

RTNDA behind us, NRBA ahead
Slow start for the fall television season

Broadcasting Sep 14

The News Magazine of the Fifth Estate □ Vol. 101 No. 11

50th Year □ 1981

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The First
50
Years Of
Broadcasting

1978

PAGE 101

WE'VE GOT THE 25 TO 34 MARKET BY THE EARS.



Never before in history has there been a demographic like this. Today's 25 to 34s earn more, spend more, are better educated, and more greatly influence current lifestyles. One other key fact about them: the seven CBS Owned FM radio stations outreach all other FM groups in America with this extraordinary market. Surely it's the one you don't want to miss!

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Source: Arbitron total week MSA & TSA cums, average of Spring 1981, Winter 1981 and Fall 1980 (where available)



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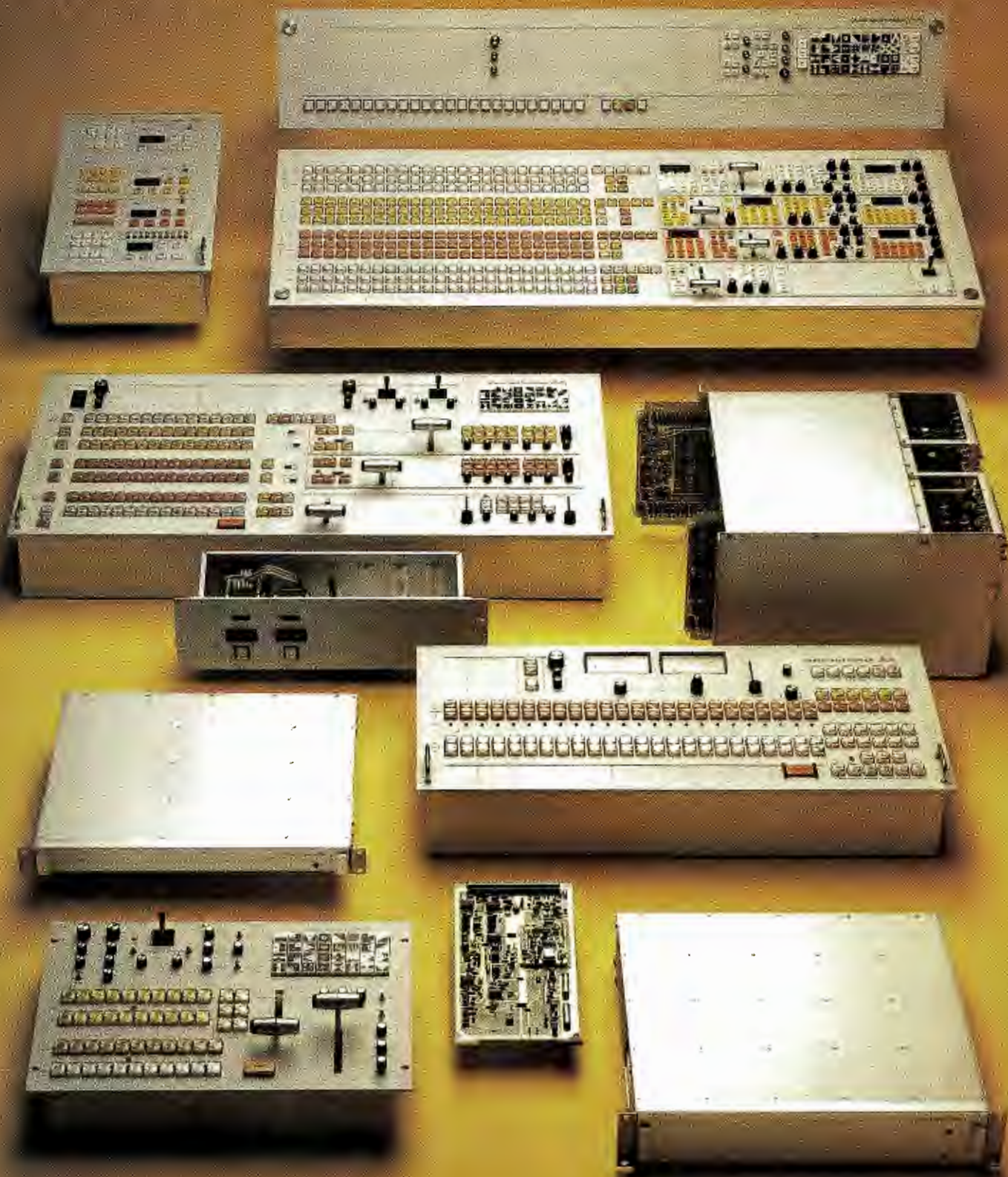
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The Week in Brief

TOP OF THE WEEK

MAJOR MODEL BILLS FROM FCC □ Fowler draft would kill Section 315, ease station transfers, support deregulation lost in reconciliation bill. **PAGE 27.**

RTNDA LOOKS AHEAD □ New Orleans convention spotlights equipment, issues and developments in broadcast journalism's future. **PAGE 27.** Keynoter Wald discusses "terminal perkiness" and other concerns about local news. **PAGE 27.** Word of new radio network trade association comes out in New Orleans. **PAGE 29.**

PROSPECTS AND PROBLEMS OF HDTV □ New York SMPTE provides forum for manufacturers, networks and FCC experts to discuss timetable, shortcomings and blessings of high-definition TV. **PAGE 30.**

UNSELLING 9 KHZ □ U.S. and Canadian spokesmen see that as problem at Rio de Janeiro conference in November. NAB is briefed by head of U.S. delegation, and gets report on HDTV and DBS from association's consultant. **PAGE 32.**

SHUFFLING IN STARTING GATE □ Networks, hobbled by 13-week writers' strike, still have not locked in firm starting dates for many fall TV programs. **PAGE 32.**

UNEQUAL TREATMENT □ In supplemental brief to appeals court, RKO charges FCC acted in inconsistent and contradictory manner when it revoked broadcasters' TV stations. **PAGE 34.**

SPECIAL REPORT

SATELLITES HIGH FLIERS AT NRBA □ They're dominant topic at radio association annual convention this week in Miami Beach. Fowler, Packwood and Heftel addresses also highlight agenda. **PAGE 39.**

PROGRAMMING

NO THANKS □ Mater rejects Wildmon's suggestion that CBS-TV develop monitoring system that CBTV could use. Credibility challenges exchanged by both. **PAGE 54.**

METROMEDIA ON THE MOVE □ Major expansion in programing begins with \$1.5-million music special this month. **PAGE 56.**

TECHNOLOGY

STILL VIDEO CAMERA □ New Sony product stirs wave of interest that includes suggestions for use in broadcast and print journalism. **PAGE 68.**

BUSINESS

ECONOMIC SIGNPOSTS □ They will be raised next week in Washington when Broadcast Financial Management Association convenes. Newsmakers from government, business and media will provide much of input. **PAGE 73.**

MEDIA

HEARST HEADS FOR K.C. □ Group owner and publisher reaches agreement with Metromedia to purchase pioneer KMBC-TV for \$79 million, second largest single station sale in history. It will give Hearst maximum five VHF's. **PAGE 81.**

LAW & REGULATION

JANKOWSKI ASKS HELP □ CBS/Broadcast Group president urges FCC to recommend repeal of political broadcasting law including fairness doctrine. He characterizes claim of spectrum scarcity as specious excuse to subject radio, TV to special regulation. **PAGE 93.**

1978

THE 'BROADCASTING' YEARS □ Congressman Lionel Van Deerlin spent much of 1978 in a running argument with broadcasters about his proposed recast of the Communications Act. ABC-TV continued to ride high in prime-time ratings, even though ace programmer Fred Silverman left for the presidency of NBC. And in October, radio regulation became a gleam in the FCC's eye. **PAGE 101.**

PROFILE

WHAT'S A KLEIN & ... ? □ It's a company name that tortures proofreaders but titillates prospective clients. It also exemplifies Bob Klein's mission to upgrade the quality and promotion of broadcast promotion. **PAGE 127.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery. \$90 for first-class. Subscriber's occupation required. Weekly Playlist \$12 annually. Annually: *Broadcasting Yearbook* \$60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

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LOOK HOW WE'RE GROWING

MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

<u>MARKET</u>	<u>STATION</u>
New York	WKTU
Los Angeles	KIQQ-KWST
Chicago	WCFL-WXRT
Philadelphia	WYSP
Detroit	WDRQ
Boston	WBOS-WGTR
San Francisco	K101
Dallas/Ft. Worth	KNUS
Houston	KRLY
Nassau/Suffolk	WBLI-WGLI
	WHLI/WKJY
Miami/Ft. Lauderdale	WWWL/WMBM
St. Louis	KADI A/F
Pittsburgh	WYDD
Minneapolis	WWTC
Newark	WNJR
Cleveland	WDBN
Atlanta	WKLS A/F
Denver	KBCO/KADE
Seattle/Tacoma	KTAC/KBRD
San Bernardino	KOLA
Phoenix	KUPD/KUKQ
Buffalo	WYSL/WPHD
San Jose	KFAT
Portland	KKSN
New Orleans	WRNO
Indianapolis	WATI
Hartford	WHCN
Sacramento	KWOD
Oklahoma City	KLTE
Dayton	WVUD
Nashville	WWKX
Toledo	WTOD/WKLR
Honolulu	KIKI/KMAI
Syracuse	WAQX
Richmond	WANT
New Brunswick	WCTC/WMGQ
Flint	WDZZ
West Palm Beach	WNGS
Asbury Park	WJLK A/F
Tucson	KWFM
Lancaster	WLAN A/F
Stockton	KWG/KWGF
Madison	WWQM A/F
Trenton	WHWH/WPST
Corpus Christi	KRYS
Binghamton	WENE/WMRV
Kalamazoo	WQLR

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Insider report: behind the scene, before the fact

Good start

Although repeal of Section 315 may encounter rough going on Capitol Hill, FCC Chairman Mark Fowler stands reasonably assured of getting recommendation to that end passed by commission (see story, page 27). Commissioner James Quello has made previous statements endorsing that kind of proposal. Source close to Anne Jones said she would probably be "favorably inclined to drop (315)." Mimi Dawson's former boss, Senator Robert Packwood (R-Oré.), is leader in movement on Hill to deregulate broadcasting.

Only the beginning?

John Kluge, Metromedia chairman and president, who buoyed station market by agreeing to pay \$220 million for WCVB-TV Boston and then selling KMBC-TV Kansas City, Mo., to Hearst for \$79 million (see page 81), is bullish on broadcasting futures and hopes FCC will lift present limits on multiple ownerships. Kluge will hold maximum portfolio of radio and television stations upon FCC approval of pending deals. He says he'll go for more if lid is lifted.

CPB's new chairman

At this week's meeting (Sept. 17) of board of directors of Corporation for Public Broadcasting in Washington, Sharon P. Rockefeller (term ends 1982), wife of governor of West Virginia, is expected to win chairmanship, succeeding Lillie E. Herndon of Columbia, S.C., who will have served three one-year terms. Herndon remains on board until 1986. Runner-up, according to preliminary count, will be Diana Lady Dougan (whose term also ends in 1986), of Salt Lake City.

Fifteen-member CPB board oversees and allocates budgets for Public Broadcasting Service (PBS) and National Public Radio (NPR). Its members are nominated by President, subject to Senate confirmation.

Christal's clear

WGN(AM) Chicago, long considered among top-billing radio stations in nation, is switching its national sales representation from Buckley Radio Sales to Christal Co. Move is said to be part of effort by Tribune Co.'s WGN Continental Broadcasting to keep its radio stations with one rep; other Tribune stations slated to go to Christal are KGNR(AM)-KCTC(FM) Sacramento, Calif. (from Blair Radio), and WPIX(FM) New York (from Selcom). There

were reports that WGN-TV Chicago and KWGN-TV Denver would move out of WGN Continental's in-house rep firm to TeleRep, but TeleRep said this was untrue.

Harder stuff

Border broadcasters' attempts to get President Reagan to support legislation that would "mirror" Canadian legislation denying tax deduction to Canadians advertising on U.S. border stations (BROADCASTING, Aug. 3) has apparently hit snag, with administration officials arguing that "mirror" legislation wouldn't be effective.

Administration official said Treasury Department is seeking broader remedy to give Treasury discretion to retaliate against any discriminatory tax policy of foreign country. Official said Treasury proposal was awaiting interagency clearance at Office of Management and Budget. Attorney for border broadcasters said he supported Treasury's plan but feared it was so "strong and controversial" it might never receive full administration—or congressional—approval. "We want to send a message to the Canadians immediately," he said.

Morning after

Metered television ratings in Philadelphia by A.C. Nielsen begin Sept. 24—first day of regular fall measurement period. Sample size is 300 homes, and Nielsen claims all "reportable" stations on board as overnight rating clients. It's fifth Nielsen metered market, following New York, Chicago, Los Angeles and San Francisco. Nielsen plans to meter Detroit in fall 1982.

Trying again

Senator Robert Dole (R-Kan.) will make another attempt to amend Freedom of Information Act, Dole staffer said last week. Dole made first try—to provide absolute exemption from disclosure of law enforcement agency investigatory records—by offering amendment to Department of Justice appropriations bill. Move was widely criticized by news organizations as attempt to cut act's effectiveness without legislative hearings. Fate of appropriations bill, being filibustered over two antibusing amendments, is uncertain. As result, staffer said, "scope" of amendment would be "narrowed" and introduced as new bill.

Senate and TV

Senate Majority Leader Howard Baker (R-Tenn.) has told colleagues he will move resolution to permit television in Senate (S. Res. 20) to floor in late October or early November. Resolution was passed by Rules Committee two months ago (BROADCASTING, July 20). Advocates believe they have votes to pass it with simple majority, but fear filibuster, hinted at by Senator Russell Long (D-La.) during hearings, that would require 60 votes to shut off.

Respectability

Dramatic increase in acceptability of barter syndication among major advertisers is seen in report by Syndicast Services Inc., New York. Five years ago only 10 of top 100 could be found in programming distributed by SSI. At last count 60 of top 100 were using barter. Among 60 are such names as Warner-Lambert and Nestle, two of original 10, and AT&T, Faberge, Hanes, Bristol-Myers, Alpo, Wrigley and S.C. Johnson & Son.

Two for one

Every television broadcaster could be STV operator if Arthur D. Little Enterprises, Cambridge, Mass., can bring invention of Paul Levy to fruition. Dix Hills, N.Y., inventor proposed technique that creates two channels out of one. Dominant channel, containing regular programming, would be received by standard television sets. Reception of recessive channel, containing STV or perhaps full-channel teletext, would require special decoder. Major drawback to scheme is that recessive channel would have significantly less coverage than dominant channel.

First test of system using alternating polarized fields was promising, but pictures had noticeable flicker, according to Little engineer. Staff engineers are now working up system using alternative polarized scanning lines in hopes of eliminating flicker.

Fowler in motion

With FCC at full seven-member strength, FCC Chairman Mark Fowler is bent upon buttressing top staff while at the same time adhering to President Reagan's mandate to cut overhead through normal staff attrition. First move is nomination of associate general counsel, Norman Blumenthal, to Review Board. Considered likely is redefinition of Review Board's duties to break up logjams and possibly eliminate other unit functions.

Business Briefly

TV ONLY

Nabisco Charleston Chews. Begins fourth quarter for six weeks in two markets. Fringe, prime and weekends. Agency: Arnold & Co., Boston. Target: adults, 18-34; total teen-agers.

Foster Parents Plan Adoption. Begins in mid-September for four weeks in three test markets. All dayparts. Agency: Creamer Dickson Basford-New England, Providence, R.I. Target: adults, 25 and over.

Ruby's Original Bean Stew. Begins in mid September for four weeks in over 30 markets. Prime access, news and late fringe times. Agency: Austin Kelley Advertising, Atlanta. Target: women, 18-49.

Roim Illinois Corp. Telephone system. Begins Sept. 28 for three weeks in St. Louis, Kansas City, Mo., Springfield, Mo., and Chicago. News, prime and fringe times. Agency: O.M. Feldman & Co., Chicago. Target: men, 25-54.

Eureka Co. Consumer appliances. Begins in fourth quarter for one week in 130 markets. Agency: Young & Rubicam, Chicago. Target: adults, 25-54.

RADIO ONLY

Washington Dairy Products Commission. Begins this week for 10 weeks in all Washington markets. Morning drives, middays and afternoon drive times. Agency: Ehrig & Associates, Seattle. Target: women, 25-49.

Taylor Truck Rentals Begins this week for seven weeks in about 150 markets. Morning drive, middays and afternoon drive times. Agency: Creamer Dickson Basford-New England, Providence, R.I. Target: adults, 25-54.

Ludens Fifth Avenue candy bar. Begins this week for six to seven weeks in 14 markets. Afternoon drive times, evenings and weekends. Agency: Geers, Gross, New York. Target: teen-agers, 12-17.

Bob Evans Farms Begins Oct. 12 for

six weeks in 13 markets. Agency: Marschalk Co., New York. Target: adults, 18-45.

Pennsylvania Apple Marketing Board

Begins Oct. 5 for four weeks in all Pennsylvania markets. Agency: Tal Inc., Erie, Pa. Target: women, 25-54.

Sun In Hair lightener. Test campaign begins Oct. 5 for four weeks in Chicago. Agency: William B. Doner and Co., Southfield, Mich. Target: girls, 12-17; women, 18-24.

Black Star and Frost Jewelers

Begins Sept. 21 for three weeks in Houston. Agency: Gemains & Associates Advertising, Alexandria, Va. Target: adults, 25-54.

Motors Insurance Corp. Begins Oct. 21 for two weeks in over 10 markets,

Rep Report

WKAB-TV Montgomery, Ala.: To Katz Television Continental from Seltel.

WXEX-TV Richmond, Va.: To Katz American Television from Harrington, Righter & Parsons.

KTVJ(TV) Joplin, Mo.: To Katz Television Continental from Avery-Knodel.

WIHT-TV Ann Arbor, Mich.: To Spot Time Ltd. (no previous rep).

KEVN-TV Rapid City and KIVV-TV Lead, both South Dakota: To Avery-Knodel Television from Peters, Griffin, Woodward.

WTVX(TV) Fort Pierce, Fla.: To Avery-Knodel Television from Adam Young.

WKTV(TV) Utica, N.Y.; WMTW-TV Portland-Poland Springs, Me., and WRBT(TV) Baton Rouge: To Avery-Knodel Television from Peters, Griffin, Woodward.

KLMS(AM)-KFMW(FM) Lincoln, Neb.: To Eastman Radio from Buckley Radio Sales.

KSD-AM-FM St. Louis: To Eastman Radio from Torbet Radio.

KXKS(AM)-KKJY(FM) Albuquerque, N.M.: To Blair Radio from Major Market Radio.

WVGO(AM)-WVIC(FM) East Lansing, Mich.: To Blair Radio from Buckley Radio.

WBOS(FM) Brookline, Mass.: To Bernard Howard & Co. from Jack Masla.

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WLAP-FM	7 years	21.4	#1
WQSM-FM	5 years	25.8	#1
WSTW-FM	3 years	13.6	#1

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AdVantage

Heavies for Chrysler. Spending about two-thirds of allotted budget for broadcast advertising, Chrysler Corp., unveiled plans for new campaign that starts Oct. 1 with introduction of new Dodge and Plymouth car lineups. Spokesmen for various promotions are actor Ricardo Montalban for Chrysler LeBaron series; actor John Houseman for Plymouth Reliant, Horizon, and TC3 automobiles, and former Dallas Cowboy Walt Garrison for Dodge's Ram Tough trucks. Broadcast ads will be spread "throughout the introductory quarter," as opposed to single blitz. Chrysler will use prime-time programming including NBC-TV's AFC football and *The Frank Sinatra Special* and CBS-TV's *60 Minutes* as vehicle spots. Agency is Kenyon & Eckhardt, New York. Print campaign breaks week of Oct. 12.

Upscale listeners. Leisure Market Network has been formed to enable advertisers to reach affluent listeners who frequent exclusive resort areas. LMN consists of 13 local radio stations serving 12 upscale vacation localities. Stations are KVMF(FM) Vail, Colo.; KSNO(AM) Aspen, Colo.; KBCR(AM) Steamboat Springs, Colo.; KSKI(AM) Sun Valley, Idaho; WCRN(FM) St. Thomas, Virgin Islands; WIVI(AM) St. Croix, Virgin Islands; WHHR(FM) Hilton Head, S.C.; KZER(FM) and KTHO(AM) South Lake Tahoe, Calif.; KHEI(AM) Maui, Hawaii; WEEB(AM) Pinehurst, N.C.; KSGT(AM) Jackson Hole, Wyo., and WIRD(AM) Lake Placid, N.Y. Entire network may be bought for \$240 to \$275 per one-minute spot on all 13 stations. First advertiser to go on air after Thanksgiving will be stock brokerage firm of E.F. Hutton. President of LMN, based in Baltimore, is John W. Hawks, who has been account executive with wjz-TV Baltimore and Petry Television in Atlanta and Philadelphia.

Supermarket moves. Word from Television Bureau of Advertising is that food stores and supermarkets boosted their local television ad budgets for first half of 1981 by 19% over year earlier. Based on Broadcast Advertisers Reports data, local expenditures by food stores were estimated at \$83 million. At top of list was Safeway, up 30% at \$9.7 million, followed by Acme/Super Saver, up 122% at \$6.2 million. Closing out list of top-15 spenders in category, who together spent \$47.5 million, was Star Markets. Chain logged largest percentage increase in local television advertising, jumping 1,197%, to \$1.1 million.

Dallas move. Mitchell & Manning Advertising, Dallas, has moved new offices to Gateway I building, 8131 LBJ Freeway, Suite 250. Phone is 214-644-6911.

Broadcasting Publications Inc.

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The News Magazine of the Fifth Estate
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Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager (Washington).
David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager (Hollywood).
Charles Mohr, account manager (New York).
Katherine Jeschke, classified advertising.
Doris Kelly, secretary.

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Christopher McGirr, assistant circulation manager.
Patricia Waldron, Sandra Jenkins,
Vanida Subpamong, Debra De Zarn.

PRODUCTION

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ADMINISTRATION

Irving C. Miller, business manager.
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New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herrling, assistant editor.
Karen Parhas, staff writer.
Marie Leonard, Mona Gartner, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded 1931. *Broadcasting-Telecasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Reg. U.S. Patent Office. □
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morning and afternoon drive times.
Agency: Mort Keshin & Co., Roslyn, N.Y.
Target: adults, 25-54.

Swissair □ Passenger service. Begins Oct. 5 for fourth quarter in New York, Chicago and Boston. Morning drive, middays and afternoon drive times.
Agency: GrafDesley, New York. Target: men, 25-54.

Purolator □ Courier service. Begins this week for varying flights in over 45 markets. Agency: Kurtz & Tarlow Co., New York. Target: adults, 25-54.

RADIO AND TV

National Car Rental □ Radio and TV campaign begins in mid-September for six weeks in 11 markets. Agency: Campbell-Ewald, Warren, Mich. Target: men, 25-54.

Cap 10 □ Naturally flavored sparkling bottled water. TV and radio test campaigns begin Sept. 21 for five weeks in Columbus and Dayton, both Ohio. Agency: CPM Inc., Chicago. Target: adults, 25-54.



THE BECK-ROSS COMMUNICATIONS STATIONS
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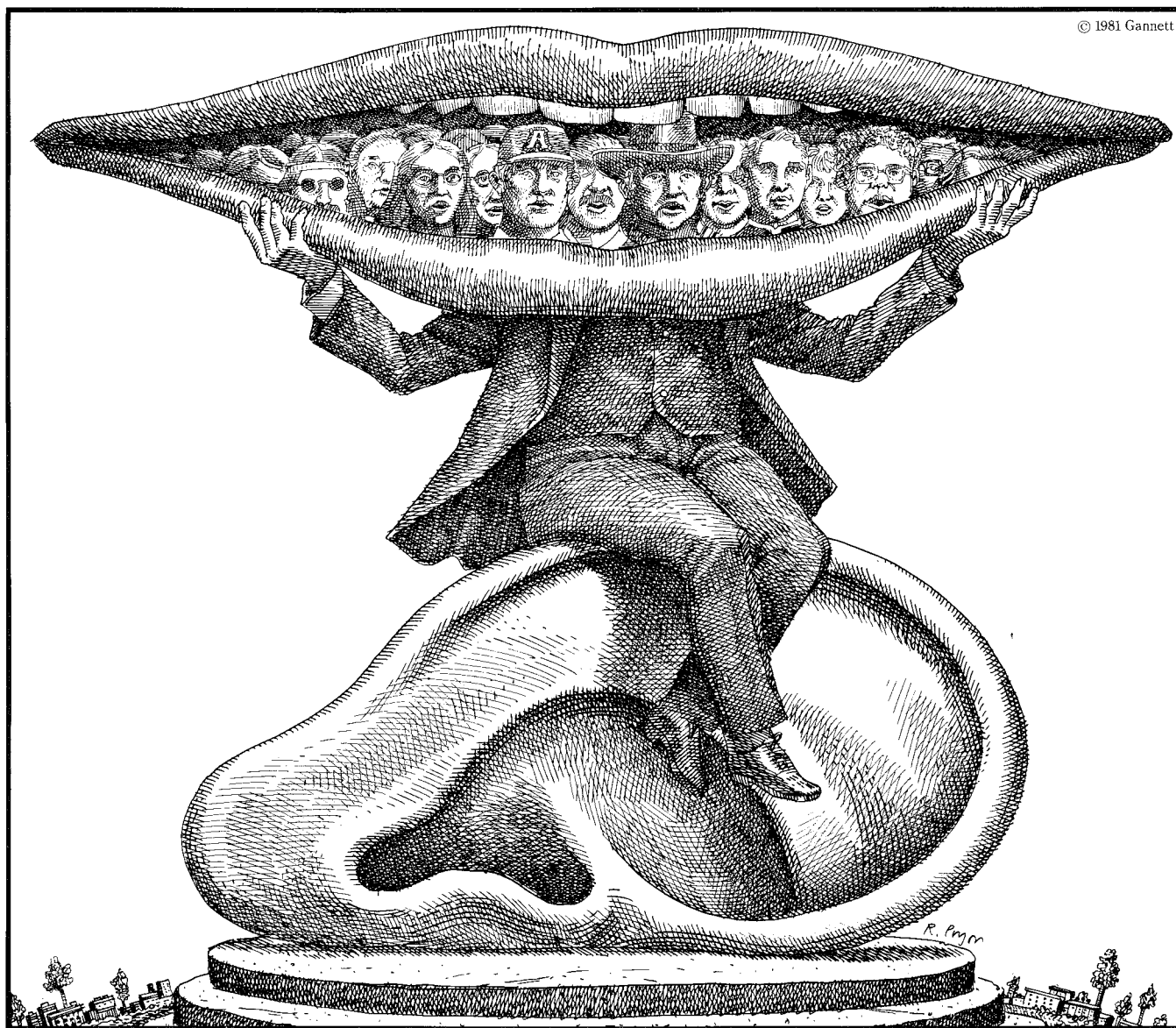
WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.



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In Detroit...religion on AM and adult contemporary on FM.

In Cleveland...adult contemporary and sports/talk on AM, and personality easy listening on FM.

In Los Angeles...religion on AM and rock on FM.

In San Diego...news/talk on AM, adult contemporary on FM.

In St. Louis...country on AM and adult contemporary on FM.

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Cleveland

WLQV, WCZY-FM
Detroit

KPRZ, KHIS-FM
Los Angeles

KSDO, KEZL-FM
San Diego

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This week

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. Speakers include: FCC Chairman Mark Fowler; former FCC Commissioner Robert E. Lee; Senate Commerce Communications Subcommittee Chairman Bob Packwood (R-Ore.); Cecil Heftel (D-Hawaii); and radio pioneer Gordon McLendon. Fontainebleau Hilton, Miami Beach.

Sept. 14-15—1981 Editors' Seminar sponsored by United Nations Association of the United States for *American Society of Newspaper Editors*, *AP Managing Editors Association*, *National Conference of*

Editorial Writers and *Radio-Television News Directors Association*. United Nations, New York. Information: William Powell or Ann Claxton, UNA-USA, (212) 697-3232.

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

■ **Sept. 14-17**—Intelepco '81 conference, sponsored by *associations representing independent telephone companies*. Los Angeles Convention Center.

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. 15**—*Advertising Club of Metropolitan Washington's* annual "TV Day" Luncheon speaker: Ted Koppel, ABC News *Nightline* anchor.

■ **Sept. 15**—*The Media Institute's* business/media luncheon on "Economic Policymaking in the Reagan Administration." Speaker: Murray Weidenbaum, chairman of President's Council of Economic Advisers. Cosmos Club, Washington.

■ **Sept. 15**—*Radio Advertising Bureau's* sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

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—Bench/Bar Media Conference sponsored by *Kentucky Court of Justice*, *Kentucky Bar Association*, *Kentucky Press Association*, *Kentucky Broadcasters Association*. Hyatt Regency, Louisville, Ky.

■ **Sept. 17**—*New York Women in Communications* luncheon. Speaker: Jessica Savitch, NBC News correspondent, New York Hilton. Information: Donna Erickson, (212) 944-6119.

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**—*Radio Advertising Bureau* sales clinic. Holiday Inn International Airport, Minneapolis.

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 Fran-

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KJR Seattle	213,100	WMTR Morristown	109,106
WDON Washington	206,752	KYNN Omaha	102,368
WCAO Baltimore	176,766	WNIR Akron	101,950
KFDI Wichita	165,200	KCKN Kansas City	100,120

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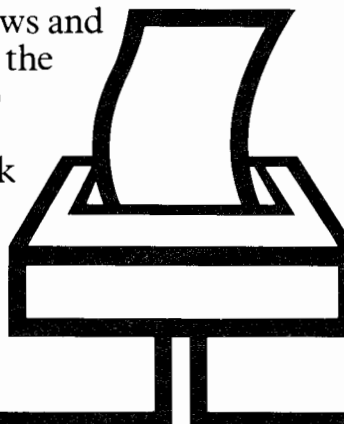
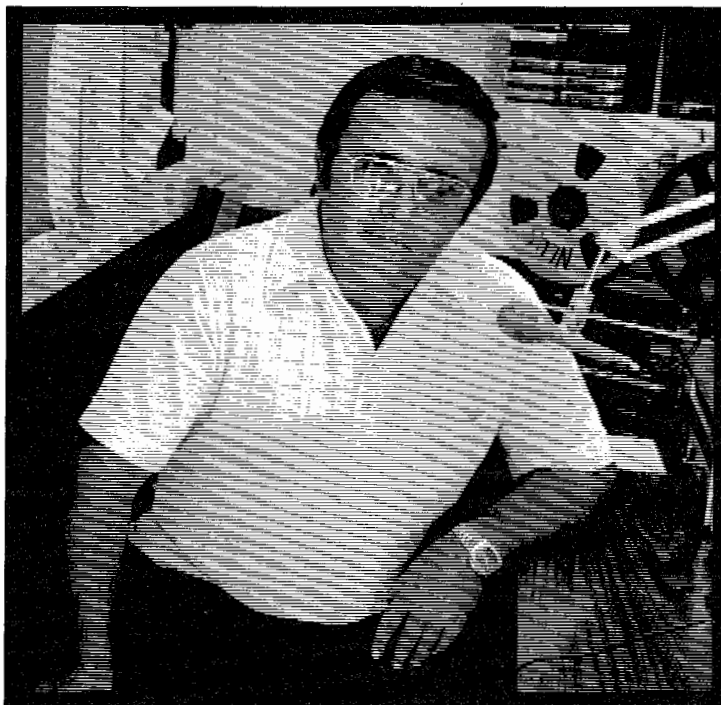
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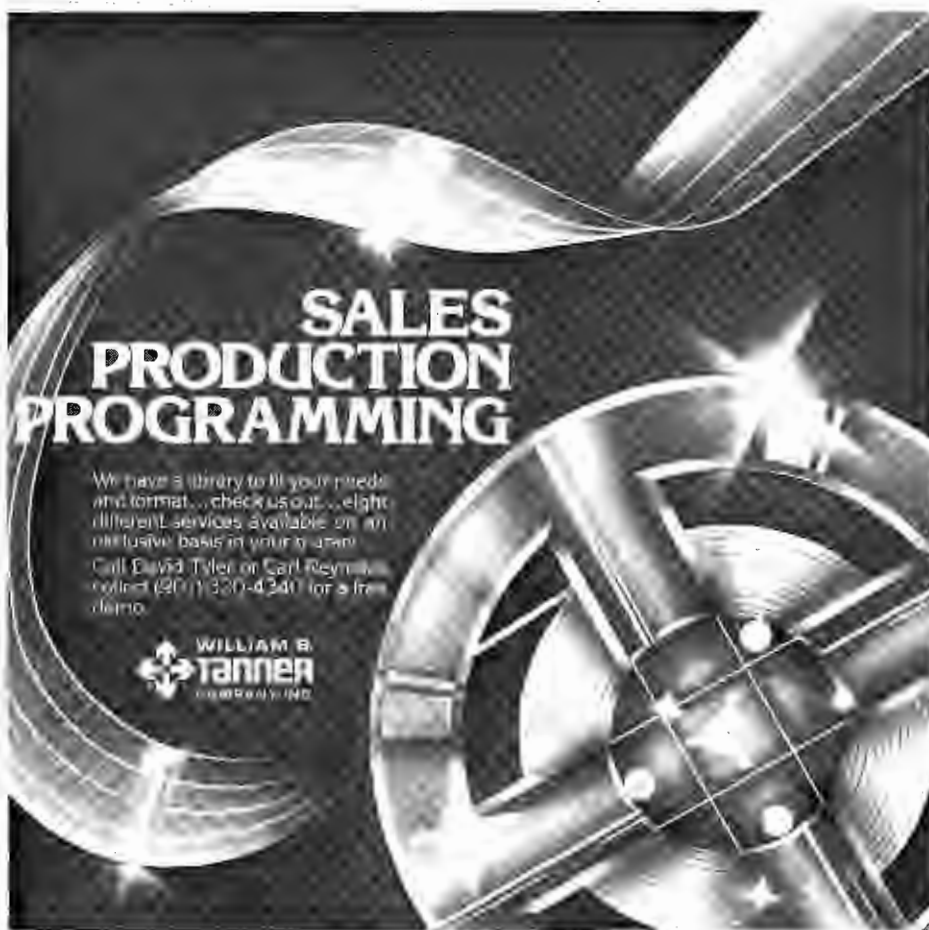
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cisco Bay Area annual banquet, chapter 40. Concord Inn, Concord, Calif.

Also in September

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. George Will, syndicated columnist, will be Monday luncheon speaker; FCC Commissioner Anne Jones 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. 22**—*Radio Advertising Bureau* sales clinic. Downtown Marriott, Atlanta.

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) 86-4444.

■ **Sept. 24**—*Radio Advertising Bureau* sales clinic. Drawbridge Inn, Fort Mitchell, Ky. (Cincinnati).

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—*TM Productions* commercial libraries workshop for Southern region. Airport Hilton, Kansas City, Mo. Information: May Moseley or Betty Newman, (214) 634-8511.

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. 27-29—*Nevada Broadcasters Association* annual convention. Stockmen's Motor Hotel, Elko, Nev.

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

■ **Sept. 28-30**—Conference on rural telecommunications, its feasibility, value and future, sponsored by *University of Wisconsin* campuses of Stout, Eau Claire, La Crosse and River Falls. Speakers include Louis Bransford, vice president, planning and development, Public Service Satellite Consortium. Midway Motor Lodge, Eau Claire, Wis.

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. 29**—*Radio Advertising Bureau* sales clinic. Hilton Inn Airport, Pittsburgh.

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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, and Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

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.

Major Meetings

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 As-*

sociation 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.

July 22-24, 1982—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1, 1982—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

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 11, Leocompton, Kan., 66050, (913) 887-6119.

Sept. 30-Oct. 2—*Indiana Association of Broad-*

casters fall conference. Downtown Holiday Inn, Fort Wayne, Ind.

October

Oct. 1—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Mark Fowler. Touchdown Club, Washington.

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. 1-3—*Broadcast Education Association* seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.

Oct. 1-4—*Music Personnel Conference* annual meeting of public radio music directors and producers. Radisson hotel, St. Louis. Information: Mary Edwards, (314) 553-5968.

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. Speaker: FCC Commissioner James H. Quello. 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,

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"Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio y Televisión*. Guests will include Vincent Wasilewski, president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

■ **Oct. 6—Radio Advertising Bureau** sales clinic. Seattle Airport Hilton, Seattle.

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. 10—UPI Broadcasters of Louisiana one-day reporters' workshop, co-sponsored by *UPI Newspapers of Louisiana*. Louisiana College, Pineville, La.

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. 12—Louisiana Association of Broadcasters sales seminar. Sheraton Inn, Alexandria, La.

Oct. 13—Louisiana Association of Broadcasters sales seminar. Travelodge North, Lafayette, La.

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—Louisiana Association of Broadcasters sales seminar. Gateway hotel, Metairie, La.

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. 14-18—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) 257-7712.

Oct. 15—Connecticut Broadcasters Association an-

nual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

Oct. 15—"Video Production for Filmmakers" seminar, sponsored by Advanced Technology Seminars. Bar-bizon Plaza, New York. Information: ATS, Suite 610, 1600 Broadway, New York, 10019, (212) 582-6050.

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. 15-17—Arkansas Broadcasters Association annual meeting. Sheraton hotel, Fort Smith, Ark.

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. 16-17—Broadcasters Promotion Association/Broadcast Designers Association board of directors meeting. St. Francis hotel, San Francisco.

Oct. 16-18—North Carolina AP Broadcasters annual meeting. Holiday Inn-Coliseum North, Winston-Salem, N.C.

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

Oct. 19-21—Electronic Industries Association 57th annual conference. Fairmont hotel, San Francisco.

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.

Oct. 25-27—New Jersey Cable TV Association annual convention. Meadowlands Hilton, Secaucus, N.J. Information: (609) 392-3223.

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

Oct. 29-30—National Conference on Media sponsored by *Pro & Con Screening Board*. Theme: "Future of Women and Minorities in Mass Communications, With or Without EEOC." Blackstone hotel, Chicago.

Oct. 29-Nov. 1—Missouri Broadcasters Association fall meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 30-Nov. 1—12th annual Loyola National Radio Conference sponsored by *Loyola University of Chicago*, department of communications. Hyatt Regency, Chicago. Information: LNRC, 820 N. Michigan Avenue, Chicago, 60611, (312) 670-3116.

November

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

Nov. 1-4—Scientific Atlanta's seventh annual



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Satellite Communications Symposium. Hilton hotel, Atlanta.

Nov. 2-4—*Information Industry Association* 13th annual conference. Speakers include FCC Commissioner Anne Jones. Copley Plaza hotel, Boston.

Nov. 3-6—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

Nov. 4-6—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

Nov. 5-7—*National Translator Association* annual low-power television and translator convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

Nov. 6—Chicago Communications seventh annual luncheon and communications seminar, sponsored by 29 Chicago associations. Seminar topic: "Who's Watching Our Watchdogs? Ethics, Privacy, Credibility and Accountability in the 80's." Keynote speaker: Pierre Salinger, ABC News Paris bureau chief. Palmer House, Chicago.

Nov. 8-10—Arts/Cable Exchange sponsored by *University Community Video*. Minneapolis Auditorium, Minneapolis.

Nov. 8-11—*Association of National Advertisers* annual meeting. Fairmont hotel, San Francisco.

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

Nov. 9-11—*Subscription Television Association* second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund, (213) 827-4400.

Nov. 11-13—*Oregon Association of Broadcasters* 41st fall conference. Valley River Inn. Eugene, Ore.

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

Nov. 11-14—*Unda-USA* 10th general assembly, titled "Taking a Stand: Strategies for the Decade." Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

Nov. 12—6th annual Gabriel Awards presentation banquet, sponsored by *Unda-USA*. Waldorf-Astoria hotel, New York.

Nov. 18—*National Commission on Working Women's* third annual "Women at Work" broadcast awards. Capital Hilton, Washington.

Nov. 19-20—*Arizona Broadcasters Association* fall convention and annual meeting, in conjunction with convention and technical exhibit of *Arizona Society of Broadcast Engineers*. Sheraton Inn, Scottsdale, Ariz.

Nov. 24—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 29-Dec. 3—National Telecommunications Conference, sponsored by *Institute of Electrical and Electronics Engineers* and *Communications Society Conference Board*. Marriott hotel, New Orleans.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the '80's" conference. University of Southern California, Los Angeles.

December

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

Dec. 3-5—U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodaliski, *Electronic Industries Association*, 2001 Eye Street, N.W., Washington 20006; (202) 457-4934.

Dec. 6-9—*Arbitron Radio Advisory Council* meeting. Cancun Caribe, Cancun, Mexico.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January 1982

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 17-22—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information to the United States. Ilikai hotel, Honolulu.

Jan. 23-27—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

February 1982

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 12-14—4th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

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

Feb. 18-21—*School of Communications at Howard University*, Washington, 11th annual Communications Conference, "The Future of Communications: A Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 24—*Association of National Advertisers* television workshop. Plaza hotel, New York.

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

March, 1982

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

June, 1982

June 17-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

July 1982

July 18-22—*World Future Society's* fourth general assembly. Theme: "Communications and the Future." Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

September 1982

Sept. 18-21—9th *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

October 1982

Oct. 26-28—*Atlantic Cable Show*, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland. Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.



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Open Mike®

Ownership background

EDITOR: Re the Marcus Cohn letter of Aug. 31, on the FCC seven-station ownership limit:

As chief FCC staff architect of the "rule of seven," I am constrained to note factual and conceptual errors in Marcus's comments.

The seven-station limit was not adopted as representing 1% of about 700 radio stations then operating. The rule of seven was adopted in November 1953 when there were 2,500 AM and 600 commercial FM stations authorized. The seven-station AM and FM limits were not intended to represent any given percentage of existing stations.

I should also note that Marcus suggests an erroneous premise for the origin of the numerical limits. There were previous overall ownership limits in FM and TV dating from the early 40's, i.e., six stations and five stations, respectively, as of 1953. The decision kept the TV limit (later changed to five VHF and two UHF), raised the FM limit to seven and imposed a national limit on AM for the first time (seven) and in part was based on practical "grandfather" considerations to avoid disruption of then existing holdings.—*Arthur Scheiner, Wilner & Scheiner, Washington.*

Better than expected

EDITOR: We at Katz do anticipate a good fourth quarter, but "30% or more over 1980," as Vic Ferrante was quoted as projecting in the Aug. 24 issue, is beyond our expectation.

What Vic said is that "avail activity has been running 30% ahead of this time last year." Vic referred to avail activity as an indicator that projected dollar volume gains of 16% are realistic.—*Kenn Donnellon, vice president, corporate relations, The Katz Agency Inc., New York.*

In defense of 10 khz

EDITOR: Representative Paul Findley's statement ("In Brief," Aug. 17) that the FCC's decision on AM channel spacing was an "unconscionable tragedy" for daytime broadcasters is all too typical of the myth that government can solve everything, including, in this case, the complexities of the laws of physics. No daytime broadcast licensee to my knowledge was ever given an inalienable right to an eventual full-time license. Anyone who boards an already crowded bus does not

easily obtain a seat, and there should be no free rides to full-time operation at the expense of service provided by existing stations. It is also interesting to note how a broadcaster who sells his daytime facility to buy a full-timer suddenly switches from the 9 to the 10 khz camp.

I applaud the commission's turnaround as one of the few engineering decisions to come out of Washington that was actually based on sound engineering criteria vs. political pressure.—*Gary E. Liebisch, broadcast engineer, WSPA(AM) Spartanburg, S.C.*

Thank you note

EDITOR: Thank you for that smashing living obit ("Profile," Aug. 24). It was good of you to get me to rethink my fluid career—even my children were surprised at the twists and turns it has taken.

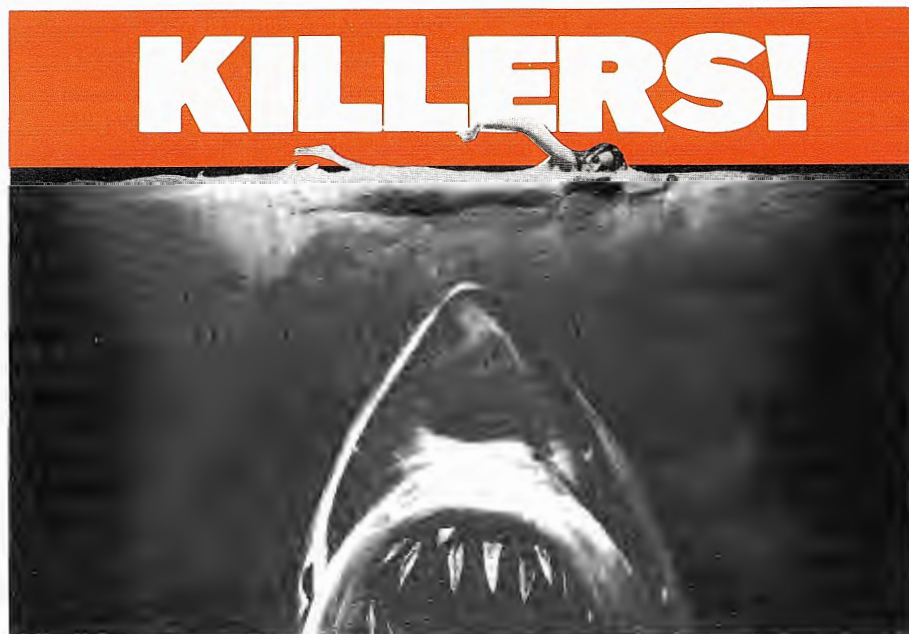
If you have any doubt about the fact that your book is widely read, even in August, I have the letters and phone calls to prove your effectiveness.—*Rodney Erickson, co-chief executive officer, Time Buying Ser-*

vices Inc., New York.

"First 50" fans

EDITOR: I can hardly wait for the book edition of the "First 50 Years of Broadcasting." It will become required reading for my students. The writing excels most textbooks, the research is excellent. But what makes it unique are those great pictures. Thank you for contributing to the education of future broadcasters.—*Jack Williams, associate professor, Medill School of Journalism, Northwestern University, Evanston, Ill.*

EDITOR: I want to express my appreciation for including me [as a former FCC commissioner and director of the Office of Telecommunications Policy] in BROADCASTING's fine write-up on the first 50 years of broadcasting (BROADCASTING, Aug. 31). [This series] is another outstanding contribution made by your magazine.—*Thomas J. Houser, general counsel, National Association of Manufacturers, Washington.*



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Monday Memo®

A broadcast advertising commentary from Thom Sutton, account executive, Eastman Radio, Dallas

Reaching truckers through clear channels

It's not easy being a long-haul trucker. The hours are long and irregular because most of the long-distance hauling must be done when the traffic congestion is at a minimum. A recent study revealed that the bulk of nighttime driving is done between midnight and 4 a.m. How to reach these on-the-go consumers does not have to be a difficult decision. Covering hundreds of miles a night, truckers welcome an entertaining traveling companion in their cabs: radio.

When the ionosphere cools after sunset, AM radio signals are reflected, giving stations huge land coverage, far beyond normal daytime coverage. For this reason, the FCC demands that most AM stations reduce power substantially, or sign off, to avoid interference. This means that these local radio stations serve only a very small area surrounding major U.S. population centers.

The FCC calls upon a few large-coverage stations to serve the bulk of America with information and entertainment. Many truckers rely on these stations because the stations:

- Can be received for long periods of time instead of fading out rapidly like local stations.
- Provide entertainment most truckers enjoy.
- Provide information truckers need.

Eastman Radio is proud to represent many of these powerful, clear-channel radio stations that target their programming to truckers, providing up-to-date weather information and road conditions and country music.

A quality that goes hand-in-hand with identification is believability. The subliminal capabilities of radio allow an advertiser to put the sales messages right in the cab with the driver for hundreds and hundreds of miles. The radio is a fixture on the dashboard and creates an atmosphere in which a manufacturer can sell anything from toothbrushes to tires, clothing to radar detectors. And it's all done without demanding a great deal of attention from the trucker.

In assessing which media to use, agencies and clients will soon realize that truckers are very difficult to reach with conventional media. Because they are highly mobile, they are never in one place long enough to fill out a diary; consequently, the only research available is via telephone and mail response to "trucker" stations and personalities. Although im-



Thom Sutton is an account representative with Eastman Radio in Dallas, having recently moved from the Detroit office. He has been coordinating Eastman's all-night trucking sales for the past three years. Before joining Eastman Radio in 1976, Sutton worked in production for two years at Michigan State University, graduating with a BA degree from MSU's telecommunications department.

perfect, such research is at least an indicator of listenership.

Trade magazines do not do the full job in reaching truckers. According to a study conducted by a commercial analysis firm, fewer than 40% of truckers read any of the three leading trade magazines in the trucking field. The trucking equipment industry alone spends millions of dollars per year in major truck trade publications in an attempt to reach independent truckers, drivers and fleet managers; yet radio provides sharper targetability and greater frequency. Radio and magazines complement each other and provide the best of both worlds to an advertiser.

Television viewing is limited to the little time that the trucker isn't driving or sleeping.

Radio is right for the job that it does. Truckers become a relatively easy target group to reach because of the long listening patterns and preferences for particular "personalities" and formats.

