. Writer's Manor, Denver.

Aug. 27-30—*National Black Programing Consortium's* first annual conference and film/video competition, with support of Ohio Arts Council and Corporation for Public Broadcasting. Sheraton-Columbus hotel, Columbus, Ohio. Information: NBPC, (614) 461-1536.

September

Sept. 1—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

Sept. 1—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

Sept. 1—Deadline for entries in fourth annual Tokyo Video Festival, sponsored by *JVC of Japan*. Information: JVC Tokyo Video Festival, c/o Burson-Marsteller, 866 Third Avenue, New York 10022.

Sept. 4-13—*International Audio and Video Fair Berlin*. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

Sept. 7-10—*International Institute of Communications* annual conference. Speakers include Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee, and Delbert Smith, senior vice president of Comsat. Palais d'Europe, Strasbourg, France.

Sept. 9—Ohio Association of Broadcasters sales workshop. New Marriott, I-71, Columbus, Ohio.

Sept. 9-11—"Cable Television: An Advertising and Marketing Tool" national conference, sponsored by *University of Wisconsin-Extension*. Speakers include

J. Leonard Reinsch, cable consultant, and Robert Alter, Cabletelevision Advertising Bureau. Information: Barry Orton; (608) 262-2394. Concourse hotel, Madison, Wis.

Sept. 9-14—*Public Broadcasting Service* development conference. Dutch Resort Inn, Orlando, Fla.

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans.

Sept. 11-13—*Nebraska Broadcasters Association* annual convention. Lincoln Hilton, Lincoln, Neb.

Sept. 11-13—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

Sept. 12—Deadline for U.S. entries in 24th annual *International Film and TV Festival* of New York. Categories include commercials, TV programs, film, tape, slide and audio-visual productions. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

Sept. 13-15—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

Sept. 13-15—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleau Hilton, Miami Beach.

Sept. 14-17—*Washington Journalism Center's* conference for journalists, "The Family Under Stress." Watergate hotel, Washington.

Sept. 15—Deadline for entries in 14th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, 76150, (817) 737-4011.

■ **Sept. 15**—Workshop on how to make issue advertising work on television, sponsored by *American Association of Advertising Agencies, Association of National Advertisers, Public Relations Society of America, Public Utilities Communicators Association and Television Bureau of Advertising*. Grand Hyatt hotel, New York.

■ **Sept. 15**—*Advertising Club of New York* forum on growth and direction of cable television. Panel members include Gustave Hauser, Warner Amex Cable Communications; Kay Koplovitz, USA Network; Gerald Levin, Time Inc.; James Perkins, Hearst-ABC Video Services; Dick Cox, CBS Cable, and William Baker, Group W Television. Sheraton Center hotel, New York.

Sept. 16-18—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, 20035, (202) 457-4996.

Sept. 17-18—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Information: Drew Larson, (703) 841-0500.

Sept. 17-19—*American Women in Radio and Television* East central area conference. Westin hotel, Cincinnati.

Sept. 17-20—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

Sept. 18-19—*South Dakota State University's* 15th annual South Dakota Broadcasters Day. University campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4191.

Sept. 18-20—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

Sept. 19—*Society of Broadcast Engineers* San Francisco Bay Area annual banquet, chapter 40. Concord

Major Meetings

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleau hotel, Miami Beach, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

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

Oct. 9-13—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 5116 Paris.

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

Nov. 1-4—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

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

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

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

Dec. 2-4—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington,

Washington.

March 11-16, 1982—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: 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, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29, 1982—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5, 1982—*National Cable Television Association* annual convention. Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-5, 1982—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto, Ontario; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13, 1982—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18, 1982—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

June 6-10, 1982—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.



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¹America is crossing over to what's been called "the other side of the baby boom." The median age is shifting upwards, and with it the proportion of over-65's to the general population. In 1979 there were 5.4 workers to every retiree, as opposed to 7.5 to 1 in 1950, and by 2030 the ratio will be about 3 to 1.

²Social Security was never

intended to be more than a basic system supplemented by private pensions and individual savings. The price for forgetting this has been high and promises to get higher: combined employer/employee FICA taxes on our grandchildren's salaries could reach 25%. Of course, there are alternatives. Social Security could increase the official retirement age,

pay benefits based on government-determined need, or simply ... *reduce benefits in general!*

³Two-thirds of small businesses surveyed in 1978 offered no pension plans at all. One reason: Typically, big employers can write off 46¢ in taxes for every pension dollar they contribute, while most small ones can only write off about 20¢. In some cases,

they can't write off anything.

⁴Our real estate and participating mortgage separate accounts, for example, are designed to offer larger returns in the face of double-digit inflation. We've also helped fund the Pension Research Council's study of pensions and inflation.



LIFE & CASUALTY

Inn, Concord, Calif.

Sept. 20-23—Broadcast Financial Management Association 21st annual conference. George Will, syndicated columnist, will be Monday luncheon speaker; FCC Chairman Mark Fowler will address Tuesday luncheon; Sol Taishoff, editor of BROADCASTING, will be Wednesday luncheon speaker. Sheraton-Washington hotel, Washington.

■ **Sept. 21—Advertising Club of New York's** 58th "Advertising and Marketing Course." Ad Club's Ballroom, New York.

Sept. 21-23—Advertising Research Foundation's seventh annual midyear conference and research fair. Hyatt Regency hotel, Chicago.

Sept. 23—International Radio and Television Society newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

Sept. 23-25—Public Service Satellite Consortium sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

Sept. 23-26—National Broadcast Association for Community Affairs annual conference. Manor Vail Lodge, Vail, Colo. Information: Marcia West, KOA-AM-TV Denver, (303) 861-4444.

Sept. 24-25—National Association of Black Owned Broadcasters annual broadcast management conference. National Association of Broadcasters headquarters, Washington.

Sept. 24-26—American Women in Radio and Television Western area conference. Marina City Club, Marina Del Rey, Calif.

Sept. 25—Society of Broadcast Engineers central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNY-FM-TV Liverpool, N.Y., (315) 457-0440.

Sept. 25-26—Society of Broadcast Engineers, north Texas chapter, Southwest regional convention and exposition. Rodeway Inn, Arlington, Tex.

Sept. 25-26—New York State AP Broadcasters Association annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

Sept. 27-29—Minnesota Broadcasters Association fall convention. Guests will include Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis, and Jim Popham, VP-congressional liaison, National Association of Broadcasters, Washington. Holiday Inn Downtown, Rochester, Minn.

Sept. 28-30—Nevada Broadcasters Association annual convention. Elko, Nev.

Sept. 28-30—Texas Association of Broadcasters engineering-management conference. Loew's Anatole hotel, Dallas.

Sept. 29-30—Arbitron Radio workshop. Copley Plaza, Boston.

Sept. 29-30—Louisiana Association of Broadcasters license renewal-EEO seminars. One will be held at Travelodge North in Lafayette, La., on Sept. 29, and another at Holiday Inn in Natchitoches, La., on Sept. 30.

Sept. 30—Iowa Cable Television Association annual state convention. Marriott hotel, Des Moines, Iowa.

Sept. 30—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television*. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Sept. 30-Oct. 2—Mid-America Cable TV Association 24th annual meeting and show. Exhibition Hall, Municipal Auditorium, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, Leocompton, Kan., 66050, (913) 887-6119.

■ **Sept. 30-Oct. 2—Indiana Association of Broadcasters** fall conference. Downtown Holiday Inn, Fort Wayne, Ind.

October

Oct. 1-2—University of Illinois sixth scholar-educator conference, "Education, Media for the Millions, and

Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

Oct. 2-3—Florida Association of Broadcasters fall conference. Opryland, Nashville.

Oct. 2-4—American Women in Radio and Television west central area conference. Regency West, Omaha.

Oct. 3-4—New Jersey Associated Press Broadcasters Association's annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

Oct. 4-6—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

Oct. 4-6—Kentucky CATV Association convention. Executive Inn, Owensboro.

Oct. 4-6—New Jersey Broadcasters Association 35th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Oct. 4-6—Pennsylvania Association of Broadcasters fall convention. Seven Springs Mountain Resort, Champion, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101.

Oct. 5-7—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

Oct. 5-9—Hughes Microwave Communications Products technical seminar on its AML local distribution microwave equipment. Hughes facility, Torrance, Calif.

Oct. 5-10—23d National Radio and Television Week, "Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio y Television*. Guests will include Vincent Wasilewski, president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

Oct. 7—International Radio and Television Society newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

Oct. 7-8—National Association of Broadcasters engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

Oct. 7-8—Society of Broadcast Engineers tri-state convention. Indiana Convention Center, Indianapolis. Information: (317) 264-7992.

Oct. 7-8—Kentucky Broadcasters Association fall convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency hotel, Lexington, Ky.

Oct. 7-9—Tennessee Association of Broadcasters convention. Peabody hotel, Memphis.

Oct. 8-11—National Black Media Coalition annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

Oct. 9-11—American Women in Radio and Television Midwest area conference. New Marriott, Harrisburg, Pa.

Oct. 9-13—Vidcom '81, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 75116 Paris.

Oct. 11-13—National Association of MDS Service Companies annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade

Associates Inc., 4701 Willard Avenue, Suite 105, Washington 20015.

Oct. 13-15—Western Educational Society for Telecommunications 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

Oct. 13-15—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

■ **Oct. 13-16—Southern Educational Communications Association** fall planning conference. Bahamar hotel, Fort Lauderdale, Fla.

Oct. 14—Chicago Collegiate Broadcasting Day, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago's* department of communication. Marquette Center, Loyola University of Chicago.

Oct. 14-15—Maryland/Delaware Cable Television Association annual fall meeting. Hyatt Regency, Baltimore.

Oct. 14-16—Kentucky Broadcasters Association convention. Marriott Resort hotel, Lexington, Ky.

Oct. 14-18—Women in Communications national professional conference. Stouffer's, Cincinnati.

Oct. 15—Fund-raising dinner honoring *Sol Taishoff on 50th anniversary of Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers, and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

Oct. 15—American Council for Better Broadcasts 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7112.

Oct. 15—Connecticut Broadcasters Association annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

Oct. 15—Video Technology for Filmmakers, sponsored by *Advanced Technology Seminars*. Barbizon Plaza hotel, New York. Information: Advanced Technology Seminars, 1600 Broadway, Suite 690, New York, 10019.

Oct. 15-16—Pittsburgh chapter Society of Broadcast Engineers eighth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 15-17—American Women in Radio and Television Southwest area conference. Hilton LBJ, Dallas.

Oct. 15-18—American Women in Radio and Television Northeast area conference. Regency Hyatt Cambridge, Boston.

Oct. 15-18—American Women in Radio and Television Southern area conference. Mills House, Charleston, S.C.

Oct. 15-18—Women in Communications national conference. Cincinnati. Information: (512) 345-8922.

Oct. 16—Colorado State University/Colorado Broadcasters Association 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLaughlin, (303) 491-6140.

Oct. 16-17—Friends of Old-Time Radio annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 19-20—American Women in Radio and Television Northeast area conference. Boston.

Oct. 21-22—Ohio Association of Broadcasters fall convention. Columbus Hyatt Regency, Columbus, Ohio.

Oct. 21-23—National Association of Telecommunications Officers and Advisers, affiliate of National League of Cities, conference, "The Role of the Local Telecommunications Officer," focusing on cable television franchise administration and regulation and municipal uses of cable. Hilton Harvest House hotel, Boulder, Colo.

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

Errata

Percentage of religious music on Continental Radio's new 24-hour programming service is **25%**, not 40% as listed on page 48 of Aug. 17 issue.

□

In Aug. 10 story on 1980 television financial figures, percent changes for sales on page 40 were incorrect. **Network** sales were up **11.5%**, **spot** sales were up **13.8%** and **local** sales were up **10.6%**.

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Reg. U.S. Patent Office. □
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Open Mike**Progressing**

EDITOR: Your editorial, "Net gain," in the Aug. 3 issue was, in my opinion, a realistic and accurate appraisal of the results of the budget reconciliation conference.

The gains for radio broadcasters, though disappointing, were nevertheless substantial, and the fight to emancipate radio goes on.—*Abe J. Voron, executive vice president, National Radio Broadcasters Association, Washington.*

First-phone follow

EDITOR: Further to the comments of Charles Stuart ("Open Mike," July 6) and Charles Wright (Aug. 3) regarding elimination of the first-class radiotelephone operator license.

Personal accomplishment by any individual to achieve recognition in a chosen field by acquisition of a certificate, license, award, degree (i.e., something personal to be proud of) is a positive assist for the associated industry. Obviously, technical expertise is an essential accessory to the broadcast environment of electrons and radiation. As the sales person is rewarded with commissions, the broadcast engineer/technician at least may achieve personal satisfaction by a license to indicate a degree of expertise, at times in lieu of such monetary awards. Elimination of the "first" is downgrading, as Mr. Stuart indicates, particularly to those individuals who have "majored in" and supported the industry for many years. An undeserved demotion in stature is counterproductive to a constantly growing industry.—*Ronald L. Arendall, president, The Society of Broadcast Engineers, Indianapolis.*

Bovine broadcasting

EDITOR: After reading the July 20 issue of BROADCASTING, I wrote a letter to my congressman, Matthew McHugh (D-N.Y.). Perhaps excerpts would interest your readers:

"... The FCC has authorized the use of low-power communications devices for cows, for recording milk production 'and determining when a cow is in heat.'"

"I believe the commission has found its level of efficiency. By all means, use your vote to get the FCC \$86.2 million for fiscal 1983. Approve the budget with a proviso that it be used exclusively to monitor cows in heat while the problems of broadcasting, satellites, royalties, common carriers and developing technologies are assigned to the Bureau of Wildlife and Fisheries.

"This will enable the FCC to use non-

cow funds to send another 11-person delegation to China 'to study telecommunications' and to hire 40 more accountants to return funds, as per court order, that were collected from CB and broadcast licensees without congressional authorization.'"—*Jerome Gillman, general manager, WDST(FM) Woodstock, N.Y.*

More on Moody

EDITOR: I read with interest your recent article on our FM translator rulemaking petition and the comments filed thereon by various broadcasters and broadcast trade associations (BROADCASTING, Aug. 3).

While your discussion was accurate and enlightening in reporting on the substance of Moody's petition and the concern expressed by the broadcast industry, it failed to point out that of the approximately 96 comments filed in the proceeding, 91 were in support of our petition. The supporting comments were predominately from private citizens and local groups in small towns who hope to have the opportunity of operating satellite-fed FM translators to meet local needs for specialized radio programming.

The feelings of private citizens must be given at least an equal weight to those of the broadcast industry if the "public interest" is to be effectively served.—*James C. Goodrich, Moody Broadcasting, The Moody Bible Institute of Chicago.*

Time in Washington

EDITOR: A footnote to your comprehensive Aug. 3 piece on the proliferation of TV news bureaus in Washington: Although Westinghouse did establish the first nonnetwork Washington bureau in 1958, Time-Life Broadcast came along a month later and began the first nonnetwork television news bureau. Westinghouse was radio-only for a number of years.

Head of that T-L Broadcast bureau was J.W. (Bill) Roberts, who later served as president of the Radio-Television News Directors Association and the Radio-TV Correspondents Association. The cameraman, later a full-fledged correspondent, was Carl Coleman. The T-L bureau served Time-Life stations in Minneapolis, Indianapolis, Denver, San Diego, Grand Rapids, Mich., and Bakersfield, Calif., until McGraw-Hill acquired most of the group and dissolved the Washington activity.—*Richard Krolik, Washington.*

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Broadcasting Aug 24

Vol. 101 No. 8

TOP OF THE WEEK

Spot TV burning up sales track

That's on top of torrid pace in network buying and strong local marketplace; medium is surprising all comers in countering economic doldrums

National spot and local television sales are booming along at an unexpectedly strong clip that should carry them 13%-14% beyond last year's records.

"It's fantastic," said Harvey Spiegel, senior vice president for research and marketing at the Television Bureau of Advertising. "It's just been holding up so long it's incredible."

TV station reps agree that national/regional sales are moving at a pace exceeding early projections for the year and should top last year's total by 13%-15%. Based on national/regional spot's 1980 figure of \$2.9 billion, this year could end up at \$3.3 billion, considered a strong finish during a period of economic uncertainty.

Spiegel says TVB's quarterly surveys of stations bear out the reps' projections. For the first quarter, the stations reported both spot and local sales up 11% over the first quarter of 1980. For the second quarter they put spot up 14% from a year earlier and local up 16%. For the first half the gains were 13%-14% for each.

And for the full year, TVB is projecting more of the same—spot up about 13%, local about 14%.

That sort of gain would bring local's revenue total, based on FCC figures of \$2.5 billion for 1980, to about \$2.85 billion in 1981, along with the \$3.3 billion projected for spot.

Station reps in a sampling conducted by BROADCASTING reported that spot business was sluggish in January but picked up steam as the first quarter progressed and continued strong in the second quarter for a first-half gain estimated in the 11%-13% range.

Rep firm executives said that third-quarter business is robust and that there is every expectation that the fourth quarter will remain healthy. They felt that the fourth quarter would be helped by the strong network TV sales picture, embracing a record upfront prime-time selling season and a promising scatter market

(BROADCASTING, Aug. 10).

Reps cautioned that the spot TV economy is not uniformly strong. There are pockets of paucity in some areas of the country, with the Snow Belt almost invariably trailing the Sun Belt. In general, they reported, industrial cities of the Northeast and Midwest are lagging behind the South and West in percentage gains, but even this is not universal, since some Southern markets turned in substandard performances.

Al Masini, president of TeleRep, said he expected the first half of the year to be up 8% to 11% but that his company had topped that range. Business has accelerated in the third quarter and looks "promising" for the fourth, he said. A preliminary reading, Masini added, indicates September volume will be about 27% over last year.

"This year has shown that TV has tremendous vitality," he ventured. "Last December and January were slow. But after that, business picked up. Now that

Spot TV's continuing strength in a period of economic uncertainty points up the medium's flexibility.

the networks are so well sold it's an omen that spot will do well. Don't ask me to explain the TV economy. But I have a feeling we're going to have a fine fourth quarter."

Gary Scollard, board chairman-president of MMT Sales, said that at the beginning of the year MMT had projected a 14%-15% increase for 1981, but that on like stations, "we'll do close to 20%." He reported that MMT will close the third quarter with a gain of about 20% and is looking to emulate that percentage increase in the fourth quarter.

Scollard noted that network TV pricing seems to be "in good shape" for the fourth quarter and said this is a good sign for spot television rates.

Jim Kelly, senior vice president and general sales manager of Blair Television, is brightened by prospects for advertising in the fourth quarter. He offered the view that the impending tax cut will release additional advertising dollars and that the "healthy network climate" will benefit spot TV.

On a like-station basis, he said, Blair has done "rather well" this year, up by percentages in the high teens for the third quarter and in the mid-teens for the first

nine months. He estimates the spot TV industry will produce a gain of from 12% to 15% and said he believes Blair will top that.

Robert Kunath, president of Group W Sales, said the third and fourth quarters appear to be "very strong." He acknowledged that Group W volume in the first half was below expectations—gains in the 7%-8% area—and said this probably was a reflection of the company's markets, including New York, Pittsburgh, Philadelphia and Baltimore. He said sales rallied in the third quarter, with July and August both climbing by 20%. He believes there will be pressure to move up rates in the fourth quarter, varying by market.

Peter Ryan, executive vice president of Harrington, Richter & Parsons, looks forward to "an excellent year." He said HRP exceeded industry estimates of 12%-15% gain in the first six months and added: "The third quarter is sensational, significantly better than the high teens we had projected."

With that momentum, Ryan said, HRP expects to have an equally strong fourth quarter. He agreed that a "good reading" on the fourth quarter is difficult because many spot TV buys are made close to air time. Ryan said that spot TV's continuing strength in a period of economic uncertainty points up the medium's flexibility.

"Spot TV is helped because it's still a medium of high turnover items," Ryan said.

Victor Ferrante, senior vice president, Katz Television, anticipates that 1981 will show at least a 14%-15% increase in sales for Katz, slightly ahead of projections. The year to date has shown 13% to 15% gains in each of the first three quarters and Ferrante senses that the fourth quarter will be a decided improvement.

"Based on the volume of availabilities, the fourth quarter could be 30% or more over the 1980 quarter," he suggested. "We're encouraged by the sounds at the networks, and spot TV can only be helped by the networks' strong position."

Dave Allen, president of Petry Television, envisions Petry's winding up the year with an increase of about 16%, up from the 14% projected at the outset of the year. The third quarter is proceeding at a pace of about 16% over 1980, Allen added, and the fourth quarter is expected to turn out about 16%-18% over last year's period.

"There seems to be a very healthy climate for spot," Allen remarked. "The network situation is good and that should help spot. And we hear from our stations and from the agencies that spot TV should have a banner fourth quarter."

Spelling lays it on the (bottom) line in Hollywood

Soaring production costs are apt to kill gold-laying goose he warns creative community—and advises industry to stay with bird-in-hand networks rather than courting bird-in-bush new technologies, among other subjects in a Dutch uncle lecture

In a blunt and wide-ranging luncheon address, television producer and writer Aaron Spelling took members of the Hollywood creative community to task last Thursday (Aug. 20) for their response—or lack of it—to a variety of ills affecting the industry.

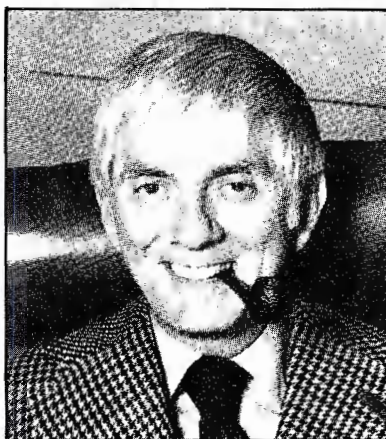
First on Spelling's laundry list, delivered at an Academy of Television Arts and Sciences forum at Los Angeles's Century Plaza hotel, was the skyrocketing cost of program production. "There is no doubt," said Spelling, "that costs are increasing at an alarming rate, and it is something that the entire family of our industry should examine."

Spelling, whose company produces *Love Boat*, *Fantasy Island*, *Strike Force* and several other prime-time series and specials, insisted that suppliers "should not be held solely responsible" for program cost increases. Instead, he argued that inflation, labor costs, network production requirements, pressure from "instant stars" and the current pilot system all contributed to the rising costs.

"We must find a way to help them [the networks] cut down costs, or we may all, the networks and suppliers, be heading toward 'Heaven's Gate,'" he continued, referring to United Artists' recent box office loser. Spelling warned fellow producers that the networks are no longer crying wolf, pointing out "that six regular prime-time hours of programming last year were made up of news shows and so-called 'reality' shows—all at a much cheaper cost than our normal half-hour or hour shows." He pointed out that those six hours represent one-fourth of the entire network prime-time schedule.

If producers are to help solve the escalating costs of production problems, as Spelling believes they should, they must "not allow overnight sensations to push us to the edge of disaster by their constant demands and threats . . . Their's is not negotiation, it's blackmail." He also called for "stopping or at least reducing the archaic and woefully expensive abomination called 'pilots.'" It's Spelling's opinion that the \$40 million to \$60 million spent each year on pilots would be more wisely used in bolstering productions already on the air. "With pilots," he contended, "we are playing a very, very expensive charade, and let's hope the game is over soon."

Soaring production costs have contributed to an economic picture for the entertainment industry that Spelling describes as cloudy, and further darkened by recent labor disputes.



Spelling

"The industry cannot take another work stoppage," he stated. "The sad thing is that I'm not sure a lot was settled in the strikes . . . The final result is more reruns on a schedule already bloated with reruns, with more viewers deserting their sets. As baseball is finding out, those people may never return and we are helping to kill the network goose that laid the golden egg. Until pay TV is capable of proving that there is a bonanza out there for this creative community, I suggest we continue to dance with the date that brung us."

Spelling pointed out that "almost a year has passed since the [SAG] strike ended, and not a single movie has been made for pay TV . . . [that's] the issue they went on strike for."

Spelling also came down hard on "the ever-escalating 'ratings' game." The producer criticized TV critics, columnists and trade magazines for what he labeled "network 'pennant' fever. Individual shows are almost forgotten, as each week, with added fervor, the newspapers proclaim which network is No. 1, or No. 2 or No. 3. And now we have added still another gimmick—the top 10." Spelling called on reporters and critics to "put these ratings in perspective" to help shed the aura of failure associated with shows below the top 10.

Reflecting on the prime-time access rule controversy, Spelling said he is personally "ambivalent" about it, and believes there is a way to live comfortably with or without it. "However, there's a third avenue being discussed that does shake me up a bit": the proposal to expand network news into the PTAR period. "We seem to be at the stage now when the news is repeated to the point of redundancy. I don't believe that no news is good news, but since we now receive orders for 22 segments of a series where it used to be 39, I think that six new half hours a week would certainly be a blessing to the industry." Spelling feels the networks may succeed in obtaining their full hour of evening news. "Saying in Washington that you want to present more news," he said, "is obviously

putting yourself on the side of the gods."

He noted that the domestic syndication industry is entering a new era of cooperation, and credited talent guilds and management with finally recognizing that high residual costs may have priced them out of the syndication market in the past.

On other matters, Spelling called on members of the creative community to resist "irrational pressure" from "self-appointed or self-anointed groups who profess to have society's best interests at heart" and instead to "continue to explore themes too often considered taboo on commercial television." He also challenged fellow producers to work harder to meet the needs of the handicapped and disabled, and to "continue to give young talent the chance to become part of our industry."

Spelling's remarks concluded the academy's annual forum season. Before introducing Spelling, academy president John H. Mitchell unveiled a partial roster of speakers for the period beginning next November, which includes FCC Chairman Mark Fowler (a January presenter), CBS Inc. President Thomas Wyman (slated for March) and Thornton Bradshaw, the chairman of RCA. Bradshaw's speech is expected to be his first as RCA chairman before a Hollywood industry audience.

CTAM goes Harvard

'Learning experience' is theme of Boston cable conference; no exhibits and no selling during 'retreat'; 800 expected to attend

Where better to partake of a "learning experience" than at one of the country's leading educational institutions? With that in mind, the Cable Television Administration and Marketing Society is delivering some 800 of the cable industry's most active minds to Harvard University this week for the opening session of "Cable '81: A Learning Experience"—CTAM's fifth annual conference.

Despite the scheduling of the meeting immediately after last week's Eastern Cable Show in Atlanta, the Boston CTAM conference has already drawn well over the 750 advance registrations expected for the four-day session, headquartered at the Copley Plaza. According to Gail Sermersheim of Home Box Office, who is chairing the conference, it has been designed as "a retreat from the demands of the day," a point reiterated in conference literature that stresses there will be "no exhibits" and "no selling."

Among the high points of the schedule are Sunday's afternoon trip across the Charles River to Harvard, which includes the keynote address by Dr. Daniel Bell, Harvard's Henry Ford II professor of social science. Bell will discuss "A Chang-

ing America and the Importance of Communications in the Post-Industrial Society," a talk CTAM hopes will frame a consideration of "not only the opportunities, but the responsibilities" of cable.

Back at the Copley on Monday, the conference will provide looks at tiering, the relationship between cable and newspapers and the revenue potential of existing "new" services.

On Tuesday, participants face the formidable challenge of the choices presented by "Track Day"—a full day of concurrent sessions (with a break for lunch) divided into four "tracks"—advertising, addressability, marketing the tier and information services. And there's a New England style reward at the end of the day: a clambake at the Boston Aquarium.

The closing day of CTAM '81, Wednesday, will give cable's new technology competitors a turn, followed by a discussion of "Marketing Sense."

Along with Dr. Bell on Sunday, the 3 p.m. opening session at Harvard's Sanders Theater will include a welcome from CTAM President Ernie Olson, vice president, operations-marketing for MetroVision, plus a panel discussion, "Meeting the Challenge," moderated by J. Leonard Reinsch, cable consultant, and featuring Jennifer Stewart, senior vice president, marketing research, Ogilvy & Mather, and Hirohisa Takeuchi, Harvard Business School associate professor of business administration.

Monday morning's examination of tiering will be divided into two sessions: an 8:30 status report reviewing "What Do We Know About Tiering" and a 10:45 look at the "Tiering Decision Tree." At lunch, conferees can take their pick of three different case studies used to explore "The Newspaper/Cable Local Relationship," with presentations by Leonard Bolton, advertising director of the Florida Publishing Co., Jacksonville, Jerry Moriarty, publisher of the Mason City, Iowa, *Globe Gazette*, and Donald Soldwedel, president/publisher of the *Yuma (Ariz.) Daily Sun*. The afternoon session will focus on four "Nontraditional Revenue Opportunities for the Immediate Future"—advertising, video games, home security, merchandising and interactive services.

On Track Day, starting times for the four sessions of each track are: 8:30 a.m., 10:15 a.m., 1:45 p.m. and 3:30 p.m., with lunch at noon. Bob Alter, president of the Cabletelevision Advertising Bureau, will coordinate the sessions on advertising: "Can Advertising Be Another Profit Center?," "Building the Proper Foundation for Successful Local Sales," "Will There Be a Numbers Game for Cable?" and "How Commercially Supported Networks and Representatives are Generating Advertising Revenues for Systems."

Coordinator for the "Management and Addressability" track will be Sheldon Satin, president of Sheldon Satin Associates, New York. Titles of the track's four sessions are "Choosing the Addressable System That's Best for You," "Marketing,

Tiering and Addressability: Opportunities/Problems," "Getting Turned On and Billing for It" and "At Last, a Way to Reduce Staff—Or Is It?"

Edward Bennett, senior vice president, Viacom Cablevision, will coordinate the "Marketing for Tier" track sessions: "Multipay in the New Build Market," "Multipay Launches in the Mature Market," "Basic Tiering—Is It for Everyone?" and "After the Multipay Launch, What Do You Do for an Encore."

Cox Cable Communications Vice President and General Manager Gary Weik will coordinate the four sessions of the "Information As a Revenue Source" track. Those four sessions will be "Videotext," "Security," "Program Guides—Outside Supply" and "Program Guides—Internationally Produced."

Tuesday's luncheon speaker, Jack Trout, president of Trout & Reis Advertising, New York, will tell the conference about "Positioning: The Battle for Your Mind."

"The New Competitors After Your Subscribers' Dollars," is the title of Wednesday's 9 a.m. session, coordinated by Andrew Goldman, vice president, new services development for Teleprompter. Representing those competitors will be panelists George Stein, president of the STV company, SelecTV; Mark Foster, president of Microban, an MDS firm, and Comsat's executive vice president, George Billings, who will discuss DBS.

The final conference session, to start at 10:45, will be on "Marketing Sense" and moderated by Gregory Liptak, senior vice president of Times Mirror Cable Television.

Westinghouse-TPT merger closed

Court rejects request for stay while saying that companies must be maintained separately until arguments on merit are heard

The Westinghouse Broadcasting Co.'s \$646-million acquisition of Teleprompter Corp., the largest merger in the history of cable TV, was completed late Tuesday afternoon, shortly after the U.S. Court of Appeals in Washington refused a request that it stay the closing. However, the fight the National Citizens Committee for Broadcasting is waging to thwart the merger is continuing.

The group, which is headed by Ralph Nader, had succeeded on Aug. 12 in obtaining an order from the court delaying the closing until the court had an opportunity to review arguments from both sides on the request for a stay pending an appeal on the merits. NCCB went to court after the FCC, on a 6-0 vote, had approved the acquisition (BROADCASTING, Aug. 3).

The court, in denying the stay, said it could not conclude that NCCB will be successful in its appeal, which alleges the commission did not adequately consider the antitrust implications of the merger. The court also said it had been assured by

Westinghouse that Teleprompter will be maintained as a separate entity pending resolution of the appeal. NCCB had argued that if the merger were completed and it was successful in its appeal, the merger would be impossible to undo.

But in turning down the stay request, the court said consideration of the appeal will be expedited. It said arguments will be scheduled in November or December. The order was signed by Judges J. Skelly Wright and Edward Allen Tamm.

Still to be heard from in connection with requests for stay is the FCC itself. Cable News Network, which had supported NCCB's court filing, had filed a request of its own with the commission. In approving the merger, the commission had rejected CNN's opposition based on antitrust grounds. CNN cited the announcement that Westinghouse and ABC would cooperate in a venture to produce two 24-hour channels of advertiser-supported cable news (BROADCASTING, Aug. 17). The FCC should examine the possible anti-competitive aspects of that development, CNN said. However, the FCC is expected to reject that request this week.

The closing was completed by the filing of papers with the secretary of state of

Deflationary. The \$50,000 a year the National Association of Broadcasters now pays its joint board chairman was reduced to \$1 a year last week in an exchange between incumbent chairman Eddie Fritts and Mutual Broadcasting System's Larry King during a broadcast from NAB's Radio Programming Conference in Chicago. "Is that, Eddie, a kind of dollar-a-year job?" asked King in his lead-off question. "I guess you could say that, yes," answered Fritts. "It's a nonpaid job. It's a volunteer-type job." King—who said later he hadn't known about payments to the joint chairman—did not challenge the answer. ■ The question of paying the chairman was a subject of controversy when first raised in connection with the Fritts candidacy last winter, but the board agreed to offer future chairmen \$50,000 annually, in addition to reimbursement of all expenses, that they may accept or reject at their discretion. The rationale was that it would help smaller broadcasters make up for time taken away from their stations. Fritts owns four AM and four FM stations in the South—headquartered at Indianola, Miss.—and has said he would use the NAB money to hire a managerial stand-in during his two-year tour of duty. Fritts told BROADCASTING he considers the money as going to his company, not to him personally.

New York, in Albany, after 4 p.m., on Tuesday. Then Teleprompter shareholders were advised to turn in their stock, for which they will receive \$38 per share.

The merger brings together a major broadcast organization that operates six television and 13 radio stations and that produces and syndicates television pro-

grams with a cable company that serves 1.4 million subscribers in 32 states over 118 cable systems and is a 50% owner of a pay cable company, Showtime.

Group W President Daniel L. Ritchie said of the merger: "[It] provides the combined operations an opportunity to bring television viewers diverse programming of

high quality."

And Westinghouse Electric Chairman Robert E. Kirby added "Westinghouse Electric is tying its future growth to three long-term business thrusts—energy, productivity and increased services. . . . Teleprompter will add greatly to our services business."

Cable TV 'skin' competition gets hot

'Playboy' joins with Escapade in production and marketing of adult service, putting it in direct competition with PET Network from 'Penthouse'

A battle for subscribers that has been raging for the past several years in the publishing business has spread to another front: cable television. Playboy Enterprises Inc., publisher of *Playboy* magazine, has become half-owner of Escapade, an adult-oriented pay cable movie channel launched by Rainbow Programming Services last December. The partnership, announced last Thursday morning in Atlanta at the Eastern Cable Show, places Playboy

in direct competition with the Penthouse Entertainment Television Network (the PET Network), an incipient adult-oriented movie channel owned by TeleMine Inc. and Playboy's print nemesis, Penthouse International, publisher of *Penthouse* magazine.

Although *Penthouse* beat *Playboy* by announcing its partnership several months earlier (at the National Cable Television Association convention last May), *Playboy*, by choosing Rainbow as a partner, has a head start where it matters most. Rainbow, which announced its service in August 1980 and launched it on Dec. 9, 1980, already has 120,000 subscribers in 50 cable systems and affiliation

agreements with another 115 systems. The PET Network, on the other hand, doesn't get started until next October and thus far only five cable systems have signed for the service.

Escapade is distributed nationally via Comstar I/II, transponder D-4. The PET Network at the start will lease transponder time on Westar I. It will move to a transponder that TeleMine purchased from Western Union on Westar V shortly after that satellite is launched in the fall of 1982.

Both services plan to supplement R-rated movies—the bedrock of the services—with original programming reflecting the contents of their respective partners' magazines. Playboy Productions, producer of movies and broadcast specials, will create a variety of programming for Escapade based on the magazine's features including video "centerfolds."

Jerry Maglio, president of Rainbow, said Escapade will begin promoting its association with *Playboy* in November, but doesn't expect the first of the *Playboy* programming, which will be added gradually to the network's schedule, to appear until early 1982. The service will continue to be marketed under the Escapade name, Maglio said, until the *Playboy* programming is pervasive. At that point, he said, Escapade will become The Playboy Channel. He offered no guess as to when the metamorphosis might occur.

It was apparent at the Thursday press conference that Rainbow-Playboy had few, if any, definite plans for the original programming. Russ Barry, president of Playboy Productions, said when pressed that *Playboy* is considering a number of ideas including some women's programming, but added that "it is really premature" to talk about any of them. Barry said *Playboy* will be careful to make sure that whatever the programming, it is "conceptually consistent with the magazine and extremely well done." It will have, he promised, "all the style, elegance and taste that have become a trademark of *Playboy* magazine." Barry emphasized that *Playboy* founder Hugh Hefner will take an active interest in the program production to insure that the *Playboy* name doesn't find its way to any second-rate programming. Among the programming *Playboy* has produced for TV is *Roller Disco Pajama Party* in 1979.

Unlike *Playboy*, *Penthouse* will play a passive role in the PET Network. Under terms of the TeleMine-*Penthouse* agreement, according to TeleMine's Judy Shepard, *Penthouse* provides promotion and advertising for the channel through its



Playboy pay cable party. Playboy Productions' entry into pay cable as half partner with Rainbow Programming Services in Escapade was announced at an early morning press conference just prior to the opening of the Eastern Cable Show in Atlanta last week. At left: Russ Barry, president of Playboy Productions, and April Hawk and Daiva Kaunas, bunnies flown in from Chicago. At right: Jerry Maglio, president of Rainbow.



Love and kisses always. Michelle Murchison, the *Penthouse* "Pet of the Month" for April, drew crowds and signed pictures at the PET Network booth on the exhibit floor of the Eastern Cable Show.



Up and away. Ron Roe (l), president of the Southern Cable Television Association, and Tom Wheeler, president of the National Cable Television Association, were among dignitaries on hand for the opening of SCTA's Eastern Cable Show in Atlanta last week.

various publications and, more important, the *Penthouse* names and logos. Meanwhile, TeleMine carries the burden: program production, marketing and satellite distribution.

By the time the PET Network goes on the satellite Oct. 15, it will have five different original programs ready to supplement the 15 adult-oriented and four "blockbuster feature films" that will appear on the network each month. The original programming includes *Gods and Goddesses*, half-hour interviews with Hollywood's sex symbols; *After Hours*, a 90-minute, late-night variety show; *The Body Shop*, "a special show" featuring the *Penthouse* magazine centerfolds, commonly known as *Penthouse Pets*; *Pet of the Month Feature*, described in a brochure as a "searing, honest, pictorial and in depth story" about the current *Penthouse* Pet, and International Award Erotic Cartoons, "scintillating animation" from around the world, says the brochure. TeleMine is working on an adult drama series that should be ready sometime in 1982 and a show based on *Penthouse's Forum* magazine, a talk show focusing on sexual fantasies and problems.

Although it will be a while before the *Playboy* agreement makes any impact on Escapade programming, Maglio expects it to have an instant and positive impact on marketing. The *Playboy* affiliation, he said, will give Escapade "instant respectability" and much greater prominence. *Playboy* has an "instantly recognizable" name and logo, he said. The *Playboy* bunny logo is second only to the logo of Coca-Cola in terms of recognition, he said. Rainbow had projected subscribership of 200,000 by the end of the year Maglio said, but the use of the *Playboy* name in marketing could boost that figure from 25% to 50%.

The *Playboy* name will have at least one other beneficial side-effect according to Maglio. Escapade "is not a programming service that belongs in every house," he said. Once the well-known *Playboy* name becomes associated with the service, he said, there should be no questions in the minds of consumers about just what the service is.

Barry, a former CBS Broadcast vice president and general manager of

KNXT(TV) Los Angeles, said *Playboy* has been interested in breaking into the cable business since shortly after his arrival in 1980. *Playboy* wanted to be a programming supplier and network owner, but realized that it lacked the cable expertise required to make a go of it alone. *Playboy* over the past year has had discussions with several potential partners, Barry said, some that *Playboy* approached and some that approached *Playboy*. Having found all the desirable qualities in Rainbow, Barry said, *Playboy* is "looking forward to a long and fruitful future."

When Escapade finally becomes The Playboy Channel, the PET Network and the Playboy Channels possessing the same basic format, will be in head-to-head competition for affiliates in a market whose size has yet to be accurately measured. The threat of stiff competition did not disturb TeleMine spokesman Shepard. As a matter of fact, she thought market competition might be a boon to sales as it will make the entire concept of adult programming more credible and more acceptable among cable operators.

While the PET Network and the Playboy Channel are fighting it out, they had better watch their flanks because there are two other adult movie channels—Eros and Private Screenings—that could siphon customers from both. Eros, a service of Broadcast Programming Inc., eschews all original programming in favor of soft-core pornographic films and it claims to have

exclusive rights to some 1,000 titles—60% domestic, 40% foreign. Distinguishing Eros from Escapade, BPI's Jacques Falerne said Eros "keeps away from violence and cops and robbers." What BPI looks for in its movies is "nudity and a good story," he said. Eros, which now bicycles its films on videotape, has been having trouble finding satellite time. According to one BPI official, the service was close to leasing time from Wold Communications a few weeks ago but that deal fell through after Wold raised the price. Nonetheless, Eros expects to find time to be ready for satellite distribution of five or six hours of programming per night starting at around midnight some time between December and February. Eros now has at least one affiliate—Bakersfield Private Channel, an MDS service in Bakersfield, Calif.—slated to begin operation on Sept. 1.

Satori Productions' Private Screenings is already on the satellite and claims 10 cable, STV or MDS affiliates. It is transmitted over Westar III, transponder 5, but is in the midst of finding other satellite accommodations. Satori's Andrew Fox said Private Screenings is available in varying formats, including a Friday-Saturday late-night package and a seven-day-a-week schedule. Private Screenings is all movies, a quarter of which, Fox said, Satori has exclusive rights to. Fox said Satori has just completed arrangements to produce 10 80-minute feature films in England for use by the service.

Turner tacks to cover ABC/Westinghouse

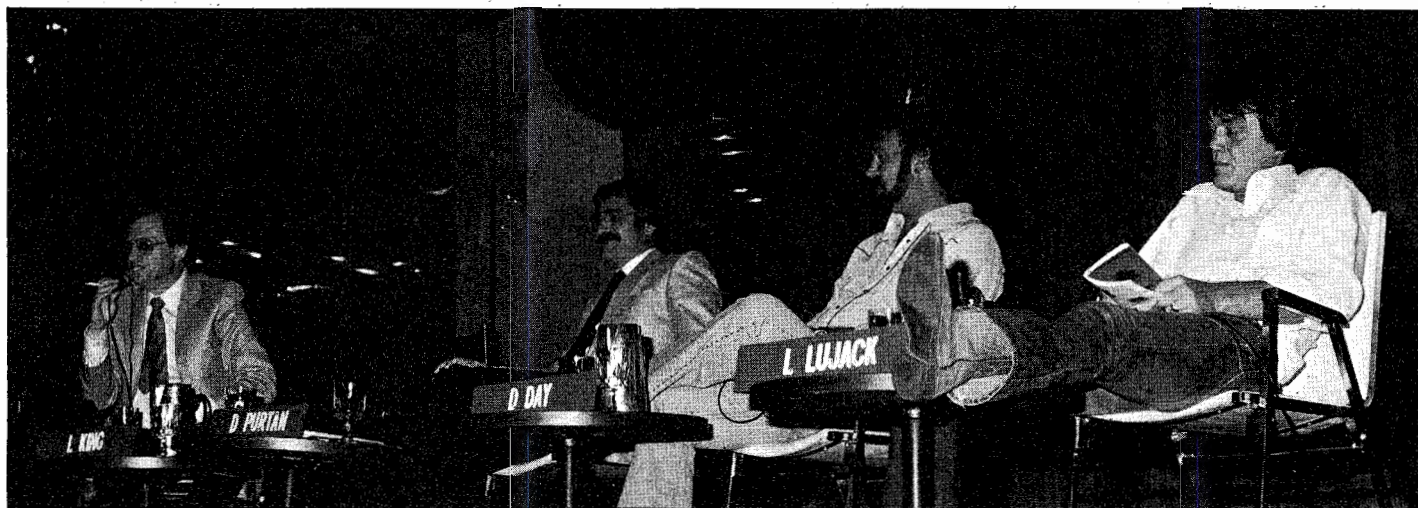
"Onward and upward," Ted Turner told his Cable News Network viewers last Thursday afternoon (Aug. 20) after revealing plans to introduce, on Jan. 1, 1982, a second cable news service to compete head-on with The NewsChannels, a news service announced by Group W and ABC two weeks ago (BROADCASTING, Aug. 17). "I don't know where we are going," Turner added, "but we are going there in a hurry."

CNN Two will be a half-hour news "wheel," with stories shorter than those that appear on CNN. Stories will be aired, updated and repeated every half-hour. A five-minute window in each half-hour will be turned over to the cable affiliate for insertion of local news and one minute will be available for local advertising.

CNN Two will be solely advertiser-supported, but plans for marketing the service are still in flux.

CNN President Reese Schonfeld said Ted Kavanau, vice president and managing editor of CNN has been picked to head CNN Two. He'll start by hiring 130 to 150 employees.

Schonfeld said the service will cost between \$800,000 and \$1.2 million per month. Turner just received a \$50-million line of credit from some New York banks and a sizeable portion of that is expected to be earmarked for the new service.



Chicago headliners. Four of radio's most successful air personalities kept a full house of fellow broadcasters laughing last Tuesday at an RPC IV luncheon session on "How To Make Money With Your Mouth." L to r: Larry King, Mutual Broadcasting System's all-night talk show host, and three morning men—Dick Purtan, CKLW(AM) Windsor, Ont.; Deano Day, WCXI(FM) Detroit, and Larry Lujack, WLS-AM-FM Chicago—poked fun at station managers, program directors and corporate higher-ups while pausing just a few moments to reflect on how radio has changed during their careers. "Radio is not nearly as much fun as it was in the days when you could pick out records to play," said Lujack. "Now a computer sheet tells

me what to play each morning." All three morning men said they prefer working in radio rather than TV—in Purtan's case, because he feels he can make more money in radio and be sure of greater contract stability, and in Day's because "it's too easy to blow it in TV." Lujack agreed with Purtan, but said if he'd "known more about this business before going into it," he might not choose it again, unless he could be sure beforehand that he'd be as successful as he is now. Purtan said he'd do it all over again, but does not envy personalities with air shifts other than morning drive. "People don't care what anyone says on the air after 10 a.m." RPC IV attracted 1,800 delegates to the Aug. 16-19 event.