All of the network stations' formats are similar in content but the delivery causes truckers to favor one personality over another. Here, personal preference dictates

listener allegiance.

WBAP(AM) Dallas's Bill Mack has a long tenure as a trucking personality and combines his experience with a downhome approach to entertain long-distance drivers.

Conversely, WMAQ(AM) Chicago's Fred Sanders uses an upbeat, faster delivery, interspersed with information on regulations, economics, trends and technology affecting truckers.

John Trimble and his station, WRVA(AM) Richmond, Va., have been voted "best country truckin' disk jockey, and best country truckin' radio station," respectively, for two years in a row in a poll conducted by *Open Road* magazine. WRVA believes entertainment and vital information keep truckers listening to it. All stations combine country music with their own brand of unique styles.

Timing could be important to an advertiser as well. During the harsh winter months truckers are especially concerned with weather conditions. Placing an advertiser's message in and around weather and traffic reports that include snow and wind information to protect truckers against load shifts, affords a safety association factor that builds a station's image.

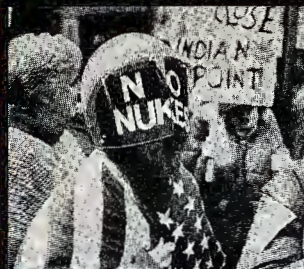
In addressing the purchasing power of truckers, a recent study conducted by various radio stations, including "trucking" stations, indicated considerably more truckers in the \$20,000-plus income category than the general populace. The study revealed 69% of truckers who responded earn \$20,000 to \$40,000 per year while only 46% of the general group reported that level. Similarly, 17% of truckers earned \$40,000-plus, while only 3% of average radio listeners reported this level. Truckers are good prospects for any product.

The same study showed evidence of longer listening patterns for truckers, both in number of days per week and hours reported listening.

If the determining factor for the choice of media is cost-effectiveness, clear channel radio stations can be measured on a cost-per-state basis, thereby delivering large portions of the country effectively and efficiently.

At Eastman Radio, we designed our network to entertain and inform truckers and to attract advertisers who have a need to reach potential prospects coast-to-coast. It represents a joining of forces of some of the most respected and admired personalities (as reported by truckers) and the match-marketing of radio signals to eliminate voids and provide uninterrupted listening for the truckers.

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INTO THE
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Broadcasting Sep 14

Vol. 101 No. 11

TOP OF THE WEEK

Gleams in Fowler FCC's legislative eye

If chairman and staff's plans go through, broadcasters could end up free of fairness doctrine, able to trade properties with minimum review; even more good news is possible

If FCC Chairman Mark Fowler has his way, broadcasters will no longer have Section 315 of the Communications Act to kick around any more. Nor will they have to worry about applying to the commission for approval to sell or acquire broadcast properties. The television "stability" and radio deregulation provisions that were severed from the reconciliation bill passed by Congress just before the August recess would also be adopted.

All these and more, according to informed sources within the commission, will be included within the proposed legislative package that the full commission is scheduled to consider in open session on Thursday (Sept. 17).

Sources indicate that the package, drawn up by the commission's Office of General Counsel, will propose that the FCC recommend to Congress that it repeal Section 315 of the Communications Act in its entirety, in an effort to extend First Amendment rights to the electronic media.

Within Section 315 are two key provisions—the fairness doctrine and the so-called "equal time" clause. The first, enacted in 1959, requires licensees "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." The second requires that if a licensee allows "any person who is [a] legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office."

The legislative package also includes a proposal to streamline the transfer and assignment process. Parties wishing to buy or sell broadcast properties could do so through closing, without formally applying to the commission. However, within 10 days, the parties involved would have to give the commission notice of the transaction. The commission in turn, sources say, would have 60 days to veto the sale. If it did not exercise that veto power, the sale would be considered final.

The package also includes an endorse-

ment of several proposals concerning radio and television deregulation that were lopped off the Senate's FCC reconciliation bill just before Congress's August recess. They include:

- Indefinite license terms for radio licensees.

- Modifications in the commission's comparative renewal proceedings whereby it could not consider competing applications for a television license until first determining that the present licensee is unfit.

- Radio deregulation beyond the commission's action taken in January,

eliminating program logkeeping and formal community ascertainment prohibiting FCC quotas on news and public affairs programming and guidelines limiting commercial time.

- Requirement that the commission would not involve itself in program decisions.

Congress has already passed a bill extending TV license terms to five years and radio license terms to seven years. It also passed a provision permitting the commission to establish procedures for implementing a lottery in the awarding of new broadcast licenses.

Signs of the future were all about at the Radio-Television News Directors Association's international conference at the Marriott Hotel in New Orleans last week. There were exhibits showing the latest in technology available to the reasonably affluent station. Sessions were dotted with panels on topics like satellites (this year's ENG phenomenon, as one panelist put it) and the use of computers in the newsroom (they do create a bit of "culture shock," as the representative of one computer company said).

But as at every RTNDA convention, speakers suggested that the locals are a touch less professional than the networks. Keynoter Richard Wald, senior vice president of ABC News, carried on that tradition, talking of the "terminal perkiness" he observed on local news shows and the serious dedication to content over style that he didn't. Some news directors in the audience were not amused.

Still, there was a sense of confidence and well-being among the some 1,000 journalists in attendance (total registration including spouses and students was 1,095). News shows are popular; young reporters are banging on doors looking for work. And despite the barbs of a Wald, there are those among the RTNDA crowd who talked far into the night about the seriousness of purpose, and the professionalism they insist on in their shops.

Indeed, some of the spirit (and anger?) of the news directors regarding the treatment they get at the hands of network types was evident in a comment by Dean Mell, of KHQ-AM-FM-TV Spokane, Wash., the new RTNDA president-elect. He blamed the networks for contributing to the credibility problem because they "hire people for owned-and-operated stations for other than journalistic reasons" and "pay salaries to [correspondents] beyond reason." Mell will succeed Wayne Godsey, WTMJ-TV Milwaukee, as president, at next year's convention in Las Vegas.

And there was good news from Washington in a report by RTNDA general counsel J. Laurent Scharff that "for the first time in 12 years, there is a real chance of eliminating the fairness doctrine and, perhaps, modifying the political equal time law" (see above).

Wald scores 'terminal perkiness'

He's latest in line of network news people to chide RTNDA delegates for shortcomings; warns that obsession with technique, adolescent approach could turn off adult audience

Every year, it seems, a network news person addresses the Radio-Television News Directors Association convention and leaves the locals feeling they're really not as professional as the networks. A few years ago, CBS's Charles Kuralt talked

about the carefully coiffed hair seen on the local news shows. Last week, ABC News Senior Vice President Richard Wald talked of the "perkiness" he had observed—"terminal perkiness," he called it.

Wald, in keynoting the RTNDA's 36th annual conference, in New Orleans, said he was not knocking technique as such. "But," he said, "content sometimes gets lost." And he was concerned about the competition for people's time that television and radio news faces from the technologies that are not yet a factor. He ex-



Keynoter Wald



President-elect Mell

pressed the fear that the electronic news media would go the way of so many daily newspapers, which in efforts to stimulate circulation "played fast and loose with the truth," and died. (Although he observed other factors were involved.)

Wald didn't suggest networks weren't concerned with circulation. "Every device known to man, and some not previously known, are used to make the audience come to us," he said. "We'll polish a piece as much as possible to increase circulation." But while networks are under enormous competitive pressure, he said, they put their techniques "at the service of the matter" they are reporting. Not so the stations, he suggested. "We're creating a system where the point is to show you can take your coat off and walk naturally in a schoolyard."

"We're in the glorious adolescence of our lives," he said. "In the main, our real concern is with circulation, with growing. And we are not yet sure what we are going to be... The question is: what do we do?"

The question is important, he feels, in view of what he sees as the coming onslaught of new technologies—"not just cable and 24-hour news but pay movies and pay sports, tape, disks, computers, teletext, books on microchips, television games, interactive channels. "All of it together is that alternate technology coming up on your horizon," he said. "And we are defending the pass with the blow dryer."

Nor did Wald stop there in his observations of local news. "Our world is more complicated than ever, and we are letting ourselves settle for anchors who can't write and reporters who can't think because we want eye contact. We look at our programs and we worry about how the tape rolled, and we forget what was rolling on it."

Wald's concern about what he sees as a lack of serious interest in content stems not only from worry about competition from new technologies. He sees that lack also as a handicap for those seeking full First Amendment protection for broadcast journalism. "The First Amendment

works not because it's written down, but because people think it's useful," he said. "It's protected by what you do; what you do should be seen as important, not funny. If we stay adolescent, we'll be treated as such by the adults who run the world."

One news executive of a major group who regards himself as a serious journalist running a professional operation was angry after hearing the speech. "Every year they bring in a network guy to tell us how bad we are," he said. "Local stations are doing good work. Why don't they ever mention that?" Then he said, in commenting on the warm reception Wald received, "I guess we're masochists." That was the same word a speaker at a session at the 35th conference, in Hollywood, Fla., used to describe RTNDA members at the start of a panel whose newsmakers ripped into the local newspeople as incompetent.

Satellites the technological rage at RTNDA

But it's not all wine and roses; technology seen as getting ahead of stations' ability to use it, and convincing management of its cost effectiveness remains a problem

In television station news operations, earth stations for receiving satellite-fed signals are this year's ENG or helicopter. They're great for a station's prestige and for bringing in live news from remotes that are really remote. But the cost and the problem of justifying it can cause news directors headaches.

Take Dick Mallary of WSB-TV Atlanta, for instance. Participating on a satellite panel at the Radio-Television News Directors Association convention in New Orleans last week, Mallary left no doubt he was, as he said, "ambivalent" about satellite service. After all, Cox Broadcasting has invested \$500,000 in a complex involving two downlinks and one uplink, and he said, "How do I justify it? How do I

keep management off my back?"

He suggested the technology is "getting ahead of our ability to use it." He doesn't denigrate the potential that the expensive complex represents. But for now, he said, the number of satellites available is insufficient to make it "as useful as it will be in three or four years." The facility was used to provide coverage of the political conventions last year, and it makes daily feeds out of Washington. It also will make possible WSB-TV's participation in Westinghouse Broadcasting/ABC's new satellite-delivered news-channel service. But, he said, "it's still not enough to justify a \$500,000 investment."

(The facility, though, may offer an unexpected additional opportunity. Mallary noted that WSB-TV will be one of 24 stations participating in the Westinghouse/ABC network that will have uplinks. "There's nothing to stop those 24 news directors from developing their own network," he said.)

Jack Gallivan, of KUTV(TV) Salt Lake City, agreed that justifying the cost of an earth station—priced at over \$50,000—is a problem. KUTV uses the dish to receive syndicated programming, in addition to news. But every day, he said, the dish is aimed at one or several satellites. It gets a feed from Washington and monitors the Cable News Network's programming. And it has provided viewers with live coverage of local interest in Jacksonville, Fla., and Tel Aviv. What's more, the cost justification issue works two ways. "It's hard to justify a Washington news bureau without a dish," Gallivan said.

Indeed, satellite transmissions are a principal factor in the substantial increase in the number of stations maintaining bureaus in Washington (BROADCASTING, Aug. 3). But Gary Worth, of Wold Communications, which provides facilities for news bureaus transmitting material to their stations by satellite, said Washington is not the only place from which stations might want to transmit. And for them, he said, the answer is transportable earth stations which "can go anywhere."

The cost isn't cheap. For one-day operation it would be \$8,000, plus \$1,000 for each succeeding day. But, he noted, the costs could be shared among stations. Worth also said the technology is being miniaturized: "In development are units that can be placed in a suitcase."

Qualified vote for cameras in the court

Broadcast journalists active in the fight to win access to the courts for their cameras and microphones were given some sobering advice last week by a man with long experience both as a prosecutor and a defense attorney: Learn what the advocacy system of justice is all about; don't be taken in by the courtroom dramas written by the contending attorneys—as newspaper reporters are.

Richard Sprague, a well-known defense attorney in Philadelphia whose experience

as a prosecutor includes the conviction of United Mine Workers President Tony Boyle in the Yablonski murder trial, said at a panel session at the Radio-Television News Directors Association convention last week that he favors radio-television coverage of trials. "It would make newspapers more responsible in reporting what goes on, if the public had an opportunity to observe," he said.

Sprague was harsh in his estimate of newspaper reporters. They "let themselves be spoon-fed by one side or the other, and don't understand trials, and what they report is a far cry from what goes on" especially after the rewrite desk and a headline writer finish the job, he said.

Sprague shared the platform with the president of the American Bar Association, David Brink, of Minneapolis, who as a personal matter also supports cameras in the courtroom. They "tend to assist, rather than detract, from our total freedoms," he said. But Brink arrived at the panel session armed with a complaint.

"I share many of the views of other lawyers that the media do not always give us a fair shake," he said. He based that on polls that show lawyers as a class are not highly regarded by the public while individual lawyers known and used by the public receive high ratings. He said lawyers operate under the most rigorous ethical standards, and added he can understand "the man-bites-dog" fascination with the story of a lawyer or judge being proven unjust.

The RTNDA audience that turned out for the session were disappointed by the absence of two heavy-hitting trial attorneys, F. Lee Bailey and Richard ("Racehorse") Haynes. Other obligations forced their withdrawal the night before the Friday morning session.

At an earlier session on Friday, three panelists agreed the title of their session, "Maintaining Credibility," missed the point. As James Boylan, editor emeritus of the *Columbia Journalism Review*, put it, "credibility is not a good standard." Journalists, he said, "should take care of truth and accuracy, and let credibility take care of itself."

To George Watson, vice president of ABC News, credibility also involves a degree of respect for views of the audience. "All of us should consider means of opening the media to those who want to talk back to us. Credibility would be enhanced by a willingness to open up and let people have a shot at us."

If Watson was reinventing the op-ed page, Dick Williams, an *Atlanta Journal* columnist who once headed news operations at WXIA-TV Atlanta and WPLG-TV Miami, offered some other press-style approaches to journalism. He said stations should wait for solid confirmation before going with stories like the attempted assassination attempt on the life of Washington Mayor Marion Barry, which proved to be a hoax. And he suggested news producers spend less time with "technology, bells and whistles" and more with reporters' stories, so that "things don't fall through the cracks."

Trade association for network radio?

Changing nature of medium prompts organization of new sales arm, ABC executive tells RTNDA session; aim is to take money from TV and magazines, not from stations

The sudden proliferation of radio networks is spawning a new trade association—one designed to make radio networks attractive to advertisers not yet using the medium. And the advertisers being sought are those now advertising nationally on television and in magazines.

Those bits of information surfaced last week at a panel session during the Radio-Television News Directors Association convention, in New Orleans. A member of the audience, after listening to executives of the companies that are giving multiple birth to networks, expressed concern that the new chains would drain advertising revenues from stations.

Not so, said Edward McLaughlin, president of the ABC Radio Network. "We're positioning ourselves to get [network] television advertisers," he said. And he noted that ABC is charging \$7,000 to \$8,000 for Paul Harvey. "That's not spot rates," he said. He said advertisers now spending for national television and magazines are ABC's targets.

Then he broke the news—"prematurely," he said later—about the new trade association. It would be an association that would make radio networks "available to national advertisers not now in network radio."

Bob Hosking, president of CBS Radio, indicated the approach that will be taken to the advertisers. "The advertiser has the opportunity to buy efficient networks for his needs, and obtain whatever demographic mode he wants."

McLaughlin, who said the group does not yet have a charter, offered few other details. But he said he expects "seven or eight" network companies to participate. Those he mentioned were ABC, CBS, NBC, Mutual Broadcasting System, RKO General Inc. and the Sheridan Black Network.

The panel session, on "The Network Supermarket," helped bring into focus the growing variety of network services being offered, many by satellite. For instance, Richard Verne of NBC Radio noted that his network hopes to have its satellite system operating "early next year." And Tom Burchill of RKO said delivery of "RKO Three" ("America Overnight") started on Sept. 1, but he promised that RKO would offer no more network services "this year."

To Verne, the explosion of network services indicated networks will be looked to for specific purposes. In fact, he said, NBC is considering other networks, each designed for a special purpose. "The general-purpose network will have trouble surviving," he said.

MBS's Marty Rubinstein disagreed. Verne's remarks, he suggested, were "demographic gibberish." "We feel our job is to provide programming to stations." He said MBS will be "fully satellite-delivered by Jan. 1"—and Mutual is paying for the 650 earth stations with which its affiliates will receive the programming.

But in Rubinstein's view, the plethora of networks doesn't change things. "Our role will be to meet station's unmet needs, like wall-to-wall coverage of political conventions," he said. But the stations' success will depend on their meeting local needs, he said.

Richard Montessano, senior vice president and head of sales services for the Radio Advertising Bureau, said he sees no conflict in the activities of the proposed group with those of RAB, which is supported primarily by radio stations but also by station representatives and radio networks. He had only sketchy information of the new venture but felt that its advertising and promotional efforts on behalf of network radio should contribute to advertising growth.

A spokesman for the National Black Network said the company had not known of the proposal but added, "it sounds most interesting and we definitely want to look into it. It seems to be an exciting and innovative idea."

Charles Renwick, executive vice president, network development, NBC Radio, said formation of a network radio trade group is needed to expand the base of advertising. He said the proliferation of networks probably will result in the demise of some and the viability of others, and added, "To survive, an active advertiser solicitation effort in support of network radio is very much needed."

Weather reporting: Leave it to a pro

Broadcast meteorologists advise audience at RTNDA session to treat the weather news seriously or lose viewers

Weather reporting is serious business, a science, in fact. And stations should not leave it to weather girls or clowns but to professionals. Viewers will appreciate the soundness of their reports. Or so two broadcast meteorologists said at a panel at the Radio-Television News Directors Association convention, in New Orleans last week. A third member of the panel, TV news consultant Frank Magid, suggested the importance of another dimension: an ability to communicate. Dennis Feltgen, of KSTP-AM-FM-TV Minneapolis, and Bob Ryan, of WRC-TV Washington, made it clear they did not miss the days of the weather girls and announcers who did the weather with no more research than available in a piece of weather news copy.

They talked of the sophisticated equip-

ment available for weather broadcasts—computer graphics, color radar, and even Doppler radar—and of the need for professional meteorologists to use the equipment and offer meaningful, informed reports.

"It's important to have someone standing in front of the camera who knows why the weather is doing what it's doing," Feltgen said. The payoff is in audience, he said. "A station that doesn't recognize the importance of a trained meteorologist will lose viewers."

Ryan, a trained meteorologist who lost his weather reporting job on the *Today Show* to Willard Scott, who had made his reputation at WRC-TV as a friendly, funny, fat weatherman, was even more emphatic than Feltgen. "Meteorology is a science, as much as physics and geology." And the responsibility "shouldn't be given to someone who doesn't know what he's doing." He noted that weather can cost the country billions of dollars and thousands of lives, and added: "I'm surprised some people still regard it as a comic strip."

Magid, of Frank N. Magid Associates, agreed that weather is an "attractive element" in radio and television news. "It's the most watched element in television news, and is listened to on radio, too. The subject affects everyone in the audience."

But the difference between one station's weather report and another, he said, is the reporter, "assuming all have the same tools. It's fine to have someone knowledgeable. But expertise is not enough. A person without the ability to communicate his expertise, to make interesting what he has to offer, will fail as much as one without the expertise."

Talking seriously about HDTV

SMPTE discussion session puts the problem, and the prospects, before New York engineering community; movies may lead the way; a question of compromise

"How much do we want to compromise this [high-definition television] system in order for it to be broadcastable?" That question, from a member of the audience attending the September meeting of the Society of Motion Picture and Television Engineers New York Section last Wednesday, reflected a principal focus of the discussion that evening as a panel of industry luminaries discussed "High-Definition Television: How, Why and When."

Joseph Flaherty, the CBS Television Network vice president of engineering and development who moderated the meeting, answered that question about broadcast/HDTV compatibility by saying that it will be "a long time" before much of the world television audience is served by nonbroadcast video delivery systems, and that while "we can't impose too great constraints" on HDTV, "we can't shut out for too long too much of the world's population."

That was a broadcaster's point of view, and others were in evidence both at the SMPTE meeting and elsewhere in New York last week (see box). And compatibility is only one of the many issues facing those interested in HDTV, which was reviewed at length for SMPTE members on Wednesday by Flaherty; film-

maker Francis Ford Coppola; CBS-TV's senior staff scientist, Dr. Richard Green; NHK's manager of advanced broadcast systems research, Dr. Masao Sugimoto; RCA's staff vice president for research and engineering, Dr. Kerns Powers; television producer Greg Larson; FCC Chief Scientist Stephen Lukasik, and the president of Thomson/CSF Labs, Renville McMann. They were later joined for discussion by SMPTE's HDTV study group chairman, Donald Fink.

One idea that dominated the presentations was that long before the general public has HDTV receivers in its homes, HDTV production equipment will be used to make the video industries' programming and more than likely theatrical motion pictures as well.

Flaherty had opened the session by saying there are three categories of questions surrounding HDTV—those involving program production, those concerning transmission and distribution technology, and those pertaining to display technology.

Thomson-CSF's McMann, presenting an overview of HDTV prepared largely by company consultant Joseph Polonsky (who was unable to attend), said leading television engineers are becoming aware "that the next big thing is high definition." McMann stressed a need for "careful compromise" to insure "standards that will last for two generations," and he reviewed constraints working against consumer applications of HDTV—existing television receivers, recorders and disk players that would be incompatible with HDTV, as well as a non-HDTV direct broadcast satellite system. European interest in "continental or intercontinental television" was cited by McMann in saying it would be "desirable to have universal HDTV." He listed such issues as bandwidth and bit rate compression among the "many economic choices for people to ponder" before a HDTV system could be put in place. "We're still a long way from seeing the best of 525 lines," McMann said, suggesting people will have to perceive 10% to 15% better quality from HDTV to justify the probable cost of new receivers. McMann also noted a concern for studio engineers involved with HDTV—that in digitizing HDTV signals, they'd be "pumping microwave frequencies" around their plants. He closed his overview with the thought "God bless the movie people and the television production people" because they'll be the first to adopt HDTV and "provide the impetus to set a standard we can live with for the next 30 years."

Coppola then provided his producer's view of HDTV. Electronic cinematography will not just be a new tool, according to Coppola, but will "change what the art is like," allowing movies "to be mixed like music instead of edited." He expressed his hope "to make a modern motion picture studio" that could "pump pictures and

New numbers from Nielsen

A.C. Nielsen has released its new designated-market-area rankings for the 1981-82 broadcast year, based on local TV household estimates projected for Jan. 1. Overall, the Nielsen Station Index estimates U.S. TV households at 81,937,250 including Alaska and Hawaii.

Effective from the October 1981 through July 1982 Nielsen Station Index measurement periods, there will be 205 DMA's. Four are new: Anchorage, now the 165th market; Fairbanks, Alaska, the 202d; Bend, Ore., the 201st, and Lafayette, Ind., the 193d.

With the addition of the Anchorage and Fairbanks markets, Nielsen will be measuring viewing in all 50 states. Arbitron Television had been in Anchorage previously but dropped out of Alaska with its measurement plan beginning in October.

Two Nielsen markets have been absorbed into other DMA's for 1981-82. Hagerstown, Md., last year ranked 155th, now is combined with Washington, which moves from the ninth to the eighth market. Rhinelander, Wis., previously the 200th market, has been merged with Wausau, Wis., which jumps from 145 to 133.

Among the rankings:

Within the top 10 markets, in addition to the Washington-Hagerstown shift, Cleveland-Akron, Ohio, changes rank, from eighth to ninth.

Within the top 50, many markets shift but most only by one or two ranks. Indianapolis, however, drops from 19 to 22 and Raleigh-Durham, N.C., rises from 44 to 41. Dayton, Ohio, previously the 49th market and now the 51st, has moved out of the top 50, and Albany-Schenectady-Troy, N.Y., formerly 51st, is now 50th.

No markets moved from the top 100 rankings group but within it more than half are in new positions. The five markets changing in rank four positions or more were Johnstown-Altoona, Pa. (from 81 to 77); Lexington, Ky. (from 86 to 81); Jackson, Miss. (from 80 to 85); Fort Wayne, Ind. (from 100 to 93), and Greenville-New Bern-Washington, N.C. (from 91 to 98).

Below the top 100, the larger ranking shifts included Lafayette, La. (from 115 to 107); Tallahassee, Fla.-Thomasville, Ga. (from 140 to 132); Wausau (from 145 to 133); Erie, Pa. (from 135 to 140) and Alexandria, La. (from 165 to 175).



—DTV discussants Flaherty, Coppola, Green, Sugimoto, Powers, Larson, Lukasik, McMann.

sound around like hot and cold running water," and in departing called on the engineers to "set your standards high" for HDTV.

The FCC's Lukasik, reviewing regulatory problems involved in HDTV distribution, began with a brief look at terrestrial broadcasting. There, he suggested, demand for greater numbers of services as opposed to higher picture quality would likely rule out any thought of removing existing stations to provide bandwidth for HDTV operations. In satellite-delivered HDTV, Lukasik spoke of two options: 12 gigahertz for the 1980's and 22 gigahertz as "a 1990's option." Questions surrounding the first option are the mix of HDTV and other types of DBS signals, whether the U.S. will secure adequate orbital slots to provide satellites for HDTV and how much spectrum should be provided for HDTV. Regulatory response will likely be to "permit, not mandate" HDTV and let the marketplace resolve the various questions. The 22 gigahertz option, according to Lukasik, might delay HDTV, but then might provide "useful time" to develop the system.

Touching on cable delivery, Lukasik said regulators "favor any sort of non-spectrum option," a similar situation with tape or disk distribution.

On standards matters, Lukasik said, the FCC "has no desire to set technical stan-

dards by fiat," but is likely to rely on voluntary and marketplace actions.

Greg Larson presented a clear call at the meeting for manufacturers to provide HDTV production equipment, chiding American electronics companies for placing themselves in the position of "being the next Chrysler Corp." Taking note of the CBS interest in HDTV, Larson called that company's chairman, William Paley, "maybe one of the last pioneers around" for using broadcasting profits to research HDTV when "cable could clearly use it first."

Used in television drama production, Larson suggested, HDTV would provide the "film look" at a 20% cost saving.

Green of CBS took the position that "HDTV must be broadcastable," but expressed great optimism for technological advances that would permit such a feat. "Smart" receivers incorporating microprocessor frame stores, bit rate reduction, transform compression and entropy coding were among the developments for which Green is looking.

NHK's Sugimoto reviewed the work his company has already conducted in the HDTV field, explaining the test procedures by which NHK arrived at its particular standards: 1,125 lines, a 5:3 aspect ratio and 2:1 line interlace ratio. "All transmission forms seem to be promising," Sugimoto asserted, while saying his

research showed that consumers, once they've been exposed to HDTV, want it from their broadcast stations.

Kern Powers provided an equipment manufacturer's perspective on HDTV. He maintained the necessary investment by manufacturers for making electronic cinematography equipment would take place in five to 10 years. And, he said, investments for improved picture quality from receivers would occur "independent of HDTV." He reviewed various ways 525 (or 625) line systems could be improved, including "smart" receivers, and concluded by asserting "even with 525 lines you could get much of the improvement you could expect from HDTV."

In the discussion session that followed, when asked about the time frame for development of the necessary microprocessors for "smart" receivers, Powers noted that the Department of Defense timetable for developing such integrated circuits is five years.

Another challenge to broadcast HDTV was posed in the discussion by SMPTE's Fink. Speaking of the possibility of "getting away from bad engineering" incorporated into present television standards, specifically frequency interlaced color, Fink asked whether "we should just go to component coding right away" for HDTV—a solution he conceded would limit its application to cable and DBS.

The Seidenglanz option. Not everyone believes in the necessity for broadcast/HDTV compatibility. "I don't think anybody will be operating terrestrial broadcast systems much longer," Bob Seidenglanz, president of Compact Video, told security analysts New York last Wednesday. His implication: The U.S. will be a wired nation. In town to fill out his company's activities, Seidenglanz briefed the analysts on his HDTV system he said his company has been working on for 10 years and which he will demonstrate to SMPTE in October at its Burbank, Calif., headquarters.

Seidenglanz called the CBS/Sony HDTV system "a vision" that's "not practical," contrasting it with his, which he called "simple, practical, low cost," built with "today's technology, American technology." Called ImageVision, Compact's HDTV system can be passed through cable and satellite distribution. ("We're doing satellite tests every Thursday," Seidenglanz said.) ImageVision can be used for electronic cinematography, with subsequent transfer to 35 mm film or to distribute to HDTV theaters, the company claims. (Compact Video's system is understood to be based on 525 lines and a 4:3 aspect ratio, but with chrominance separated from luminance, in terms

of frequency, and luminance and horizontal bandwidths increased. Vertical resolution would remain determined by the 525 lines of the raster.)

According to Seidenglanz, Compact has reached agreement with an "international" manufacturer of professional broadcast equipment to build cameras, recorders and other equipment that with "a simple switch" can transfer between standard and HDTV modes. Compact isn't looking to corner the market, but will license royalties to ImageVision. Later that day Seidenglanz was at the SMPTE New York meeting, and invited those present to attend the Burbank demonstration.

In a separate announcement to the analysts, Seidenglanz said Compact Video will spend \$8 million of it this year to build a New York operation that would offer many of the production and satellite distribution services its West Coast operation provides to clients there (eventually including ImageVision). Seidenglanz tied the move to the growth of a cable-oriented production in New York.

A further move announced by the company was the shortening of its name from Compact Video Systems to Compact Video.

Echoes of 9 khz heard in the hemisphere; NAB ponders HDTV, DBS and future

Don't count shorter spacing out yet, warns Schaefer; sales job of two years ago not yet undone; report says it may be possible to send HDTV by terrestrial means

When the Region 2 conference on AM broadcasting convenes in Rio de Janeiro next November, the United States will be in the position of having to destroy something it created two years earlier: 9 khz spacing.

The U.S. thought up the idea of reducing the spacing between AM channels from 10 khz to 9 khz as a means of creating more radio stations, and vigorously promoted the concept among the other countries of North and South America (Region 2) at the first session of the conference in March 1980. Impressed by the opposition of most broadcasters—who felt 9 khz spacing would create unneeded competition at more cost than public benefit—the FCC reversed the U.S. position early last month.

The only problem is that the U.S. delegation to the first session did such a good selling job on 9 khz that many countries in the region are now convinced that 9 khz is the way to go and, according to leaders of the U.S. and Canadian delegations to the upcoming session, the possibility still exists that the region may vote to switch to the narrower spacing.

Kalman Schaefer, head of the U.S. delegation, met with the National Association of Broadcasters task force on radio allocation last week in Washington and warned the members not to become too complacent. "I recognize that there are some people who are under the impression that the 9 versus 10 issue is no longer as important as it was before,"

Schaefer said following the meeting. "I cautioned everyone that that might be premature optimism.

"We have no information that would indicate that this is less of an issue than it was at the first session," he added.

Edward Bucharme, head of the Canadian delegation, echoed Schaefer's caution in a telephone interview. Just because Canada and the U.S. are now solidly behind 10 khz spacing, he said, doesn't mean it's a "fait accompli." There are still some countries, including Cuba and other



Schaefer

influential nations, that "genuinely believe as a result of their studies that 9 is the answer," he said.

Although Bucharme is urging caution,

Fall season: a little late this year

Networks begin to firm up program schedules although many shows not yet locked in; delay attributed to 13-week writers' strike

As far as ABC, CBS and NBC are concerned, Monday, Oct. 5, is the first day of the 1981-82 prime-time season.

But start-dates claimed or not, network television viewers will see a staggered schedule of season premieres of both new and returning shows.

It will be nothing new. The past 1980-81 season had been delayed by an actors' strike. And the upcoming 1981-82 season has been thrown off schedule in the aftermath of a 13-week writers' strike (BROADCASTING, July 20).

By last week, NBC made all its premiere dates available, with most of the lineup falling in regular place by late October and into November. One program, *The Angie Dickinson Show*, won't begin airing until Jan. 9.

ABC and CBS, however, still report many shows without locked-in premiere

dates. The word from ABC on *Code Red*, *Benson*, *Open All Night*, *Maggie*, *Living It Up* and *Strike Force* is that they probably will be on in November. *Barney Miller* may premiere earlier.

At CBS, the odds are for late October for *M*A*S*H*; early November for *House Calls*, *Lou Grant* and *Jessica Novak*; mid-November for *Simon & Simon*, *Nurse*, *Shannon* and *Knots Landing*, and early December for *Falcon Crest*.

Given the number of programs with premieres still to be announced, Saturday (see night-by-night charts) is the only evening when every prime-time show now has a declared launch date. On other nights, TBA's vary dramatically. On Sunday, just ABC's *Code Red* is open; on Friday, ABC's whole lineup is.

The production delays also are causing unusual scheduling for CBS aside from simply staggering premieres. On Friday, Oct. 7, the previously canceled *Incredible Hulk* will return for a seven-week stint at 8 p.m. followed by *Dukes of Hazzard* at 9 p.m. and *Dallas* at 10 p.m. Once *Falcon*

Monday				Tuesday				Wednesday			
	ABC	CBS	NBC		ABC	CBS	NBC		ABC	CBS	NBC
8:00		Private Benjamin (Oct. 12)		8:00	Happy Days (Oct. 6)			8:00		Mr. Merlin (Oct. 7)	
8:30	That's Incredible (Sept. 21)	Two of Us (Oct. 12)	Little House on the Prairie (Oct. 5)	8:30	Laverne & Shirley (Oct. 13)	Simon & Simon (TBA)	Father Murphy (Nov. 3)	8:30	The Greatest American Hero (Oct. 28)	WKRP in Cincinnati (Oct. 7)	Real People (Sept. 30)
9:00		M*A*S*H (TBA)		9:00	Three's Company (Oct. 8)			9:00			The Facts of Life (Oct. 28)
9:30		House Calls (TBA)		9:30	Too Close for Comfort (Oct. 13)		Bret Maverick (Nov. 3)	9:30	The Fall Guy (Oct. 28)	Nurse (TBA)	Love, Sidney (Oct. 28)
10:00	Monday Night Football (Sept. 7)		Monday Night At the Movies (Oct. 5)	10:00		Tuesday Night Movies (Oct. 6)		10:00			
10:30		Lou Grant (TBA)		10:30	Hart To Hart (Oct. 6)		Flamingo Road (Nov. 10)	10:30	Dynasty (Nov. 4)	Shannon (TBA)	Quincy (Oct. 28)
11:00				11:00				11:00			

he believes that the majority of the countries now favor retention of the present spacing. The belief, he said, is based in part on discussions members of his delegation had with principals in 10 other countries during a recent tour. "We went to the countries and explained our position in the hope that they might follow the same route we did," he said.

■ While the radio allocations task force got the word from Schaefer on 9 khz, another NAB committee on direct broadcast satellites was briefed on the prospects of terrestrial broadcasting of high-definition television (HDTV) by Jim Hart.

Hart's Littleton, Colo., firm, Hartech, was hired early last month by the NAB to gather current information on the subject

into a report for the committee. Terrestrial rebroadcasting of DBS-delivered HDTV was first suggested by CBS in its DBS application at the FCC.

According to Valerie Schulte, of NAB's legal department, Hart said that there "is a very real potential" for HDTV rebroadcasting using the 12-ghz band and possibly frequencies in the 2-ghz range now used by the multipoint distribution service and the instructional television fixed service. "The report was that if the technology proceeds along the line that it is proceeding now HDTV will be terrestrially deliverable," she said.

"Technology is moving so fast we will be able to solve the problem," Schulte said. Hart did not discount anything, even

the possibility of one day transmitting HDTV signals through conventional UHF and VHF channels, she said.

Leo Beranek, of WCVB-TV Boston and head of the DBS committee, said he was encouraged that "terrestrial HDTV is something that can be done." He said, however, that there are still many unanswered questions, both technical and economic. Many factors have to be balanced against one another—analogue versus digital and RF power versus high frequencies—and the design of an HDTV system has not been made yet, Beranek said.

Hart's presentation, described by Schulte as "very, very technical," was oral. His final written report should be ready within the month, she said.

Crest is ready, it will then be *Dukes* at 8 p.m., *Dallas* at 9 p.m. and *Falcon* at 10.

Other scheduling moves include three consecutive weeks of a new *ABC Theater for Young Americans* beginning Sept. 20 in the Sunday, 7 to 8 p.m. time slot eventually reserved for *Code Red*. Elsewhere, ABC will have a special half-hour premiere of ABC's *Best of the West* at 8 p.m. on Sept. 10 before it is launched in its regular time period at 8:30 p.m. two weeks later. NBC will be launching the series, *Love, Sidney* on Oct. 28 but will preview it with *Sidney Shorr* as the Oct. 5 season opener for *Monday Night at the Movies*.

The program charts show where the networks stood last week in terms of premiere dates. While some programs will have special extended-length premieres, the series are shown in their regular time slots.

Some declared start-dates may change. If, for example, the World Series on ABC goes seven games, the network will push forward a week the premieres of its Wednesday lineup.

Even should some delayed series be ready by October's end, the networks likely would not offer them against World Series baseball.

Second draft for '81-'82

This is a composite of the three prime-time schedules announced for the fall by ABC, CBS and NBC. Among them, the networks plan 19 1/2 hours of new series programming. NBC is introducing eight and a half hours, ABC six and a half and CBS four and a half. The figures work out to 10 new series on NBC, eight on ABC and five on CBS. Fifteen of the new shows are dramas, but range from detective to police, western, family and fantasy dramas and comedy adventure. Eight are situation comedies and one is a Disney anthology. The show's premiere dates are included.

Sunday

	ABC	CBS	NBC
7:00			
7:30	Code Red (TBA)	60 Minutes (Oct. 4)	Powers of Matthew Star (Dec. 6)
8:00		Archie Bunker's Place (Oct. 4)	
8:30	Today's FBI (Oct. 25)	One Day At a Time (Oct. 11)	CHiPs (Oct. 4)
9:00		Alice (Oct. 4)	
9:30		Jeffersons (Oct. 4)	
10:00	Sunday Night Movie (Oct. 4)		Sunday Night At The Movies (Oct. 4)
10:30		Trapper John M.D. (Oct. 4)	
11:00			

Thursday

	ABC	CBS	NBC
8:00	Mork & Mindy (Oct. 8)		Harper Valley P.T.A. (Oct. 29)
8:30	Best of the West (Sept. 24)	Magnum, P.I. (Oct. 8)	Lewis & Clark (Oct. 29)
9:00	Barney Miller (TBA)		Diff'rent Strokes (Oct. 29)
9:30	Taxi (Oct. 6)	Knots Landing (TBA)	Gimme a Break (Oct. 29)
10:00			
10:30	20/20 (continuous)	Close Up: Jessica Novak (TBA)	Hill Street Blues (Oct. 29)
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson (TBA)		
8:30	Open All Night (TBA)	Incredible Hulk (Oct. 9)	NBC Magazine (Sept. 11)
9:00	Maggie (TBA)		
9:30	Living It Up (TBA)	Dukes of Hazzard (Oct. 9)	McClain's Law (Nov. 20)
10:00			
10:30	Strike Force (TBA)	Dallas (Oct. 9)	The Berlin Connection (Nov. 27)
11:00			

Saturday

	ABC	CBS	NBC
8:00			
8:30	King's Crossing (Oct. 17)	Walt Disney Presents (Sept. 26)	Barbara Mandrell & The Mandrell Sisters (Oct. 3)
9:00			
9:30	The Love Boat (Oct. 10)		Nashville Palace (Oct. 24)
10:00		Saturday Night Movies (Oct. 10)	
10:30	Fantasy Island (Oct. 10)		Angie Dickinson Show (Jan. 9)
11:00			

RKO says FCC hoists self by own petard

Notice of inquiry on character issue exposes lack of standards by which RKO was judged, licensee asserts on eve of oral argument in appeals court

In a supplemental brief concerning its appeal of the FCC's June 1980 order yanking three of its licenses for major-market television stations, RKO General Inc. cites several recent commission actions it hopes will help persuade the Washington appeals court to reverse that decision. The stations involved are WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles.

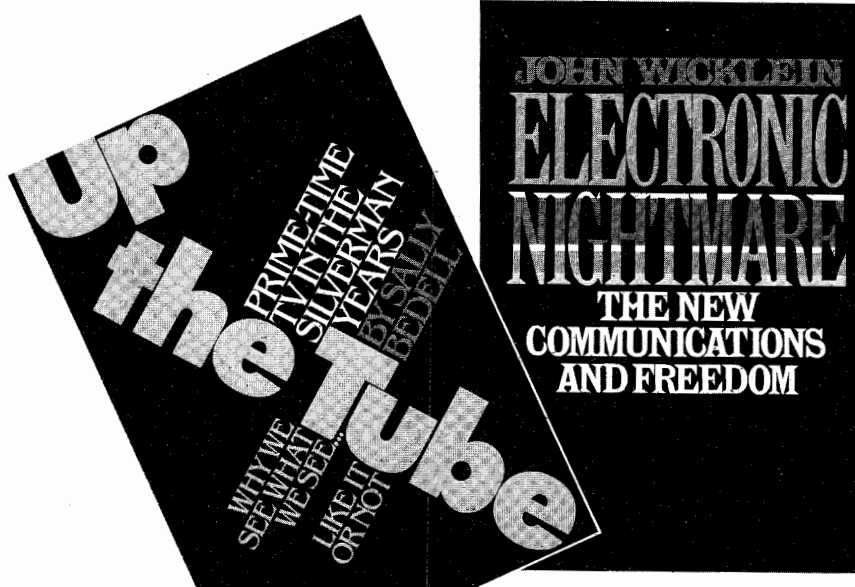
The actions cited include the commission's adoption of a notice of inquiry into the whole issue of character and how it should be handled by the commission in awarding licenses; the commission's approval of an application for transfer of control of two radio properties to a company whose parent, Katy Industries, signed consent decrees with the Securities and Exchange Commission concerning, among other things, alleged bribes to foreign officials, and an appeals court case, Doubleday Broadcasting vs. FCC.

The character notice, said RKO, confirms the "lack of underlying standards reflected in the approach of [the commission's] decision to precedent." It said that the notice also "impeaches much of the reasoning about licensee character that was critical to the commission's evaluation of RKO's character." Noting that the misconduct of its parent, General Tire Co., weighed heavily in the commission's decision against renewal of the three licenses, RKO argued that the character notice "recognizes that the commission lack[s] the expertise and the resources to interpret other statutes and to make value judgments about behavior unrelated to the broadcast licensing function."

In the Katy case, which it described as "strikingly similar" to its own, RKO said the commission "treated the implications of nonbroadcast conduct for licensee character in a manner markedly different" from its own case, came up with a different result and failed even to attempt to explain why.

RKO also argued that the courts have rebuked the commission for such inconsistency in the past, as recently as June of this year in a case brought against the commission by Doubleday Broadcasting. In that case, RKO noted, the court said: "The commission may not decide a case one way today and a substantially similar case another way tomorrow, without a . . . reasonable explanation. . . ."

Oral argument on RKO's appeal has been scheduled by the court for Sept. 16.



Autumn reading. The Viking Press has published two books that explore the past and future of television, but they look upon the medium from vastly different perspectives. "Up the Tube," by Sally Bedell, a reporter for *TV Guide*, is a history of network programming during the 1970's built around Fred Silverman, who she says did more than any other to shape that history. "Electronic Nightmare: The New Communications and Freedom" is author John Wicklein's perception of the future of mass communications and its possible adverse affects on personal liberties.

"Up the Tube" traces the rise and fall of Silverman, the programmer who jumped from CBS to ABC to NBC during the decade. (The book, already in print at the time Silverman resigned as president of NBC, leaves Silverman on the edge of the precipice.)

Although Silverman is the central character—the book even delves into his childhood as a collector of radio scripts—the book is far more than a Silverman biography. It contains short profiles of most of the programming players at the three networks during the decade and recounts their relationships with Silverman and with one another "as the battle among the three networks for the biggest share . . . built to a frantic intensity."

According to Bedell, Silverman's move from CBS to ABC in 1975 was the result of his perception—probably correct—that he was unappreciated at the staid network and had climbed as high as he could up its corporate ladder. Bedell quotes a former CBS executive: "He was regarded as a low-level technician. He was kept in kind of a low-level cage." The Silverman style, Bedell said, was incongruous with the "WASP conservatism" fostered by CBS.

The jump to NBC was inspired by simple ego. Bedell said "close associates" believed Silverman "wanted to disprove" allegations that "he could fine tune a prime-time series schedule but had no vision or broad executive abilities."

His three years at NBC accomplished just the opposite. The Silverman legend, carefully engineered by the promotion department, began to crumble when in November 1979 he axed the entire fall schedule of new shows and replaced them with shows entirely of his own choosing. The gamble was a \$50-million disaster. As the ratings came in on the shows, Bedell said, Silverman's "fragile pedestal started to sway and shake" . . . and the "magnificent failure of *Supertrain* [sent] the whole creaky construction to the ground."

"All modes of communications we humans have devised since the beginnings of our humanity are coming together now into a single electronic system, driven by computers," Wicklein tells his readers at the beginning of "Electronic Nightmare."

The advent of integrated communications systems, the result of converging and rapid developments in integrated circuitry, optical fibers and communications satellites, will present complex questions that, if answered incorrectly, "put us in danger of losing our individual liberty," Wicklein asserts.

The "biggest threat" Wicklein says, is that a single entity will come to control the entire system and all of its contents. The government and the AT&T are in the best positions to control the system, he says.

"Anyone who runs a computerized two-way communication system has a magnificent tool with which to invade our privacy," Wicklein says. Computer-compiled dossiers containing personal communications and transactions are a "great danger to freedom" and even today computer data banks "have outdistanced" efforts to regulate their use.

Much of the book is given to investigation of the technology in use today experimentally or commercially that Wicklein believes will culminate in the integrated system. Wicklein reports on Warner Amex Cable Communications' Qube system, various videotext and teletext systems and the increasing use of communications satellites.



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Miami Beach's Fontainebleau

Satellite happy talk permeates NRBA

From engineering to programing, that's leading topic going in; speeches by Fowler, Packwood and Heftel on convention agenda

Looking to the sky this week during the National Radio Broadcasters Association convention at Miami Beach's Fontainebleau Hilton will be an expected 4,300 radio programers, engineers, managers, sales people and spouses. Throughout the four-day meeting, which includes 78 companies taking up 150 booths on the exhibit floor, plus 60 hospitality suites in the Fontainebleau alone, the buzzword will be "satellites."

NRBA President Sis Kaplan expressed excitement over the timing of this year's convention since new satellite programing networks have just been or are about to be launched.

United Stations, recently announced joint venture between Dick Clark and three former Mutual Broadcasting executives (BROADCASTING, Aug. 24), will detail its new 24-hour satellite country music service at an 8 a.m. breakfast Monday, Sept. 14 in United's Fontainebleau suite. Clark will be on hand, as well as partners Nick Verbitsky, Frank Murphy and Ed

Salamon, with demonstration tapes.

Planning to prove that the "satellite is not just a wonderful pipe dream," the Satellite Music Network (launched Aug. 31) will provide live simultaneous demonstrations of both its formats, pop adult star station and country coast-to-coast, in its suite, says Ivan Braiker, vice president and general manager. For those who can't make it to the suite, SMN intends to be on the alphanumeric channel on the cable sets in the Fontainebleau throughout the convention. The text service will provide background music and convention information as well.

Also offering a live demonstration of its format is the Christian Broadcasting Network's Continental Radio. The 24-hour program service will debut during the convention on Christian's WXRI(FM) Norfolk, Va., and a price concession will be made to the first 10 stations that sign on as affiliates during NRBA. Changes in modifications, as a result of talks with various broadcasters, will also be announced, according to Craig Hodgson, executive director of Continental Radio.

ABC Radio Enterprises will elaborate on its 24-hour music satellite service, Superadio, that will carry an adult contem-

porary format, and is currently assembling "a stable of top air personalities." ABC hopes to sign up stations for this and its three new networks set for 1982: ABC Direction, ABC Rock Radio and ABC Talk Radio.

Looking at the agenda, NRBA Vice President Lisa Friede claimed, "by and large, broadcasters are more concerned than ever before with operations," and pointed to Wednesday's morning management workshop.

The 8 a.m. problem-solving workshop will discuss case studies of individual radio stations and has been limited to about 150 participants. Friede asserted that despite the early hour and its placement on the convention's final day, response has been overwhelming.

The two satellite workshops are expected to be well attended, Friede said. On Sunday evening there will be a "Cable and Satellite Forum," with panelists Gary Worth of Wold Communications, Rick Sklar of ABC Enterprises, Kent Burkhart of Burkhart/Abrams/Michaels/Douglas, Dwight Case of Sunbelt Communications, Bill Burton of Eastman Radio, and Dennis Waters of the *New Radio* newsletter. The other concentrates more on satellite

engineering.

Sis Kaplan, NRBA president, said deregulation is still a hot issue with NRBA members, and said, "We still have a lot of work to do." She added that NRBA is known for preaching the difference between radio and television.

Kaplan also drew attention to the extra roundtable panel sessions this year, some

of which include a "role-playing format," while others will follow a *Meet the Press* style.

FCC Chairman Mark Fowler's speech at Tuesday's luncheon is expected to attract attention, Kaplan indicated, as well as the appearance of radio legend Gordon McLendon, when he receives the NRBA's Golden Radio award at Monday's

luncheon.

Other speakers of note include Representative Cecil Heftel (D-Hawaii) at Monday's opening session and Senate Commerce Committee Chairman Robert Packwood (R-Ore.) at lunch that same day. Entertainment Tuesday night at the Miami Beach Theater will be provided by country singer Ronnie Milsap.

What's going on in Miami Beach

Sunday, Sept. 13

Cocktail party. 6:30-8 a.m. Pool area.

Programing idea exchanges. 8:30 p.m. *News/talk.* Imperial 1. Dave Ryder, WINZ(AM) Miami; Rob Sunde, WCB(AM) New York.

AOR/cross rock. Imperial 2. John Sebastian, John Sebastian & Associates, Phoenix; Lee Abrams, Burkhart/Abrams/Michaels/Douglas, Atlanta; Jeff Pollack, consultant, Palisades, Calif.

Adult contemporary. Imperial 3. Jerry Rogers, WSGA(AM) Savannah, Ga.

Country. Imperial 4. Eric Anderson, WNOE(AM) New Orleans; Jim Phillips, KHEY(AM) El Paso, Tex.

Urban/black. Imperial 5. Brenda Ross, WDZZ(FM) Flint, Mich.

Beautiful music. Imperial 6. James Connor, WWSH(FM) Philadelphia; Murray Green, WEZO(FM) Rochester, N.Y.

Sales/Promotion idea exchange. 8:30 p.m. Voltaire room. *The Secret of Great Television Spots.* Moderator: Bernard Mann, Mann Media, High Point, N.C. Panelists: Chuck Blore, Blore, Richman Inc., Hollywood, Calif.; Joel Hamilton, Patch Bay Studios, N. Miami Beach; Mel Barr, Barzman & Co., Hollywood, Calif.; Dave Pollei, Bonneville Broadcast Consultants, Tenafly, N.J.; Russ Wittberger, Charter Broadcasting, San Diego; Buddy Scott, TM Productions, Dallas; Lance Simpson, Top Billing International, Nashville; Jerry Williams, American Image Productions, Nashville.

Management: **Cable & Satellite forum.** 8:30 p.m. Pasteur room. *How Will Radio Be Changed by New Technology & Services?* Moderator: Gary Worth, Wold Communications, Los Angeles. Panelists: Bill Burton, Eastman Radio, New York; Kent Burkhart, Satellite Music Network, Atlanta; Dwight Case, Sunbelt Communications, Menlo Park, Calif.; Dennis Waters, New Radio, Binghamton, N.Y.; Rick Sklar, ABC Enterprises, New York.

Monday, Sept. 14

Continental breakfast. 8-9 a.m. Jade Promenade.

Opening session. 9-9:30 a.m. Fontaine room. Keynote address: Repre-

Registration. The registration desk in the Grand Galleries room will be open 10 a.m. to 8:30 p.m., Sunday, Sept. 13; 7:30 a.m. to 6 p.m., Monday, Sept. 14; 7:30 a.m. to 9 p.m., Tuesday, Sept. 15; and 7:30 a.m. to noon, Wednesday, Sept. 16.

Exhibits. The exhibit hall, located in the ballroom, will be open noon to 6 p.m., Sunday, Sept. 13, and 8 a.m. to 6 p.m. Monday and Tuesday, Sept. 14 and 15.

sentative Cecil Heftel (D-Hawaii), Heftel Broadcasting.

Five concurrent sessions. 9:45 a.m. Sales: *Contracting, Closing & Collecting—The Three Keys to Greater Profit.* Lafayette room. Moderator: Lew Latto, WAKX(AM) Duluth, Minn. Speaker: Jim Hooker, Media Sales Training Systems, Schaumburg, Ill.

Management: *Financing Your First Acquisition.* Voltaire room. Moderator: Norman Wain, Metroplex Communications, Cleveland. Panelists: David Croll, TA Associates, Boston; Don Deyo, Barclays American Business Credit, Hartford, Conn.; Bob Mahlman, Robert Mahlman & Associates, Bronxville, N.Y.; Jason Shrinky, Shrinky & Eisen, Washington.

Promotion: *Roundtable Free Form Dialogue and Idea Interchange.* Pasteur room. Moderator: Tom Worden, KRSB(FM) Roseburg, Ore. Group leader: Mel Cooper, CFAX(AM) Victoria, B.C.

Programing: *Review & Critique—An Analysis of Off the Air Tapes.* Philippe room. Moderator: Kent Burkhart, Burkhart/Abrams/Michaels/Douglas, Atlanta. Panelists: E. Karl, Sunbelt Communications, San Luis Obispo, Calif.; David Klemm, John Blair & Co., New York.

Engineering: *Audio Processing for High Fidelity.* French room. Moderator: Mark Durenberger, KSTP(AM) Minneapolis. Panelists: Nigel Branwell, Audio & Design Recording, Bremerton, Wash.; Ed Buterbaugh, CKLW(AM) Windsor, Ont.; Mike Dorrough, Dorrough Electronics, Woodland Hills, Calif.; Greg Ogonowski, Gregg Labs, Anaheim, Calif.; Bob Orban, Orban Associates, San Francisco.

Coffee break. 11 a.m. Jade Promenade.

Five concurrent sessions. 11:30 a.m. Management: *Games Employees Play. Do You Know the Rules?* Pasteur room. Moderator: Joe Buys, Clear Communications, Lansing, Mich.

Sales: *Is National Business Here to Stay?* Voltaire room. Moderator: Lynn Christian, Century Broadcasting, Chicago. Panelists: Ken Swetz, Katz Radio, New York; John Boden, Blair Radio, New York; Bob Duffy, Christal Co., New York; Les Goldberg, McGavren-Guild, New York; Charlie Colombo, Eastman Radio, New York.

Sales: *Small Market Sales Personnel—The Three R's Revisited: Recruitment, Retention & Retraining.* Lafayette room. Moderator: Bill Sims, Wycom Corp., Pecos, N.M. Panelists: Ray Ebert, KVOC(AM) Casper, Wyo.; Dave Burket, WNBT(AM)-WGCR(FM) Wellsboro, Pa.; Wilma Wheelis, KDRS(AM) Paragould, Ariz.

Programing: *Audience Recruitment—Age Group 25-49—The New Target.* Philippe room. Moderator: Ron Kempff, WHIO(AM) Dayton, Ohio. Panelists: Bill Tanner, WHYI(FM) Miami; Chris Kampmeier, WPLR(FM) New Haven, Conn.; Dan Vallie, WBZZ(FM) Pittsburgh; Ross Reagan, KUDL(FM) Shawnee Mission, Kan.; Al Casey, Charter Broadcasting, San Diego; Bill Hennes, Sherwood, Hennes & Associates, Chicago; Dan Wilson, KPUR(AM) Amarillo, Tex. Interrogators: Stan Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C.; George Williams, Burkhart/Abrams/Michaels/Douglas, Atlanta.

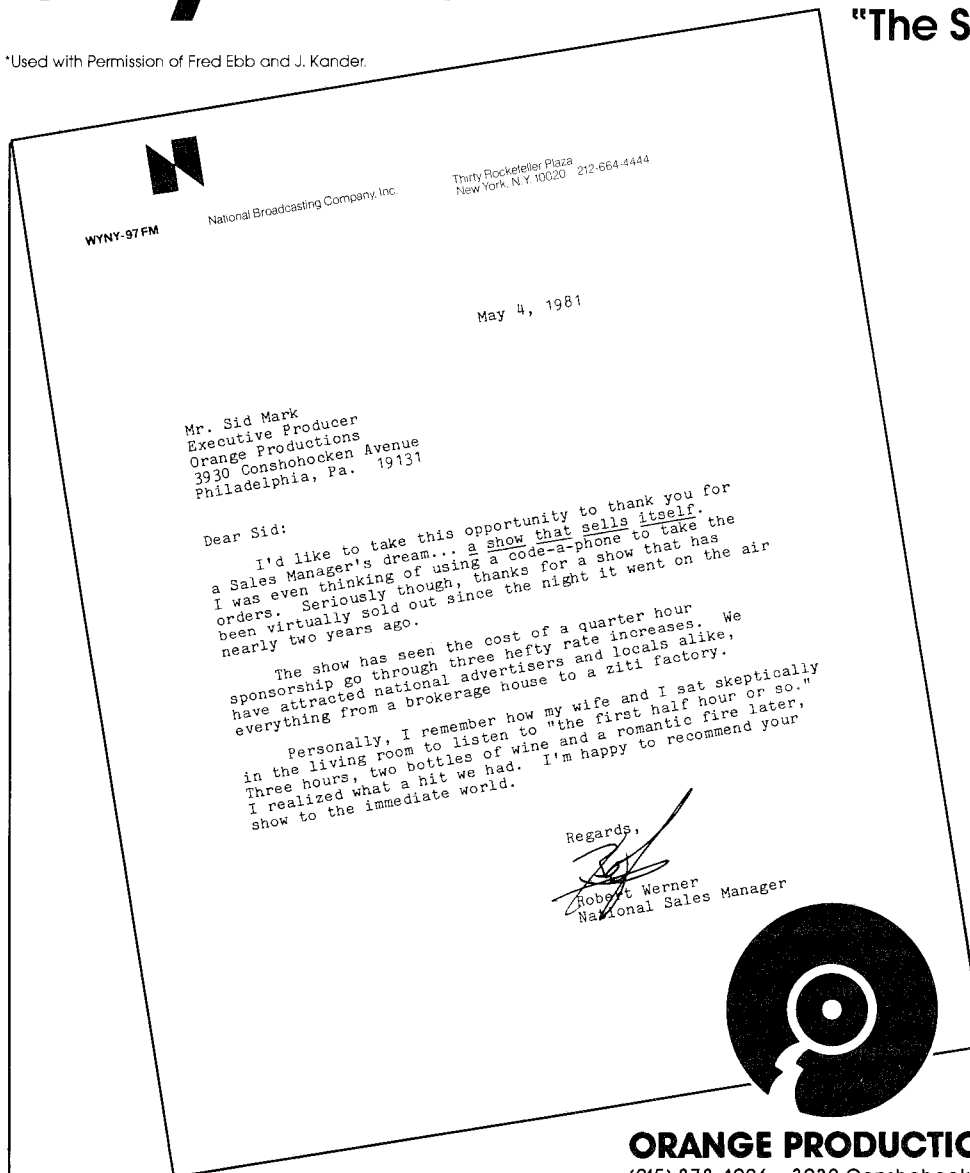
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possible Dream? French room. Moderator: Harry Dennis, WCLV(FM) Cleveland. Panelists: Rick Edwards, Guy Gannett Broadcasting, Miami; Wayne Di Lucente, WXY(FM) Fort Lauderdale, Fla.; Art Schreiber, KSTP(AM) Minneapolis; Ray Livesay, WLBH-AM-FM Mattoon, Ill.

Luncheon. 1-2:30 p.m. Fleur de Lis/Fontaine. NRBA Golden Radio award presented to Gordon McLendon. Speaker: Senate Commerce Committee Chairman Robert Packwood (R-Ore.).

Meetings. 3-4:30 p.m. Daytime Broadcasters Association, Voltaire room; NRBA membership meeting, Philippe room.

Cocktail reception. 4:30-6 p.m. Exhibit hall.

Tuesday, Sept. 15

Continental breakfast. 8-9 a.m. Jade promenade.

Five concurrent sessions. 9 a.m. Sales: *Sales Techniques Analyzed.* Pasteur room. Moderator: Steve Lapa, WVCG(AM)-WYOR(FM) Coral Gables, Fla. Salesperson: Alden Shipley, WVCG(AM)-WYOR(FM) Coral Gables, Fla. Analytical experts: Stan Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C.; Bernard Mann, Mann Media, High Point, N.C.; Murray Green, WNYR(AM)-WEZO(FM) Rochester, N.Y.

Management: *The New FCC.* Philippe room. Moderator: Tom Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn, Washington. Panelists: Dick Shiben, Jeff Baumann, Larry Eads, FCC; Clarence McKee, Pepper & Corazzini, Washington.

Promotion: *Use 'My' Medium.* Voltaire room. Moderator: Stephen Trivers, Fairfield Broadcasting, Kalamazoo, Mich. Panelists: Perry Bascom, Television Bureau of Advertising, Atlanta; Donald Kurtz, Newspaper Advertising Bureau, New York; Alan Pearce, Institute of Outdoor Advertising, New York.

Programing: *Programing for Life Styles: The Relation of Our Kaleidoscopic World to Your Programing.* Lafayette room. Moderator: Elmo Ellis, WSB-AM-FM Atlanta. Speaker: John Parikahl, Joint Communications Corp., Toronto, Ont.

Engineering: *Digital Audio.* French room. Moderator: Harold Kassens, A.D. Ring & Associates, Washington. Panelists: Al Clegg, Panasonic, Secaucus, N.J.; Jim Gibson, RCA Labs, Princeton, N.J.; Bart Locanthi, Pioneer, Pasadena, Calif.; Robert McDonough, Harris Corp., Quincy, Ill.

Coffee break. 10:15-10:45 a.m. Jade Promenade.

Five concurrent sessions. 10:45 a.m. Sales: *Large Market Sales Personnel—Finding, Training, Motivating and Keeping Salespersons.* Pasteur room. Moderator: Bill Clark, KABL-AM-FM San Francisco. Panelists: Pete Ferra, WGAY(AM) Silver Spring, Md.; David Gerard, WKSW(FM) Cleveland; Matt Mills, WHYI(FM) Miami; Larry Wexler, WPEN(AM)-WMGK(FM) Philadelphia.

Management: *Financing Additions to Your Group.* Voltaire room. Moderator: Barry Dickstein, Mariner Communications, Cincinnati. Panelists: James Ackerman, Warburg, Parabas, Becker, Chicago; Richard Geismer, Insilco Broadcasting, New Haven, Conn.; Bill Perry, Dow Lohnes & Albertson, Washington; Joseph Sitrick, Blackburn & Co., Washington; David Tillotson, Arent, Fox, Kintner, Plotkin & Kahn, Washington.

Promotion: *Promotion Superstars.* Philippe room. Moderator: Tim Ives, WBNQ(AM)-WJBC(FM) Bloomington, Ill. Panelists: Tad Fogel, WGMB(AM)-WINH(FJ) Georgetown, S.C.; George Cameron, WVMT(AM) Colchester, Vt.; David Rodgers, WBIS(AM) Bristol, Conn.; Reg Streeter, Concerned Communications, Yuba City, Calif.

Programing: *The Care and Feeding of On-the-Air Personnel.* Lafayette room. Moderator: Dwight Douglas, Burkhart/Abrams/Michaels/Douglas,

Atlanta. Panelists: Alan Anderson, WIOD(AM)-WAIA(FM) Miami; Charles Giddens, WPGC-AM-FM Washington; Scott Slade, WAYS(AM)-WROQ(FM) Charlotte, N.C.

Engineering: *Satellite Technology: Pennies From Heaven.* French room. Moderator: Gary Worth, Wold Communications, Los Angeles. Panelists: Chuck Kelly, KIUP(AM)-KRSI(FM) Durango, Colo.; Daniel Rieder, Minnesota Public Radio, Minneapolis.

Luncheon. 12:30 p.m. Fleur de Lis/Fontaine. Address by FCC Chairman Mark S. Fowler. Gabbert Award for Outstanding Service to the Radio Industry to Robert E. Lee, former FCC chairman.

Five concurrent sessions. 2:30 p.m. Management/Sales: *Small Market Idea Exchange.* Pasteur room. Moderator: Larry Keene, WWOC(FM) Avalon, N.J.

Management: *How to Choose a Rep and What to Expect.* French room. Moderator: John Baylis, Charter Broadcasting, San Diego. Panelists: Jack Masla, Jack Masla & Co., New York; Bill McHale, Selcom Inc., New York; Peter Moore, Torbet Radio, New York; Richard White, Major Market Radio, New York.

Management/Programing: *Today's Research Techniques.* Lafayette room. Moderator: Ted Dorf, WGAY(AM) Silver Spring, Md. Panelists: John Coleman, Audience Analysis, Dallas; Jhan Hiber, Hiber & Hart, Pebble Beach, Calif.; Harold Israel, Scarborough Research Corp., New York; Todd Wallace, Radio Index, Phoenix.

Promotion/Sales: *Promotion Circus.* Voltaire room. Moderator: Murray Green, WNYR(AM)-WEZO(FM) Rochester, N.Y. Panelists: Jerry Atchley, FirstCom Broadcast Services, Dallas; Bob Cooper, Cooper-Collins-Campbell, Coral Springs, Fla. Panelists: Byron Crecelius, U.S. Tape & Label, St. Louis; Bob Harris, The Broadcast Center, Tallahassee, Fla.; Rich Kwas, 2B Systems Corp., Madison Heights, Mich.; Boyd Lawler, Community Club Awards, Westport, Conn.; Norman Levy, Continental Plastic Card, Coral Gables, Fla.; Morton Weinstein, The Logo Co., Los Angeles.

Engineering: *The Things Ma Bell Never Taught You 1981 Edition, Part I Technology.* Philippe room. Moderator: Mark Durenberger, KSTP(AM) Minneapolis. Panelists: Steve Church, WNDQ(AM) Indianapolis; John Higdon, engineering consultant, San Jose Calif.; Harrison Klein, Westinghouse Broadcasting, New York; Harvey Rees, Carl T. Jones Associates, Washington.

Coffee break. 3:45-4:15 p.m. Jade Promenade.

Two concurrent roundtables. 4:15 p.m. Sales roundtable—Fontaine room. Management roundtable—Lafayette, Pasteur, Voltaire rooms. Roundtables are divided into six groups according to market size.

Seven concurrent programing idea exchanges. 4:15 p.m. *News/Talk.* Imperial 1. Lewis Krone, WNWS(AM) Miami; Peter Strauss, WMCA(AM) New York.

AOR/cross rock. Imperial 2. Bobby Hatrick, KDWB(AM) St. Paul; Dave Logan, WLAV(FM) Grand Rapids, Mich.; David Bernstein, WAAF(FM) Worcester, Mass.; Frank Cody, NBC's The Source, New York; Lynn Corey, WZZO(FM) Bethlehem, Pa.; Jeff McCartney, WQXI(AM) Atlanta.

Adult contemporary. Imperial 3. Bob Christy, WIBC(AM)-Indianapolis; Chuck Knapp, KSTP-FM Minneapolis; Bill Rock, Broad Street Communications, New Haven, Conn.

Country. Imperial 4. Jim Duncan, *Radio & Records.*

Urban/black. Imperial 5. Sunny Joe White, wxks(AM) Boston; Bill Chapman, KNQK(AM) Fort Worth, Tex.; Barry Richards, WAIL-FM New York.

Beautiful music. Imperial 6. Bob Chandler, WGAY(AM) Silver Spring, Md.; Ed Winton, WWBA(AM) St. Petersburg, Fla.

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Engineering: *FM Antennas & Propagation Path and Blanketing Interference*. Philippe room. Moderator: Jim Gabbert, KTZO-TV San Francisco. Panelists: Ben Dawson, Hatfield & Dawson, Seattle; Mel Lieberman, Pathfinders Ltd., Richmond, Va.; Ogden Presthold, A.D. Ring & Associates, Washington.

Concert. 9 p.m. Miami Beach Theater. Country singer Ronnie Milsap.

Wednesday, Sept. 16

Continental breakfast. 8-9 a.m. Jade Promenade.

Three concurrent sessions. 9 a.m. Engineering/Management: *Special Roundtable—The Cuban Interference Problem and Region II*. Pasteur room. Moderator: Harold Frank, WINZ(AM) Miami. Guest speaker: Kalman Schaefer, FCC, Washington. Panelists: Wallace Johnson, Asso-

ciation of Broadcast Engineering Standards, Washington; Matt Liebowitz, South Florida Broadcasters Association, Miami; Harold Kassens, A.D. Ring & Associates, Washington; Herb Levin, WOBA(AM) Miami.

Management: *A Case Study*. Voltaire room. Group Leaders: Robert Herpe, General Communicorp., Orlando, Fla.; Bill Clark, KABL-AM-FM San Francisco.

Sales/Management: *Arbitron Advisory Council Roundtable*. Philippe room. Moderator: Tom Hoyt, Arbitron Advisory Council president, Chicago. Panelists: Council members and executives.

Engineering session. 10:45 a.m. *Things Ma Bell Never Taught You 1981 Edition, Part II*. Fleur de Lis. Moderator: Mark Durenberger, KSTP(AM) Minneapolis. Panelists: Harrison Klein, Westinghouse Broadcasting, New York; Bruce Maar, talk show programming consultant, Los Angeles; John Shaydle, WMCA(AM) New York.

Fontainebleau shopping center

The following is a list of firms that are exhibiting at NRBA in the Fontainebleau Hilton hotel. An asterisk, indicates a new product.

American Image Productions 206

Aphex Systems 112
7801 Melrose Ave., Los Angeles 90046

Aphex II broadcast aural exciter* EQF 2

Equalizer, CX-1 compressor/expander. **Staff:** Jon Sanserino, Harvey Rubens, Marvin Caesar.

Audio & Design 512
Box 786, Bremerton, Wash. 98310

Audio signal processors, Transdynamic Tri-band processing system* **Staff:** Nigel Branwell, Bob Walther, Kathleen Mallory, Kelly Alford.

Audio Technologies 504

328 W. Maple Ave., Horsham, Pa. 19044

Bonneville Broadcast Consultants 207,209

274 County Rd., Tenafly, N.J. 07670

Beautiful music radio programming service delivered via satellite*, TV commercial campaigns **Staff:** Marlin Taylor, John Patton, Frank Murphy, David Pollei, Jeff Mathieu, Dave Verdery, Walter Powers, Cindy Friedman.

Broadcast Audio Corp. 411,413
11355 Pyrites Way, Rancho Cordova, Calif. 95670

System 20 stereo audio console and accessories, modular consoles, phono preamp, monitor and distribution amplifiers. **Staff:** David Evans, John Fernandez, Dale Tucker, Rosell Heinen.

Broadcast Electronics 300
4100 N. 24th St., Quincy, Ill. 62305

FM transmitters, stereo generators*, program control system, stereo console tape equipment, phono preamp, turntable, studio accessories **Staff:** John Burtle, Lawrence Cervon, Joe Engle, Dave Evers, Tom Humphrey, Curtis King, Geoff Mendenhall, Rick Stevens.

Broadcast International 200
1229 NE 37th St., Fort Lauderdale, Fla. 33334

Sales and service of radio products, AM, FM transmitters **Staff:** Betsy Cameron, Ken Cameron, Martha Alpendre, Enzo Pianelli, Al Binus, David Gleason, Mabel Gleason, Bruce Myers, Karen Tutka, Linda Loggins.

Broadcast Music Inc. 113,115
320 W. 57th St., New York 10019

Staff: Alan Smith, Robert Warner, Cleve Murphy.

Cablewave Systems 102
60 Dodge Ave., North Haven, Conn. 06473

Capitol Magnetic Products 304
6902 Sunset Blvd., Hollywood, Calif. 90028

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Cetec Antenna	410	AM, FM transmitters, dummy loads, phasers, diplexers and audio consoles Staff: Vernon Collins, Steve Claterbaugh, Dave Hultsman, Ray Evans, Keith Leach, Dave Chenoweth.	Custom Business Systems 2 Box 67, Reedsport, Ore. 97467
Charter Broadcasting 308 2399 Camina del rio South, San Diego, Calif. 92108		Continental Plastic Card 407 Box 8408, Coral Springs, Fla. 33065	Wang business computer system, including traffic, billing, RAB/ANA affidavit for co-op, general ledger, accounts payable and payroll; music library* and sale reporting programs* Staff: Jerome Kenagy, Steve Kenagy, Wes Lockard, Nancy Peterson, Dave Klug.
Gordon Jump custom television spots Staff: John Bayliss, Russ Wittberger, Al Casey, Sherry Toennies, Mike Stafford, Ron Grubbs, Fritz Beesemyer, Frank DeFrancesco.		Designer and manufacturer of plastic membership and discount cards Staff: Norm Levy, Ann Levy	Delta Electronics 212 5730 Gen. Washington Dr., Alexandria, Va. 22312
Commodity Communications Corp. 307 125 E. Ball Rd., Suite 205, Anaheim, Calif. 92805		Continental Radio 211	Enterprise Radio 100 40 Darling Dr., Avon, Conn. 06001
Commodity News Service 409 2100 W. 89th St., Leawood, Kan. 66206		Continental Recordings 110 210 South St., Boston 02111	Fidelipac Corp. 204 Box 808, Moorestown, N.J. 08057
Computer Concepts 203,205 8001 West 63d St., Shawnee Mission, Kan. 66202		ID packages, commercial jingles Staff: Daniel Flynn, Stan Silverman, Rick Livingston, Paula Hamilton, Dean Williams, Matt Draper.	Master cart II tape cartridge, stereo phasing and conformity demonstrations Staff: Arthur Constantine, Dan McCloskey, Roger Thanhauser, Robert Gosciak
Music management system, Concept 2 broadcast system Staff: Grant Cowan, Greg Dean, John Clark, Klover Schafer, Walter Dean.		Control Technology 215,217 991 S.W. 27th Ave., Fort Lauderdale, Fla. 33312	Fireball Mgmt. 511
Comrex 104 Box 269, Sudbury, Mass. 01776		Technics consoles, amplifiers, turntables, speakers, MCI JH110BX tape recorder, MCI 618 production console, Orban product line Staff: Jim Woodworth, Carol Woodworth, Dave Camp, Jesse Maxench, Terry Horne, Larry	FirstCom Broadcast Services 101,103 6730 LBJ Freeway, Suite 2215, Dallas, 75240
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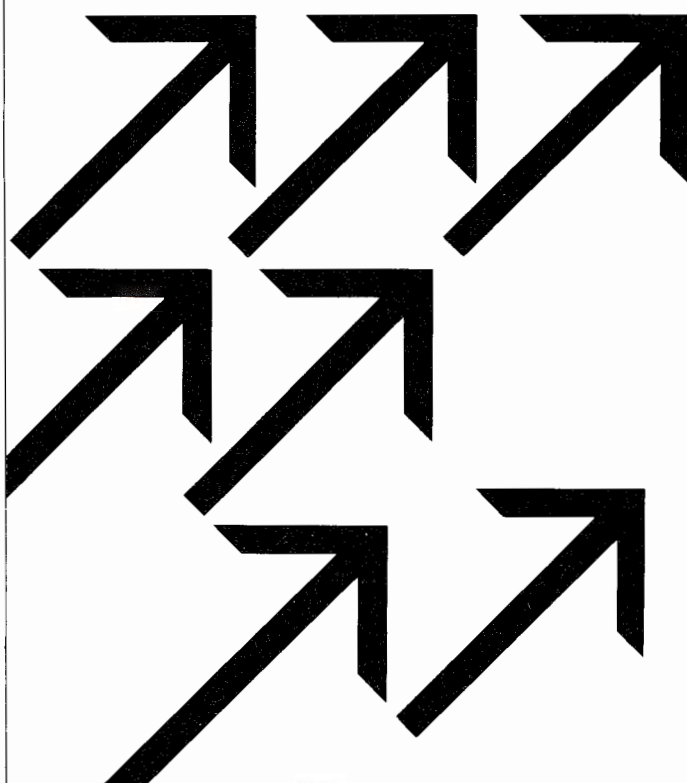
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PlayBack

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Programing

Pen pals: Mater, Wildmon

Coalition chief says CBS can pick authority to develop system for monitoring TV programs; Mater rejects idea, saying CBS only wants CBTV's methods analyzed

The Coalition for Better Television has told CBS that the network can pick "any recognized authority" to develop a TV monitoring system and CBTV will use it.

CBS—interested only in an appraisal of CBTV's own monitoring methodology but not wanting such monitoring in the first place—has rejected the idea ("In Brief," Sept. 7).

In a letter to Gene Mater, CBS/Broadcast Group senior vice president for policy, CBTV Chairman Donald Wildmon wrote:

"Since you have expressed some concern with our monitoring program, please accept this request from me so that we may do our job with your approval. I am requesting that CBS choose any recognized authority you so desire and have that authority develop a program of monitoring television programs for their sex, violence, profanity and constructive content.

"After this program is completed and meets the approval of CBS, please advise me so that we of the Coalition for Better Television can implement that program in our monitoring process." Wildmon added that CBTV would be "happy to pay any reasonable fees."

The Wildmon letter followed statements by Mater that the CBTV chairman had failed to respond to his repeated written requests that a monitoring-evaluation process get started (BROADCASTING, Aug. 24). Wildmon had agreed to the evaluation during a public debate with Mater in June.

In his response to Wildmon, Mater called the CBTV request "disingenuous," claiming that "it was never our position that advertisers should be pressured into withdrawing from particular television programs or that a monitoring system should be devised for compiling the list of target programs."

Mater also challenged the part of Wildmon's letter where the CBTV chairman said: "Your letters concerning the monitoring report seem premature. We have released no monitoring report. It is rather difficult to turn over to someone what one doesn't have."

Mater called this a "non-response," explaining that a "monitoring report" isn't being sought but rather "the monitoring backup material . . . which you had agreed

to make available" and which "you said already had been provided to at least one advertiser. . . ."

The CBS senior vice president wrote that "all of this leads me to wonder what you have been writing and talking about, how you arrived at the numbers that you publicized and whether, in fact, you have been discussing all this time nothing but your own personal views of television in calling for a national boycott."

Mater told Wildmon that "we regret your unwillingness [or inability] to make good on your commitment to provide this material."

While Mater challenged Wildmon's credibility, Wildmon also challenged CBS's.

Even before hearing that CBS had rejected CBTV's new proposal that the network pick a monitoring "authority," Wildmon wrote Mater that "failure of CBS to act on this request will seem to indicate that CBS is more interested in finding fault than in seeking a system which it can accept."

Wildmon wrote: "Having watched studies done over the years, I can't remember CBS ever accepting any study which indicated television had a negative influence on those who viewed. I have wondered if God could produce such a document that CBS would find acceptable. Therefore rather than using our system, we are requesting that CBS develop a system it will accept."

Oklahoma City TV 'giving up' on all-news format

Independent KAUT, running seven-hour news block for past 10 months, fails to attract audience

All-news television is not an idea whose time has come—at least not in Oklahoma City. Or that would seem to be the lesson learned by Golden West Broadcasters' KAUT(TV) Oklahoma City, which last week announced that, hurting for ratings, it has dropped its seven-hour news block, 10 months after its debut.

Jerry Birdwell, KAUT vice president and general manager, said the independent UHF station is filling the gap with syndicated programing and movies for the "interim," but isn't "giving up on news." Although Birdwell noted the station has dropped all but three members of its 23-member news staff, he said he hoped the station would provide news in the future. But Birdwell added that it was too soon to

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say what direction the station would take.

KAUT launched its extended news format—which at its demise ran from noon to 7 p.m. Monday through Friday—last November. Birdwell said the all-news format, which the station had hoped to extend to 14 hours a day, was adopted in part to avoid having to pay for syndicated programming, the cost of which had been escalating rapidly in the Oklahoma City market.

So, with the assistance of two anchor-men, who rotated three-hour shifts, and the station news director, who anchored a one-hour shift, the station put out “mostly local news” in one-hour, updated segments, Birdwell said. The local news programming, consisting largely of feature material, was supplemented by international and national news supplied through a reciprocal arrangement with Cable News Network.

Although Birdwell said the news programming caught on in the business community—barber shop and service station operators enjoyed having an alternative to soap operas to flick on for waiting customers—it didn’t catch on in TV households, where ratings are measured.

After 10 months on the air, the news programming still wasn’t averaging much more than a one rating. As an obvious result, Birdwell said, the station wasn’t attracting sufficient advertising revenues.

Birdwell said he thought the service wasn’t picked up by households for two reasons. First, he said, Oklahomans just didn’t buy “this type of live, extended, locally produced news.” But competition was also a significant factor, he said.

He pointed out that Oklahoma City, which only had three commercial stations and a Public Broadcasting Service outlet three years ago, now has eight stations—six commercial, one PBS and one all-religious.

Birdwell added that the change should have no effect on Golden West’s Video Entertainment Unlimited, the subscription television service for which Golden West leases the evening and the majority of the weekend hours from the station. That service, Birdwell noted, is “booming” and currently has about 13,000 customers.



Metromedia's Silverbach (l) and Lazarus

Metromedia to expand reach of programming arm

Company says it has ‘major corporate commitment’ to make MPC major force in programming

Metromedia Inc., the diversified media owner that recently pledged a record \$220 million for WCVB-TV Boston, intends to become a major producer of programming for the commercial broadcast networks, worldwide distribution and domestic syndication.

The seriousness with which the company, through its distribution and production arm, intends to carry out its new strategy will be demonstrated this month when Metromedia Producers Corp. distributes a one-shot music special produced for \$1.5 million.

A Gift of Music, a two-hour program commemorating the Los Angeles bicentennial, will air in at least 90 markets during September. The program, highlighting American musical composition and performance, was produced by Bob Banner Associates in association with MPC.

The special is one of the first to emerge from a new program development team

assembled at the Metromedia division by MPC President Robert D. Wood, the former CBS-TV president who joined the company in July 1980. Wood has brought former network and syndicated programming executives to MPC, including Ethel Winant, Joseph Sargent, Herb Lazarus and Alan Silverbach.

“We have a major corporate commitment to turn MPC around,” explained Silverbach, whose Silverbach-Lazarus Co. partnership was acquired by Metromedia last September. “[The commitment is] to make it a major force in both network and syndicated programming. We are very energetically approaching the marketplace.” According to Silverbach, Wood’s team is “concentrating on getting out network series, network features and so on. We’re working with them closely because any successful series would have potential down the line for international distribution and domestic syndication.”

Silverbach is executive vice president and Lazarus senior vice president for worldwide distribution at MPC. Their company was responsible for syndication of *Carol Burnett and Friends* and was a consultant to major television producers.

“*A Gift of Music* was unique,” says Silverbach. “Under normal circumstances it would not have been produced as a syndicated show. Metromedia wanted to give something back to Los Angeles, California and the country . . . We didn’t go to the networks with it because we wanted Metromedia [independent] stations to play it.”

However, Silverbach emphasized that in its new incarnation Metromedia Producers Corp. is treating Metromedia stations as equals in its distribution activities.

“We are really interested in producing and syndicating programs for the marketplace, without any necessary regard for the Metromedia owned-and-operated stations. There are many programs we want to distribute and produce that really have no place on the Metromedia stations. They program differently from the affiliates,” said Silverbach. He noted that *Rainbow Patch*, a new children’s program being distributed by MPC, will air on competing stations in at least two Metromedia markets. For many future MPC-related

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programs, he said, the bids of Metromedia stations on a program or series will be weighed objectively against those of competing stations.

Despite MPC's new commitment to program marketing, the division launched only one of seven new pilots presented at last April's NATPE convention in New York. Lazarus attributes this, in part, to the unit's "late start. We only arrived [at MPC] in mid-September."

A more overriding concern, according to Silverbach, is that in terms of access programming, "there was really very little change from last year to this year. No major programs dropped out." Of the more than 200 programs introduced at NATPE, he pointed out, fewer than a dozen have had anything more than nominal clearances.

"In all 1982, there will be more opportunities, as some of the ongoing programs show signs of weakness . . . If the prime time access rule goes out in 1983, as the guess is, the marketplace will change. My guess is that instead of developing programming for access we'll be developing it for other dayparts or nightparts that will not be affected by the switch."

One thing Silverbach is sure of is that MPC will not revive this year's attempt to syndicate a daytime soap opera. The group developed a serial, *Worlds Apart*, in connection with Meredith Broadcasting, which did not succeed. "I just don't believe in that marketplace that there is any way to launch a syndicated soap," Silverbach said. "It takes longer than 13

weeks to build it and the stations just can't wait that long."

Instead of serials, MPC is going after the daytime female viewer with *Woman's Page*, a daily half-hour strip available on a barter basis in January 1982. MPC is testing the series now, and a firm commitment for production has already been made. Larry Freeman will host the magazine format program "aimed at and for women."

In addition to its long-running *Merv Griffin Show*, which Silverbach noted has recently added 12 markets, the division is currently distributing *I, Claudius*, the 13-hour series originally shown on PBS. New introductions have been shot using Anne Bancroft to replace Alistair Cooke. MPC is also offering *Super Pay Cards*, a new game show introduced at NATPE earlier this year, and *Teen-age Suicide*, a documentary hosted by actor Timothy Hutton.

Griffin on bird

Syndicated TV talk show, seeking timeliness, will go on satellite through Wold

The syndicated *Merv Griffin Show* will become the first program of its kind to be transmitted by satellite to client television stations in what the show's producers refer to as "a time-sensitive fashion," beginning on or about March 1, 1982.

Principals involved in the move jointly announced the plan at a news conference

held last Wednesday (Sept. 9) at Trans-American Video studios in Hollywood, where the program is taped. TAV is a division of Merv Griffin Productions, which produces the show in association with Metromedia Producers Corp. The third partner involved, the Robert Wold Co., will handle technical aspects of the satellite distribution.

Wold will begin installing earth stations immediately for MPC client stations carrying the *Merv Griffin Show* that do not now have earth stations but have contracted for such stations with Metromedia. The program will continue to be taped at TAV studios and be uplinked from Wold's television operating center in Hollywood to the Westar III satellite. The show will be fed between 5 a.m. and 7:30 a.m. Pacific time over transponder 7. Most stations are expected to tape the show for delayed broadcast.

"It will bring dramatic change to the show," predicted Griffin. "The format will not change, but the content will." He said the program's producers "have been hamstrung in recent years because of the delay between the show's taping and its airing." Griffin said the delay has averaged about three weeks, but in some cases is up to five or six weeks.

"We lose many guests because of the time-lag," he said, pointing out that in many cases events being promoted would occur before stations have broadcast the guests' remarks. "Being just a few hours away from sending it to the satellite, we'll now be able to get them." Griffin emphasized the new approach will also allow the program to become more topical and incorporate originations from around the nation and the world.

MPC President Robert D. Wood described the move as an effort "to put more muscle tone back into Merv's show" by taking advantage of current technology. "It will put carbonation back into it."

Wood, who once canceled Griffin's program while president of CBS-TV, said the move "is not a precursor of [MPC] doing a thousand-and-one things by satellite." He did not rule out the possibility that other MPC-distributed programs might be satellite-delivered in the future, but noted there are no current plans for any specific programs to go that route.

According to Alan Silverbach, MPC's executive vice president for worldwide distribution, there will be "some cost savings" associated with the move to satellite. He said by early 1982, as many as 55 of the approximately 80 stations taking the program will have satellite reception capacity. Stations without the physical or economic means to install dishes will be serviced "as rapidly as possible by tape." Actual production costs will go up, but that will stem from a switch to a tighter, more highly produced 60-minute format on Jan. 4, 1982. The series is currently marketed in both 60- and 90-minute versions.

The affiliation with Wold will allow Griffin to incorporate "live" remote feeds from guests outside the studio and to originate from locations where there is access to an uplink facility.

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New host. Jack Willis (l), VP programming CBS Cable with host Patrick Watson (c) and CBS Cable president Dick Cox. CBS Cable debuts on Oct. 12 to 3 million subscribers.

Patrick Watson to be CBS Cable host

Veteran broadcaster to "personalize" evening's shows

Gearing up for its Oct. 12 premiere, CBS Cable last week announced the schedule for its first three weeks, and the selection of a network "host," veteran broadcaster Patrick Watson, whose job will be to "personalize" the cultural program package CBS will offer cable viewers.

The Canadian-born, perhaps best known to American viewers as the anchorman of *The Fifty-First State*, the WNET-TV New York public affairs series, 10 years ago, will work to generate an image of "a home for CBS Cable," according to CBS Cable President Tony Cox. To accomplish that end, Watson told members of the press last Tuesday, he'll "look at everything" CBS Cable will cablecast, and compose "something intelligent to say" to "let people know what they are in for."

Watson's introduction came at the New York studios CBS Cable is leasing from National Video, where Watson's material and other programming for the service will be taped. According to Watson, virtually the only program he won't pre-screen will be the biweekly *Mixed Bag* series, half-hour programs co-hosted by Watson and series' executive producer, Greg Jackson.

Mixed Bag is billed as presenting "assorted people, places and goings-on in the wide world of art and culture."

Answering questions about other aspects of the service, Cox noted that "response from Madison Avenue has been good" (CBS Cable is designed to be advertiser-supported) although "orders have been slow." CBS has orders "in house" from advertisers, Cox said, but right now "there is some price testing going on."

When CBS Cable is launched at 7:30 p.m. Eastern time on Oct. 12, it will be available to 3 million cable subscribers, according to Cox. The schedule on weekdays will start at 7:30, and on weekends at 8. The three-hour blocks of programming will be repeated to fill out 12 hours each day.

Among the programs to be presented in the first three weeks of CBS Cable (which Cox called "fairly typical" of what the service will regularly offer) are a one-hour "theatrical/musical" created for CBS Cable by Elizabeth Swados entitled *Songs of Innocence and Experience*; a 17-minute adaptation of James Thurber's short story, "Mr. Preble Gets Rid of His Wife," (the "odd-length" demonstrating CBS said, "the versatility and diversity of CBS Cable"); three installments of a nine-part biographical series, *Napoleon and Love*; a weekly half-hour series, *Botanic Man*, in which botanist Dr. David Bellamy will "tell the story of evolution."

Ratings Roundup

CBS-TV continued its summer winning streak, earning its 16th consecutive prime-time victory with the week ended Sept. 6. Its competitors, however, reversed their usual roles, with NBC-TV climbing out of the basement for a close second and ABC falling to third.

The averages were CBS 14.4 rating/26 share, NBC 14.1/26 and ABC 13.5/25.

Original programming accounted for about 16% of the three-network lineup. Of the 61 shows overall, only 10 were first-run to TV including three sports broadcasts and three news programs. Just one original—ABC's *20/20* newsmagazine (15.8/29)—ranked in the top half of the ratings, at 22d place.

The week also saw a six-minute football overrun into prime time for NBC on Sunday. This gave the network a brief 15.9/20, numbers that dropped dramatically when *Disney's Wonderful World* (10.7/24) succumbed to CBS's *60 Minutes* (15.8/35).

Nevertheless NBC won Sunday, bolstered by the *Big Event* movie, "Desperate Women" (15.1/28). NBC, as usual, also took Wednesday. CBS won Monday, Friday and Saturday and ABC led on Tuesday and Thursday.

Outside prime time, ABC News's *World News Tonight* kept up its challenge to the *CBS Evening News* with *Dan Rather*. CBS, with Rather back from vacation, scored an 11.2/24, only one-tenth of a rating point higher than ABC's 11.1/24. A week earlier, while Lesley Stahl was substituting for Rather, ABC won by half a rating point ("Ratings Roundup," Sept. 7). The *NBC Nightly News* was third both weeks.

The First 20

1.	<i>M*A*S*H</i>	CBS	22.1/34
2.	<i>Three's Company</i>	ABC	21.3/35
3.	<i>House Calls</i>	CBS	21.0/33
4.	<i>Dukes of Hazzard</i>	CBS	20.9/39
5.	<i>Too Close for Comfort</i>	ABC	20.8/34
6.	<i>Diff'rent Strokes</i>	NBC	19.5/32
7.	<i>Facts of Life</i>	NBC	18.5/30
8.	<i>Laverne & Shirley</i>	ABC	18.3/31
9.	<i>Hart to Hart</i>	ABC	18.2/32
10.	<i>Airport 77, part II</i> (movie)	NBC	18.2/30
11.	<i>Happy Days</i>	ABC	17.8/32
12.	<i>Dallas</i>	CBS	17.5/34
13.	<i>Lou Grant</i>	CBS	17.3/30
14.	<i>Quincy M.E.</i>	NBC	17.2/31
15.	<i>Bosom Buddies</i>	ABC	17.0/30
16.	<i>Taxi</i>	ABC	16.7/28
17.	<i>Breahartpass</i> (movie)	NBC	16.6/29
18.	<i>Barney Miller</i>	ABC	16.0/28
19.	<i>Three Days of the Condor</i> (movie)	CBS	15.9/32
20.	<i>60 Minutes</i>	CBS	15.8/35

The Final Five

57.	<i>Enos</i>	CBS	10.4/22
58.	<i>Major League Baseball Pregame show</i>	NBC	9.9/22
59.	<i>Major League Baseball</i>	NBC	9.8/19
60.	<i>Sinbad and the Eye of the Tiger</i> (movie)	ABC	9.6/20
61.	<i>240-Robert</i>	ABC	9.5/20

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HBO enters into production deal for made-for-pay motion picture

Home Box Office, which originated the first satellite-delivered pay cable service (revolutionizing cable along the way), has now announced the first deal for a made-for-pay-TV movie. Principal photography will begin next spring on *The Terry Fox Story*, a drama about a Canadian athlete who, having lost a leg to the bone cancer that would ultimately kill him, began a "Marathon of Hope"—a trek across Canada to raise money for cancer research. The film is to be produced with an independent Canadian production company, Robert Cooper Productions, Inc., the producer of "Running" and "Middle Age Crazy."

HBO is tying this move to its decision to take its foundation service to a 24-hour schedule on Jan. 1, saying it's a part of HBO's move to new types of product and new types of service to fill that time without "regurgitation" of existing product.

Made-for-pay-TV movies have been gaining attention in the industry as the next logical step for pay-service providers looking to fill extensive schedules while program costs, especially those of theatrical features, escalate. HBO says this an-

nounced deal is only one of several such projects it expects to bring in for 1982 cablecast. While no financial details were available, HBO put the cost of *The Terry*

Fox Story in a league with broadcast network made-for-TV movies. HBO said it is talking to major Hollywood studios plus other independent producers.

Monitor

Fast moving. Over past five months, *Dukes of Hazzard* has been sold in 84 markets, making it "fastest selling" syndicated series in television history, according to Warner Bros. TV distribution. *Hazzard* was released for presale last April and has been sold on individual market basis with 1984 availability. WB-TV noted that sales of *Hazzard* in April, May and June of this year contributed heavily to previously announced worldwide record sales of \$170 million set by company in first six months of this year.

Syndicated captioning. National Captioning Institute has cited T.A.T. Communications' *The Jeffersons* as "first off-network television program to be syndicated with closed captions for hearing-impaired viewers." Institute said it, T.A.T. and 15 local stations that will be running captions, are sharing costs and other stations are expected to join.

At NBC. Entertainment division of NBC-TV is planning to cut back its annual pilot production budget next year from estimated \$20-\$25 million to about \$15 million. Shift was announced by NBC Entertainment President Brandon Tartikoff, who said more cost-effective ways of evaluating proposed programs include closer script evaluation and concept discussion, as well as production of 20-minute demonstration tapes. Meanwhile NBC has changed name of its *Rock Hudson Show*, new series to premiere Sept 27 at 10 p.m., to *Devlin Connection*.

New role. CBS-TV has ordered production of new half-hour comedy series starring Suzanne Somers in role of stewardess. No premiere date has been set for show, being produced by Tandem Productions and Hamel-Somers Entertainment Inc. Thirteen episodes have been ordered.

Spinning off. *Nine to Five*, a limited-run half-hour comedy series based on motion picture of same name, will premiere on ABC-TV during 1981-82 prime-time season, network has announced. Four episodes have been ordered from IFS Films, which will produce series in association with 20th Century-Fox Television. Rita Moreno and Rachel Parton Dennison (sister of Dolly Parton, who appeared in feature version) will co-star with third actress to be named later. No debut date has been set.

In the marketplace. American Television Syndication claims 110 markets for late-night weekly hour, *An Evening at the Improv*, produced by New Form Television. Syndicated airing starts Sept. 25. . . . *Hot Fudge*, Lexington Broadcast Services' half-hour children's show now in sixth year of syndication, is available as strip. It is live-action puppet show. Puppets are also in cast of *The Rainbow Patch*, weekly half hour being distributed by Metromedia Producers Corp; it's a Gary Blohm Production in association with Strengtholt Entertainments and NBC Television Stations. . . . Lionheart Television claims 62 stations, including WPIX-TV New York and WGN-TV Chicago, for BBC's *Training Dogs the Woodhouse Way*, 10 half hours. . . . Telepictures Corp. reports its new first-run series for syndication, *Look At Us*, has cleared 103 markets serving more than 75% of all U.S. TV households.

In the sky. Filmways Enterprises, has entered into long-term agreement with Wold Communications for satellite and tape distribution of syndicated TV series, *Saturday Night*, 60-minute strip version of NBC-TV's *Saturday Night Live* comedy series. Beginning Sept. 21, Wold will originate program from its technical operating center in Hollywood for transmission via Westar III, transponder 7. More than 100 markets have cleared the series.

Rent only. By middle of next year, consumers can't buy (legitimately at least) videocassettes of Warner Bros. movies. Warner Home Video unit of Warner Communications announced new rental-only policy for cassettes, saying that reflects current and "irreversible" trend of consumer market. Warner will only license, and not sell, cassettes to consumer outlets, which in turn will rent them to consumers.

Cronkite's idea. Satellite Education Services and noncommercial KCET-TV Los Angeles have announced *Why in the World*, weekly, half-hour, current-events series aimed for use in high schools, will premiere Oct. 20 ("Closed Circuit," Aug. 24). Series, underwritten with \$1-million grant from General Motors, was conceived by Walter Cronkite, SES chairman. Cronkite said series aims to "bring the best teachers and the best minds to all of the nation's high schools by way of television." Series will be distributed via satellite by Public Broadcasting Service.