Mixed reviews for RPC IV

Attendance up, ambiance down at Chicago meeting; exhibitors more pleased with traffic than delegates with program; satellite services of interest

In its fourth year, the National Association of Broadcasters Radio Programing Conference appears to have reached a plateau. The question is: Has it peaked?

Some companies—offering everything from syndicated programs to focus group research—now regard the conference as their number-one opportunity to attract new business. At the same time, there were mixed reactions from programmers, some of whom found this year's meeting highly valuable while a greater number called it "boring."

Held Aug. 16-19 at Chicago's Hyatt Regency hotel, RPC IV drew 1,800 participants, a healthy increase over the more than 1,600 who attended last year's meeting in New Orleans (BROADCASTING, Sept. 10, 1980). Disruptions in airline service and the fact that an Arbitron rating period was in full swing may have had some impact on the growth of the conference, which had grown by about 400 delegates in both 1980 and 1979.

NAB did not measure or estimate what percentage of this year's conferees were program directors, general managers, promotion directors and others (estimates in previous years put programmers at about 50% of the crowd). Many who attended, however, said they were impressed by the

"broad mix of small-, medium- and large-market broadcasters" there this year.

If there was a theme for this year's conference, it was new technologies and the increased competition and opportunities they are bringing to radio. An AT&T 900 poll found that 65% of respondents have or think they'll soon have satellite receiving dishes. Only 10% said they do not anticipate getting one and 25% responded that they might.

Although some voiced skepticism about proposed 24-hour live program services, many more appeared fascinated by them. A good many said they hope to sign with a satellite service, but are waiting to hear what they actually sound like or are waiting until after the first ratings have come out.

Another AT&T poll found that 63% of respondents like Arbitron's extended measurement of radio audiences, while 37% do not like it. Yet another, asking, "Has deregulation had a major impact on the way you program your station?" drew a "no" from 83% and "yes" from 17%.

All in all, programmers gave mixed reviews to this year's conference. "The quality of people at the workshops was the best ever," said John Gehron, program director, WLS-AM-FM Chicago. There were others, however, who found panelists ill-prepared and unwilling to share information of any value. "I think it's a symptom of our industry," said one programmer. "People are too concerned about tipping their hand to the competition, so panels

end up being nothing but people promoting themselves."

Information appears to have been the key ingredient missing this year. "The McGavren-Guild presentation on Sunday was the best event," said one programmer. "It was the only one that offered any new information" (see page 35).

This year's schedule of events was a bit lighter than in previous years, allowing more time for participants to exchange ideas, wander among 56 exhibit booths and visit 52 hospitality suites. Although some still found 25 workshops, three forums, two general sessions and a series of roundtables too much to handle, others said this year's mix made for fewer frustrations and conflicting attractions.

Events most highly acclaimed were a forum on positioning, led by author and consultant Jack Trout, and a panel on satellite programming (stories pages 26 and 34). A keynote address by ABC Radio commentator Paul Harvey (page 26) drew a larger crowd by far than previous conference opening sessions, although attendance at workshops was generally a bit lighter—a fact attributable to increasing popularity of the longer forums. FCC Chairman Mark Fowler closed the conference on Wednesday (page 25). The scheduled entertainment headliner, Willie Nelson, was laid low by illness in Hawaii. Mel Tillis substituted.

Exhibitors found traffic "good on Sunday and Monday, but terrible on Tuesday and Wednesday," in the words of one.

NAB held an opening-night cocktail party in the exhibit hall and left a three-hour gap in Monday's program, but exhibitors still felt they deserved a "longer block of time" with no competition from lunch or workshops to attract sufficient numbers to their floor.

Despite complaints, a larger number of exhibitors were pleased with the conference. The right kind of people who were looking to buy attended RPC IV, said many. "We do more business here than at any other convention," said Larry Conner, vice president, Otis Conner Productions, who echoed statements from a substantial number of exhibitors. According to Conner, NAB could probably increase traffic in next year's exhibit hall by opening it from 11 a.m. to 7 p.m. rather than from 9 a.m. to 5 p.m., as it did this year and previously.

Traffic in the hospitality suites was better than in the exhibit hall, according to most companies contacted. It appears to have been best for satellite program services, with ABC Radio Enterprises logging 600 visitors, Satellite Music Network "400 or 500" and Transtar about 350.

RPC V is scheduled in New Orleans Aug. 29-Sept. 1, 1982.

Fowler reiterates his desire for unregulated radio

At Radio Programing Conference he pledges more deregulation; policy declaration due next month

A major speech on "the public interest" is coming next month from FCC Chairman Mark Fowler.

Addressing a sparsely attended closing session of the NAB's fourth annual Radio Programing Conference last Wednesday, Fowler briefly mentioned a "public interest" speech in September and offered no details. He is scheduled for an address to the International Radio and Television Society on Sept. 23 in New York.

But his speech to the radio broadcasters in Chicago last week gave a clear indication of his regulatory philosophy.

"I believe the market is the way the people speak," Fowler said, explaining that the commission is moving toward reliance on the marketplace "to define the public interest."

Regarding deregulation, Fowler said that he personally would have gone farther than the current elimination and relaxation of various radio rules. And he added that the commission now has a "deregulation working group" that is studying every FCC rule "across the board" (see page 39).

Fowler said the answer is to judge the regulations by "objective reality not ivory-tower folklore" and charged that the commission in the past has "encroached on freedom of speech and press in many areas."

Repeating an image he has used in pre-

vious comments, Fowler called the FCC "the last of the New Deal dinosaurs" and said, "We will change that and we will change that soon."

Fowler quoted a 1946 University of Denver study that then showed 81% of the population considered radio to be fair with its news. Providing a historical perspective, Fowler said that was three years before the FCC issued its fairness doctrine and before many other radio regulations as well. The chairman asserted that the "public was hugely satisfied with radio" then and added that today there are vastly more radio outlets.

Fowler also cited the 1940 Supreme Court *Sanders Brothers* case, saying that it decided in favor of marketplace development of the medium rather than government control. The chairman said the industry should "get to where the Supreme Court told us 40 years ago." And referring to George Orwell's classic "Big Brother" scenario of the future, Fowler promised, "We shall not be moving toward 1984 but away from it."

He cited the FCC's decision not to reduce radio separation from 10 to 9 khz to indicate the commission's current direction. Fowler said the "trade-offs" of economic costs, service disruptions and interference outweighed the prospective benefits, adding that radio should grow through marketplace forces not by governmental "artificial insemination."

Calling himself the first disk jockey to become FCC chairman, Fowler opened his remarks by sharing some stories from his days in radio—ranging from recollections of a "Madman Mark" air name to the time a creditor arrived at a station to repossess his headphones. "Someone told me I had the looks for radio," he joked.

The chairman amused the audience by explaining that when he started out in radio, he "spent hours and hours listening to owners and station managers telling me what to do." As FCC chairman, he said he's doing that again.



Fowler

Advice to the deregulated

Quello, Bader and Hargrove give tips for new deregulatory climate; common sense advised

FCC Commissioner James Quello last week warned radio broadcasters against thinking that their deregulatory cause is won just because the current FCC has decided to relax its rules.

As a panelist at a "Radio Deregulation for Programers" workshop, Quello said that victory can come only with legislation. Unless deregulation becomes law, he advised, another FCC could come along and re-establish the rules.

Although substantial broadcast deregulation did not make it through Congress during the past session, Quello said that the industry must continue to press for it.

And on other fronts, he stressed the need for "full First Amendment rights" for broadcasters and said that there must be an "all-out effort" to eliminate comparative renewals and petitions to deny at the FCC.

Quello, a former broadcaster and longtime deregulatory voice on the commission, had praise for FCC Chairman Mark Fowler, under whom, Quello said, the commission "seems destined to usher in a new era" of fewer rules and more freedom.

Questioned from the floor on the status of AM stereo approval, Quello said, "I think now with Chairman Fowler, we'll get some action." He expects the commission to take up that subject as early as late fall.

While Quello raised the banner for a continued fight for deregulation, the other panelists, communications attorneys Michael Bader (Haley, Bader & Potts, Washington) and Wade Hargrove (Tharrington, Smith & Hargrove, Raleigh, N.C.) advised radio broadcasters how to stay out of trouble even though certain rules may be gone.

As Hargrove explained, radio broadcasters must still be sensitive to their public interest obligation.

The percentage guidelines on nonentertainment programming (8% for AM's, 6% for FM's), for example, have been eliminated. But Bader said that the FCC still expects service to the community and suggested 10 things a radio station should do to prevent trouble at renewal time:

Get rid of the idea that deregulation was total.

Perform some type of ascertainment.

Broadcast some responsive programs.

Keep some sort of record. ("You still have to be able to prove what you did.")

Produce an issues-program list.

Be "very selective" about the issues that are covered.

Carry public-service announcements (and not just four-second ones that say "give blood").

"Don't forget what wasn't deregulated"

such as the fairness doctrine and other rules regarding political broadcast time, contests or double-billing.

Evaluate what other stations are covering in the market.

Remain open to opponents. "Seek them out" and ascertain their needs. "When these people come to you, don't ignore them."

Hargrove, referring to the elimination of commercial-time limits, also advised caution, saying that he didn't think the commission meant a station could go all-commercials. "The prudent course would be to use common sense," he said.

Hargrove added that the "big question is how far can you go . . . without ringing a [commission] bell" and said that future FCC cases and policy decisions likely "will fill in the blanks" on that.

He also offered suggestions:

Sponsorship identification still is a regulation.

Records must be kept to answer complaints about fraudulent billing.

Records of political time sales and discussions of controversial issues ought to be kept.

Quello, summing up the message from both Bader and Hargrove, said, "You'd better play it safe."

Apparently the 60-70 radio broadcasters at the "deregulation" RPC workshop are playing it safe. Asked by Hargrove for a show of hands of how many have stopped keeping a log, none were raised. Asked if anyone had abandoned ascertainment, one hand went up. But asked again if ascertainment had been abandoned "absolutely," the answer was no.

Given the new seven-year license terms for radio stations, one member of the audience questioned if records still would have to be kept from previous terms. He claimed it could be impractical since the time span for just three terms would amount to 21 years. Quello said the issue of record-keeping time limits is something that needs to be examined.

Although the workshop dealt with challenges facing radio broadcasters in this deregulated period, the gains made by the loosening of the rules were not overlooked. As moderator Barry Umansky of the NAB explained, "No longer does a

radio station have to be all things to all people," adding that "the paperwork hassle is over" as well.

More vigilance in radio self-regulation urged by ABC's Paul Harvey

Keynoter at NAB conference stresses need for responsibility in deregulated medium; praises Reagan economic policies

Keynoter Paul Harvey went to the NAB's fourth annual Radio Programming Conference as both a disciple and a gadfly—preaching the new economic gospel according to Reagan and cautioning radio broadcasters not to abandon public stewardship in the new era of deregulation.

While Harvey's economic message dominated his address ("It's as though we the people are catching up to where Reagan has been all along," and "I have been a disciple of supply-side economics since he [Reagan] was a Democrat"), his words on a deregulated radio industry applied directly to the conference.

"Self-government without self-discipline is self-defeating," the ABC Radio commentator said, reminding his audience of broadcasters that "you know the opportunities for excesses in our profession."

"As Washington loosens the leash, we will behave or we will be damned; the future is in our hands," Harvey said.

Harvey, however, praised the NAB, claiming that he knows of no other organization that does a better job in promoting an industry's self-discipline. "I congratulate you on that," Harvey said, while urging that such responsibility continue.

In particular, Harvey urged broadcasters to use their programming to bolster the faith of young people in the work ethic and the country, having earlier in his speech decried "the spiritual depression of the 1960's."

Harvey claimed his own network, ABC, is demonstrating its confidence in young people of today and the future because of the "enormous investments" it is making

technologically to reach them.

Technology, along with pressure groups and objectivity, also was touched upon by Harvey when prompted by questions from the audience.

Harvey said he is "enormously enthusiastic" about the new technology "because it suggests I may be able to plant a dish on my Missouri farm and feed the network from there."

His words on the Rev. Donald Wildmon's pressure group activities (through the Coalition for Better Television and the National Federation for Decency) were less light-hearted. Harvey said, "I don't like the intimidation of sponsors . . . but if it takes them to nudge our conscience to self-discipline . . . better his way than government edict."

Harvey, according to ABC Radio President Ben Hoberman, who provided his introduction, is the most-listened-to man in network radio, reaching 18 million people weekly.

Tricks to proper positioning

Trout tells RPC that a clear identity is important, with a format that is not just a copy of the competition

Ours is "the world's most overcommunicated society," declared positioning expert Jack Trout of Trout & Reis Advertising as he began a two-hour lecture on the subject at last week's RPC IV in Chicago. He put per capita consumption of advertising messages at \$200 for every man, woman and child in the United States. "A million-dollar budget today is inky-dinky in the scheme of things," he declared—setting up the problem communicators face in carving out their own shares of the marketplace.

The place to begin, he said, is with what is already in the mind of the customer. He called it folly, for example, for RCA to take on IBM in the computer market of the early 1970's with a declaration that it had the best computer. Wrong, the customer said automatically; IBM's is the best computer. It cost RCA \$250 million before it gave up that head-on contest, Trout related—as it similarly cost Xerox \$84 million in a losing battle to associate its name with a computer instead of copiers, and Singer \$371 million to associate its name ("generic for sewing machines") with the business machine business it bought from Friden. "The mind will not see two things simultaneously," Trout warned. "You have to give up one thing to become another."

The trick, he said, is to "cherchez le creneau"—look for an opening in the mind. That was done successfully by Avis in its "We're No. 2—We Try Harder" days because it built upon a premise in which the customer could believe: that Hertz was No. 1. Similarly, 7-Up was successful in



ABC Radio's Ben Hoberman, NAB's Vince Wasilewski, Keynoter Paul Harvey

KCST-TV SAVES

"RCA TK-47 cameras cut set-up time and lighting costs, made troubleshooting easy, and increased our commercial production"

... Tom Wimberly, Chief Engineer
KCST-TV, San Diego, California

KCST-TV went through some painstaking steps before they added four new TK-47 studio cameras. They even set up a side-by-side comparison study with six other cameras.

According to Tom Wimberly, Chief Engineer, it was no contest. A technical committee judged the TK-47 to be far and away the best studio camera available. Best in automatics, best in picture quality, best in cost effectiveness and best in all around performance.

That was "before". What about on-air performance after a year of operation? Here's what Tom Wimberly has to say:

"The TK-47 cameras have resulted in substantial cost and manpower savings. We've cut camera set-up time from an hour to less than ten minutes. Our studio lighting costs have dropped \$400 per month.

Camera maintenance is cut a whopping 48 hours a week. We were concerned initially about the complexity of the TK-47, but we worried needlessly. The camera is extremely reliable. When we experience an occasional problem we find that the microprocessor control makes the TK-47 easier to troubleshoot than any other camera. But best of all, we're getting unmatched picture quality, and that's helping us build our audience and double our commercial production."

Find out how the TK-47 can give you a new "look" in cost-saving, time-saving, and picture quality. TK-47—it's automatic, versatile and now available in Triax. Call your RCA Representative and ask for a showing of a tape in which six top engineering professionals tell how they are using TK-47's in their broadcast and teleproduction operations. You'll see why the TK-47 is first choice for savings and performance. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.



positioning itself as the "Un-Cola" because that, too, was accepted to begin with. Nor did it fall into the trap of "going head to head with the leaders and trying to pre-empt what they are doing," a strategy Trout called "disastrous" and doomed to failure.

Dealing with a number of specific broadcasting problems, Trout noted that there are now 29 AM and 18 FM stations in New York City, programming 16 different formats. The dimensions of that struggle from a marketing point of view were emphasized by his assertion of a mental "ladder" that, generally speaking, will allow no more than seven positions in a customer's mind. The first-ranked on the ladder usually gets twice as much business as number two, the second twice as much as number three, and so on, so that the fifth-ranked entity in a market is dealing with small numbers indeed.

Trout noted the effort of the two CBS-owned radio stations in New York to carve out separate identities with the same call letters: WCBS(AM) as all-news and WCBS-FM as solid gold. "It won't work," Trout

declared, but said that "no one has the nerve to tell Bill Paley [the CBS board chairman] that it won't work because he wants to see CBS on everything."

Asked whether he thought AM could recapture its identity as a music medium if it adds stereo, Trout thought not. "It's better to nail down the information oriented services for AM" rather than trying to recapture a perception that has deserted the medium, he said.

Trout cited such considerations as among management's greatest dilemmas: When do you get off the sinking ship? Do you keep bailing it out? What are you trying to save in the first place? The discussion was made specific by a question about WABC(AM) New York, which once owned that city's radio audience as a top 40 station but has lost its lead to changing music and listening tastes. Trout said he would favor changing the call letters, if necessary, to cut away completely from the past and strike out on a new course. "That's what the game is all about," he said, "to make the bold move. It may be time to move on and lay claim to a new audience."

Trout offered six tenets of positioning—or, rather, six questions entrepreneurs should ask as they approach the problem. 1. What position do you already own in the mind? 2. What position do you want? 3. Whom must you out-gun? 4. Do you have enough money? 5. Are you prepared to stick it out? 6. Do your ads match your position? (In regard to the final point, Trout said that many companies, having adopted a correct positioning strategy, let it be lost in the haze of weak and misdirected advertising.)

What do number-one companies do to stay out front? First, they block any move by the competition. "Don't let anybody get an angle on you," he warned, and "don't let ego get in the way. Stay in front and take away the wind" from potential competitors, Trout said, using the analogy of the leading sailboat in a race that cuts across a competitor's course. "You can get away with murder as long as you move quickly to block off the competition," he said, noting that a leader who picks up on someone else's innovation often will get credit for the invention in the long run.

RPC IV: format by format

Music isn't everything at adult contemporary stations

"Most adult contemporary stations have to be more than just music," said Bill Rock, vice president of programming for Insilco Broadcast Group, at a RPC IV workshop exploring this format.

"I doubt that 12-to-17-year-olds want anything but music, but once you're 30 or older, you begin to realize that radio can mean personal information," he continued.

Most programmers at last Tuesday's workshop concurred with these statements and added that community involvement also is expected. Bob Miller, program director at KEX(AM) Portland, Ore., said "the promotion director should think at least six months ahead" of community events. "If you see something coming—grab it. The Chamber of Commerce always knows what's coming up. Getting your station involved in a major event will force the competition to promote you too," he offered.

Rock, using a slide presentation, demonstrated ways to put a station's call letters in the foreground. And a station can prove it's "community-minded" by doing "boating reports, recreational reports and weekend activities" calendars. Rock said Insilco's WELI(AM) New Haven, Conn., also makes use of a "call for action" phone service.

Lorna Ozman, program director of WKQX(FM) Chicago, suggested: "Rather than going head to head with the competition in ways they excel, find another area or community event that they're not involved in."

On the subject of music, Miller said, "It's the seasoning [that's important], not

the entree. Be careful when programming. Try to avoid a buzzsaw sound," he warned, referring to the rock music mixed in at some adult contemporary stations.

When questioned by a member of the audience on incorporating "bubble gum" music in his station's format, Miller responded, "For oldies, you need a gut feeling. Ask yourself if the record would sell today if it were new." Speaking subjectively, Miller said "If 'California Dreamin' were brand new I'd say yes; with 'Billy, Don't Be a Hero', I'd say no."

Rock added, "Consistency and relevance are the key words in adult contemporary."

A Texas program director pointed to the crossover appeal of some country records

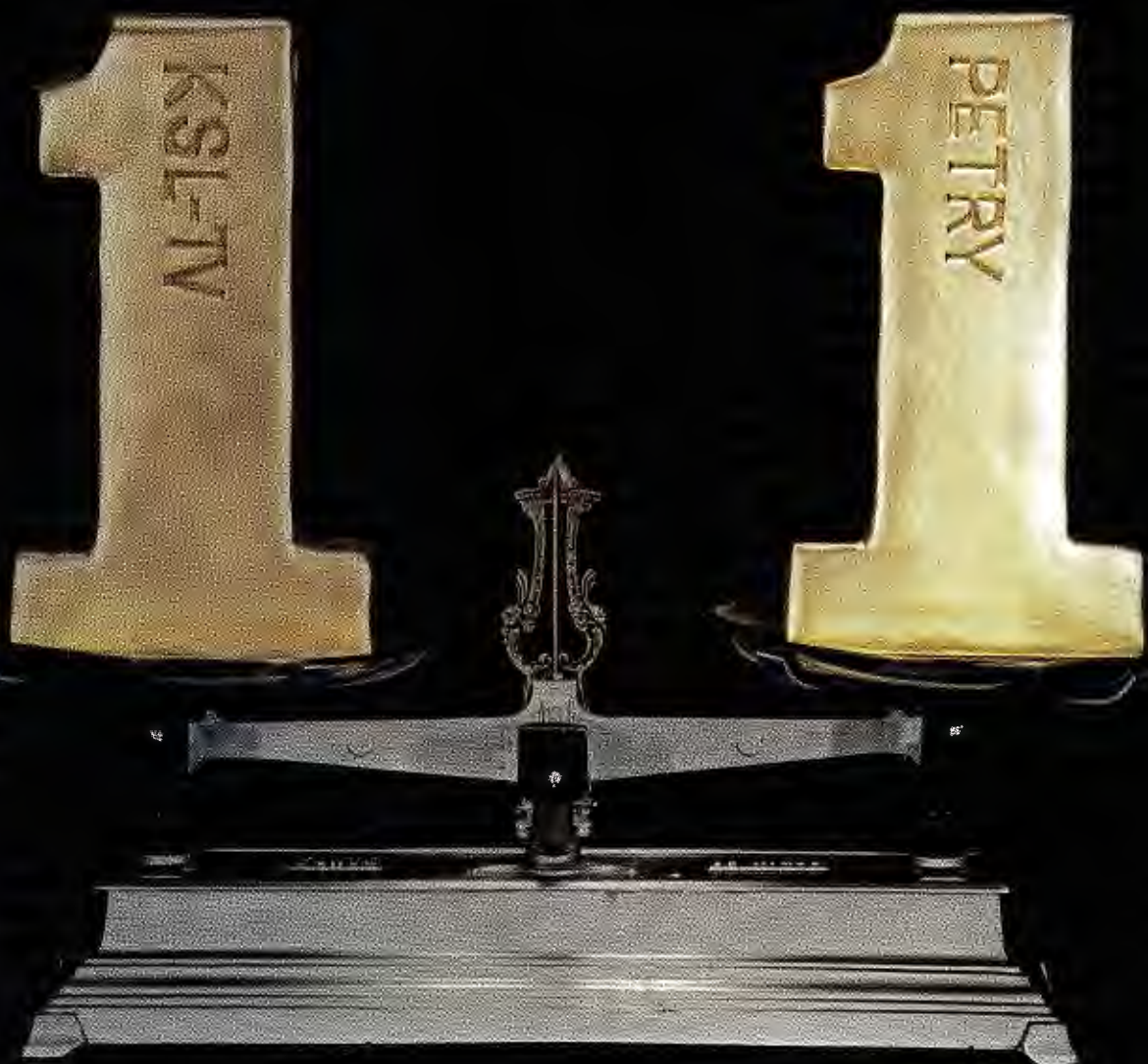
and questioned where they fit into an adult contemporary format. The answer seemed to depend. Rock mentioned that in New England he had a real problem with country. When songs in that category had to be played, he claimed it was necessary to be "dragged kicking and screaming." Ozman said Chicago audiences prefer music with a strong country flavor, and said she'll add such a song unless it's "real twangy."

As to novelty records, Ozman said, "They burn out fast when they're new and even faster when they become oldies." While one West Coast programmer said that his station found some success with novelty songs, they were not in heavy rotation. Feedback from listeners helps make the decisions, he concluded.



Adult contemporary/MOR panelists. L to r: Rock, Ozman and Miller.

In Perfect Balance



**Petry Television
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KSL-TV 5
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A Bonneville International Station
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PETRY

Representing the Broadcasting Industry for 50 Years

The problems of establishing an individual sound in the world of 'contemporary' radio

"Positioning is everything." This was the consensus of a group of program directors who gathered at last week's "Contemporary Hits" workshop at the NAB Radio Programming Conference. In a casual exchange, programmers whose stations fit into this category discussed the need to develop a "clear-cut" image and ways to avoid sounding like the competition.

At WRQX(FM) Washington, program director Alan Burns increased his use of black product. This gives the station a different flavor, but keeps the music contemporary enough to compete with another top 40 station in the market, he said.

John Gehron, program director at WLS(AM) Chicago, noted that his top 40 station leans toward rock and that is how it's perceived in the market. "We want to be a mass appeal station reaching teens, 25-34 and 35-44 age groups," he said. Although he said his station may only take second place, it will be second with all of the desired demographics. "This keeps our cumes high in the quarter-hours," he said, adding "it's still working; we're doing something on the dial that they can't."

Another topic dominating the conversation was the growing need for good on-air talent. The main problem in seeking talent for a contemporary-hits station, Gehron said, is that most youth-oriented stations put restrictions on their announcers. "It's hard to find stations that allow personalities to develop. It's a struggle to find people who have the maturity in the format, who can say the right things," he continued.

Also looking for more exposure are stations with formats labeled hybrids, or those that fall between top 40, adult contemporary or rock. Several programmers admitted that they themselves can't explain where they fit in.

Burns said that "hybrids tend not to be 50-50 splits; usually they delete some of one or another thing." One example cited was KINK(FM) Portland, Ore., which describes itself as adult oriented rock, differing from AOR and soft rock.

Refining the AOR sound: Panel examines how stations handle news, new music, competition from cable

With questions ranging from news to cable to the current state of album-oriented-rock music—and without any prepared remarks from panelists—discussion in the AOR format room was free flowing.

What emerged was a sampling of the concerns of AOR programmers and some opinions—sometimes conflicting—from Doubleday Broadcasting's Bob Hatrik; Burkhart/Abrams/Michaels/Douglas's Lee Abrams, and WMMR(FM) Philadelphia's Charlie Kendall.

Take, for example, the future of AOR



AOR programmers. L to r: Kendall, Hatrik and Abrams.

news in a deregulated radio environment. Kendall said news and information are essential "if you have a good street feel" and can give listeners "information they don't know." Hatrik was less enthusiastic on the subject, claiming news has "some value but limited" for AOR stations. If there's a big story, he's all for heavy coverage but he has different thoughts on routine news. When other stations in a market are going with newscasts, he said, he's "rocking."

Opinions differed as well on today's AOR music. Abrams said the choice now "really stinks," making oldies "critical" in the AOR mix. Hatrik, however, said that there isn't a better time than today for "more good music" and Kendall also commented on good tracks available.

It wasn't all disagreement, however. Neither Abrams nor Hatrik thought AOR programmers should worry, at least not yet, about such cable competition as Warner Amex Satellite Entertainment's Music Television. Abrams said he doesn't expect any competitive effect. Hatrik described music video as "another available form" that is "just not there yet."

On ratings, Kendall said the new 12-week sweeps for radio hurt on-air research and experimentation. With just a four-week sweep, he said his station had more nonrated time to explore new music without the numbers pressure. "Now where do you have the time to find those tunes?" Kendall asked. He did offer one solution. From midnight to 2 a.m. on Tuesdays, Kendall said, WMMR has a show that explores new talent.

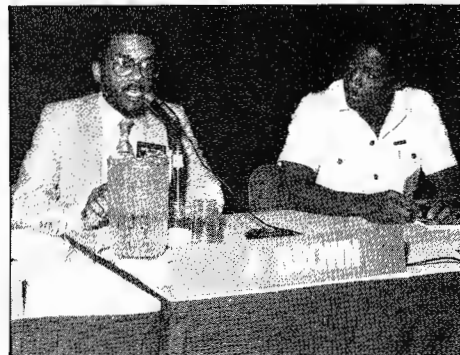
Frequently mentioned during the AOR discussion was consultant John Sebastian, who toward the end of the workshop was handed the microphone for questions from the audience. Sebastian encouraged programmers to look for "the analogous sound" that might come from many types of music and fit AOR. He also suggested the sound and tempo were more important than the year a particular record may have been released.

More news and crossover hits showing up on urban contemporary

"Urban contemporary" is often just a label used by radio stations to attract national advertisers reluctant to buy black radio. It is also a term that describes youth-oriented stations, usually on FM, that sometimes offer less news and service than traditional black stations. Despite wide usage of the urban contemporary label, participants in a panel discussion on the format appeared to agree that the blurred distinction between urban contemporary and black radio that prevailed during the disco era is now gone.

Amos Brown, WTLN(FM) Indianapolis, described urban contemporary as a format "that snuck in against AM stations carrying 18-minute loads." An urban contemporary format with little news and public service "will get you ratings for a year," he said. "Then, black listeners will want more and will go somewhere else." Black teen-agers "want the hits, nonstop," said Brown, "but you can't get older listeners without urban contemporary format."

Brown said WTLN announcers refer to their station as "the community" rather than a "black" station, in part because 20% of the stations listeners are white. Michael Roberts, WCIN(AM)-WBLZ(FM) Cincinnati, said his stations started simulcasting pop crossover hits during some dayparts after they learned they had



Urban contemporary. Brown (l) and Simpson.

only 36% of the black population listening. "The rest were listening to adult contemporary stations," he said. Donnie Simpson, WKYS(FM) Washington, said his station also plays more crossover music than it has in previous years. "Radio is catching up to something that's been going on in the black community for years," he said. "Blacks listen to rock, country and other kinds of music."

The 1980 census results are expected to reveal a larger black population, but black broadcasters appeared to agree that selling black radio better will result from a re-education of many advertisers. "Estimate how much your black population is worth and how much it spends," recommended Brown. "It is up to the buyer to prove your estimate wrong." Dewayne Dancer, KNOK(FM) Fort Worth, said blacks can be sold as an exclusive rather than just a target audience.

"Blacks are the most loyal audience in the U.S.," said Brown, citing a twice-annual survey by an advertising agency. "Country and beautiful music have the second and third most loyal audiences and they sell that fact."

Syndication and promotion for beautiful music stations

The need for proper execution of syndicated product was but one of the issues facing beautiful music programmers and station managers at a workshop for that format last Tuesday at RPC IV.

Rich Wood, of Noble Broadcast Consultants, said stations using a syndicated beautiful music format have to follow it by the book. Commercials and all other materials must coordinate with the music.

One broadcaster said some commercials can be detrimental to the format. Coca-Cola spots and Mobil One were among those singled out as being too loud to fit in. Although it is the advertiser's desire to "jump out of the radio," many broadcasters see it as a "tune-out" factor.

In such cases, the program or operations manager must consult with the national sales manager and get the ad agency to reproduce the spot, he suggested.

Questions came up as to whether back announcing (identifying songs and artists after airing) was necessary. While some syndicators don't allow for this, said one operations manager, at his station announcers give titles for instrumentals, and title and artist for vocals. Another broadcaster in the audience said: "Most record stores don't carry the music we play." In these instances artists and titles aren't enough information for someone seeking the record; catalogue numbers are usually needed, he said.

Promotion stirred interest. Steve Van Oort, operations manager at WJR-FM Detroit, related a few promotion ideas that worked for his station. Using its frequency, 96, the station developed a contest in which the winner would receive \$96 in cash, plus \$96 to pay the tab at the restaurant of his choice; 18,000 entries were received. Another successful venture is WJR-FM's continuing "Beautiful Lady"

contest, he said. Each day someone receives roses and three mentions on the air. Van Oort described this as a good word-of-mouth promotion. Implementing direct mail, WJR-FM sent out "subpoenas" to listeners with the message: "We order you to relax at WJR."

Broadcasters urged to explore possibilities of cable radio

The National Association of Broadcasters last week encouraged local radio operators to get involved in cable radio.

"If you don't, cable will," explained Larry Patrick, NAB senior vice president, research, during the RPC's closing session dealing with "21st Century Programming."

Patrick advised programmers to go home and sit down with their station management and local cable operators to search out opportunities.

Among the opportunities Patrick offered were programming potential on additional channels, nighttime service for daytimers and simulcasting.

He said local stations should not ignore cable radio because those channels could be used competitively for advertising dol-

lars and to introduce new services. Patrick said a "real threat" is that cable radio advertising is being priced "just like your radio ads."

Patrick also mentioned that direct broadcast satellite proponents also have audio intentions, adding in particular that Home Music Store plans to transmit digital music to the home. And he cited the growing number of national services that will be available locally.

"You still have a very strong medium, no doubt about that," Patrick said, "but you have to be aware of what's on the horizon."

Joining Patrick on stage and representing a new service in the media mix was Bob Pittman, head of Warner Amex Satellite Entertainment's Music Television. Pittman showed a demonstration tape of the 24-hour video music channel and to the questions that followed, explained that the service is video music programmed just like a radio station's rotation. Pittman said that MTV currently is available to 2.5 million homes and by the end of the year he expects the figure to run 5 million.

RPC IV: News and talk

Tips for programing talk radio are given by panel; format is expensive but can provide high returns; host must control flow

During the 1980's, 11 million Americans will move into the 35 to 44-year-old bracket, the target demographic of talk radio, said Michael Packer, WXYZ(AM) Detroit. "You can make a lot of money in talk radio," Packer and three other leading talk radio programmers, who led a workshop, "The Top-10 Tenets of Talk Radio," appeared to agree that talk radio, although expensive to program, is high and getting higher in returns.

Panelists disagreed about whether talk remains a slow-growth format. "We're seeing a change," said Bruce Marr, a California-based consultant. "It once took two or three years to turn a station from a music to a talk format. Now it can be done in two or three weeks."

Packer felt differently. "In 1980 and 1981, only three of 16 major-market talk stations gained more than one point in their market shares," said Packer. "The other nine lost ratings."

Stations exploring a switch to talk radio will probably find a shortage of talk programmers, said Packer. He recommended finding a talk consultant "with a history in talk programming who will work with your station for at least a year or two and who does not demand too much autonomy."

Dan Griffin of RKO Radio called talk radio "playing people instead of records" and stressed the importance of screening calls carefully to prevent repetition.

The key to success in talk radio is "programming to the listeners instead of the callers," said Marr. An unsuccessful talk host is overly concerned with the number of callers attempting to get through and allows them to control the flow of conversation. A successful host reads voraciously, prepares a series of topics for each program and "rotates" or "churns" each topic to make sure its different facets are touched upon, according to Diane Raymond of WFAA(AM) Dallas and Packer.

Research is the best method to determine what people want to talk about, according to all four panelists. Packer recommended interns for cost-effective call-out research, while Griffin and Marr recom-



Tips for talk radio. L to r: Griffin, Packer, Marr and Raymond.

mended checking local book store sales and library usage. "You'll find there's often a run on books covering a particular subject that people are concerned about," said Griffin.

A station's talk-show hosts should meet weekly for exchange of ideas, said Griffin. He also recommended bringing a psychologist to some of those meetings to advise hosts on how to defuse hate or anger from people calling about particularly hot issues. Packer also proposed that hosts critique taped segments of one of their programs each week.

Suggestions for weekend programming included specialty guests, "how-to" programs and interviews with experts as well as taped collages of weekly programs or "best-of's" hosted on tape by the personality who originally hosted the show. "Weekends can be a time for experimenting with new concepts," said Packer, who said some of his station's highest ratings are earned on weekends, with programs such as "Religion on the Line," "Ask the Lawyer" and an automotive show.

The increasing importance of news and information on FM; stations taking new network services should include strong local programing as well

News and information have an important and growing place on the FM dial. Talk stations carrying nationally distributed programming should be careful to include the local angle as well in their mix. Sports listeners can be fickle and have no loyalty to a station after a particular game is broadcast.

Those were among the observations offered in the NAB's news/talk/sports format room featuring Jim Cameron of The Source, NBC's youth-oriented network; Carl Cramer of Cramer Communications, and Jerry Johnson of ABC-owned KGO(AM) San Francisco.

The Source's Cameron stressed the importance of "credible, concise" and appropriately formatted news and information on FM stations, claiming that his network is not going to let listeners return to AM when they desire more than music. He added that "I don't think the surface has been scratched" for FM information.

Nevertheless, Cameron said, "the toughest part of my job is to persuade" some program directors of the importance of information in a music format.

Cramer also was optimistic about information on FM, claiming that in the future more and more stations in that band will be "positioning themselves through information."

Regarding the talk format, Cramer expressed concern about the new satellite-distributed services, claiming that the "local angle is the key" and that national issues affect various parts of the country differently.

Johnson of KGO, a talk station, expects the new "satellite talk" services to work, but added that "you've got to have something more"—local material—to bring



Experts on news. L to r: Moderator Vriesman, Landphair, DeFontaine and Peterson.

relevance to a specific market area.

Johnson warned programmers not to overestimate the residual listening benefit from broadcasting sports, claiming that teams switch stations enough that listener loyalty beyond the games might not be there. His point was that the expected audience for a post-game sports talk show, for example, might not stay tuned.

He also told programmers to acquire sports rights carefully because broadcasting games could alienate some listeners who have come to expect other programming consistently from a station.

Radio news is many things to many stations, but study shows morning drive is biggest time, most people turn to AM for information, especially on traffic conditions; directors trade technique tips

Among the good news about radio news reported to an RPC IV workshop on that subject was that very few in the audience consider news a turnoff. Only 3%, according to a new study commissioned by AP Radio from the Research Group of California, say news is an irritant. At the same time, radio can "please" 38% of its audience with news, and "satisfy" 45%, the study reports.

The big news, however, according to APR's managing editor, Ed DeFontaine, the lead-off panelist at the workshop, was that most people in radio have been doing the right things for a long time. The study

reinforces such conventional radio wisdom as: Morning drive is still the biggest news time; most in the audience want their news in five-minute segments on the hour; good weather reports and forecasts are most important before 9 a.m., as are traffic and road condition reports. And while most of the audience in the APR study listened predominantly to FM (61%), when an FM listener moves to AM the reason cited most often is news.

(Among other verities reconfirmed: Music is stronger than news as an afternoon audience pull; dropping news features into other program segments is acceptable; AM skews demographically older; AM wins in the early morning hours and FM takes over as the day matures.)

Ted Landphair, of WGSO(AM) New Orleans, advised the audience about "staff stretchers"—how to make small staffs seem larger. Among his suggestions: sharing ideas and staffs with the growing number of city magazines and weekly alternative newspapers, which he said were "looking for recognition, not money"; the use of interns, particularly to cover lesser news conferences (with "mike flags" to make sure everyone knows the station is present); using community experts (handymen, psychiatrists) for informational programming guests or hosts; using "scanner nuts" who spend the day monitoring emergency frequencies as an unpaid corps of news tipsters, and, among other things, trading out tapes with other stations in the regions to broaden news reach. Landphair



Programing news/talk/sports. L to r: Cameron, Cramer and Johnson.

Post Corporation
announces the appointment
of Harrington, Righter
& Parsons as national
representative for...

WLUK-TV

Green Bay, Wisconsin
ABC, Channel 11

WOKR-TV

Rochester, New York
ABC, Channel 13

hrp

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finest television stations in America!*

testified that he had become a believer in using news ticker sound as a background to the news—a technique he formerly disparaged. He now finds it picks up the pace of news programing and helps audiences identify news stations as they search across the dial.

Gregg Peterson, of CBS-owned KNX(AM) Los Angeles, noted that “most of us in the news business are experimenting in the middle of the day,” and recommended to the RPC delegates his station’s *Face to Face* technique of eight-minute interviews scheduled daily at 11:49 a.m. and 12:48, 1:48 and 2:48 p.m. Done live and in

the studio, they have brought “enormous listener response” and given the station a way to broaden its audience appeal without diluting its all-news image, Peterson said. Stations outside major markets can find similar success with telephone interviews, he said, noting that the eight-minute length was “long enough to be substantive but not long enough to be boring.”

All of the panelists agreed on the value of traffic reports (“the more the better and the shorter the better,” according to Landphair) but there was some disagreement over the value of helicopters and planes in furnishing that news segment. KNX’s

Peterson goes without, saying he’d prefer to spend his budget on additional staff members. Moderator Wayne Vriesman of WGN(AM) Chicago is so sold on helicopters that he has two up simultaneously in rush hours.

Asked what most significantly distinguished life in all-news radio from other forms of broadcasting, Peterson called it “the ability to move instantly and massively on a breaking story.” Landphair cited the difference in staff size, likening it to “going from being a lieutenant in the trenches to a general on the western front.”

RPC IV: Satellites and syndicators

Advantages of converting to satellite programing detailed by chiefs of proposed services

There was tension in the air as the chiefs of all six proposed 24-hour, live-by-satellite programing services went before an audience of more than 150 broadcasters. The “New Wonderful World of 24-Hour Satellite Programing,” as the panel was called, represents a revolution in radio and in the words of a member of the audience, “broadcasters don’t want to face the total change it will bring.”

Panelists stressed their services are not meant to replace entire station operations, but should be used in concert with local programing and promotions. The satellite revolution will not allow broadcasters to “throw a switch and rake in money,” said Marlin Taylor, whose Bonneville Broadcast Consultants will provide a beautiful music channel for Satellite Music Network, a service proposing to offer six live formats by 1983.

Dwight Case, president, Transtar, a contemporary music service to be launched by Sunbelt Communications Inc., said satellite programing is a set of “dynamic tools” to help broadcasters save money and improve radio programing by freeing local staff members from some day-to-day duties and allowing them to do what they like most. “This will mean a whole different career cycle” for program directors and announcers, said Case.

Converting to satellite is “reasonably inexpensive” said Taylor, with the price of a receiving station now “about the same as that of two good tape decks.” An earth station can receive more than one network or program service as long as both are sent from the same satellite, said Taylor, and although dishes have been developed that can “look at” more than one satellite, they now cost so much that it is cheaper for a radio station to buy two conventional dishes to achieve the same end.

Won’t national programing services have to be “reasonably sterile” in their effort to appeal to masses in many markets? Kent Burkhart, whose consulting firm, Burkhart, Abrams, Michaels, Douglas & Associates, is a major force behind the first of the satellite services to



Satellite pioneers. L to r: Burkhart, Hodgson, Taylor and Case.

be announced, Satellite Music Network, said “no.” National programing will suit many different markets because the American public, except in New York and one or two other “islands,” is much the same, he said. “The same songs are popular all over the U.S.”

Craig Hodgson, executive director, Continental Radio, a subsidiary of the Christian Broadcasting Network and a service planning to be on the air by Sept. 15, agreed. “All our research indicates we’re a highly nationalized society.” Although Satellite Music Network will never identify itself on the air, Continental Radio will, because, said Hodgson, “we want affiliates to identify with our network.”

Taylor, Case and Burkhart said they have no plans to offer their service to cable systems in markets where they can’t pick up radio affiliates. Hodgson said Continental Radio will consider cable systems in “very small markets.” Rick Sklar, vice president, satellite development for ABC Radio Enterprises, said ABC has not yet decided how it will approach cable. Sklar did indicate, however, how ABC will approach another question. “Staff members at the FCC have been thinking about a radio version of direct broadcast satellites,” he said. “Such a commitment would use up a large chunk of spectrum and could cause a variety of problems for radio broadcasters. I suggest you contact the FCC and let them know how you feel about this.”

Radio program syndication seen turning into Darwinian world

With rapid expansion going on in radio networking, program syndicators said “survival of the fittest” is the rule that will prevail in radio program syndication over the next three years. That fact put worried expressions on the faces of some syndicators at last week’s RPC IV conference and at a pair of workshops exploring concerns of both users and suppliers of syndicated shows, formats and image campaigns.

Program directors faced with deciding among a growing number of syndicated offerings should demand more than a brief demo tape of a program before buying it, said Bobby Christian, program director, WXXK(FM) Pittsburgh. “I ask them to send me the whole show or I get a specific agreement in writing that certain requirements will be met in the program,” he said. If nothing else, suggested Bob Wood, program director, WBEB-AM-FM Buffalo, N.Y., get a playlist for the program.

Live-by-satellite concerts by supergroups are a thing of the past, according to several syndicators. “There are groups that won’t touch a live broadcast,” said Norm Pattiz, president, Westwood One. “They’ve had bad experiences with live shows in the past and prefer taped programs because they can be involved in mixing the final product.” Sam Kopper, of

Starfleet Blair, said: "We've launched these groups to the point where they demand astronomical money for live broadcasts." Kopper refuted claims that supergroups are concerned that live broadcasts lead to too much home taping, saying 30% of the audience for a Halloween concert by the group Utopia last year "felt like buying the group's album, while only 5% taped the program."

Reliability of new satellite networks subject of roundtable

A little over 100 early risers at RPC IV took the opportunity to question experts on radio programming at a series of roundtable discussions held prior to last Wednesday's closing general session. The most populated sessions included one on research, hosted by Jhan Hiber, Hiber & Hart; one on program directors becoming general managers, hosted by Walter Sabo, vice president, NBC Owned and Operated Stations, and one on satellite programming, hosted by Rick Sklar, ABC Radio.

Broadcasters at the satellite table seemed most concerned about compatibility between national air personalities and music selection and less-professional local personalities and a community's particular musical tastes. "It took 20 years for TV to develop from being just radio with pictures," said Michael Hauptman, ABC Radio Enterprises, and satellites "will foster new forms of programming." Sklar said the format can be made compatible with little more than the knowledge of how to cut commercials on tape. "We'll send you enough materials to work with," he said, "and we're looking for feedback from you on how to best make this work."

Another concern was guaranteed delivery. Sklar said ABC will not enter a contract with a station unless it commits for at least 18 months to two years. Craig Hodgson, executive director, Continental Radio, said his firm is offering three-year contracts with an option for stations to back out after the first 90 days. Stations deciding to back out, however, would have to carry the format for another nine months before actually dropping it.

Hodgson said Continental's parent company, the Christian Broadcasting Network, sold five radio stations and did two years of research to prepare for the launching of its satellite service. "We made a major financial commitment," he said. Hodgson, whose proposed adult contemporary service will include a small amount ("about 25%") of Christian music sung by popular artists, stressed that Continental's format has been on the air since January at its pilot station, WXRI(FM) Norfolk, Va., and has gained significantly in ratings since then. Announcers at WXRI are already talking as if to a national audience, said Hodgson, "so we feel prepared to go on the air Sept. 15."