Turning Japanese. ABC Video Enterprises, subsidiary of ABC Inc., has licensed rights to 18 ABC theatrical features to Victor Company of Japan (JVC) for distribution in Japan on VHD videodisk developed by JVC and scheduled for marketing in October 1981. Agreement is first overseas licensing for Japanese home video market.

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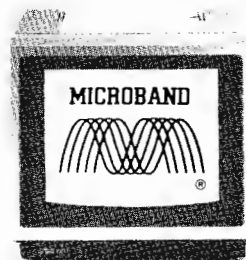
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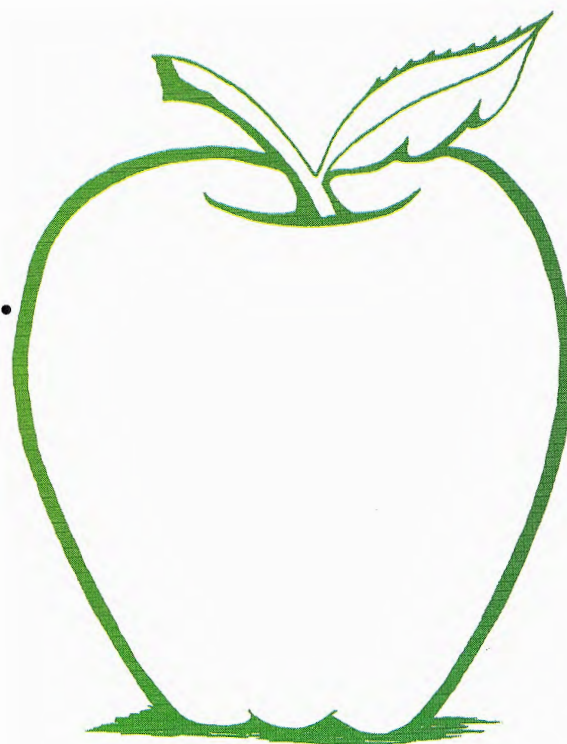
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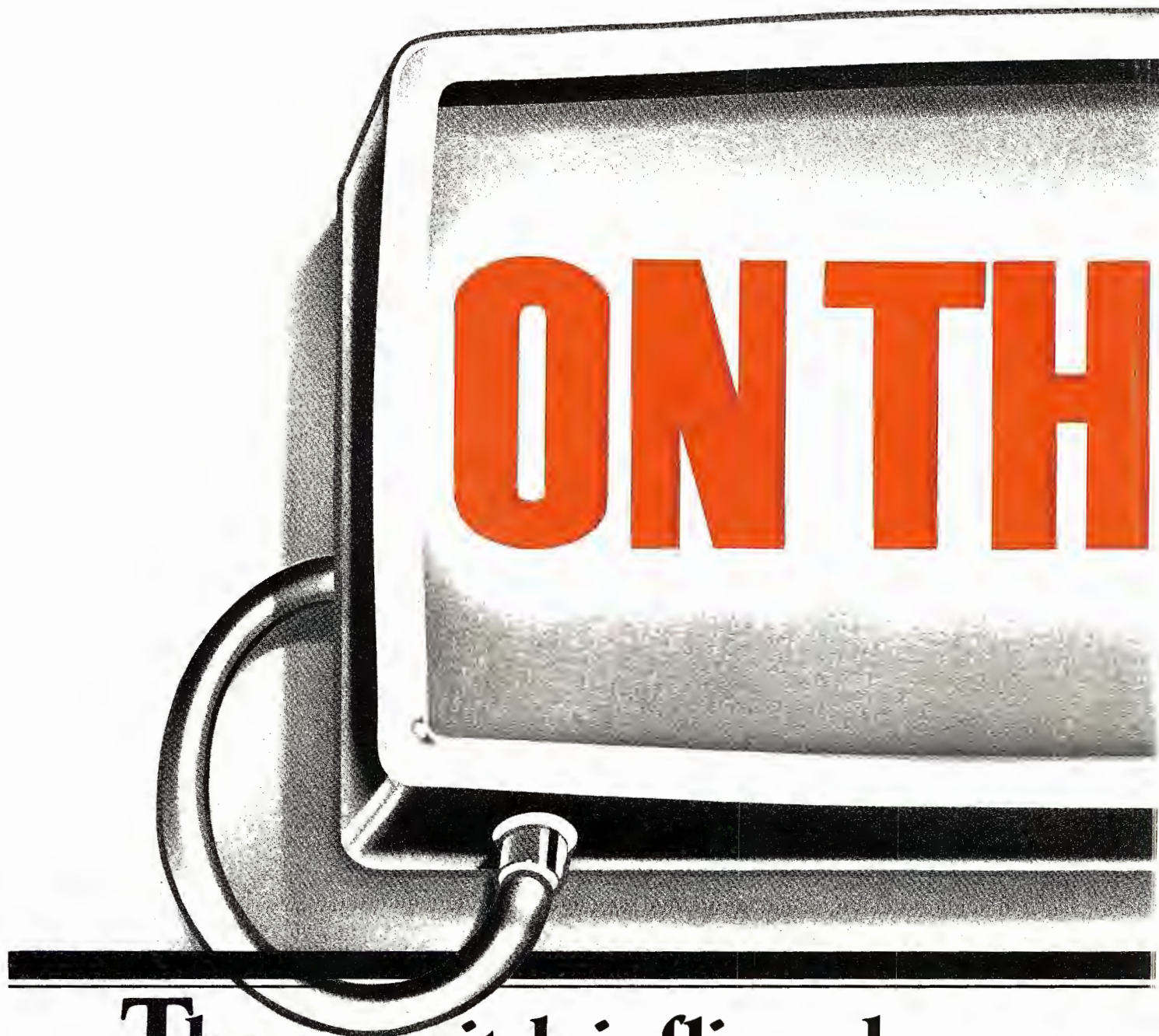
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Technology

The merging of two media

Sony Mavica uses CCD's to produce still video picture with 35 mm-like camera; company is flooded with suggestions for applications; both broadcast and print journalism see uses

The Sony Mavica—the still video camera packaged like a high-priced 35 mm camera—has generated a high level of interest since its unveiling in Tokyo three weeks ago (BROADCASTING, Aug. 31).

The public affairs office of Sony Corp. of America in New York has been "inundated by calls and letters from a variety of people ranging from amateur photographers looking for a new toy to a radiologist seeking a more convenient means of recording X-ray images to journalists searching for ways to speed a picture from camera to press or transmitter."

Sony spokesman Fred Wahlstrom said last week, "we have never had this kind of reaction" to a new product. And, he added, "I understand the response in Tokyo [where Sony is based] has been the same." The requests come despite Sony's cautioning that the camera is still in development and at least 18 months away from a marketable product.

Much of the interest is a result of the widespread publicity the demonstration of the prototype received, but much is attributable to the nature of Mavica itself. The product combines the portability and convenience of 35 mm photography with

the inherent advantages of video: Pictures are produced instantly and can be transmitted electronically.

The Mavica is a single-lens-reflex camera—a system of mirrors allows the photographer to use the camera lens as a viewfinder. It looks and feels like a 35 mm SLR film camera and weighs just one-and-three-quarter pounds.

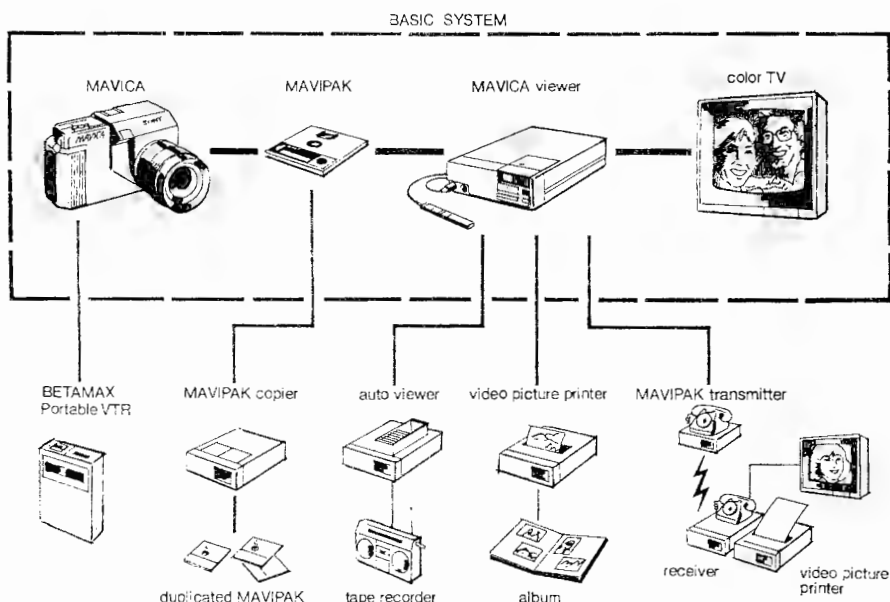
But, in the case of the Mavica, looks are deceiving. Instead of film, the camera's images are recorded on a Mavipak, a spinning magnetic disk, approximately two-and-a-half inches square and one-eighth of an inch thick, that can be slipped in and out of the camera like a film cartridge. Weighing in at just a fraction of an ounce, it can be easily stored and mailed.

The video image is created by a charge coupled device (CCD), a small semiconductor wafer seated at the focal point of the camera lens. The CCD converts light to an FM video signal and sends it to the Mavipak.

A single Mavipak can record up to 50 pictures. To view the pictures, the user must insert the Mavipak into a special disk player that displays the pictures on a conventional television receiver. According to Wahlstrom, the disk player or viewer, as Sony calls it, can be used to combine a number of images and control color tone.

All that was shown at the Tokyo demonstration was the camera, Mavipak and the viewer, but Sony said that an entire family of accessories may be developed around

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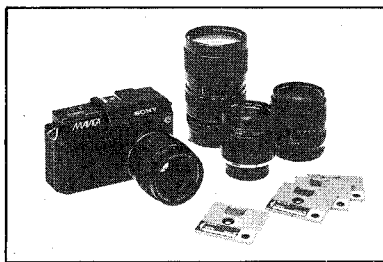
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the camera. In development, Sony said, is equipment for transmission and reception of the video stills over telephone lines. Sony said it is also working on a printer to provide hard copies of the video image. Wahlstrom said Sony is also developing a more sophisticated viewer that would automatically display a cartridge full of Mavipaks and allow for a synchronized soundtrack. Although Mavipak images can be dubbed onto videotape, a Sony press release suggests it is also working on a device to reproduce Mavipaks.

The Mavica looks like a still camera, but it is in essence a video camera and can be used to make video movies when coupled with a Sony Betamax videocassette recorder. Since the Mavica's three rechargeable Ni-cad batteries provide only enough power for 200 still frames, Wahlstrom said, a special power pack will be needed for video-movie applications.

Befitting the advanced state of the technology it incorporates, the Mavica will not be inexpensive. Sony expects to sell the camera for about \$650 and the disk player for \$220. The disks, which can be erased and reused, will cost less than a 36-exposure roll of Kodicolor film: \$2.65.

Sony admitted at the Tokyo press conference that the 330 lines of horizontal resolution that the Mavica can now produce



Sony's Mavica

are inadequate and said that the resolution will be sharpened before the camera is marketed.

If the pictures can be improved, the camera could have a significant impact on news photography—both in publishing and in broadcasting. John Durniak, head of the photo desk at the *New York Times*, said Mavica could be a “real tool for photojournalism.” It would allow a photographer to take a picture and send it by telephone back to the newspaper where it could be transformed immediately into a printing plate. A picture taken at the scene of a story could be on the press 15 minutes later, he said.

A camera like the Mavica, Durniak believes, is just the first step into the realm of “electronic photography that will expand photojournalism beyond our wildest

dreams.” The military already has electronic cameras, Durniak said, that “see at night as clearly as if it were day.”

Although there is nothing new about the technology employed in the Mavica, Durniak said, Sony should be credited for “putting the equipment in the hands of the photojournalist and the amateur.”

Dow Smith, news director at WJLA-TV Washington, said the ability to send video pictures over telephone lines would be a “tremendous” aid to the station’s news production, but said that Sony will have to improve the quality of its system before it is good enough for broadcasting.

Smith also sees another application of a video still camera, in the studio for the creation of graphics, which could be stored in a conventional still store. Right now stations use “cheap” ENG cameras, far more expensive than the price Sony has proposed for the Mavica, for the task.

While Mavica might have some application for the professional journalist because its pictures can be transmitted by telephone, William Webster of RCA Laboratories in Princeton, N.J., questions whether a still video camera will ever be an acceptable consumer product. RCA, which has had CCD’s under development for years and which demonstrated a CCD camera prototype at the National Association of Broadcasters convention two years ago, discounted the concept long ago. Even if the images produced by the Mavica were made as good as those that are broadcast, Webster says, they still would not be as good as those produced by 35 mm film or even smaller negative sizes. Why would a consumer pay \$1,000 for a product that produced images one-fourth or one-fifth the quality of a conventional film camera? Webster asks.

Several years ago, Webster said, Sylvania, working with Eastman Kodak, came out with a device that would allow people to display conventional slides and movies on a television screen. The product—essentially a flying spot scanner—was a flop, Webster said, because it took sharp photographic images and reduced them to the relatively poor quality of a television picture.

Detail is far more important in still pictures than in motion pictures, Webster said. When watching motion pictures—film or video—Webster said, “the eye and brain are busy and don’t have time to concentrate on the detail in the picture.”

The host of inquiries Sony has received since the demonstration has produced ideas for other uses of the video stills besides news photos and family snapshots. Wahlstrom said a national real estate firm, specializing in relocating executives from one city to another, said it could use a system for sending pictures of houses over the telephone lines. Another Sony spokesman, Bill Baker, said he got a call from a radiologist who wanted to use it with his Cat-scan. Baker said some callers have expressed interest in using the camera for security. It would be ideal for photographing persons who cash checks at a bank. “Once the check cleared you could use the disk again,” he said.

InSync

Dual cable in the sky. Satellite Television Corp.’s latest comments to FCC on preparations for 1983 Regional Administrative Radio Conference say there is room for between 110 and 150 direct broadcast satellite channels to serve each of four time zones. STC arrives at numbers assuming 16-degree spacing between satellites and 18 mhz channel bandwidth. With 16-degree spacing, each time zone could be served from four orbital slots and, if channel bandwidth of 18 mhz is adopted, 36 to 38 channels could be squeezed out of 500 mhz expected to be allocated to DBS and reused at every orbital slot. Although four times 38 equals 152, STC warns that U.S. DBS operators will never get their hands on that many channels. DBS band must be shared with terrestrial microwave operators and channels must be shared with other countries of North America. To accommodate eight DBS applications at FCC that STC sees as “substantially complete,” STC says, two-thirds of band at eight orbital slots (two slots per time zone) “would suffice.”

Eye to cable. Cable access production is one target of new color camera introduced by JVC Professional Video. Offering three color tubes and 500-line resolution, new KY-1900 U camera carries price tag of only \$4,900, when equipped with standard 6:1 zoom lens.

Learn all about it. Microdyne Corp., Ocala, Fla., will conduct three-day seminar on satellite master antenna (SMATV) systems at Denver Stouffers Inn beginning Oct. 16. Course will cover FCC regulations, distribution systems, earth station and headend design.

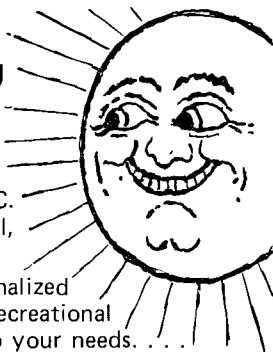
Summer was hot, but Metro Weather was hotter!

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The Harris SSL* family offers a variety of satellite earth stations *specifically designed for broadcasters*. Whatever your system requirement—large or small, down-link or uplink—Harris has the complete package for you, including total planning, rapid reposition antennas, video receivers, exciter-high power amplifiers, microwave links, remote control and complete installation. All backed by Harris 24-hour-a-day service—the most responsive in the broadcast industry.

The high-speed drive system of the Harris kingpost pedestal allows rapid and accurate repositioning of the antenna, so that it can be rotated automatically between any domestic com-



6.1 meter



9.0 meter

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The Harris 9.0 meter SSL provides the industry's most advanced feed horn antenna design, with video receive S/N (signal-to-noise) in the high 50s for network quality broadcasting. This antenna is also designed for uplink service, *where specifications and price outperform 10 meter designs!*

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BFM gathers its flock for annual meeting

Broadcast financial leaders gather in capital; convention themes are economy, personnel matters and regulatory issues

There will be a lot of Potomac fever in the air next week, when the Broadcast Financial Management Association holds its 21st annual conference in Washington.

A host of newsmakers from government, business and the media will raise economic signposts at the Sept. 20-23 meeting appropriately entitled "Washington Crossroads '81."

Close to 1,000 members, spouses and friends of BFM are expected at the Sheraton Washington hotel, according to Robert E. McAuliffe, executive director of the Chicago-based association. Registration for last September's conference in San Diego totaled 871.

More than 30 general sessions, workshops and speeches will be geared to themes developed for this year's conference, according to BFM President William J. Key of RKO General Inc.'s WHBQ-AM-TV Memphis. The themes: the economy, personnel matters and the regulatory picture.

Delegates will get a briefing on the philosophy of Reaganomics bright and early Monday morning (Sept. 21) from Dr. Norman B. Ture, under secretary of the treasury for tax and economic affairs. Ture, one of the leading architects of the administration's economic plan, will keynote the opening session. He will be preceded by a welcome and conference overview given by Key, BFM Vice President and Conference Chairman Betty M. Robertson of Cosmos Broadcasting Co., and McAuliffe.

Capital figures will be featured at the next Monday session, "Turn Off the Money Machine ... Is Supply-Side Economics the Answer?" That will feature Representative Jack Kemp (R-N.Y.), advocate of supply-side economics, and Dr. George L. Perry, senior economist at the Brookings Institution.

From 3 p.m. to 5 p.m. on both Monday and Tuesday and from 10:15 to 11:45 a.m. on Tuesday, BFM will get into nitty-gritty issues that confront its members each working day. Subjects of those concurrent sessions include credit and collections, cash management, auditing techniques, federal tax laws, co-op advertising, cable TV, ratings and research, financial planning, accounting standards, fringe benefits, wage and hour guidelines, cost

accounting, compensation and sales plans.

Tuesday morning will open with a general membership meeting and the Broadcast Credit Association report as well as an update on the TV music license situation from Robert Stenberg of Meredith Broadcasting.

The Washington focus returns with a panel, "E-E-O-C-F-C-C—Does It Really Spell Q-U-O-T-A?" moderated by William L. Ford Jr. of WDIV(TV) Detroit. Benjamin Hooks, executive director of the National Association for the Advancement of Colored People and a former FCC commissioner, will be on the panel that will also include Richard Shiben of the FCC's Broadcast Bureau, Beverly Keil of Post-Newsweek Stations and Willard Hoyt of Nationwide Communications.

Wednesday morning sessions on new technology will run in tandem. The opener, "The Electronics Technology Explosion," will be a status report on those developments that will affect the marketing of radio and TV. Moderator will be Gordon C. King of Post-Newsweek. Panelists will be Joel Chaseman of Post-Newsweek; Paul Bortz of Browne, Bortz & Coddington, and William Lilley III of CBS Inc. The second session, "The New Technology—Should It Be Regulated, De-

Regulated, Re-Regulated, Not Regulated?" will be moderated by Edwin H. James of BROADCASTING Magazine. Panelists for the first 45 minutes will be Representative Al Swift (D-Wash.) and Carlos J. Moorhead (R-Calif.). For the last part of the session, panelists will be Erwin Krasnow of the National Association of Broadcasters, Brenda Fox of the National Cable Television Association; James E. Greeley, BFM communications counsel; Thomas Schattenfield of Arent, Fox, Kintner, Plotkin & Kahn, and Donald Ward of Ward & Mendelsohn.

Syndicated columnist George Will will address the Monday luncheon. Speaker at the Tuesday luncheon will be FCC Commissioner Anne Jones. Wednesday luncheon speaker will be Sol Taishoff, co-founder of BROADCASTING Magazine in 1931, whose topic will be "Looking Ahead ... And Looking Back."

A golf tournament, a women's tennis tournament and a reception are highlights of the conference opening on Sunday. The annual dinner dance and awards presentation is scheduled for Tuesday.

In addition, a special program that includes tours of historic sites in Washington and Virginia has been arranged for spouses.

TV LOG ADS FOCUS ON LOCAL MOVIES

26 Cross-Wits — Game
34 To Tell the Truth

8:00

2 Washington Week in Review
4 11 34 The Incredible Hulk — Adventure

A family disagreement between Banner's boss and a political candidate is bound to concern the Hulk. 1 hr.

6 CLARK GABLE Rides
The Waves To Romance
in CHINA SEA

6 33 Movie
"China Seas" — 1935: B&W — Clark Gable, Jean Harlow, Wallace Beery. Good cast saves this silly story about a Hong-Kong bound ship carrying valuable cargo. 2 hrs. Good.

7 5 20 The Daredevils — Special
Some of America's top stuntmen — Kitty O'Neil, Ron and Valerie Taylor, Steve Baker, Jim Tyler and Rickie Wal-

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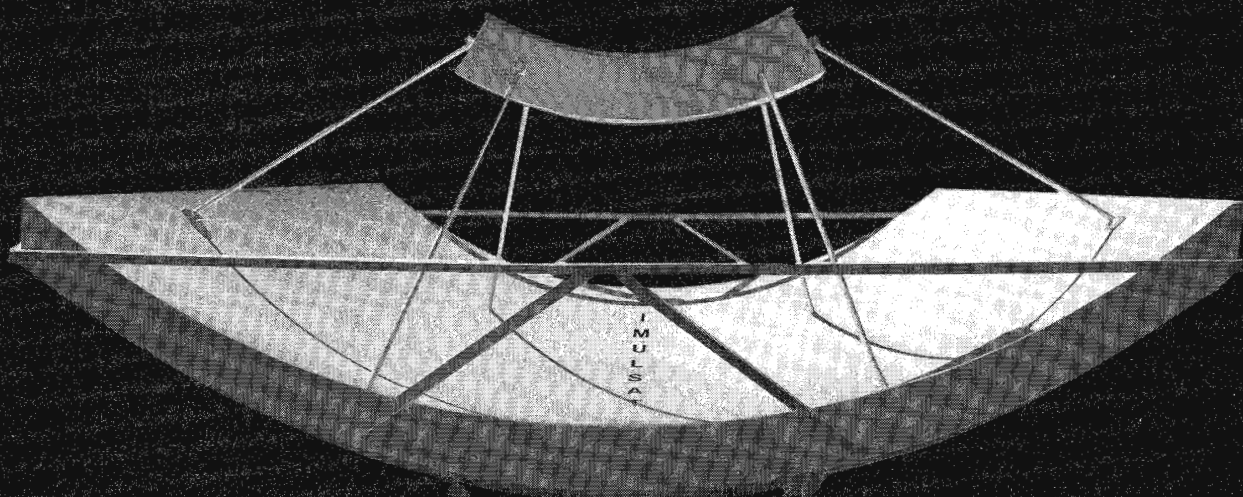
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So they threatened the magazine. They didn't like their picture in the exposé on "a gang of thieves and killers." They'd left the gang—back when it was just another motorcycle club. So they sued for libel; then settled out of court. Fortunately, the magazine had ERC's protection. Because for just this kind of unforeseeable threat, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

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Issue advertisers learning the ropes

Plans for a one-day workshop on how to make issue advertising work on television have been announced, with the event to be sponsored by five leading communications associations ("Closed Circuit," May 11).

The workshop is designed for agency, advertiser, public relations, utility and television broadcasting professionals and will be held tomorrow, Sept. 15, at the Grand Hyatt hotel in New York. Sponsors are the Television Bureau of Advertising, which initiated the workshop, the American Association of Advertising Agencies, the Association of National Advertisers, the Public Relations Society of America and the Public Utilities Communicators Association.

John (Jock) Elliott, chairman of Ogilvy & Mather International, will be the keynote speaker. Dr. Richard B. Wirthlin, President Reagan's campaign director of strategy and planning, will be the luncheon speaker.

Case histories from Weyerhaeuser Co., Ohio Power Companies, Mobil Oil and others will be used to demonstrate how to select issues, write and clear commercials for broadcast, integrate them into over-all public relations programs and measure the results.

Oak buys out STV partner

Oak Industries Inc., a major subscription television operator and security system manufacturer, last Tuesday (Sept. 8) announced it has reached agreement with Chartwell Communications Group to purchase that company's interest in National Subscription Television of Los Angeles, which operates the nation's largest over-the-air STV service.

Oak will pay \$55 million for Chartwell's 49% interest in the ON TV service, started by Oak and Chartwell in 1977. Oak owns the remaining 51% of the system, which currently has 379,000 subscribers. The transaction is subject to the execution of definitive agreements and is expected to be completed by Sept. 30.

San Diego-based Oak provides ON TV services in Chicago, Dallas/Fort Worth, Fort Lauderdale/Miami and Phoenix, as well as Los Angeles. Including Los Angeles, Oak-owned systems have more than 550,000 subscribers. Chartwell still controls the ON TV operation in New York.

The STV operations for Oak are conducted by its Oak Communications subsidiary. Following takeover of the Los Angeles system, all five Oak STV operations will be represented by Oak Media when dealing with program suppliers. Oak Media Development Corp. will replace Chartwell as the purchaser of programming for the Los Angeles system, which broadcasts over KBSC(TV) channel 52, assigned to the suburb of Corona.

BottomLine

CPI mixed. Columbia Pictures Industries reported net income for fiscal 1981 (ended June 27) of \$44,282,000, down from year-earlier \$44,907,000. On per-share basis, however, net rose 3.6% to \$4.66, based on smaller weighted average of common stock outstanding. Revenues for year slipped to \$686,611,000 from year-earlier \$691,814,000. Columbia announced home entertainment division would move its headquarters from New York to Columbia's Burbank, Calif., studios. Move is designed to improve efficiency and communications. Division produces and distributes videocassettes.

Fallen net. Per-share net income of Rogers Cablesystems fell to 23.6 cents for nine months ended May 31 from 60 cents for year-earlier period. Revenues in period rose 63%, to \$80.7 million. Company attributed slide to reduced earnings of its interest in Famous Players Limited (since sold to majority holder Gulf + Western for \$47 million) and increased interest expenses.

Electrifying performance. Harris Corp. reported fiscal year ended June 30 experienced 15% increase in income from operations, which was boosted by \$12.2 million after-tax profit on sale of investment to generate 30% increase in net income. Net totaled \$104.4 million, \$3.37 per share, came on revenues that were up 19% to \$1.55 billion.

Fewer outlets. Outlet Co., which has struck merger deal with Columbia Pictures (BROADCASTING July 13), has made separate agreement in principle to sell line of 23 women's specialty stores to Canadian retailer, Reitmans Ltd.

United results. Earnings for fiscal 1981 (ended May 31) were up 21% for United Cable Television Corp., to \$7,897,000, 81 cents per share, on revenues that climbed 41% to \$62,838,000.

UA drop. Not being acquired by Dow Jones and Knight Ridder proved expensive for UA-Columbia Cablevision—special charge of \$1.8 million for merger-associated costs took hefty chunk of third-quarter profit (ended June 30). Also affecting profit was increased interest expense and \$450,000 charge for franchise application costs for cable bid UACC lost in Fairfield County, Conn. UACC reported loss of \$1,340,000 in quarter. However, operating profit was up to \$6,899,000 from \$5,218,000 year earlier, as revenues climbed to \$20,211,000 from \$14,274,000.

TV LOG PROMOTES PRIME ACCESS

small room of the executive mansion.

⑨ ODD COUPLE

"Felix Directs" Oscar's day-to-day activities become the subject of a film that Felix directs.

⑪ WASHINGTON WEEK IN REVIEW

⑫ MIS HUESPEDES

★ ⑬ ALLEN FUNT'S BEST CANDID CAMERA GAG

On Chgo's PM Magazine

⑭ PM MAGAZINE

PM meets "Candid Camera's" Alan Funt to find out what he's up to today; and then travels to London for a visit Madame Tussaud's Wax Museum to see how they make those life-like figures.

⑮ CHICAGO

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Stock Index

Exchange and Company	Closing Wed. Sep 9	Closing Wed. Sep 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	27 7/8	29 3/4	-1 7/8	- 6.30	6	780
N Capital Cities.....	67 1/8	67 3/4	- 5/8	- .92	12	883
N CBS.....	49 1/2	50 3/4	-1 1/4	- 2.46	7	1,379
N Cox.....	63	66	-3	- 4.54	18	851
A Gross Telecasting.....	25 3/4	26 1/4	- 1/2	- 1.90	7	20
O LIN.....	31	32	-1	- 3.12	10	171
N Metromedia.....	140	143	-3	- 2.09	12	626
O Mooney.....	6 3/4	7	- 1/4	- 3.57		2
O Scripps-Howard.....	74	73 1/2	+ 1/2	+ .68	12	191
N Storer.....	28 5/8	28 3/8	+ 1/4	+ .88	18	376
N Taft.....	29 5/8	30 7/8	-1 1/4	- 4.04	11	290
O United Television.....	6	6 5/8	- 5/8	- 9.43		72

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	18 7/8	20 1/2	-1 5/8	- 7.92	18	62
A Affiliated Pubs.....	28 3/4	28 1/4	+ 1/2	+ 1.76	11	148
N American Family.....	7 1/8	7 3/4	- 5/8	- 8.06	6	88
N John Blair.....	21 1/4	23 1/8	-1 7/8	- 8.10	7	79
N Charter Co.....	9	9 7/8	- 7/8	- 8.86		246
N Chris-Craft.....	30 5/8	32 1/4	-1 5/8	- 5.03	10	96
N Coca-Cola New York.....	10 1/4	10 1/4			14	180
N Cowles.....	27 1/2	29 1/4	-1 3/4	- 5.98	17	109
N Dun & Bradstreet.....	60	63	-3	- 4.76	16	1,673
N Fairchild Ind.....	17 1/8	19 1/2	-2 3/8	-12.17	4	195
N Gannett Co.....	35 3/4	38 1/4	-2 1/2	- 6.53	12	1,933
N General Tire.....	24 3/8	25 3/8	-1	- 3.94	8	587
O Gray Commun.....	42 1/2	42 1/2			9	20
N Harte-Hanks.....	30	30 1/2	- 1/2	- 1.63	12	285
O Heritage Commun.....	12	12 3/8	- 3/8	- 3.03	34	64
N Insilco Corp.....	16 1/8	17 3/4	-1 5/8	- 9.15	7	173
N Jefferson-Pilot.....	23 1/4	23 3/4	- 1/2	- 2.10	6	509
O Marvin Josephson.....	13	13 1/2	- 1/2	- 3.70	9	30
N Knight-Ridder.....	33 1/4	33 7/8	- 5/8	- 1.84	11	1,076
N Lee Enterprises.....	26 1/2	27 1/2	-1	- 3.63	12	189
N Liberty.....	13 1/8	13 5/8	- 1/2	- 3.66	6	167
N McGraw-Hill.....	44 3/4	46 1/2	-1 3/4	- 3.76	13	1,111
A Media General.....	39 1/2	33 1/2	+6	+17.91	10	285
N Meredith.....	52 7/8	55 1/2	-2 5/8	- 4.72	7	166
O Multimedia.....	32 3/4	31	+1 3/4	+ 5.64	15	329
A New York Times Co.....	29 1/8	30 1/2	-1 3/8	- 4.50	9	349
N Outlet Co.....	31 1/2	33 1/2	-2	- 5.97	14	79
A Post Corp.....	22 7/8	24	-1 1/8	- 4.68	16	41
N Rollins.....	16 1/2	17 3/4	-1 1/4	- 7.04	11	450
N San Juan Racing.....	18 3/4	19 5/8	- 7/8	- 4.45	23	47
N Schering-Plough.....	30	30 1/4	- 1/4	- .82	7	1,593
O Stauffer Commun.*.....	45	45			11	45
A Tech Operations.....	10 7/8	12 1/2	-1 5/8	-13.00	5	11
N Times Mirror Co.....	47	50	-3	- 6.00	11	1,603
O Turner Bcstg.....	14	15 1/2	-1 1/2	- 9.67		280
A Washington Post.....	27 5/8	27 1/2	+ 1/8	+ .45	12	387
N Wometco.....	15 5/8	17	-1 3/8	- 8.08	9	207

CABLE						
A Acton Corp.....	11 3/4	12 3/8	- 5/8	- 5.05	10	35
N American Express.....	41 1/4	42 7/8	-1 5/8	- 3.79	8	2,940
O Burnup & Sims.....	12 7/8	13 1/4	- 3/8	- 2.83	14	115
O Comcast.....	22 3/4	23 3/4	-1	- 4.21	27	87
N General Instrument.....	34	34 3/8	- 3/8	- 1.09	4	864
O Rogers Cablesystems.....	7	7 5/8	- 8/19	- 13	133	
O Tele-Communications.....	20 5/8	21 7/8	- 5/7	- 53	491	
N Teleprompter.....	37 1/2	37 1/2			30	638
N Time Inc.....	69 1/2	73 7/8	-4 3/8	- 5.92	14	1,956
O Tocom.....	10 3/4	12	-1 1/4	-10.41		35
O UA-Columbia Cable.....	82	81 1/8	+ 7/8	+ 1.07	30	275
O United Cable TV.....	19 5/8	21 1/4	-1 5/8	- 7.64	23	192
N Viacom.....	23 1/2	25 1/8	-1 5/8	- 6.46	4	209

Exchange and Company	Closing Wed. Sep 9	Closing Wed. Sep 2	Net Change in Week	Percent Change in Week	P/E Ratio	Markets Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods....	2 3/8	2 5/8	- 1/4	- 9.52	2	7
N Columbia Pictures.....	33	35 1/4	-2 1/4	- 6.38	7	334
N Disney.....	49 7/8	51	-1 1/8	- 2.20	13	1,622
O Enterprise Radio.....	1 3/8	1 1/8	+ 1/4	+22.22		3
N Filmways.....	4 7/8	6 3/4	-1 7/8	-27.77		30
O Four Star.....	1 1/2	1 1/2			15	
N Getty Oil Corp.....	60 5/8	66 7/8	-6 1/4	- 9.34	7	4,980
N Gulf + Western.....	16 1/8	17 1/8	-1	- 5.83	4	1,203
N MCA.....	42 3/8	45	-2 5/8	- 5.83	235	996
O Medcom.....	9 3/4	10 1/4	- 1/2	- 4.87	23	16
N MGM Film.....	6 5/8	7 1/2	- 7/8	-11.66	13	215
O Reeves Commun.....	23	25 1/2	-2 1/2	- 9.80	14	125
O Telepictures.....	5 7/8	6 5/8	- 3/4	-11.32	27	14
N Transamerica.....	20	21 3/4	-1 3/4	- 8.04	5	1,307
O Video Corp. of Amer..	8 5/8	9 3/4	-1 1/8	-11.53	14	8
N Warner.....	41 3/4	44	-2 1/4	- 5.11	15	2,453
A Wrather.....	19 1/4	20 3/8	-1 1/8	- 5.52		44

SERVICE						
O BBDO Inc.....	34	35 1/4	-1 1/4	- 3.54	7	85
O Compact Video.....	17 1/8	18 1/8	-1	- 5.51	14	50
N Comsat.....	48 3/8	50 1/8	-1 3/4	- 3.49	11	387
O Doyle Dane Bernbach.....	14 3/4	15	- 1/4	- 1.66	8	18
N Foote Cone & Belding.....	27 1/2	27 1/4	+ 1/4	+ .91	7	75
O Grey Advertising.....	60	62 1/2	-2 1/2	- 4.00	6	36
N Interpublic Group.....	30 1/2	31	- 1/2	- 1.61	7	136
N JWT Group.....	31	31 1/8	- 1/8	- .40	7	94
O MCI Communications.....	20 3/4	22 3/4	-2	- 8.79	115	759
A Movielab.....	4	4 1/4	- 1/4	- 5.88	5	6
A MPO Videotronics.....	5 1/2	5 5/8	- 1/8	- 2.22	18	3
O A.C. Nielsen.....	36 1/8	36 1/2	- 3/8	- 1.02	15	405
O Ogilvy & Mather.....	27 1/2	28 1/4	- 3/4	- 2.65	8	113
O Telemation.....	2 3/8	2 1/2	- 1/8	- 5.00	14	2
O TPC Communications.....	3 1/4	3 1/2	- 1/4	- 7.14		2
N Western Union.....	23 1/8	24 1/8	-1	- 4.14	13	350

ELECTRONICS/MANUFACTURING						
N Arvin Industries.....	13 3/8	14 1/8	- 3/4	- 5.30	12	104
A Cetec.....	4 1/4	4 1/2	- 1/4	- 5.55	6	8
O Chyron.....	14	16	-2	-12.50	23	17
N Conrac.....	22 1/4	22 7/8	- 5/8	- 2.73	16	47
N Eastman Kodak.....	64 3/8	66 3/4	-2 3/8	- 3.55	9	10,389
O Elec Missile & Comm.....	10 1/2	11	- 1/2	- 4.54	50	28
N General Electric.....	54 1/4	56 1/4	-2	- 3.55	8	12,296
N Harris Corp.....	40 3/8	39 7/8	+ 1/2	+ 1.25	14	1,242
O Microdyne.....	17 1/2	20 1/4	-2 3/4	-13.58	21	46
N M/A Com. Inc.....	23 3/4	24 1/4	- 1/2	- 2.06	26	792
N 3M.....	49	51 1/2	-2 1/2	- 4.85	9	5,707
N Motorola.....	64 1/2	64 3/8	+ 1/8	+ .19	11	1,841
O Nippon Electric.....	78 1/4	84 5/8	-6 3/8	- 7.53	34	3,569
N N. American Philips.....	38 1/4	42	-3 3/4	- 8.92	7	460
N Oak Industries.....	26 5/8	30	-3 3/8	-11.25	14	289
A Orrox Corp.....	9 1/8	11 1/4	-2 1/8	-18.88	33	15
N RCA.....	19 7/8	20 1/2	- 5/8	- 3.04	6	1,490
N Rockwell Intl.....	30 3/4	33	-2 1/4	- 6.81	8	2,306
A RSC Industries.....	4 3/8	4 7/8	- 1/2	-10.25	31	10
N Scientific-Atlanta.....	25 1/4	25	+ 1/4	+ 1.00	31	534
N Sony Corp.....	17 1/4	18 7/8	-1 5/8	- 8.60	13	3,719
N Tektronix.....	46 1/2	46 1/2			10	849
A Texscan.....	13 3/4	14	- 1/4	- 1.78	24	40
N Varian Associates.....	23 3/4	27 1/4	-3 1/2	-12.84	11	182
N Westinghouse.....	26 1/2	27 3/8	- 7/8	- 3.19	5	2,251
N Zenith.....	12 3/4	13 1/2	- 3/4	- 5.55	9	240

Standard & Poor's 400 Industrial Average 133.30 139.18 - 5.80

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 + Stock traded at less than 12.5 cents.



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The Media

Hearst to buy Kansas City VHF for \$79 million

Metromedia agrees to sell KMBC-TV in second largest single-station deal in history; Hearst completes purchase of WDTN-TV Dayton

Two months after its pending agreement to buy WCVB-TV Boston, for a record \$225 million (BROADCASTING, July 27), Metromedia Inc. has agreed to sell KMBC-TV Kansas City, Mo., to the Hearst Corp. for \$79 million. If approved by the FCC, it will become the second highest price ever paid for a television outlet, supplanting the 1980 \$65-million KOVR(TV) Sacramento, Calif., deal that now holds that position. Metromedia had been looking for a buyer for one of two of its existing five VHF properties "almost from the day it signed the Boston deal," according to one source, to comply with the FCC multiple ownership rule that limits to five the number of VHF stations any one entity can own. Both deals are subject to FCC approval. Howard Stark of New York was the broker in the KMBC-TV transaction.

Speculation at the time that Metromedia signed the Boston deal was that it would probably dispose of either KMBC-TV or its Minneapolis outlet, WTCN-TV. Metromedia management, according to one source, apparently concluded that WTCN-TV had more "potential," and thus was the more desirable property to hang on to.

The purchase will bring Hearst's VHF portfolio up to the maximum of five. In addition to its seven radio properties, it owns WBAL-TV Baltimore; WISN-TV Milwaukee; WTAE-TV Pittsburgh, and closed last week on acquisition of WDTN-TV Dayton, Ohio, brokered by Howard Stark, from Grinnell (Iowa) College for \$49.4 million (BROADCASTING, May 26, 1980).

Metromedia is still awaiting FCC approval of its purchase of KHOW(AM) Denver for \$15 million and its swap of KSAN-FM San Francisco for WWBA-FM St. Petersburg, Fla. (BROADCASTING, June 8).

If all pending Metromedia transactions materialize, the company will become the second group with a full portfolio of seven AM's, seven FM's and seven TV's. The first is Park Broadcasting of Ithaca, N.Y.

Franklin C. Snyder, vice president and general manager of broadcasting for The Hearst Corp., said "the acquisition of KMBC-TV is an important move for us... [it]... moves Hearst into the first tier of U.S. broadcasters." John W. Kluge, chairman and president of Metromedia, said Metromedia was "reluctant" to leave the

Kansas City market after 20 years of service to that area but "must do so because of FCC regulations."

KMBC-TV serves a city with a metropolitan population of about 1.3 million—the 25th ranked market. Metromedia bought the station in 1961 for \$9.56 million as part of a package that also included two AM's and another TV that were spun off.

Last month, the asking price for KMBC-TV was put at about \$80 million. That figure was said to be based on 10-11 times cash flow.

Hearst also has interests in book and magazine publishing, a newspaper feature syndicate, ranching, real estate, timber and papermaking. It owns 15 daily newspapers, including *The Los Angeles Herald-Examiner*, *San Francisco Examiner*, *Boston Herald-America*, *Baltimore News-American*, *San Antonio (Tex.) Light*, and, since 1978, has acquired 30 weekly newspapers.

Metromedia is a publicly held, Secaucus, N.J., group owner of stations in 10 major U.S. markets. It owns Foster & Kleiser, a national outdoor advertising firm, and the Ice Capades and Harlem

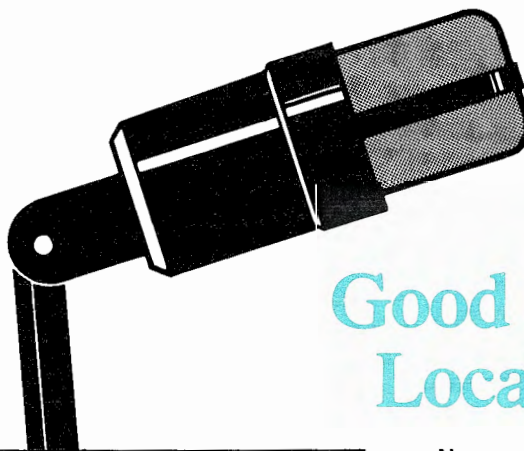
Globetrotters. Listed on the New York and Pacific Stock Exchanges, it had revenues of approximately \$454 million in 1980.

Latest craze. Joining skyscraper scalers and tightrope walkers appears to be a new breed of thrill seeker—the broadcast tower jumpers.

Four parachutists jumped from the 1,600-foot tower of KTVY(TV) Oklahoma City. According to a witness, all four landed safely, then sped away in a van.

Last month, two women parachuted from the 1,700-foot tower of KTUL-TV Tulsa, Okla. They were arrested, then released with a warning and a \$1 fine.

Lee Allan Smith, KTVY general manager, feels the court's attitude toward the daredevils was too lenient. According to Robert Ablah, transmitter supervisor for KTVY, seven guy wires support the tower, and any could kill a jumper in free fall or foul a chute. And a jumper blown back into the tower could become tangled in the main transmission line, putting the station off the air, or shorting out the tower lights, rendering the structure a hazard to air traffic.



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ONE HOUR OF NEWS
ONE HOUR EARLIER Adv.

6 33 Local News

17 Great Authors

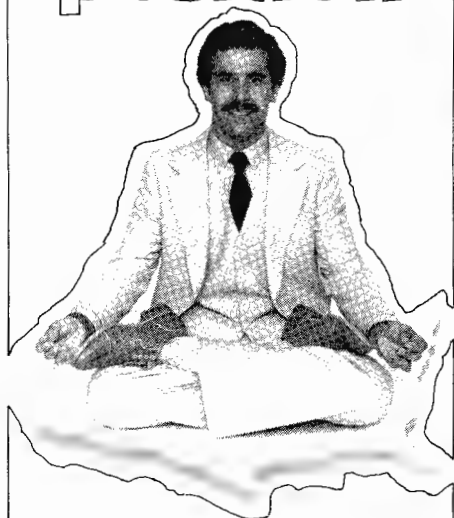
23 Colorina

45 Love Special

10:10

17 News

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Lotus Reps

Division of Communications Corporation



C-SPAN addition. Mike Michaelson, superintendent of the House of Representatives' radio and television gallery since 1974, will leave behind a 30-year career in congressional service to become executive vice president of the Cable Satellite Public Affairs Network (C-SPAN).

Michaelson, 57, is slated to step into the newly created position Oct. 1 and will be in charge of running C-SPAN's day-to-day operations, allowing C-SPAN President Brian Lamb to spend more time promoting the nonprofit public affairs cooperative.

Michaelson said he considered retiring, but wasn't sure what he would then do and thought his new position presented him with a "unique opportunity."

"C-SPAN and the cable television explosion are two very exciting developments in communications. I've always tried to keep the gallery in step with those changes. Just as significantly, in providing the televised House debates and hopefully the Senate to me, I don't feel that I'm leaving the H II but simply moving across the street," he said.

If the executive committee of the radio and television correspondents' galleries respects Michaelson's recommendation, Ruth Tina Tate will become the new superintendent, only the third in the gallery's history.

Intermedia

Lewis's new record. Jerry Lewis's 16th annual Labor Day telethon, carried by almost 200 stations, raised record \$31,498,772 in pledges and contributions to fight muscular dystrophy this year. Telethon lasted nearly 22 hours and was broadcast live from Sahara hotel in Las Vegas with additional segments from New York and Atlantic City. It was carried in all 50 states, Puerto Rico and Canada. "It's easy to see why we call our telethon stations the love network," Lewis said after telethon had ended. "They've made it possible for millions of beautiful people around the country to pool their love and generosity." This year's total represented increase of nearly \$395,000 over \$31,103,786 raised last year.

Words from above. U.S. Catholic Conferences (USCC) is planning satellite communications network to distribute religious and educational programming to Catholic parishes, schools and hospitals. Working with \$4.5 million seed money, USCC expects to launch National Catholic Telecommunications Network (NCTN) next March with 10 hours of satellite time per week and expand to 25 hours per week in September. Richard Hirsch, secretary of communications department, USCC, said Satellite Systems Engineering, Washington-based consulting firm that is designing system, is negotiating with two companies to sublet transponder time. Besides program distribution, Hirsch said, network is being planned for future establishment of "electronic mail" and teleconferencing.

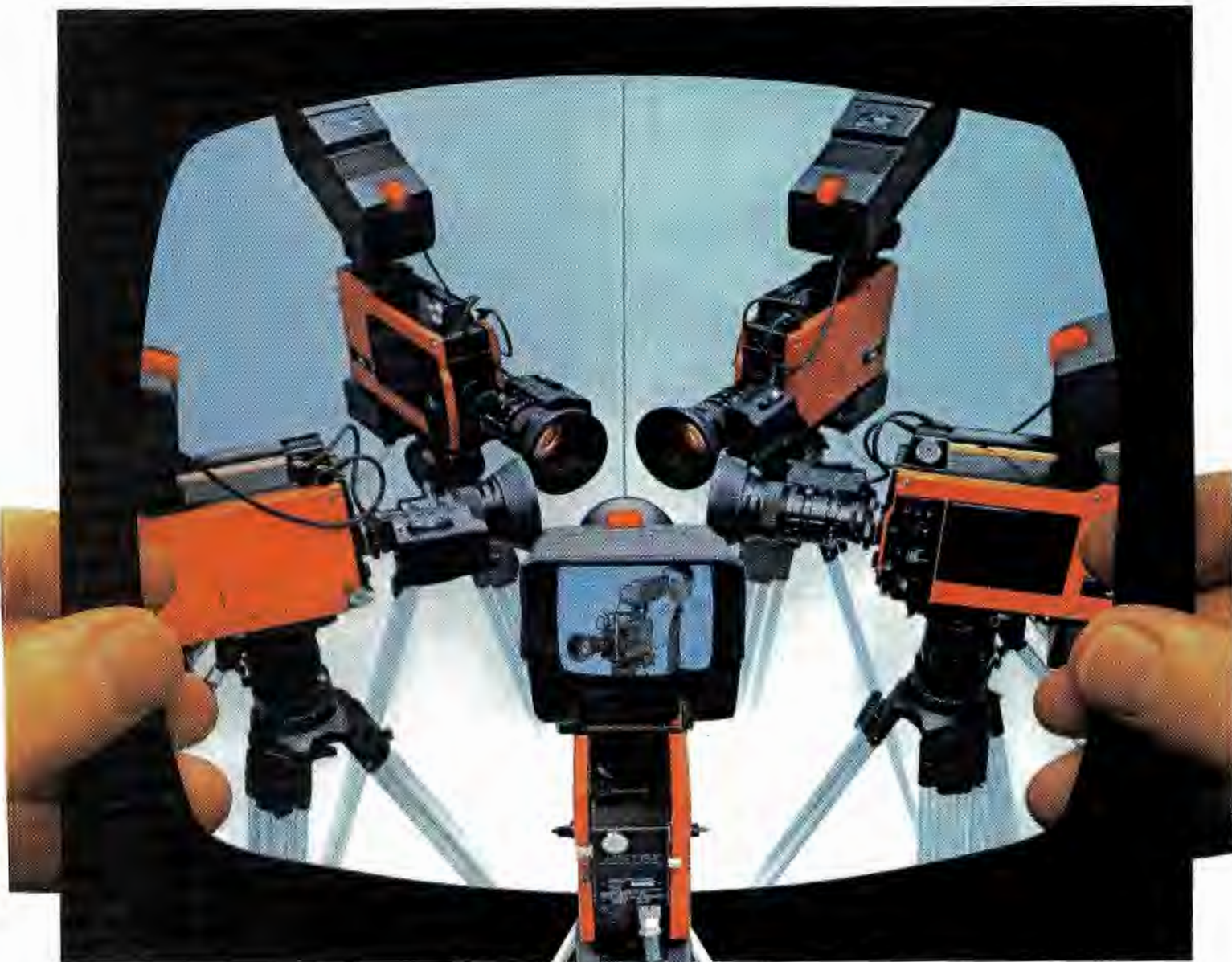
Virgin territory. Connecticut's Department of Public Utility Control has taken first step in awarding cable franchises for another large portion of state. It is inviting bids for four "areas": area 10—Southbury, Woodbury and Bethlehem; area 11—Enfield, Hartland, Granby, East Granby, Suffield, Windsor Locks, East Windsor, Somers, Stafford and Union; area 12—Vernon, Ellington, Tolland, Bolton, Andover, Hebron and Marlborough, and area 13—Windham, Lebanon, Scotland, Canterbury, Columbia, Coventry, Mansfield, Chaplin, Hampton, Brooklyn, Willington, Ashford, Eastford, Pomfret, Woodstock and Thompson. Applications are due by Dec. 14.

Public broadcasting ledger. Based on preliminary data from Corporation for Public Broadcasting annual financial survey, public broadcasting income for fiscal 1980 was \$696.6 million, up 15.4% over 1979. Nonfederal, tax-based sources provided most funds (38.1% of total). Federal contribution amounted to 27.6%. Income from business and industry rose to 10.3%, up from 9.6% during 1979, while foundation support remained at 3.4%. Income from subscribers and auctions was 14.6%, up slightly from 14.4% during 1979. All other sources contributed 6%.

Play training. Robert Gross Associates will design affiliate training program for sales reps at cable systems affiliating with PlayCable network. All games channel is joint venture of General Instrument and Mattel. Robert Gross Associates is Stamford, Conn., firm specializing in training and marketing programs for cable industry.

Cable software expansion. Organizers of Cable Software Symposium and Exposition, slated for New Orleans Hyatt Regency hotel Oct. 4-6, have increased size of exhibit from 25,000 square feet to 30,000, making room for 37 additional programmers, total of 100 exhibitors. (Original square footage had been completely sold to 73 companies.) Char Beales of National Cable Television Association, one of two sponsoring organizations (other is Cable Television Administrative and Marketing Society), expressed belief NCTA/CTAM will sell out show for second time.

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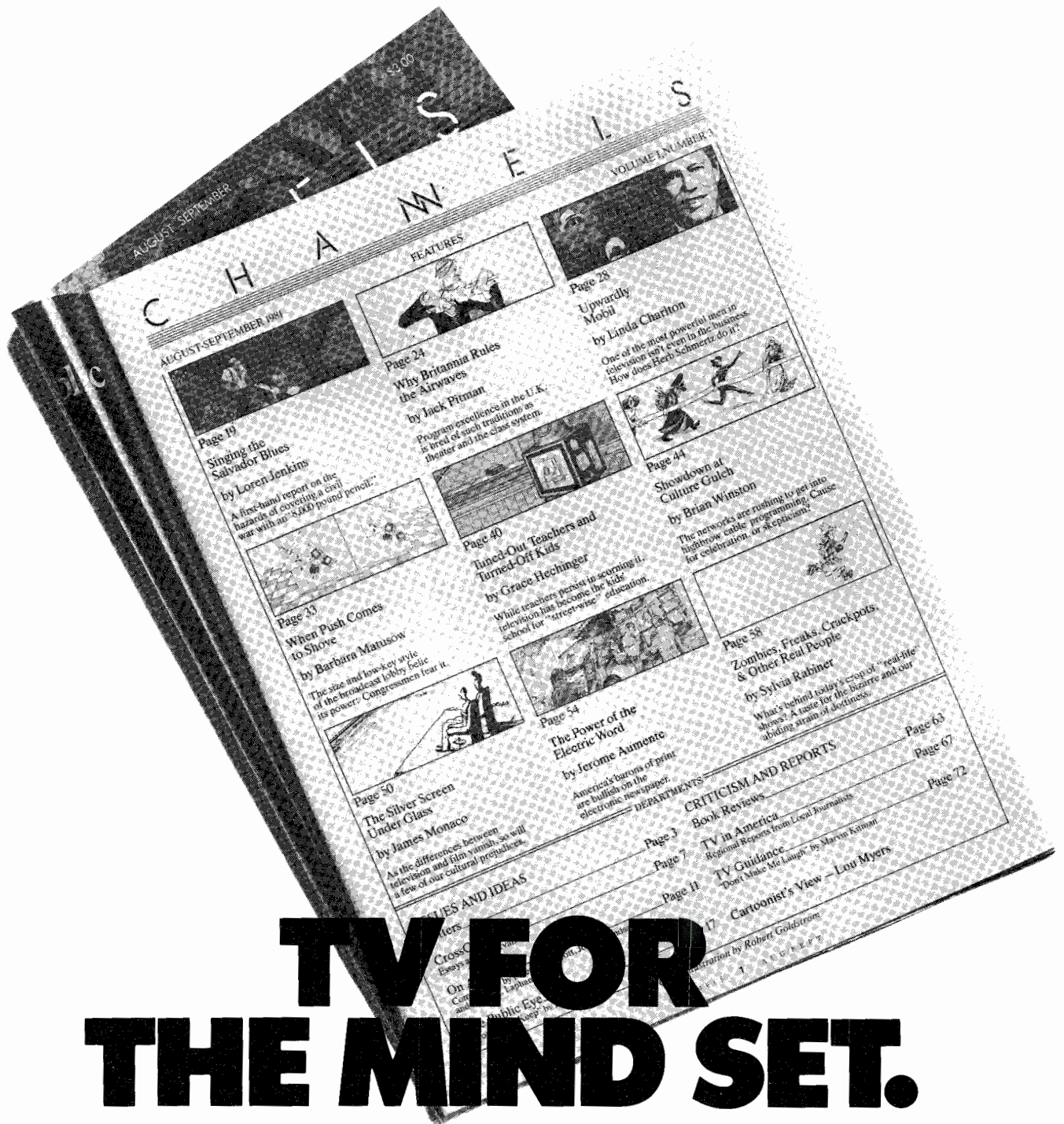
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The one that helps you understand the changes that occur as TV evolves into TC (telecommunications).

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Instead of celebrity fluff, there are penetrating profiles of such media matinee idols as Mobil's Herb Schmetz.

And if the articles don't seem like the usual TV fare, they're not written by the usual TV writers.

They're written instead by Pulitzer Prize winners like Robert Coles, William Henry III and Ron Powers. And by such outstanding writers as Nicholas von Hoffman, John Simon, Mimi Sheraton, Ann Crittenden, Lewis Lapham, David Lachenbruch, Michael Arlen, Frances FitzGerald, Thomas Whiteside and James Chace.

With writers like these it's understandable how Les Brown (former TV editor of the New York Times and noted author) can produce what Larry King, talk show host, calls "the most important magazine of the 80's."

So if you're looking for a magazine that gives you brightness for just \$2540 a black and white page, if you're looking for a TV buy that gives you perspective not just reach and frequency, reach for the phone and call Scott Haberman at (212) 398-1300.

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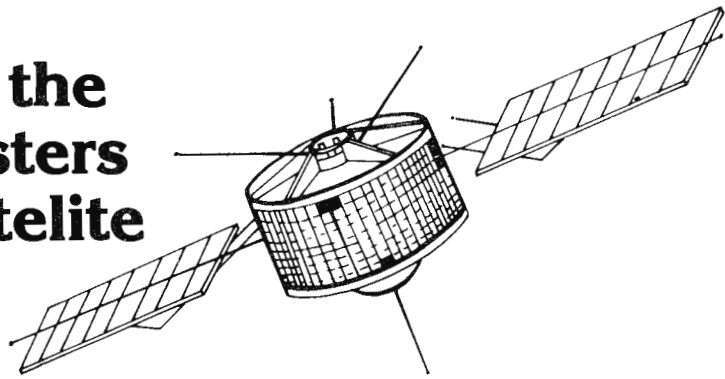
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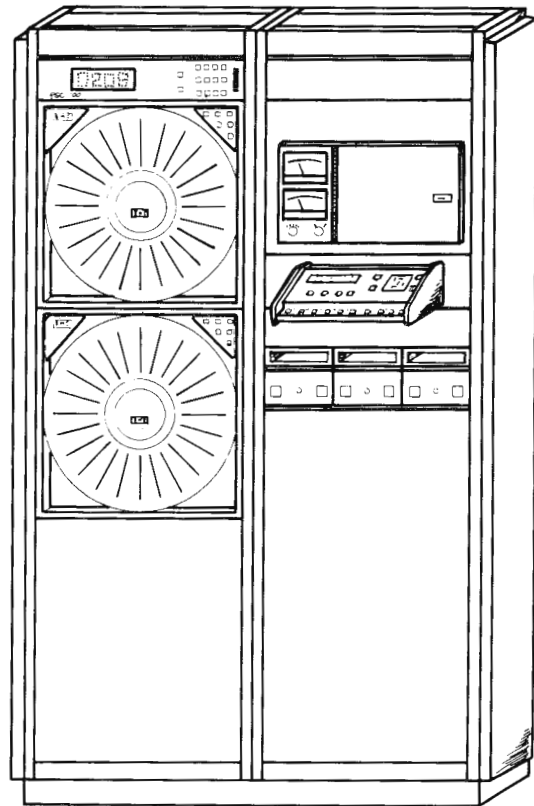
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Storer sells its final AM to Viacom

Storer Broadcasting has sold, subject to FCC approval, its last radio outlet, WLAK(FM) Chicago, to Viacom International for \$8 million. It purchased the station in 1978 for \$4.25 million and has been awaiting the expiration of the three-year period the FCC requires licensees to hold stations before selling them. Storer sold four of its last five radio properties in 1979 after announcing in December 1978 its intention to get out of the radio business. The Ted Hepburn Co. brokered the transaction.

When Storer first declared its intention to get out of radio, it said it would use the capital gains to improve its television operations and invest more heavily in cable. In addition to its seven major-market television stations—WAGA-TV Atlanta; WSBK-TV Boston; WKW-TV Cleveland; WJBK-TV Detroit; KCST-TV San Diego; WTVG(TV) Toledo, Ohio, and WITI-TV Milwaukee—Storer's cable MSO subsidiary owns systems with approximately 645,700 basic subscribers (481,000 pay) passing approximately 1.3 million homes.

With the completion of the WLAK deal, Storer will have received \$37.8 million for all five radio stations. The others were WGBS(AM)-WLYF(FM) Miami for \$12.5 million; WHN(AM) New York for \$14 million, and WSPD(AM) Toledo, for \$3.3 million.

Viacom, publicly traded and based in New York, owns eight radio properties and two TV's, cable systems, a 50% holding in the pay cable service, Showtime, and a television and theatrical film production business. It acquired all but one of its

broadcasting properties from Sonderling Broadcasting in 1980 for \$28 million. Its cable operations claim a total of 464,014 basic subscribers (207,641 pay) passing approximately 943,500 homes. (BROADCASTING, June 1).

Changing Hands

PROPOSED

KMBC-TV Kansas City, Mo. □ Sold by Metromedia Inc. to The Hearst Corp. for \$79 million. (See story, page 81.)

WLAK(FM) Chicago □ Sold by Storer Broadcasting to Viacom International for \$8 million. (See story, this page.)

KLYQ-AM-FM Hamilton, Mont. □ Sold by Bitter Root Broadcasting Co. to Alexander Communications Inc. for \$750,000. **Seller** is owned by Luin K. Dexter (99%) and Rosalie Smith (1%) who have no other broadcast interests. **Buyer** is owned by Scott P. Alexander, sales manager at KLYQ. KLYQ is on 1240 khz with 1 kw day and 250 w night. KLYQ-FM is on 95.9 mhz with 2 kw and antenna 790 feet below average terrain.

KATB(AM) Agana, Guam □ Sold by Magof Inc. to K-57 Radio for \$558,800. **Seller** is owned by Donald C. Brown and estate of A.T. Bordallo, who have no other broadcast interests. **Buyer** is owned by Rick Wall (85%), Jon A. Anderson

(10%), Andrew M. Gayle (5%). Wall is Honolulu real estate developer. Gayle is Agana attorney. Anderson is former general manager of KUAM-AM-FM-TV Agana. They have no other broadcast interests. KATB is on 570 khz with 5 kw full time.

WANB-AM-FM Waynesburg, Pa. □ Sold by Commonwealth Broadcasters Inc. to Karas Broadcasting Co. for \$544,000. **Seller** is owned by Kenneth R. Strawberry (51%), wife, Wilma H. (39%), Philip M. Baker and Lawrence P. Kessel (5% each). They have no other broadcast interests. **Buyer** is owned by Joseph F. Hennessey, Lynda B. Lovett, Craig and Thomas Siebert, brothers (23.55% each), Richard C. Rowlenon (5.55%) and Stanley J. Karas (.28%). Hennessey, Rowlenon, Thomas Siebert and Lovett are Washington Communications attorneys. Craig Siebert is Annapolis, Md., certified public accountant. Karas is general manager of WEAM(AM) Arlington, Va. Buying group includes same principals who bought, subject to FCC approval, WYVA(FM) Yorktown, Va. (BROADCASTING, April 27, et seq.). WANB is 1 kw daytimer on 1580 khz. WANB-FM is on 103.1 mhz with 3 kw and antenna 623 feet above average terrain.

KXEM(AM) McFarland, Calif. □ Sold by North America Media Co. to Caballero Spanish Radio Inc. for \$460,000. **Seller** is owned Ron T. Smith and wife, Nancy E., who own KXES(AM) Salinas, Calif. **Buyer** is owned by Eduardo Caballero, who owns KNEZ(AM) Lompoc, Calif., and one-third of KBNO(AM) Denver. KXEM is 500 w daytimer on 1590 khz.

WEER-AM-FM Warrenton, Va. □ Sold by Elektra Broadcasting Corp. of Virginia to Northern Virginia Broadcasting for \$400,000. **Seller** is owned by George Gillespie and Daniel J. Kirby who have no other broadcast interests. **Buyer** is owned by Robert L. Purcell and Bruce Houston. Purcell is Washington-based consulting engineer. Houston is Falls Church, Va., media broker. Purcell owns WBZY(AM) Newcastle, Pa., and bought, subject to FCC approval, WDMV(AM) Pocomoke City, Md. (BROADCASTING, July 20). WEER is 1 kw daytimer on 1250 khz. WEER-FM is on 107.7 mhz with 3.8 kw and antenna 800 feet above average terrain. **Broker:** Blackburn & Co.

KIOT(AM) Barstow, Calif. □ Sold by Sunburst Broadcasting Corp. to D.L. Developments Inc. for \$350,000. **Seller** is owned by Ray M. Webb and R. Duane Anderson (50% each). Anderson owns 51% of WDCF(AM) Dade City, Fla. **Buyer** is owned by D.L. Van Voorhis and wife,

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Margaret J. (100% jointly). D.L. Van Voorhis is Colton, Calif., dentist. His wife is investor. He owns 51% of applicant for new FM at Yucca Valley, Calif. K10T is 5 kw daytimer on 1310 khz. *Broker: Blackburn & Co.*

KLYC(AM) Laurel, Mont. Sold by George Fox to Sunstar Communications Group for \$340,000. **Seller** has no other broadcast interests. **Buyer** is owned by Lonnie Smith, Fred Rockwood and Derek Preece. Smith is vice president of American Tourister, Portsmouth, R.I. Rockwood is senior vice president of Hillenbrand Industries, Batesville, Ind. Preece is recent graduate of Brigham Young University business school. They have no other broadcast interests. KLYC is on 1490 khz with 1 kw day and 250 w night. *Broker: Chapman Associates/Prikryl Media.*

KXBB(FM) Ontario, Ore. Sold by Ontario Broadcasting Co. to Capps Broadcasting Group Inc. for \$225,000. **Seller** is owned by Duane G. Kerttula and wife, Wenona L. (100% jointly), who have no other broadcast interests. **Buyer** is owned by David N. Capps (32.17%), brother Gary Capps (38.17%), Gary's wife, Sharon (18.33%), David's wife, Jeanne D. (4.05%) and six other members of Capps family (1.21% each). They are Bend, Ore.-based group owner of four AM's and two FM's and sold, subject to FCC approval, KGAL(AM) Lebanon, Ore. (BROADCASTING, Aug. 17). KXBB is on 96.1 mhz with

27 kw and antenna 409 feet above average terrain.

Other proposed station sales include: KJEZ(FM) Poplar Bluff, Mo. (BROADCASTING, Aug. 10) and WVVW(AM) Grafton, W. Va. (see "For the Record," page 107).

APPROVED

KATZ(AM) St. Louis-WZEN(FM) Alton, Ill. Sold by Laclede Radio Inc. to Unity Broadcasting Network Inc., Missouri for \$2,695,000. **Seller** is owned by Arnold B. Hartley (23.13%); Laura M. Wolin (25.36%); Jack Steingart (15.73%); Douglas Eason (.15%), and 35.63% in estate of Allen E. Wolin. They have no other broadcast interests. **Buyer** is subsidiary of Unity Broadcasting Network Inc. which owns and operates national Black Network, black-oriented radio news and information network with 82 affiliates. It is principally owned by Eugene D. Jackson, president, and Sydney L. Small, executive vice president. They also own WDAS-AM-FM Philadelphia. KATZ is on 1600 khz with 5 kw full time. WZEN is on 100.3 mhz with 28 kw and antenna 490 feet above average terrain.

KFKA(AM)-KFKZ(FM) Greeley, Colo. Sold by RG Inc. to Bob Treadway and others for \$1.8 million plus \$150,000 covenant not to compete. **Seller** is owned by Harris Enterprises (60%), Garden City, Kan.-based group owner and newspaper publisher owned by John P. Harris and family; and by Joseph J. Tennesen

(15%), and former FCC Commissioner Robert Wells and Peter Macdonald (12.5% each). Harris Enterprises also owns WJOL(AM) WLLI-FM Joliet, Ill.; KIUL(AM) Garden City and KTOP(AM)-KDVV(FM) Topeka, both Kansas; KOZA(AM) Odessa and KSEL-AM-FM Lubbock, both Texas, and 30% of KBUR(AM)-KGRS(FM) Burlington, Iowa. **Buyer** is owned by general partners Bob Treadway, George W. Moore and son, W. James (one-third each) plus 16 limited partners. Treadway is former Colorado Springs media broker. Moores are Dallas media brokers. General partners have no other broadcast interests. KFKA(AM) is on 1310 khz with 5 kw day and 1 kw night. KFKZ is on 96.1 mhz with 100 kw and antenna 660 feet above average terrain.

WEEJ(FM) Port Charlotte, Fla. Sold by Broadcast Systems Inc. to Jotoma Properties Inc. for \$650,000. **Seller** is owned by J. Lynn Stephens (60%), Ronald Kays (25%), E. James Robertson (10%) and Hugh Cardier (5%), who have no other broadcast interests. **Buyer** is subsidiary of Chambersburg Broadcasting Co., owned by John S. Booth family. It also owns WCHA(AM)-WIKZ(FM) Chambersburg, Pa. WEEJ is on 101 mhz with 3 kw and antenna 150 feet above average terrain.

Other approved station sales include: WDLK(AM) Dadeville, Ala.; WDLF(AM) DeLand, Fla.; WDRL(FM) Monmouth, Ill.; WXNC(AM) Henderson, N.C., and KKO(AM) Minot, N.D.



Tower trouble. WBBO(AM)'s plan to upgrade its Augusta, Ga., signal as a new 800-foot tower was put on hold after someone cut the tower's guy wires, causing it to crash to the ground. Station News Director Bob Young estimated damages at \$250,000 and said the police thought it "looked like a professional job." Young said the tower, which would have increased the station's signal by 47%, was completed three weeks ago. Young said the station would put the tower back up and estimated would take six months to repair the damages.

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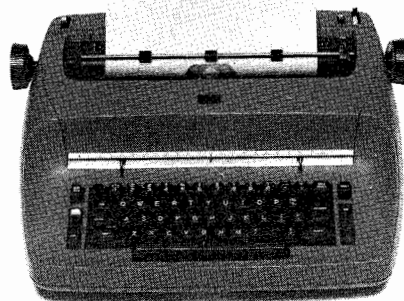
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Law & Regulation

Jankowski calls for congressional repeal of fairness, other restrictions

CBS/Broadcast Group president, in letter to Fowler, urges FCC to recommend that Congress provide full First Amendment rights to broadcast journalism

The FCC should recommend to Congress the repeal of the fairness doctrine and equal opportunity and reasonable access requirements embodied in the Communications Act. Also, the commission should, on its own initiative, begin rulemaking proceedings to repeal the personal attack and political editorializing rules. Those recommendations have been received by FCC Chairman Mark Fowler in a letter from CBS/Broadcast Group President Gene Jankowski. If implemented, Jankowski concluded, such steps would "provide full constitutional recognition to broadcast journalism."

Jankowski characterized spectrum scarcity as the "excuse given . . . for subjecting broadcasting to special regulation while the print press remains unfettered." It is a "concept of doubtful validity," he said, and one that has "always been flawed because it isolated one way in which broadcasting was different without properly taking into account the many more relevant ways that broadcast journalism" is similar to the print media.

"It is not enough to say that not everyone can own a broadcast station," said Jankowski, noting that in the last 30 years TV stations have increased "tenfold" while the number of daily newspapers has declined.

Further cause for deregulation in this area, Jankowski said, was the emerging "video marketplace" which includes, "in various stages of development," cable, multipoint distribution services (MDS), low-power television, DBS, teletext, videotext, videodisks and videocassettes.

Developments in the current video marketplace will enable consumers "to take advantage of both broadcast and 'print' services through their home television set or other video terminal," Jankowski said. He noted that the merging of print and electronic technologies has already begun to take shape through the use of satellites for the national distribution of newspapers and magazines, two-way videotext experiments and teletext offerings.

"Without thoughtful reconsideration of the premises of broadcast regulation,"



Jankowski

Jankowski said, "that regulation will provide a tempting precedent for inappropriate government involvement in information delivery systems, including those evolving from the present-day print media."

As to the fairness doctrine, Jankowski said that the central issue was "whether the government should be overseeing journalistic activity in any medium, and there is simply no doubt that the fairness doctrine is a case of such oversight."

Jankowski reiterated a previously stated

CBS position that the personal attack rule seems to protect "private reputational interests—interests which are adequately protected by the laws of defamation and privacy, and which should be of no concern to a government agency charged with the regulation of broadcasting in the public interest."

The political editorializing rule, Jankowski said, "deters licensees from presenting endorsement editorials in multiple-candidate races by creating the prospect of having to grant reply time to a large number of candidates."

The equal opportunity section of the Communications Act, said Jankowski, was "especially offensive because it injects the government into an especially sensitive area of journalism—the manner in which a news organization covers an election." Broadcast coverage of major candidates is "necessarily inhibited," he said, by the requirement that all candidates for a particular office be covered "regardless of the frivolousness of the candidacy."

In calling for the repeal of the reasonable access provision of the act, Jankowski cited a passage from the dissenting statement of Supreme Court Justice Byron

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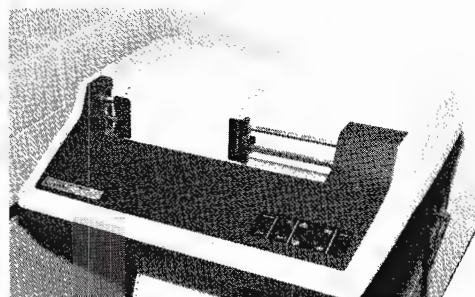


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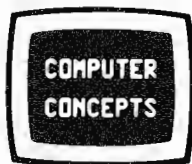


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White concerning the Carter-Mondale decision, which White said lays "the foundation for the unilateral right of candidates to demand and receive any 'reasonable' amount of time a candidate determines to be necessary."

PTAR comments: paucity but pointed

ABC, CBS favor rule's repeal; others argue for its retention

Comments in support of The Chronicle Broadcasting Co. petition to do away with the "off-network" provision of the prime-time access rule—due at the FCC on Sept. 4—were sparse but sprightly. CBS and ABC, as expected, argued that Chronicle's request did not go far enough and supported NBC's proposal for total repeal of the rule (BROADCASTING, Aug. 17). A few affiliated stations supported Chronicle, but all of them opposed NBC's move to broaden the scope of the proceeding. The commission's Broadcast Bureau ruled NBC's comments would not, in any event, broaden the scope of Chronicle's petition.

Those opposing the Chronicle petition—and any attempt to eliminate PTAR altogether—included the Louisiana Association of Broadcasters; the Station Representatives Association; Sandy Frank Productions Inc.; the National Citizens Committee for Broadcasting; General Electric Broadcasting Co.; the National Association of Independent Television Producers and Distributors; the Association of Independent Television Stations Inc. (INTV); Westinghouse Broadcasting Co., and the National Association of Television Program Executives.

Those groups argued that to do away with the off-network provision of PTAR would be to eliminate the effectiveness of the rule altogether—a rule that they claim has reduced network dominance over prime-time television programming.

Although not filing formal comments, the three television network affiliates associations have expressed their opposition—by letter to the seven FCC commissioners—to any move to eliminate or modify PTAR. They "strongly believe that the rule has served its intended purposes and that the public's interest would be served by its being maintained," said James G. Babb Jr., president of the CBS Television Affiliates Association. Representatives of those groups will be meeting with all seven commissioners on Sept. 23 and 24 to present their case.

The National Association of Broadcasters executive committee has voted not to participate in the proceeding because NAB members are divided on PTAR.

In support of NBC's request for total elimination of PTAR, CBS said that the primary effect of the rule "has been to interfere in the program supply marketplace in a way which serves the private interests of the competitors in that marketplace but which produces no public interest benefit that can justify continued government intervention."

Despite previous court affirmation of the constitutionality of PTAR, CBS asserted that "a serious question remains as to the validity of [the rule] under the First Amendment."

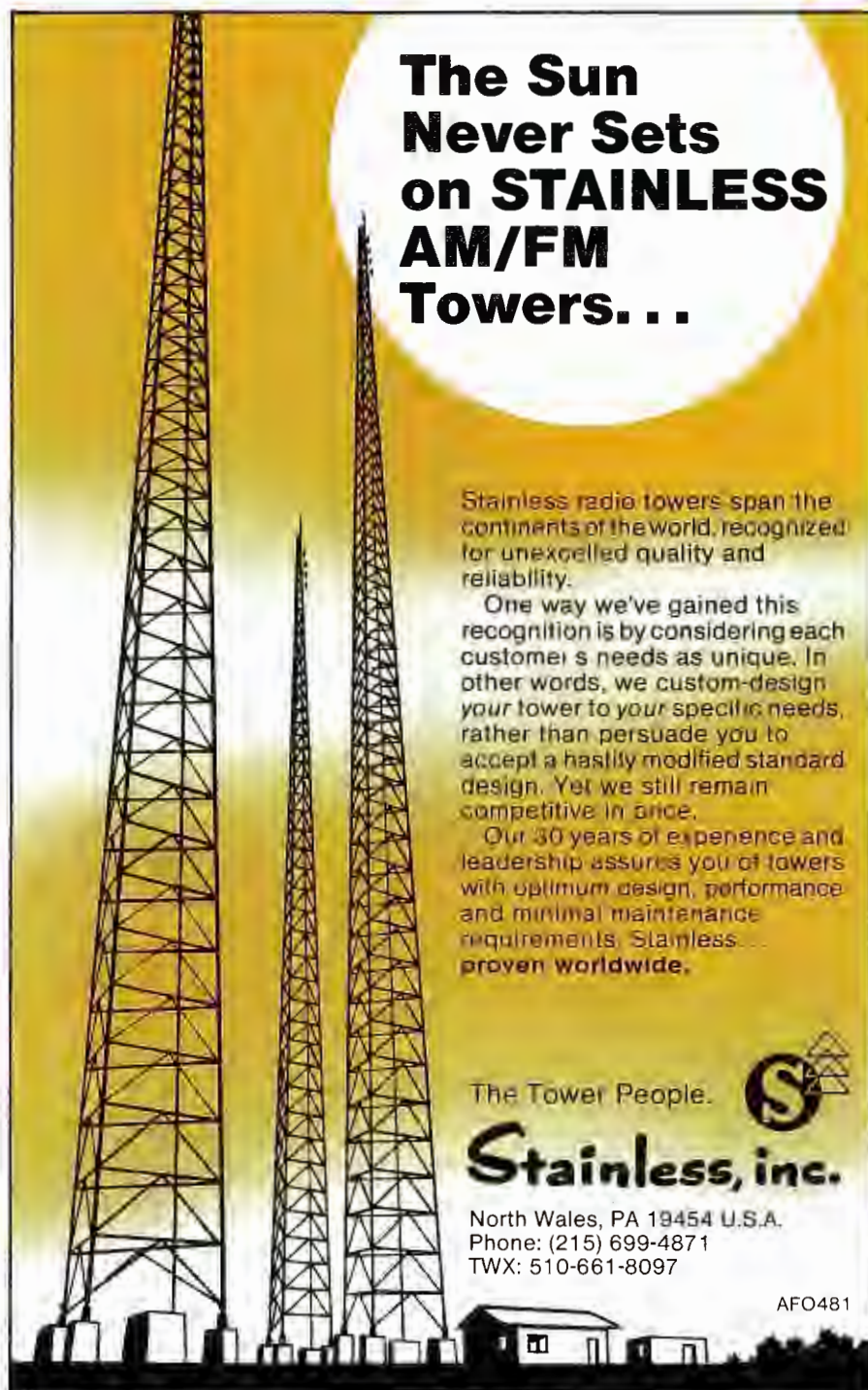
ABC pointed out that a "totally different competitive condition exists in the video marketplace today compared with 10 years ago." The new technologies that have been spawned since the adoption of PTAR, said ABC, "add up to a vastly greater range of programing choices."

In defense of PTAR, as it now stands, LAB estimated that "almost \$600 million" per year in spot revenue is generated by programing aired during the prime-time access period. "For most television stations," LAB said, "revenue received for access time amounts to more

than 13% of all spot revenues."

LAB illustrated what it called the continuing "network dominance" over affiliated stations. It said that during the 10-year period from March 1971 to March 1981, "the three commercial networks increased their total weekly hours of regularly scheduled programing from 253.5 hours [63.5%] to 282.5 hours [70.8%]" for total weekly broadcast hours from 7 a.m. to 2 a.m. Should PTAR be repealed, said LAB, the networks would control 74% of all programing choices, if they were to take the entire Monday through Saturday access period.

LAB challenged the NBC contention, made in comments on the Chronicle petition several weeks ago when it called for repeal of PTAR in its entirety, that station



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clearances are completely voluntary. "Affiliated stations find it extremely difficult," it said, "not to clear network programming which has been 'plugged' all day and evening by network announcements and during network news."

LAB found NBC's proposal for a full hour of network news "at best confusing," noting that networks never have been, or are they now, prohibited from scheduling a news show of that length. It said NBC "currently occupies three and one-half of the four hours of prime time during which it can place as much news as it sees fit. [However,] NBC's view of the public interest includes its usurpation of the only prime time it presently does not own."

During the last five years, LAB contended, the amount of local programming in the access period has "increased by 45% in the top 10 TV markets." In 1970, when PTAR was adopted, LAB said that "no locally produced programs were aired in prime time."

LAB cited Viacom research that concluded that during the 1980-81 season, there were 96 half hours of "regularly scheduled, locally produced programs other than news on the air each week," or about 5,000 half hours of local programming per year. The Viacom research also found that an additional 550 half hours per year of locally produced specials were aired by local stations in the top 50 markets during the access period. In addition, 45 affiliates in the top 50 markets produced local segments for *PM/Evening Magazine*, "accounting for an additional 225 half hours

weekly of local programming." Such programming, said LAB, "will come out the loser if the networks are given the 'nonrejectable' time slot."

As to the rule's effect in promoting program diversity, LAB quoted figures indicating that prior to adoption of the rule in 1970, "only 16 producers supplied 18 half hours of program material for three customers (the three major networks). . . . Now, one decade later, 270 producers supply 78 first-run half hours for prime-time access, an increase of 333%."

Commenting on NBC's desire to produce a full hour of evening news, the Station Representatives Association said that such "programming may be in the public interest, but there is no justification for achieving it at the expense of local station time. [The] networks should use network time, not station time, to increase their news."

SRA also suggested that the commission's network inquiry staff "conceded that each of the goals of PTAR has been met (increase in the number of program suppliers, and erosion of network dominance)." That staff's criticisms of PTAR were unjustified, SRA said. "The FCC never intended PTAR to promote production of any particular type of program, high cost, high 'quality' or otherwise. . . . The [staff] has no expertise in assessing what is or is not quality programming."

Frank described PTAR as a "very modest effort" by the commission "to roll back slightly the overwhelming dominance of the networks in prime time." Its adop-

tion came 11 years after the commission initiated an investigation into the networks' programming distribution and acquisition practices, said Frank, and "was not the result of some sudden agency whim, nor did it represent regulation run amok."

In arguing for retention of PTAR, NCCB said the rule should be used for the purpose "of enhancing local broadcasting." An inquiry into the rule would be appropriate, said NCCB, to see how it might be applied more broadly—not repealed.

NCCB proposed the creation of an "Audience Network," which it termed a "modest proposal to turn back directly to the audience that portion of the prime-time hours which the PTAR was specifically designed to open up to them."

"As the representative of the audience in the station's community of license," said NCCB, "the Audience Network could select and/or produce the types of programming which its members/viewers elect to view." Thus viewers would have a "direct voice" in at least some of the prime-time programming offered.

GE expressed a concern made by most of the other pro-PTAR groups that elimination of the off-network provision would "constitute an abandonment rather than a mere modification of PTAR." Repeal of that provision would "frustrate the rule's effectiveness" in fostering non-network programming alternatives.

GE suggested that the network inquiry staff's criticism of PTAR "applies to all FCC network regulations," and that the crux of the staff's report is that "structural, rather than behavioral rules will better serve the public interest in programming diversity and vigorous competition" with the networks.

NAITP noted that four years have passed "since the last unsuccessful request for alteration of [PTAR]." Chronicle, it said, identifies no change since then—or since 1971—that diminishes the need for the off-network rule; and Chronicle itself, NAITP said, "has noted the continuing need for the rule it modifies."

The off-network provision of the rule is essential, NAITP said, to insure the development of new material for the access period, and not just the airing of old network programming that has been sold to another distributor.

INTV attributed the increase in the number of independent television stations in existence to PTAR. "The rule has partially redressed the competitive imbalance between network affiliates and independent stations," said INTV. Even with the rule in place, INTV said that "many independent stations (both VHF and UHF) still struggle to survive."

Westinghouse said that Chronicle's petition was premature in light of the FCC Broadcast Bureau's ongoing review of the network inquiry staff report. Broadcast Bureau Chief Richard Shiben has stated that upon completion of that review, the bureau may well come out with its own rulemaking proceeding with an eye toward repeal of PTAR.

NATPE said that in light of the commis-

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sion's refusal to extend the Sept. 4 comment deadline that it could not "submit meaningful and substantial comments on Chronicle's petition." It is currently preparing reply comments which are due Sept. 21. It has also retained the legal services of former FCC Chairman Richard Wiley, now with the Washington law firm of Kirkland & Ellis ("In Brief," Sept. 7). Wiley will not, however, represent the group directly before the commission. That job goes to Michael Gardner of the Washington law firm of Bracell & Patterson.

Judge finds AT&T data plan in line with consent decree

He decides FCC approval of separate subsidiary will not violate 1956 agreement

One major obstacle to AT&T's entering the lucrative and rapidly growing data processing field has been removed by a U.S. district judge in New Jersey, in a ruling that such operations would not violate a consent decree AT&T signed with the Justice Department 25 years ago. Judge Vincent P. Biunno held that AT&T would be furnishing communications services and facilities as provided for in the decree.

Thus, for Biunno, the question of whether AT&T would be in the computer

or communications business was not as murky as it has been for many, as the technologies have merged and blurred.

At issue was the FCC's decision in Computer Inquiry II, directing AT&T to establish a fully separated subsidiary for the purpose of offering both terminal equipment, including telephones, and so-called enhanced services, such as data processing.

AT&T welcomed the decision permitting it to enter the new market but wanted assurance it was in accord with the decree signed in 1956 to end a seven-year-old antitrust suit. The decree bars the company from entering unregulated areas of business. As a result, AT&T sought clarification from the U.S. court in New Jersey that had accepted the decree. The Department of Justice, which had opposed the decision in the FCC proceeding, urged the court to rule that the commission's decision ran counter to the decree.

Biunno's decision does not resolve the question of whether AT&T may offer enhanced services, a field that now includes a number of major companies, including IBM. Not only is Congress considering the question in pending legislation, but the commission's decision has been appealed to the U.S. Court of Appeals in Washington. Biunno's decision, which does not bear on the merits of the appeal, is itself subject to appeal by the Department of Justice.

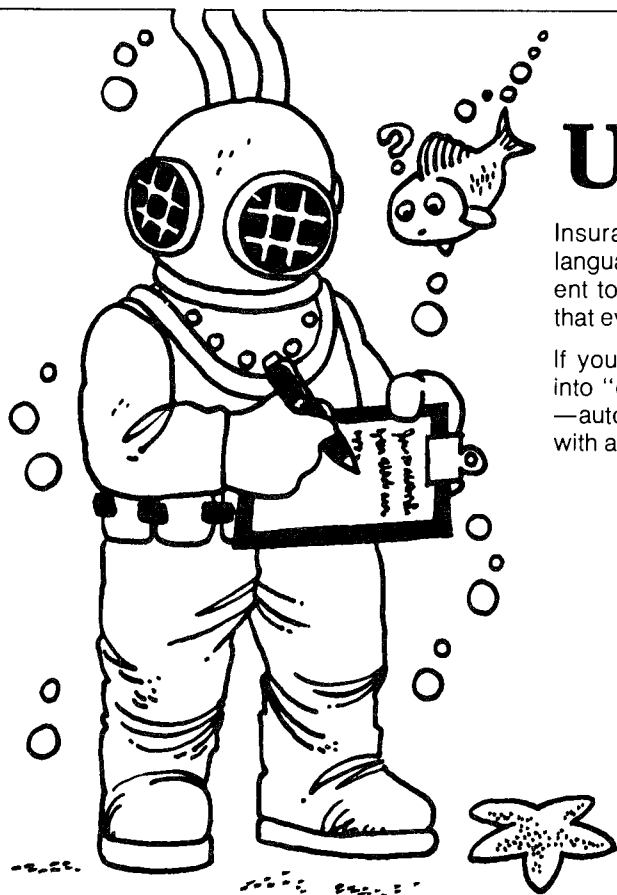
But Biunno's decision offers the first judicial analysis of some of the questions involved. Biunno noted, for instance, that

the coming together of oral or voice communications and telegraph or computer communications into a network "able to handle both, and essential to the effective use of both, has blurred earlier lines of distinction, in the view of the FCC." He also observed that there had been a second historical stream leading to the commission's decision, the abandonment since 1968 of what had been the commission's hard policy of prohibiting customers from connecting terminal equipment directly to the communications network.

Justice's position that the commission's order was not in accord with the consent decree was based on the argument that the decree restricted AT&T to engage in communications services subject to tariff. And the services AT&T would be offering through its subsidiary would not be under tariff.

But Biunno said regulation does not hinge on whether the offering is subject to tariff. He found the provisions of the commission's order, in giving the agency "plenary jurisdiction over charges," for instance, as constituting regulation.

"The language of the judgment is clear and unambiguous, and it seems to the court beyond dispute that AT&T, in complying with the FCC order, will be engaging in the business of furnishing communications services and facilities, the charges for which are subject to public regulation under the Communications Act of 1934. The judgment here does not stand in the way of implementing the order."



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Washington Watch

Overestimate. In joint filing, ABC, NBC, and CBS have told FCC that AT&T—in its proposed new tariff for TV transmission rates—"overstates actual cost of [providing that] service by at least \$37 million, and that operating expenses alone attributed to television are overstated by \$12 million." They said commission should require AT&T to provide cost/revenue analysis "reflecting the realities of the television marketplace it describes" before proposed tariff is allowed to become effective. Networks also suggested that oral arguments would be appropriate to resolve outstanding issues. Commission is currently investigating proposed tariff that it suspended for full five-month statutory period last May. It calls for overall 38% increase in TV transmission rates from \$57 million to \$79 million.

LPTV extension. At behest of National Association of Broadcasters, Association of Maximum Service Telecasters and others, FCC has extended comment dates in commission's rulemaking on development of technical standards for assignment of low-power television stations. New dates are: Oct. 13 for comments and Nov. 1 for replies.

Reasonable request. Henry Geller, former head of National Telecommunications and Information Administration, has renewed his proposal to FCC that it consider policy of dealing with so-called "reasonable access" questions on overall basis at license renewal time. Under proposal, which Geller made in December 1980 as head of NTIA, commission would not deal case-by-case with complaints that broadcasters had violated Section 312(a)(7) in denying political candidates "reasonable access" to their facilities. Geller, who contends that approach thrusts commission too deeply into broadcasters' editorial process, renewed proposal in wake of Supreme Court decision affirming FCC decision that networks had violated law in refusing to sell Carter-Mondale Committee half hour of time well in advance of start of 1980 campaign (BROADCASTING, July 6). Geller said decision underscores need for prompt issuance of notice of inquiry before '82 campaign.

Back to court. U.S. district court judge in Los Angeles ordered resumption of civil trial in which Greater Los Angeles Council on Deafness has accused public station KCET(TV) of failing to meet needs of its hearing-impaired audience. Trial, held up last February when judge asked U.S. Department of Education to come up with public TV guidelines for hearing-impaired audience, will resume Oct. 27.

Coalition urges Senate to drop S. 898 cable provisions

A diverse coalition, headed by the National League of Cities, sent a letter last week to every member of the Senate urging deletion of the cable provisions of S. 898 when the bill reaches the Senate floor.

The primary intent of the bill is deregulation of AT&T; it would allow the telephone giant to offer unregulated services through a separate subsidiary. Floor action on the bill is expected this week.

The coalition, comprising public interest groups and associations representing local officials, power companies and telephone companies, asserted that the provisions "increase federal regulation, transfer power from state and local governments to Washington and reduce competition."

The provisions were added to the bill, the coalition said, "two days before committee markup, without any hearings or debate." The complexity of the issues raised in the provision requires "extensive hearings."

The cable provisions would prohibit state and local governments from regulating basic cable rates, codify the FCC's right to set a franchise-fee ceiling, permit cable to escape classification as a common carrier, expand the FCC's pole attachment powers and codify the FCC's prohibition against telcos operating cable systems.

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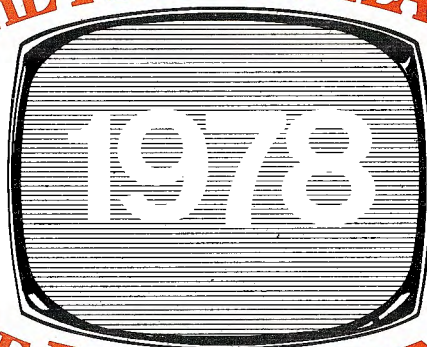
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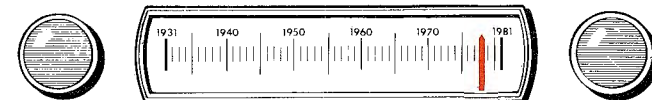


OF BROADCASTING

Broadcasters spent much time in 1978 in a running argument with a California congressman who had elected to rewrite the 1934 Communications Act. In the previous session of Congress, Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications, had trimmed his ambitions from outright rewrite to substantial revision, thinking broadcasters would be amenable to lesser change. His revisions, however, encountered hostility. In an article for the *New York Times*, Van Deerlin chastised broadcasters: "In a time of record profits (annual income \$8.1 billion and growing) the broadcast industry feels embattled as never before. Yet rather than moving to equip itself for a new environment, the industry chooses to draw its wagons into a circle around the hopelessly outdated Communications Act of 1934."

In January, the National Association of Broadcasters said "dramatic overhaul" of communications regulation was not in the best interests of broadcasters. It argued for legislation that would repeal the fairness doctrine and equal time for political candidates, lengthen station license terms from three to five years, remove FCC authority to interfere in broadcast advertising and continue regulation of cable television as an ancillary service to broadcasting. Van Deerlin said the NAB was trying "to keep the gold in Fort Knox."

In June, Van Deerlin and his co-author, Representative Lou Frey (R-Fla.), ranking Republican on the subcommittee, unveiled a massive bill that was more rewrite than revision of existing law. Among its provisions: almost total deregulation of radio; the abolition of all federal cable TV regulation in favor of state and local regulation; the extension of TV license terms from three to five years for the next 10 years, becoming indefinite thereafter; the grandfathering of all present multiple ownerships, but with a limit on future acquisitions to one AM, FM or TV station in the same market and no more than five radio and five television stations to any group; the elimination of the fairness doctrine for radio and the establishment instead of an "equity principle" that required equal treatment of controversial issues without demanding that stations treat such



California voters on June 6 approved the Proposition 13 initiative that cut property taxes in the state by 57% thus limiting state government spending. Later that month, the U.S. Supreme Court ruled 5-to-4 that the racial quota plan at the University of California Medical College at Davis was unjustifiably biased against white applicants and ordered that Alan Bakke, who sued for "reverse discrimination," must be admitted. Pope Paul VI died after a heart attack Aug. 6; his successor, Pope John Paul I also suffered a fatal heart seizure after just 34 days in office. Polish Cardinal Karol Wojtyla on Oct. 16 became John Paul II, the first non-Italian Pope to rule the Catholic church in 455 years. And in a baseball scenario similar to 1981, Bob Lemon was given the reins of the New York Yankees after owner George Steinbrenner and Manager Billy Martin came to a vociferous parting of the ways. And in BROADCASTING ...

issues in the first place; the elimination of equal-time requirements for political candidates on radio, and the elimination of equal-time requirements for presidential, vice presidential, senatorial candidates and others running in statewide elections on TV; the replacement of the FCC by a five-member Communications Regulatory Commission that would regulate only "to the extent market forces are deficient"; and the establishment of a license fee for both broadcast and non-broadcast users of the spectrum with proceeds to go toward supporting federal regulation, public broadcast programming, minority ownership of stations and rural telecommunications. The new commission was to draw up a fee schedule intended to pro-

duce \$350 million a year or more.

Van Deerlin and his chief counsel, Harry M. (Chip) Shooshan, described the spectrum users' fee as a trade-off for broadcast deregulation.

The National Radio Broadcasters Association endorsed the bill, which promised modest license fees for radio. In July hearings, the bill took a drubbing from all sides, including citizen groups objecting to the removal of the public interest standard in the 1934 act. Cable television, which the bill would free from the federal regulation, said thanks for the interest, but it didn't want to get thrown back to the states for regulation. Henry Geller, head of the National Telecommunications and Information Administration, however, was largely supportive of the rewrite. Also at the hearings, the Association of Maximum Service Telecasters said the rewrite's encouragement of more diversity carried the seeds of destruction for existing television service. AMST found nothing good in the legislation.

Vincent Wasilewski, NAB president, reiterated that association's opposition to the fee proposal. It also continued to oppose the deregulation of cable and did not like the proposed Communications Regulatory Commission. The NAB thought a smaller body would provide "fewer opportunities to expand the expertise of the commission," and carried the danger that only two votes when only three members were present could carry an issue.



There were smiles when Representative Lionel Van Deerlin (D-Calif.) got together with key figures of the Association of Independent Television Stations before the opening dinner of the 1978 INTV convention in San Diego. But there was neither warmth nor applause a little later when the congressman spoke in an effort to rally support for his proposed rewrite of the Communications Act. In predinner photo (l-r): FCC Commissioner Abbott Washburn; Herman Land, INTV president; Leavitt Pope of WPIX(TV) New York, INTV chairman; Vicki Van Deerlin, daughter of the congressman; Van Deerlin and Nicki Goldstein, INTV vice president for operations.

Broadcasting, Feb. 6

Several FCC commissioners, including Chairman Charles Ferris, Abbott Washburn, Tyrone Brown and Joseph Fogarty, had reservations about the new bill, specifically its deletion of a mandate to the proposed regulatory agency to govern, as under the Communications Act of 1934, "in the public interest, convenience and necessity."