If satellites transmitting the new 24-hour services "fall out of orbit," will backup programming be sent to affiliates? Hodgson said Continental is paying a premium price for its transponder on Satcom

1 and if anything goes wrong, it is guaranteed a backup transponder from RCA. Sklar said ABC will transmit its service via AP Radio's satellite network, including 400 downlinks, until 1984 when it will

switch to its own digital system (BROADCASTING, Aug. 17). Both Sklar and Hodgson said affiliates will be supplied with backup taped programming in case of emergencies.

RPC IV: Promotion and research

McGavren-Guild survey shows listeners want stations that fit their mood, object to repetition and prefer FM stereo

The radio industry should spend more time listening to what listeners have to say about radio. It's not just what listeners think about a particular station that's important these days, but how they feel about radio in general. So said Robert Balon, president of Multiple Systems Analysis, as he presented preliminary results from a survey of 1,750 active radio listeners around the U.S.

The study, "Listening to the Listeners: a Profile of the American Radio Audience," was sponsored by McGavren-Guild Radio.

Of survey respondents, 86% said mood determined what station they listen to. Listeners aged 24-34 want to hear their favorite songs in the morning on the way to work. They also want news, weather and a "friendly announcer." After work and on weekends, this age group wants oldies, not too much talk and music specials.

Asked what they would like to hear on radio that they don't now, 29% said "stations that play what the listener really wants to hear." According to Balon, radio listeners feel they are losing control over the songs their stations play. "TV is completely out of their reach," he said, "and they feel radio is getting that way too." Other responses to this question—which did not offer multiple choice answers but allowed respondents to answer off the top of their heads—were: children's programs (22%), soap operas (21%), Broadway and show tunes (8%) and person-to-person dialogue, as in trading posts or swap-lines. Another 14% said they didn't know what they'd like to hear that they don't already hear on radio.

Thirty-four percent of respondents said they change stations while driving in the car because there is "too much repetition

... everything sounds the same." The typical answer to this question used to be, "I changed because of a song I don't like," according to Balon. Now, people are reacting to the sameness in formats. "Is this the price we want to pay for being safe?" he asked.

Another reason for switching stations while driving was "a song that took me out of my mood" (28%). "People might like the song," said Balon, "but they were listening to a station because it fits their mood and they expect to find a certain kind of music there."

The biggest difference between AM and FM stations is not that one has stereo and the other doesn't, according to the survey. Thirty percent of respondents said they prefer FM because it presents a greater variety of music than AM. However, for the majority of 25-54-year-olds, stereo is an important ingredient in radio. Fifty percent of respondents said that if AM and FM were playing the same song, they'd prefer FM, "because AM has no stereo."

"For this generation," said Balon, "if AM doesn't go stereo, it will not remain competitive."

Keeping an open and ethical relationship between stations and record companies involves work on both sides

"You need our records; we need your airplay."

That comment from CBS Records' Stan Monteiro was simple and straightforward enough. But as demonstrated by the RPC workshop, "A Model Ethical Relationship Between a Record Company and a Radio Station," cultivating the relationship isn't easy.

While consultant Rob Sisco of Inter-rante Sisco Inc. saw no reason why stations and record companies can't "exist harmoniously," Jefferson-Pilot Broadcasting's Andy Bickel thought the relationship



Records vs. radio. L to r: Shinsky, Bickel, Childs, Monteiro and Sisco.

had to be stormy. "Why shouldn't it be?" he said. "They're after one thing; we're after another."

Bickel charged that "there's a conflict of interest" when stations accept records and perks and yet are supposed to program in the public interest. A&M Records' Harold Childs, however, appeared to think Bickel overly dramatic, saying that "in any kind of business, a supplier is out there to wine and dine."

Bickel said he didn't understand "the big deal" about free records and claimed a station could easily afford all the 45's it needs. Childs claimed that a station might want to play a record before it is available for sale in a particular market.

From the audience, one programmer questioned the ethics of a record company when, in his own case, he couldn't get record service until he started reporting his playlist to a trade magazine.

"Let's not be hypocrites," was the heated answer from moderator Jason Shrinsky, communications attorney with Shrinsky, Wetzman & Eisen in Washington. Shrinsky told the man "you're as much to blame" because he's now taking advantage of the system he dislikes.

Shrinsky also told the workshop to be realistic and realize that each side wants what's best for itself.

Given the acknowledged "depressed" times today for the record industry, both record company representatives said their promotion efforts are being tailored more to specific market needs.

Bickel said there already are fewer cocktail parties and that record company reps are "getting back to basics," shifting emphasis to local people who know the markets. A&M's Childs said: "We got fat and lazy" and that the future business will be more "one-to-one," with better training among reps.

Sisco encouraged radio stations to give honest answers to why they reject a certain cut instead of routinely blaming it on management, an attorney or a report in a trade journal.

As for relationships between a record company agent and programmers, Shrinsky said, "the key word here is integrity" and claimed that "it takes two people to engage in an illegal and immoral act."

To avoid problems, Shrinsky said a station should keep a record of what happens

during a record company/station meeting. With paper in hand, he said, it can set the stage for honest dealings.

Getting the most out of a station's promotion depends on knowing the audience and using air time creatively

"The best things in life are absolutely free, and that includes radio," declared Erica Farber of McGavren-Guild Radio in the opening minutes of RPC IV's workshop dedicated to "Powerful Promotions and Catchy Contests on a Shoestring." Hers was a sentiment shared by the fellow panelists on that occasion: that less was not only a viable option in promotion, but often the preferred option.

The panel's aversion to high-priced promotion proceeded from the thesis that the audience too often cannot relate. "The listener can believe in small promotions," Farber said. "He or she can't believe in \$100,000 weekends because they don't believe they can win." And going on to stress appropriateness in giveaways, she said, "If you're not a rock and roll radio station you shouldn't be giving away albums to the ninth caller." Listeners are very "media smart," she said, and "they know when they're being hyped."

Michael O'Shea of KBLE(FM) Seattle broke promotion into two parts: advertising (which he called "easy—you only need money") and the on-air variety ("hard, because it takes imagination"). His obvious affinity for the latter was exemplified by what he called "the program director's commercial," which is the first thing he designs into each hour of his station's broadcast day. Multiplying from a \$50 spot rate, he estimated that minute to be worth \$500,000 a year in promotion value—leverage he suggested all promotion directors avail themselves of. "Allow your creativity to be your financier," he said.

Bob Harris of the Broadcast Center, Tallahassee, Fla., related one promotion that literally proceeded from a shoestring. Air personalities traded one away for articles of ever increasing value until, finally, they had gotten a boat and motor which were then auctioned off for charity. Harris also advised the delegates to "start and

maintain traditions," such as annual events to which the station can return each year, and to have a strong, visible logo and to "put it everywhere."

E. Alvin Davis, a promotion consultant from Landen Farms, Ohio, cited promotions as useful in building cume audience but not for quarter-hour ratings maintenance. Questioned later, he emphasized that "radio listening tends to be a matter of life style," and said it is the format that has most to do with the number of hours spent listening. Many programmers turn to promotion to try to get individual listeners to "listen just 20 minutes longer." It's true that that will build ratings enormously, Davis said—"but it's very hard to do," he said.

Davis also cited the need for a strong logo, cautioning that "it is not a work of art, but a communication. Make sure it can be read."

"The greatest form of promotion," concluded Farber, "is word of mouth." But that, she said, depends on the programming, not the promotion. The key is having a great product first.

Group interviews with listeners help stations research feelings toward news, music, personalities

A group of country-music fans in Athens, Ga., are sitting around talking about the format. An interviewer, seemingly casual but quite calculated, is drawing out their opinions on music, disk jockeys and other programming matters. The questions and answers are fairly typical until one of the listeners brings up a subject the interviewer never expected: why obituaries no longer are part of the morning lineup.

Does this man's comment mean many listeners miss the obits? Maybe or maybe not. But just the fact that he raised the subject—and other participants raised other concerns and opinions—could give station management help with future research.

So went the pitch during an NAB "Focus Group Research: You Can Do It" workshop, complete with a videotape of the Athens, Ga., session and a how-to explanation of one of radio research's hottest trends of 1981.

Moderated by George A. Burns of Burns Media Consultants, the workshop featured panelists James Fletcher and Roger Wimmer, both of whom are from the University of Georgia in Athens. The academicians' study, "Focus Group Interviews in Radio Research," was distributed.

Dr. Wimmer explained that the qualitative focus group research can be a preliminary step to more numbers-oriented quantitative data. From a focus group, for example, a station could learn what questions to pose when it does a survey of its market.

Among other possible uses for the group, Wimmer explained, would be to evaluate a station's playlist and format, personalities, image, individual programs, competitive position and promotion campaigns. It also could aid in ascertaining community needs, he added.



Promoting the medium. L to r: O'Shea, Farber, Harris and Davis.

Fletcher offered the how-to. First, he said, the station must have a clear objective for the research and then pick the appropriate participants. He recommended using a minimum of two groups so comparisons can be made and said that participants in a focus group should be similar in age because peers generally are freer in

their conversations.

Focus groups should not be held at the station or conducted by an interviewer who works at the station, Fletcher advised. He explained that participants might then feel psychologically obligated to please the station with their answers. Fletcher also warned against using the same group

regularly, saying that opinions become less fresh and less valid once a person becomes accustomed to participating in such forums.

Burns, another advocate of the focus groups, stressed the importance of the qualitative-type research as an "ideal" way to gain "new insight."

RPC IV: Engineering

Engineers asserting themselves into visibility at stations

Chief engineers at most radio stations are not assertive enough. They tend to be invisible members of their station's staff and are far outnumbered by people who don't know and don't care to know what audio engineering is all about. A chief engineer can initiate better communications between himself and the station's general manager and program director or he can remain invisible. It is up to the engineer to translate what the program director wants for the station's sound into an audio chain that achieves it.

There were audible sighs in the room full of engineers when panelists at a "Programming for Engineers" session gave this assessment of the engineer's predicament. "The key to success is to make yourself more visible," said Harrison Klein, chief engineer at WIND(AM) Chicago. "It's up to us to overcome our tendency to like machines better than people."

To stay visible, Klein advised periodically doing things that make an engineer's role at the station more obvious. "Fix the things that people have asked you to fix, even if the repairs are not as important as other things you have to do," he said "or at least keep people informed of when you'll have time to make those repairs." Above all, said Klein, "talk to the program director as often as possible."

A program director and chief engineer "can be the strongest team at a radio station," said panelist Dan Halyburton, program director of WQAM(AM) Miami. "If they can come up with a logical plan they can convince management to purchase equipment much more easily than if they are working separately." Halyburton said he is often surprised by how out of touch most radio engineers are with what's going on in the radio business. "Program directors in different markets exchange ideas often over the phone," he said. "Engineers ought to do more of that."

The discussion turned inevitably to loudness. Halyburton and moderator Michael O'Shea, general manager of KBLE(FM) Seattle, said loudness insures that a dial-twisting listener will find a given station in a band crowded with other loud signals. "We're insecure," said Halyburton. "Programming is like shooting at a moving target. We feel we're better off if listeners can at least find us easily."

Panelist Jack Williams of Pacific Records & Engineering Corp., San Diego, sug-

gested that engineers borrow test equipment and show their program directors the effects of different kinds of audio processing. "Audio processing is the one area of broadcasting that's completely subjective," he said. "You and your program director should be able to agree on how much and what kind of processing you want at your station."

Keeping the listener tuned with adequate audio processing

Addressing the question, "Why Audio Processing?", Jim Loupas, an engineering consultant, said its place in a radio station is to minimize the number of listeners who are driven away by distortion. Attracting listeners, he said, is a function of programming.

Panelists Tom Rosback of Harris Corp. and Geoffrey Mendenhall of Broadcast Electronics Inc. concurred. "In terms of bottom line ratings and revenues for a station, I question whether processing is as important as programming," said Mendenhall.

Reflecting on how audio processing came about, Loupas said that early radio engineers needed a way to conquer noise in AM and to make the medium sound better to the average listener. Today, "we're starting to deal with [the] illusion of clarity and dynamic range; the latter can make or break processing," he said. "We've improved the noise ratio and now we're into the doctoring age," he added.

Loupas described a research tool he used to determine the type of sound that is

most popular with an audience. Listeners were given a taped record with five options: the first a flat sound, and the other four including such forms of doctoring as clipping, compression, a combination of the two, and equalization. He found that 92% of those tested preferred the unprocessed audio. Of the doctored sounds, Loupas noted, "they then opted for clipping." He explained that the choice is made in the subconscious. Added Rosback, "The ear is a symmetrical device, more sensitive to energy levels and time than the frequency response signals, as long as timbre, time and musical relationships are intact. Long-term amplitude products are more noticeable."

On the subject of loudness, Mendenhall said, "there are other ways to stand out from other stations, such as timbre, less distortion and transparency ... The difference can alter the amount of time a listener spends tuned to that station." Interjected Loupas: "All the research I've done doesn't indicate that being the loudest guy in the market will attract the largest audience ... It's the programming that matters."

Rosback said that audio processing has to change with the dayparts, increasing for the mobile audience, "so you don't get lost in the road noise." One member of the audience explained that at his rhythm and blues "full-tilt" station, listeners will complain during daytimes "if the windows in their cars don't rattle from the bass." He said that at night the station plays softer music and the processing changes accordingly.



Processors and purists. L to r: Rosback, Loupas and Mendenhall.

U.S. gears up for Brazil

Region 2 AM delegation is selected, waiting to be named by State Department; in meantime it will meet with Cubans to work out differences

With the critical decision to abandon support for its proposal to reduce AM channel spacing from 10 khz to 9 essentially behind it, the U.S. is moving ahead on preparations for the second session of the Region 2 (western hemisphere) conference on AM broadcasting, to be held in Rio de Janeiro, beginning on Nov. 9. A delegation of 19 members is virtually set, as is a nine-member home team. What's more, arrangements have been made to support the team in Rio with computer capability in Washington.

A possibly critical preliminary to the six-week conference is expected to occur soon, possibly this week, when a delegation from Havana arrives in Washington to confer with U.S. representatives on potentially serious AM interference problems between the U.S. and Cuba.

The delegation will not formally be set until the State Department names it, probably in October. But the FCC has submitted a list of nominees the department is expected to accept. In fact, the nominees held their first "delegation meeting" at the commission on Aug. 14.

The team will be headed by Kalmann Schaefer, who is FCC Chairman Mark S. Fowler's assistant on international communications. (Fowler was interested in the post himself, but decided he could not commit himself to six weeks in Rio and felt his original proposal that he spend only two weeks there was not feasible.)

The delegation will also include two vice chairmen—William Jahn, of the State Department's office of international communications policy, and Wilson LaFollette, chief of the FCC's technical and information branch.

The rest of the delegation will be heavily weighted with FCC personnel, but industry representatives will also have a major role ("Closed Circuit," Aug. 17). Wallace Johnson, executive director of the Association of Broadcast Engineering Standards, and Vincent Pepper, of the Washington law firm of Pepper & Corazzini, will be two of three senior advisers. The third will be William Hassinger, engineering assistant to Broadcast Bureau Chief Richard Shiben. And the delegation will include two other private consulting engineers—Don Everist, of Cohen & Dippel, Washington, and William Ball, of Carl T. Jones & Associates, Falls Church, Va.

The delegation will include six other

FCC staffers—Larry Olson, Rick Engelman and Henry Straube, engineers; Louis Stephens, an attorney; and John Boursi and William Meintel, computer analysts. The delegation will be filled out by Douglas Crombie, of the National Telecommunications and Information Administration; James Carroll, of the Department of Defense; Anna Case, of the International Communication Agency, and political and dockets officers from the State Department who have not yet been selected.

The delegation that will, among other things, support retention of 10 khz channel spacing, does not bear a strong resemblance to the one that represented the U.S. in Buenos Aires at the first session of the conference, in March 1980, and fought hard to persuade the countries of the hemisphere to reduce channel spacing from 9 khz as a means of creating 12 new channels of AM service.

Commissioner Robert E. Lee, who headed that delegation, is now retired. Schaefer, who will take his place at the negotiating table in Rio, was not even on the delegation in Buenos Aires. Only six of those expected to go to Rio were at Buenos Aires—La Follette, who was Lee's deputy, Jahn, Johnson, Everist, Crombie and Carroll. Johnson and Everist, along with the FCC's LaFollette, Straube, Engelman and Olson attended the Panel of Experts meeting in Geneva last spring that examined the channel-spacing issue.

Three veterans of the Buenos Aires session are on the home team, however. They are Steve Selwyn (who also served on the POE in Geneva), Charles Breig and Gary Stanford, all engineers. The other FCC members of the backup team are Broadcast Bureau Chief Shiben and his new deputy, Henry L. (Jeff) Baumann; Jack Robinson, a communications analyst; and Philip Tremper, a program analyst. Harold Kassens, a consulting engineer with A.D. Ring & Co., is also on the team.

(The members of the U.S. delegation will not be the only Americans in Rio during the conference. FCC Commissioner Mimi Weyforth Dawson will attend at least part of the conference. Fowler also expects to make a brief visit. The commission's advisory committee on AM broadcasting will meet in Rio during the session to be briefed on developments. And Fowler said special invitations to participate in the advisory committee session will go to Vincent Wasilewski, president of the National Association of Broadcasters; Sis Kaplan, president of the National Radio Broadcasters Association; Ray Livesay, president of the Daytime Broadcasters Association, and Mark Smith, vice president of KLAS-TV Las Vegas, chairman of the NAB television board and a friend whom Fowler regards as a "spokesman" for the industry. Ranking members of the Senate and House communications subcommittees

and Ronald Frankum, White House aide specializing in telecommunications matters, will also be asked to attend.)

At least as important to the U.S. planners as the shaping up of the delegation and home team was the completion of arrangements to establish back-up computer support in Washington for the delegation in Rio. The less-than-satisfactory experience of the POE with the computer work of the International Telecommunication Union's International Frequency Registration Board convinced U.S. officials of the need to have their own computer capability.

The FCC's Honeywell computer and the leasing of time on a privately owned Deck/Vax computer in Washington are expected to enable the U.S. team to meet its needs for examining and testing its own and other countries' allocations proposals. Lines leased from Western Union International will permit the delegation members to access the computers. The lines will also permit communication by telephone and facsimile between Washington and the Hotel Nacional Rio, where the delegation will be quartered and where it will maintain its offices. The conference will be held in a building adjoining the hotel.

The meeting with the Cubans is regarded as an important preliminary to the conference that is to draft a basic plan for use of the AM band in the hemisphere. The Region 2 countries are eager for a plan that would enable them to make the most efficient use of the spectrum. At present, stations suffer interference. But Cuba's plans to create 188 new stations, many of them of very high power—two with 500 kw—raise the specter of serious interference problems for stations in the U.S. and elsewhere in the hemisphere. The U.S., in the meeting with Cuba, hopes to resolve the incompatibilities certain to result if the Cubans proceed as planned.

One obstacle the U.S. faces in going into the meeting is that Cuba has in the past rejected proposals that it operate on lower power and employ directional antennas. Cuba's response has been that use of the 9 khz channel spacing scheme—which the U.S. now opposes—would provide the flexibility needed to avoid or at least mitigate the interference problems.

Nevertheless, some of the Americans, based on contacts at the POE meeting, hope they can persuade the Cubans to accept engineering advice the Americans say would benefit Cuba as well as other countries in the hemisphere. "We want to show the Cubans how, by an economic shifting around of stations, they can cover the island adequately without clobbering stations in the U.S. and other countries," one of those who will meet with the Cubans said. U.S. engineers who have studied Cuban allocations feel there is considerable room for improvement.

But what about the 500 kw stations? They are not needed to serve the island. When Americans raise that question, Cubans refer to the Voice of America's 50 kw station on Florida's Marathon Key, which broadcasts into Cuba. Therefore, said one of those who was preparing for the talks, the 500 kw stations pose "a political question."

Officials decline to say when the meeting with the Cubans will be held; they are concerned about the Cubans security. However, indications were it would be some time this week. The U.S. will be represented by a 10-member team, all but one of whom will serve on the delegation or the back-up team. They are LaFollette, Jahn, Selwyn, Olson, Meintel, Straube, Johnson, Kassens and Everist and consulting engineer Jules Cohen.

FCC freeze on UHF-FM combinations protested

Hour of Harvest Inc., licensee of WLJC(FM) Beattyville, Ky., and an applicant for a new UHF station there, has asked the FCC to end its two-year-old interim policy that suspended the processing of applications involving multiple ownership of UHF stations and radio stations in the same market or in the same region.

That interim policy was imposed with the initiation of a rulemaking proceeding in September 1979 which proposed elimination of the case-by-case UHF-radio exception to the one-to-a-market and regional concentration rules.

At the time, the commission justified the freeze, saying that there would be only a short delay in processing the applications, according to Harvest. However, the freeze is still in place and "has caused a 21-month hiatus in processing affected applications," said Harvest.

Since its imposition, the commission has granted one waiver, and at that time Commissioners Joseph Fogarty and James Quello issued a concurring statement questioning both the rule change and the freeze.

Harvest also indicated that during the 1981 National Association of Broadcasters convention "four commissioners informally indicated the subject rule change would not be adopted." The four commissioners who attended the convention were Robert E. Lee (now retired) and present commissioners Abbott Washburn, Anne Jones and Quello.

Since the time, Mark Fowler has assumed the FCC chairmanship and has publicly questioned the validity of all the multiple ownership and crossownership rules that apply to broadcasters and cable operators.

Since the convention, Harvest said, its counsel "has had discussions regarding the status of this proceeding with the staffs of Commissioners Quello and Fogarty, as well with personnel at the Policy and Rules Division of the Broadcast Bureau. All indications are that there still is a consensus favoring retention of" the UHF-radio case-by-case exemption.

FCC takes fresh look at rulebook

FCC Chairman Mark S. Fowler is making good on his promise to conduct a front-to-back review of the FCC rulebook, to determine which rules can be eliminated or modified to make life easier for commission licensees and the commission, without at the same time impairing the public interest.

A small Regulatory Review Group—dubbed the RegRev Group—to aid bureaus and offices in a systematic and comprehensive review of the agency's rules and policies has been established in the General Counsel's Office ("Closed Circuit," Aug. 17). The group is headed by Maurice P. Talbot Jr., who has been named acting associate general counsel.

Talbot will work with two other attorneys in the General Counsel's Office—Donald McClure and James Keats—as well as economists in the Office of Plans and Policy and members of the chairman's personal staff, administrative assistant Willard R. (Randy) Nichols and special assistant Jerald N. Fritz.



Talbot

Talbot said last week work on the project had already been under way for two weeks. Staffers in the agency's bureaus and offices are reviewing rules under their jurisdiction with a view to developing prioritized lists of rules considered candidates for repeal or change.

The RegRev group, with the aid of other attorneys in the General Counsel's Office and the OPP economists, will then perform a "zero based" legal and economic analysis of the rules. The chairman's staffers will also participate in the selection process at that point. The results will be fed back to the bureaus for use in rulemakings to repeal or modify rules.

Talbot expects the project in the main to be completed—at least in terms of the issuing of rulemakings—in about a year and a half. The first phase—the submission by bureaus and offices of prioritized lists—is scheduled for completion by the end of the month.

Talbot is inviting comment from interested parties. "This is an open process," he said. "We want participation from people outside the commission." He said some industry representatives have already contacted the commission on the subject. He said representatives of the National Association of Broadcasters have asked him for a meeting in September.

Talbot, who is 43, is both an engineer and an attorney and has been with the commission since 1972. He moves over to the General Counsel's Office from the Common Carrier Bureau, where he was acting deputy chief-policy.

Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a one-of-a-kind issue. We'll pay due court to the past in an "At Large" interview with Editor Sol Taishoff, filling in between the lines of stories published over the last 50 years, and in a year-by-year chronology that will be a standard reference to the magazine's—and the industry's—first half-century. But we'll also pay court to the future in an ambitious, wide-ranging look ahead to the next 20 years of the Fifth Estate. We call it our "2001 Story." We think you'll call it great.

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You belong in Broadcasting  Oct 12

Stock Index

Exchange and Company	Closing Wed. Aug 19	Closing Wed. Aug 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	29 1/8	29 5/8	- 1/2	- 1.68	6	815
N Capital Cities	71 3/4	73 3/4	- 2	- 2.71	13	944
N CBS	51 1/8	52 1/4	- 1 1/8	- 2.15	7	1,425
N Cox	72 1/4	72 1/2	- 1/4	- .34	20	976
A Gross Telecasting	27 1/8	27 3/8	- 1/4	- .91	8	21
O LIN	34 1/4	34 3/4	- 1/2	- 1.43	12	189
N Metromedia	146 3/4	149	- 2 1/4	- 1.51	13	656
O Mooney	7 1/2	7 5/8	- 1/8	- 1.63	3	3
O Scripps-Howard	82	84	- 2	- 2.38	13	211
N Storer	31 3/4	33 3/4	- 2	- 5.92	20	417
N Taft	30 3/4	31 1/2	- 3/4	- 2.38	11	301
O United Television	7 1/4	7 5/8	- 3/8	- 4.91		87

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24	25 1/4	- 1 1/4	- 4.95	23	79
A Affiliated Pubs.	29 3/4	29 1/2	+ 1/4	+ .84	11	153
N American Family	7 1/2	7 5/8	- 1/8	- 1.63	6	92
N John Blair	23 1/2	22	+ 1 1/2	+ 6.81	8	87
N Charter Co.	10 1/2	11	- 1/2	- 4.54		287
N Chris-Craft	33	34 3/4	- 1 3/4	- 5.03	11	104
N Coca-Cola New York	10 1/8	10 1/8			14	178
N Cowles	31 3/4	32	- 1/4	- .78	20	126
N Dun & Bradstreet	68 1/8	67 5/8	+ 1/2	+ .73	18	1,900
N Fairchild Ind.	21 1/2	22 3/8	- 7/8	- 3.91	5	245
N Gannett Co.	40	40 1/4	- 1/4	- .62	14	2,163
N General Tire	26 1/4	26 1/4			9	632
O Gray Commun.	42 1/2	45	- 2 1/2	- 5.55	9	20
N Harte-Hanks	35	34 3/4	+ 1/4	+ .71	14	333
O Heritage Commun.	13 3/4	14 3/4	- 1	- 6.77	39	74
N Insilco Corp.	19 3/4	19 3/8	+ 3/8	+ 1.93	9	212
N Jefferson-Pilot	25 1/4	25 1/2	- 1/4	- .98	6	553
O Marvin Josephson	13 3/4	13 1/4	+ 1/2	+ 3.77	10	32
N Knight-Ridder	35	33 3/4	+ 1 1/4	+ 3.70	12	1,132
N Lee Enterprises	29 1/4	28 3/4	+ 1/2	+ 1.73	13	208
N Liberty	14 1/2	15 1/8	- 5/8	- 4.13	6	184
N McGraw-Hill	48 1/2	49 5/8	- 1 1/8	- 2.26	14	1,205
A Media General	37 1/4	37	+ 1/4	+ .67	10	269
N Meredith	58	57 1/2	+ 1/2	+ .86	7	182
O Multimedia	35 1/2	36 1/4	- 3/4	- 2.06	16	357
A New York Times Co.	32 1/8	34	- 1 7/8	- 5.51	10	385
N Outlet Co.	35	35 7/8	- 7/8	- 2.43	15	88
A Post Corp.	25 1/4	27 1/8	- 1 7/8	- 6.91	18	46
N Rollins	17 5/8	18	+ 3/8	+ 2.08	12	480
N San Juan Racing	20	20 1/4	- 1/4	- 1.23	25	50
N Schering-Plough	32 1/4	32	+ 1/4	+ .78	7	1,712
O Stauffer Commun.	45	45			11	45
A Tech Operations	13 1/4	11 7/8	+ 1 3/8	+ 11.57	6	14
N Times Mirror Co.	52 3/8	52 1/2	- 1/8	- .23	13	1,786
O Turner Bcstg.	10	13 1/2	- 3 1/2	- 25.92		200
A Washington Post	30 5/8	27 3/4	+ 2 7/8	+ 10.36	13	429
N Wometco	18 3/4	20 5/8	- 1 7/8	- 9.09	11	248

CABLE						
A Acton Corp.	13	14 5/8	- 1 5/8	- 11.11	11	39
N American Express	45	47	- 2	- 4.25	8	3,208
O Burnup & Sims	15 3/8	15	+ 3/8	+ 2.50	16	137
O Comcast	25 3/4	26 3/4	- 1	- 3.73	31	99
N General Instrument	37 7/8	39 1/8	- 1 1/4	- 3.19	5	962
O Rogers Cablesystems	8 5/8	9 3/8	- 3/4	- 8.00	17	163
O Tele-Communications	24 7/8	25 7/8	- 1	- 3.86	64	592
N Teleprompter	37 1/2	37 3/4	- 1/4	- .66	30	638
N Time Inc.	75	78 1/2	- 3 1/2	- 4.45	15	2,111
O Tocom	12 1/2	12 3/4	- 1/4	- 1.96		41
O UA-Columbia Cable	87 7/8	80 3/8	+ 7 1/2	+ 9.33	33	295
O United Cable TV	23 7/8	25 3/4	- 1 7/8	- 7.28	28	234
N Viacom	27 1/2	29 1/8	- 1 5/8	- 5.57	5	245

PROGRAMING						
O Chuck Barris Prods.	2 7/8	3	- 1/8	- 4.16	3	9
N Columbia Pictures	36 1/4	37 1/4	- 1	- 2.68	7	367
N Disney	51 7/8	53 1/8	- 1 1/4	- 2.35	13	1,688
O Enterprise Radio	1 1/8	1 3/8	- 1/4	- 18.18		2
N Filmways	7 5/8	7 7/8	- 1/4	- 3.17		48
O Four Star	1 3/4	1 3/4			18	
N Getty Oil Corp.	74 5/8	78 3/8	- 3 3/4	- 4.78	8	6,130
N Gulf + Western	18 1/8	18 3/8	- 1/4	- 1.36	5	1,353
N MCA	48 3/8	48 3/8			269	1,137
O Medcom	10 1/2	10 1/4	+ 1/4	+ 2.43	24	18
N MGM Film	8 7/8	9	- 1/8	- 1.38	17	288
O Reeves Commun.	28	29 1/4	- 1 1/4	- 4.27	16	152
O Telepictures	7	7 3/4	- 3/4	- 9.67	32	16
N Transamerica	22 5/8	22 7/8	- 1/4	- 1.09	6	1,478
O Video Corp. of Amer.	9 1/2	10 1/4	- 3/4	- 7.31	16	9
N Warner	49 3/8	50 5/8	- 1 1/4	- 2.46	19	2,901
A Wrather	21	22 3/4	- 1 3/4	- 7.69		48

SERVICE						
O BBDO Inc.	38 1/2	39 1/4	- 3/4	- 1.91	7	96
O Compact Video	19	20 1/8	- 1 1/8	- 5.59	15	56
N Comsat	50 1/2	52 1/2	- 2	- 3.80	11	404
O Doyle Dane Bernbach	15 1/4	15	+ 1/4	+ 1.66	9	18
N Foote Cone & Belding	28 3/4	30 1/4	- 1 1/2	- 4.95	7	78
O Grey Advertising	62 3/4	62 3/4			6	38
N Interpublic Group	32 1/4	32 1/4			8	144
N JWT Group	31 3/4	31 5/8	+ 1/8	+ .39	7	97
O MCI Communications	23 1/2	22 1/4	+ 1 1/4	+ 5.61	131	860
A Movielab	4 3/8	4 5/8	- 1/4	- 5.40	5	7
A MPO Videotronics	5 1/2	5 5/8	- 1/8	- 2.22	18	3
O A.C. Nielsen	40 3/8	41 1/2	- 1 1/8	- 2.71	17	453
O Ogilvy & Mather	31	32	- 1	- 3.12	9	128
O Telemation	2 3/8	2 3/8			14	2
O TPC Communications	4 1/4	4 1/2	- 1/4	- 5.55		3
N Western Union	24 3/8	25	- 5/8	- 2.50	14	369

ELECTRONICS/MANUFACTURING						
N Arvin Industries	15 3/4	16 1/8	- 3/8	- 2.32	14	122
A Cetec	5 1/8	5 1/8			8	10
O Chyron	17 3/4	18 1/4	- 1/2	- 2.73	29	22
A Cohu	7 1/4	7	+ 1/4	+ 3.57	9	12
N Conrac	23	24 3/8	- 1 3/8	- 5.64	17	48
N Eastman Kodak	71 3/4	73 5/8	- 1 7/8	- 2.54	10	11,579
O Elec Missile & Comm.	12 1/4	12	+ 1/4	+ 2.08	58	33
N General Electric	57 1/4	60 1/8	- 2 7/8	- 4.78	9	12,976
N Harris Corp.	43 1/4	45 1/2	- 2 1/4	- 4.94	15	1,330
O Microdyne	21	23 3/4	- 2 1/4	- 11.57	25	55
N M/A Com. Inc.	26 1/4	28 1/4	- 2	- 7.07	29	876
N 3M	51 1/2	53 5/8	- 2 1/8	- 3.96	9	5,998
N Motorola	66 7/8	67 7/8	- 1	- 1.47	11	1,908
O Nippon Electric	94 3/8	97 7/8	- 3 1/2	- 3.57	41	3,099
N N. American Philips	46 3/8	46 1/2	- 1/8	- .26	8	558
N Oak Industries	31 1/8	34 1/8	- 3	- 8.79	16	338
A Orrox Corp.	12 3/8	11 3/4	+ 5/8	+ 5.31	44	20
N RCA	20 3/4	21 3/8	- 5/8	- 2.92	7	1,555
N Rockwell Intl.	37 1/4	37 3/8	- 1/8	- .33	10	2,793
A RSC Industries	4 7/8	5 3/8	- 1/2	- 9.30	35	11
N Scientific-Atlanta	28	29 3/4	- 1 3/4	- 5.88	35	593
N Sony Corp.	20 1/8	21 3/4	- 1 5/8	- 7.47	15	4,339
N Tektronix	50 3/8	53 1/4	- 2 7/8	- 5.39	11	920
A Texscan	14 7/8	16 7/8	- 2	- 11.85	26	44
N Varian Associates	30 3/4	34	- 3 1/4	- 9.55	15	236
N Westinghouse	29	28 5/8	+ 3/8	+ 1.31	6	2,463
N Zenith	14 3/8	15	- 5/8	- 4.16	11	270

Standard & Poor's 400
Industrial Average 146.37 150.91 - 4.54

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 Rhoades, 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 3 for 1. + Stock traded at less than 12.5 cents.

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Program		1st Run		Replay		Program		1st Run		Replay		Program		1st Run		Replay	
AUGUST 20-22	1	1	2	3		OCTOBER 1-3	2	2	3			NOVEMBER 12-14	1	2	3		
AUGUST 27-29	1	2	3			OCTOBER 8-10	1	2	3			NOVEMBER 19-21	1	2	3		
SEPTEMBER 3-5	1	2	3			OCTOBER 15-17	1	2	3			NOVEMBER 26-28	1	2	3		
SEPTEMBER 10-12	1	2	3			OCTOBER 22-24	1	2	3			DECEMBER 3-5	1	2	3		
SEPTEMBER 17-19	1	2	3			OCTOBER 29-31	1	2	3			DECEMBER 10-12	1	2	3		
SEPTEMBER 22-24	1	2	3			NOVEMBER 5-7	1	2	3			DECEMBER 17-19	1	2	3		

FOOTBALL ANALYSIS

Produced by the UPI AUDIO NETWORK

Detach here

NFCB delegates told to increase their visibility

Community broadcasters gather in Colorado for annual meeting

More than 250 delegates to the annual convention of the National Federation of Community Broadcasters were told they must "get their act together" and increase the visibility of independent noncommercial radio and television stations to meet the social and political challenges of the current era.

"We are dedicated to social change and serving people in our communities," said Sharon Maeda, executive director of the five-station Pacifica Foundation radio group. "We can't afford to play radio."

Maeda addressed broadcasters from the U.S., Canada and Australia who attended the four-day conference at Fort Lewis College in Durango, Colo. (July 27-Aug. 1). The NFCB is a Washington-based non-profit organization formed in 1975 to serve the interests of small, community-based educational radio and TV stations and pro-

duction entities. Most of its 175 members exist outside National Public Radio and other institutional affiliations, deriving their support from listener donations.

"Changing technologies have made the impact of community radio different than ever before," Maeda continued. "We control, at the flip of a switch, the most powerful means of social change." She called on community-based stations to broaden their audiences, improve their programming, invest in new technologies, support their national organization and increase

their own self-sufficiency in an attempt to maximize influence.

The conference offered a series of workshops and seminars focusing on marketing, training, program development, and such new ventures as satellite technologies, cable radio, low-power television and teleconferencing. NFCB President Tom Thomas reported on expansion of the organization's staff and consolidation of administrative and program distribution facilities in a new Washington office building.

Changing Hands

PROPOSED

WMAD(FM) Sun Prairie, Wis. □ Sold by Patten Communications to Erin Broadcasting for \$1,275,000. **Seller** is Southfield, Mich.-based owner of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. Patten has also sold, subject to FCC approval, WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Aug. 10). FCC

also granted it approval to sell majority interest in WMPX(AM) Midland, Mich. (see page 45). **Buyer** is owned by Nancy C. McMahon who holds CP for new AM at Sun Prairie (BROADCASTING, July 6). WMAD is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KCFM(FM) Florissant, Mo. □ Sold by Florissant Broadcasting Co. to Cardinal Newman Communications Inc. for \$900,000. **Seller** is owned by Paul L. Bair Jr., president (25%), and 16 others who have no other broadcast interests. Deal calls for immediate purchase of 47.5% of stock with option to buy remaining 52.5%. **Buyer** is owned by Cardinal Newman (Mo.) College. A. Martial Capbern is president. It has no other broadcast interests. KCFM is on 97.1 mhz with 50 kw and antenna 500 feet above average terrain.

WOHS(AM)-WXIK(FM) Shelby, N.C. □ Control (90.2%) of Western Carolina Radio Corp. sold by estate of Holt and Elsie G. McPherson to Shelby Radio Corp. for \$865,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by Paul B. Porter, Harold R. Watson and George Blanton Jr. Porter is Shelby businessman. Watson is general manager and 1.62% owner of WOHS-WXIK. Blanton is former president of First National Bank of Shelby. Porter and Blanton have no other broadcast interests. WOHS is 1 kw daytimer on 730 khz. WXIK is on 96.1 mhz with 100 kw and antenna 286 feet above average terrain.

KGLC(AM)-KORS(FM) Miami, Okla. □ Sold by Ottawa County Broadcasting to Duke Corp. for \$700,000. **Seller** is owned by Jeryl Smith and wife, DeAnn (44.1% each), Ken Lingen (6.8%), David Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Earlier deal to sell stations to Ottawa County Broadcasting for \$700,000 fell through. **Buyer** is owned by Larry Duke (51%) and Tim Eatman (49%). Duke owns KFIN(FM) Jonesboro, Ark. Eatman is former general

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South	Ethnic fulltimer, needs management.	\$800,000 terms
Ohio	Powerfull daytimer-excellent coverage of top fifty market.	\$500,000 terms
Southeast	Religious daytimer.	\$350,000 terms
East	Daytimer grossing \$200,000-600,000 in market area.	\$400,000 terms

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8/24/81

manager of KARN(AM) Little Rock, Ark. KGLC is on 910 khz with 1 kw full time. KORS is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: Chapman Associates.*

KGUS(FM) Hot Springs, Ark. □ Sold by Radio Hot Springs Inc. to Hernreich Community Broadcasting Inc. for \$600,000. **Seller** is owned by C. J. Dickson, who has no other broadcast interests. **Buyer** is owned by George T. Hernreich, who owns KFPW-AM-TV and KXXI(FM) Fort Smith, KWBO(AM) Hot Springs, KTVP-TV Fayetteville and KAIT-TV Jonesboro, all Arkansas. KGUS is on 97.5 mhz with 36 kw horizontal, 16 kw vertical, and antenna 480 feet above average terrain.

KBSN(AM) Crane, Tex. □ Sold by Albert L. Crain to Betracon Inc. for \$550,000. **Seller** also owns WMSO(AM) Collierville, Tenn. **Buyer** is owned by Ralph N. Conley, owner of Odessa, Tex., oil equipment company, and wife, Betty J. Conleys have no other broadcast interests. KBSN is on 810 khz with 1 kw day.

KIVM(AM) Lihue, Hawaii □ Sold by Urbatek Systems Inc. to Kauai Broadcasting Inc. for \$269,000. **Seller** is owned by Kenneth R. Harding and wife, Kitty, who have no other broadcast interests. **Buyer** is owned by Mack Lochrie and William Bayne (20% each), Donna R. Gustafson (15%), Rudy Vsetecka (10%) and others. Lochrie and Bayne each own 46% of KHUG(AM) Medford, Ore. Gustafson is wife of Dennis Gustafson, administrator at Lihue hospital. Vsetecka will be general manager. KIVM is on 1350 khz with 5 kw full time. *Broker: Blackburn & Co.*

□ Other proposed station sales include: WRES(FM) Troy, Ala.; KINY(AM) Juneau, Alaska (BROADCASTING, Aug. 17); KTKN(FM) Ketchikan, Alaska (BROADCASTING, Aug. 17); KFAY(AM) Fayetteville, Ark.; WAPR(AM) Avon Park, Fla. (BROADCASTING, Aug. 17); WDOQ(FM) Daytona Beach, Fla. (BROADCASTING, Aug. 3); WAZA(AM) Bainbridge, Ga.; WCAZ-AM-FM Carthage, Ill. (BROADCASTING, July 13); WQXO(AM) Munising, Mich.; WPVL(AM) Painesville, Ohio; KGAL(AM) Lebanon, Ore. (BROADCASTING, Aug. 17); KYES(AM) Roseburg, Ore.; WCHU(AM) Soddy-Daisy, Tenn. (BROADCASTING, Aug. 17); KBAL(AM) San Saba, Tex.; WKWK-AM-FM Wheeling, W. Va. (BROADCASTING, June 22) (see "For the Record," page 58).

CABLE

Twenty-one cable systems serving Kentucky, Maryland, Ohio and West Virginia □ Sold by Midwest Corp. to Cablentertainment for \$21.1 million. **Seller** is subsidiary of UNR Industries Inc., publicly traded, Chicago-based manufacturer of broadcast production equipment. Sam Silverstein is president of Midwest Corp., which also operates MDS system in Miami. **Buyer** is New York-based MSO. Robert Baum is president. It serves 38,000 subscribers

with systems in Ohio, Pennsylvania and Virginia. Sold systems serve 32,000 subscribers and pass 47,800 homes.

APPROVED

KUPI(AM)-KQPI(FM) Idaho Falls, Idaho □ Sold by Idaho Broadcasters to Communications Investment Corp. for \$2.34 million. **Seller** is owned by Charles Saunders (86.04%), James Garchow (6.34%) and Saunders's children, Charles Jr., Kirk and Cheryl Brown (2.54% each). Saunders owns KCLS(AM) Flagstaff, Ariz. **Buyer** is owned by George C. Hatch and wife, Wilda G. (50% each). Hatch broadcast interests include KALL-AM-FM and KUTV(TV) Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah; KGEM(AM)-KJOT(FM) Boise, Idaho; KYSS-AM-FM Missoula and KGHL(AM)-KIDX(FM) Billings, both Montana. Early this year they closed their deal to buy the Kansas State Network which included KARD(TV) Wichita, KGLD(TV) Garden City and KCKT(TV) Great Bend, all Kansas; KTVJ(TV) Joplin, Mo., and KOMC(TV) McCook, Neb. Hatch family also owns cable system serving Hardin, Mont. KUPI is 1 kw daytimer on 980 khz. KQPI is on 99.1 mhz with 41 kw and antenna 580 feet above average terrain.

KRAI-AM-FM Craig, Colo. □ Sold by Northwestern Colorado Broadcasting Co. to Alfred M. Landon and family for \$1,212,600. **Seller** is owned by George O. Cory and son, Larry Cory, who have no

other broadcast interests. **Buyer** is owned by Alfred M. Landon, Republican candidate for President in 1936; wife, Theo; children, John C.; U.S. Senator Nancy Landon Kassebaum (R-Kan.), and Margaret Landon Mills. They own KIIIX(AM)-KGTL(FM) Fort Collins, Colo., and KEDD(AM) Dodge City, KSCB(AM)-KEZS(FM) Liberal and WREN(AM) Topeka, all Kansas. KRAI is on 550 khz with 5 kw day and 500 w night. KRAI-FM is on 93.7 mhz with 100 kw and antenna 980 feet above average terrain.

WSOQ(AM)-WEZG(FM) North Syracuse, N.Y. □ Sold by WSOQ Inc. to Sky Broadcasting Corp. for \$1 million plus \$200,000 for covenant not to compete. **Seller** is principally owned by Frank Harms, who has no other broadcast interests. **Buyer** is joint venture of several investment groups; Frank J. Hawley is chairman and Dennis R. Israel is president. It also owns KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M., and WRIV(AM) Riverhead, N.Y. Israel also owns 51% of WGLI(AM) Babylon, N.Y. WSOQ is 1 kw daytimer on 1220 khz. WEZG is on 100.9 mhz with 3 kw and antenna 165 feet above average terrain.

WMPX(AM) Midland, Mich. □ Control sold by Patten Communications Corp. to Maines Broadcasting Inc. for \$900,000. **Seller** is Southfield, Mich.-based group which has also sold WMAD(FM) Sun Prairie, Wis. (see above). **Buyer** is owned

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Intermedia

Merger move. By overwhelming vote (94% in favor), more than 13,000 members of Screen Actors Guild have voted to accept Phase I of plan to merge SAG with American Federation of Television and Radio Artists (AFTRA). AFTRA adopted proposal in July at its annual convention. Plan creates joint collective bargaining bodies, joint negotiating committees and joint board of directors to deal with contract negotiations in included jurisdictions.

Northern divestiture. After nine months of study, Canadian government commission has concluded that new laws should be promulgated to halt "monstrous" growth of Canadian newspaper and broadcasting conglomerates. Three-member Kent commission said "concentration engulfs daily newspaper publishing" and suggested that some of Canada's media conglomerates be forced to divest some holdings. Of 117 daily newspapers in Canada, 88 are group-owned, and many groups control broadcast outlets in same markets.

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WZIX(AM) York, Pa. ☐ Sold by Greenco Communications Inc. to The Baltimore Radio Show Inc. for \$664,000. **Seller** is principally owned by Dan H. Cohen and Jeffrey Greenhawt, who have no other broadcast interests. **Buyer** is owned by some 130 stockholders. Harry R. Shriver is president and general manager. It also owns WFBR(AM) Baltimore and WBKZ(FM) Glen Burnie, Md. WZIX is on 1350 khz with 5 kw day and 1 kw night.

☐ Other approved station sales include: KIBS(AM) Bishop, Calif. (see "For the Record," page 58).

McGavren-Guild forms new radio rep firm

Hillier, Newmark & Wechsler Radio Sales, New York, has been formed as a national radio representative firm to begin operations on Sept. 1.

The firm is an independent and autonomous subsidiary of the McGavren-Guild Inc. rep firm, New York. Its stock will be owned in part by its employees and in part by M-G. Its staff and offices will be separate from McGavren-Guild's.

The three principals in the new firm are Charles (Chuck) Hillier, central division manager in Chicago for HR/Stone; Philip Newmark, sales manager of WMC(AM) Memphis, and Ira Wechsler, account executive in Los Angeles for McGavren-Guild. These executives will remain in their present cities and one of them will be named president.

Ralph Guild, president of M-G, said the reason his firm decided to invest in a new rep firm is that there is a need by at least two or three successful stations in each major market for a satisfactory representative. He added that this situation developed after group stations started their own rep firms some years ago, forcing some independent reps out of business. In the past few years, group reps have opted for independent representation again, Guild said, leaving opportunities in major markets.

Hillier, Newmark & Wechsler will begin operations with four stations—WNBC(AM)-WYNY(FM) New York, both owned by NBC, and KWK(AM)-WWWK(FM) St. Louis. It will have offices in New York, Chicago, Los Angeles, Philadelphia, San Francisco, Dallas, Detroit and Atlanta.

Mater upset over lack of response by Wildmon

CBS senior VP complains that CBTv head has not acted on promise to allow monitoring techniques to be studied

More than two months ago, the Coalition for Better Television's chairman, Donald E. Wildmon, during a debate with CBS's Gene P. Mater, agreed to let an impartial research team evaluate the methodology used in the coalition's TV monitoring (BROADCASTING, June 15). But last week Mater said that Wildmon had failed to respond to two letters from him urging that the evaluation process be set in motion.

Wildmon, reached by BROADCASTING on Thursday, said Mater's statement was "absolutely correct." He said that "I've been extremely busy" but "I intend to reply this week." He declined to say what he would tell Mater, but added: "I'll send you a copy."

Mater, who is the CBS/Broadcast Group's senior vice president for policy, made the disclosure in releasing copies of his letters to Wildmon. In a third letter, Mater reminded Wildmon that in their June 12 debate, held before the Television Critics Association in Los Angeles, Wildmon had agreed to make the coalition's monitoring backup material available to an independent research group and that "I said that I would provide the names of possible groups."

"I sent you a registered letter on June 17," Mater wrote last Monday, "giving the names of five such institutions. There was no reply, so I sent a second registered letter on July 13. Again, there has been no reply..."

"Given your public commitment and your recent statements about a boycott, I cannot understand either your failure to reply to my letters or your refusal to furnish one of the research groups with your existing monitoring material. In light of these circumstances, I believe it appropriate to make this correspondence available to the Television Critics Association and to other interested parties."

Mater's citation of "your recent statements about a boycott" referred to a *New York Daily News* story that quoted Wildmon—accurately, Wildmon told BROADCASTING, though he said he regretted having made the statement (BROADCASTING, Aug. 17)—as saying he had "a hunch" that a boycott of selected TV advertisers was "inevitable."

In his June 17 letter to Wildmon, Mater



Mater

offered the names of five "university-connected research groups of high repute" as possibilities for doing the independent study of the coalition's monitoring methods. "The choice is yours to make," he wrote.

In the same letter Mater said that if the coalition could not afford to share the cost of the study, "CBS would be willing to pay for the entire examination, simply because we feel the issue is that important." The five organizations: Center for the Social Sciences at Columbia University, Institute for Communication Research at Stanford University, National Opinion Research

Center at the University of Chicago, Research Program on Communications Policy at Massachusetts Institute of Technology and the Research Triangle Institute of University of North Carolina, North Carolina State University and Duke University ("Closed Circuit," June 22).

"The next step," Mater said in the June 17 letter, "probably would be for both of us to request the involvement of the group you select, and have them indicate how they want to proceed."

In his July 13 letter Mater noted that Wildmon, at the coalition's June 29 press conference, had said it would defer its planned advertiser boycott and not release the results of its monitoring (BROADCASTING, July 6). "Nonetheless," he wrote, "I strongly urge that we go forward with the examination of that monitoring and that we do so for two reasons:

- "Much has been made in recent months of the 4,000 trained monitors who were an integral part of the coalition's efforts. Questions were raised about that monitoring. I suggest that you owe it to the monitors, to the television critics, to the advertisers and to the general public to have an independent, objective, professional analysis made of the monitoring effort, and to have that analysis made public.

- "You indicated at your June 29 press conference that monitoring would continue and that an eventual boycott is possible. I believe that clarification of the monitoring process is needed."

Another Hughes Galaxy customer

Turner Broadcasting System buys six transponders to join Time Inc.

Turner Broadcasting System has joined Time Inc. on Hughes Communications' exclusive cable satellite, Galaxy I. It announced last Tuesday an agreement in principle to purchase two transponders on the 24-transponder satellite, which is not due to be launched until May 1983.

"This is an investment in our future" said TBS Chairman Ted Turner in a prepared statement. "We're fully committed to providing high-quality programming on cable television in the years ahead and this action will help insure our ability to do that."

TBS Vice President Terry McGuirk said terms of the agreement prevent TBS from releasing any financial details, but it's understood Hughes has been asking between \$15 million and \$18 million per transponder, depending on how the deal is structured. Only a fraction of that amount—a down payment—is needed to close the deal, however.

Hughes's marketing of Galaxy I has been unusual in two respects. First, it is selling the transponders rather than leasing them as a common carrier. The approach gives Hughes some of the capital needed to build and launch the satellite, and it relieves Hughes from the FCC's common carrier regulations. Second, Hughes has decided it will offer Galaxy transponders to what it deems to be "top-quality" cable programmers in an effort to make the final satellite program package as attractive as possible. The array of programming on any satellite must appeal to cable operators, who have to go to the expense of installing an additional earth station to receive it.

Hughes plans to sell only 18 of the 24 active transponders on the satellite. The remaining six will be used for backup.

Prior to the Turner announcement, Hughes's only customer was Time Inc., parent of Home Box Office Inc., pre-eminent pay cable programmer. Time announced just before the National Cable Television Association convention in May

that it had bought six transponders.

TBS is operator of two of cable's better known services, the Cable News Network and superstation WTBS(TV) Atlanta. It is in the process of constructing a 100,000-square-foot motion picture and television production facility in Atlanta. TBS did not reveal any plans for its Hughes's transponder.

The agreement is subject to the approval of the companies' boards of directors. Moreover, the entire concept of selling transponders has come under the scrutiny of the FCC, which is considering whether the sale of transponders by Hughes and Western Union is legal. The FCC staff has received comments from many of the industry's satellite users insisting that it is not. The staff's opinion on the subject will become known in late September or early October when it presents its recommendation to the FCC.

Public broadcasting gets gift of 'Annie'

Columbia Pictures and Rastar Films are donating proceeds from movie premiere to help fund 100 PBS stations

The financially insecure public television industry expects to receive a much-needed shot in the arm next spring through the unprecedented donation of a major motion picture premiere to benefit more than 100 individual Public Broadcasting Service stations.

Columbia Pictures is offering the first showing of the film version of the Broadway musical "Annie" as a fund raiser for the system.

In a news conference last Wednesday (Aug. 19) originating from noncommercial KCET(TV) Los Angeles, participants described the effort as "the largest individual fund-raising event in the history of public broadcasting," capable of raising as much as \$5 million for the stations.

KCET President James L. Loper told a nationwide teleconference audience that Columbia Pictures decided to make the film available at the suggestion of "Annie" producer Ray Stark. According to Loper, Stark came to KCET with the offer after reading about the Reagan administration's planned budget cuts for public television.

"This exciting project is totally in keeping with President Reagan's budget policy," said Stark, "in which private sector commercial entities work with publicly funded arts groups to generate badly needed funds. We would be very hopeful that this alliance between Columbia and public television sets an example for the private sector in finding new ways to support PBS."

Under the agreement with KCET, which is coordinating the event for public stations, Columbia will provide prints of "Annie" for premiere in theaters in participating cities. Each station will develop a ticket price structure with the participating theater in its community. Net profits from the screenings will go directly to the stations. It is expected that some theater owners may charge for use of their facilities, while others may donate their services.

"We are delighted that Rastar [Rastar Films is producing the film] and Columbia can offer 'Annie' ... as a revenue-producing entity for public television," said Frank Price, chairman and president of Columbia Pictures. Price said he hopes the studio's gesture will "lead to other areas of cooperation between the film and public television industries."

The film, which finishes shooting in early September, will have its premieres in Los Angeles, New York and Toronto in mid-May 1982, followed by openings in other cities in mid-June.

Sally Stewart, a member of KCET's board of directors and president of the station's volunteer fund-raising committee, called the project the biggest single fundraising event yet for public TV, and predicted it could become "a catalyst for future support of our entire industry." She said that 109 stations have already agreed to form their own coordination committees for the premiere, and that many plan to tie the screening in with other fund-raising activities associated with the movie. The KCET Women's Council, under Stewart's direction, will meet with station representatives from throughout the country in October to develop detailed fund-raising strategies.

During the teleconference announcement, "Annie" director John Huston joined cast members Aileen Quinn ("Annie"), Albert Finney ("Daddy Warbucks") and Carol Burnett ("Miss Hannigan") in expressing support for the concept, via videotaped interviews.

Monitor

Peacock plumes. NBC-TV has announced addition of three limited-run series to its fall prime-time schedule to fill hiatus created by writers' strike earlier this year. *Fitz and Bones*, airing Saturdays, 10-11 p.m., stars Smothers Brothers as unorthodox TV news-gathering team. Series will air from Oct. 24 through Jan. 2, and is preceded by *Fitz and Bones* two-hour made-for-TV movie on Oct. 19. Premiering on Oct. 4 and airing until Dec. 6 will be *Here's Boomer*, Sundays from 7 to 7:30 p.m., and *The Flintstones*, animated cartoon series, from 7:30 to 8 p.m. same evening. *Here's Boomer* concerns adventures of small dog. One-hour fantasy/adventure series, *The Powers of Matthew Star*, will take over time period on Dec. 6.

Best yet. ABC-TV said its daytime programming for week of Aug. 3-7 achieved highest rating, 10.0 with a 35 share, that ABC had ever scored in "a normal viewing week." CBS's was put at 6.8/24 and NBC's at 4.0/14, giving ABC its biggest margin ever over both CBS (3.2 rating points) and NBC (6 points). ABC said it was not its highest daytime rating: during last week of last December it averaged 10.2 rating, but that was holiday week and included daytime broadcast of Sugar Bowl football game. For third quarter, July 1 through Aug. 7, ABC said its daytime programming is averaging 9.5/34, up one rating point from year ago.

Waiting for TV. If ongoing negotiations don't crumble, public broadcasting audience could see television version of *All Things Considered*, National Public Radio's evening news and public affairs show, as soon as January. Logistics of show—now planned as one-shot, one-hour special—are being negotiated by noncommercial WETA-TV Washington and NPR.

Spelling renewed. Hollywood producer Aaron Spelling has renewed his exclusive multi-year contract with ABC-TV, continuing 12-year association with network. Spelling will develop programming for ABC while remaining nonexclusive in other entertainment areas. Terms were not announced.

Filing suit. Anita Clay Kornfield, author of "Vintage," novel published last year about families involved in Napa Valley wine industry, has filed \$100-million damage suit in U.S. District Court in San Francisco against CBS Inc., Lorimar Productions, and other principals involved in production of *Falcon Crest*, Lorimar-produced series scheduled to premiere this fall on CBS-TV. Suit charges CBS and Lorimar with infringement of copyright, breach of expressed and implied contract, fraud and misrepresentation. Kornfield claims her agent submitted "Vintage" to CBS and Lorimar last fall, and was promised \$1 million if book were to be used in developing motion picture or movie. Suit charges producers with breaking that agreement and seeks preliminary and permanent injunctions to halt production of *Falcon Crest*. Neither CBS nor Lorimar had immediate comment on action, filed by Kornfield's attorney, Melvin Belli. Series is set for 10-11 p.m. Fridays on CBS this fall.

HBO sharing Spotlight's limelight. Home Box Office is to be reintroduced on Times Mirror cable systems from which it disappeared to make way for Times Mirror's stand-alone pay service, Spotlight. Back in May, HBO was bounced from 17 Times Mirror systems, though it stayed on MSO's southern California operations as second pay option. New agreement calls for HBO to be offered in 34 Times Mirror systems, with launches starting early next year. Some launches will be reintroductions, some first-time HBO appearances.

RADAR reports network radio's latest ups, downs

ABC Information on top with newer networks showing growth

ABC Information has displaced ABC Contemporary as the top-ranked radio network among adults 12-plus, according to average audience ratings in the most recent RADAR report. ABC Contemporary also lost its top-ranking in average audience ratings among the high popular demographic, adults 18-34, this time to NBC's The Source. The newer networks, RKO Radio Network and Sheridan Broadcasting Network, reaped the biggest gains in per-broadcast listenership, but stayed about the same in their overall rank.

Just behind ABC Information among adults 12-plus is ABC Entertainment, which moved from third to second place during RADAR's spring rating period. Other rankings for this demographic: ABC Contemporary, third; NBC Radio Network, fourth (up from fifth), and CBS Radio Network fifth (down from fourth) in per-broadcast listenership from 6 a.m. to midnight, Monday through Sunday.

Ranking sixth through 10th in per-broadcast ratings among adults 12-plus were ABC-FM, Mutual Broadcasting System, The Source, RKO and Sheridan. ABC Contemporary suffered the biggest loss in listeners per broadcast during this rating, dropping nine percentage points. CBS suffered the second-largest drop of 5.8 points. RKO gained 28.5% in listeners per broadcast and Sheridan gained 20.2%.

In cumulative rank among adults 12-plus, NBC Radio leads the pack, followed by CBS, ABC Contemporary, ABC Information and ABC Entertainment in the top five and RKO, Mutual, ABC-FM, The Source and Sheridan, sixth through 10th. The biggest cumulative listenership gains in this category went to RKO, up 27.5%, and The Source, up 8.6. The biggest cumulative losses came from Mutual, down 5.1%, and ABC Contemporary, down 3.3%.

Trailing The Source among per-broadcast listeners 18-34 are ABC Contemporary, ABC-FM, RKO and ABC Entertainment in the top five and ABC Information, NBC Radio Network, Mutual, CBS, and Sheridan.

The biggest per-broadcast listenership gains among adults 18-34 came from RKO, up 45.1% and ABC Entertainment, up 21.1%. Losing the most per-broadcast listeners were ABC Contemporary, down 4.7%, and Mutual, down 3.4%.

ABC Contemporary took first place in cumulative listenership ratings among adults 18-34 and was followed by RKO, ABC-FM, The Source and NBC in the top five and ABC Information, ABC Entertainment, Mutual, CBS and Sheridan. The biggest cumulative listenership gains among adults 18-34 went to RKO, up 37.4%, and ABC Entertainment, up

10.3%. All other networks showed gains in cumulative listenership in this demographic.

ABC Entertainment ranks first in average per-broadcast listenership among adults 25-54. Trailing it are ABC Information, NBC, Mutual, and CBS in the top five and ABC Contemporary, ABC-FM, RKO, The Source and Sheridan. Showing the biggest per-broadcast listenership gains are Sheridan, up 32.1%, and ABC Entertainment, up 18.5%. Suffering the biggest losses were ABC Contemporary, down 20.3%, and The Source, down 8.1%.

NBC continues to rank first in cumulative listenership among adults 25-54. Following it are CBS, ABC Information, ABC Entertainment and Mutual in the top five and ABC Contemporary, RKO, ABC-FM, The Source and Sheridan. RKO and ABC Entertainment were the biggest gainers in cumulative listeners among adults 25-54, with a 23.3% gain for RKO and 7.2% gain for ABC Entertainment.

RADAR issues its surveys for radio network listenership twice each year, in the spring and fall. It tabulates one week's listening habits for 3,000 listeners and figures into its final calculations reports from each network on which programs cleared during a chosen week. It also monitors network clearances during that week.

In operation since 1969, RADAR is considered the most reliable survey of radio network listenership. Arbitron surveys network listenership but does not require network reports on programs cleared. RADAR is conducted by Statistical Research, a Westfield, N.J., firm.

Filmways picks Armstrong as new president

Filmways Inc.'s board of directors has named Gerald S. Armstrong the company's president and chief operating officer. Armstrong assumes the title of president from Richard L. Bloch, who will continue to serve as chairman and chief executive officer of Filmways.

Armstrong had joined the financially troubled company last year from Chase Manhattan Bank—a Filmways lender—where he had served as a senior vice president with the corporate banking unit. Before last week's announcement, Armstrong's position with Filmways had been executive vice president and chief operating officer.

The new president is credited with helping to strengthen the company's weak financial position.

The fiscal year that closed on Feb. 28 had been the worst in Filmways' history, with a net loss of \$66.3 million posted on \$141.5 million in revenues. Filmways Pictures, the former American International Pictures, which the company acquired in a 1979 merger, accounted for almost half the 1980 loss, with Grosset & Dunlap, Filmways' publishing arm, also losing money.

Ratings Roundup

A few more originals than usual were sprinkled among the repeats, but the TV network prime-time rankings for the week ended Aug. 16 were back to normal: CBS-TV was first, with an average 14.6 rating and 27.9 share, ABC-TV was second with 13.2/25.1 and NBC-TV was third with 11.9/22.5.

ABC's *20/20* was the only original broadcast to break into the top 20; it came in 12th with an 18.0/32, besting a repeat of CBS's *Knots Landing* (15.8/28) and the last hour of the NBC movie, part one of the first showing of "March or Die" (7.7/14).

Top-rated show of the week was a repeat of CBS's *Dukes of Hazzard*, which turned in a 21.4/41 against the first hour of the initial showing of the ABC movie, "I Wanna Hold Your Hand" (9.2/18 for the two hours) and the first hour of part two of "March or Die" on NBC (9.5/18).

The originals tended to cluster in the ratings. *ABC Monday Night Baseball*, the opening game of baseball's strike-created second season, ranked 38th with a 12.6/23; a CBS News special, *The Cowboy, the Craftsman and the Ballerina*, was 39th with a 12.4/23 and a National Football League preseason game on CBS was 40th with 12.3/25.

ABC won Tuesday, Thursday and Saturday nights; CBS took Monday, Friday and Sunday; NBC took Wednesday. NBC had three nights with average ratings below 10 and shares below 20; Thursday, Friday and Saturday.

The First 20

1.	<i>Dukes of Hazzard</i>	CBS	21.4/41
2.	<i>M*A*S*H</i>	CBS	19.9/35
3.	<i>Trapper John, M.D.</i>	CBS	19.8/35
4.	<i>Three's Company</i>	ABC	19.8/35
5.	<i>Jeffersons</i>	CBS	19.7/34
6.	<i>Too Close For Comfort</i>	ABC	19.1/32
7.	<i>Fantasy Island</i>	ABC	19.0/38
8.	<i>House Calls</i>	CBS	18.8/32
9.	<i>Dallas</i>	CBS	18.4/36
10.	<i>60 Minutes</i>	CBS	18.3/39
11.	<i>Diff'rent Strokes</i>	NBC	18.2/33
12.	<i>20/20</i>	ABC	18.0/32
13.	<i>Facts of Life</i>	NBC	18.0/31
14.	<i>Love Boat</i>	ABC	17.9/35
15.	<i>Taxi</i>	ABC	17.7/32
16.	<i>Alice</i>	CBS	17.7/31
17.	<i>Quincy, M.E.</i>	NBC	16.2/29
18.	<i>Laverne & Shirley</i>	ABC	16.0/30
19.	<i>CHiPs</i>	NBC	15.8/31
20.	<i>Knots Landing</i>	CBS	15.8/28

The Final Five

65.	<i>Greatest Heroes of the Bible</i>	NBC	7.7/15
66.	<i>NBC Thursday Night Movie: "March Or Die" (Part I)</i>	NBC	7.7/14
67.	<i>Those Amazing Animals</i>	ABC	7.4/16
68.	<i>Sanford</i>	NBC	7.1/15
69.	<i>NBC Reports: "Why Poland Makes Moscow Shudder" (S)</i>	NBC	6.6/13

TV news best received of media, says 'Post' poll

While 53% of those surveyed by paper say they think media suppress information, 46% say they turn to national TV to explain difficult stories

American consumers of news, a national poll taken by the *Washington Post* indicates, have a kind of love-hate relationship with the major news media. The poll results show the public to be sharply critical of all media in some respects, but supportive in others. As for those who work in national television news, they have reason to be pleased; viewers by a wide margin prefer network newscasts to major newspapers and news magazines when seeking

understanding of complex issues.

The poll results, published in the newspaper on Aug. 16, indicate the public has some serious complaints about the "major media" (such as the *Post*, the *New York Times*, ABC, CBS and NBC, *Time* and *Newsweek*), some of them surprising. A substantial number of the 1,507 people queried—53%—believe the major news media suppress stories that ought to be covered. An even larger percentage—63%—believe the major media "frequently violate the privacy of individual citizens."

There is the strong feeling, too, that journalists are not influenced by the views of readers and viewers. Asked if they agree or disagree with the statement that reporters and editors in the major media do not care much "about what people like me think," 46% agreed, 44% disagreed and 10% had no opinion.

On the other hand, the poll shows the public does not share some of the negative opinions voiced by professional media critics. Rather than being too critical of the government in Washington, the public

generally feels the media are not critical enough.

What's more, when high government officials in Washington denounce stories in the media as untrue, most people (57%) usually think the media rather than the government officials are truthful. Only 30% of those queried believe the major media support protestors demonstrating against the government (59% disagree with that view). And 70% of those polled said that, on matters of which they have personal knowledge, they have found that the media have been accurate at least "most of the time." Most (78%) regard editors and reporters in the major media as "generally knowledgeable," although 15% said journalists "don't know what they're talking about."

Indeed, 85% say the media do a good or even an excellent job of reporting the issues and problems in the country. Eleven percent say the quality is not so good, and 3% say it is poor.

The question producing the favorable comment on national television news was: "If there is a situation in the news that is hard to understand or controversial, which part of the major news media would you trust the most to help you understand it?"

For 46% of those polled, the answer was national television. National news magazines were the answer for 25% of the respondents, and major newspapers, for 17%. Radio was the answer of 5% of those polled, while 7% had no opinion.

One striking aspect of the poll was the finding that, for all the complaints heard that the media concentrate too much on disturbing events, the public appears to believe it important that the media continue to offer detailed coverage of such events, even though some say the publicity could trigger additional such events. To the question of whether the major media should give "full coverage to disturbing events, such as presidential assassination attempts, even if people say that coverage might lead to other such events," 69% said yes and 22% said no.

The poll provides additional evidence of the pervasiveness of network news. Fifty-four percent of those polled said they watch national news on television daily; another 30% said they watch it a few times a week. About the same percentage that watch network television news daily were found to read a newspaper every day—56%. Another 19% said they read a paper a few times a week. And about one third said they read both a paper and watch the national news on television daily. And despite the growth of one- and two-person households, more than half of those interviewed said they have at least two television sets at home on which to watch the news.



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Ziegler's Watergate press recollections

For five and a half years, culminating in the Watergate disaster, Ron Ziegler carried the cross of serving as press secretary to a President whose relations with the press were seldom better than terrible. Indeed, those relations have come to be regarded as a factor in the fall of Richard Nixon. Yet today, seven years after Nixon's resignation, Ziegler is able to talk of the American press as "the best in the world." Not that the scars have not completely healed, though. Some of the Watergate reporting, he says, was "despicable."



Ziegler

Ziegler, who is now president of the National Association of Truck Stop Operators, headquartered in Washington, discussed his views of the press, past and present, and other matters on C-SPAN's call-in show, which is carried by 1,200 cable systems.

For the most part, Ziegler seems to have made his peace with the press. No, he said in response to one question, he did not think "the *Washington Post*"—the first and most vigorous of the media in the investigation of Watergate—"did the President in, as some do." And, he said at another point, he "couldn't have disagreed more" with then-Vice President Spiro Agnew in his denunciations of the media, early in the Nixon years.

"On straight news stories," Ziegler said, the wire services and the major newspapers, including the *Post* and the *New York Times*, "do an extremely good job... I have a lot of respect for the press... I feel generally the American press corps is the best in the world."

That was the plus side. Then there was the negative side to Ziegler's appraisal, and it dealt with what he said was unsubstantiated reporting, particularly in connection with Watergate. Whereas Watergate is frequently held up as a noble example of the public service the press can perform, Ziegler remembers it as a time of journalistic "excess."

He said people were "condemned" on the basis of charges, "which still today have not been proven," made by "second- and third-hand sources... I've said this often," he added. "There were elements in terms of reporting of Watergate that were despicable."

NewsBeat

Subpoena scare. Federal Aviation Administration created stir among news media in Northwest early last week when its regional office in Seattle issued subpoenas to 74 newspapers and television stations demanding all news pictures of striking air controllers. However, by Wednesday, same office was telling newspapers and television stations in Washington, Oregon and Idaho to disregard subpoena. Spokesperson said office had obtained information regarding striking controllers that it needed from other sources—FAA investigators, Federal Bureau of Investigation and U.S. marshals. Attorney in FAA's Seattle office said newspapers in Seattle had indicated they would resist subpoenas, which applied to photographs and television footage whether or not published or broadcast. Stations in city were reported ready to comply but only with material that was aired.

Briefings are back. Central Intelligence Agency has decided to reinstitute "background" briefings to reporters going abroad and in return is asking that reporters send along any interesting tidbits they pick up in their travels, according to story in *New York Daily News*. Newspaper quoted unnamed source as saying that practice, which was dropped last May, will be used in "special" circumstances. Story also quoted official as saying that policy is not designed to recruit reporters as spies and that agency wouldn't ask reporters to find out specific pieces of information. CIA spokesman declined to comment on policy other than to say: "We give briefings very rarely."

Refused. Defendant in embezzlement case in Florida has won right to have cameras and microphones barred from her trial. Circuit Judge Arthur I. Snyder based order excluding electronic coverage on testimony of four psychiatrists who said presence of cameras in courtroom immobilized Adelita Quejado Green and interfered with her ability to aid in her defense. Question of whether broadcast coverage should be allowed was before court on remand from state appeals court which had overturned earlier conviction on ground Green was not given opportunity to prove adverse effects of broadcast coverage. That decision was affirmed by state supreme court. Right of states to permit electronic coverage of court proceedings was affirmed by Supreme Court earlier this year in Florida case.

Nightowl news. CBS affiliate KOOL-TV Phoenix has introduced new 90-minute live newscast following *CBS Late Movie*, Monday through Friday, as part of station's move to 24-hour programming. *KOOL News Night* recaps day's stories and previews upcoming events. It includes weather, sports information, features and interviews.

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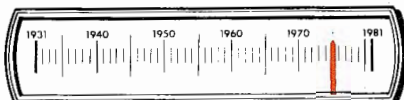


OF BROADCASTING

The FCC in 1975 increasingly played sheriff in a town where the distinctions between good guys and bad guys were fading in a diversity of interests and where technological evolution was beginning to be felt.

The FCC formally adopted its third version of the prime-time access rule (PTAR III) in January. The rule, to be effective in September 1975, limited television network affiliates in the top 50 markets to three hours of network or off-network programming between 7 and 11 p.m. Eastern and Pacific times and between 6 and 10 p.m. central and mountain time. But unlike the original PTAR, it contained exemptions for public affairs programming, children's programming, documentaries, special news broadcasts and feature films not previously shown on networks. The National Association of Independent Television Producers and Distributors was pleased with the limits on network programming, but protested that the exemptions would enable networks to monopolize prime time if they chose to go into the exempt types of programming. The major producers, whose markets were networks and off-network syndication, deplored the new rule and predicted that PTAR III would spawn a rash of cheap game shows and animal series. CBS denounced PTAR III as a violation of the First Amendment. ABC and NBC accepted it. Although an appeals court in New York had upheld the original prime-time rule as constitutional, CBS filed a new appeal, asserting "the commission's manifest and announced intention to scrutinize programming under the rule and to pass judgment on whether particular programs 'will best serve the interest of the public' presages the kind of involvement in the day-to-day functioning of broadcasters which the Supreme Court has held to be inconsistent with the basic values of the First Amendment." CBS was joined in the appeal by the major studios. The NAITPD, however, went to court to protest that the exemptions would permit the networks to recapture 100% of access time.

The U.S. Court of Appeals in New York upheld the constitutionality of PTAR III in April, but suggested that the FCC reconsider the date of the rule's implementation, which the NAITPD had asked to be postponed, consider placing a ceiling on exempted network hours, and define public affairs programming. The FCC reaffirmed Sept. 8 as the start of PTAR



John Mitchell, H.R. Haldeman and John Ehrlichman were found guilty Jan. 1 of Watergate cover-up charges.

In July, U.S. Apollo and Russian Soyuz spacecraft linked together 140 miles above the Atlantic. Fiery

Teamsters Union ex-president, Jimmy Hoffa, disappeared July 30, and on Sept. 18, FBI agents captured Patty Hearst, kidnapped the year before, and charged her with bank robbery. Two assassination attempts by women against President Ford in California failed in September. On Sept. 10, Mother Elizabeth Bayley Seton was canonized as the Catholic Church's first U.S.-born saint. Ohio State's Archie Griffin won the Heisman Trophy for the second year in a row, the first person to do so. And in BROADCASTING ...

III, placed no limit on exempted network programming and wrote this definition of public affairs programming: "talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, roundtables and similar programs primarily concerning local, national and international public affairs."

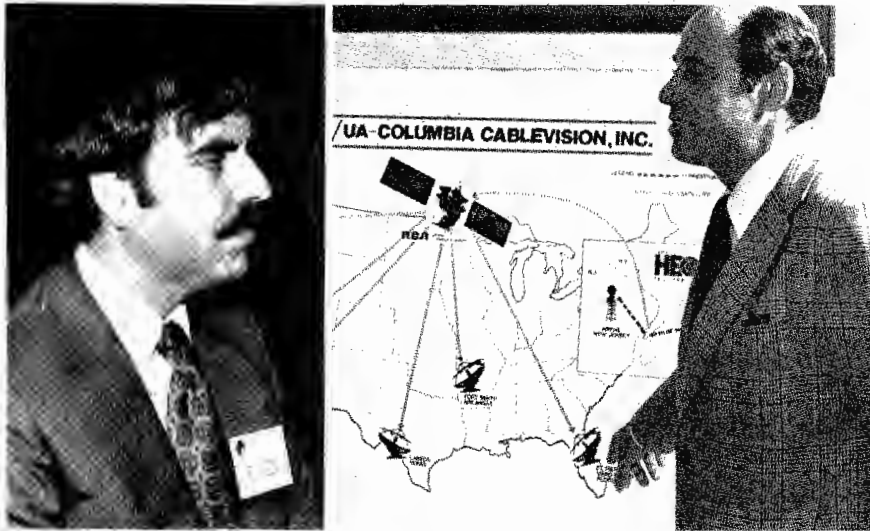
While PTAR III was being adopted, praised, excoriated and attacked and defended in court, television broadcasters were in the throes of adopting "family viewing time" in their television code. Family viewing would create its own disputes and litigation.

FCC Chairman Richard E. Wiley toward the end of 1974 had adopted as a cause the removal of excessive sex and violence from early-evening periods of television programming. He called a meeting of senior executives of television networks on Nov. 22, 1974, to urge voluntary compliance with his objective. By the beginning of 1975, Richard Wiley's cause had become the cause of Arthur Taylor, president of CBS Inc., who was later to claim that the family viewing period was his idea all along.

At the outset of the new year, Taylor dispatched a letter by high-level courier, Richard Jencks, CBS vice president, Washington, to Wayne Kears of CBS-affiliate, KENS-TV San Antonio, Tex., chairman of the National Association of Broadcasters television code review board. Taylor proposed that the code include a provision for a family-viewing period for all broadcasters.

By Feb. 10, the code board had recommended adoption of a code provision to exclude programs "inappropriate for viewing by a family audience" from the 7-9 p.m. period (6-8 p.m. central time). At a special meeting during the association's annual convention, the NAB television board accepted the code board's recommendation, and family viewing became part of the code. The action was taken immediately after Wiley, in a convention speech, had argued for self-regulation as an antidote to government control and referred to "my friends on the television board." It came a day after the family viewing concept had aroused sharply divergent opinion during a panel session at the convention. An estimated 400 broadcasters at the session indicated more opposition than support in their reactions to a discussion of the subject.

In October, the Writers Guild of America, Directors Guild



Idea whose time has come. The best news cable television has heard in two years was delivered to the NCTA convention last week by Gerald M. Levin (l), president of Home Box Office, and Robert M. Rosencrans, president of UA-Columbia Cablevision. HBO will extend its present pay cable service from the Northeast to nationwide via satellite this fall. UA-Columbia has signed on as the charter subscriber, and agreed to buy earth stations to serve seven of its systems. Mr. Rosencrans is pointing to Fort Pierce, Fla., where the first earth station is targeted for operation Oct. 1.

Broadcasting, April 21

of America, Screen Actors Guild and a number of individual writers, directors and producers, including Norman Lear, filed suit asking a Los Angeles court to declare the NAB's self-regulatory plan a violation of the First Amendment. The suit charged that Wiley decided "to initiate, foster, encourage and pressure the broadcast industry, networks and the NAB to censor prime-time programs in an attempt to circumvent the time-consuming procedural safeguards for rulemaking [and] the restraint of Section 326 of the Communications Act and the First Amendment." The suit also claimed that the family hour negatively affected those shows that would be moved to after 9 p.m. since they would have been labeled unacceptable for viewing by a general audience. In addition, the plaintiffs charged that the family hour concept cast a "chilling ... pall ... over the creative television industry," and "unreasonably restrained and lessened competition in television" in that TV show creators were denied from a third to a half of their market if they could not write for the 7-9 p.m. period. Lear's Tandem Productions followed with a suit of its own against the FCC, NAB and the networks, charging violations of the anti-trust laws and First Amendment.

With family programming and the prime-time access rule operating, the 1975-76 TV season promised to be different from its predecessors. An early survey of network programming, designed to assess the impact of the family-viewing period, showed that for the first two weeks of the season adult viewing in the 8 to 9 p.m. period declined about 6% from the preceding year, but young viewers (from 2 to 17 years) increased about 4%. Viewing among children 2-11 remained the same in the post-family 9 to 11 time period, while

teen-age viewing increased in the post family hours by 14%.

Network executive changes added another element to the new season. Fred Silverman, who as vice president for CBS programming for the previous five seasons led that network to the number-one prime-time spot, moved to ABC as president of ABC Entertainment. Lee Currllin replaced Silverman at CBS. Martin Antonowsky had replaced Larry White earlier in the year as vice president, programs, at NBC. At the very top echelon, Robert Sarnoff resigned under pressure as RCA board chairman to be replaced by Anthony L. Conrad as chief executive officer.

In nonprime time there were other program innovations. A trend was seen to 60-minute daytime "soaps," following NBC's rating success with its longer version of *Another World*. There was a new entry in the late-night schedule, NBC's *Saturday Night Live*, a comedy with rotating hosts and a cast of regulars that included Jim Henson and the Muppets, Dan Ackroyd, John Belushi and Gilda Radner. Among the programming failures were the costly and much touted *Beacon Hill* and the so-called adult comedy, *Fay. Beacon Hill* (CBS), with Stephen Elliot and Nancy Marchand, hoped to capitalize on plots of the Boston upper class and its servants, in the mold of the popular British series, *Upstairs Downstairs*. *Fay* (NBC), with Lee Grant, hoped to blend comedy with reality by focusing on the life style of a middle-aged divorcee.

Other entries among 27 new programs, the largest number of new season premieres, included: *Phyllis* (CBS), a *Mary Tyler Moore* comedy spinoff about the title character, a selfish eccentric, starring Cloris Leachman; *Welcome Back, Kotter* (ABC), a comedy about teaching bor-

derline delinquents in Brooklyn, N.Y., starring Gabriel Kaplan and John Travolta; *Starsky and Hutch* (NBC), a drama about plainclothes police detectives, starring Paul Michael Glaser and David Soul; *The Jeffersons* (CBS), a January spinoff of *All in the Family*, depicting the situations of a successful black businessman, starring Sherman Hemsley and Isabel Sanford; and *Hot 1 Baltimore* (ABC), premiering in January about characters of a rundown Baltimore hotel.

Cable television continued to grapple with deregulation, copyright and pay cable. With the FCC's revocation in July of the March 31, 1977, deadline for the rebuilding of the channel capacity of cable systems operating before 1972, many in cable became optimistic about what appeared to be a new sensitivity to their problems by the FCC. The commission canceled the 1977 deadline as unrealistic, on the grounds that the cable industry could not raise the necessary \$275 million to \$375 million to finance the modernization. In another move, the FCC formally adopted a sports blackout rule that banned a cable system from carrying a distant telecast of an event being played locally and denied to the local TV station.

As for rebuilding, cable operators, consistent with their hopes for deregulation, lobbied the FCC to approve a "natural rebuild" plan in which each system would devise its own timetable based on the natural obsolescence of its equipment. Commercial broadcasters, such as ABC and Metromedia Inc., opposed the plan. They argued that the quadrupling of cable subscriptions in the past 12 months made it financially possible for cable to follow a planned rebuilding policy.

The copyright issue continued to be debated by cablecasters and broadcasters. A prevalent broadcasting view of cable was voiced by Wilson C. Wearn of Multimedia Broadcasting, NAB board chairman, who characterized the cable industry as "unique in American industry because it does not operate, and has never operated, in a free, competitive market. Unlike every other American industry, it has developed and exists by appropriating the services and product of another industry with which it now seeks to compete, and these services have been appropriated without bargaining or paying for them." Copyright and pay cable in particular irked broadcasters.

At congressional hearings in June, all sides of the copyright issue were heard. Jack Valenti, president of the Motion Picture Association of America, argued that a copyright bill should make cable pay a reasonable sum for a product indispensable to its operations. Some representatives of the cable industry argued that because of the expanded market that cable provided, copyright owners were already being compensated through higher advertising rates and the higher copyright payments from broadcasters. The National Cable Television Association proposed a system giving a blanket exemption for all cable systems from copyright liability on

the first \$100,000 of their gross annual service revenues, a plan that would put approximately 1,800 cable systems beyond the reach of copyright liability. In addition, the NCTA favored a proposed House bill that contained a permanent scale of royalties for broadcast program carriage. The Community Antenna Television Association, however, opposed the NCTA. The CATA asserted that copyright payments by cable should be prohibited. The CATA reasoned that the audience paid once for all programs watched on television by paying for television-advertised products; to make cable subscribers pay an additional tax or copyright payment, CATA said, would amount to paying for the same thing twice. Indeed, Robert Cooper Jr., executive director of CATA, proposed that cable operators charge program suppliers a fee for extending the circulation of their programs. And the battle continued with legislation pending in both the House and the Senate.

The FCC issued revised pay-cable rules in March and incurred the wrath of cablecasters and broadcasters alike. Broadcasters objected to a provision allowing pay cable and pay television to bid on films less than three years old, more than 10 years old if they had not been shown in the market in the preceding three years as well as on films of any age if they were under contract to a station in the market or to a network with an affiliate there. Arguing that the movie rules would increase siphoning and reduce entertainment for the public that relied on free TV, ABC, CBS, NBC and Metromedia filed appeals.

Cablecasters such as Viacom, Home Box Office, American Television & Communications Corp., Manhattan Cable Television Inc., UA-Columbia Cablevision, Warner Communications, Teleprompter Corp. and Theatervision

also filed suit against the rules, arguing that they exceeded the commission's authority in regulating program content, conflicted with antitrust principles by inhibiting competition and violated the First Amendment.

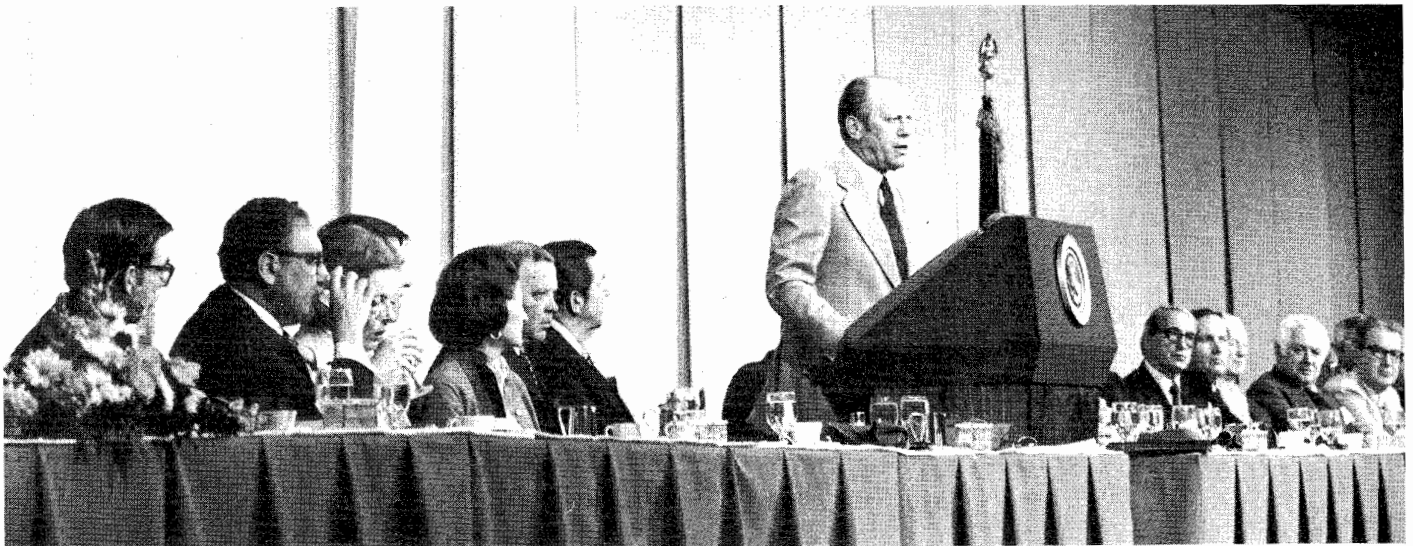
An innovation in cable programming in 1975 was Home Box Office's use of a satellite distribution system. HBO and Teleprompter, the nation's largest cable TV operator at that time with 141 systems and 1,060,000 subscribers, signed an agreement for HBO to provide programming to about 800,000 cable subscribers nationally, at first through HBO's terrestrial microwave system and later via satellite. HBO initiated the first pay-cable satellite feed in October to a UA-Columbia Cablevision system in Florida and to an American Television & Communications system in Mississippi.

With national elections approaching in the sensitive post-Watergate climate, the fairness doctrine and issues of equal time once again concerned the industry. At hearings before the Senate Communications Subcommittee in May, CBS and NBC, arguing for repeal of the fairness doctrine, labeled it "a potential tool for determined and unscrupulous public officials to destroy what is, in effect, the only national daily press that this diverse nation has. . . . The broadcaster has earned the right . . . of reprieve [from the doctrine]." ABC argued for retention of the fairness doctrine saying "we have not found it to be an inhibition which need hurt us in our coverage of news or in our investigative journalism." Donald McGannon, chairman and president of Westinghouse Broadcasting Co., agreed with ABC, saying: "I can say implementation of the doctrine has not been a significant or troublesome problem. It has never hampered our editorial judgment or caused us

to shy away from any issues other than for reasons of good journalistic practice."

FCC Chairman Richard Wiley favored retention of the doctrine because he felt it afforded the broadcaster "considerable latitude" without impinging on the broadcaster's judgment in balancing points of view. But FCC Commissioner Glen Robinson wanted repeal because "the doctrine may have a chilling effect on the licensee's disposition to present controversial material on television or radio." At the end of the year, Congress was still considering a bill, introduced by Senator William Proxmire (D-Wis.), which would delete Section 315 from the Communications Act and prohibit the FCC from influencing broadcast programming in any way.

With President Gerald Ford's announcement of his candidacy, broadcasters faced the inevitable issue of politicians seeking equal time under Section 315 of the Communications Act. As usual, proposed remedies for the rule's weaknesses engendered a diversity of opinion. The FCC in September admitted to over a decade of error in disqualifying debates between political candidates and candidate news conferences from the news-type exemptions to the equal time law. By a 5-to-2 vote, the commission voted to extend the exemptions as "on-the-spot bona-fide news events." The FCC stipulated, however, that debates, to be exempt, must be under the control of a third party other than the broadcaster or the candidates. In its majority opinion the commission said: "The stifling of broadcast coverage of news events involving candidates for public office has been unfortunate, and we believe that this remedy will go a long way toward ameliorating the paucity of coverage accorded these events during the past 15 years." Robert E. Lee, one of the



Presidential presence. It wasn't what he said. It was the simple fact that he was there that jammed the ballroom of the Las Vegas Hilton hotel last Monday when the President came to town. Among those with him at the head table (l to r): FCC Chairman Richard E. Wiley; Secretary of State Henry Kissinger; Pat Wasilewski, wife of the NAB president; Andrew Ockershausen, chairman of NAB's joint board; Mrs. Ford; Mr. Wasilewski; Charles Dickoff, WEAQ(IAM) Eau Claire, Wis., co-chairman of

the 1975 NAB convention committee; the President; Harold Krelstein, Plough Broadcasting Co., chairman of the NAB radio board; Arthur Taylor, president, CBS Inc.; Rosel Hyde, communications attorney and former FCC chairman; Sol Taishoff, editor, *Broadcasting*; Clark Pollock, president, Broadcast Education Association. The cordiality of the occasion outweighed the consequence (to broadcasting) of his remarks.