Ferris felt that reliance upon the forces of market competition would not provide the desired diversity of ideas and information. Pointing to the failure of market forces to establish parity for women and minorities, Ferris argued: "I think the general point is that competition is a useful and effective mechanism which can increasingly be relied on. But it is not an end in itself. It is a tool, a means to preserve and protect the public interest. As many communications markets do not work perfectly, there is a need to retain some regulatory tools." Commissioner Brown concurred, saying "the bill would permit return to the disgraceful days when women and minorities were excluded from employment in the industries and therefore excluded from programing decisions. Adoption of [the rewrite] would, in short, make the broadcast license in fact what it has sometimes been called in jest—a license to print money with few if any responsibilities attached." Washburn added that "so long as the government is handing out exclusive-use rights to valuable scarce frequencies we will continue to

need the 'public interest' standard." Commissioner Margita White felt that the marketplace standard was synonymous with "in the public interest," and Commissioner James Quello felt that the "public interest" phrase had lost its power as it had been stretched to mean almost anything.

White disliked the proposed reduction of the limit in the number of stations that broadcast groups could own from the present 21 (seven TV, seven AM, seven FM) to 10 (five TV and five radio). She noted that "efforts to increase diversity through diversification of ownership will not necessarily result in either more competition or a greater diversity of viewpoints. Indeed, they can limit the financial resources and incentives to produce quality programs, inhibit the emergence of new and viable competitors and weaken the ability of the free press to withstand government encroachment on First Amendment rights."

Commissioner Quello praised the rewrite in general, but expressed doubts as to the wisdom of placing responsibility for telecommunications policy with the proposed National Telecommunications and Information Administration as part of the executive branch: "It seriously erodes the authority of the independent regulatory agency ... and in my opinion implicitly weakens control of Congress in these areas. Frankly, I believe that current checks and balances are more desirable,

although perhaps less efficient than the centralizing of power and control."

BROADCASTING summarized the situation: "For both sides, it has become apparent in the past few weeks, the Communications Act of 1934 is the indispensable Linus blanket. A nightmare has been induced by the House Communications Subcommittee's draft of a Communications Act of 1978: Everybody stands naked in the Capitol rotunda. Suddenly the regulators and the regulated are united in common alarms at the proposed disappearance of the 'public interest, convenience and necessity' as a standard by which the FCC makes regulations." All of the controversy caused the bill to go back to committee for further rewriting in preparation for introduction in the next Congress.

By mid-August, Van Deerlin was saying the rewrite would have to be rewritten. He said introduction of the bill was only a starting point, and that he was open to change on some of the issues.

In September, Van Deerlin was urging radio broadcasters to rally around the rewrite (their "100% support" had faded somewhat) regardless of the position that had been taken by television broadcasters and other trade organizations. Also, Van Deerlin said drafters of the new rewrite might grant cable's wish to stay under federal regulation.

At the end of the year, Van Deerlin was feeling the sting of his counterpart in the Senate, Ernest Hollings (D-S.C.), who said he planned to give the bill a thorough going over. Hollings said he favored step-by-step changes in the law, and not the one-shot overhaul.

While broadcasters awaited the outcome of this major piece of legislation, the courts issued rulings on indecency and crossownership that altered the broadcasting terrain. In response to the FCC's request for a review of the appeals court's decision that negated the commission's power to regulate indecency over the air, the Supreme Court in a 5-4 ruling reversed the lower court's decision; the Supreme Court held that the FCC may regulate and punish the broadcast of "indecent" material.

The majority of judges accepted the premise that the provision in the Communications Act forbidding censorship did not prevent the commission from reviewing and regulating programs containing indecent material. The judges also accepted the commission's distinction between "indecent" and "obscene," thereby negating Pacifica's (WBAI(FM) New York) argument that the George Carlin broadcast, the original cause of this ruling, could not be censored because it lacked the "prurient interest" component that defines obscenity. The Supreme Court asserted there were limitations on broadcasting's First Amendment rights because the broadcast media "have established a uniquely pervasive presence in the lives of all Americans. Patently offensive, indecent material presented over the airwaves confronts a

citizen, not only in public, but also in the privacy of the home, where the individual's right to be left alone plainly outweighs the First Amendment rights of intrusion. Broadcasting is uniquely accessible to children, even those too young to read. Pacifica's broadcast could have enlarged a child's vocabulary in an instant. ... The ease with which children may attain access to broadcast material, coupled with the concerns [the court had expressed regarding children in an earlier case] amply justify special treatment of indecent broadcasting."

FCC Chairman Ferris quickly assured broadcasters that the commission intended to apply the "filthy words" decision narrowly. "We at the FCC," Ferris said, "are far more dedicated to the First Amendment premise that broadcasters should air controversial programming than we are worried about an occasional four-letter word." To some broadcasters, Ferris's assurance provided a superficial comfort.

In June, the Supreme Court delivered a total victory to the FCC; in an 8-to-0 decision, it ruled that the FCC policy that grandfathered existing crossownership but prohibited future combinations was a "reasonable means of promoting the public interest in diversified mass communications." Only the owners of seven newspaper-television and nine newspaper-radio combinations were required to sell off one or the other of their properties as a result of this new ruling.

While this decision was being hailed by most, BROADCASTING pointed out what it called one "disquieting" feature of the court's ruling, "its reliance on its own Red Lion decision of 1969 to state once again that the First Amendment guarantees freedom for everyone but broadcasters. Quoting itself, the court asserted 'the fundamental proposition that there is no unbridgable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish.' Here is one more decision by the ultimate court that must somehow be overcome, perhaps by intercession of the Congress, if broadcasting is ever to acquire constitutional parity with the rest of the press."

Besides broadcasting's continuing struggle for First Amendment standing with the print media, broadcast journalists faced several significant court cases that touched on their rights as Fifth Estate reporters. When the U.S. Supreme Court heard arguments in November involving a \$44.7-million libel suit that former Army Lieutenant Colonel Anthony Herbert had filed against CBS's *60 Minutes* producer Barry Lando, and one of the program's correspondents, Mike Wallace, the court weighed the extent to which reporters and producers could be forced to reveal the bases for their editorial judgments without violating their First Amendment rights. A U.S. Court of Appeals in 1977, overturning a lower court opinion, had declared that journalists need not disclose their thought processes even when being sued



On June 12, floor debates of the House of Representatives were opened to broadcast coverage. Earlier, House Speaker Thomas P. (Tip) O'Neill had announced that radio broadcasters could plug into the chamber's public address system, though he held out against TV access. However, broadcasters were less than enthusiastic about the radio offer; they felt their inability to control the microphones would inhibit their capacity to cover the proceedings adequately. Confusion about the microphones on June 12 caused NBC Radio to drop plans for a live 15-minute special and to settle for recorded comments. Other radio networks and services also relied on brief taped excerpts. Only AP Radio carried the live feed during a five-minute special. Photo shows how AP Radio correspondent Charles Van Dyke monitored the internal closed-circuit TV coverage of the House proceedings as he anchored the AP Radio live broadcast from the chamber's microphone system.

Broadcasting, June 19

for libel. Herbert sought access to information to prove the journalists' "frame of mind" to prepare his libel suit.

When the Supreme Court was asked to review the case of Joe Pennington, the high court again was asked to define the limits of a reporter's First Amendment protection. Pennington, when he was with KAKE-TV Wichita, Kan., received a sentence of 60 days in jail for criminal contempt for refusing to divulge the identity of a confidential source even though the material the source provided was never used in a broadcast. When the Supreme Court refused to review the case in which Myron Farber, *New York Times* reporter, received civil and contempt charges for refusing to turn over to a New Jersey state judge the notes and other records sought by attorneys for a defendant in a murder trial, the question of First Amendment protection for reporters remained as elusive as ever.

For his refusal Farber spent 40 days in the Bergen county jail, and the *New York Times* paid \$285,000 in fines. The New Jersey Supreme Court, in a 5-to-2 vote, held that the First Amendment and the New Jersey shield law must yield to the Sixth Amendment's guarantee of a fair trial. The Radio-Television News Directors Association interpreted the Supreme Court's refusal to review the case as placing in jeopardy the protection that journalists assumed the shield laws provided, and Arthur Ochs Sulzberger, publisher of the *Times*, felt that it be essential that the

Supreme Court rule on the issues raised in the Farber case. Sulzberger argued that "it would seem simple logic that before a reporter goes to jail and the *Times* pays fines there be a hearing to determine whether a shield law, which still stands on the books, is real or made of papier mache."

Gerald Rafshoon, the media adviser for Jimmy Carter's 1976 presidential campaign, became "assistant to the President for communications." Rafshoon initiated a series of dinners for media executives and working journalists with the President and Rosalynn Carter. He created a telephone access service permitting journalists to interview Carter officials while being taped for TV. The Carter White House in December began to produce and issue 30-second to two-minute audio press releases featuring the President and other officials. The audio project was praised by some as informative, criticized by others as propaganda.

The wreckage of a previous administration continued to surface. In April the Supreme Court, in a 7-to-2 decision, reversed a lower court ruling that had called for immediate public access to former President Richard Nixon's White House tapes. Although not supporting Nixon's contention that release of the tapes constituted an invasion of his privacy, the Supreme Court ruled that the General Services Administration, under the Presidential Recording Act of 1974, controlled access to the tapes and therefore possessed authority over the

release of them.

To enlarge the audience for debates on the Panama Canal treaty, the Senate allowed radio for the first time to carry a live broadcast of Senate proceedings. National Public Radio carried the debates in full for three days, while CBS and NBC carried segments of the first day of debating.

To announce a preliminary peace agreement between Israel and Egypt, President Carter appropriated what one network executive called "the prime-est of prime time"—Sunday at 10:30 p.m. during the television networks' premiere week. There were complaints of media manipulation, but Carter drew an audience of over 95 million viewers.

Broadcast newsmen were among those who lost their lives along with Representative Leo Ryan (D-Calif.) when the congressman made a November trip to Guyana to investigate reports that the People's Temple, headed by Jim Jones, was forcibly holding some members of the sect who wanted to return to the U.S. NBC correspondent Don Harris and cameraman Bob Brown were slain in an ambush. A total of five died and nine were wounded in the Ryan party as it attempted to leave. In an eyewitness account of the event for the *San Francisco Chronicle*, Ron Javers praised Brown's courage: "Bob Brown stayed on his feet and kept filming what was happening even as the attackers advanced on him with their guns. He was incredibly tenacious." The incident was followed by the mass suicide of over 800 members of Jones's sect.

Television network news practices were the target of a \$180-million antitrust suit filed by the National Emergency Civil Liberties Foundation, representing a group of independent producers. The networks were charged with monopolizing news and public affairs by refusing to purchase such programming from nonnetwork suppliers, particularly for use in prime time. CBS denied the charges, stating: "In point of fact, CBS does broadcast news and public affairs material supplied by outside sources. In essence, what is involved in this lawsuit is CBS's right to select, as any news organization must, the material it will present." ABC issued a similar denial, and NBC refused comment.

In the Justice Department's antitrust suit against the networks, originally filed in 1972, a U.S. district court dismissed the charge that the networks monopolized "the relevant market composed of national commercial television network prime-time entertainment program," but denied motions by CBS and ABC to dismiss the suit on other grounds. The long legal fight continued. Another began when the FCC in October, announced a broadened study of whether TV networks unfairly dominated broadcasting, the key to which was "a comprehensive understanding of the economics of television networking."

The economics of prime-time TV network programming produced in 1978 the costliest new season to date: \$730 million for 61 series and eight two-hour movie slots—a total of 69 shows, four fewer than

in 1977, but at a total price 20% higher than that of 1977. New shows included: *Taxi* (ABC), a comedy about taxi drivers in a company ruled by a tyrannical boss, with Judd Hirsch, Jeff Conaway, Danny DeVito, Marilu Henner and Tony Danza; *WKRP in Cincinnati* (CBS), a comedy about a "top-40" radio station, with Loni Anderson and Howard Hesseman; *People* (CBS), a short-lived televised version of the magazine of that name, hosted by Phyllis George; *The Paper Chase* (CBS), a drama about a law school, with John Houseman and James Stephens; *Dallas* (CBS), a soap opera about the rich, and powerful Ewing family, with Larry Hagman as the arch villain, J.R. Ewing; *The Incredible Hulk* (CBS March debut), an adventure drama about a scientist who when angered turns into a monster, with Bill Bixby and Lou Ferrigno; *Fantasy Island* (ABC, January debut), a romantic drama about a Mr. Roarke who with his quasi-magical powers and his midge assistant helped people to realize their fantasies, with Ricardo Montalban and Herve Villechaize; *Battlestar Galactica* (ABC), a science-fiction drama that reportedly cost over half a million dollars per hour to produce because of the elaborate special effects, with Lorne Green and Richard Hatch; and *Mary* (CBS), an hour-long comedy-variety show that returned the popular Mary Tyler Moore to television, only to fold in October.

ABC continued to lead the rating battle for most of 1978. NBC gained ground with its four-night presentation of a miniseries, *Holocaust*, which became the most-watched entertainment program in NBC's history, and the second most-watched entertainment program to that date on TV with *Roots* remaining in first place. CBS, hoping to acquire higher ratings, bought exclusive television rights from MGM to "Gone With the Wind," for 20 years for \$35 million. The five-hour movie in its only previous television exposure on NBC-TV in 1976 achieved for that time the highest rating ever for a TV entertainment program.

CBS fell afoul of the FCC for deceptive practices in promoting four special-event tennis matches between 1975 and 1977 as "winner-take-all" contests, although in fact the losers received money as well. CBS submitted a written apology to the FCC for "false and misleading statements" in an attempt to prevent an FCC threatened short-term license renewal for some or all of the network's owned stations. In the middle of the FCC investigation Robert Wussler resigned as president of CBS Sports, steadfastly denying a connection between his departure and the tennis troubles.

At the outset of the year, television visited two events of profoundly different character. As *BROADCASTING* noted; "The principal programming of Sunday, Jan. 15, provided an instructive exhibition of the range of service that television delivers to the American public. No two events could



In a move without precedent, Gene F. Jankowski, president of CBS/Broadcast Group, appeared on CBS-TV April 9 to apologize to the public. His taped appearance was in response to the FCC's demand to know what CBS had done or planned to do about informing the public of "deceptive practices" used in promoting four so-called winner-take-all tennis matches (see text at right).

Broadcasting, April 10

be less alike than the memorial service for Hubert Humphrey in the rotunda of the U.S. Capitol and the Super Bowl and related hysteria in New Orleans. Only a miracle of modern science could produce a communication system that can present both Isaac Stern and the Kilgore Rangerettes without electronically regurgitating. At one moment Robert Merrill singing 'The Lord's Prayer' and at another a Denver cheerleader wriggling for a cameraman—and on the same tube the same day. . . . Television is indeed a mass medium, encompassing the whole spectrum of public taste. It can be no better, and certainly no worse, than the culture it reflects."

An \$11-million lawsuit arising from NBC-TV's airing of a made-for-TV movie, "Born Innocent," in September 1974, went to trial. The plaintiff, a 9-year-old girl in 1974, charged she was a real-life victim of an assault imitating the movie which featured an adolescent girl in a reformatory who was raped by older girls using a broomstick. NBC argued that the issue at stake was the First Amendment rights of the network, while the plaintiff argued that negligence was the issue. A California court dismissed the negligence charge, saying that the plaintiff would need to prove that the network intended to incite real-life rape by airing its TV movie. NBC hailed the verdict, stating: "It reaffirms the social benefits of the First Amendment. The plaintiff's legal theory, if upheld, would have had a stifling and chilling impact on the ability of broadcasters to present meaningful drama. More significantly, it would have posed an awesome threat to all media, including publishing and journalism, by shifting the accountability for deviant criminal acts to them and away from the responsible persons."

In cable programming, Ted Turner announced plans to establish a 24-hour news system using satellite transmission. Turner called the undertaking, which he hoped to inaugurate by Jan. 1, 1980, "the most massive undertaking since the establishment of the networks." Meanwhile, Warner's two-way cable experiment, Qube, continued to attract about 20,000 customers in Columbus, Ohio. By midyear, about 4,000 cable systems operated in the U.S., serving 9,000 communities and 13 million subscribers.

To the chagrin of broadcasters, the FCC in November relaxed restraints on cable by placing on broadcasters the burden of proof that signal importation would damage on-air television broadcasters. Formerly cablecasters were required to prove that the importation would not adversely affect local stations.

In radio, both local and network programming fared well. While stations continued to nurture their specific audiences with special programming, BROADCASTING, in its annual survey, spied the beginning of a movement to balance specialization with more general programming. As Bob Hughes, program director of WASH(FM)



ABC's ace, Fred Silverman, became NBC's hope in January 1978 when the president of ABC Entertainment became president and chief executive officer of NBC. For the man generally credited for ABC-TV's rise to ratings heights, it meant the challenge of rescuing NBC-TV from third place in prime time ratings. The person who approached Silverman about the NBC presidency was RCA consultant Jane Cahill Pfeiffer. In October 1978 Pfeiffer was elected NBC chairman and a member of the RCA board. Silverman and Pfeiffer are pictured the following year when he received the 1979 Man of Achievement Award from the Anti-Defamation League.

Washington, noted "We're heading for another golden age of [middle of the road], a broad spectrum of mass appeal [in which] you can capture listeners from 6 to 65 and up." The savvy of programming executives brought increased revenues to the 4,549 operating AM (4,599 authorized) and 4,089 FM (4,310 authorized) stations. Radio net time sales in 1978 rose to \$2,926,900,000, a 16.5% increase over the previous year.

The FCC in October began considering deregulation of radio in major markets. FCC Chairman Charles Ferris wished to supplant the standard of "individual responsibility" with that of "market responsibility." Tyrone Brown, a black member of the FCC, felt that one way to help minorities enter the business of broadcasting was for the FCC to break-down radio's clear channels.

In April RKO General agreed to sell its CBS affiliate, WNAC-TV Boston, for \$59 million, a record price for a single station, to the New England Television Corp., a company with substantial black ownership. The transfer was later to fall through. In August, Gannett announced the sale of WHEC-TV Rochester, N.Y., for \$27 million to Broadcast Enterprises Network Inc., the first black-owned group to acquire a VHF station in the continental U.S. That transfer was completed.

The Carter administration announced a goal to increase minority ownership of broadcasting. In a 7-to-0 vote in May, the

FCC adopted two policies to achieve that goal. The commission, on a case-by-case basis, decided to issue tax certificates in station sales to buyers with significant minority interests, permitting sellers to defer payment of capital gains taxes, and the commission decided to permit broadcasters whose licenses had been designated for revocation or renewal hearing to sell their properties at a "distress sale" price to applicants with significant minority ownership interest provided that the purchasers met the commission's other qualifications.

It was a year of mergers made and unmade. The Gannett Co. in May announced a \$370-million merger with Combined Communications Corp. that would make Gannett an \$800-million-a-year communications giant with radio, TV and newspaper holdings as well as an outdoor ad firm. The merger was completed in 1979. Sonderling Broadcasting and Viacom International in June agreed on a \$28-million merger designed to take place in 1979. In what would have been the biggest broadcasting deal to that date, General Electric Co. in October announced plans to acquire Cox Broadcasting Co. for between \$440 million to \$488 million. Cox eventually withdrew from the agreement.

The Carter administration engineered an executive merger of its own by creating the National Telecommunications and Information Administration, the successor to the White House Office of Telecommunications Policy and the Department of Commerce's Office of Telecommunications. The new agency, signed into law in late March, was to handle the new developments in communications for the first time at the cabinet level. Henry Geller, a former deputy general counsel and general counsel of the FCC under Presidents Johnson and Kennedy and more recently with the Rand Corp. and the Aspen Institute Program on Communications and Society, was selected by President Carter to head the new NTIA.

Stay Tuned

1. Name the ABC newsman whose murder by a Nicaraguan national guardsman was shown on network TV.
2. How did the Supreme Court's decision in the "Herbert" case set back journalists?
3. Which ad agency did Ronald Reagan hire for his presidential campaign?
4. What convocation of specialists was designated as the most important radio conference in 20 years?
5. What rules for cable deregulation did the FCC propose?

**The answers next week
in "1979"**

As compiled by BROADCASTING Aug. 31 through Sept. 4 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

■ Corning, Ark.—Eulis W. Cochran seeks 93.5 mhz, 3 kw, HAAT: 137 ft. Address: Second and Pearl Streets, Corning, Ark. 72422. Estimated construction costs: \$4,500; first-year operating cost: \$12,000; first-year revenue: \$24,000. Format: Standard pops. Principal: Applicant owns KCCB(AM) Corning and has no other broadcast interests. Filed July 20.

■ Florida City, Fla.—Juarez Communications Corp. seeks 95.7 mhz, 100 kw, HAAT: 375 ft. Address: 1445 Delaware Avenue, Flint, Mich. 48506. Estimated construction costs: \$71,000; first-quarter operating cost: \$33,000; first-year revenue: \$150,000. Principals: Yolanda M. Juarez Naismith (51%), Bernadette Wegerly and mother, Lillian M. Wegerly (24.5% each). Naismith is Flint, Mich., bank teller. Bernadette Wegerly is administrative assistant for Troy, Mich., automotive parts supplier. Lillian Wegerly is retired. They are also applicants for new AM's at Kingsley, Mich., and North Las Vegas, Nev. Filed Aug. 21.

■ Spencer, Ind.—Spencer Communications Inc. seeks 92.7 mhz, 1 kw, HAAT: 480 ft. Address: 389 North Fletcher, Spencer 47460. Estimated construction costs: \$63,000; first-quarter operating cost: \$21,700; first-year revenue: \$125,000. Principals: Leonard E. White (80%) and John W. Smith Sr. (20%). White is Spencer real estate investor. Smith is Jeffersonville, Ind., broadcast engineer consultant and low power TV applicant for Jeffersonville. Filed Aug. 21.

FM applications

■ Carrollton, Ga.—Radio Carrollton Inc. seeks 1100

khz, 1 kw-D. Address: P.O. Box 710, Carrollton, Ga. 30117. Estimated construction costs: \$9,000. Principal: Applicant seeks deleted facilities of WLBB(AM) Carrollton, Ga., to change frequency and operating power. Applicant is currently operating on 1330 khz with 500 w-D. It is owned by William P. Johnson and Hollis B. Johnson (50% each), who have no other broadcast interests. Filed Aug. 3.

■ Cohoes, N.Y.—Cohoes Broadcasting Associates seeks 640 khz, 10 kw-D, 1 w-N. Address: Townline Road, Canandaigua, N.Y. 14424. Estimated construction costs: \$325,700; first-quarter operating cost: \$45,000; first-year revenue: \$300,000. Principals: George Kimble (25%) and brother, Russell (20%), Craig Fox (25%) and Alan Gerry (30%). Kimbles own WCGR(AM)-WFLC(FM) Canandaigua, N.Y., and with Fox and Gerry, WAQX(FM) Manlius, N.Y. Applicants also hold CP for new TV on ch. 38 at Scranton, Pa. George Kimble, Fox and Gerry also are general partners in applicant for new UHF at Hazleton, Pa. Filed Aug. 6.

■ Lockhart, Tex.—K-106 Inc. seeks 94.7 mhz, 100 kw, HAAT: 1045 ft. Address: 1725 Evangeline Drive, Vidor, Tex. 77662. Estimated construction costs: \$513,000; first-year operating cost: \$23,000. Principal: Ken Stephens (100%), who owns KIOC(FM) Orange, Tex., and is applicant for new FM's at Carthage, Tex. (BROADCASTING, Feb. 23) and West Jordan, Utah. Filed Aug. 19.

■ West Jordan, Utah—K-106 Inc. seeks 102.7 mhz, 100 kw, HAAT: 1,000 ft. Address: 1726 Evangeline Drive, Vidor, Tex. 77662. Estimated construction costs: \$212,000; first-quarter operating cost: \$235,000. Principal: Ken Stephens (100%), who owns KIOC(FM) Orange, Tex., and is applicant for new FM's at Carthage, Tex. (BROADCASTING, Feb. 23) and Lockhart, Tex. (see above) Filed Aug. 19.

TV applications

■ Rochester, Minn.—L.E.O. Broadcasting Inc. seeks ch. 47; ERP: 9.92 kw vis., .992 kw aur., HAAT: 350 ft.; ant. height above ground: 273.1 ft. Address: 127 North Seventh Street, Minneapolis, Minn. 55403. Estimated construction cost: \$228,700; first-quarter operating cost: \$3,000. Legal Counsel: Haley, Bader & Potts-Washington. Consulting engineer: Steel, Andrus & Associates, Queenstown, Md. Principal: N. Walter Goins (100%) who is permittee for new UHF on ch. 41 at St. Cloud, Minn., and 51% owner of applicant for new low power TV on ch. 42 at Washington, D.C. L.E.O. proposes to rebroadcast signal of St. Cloud station with this facility. Filed Aug. 18.

■ Jackson, Miss.—Jackson Family Television Inc. seeks ch. 40; ERP: 1492.8 kw vis., 149.3 kw aur., HAAT: 1082 ft.; ant. height above ground: 1072 ft. Address: 3545 Edgewood Circle, N.E., Cleveland, Tenn. 37311. Estimated construction cost: \$307,000; first-quarter operating cost: \$183,000. Legal Counsel: Mc-

Campbell & Young-Knoxville. Consulting engineer: Scott Baxter-Brentwood, Tenn. Principals: Brenda Harrison (90%) and Hal Bernard Dixon (10%). Harrison is program coordinator for Nashville, Tenn., YWCA. Dixon is Cleveland, Tenn.-based businessman with interests in banking, real estate and fast food restaurants. Harrison is also principal in applicant for new FM at Fayetteville, Ark. Dixon is principal in applicant for new TV at Lexington, Ky., and low power TV's for Cleveland, Tenn., and Rocky Mountain, N.C. Filed Aug. 5.

FM actions

■ Cartersville, Ga.—Immanuel Educational Broadcasting Inc. granted 91.7 mhz, 1 kw, HAAT: 441 ft. Address: Route 5, Duncan Drive, Cartersville 30120. Estimated construction costs: \$13,400; first-year operating cost: \$3,375. Format: Educational. Principal: nonprofit, nonstock corp; I.B. Edward Tuten Jr. is president. It has no other broadcast interests. Action Aug. 19.

■ Kellogg, Idaho—George S. Flinn Jr. granted 104.3 mhz, 40 kw, HAAT: 2615 ft. Address: 25 Wychewood, Memphis, Tenn. Estimated construction cost: \$194,000; first-year operating cost: \$50,000; revenue: \$65,000. Format: general interest. Principal: Flynn is also applicant for new AM in Arlington, Tenn., and new commercial TV in Memphis, Tenn. Action Aug. 14.

■ Pekin, Ill.—Illinois Bible Institute Inc., granted 91.5 mhz, 35 kw, HAAT: 338 ft. Address: P.O. Box 225, Carlinville, Ill. 62626. Estimated construction costs: \$125,000; first-year operating cost: \$70,000. Format: Educational. Principal: nonprofit, nonstock corp., Richard W. Dortch is president. It also operates WIBI(FM) Carlinville and is applicant for new educational FM at Champaign, Ill. Action Aug. 17.

■ Zanesville, Ohio—Christian Voice of Ohio granted 92.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. 440 Reynoldsburg-New Albany Road, Albany, Ohio, 43054. Estimated construction cost: \$46,957; first-year operating cost: \$56,069; revenue \$80,000. Format: religious/news/pop/classical. Principals: Fifteen directors of nonstock nonprofit corporation, licenses of WVCO(FM) Gahanna, Ohio. Paul B. Patterson is president. Action July 6.

■ Kane, Pa.—Huber-Dixon Broadcasting granted 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 5351 Wm. Flynn Hwy., Rt. 8, Gibsonia, Pa. Estimated construction cost: \$12,500; first-quarter operating cost: \$14,750; first-year revenue: \$50,000. Format: Top 40/CW. Principal: Clarence V. Huber, Jr. and Thomas R. Dixon III (one-half each). Huber is employed by 2001 Night Clubs of America in Bridgeville, Pa. Dixon owns service station in Gibsonia. They have no other broadcast interests. Action Aug. 13.

■ Brownsville, Tex.—Educom Int'l. Inc. granted 88.3 mhz, 3 kw, HAAT: 297 ft. Address: 1783 Greenbriar, P.O. Box 3482, Brownsville, 78520. Estimated construction cost: \$36,000; first-quarter operating cost: \$6,000. Format: Spanish. Principal: Applicant is Brownsville nonprofit, educational corporation. Robert Avitia is president. They have no other broadcast interests. Action Aug. 19.

Ownership Changes

Applications

■ KIOT(AM) Barstow, Calif. (1310 khz, 5 kw-D)—Seeks assignment of license from Sunburst Broadcasting Corp. to D.L. Developments Inc. for \$350,000. Seller: Ray M. Webb and R. Duane Anderson (50% each). Anderson owns 51% of WDCF(AM) Dade City, Fla. Buyer: D.L. Van Voorhis and wife, Margaret J. (100% jointly). Van Voorhis is Colton, Calif., dentist. Margaret is investor. Van Voorhis owns 51% of applicant for new FM at Yucca Valley, Calif. Filed Aug. 26.

■ KXEM(AM) McFarland, Calif. (1590 khz, 500 w-D)—Seeks assignment of license from North Ameri-

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can Media Co. to Caballero Spanish Radio Inc. for \$460,000. Seller: Ron T. Smith and wife, Nancy E., who own KXES(AM) Salinas, Calif. Buyer: Eduardo Caballero (100%), who owns KNEZ(AM) Lompoc, Calif., and one-third of KBNO(AM) Denver, Colo. Filed Aug. 26.

■ **KATB(AM)** Agana, Guam (570 khz, 5 kw-U)—Seeks assignment of license from Magof Inc. to K-57 Radio for \$558,800. Seller: Donald C. Brown and estate of A.T. Bordallo, who have no other broadcast interests. Buyer: Rick Wall (85%), Jon A. Anderson (10%), Andrew M. Gayle (5%). Wall is Honolulu, Hawaii, real estate developer. Gayle is Agana, Guam attorney. Anderson is former general manager of KUAM-AM-FM-TV. They have no other broadcast interests. Filed Aug. 31.

■ **KJEZ(FM)** Poplar Bluff, Mo. (95.5 mhz, 100 kw, ant. 410 ft.)—Seeks assignment of license from Farr Communications Corp. to KJEZ Inc. for \$600,000 (BROADCASTING, Aug. 10). Seller: R.L. Farr (100%), who has no other broadcast interests. Buyer: James C. McCrudden (51%), James R. Cassaday (10%), John A. Mack (9%), Edward D. Gibson Jr., W. James Lee, John W. Shearer, Wyatt F. Smith Jr., James T. Stepp and Jobie R. Watson (5% each). McCrudden, Mack, Shearer and Smith own 69% of WQPD(AM) Lakeland, Fla., where McCrudden is general manager and Cassaday is sales manager. Mack owns Lakeland insurance agency. Gibson is physician. Lee is insurance agent. Shearer is heavy equipment servicer. Smith is Eagle Lake, Fla., manufacturers representative. Stepp is sales manager with American Airlines and Watson is vice president of Winter Park, Fla., ceramic tile company. Filed Aug. 31.

■ **KLYQ-AM-FM** Hamilton, Mont. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 2 kw, ant. -790 ft.)—Seeks assignment of license from Bitter Root Broadcasting Co. to Alexander Communications Inc. for \$750,000. Seller: Luin K. Dexter (99%) and Mrs. George Smith (1%), who have no other broadcast interests. Buyer: Scott P. Alexander (100%), is salesman at KLYQ. Filed Aug. 7.

■ **KXBQ(FM)** Ontario, Ore. (96.1 mhz, 27 kw, ant. 409 ft.)—Seeks assignment of license from Ontario Broadcasting Co. to Capps Broadcasting Group Inc. for \$225,000. Seller: Duane G. Kerttula and wife, Wenona L. (100% jointly), who have no other broadcast interests. Buyer: David N. Capps (32.17%), brother Gary Capps (38.17%), Gary's wife, Sharon (18.33%), David's wife, Jeanne D. (4.05%) and six other members of Capps family at 1.21% each. They are Bend, Ore.-based group owners of four AM's and two FM's and sold, subject to FCC approval, KGAL(AM) Lebanon, Ore. (BROADCASTING, Aug. 17). Filed Aug. 26.

■ **WANB-AM-FM** Waynesburg, Pa. (AM: 1580 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, ant. 623 ft.)—Seeks assignment of license from Commonwealth Broadcasters Inc. to Karas Broadcasting Co. for \$544,000. Seller: Kenneth R. Strawberry (51%), wife, Wilma H. (39%), Philip M. Baker and Lawrence P. Kessel (5% each). They have no other broadcast interests. Buyer: Joseph F. Hennessey, Lynda B. Lovett, Craig L. Siebert and brother Thomas L. (23.55% each), Richard C. Rowlenon (5.55%) and Stanley J. Karas (.28%). They are Washington communication attorneys and are same principals who also bought, subject to FCC approval, WYVA(FM) Yorktown, Va. (BROADCASTING, April 26, et seq.). Filed Aug. 26.

■ **WVVW(AM)** Grafton, W. Va. (1260 khz, 500 kw-D)—Seeks transfer of control of WVVW Inc. from present stockholders (100% before; none after) to John R. Callahan (none before; 100% after). Consideration: \$150,000. Principals: Sellers are Jean Bolyard, estate of Patrick W. Larkin (35% each); Mary D. and George P. Beacom (10% each); and four others. Buyer is general manager of WJIT(AM) Jellico, Tenn., and has no other broadcast interests. Filed Aug. 24.

Actions

■ **WKUL(AM)** Cullman, Ala. (1340 khz, 1 kw-D, 250 w-N)—Dismissed assignment of license from Cullman Broadcasting Co. to The Honathan Christian Corp. for \$325,000. Seller is owned by Hudson C. Millar Jr. and family, who also sold WIRA(AM)-WQVV(FM) Fort Pierce, Fla. (BROADCASTING, Sept. 7). Buyer is principally owned by Robert Haa (56.2%), general manager of WKUL. Action Aug. 20.

■ **WDLK(AM)** Dadeville, Ala. (1450 khz, 250 w-U)—Granted transfer of control of Fidelity Broadcasting Inc. from Elise C. Timberlake (100% before; none after) to Frank L. Pearson and others (none before, 100% after); consideration: \$50,000. Principals: Seller

is disposing of her full 60% interest in station. 20% is owned by M. Jackson Mitchell, who will remain principal. Buyers are Joseph E. Marshall (40%), Frank L. Pearson and Bary Ingram (20% each). Marshall, currently vice president and 20% owner of WDLK, proposes to acquire 200 more shares for total of 40%. Pearson is Dadeville pharmacist. Ingram is tax assessor for Tallapoosa County, Ala. Action Aug. 24.

■ **KFKA(AM)-KFKZ(FM)** Greeley, Colo. (AM: 1310 khz, 5 kw-D, 2 kw-N; FM: 96.1 mhz, 100 kw, ant. 660 ft.)—Granted assignment of license from R.G. Inc. to Greeley Broadcast Associates for \$1,840,000. Seller is owned by Harris Enterprises (60%), Garden City, Kan.-based group owner and newspaper publisher owned by John P. Harris and family; and by Joseph J. Tennesen (15%), and former FCC Commissioner Robert Wells and Peter Macdonald (12.5% each). Harris Enterprises also owns WJOL(AM)-WLLI-FM Joliet, Ill.; KIUL(AM) Garden City and KTOP(AM)-KDVV(FM) Topeka, both Kansas; KOZA(AM) Odessa and KSEL-AM-FM Lubbock, both Texas and 30% of KBUR(AM)-KGRS(FM) Burlington, Iowa. Buyer is group of three general and sixteen limited partners; Bob Treadway, buying principal, is former Colorado Springs broadcasting consultant with no other broadcast interests. Action Aug. 28.

■ **WDLF(AM)** Deland, Fla. (1310 khz, 5 kw-D)—Granted assignment of license from David R. Hill, receiver to Deland Broadcasting Inc. for \$250,000. Seller: Wayne Wagner and Donald L. Stork (35% each) and John C. Clancy (30%). Clancy and Stork own WFLR-AM-FM Dundee, N.Y. Clancy owns 30%, Stork 35%, ow WWJB(AM) Brooksville, Fla., and each owns 45% of applicant for new AM at Cobleskill, N.Y. Buyer: Michael B. Scott and Ronald L. Sutton (50% each). Scott is sales manager at WDLF where Sutton is general manager. They have no other broadcast interests. Action Aug. 26.

■ **WEEJ-FM** Port Charlotte, Fla. (101 mhz, 3 kw, ant. 150 ft.)—Granted assignment of license from Broadcast Systems Inc. to Jotoma Properties Inc. for \$650,000. Seller: J. Lynn Stephens (60%), Ronald Kays (25%), E. James Robertson (10%) and Hugh Cardier (5%), who have no other broadcast interests. Buyer: subsidiary of Chambersburg Broadcasting Co., owned by John S. Booth family. It also owns WCHA(AM)-WIKZ(FM) Chambersburg, Pa. Action Aug. 26.

■ **WDRF(FM)** Monmouth, Ill. (97.7 mhz, 3 kw, ant. 210 ft.)—Granted assignment of license from Lindstrom Broadcasting Co. to O'Connor Broadcasting Inc. for \$225,000. Seller: Douglas R. Lindstrom and Dean R. Lindstrom Jr. (45% each) and Dean R. Lindstrom Sr. (10%), who have no other broadcast interests. Buyer: Michael G. O'Connor (65%), Mianne S., Debra S. and Dorea S. Mitchell, sisters, (10% each) and John L. Miller (5%). O'Connor owns 10% KCHE-AM-FM Cherokee, Iowa. Mitchells are students and each own 8.03%, class B non-voting stock of KGRN(AM) Grinnell, Iowa. Miller is staff announcer and salesman at KCOG(AM)-KMGO(FM) Centerville, Iowa. Action Aug. 24.

■ **KATZ(AM)** St. Louis, Mo., and **WZEN(FM)** Alton, Ill. (KATZ: 1600 khz, 5 kw-U; KZEN: 100.3 mhz, 28 kw, ant. 490 ft.)—Sold by Laclede Radio Inc. to Unity Broadcasting Network Inc., Missouri for \$2,695,000. Seller is owned by Arnold B. Hartley (23.13%); Laura M. Wolin (25.36%); Jack Steingart (15.73%); Douglas Eason (.15%), and 35.63% in estate of Allen E. Wolin. They have no other broadcast interests. Buyer is subsidiary of Unity Broadcasting Network Inc. which owns and operates National Black Network, black-oriented radio news and information network with 82 affiliates. It is principally owned by Eugene D. Jackson, president, and Sydney L. Small, executive vice president. They also own WDAS-AM-FM Philadelphia. Action Aug. 26.

■ **WXNC(FM)** Henderson, N.C. (92.5 mhz, 15.5 kw, 280 ft.)—Granted assignment of license from Rigel Inc. to Bible Broadcasting Network Inc. for \$335,000. Seller: Roy O. Rodwell and William F. Belote (45% each) and James M. Simpson (10% each). They also own WNHG(AM) Henderson. Buyer: Nonprofit, non-stock corp; Lowell L. Davey, his wife, Georgenna; Lowell's brother, Keith H. and his wife, Yvonne (25% each). They also own WYFI(FM) Norfolk, Va.; WHPE(FM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFJ(FM) Ashland, Va. Action Aug. 24.

■ **KKOA(AM)** Minot, N.D. (1390 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from KLOH Inc. to Jermar Corp. for \$399,201. Seller: Mary Jean Ingstad Salie (50.1%) and son, Robert E. Ingstad Jr. (49.9%). Robert Ingstad is licensee of KGRZ(AM) Missoula, Mont.; WTNT(AM)-WLWV(FM)

Tallahassee, Fla.; KBUF-AM-FM Garden City, Kan. and owns 100% of KGFX(AM) Pierre, S.D.; 80% of KKLS(AM)-KKHJ(FM) Rapid City, S.D.; and 48% of KDXT(FM) Missoula, Mont. Buyer: Gerald D. Gutensohn (72%), Mark A. Swendsen (19%), Allen D. Rau (5%) and Bruce D. Carlson (4%). Gutensohn is manager at WTNT(AM)-WLWV(FM) Tallahassee, Fla. Swendsen is manager at KGFX(AM) Pierre, S.D. Rau is manager at KKO(AM) Minot, N.D. Carlson is sales manager and sports director at KKO. They have no other broadcast interests. Action Aug. 26.

Facilities Changes

AM applications

■ **KSHA(AM)** Redding, Calif.—Seeks modification of CP (BPH-10275) to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease HAAT to 1555 ft. (H&V) and change TPO. Ann. Aug. 27.

■ **WSBR(AM)** Boca Raton, Fla.—Seeks CP to change TL; install different DA-2 from that presently authorized (both D & N operation). Ann. Aug. 27.

■ **WFRF(AM)** Freeport, Ill.—Seeks CP to increase DA-D height of East Tower No. 1 from an overall height of 513 ft., maintaining present electrical height of 115 degrees. Ann. Aug. 27.

■ **KBUF(AM)** Garden City, Kan.—Seeks CP to request additional augmented radiation values to standard radiation pattern. Ann. Aug. 27.

■ **WGAM(AM)** Portland, Me.—Seeks CP to make changes in ant. sys. (change from DA-1 to DA-2; change daytime DA and add 3rd tower). Ann. Aug. 25.

■ **WMER(AM)** Westbrook, Me.—Seeks modification of CP (BP-20385) to change TL. Ann. Sept. 1.

■ **WLSM(AM)** Louisville, Miss.—Seeks CP to increase ant. height; reduce ant. input to 4.22 kw to maintain existing radiation. Ann. Sept. 1.

■ **WINR(AM)** Binghamton, N.Y.—Seeks CP to make changes in ant. structure. Ann. Aug. 27.

■ **WCTM(AM)** Eaton, Ohio—Seeks modification of CP to change TL; change DA system to improve overall efficiency by reduction of RSS losses. Ann. Aug. 25.

■ **KSKS(AM)** Conroe, Tex.—Seeks modification of CP (BP-800317AG) to further amend 2-tower DA to increase nulls. Ann. Aug. 27.

■ **KAPE(AM)** San Antonio, Tex.—Seeks modification of CP (BP-790208AF) to change TL, SL and RC; and change from theoretical pattern with MEOV to standard pattern. Ann. Aug. 27.

■ **KLAT(AM)** Houston—Seeks modification of CP (BP-800715AE) to specify use of same six towers used at N for present D operation without changes in coverage of interference contours. Ann. Sept. 1.

■ **WHBY(AM)** Appleton, Wis.—Seeks MP (BP-21210) to increase power input to WHBY tower by 11% D & N, in order to increase radiation to notified value of 189 MV/M. Ann. Sept. 1.

■ **KXVI(AM)** McKinney, Tex.—Seeks modification of CP (20,412) as modified for change in ant. sys. Ann. Sept. 2.

FM applications

■ **WLWV(FM)** Tallahassee, Fla.—Seeks CP to change TL; increase ERP to 100 kw (H&V); HAAT to 491.2 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Aug. 28.

■ **WENS(FM)** Shelbyville, Ind.—Seeks CP to change type ant. (H&V); increase ERP to 30 kw (H&V) and change TPO. Ann. Aug. 27.

■ **KEZZ(FM)** Aitkin, Minn.—Seeks CP to change TL; increase HAAT to 300 ft. (H&V) and make changes in ant. sys. Ann. Aug. 27.

■ **KRES(FM)** Moberly, Mo.—Seeks CP to change TL; increase HAAT to 1024.5 ft. (H&V); change transmitter and make changes in ant. sys. Ann. Aug. 26.

■ **WQMV(FM)** Vicksburg, Miss.—Seeks CP to change TL; increase ERP to 100 kw (H&V); HAAT to 802.8 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Aug. 25.

■ **KMMM(FM)** Muskogee, Okla.—Seeks CP to change TL; increase HAAT to 1005 ft. (H&V); change type transmitter and make changes in ant. sys. Ann. Aug. 27.

- **WMKX(FM)** Brookville, Pa.—Seeks modification of CP (BPH-800606AC) to change TL; loc. SL and RC; and change TPO. Ann. Aug. 27.
- **WRJS(FM)** Oil City, Pa.—Seeks CP to increase ERP to 20 kw (H&V); decrease HAAT to 303 ft. (H&V); change type trans., and make changes in ant. sys. Ann. Aug. 25.
- **KEMM(FM)** Commerce, Tex.—Seeks modification of CP (BPH-801031AA) to locate SL and RC. Ann. Aug. 27.
- **KAAM-FM** Dallas—Seeks modification of CP (BP-791018AE) to augment 62.5 N radial. Ann. Aug. 26.

TV applications

- **KNXV-TV** Phoenix, Ariz.—Seeks CP to change ERP to 542 kw vis., 108.4 kw aur. Ann. Sept. 2.
- **KCBA(TV)** Salinas, Calif.—Seeks authority to identify station location as Salinas-Monterey, Calif. Ann. Sept. 1.
- **WXAO-TV** Jacksonville, Fla.—Seeks authority to operate trans. by RC from SL at 2117 University Blvd., S., Jacksonville, Fla. Ann. Sept. 2.
- **WTHR(TV)** Indianapolis—Seeks authority to operate trans. by RC from SL at 1000 North Meridian Street, Indianapolis. Ann. Sept. 1.
- ***KAVT-TV** Austin, Minn.—Seeks MP (BPET-790604KG) to change ERP to 1215.24 kw vis., 121.8 kw aur.; change TL; change type ant.; and make changes ant. sys.; HAAT to 380 ft. Ann. Aug. 28.
- **KTVM(TV)** Butte, Mont.—Seeks authority to operate trans. by RC from SL at KTVM/KECI(TV) studio, 340 West Main Street, Missoula, Mont. Ann. Sept. 1.
- **WNET(TV)** Newark, N.J.—Granted authority to operate trans. by RC from SL at 356 West 58th Street, New York, N.Y. Action Aug. 17.
- **WWAY(TV)** Wilmington, N.C.—Seeks CP to change ERP to 64.75 kw vis., 6.46 kw aur.; HAAT to 1953 ft (H&V); TL; request waiver of section 73.610(b)(1) of rules. Ann. Aug. 27.
- **KVEW(TV)** Kennewick, Wash.—Seeks authority to operate trans. by RC from SL at Edison Ave. and 5202 W. Hood Street, Kennewick, Wash. Ann. Sept. 1.

AM actions

- **WQBA(AM)** Miami—Granted CP to change N power to 10 KW and D power to 50 kw; Install DA-2; change TL; change SL & RC. Action Aug. 13.
- **WGFA(AM)** Watseka, Ill.—Granted CP to make changes in ant. sys. (increase height of tower to 405 ft.). Action Aug. 24.
- **KWEB(AM)** Rochester, Minn.—Granted CP to increase MEOV's on N pattern. Action Aug. 24.
- **WBRN(AM)** Big Rapids, Mich.—Granted CP to change hours of operation to U by adding 2.5 kw-N; install DA-N; increase D power to 5 kw; make changes in ant. sys. Action Aug. 14.
- **WGUF(AM)** Gulfport, Miss.—Granted CP to change TL, and install new tower. Action Aug. 13.
- **WABA(AM)** Aguadilla, P.R.—Granted modification of CP (BP-21,081) to D make changes in ant. sys.; decrease power to 1 kw N & D and change from non-DA to DA. Granted Aug. 14.
- **KSOP(AM)** Salt Lake City—Granted CP to change power to 5 kw. Action Aug. 6.
- **WSCW(AM)** South Charleston, W.Va.—Granted CP to change TL. Action Aug. 13.

FM actions

- **WHMA-FM** Anniston, Ala.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw (H&V); decrease HAAT to 772 ft (H&V) and change TPO. Action Aug. 20.
- ***KUCI(FM)** Irvine, Calif.—Granted CP to change frequency to 88.9 mhz. Action Aug. 20.
- ***KRCC(FM)** Colorado Springs, Colo.—Granted CP to make changes in ant. sys. Action Aug. 25.
- **WXAN(FM)** Ava, Ill.—Granted modification of CP (BPH-800224AS) to specify SL; change ERP to .708 kw (H&V); HAAT to 773 ft. (H&V) and make changes in ant. sys. Action Aug. 21.
- ***KDCR(FM)** Sioux Center, Iowa—Granted

modification of CP (BPED-790419AA, as mod.) to make changes in ant. sys.; change TL; decrease HAAT to 300 ft (H&V) and change TPO. Action Aug. 25.

■ **KCFM(FM)** Florissant, Mo.—Granted CP to make changes in ant. sys. and increase HAAT to 601 ft. (H&V). Action Aug. 21.

■ **WMJS(FM)** Prince Frederick, Md.—Granted CP to make changes in ant. sys.; change type ant. (H&V) and change TPO. Action Aug. 25.

■ **WGIT(FM)** Hormigueros, P.R.—Granted CP to utilize present main trans. and ant. for auxiliary purposes only; request waiver of 73.255(A)(6) of rules. (Contingent on ARN-791213AE). Action Aug. 30.

■ ***WETS(FM)** Johnson City, Tenn.—Granted CP to make changes in ant. sys.; change TL; change type ant. (H&V); decrease ERP to 66 kw (H&V); increase HAAT to 2273 ft. (H&V) and change TPO. Action Aug. 30.