Broadcasting, April 14

dissenting commissioners, prophesied that the new interpretation of the fairness doctrine would permit "grossly unbalanced coverage of the political activities of political opponents." Benjamin L. Hooks, the other dissenter, warned that the "egalitarian precept underlying political 'equal time' ... has suffered a severe and, perhaps, mortal blow."

"Checkbook journalism" was finding its way into television language. With such controversial and newsworthy figures as H.R. Haldeman and Richard Nixon willing to grant interviews in exchange for money, broadcast journalists argued about the propriety of purchased news. Richard S. Salant, CBS News president, found himself defending CBS's payment of \$25,000 to Haldeman for an interview and some film of White House activities. Salant said CBS's purchase of the material was analogous to a *New York Times Magazine* purchase of memoirs, and was predicated upon the extensive time (50 hours) involved in the interview and the taping, but conceded that CBS may have violated its own tenet of "drawing a proper line between payments which are permissible and payments which are not." As a result of criticism, particularly from *New York Times* columnist James Reston who questioned the ethics of paying officials for interviews, Salant undertook a review of CBS policy.

After NBC was unable to reach an agreement with Nixon on a payment, Nixon signed to do a series of four programs with the English television personality, David Frost, that would be aired after the 1976 presidential election.

In what critics called a prime example of the pitfalls of checkbook journalism, and which CBS defended as standard journalistic procedure, CBS paid \$10,000 to an ex-convict who promised to lead reporters to a man who could produce the body of missing union leader James R. Hoffa. The \$10,000 brought CBS no closer than anyone else to the whereabouts of Hoffa. BROADCASTING commented: "Television journalism has suffered an embarrassment in the revelation that CBS News was conned out of \$10,000 in an improbable search for James Hoffa's body. When gullibility of that magnitude is discovered at the pinnacle of broadcast news, the whole craft cringes a little ... This, of course, is at most a minor incident in CBS's long and distinguished record in broadcast journalism and ought not to be magnified. It does remind us all, however, that common sense and journalistic enterprise are perfectly compatible."

A question of common sense as well as a definition of decency were involved in an FCC ruling on obscenity. In response to a complaint about Pacifica Foundation's WBAI(FM) New York broadcast in 1974 of a George Carlin recorded monologue that contained "seven dirty words," the FCC issued a definition of "indecent" material. The FCC branded as indecent words describing "sexual or excretory activities and organs ... [in a] patently offensive manner," particularly when children were

likely to be in the audience.

In other radio news, Ronald Reagan, former governor of California, and radio sports announcer in the 1930's returned to radio with a syndicated program, *Viewpoints*, asserting his conservative views. In June, NBC Radio inaugurated an all-news service consisting of 49 1/2 minutes of news per hour, seven days a week. Stations were to be charged from \$750 to \$15,000 a month, depending upon market size. NBC would realize the revenue from six commercial minutes per hour retained for its sale.

To increase the number and power of some AM outlets, the FCC in June liberalized its allocations rules to allow nighttime service by certain daytime stations and to create some new daytime services. These, coupled with the creation of an intermediate, 2.5 kw power classification, would, the FCC felt, "provide many opportunities, unavailable since the adoption of the restrictive amendments of 1964, for the assignment of new standard broadcast stations, and the expansion of facilities of existing stations."

The FCC at last came out with a crossownership rule. After five years of deliberation, it decided to ban future acquisitions of crossownerships of newspapers, TV or radio stations within the same market. It also ordered the breakup of 16 existing crossownerships in small markets but left the rest alone. The National Citizens Committee for Broadcasting immediately called the commission's action, "too little too late" and filed an appeal to force the breakup of all multimedia holdings. Targets of the divestiture, such as James Gray, president of Gray Communications, Albany, Ga., called the FCC actions "capricious and highly discriminatory" and complained: "After 20 years of service, at the beginning of which newspapers were urged to undertake the development of television for the public good, the FCC now says that such investment of energy, money and time is of little account." Several of the affected parties filed suit to stop or forestall the FCC's actions.

With the official evacuation of Saigon in late April/early May the Vietnam war came to an embarrassing end. To cover the war over the years, ABC, CBS, NBC and some station groups sent more than 600 personnel to Southeast Asia and spent a combined amount estimated at between \$40 million and \$50 million. Critics of the media, like the *New Yorker's* Michael Arlen, felt that in its television coverage of the Vietnam war over a 10-year period the American networks had done little more than to contribute "to the unreality and the dysfunction of American life." Others, like the *New York Times's* James Reston, felt that "maybe the historians will agree that the reporters and the cameras were decisive in the end. They brought the issue of the war to the people ... and forced the withdrawal of American power from Vietnam." CBS's Morley Safer, whose coverage of the war established him as a major broadcast journalist, criticized

television for being too concerned with the "bang-bang" aspect of the war and too little interested in the "why" of the story. However, Safer expressed impatience with critics of media coverage: "They are looking for that one special, that one documentary, that will end the war the next morning, that will cause the soldiers to lay down their arms and the politicians to hang themselves from the lamppost in Washington. It doesn't work that way; it's a matter of accretion; of building stories here and there, persuading by the weight of evidence, at least as perceived by the reporters."

BROADCASTING offered this perspective: "This was the first war fully documented by broadcast coverage without censorship. It is in keeping with the broadcasting tradition to cover the news wherever it breaks. ... With little regard for the costs, top correspondents and camera crews were dispatched to the war theaters for the long ordeal. ... The history of the Indochina war cannot be written without the documented fact of American free enterprise broadcasting in action."

There were those who questioned the effort of the immediacy of television coverage on the domestic front. After two attempts to assassinate President Gerald Ford, by Lynette (Squeaky) Fromme on Sept. 5 and by Sara Jane Moore on Sept. 22, House Republican leader John Rhodes (Arizona) asked: "What possible good purpose can come from this intense coverage of terrorist activity?" And Representative Robert N.C. Nix (D-Pa.) stated: "The media coverage given to assassins, kooks and conspiracy theories, like the full moon in Gothic literature, brings out the latent impulses in those among us who lust after notoriety."

But the expansion of electronic media went on inexorably. Cable television operators were moving into a more aggressive role. Videodisks and home disk libraries were promised for the mass market in 1976 by RCA and Phillip/MCA. The Betamax home video recording system was announced. The sheriff's job was getting complicated.

Stay Tuned

1. Which two candidates filed suit against the "Great Debates" of '76?
2. Name the person and advertising agency that handled Jimmy Carter's campaign, and the person and advertising agency that handled Gerald Ford's campaign.
3. What broadcast journalist eventually resigned his position as a result of a controversial leak to the *Village Voice* of a secret report on U.S. intelligence?
4. What happened to the family viewing concept?
5. What syndicated satire of middle-class mores gained popularity?

The answers next week
in "1976."

For the Record

As compiled by BROADCASTING Aug. 10 through Aug. 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

■ Atlanta, Ga.—Phoenix City Broadcasting seeks 640 khz, 50 kw-D, 1 w-N. Address: 602 The Grant Building, Atlanta 30303. Estimated construction costs: \$493,000; first-quarter operating cost: \$300,000. Principal: Michael R. Hollis (100%). Atlanta attorney, who has no other broadcast interests. Filed July 29.

■ Carrollton, Ga.—West Georgia-Carrollton Radio Broadcasting Inc. seeks 1100 khz, 1 kw-D. Address: 201 Newnan Street, Carrollton 30117. Estimated construction costs: \$141,700; first-quarter operating cost: \$60,500; first-quarter revenue: \$50,000. Principals: Kenneth Childs (52.5%) and five others. Childs is Carrollton businessman. None have other broadcast interests. Filed Aug. 6.

■ Rockville, Md.—Community Airwaves Inc. seeks 1600 khz, 1 kw-D, 500 w-N. Address: 5454 Wisconsin Avenue, 1400 Barlow Building, Chevy Chase, Md. 20015. Estimated construction costs: \$306,000; first-quarter operating cost: \$391,000. Format: Contemporary. Principals: Barrett M. Linde, Neil D. Cohen, Clifford L. Alexander Jr., Laurence Levitan (25% each). Linde is Washington contractor. Cohen is director of Beltsville, Md. photofinishing business. Alexander is former secretary of the Army. Levitan is Chevy Chase, Md., attorney and Maryland State Senator. They have no other broadcast interests. Filed July 24.

■ Clinton, Mass.—Clinton Radio Associates seeks 650 khz, 10 kw-D, 1 kw-N. Address: 411 Tillou Road, South Orange, N.J. 07079. Estimated construction costs: \$295,000; first-quarter operating cost: \$55,000. Format: MOR. Principals: John J. Farina (50%) and brothers, Fred R. and William R. (22.5% each) and mother, Sarah M. Farina (5%). John Farina owns 90% of WMVI(AM) Mechanicville, N.Y. Fred Farina is business representative for Carpenters & Joiners Union (Essex county). William Farina is New Jersey civil servant. Filed Aug. 6.

■ Champlain, N.Y.—Champlain Radio seeks 650 khz, 50 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$81,000; first-quarter operating cost: \$20,500. Principals: Robert A. Jones, Marvin B. Clapp, Carl J. Auel and Scott L. Smith (25% each). Jones, Auel and Clapp each own one-third of AM applicants for Gonzales, Calif. (BROADCASTING, April 13) and Riverbank, Calif. (BROADCASTING, March 30). Filed Aug. 6.

■ East Greenbush, N.Y.—MRLJ Enterprises seeks 640 khz, 5 kw-D, 1 w-N. Address: P.O. Box 157, Amherst, Mass. 01002. Estimated construction costs: \$150,000; first-quarter operating cost: \$77,000; first-year revenue: \$350,000. Principals: Eric W. Reid and wife, Marie V. (60% jointly) and Larry Curtis and wife, Jackie (40% jointly). Eric Reid is assistant station manager at WTCC-FM Springfield, Mass., and former ac-

count executive at WOKW(AM) Brockton, Mass. Marie is administrator at University of Massachusetts, Amherst. Curtis, with wife, owns Schenectady, N.Y., tavern. They have no other broadcast interests. Filed Aug. 6.

■ Blountville, Tenn.—County Seat Radio seeks 640 khz, 10 kw-D, 1 w-N. Address: P. O. Box 889, Blacksburg, Va. 24060. Estimated construction costs: \$34,000; first-quarter operating cost: \$40,500; first-quarter revenue: \$25,000. Principal: Vernon H. Baker (100%). Blacksburg real estate investor and owner of 60% of WESR-AM-FM Onley, Va., and 75% of WGIC(AM)-WBZI(FM) Xenia, Ohio. Filed Aug. 6.

FM applications

■ Anchorage, Alaska—Pioneer Broadcasting Inc. seeks 106.5 mhz, 100 kw, HAAT: -99ft. Address: 9200 Lake Otis Parkway, Anchorage 99507. Estimated construction costs: \$169,500; first-quarter operating cost: \$52,000; first-quarter revenue: \$84,000. Principal: Mathew N. Clapp Jr. (100%), who owns KFQD(AM) Anchorage; and KXRO(AM)-KDUX(FM) Aberdeen, Wash. Filed Aug. 7.

■ Grover City, Calif.—R and L Broadcasters seeks 107.1 mhz, 876 w, HAAT: 517 ft. Address: 1367 Highland Avenue, Glendale, Calif. 91202. Estimated construction costs: \$138,000; first-quarter operating cost: \$30,800; first-year revenue: \$85,000. Format: Popular. Principals: Rod B. Funston and wife, Laura A. (50% each). Rod Funston is engineer at KLCS(TV) Los Angeles. Laura is employed by Los Angeles importer. They have no other broadcast interests. Filed Aug. 7.

■ San Luis Obispo, Calif.—Cabrillo Communications Inc. seeks 98.1 mhz, 3.6 kw, HAAT: 1624 ft. Address: 981 Osos Street, San Luis Obispo 93401. Estimated construction costs: \$123,600; first-quarter operating cost: \$76,500; first-year revenue: \$250,000. Principals: Richard Mason (90%) and Cheryle Hangartner (10%). Mason is news reporter for KXOA-AM-FM Sacramento, Calif. Hangartner is sales manager for H-R/Stone, San Francisco based radio representative. They have no other broadcast interests. Filed Aug. 5.

■ Homestead, Fla.—Gold Coast Broadcasting Corp. seeks 97.5 mhz, 100 kw, HAAT: 500 ft. Address: 96 Super Q Blvd., Route 22, Box 742-G, Ft. Myers, Fla. 33908. Estimated construction costs: \$256,000; first-quarter operating cost: \$60,000; first-year revenue: \$400,000. Principal: Applicant is principally owned by Samuel E. Friedman, who is vice president and 42.4% owner of WMDD(AM)-WDOY(FM) Fajardo, P.R., and WLEQ(FM) Bonita Springs, Fla. Filed July 30.

■ Omaha, Neb.—Nebraska-Iowa Broadcasting Corp. seeks 96.1 mhz, 100 kw. Address: 1175 Woodmen Tower, Omaha 68102. Format: Rock. Principals: Michael J. Tracy, president (13.3%) and seven others. Tracy owns 51% of new FM applicant for Scottsbluff, Neb. Application seeks interim operating authority for deleted facilities of KOIL(AM)-KEFM(FM). Filed Aug. 6.

■ Rio Rancho, N.M.—John Deme seeks 101.7 mhz, 3 kw, HAAT: 98 ft. Address: 10211 Jenavo Street, S.W., Albuquerque, N.M. 87105. Estimated construction costs: \$46,000; first-quarter operating cost: \$69,800. Format: public information. Principal: John Deme (100%), who is president and general manager of KZIA(AM) Albuquerque, N.M. Filed July 30.

■ Berryville, Va.—Benton Enterprises Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 10, Greencastle, Pa. 17225. Estimated construction costs: \$99,000; first-quarter operating cost: \$23,800; first-year revenue: \$75,000. Format: variety. Principal: Benjamin F. Thomas (100%), who owns WKSL-FM Greencastle, Pa. Filed Aug. 4.

TV applications

■ Honolulu—Pacific Rim Broadcasting Co. seeks ch. 14; ERP: 2,570 kw vis, 257 kw aur., HAAT: 1917 ft.; ant. height above ground: 158 ft. Address: 810 Richards Street, Honolulu 96813. Estimated construction cost: \$2,094,000; first-quarter operating cost: \$145,500; first-quarter revenue: 245,000. Legal counsel: Schnader, Harrison, Segal & Lewis-Washington. Consulting engineer: Raymond E. Rohrer-Silver Spring, Md. Principals: Michael Parker and wife,

Judith (11.8% jointly); Huntly Gordon, James W. White, Esmaralda F. Bascue, Gerald J. Woodard, Francis S. Oda and Stewart S. Stabley (11.8% each); Dennis Rupp, Charles H. Davies (5.9% each) and Gil & Simone Conforti (5.9% jointly). Michael Parker is mayor of Tacoma, Wash. Huntly Gordon is director of Tacoma Housing Authority. Parker, Gordon, White, Rupp, Davies and Gil Conforti are all applicants for new UHF at San Francisco. Parker is also applicant for new TV's at Anchorage, Alaska and Tacoma. Filed Aug. 3.

■ Racine, Ill.—Channel 49 of Racine Inc. seeks ch. 49; ERP: 5,000 kw vis, 500 kw aur., HAAT: 454 ft.; ant. height above ground: 495 ft. Address: One Commerce Plaza, Suite 825, Nashville 37239. Estimated construction cost: \$2,890,000; first-quarter operating cost: \$166,000. Consulting engineer: E. Harold Munn Jr. Principals: Solomon Atkins (28.4%), David M. Claybourne Jr., Diane Nash-Bevel (28.3% each) and Leonard D. Smith (15%). Atkins is Nashville, Tenn.-based marketing and communications consultant. Claybourne is educational representative with Chicago office of Dow Jones & Co. Nash-Bevel is director of Richton Park, Ill., social service organization. Smith is Boston business consultant. Atkins has 1% interest in Focus Broadcast Satellite Co., applicant for DBS system, and 14.3% owner of Focus Translators Inc., applicant for 14 low power TV stations. Claybourne also has 1% interest in Focus' application for new TV at Joliet, Ill. Filed Aug. 6.

■ Muskegon, Mich.—Apogee Inc. seeks ch. 54; ERP: 27.54 kw vis, 2.75 kw aur., HAAT: 186 ft.; ant. height above ground: 224 ft. Address: P. O. Box 169, Point Clear, Ala. 36564. Estimated construction cost: \$354,000; first-quarter operating cost: \$208,000. Legal counsel: James E. Greeley-Washington. Consulting engineer: Robert L. Purcell-Washington. Principal is subsidiary of Shively Communications Inc., which is

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principally owned by Richard F. Shively, president, who also owns 22.84% of KTPX-TV Monahans and KWAB-TV Big Springs, both Tex. Apogee has also filed six low power TV applications and CP for new UHF at Danville, Va. (see below). Filed July 28.

■ Jackson, Miss.—Big River Broadcasting Co. seeks ch. 40; ERP: 2,950 kw vis, 295 kw aur., HAAT: 2090 ft.; ant. height above ground: 1995 ft. Address: P. O. Box 5815, Greenville, Miss. 38701. Estimated construction cost: \$3,641,500; first-quarter operating cost: \$244,000. Legal counsel: Bryan, Cave, McPheeters & McRoberts-Washington. Consulting engineer: Jules Cohen & Associates. Principals: Joe Macione Jr., president (17.25%), Ben B. Sayle, Alex S. Curtis, Frank A. England Jr. (17.25% each) and five others. They are Greenville, Miss., businessmen and permittee of WXVT(TV) Greenville, Miss. Filed Aug. 6.

■ Jackson, Miss.—Television Corporation of Mississippi seeks ch. 40+; ERP: 2600 kw vis, 260 kw aur., HAAT: 1161 ft.; ant. height above ground: 1053 ft. Address: 418 Boush Street, Norfolk, Va. 23510. Estimated construction cost: \$1,484,500; first-quarter operating cost: \$320,000; first-year revenue: \$1,000,000. Legal counsel: Kenkel & Barnard-Washington. Consulting engineer: Lawrence Behr Associates-Greenville, N.C. Principals: William E. Allaun Jr., president (5%), Aubrey E. Loving Jr., Joel Cooper, Richard J. Davis, Tim McDonald, John A. Trinder (10% each) and 15 others. Majority shareholders are also principals in permittee WTVZ(TV) Norfolk, Va., and permittee WJTM(TV) Winston-Salem, N.C. Filed Aug. 6.

■ Danville, Va.—Apogee Inc. seeks ch. 24; ERP: 26.3 kw vis, 2.63 kw aur., HAAT: 146 ft.; ant. height above ground: 292.5 ft. Address: P. O. Box 169, Point Clear, Ala. 36564. Estimated construction cost: \$368,000; first-quarter operating cost: \$208,000. Legal counsel: James E. Greeley-Washington. Consulting engineer: Robert L. Purcell-Washington. Principal: Applicant is subsidiary of Shively Communications Inc., principally owned by Richard F. Shively, president, who also owns 22.84% each of KTPX-TV Monahans and KWAB-TV Big Springs, both Texas. Apogee is also applicant for new UHF at Muskegon, Mich. (see above) and Appleton, Wis. (see below) and six low power TV applications. Filed Aug. 6.

■ Appleton, Wis.—Apogee Inc. seeks ch. 32; ERP: 19.67 kw vis, 1.97 kw aur., HAAT: 151 ft.; ant. height above ground: 235 ft. Address: P. O. Box 169, Point Clear, Ala. 36564. Estimated construction cost: \$354,000; first-quarter operating cost: \$208,000. Legal counsel: James E. Greeley-Washington. Consulting engineer: Robert L. Purcell-Washington. Principal is also applicant for new UHF's at Muskegon, Mich., and Danville, Va. (see above). Filed Aug. 6.

AM action

■ Petersburg, Alaska—Central Alaskan Mission granted 580 khz, 5 kw-U. Address: Box 369 Glennallen, Alaska 99588. Estimated construction costs: \$94,000; first year operating cost: \$55,600; revenue: \$150,000. Format: Easy listening/rel. Principal: Non-profit educational and religious organization based in Glennallen, Alaska. Rev. Leander Rempel is Alaska director. Applicant is licensee of KCAM(AM) Glennallen. Action July 24.

FM actions

■ Havana, Fla.—Storm Broadcasting Corp. granted 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 1027 North Pointe Dr., Jackson, Miss. 39211. Estimated construction cost: \$146,354; first quarter operating cost \$35,089; revenue: \$200,000. Format: MOR. Principals: Leslie B. Storm (55%) and her husband Richard (45%). Leslie Storm is president/director. She is housewife, he worked for Birmingham, Ala. gas company. They have no other broadcast interests. Action July 14.

■ Portland, Ore.—Benson Polytechnic School granted 89.9 mhz, 8.7 kw, HAAT: 964 ft. Address: 546 N.E. 12th Ave., Portland 97232. Estimated construction cost: \$98,700; first quarter operating cost: \$2,100. Format: Educational. Principal: Educational institution in Portland public school system. Robert W. Blanchard is superintendent. Benson Polytechnic is licensee of KBPS(AM) Portland. Action July 27.

■ Saco, Me.—Vacationland Broadcasting Services Inc.—Granted 95.9 mhz, 3 kw, HAAT: 300 ft. Address 27 Tall Pines Dr., West Buxton, Me. 04093. Estimated construction cost: \$5,300; operating cost: \$23,800; revenue: \$78,000. Format: Adult. Principal: Harry B. Bailey, Jr. and wife, Astrid R., Remis S. Rioux and wife, Yvette (all 25% each). Bailey is radio maintenance supervisor at WGAN-AM-FM-TV Portland,

Me. Astrid is secretary/bookkeeper at non-food merchandiser, Jayson Co., Portland. Rioux is a security guard at Public Cover Security Service, Portland, Me. Yvette is associated with Fairchild Camera & Instrument, integrated circuits and semi-conductor manufacturer in Portland. They have no other broadcast interests. Action July 14.

Ownership Changes

Applications

■ WRES(FM) Troy, Ala. (105.7 mhz, 100 kw, ant. 410 ft.)—Seeks transfer of control of Shelley Broadcasting Co. from Rudolph E. Shelley (60% before; 20% after) to Wesley D. Price (40% before; 80% after) consideration: \$100,000. Principals: majority principal is selling 40 shares of stock to minority principal. They have no other broadcast interests. Filed Aug. 3.

■ KINY(AM) Juneau, Alaska (800 khz, 5 kw-U)—Seeks assignment of license from Midnight Sun Broadcasters Inc. to KINY Associates for \$500,000 (BROADCASTING, Aug. 17). Seller: Alvin O. Bramstedt is president. It also sold, subject to FCC approval, KFAR(AM) Fairbanks, Alaska, and KTKN(AM) Ketchikan, Alaska (see below). FCC approved its sale of KENI-TV Anchorage and KFAR-TV Fairbanks (BROADCASTING, March 30) and KENI(AM) Anchorage (BROADCASTING, July 13). Buyer: Charles M. Gray (45%), Edward W. Christiansen (25%), Earl F. Reilly and Kenneth L. Wiley (15% each). Gray is secretary-treasurer and 8.16% owner of Midnight Sun Broadcasters. Christiansen is vice president and principal in two Alaska cable TV companies and 3.33% owner of MSB. Reilly is with the Katz agency in Seattle, Wash., and 2.63% owner of MSB. Wiley is station manager at KINY. Filed July 31.

■ KTKN(AM) Ketchikan, Alaska (930 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Midnight Sun Broadcasters Inc. to Gateway Broadcasting Co. for \$350,000 (BROADCASTING, Aug. 17). Seller is also selling KINY(AM) Juneau, Alaska (see above). Buyer is subsidiary of Media Inc., owned by E. Roy Paschal (74.3%), Steven L. Rhyner (12.2%) and six others. They own 100% of KIFW(AM)-KIFW(TV) Sitka; 90% of KJNO(AM) Juneau, all Alaska; and 53% of cable company serving Juneau. They also own 100% of permittee for unbuilt KETH(AM) Ketchikan. Filed Aug. 3.

■ KFAY(AM) Fayetteville, Ark. (1250 khz, 1 kw-D)—Seeks transfer of control of Big Chief Broadcasting Co. from Lovell M. Beasley (100% before; none after) to Leroy P. Demaree & Norman D. McChristian (none before; 100% after) consideration: \$88,000. Principals: Seller is liquidating 51% interest in station. Buyers are currently principals and general manager and engineer, respectively, and 49% owners. They seek 100% ownership with Demaree 89% and McChristian 11%. Filed Aug. 7.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Seeks assignment of license from Florida Broadcasting Corp. to Florida Outdoor Inc. for \$300,000 (BROADCASTING, Aug. 17). Seller: Robert D. Stoehr (100%), who has no other broadcast interests. Buyer: Eldon R. Lindsey (100%), who is chairman of Bradenton, Fla., outdoor advertising firm and has no other broadcast interests. Filed Aug. 3.

■ WDOQ(FM) Daytona Beach, Fla. (101.9 mhz, 25 kw, ant. 110 ft.)—Seeks assignment of license from Patten Broadcasting - WDOQ Inc. to Abell Communications Corp. for \$2,836,000 (BROADCASTING, Aug. 3). Seller is Southfield, Mich.-based group of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. They sold, subject to FCC approval, control of WMPX(AM) Midland, Mich., for \$900,000 (BROADCASTING, July 6). Buyer is subsidiary of A. S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. Filed July 31.

■ WAZA(AM) Bainbridge, Ga. (1360 khz, 1 kw-D)—Seeks transfer of control of Sowega Broadcasting Co. from Roy Simpson (100% before; 50% after) to Donald R. Kirksey (none before; 50% after) consideration: \$35,000. Principals: Buyer is purchasing treasury stock to raise capital for station. No other broadcast interests. Filed Aug. 10.

■ WCAZ-AM-FM Carthage, Ill. (AM: 990 khz, 1 kw-D; FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Pioneer Broadcasting Inc. to Tri State Broadcasting Co. for \$575,000 (BROADCAST-

ING, July 13). Seller: Kenneth R. Hodges (51%) and wife, Jessie R. (49%). Jessie is 52% owner of applicant for new FM at Bloomfield, Iowa. (BROADCASTING, July 20). Buyer: Dan C. Bryan and wife, Sharon K. (50% each). Dan Bryan is former general manager at KCII-AM-FM Washington, Iowa. Wife is teacher. They have no other broadcast interests.

■ WQXO(AM) Munising, Mich. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Laidlaw & Associates Inc. to Morgan J. Marti for \$180,000. Seller: David Schaberg (51%), Frank J. Maynard (47%), David's wife, Shari, and William Boggs (1% each). They have no other broadcast interests. Buyer is station manager at WDUX(AM) Waupaca, Wis., and has no other broadcast interests. Filed Aug. 3.

■ KCFM(FM) Florissant, Mo. (97.1 mhz, 50 kw, ant. 500 ft.)—Seeks transfer of control of Florissant Broadcasting Co. from Paul L. Bair Jr. and others (100% before; none after) to Cardinal Newman Communications Inc. (none before; 100% after). Consideration: \$900,000. Principals: Seller is owned by 17 stockholders. Paul L. Bair Jr. is president and 25% owner. Buyer is noncommercial corp. and subsidiary of Cardinal Newman [Normandy, Mo.] College, which has no other broadcast interests. A. Martial Capbern is president. Transfer calls for immediate purchase of 47.5% of stock with option to buy remaining 52.5%. Filed July 10.

■ WOHS(AM)-WXIK(FM) Shelby, N.C. (AM: 730 khz, 1 kw-D; FM: 96.1 mhz, 100 kw, ant. 286 ft.)—Seeks transfer of control of Western Carolina Radio Corp. from Estate of Holt and Elsie G. McPherson (100% before; none after) to Shelby Radio Corp. (none before; 100% after) consideration: \$865,000. Principals: Seller holds 90.2% of stock and has no other broadcast interests. Buyer is principally owned by Paul B. Porter, Harold R. Watson and George Blanton Jr. Porter is Shelby businessman. Watson is general manager and 1.62% owner of WOHS. Blanton is former president of First National Bank, Shelby. Porter and Blanton have no other broadcast interests. Filed July 29.

■ WPVL(AM) Painesville, Ohio (1460 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Lake Communications Corp. to WPVL Associates for \$750,000 (BROADCASTING, May 18). Seller: Raymond Q. Armington (33.8%), Anthony S. Ocepke, William M. France (20.9% each) and Richard H. Gehring (13.9%). They own 50% of WFKY(AM)-WKY(FM) Frankfort, Ky., and 86.6% of WHOK-AM-FM Lancaster, Ohio. Ocepke will stay on as general partner in buyer. Buyer is group of five general partners and 10 limited partners. Four general partners—Edward J. Gangloff, Ronald C. Gallucci, William B. Kemme and Richard J. Suplak—are partners in Cleveland, Ohio, accounting firm. Except Ocepke, none have other broadcast interests. Filed July 27.

■ KGAL(AM) Lebanon, Ore. (920 khz, 1 kw-U)—Seeks assignment of license from Capps Broadcasting Group Inc. to Eads Broadcasting Corp. for \$425,000 (BROADCASTING, Aug. 17). Seller: David N. Capps, brother Gary L., and family. They own KGRL(AM)-KXIQ(FM) Bend, Ore.; KEEP(AM)-KEZJ(FM) Twin Falls, Idaho; KVAN(AM) Vancouver, Wash.; and KSRV(AM) Ontario, Ore. Buyer: Richard C. Eads and parents, Richard B. and Florence R. Eads (one-third each). Richard C. Eads is general manager of KGAL. Parents are retired. They have no other broadcast interests. Filed July 31.

■ KYES(AM) Roseburg, Ore. (950 khz, 1 kw-D)—Seeks transfer of control of Douglas Broadcasters Inc. from Elliott Motschenbacher (100% before; none after) to Broadcast House Inc. (none before; 100% after) consideration: \$145,000. Principals: Seller has no other broadcast interests. Buyer is owned by Karen Worden (100%), who is sales manager at KRSB(FM) Roseburg, of which her husband, Tom Worden, is general manager and 51.9% owner. Filed July 29.

■ WCHU(AM) Soddy-Daisy, Tenn. (1550 khz, 1 kw-D)—Seeks assignment of license from Ben B. Hicks to ARC Broadcasting Corp. for \$350,000 (BROADCASTING, Aug. 17). Seller has no other broadcast interests. Buyer: Charles E. Dunn (80%) and William J. Surgeoner (20%). Dunn is Los Angeles-based management consultant. Surgeoner is partner in Hollywood computer software firm. They have no other broadcast interests. Filed July 22.

■ KBAL(AM) San Saba, Tex. (1410 khz, 500 w-D)—Seeks assignment of license from Hill Country Broadcasting Inc. to Pecan Valley Communications Inc. for \$88,000. Seller: M. Bryan Healer II, Ernest F. Cadenhead, Clyde Cockrum, Stephen F. Pasquini (22.1% each) and Sandra B. McHorse (11.5%), who

have no other broadcast interests. Buyer: Robert Baker (100%), who owns and operates camera store and bus charter service in San Angelo and has no other broadcast interests. Filed Aug. 5.

■ **KBRO(AM)-KWWA(FM)** Bremerton, Wash. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 30 kw, ant. 86 ft.)—Seeks assignment of license from Lillian S. Bartley as executrix to Lillian S. Bartley in own name for settlement. Application seeks to settle estate of late husband's will and assign license to Lillian Bartley in her own name. Filed July 8.

■ **KITN(AM)** Olympia, Wash. (920 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from KITN Corp. to National Communications Inc. for \$700,000. Seller: Donald F. Whitman (98.8%) and son, Douglas R. Whitman (1.2%), who have no other broadcast interests. Buyer: S. Walter Richey and F. A. Kosciolak (50% each). They each own 40% of KOSO(FM) Patterson, Calif., and 12.5% of WXUS(FM) Lafayette, Ind. Also, Richey owns 50% of WCWC(AM)-WYUR(FM) Ripon, Wis. Filed Aug. 3.

■ **WKWK-AM-FM** Wheeling, W. Va. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 97.3 mhz, 50 kw, ant. 460 ft.)—Seeks assignment of license from Community Service Broadcasting Inc. to Wheeling Broadcasting Co. for \$1,350,000 (BROADCASTING, June 22). Seller: Jerome Glassman and family, who own WMCL(AM) McLeansboro, Ill.; WDXI(AM) Jackson, Tenn.; and have bought, subject to FCC approval, WTAO(FM) Murphysboro, Ill. (BROADCASTING, July 6). Buyer is subsidiary of Republic Broadcasting Corp., which in turn is owned by Price Communications Corp., New York-based firm with more than 21 stockholders. Robert Price, former partner in New York investment firm of Lazard Freres & Co., is president and 11.61% owner. It has no other broadcast interests. Filed Aug. 4.

Actions

■ **KIBS(AM)** Bishop, Calif. (1230 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Bishop Broadcasting Corp. from Frank Oxarart (52% before; none after) to John W. Young (48% before; 100% after) consideration: \$104,000. Buyer is general manager of KIBS and 20% owner of KSBQ(AM) Santa Maria, Calif. Action Aug. 6.

■ **KRAI-AM-FM** Craig, Colo. (AM: 550 khz, 5 kw-D, 500 w-N; FM: 93.7 mhz, 100 kw, ant. 980 ft.)—Granted transfer of control of Northwestern Colorado Broadcasting Co. from George O. Cory (100% before; none after) to Alf Landon Station Group (none before; 100% after) consideration: \$1,212,600. Principals: Seller is owned by George O. Cory and son, Larry Cory, who have no other broadcast interests. Buyer is owned by Alfred M. Landon, Republican candidate for President in 1936; wife, Theo; children John C.; U.S. Senator Nancy Landon Kassebaum (R-Kan.); and Margaret Landon Mills. They own KHX(AM)-KGT(FM) Fort Collins, Colo.; KEDD(AM) Dodge City, KSCB(AM)-KEZS(FM) Liberal and WREN(AM) Topeka, all Kansas. Action Aug. 4.

■ **KUPI(AM)-KQPI(FM)** Idaho Falls, Idaho (AM: 980 khz, 1 kw-D; FM: 99.1 mhz, 41 kw, ant. 580 ft.)—Granted transfer of control of Idaho Broadcasters Inc. from Charles J. Saunders and others (100% before; none after) to Communications Investment Corp. (none before; 100% after) consideration: \$2,340,000. Principals: Charles Saunders (86.04%), James Garchow (6.34%), and Saunderson's children, Charles Jr., Kirk and Cheryl Brown (2.54% each). Charles Saunders owns 100% of KCLS(AM) Flagstaff, Ariz. Buyer is owned by George C. Hatch and wife, Wilda G. (50% each). They own 5 AM's, 5 FM's and 6 TV's, and 100% of cable system serving Hardin, Mont. Action Aug. 6.

■ **WMPX(AM)** Midland, Mich. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Patten Broadcasting-Midland Inc. from Patten Communications Corp. (100% before; none after) to Maines Broadcasting Inc. (none before; 100% after) consideration: \$900,000. Principals: Seller is Southfield, Mich.-based group of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. Patten family will keep minority interest in buyer. Buyer is owned by Ronald W. Maines and wife, Maria (50.27% jointly); Peter A. Wolf and wife, Agatha (10.28% jointly); George B. Ulmer and wife, Virginia (11.22% jointly); Myron P. Patten (8.98%); Thomas J. Steel and wife, Beverly B. (7.13% jointly); Joseph A. Castor (3.37%) and eight others of Patten family (8.75%). Maines is general manager of WMPX, where Wolf is chief engineer. Steel is manager at Patten-owned

KLNT(AM)-KNJY(FM) Clinton, Iowa. Castor is president of Patten Corp., Southfield advertising firm. Ulmer is Midland radiologist. Action Aug. 6.

■ **WSOQ(AM)-WEZG(FM)** North Syracuse, (AM: 1220 khz, 1 kw-D; FM: 100.9 mhz, 3 kw, ant. 165 ft.)—Granted transfer of control from WSOQ Inc. to Sky Broadcasting Corp. for \$1 million plus \$200,000 for covenant not to compete. Seller is principally owned by Frank Harms, who has no other broadcast interests. Buyer is joint venture of several investment groups; Frank J. Hawley is chairman and Dennis R. Israel is president. It also owns KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M., and WRIV(AM) Riverhead, N.Y. Israel also owns 51% of WGLI(AM) Babylon, N.Y. Action Aug. 6.

■ **WZIX(AM)** York, Pa. (1350 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Greenco Communications Inc. to Baltimore Radio Show Inc. for \$664,000 plus \$36,000 for three year noncompete fee. Seller: principally owned by Dan H. Cohen and Jeffrey Greenhaw, who have no other broadcast interests. Buyer: Closely held owner with more than 130 stockholders; Harry R. Shriver is president and general manager. It owns WFBR(AM) Baltimore, and WBKZ(FM) Glen Burnie, Md. Action Aug. 6.

Facilities Changes

FM actions

■ **KSTK(FM)** Wrangell, Alaska—Granted CP to make changes in ant. sys.; change TL and SL to Cemetery Point, one mile south of downtown Wrangell; decrease HAAT: 183 ft. (H&V) and change TPO. Action June 30.

■ **KSTM(FM)** Apache Junction, Ariz.—Granted CP to change TL to Apache Junction; specify SL/RC to 2600 west Apache Trail, Apache Junction; change ERP: 1.8 kw (H&V); HAAT: 430.5 ft. (H&V) and make changes in ant. sys. Action July 17.

■ ***KMAH(FM)** Atherton, Calif.—Granted CP to change frequency to 89.1 mhz and increase ERP to 100 w; HAAT: 76 ft. Action July 17.

■ ***KALX(FM)** Berkeley, Calif.—Granted CP to increase ERP to 500 w; HAAT: 782 ft. Action July 17.

■ ***KRVH(FM)** Rio Vista, Calif.—Granted CP to change frequency to 101.5 mhz. Action July 23.

■ **KBCO(FM)** Boulder, Colo.—Granted CP to increase ERP to 33 kw (H&V). Action July 8.

■ **KCRT-FM** Trinidad, Colo.—Granted modification of CP (BPH-800307AD) to install aux. ant. (H&V) at location other than main; locate SL and RC at 100 Fisher Drive, Trinidad; to be operated on ERP: 3.9 kw (H&V); HAAT: 284 ft. (V) and change TPO. Action July 21.

■ ***WFCS(FM)** New Britain, Conn.—Granted CP to change frequency to 97.9 mhz. Action July 23.

■ ***WXDR(FM)** Newark, Del.—Granted CP to increase ERP to 1 kw; HAAT: plus 137 ft. Action July 17.

■ ***WMPH(FM)** Wilmington, Del.—Granted CP to change ERP: 100 w; HAAT: plus 143 ft. Action July 22.

■ **WDUV(FM)** Bradenton, Fla.—Granted CP to change TL to .14 miles N-N.W. of corner of 33rd Street and 8th Avenue, Memphis, Fla.; increase HAAT to 576 ft. (H&V) and change TPO. Action July 14.

■ **WOWE-FM** Rossville, Ga.—Granted CP to change TL to 270 North Crest Road., Chattanooga, Tenn.; and change SL and RC to Ellis Road, Rossville. Action June 17.

■ ***KBSU(FM)** Boise, Idaho—Granted CP to change frequency to 91.3 mhz and increase ERP to 3.0 kw; HAAT to 284 ft. Action July 17.

■ **WFLQ(FM)** French Lick, Ind.—Granted modification of CP (BPH-780831AM) to change TL and SL to 3 1/2 miles north of French Lick on Prospect Road. Action July 10.

■ ***KLCD(FM)** Decorah, Iowa—Granted CP to increase ERP: 100 w; HAAT: 182 ft. Action July 22.

■ **KVDB-FM** Sioux Center, Iowa—Granted CP to increase HAAT to 300 ft. (H&V) and change TPO. Action June 23.

■ ***KGRM(FM)** Grambling, La.—Granted CP to increase ERP to 100 w; HAAT: 139 ft. Action July 17.

■ ***KNLU(FM)** Monroe, La.—Grantee CP to change

TL; increase ERP: 4.275 kw; HAAT to 140.6 ft and make changes in ant. sys. Action July 17.

■ **WJLB(FM)** Detroit, Mich.—Granted CP to change HAAT to 490 ft. (H&V) and make changes in ant. sys. Action July 13.

■ **WMAV(FM)** Gloucester, Me.—Granted CP to change TL to Gloucester Hill Road near New Gloucester, Me.; change frequency to 99.9 mhz; increase ERP: 30.2 kw; HAAT: 561 ft. and make change in ant. sys. Action July 24.

■ **WCRH(FM)** Williamsport, Md.—Granted CP to make changes in ant. sys.; change from directional to non-directional; increase HAAT: 884 ft. and change TPO. Action July 9.

■ **WHUE-FM** Boston—Granted modification of CP (BPH-801001AE) to make changes in ant. sys.; change TL to 75 Concord Avenue, Lexington, Mass.; change type ant.; increase ERP: 50 kw (H&V); decrease HAAT: 500 ft. (H&V) and change TPO (for aux. purposes only). Action July 7.

■ ***WBSL(FM)** Sheffield, Mass.—Granted CP to change TL; increase ERP 232 w; HAAT: minus 74 ft. and make changes in ant. sys. Action July 17.

■ ***WDTR(FM)** Detroit—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 50 kw (H&V) and change TPO. Action July 22.

■ ***KICC(FM)** International Falls, Minn.—Granted CP to increase ERP: 180 w; HAAT: 99 ft. Action July 22.

■ **KAUB-FM** Auburn, Neb.—Granted modification of CP (BPH-801002AC) to change TL to .2 miles North of 26 Street, and .26 miles West of city, Auburn, Neb.; specify SL and RC to Nedway Building, 18th Street, and Courthouse Square; increase HAAT: 154 ft. (H&V) and make changes in ant. sys. Action July 10.

■ ***KTLX(FM)** Columbus, Neb.—Granted CP to increase ERP to 100 w; HAAT: 54.1 ft. Action July 17.

■ **KNGX(FM)** Gerlach, Nev.—Granted increase ERP to 221 w; HAAT: 365 ft. Action July 8.

■ ***KUNR(FM)** Reno, Nev.—Granted modification of CP (BPED-780711AG) to change TL to summit of McClellan Peak, approximately 19 miles south of Reno; increase HAAT: 2,131 ft. (H&V) and make changes in ant. sys. Action July 23.

■ ***WHPH(FM)** Hanover, N.J.—Granted CP to change frequency to 90.5 mhz; ERP: 100 w; HAAT: minus 3 ft.; change TL. Action July 17.

■ ***WJSV(FM)** Morristown, N.J.—Granted CP to increase ERP 100 w; HAAT: minus 3 ft. Action July 17.

■ **KRAZ(FM)** Farmington, N.M.—Granted CP to make changes in ant. sys.; change TL to 4.5 miles south of Farmington, near highway no. 371; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 497 ft. (V) and change TPO. Action July 9.

■ **WKGL(FM)** Middletown, N.Y.—Granted CP to change HAAT to 300 ft. (H&V). Action July 14.

■ **WRCN-FM** Riverhead, N.Y.—Granted CP to change type ant.; decrease ERP: 1.25 kw (H&V); increase HAAT: 466 ft (H&V) and change TPO. Action July 10.

■ ***WWCI(FM)** Cullouhee, N.C.—Granted CP to change frequency to 90.5 mhz; increase ERP to 327 w; HAAT: minus 823 ft.; change TL. Action July 17.

■ ***WUAG(FM)** Greensboro, N.C.—Granted CP to change frequency from 89.9 mhz to 106.1 mhz. Action July 17.

■ **KVRO(FM)** Stillwater, Okla.—Granted CP to change TL to 217 1/2 south Washington, Stillwater; change ERP: 0.455 kw (H&V); decrease HAAT: 26 ft. (H&V) and change TPO. Action July 24.

■ **KTFX(FM)** Tulsa, Okla.—Granted CP to change TL to 2.7 miles east of highway 51 on south 101 Street, Tulsa; increase HAAT to 1,278 ft. (H&V) and make changes in ant. sys. Action July 15.

■ **KBMC(AM)** Eugene, Ore.—Granted CP to specify TL to 600 Ridge Wood Drive, Eugene; increase ERP: 10 kw (H&V); HAAT: 813 ft. (H&V); change type trans. and make changes in ant. sys. Action July 21.

■ ***KUT-FM** Austin, Tex.—Granted modification of CP (BPED-2174, as mod.) to make changes in ant. sys.; change TL to Bee Cave Research Center, 3 miles west of Loop 360 on Bee Cave Road, Austin, Tex.; change type ant.; decrease HAAT: 684.5 ft. (H&V) and change TPO. Action July 7.

- KVMX(FM) Eastland, Tex.—Granted modification of CP (BPH-11,194) to change TL and SL and RC to 2010 West Commerce Street, Eastland; change type ant.; decrease ERP: 1.7 kw (H&V); increase HAAT: 390 ft. (H&V) and change TPO. Action July 13.
- KIWW(FM) Harlingen, Tex.—Granted CP to change HAAT to 454 ft. (H&V) Action July 8.
- KPTX(FM) Pecos, Tex.—Granted modification of CP (BPH-10,824, as mod.) to change TL to 1.1 miles from center of city on Old Carlsbad Road, Pecos, Tex.; change type trans; change type ant.; increase HAAT: 117 ft. (H&V) and change TPO. Granted June 29.
- KTUF(FM) Terrell Hills, Tex.—Granted CP to increase HAAT: 444 ft. (H&V) and decrease ERP: 1.025603 kw (H&V). Action July 8.
- KVCW-FM Vernon, Tex.—Granted CP to change type trans.; increase ERP: to 3.0 kw (H); decrease HAAT: 138 ft. (HV) and change TPO. Action July 23.
- WCMS-FM Norfolk, Va.—Granted CP to increase HAAT to 500 ft. (H&V) and change TPO. Action July 14.
- *WDCE(FM) Richmond, Va.—Granted CP to increase ERP to 100 w; HAAT: 86 ft. Action July 17.
- WSLQ(FM) Roanoke, Va.—Granted CP to install new aux. ant. on main tower; to be operated with ERP: 36.82 kw (H&V); HAAT: 1,934 ft. (H&V) and change TPO. Action July 6.
- KSFC(FM) Spokane, Was.—Granted CP to increase ERP: 100 w; HAAT: minus 1,819.7 ft.
- WKJC(FM) Lewisburg, W. Va.—Granted modification of CP (BPH-9915) to change TL. Action July 10.

In Contest

Procedural rulings

- Raleigh, N.C. **AM proceeding** (New Sound Inc., et al.)—ALJ Joseph Stirmer granted joint request by

Special Markets Media Inc., and Capital Area Broadcasting Co. Inc., and approved settlement agreement; authorized reimbursement of \$21,000 to Capital Area by Special Markets and dismissed with prejudice Capital Area's application. (BC Doc. 80-531-35). Action Aug. 3.

- Eunice, La. **FM proceeding** (Acadiana Broadcasting Inc., and Eunice Broadcasting Inc.)—Granted joint petition by applicants and approved settlement agreement, authorized the \$10,000 reimbursement to Acadiana from Eunice; dismissed Acadiana's application with prejudice; granted Eunice's application; dismissed as moot joint motion by applicants for expedited consideration and terminated proceeding. (BC Doc. 80-231-232). Action Aug. 7.

■ Tallahassee, Fla. **FM proceeding** (Metropolitan Broadcasting Corp. and Hub Radio)—ALJ Joseph Stirmer. Granted request by applicants and approved settlement agreement, authorized reimbursement of \$7,291.12 to Hub; dismissed with prejudice Hub's application; granted Metropolitan's application and terminated proceeding. (BC Doc. 80-411-412). Action July 24.

■ Lubbock, Tex. **TV proceeding** (Troy Raymond Moran and Robert M. Voelker)—ALJ Edward Lutton by two separate actions, granted motion by Moran for leave to amend his application to show his assumption of certain additional financial obligations and his plan for meeting those obligations (By Order; Action July 31); and granted joint petition by applicants and approved settlement agreement, authorized reimbursement of \$21,384.38 to Voelker, dismissed with prejudice Voelker's application; granted Moran's application and terminated proceeding (BC Doc. 80-167-168). Action July 31.

FCC decisions

- FCC granted Satellite Television Service Inc., waiver of rules so it can build new commercial TV and operate STV on ch. 12 at Pembina, N. Dak., despite objections by Spokane Television Service Inc., licensee of KTHI-TV Fargo-Grand Forks, N. Dak., and Canadian CanWest Broadcasting Ltd. Satellite requested waiver of Section 73.642(a)(3) of rules—the "complement of four" rule. Noting that rule was designed to minimize

pre-emption of free TV programming by STV, FCC said granting Satellite waiver of rule would not undermine that purpose. Rather, it would initiate programming by reactivating unused VHF to provide only local TV service to Pembina. FCC conditioned STV grant, however, on Satellite's proposal to broadcast local programming during prime time and to use STV system approved by FCC. In objecting to grant of Satellite's applications, Spokane maintained that when Satellite principal John W. Boler sold KXJB-TV Valley City, he stated intention to retire from broadcasting. Spokane argued that Boler never intended to retire, as shown by his present involvement in Satellite's application. FCC pointed out that in approving KXJB-TV sale, it had not expected Boler to retire from all broadcast activities, nor was approval conditioned on doing so. As for Spokane's allegation that Boler could be trafficking in broadcast licenses because of his participation in new TV application shortly after selling his interests in KXJB-TV, the commission said that mere acquisition of broadcast properties and their subsequent sale over long period of time did not infer trafficking. In denying CanWest's objection, FCC noted that mere allegation that Satellite really seeks to compete with its station CKND-TV Winnipeg, Manitoba, was insufficient to raise substantial question of fact. Action July 30.

■ FCC upheld Feb. 23 staff action sustaining Taft Broadcasting Co.'s objection to request by Petroleum V. Nasby Corp. for assignment of call letters WPNV to its new FM in Shelby, Ohio. Taft owns WTVN, Columbus, Ohio. Taft pointed out that three of letters in Petroleum's requested call sign were identical to its own and letters "T" and "P" were related phonetically. It also noted that two stations serve areas in common. Thus staff determined that assignment of call letters would cause confusion. In seeking review, Petroleum stated its counsel had never received copy of Taft's objection; objection violated rules because margin was fixed improperly and it was single-spaced rather than double, and because it was acted on by acting chief of Broadcast Facilities Division and not chief of Broadcast Bureau who has authority to resolve call letter disputes. To support its contention that two stations would not serve same areas, Petroleum submitted 1945 WTVN map showing that Shelby is not quite within WTVN's coverage area. FCC disagreed, stating that Taft's map showed Shelby well within station's primary coverage area. Equally lacking merit, FCC said, was Petroleum's contention that objection should be dismissed because of its improper format. It pointed out that objection is filed informally in accordance with rules, so format specifications are inapplicable. Action July 30.

Allocations

■ Fort Walton Beach, Fla.—In response to petition filed by Fort Walton Beach Broadcasting Corp. proposed substituting UHF TV ch. 53 for ch. 52 at Fort Walton Beach to permit desired flexibility in transmitter site selection consistent with air safety requirements, comments due October 5, replies October 26 (BC Doc. 81-488). Action July 28.

■ Owenton, Ky.—Granted request filed by Charles N. Cutler for dismissal of petition proposing assignment of 105.5 mhz to Owenton as its first FM assignment (BC Doc. 81-83). Action July 30.

■ Ogallala, Neb.—Substituted 99.7 mhz for 92.7 mhz and substituted 105.1 mhz for 93.5 mhz at Ogallala; modified license of KOGA-FM and KMCX(FM) Ogallala, to specify operation on new channels, and ordered Ogallala Broadcasting Co., licensee of KOGA-FM, to reimburse Connel Radiowest Inc., licensee of KMCX(FM), for expenses incurred in changing frequencies effective October 6 (BC Doc. 80-249). Action July 30.

■ Tulsa, Okla.—In response to petition filed by Oklahoma Educational Television Authority, proposed moving noncommercial educational reservation from ch. 11 to ch. 2 in Tulsa, comments due October 6, replies October 26 (BC Doc. 81-491). Action July 30.

■ Vernal, Utah—In response to petition by KVEL Inc., licensee KUNI(FM) and KVEL(AM) Vernal, Utah; proposed substituting 105.9 mhz for 92.7 mhz at Vernal, and modifying license for ch. 224 to specify operation on ch. 290; comments due October 6, replies October 26 (BC Doc. 81-492). Action July 30.

■ Kingwood, W. Va.—Assigned 96.7 mhz to Kingwood as its first FM assignment, effective October 6 (BC Doc. 81-33). Action July 30.

■ Houston, Tex.—In response to petition filed by The

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K-Ram Corp., proposed optional assignment plans regarding dereservation of noncommercial educational ch. 14 for use in Houston and substitution of ch. 61 as its seventh commercial TV assignment; comments due October 5, replies October 26 (BC Doc. 81-489). Action July 28.

■ Hoisington, Kan.—Substituted 100.7 mhz for 100.9 mhz at Hoisington, and modified license of station KHOK Hoisington, to specify operation on ch. 264, effective September 28 (BC Doc. 81-36). Action July 20.

■ Norton, Kan.—Assigned 106.7 mhz to Norton as its first FM assignment, effective September 28 (BC Doc. 80-782). Action July 20.

■ Belfast, Me.—Assigned 104.7 mhz to Belfast as its first FM assignment, effective September 22 (BC Doc. 80-279). Action July 20.

■ Ainsworth, Neb.—Assigned 92.7 mhz to Ainsworth as its first FM assignment, effective September 28 (BC Doc. 80-732). Action July 22.

■ McCook, Neb.—Substituted 105.3 mhz for 103.1 mhz and 96.1 mhz for 95.9 mhz at McCook, and modified license of station KICX-FM and permit of station KZMV-FM, accordingly, effective September 28 (BC Doc. 80-569). Action July 20.

■ Los Lunas, N.M.—Assigned 102.3 mhz to Los Lunas as its first FM assignment, effective September 28 (BC Doc. 80-725). Action July 15.

■ Bath and Hammondsport, both New York—Assigned 103.1 mhz to Bath as its first FM assignment, effective September 22 (BC Doc. 80-562). Action July 20.

■ Millersburg, Ohio—Assigned 95.3 mhz to Millersburg as its first FM assignment, effective September 28 (BC Doc. 80-745). Action July 22.

■ Lander, Wyo.—Assigned ch. 5 to Lander and reserved ch. 4 for noncommercial educational use at Lander, and ordered cut-off protection be retained for Chrysostom Corp. while it amends its application to specify operation on ch. 5, effective September 28 (BC Doc. 81-170). Action July 20.

Low Power

■ The following low-power TV applications have been accepted for filing and given notice of cut-off date:

■ Farmington, N.M.—Robert B. and Robert G. Blow for ch. 7 (BPTVL-810603IE).

■ Gallup, N.M.—Dennis H. Owen for ch. 5 (BPTVL-810608IB).

■ Devils Lake, N.D.—Quentin L. Breen for ch. 12 (BPTVL-810622IA).

■ Dickinson, N.D.—Debra M. Kamp for ch. 11 (BPTVL-810622IF).

■ Blackwell, Okla.—Karl Schledwitz and Bud Davis for ch. 7 (BPTVL-810526IH).

■ Clinto, Okla.—Karl Schledwitz and Bud Davis for ch. 2 (BPTVL-810526IG).

■ Durant, Okla.—Karl Schledwitz and Bud Davis for ch. 6 (BPTVL-810526IJ).

■ Muskogee, Okla.—Tap Communications Inc. for ch. 51 (BPTTL-810414IC).

■ Baker, Ore.—Gregory A. Petersen for ch. 37 (BPTTL-810622IH).

■ Bend, Ore.—Bernard Q. Petersen for ch. 33 (BPTTL-810622II).

■ Bend, Ore.—Dennis H. Owen for ch. 11 (BPTVL-810605IE).

■ Burns, Ore.—Theresa P. Miller and Kurt J. Petersen for ch. 9 (BPTVL-810622IL).

■ Myrtle Creek, Ore.—Cascade Pacific Television for ch. 24 (BPTTL-810526ID).

■ Roseburg, Ore.—Cascade Pacific Television for ch. 31 (BPTTL-810526IE).

■ The Dalles, Ore.—Dennis H. Owen for ch. 4 (BPTVL-810605IG).

■ Coudersport, Pa.—Karl Schledwitz and Bud Davis for ch. 11 (BPTVL-810605II).

■ Kane, Pa.—Dennis H. Owen for ch. 5 (BPTVL-810603IC).

■ Ridgway, Pa.—Karl Schledwitz and Bud Davis for ch. 9 (BPTVL-810605IQ).

■ St. Marys, Pa.—Dennis H. Owen for ch. 30 (BPTTL-810603IF).

■ Uniontown, Pa.—Uniontown Broadcasting Corp. for ch. 42 (BPTTL-810416ID).

■ Bryan, Tex.—Edward M. Johnson for ch. 12 (BPTVL-810602IB).

■ Bryan, Tex.—Robert B. and Robert G. Blow for ch. 5 (BPTVL-810601IB).

■ Del Rio, Tex.—Edward M. Johnson for ch. 5 (BPTVL-810602IB).

■ Del Rio, Tex.—Theresa P. Miller and Kurt J. Petersen for ch. 55 (BPTTL-810622IO).

■ Del Rio, Tex.—Robert B. and Robert G. Blow for ch. 7 (BPTVL-810603IK).

■ Eagles Pass, Tex.—Theresa P. Miller and Kurt J. Petersen for ch. 55 (BPTTL-810622IO).

■ Lufkin, Tex.—Robert B. and Robert G. Blow for ch. 2 (BPTVL-810601ID).

■ Lufkin, Tex.—Theresa P. Miller and Kurt J. Petersen for ch. 66 (BPTTL-810622IN).

■ Lufkin, Tex.—Edward M. Johnson for ch. 5 (BPTVL-810602IA).

■ Nacogdoches, Tex.—Edward M. Johnson for ch. 2 (BPTVL-810528IF).

■ Paris, Tex.—Theresa P. Miller for ch. 5 (BPTVL-810622IK).

■ Paris, Tex.—Robert B. and Robert G. Blow for ch. 13 (BPTVL-810603IL).

■ Paris, Tex.—Edward M. Johnson for ch. 10 (BPTVL-810602ID).

■ Cedar City, Utah—Summit Communications for ch. 60 (BPTTL-810609ID).

■ Cedar City, Utah—Dennis H. Owen for ch. 2 (BPTVL-810603ID).

■ Delta/Rural Millard County, Utah—KUTV Inc. for ch. 64 (BPTTL-810522IE).

■ Myton/Rural Duchesne County, Utah—KUTV Inc. for ch. 43 (BPTTL-810618IA).

■ St. George, Utah—Summit Communications Inc. for ch. 27 (BPTTL-810602IE).

■ Salt Lake City—University of Utah for ch. 32 (BPTTL-810601IA).

■ Concord, Va.—Paul H. Passink for ch. 33 (BPTTL-810410IC).

■ Aberdeen, Wash.—Charles C. Payne for ch. 3 (BPTVL-810522ID).

■ Bellingham, Wash.—Gannett Co. for ch. 64 (BPTTL-810611IA).

■ Bellingham, Wash.—Charles C. Payne for ch. 24 (BPTTL-810522IC).

■ Bellingham, Wash.—Quentin L. Breen for ch. 58 (BPTTL-810622IC).

■ Blaine, Wash.—Charles C. Payne for ch. 10 (BPTVL-810603IB).

■ Chehalis, Wash.—Karl Schledwitz and Bud Davis for ch. 3 (BPTVL-810605IP).

■ Chelan, Wash.—Karl Schledwitz and Bud Davis for ch. 2 (BPTVL-810605IM).

■ Ephrata, Wash.—Charles C. Payne for ch. 5 (BPTVL-810603IA).

■ Omak, Wash.—Karl Schledwitz and Bud Davis for ch. 12 (BPTVL-810605IN).

■ Laramie, Wyo.—Quentin L. Breen for ch. 46 (BPTTL-810622IB).

■ Lynden, Wash.—Karl Schledwitz and Bud Davis for ch. 34 (BPTTL-810605IJ).

■ Moses Lake, Wash.—Peggy A. Rothchild for ch. 5 (BPTVL-810515IG).

■ Moses Lake, Wash.—Austin B. Petersen for ch. 8 (BPTVL-810622IG).

■ Wenatchee, Wash.—Charles C. Payne for ch. 6 (BPTVL-810522IB).

■ Casper, Wyo.—Manna Media Inc. for ch. 13 (BPTVL-810410ID).

■ Laramie, Wyo.—Robert B. Blow and Robert G. Blow for ch. 13 (BPTVL-810603LJ).

■ Rock Springs, Wyo.—Bernard Q. Petersen for ch. 43 (BPTTL-810622IJ).

Call Letters

Applications

Call	Sought by
New AM's	
KRSA	Central Alaskan Missions Inc., Petersburg, Alaska
KBMV	Jack G. Hunt, Birch Tree, Mo.
New FM's	
WVOJ	Highlands Ridge Inc., Avon Park, Fla.
WBYZ	Appling County Broadcasters, Baxley, Ga.
WSWR	Petroleum V. Nasby Corp., Shelby, Ohio
New TV's	
WFBT-TV	Faith Broadcasting Network Inc., Minneapolis, Minn.
WFCT	Fayetteville-Cumberland Telecasters Inc., Fayetteville, N.C.
Existing AM's	
KRTS	KIIO Manitou Springs, Colo.
WQTK	WRBJ St. Johns, Mich.
KKKI	KCRL Reno, Nev.
WSIV	WYRD East Syracuse, N.Y.
WDVR	WQIQ Chester, Pa.
WOYK	WZIX York, Pa.
KYXS	KORC Mineral Wells, Tex.
WLPW	WFOG Suffolk, Va.
Existing FM's	
KKBZ-FM	KAAP-FM Santa Paula, Calif.
KRAP	KXOU Boyce, La.
WYST	WLPL Baltimore
WQTK-FM	WRBJ-FM St. Johns, Mich.
KGRT-FM	KGRD Las Cruces, N.M.
WPCX	WRLX Auburn, N.Y.
WMBJ	WMBL-FM Morehead City, N.C.
WLSP-FM	WCCL-FM Carbondale, Pa.
KYXS-FM	KMWT Mineral Wells, Tex.
KNIN-FM	KBID Wichita Falls, Tex.
Existing TV	
WSMV	WSM-TV Nashville

Grants

Call	Assigned to
New AM's	
WQMS	Metrosouth Broadcasting Inc., Alabaster, Ala.
KTMG	Gold Bar Broadcasting and Communications Inc., Deer Trail, Colo.
WCMG	Mize and Rowland Radio, Lawrenceburg, Tenn.
KLVR	Majestic Broadcasting Inc., Heber City, Utah
WWES	Edwin S. Solomon, Hot Springs, Va.
New FM's	
KJJK	Otter Tail Promotions Inc., Fergus Falls, Minn.
WHFU	Wigwam Bay Broadcasting Inc., Pinconning, Mich.
WNUS	Composite Communications Inc., Belpre, Ohio
KCRF	Rainbow Broadcasting Corp., Lincoln City, Ore.
New TV's	
WTGL-TV	Good Life Broadcasting Inc., Cocoa, Fla.
WAFV	Family TV Inc., Evansville, Ind.
Existing AM's	
KVOI	KEVT Tucson, Ariz.
WHTZ	WGTW Mount Dora, Fla.
KXTC	KAIN Nampa, Idaho
WNLJ	KQDS Duluth, Minn.
WMBI	WFTH Morehead City, N.C.
KTRQ	KULE Ephrata, Wash.
Existing FM's	
KCBQ-FM	KITT San Diego, Calif.
WYKS	WGVJ Gainesville, Fla.
KQZO	KAIN-FM Caldwell, Idaho
KWK-FM	WGNU-FM Granite City, Ill.
WLRX	WPRC-FM Lincoln, Ill.
WQHY	WDOC-FM Prestonsburg, Ky.
KQDS	KQDS-FM Duluth, Minn.
WJLY	WJFR Jackson, Miss.
WRKS-FM	WXLO New York

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Station manager for group owned Class B FM in beautiful vacation area of California. Must have extensive sales background. Reply to Radio Management Associates, 1050 Hancock St., Quincy, MA 02169.

Division Vice President. Southeast Communications Company seeking aggressive individual to direct the operations of eight radio stations in medium and major markets. Individual selected will have an exceptional performance record in major and medium markets, AM and FM, various formats; strong administrative and sales management skills required. Box G-174.

Excellent Sales Manager with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest bidder at their station okay! Compensation package proves we want a winner. Letter and resume Box H-123.

Corporate Controller for the Inner City Broadcasting Corporation, an Equal Opportunity Employer. Accounting degree with significant public accounting and corporate broadcast group experience with proven management/supervisory skills required. Responsibilities: financial statement consolidation and analysis, multi-state tax return preparation, budgeting, cash management and systems development. Reporting to the President, and Corporate General Manager. Send resume, references and salary history by September 20 to Pierre M. Sutton, President, Inner City Broadcasting Corporation, 801 Second Ave., New York, NY 10017.

Opportunity for right person to take charge of small market station. Need to be strong in sales and knowledge of station operations. E.O.E. If can do, send resume and salary history to Pete Self, Box 597, Hamilton, AL 35570.

AM/FM Station General Manager. General Manager needed for established AM/FM Christian stations in Northeastern United States. Stations presently reach 3 million listeners. Prior successful Christian management experience necessary. Permanent full-time position offers excellent opportunity and employee benefits. Send resume to: Dennis F. Begley, Midlen & Reddy, 2033 M Street, N.W., Washington, D.C. 20036.

Manager wanted for South Texas station. Very good base salary with tremendous built-in incentives. Must be heavy in sales and professionalism. We are an established group. Call William Ellis 512-278-2555. Equal Opportunity Employer.

General Manager for radio stations on East Coast. 5,000 Watt day; 1,000 Watt night Class 'C' companion. Combined revenues approximately \$900,000. Qualifications must include college degree, 10 years radio sales and management experience. Licensee privately held corporation with excellent reputation which also owns newspapers and TV stations. Good salary incentive bonuses. Send resume to Box H-153.

Need Creative, enthusiastic manager who can run strong local news, sports, and special events station. Must handle own list, but important to hire, train, and inspire sales staff. Good pay for medium market with bonuses including part ownership as incentives. Beautiful Town in which to raise family. Box H-156.

General Manager Group owned network affiliate in Southeast market seeking experienced broadcaster for general managers position. Sales, budgeting and people skills essential, as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box H-177.

Wanted: Station Manager—5000 Watt AM non-directional with construction permit for 100,000 Watt FM. Opportunity to buy in plus percentage of profit. Golden opportunity for the right person. St. Ignace, Michigan. Call nights 517-321-1763.

HELP WANTED SALES

Sales Manager—Experienced, top billing salesman with announcing background. Must sell and direct four person sales staff. \$30,000 plus. Town of 16,500. Contact Bob Reimers, KBRK, 227 22nd Ave. South, Brookings, So. Dakota, 57006. Phone 605-692-1430.

If you are a professional looking for an opportunity to grow in an exciting market, we may be right for each other. We're looking for professionals to join our sales force in this rapidly growing East Bay Community of over 250,000. Our only local competition is one AM-FM combo. You will live within driving distance of San Francisco, the mountains and the ocean. If you are a winner, call Greg Everett, Executive VP, KWUN, Concord, CA. 94520. Phone 415-685-1480.

Radio Salesperson Number one station in market, number six ranked AOR in America... has an opening for a winner in sales. ... A \$300,000 list, and the right person will assume the entire list. Don't call, put in writing, include your goals for the next five years, tell me all I need to know about you... include a copy of your 1979 & 1980 W-2. Write to: Dennis C. Lemon, General Sales Manager, 101-C Waters Building, Grand Rapids, MI 49503.

KROK, an equal opportunity employer, is now accepting applications for a sales person to join our growing staff. Applicants must be personable, ambitious, and able to provide own transportation. Background in radio sales required. Mail resume to KROK Sales Manager, P.O. Box 31130, Shreveport, LA 71130. No phone calls. Equal Opportunity Employer.

Aggressive salesperson with broadcast experience needed for growing sales effort. Entry level position with chance to progress rapidly within professional organization. Send resume to Jim McQuality Corp. Sales Mgr. WSPY, P.O. Box 1, Plano, IL 60545.

Southeast Resort Market We're looking for the person with at least one years experience in broadcast sales, who finds their income restricted because the "other guy" has a much better list. We've got the **Top List** here for just that person. The opportunity to make a huge salary is waiting. Plus, we'll guarantee a substantial base salary. Box H-97.

KKJY Albuquerque's No. One Radio Station. We hire an experienced, intelligent hardworking, aggressive sales person. Excellent opportunity for large realistic earnings and draw against commission. Send resume to Al Cohen, KKJY, 5000 Marble, NE, Albuquerque, NM 87110. No repeat. No phone calls. Male or female. KKJY is an equal opportunity employer.

Sales person with 2 to 3 years broadcast experience. Good communication skills. Media research experience desired. Send resume to Mr. Victor Sansone, Sales Manager, WKBW Radio, 596 Delaware Avenue, Buffalo, New York, 14209. An Equal Opportunity Employer.

Midwest Opening for an aggressive, experienced sales person with a proven track record. We are a growing country music station with high personality profile. Excellent commissions and work environment. Operated on Biblical principles. Call Ed Moore 219-875-5166. WCMR Box 307, Elkhart, IN 46515.

One of the Country's leading AOR stations, located in the growing Fort Lauderdale/Miami market, is looking for experienced salespeople. Candidates must have working knowledge of co-op, be retail sales oriented and have a superior track record. Send resumes to General Sales Manager, Joe Davidson, at WSHE, 3000 SW 60th Ave., Fort Lauderdale, FL 33314.

Experienced Radio Sales Account Executive. Exciting, challenging position available in a growing Texas Gulf Coast market. Excellent opportunity for aggressive sales person. Excellent pay with benefits. Box H-137.

Wanted. If you can sell, cover local news and do four hour board shift with a FT. N.W. Fla. Station that is an above average AM Station. Tell us what you need to change jobs and reply to: Box H-159.

General Sales Manager—Strong CBS affiliate in Southeast market looking for GSM to direct experienced and successful sales staff. Candidates with successful local and national sales management experience will be considered. Excellent opportunity with outstanding station for person interested in challenge and personal advancement. Equal opportunity employer, reply Box H-176.

HELP WANTED ANNOUNCERS

Wanted: Experienced announcer/assistant engineer-Salary open. Let's talk 916-233-2713.

Your opportunity! Staff announcer, production, news. Full time ABC. Resume, cassette. KFRO, Longview, Texas, 75606. E.O.E.

No. 1 Country in Central Pennsylvania looking for Personality Morning Person with Good Production Background... Send resume to Box H-111. E.O.E.

Six to midnite announcer with production ability needed now in the beautiful Rocky Mountains. Fresh air, great skiing, and a chance to grow. Tapes and resumes to Personnel Manager, KEXO, Ste. 1016, Valley Federal Plaza, Grand Junction, CO 81501. E.O.E./M-F

Staffing one of Pennsylvania's most powerful and popular radio stations -WQKX. We need a sharp Program Director who understands the Adult Contemporary format, is familiar with research concepts and can manage people. Air shift required. We also need 4 talented Adult Contemporary communicators who are capable of reading a flawless newscast and doing top quality production. Only experienced pros will be considered. Please indicate if you are making application for the Program Director's position. Send resume, tape, references and salary requirements to: Joseph A. McGranaghan, VP/GM, WKOK/WQKX Radio, P.O. Box 1070, Sunbury, Pennsylvania 17801.

NY upstate small market altering format. Require adult-contemp DJ and local newscaster. Substantial experience mandatory. Box H-127.

KBBQ-FM has a full time opportunity in Phoenix, Arizona. Premiere adult contemporary station is looking for the right afternoon drive personality. Send tapes and resumes to J. D. Freeman, Director Of Programming, 301 West Osborn, Phoenix, AZ 85013. E.O.E. M/F.

Top air personality with warmth, numbers-grabbing communicative skills. Minimum five years' experience. Show-preparation a must. Strong Midwest AM'er. Send resume to P.O. Box 2346, Kettering, OH 45429. EEO/M/F/H.

Morning Personality for adult format. Sales, play by play or music library experience a plus. Send tape with resume to KTNC, P.O. Box 589, Falls City, Nebraska 68355, or call Charles A. Radatz, GM 402-245-2453 or 402-442-1222.

Wanted: Morning and Afternoon Drive Announcers. Good voices and personality. Medium Market. Salary negotiable. Phone 205-442-1222.

Needed, sophisticated voice, creative writing skills, strong production to handle afternoon drive and commercial production for prestigious 100,000 thousand Watt FM. Rush resume to Box H-141.

Experienced Morning personality needed to join CHR team at top FM in Midwest. Box H-149.

HELP WANTED TECHNICAL

Chief Engineer. Experience required in maintaining transmitters, equipment and automation at two well equipped stations in beautiful Vermont. Good salary and benefits. Apply immediately to WSTJ, P.O. Box 249, St. Johnsbury, VT. 05819 E.O.E.

Virginia, AM, FM seeks Chief Engineer. FM, Class B, AM, DA2, experience with directionals mandatory. Plans under way to construct new AM tower site. Well equipped history of good maintenance. Clay Media is an equal opportunity employer and encourages minority and female applicants. Please forward salary requirements and resume to Michael J. Ludgate, Clay Media, Inc., P.O. Box 5387, Charlottesville, Va. 22905.

Full Time Chief Engineer needed for 5KW AM NDA Daytimer and 100 kw fulltime FM in North Carolina. Strong background in studio and transmitter maintenance. Growing group operated station. Send complete resume and salary requirements to Box H-163. EOE.

Wanted: Engineer/Announcer with automation experience. R.F. experience to \$1,200.00!!!! Immediate opening. Call 916-742-5555.

Chief Engineer—100K/5K Combo in NW Arkansas. Good salary great benefits ... paid retirement ... hospitalization ... growing operation. Call 501-524-3171. EOE.

Chief Engineer/Announcer—Great opportunity for a first-time chief to take over maintenance and planning for an automated FM. Must be able to do top notch personality airshift in addition to minor maintenance. Back-up help is available for critical engineering problems. Salary commensurate with ability and experience. 1st Class license required. Call Jay Alexander at KKIQ, Livermore, CA 415-455-4500.

WKBW Radio is looking for a Chief Engineer to supervise all technical operations of 50,000 watt directional AM radio station. Position requires hands-on experience with audio processing and RF systems. Administrative experience needed. Please contact Frank Woodbeck, Vice President & General Manager, WKBW Radio, 695 Delaware Avenue, Buffalo, New York 14209. An Equal Opportunity Employer.

Experienced qualified engineer for 100,000 watt FM SMC Automation, and AM. Delightful year round climate. Excellent salary. Benefits include retirement pension. Contact Bill Harrell, KVOX KOYE FM Laredo, Texas. 512-723-4396.

Chief Engineer. If you've got radio engineering experience and are ready to move into chief engineer slot, or if you're a dissatisfied chief engineer looking for a new challenge with a growing broadcast organization, we're looking for you. We have new equipment in all of our AM and FM properties in suburban New York and offer excellent benefits. Write experience and salary requirements to Box H-152.

Engineer Wanted Major market East Coast—Write Box H-150.

Full Time Chief engineer for top rated AM/FM Combo on the West Coast—We need a hard working, hands on chief who has working knowledge of FCC regulations, practical experience in transmitters, SDA's, STL's, audio processing and automation. Good stability. Good salary. Great place to live. EOE. Send Resume to Box H-181.

HELP WANTED NEWS

Energetic self-starter Newperson/Announcer needed by Midwest's finest radio news operation. Excellent salary and benefits to the person with good news background who can also do weekend air shift. Tape and resumes to David Allen, News Director, WOOD Broadcasting, Inc., 180 N. Division, Grand Rapids, MI 49503. An Equal opportunity-Employer.

Immediate Opening for a News Director position. Solid AM & FM combination programmed separately with two networks, 3 person department, Wire Services, Private Weather Service, and most of all a strong management commitment to news. Must have experience with good references. Tapes and resumes only to Terry King, V.P. & G.M., KTTT & KZNN Radio Stations, P.O. Box 727, Rolla, MO 65401. Equal Opportunity Employer.

Morning News Anchor/Reporter ... KTAR Newsradio. Top rated station in Phoenix seeks an experienced professional with excellent on air delivery, exceptional writing style, and ability to cover news as it happens. Send tape and resume to Jack Penland, News Director, KTAR Newsradio, 301 West Osborn, Phoenix, Arizona 85013. EOE.

KANU, University of Kansas, seeks a News Director. Major responsibility for news policy and formats, staff supervision and development, news broadcasts and anchoring special events. Bachelor's Degree in Communications, Radio-TV, Journalism or equivalent combination of education and experience required. Experienced demonstrated skills in news gathering, writing, production and on-air work required. Supervisory skills, previous experience as news director, working knowledge of courts, legislative process and government desirable. Salary \$18,000-\$22,200 annually. Application deadline: September 11, 1981. Letter, air-check or demo tape and resume to Howard Hill, KANU, University of Kansas, Lawrence, Kansas 66045. EEO/AA.

Skilled Journalist needed for top local news operation in North Central Pennsylvania. Will anchor PM drive news. Creative writing, good voice, and conversational delivery a must. News happens at all hours, we need someone committed to work under those conditions. Award-winning facilities, excellent pay and benefits. Call yesterday! Tony Kale or Ken Sawyer 717-323-7118.

One of the Midwest's finest medium market facilities is seeking tapes and resumes from sportscasters with at least two years of commercial experience. Applicants must have strong play-by-play ability and be able to produce high quality sportscast. Competitive salary and outstanding benefits. Send resume and tape including all sports PBP you can do (hockey is a big plus) to: Gary Sparber, WJON Radio, Box 220, St. Cloud, Minnesota 56302 An Equal Opportunity Employer.

100 KW FM, 50 kw AM Top-Rated Combo in growing southeastern market needs a newscaster-anchor for September opening. One year broadcast news experience required to work with four-member news staff. Tapes/resumes to: Doug Fellows, P.O. Box 35297, Fayetteville, N.C. 28301. EOE, M/F encouraged.

Good Opportunity Reporter/Anchor. Must be able to gather, report, write, anchor local news. Experience preferred. Tapes Resumes to Lee Douglas, News Director, WRNJ Radio, Box 1000, Hackettstown, NJ 07840. EOE—No Calls.

News Director with PBP and sports talents for south Texas Station. Quality voice, production ability required. Good salary. Call William Ellis 512-278-2555. We are an established group. Equal opportunity employer.

Authoritative, experienced news anchor/reporter wanted at beautiful Portland, Oregon top AM. Tape, resume to KGW News, 1501 Southwest Jefferson, Portland, Oregon 97201.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

News/talk operations manager needed to install new format at eastern medium market AM. Tell us about your news/talk success and send your resume to Box H-114.

We offer stable, challenging, rewarding employment in a highly professional environment to outstanding performers. We're the Radio Group of Capitol Broadcasting Company operating WRAL, North Carolina News Network, Tobacco Radio Network and TN Spot Sales in Raleigh; WHTN-WKEE in Huntington; AM63-KISS in San Antonio and soon WRNL-WRXL in Richmond (FCC approval pending). Our formats include Top 40, AC, Country, Oldies and Album Rock. Our rapid growth provides opportunities in Sales, Talent-Production, and News-Public Affairs, to you if you're committed to professionalism and goal achievement. Tell me about your needs, interests and qualifications and I'll tell you more about us in a confidential reply. Wally Voigt, Group Vice President, Capitol Broadcasting Company, Box 17,000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

Medium market Northeast broadcaster, full time station, high power, looking for combination talk show host and production voice. Number one rated AR-BITRON adults. Network affiliate. 18-20 thousand salary range starting plus good fringe benefits. Work with outstanding team of professionals. Station in the market for over 50 years. Send tape and resume immediately. Reply to Box H-132.

Operations/Production Director—Needed for award winning public radio station in Texas. College degree and professional dedication required. Salary competitive, excellent benefits and working conditions in a beautiful location. Send non-returnable tape, letter, resume and references to Bill Oellermann, General Manager, KETR, East Texas State University, Commerce, Texas 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

Immediate Openings. New AM ("Music of Your Life" and news format). Established FM (AOR and News). Seek program, sales, news personnel. Growth opportunity. Competitive salaries. Rush tapes, resumes, to: Erin Broadcasting, P.O. Box 142, Sun Prairie, WI 53590. EEO in medium market.

PD-TOP Mor., requires strong experience in programming, music, management. Send resume, tape with air check and production to KOTA, Rapid City, SD 57709.

Broadcast News Coordinator: Write, produce and market materials for radio and television; assist in print. Bachelor's degree, 1 to 3 years professional broadcast news experience or equivalent required; master's degree, university news bureau and TV experience helpful. Salary: \$15,500 plus excellent fringe, benefits. Respond by Sept. 1 to: Michael J. Matthews, Director of Information Services, Western Michigan University, Kalamazoo, MI. 49008.

Program Director for country station. Must have ability to manage staff and handle air shift. Tape and resume to Ron White, Consultant, Box 1425, Grand Rapids, Michigan 49501.

Programmer For Southeast. Must have medium-major market experience. Salary 25 K+. Resume to Box H-140.

Radio Production Assistant East Coast commercial production studio seeks production specialists to record-edit and log radio programs. Position will involve technical production from assembly to distribution. Send resume, salary requirements, and references to Box H-163.

SITUATIONS WANTED MANAGEMENT

Station Owners, Group owners. Gen. Mgr. with 19 years experience managing AM-FM all markets. Heavy sales and promotion oriented. Successful in winning the battles of sales and profits. Looking for new battles to win, excellent credentials. Box H-133.

General Manager—Now Medium Market. Success With Major Market Background. Experienced Sales, Programming, Promotion, Administration. Seeks Relocation. Box H-136.

Stop! 20 year G.M. fantastic sales, ratings. Small to top 3 markets. Box H-172.

Successful young manager wants move near coast in Southeast. Small or medium best. Experience. Impeccable track record and references. Degree. Family. Presently employed. Reply Box H-169.

GM-Consummate Professional. Aggressive, Jennings-oriented sales leader. Talented administrator, programmer, motivator. Community-minded family man, mid-forties, seeks table, long-term position with equity potential in New England or Mid-Atlantic States. Superior references. Box H-179.

General Manager, currently employed, would like to move family back to Midwest or East Coast. Prefer FM or Combo. Strong Sales, promotions & programming. 703-356-9254.

SITUATIONS WANTED SALES

Sales or copywriting position wanted by recent Journalism graduate. Experienced in advertising sales and on-air work. Talented writer, samples available upon request. Lynn, 608-788-3869.

SITUATIONS WANTED SALES CONTINUED

Successful Theory Y general sales manager with other proven abilities seeking general manager position in 50+ market. Coastal Southeastern United States preferred. Excellent references. Reply to Box H-73.

Energetic Sales And PBP voice seeks radio sales position with dynamic medium market organization offering opportunity to continue career in PBP at college or minor league level. 178 Paseo Robles Anaheim, CA 92807.

Experienced Salesman desires sales or sales manager's position. Any state and any size market. Can also do air shift, 1st Phone. Box H-142.

Tele/Talk Host—Mature, skilled polemicist; assertive but sensitive and humorous. 7 years talk experience; 20+ all phases including Metro N.Y.C. and major network. Excellent interviewer. Interested in major markets and/or major dollars. Box H-135.

SITUATIONS WANTED ANNOUNCERS

Female, 20, Single A rockin lady. If your station rocks I'm ready to roll! 3rd, tape & resume available. Michelle Foxx, Box 186, Wooddale, IL 60191. 312-595-6039.

Hartford-Springfield graveyard shift or temporary work wanted. Over 2 years experience. 413-562-0376.

Vibrations! of love and concern caress the on listener when she speaks. News, AOR. Music format. Public Affairs. The ultimate of femininity. One beautiful voice says it all. Jeannie Marie 312-580-5759.

Dependable Top-40 professional, 20 yrs. exp. outstanding voice with good delivery, also production. Greater Cincinnati area. Available now. 1-513-528-5793.

Experienced air personality seeks full time position. Strong background in sports, music and board work. B.A. Radio & TV, reply, 524 Cloverdale Ave. Crestline, Ohio 44827.

Grade A Sports Announcer seeks Sports Director and/or play-by-play opening. 4 years experience doing major college games. Burt Groner, 5455 Grove St., Skokie, Ill. 60077 312-966-3875 (after 5:00 p.m. CDT).

Appleton Newsmaker for hire!Contemp, Jazz, AOR, Country experience. Writing, Production too! Has fun on air without overdosing. Sick of time/temp every 3 minutes. Wants to (and can) create! 414-233-8371. Also consider talkshows. Dave Saint-Germain, 2020 Mount Vernon, Oshkosh, Wisconsin 54901.

Eastbound 1st phone combo man with good production skills tired of being the gofer. Interested in CHR/AC/AOR and all that jazz or engineering opportunity. Northeast preferred. Will consider all contact Marty Korlofsky, 2889 Florida St. Grand Jct., CO 81501 or call 303-241-4688.

Major Market Classical Music Announcer—Mellow voice, facile, arresting personality. Operatic background. Metro New York classical and foreign language broadcast experience. Excellent programmer and commentator. Mature family man seeking permanency and stability. Box H-179.

D.J. with news and production experience. Reliable. Looking for opportunity with growth. Secure, competitive operation a must. Northeast or Midwest. Call Mike 716-876-5509.

Call my Bluff! one of a kind confident enough for cold audition on phone! (black) newscaster D.J. Also sales mature. Recently trained. Tape available. Laser beam delivery that penetrates but leaves no scars. Open all market. Spencer (days) 212-525-0993.

Experienced Morning man, contemporary w/1st. Straight forward, clean-cut, Jon Voight type, good references. Thrives under pressure. Long hours. Jim 201-968-0242 evenings. or write Mr. Jimmy Scott, 40 Longview Dr. Greenbrook, N.J. 08812.

Christian announcer seeking employment at contemporary Christian music station. Karl 304-755-3950.

Announcer/Sportscaster ... five years board, two years PBP; know Rock, CW formats. Southern Rockies or west coast preferred. Anytime 303-346-8918.

Experienced, reliable jock is ready to move. I've worked mornings, afternoons, and covered sports. If you need a versatile voice and good production, call Frank 414-782-1182.

Announcer with 7 yrs. Experience looking for stable employment in Midwest. Prefer either C&W or A.C. 616-948-2609 mornings!!

Dependable DJ with excellent references looking for stable permanent position. 8 years in radio. All formats considered. Mike 904-255-6950.

Dependable Disc Jockey. 5 yrs. experience. Top 40, MOR, Country. South only. Prefer Tennessee. Tom Underwood. 202-433-2404 or 703-836-4392.

Attention Louisville Market! Half my life spent in Radio. Ready to move to major market. Currently doing production for automated stations. Want back in live radio. All formats considered. Tim Tolbert, Route 2, Orleans, IN 47452. 812-865-2675.

From ice rinks to Leon Spinks, blocked punts to high flies. I tell not only who and how much but also why Joel 516-869-8076.

Female Announcer, FM style, Country. Good voice, dependable. Looking for small market station. Joan Dobbins 415-566-4228.

Female Radio Personality Experienced professional, energetic, vibrant and versatile. Will relocate. 216-533-7471.

Experienced AC/Top 40 Jock. I'm ready to move when you give the word. No offer overlooked, market size no problem. Kevin Hilley, Box 73, Clementon, NJ 08021.

Top Market Jock wants to do mornings, but will consider all shifts, on a well run radio station. If this is your station, call Paul after 2 p.m. Central only! 312-824-0676.

SITUATIONS WANTED TECHNICAL

Chief Engineer—Technical Director, Degree, 20 years experience, Complex Directionals, Proofs, Hi-Power AM-FM Stereo, Remote control, Quality audio, Processing, Construction. Box H-116.

Engineer, 51, Degree AMFM Experience 1955-72, now US citizen First Phone license seeks job Radio, TV. Contact A.M. Kandyil, 3508 Arthur Drive, Ruston, LA 71270.

Experienced location recordist, conservatory graduate, with 1st class license (plus Amateur extra) and a strong belief in public radio, would like useful part-time or temporary work in NYC. David Satz, 212-662-1787 or 865-9593.

Available Short-Term Employment. 20 year pro. New installations, rebuilds, troubleshooting, proofs, maintenance programs. Shoupe 717-249-6584.

SITUATIONS WANTED NEWS

Radio sportscaster—eleven years experience covering high school, Jr. and major college programs—exciting style—P.E. grad.—Call Rob Williams—512-233-3117.

Professional Print journalist w/M.A. in Radio/TV seeks to break into radio news. Peter Bohns 415-461-3112.

Take Charge News Director-Operations Manager 20 years solid experience. Innovative Professional. First phone. Solid On-Air Skills. Veteran street fighter; can get the most out of staff. Prefer southern major market, but will consider all. Let's talk winners. Box H-146.

Newsman-talk show host. Talent and experience with First Phone. Good voice, excellent writer and interviewer with strong music background. Can do it all. Best references. Box H-154.

Outstanding Sportscaster one of the best, but hidden in a remote medium market, so you don't know it yet. Exceptional PBP, solid sportscasts and interviews. 516-781-0037, Gary.

News Director/Reporter—already in Top 30 market with radio, TV, and newspaper experience. Contact Box H-91.

Black journalism grad with some experience wants to work for your news department. Competent writing and delivery. Call John Clark after 5 p.m. 215-242-2917.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Soul Programer major market know how wants smaller pond to swim in. 35K. 919-822-5218.

Profit Oriented programing specialist with proven ratings performance, 8 years experience. Operations responsibility and incentives a must. Top 100 markets only. Box H-92.

Creative commercials are entertainment and experienced copy writer seeks career with large medium or major market station. Ambitious, efficient, very creative. Box H-96.

20 years! Top 10 markets. PD., D.J., Play by Play, sales, TV. First Phone. Box H-172.

Amusing, Available, experienced, innovative, intelligent, irreverent, knowledgeable talk show host. Sports or General. Larger Markets Only. 213-462-5955, 213-506-7049.

Put a BARney in your life! Real, live personality, copywriter, programmer. DJ/Sales combo considered. Contemporary formats. Barney Chase. 516-432-5258.

TELEVISION

HELP WANTED MANAGEMENT

Director of Engineering—Public VHF station on Southwest seeks candidate for senior management level position. Individual should have proven background in state-of-the-art television engineering and operation. Must have ability to manage personnel in the technical aspect of production, transmission, and telecommunications planning. Responsibilities include budget management, transmission including translator and state microwaves, personnel, design and planning. Station is aggressive producer of public affairs and cultural programming using studio, mobile unit and EFP facilities. Individual must be oriented to growth and expansion. Experience 5-7 years in administration and technical areas of broadcast television. First class license and current knowledge of federal laws required. College degree useful. Equivalent experience and education accepted in lieu of degree requirement on a one year for one year basis. Minimum salary \$24,232. Send materials to: Personnel Department, University of New Mexico, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference requisition No. 617-A. AA/EOE.

Experienced, aggressive GM needed to help creative group develop new Northeast station. Local sales, P & L responsibilities a must. Box H-112.

Production Manager: Mid-dle market midwest affiliate seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher and motivator of people. Send resume and salary requirements to Box H-126. EOE.

Unit Chief, Science Unit WGBH is seeking an experienced Unit Chief for its Science Unit. Responsibilities include supervision of the Executive Producer of "NOVA" and the development and supervision of several new series on science, technology, medicine and wild-life. The incumbent is required to have ten years experience as senior producer/executive producer with thorough knowledge of all phases of television production, including remote and studio film and video. The experience must have been in producing science and technical programs, films and documentaries. Salary to \$53,000. Forty hours per week. Send resume to: WGBH, Personnel Department (A-100), 125 Western Ave., Boston, MA. 02134. An Equal Opportunity Employer.