■ ***KANG(FM)** Angwin, Calif.—Granted modification of CP (BPED-780919AJ) to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 0.540 kw (H&V); change HAAT to 3,036 ft. and change TPO. Action Aug. 7.

■ **KID-FM** Idaho Falls, Idaho—Granted CP to utilize former ant. as auxiliary. Action Aug. 7.

■ **WEFT(FM)** Champaign, Ill.—Granted CP to increase ERP to 0.995 kw (H); HAAT to 146.5 ft. (H); change TL; and make changes in ant. sys. Action Aug. 6.

■ **WGKY-FM** Greenville, Ky.—Granted modification of CP (BPH-790430AD) to change TL; change type ant.; (H&V); change ERP to 3 kw (H) and 2.63 kw (V) and change TPO. Action Aug. 6.

■ **WFJA(FM)** Sanford, N.C.—Granted CP to make changes in ant. sys. Action Aug. 7.

TV actions

- **KSCI(TV)** San Bernardino, Calif.—Granted authority to operate trans. by RC from 1950 Cotner Ave., Los Angeles. Action Aug. 17.
- **WVGA(TV)** Valdosta, Ga.—Granted Authority to identify SL as Valdosta-Tifton, Ga. Action Aug. 13.
- **WIPB(TV)** Muncie, Ind.—Granted CP to install aux. ant. at 820 E. 29th Street, Muncie, Ind. Action Aug. 11.
- **WBKO(TV)** Bowling Green, Ky.—Granted authority to operate trans. by RC from SL at 537 East 10th Street, Bowling Green, Ky. Action Aug. 17.
- **WNUV-TV** Baltimore—Granted MP (BPCT-5070, as mod.) to change ERP to 4645 kw vis., 464.5 kw aur.; change trans.; and make changes to ant. sys. Action Aug. 13.
- **KSMA-TV** Kansas City, Mo.—Granted authority to operate trans. by RC from SL at 4720 Oak Street, Kansas City, Mo. Action Aug. 17.
- **WNBC-TV** New York—Granted authority to operate trans. by RC from SL at 30 Rockefeller Plaza, New York. Action Aug. 17.
- ***KUHT(TV)** Houston—Granted CP to change ERP to 316 kw vis., 31.6 kw aur.; change TL; change trans.; change ant.; change HAAT to 1851 feet. Action Aug. 11.
- **WBNB-TV** Charlotte Amalie, V.I.—Granted CP to change ERP to 5.688 kw vis., 0.568 kw aur.; and make changes to ant. sys.; HAAT to 1603 feet. Action Aug. 11.

In Contest

Designated for hearing

- Designated Tucson Telecasting Inc., Roman Catholic Church of The Diocese Of Tucson, and Alden Communications Corp., for new commercial TV to operate on ch. 18 at Tucson, Ariz.: to determine which of proposals would best serve public interest; and which of applications should be granted (BC Doc. 81-609-611). Action Aug. 20.
- Designated Manuel A. Carbranes, Radio Representatives Inc., and Sidney King for new AM to operate at Simi Valley, Santa Ynez, and Victorville, Calif., respectively: to determine whether Carbranes and Radio Representatives are financially qualified; whether Carbranes' proposal would provide coverage of Simi Valley, and if not, whether waiver of rule is warranted; whether King's proposal would provide

coverage to Victorville, and if not, whether waiver of rules is warranted; the areas and populations which would receive primary service from each proposal, and availability of other primary aural service to these areas; which of proposals would best provide fair, efficient, and equitable distribution of radio service; in event choice among applications cannot be made from preceding issue, which of proposals would best serve public interest; and which of applications, if any, should be granted (BC Doc. 81-601-603). Action Aug. 14.

■ Designated application of GSM Media Corp. for new AM at Ontario, Ohio: to determine whether proposed operation would cause contour overlap with station WPGW, Portland, Ind., in violation of rules; whether proposed antenna system can be adjusted and maintained within proposed limits of radiation; and whether grant of application would be in public interest (BC Doc. 81-606). Action Aug. 17.

■ Designated competing applications of United Broadcasting Corp. of Louisiana, Oak Television of New Orleans Inc., Delta Media Ltd., Cypress Broadcasting Limited Partnership, National Group Telecommunications Inc., Comark Television Inc., for new commercial TV to operate on ch. 38 at New Orleans, La.: to determine whether proposals by United, Delta, National Group Telecommunication and Comark will encompass New Orleans with city grade signal of 80 dbu, as required by rules, and, if not, whether waiver is warranted; whether tower heights and locations proposed by United, Oak, Delta and Cypress constitute hazard to air navigation; whether United, Delta, Cypress, National Group Telecommunications and Comark are financially qualified; which of proposals would best serve public and which of applications should be granted (BC Doc. 81-621-626). Action Aug. 28.

■ Designated competing applications of Dayton Telecasting Inc., Channel 45, Sinder Broadcasting of Ohio Inc., and Freedom Broadcasting Corp. for new commercial TV to operate on ch. 45 at Dayton, Ohio; to determine whether Channel 45, Sinder and Freedom are financially qualified; which of proposals would best serve public interest; and which of applications should be granted (BC Doc. 81-617-620). Action Aug. 28.

■ Designated Satellite Broadcasting Company and TV 52 Broadcasting Inc., for new commercial TV to operate on ch. 52 at Oklahoma City: to determine which of proposals would better serve public interest; and which applications should be granted (BC Doc. 81-607-608). Action Aug. 20.

■ Designated Seven Ranges Radio Co. for new AM and FM at St. Marys, W. Va.: to determine whether Thomas P. Taggart has attempted to extort broadcast facility from FCC licensee; whether Taggart has tried to obtain ownership interest in broadcast station or stations other than in Zanesville, Ohio, and St. Marys, W. Va., and to conceal such interests from FCC; whether Taggart abused FCC processes by filing petition for rulemaking and drafting opposition to it which he sought to have another party file; whether Seven Ranges has requisite qualifications to become licensee; and whether applications should be granted (BC Doc. 81-604-605). Action Aug. 14.

Procedural rulings

■ Fayetteville, Ark. **FM proceeding** (Hendren Communications, et al.)—ALJ Thomas B. Fitzpatrick by two separate actions, denied petitions by Hendren, Fayetteville Communications Co. and Boston Mountain Broadcasting Corp. to enlarge issues; granted joint request and approved agreement, which looks toward merger of Hendren's and Fayetteville's applications; granted motion by Hendren and dismissed its application with prejudice; granted motion by Boston Mountain and dismissed its application and authorized reimbursement to Boston Mountain for \$16,811.53; granted motions by Fayetteville for leave to amend and ordered its application be retained in hearing status (BC Doc. 81-42-44). Action Aug. 26.

■ Saloma, Ky.—**AM proceeding** (Q. Communications Inc. and Glen J. Goldenberg)—ALJ Byron Harrison granted joint petition by applicants and approved settlement agreement; authorized reimbursement of \$4,507.45 to Q. Communications and dismissed its application with prejudice; granted Goldenberg's application and terminated proceeding (BC Doc. 81-242-243). Action Aug. 21.

■ Derry, N.H. **AM proceeding** (Spacetown Communications Corp.)—ALJ Walter C. Miller granted motion by Tully-Warwick and accepted its reply to Broadcast Bureau's comments on joint request for approval

of agreement (By Order; Action Aug. 21); granted to limited extent joint request by Spacetown and Tully-Warwick and approved agreement, granted amendment by Spacetown to change frequency and approved reimbursement to Tully-Warwick for \$15,000 (BC Doc. 81-152). Action Aug. 21.

FCC decisions

■ **ALJ Thomas B. Fitzpatrick** granted Cornwall Broadcasting Corp. CP for new AM on 740 kHz at Hudson, Wis., while denying mutually exclusive application of Hanten Broadcasting Co. for same facility at Zumbrota, Minn. Both applications were designated for hearing, with general financial issue specified against Cornwall to determine its financial ability to build and operate station for three months, assuming no income. Issues were enlarged to determine why Cornwall had not timely published notice of designation of its application for hearing and whether it qualified to be FCC licensee. On financial qualifications, Judge Fitzpatrick noted that Cornwall needed \$135,321 to operate proposed station for three months, assuming no income. To meet costs, Cornwall relied on \$51,450 deferred credit from its equipment supplier, \$50,000 loan from president Dr. Milton A. Cornwall and \$75,000 bank loan, total of \$171,950. As for failure to timely publish hearing designation notice, Judge Fitzpatrick said it was not, as Hanten maintained, evidence of "cavalier and disdainful attitude" for FCC rules. Judge noted that while Hanten's stations WEVR-AM-FM River Falls, Wis., situated 8.5 miles from Hudson, had fulfilled their secondary obligation to serve Hudson and other nearby communities, record did not establish that stations provided "in-depth coverage of Hudson's needs and problems." Therefore, concluded that greater need existed for local station in Hudson, community twice size of Aumbrota. Action Aug. 24.

Allocations

■ **Kodiak, Alaska**—In response to petition by Kachemack Broadcasters Inc., proposed assigning 101.1 mhz to Kodiak as its first FM assignment; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-569). Action Aug. 11.

■ **Naknek, Alaska**—In response to petition by Bay Broadcasting Co. Inc., proposed assigning 100.9 mhz to Naknek as its first FM assignment; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-570). Action Aug. 11.

■ **Visalia, Calif.**—In response to rulemaking petitioned by Russell Schwamb, assigned 97.1 mhz as Visalia's second FM assignment; effective Oct. 20 (BC Doc. 80-566). Action Aug. 11.

■ **Weed, Calif.**—Dismissed petition of Jeanne M. and Robert C. Crabb for substitution of 102.7 mhz for 100.9 mhz at Weed; terminated proceeding (BC Doc. 81-249). Action Aug. 11.

■ **Kremmling, Colo.**—In response to petition by Middle Park Communication Corp., proposed assigning 106.3 mhz to Kremmling as its first FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-564). Action Aug. 12.

■ **Cape Coral, Fla.**—In response to petition by Sunshine Broadcasting Inc., proposed assigning 106.3 mhz to Cape Coral as its second FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-565). Action Aug. 12.

■ **Williston and Micanopy, Fla.**—In response to petition by Wanda N. Denny, proposed assigning 97.7 mhz to Williston or in alternative, in response to petition by Charles T. Woods, proposed assigning 97.7 mhz to Micanopy as their first FM assignments; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-581). Action Aug. 18.

■ **Blakely, Ga.**—In response to petition by Radio Blakely Inc., proposed assigning 93.5 mhz to Blakely as its first FM assignment; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-576). Action Aug. 17.

■ **Ellijay, Ga.**—In response to petition by Gilmer County FM Broadcasters, proposed assigning 93.5 mhz to Ellijay as its first FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-561). Action Aug. 11.

■ **Lahaina, Hawaii**—Assigned 935 mhz to Lahaina as its first FM assignment (BC Doc. 81-744). Action Aug. 18.

■ **Winamac, Ind.**—In response to petition by Thomas Jurek, proposed assigning 100.1 mhz to Winamac as its first FM assignment; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-582). Action Aug. 18.

■ **Leoti, Kan.**—In response to petition by KIUL Inc., proposed assigning 99.9 mhz to Leoti as its first FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-562). Action Aug. 12.

■ **Hudson and Adrian, Mich., and Swanton, Ohio**—In response to petition by E. Eugene McCoy Jr., proposed assigning 97.7 mhz to Hudson as its first FM assignment or as counterproposal by Robert B. Saxer, proposed assigning 95.3 mhz to Swanton as its first assignment and substitution of 97.7 mhz for 95.3 mhz; comments due Oct. 13, reply comments Nov. 2; South-eastern Michigan Broadcasting Inc., licensee WQTE(FM) Adrian, was ordered to show cause why its license should not be modified to specify operation on 97.7 mhz instead of its current 95.3 mhz (BC Doc. 80-476). Action Aug. 5.

■ **Alliance, Neb.**—Assigned 105.9 mhz to Alliance as its second FM assignment and substituted, effective October 20, 102.1 mhz for 92.1 mhz (BC Doc. 80-606). Action Aug. 11.

■ **Bismarck, N.D.**—In response to petition by Midwest Radio Co., proposed assigning 96.5 mhz to Bismarck as its third FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-567). Action Aug. 11.

■ **Durant, Okla.**—In response to petition by E.D.B. Company proposed assigning 97.7 mhz to Durant as its second FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-572). Action Aug. 11.

■ **Ponca City, Okla.**—In response to petition by Music Sound Radio Inc., assigned 100.1 Mhz to Ponca City as its third channel FM assignment, such assignment must await transmitter site change of Station KFDI-FM (BC Doc. 80-764). Action Aug. 11.

■ **Tullahoma, Tenn.**—In response to petition by Quin-Abi Broadcasting Inc., assigned UHF ch. 64 to Tullahoma as its first television assignment; effective Oct. 20 (BC Doc. 79-179). Action Aug. 12.

■ **Alvin, Tex.**—In response to petition by David Eugene Brown, proposed assigning UHF ch. 61 to Alvin as its first television assignment; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-578). Action Aug. 17.

■ **Fairfield, Tex.**—In response to petition by Freestone Broadcasting Co., proposed assigning 92.1 mhz as its first FM assignment; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-580). Action Aug. 17.

■ **Farwell and Morton, both Texas**—In response to petition by Best Broadcasting Co., assigned 92.3 mhz to Farwell and reassigned 98.3 mhz to Morton effective Oct. 20 (BC Doc. 80-586). Action Aug. 11.

■ **Virginia Beach, Va.**—In response to petition by Edward S. Garcia Jr., proposed assigning UHF ch. 43 to Virginia Beach as its first commercial TV station; comments due Oct. 20, reply comments Nov. 9 (BC Doc. 81-577). Action Aug. 17.

■ **Woodstock, Va.**—In response to petition by Ruarch Assoc., proposed assigning 95.9 mhz to Woodstock as its first FM assignment; comments due Oct. 20, reply comments due Nov. 9; (BC Doc. 81-574). (Correction). Action Aug. 11.

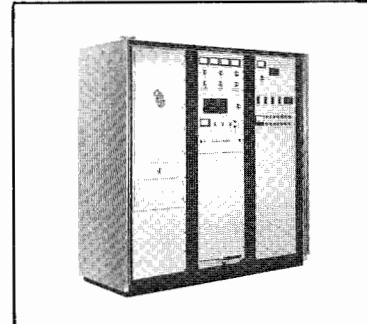
■ **Richland, Wash.**—In response to petition by KUTI Communications Inc., effective Oct. 13; substituted 106.5 mhz for 106.3 mhz at Richland; ordered KXDD(FM) to specify operation on 106.5 mhz instead of 106.3 mhz; conditions (BC Doc. 80-540). Action Aug. 5.

■ **Cheney, Grand Coulee, and Spokane, all Washington**—In response to petition by Romarge-Tunbeaugh, proposed assigning 101.1 mhz to Cheney and the deletion of that unused channel from Grand Coulee, or in alternative, assigning 101.1 mhz to Spokane and deleting the channel from Grand Coulee; or as third alternative, assigning 95.3 mhz to Cheney; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-563). Action Aug. 12.

■ **Elkins, W.Va.**—In response to petition by Marja Broadcasting Corp., assigned 99.3 mhz to Elkins as its second FM assignment; effective Oct. 20 (BC Doc. 81-34). Action Aug. 17.

■ **Fairmont, W.Va.**—In response to petition by J. Robert Hanaway, proposed assigning 94.3 mhz to Fairmont, as its second FM assignment; comments due Oct. 19, reply comments Nov. 9 (BC Doc. 81-566). Action Aug. 11.

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■ Romney, W.Va.—In response to petition by Peter A. Bozick, assigned 100.1 mhz as its first FM assignment; effective Oct. 20 (BC Doc. 80-743). Action Aug. 17.

■ Marshfield, Wis.—In response to petition by B-K Broadcasting Inc., assigned 92.1 mhz as its second FM assignment; effective Oct. 18 (BC Doc. 81-62). Action Aug. 4.

■ Powell, Wyo.—In response to petition by Broadcast Enterprises assigned 104.1 mhz as its second FM assignment; effective Oct. 13 (BC Doc. 81-191). Action Aug. 4.

■ Riverton, Wyo.—In response to petition by Wind River Communications Inc., proposed assigning 92.5 mhz to Riverton as its second FM assignment; comments due Oct. 20, reply comments due Nov. 9 (BC Doc. 81-575). Action Aug. 12.

Translators

■ The following applications have been accepted for filing and will be ready for processing after Oct. 8 cutoff date.

UHF low power

■ Lake Havasu City, Ariz.—Shoblom Broadcasting Inc. for ch. 45 (BPTTL-8106241F).

■ Cloverdale, Calif.—Response Broadcasting Corp. for ch. 39 (BPTTL-8107161A).

■ Cloverdale, Calif.—Response Broadcasting Corp. for ch. 34 (BPTTL-8107161B).

■ Georgetown, Calif.—Divide Broadcasting for ch. 49 (BPTTL-8106011M).

■ Santa Barbara, Calif.—Response Broadcasting Corp. for ch. 26 (BPTTL-8107061R).

■ Tahoe City, Calif.—Frank Caliri d/b/a Gavilian Communications for ch. 56 (BPTTL-8104091Y).

■ Likely and Alturas, both California—Likely TV Club for ch. 68 (BPTTL-8106081F).

■ Ukiakh, Calpella, Redwood Valley, all California—

American Rural Television Systems Inc. for ch. 59 (BPTTL-8012221H).

■ Aspen, Colo.—Recreation Broadcasting of Aspen Inc. for ch. 23 (BPTTL-8102031B).

■ Woody Creek, Aspen Village, Old Snowmass, all Colorado—Pitkin County Translator Department for ch. 18 (BPTTL-8101191M).

■ Vero Beach, Fla.—Rowland Television Inc. for ch. 53 (BPTTL-8012081G).

■ Twin Falls, Idaho—Summit Communications Inc. for ch. 38 (BPTTL-8105081K).

■ Calais, Me.—Community Broadcasting Service for ch. 61 (BPTTL-8104091VY).

■ Steelville, Mo.—Steelville Telephone Exchange Inc. for ch. 56 (BPTTL-8102271P).

■ Glasgow, Mont.—Telecrafter Corp. for ch. 19 (BPTTL-8107171D).

■ Havre, Mont.—Telecrafter Corp. for ch. 18 (BPTTL-8107171C).

■ Lewistown, Mont.—Telecrafter Corp. for ch. 17 (BPTTL-8107171B).

■ Libby, Mont.—Telecrafter Corp. for ch. 18 (BPTTL-8107171A).

■ Mesquite, Nevada, Gunlock and Veyo, all Utah—William J. Miner for ch. 45 (BPTTL-8011121Y).

■ Alamogordo, N.M.—Sara D. Warren for ch. 63 (BPTTL-8012181D).

■ Watertown, N.Y.—Inter-County Broadcasting Corp. for ch. 25 (BPTTL-8107271J).

■ Woodward, Okla.—Frontier Community Communications Inc. for ch. 23 (BPTTL-8103261W).

■ Woodward, Mooreland, and Waynoka, all Oklahoma—OK TV Translator System Inc. for ch. 69 (BPTTL-8101231X).

■ Tri-City, Riddle, Canyonville, all Oregon—Cascade Pacific Television for ch. 14 (BPTTL-8107211A).

■ Kerrville, Tex.—William E. Powell for ch. 16 (BPTTL-8107151C).

■ Tyler, Tex.—Jack W. Butler for ch. 26 (BPT-

TL-8107311C).

■ Victoria, Tex.—William E. Powell for ch. 44 (BPTTL-8103121K).

■ St. George, Washington, Santa Clara, Bloomington and Ivins, all Utah—William J. Miner for ch. 55 (BPTTL-8011121X).

■ Christiansted and Frederiksted, both Virgin Islands—Caribbean Center for Understanding Media for ch. 33 (BPTTL-8103311S).

■ Bellingham, Wash.—KGM Inc. for ch. 64 (BPTTL-8107211B).

■ Cheyenne, Wyo.—Taft Broadcasting Co. for ch. 49 (BPTTL-8105011V).

■ Cody, Wyo.—Telecrafter Corp. for ch. 15 (BPTTL-8107201I).

■ Gillette, Wyo.—Telecrafter Corp. for ch. 16 (BPTTL-8107201H).

VHF low power

■ Northway, Alaska—Northway Village Council for ch. 2 (BPTVL-8107171F).

■ Sand Point, Alaska—Tricom for ch. 7 (BPTVL-8104091JG).

■ Batesville, Ark.—Maggie Inc. for ch. 12 (BPTVL-8107201O).

■ Gunnison, Colo.—Collis M. Callihan for ch. 2 (BPTVL-812101K).

■ Key West, Fla.—Florida Keys Broadcasting Corp. for ch. 3 (BPTVL-8107281S).

■ Fitzgerald, Ga.—Pryor Communications Inc. for ch. 2 (BPTVL-8107281R).

■ North Fork, Idaho—North Fork TV Association for ch. 4 (BPTVL-8106231B).

■ Brainerd, Minn.—Brainerd Daily Dispatch for ch. 2 (BPTVL-8107201L).

■ Fergus Falls, Minn.—Fergus Journal Co. for ch. 2 (BPTVL-8107131L).

■ Hibbing, Minn.—H.T.C. Inc. for ch. 5 (BPTVL-8108121B).

■ Bruce, Miss.—Bruce Independent TV Inc. for ch. 7 (BPTVL-8107231Q).

■ Chillicothe, Mo.—Sowers Newspapers Inc. for ch. 12 (BPTVL-8107171E).

■ Kirksville, Mo.—Sowers Newspapers Inc. for ch. 5 (BPTVL-8107201M).

■ Maryville, Mo.—Sowers Newspapers Inc. for ch. 10 (BPTVL-8107201N).

■ Rolla, Mo.—Sowers Newspapers Inc. for ch. 7 (BPTVL-8106291B).

■ Kalispell, Mont.—Telecrafter Corp. for ch. 6 (BPTVL-8011131D).

■ Brownwood, Tex.—Lynn and Mary Nabers for ch. 2 (BPTVL-8107201J).

■ Eastland, Tex.—Micromedia for ch. 7 (BPTVL-8107221C).

■ Aberdeen, Wash.—The Daily Chronicle Inc. for ch. 3 (BPTVL-8107141B).

■ Centralia, Wash.—The Daily Chronicle Inc. for ch. 3 (BPTVL-8107141C).

■ Ladysmith, Wis.—Bell Press Inc. for ch. 6 (BPTVL-8107201K).

■ Douglas, Wyo.—Sky-Window TV Inc. for ch. 6 (BPTVL-8101021O).

■ Douglas, Wyo.—Sky-Window TV Inc. for ch. 11 (BPTVL-8101021Q).

■ Douglas, Wyo.—Sky-Window TV Inc. for ch. 7 (BPTVL-8101021R).

■ Sheridan, Wyo.—Sky-Window TV Inc. for ch. 4 (BPTVL-8101021N).

■ Sheridan, Wyo.—Sky-Window TV Inc. for ch. 10 (BPTVL-8101021P).

UHF translators

■ Clarksdale and Verde, both Arizona—KOOL Radio-Television Inc. for ch. 36 (BPTT-8105061B).

■ East Flagstaff and Leupp, both Arizona—KOOL Radio-Television Inc. for ch. 68 (BPTT-8105061C).

■ Bishop, Owens Valley and Deep Springs Valley, all California—Office of the Inyo County Superintendent of Schools for ch. 60 (BPTT-8101211KV).

■ Long Valley Region, Calif.—Mono County Service Area No. 1 for ch. 56 (BPTT-8103051X).

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■ Long Valley, Calif.—Mono County Service Area No. 1 for ch. 60 (BPTT-810305IQ).

■ Nucla, Naturia and Uraven, all Colorado—Montrose county for ch. 49 (BPTT-810306II).

■ Bethany, Mo.—Elba Development Corp. for ch. 55 (BPTT-810424IC).

■ Harlowton, Two Dot and Martinsdale, all Montana—Marlo TV Associations for ch. 59 (BPTT-810511IZ).

■ Harlowton, Two Dot and Martinsdale, all Montana—Marlo TV Association for ch. 61 (BPTT-810511JD).

■ Calais, Me.—WLBZ Television Inc. for ch. 57 (BPTT-801221F).

■ Wolf Point, Mont.—Wolf Point TV District for ch. 61 (BPTT-790606ID).

■ White Sulphur Springs, Mont.—Meagher County TV District for ch. 57 (BPTT-790807IA).

■ Grant City, Mo.—Elba Development Corp. for ch. 57 (BPTT-810424ID).

■ Eureka, Diamond Valley, Duckwater, Railroad Valley and Currant Creek, all Nevada—Eureka Television District for ch. 63 (BPTT-810804IA).

■ Arroyo Seco, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque for ch. 55 (BPTT-810618II).

■ Alva, Okla.—Oklahoma Educational Television Authority for ch. 30 (BPTT-801112IA).

■ Ardmore, Okla.—Oklahoma Educational Television Authority for ch. 28 (BPTT-801114IU).

■ Durant, Okla.—Oklahoma Educational Television Authority for ch. 46 (BPTT-801114IW).

■ Medford, Okla.—Oklahoma Educational Television Authority for ch. 46 (BPTT-801112JA).

■ Ponca City, Okla.—Oklahoma Educational Television Authority for ch. 38 (BPTT-801114IV).

■ Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 40 (BPTT-810622JL).

■ Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 38 (BPTT-810622JK).

■ Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 42 (BPTT-810622JM).

■ Milton-Freewater, Ore.—Citizen's TV Inc. for ch. 65 (BPTT-810505IK).

■ Gothenburg, Neb.—Cornhusker Television Corp. for ch. 27 (BPTT-810305IQ).

■ Duchesne, Utah—Duchesne county for ch. 47 (BPTT-810316IS).

■ East Carbon City, Utah—Carbon county for ch. 47 (BPTT-810408JD).

■ Laketown and Garden City, both Utah—Rich county for ch. 38 (BPTT-810203IX).

■ Randolph and Woodruff, both Utah—Rich county for ch. 49 (BPTT-810203JB).

■ Randolph and Woodruff, both Utah—Rich county for ch. 51 (BPTT-810203IZ).

■ Randolph and Woodruff, both Utah—Rich county for ch. 53 (BPTT-810203IY).

■ Randolph and Woodruff, both Utah—Rich county for ch. 47 (BPTT-810203JA).

■ Roosevelt, Utah—Duchesne county for ch. 55 (BPTT-810316IR).

■ St. George, Utah—Washington County Television Department for ch. 53 (BPTT-810714IG).

■ Vernal and Bonanza, both Utah—Uintah county for ch. 51 (BPTT-810316IP).

■ Bondurant, Wyo.—Harriscop Broadcasting Corp. for ch. 69 (BPTT-810505II).

■ Jackson, Wyo.—Harriscop Broadcasting Corp. for ch. 56 (BPTT-810505IJ).

VHF translators

■ Parachute, Colo.—Sky-Window TV Inc. for ch. 2 (BPTTV-810609IC).

■ Allagash, Me.—Allagash Plantation for ch. 2 (BPTTV-810319IO).

■ Broadus, Mont.—Power River County TV Board for ch. 8 (BPTTV-801020IG).

■ Rural area west of Broadus, Stacey and Sayle, all Montana—Powder River County TV Board for ch. 10 (BPTTV-801020IH).

■ Circle, Mont.—Circle TV Booster Club for ch. 6 (BPTTV-790606IB).

■ Roundup, Mont.—Roundup TV Tax District for ch. 9 (BPTTV-801224IA).

■ Timberon, N.M.—Sara Diaz Warren for ch. 12 (BPTTV-801104II).

■ Livingston and Lake Livingston area, Texas—Harold J. Haley tr/as Polk County Broadcasting Co. for ch. 5 (BPTTV-810206IV).

■ Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park County for ch. 2 (BPTTV-810622JH).

■ Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park County for ch. 6 (BPTTV-810622JJ).

■ Rural North Fork and South Fork of Shoshone River area, Wyo.—Park County for ch. 7 (BPTTV-810622JE).

■ Rural North Fork and South Fork of Shoshone River, Wyo.—Park County for ch. 9 (BPTTV-810622JD).

■ Rural Sunlight Basin and Clarks Fork area, Wyo.—Park County for ch. 11 (BPTTV-810622JA).

■ Rural Sunlight Basin and Clarks Fork area, Wyo.—Park County for ch. 13 (BPTTV-810622JI).

■ Upper South Fork and Shoshone River rural area, Wyo.—Park County for ch. 6 (BPTTV-810622JB).

■ Upper South Fork and Shoshone River rural area, Wyo.—Park County for ch. 2 (BPTTV-810622JC).

■ Wood River area and Upper Greybull area, Wyo.—Park County for ch. 4 (BPTTV-810622JF).

■ Wood River area and Upper Greybull area, Wyo.—Park County for ch. 7 (BPTTV-810622JG).

Other

■ Regulatory Review Working Group has been established in Office of General Counsel. As announced by Chairman Fowler during oversight hearings before the

House Subcommittee on Telecommunications, Consumer Protection and Finance on July 23, task of this group is to assist Bureaus and Offices in comprehensive, systematic review of each of FCC's rules and policies looking toward overall agency objective of eliminating unnecessary rules, regulations and policies. Ann. Aug. 18.

■ Denied motion by Advance Inc., for extension of time to reply to request by Satellite Television Corp. that FCC return as unacceptable for filing several applications for interim Direct Broadcast Satellite Systems, in matter of applications of Advance Inc., Focus Satellite Broadcast Co., Home Broadcast TV Partners, National Christian Network, Inc., Satellite Development Trust, and Unitel Corp., for establishment of direct broadcast satellite systems in 12.2-12.7 ghz frequency bands (Gen. Doc. 8-603). Action Aug. 19.

■ Total of 13,209 complaints from public was received by Broadcast Bureau in July 1981, increase of 6,942 over June. Other comments and inquiries for July totaled 830, decrease of 11 from previous month. Bureau sent 1,497 letters in response to these comments, inquiries and complaints. Ann. Sept. 2.

■ Correction: Release of Aug. 20, 1981 (Action in Docket Case Report No. 16546), inadvertently noted FCC had proposed assigning 98.3 mhz to Augusta, Ga. It should have said 98.3 mhz has been assigned to that city.

■ Correction: Release of Aug. 26, 1981 (Action in Docket Case Report No. 16556), inadvertently noted FCC had reassigned 98.3 mhz to Morton, Tex. It should have said that channel assignment had been retained at Farwell, Tex.

■ Report No. 31-RP "Results of Conversion of AM Broadcast Stations to Standard Radiation Patterns" was released today and is available on "inspection only" basis from Office of Public Affairs, Room 207, 1919 M St., N.W., Washington, D.C. Copies may be purchased through Downtown Copy Center, 1114 21 St., N.W., Washington, D.C. (202) 452-1422.

Call Letters

Applications

Call	Sought by
New FM	
KEWB	Jancur Inc., Anderson, Calif.
Existing AM's	
WSWF	WAYK Lehigh Acres, Fla.
WMOE	WNFR Alpharetta, Ga.
WKXJ	WCKQ Campbellsville, Ky.
WAAV	WGNL Wilmington, N.C.
Existing FM's	
WSWF-FM	WSWF Lehigh Acres, Fla.
KYCK	KDWZ Crookston, Minn.
WGNL	WAAV Wilmington, N.C.
WZXY	WGAT-FM Gate City, Va.

Grants

Call	Assigned to
New FM's	
KMGQ	Goleta Communications Corp., Goleta, Calif.
KDWD	Hensley Broadcasting Inc., Burlington, Iowa
KLLM	Ices Inc., Forks, Wash.
KSIT	Imperial Broadcasting Inc., Rock Springs, Wyo.
Existing AM's	
WNSI	WLCY St. Petersburg, Fla.
WVGO	WVIC East Lansing, Mich.
WENR	WEHA Englewood, Tenn.
Existing FM's	
KJJO	KRSI-FM St. Louis Park, Minn.
WRVW	WHUC-FM Hudson, N.Y.
WLTY	WKEZ Norfolk, Va.
Existing TV's	
KVIQ	KVIQ-TV Eureka, Calif.
WLTZ	WYEA-TV Columbus, Ga.
WLTY	WKEZ Norfolk, Va.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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 biller at their station okay! Compensation package proves we want a winner. Letter and resume Box H-123.

News and Public Affairs Director for 100,000 watt NPR affiliate. Duties: Programs and supervises all news program preparation. Supervises News and Public Affairs Producer. Trains and supervises student staff. Supervises preparation and broadcast of two daily news magazines. Provides program concepts and production for local, regional, and national broadcast. Participates in Assertainment and quarterly station review processes. Qualifications: BA/BS in Communications or related field; Four years broadcast experience with preference of at least 2 years in Public Radio Broadcasting; Knowledge of FCC regulations; Extensive creative production knowledge needed with regional and national production credits helpful. Salary: \$16,000. Deadline: Sept. 21, 1981. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee; WUFT-FM; 2108 Weimer Hall; Gainesville, Florida, 32611. (Non-returnable production tape encouraged). The University of Florida is an Equal Employment Opportunity/Affirmative Action Employer which encourages applications from minority groups and women.

General Sales Manager. AM News Radio station seeks an experienced General Sales Manager. News Radio experience helpful. Proven track record in radio sales and budget management a must. Innovative approach toward marketing crucial. Excellent company benefits. Send resume to Personnel, WTOP Radio, 4646 40th St., N.W., Washington, D.C. 20016. EOE M/F No Phone Calls.

KNOR, Norman, OK. needs creative, enthusiastic manager who can run strong local news, sports, and special events station. Beautiful University town. 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. Call Monte Moore, 209-784-1450, send resume to P.O. Box 1450, RR 1, Porterville, CA. 93257.

Marketing director sought for high profile non-profit independent audio production company. Must demonstrate ability to handle marketing, research, station relations, distribution in commercial, non-commercial and educational fields. Corporate, private and government foundation knowledge helpful. Send vitae and salary requirements by September 30 to E. MacKay, National Radio Theatre, 612 N. Michigan No. 316, Chicago IL 60611.

Management Opportunities with 2 new Class C FM radio stations under construction in Oregon, and Idaho. Contact: Fred Constant at NRBA Edon Roc Hotel, or write to 107 Burnham Rd. Lake Oswego, OR 97034 E.O.E. Minorities encouraged to apply.

HELP WANTED SALES

Billing 10K? On your way to 20K and management? You've got the desire we need — We've got the opportunity you need. Southeast. Sell me by mail. E.O.E. Box I-17.

General Sales Manager: WNOR-AM-FM, Norfolk, top album rock station needs dynamic, organized and disciplined professional to motivate agency and retail sales staff. Successful applicant should be tenacious and have the ability to move rates upward. We are high profile and well respected and these are qualities you should also possess. No background calls till we clear it with you. Please reply to: Lorraine Golden, Director Of Sales, Marvin Josephson Associates, Broadcasting Division, 15001 Michigan Ave., Dearborn, MI. 48126. Group Owned and E.O.E.

Rare Opportunity for right salesperson to move into established top billing list with large market AM/FM. Earnings over the \$40,000 level possible for first year. Excellent benefits, outstanding facility, good ratings. Candidates should have 3 to 5 years radio experience with some major agency sales background. Send resume or call Bob Westlake, GSM, WWEE/WLVS, P.O. Box 17527, Memphis, TN. 38117 901-365-2032.

Radio Salesperson for A.O.R. suburban station in affluent Westchester County. Experience and documented track record required. New facilities, bright future, we will provide for a quality candidate. WRNW, Box F, Briarcliff Manor, NY, 10510. An E.E.O. Employer.

Maryland Country music station needs a sales manager (street fighter) or experienced sales person who wants to be a sales manager. Small, growing market. Strong sales efforts pay handsomely. Box J-15.

This is your opportunity to succeed in sales in Northeastern Pennsylvania. Retirement of our leading sales representative will allow a bright, experienced, professional sales representative to move up to our station. Tell us why you're right for our growing chain. Attractive compensation and benefit package. M/F EOE. Box J-10.

No Growth Limits—Multimillion dollar sales organization in beautiful NJ medium market offers a chance for a highly-charged pro to make substantial income representing top Aribtron-rated AM-FM combo. If you can prove to us you're a strong closer who doesn't need handholding, we'll offer an excellent salary/incentive plan. EOE. Box H-203.

Experienced General Sales Manager: South Florida AM/FM Combo. Strong Local and National experience necessary. Solid motivator, administrator. Opportunity to join major broadcast group. Equal Opportunity Employer. Send resume to Box J-14.

HELP WANTED ANNOUNCERS

Wanted: Experienced announcer/assistant engineer—salary open. Let's talk 916-233-2713.

D.J./News combo person wanted by country music stations WAFL AM/FM, Box 324, Milford, Delaware 19963. Send tape and resume.

Our Morning Personality has moved up. We are a solid, stable operation with many graduates to bigger markets. Send tape and resume to WQXC-AM and FM PC. Box 72, Norway, ME. 04268. Enjoy a 5 figure salary in the middle of vacationland.

Adult Sound afternoon personality and evening talk show host wanted for Midwest University Community. Top pay and benefits. Resume and tape to Barbara Mullen, KCJJ, Box 2118, Iowa City, Iowa 52244.

Announcer with play-by-play sports ability wanted for northern Minnesota adult contemporary station. Contact Lew Latto, WEVE AM/FM, Eveleth, MN 55734 218-727-7271. Tapes & resumes to 419 W Michigan St., Duluth, MN 55802.

NO. 1 Country in Virginia Beach, Va. looking for personality Jock with good production. Experienced pros preferred. Send air check and resume to Russ Cassidy, WCMS Radio, 900 Commonwealth Place, Virginia Beach, Va. 23464. An affirmative action E.O.E.

Production specialist needed for Texas Station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to Box J-5.

WXYZ, an ABC O&O, one of America's fastest growing newstalk stations, is searching for an additional talk host. Send resume and 1 unedited open line hour of your program on cassette to Michael Packer, Operations Manager, WXYZ Radio, P.O. Box 1270, Detroit, Michigan 48231. EOE.

Experienced Morning personality for top rated and very successful adult-contemporary located between Chicago and Milwaukee. Must be smooth and personable with good voice and strong production. \$14,000 and good fringe. Tape and resume to: Dex Card, General Manager, WLIP, P.O. Box 659, Kenosha, WI 53141. E.O.E.

Puget Sound Beautiful Music Station seeks candidates for full and part time programming positions. Smooth voice and several years commercial announcing required. Copywriting and promotion experience a plus. Please send your resume and tape with a newscast and production to KBRD-FM, 2000 Tacoma Mall Office Bldg., Tacoma, WA 98411. EOE, and qualified women invited to apply ...

HELP WANTED TECHNICAL

Need chief engineer to organize, construct and operate a 100 kW shortwave transmitting plant on Saipan. A challenging project in Florida-like climate. Send resume to Hammett & Edison, Inc., P.O. Box 68, International Airport, San Francisco, CA. 94128.

Engineer Wanted—major market-East Coast-Write Box H-150.

Chief Engineer for Springfield, Ill. Midwest family group station. Experience with AM directional & thorough knowledge of FCC rules. FM & automation experience helpful but not necessary. Contact: Chris J. Cain, Midwest Family Stations, Box 2058, Madison, WI 53701. EOE.

Wanted—Hands on corporate Engineer for growing Group. Kansas, Oklahoma. Salary based on experience. Call 316-267-0293.

Chief Engineer for AM/FM in MI. Experienced in installing, replacing and maintaining studio, transmitter and phasing equipment. Contact Robert Dorogi, WKHM/WJXO, 1700 Glenshire Dr., Jackson, MI 49201. 517-784-7181.

On-Spec Engineering, Inc. an electronics service organization, located in the suburban Washington, D.C. area has needs for the following ... Broadcast Engineer who is experienced with AM/FM transmitter's to do preventative maintenance and on call service for various facilities. Send resume and salary history, references to Stuart Jagoda, President On-Spec Engineering Inc. 6597 Sweet Fern Columbia MD. 21045. EOE/M/F

Radio Engineer. Spanish language broadcasting company needs transmitter and studio engineers. 1st. class license desirable. Send resume and salary requirements to Box J-26.

Knowledgeable, well organized Chief Engineer. Must have experience in Directionals, FM Stereo automation for 5KW AM and 30,000W FM. Competitive salary plus benefits. Call Manager, Gal-Broadcasting Co., Gallup, N.M. 505-863-4444. EOE.

Chief Engineer FM/AM combination in S.E. Wisconsin. FM is 50 KW top 40, with new studios. AM is 500w, partially automated with Harris 90 System. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, Ohio, 45014. Call 513-874-5000. E.O.E.

HELP WANTED NEWS

News Director ... South Florida AM/FM combo is talking with News Directors with experience and good references. Must have strong management skills, conversational writing and delivery style and ability to motivate with ideas, and by example. Send complete resume and salary requirements to Box I-18. EOE.

Experienced news person wanted to gather, write and deliver news on station with heavy news commitment. Good opportunity in a nice community. E.O.E., Send tape and resume to Greg Lance, WRTA, P.O. Box 272, Altoona, Pa. 16603.

News Anchor with farm experience. We're expanding our morning news to include farm information. Considering experienced personnel only. Cassette and resume to: Reese Rickards, WJJD, 180 North Michigan Avenue, Chicago 60601. EOE.

State Network needs competent reporters. Some anchoring. Must be dedicated and enthusiastic professional interested in being part of rapidly expanding firm. Send tape and resume to: Al Sicard, News Director, Maine Information Radio Network, WMER, 583 Warren Ave., Portland, ME. 04103.

HELP WANTED NEWS CONTINUED

News Anchor/News Director in Virginia Beach, VA. Top rated combo. UPI's Best news operation in Virginia last two years. Conversational one to one style. Resume and tapes to Russ Cassidy, WCMS Radio, 900 Commonwealth Place, Virginia Beach, VA. 23464 — An Affirmative Action E.O.E.

News Director: Limited borad work. Send tape/ resume to KTNM/KQAY, Tucumcari, NM 88401.

Excellent Anchor who can command the attention of the audience by strong, vigorous reading of his or her clear, conversational writing. Intelligent, sound journalist who understands the news and can tell the listener what it means. A reporter, who thinks as a reporter whether he or she is on the street, on the phone, at the typewriter or on the air. Creative and original at features. If you think two-alarm fires are news and write like UPI, do not apply. Aircheck and resume to News Director, KYUU, 1700 Montgomery Street, SF 94111. No phone calls. An equal opportunity employer.

Immediate opening. Gather, write, air local news. Commercial radio station experience essential. H. Borwick, WVOS, Monticello, N.Y. E.O.E.

News Producer for public radio stations. Responsible for production of newscasts utilizing wide variety of wire services and audio sources. Editing and voicing ability of prime importance. No street reporting. B.A. level degree in journalism, related area, or equivalent experience required. Public radio experience desired. Salary \$15,600. Send current resume and air check demonstrating skills to Donald Forsling, WOI AM-FM, Iowa State University, Ames, Iowa 50011. E.O.E./AAE. Deadline October 1, 1981.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director/Operations Manager, KODY-AM, North Platte, Nebraska. Guide On-Air Activity and carry air shift. Resume and cassette tape to: Tom Bair, General Manager, KODY-AM, P. O. Box 1085, North Platte, NE. 69101. E.O.E.

Sports-Sales or Sports-News combo. Back-up sports p-b-p and/or color. Good sales list. Salary, talent, commission. West-midwest college medium market. EOE. Write Box J-20.

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.

Traffic Manager. Wee need a cool, competent, experienced and dedicated person to take full responsibility for the busy traffic department at our Major New York City radio station. Group ownership, excellent (but demanding) working environment compensation commensurate with your ability. This is an Equal Employment Opportunity. Please reply to: Box 3533, New York, NY 10163.

Billboard Station Of The Year for both '79 and '80 needs PD. Present PD, leaving due to family illness. A/C PD. experience and winning management style pre-requisites to meet our high standards. Salary commensurate with our reputation. Join us in our new \$1.1 million studios. Apply in confidence. Send resume and station's best tape to G. Scantland, Pres., WDIF, Box 10,000, Marion, Ohio 43302-1330 EOE.

Cultural/Public Affairs Producer for 100,000 watt NPR affiliate. Duties: Supervises the production of major cultural and public affairs programs and program segments for WUFT-FM and regional and national programming organizations. Serves as producer of the station's state-wide distributed business program. Qualifications: BA/BS in Communications or related field; Three years broadcasting experience with preference for NPR background; Knowledge of FCC regulations; Creative Production skills needed. Salary: \$15,346. Deadline: September 28, 1981. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee; WUFT-FM; 2108 Weimer Hall; Gainesville, Florida, 32611. (Non-returnable production tape encouraged). The University of Florida is an Equal Employment Opportunity/Affirmative Action Employer which encourages applications from minority groups and women.

Classical Music Producer for all classical WNED-FM. Seek a candidate to produce, record, and host live music events. Requires radio production and classical music recording experience and professional on-air skills. Resume, references and a non-returnable audition tape showing appropriate skills to Peter Goldsmith Program Director WNED-FM, 23 North Street, Buffalo, NY 14202. WNED-FM is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Turnaround Situation 25, three years of sales/s.m. both major/medium market experience. Seeks similar size market, East, AS G.M. Box H-204.

General Manager available for a challenging position in medium to large market in the East. Fourteen years in radio with special emphasis in marketing, promotion, and sales. Presently in Southeastern New York. Reply in confidence. Box I-26.

Master of All Management, sales, programing. Large, small markets. Box I-23.

Program/Operations Manager: who works closely with P & L, looking for move up. Documented performance in billing/ratings. Box I-12.

Current 9 years: GM most compatibly employed, seeking similar position with permanence. Fully qualified for total management. Knowledgeable all phases including regs, EEO, P&L. Cost conscious, community active family man. Professional, by-the-book operator. Good with personnel. Sales and promotion oriented. No rush. Box J-19.

20 years of positive broadcasting. Immaculate industry references. Will discuss programming, operations/management anywhere. Bob Cannon, 611 Wisteria, Ft. Pierce, Florida 33450. 305—465-4122.

SITUATIONS WANTED SALES

Experienced Sales Pro seeks position with progressive station. Also have thorough knowledge of jazz fusion, and wish to do part time air shift to complement sales. Would prefer southeast. Peter Deitchman, P.O. Box 4538, Winter Park, FL 32792. 305—677-4952.

8-Years On the Air experience. Hard-working, dedicated, desires move into sales. Box J-6.

Seven years creative sales brought sales management, 30N. Need change. Major account list or management. Hard working, good ideas. First-rate EOE's with serious offers only. Box J-3.

SITUATIONS WANTED ANNOUNCERS

Over 20 years in radio with wealth of experience in DJ, production, writing, news, PD, MD, etc. Longer than average tenure; good worker. Desire small to medium market. T & R 312—922-1790.

Experienced Radio Personality — Minor Broadcasters with varied background. Presently working in No. 1 market. Looking for a smaller pond with professionalism and stability. Can you make me that offer? Call before 2 PM 212—864-2996. All replies will be considered.

A New Yorker with personality, style and warmth. Experienced in freelance voice-overs, sports announcing, nose the news, ears the music. Jordan 212—371-2356.

Professional sound, attitude. Opportunity more important than remuneration. Degree. Keith Lindquist, 870 Harmony Lane, East Troy, WI. 53120. 414—363-4560.

Announcer Good voice and delivery. Interested in sales, sports, and community involvement. Cooperative, willing to relocate. Dennis Semrau, 2529 W. Scott St. Milwaukee, WI 53204. 414—671-5540 after 12.

Good attitude, voice and reader, trained by a professional announcer, anywhere call before 10 AM. Jim Laux, 3815 S. Lenox St., Milwaukee, WI. 53207. 414—483-2982.

Experienced Female needs a job. Call Randi at 212—379-7746 anytime and let's talk!

Mature personality, great voice, huge numbers. Bob Cannon 303—465-4122. 611 Wisteria, Ft. Pierce, Florida 33450.

Available Now. Four years commercial experience News Director, production, announcing. MD. Prefer midwest announcing or news. Excellent manager. Tape; resume: Chris Orr, 23364 Larkshire, Farmington, Michigan 48024. 313—476-4621.

A Giver not a Taker FCC First, DJ, news, production, sales, N.Y.C. trained, hard worker. References to back. Will relocate. Available now. Call Michael 201—748-4021.

The "Me" Era is over! Team player, plays to win! Experienced PD/MD, copywriter, with first ticket. MOR, A/C, AOR formats. Barney Chase 516—432-5258.

I'm yours! Small Market black jock—newscaster, announcer, trained by major city pro's—strong, dependable character, adaptable to farm-country, atmosphere. 212—561-4494—3 or 212—585-7813.

Beginner desires career start. Evenings or overnight. Prefer Ohio. Doug Hendrichs, 21692 TR. 175, Mount Blanchard, Ohio 45867.

You need a hard-working, dependable announcer for AOR, A/C, or Top 40 with good writing and production skills and fine news voice, so call Ray at 312—646-0815 for tape and resume.

SITUATIONS WANTED TECHNICAL

Available Short-Term Employment. 20 year pro. New installations, rebuilds, troubleshooting, pro's, maintenance programs. Shoupe 717—249-6584.

I'm a brand new 1st class licensee seeking first job. Radio and TV. Will drive car or take plane. If you're willing to train. For a tech that you'll treasure, try me! Write Hal at Box J-13.