Television Station General Manager Small market CBS affiliate seeks aggressive sales-oriented Manager in Alpena, Michigan. Successful candidate must be familiar with all phases of commercial television operation, including FCC reporting procedures, program purchase and scheduling, and budgeting procedures. Salary commensurate with experience. Send resume and salary history to: President, Thunder Bay Broadcasting Corporation, 1390 Bagley Street, Alpena, MI 49707.

Traffic Manager—If you have TV traffic experience, are detail oriented, have an understanding of relationship between Traffic, Sales, and Programming, are looking for a challenging and rewarding opportunity, then contact Jerry W. Fox, Program Manager, WTVG-TV, P.O. Box 5590, Lexington, Kentucky 40555. Send resume, and salary requirements. No phone calls. WTVG-TV is an Equal Opportunity Employer.

KVIE Channel 6 An Equal Opportunity—Affirmative Action Employer is now accepting applications for Position: Director of Public Information. Duties: manage promotion, public relations and information dissemination activities of KVIE-TV. Qualifications: 2 years' public information/public relations experience. Demonstrated writing and editing skills. Fiscal management experience. Application Deadline: 5 PM, September 4, 1981. Salary: \$20,000-\$25,000 annual. Submit letter of application, resume, portfolio, and references to: Peggy Hughes, KVIE-TV, PO Box 6, Sacramento, CA 95801.

Program Accountant to specialize in area of program production. Prefer candidate with Accounting degree and 2-5 years experience in motion picture or TV program production industry. Call Charles Shultz, SuperStation WTBS-TV, 404-892-1717. EOE.

Director of Telecommunications. Minimum Qualifications: A Bachelor's degree or an equivalent combination of education and experience is required. Six (6) months training in the use of TV studio equipment at a college or university. Three (3) years in mass communications and three (3) years in management supervision. Preferred Qualifications: Bachelor's or Master's degree in the field of Broadcasting or Communications. Salary range: \$24,274.56—\$25,768.08. Position open until filled, screening begins October 15, 1981. For application contact Florida Junior College at Jacksonville, Personnel Department, 210 N. Main Street, Jacksonville, Florida 32202. Phone 904-358-1812, ext. 316. An Equal Opportunity College.

HELP WANTED SALES

Major NE three-station public operation is looking for an underwriting sales person. Must be well-spoken, able to write and present proposals to top corporate officers. Sales/marketing background or similar experience required. Salary \$10,000-\$14,000 and will build with results. Excellent benefits. Send resume to Box H-76. An Equal Opportunity Employer.

Cable station growing into LPTV in 4th market needs experienced and aggressive sales person. Exciting, challenging position in almost virgin territory. Excellent commissions. Send resume to CBI-TV, Dept. B, P.O. Box 129, Hammonton, NJ 08037 or call 609-561-7083.

HELP WANTED TECHNICAL

TV & Video Engineers Needed. Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

Television Maintenance Engineer: Broadcast related experience in UHF Transmitters, 3/4 inch VTR and Video Systems desired. New facilities, excellent benefits and flexible working hours. Resume to Chief Engineer, WLYH-TV, RD No. 5, Lebanon, Pa. 17042. An equal Opportunity employer M/F

Maintenance Engineer: Growing production and post production house needs maintenance engineer for top quality equipment. Ampex VTR's - 2" and 1", CDL and Datatron editing, NEC digital effects, CDL-480 switchers and more. Excellent benefits and top salary to right person. Send resume to Bob Stapleton - NET Television, Incorporated, 2715 Packard Road, Ann Arbor, Michigan 48104, or call 313-971-3600.

Studio Maintenance Engineer for KMID-TV in Midland, Tx. 1st Phone and 1 year practical experience required. Salary negotiable. Contact Grady Woodward 915-563-2222. KMID-TV is an equal opportunity employer.

Senior Engineering: Position as assistant manager for transmission with the five-station network of Louisiana Public Broadcasting. Responsible for the planning, purchasing, inventory, fabrication, staffing, installation, maintenance and general operation of UHF(4) and VHF(1) transmitters. Requires six years electronic engineering experience with three in UHF (60 KW plus) operations and supervision. Salary range \$20,529 - \$30,132. Write for application form and submit resume to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. Closing date September 4, 1981. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

Audio Lead Engineer (Broadcast Technician III) for major market Northwest PTV VHF station to establish audio standards, plan and implement system, and lead proper maintenance and operation of all audio equipment and systems including multi-track recording equipment. MQ four years full-time experience/training in radio or TV broadcast technician work. Must have three years experience in complex audio mix setting; two years in installation, working with creative staff on productions, establishing audio standards in large broadcast or recording studio; one year experience leading, training staff, drafting purchase specs, executing stereo pickups for symphony, opera, etc. Salary: \$19,992 - \$25,584 liberal benefits. Deadline October 19, 1981. For official Broadcast Technician III application form contact Henri McClenney, Staff Employment Office, University of Washington, 1415 NE 45th, Seattle, WA 98195. 206-543-2889.

Do you need a change? We are seeking a self-starter to work as maintenance engineer in our major market television station/production company. Only those with 3-5 years experience in broadcast equipment maintenance need apply. Send resumes to Box H-144.

Wanted. ... Maintenance Engineer for major market television station/production company. Must have strong maintenance background. Salary mid 20's. EOE, M/F, send resumes to Box H-145.

Video tape editor needed to work in east coast major market television station/production company. Experienced with 1", 2" quad and CMX editing. License required. Send resume to Box H-147.

Maintenance/Video tape operator to work in major market television station/production company. Assist in operation and maintenance of latest state-of-the-art production and editing equipment. FCC First required. Send resume to Box H-148.

Assistant Chief Engineer—Experienced engineer with maintenance background needed for expanding group television station. Contact Paul Bock, CE, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Phone 304-525-7661. An Equal Opportunity Employer.

TV Engineer: Progressive southeastern PTV station seeks experienced person to operate/maintain state-of-the-art equipment, including RCA TK-45 & 46's, TK-28, TR-600, AE-600, Sony BVH-1100. High school diploma, 2 years technical school, 2 years TV broadcasting experience required. Call/write WDCN-TV, P.O. Box 120609, Nashville, TN 37212, 615-259-9325. M-F 8:00 a.m. to 4:30 p.m. by September 18. AA/EEO Employer.

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV, Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background and FCC General License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

TV Assistant Engineer: Progressive southeastern PTV station seeks person with basic technical background and strong desire to learn broadcast engineering. Position involves operation/light maintenance for state-of-the-art television equipment. High school diploma, equivalent of two years electronics technical training required. Some experience in television engineering preferred. Call/write WDCN-TV, P.O. Box 120609, Nashville, TN 37212, 615-259-9325, M-F 8:00 a.m. to 4:30 p.m. by September 18. AA/EEO Employer.

Texas-Oklahoma market seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-25. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. E.O.E.

Electronic Technician—Responsible for the maintenance of all electronics or mechanical equipment. May be required to repair or maintain the physical facilities at station. This includes but is not limited to: plumbing, painting, carpentry, and set construction. May be required to perform other duties as assigned by Chief Engineer. Must have First Class Radio-Telephone License. Experienced in the maintenance of complex electronics and electro-mechanical equipment. Able to lift and carry 130 lbs. a distance of 200 feet. Normal hearing and color vision with vision correctable to 20-30. Must be able to operate a motor vehicle and be insurable. Send application, along with resume, to KIMO-TV, 2700 East Tudor Road, Anchorage, AK 99507, Attn: Chief Engineer.

Maintenance Engineer/Rank Cintel WGBH is seeking an experienced Maintenance Engineer/Rank Cintel who would be responsible for maintaining Rank Cintel Telecine. Candidates must have a minimum of five years Rank Cintel experience and knowledge of digiscan and topsy. An EE degree would be helpful. Salary \$13,468-\$29,120. Forty hours per week. Send resume to: WGBH, Personnel Department (A-99), 125 Western Ave., Boston, MA. 02134. An Equal Opportunity Employer.

Video Tape Editor: Primary job to edit weekly half hour minicam news documentary. In addition will supervise editing facility and assist in other minicam editing. Knowledge of time code editing necessary. Must have minicam news editing experience and ability to edit for content. Background in journalism and TV production desirable. ENG camera experience desirable. Samples of work required. Submit salary requirements, resume and cassette to Wiley Hance Office B WNED TV, 184 Barton St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Opportunity Employer.

TV Technician: Immediate opening. Minimum three years experience in TV broadcasting. Operating experience with 2-inch and 1-inch video tape operation, camera setup and ENG operations necessary. Send resume to Myron Oliner, C.E., KBTU, 1089 Bannock St., Denver, CO. 80217. We are an equal opportunity employer.

Studio Engineer—WTVD has an immediate opening for a TV-Studio Engineer with high school diploma and two years of technical training or on-the-job experience in TV technical operations. Send resume to: Ed Wall, Chief Engineer, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Studio/Transmitter Maintenance Wanted 3-5 years experience with State of the Art equipment. ACR-25, VPR2, Chiron 4B and Grass Valley 300 with DVE. Experienced only, must be self starter. We are a growing UHF independent in San Francisco. Salary negotiable. Contact Chief Engineer, KTZO-TV, 2500 Martin St., San Francisco, CA 94124. E.O.E.

Operating and maintenance engineer opening at PTV station WBGU-TV for studio/remote production and broadcast/CCTV equipment. Commercial FCC license required. Two years' TV station experience desirable. Send application letter, resume, three letters recommendation to: William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43403. Application deadline September 18, 1981. Equal Opportunity Employer.

HELP WANTED NEWS

News Reporter: Minimum one year experience. Send tape & resume to Personnel Director, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Expanding TV News operation is looking for two general assignment news reporters and one additional news photographer. All ENG. Send tapes and resumes to Steve Rollison, News Director, KAAL-TV, P.O. Box 577, Austin, MN 55912. No phone calls, please!!! Equal Opportunity Employer.

Weathercaster/Feature Reporter Do you communicate well with people? We're seeking an experienced TV personality to present 6 & 11 p.m. weathercasts and to prepare human interest features. Midwest medium market. An Equal Opportunity Employer. Reply to Box H-98.

News Director - Midwest NBC-TV affiliate seeks production oriented journalist to manage entire news operation, including weather and sports departments. Must have imagination and energy plus ability to deal effectively with people. Salary open. EEO Station. Send resume to Box H-110.

Iowa TV station, competitive market, needs an assignment editor. Experience preferred, unless you come highly recommended. Knowledge of Iowa scene desirable. We are an Equal Opportunity Employer. Send letter and resume to Box H-130.

Science Reporter: Minimum one year experience as a reporter. To produce science reports, assist weathercaster in preparation of weathercasts, and train as backup weathercaster. Send tape and resume to Personnel Director, P.O. Box 100, Nashville, TN, 37202. An Equal Opportunity Employer.

Senior/Executive Producer immediate opening. Expanding news department. If you can produce a fast paced journalistically sound newscast and want to join the best in the Midwest, then send tape and resume today to A R Sandubrae, Executive News Director, KARD TV/Kansas State Network Box 333 Wichita Kansas 67201. Exp/Deg. Req. E.O.E. This position will be filled immediately.

Camera operator needed by a Washington, D.C. news bureau. Experience an absolute requirement. Our candidate will most likely be employed at a local television station news operation, be capable of editing and modest engineering chores. The news bureau is equipped with excellent cameras and editing facilities and provides reports via satellite to some of the top stations in the country. If you only enjoy covering fires and plane crashes, the local station is probably where you should stay. If, on the other hand, a chance to cover stories in the capital appeals to you as well as living amid the social and cultural attractions of Washington, D.C. sounds interesting, send a complete resume of your experience, education and career goals to Box H-138.

6 & 10 PM Anchor—Monday thru Friday in sunny Florida. No beginners, no readers. We need experienced working Anchor person. Send resume and salary requirements. Top 60 market. Box H-157.

Top rated upper Midwest station seeks an experienced sports reporter for general assignment work and weekend announcer. Send resume to Box H-158. An Equal Opportunity Employer.

News Director, 125-140 size. In one of the west's fastest growing markets. Net affiliate wants experienced person to run expanding dept. EOE employer. Send resume and salary requirements to Box H-165.

TV News Director—Network affiliate in North Carolina has immediate opening for a news director to manage its top-rated news department. Applicants must possess a degree in Journalism and at least five years experience in television. Background should include management as well as production. Send resume and salary history to Box H-166.

Number 2 Medium market station in South looking for Co-Anchor to take us to number one ... salary to \$20,000. You will write and do some reporting ... Resumes to Box H-167. An Equal Opportunity Employer.

Anchor-Producer-Reporter. Requires several years experience. Work in professional atmosphere with state-of-art technology in the Black Hills. Mail resume, VTR with anchor/reporting skills to Mike Morgan, KOTA-TV, Rapid City, SD 57709.

For Fast Action Use BROADCASTING's Classified Advertising

Sports Anchor/Reporter Looking for creative and aggressive sportsman with personality. Principle responsibility is weekend anchor. Also strong field work for radio and television. Must have TV experience with a first class on-air presentation. Tape and resume to Fred Caesar, WHP TV-Radio, P.O. Box 1507, Harrisburg, PA 17105. E.O.E.

Co-Author/Producer for Midwest network affiliate. Creative compensation package for talented veterans. Writing samples, tapes, first reply to Tom Maxedon, WLFI-TV, P.O. Box 18, Lafayette, Indiana 47902.

Hiring Staff for new newscast. All positions open for news, sports, weather. Experience preferred. Send cassette to KTPX, News Director, Box 6699, Midland, TX 79701.

Wanted: Anchor/Reporter, prefer experience, for small market TV station. Growing staff, will do some sports and news reporting. E.O.E. employer. KUMV TV, Box 1287, Williston, North Dakota, 58801. Phone 701-875-4311.

Needed immediately an imaginative and creative radio continuity person to produce and/or write radio commercials for an adult contemporary AM station and a Country FM station. Experience essential. Send resume and tape to Station Manager, WAXX/WAYY Radio, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

Weekend Anchor. We are still looking for a bright energetic person to anchor and report at our Corinthian-owned, CBS affiliate. Rush audition tape and resume to Robert Allen, News Director, KOTV, P.O. Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

Reporter—Top-rated station looking to increase its dominance. Two years previous television experience. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. EOE.

Number One Rated NBC affiliated in top fifties market with two openings: Weekend Anchor/Reporter and Producer/Reporter. We're state-of-the-art with live chopper and 1" editing. Send tape, resume and salary requirements to News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE.

Anchor Western Affiliate is looking for a strong broadcast journalist to lead a competitive news team. Good salary and benefit package. Send tape and resume to Olivia Lage, Personnel Department, KSEE, P.O. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

Weekend Anchor/Reporter Minimum two years experience in commercial TV as a reporter or anchor. Send resume and audition tape to Bob Totten, News Director, KTSB, Box 2700, Topeka, Kansas 66601. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Commercial Director/Announcer/Copywriter: We're seeking a director with experience, talent and enthusiasm; someone skilled in location and studio tape production, in editing, and on-camera performance. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Southeast medium market. EOE. Box H-178.

Video Tape Editor: Primary job to edit weekly half hour minicam news documentary. In addition will supervise editing facility and assist in other minicam editing. Knowledge of time code editing necessary. Must have minicam news editing experience and ability to edit for content background in journalism and TV production desirable, ENG camera experience desirable. Samples of work required. Submit salary requirements, resume and cassette to Wiley Hance, Office B. WNED TV, 184 Barton St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Opportunity Employer.

TV Traffic If you have experience in TV traffic, a thorough working knowledge of the relationship between traffic and other departments in a television station, and are interested in broadcast automation; then you may want to consider joining our installation team. Salary: D.O.E. extensive travel throughout U.S. required. Send resume to Gene Gach, 1455 E. Tullie Cir. Suite 102, Atlanta, Ga. 30329.

Commercial Producer/Director—2 years minimum commercial production experience required with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients and have hands-on experience with TK-76 camera, videotape editing, Chyron IV, location lighting. Quality-minded applicants may send resume and cassette to: Tom Tenhundfeld, WKRC-TV, 1906 Highland, Cincinnati, Ohio 45219 by Sept. 9. E.O.E.

Skyline Productions is currently in search of talent and is arranging auditions for both host/hostess and various types of acts: variety singers, dancers, musical groups and comedians etc. for a new television series emanating from Atlantic City, New Jersey. Send tapes and all inquiries to Kenneth Gewertz, Skyline Productions Inc., 321 N. Delsea Drive, Deptford, NJ 08096 or call 609-845-9416.

TV Program Manager—College graduate with experience in programming, promotion and production; and at least three years experience as supervisor or department head in television. Contact William E. Wuerch, WPRI-TV, 25 Catamore Boulevard, East Providence R.I. 02914. An Equal Opportunity Employer.

Producer/Director, Video Promotion for public TV station. Responsible for all station breaks including on-air fund-raising. Minimum 3-5 years TV production/direction experience. Available September 1, 1981. Send resume and 3/4" tape to: Personnel Manager, WTVS/Channel 56, 7441 Second Blvd., Detroit, MI 48202. EEO/AEE.

Producer for PM Magazine: Person will be responsible for complete production and packaging of PM Magazine; pre-production, field-production, and post-production of feature stories, development and production of local departments and tips, development and management of all office systems, budget development, and control. Management, budget and organizations skills are necessary. Producing and directing experience in the studio and the field is essential. Prior experience with PM Magazine is highly desirable. Send salary requirements and resume to Frank Watson, Station Manager, WINK-TV, P.O. Box 1060, Fort Myers, Florida, 33902. EEO.

Production Photographer/Editor. ... thorough working knowledge of 3/4 inch and 1 inch shooting and editing a must. Send resume and sample tape to Production Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

KPRC TV Houston's NBC Affiliate needs an experienced Writer-Editor-Producer as a Promotion Assistant. If you have at least 18 months' experience writing and editing videotape and are interested in a challenging position in our station's promotion department, we'd like to talk. We need an individual to be a Promotion Assistant and primarily handle our on-air news promotion. We offer a fine salary, great benefits, excellent working conditions and an exciting variety of hard work.

SITUATIONS WANTED MANAGEMENT

Program Director/Station Manager. 20 Year TV Management Professional ... Programing, operations, administration. Complete knowledge of F.C.C. rules ... Licensing is a specialty. 602-293-3383.

General Manager A proven winner with 20 years of highly skilled TV Management experience. Medium or Major markets preferred. Box H-139.

Award-winning Anchorman in top seven market available by Fall season. 12 years experience from reporter to news director. Hard-hitting documentaries, crisp writing, solid delivery and strong on-air appearance to be your up-front anchor. Box H-171.

SITUATIONS WANTED TECHNICAL

Construction Heavyweight. Chief Engineer, Administrator. I Am All Three. Will reply with resume and references. Box H-57.

SITUATIONS WANTED NEWS

Sports Anchor/Reporter Currently weekend anchor in medium market. Extensive PBP major college football, basketball, hockey. Excellent production skills. Learned from group up as ENG photographer. Notre Dame M.A. and B.A. Clean-cut, all-American-boy look. Seek move to fulltime. Will relocate anywhere. 219-277-8083 before 1 p.m.

35-year-old woman, college graduate, studied TV news journalism/newswriting/interview & talk show techniques. 7 years O/C experience as commercials actress NY, seeks first opportunity as news reporter/interviewer. Willing to learn other aspects local news. Tape available. Box H-41.

Professional Meteorologist, AMS Member, currently top 50 market, desires full-time number one weathercasting program. Box H-119.

Talented Sports Reporter looking for solid station, any market, excellent PBP sportstalk, reporting 6 years experience, ready immediately, call Jim 614-436-6133.

Excellent News Reporter with strong delivery, 6 years experience, want dependable operation, any market, ready immediately, call Jim 614-436-6133.

Talented Sports Anchor/reporter with Play-By-Play experience seeks new opportunity. 305-763-1686, mornings.

Hard working Female seeks TV news reporter position in a small market. Has some radio experience. Will relocate. Tape and resume. Sheryl 212-392-6449.

Anchor—Male, 28, dominant numbers. Masters Degree, quality writer, news director caliber. I know what it takes to turn an operation around. Box H-173.

Sports Photographer. Award winning News/Sports ENG photographer in major market seeks full-time sports in major league town. See my tape before football season. Box H-175.

Who Desires Maturity, experience in writing, producing anchoring or ND? 25 years. Knowledgeable, still eager. Family Man. No gray hair. Pat Bange, 10371 SW 156th St., Miami, FL 33157.

35-year-old woman college graduate, studied TV news journalism/newswriting/interview & talk show techniques. 7 years O/C experience as commercials actress NY, seeks first opportunity as news reporter/interviewer. Willing to learn other aspects, local news. Tape available. Box H-41.

Major market assistant news director last five years seeking job as news director. Tom Wayne, 612-735-6380.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

PM Field Video Producer seeks new challenges in PM, Documentary unit or News. Management potential. Top 30 market experience. Creative production skills. Versatile problem-solver. Box H-131.

Dynamic Talk Show Hostess - Wake up your air waves with the sparkling bright personality of multi-talented Jeannie Marie. 312-580-5759.

Production Assistant—"Possess professional and personal pride." Assisted and was capable of operating independent TV production studio. Good basic production skills with strength in film/video photography and editing. Available immediately and willing to relocate. Keith Lowther, Box 181, Great Mills, MD. 20634 301-994-0125.

Someone gave you your first break! Enthusiastic new Syracuse grad seeks his! Intelligent, mature, diligent; good voice and appearance. Very eager; willing to relocate. Lew Bernstein, 11 Winchester Drive, Liverpool, NY 13088. 315-457-2395.

ENG/EFP Cameraman/Editor 7 yrs. exp. in educational, documentary, news, music, commercials, magazine, sports. Also sound engineer. Seeking position shooting any of above. Tape available. Carl A., 517 Washington Ave., Dunkirk, NY. 14048; 716-366-6365.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Recent law school graduate—masters-communications-experience: research, marketing, sales, computer conversion-business oriented-seeks opportunity with station/group in intermediat management position. Will relocate. 216-285-7891/286-4600.

HELP WANTED SALES

Cable Advertising Sales Manager for top-100 market. Ground-floor opportunity for experienced media sales person looking for long-term growth opportunity with cable advertising sales group. Individual must have imagination and ability to sell creatively to local, national and regional advertisers in market well populated with local radio, television and print. We currently sell local availabilities in ESPN, CNN, USA Network and Music TV. If you're a self-starter, a go-getter and you're looking for a real challenge, we'd like to hear from you. Send resume to Tele-Cable Sales, Inc., P.O. Box 20, Syracuse, N.Y. 13212. EOE.

HELP WANTED TECHNICAL

Consulting Engineering Firm—Southeast Engineering position. Immediate. Send resume and salary requirements to Kessler and Gehman Associates, 1511 N.W. 6 Street, Gainesville, FL 32601.

Chief Engineer for newly equipped University telecommunications center. Facilities include 50 kw FM, UHF, ITFS, CCTV, and production studio, EFP and remote units. BS in related field and 3 years engineering experience required. Competitive salary plus university fringe benefits. Apply to: Joel L. Hartman, Bradley University Center for Learning Resources, Peoria, IL 61625, 309-676-7611 X235. An Affirmative Action/Equal Opportunity Employer.

Consulting firm has opening for experienced engineer proficient in radio-television allocations, antenna systems, project management. Send resume and salary requirement to—Lawrence Behr, Lawrence Behr Associates, Inc., P.O. Box 8026, Greenville, North Carolina 27834.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Growth Opportunity In Cablecasting. State-of-the-art cable system serving over 80,000 subscribers has an opportunity for Dynamic self starter. The right person should have broadcast experience in news, public affairs and advertising sales. This is the spot for a person looking to do their own thing. It's a new position in an established North East cable television company. The position reports to the senior management of the company. Please submit resume and salary history to (no telephone calls): James E. Doucette, Cablevision Industries Inc., 6 Wierk Avenue, P.O. Box 311, Liberty, New York 12754.

Bookkeepers—California needs two full-charge bookkeepers for major markets. Excellent salary plus benefits with great company in beautiful weather by the ocean. Creative Broadcast Services, 6290 Sunset Blvd., Hollywood, CA 90028 213-467-8151.

Audio Production East Coast R-TV production firm seeks radio production people to handle recording, editing, and final assembly of broadcast programs. Send resume, salary requirements, and references to Box H-164.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted four to sixteen Bay Circularly Polarized high power FM antenna... Call 916-233-2713.

Want to Buy Used equipment for Class A and Class C CP's Need everything; transmitters, towers, antenna's, marti remotes, etc. Call John 612-222-5555.

Instant Cash For Broadcast Equipment: Urgently need UHF Transmitters, Microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

Christian Television Network non-profit Religious organization needs cameras, recorders, switchers, monitors, transmitters, microwaves, towers, trucks, etc. Tax deductible receipt issued for any amount of contribution. Contact Rev. Lee Foster 713-991-3053. P.O. Box 772, Alvin, TX 77511.

Standby FM Transmitter with exciter. Need 1 kw to 3 kw. Operating or near operating condition. Don Payne 317-448-1566.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

2.5KW FM Harris 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

3.5KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

1KW FM Gates FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6354; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

10KW FM Harris 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

RCA TP 66—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

10KW FM RCA 10D-1 w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-379-6585.

1KW AM Collins 20V-3 (1969), many spares, proof, on air. M. Cooper 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

For Sale—CVS, 520 TBC Best Offer Call: 312-641-6030 Days.

Groton Computer terminal. Like News. Dirt cheap, \$2,000.00. LaVerne Garton, KBON-KDIG, 714-885-6555.

Used Equipment Bargains: RCA TT-10AL 11KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; VITAL VIX-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

New 5 KW Hi-Band VHF Transmitter: Never used, in factor crates. Standard electronics Model No's AH653, TH652, TH613. Tuned to Channel 10, can be tuned to any hi-band channel. \$30,000. Call 800-241-7878. Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

FOR SALE EQUIPMENT CONTINUED

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CV55048 T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Radar colorizer for sale. One Arvin TW1A Telweather 3 level colorizer. Call 515-289-1314.

For Sale: 3 1/8 in. Rigid Copper Transmission line. EIA Flange; 20' sections; 50 OHM; Call 913-232-1840.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

2 RCA TK-42 cameras in fair condition with some spare parts. Will sell or trade for color special effects generator or character generator or any other color TV equipment. Call or write Ken Beno, Lake Land College, Mattoon, IL 61938 217-235-3131.

Andrew HJ5-50 heliix—215 feet—in various lengths. 4 Luxo mike arms & mounts. 208-743-2282.

Sparta/Bauer two 15 kw AM transmitters like new, can be used as a 25 kw AM with combiner or used as 10 kw AM. Both units available Sept. 15th. Many Spares. Will sell separately or together. New in 1972. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX. 75248 214-630-3600.

FM-Optimod—Orban Tri-band 8100-A Limiters, in stock. Call Val-tronics, 717-655-5937.

Ikegami HL-79A Mint! Mint! 60 hrs. use w/Fujinon 14:1 lens w/2X Must Sell! \$35,995.00. 415-676-7260.

Spectrum Analyzer Tektronix 7L13 Perfect condition. \$12,000. Radio Engineering Company, N. Patterson. 805-688-2333.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

Hundreds Renewed again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

"Comic Relief." Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

TV Guide—complete set. Make offer. Box 90-B, Rockville, MD 20850, 301-654-1876.

Small Market radio station owner who has done it all for thirty-two years and loves radio would love to meet like-minded lady who is station owner, or Mang., SM, Salesperson or who would like to be anyone of the above. I'll merge or marry. Whoever survives will be wealthy widow or widower. Please hurry, I'm not getting any younger. Rush replies to Box H-168.

Sportscasters! Play by play jobs are easier and quicker with these nationally-used charts and stat forms for football, basketball and hockey. Plus, special sale on multi-sport post cards and greeting cards. Free brochure: SuperStat, PO Box 1, Endwell, New York 13760.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

For the best in original film scores, its "Music from the Movies" with your host Phillip Addiego Mondays 11:30 p.m. and Saturdays 10:30 p.m. on KALW 91.7 San Francisco.

Deejays! Need audition tapes? Expert production, reasonable cost. Studio, large music library, jingles, commercial and news copy. Resume writing and tape duplication available. Call Glen Gordon, Audio Production Specialists: 213-761-4536.

INSTRUCTION

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets—placement assistance—FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee: Write: NYMO Consultants, Box 852, Saco, Maine 04072.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted Programing, Production, Others

If You're Talking, We're Listening

Frank N. Magid Associates, the country's leading research and consultation firm, is looking for tapes and resumes of individuals involved in news and news/talk programming. We're interested in hearing from newscasters, sportscasters, program hosts, and talk show hosts from all market sizes. If you're looking to expand your horizons, we'd like to hear from you. We promise you won't get lost in the shuffle. Tapes and resumes should be sent to:

Frank N. Magid Associates
Radio Talent Placement Service
One Research Center
Marion, Iowa 52302

Help Wanted News

IMMEDIATE OPENING

NAFM FARM DIRECTOR

FOR

INTERMOUNTAIN FARM/RANCH NETWORK
(headquartered in Denver)

Send resume, salary history, aircheck to:

Jerry Trapp
312 E. South Temple
Salt Lake City, UT 84111

Help Wanted News Continued

NEWS DIRECTOR

Upper Midwest medium market searching for highly motivated News Director to lead four person staff. State of the art equipment, including mobile. Must understand style and content of contemporary news. Excellent salary. \$24,000 plus. Equal Opportunity Employer. Send resume to Box H-100.

Help Wanted Announcers

A RARE PLUM!

Northeast Decades-Long market leader, Modern MOR. Personality Pro who's good with people; genuine; communicates in natural way; works occasional phones; can handle a show containing a high mix of legit info. Great support; great facilities; dynamite organization. Send full description of capabilities, background, salary requirement. An Equal Opportunity Employer. Box H-90.

Situations Wanted Announcers

OWN YOUR MORNING MARKET

AM Drive Communicator ... Relevant and enjoyable approach incorporating basics ... phones ... humor geared to your market ... community involvement ... Major market success in AM Drive and Programing ... Currently employed and succeeding. Call (609) 397-8318.

**Situations Wanted Programing,
Production, Others**

Triple Threat

One of the nation's leading Radio/TV talk show hosts, currently employed, now available for major opportunity. Mature, witty, controversial, entertaining and contemporary. PLUS broad programing background with phenomenal track record and ratings success in top ten markets. Long on experience. Can lead your news/talk operation into a winning one. In person get together can be arranged Sept 13-16 NARB, or write Box H-180.

Help Wanted News

REPORTERS

We are expanding our news operation and are forming a special reporting unit. If you want to help us turn Nashville on its ear and you have the expertise in the following areas, we want to see your work:

Business/Economics
Consumer
Health
Legal
Features

We are also looking for producers and photographers.

Send tape & resume to Jim Cairo, ND, WNGE TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Television News Anchor

One of the finest broadcast stations in America is looking for an anchor who will continue a tradition of dominance. If you can demonstrate superior communications skills, a track record of professional success and a willingness to work, we will reward you with a compensation package to match your skills.

All inquiries will be held in the strictest of confidence. Please send your resume, and a recent unedited air check to:

Bob Jordan
News Director
KSTP-TV
3415 University Avenue
St. Paul, MN 55114

KSTP TELEVISION

E.O.E.



Help Wanted News Continued

TELEVISION NEWS ANCHOR

Aggressive news operation in competitive, sun belt, major market needs a talented anchorperson with solid reporting experience for weekday program. M/F EOE. Send resume and tape to:

Box 1046
Drexel Hill, PA 19026

REPORTER

Central Virginia News Operation needs a creative, visually oriented person who is a strong copy writer and works well with others. Should have background in state government and political affairs. College degree and experience required. CBS affiliate. Resumes and tapes to Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

**Top 25
News Anchor**

Sun belt West Coast network affiliate is searching for experienced, professional anchor talent to join expanding, quality news operation. We'll only consider "genuine" people interested in people and who can demonstrate same on tape.

An Equal Opportunity Employer, M-F.
Send resume and references to Box H-143.

METEOROLOGIST

This is a rare opportunity for a rare individual. If you have a degree in Meteorology, an AMS Seal, and superior on-air presentation skills, we may have a job for you.

Our nine person weather services department is equipped with state of the art equipment, including Doppler Radar and computerized graphics.

Your application will be held in the strictest confidence. Send a resume and aircheck containing several recent weathercasts to:

Dennis Feltgen
KSTP-TV
3415 University Avenue
St. Paul, MN 55114

**KSTP
TELEVISION**



Equal Opportunity Employer

**SACRAMENTO, CALIFORNIA
TWENTY FIRST MARKET**

We're looking for a solid, professional and personable co-anchor for our newly expanded news. We're a group owned network affiliate with a commitment to straight forward, no-nonsense news programming. If you're an experienced, positive and dedicated individual, send resume, references and audition tape to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, California 95818.

An Equal Opportunity Employer, M-F

EVENING ANCHOR

For highest rated station in top 150 markets. Want experienced, authoritative air personality. All inquiries confidential, E.O.E. Send resume and video cassette (tape returned) to: James A. Noe, KNOE-TV, P.O. Box 4067, Monroe, Louisiana 71201.

Help Wanted Management

**ENGINEERING
MANAGEMENT**

A major West Coast (California) broadcast facility has an excellent opportunity for a take-charge professional with proven engineering management skills.

The ideal candidate must have a thorough knowledge of master control, studio, video tape, transmitter and E.N.G. microwave operation. Individual must have proved abilities to coordinate personnel, budget and interdepartmental interface.

Excellent salary and benefits package. For prompt consideration in strict confidence submit resume to:

Dept. EEM
P.O. Box 60234
Los Angeles, CA 90060

Equal Opportunity Employer

Help Wanted Technical

Television

AUDIO/VIDEO SYSTEMS ENGINEERS

The American Broadcasting Companies, Inc. has immediate opportunities for individuals experienced in the design and specification of broadcast systems, videotape systems and/or broadcast facilities. Additional positions will become available in early 1982. Responsibilities will include direct involvement in the design of ABC's West Coast Network Broadcast Center and technical modifications for projects related to the 1984 Olympics Technical Center. Requires experience in above area, prefer BSEE or equivalent experience.

If you are interested in the above position, please call or send resume in confidence to:



Dean Feruce
ABC
4151 Prospect Avenue
Hollywood, CA 90027
(213) 557-5373

An Equal Opportunity Employer

ELECTRONIC MAINTENANCE ENGINEERS

The National Broadcasting Company has several excellent opportunities for experienced Electronic Maintenance Engineers for its owned and operated Burbank, California, facility.

Successful candidates should possess at least 3 years hands-on service experience, preferably from a broadcast station or related activity. Consideration will also be given to individuals with good working knowledge of any of the following: 3/4 inch, 1 inch and 2 inch videotape recorders, audio and video equipment, CMX, Quantel, ADDA, and Chyron, minicomputers and peripheral equipment, AAS or BS degree in Electronics desirable. Digital experience preferred.

We offer an excellent benefits package including tuition assistance, salary commensurate with experience. Please send detailed resume and salary history in confidence to:

Employment Office — EME
National Broadcasting Co.
3000 West Alameda Ave.
Burbank, CA 91523



Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others

PROMOTION PRODUCER

Immediate opening for position with New York based cable network. Must have experience with all aspects of on-air spot promotion. Send resume, tape and salary requirements to Doug Keck, Rainbow Productions, 100 Crossways Park West, Suite 200, Woodbury, N.Y. 11797.



WE'RE LOOKING — FOR YOU?

WDBJ Television, a quality broadcaster in the desired "quality - of - life" Shenandoah Valley wants a managing producer for our top-rated PM Magazine. Candidate must have the technical and managerial skills to supervise and challenge a talented staff. PM experience preferred. WDBJ is an equal opportunity employer. Send resume, tape and salary requirements to:

Program Director
WDBJ-TV
Call Service 7
Roanoke, Virginia 24022



WBZ-TV Boston

Editor, minimum three years 3/4" editing experience on PM Magazine or similar program. Person will be responsible for editing four-five stories per week for number-one rated daily prime-time access program.

Send resume and cassette to:

Susan Levit
Producer—Evening Magazine
WBZ-TV
1170 Soldiers Field Road
Boston, MA 01234

An equal opportunity employer

Electronic Journalism

The National Broadcasting Company has immediate openings in its Electronic Journalism (EJ) Department:

TECHNICAL MANAGER (EJ EQUIPMENT)

This newly created position requires 2+ years broadcasting experience in EJ management or operations. Hands-on knowledge of EJ news gathering techniques and equipment is essential. Individual will be responsible for supervising the local EJ bureau maintenance operation, including crews, editors, facilities, etc. Some travel required. Engineering Degree preferred.

EJ ENGINEER

Will be responsible for equipment diagnosis, preventative maintenance, and maintaining stock levels. Knowledge of operations and design of EJ cameras and 3/4" videotape equipment required. Must be available for flexible hours (not graveyard) and some local travel.

NBC offers an excellent benefits package and salaries commensurate with experience. Please submit resume, stating salary requirements, in confidence to:



NBC

W.C. Fallon/EJ
NBC, 30 Rockefeller Plaza
New York, New York 10112

An Equal Opportunity Employer M/F

Situations Wanted Programing, Production, Others

ATTENTION!

Top-20 News/Doc/Mag
Programers
Major Market
Award Winning Feature Team
Photographer/Producer
and
Reporter/host
Employed but itchy
Reply Box H-162.

Situations Wanted News

TOP TEN ANCHORMAN

Available soon. Mature, dynamic, multiple-award winner looking for news operation committed to being market leader. In-depth reporting, solid writing, strong camera appearance. All replies considered. Box H-170.

Public Notice

NOTICE OF AVAILABILITY

OF A REQUEST FOR PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE. The City of Proctor, County of St. Louis, Minnesota, invites proposals for a cable communications franchise. A standard proposal form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals" both of which are available from the undersigned. Proposals will be accepted until October 15, 1981 at 5:00 p.m. All proposals received will be available for public inspection during normal business hours at the City Clerk's office, 200 Second St., Proctor, Minnesota. Each such proposal shall be accompanied by a \$25.00 non-refundable filing fee payable to the City of Proctor.

The Long-Range Planning/Legislation Committee of the Board of Directors of National Public Radio will meet August 29-31, 1981, at the Marina City Club, 4333 Admiralty Way, Marina del Rey, California. The meeting will begin with dinner at 7:30 p.m. in the Top Side Room on Saturday, August 29; on Sunday, August 30, they will meet from 8:45 a.m. to 6:30 p.m. and on Monday, August 31, from 8:45 a.m. to 12:30 p.m. in the Top Side Room.

The primary item of business will be discussions of long-range plans for public radio.

For further information concerning this meeting, please contact Janice Hill, Acting General Counsel, National Public Radio, at 202-822-2043.

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E	Small	FM	\$635K	29%	Jim Mackin	(207) 623-1874
W	Small	AM/FM	\$700K	\$350K	Bill Hammond	(214) 387-2303
MW	Small	AM/FM	\$1,100K	\$400K	Peter Stromquist	(612) 831-3672
S	Small	AM & AM/FM	\$1,500K	\$500K	Bob Thorburn	(404) 458-9226
S	Metro	Fulltime	\$450K	Terms	Bill Chapman	(404) 458-9226

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NY	FM	635K	Small
MS	AM & FM	475K	Small
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IL	Fulltime AM	725K	Small
SC	Daytime AM	400K	Small
NC	Daytime AM	550K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
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- FM Ark.—Miss. \$380,000.
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- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. SE KY. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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Due to the holiday, Monday, Sept 7, the deadline for our
Sept. 14th issue will be FRIDAY, SEPT. 4th.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

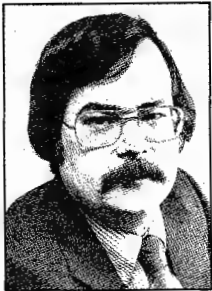
Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes®

Media



Graves

David Graves, VP-programming and promotion for Group W's Radio Group, New York, named VP-general manager of Group W's WIND(AM) Chicago, succeeding Jane Coleman, on job two months ("Fates & Fortunes," June 15). Coleman has not announced future plans.

A.G. Hiebert, president, Northern Television, licensee of four radio and two TV stations in Alaska, named chairman and chief executive officer. **Ron Moore**, VP-general manager of Anchorage division of company, named president of division. **Henry Hove**, VP in charge of company's Fairbanks operations, named president of Fairbanks division.

Forest Amsden, VP-general manager, KING-TV Seattle, has resigned. **Eric Bremner**, VP for television, King Broadcasting, is serving as general manager of station until successor is named.

Charles Pickering, acting general manager, WJIB(FM) Boston, named general manager.

Mike Elliot, sports and operations director, KENR(AM) Houston, joins WAWA(AM)-WLUM(FM) Milwaukee as VP-general manager.

Richard C. Bell, sales manager, Sillerman-Morrow's WALL-AM-FM Middletown, N.Y., named VP-general manager of both stations. **Kathleen O'Sullivan**, director, administration, named VP-administration for broadcast group.

Mike Diem, program director, WJON(AM) St. Cloud, Minn., joins KMOM(AM) Monticello, Minn., as general manager. Station is scheduled to go on air in November.

Phil Parr, air personality, KIPR(AM)-KSPL(FM) Diboll, Tex., named operations director.

Larry Namer, director, corporate development, Manhattan Cable TV, New York, joins Valley Cable TV, Encino, Calif., as VP-general manager.

John P. Frazee Jr., VP-corporate development, Central Telephone & Utilities, Chicago, named group VP, Centel Video Services, responsible for Centel's cable operations.

Newly elected officers of Northern California Broadcasters Association: president, **Rick Lee**, VP-general manager, KMEL(FM) San Francisco; VP, **John P. Hayes Jr.**, VP-general manager, KYUU(FM) San Francisco; secretary, **Ray Barnett**, VP-general manager, KCBS(AM) San Francisco; treasurer, **Paulie Landon**, VP-general manager, KOI(FM) San Francisco.

Elected officers, Wyoming Association of Broadcasters: **Ken Brown**, KWOR(AM) Worland, president; **Dave Allen**, KTWO(AM) Casper, first VP, and **Al Harris**, KUGR(AM) Green River, second VP.

Advertising

Appointments, Barickman Advertising, Kansas City, Mo.: **Gerald F. Venable**, president, to chairman; **William E. Hussey**, senior VP to president; **John L. Jensen**, creative director, and **Jack Schroeder**, media director, to executive VP's.

Joan Barnett Grant, account supervisor, DDB Group Two, subsidiary of Doyle Dane Bernbach, New York, named VP.

Stan Tannenbaum, former chairman, Kenyon & Eckhardt, New York, joins Bentley, Barnes & Lynn Advertising, Chicago, as president. He succeeds **Peter Postelnek**, who is now chairman.

David Allemeier, creative director, D'Arcy-MacManus & Masius, St. Louis, elected VP. **Michael Growcock**, from Lane & Associates, Kansas City, Mo., joins DM&M in St. Louis as account executive on Ozark Airlines account. **Joseph Einspanier**, from Professional Electronics Marketing Co., St. Louis, joins DM&M as media buyer. **Kyle York**, copywriter, J. Walter Thompson, Chicago, joins DM&M there as writer.

Thomas F. Moroch, account supervisor, Bozell & Jacobs, Dallas, joins Lowe Runkle there as VP-account manager.

David A. Brenner, account supervisor, sales promotion services, Creamer Inc., New York, named VP-sales promotion services.

Stuart Miller, creative director, Eisner & Associates, Baltimore, elected VP.

Marc Crawford and **Kerry Gray**, account executives, Associated Advertising Agency, Wichita, Kan., both named VP's-account managers.

Catherine Bond, media director, Austin Kelley Advertising, Atlanta, named VP.

Cathy Thomson, account executive, Barkley & Evergreen, Kansas City, Kan., named account supervisor.

Stanford Moy, senior art director, Kenneth C. Smith & Associates, La Jolla, Calif., named creative director.

Tim Whalen, regional marketing manager, International Dairy Queen, Minneapolis, joins Carmichael-Lynch Advertising, Minneapolis, as field account executive. **Nelle Meese**, assistant production manager, General Mills, Yoplaht, USA, joins Carmichael-Lynch as account executive.

Virginia H. McMinn, account executive, Liller Neal Weltin, Atlanta, joins Sive Associates, Cincinnati, as account executive.

Janet Rechtman, media director, Cox Advertising, Atlanta, joins Hutchison & Anderson Advertising there as account executive.

Cynthia Cole, formerly with McCann-Erickson and Lee King & Partners, both Chicago, joins Don Costello & Co. there as

media buyer and planner.

Mark Shottland, manager, red sales team, Katz American Television, New York, named divisional VP. **Mike Ring**, account executive on red team in Chicago, transferred to red team in New York. He succeeds **Mel Gallucci** who has been assigned to special projects. **Jay Zeitchik**, from Katz's training program, named to sales staff of blue team in New York.

Paula Mittleman, account executive, P/W Radio Representatives, New York, named Eastern sales manager.

I. Robert Steres, account executive, Independent TV Sales, division of Katz Agency, Los Angeles, joins Avery-Knodel Television there as VP, Southwest sales manager.

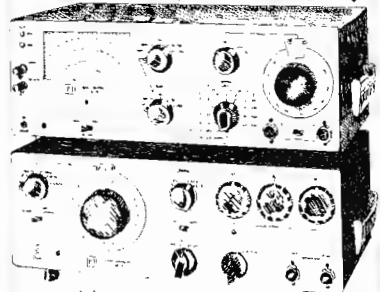
Keith Green, account executive, Independent Television Sales, New York, joins Blair Television's ABC/blue sales team.

Debbie Karol, account executive, Adam Young, New York, joins Petry Television there in same capacity.

Ronald Strauss, account executive, Metro TV Sales, New York, named Northeast account executive.

Gail Nevins, account executive, Selcom, New York, joins Major Market Radio Sales there in

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same capacity.

Jay Shimmel, account executive, ITVS, New York, joins MMT Sales there in same capacity for MMT's team B-II.

Karen Grinthal, sales representative, WKHK(AM) New York, joins RKO Radio Sales there in same capacity.

John Sutton, local sales manager, KNXT(TV) Los Angeles, named general sales manager.

Robert Krieghoff Jr., general sales manager, WROC-TV Rochester, N.Y., joins WLWT(TV) Cincinnati as national sales manager.

Kevin Cox, VP-sales, NBC Radio Networks, New York, named VP-marketing services.

F. Lewis Robertson, general sales manager, Jefferson Productions, Charlotte, N.C., joins WTVC(TV) Chattanooga, Tenn., in same capacity.

Hollis Boardman, on sales staff of WESH-TV Daytona Beach, Fla., named national sales manager. **Carl Glick**, former general manager of WLOF(AM) Orlando, Fla., named local and regional sales manager for WESH-TV.

Jay Jaggar, account executive, KORK-AM-FM Las Vegas, named sales manager.

James Seifert, local sales manager, KQEO(AM)-KZZX(FM) Albuquerque, N.M., named general sales manager. **Keith Meyer**, senior account executive, KQEO-KZZX, succeeds Seifert. **Patti Roberts**, sales manager, *Albuquerque Singles Scene* magazine, joins KQEO-KZZX as account executive.

Rob Dalton, national sales manager, WOWT(TV) Omaha, named general sales manager.

Frank Jones, former sales supervisor with Canada Dry's Delaware Valley division near Philadelphia, joins WRBV(TV) Vineland, N.J., as marketing analyst and sales coordinator.

Ann Ransom, from sales staff of KRLD(AM) Dallas, joins Texas State Networks there as director of sales.

Hank Mann, account executive, KJR(AM) Seattle, joins KBLE-FM there as sales manager. Joining KBLE-FM as account executives are **Elaine Barokas** and **Shelley Gomavitz**, both from KAYO(AM) Seattle; **Mary Cameron**, from KING-FM Seattle, and **Terri Thompson**, from KNBQ(FM) Tacoma, Wash.

Jim Hughes, from Huddleston Recording, Dallas, joins KIPR(AM)-KSPL(FM) Daboll, Tex., as general sales manager.

Charles Newman, sales manager, KQWB(AM) Fargo, N.D., joins Ag-America Radio Network there as VP-national sales manager. **Phil Duchscher**, farm news director, KVOX-FM Fargo, joins Ag-America as VP-regional sales manager.

Margaret Petito, media buyer and public relations coordinator, Gamut International, Hempstead, N.Y., joins WABC(AM) New York as account executive.

Luis Alvarez, account executive, WXTV(TV) Paterson, N.J., and **Ivan Darien**, local sales manager, WNJR(AM) Newark, N.J., join WXLO(FM) New York as account executives.

Richard Blaustein, former president of his own advertising firm, Blaustein Advertising, San Francisco, joins KFRC(AM) there as account executive.

Nick Pfeiffauf, director of public affairs, WESH-TV Daytona Beach, Fla., named to head new research and marketing services division. **Wayne Croasdell**, with WESH-TV, named sales development manager.

Frank Yanda, account executive, WMT-TV Cedar Rapids, Iowa, joins KWWL-TV Waterloo, Iowa, as director of agri-marketing.

Susann Thomason, from MMT Sales, Los Angeles, joins KCOP(TV) there as account executive.

Al Burk Jr., account executive *News American*, Baltimore, joins WBAL(AM) there in same capacity.

Betty Lieberman, Midwest manager, Roslin Radio Sales, based in Chicago, joins WLS-AM-FM Chicago as account executive.

Kimberly Gobrecht, media buyer, Waters Advertising, Norfolk, Va., joins WTAR(AM) there as account executive.

Geni Donaghey, sales assistant-office manager, WXKS-FM Medford, Mass., named account executive.

Lois Lyons, station manager, KBEE(AM) Modesto, Calif., joins KBET(AM) Reno as account executive. **Patricia Walford**, from traffic-continuity department, KOH(AM) Reno, joins KBET as traffic director-office manager.

Programing

Norman B. Levy, president of 20th Century-Fox Entertainment since January 1980, assumes additional duties as vice chairman of 20th Century-Fox Film Corp. He succeeds Alan Hirschfeld, who was named chairman and chief executive officer last month, following resignation of Dennis Stanfill.



Axelrod

Jonathan Axelrod, VP-senior executive of prime-time development, ABC, Los Angeles, joins Columbia Pictures Television as senior VP in charge of creative activities with all programing departments reporting to him.

Gail Sermersheim, Southeastern regional director, Home Box Office, named VP-general manager, Southern region, based in Atlanta.

Ellen Franklin, manager, program research, ABC Television, named program executive, current comedy programs, ABC Entertainment, Los Angeles. **Jordan Kerner**, director of program development, QM Productions, Los Angeles, joins ABC Entertainment as director, dramatic series development. **David Pollei**, VP-marketing, Bonneville Broadcast Consultants, New York, joins ABC Radio Enterprises there as VP-station marketing, responsible for its satellite music programing service.

Stephanie McClelland, director, cable services, CBS Cable, New York, named director, program and sales service, responsible for program inventory management, program scheduling and advertising sales support.

George Justin, VP-production management, Orion Pictures, Los Angeles, joins MGM Culver City, Calif., in same capacity.

Clare Simpson, president of his own television packaging and consulting firm in New York, joins D. L. Taffner/Ltd., TV program distributor, covering Eastern network and advertising agency sales.

John Babb Jr., director of specials, ABC Entertainment, joins Magnetic Video, New York, as manager, program production.

Carol Sue Ravenel, former director of special promotions for Terrace Garden Inn, Atlanta, joins Videostar there as sales manager.

John P. Meehan, VP-controller, 20th-Century Fox Film Corp., Beverly Hills, Calif., named senior VP finance and controller.

Ken Rose, formerly with N.K.R. Productions, Los Angeles, joins Westwood One there as producer. **Skip Beck**, with Westwood One, named post-production coordinator.

Paul Vane, accountant, Post-Newsweek Productions, Marina Del Rey, Calif., named account executive for Post-Newsweek Distribution there.

Jack Rose, director, financial operations, PolyGram Television, Los Angeles, named VP-controller.

Richard Golden, Northeast sales manager, Viacom Enterprises, New York, joins Katz Television as programing associate.

Bill Fanta, production director, KMST(TV) Monterey, Calif., joins KSBW-TV Salinas, Calif., as manager of operations and programing.

Dick Wolfsie, co-host of WCVB-TV Boston's *Good Day*, joins *Good Morning New York* on WABC-TV New York as co-host (with Judy Licht).

Scott Sams, weekend sports anchor, WLKY-TV Louisville, Ky., joins WATE-TV Knoxville, Tenn., as weekend sports anchor. **Mary Catherine Beeler**, actress in television and radio commercials joins WATE-TV as co-host of *PM Magazine*.

Jim Parido, production manager, WTVQ-TV Lexington, Ky., joins KOLQ-TV Reno in same capacity.

Peter Citron, entertainment editor, WOWT(TV) Omaha, joins KRON-TV San Francisco in same capacity.

Dave Cody, weekend sports anchor, WSFA-TV Montgomery, Ala., joins WAAY-TV Huntsville, Ala., as sports director.

Charles McConnell, production manager, New Jersey Public Television, Trenton, joins noncommercial KUAC-TV Fairbanks, Alaska, as program manager.

Eddie Alexander, syndicated sports magazine program host, joins KGT(TV) San Diego as sportscaster.

James Frey, operations manager, WALL(AM) Middletown, N.Y., named program director, WALL-AM-FM.

Dave Martin, air personality, KEBC(FM) Oklahoma City, named production manager.

Gene Steinberg, production assistant, KEYT(TV) Santa Barbara, Calif., named assistant operations manager and promotion coordinator.

Bob Van Genderen, sales manager, KMIT(FM) Mitchell, S.D., named operations manager.

Paul Vogel, production assistant, WTSP-TV St. Petersburg, Fla., joins KBMT(TV) Beaumont, Tex., as producer-director.

Andrei Shidlowski, music director, noncommercial KOSU-FM Stillwater, Okla., joins KCMA(FM) Owasso, Okla., in same capacity.

David Woodward, producer, director and writer for *Market to Market*, produced by Iowa Public Broadcasting Network, Des Moines, joins noncommercial KNME-TV Albuquerque, N.M., as producer-director.

Michael Mayo, air personality/assistant sports director, WIMG(AM) Trenton, N.J., joins WHWH(AM) Princeton, N.J., as sports director.

Allen Allshouse, director, WFSB-TV Hartford, Conn., named production administrator.

Heidi Hughes, in part-time position with KDKA(AM) Pittsburgh, joins station full time as producer for nightly talk show.

News & Public Affairs

Pete Moraga, former reporter and anchor, CBS Radio and before that news director, KMEX-TV Los Angeles, rejoins KMEX-TV as news director.

Joan Dinerstein, former anchor, WCAU-TV Philadelphia, and most recently head of her own television consulting firm, joins KYW-TV Philadelphia, as noon co-anchor.

Jim Scott, weekend anchor, WRC-TV Washington, joins WPXI(TV) Pittsburgh as co-anchor.

Ed Turner, executive producer of Cable News Network *Two-Minute Newscast*, Atlanta, named VP of CNN.

Walt Christophersen, news director, WNCT-TV Greenville, N.C., joins WCMH-TV Columbus, Ohio, in same capacity.

Dan Schillinger, anchor-producer, KOTA-TV Rapid City, S.D., joins KTVH(TV) Hutchinson (Wichita), Kan., as news director.

George R. Tyll, anchorman/producer, WTVN-TV Columbus, Ohio, joins WTAJ-TV Altoona, Pa., as news director.

Kasey Kaufman, news producer-anchor, WEZF-TV Burlington, Vt., named news director.

Lance Sandstead, weekday anchor/producer, KJAC-TV Port Arthur, Tex., joins WATE-TV Knoxville, Tenn., as anchor.

Mark Garrison, reporter, WBTV(TV) Charlotte, N.C., named 11 p.m. co-anchor. He succeeds **Mike Cozza** who has been named Washington bureau chief for WBTV.

Mike Anderson, formerly with KIRO-TV Seattle, joins WISN-TV Milwaukee as weekend co-anchor and general assignment reporter. **David Patrick**, anchor, WSAU-TV Wausau, Wis., joins WISN-TV as general assignment reporter. **Tom Turner**, programing associate for noncommercial WMVS(TV) and WMVT(TV), both Milwaukee, joins WISN-TV as editorial director and assistant to VP-general manager. **Kathy Mykleby**, reporter, WISN-TV, named consumer reporter.

Debra Silimeo, general assignment reporter and anchor, WEEL(AM) Fairfax, Va., joins noncommercial WAMU-FM Washington as anchor and producer of station's *Morning Edition*, news and features program.

Candy Altman, news producer, WPLG(TV) Miami, joins WPRI-TV Providence, R.I., as executive producer.

George Wolverton, 5 p.m. senior news pro-

ducer, KGW-TV Portland, Ore., named executive news producer. **Jeff Douglas**, noon news producer, named 5 p.m. producer. **Eric May**, newsroom assistant-writer, named noon news producer.

John Matthews and **Jody Beck**, assistant managing editors for *Washington Star's* Maryland and Arlington-Alexandria's sections, respectively, and **Tom Crosby** and **Mike Davis**, reporters, *Washington Star*, join WRC-TV Washington as metropolitan editors.

Roger Mann, news and public affairs manager, KESQ-TV Palm Springs, Calif., joins KSBW-TV Salinas, Calif., as director of news operations. **Adrienne Laurent**, news director, KIEM-TV Eureka, Calif., joins KSBW-TV as general assignment reporter.

Bruce Brown, former reporter with KNBC-TV Los Angeles, joins noncommercial WTVS(TV) Detroit as 10 p.m. anchor.

Jack Fogarty, reporter, WCPO-TV Cincinnati, retired Aug. 7, after 40 years in broadcast journalism. He will continue to do special assignments for station.

Clifford Brockman, news director, KAYL-AM-FM Storm Lake, Iowa, joins KCAU-TV Sioux City, Iowa, as regional news director and administrative coordinator. **Mark Honer**, reporter and producer, WOI-TV Ames, Iowa, joins KCAU-TV as reporter.

Bill Markham, reporter, WSM-TV Nashville, joins WHNT-TV Huntsville, Ala., as reporter-anchor.

John Corby, newscaster and assignment edi-

tor, WNCI(FM) Columbus, Ohio, named news director.

Carolyn Murdock, formerly with news department of WRKO(AM) Boston, joins WROR(FM) there as co-anchor.

Luis Torres, formerly with KABC(AM) Los Angeles, joins KNX(AM) there as general assignment reporter.

Tom Knight, reporter-anchor, WTOG-TV Savannah, Ga., joins WAAY-TV Huntsville, Ala., as Shoals, Ala., bureau chief. **Belle Taylor**, reporter, WCFT-TV Tuscaloosa, Ala., joins WAAY-TV as reporter.

Peggy Bone, co-host, *Morning Magazine*, WOW(AM) Omaha, joins KVI(AM) Seattle as host for its *Great Northwest Weekend* and *In Good Company*, programs.

Carrell Halley, local host for syndicated TV program, *The Baxters*, KMPH(TV) Tulare, Calif., joins KJEO(TV) Fresno, Calif., as public affairs director.

Clint Jones, news and traffic reporter, KPAM(AM)-KCNF(FM) Portland, Ore., joins KOMO(AM) Seattle, in same capacity.

Paula Pittman, reporter, WLBT(TV) Jackson, Miss., joins WAPT(TV) there in same capacity.

Mary Cummings, part-time news reporter, WHWH(AM) Princeton, N.J., named full-time reporter.

Hillary Mazer, assignment editor and part-time producer, WJZ-TV Baltimore, joins Maryland Center for Public Broadcasting, Owings Mills, Md., as public affairs producer.

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Technology

Martin J. Walker, director of engineering, Warner Amex's Dallas cable system, joins Harte-Hanks Communications as director of cable engineering.

Harold Coe, executive VP-general manager, Telematrix, Indianapolis, joins WSB-TV Atlanta, as engineering operations supervisor.

Robert B. Schulein, chief development engineer-acoustics, Shure Brothers, Evanston, Ill., named chief development engineer and head of company's electromechanical development department.

Bill Conticello, engineering supervisor, WFSB-TV Hartford, Conn., named assistant chief engineer.

Merrill Weiss, assistant engineering manager, KPXX(TV) San Francisco, named engineering manager.

Benton Everett, Eastern regional sales manager, Sony Video Products, New York, joins Compact Video Systems, Burbank, Calif., as national sales manager.

Leonard Staskiewicz, sales engineer, Sony Broadcast Division of Sony Video Products Co., Paramus, N.J., named Northeast regional manager.

Ed Havens, customer services supervisor, TDK Electronics, Garden City, N.Y., named to newly created position of technical services manager.

William Pitney, senior VP operations, Cox Cable Communications, Atlanta, joins Byers

Communications, Austell, Ga., engineering and construction firm serving cable TV and satellite communications industries, as member of executive committee, responsible for marketing and customer relations.

Thomas E. Malson, salesman, Western CATV Distributors, Torrance, Calif., joins C-COR Electronics as West Coast regional sales manager.

Gino Nappo, regional sales manager, Fernseh, McLean, Va., joins Hitachi as sales and marketing manager for Southern region, based in Atlanta. **James Morrison**, formerly with Ditek in Los Angeles, joins Fernseh as broadcast sales manager for Western region, based in Los Angeles.

Peter Rosa, former district sales manager, Wordtronics, Englewood Cliffs, N.J., joins EMCEE Broadcast Products, White Haven, Pa., as sales manager.

Robert L. Feeny, engineering technician, RCA Cablevision Systems, Van Nuys, Calif., named manager of customer service.

Bill Zehring, chief engineer, WLBR(AM)-WUFM(FM) Lebanon, Pa., retires after 35 years.

Promotion & PR

Veronica Pollard, publicist for ABC News's 20/20 and Closeup documentary unit, New York, named manager, business information, ABC public relations there.

Robert J. Stone, director, corporate communications, McGraw-Edison, Elk Grove, Ill., joins Hill & Knowlton, Chicago, as VP-media relations.

Allied Fields

Joseph Zias, FCC Review Board member since 1975, retired Aug. 21. He joined commission in 1963 as attorney-adviser in Broadcast Bureau. He later served as assistant chief for law of Review Board and chief of FCC's Renewal and Transfer Division.

Howard Kamin, senior VP, director of media, Geers Gross Advertising, New York, joins Association of Independent Television Stations as VP-marketing.

Deaths



Blackburn

James W. Blackburn, 74, president of Washington-based media brokerage firm, Blackburn & Co., died at his home in Alexandria, Va., on Aug. 20 of cancer. Blackburn moved to Washington area during World War II when he was stationed with Navy as commander in charge of electronic equipment production, including radio and radar. Before war, Blackburn had been salesman and advertising executive with Hearst Newspapers in Chicago and New York for both newspaper and radio operations. Later Blackburn stayed in

Washington to enter brokerage business as partner in Blackburn-Hamilton Co. In 1956 he founded his own firm. Since then, Blackburn & Co. has brokered more than 1,500 radio, television, cable and newspaper properties, including \$57-million Harte-Hanks acquisition of Southern Broadcasting Co. (BROADCASTING, Aug. 29, 1977). In Nov. 7, 1977, BROADCASTING "Profile," veteran broker reflected on 31 years in business, from early days when station sales were "pretty sparse" to company's annual average of 60 transactions, according to one associate. He is survived by his sister, Margaret G. Blackburn of Carmel, Calif., and sons James W. Jr. and Richard F., both of Alexandria, Va.; John G. of Charleston, S.C., and Edward F. of Greenville, S.C.

Robert Herridge, 67, writer and producer of more than 1,700 hours of television programming since 1950, died of heart attack at his home in Woodstock, N.Y., on Aug. 14. Herridge created and produced award-winning series, *Camera Three*, on CBS-TV, which dealt with cultural arts. He also wrote and produced for *Studio One*, *The Seven Lively Arts*, *Kraft Theater*, *The Bell Telephone Hour* and his own series, *The Robert Herridge Theater*. Last May he produced *A Salute to Duke Ellington* for PBS. He is survived by daughter, Michal Herridge Rusk; sons, Stephen and Peter; two sisters and brother.

Samuel Williams Meek, 85, who helped develop advertising services of J. Walter Thompson Co. throughout world, died on Aug. 15 in Greenwich (Conn.) Hospital. Meek joined Thompson in 1925 as manager of its only overseas office in London. When he retired in 1964 as vice chairman, JWT had 35 offices on six continents. Meek is survived by his wife, Priscilla, and three daughters and son.

David Albert Ottey, 42, head of television production and VP-associate creative director, Kenyon & Eckhardt, New York, died of heart attack Aug. 8 at his home in Rye, N.Y. Before joining K&E in 1978, he worked as TV/radio production head at Wells, Rich, Greene and Helfgott & Partners. Earlier he was TV producer at Grey Advertising and copywriter at Compton, where he began his career. Survivors include son and daughter.

Herbert Little, 80, who retired in 1970 as division chief for Voice of America, died of heart attack Aug. 17 at nursing home in Washington. He joined VOA in 1955 as news writer and editor. Earlier in his career, Little worked for United Press in Washington where he covered Teapot Dome trials. Survivors include daughter.

William J. Brown, 68, publisher of *Youngstown* (Ohio) *Vindicator* and director of co-owned WFMI-AM-TV Youngstown, died Aug. 14 at North Side hospital there where he was admitted for heart disorder. He is survived by his wife, Betty, and one son.

Morton B. Levin, 65, former administrator and program coordinator for U.S. Information Agency, died of cancer Aug. 14 at Suburban Hospital in Chevy Chase, Md. He joined USIA in 1953 and was later assigned to Vietnam and Thailand before his retirement in 1972. He is survived by his wife, Mildred, and three sons.

Loren Thompson, 44, sports director at KVBR(AM) Brainerd, Minn., died of heart attack Aug. 2 at his home. He originated and was president of Minnesota Sportscasters Association. He is survived by his wife, Janice, and son, Steve.

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TBS's Rod Erickson: well-rounded media man

Rod Erickson almost runs out of breath listing the jobs he has held in broadcasting and advertising during a career spanning 43 years. The job list is not only lengthy but reflects a diversity of occupations. Erickson has been vice president in charge of television sales for Warner Bros.; president of Filmway Productions; vice president and manager of the TV department of Young & Rubicam; vice president of Foote, Cone & Belding; co-founder and executive vice president of Clyne-Maxon; vice president for television of Kenyon & Eckhardt and group program supervisor for Procter & Gamble.

"You could usually double your salary years ago by moving from one job to another," Erickson says. "But I've stayed put the past eight or nine years."

After a whirlwind pace for more than 30 years, Erickson decided in 1972 to form a management consultant firm in association with Stephen Dietz, whom he met while they were both at K&E. They operated highly successfully but with low visibility, counseling advertisers and agencies on marketing problems. Their business tempo accelerated considerably in the spring of 1979 when Erickson and Dietz were named co-chairmen of Time Buying Services after its president, Sam Wyman, pleaded guilty to business fraud.

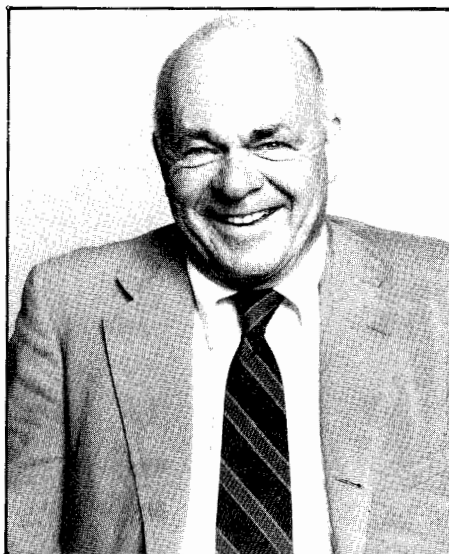
Erickson acknowledges that neither he nor Dietz was a media specialist but they were tapped to give stability and credibility to a company whose integrity was shaken.

Today, according to Erickson, TBS is on a firm footing with billings slightly under \$100 million and growing at a comfortable, if not spectacular pace. The overwhelming percentage of expenditures are in spot TV, but TBS also uses network TV, radio and some newspaper.

Erickson spends the bulk of his time these days with TBS although he and his partner still retain their consultant firm. Erickson's varied background in entertainment and business stands him in good stead at TBS, which is active both in timebuying and program syndication. He started accumulating media know-how while still a student at the University of Iowa where he was a writer, producer and director with the campus station, WSUI(AM) Iowa City.

"One of the writers whose dramas I produced for the station was Tom Williams," he recalls. "He later became famous as Tennessee Williams."

Following graduation in 1938, Erickson headed for New York and a job as a radio producer-director. Times were lean but after six or seven months, he landed a job as a producer-director-writer for a one-



William Rodney Erickson—co-chairman and co-chief executive officer, Time Buying Services, New York; b. July 9, 1916, Chicago; BA, dramatic arts, University of Iowa, 1938; producer-director-writer, *Bowery Mission Show* on WHN(AM) New York, 1939; director for NBC Red and Blue Networks, 1939-41; producer, CBS Radio Network, 1941-43; assistant program director, Foote, Cone & Belding, New York, 1943-44; producer-director, NBC, 1944-45; group program supervisor, Procter & Gamble, Cincinnati, 1945-48; producer, Young & Rubicam, New York, 1949-50; VP in charge of TV department, 1950-59; VP in charge of TV sales, Warner Bros., New York, 1959-62; president, Filmways 1962-64; owner, Universal Broadcasting Co., licensee of WQSR(AM) Syracuse, N.Y., and KADY-AM-FM St. Louis, 1964-67; co-founder and executive VP, Clyne-Maxon Inc., New York, 1967-68; executive VP, American Research Bureau, 1968-70; VP in charge of TV programs, Kenyon & Eckhardt, New York, 1970-72; partner in Dietz & Erickson, New York, since 1972; co-chairman and co-chief executive officer, Time Buying Services since 1979. m. Jean Norris, 1955; children—Tory, 29; Brooke, 26 (by previous marriage); Joel, 25; Gilliam, 23; Jon, 21.

hour *Bowery Mission Show* on WHN(AM) New York.

In ensuing years Erickson built up a long list of credits as a producer-director with NBC's Red and Blue Networks in Washington and the CBS Radio Network in New York until 1943. That year he moved to the advertising agency field, joining Foote, Cone & Belding, New York, as assistant programing director.

Erickson hit the "big time" in 1949 when he joined Young & Rubicam, starting as producer for *We, The People* and was appointed VP and television department manager in 1950. He was elected to the plans board and remained at Y&R for 10

years through 1959.

In ensuing years, Erickson strengthened his expertise with assignments in all aspects of the media.

"Another reason I changed jobs so often is that I'm very curious," he volunteers. "I joined ARB because I felt the need to learn something about research."

Erickson acknowledges that the media buying services field has suffered an "image" problem in recent years with the bankruptcy of several of the larger firms. And the industry as a whole, Erickson says, has the reputation of operating somewhat furtively.

"That's because some of them do not make full disclosure to their clients on the way they conduct business," he reports. "Many of the barter deals are not reported as barter, for example. Our practice is one of full disclosure. If we make a barter deal, we tell our clients exactly how much it cost."

Despite some of the criticism leveled against media buying companies, Erickson says, they have flourished during the past decade because they can buy more efficiently and effectively than agency media departments.

In dealing with payment to stations or other media, which has caused problems at some media buying services, TBS has come up with an approach that Erickson calls "simple." One of his cardinal rules is: "never let an ad agency or a media service have your money."

One method used by TBS, he says, is to send to the client the checks made out to stations, along with the invoices and affidavits. Once the client has established the bill is satisfactory, the client mails the checks and later pays TBS. Another approach is to employ the bank in which the client keeps his media payment account to check invoices.

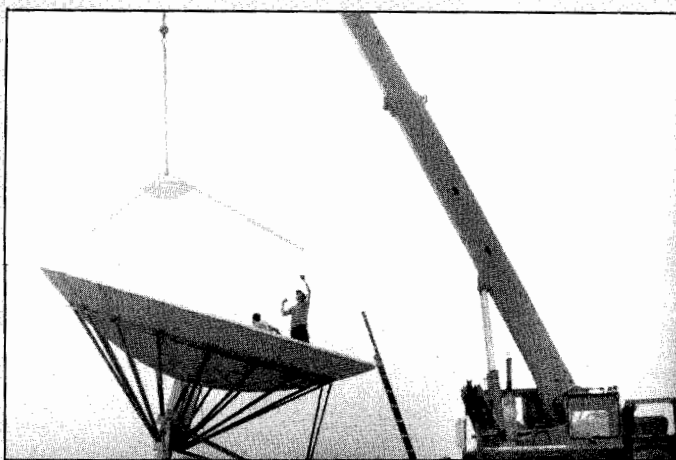
Erickson was willing to reveal the names of a few TBS' clients but not all because of the intensely competitive nature of the business. Among TBS clients over the years have been Richardson-Merrell (Vicks), Ciba-Geigy (Airwick Products Division), Hill Bros., Olin Corp. and Benjamin Moore & Co.

Erickson envisions the advent of the new media and the resultant complexity of executing purchases as redounding to the benefit of the media services. He noted that organizations such as his have the specialists in media whose business it is to stay on top of all media.

"Right now we have people assigned to cable television," he mentions, "and we've been testing the medium. It's going to be an exciting period over the next few years as new advertising opportunities arise. We'll be needing brighter people to sort out these opportunities."

Members of **College Football Association** voted Friday (Aug. 21) to approve **\$180-million, four-year television contract with NBC Sports**, with 33 choosing ratification, 20 rejecting and eight abstaining. Vote paves way for major confrontation with potentially far-reaching results—perhaps determining who will control multimillion-dollar college football TV contracts—between CFA and National Collegiate Athletic Association, although CFA left open possibility of negotiations with NCAA by granting members three-week “grace period” to review Friday’s decision. Colleges affiliated with CFA also belong to NCAA, which recently negotiated four-year, \$264-million contract with ABC and CBS. Both pacts start in 1982. Agreements appear to be in direct conflict since many teams ABC and CBS would expect to appear on their telecasts would also be appearing on NBC. NCAA has said it would consider legal action if CFA members approved NBC agreement.

President of nation’s largest organization of journalists has called on Senate to reject what he says is effort to “truncate the federal Freedom of Information Act.” Howard Graves, president of 28,000-member Society of Professional Journalists, Sigma Delta Chi, was referring to amendment offered by Senator Robert Dole (R-Kan.) to Justice Department authorization bill. Amendment would exempt “all investigatory records compiled for law enforcement [civil or criminal] or foreign intelligence . . .” purposes for 10 years, or even 20 years in most cases. Steve Nevas, National Association of Broadcasters’ specialist in First Amendment matters, last week said Dole amendment is only one of series of “back-door efforts being made to scuttle the [FOI] Act.” He cited amendment to Department of Energy authorization bill that permits DOE to withhold unclassified information under FOIA and bill to exempt Defense Intelligence Agency from requests under act. Both measures have passed both houses and are in Senate-House conferences, apparently headed for enactment. However, Nevas said Joint Washington Media Committee—composed of representatives of press and broadcast media in Washington—are preparing effort to lobby against Dole amendment. JWMC is also bracing for FOIA amendments Justice Department is planning to send to Congress. “We have reason to believe they are pretty rough,” Nevas said.



Earth station for Gannett Satellite Information Network (GANSAT) was raised last week in Springfield, Va. It will be oriented to Westar II. Satellite network will be used for nationwide transmission of news and advertising for Gannett’s 83 daily newspapers, seven TV and 13 radio stations and 38,000 billboards.

Board for Corporation for Public Broadcasting, after meeting in executive session in New York for two days last week, **unanimously agreed to recommend a candidate for CPB president**,

but, having sworn themselves to secrecy, said they wouldn’t reveal choice until this Tuesday (Aug. 25). Nonetheless, board members did accept one of search committee’s (BROADCASTING, Aug. 10) four recommendations. Those recommendations included Ed Pfister, president and general manager of noncommercial KERA-TV Dallas; Dr. Mary Bitterman, former director of Voice of America; Richard Meyer, general manager, noncommercial KCTS-TV Seattle.

September meeting of National Association of Broadcasters Joint Board of Directors looks doubtful, according to Joint Board Chairman Edward O. Fritts, Fritts Broadcasting. Although board has traditionally met twice each year, it found extra meeting in 1979 and 1980 necessary due to pressing issues (radio deregulation and 9 khz) and set tentative budget for another this year. Fritts said several board members have contacted him arguing against extra meeting this year and that if vote were taken last week, it would not be held. Decision will be made by NAB executive committee meeting in Washington today and tomorrow (Aug. 24-25). Other key item on agenda is preparation for upcoming meeting between NAB executive committee and staff with representatives of Canadian and Mexican broadcasters associations. Meeting is set for Oct. 21-23 in Vancouver, British Columbia, and will address such issues as 9 khz, post-sunset broadcasting and satellite broadcasting.

Knights of Columbus wants to eliminate unwarranted violence, profanity, gratuitous sex, sacrilege and blasphemy from airwaves. In “carrot-and-stick approach,” group has voted to “give support to advertisers which sponsor worthwhile programs by recommending that members patronize them,” while warning “if certain sectors of the television media fail to respond favorably” Knights will encourage members to “withhold their patronage from sponsors and advertisers” of programs deemed objectionable.

Satellite Business Systems is raising \$350 million to expand its communications services. Money will be loaned by group of banks, led by Bank of America. SBS, joint venture of Aetna Life and Casualty Co., International Business Machines Corp. and Communications Satellite Corp., was formed in 1975 to establish nationwide satellite communication system. It became operational this year.

Grand jury in New York federal court has indicted John J. Kerwin, former director of **NBC unit managers**, and **Saul Bleemer**, Miami-based equipment and service supplier to network, as defendants in alleged kickback scheme to defraud network of “hundreds of thousands of dollars.” Case, which charges wrongdoing dating back to 1968, also is said to name following as co-conspirators (while not defendants): Steve Weston, former vice president in charge of unit managers; John Walsh, who headed Washington unit managers department, and Arthur White, unit manager. NBC had no comment. Reports based on related information claim that Weston, Walsh and White already have pleaded guilty to defrauding NBC.

Former ABC Entertainment senior VP, George C. Reeves, has sued ABC for up to \$262 million, claiming he was made “scapegoat” in legal tangle over *Charlie’s Angels* (BROADCASTING, May 5, 1980 et seq.). Reeves is charging ABC with fraud, libel and breach of contract in suit filed in federal court in New York. Reeves said, among other things, that ABC didn’t come through on promise to publicly clear his name. Suit names corporation and executives Everett H. Erlick, senior VP and general counsel, and Roone Arledge, president of news and sports—Arledge, because Reeves claimed he was libeled by ABC News reports. ABC said “in the opinion of our outside counsel, this complaint is totally without merit.”

National Conservative Political Action Committee has hit roadblock in its plans to run **television commercial aimed at defeating Senator Edward Kennedy (D-Mass.)** in his bid for reelection next year. Three stations in Hartford, Conn.-Springfield, Mass., market that NCPAC said had indicated willingness to carry spot in three-week, \$50,000 test turned it down last week after viewing tape. Spot features actor who resembles Kennedy calling in speech for more government spending, taxes and bureaucracy, then shows audience leaving before speech ends. Voice-over asks, "Isn't it time Massachusetts replaced Ted Kennedy?" WGGB-TV Springfield's Gilbert Lefkovich said ad was in "poor taste" and could be "misleading." WFSB-TV Hartford's Tom Eaton said station policy permits only political ads sponsored by candidate or candidate's committee. WWLP-TV Springfield's Bill Pepin on Thursday expressed hesitation, said he was "trying to be fair." Later, in turning spot down, station offered time for debate between NCPAC's Terry Dolan and Kennedy. Dolan accepted, but Kennedy didn't. NCPAC spokesman Steve Deangelo said inability of NCPAC—which last fall ran television campaigns that helped defeat half dozen liberal senators—to complete test could mean organization will forgo television and rely on radio, newspapers and direct mail in anti-Kennedy campaign. NCPAC had polled market on attitude toward Kennedy and planned followup after spot ran to determine its effectiveness. Decision on whether to start over in another city will be made in "couple of weeks," Deangelo said.

Continental Cablevision, Boston-based MSO (nation's 13th largest) **has filed registration statement with Securities and Exchange Commission for first public stock offering—two million shares expected to bring in some \$50 million.** All proceeds will go to company to reduce borrowings; there are no selling stockholders. Continental has franchises including 1,076,000 homes in 10 states (primarily in Northeast), with 820,000 homes passed, 390,000 basic subscribers and 300,000 pay subscribers. Morgan Stanley, New York, heads underwriting group.

SIN Inc. has signed agreement to lease 72 mhz transponder from **Southern Pacific Communications Co.** on Space Net, according to SIN President Rene Anselmo. Satellite is scheduled to be launched during first quarter of 1984.

In response to complaint filed by Action for Children's Television, **Tomy Corp.**, Carson, Calif., **has signed consent agreement with Federal Trade Commission to cease running misleading TV or print ads** for its products. Complaints objected to "Smaller Home and Garden Set." FTC alleged Tomy erroneously implied doll house came complete with furniture and accessories, which were separately sold. Under agreement, Tomy must make full disclosure about composition of sets.

Barbara O. York, director, internal operations/media relations for **Grocery Manufacturers Association of America Inc.**, will join **National Cable Television Association** in mid-September as vice president for administration. York is 30-year-old native of Calcutta, India, who moved to U.S. in 1968 and has been with GMA since 1972.

John Blair & Co. directors declared regular quarterly dividend of 25 cents on company's common stock, payable Sept. 22 to holders of record Sept. 10.

Warren Maurer, VP and general manager of Group W's KYW(AM) Philadelphia, **named VP of Group W's AM Radio Group**, New York, replacing S. William Scott, who recently was named president and chief operating officer of Satellite NewsChannels, all-news service formed by ABC Video Enterprises and Group W Satellite Communications (BROADCASTING, Aug. 17). Roy

Shapiro, VP of marketing and research, Radio Group, named acting general manager of KYW until successor to Maurer is appointed.

Louis Rukeyser, host of Public Broadcasting Service's veteran *Wall Street Week*, takes on commercial TV job as well Oct. 11 with launch of syndicated weekly half hour *Louis Rukeyser's Business Journal*. It's satellite-distributed co-production of Viacom and Gannett's Gateway Productions which claims clearance from CBS, Gannett, Outlet and Storer stations. Initial advertiser is American Express.

Robert J. Wussler, executive VP of Turner Broadcasting System Inc., assumes additional duties as president of its WTBS-TV Atlanta. He joined Turner last year after 21 years with CBS where he served as president of CBS-TV and president of CBS Sports. He assumes title held by TBS chairman, Ted Turner.



Wussler



Turner

Robert L. Turner, director of advertising services, Bristol-Myers Co., New York, joins CBS Cable as VP and general manager, succeeding Robert E. Shay, who has been reassigned to CBS/Broadcast Group, with title and duties to be announced later.

Wxok(AM) Baton Rouge, owned by Security Broadcasting of Baton Rouge Inc. has been sold to minority-owned Winnfield Life Broadcasting Inc. for \$2,850,000. Wxok is on 1460 khz with 5 kw day, 1 kw night. Broker: John Mitchell & Associates.

Executive committee of **board of Radio Free Europe/Radio Liberty** has asked for hearings in House on Senate-passed bill to consolidate RFE/RL board with senior Board for International Broadcasting ("Closed Circuit," Aug. 10). Douglas Manship (Manship station group, Baton Rouge), acting chairman of RFE/RL board in absence of ailing John Hayes, wrote Chairman Clement J. Zablocki (D-Wis.) of House Foreign Affairs Committee last week to oppose consolidation and urge public hearings.

FCC Chairman Mark Fowler sees **increased reliance on private initiative in frequency coordination** as one means of helping commission responsibilities in time of austerity budgets. Fowler, in speech by videotape to Association of Police Communications Officers in Atlanta last week, said that, "as demand for licenses increases, so will the strain on our limited FCC staff. We will come to depend even more on the help of private associations like yours." APCO members like other users of mobile radio, provide frequency coordination service. "In fact," Fowler said, "because of the strong commitment of the Reagan administration to reduce the size of government—a commitment many of us support—I believe that the FCC may shrink, even in the face of unprecedented demand for licenses."

Senate Commerce Committee Chairman **Bob Packwood (R-Ore.) will address luncheon session of National Radio Broadcasters Association** annual convention, on Monday, Sept. 14 at Fontainebleau hotel in Miami Beach.

High stakes

The headline on the story in BROADCASTING's issue of Aug. 17 read: "Cablevision snatches Boston prize," an accurate description of the way Mayor Kevin H. White of Boston and Charles E. Dolan of Cablevision see things. The question is whether "prize" will still apply after Cablevision Systems Boston gets well into the \$94-million job of wiring 106 channels into an area containing 240,000 homes at a basic cable rate of \$2 per subscriber per month.

The terms of the Boston franchise are not the stuff that corporate controllers' dreams are made on. Above its \$2 basic fee, Cablevision can charge \$7 for Home Box Office and \$6 for a 20-channel, two-way service, for a total of \$15 per home per month. It will offer bonds to local citizens at a guarantee of 16% interest, well below the prime rate of the moment but destined not to fall if other rates go down and indeed to rise if the company succeeds. Cablevision is to raise the interest payment 1% for every \$1 million of profit it makes in Boston.

If Mayor White retires from politics, he has a brilliant future as a corporate negotiator. His demands were rigorous enough to cause seven of nine original bidders to drop out, including such aggressive companies as Times Mirror and Time Inc. "If one more had dropped out," Mayor White said, "we would have been embarrassed. They would have called us jerks up here. We gambled and it paid off."

The payoff will not escape attention in other communities where franchises are being issued or renewed. Dolan has a record of success in cable ventures. Fellow venturers will hope that in Boston he has guessed right once again.

Net loss

A feeling of *deja vu* sets in at the news that NBC, to be joined by the other television networks, has petitioned the FCC to repeal the prime-time access rule (BROADCASTING, Aug. 17). Isn't this where we came in—a long time ago? Yes, but with changes in the roles of leading players.

The rule that is under current attack was adopted in 1975, as noted in this week's part of "The First 50 Years of Broadcasting," beginning on page 53. In 1975 it was CBS, alone among the networks, that protested the rule and took the FCC to court, unsuccessfully. On the other hand, five years earlier, when the fearless FCC stepped into the cage to tame the savage networks with the first version of a prime-time access rule, CBS and NBC opposed it, but ABC was among its most vigorous advocates.

Let's see. If memory serves, affiliates of all three networks were at first militantly arrayed against the forced reduction of network service in prime time. Now they are as militant in defense of a rule that they hated 10 years ago.

There are real-world reasons for the changes in position. ABC, at the beginning of the seventies, was still a lagging third in the network competition for audience and advertising. The FCC's access rule cut back the networks' programming expense and advertising inventory. At once, the gap separating ABC from the other two narrowed. Now all three networks would profit from an expansion of service in prime time. As for affiliates, they have realized increased returns from a 7:30-8 p.m. period they can sell at full advertising rates and fill with relatively inexpensive programming.

The prime-time rule still pretends to restrict network and off-network programming to no more than three hours between 7 and

11 p.m., but from the first, a waiver made it possible for affiliates to carry regularly scheduled network news at 7-7:30 p.m., if it followed local news. When the third version of the rule was adopted in 1975, exemptions were enlarged to include public affairs, documentaries and children's programming. It may be counted among the more depressing defeats that broadcasters have suffered when the appellate court, affirming the FCC in 1975, "held it constitutional for the FCC to issue a list of governmentally approved program types," as was noted on this page at the time. The court "has thus held," it was said here then, "that the First Amendment no more applies to the FCC and broadcast programming than to government grading of sides of beef." The ruling has not improved with age.

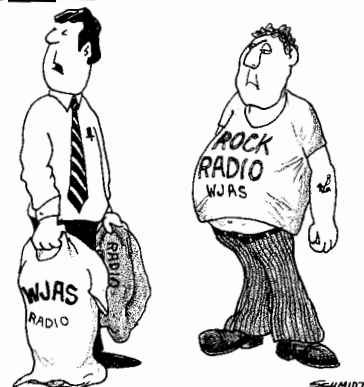
The profits that television broadcasters have earned from the prime-time access rule have been made at the loss of constitutional freedom to program by their own design. Their resistance to repeal of the rule suggests they prefer things that way.

Back to work

FCC Commissioner James H. Quello reminded broadcasters last week that they had unfinished business on Capitol Hill. Appearing at a session of the National Association of Broadcasters Radio Programming Conference, Quello noted that true deregulation of broadcasting was beyond the FCC's present statutory authority. It has to come from Congress.

There is still sentiment in the Senate favoring the broad deregulation that the House refused to accept in the budget reconciliation bill that President Reagan signed two weeks ago. That bill lengthens radio and television license terms and provides some protection against the filing of competing applications at license renewal time in search of payoffs. It stops far short, however, of what the Senate had planned to liberate radio from many controls and restore stability to television licensing.

Senator Howard Cannon (D-Nev.) has proposed that the omitted broadcast deregulation be consolidated in one bill and put up for action after the August recess ("In Brief," Aug. 17). Whether that turns out to be the preferred course, Cannon's proposal at least bespeaks a continuing interest in the legislation. Obviously the Senate provides a more receptive atmosphere than is promised in the House. Broadcasters should exploit their opportunities. If the Senate produces a clean broadcast bill, the House will have more trouble killing it than it had in stripping deregulation from the budget package.



Drawn for BROADCASTING by Jack Schmidt

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HOW TO USE A SELF-SERVICE GAS STATION

YOU CAN SAVE MONEY BY DOING SIMPLE CAR MAINTENANCE YOURSELF.

Gasoline or diesel fuel usually costs less at a self-service station. But too many people think that filling a fuel tank is all there is to self service. You'll do your automobile the most good if you also include a few simple maintenance procedures.

Most self-service pumps have easy-to-follow directions printed right on them. Before you drive into a self-service station, it's helpful to know whether your car takes leaded gas, unleaded gas, or diesel fuel, and also where your fuel tank is located, so that you can pull up to the proper pump and have the fuel tank close at hand. The type of fuel your car requires should be printed on the instrument panel, and the fuel tank location can be found in the owner's manual.

If you don't find instructions on the pump, here's what to do at most stations: 1. Turn off the engine. 2. Remove the fuel cap. 3. Remove the nozzle from the pump and turn the pump lever to "ON." 4. Place the nozzle in your fuel tank and squeeze the trigger. 5. When the trigger clicks off, remove the nozzle from the tank and turn the pump lever to "OFF." 6. Replace your fuel cap.

There are some things, however, that the directions may not tell you. Fuel fumes are highly flammable, so you should never smoke at a service station. Also, fuel caps are easy

to forget and lose, so when you remove the cap try to wedge it in between the door to the tank and body of the car, where you're not likely to forget it. All 1981 and most older General Motors cars have fuel caps that twist on and then click when secure.

When you're filling up, try to avoid topping off your tank, since it may overflow. If fuel does spill on your car, you should wash it off as soon as possible, to avoid paint damage.

After you fill your tank, remember to clean your windshield. If you've been driving in bad weather, be sure to wipe off your side mirrors and headlights, too.

A quick-maintenance inspection can help you spot potential trouble. You don't need any expensive tools—just a good quality tire gauge, a rag or paper towel, an oil can spout kept in a plastic bag, and a jug of premixed windshield washer fluid, such as GM Optikleen.

To check your engine oil, pull out the dipstick, wipe it clean, insert it again, then pull it back out. The oil should be between the marks labeled "FULL" and "ADD." If it's below "ADD," add a quart of the oil recommended in your GM owner's manual.

You should also check the coolant level. Most GM cars have a see-through recovery tank. If the level looks low, add coolant to this tank. Never remove the radiator cap when the engine is hot, because pressurized coolant may overflow and burn you.

Periodically check your brake, transmission, and power steering fluid levels. Your

owner's manual tells you how. Remember to keep the windshield washer reservoir filled with fluid, too, especially in the winter when you use it most often.

Most GM cars are equipped with maintenance-free batteries. But it's still wise to make sure their cables are on tight and the ends aren't frayed. Look for fraying, cracks, or other signs of wear on belts, too.

Look at tires for signs of wear or worn-out edges which can indicate improper inflation or the need for alignment. Once a month, you should use a tire gauge to check the pressure. In GM cars, the recommended pressure is on the left front door edge or inside the glove compartment. Recommended pressure is for cold tires, so check them before you drive more than a mile.

You'll be putting self-service stations to their best use if you include maintenance checks in your stops for gas. Your GM owner's manual can be an invaluable guide to proper car care. Please use it.

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