SITUATIONS WANTED NEWS

Reporter/anchor with six years' experience seeks to relocate. Currently in state capital. Prefer midwest, but will consider any region. No small towns. Station must have solid news commitment. Available on two weeks' notice. Box I-6.

Radio News Professional. Distinctive, compelling air delivery. Skilled reporter/writer/producer. Major market experience. Interested challenging work requiring strong news skills. Box H-108.

Radio sportscaster—eleven years experience covering high school, Jr. and major college programs—great enthusiasm—college play-by-play preferred—Call Rob Williams - 515—233-3117.

This Ten Year sports pro has done NBA Basketball, NASL Soccer, Minor league baseball, and countless football games. This ten year sports pro is an excellent talk show host with contacts around the nation. This ten year sports pro is available now. Call Greg Haber 314—878-0501.

News Director in small California market. Seeking a step up. Strong voice. BA Journalism. Box J-4.

Available Now! Four years commercial experience News Director, production, announcing. MD. Prefer midwest announcing or news. Excellent manager. Tape, resume: Chris Orr, 23364 Larkshire, Farmington, Michigan 48024. 313—476-4621.

One Year radio talk show moderator and television volunteer experience. MA in broadcast journalism, mass communications. Seeks radio or TV news position. Will relocate. Resume and sample tapes, freelance writing. Call Sharon 1—303—934-6521.

Versatile Newswoman with 5 years' experience air-work & reporting, planning to return to the U.S. mainland. Available after October 1981. Seeking employment with a solid organization interested in locating in an area conducive to settling, with room to grow. If you need a professional, reliable, authoritative addition to your news team, contact me. Please allow 2 weeks for reply, due to mail service. Box J-1.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Soul Programer major market know how wants smaller pond to swim in. 35K. 919—822-5218.

Cliff Arquette (II): Superior writing, production, bright, easy news or personality seeks happy, creative radio or TV position anywhere 808—966-7234.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Baltimore Radio Researcher seeks full time employment in mid atlantic states. Contact Charlotte Bauernfeind, 11 Belhaven Drive, Baltimore, Maryland 21235. 301-665-0713.

TELEVISION

HELP WANTED MANAGEMENT

Program Manager—Top 50 market, network affiliate seeking applicants for position as head of program and public affairs areas of station operation. Program production and movie scheduling experience preferred. Excellent salary and benefits. Send resume to Box I-7. An Equal Opportunity/Affirmative Action Employer.

Television Account Executive—Team-oriented person with a proven record of excellence in Television Sales (transferrable skills considered). Successful applicant should be persuasive verbally and in writing, have a working knowledge of advertising, marketing, and have the ability to work with pure and applied research. This is not a beginning position. Reply in writing to: Local Sales Manager, P.O. Box 2009, Durham, nc 27702. EOE.

Assistant Director Of Development, New Hampshire Public Television, Talented fund raiser and administrator to coordinate statewide TV auction and to assist in corporate solicitation efforts. Bachelor's degree and three years related experience or equivalent. Salary Range: \$13,790-\$21,340, D.O.E. Forward resume by September 30, 1981, to Development Director, Box Z Durham, NH 03824. AA/EEO.

Public Information Manager (Public Relations Officer), New Hampshire Public Television. Imaginative professional to implement statewide public information and advertising program, including all media relations. University graduation plus 3-5 years documented experience. Salary Range: \$14,460-\$22,400, D.O.E. Forward resume by September 30, 1981, to General Manager, Box Z, Durham, NH 03824. AA/EEO.

Manager of Marketing for KETC-TV, St. Louis, Mo., to be responsible for the planning, research, implementation and evaluation of activities relating to underwriting, marketing and telecommunications. College degree in appropriate discipline, sales and marketing experience, preferably in broadcast or video communications, ability to communicate effectively in writing and in person and the ability to design and execute research projects required. Salary range: \$28,000-\$32,000 per year. Send resume to: Manager of Marketing KETC-TV, P.O. Box 24130, St. Louis, MO 63130. By: September 25, 1981. Equal Opportunity Employer M/F.

Business Manager, Controller needed for new TV station. Shirtsleeve hands-on accountant needed to start up and run TV Station Accounting department. Experience necessary. Contact WTSG-TV, Box 4050, Albany, GA 31706. EOE.

HELP WANTED SALES

Account Executive. NBC Network affiliate, major market, seeks an aggressive over-achiever with successful broadcast sales background to take over an existing list of agencies and retailers, with emphasis on retail development. Contact: Al Bova, Local Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. WVIT is an Equal Opportunity Employer.

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.

Texas-Oklahoma market seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-27. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. E.O.E.

Chief Engineer. Responsible for installation and maintenance of non-commercial FM broadcast and closed circuit color television facilities. Must have FCC 1st or 2nd class license and training and experience with audio and video equipment. Must be able to work with students and Broadcast Faculty. Competitive salary and benefits. Apply by September 21, 1981, to Dr. Earl Lammel, Chairman, Speech and Theatre Department, Westminster College, New Wilmington, Pa. 16142 or call 412-946-8761. Position opens October 1, 1981.

Chief Engineer for growing U.H.F. independent in South Louisiana. Submit resume and salary history to: Director of Engineering, KADN-TV, 1500 Eraste Landry Road, Lafayette, La. 70506. An equal opportunity employer. Phone: 318 237-1500.

TV Maintenance Engineer Studio and/or UHF transmitter experience required, also FCC license. Equipment includes TCR-100, BVH-100/TH-200, TK-29B, TK-76, TK-781, VR-1200, TVRO, Townsend transmitter. Contact Bob Venditti, KRBK-TV/31, 500 Media Place, Sacramento, CA 95815 916-929-0300.

Assistant Director of Engineering to direct day-to-day technical functions of the complete television on-air broadcast operation. Knowledgeable of state-of-the-art in solid state devices, integrated circuits and digital technology. Minimum of 5 years supervisory experience. First Class Radio Telephone License. An equal opportunity employer. Send resume to Box J-27.

TV Engineer East Coast production company seeks TV engineer to handle routine maintenance and setup of VTRs, studio switchers, cameras and other equipment. Send resume and salary requirements to Box J-25.

TV Maintenance Supervisor: Outstanding PTV station in upstate N.Y. seeks experienced individual to supervise and perform maintenance on electronic equipment. Must have hands-on experience with 1" equipment and portable cameras. Requirements include: 5 yrs. in maintenance of TV equipment, 1 yr. supervisory experience, and FCC First Class Radio Telephone License. Excellent benefits, competitive salary. Send resume to: Personnel Department, WXXI TV-FM, P.O. Box 21, Rochester, N.Y. 14601. E.O.E.

Manager, Technical Facilities Challenging and diversified position in a company producing closed captioned television for the hearing-impaired. You will be totally responsible for day-to-day operation and maintenance of all technical facilities. The individual we are seeking must: Be knowledgeable and competent in operation, trouble shooting and repair of state-of-the-art digital electronics, including computers, microprocessors, computer peripherals and broadcast related equipment. Have an Associate's or BS degree in electronic engineering or equivalent experience. Have a minimum 5 years experience in broadcast operations and maintenance. Supervisory experience is preferred and the ability to work flexible hours is required. This is an exceptional growth opportunity with a service oriented organization. Excellent salary & benefits. For immediate consideration please send resume and salary requirement in confidence to: National Captioning Institute, Inc., 5203 Leesburg Pike 15th Floor, Falls Church, VA 22041, Attn: Personnel Manager. Equal Opportunity Employer M/F/H/V.

Senior Engineer: Position as Studio Maintenance Supervisor. FCC 1st Class Broadcast License required. Minimum 10 years experience. Equipment experience required: RCA TCR100, TR70 C's, TR600, VPR2, VPR20, TK28 Film Cameras, TK44 Cameras, Ikegami HL79 A's Cameras, Grass Valley Switcher 1600 Series with NEC Digital Effects Package, ADDA200 ESP Frame Storer System, Ward-Beck Audio Console and Microwave Associates Microwave Equipment. Send resume to: David Hendricks, KTBS-TV, Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

Challenging position available as television, radio, telecommunications engineer in the Office of Communications & Broadcasting, University of Nevada, Reno. Salary up to \$25,083 depending on qualifications. Involved in public broadcasting, state-wide teleconferencing, and innovative applications of technology in higher education. Position open until filled, apply now. Contact Daniel J. Tone, Office of Communications & Broadcasting, UNR, EB 106, Reno, NV 89557 702-784-6083. AA/EEO.

Videographer/Editor/Producer combination wanted for nine time Emmy Award winning magazine series "Front Page Saturday Night" Two years magazine oriented experience a must! Must be familiar with state of the art equipment. Send resume to: David R. Sams, Executive Producer, WBNS-TV, 770 Twin Rivers Drive, Columbus, Ohio, 43216. WBNS-TV is an Equal Opportunity Employer. M-F.

HELP WANTED NEWS

Number One Meteorologist—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/M/F.

News photographer with minimum of 2 years experience in tape and film photography and editing to work with No. 1 rated news operation in top 40's market. State-of-the-art equipment. E.O.E./M/F. Send resume to Box I-25.

KTVX (ABC) Salt Lake City looking for best feature reporter, photographers and producers who desire to become No. 1. We are growing and will have various openings. No calls, send tape and resume to News Director, KTVX, 1760 Fremont Drive, Salt Lake City, Utah 84104. An Equal Opportunity Employer.

Chief Photographer—If you're No. 2 in a large department looking to move to No. 1 spot, this is for you. State of art—ENG equipment—Must be take charge person, creative, know EFP, 5 yrs. exp.—no less. Good salary & fringes—Send complete resume and salary requirements. Box I-33.

Group-owned affiliate needs meteorologist for fall opening. Strong on graphics, AMS seal strongly preferred. Send tape, resume and present salary in confidence to Mike Beecher, KTVI, Box 87, Sioux City, Iowa 51103. An EOE Employer.

Anchor-Producer needed for innovative news format. Candidate must be creative and exciting. This is an excellent opportunity for the right person to join this rising star group. Send resume plus salary requirements to Box J-22. E.O.E.

Weathercaster. This is a weekday position at a major market station on the move. Meteorologist preferred, but someone with flair and a proven track-record will also be considered. Beautiful Sunbelt City. Waste no time in sending resume to Box J-21.

News Director, Small market station in Midwest. Television and Radio. Five person news staff. Good benefits. Box J-28.

Ohio NBC affiliate has two openings - general assignment reporter and ENG photographer-editor. Must have one year commercial TV experience. Send resumes to News Director, WCMH-TV, Box 4, Columbus, Ohio, 43216. No phone calls! EOE.

TV Photographer & Editor. Experienced photographer needed to shoot and edit news stories for two evening newscasts. 1-2 years commercial TV experience required. Send resume to Box J-24. E.O.E.

TV News Reporter Experienced reporter needed to report news events for two evening newscasts. Journalism degree preferred. 1-2 years commercial TV experience required. Send resume to Box J-23. E.O.E.

Assignment Editor—for Domestic and Foreign coverage sought by Washington D.C. based news service. Seasoned desk person with penchant for working phones and dexterity in making logistical arrangements. Must have previous Desk experience in large or medium market. contact Hal Levenson, Independent Television News Association, 1414 22nd Street, N.W., Washington, D.C. 20037 202-872-8700.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager Aggressive community PTV station is seeking qualified administrator of production facilities and personnel. Responsible for supervision, training, budget. Must be business-like, committed to high productivity, imaginative. Minimum 3 years experience required. Send letter and resume to Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Director/Florida Production Center, Tampa. The largest film, videotape and AV production center in Florida has an exceptional opportunity at FPC's new Tampa facility for a creative professional with a strong track record in directing both film and tape commercials for regional/national agencies. Candidates should send: resume detailing work experience, salary history, references and a sample reel (with budget figures for the spots on the reel) to: L.J. DiGiusto, III, Vice President, Florida Production Center, 150 Riverside Ave., Jacksonville, Florida 32202.

Production Manager. Major public community television station seeks professional individual with management experience in all aspects of production. Responsibilities include the supervision of all production support departments, scheduling and coordination of all production facilities. Scheduling and coordination of closed circuit teleconference services, and the marketing and booking of major mobile unit. Must have at least five years of television production management experience. Send resume (No Phone Calls) to Personnel Manager, WYES-TV, Box 24026, New Orleans, LA 70184. WYES is an equal opportunity employer.

TV Director established Northeast VHF network affiliate seeks experienced director for news and commercial production. New facilities. No switching. Resumes only. EOE. Box I-2.

Senior Producer Aggressive community PTV station is seeking energetic individual capable of supervising producer/directors in production. Responsible for proposing production concepts, training, all local production. Must have strong remote and single camera experience, writing skills. 2-3 years supervisory experience required. Send strong letter and resume to Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

Producer/Director experienced in news, commercial, public affairs, and promos. Minimum 2 years experience as P/D. Send resume, tape and salary requirements to: Henry Goldman Production Manager, WTSP-TV, PO Box 10000, Saint Petersburg, FL 33733. Equal Employment Opportunity.

Continuity Writer (Lansing/Jackson, Michigan) Two years experience as a commercial television and/or radio continuity and/or promotion writer. Experience with 3/4" video tape editing also required. Send resume to Personnel, WILX-TV, PO. Box 30380, Lansing, MI 48909.

NBC O&O seeks Producer/Director. Duties include weekly children's program, specials and weekend news. Heavy experience in field producing a must. If you are the most creative, enthusiastic person you know, We Want You! Send resume to Rich O'Dell, Production Manager, WKYC-TV, 1403 E. 6th Street, Cleveland, OH 44114; EEO, M/F.

PM Magazine Co-host—Successful PM Magazine in beautiful southwest Florida is looking for a talented co-host to join male co-host. If you can demonstrate solid on-air experience, writing and story production background, send your tapes and resume to Clarence Mosley, WINK-TV, PO. Box 1060, Fort Myers, Fla., 33902. EEO. No phone calls please.

TV Director—Main responsibility 6 PM & 10 PM News Must do own video switching on new CDL-480 switcher Excellent Salary, SW Oklahoma Call Bill Baldwin, 405—355-7000.

Commercial Producer/Director. Responsible for directing studio, location, and post production on tape. 3-5 Years experience in directing commercials and bachelors degree preferred. Knowledgeable in 3 VTR 1-inch time code editing, EFP, and automated production switchers. Send detailed resume, demo tape, and salary requirements to: WTVN-TV, PO. Box 1150, Chattanooga, TN 37401. EOE.

Commercial Producer-Director needed in top midwest market. Must have winning ways with clients and be able to write and produce commercials that will sell their products. Good management abilities essential. Opportunity for advancement excellent. Salary and benefits commensurate with experience. Send resume to Tom Ashwell, WLWT, 140 West 9th St., Cincinnati, Ohio 45202. Equal Opportunity Employer (M/F).

Producer-Director for upper Michigan PTV station, WNMU-TV. Emphasis on public affairs programs but includes call-ins, specials and some ITV. Requires bachelor's degree in appropriate field and 3-5 years TV production experience. Journalism background helpful. Salary starts \$14,000. Excellent fringe benefits. Send resume postmarked by Sept. 25, 1981 to Personnel Department, Northern Michigan University, Marquette, MI 49855. AA-EOE. NMU is an equal opportunity/affirmative action employer.

On-Air Producer-Director to write, produce and/or host public affairs, news and special programs. Studio directing skills useful but not required. Must have good on-air reporting skills. Salary \$13,826. BA or BS degree and two years experience in TV production activities or equivalent. Send resume and tape to Ed Wooten, Production Manager, WJWJ-TV, PO. Box 1165, Beaufort, S.C. 29902. An equal opportunity employer.

Farm Director for newly-created position at Midwest farm market station. College graduate preferred with at least 3-years experience and good air presentation. Easy communication with rural audience required. If videotape not available, send resume and audio tape to General Manager, WMT-TV, Box 2147, Cedar Rapids, IA 52406. EIE.

Film Director for new TV station needed. Experience necessary. Perfect move up for dedicated second banana. Start up and run department. Contact WTSG-TV Box 4050, Albany, GA 31706. EOE.

Are You Better talent than Simmons and Donahue? Breakthrough morning TV show needs talent to demonstrate information of interest to women. Send tape to Hillier/Lansky, 2658 Bridgeway, Sausalito, CA 94965.

SITUATIONS WANTED MANAGEMENT

Attorney, with some FCC background, management knowledge, broadcasting experience and familiarity with the media and government regulations, desires position with media enterprise. 202—332-2150, after 6p.

SITUATIONS WANTED TECHNICAL

University of Colorado. B.A./Communications, 1st Class F.C.C. license. References. I want to become a good engineer, but I need experience which *you* have to offer. Will relocate. Box J-17.

SITUATIONS WANTED NEWS

Weekend sports anchor/reporter/producer looking for move to bigger market. Four years experience with top rated 50's market station. I have done it all. Box H-208.

Dealines? Pressed for last minute project assistance? Crisp copy and clean audio production in a hurry my specialty. Available now. Burton 212—243-5062.

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. (after 6 p.m.)

TV Meteorologist, good appearance, communicates weather in interesting and easy to understand manner. Currently part-time medium market desires full-time position. Box I-27.

Photographer, 60s market, seeks station with serious approach to news. Demo. Box I-32.

Black Weathercaster/Sportscaster, seeking first opportunity in small or medium market. Good presentation of weather, good play by play of baseball and basketball. Would love to learn other areas of broadcasting. Excellent references. Please take my tape. Roy Samuels, 2320 Aqueduct Ave., No. 4D, Bronx, N.Y. 10468. 212—933-1325, 212—826-9721.

Experienced Sports Anchor/Reporter seeks new opportunity with solid station. Strong visual appeal. Excellent producer. All markets considered. Call 213—943-3017.

Professional Meteorologist with experience in top 10 market. Seeking full time number one or two position. Steve Anton 207—363-6174/439-0815.

Sportscaster; in a top market, looking to move. Will consider a smaller market if it's the right job. Bright, energetic articulate. Box J-2.

No. 1 Award-winning anchor report in 100+ market seeks new challenge. Strong writing skills, Mid 30s, stable. Box J-16.

Reporter: 22 years old. MA Broadcast Journalism. Experience as Weekend Reporter in Medium Market, seeking full-time position. Creative writing, reporting, ENG editing. Call Tom at 502—658-3478.

Dynamic Sportscaster currently working in top 30 market wants new challenge and new fields to Conquer. Excellent anchor/writer, colorful in the field, not afraid to be controversial P.B.P. and color experience, 8 years in the business ... Guaranteed to shake up your market. Contact Jerry 615—366-6276. Before 2.

Radio newsman hunting for TV position. Prefer on-camera but will accept the right desk job. Several months experience at a Baltimore TV station. Current membership with AMS. Contact: Jay Krakowitz 6601 Amleigh Road, Baltimore, Maryland 21209. Or Call: 301—484-8615.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Manager currently hold position with medium market radio group. Ideas that sell and are community oriented. Box I-12.

Production Assistant - Have endless amount of "dedication and creativity" College graduate; produced/hosted cable TV series; have screenplays ready for film/TV prod. Want to relocate outside of N.Y.C. area to northeast, or southwest. M. Gemmato, 49 Mill St., Westwood, N.J. 07675 201—664-5248.

Five Years Experience all phases of production. Commercial, Industrial, Educational. Strong Director, will relocate. Fredric Bracken 815 Thornwood, Suite 6, Toledo, Ohio 43609 419—382-5229.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124, by December 1, 1981.

HELP WANTED TECHNICAL

Chief Technician for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doran, Director of Engineering, Donrey Media Group, PO. Box 550, Las Vegas, NV. 89101. Telephone 702—452-2061. An Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

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.

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 or will buy. Contact Rev. Lee Foster 713—991-3053. PO. Box 772, Alvin, TX 77511.

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.

Wanted To Buy Equipment Continued

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.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

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, 417-876-6254; 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 Ct., 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.

Spectrum Analyzer Tektronix 7L13 Perfect condition. \$12,000. Radio Engineering Company, N. Patterson. 805-688-2333.

10KW AM RCA BTA 10F many spares, exc. proof, on air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Two RCA TKP45 film camera systems complete with studio C.C.U.'s, lenses, plumbicon tubes, O'Connor Hydropeds, panheads, 300 feet camera cable, TV81 cable adapters, joystick controls, all in good working order. Low hours. \$49,975. Contact Director of Engineering, WYES-TV, 504-486-5511.

TK-27, TP-7. Sony 2800, 2850 and editor. Other equipment—call Media Concepts. 919-977-3600.

Used Equipment Bargains: RCA TT-10AL 11 KW 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.

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, CBS504B 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.

RCA TH 50 1" video recorder. Call C. Bitler, 215-643-5494.

Coax, Prodelin 6 1/8" flanged 19 1/2' 75 ohm \$450 each approx 900' Spring hangers also available Ron Mighell, WTLW-TV, Lima, Ohio 419-339-4444.

Dictaphone 4000 series 10 channel logger, unused. Also, spare transport. Larry, 412-545-9952.

GE UHF TV transmitter 12 kw on ch. 22 will sell reasonably or will donate to educational station. Call 213-475-8525.

Helicopter - Eye in the Sky at 1/2 the cost! 1981 Hughes 300C ENG Helicopter with LIVE Microwave capability, plus extras. Available immediately. Sale or Lease. NI-CAD, INC. South Bend, IN 219-287-5905.

Scotch Tapes. 7" reels 1200' Mylar (used). Postpaid prices: 10 for \$19.00; 20 - \$34.00; 30 - \$45.00. Check with order. Tower Distributors, Box 213, Dunkirk, Md. 20754.

Two complete Ikegami HL-35 camera systems. Many extras, great condition. Call Stewart Robertson, KIRO-TV Seattle, 206-624-7077.

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.

Comedy writer One-liner Specialist, Lee Haas 4775 West 134 Street, Hawthorne, CA. 90250 213-679-0870.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

LPTV "How To" Manual \$25.00. Channels already applied for, printout \$15.00, magazine \$50 yearly. Crash Course November 7-8, Albuquerque. Lo-Power Community Television, 7432 E. Diamond, Scottsdale, AZ 85257 602-945-6746.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-823-3733. Drawer 84, St. Petersburg, FL 33731.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610. 312-944-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, © Copyright 1962. P.O. Box 2311, Littleton, CO. 80160. 303-795-3288.

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.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO Help Wanted Management

GENERAL MANAGER

WGLD-FM and WOKX-AM serving Greensboro, Winston Salem and High Point N.C., proven leadership and motivational skills vital. You will be responsible for a staff of 50 and set and administer sales and expense budgets, WGLD has been a leader in this 47th largest market, it has been Arbitron rated as one of the top 3 stations consistently for the past five years. Beautiful offices and studios in new building. Substantial salary and profit bonuses. Stations are part of Mann Media Group. Contact Bernard Mann 919-869-0101 or at the NRBA convention.

Help Wanted Announcers

NEED IMMEDIATELY ANCHORS AND REPORTERS

Nations largest traffic reporting service has openings in LA, Detroit, and many major cities. Contact: Mike White at RTNDA or call (301) 659-0001.

Help Wanted Sales

Look For A Challenge?

AM/FM operation(s) seeking AM knowledgable leader in Sales and Programing who can convert sluggish sales into a fully profitable picture.

You will be named AM Station Manager with authority to perform such changes as may be necessary to achieve results.

Your resume will show a track record of achievement and steady growth supported by W-2's and all past employment.

You will start at an annual salary of \$30,000 with guaranteed advancement tied to progress. Station is fully modern as to the State of the Art and profitable. Area of employment is in the Midwest. We are an Equal Opportunity Employer.

Reply Box I-15

Help Wanted News

Aggressive, mature

professional journalist needed for afternoon drive anchor shift in top five market. Must be strong, both on-the-air and in gathering actualities. Minorities encouraged to apply. EEO. Send resume to Box J-8.

Help Wanted Technical

TRANSMITTER TECHNICIANS

Voice of America has career opportunities available for qualified transmitter technicians at VOA stations near Delano, California; Greenville, North Carolina; and Bethany, Ohio. Duties include operations/maintenance of high power VOA transmitters and related facilities on shift basis. Applicants must have 3-5 years recent "hands-on" experience in technical operation of broadcast, TV, or military fixed-station transmitters. U.S. citizenship required. Starting salary \$20,467. Full federal fringe benefits apply. Qualified candidates should send standard Federal application form SF-171 (available at U.S. Post Offices) to International Communication Agency, MGT/PDE, Washington, D.C. 20547.

AN EQUAL OPPORTUNITY EMPLOYER

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Exceptional opportunity for a motivated individual with a first-class FCC license and a minimum of five years experience in a major market. All-News Radio Station in top five markets seeking engineer with working knowledge of 50 kw AM transmitters, directional antennas, digital electronics and automation systems. Please send resume and salary requirements to Box I-24. Equal Opportunity Employer.

JUST MARRIED AND LOOKING FOR SECURITY

I can offer you 8 years of experience, a 1st Phone, a BA in Communications, along with a good voice, good production and good ratings. If you can give me a stable position as PD or MD in a small Northeast market with a rock or A/C format, let's talk. Call anytime (703) 949-6675, or write: Lee Dravis, 1301 4th St., Apt. 3, Waynesboro, VA 22980. And Hurry—my bride is getting impatient!

Situations Wanted Announcers

TELEVISION Help Wanted Management

OPERATIONS MANAGER

This important position for a leading independent station in top 50 market is available to an experienced and dedicated individual. Administrative strength is a must. Position will report directly to General Manager. Reply Box H-214.

An Equal Opportunity Employer

Aggressive Local Sales Manager

to supervise six-man sales team. Must completely run local sales department for south-east network-affiliated VHF. Must provide sales promotions and motivate staff to carry them out. Be experienced in dealing direct with clients and agencies. Have knowledge of local commercial production. Send resume, and salary requirements to Box J-11. EOE.

Help Wanted Technical

TELEVISION ASSISTANT DIRECTOR OF ENGINEERING

KMGH-TV, a McGraw-Hill station affiliated with CBS in Denver, seeks a skilled manager to assist the director of Engineering in administration of the engineering department.

Responsibilities include assisting the Director of Engineering in scheduling and directing the operations and maintenance engineering staffs, planning of facility installations, purchasing, and maintaining technical standards in studio, remote, and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have a first-class license, strong maintenance background, familiarity with state of the art equipment and operations, proven leadership ability, administrative skills, knowledge of FCC rules and regulations applicable to technical standards and procedures.

Salary commensurate with experience.

Send resume to John Hellyer, KMGH-TV, Post Office Box 5007, Denver, Colorado 80217. 303-832-7777.

An Equal Opportunity Employer M/F

Help Wanted Technical Continued

SUPERVISOR MAINTENANCE/ REMOTE SERVICES

First Class FCC license, knowledge of FCC rules, minimum 3 years experience in television broadcasting and supervisory experience required. Schedules and supervises maintenance personnel. Recommends replacement of equipment and supplies. Assists in the design and implementation of systems and station equipment. Supervises maintenance of broadcast equipment and motor vehicles.

UNIVERSITY OF UTAH

PERSONNEL DEPARTMENT
101 Annex Building, CN-18
Salt Lake City, Utah 84112
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Video Tape Operators

RCA American Communications, Inc. is seeking qualified individuals to operate and maintain its video tape operating center located in our Vernon Valley Earth Station Facility in Northern New Jersey.

If your background includes a minimum of one year experience in television operations, including the operation and set-up of two inch video tape recorders and related video equipment with Master Control switching experience, write us today.

Mr. R. T. Meehan
RCA American Communications, Inc.
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Equal Opportunity Employer

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Help Wanted Programing, Production, Others

HOST/ CORRESPONDENTS A New Dimension in Public Affairs Television

WCVB-TV, the ABC affiliate in Boston, seeks three host/correspondents for the most ambitious series of local public affairs programs in the station's history.

The individuals we seek must possess a rare and extensive combination of personal qualities and professional experience: intelligence, drive, enthusiasm, and warmth coupled with journalistic background, the ability to write and produce, personal magnetism in front of the camera and behind it, maturity, and a strong sense of curiosity about the world around you.

If you believe that you meet these criteria and are prepared to commit yourselves fully to the creation of the finest local public affairs programing in television today, then we would like to meet you. Send us a detailed resume and video cassette of your best work (no telephone calls please) to the Personnel Department, H881, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

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TOP TWENTY MARKET, SUNBELT

The top station in exciting southern city has immediate opening for energetic, detail-oriented Executive Producer. Includes supervision of 20+ production personnel and responsibility for quality and operating standards of all on-air product originating from Program Department. This person will be the overall creative director of all major projects (emphasis on sports and impact oriented public affairs), and will coordinate local production efforts between Programing, News, Engineering, Sales, and Promotion. Please send resume to Box I-19.

TV PRODUCTION

Evangelical Christian Ministry seeks qualified professionals in the following positions:

Field Producers
Assistant Producers
Mini-Cam Operators

These positions require three to five years on-line experience. Familiar with 3/4", 1" and 2" production and editing techniques in studio and on remote. Positions available in Virginia Beach and D.C. locations.

If you can qualify, and have a desire to serve, please apply.

CBN Personnel
CBN Center
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

Help Wanted News

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 30 market station searching for Meteorologist/Environmental Reporter who can communicate. An AMS seal is preferred. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box J-9, E.O.E. M/F.

Help Wanted News Continued

ASSIGNMENT EDITOR

Major market TV station with active News market, aggressive News Department, and strong commitment to solid News coverage. (16 crews), minimum 5 years Broadcast journalism experience. Prefer 2 years as Assignment Editor. Send resume with references and philosophy of news coverage to Box I-1.

DIRECTOR TV News Graphics

CBS Affiliate, WNAC-TV Boston, has an immediate opening for a Director of News Graphics. Ideal candidate will be responsible for designing and coordinating station graphics and sets for all news programing, maintain department equipment, and supervise graphic artists.

Require 2-3 years experience in TV graphics design preferably in a major market, as well as a BFA or BA degree.

Excellent facilities in this competitive top ten market. If you are interested in joining the News 7 team, send resume and salary requirements to: Peter Leone, News Director, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.



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An RKO General
Television Station
An Equal Opportunity Employer M/F/H/Vets

Situations Wanted News

TOP FIVE METEOROLOGIST

Solid, Smooth, Witty. Available soon.

Box J-12.

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ALLIED FIELDS Help Wanted Sales

Expansion and continuing growth make possible this new position of

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with industry leading manufacturer of broadcast equipment.

Replies held in strict confidence.

Reply to Box H-211

Help Wanted Instruction

MASS COMMUNICATIONS INSTRUCTOR

Search Re-opened

For appointment beginning preferably January 1982 or possible August 1982. Minimum requirements include M.A. or M.S. in Broadcasting or Mass Communications in either media or teaching experience. Experienced in radio station management desirable. Emphasis will be on teaching radio and television theory and practical courses and operating campus radio station. Mail resume to Dr. Arthur C. Meyer, Associate Dean, Communications and Arts Division, St. Louis Community College at Florissant Valley, 3400 Pershall Road, St. Louis, MO 63135.

An Affirmative Action Equal Opportunity Employer

DIGITAL BROADCAST ENGINEER

The Broadcast Equipment Division of NEC America Inc. an international leader in the electronics industry has unique opportunities for Digital Broadcast Engineers in its Chicago location. These positions require background experience in professional television broadcast or production. Knowledge of digital circuitry a must.

We offer a competitive wage with a company-paid benefits package. To explore these opportunities please send resume including salary history or call for appointment **(800) 323-6656**.

NEC AMERICA INC.

Broadcast Equipment Division
130 Morton Lane
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Own and operate your own Tunnel Radio station—Broadcasts to motorists driving thru tunnel & heard across entire AM dial! Stations on air since 1976. Markets still available, New York, Pittsburgh, Detroit, Houston, Norfolk, San Francisco, Wheeling, Seattle, Minneapolis, New Haven & Mobile. Turn-key stations available. Low-Power TV Application Preparation with some clients on cut-off lists! For more info, Tunnel Radio of America Inc., 3590 S. 60th Ave., Suite 9, Hollywood, FL 33023 (305) 948-8480.

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Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

Special Discount—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

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Represents professionals coast-to-coast for On/Off Air opportunities. Send resume in confidence.

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FOR SALE (2) RCA TT-25DH VHF TELEVISION TRANSMITTERS

PRESENTLY ON AIR ON CH 11
FROM THE EMPIRE STATE BLDG
AVAILABLE FALL 1981

Contact:
OTIS FREEMAN
220 East 42nd Street
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WOULD BUY—FLA RADIO

(less than major powerhouses) principal
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if no construction.

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OFFERS:

Fla. large mkt. AM daytimer,
excellent potential, absentee
owned, \$475,000 - terms.

Southeast small mkt., fulltime
AM, needs owner-operator
\$285,000 with \$65,000 down.

Midwest AM-FM, only stations
in county, \$340,000 gross,
\$750,000 with terms.

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SERVICES AVAILABLE FOR
BUYER & SELLER.

ONE FINANCIAL PLAZA
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(305) 525-2500
OWNERS CALL COLLECT

For Sale Stations Continued

COASTAL FM

Beautiful Sunbelt Location. Valuable
real estate included. Profitable opera-
tion. \$1,750,000. Box J-7.

Class "A" Stereo FM

in Western Indiana; New building, Studio and
Transmitter at same site; New Equipment (Harris), 2
control rooms; 4 acres R/E; Auxiliary Generator power;
two-way radio; Remote Pick-up equipment, incl. por-
table TT's; Beautiful layout with excellent billing, but
surface only scratched; Dual city ID with Clinton, IN.
Terms available to Qualified Buyers. For info, contact
Keith Spencer, R.R. 4, Box 144-A, Rockville, IN 47872,
or call 317-569-2026.

CLASS C-FM

Circumstances dictate sale of top-rated midwest
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Plenty of growth potential. \$1.9M-Cash or \$2.2M on
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Stan Raymond & Associates Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.
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IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
NM	FM	500K	Small
KS	FM	480K	Medium
NC	AM Downpayment	25K	
SC	AM Downpayment	25K	
MO	FM Downpayment	35K	
TX	AM & FM	950K	Small
	Midwest Class C FM		
MO	FM Downpayment	35K	

109 North Main, 2nd Floor
Sioux Falls, South Dakota 57102 605/338-1180

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- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$600,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- 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 fulltime \$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. S.E. Ky. \$300,000.
- Fulltime. 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 sta-
tion. CA resort area. \$430,000.
- Fulltime. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

Drop by our Hospitality Suite 788 NRBA
Convention, Fontainebleau Hilton in
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BUSINESS BROKER ASSOCIATES
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FOR SALE

Absentee owned AM/FM combo in upper mid-west recreational area. \$375,000 includes substantial real estate. Assumable notes after 29% down. Box J-18.

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State of the Art! Daytimer in small S.E. Mkt. Billing approx. \$200,000.00 yr. Has nighttime C.P. Owner retiring. 29% Down w/Terms. Great for Owner/Operator \$443,000.00.

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STATION

S	Medium	Fulltime	\$450K	29%	Bill Chapman	(404) 458-9226
MW	Medium	FM	\$600K	SOLD	Bill Cate	(904) 893-6471
NE	Suburban	Fulltime	\$230K	\$68K	Jim Mackin	(207) 623-1874
MW	Suburban	AM	\$400K	29%	Peter Stromquist	(612) 831-3672
S	Metro	Fulltime	\$1,300K	\$450K	Bill Chapman	(404) 458-9226
S	Metro	FM	\$1,300K	\$780K	Bill Cate	(904) 893-6471
MW	Metro	Fulltime	\$1,400K	Terms	Peter Stromquist	(612) 831-3672
W	Metro	Fulltime	\$1,810K	SOLD	Ray Stanfield	(213) 366-2554
W	Metro	FM	\$2,250K	SOLD	Ray Stanfield	(213) 366-2554
MW	Major	FM	\$3,250K	Cash	Corky Cartwright	(303) 741-1020

Appraisals, Feasibility Studies, Financing, or to Sell, Contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, Ga 30341

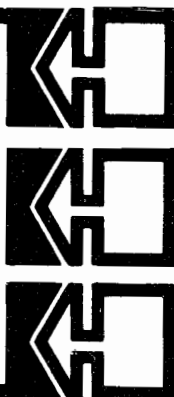
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24 hr Phone: (802)524-5963

Brokers and Consultants



Effective with the Nov. 16, 1981 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Situations Wanted, For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment and Wanted to Buy Equipment advertising requires payment in advance.

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.

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Media



Gilmore



Mazzie

James S. Gilmore Jr., president, Gilmore Enterprises, Kalamazoo, Mich., station group and cable TV operator, named chairman and chief executive officer. **John Mazzie**, executive VP, Gilmore Enterprises, succeeds Gilmore as president and assumes post of chief operating officer. **James Gilmore III**, VP and assistant to president, named VP and assistant to chairman.

Eugene Lothery, VP-general manager, CBS's WEEI(AM) Boston, named VP of CBS-Owned AM Stations, based in New York. Lothery's successor has not been chosen.

Jack Hobbs, general sales manager, WNEW(AM) New York, joins WIRE(AM)-WXTZ(FM) Indianapolis as VP-general manager.

Ray Nelson, account executive, WEYI-TV Saginaw, Mich., joins WTAC(AM) Flint, Mich., as VP-general manager.

George Miles Jr., controller, Group W Television, New York, named station manager for Group W's WBZ-TV Boston. **Victor Lai**, controller, KPIX(TV) San Francisco, succeeds Miles.

Duane Schepler, general manager, WJBT(AM) Brockport, N.J., named VP.

Thomas Tolar, recent graduate, University of Michigan's MBA program, Ann Arbor, joins WATI(AM) Indianapolis as general manager. **Geoffrey Vargo**, general manager, WDJX(FM) Xenia, Ohio, joins WPTH(FM) Fort Wayne, Ind., co-owned with WATI, in same capacity.

Peggy Solomon, manager of production, Mutual Broadcasting, Washington, named director of broadcast operations.

Brooke Spector, program director, KTLA(TV) Los Angeles, joins WSB-TV Atlanta as director of broadcast operations.

Jim Abbott, from WTVW(TV) Evansville, Ind., joins WCBD-TV Charleston, S.C., as manager of broadcast operations.

Carey Davis, station manager, WSRD(AM) Sterling, Ill., joins WMCA(AM) New York as director of development.

Paul Sebastian, from WKTM(FM) Charleston, S.C., joins KCKN-AM-FM Kansas City, Kan., as operations manager.

Paul O'Brien, program director, WUBE-AM-FM

Cincinnati, named operations director.

Ralph Wimmer, program director, WTJZ(AM)-WQK(FM) Norfolk, Va., named operations director.

James Pfefferkorn, account executive, WFAW(AM)-WSJY(FM) Fort Atkinson, Wis., named operations manager.

Carole Elaine Foster, ABC VP-personnel, West Coast, Los Angeles, named VP of personnel, based in New York, responsible for all ABC personnel offices.

Barry Hilebrandt, manager, affiliate contracts, NBC, New York, named director of contracts and affiliate administration.

Sidney Whiting, VP-general manager, U.S. division of Aritech Corp., Framingham, Mass., joins Adams-Russell, Waltham, Mass., as group VP of telecommunications, responsible for its 19 cable systems, and WYTV(TV) Youngstown, Ohio. Adams-Russell currently has seven cable systems under construction.

Steven Yanovsky, director of advertising, RCA Videodisks, New York, joins Warner Amex Cable Communications there in same capacity.

Dianna Dudley, national account manager, Home Box Office, New York, joins Maclean Hunter Cable TV, Toronto, as manager of marketing services.

Jondi Whitis, account executive, Communications Trends, Atlanta advertising and consulting firm, specializing in cable, joins Teleprompter, New York, as manager of new services development. **Edward Stankay**, systems manager, Telecom, Pittsburgh, joins Teleprompter Southeast, Boca Raton, Fla., as marketing manager.

Bob Hinshaw, general manager, Hayward, Calif., cable system, United Cable TV, named manager of newly created Pacific Coast district, based in Hayward. **Tom Belcher**, general manager, Council Bluffs, Kan., cable system, American Television & Communications, joins United Cable TV, as general manager of its Tyler, Tex., system.

Annette Howe, graduate, law department, Drake University, Des Moines, Iowa, joins Heritage Communications, Des Moines-based cable MSO, as associate counsel. **Paul McGarvey**, security analyst, Bankers Life, Des Moines insurance company, joins Heritage as financial analyst.

Suzanne Goucher, legislative committee administrator, Connecticut General Assembly, Hartford, joins Alda Group, Fairfield, Conn., as public affairs director. Alda Group has interests in several New England cable systems.

Christopher Ben Evridge, with Metrovision's Riverlands Cablevision, La Place, La., named manager.

J. Perry Bailey, marketing manager and assistant manager for Comcast Cablevision Corp's

Willow Grove, Pa., system, named general manager.

Advertising

Robert James, vice chairman, Interpublic Group of Companies, New York, named to same post for Interpublic's McCann-Erickson Worldwide, responsible for USA region. **John Bergin**, vice chairman, McCann/Erickson/USA, New York, named president, McCann-Erickson USA region. He continues as worldwide director of Coca-Cola account. **Barry Day**, vice chairman of international operations, McCann-Erickson Worldwide, New York, named chairman of worldwide executive committee.

Marcia Sarubin, copywriter, and **Paul Koreto**, with Benton & Bowles, New York, named VP-creative supervisors there. Named VP's, B&B: **Darlene Billia**, associate research director; **Mort Schrafman**, creative supervisor; **Jesse Carroll**, associate promotion director, and **Jane Beale**, personnel manager of media, market research and finance departments.

John Bols, assistant controller, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named assistant treasurer.



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Appointments, Marschalk Co., New York: **Donna Qabbani**, from media planner to media supervisor; **Joanne Milano**, from print estimator to network estimator, and **Marjory Frummer**, from media buyer to media planner.

Appointments, W. B. Doner/Southwest, Houston: **Tani Pressler**, from KTRK-TV Houston to media assistant; **Jamie Towns**, from KTVV(TV) Austin, Tex., to creative administrator, and **Jane Child**, from Allen & Doward, Houston advertising firm, to writer-producer.

Debra Hogan, senior broadcast buyer, N W Ayer, named associate spot manager. **Janet Lammers**, junior buyer, N W Ayer, named buyer. **Patience Fleming**, assistant buyer, N W Ayer, succeeds Lammers.

Patricia Tierney, from Bozell & Jacobs, New York, joins Strusberg & Hewitt there as account supervisor.

Graham Milner, assistant marketing and promotions director, Second Sole Athletic Shoe Stores, based in San Diego, joins Kenneth C. Smith & Associates, La Jolla, Calif., as client services representative.

Donn Carper, retail sales manager for ABC's KABC-TV Los Angeles, named sales manager of ABC-TV's spot sales office there.

Appointments, Blair Television: **Wayne Freedman**, from account executive, ABC/red sales team, New York, to assistant manager of NBC/blue sales team there; **Patricia Jordan**, from Metro TV Sales, New York, to account executive with independent sales team there; **Mark Wilcox**, from account executive, Peters, Griffin, Woodward, New York, to same post for CBS/green sales team there, and **Gayle Arendt**, from Blair's NBC sales team, Chicago, and **Lisa Amos**, from Avery-Knodel, New York, to account executives for NBC/green sales team in New York.

Lawrence Grossman, team sales manager, Peters, Griffin, Woodward, Los Angeles, named sales manager and administrator of Chicago office. **Bob Ruschkamper**, account executive, Adam Young Inc., New York, joins PGW there in same capacity.

John Rossi, account executive, Peters, Griffin, Woodward, New York, joins Katz TV there as manager of its continental gold sales research team.

Elaine Jenkins, account executive, Major Market Radio Sales, San Francisco, named Dallas office manager.

Mariann DeLuca, with Torbet Radio, New York, named VP of research.

Jack Lenz, former general sales manager, WSB-AM-FM Atlanta, joins H-R/Stone there as Southeast sales manager.

Mike MacLean, account executive, WHND(AM) Monroe, Mich., and co-owned WMJC(FM) Birmingham, Mich., joins Eastman Radio Sales, Detroit, in same capacity, succeeding, Thom Sutton, named account executive for Eastman's Dallas office (BROADCASTING, Sept 7, see also "Monday Memo," in this issue).

Jay Adair, VP, West Coast operations, Meeker Television, Los Angeles, joins CBS Radio Network there as manager, West Coast sales.

David Sankovich, from KXAS-TV Fort Worth, joins KTBC-TV Austin, Tex., as station's general

sales manager.

Mann Reed, local sales manager, WRGB(TV) Schenectady, N.Y., named general sales manager, succeeding Anthony Vinciguerra, who joined WTAE-TV Pittsburgh as sales manager (BROADCASTING, Sept. 7).

William Webb, national-regional sales manager, WNCT-TV Greenville, N.C., named general sales manager.

Greg Holder, local sales manager, KAAL(TV) Austin, Minn., joins KTHI-TV Fargo, N.D., as general sales manager.

Jim Jordan, WKRS(AM) Waukegan, Ill., joins WKZN-AM-FM Zion, Ill., as sales manager.

Carol Westerman Hoffman, account executive, WOKR(TV) Rochester, N.Y., joins WROC-TV there as national sales manager.

Bill Scaffide, local sales manager, WUAB(TV) Cleveland, named national sales manager.

Aaron Olander, account executive, WUAB, succeeds Scaffide. **Michael Tomaschyk**, from WEWS(TV) Cleveland, joins WUAB as marketing and research director.

Janell Ogletree, sales coordinator, KLTU(TV) Tyler, Tex., joins KTRE-TV Lufkin, Tex., as national sales manager.

Perry Kidder, account executive, WFRV-TV Green Bay, Wis., named local sales manager. **Patrick Abel**, general manager, KVOX-AM-FM Moorhead, Minn., joins WFRV-TV, as account executive.

Henry Hinton, account executive, WNCT-TV Greenville, N.C., named local sales manager.

Gary Lewis, account executive, WCZY(FM) Detroit, named local sales manager.

Bob Ridzak, account executive, KMEN(AM) San Bernardino, Calif., and co-owned KGGI(FM) Riverside, Calif., named local sales manager.

Gerri Hawn, assistant VP of media, Harold Cabot & Co., Boston advertising firm, joins WXNE-TV there as account executive.

Tarena Davenport, account executive, Peters, Griffin, Woodward, Los Angeles, joins KNXT(TV) Los Angeles in same capacity.

Joan McMahon, from Peters, Griffin, Woodward, Chicago, joins WISH-TV Indianapolis as account executive.

John Hauss, from WRTV(TV) Indianapolis, and **Pedro Miranda**, general manager, WKVM-AM-FM San Juan, P.R., join WINZ(AM) Miami as account executives.

Lou Swanson, account executive, WAVI(AM) Dayton, Ohio, joins WKEF(TV) there in same capacity.

Wade Burkholder, from WCHA(AM) Chambersburg, Pa., joins WCBG(AM) there as account executive.

Programing

Jon Gumpert, executive VP of Time-Life Films motion picture division, New York, joins MGM's motion picture and TV divisions there as VP of East Coast administration.

Leonard Grossi, VP-operations, Paramount Television, domestic distribution, Los Angeles, named VP of distribution finance for Paramount TV and video distribution there. **Helen Ricketts**, manager of administration, Para-

mount Television, domestic distribution, Los Angeles, named director of operations.

Dennis Burgess, director of market research, Columbia Pictures Television Distribution, Los Angeles, named VP of research.

Andre Blay, president, Magnetic Video Corp., Farmington Hills, Mich., resigns. Neither Blay's future plans nor successor has been announced. **Michael Hutson**, from Robert Stigwood Organization, London, joins Magnetic Video, New York, as VP of marketing services. **Nadine Holt**, executive assistant to president of Polygram Records, New York, joins Magnetic Video there as manager of product services.

Stephan Van Ophuijsen, director of marketing development-West, Katz, Los Angeles, joins Drake-Chenault Enterprises there as director of network sales.

Barry Black, director of personnel and officer services, Entertainment and Sports Programming Network, Bristol, Conn., named director of human resources and administration. **Richard Barry**, senior financial analyst, ESPN, named manager of financial planning.

Ann Beck, programing manager, Manhattan Cable TV, New York, joins Warner Amex Cable Communications there as director of programing strategy.

Dominick Nuzzi, unit manager for ABC-TV's *Good Morning America*, joins CBS Cable, New York, as production manager.

Ed Cervantes, manager of broadcast standards, NBC Entertainment, Los Angeles, named associate of variety programs.

Janet Allen, administrator to VP of sales and services, TWA, New York, joins Fusco Entertainment there as director of special projects. Fusco is program distributor.

Juliet Giamartino, account executive, GalaVision, Southwestern sales, based in New York, named Southwestern regional manager for new Dallas office. **Daniel Huertas**, account executive, GalaVision, Western sales, Los Angeles, named affiliate marketing representative there.

Michael Jones, assistant treasurer, United Video, Tulsa, Okla., named corporate controller.

Nancy Golden, consultant for *Issues for the Eighties* program on noncommercial WNET(TV) New York, joins Marvel Productions, New York, as director of media development, responsible for development of product for cable and home video markets.

Keith Jones, general sales manager, KFBQ(AM)-KFCB(FM) Cheyenne, Wyo., joins NKR Productions, Los Angeles radio production firm, as regional sales manager based in Los Angeles.

John Reukauf, membership manager, U.S. Chamber of Commerce, New York, joins Satellite Program Network, 24-hour cable network, based in Tulsa, Okla., as account executive based in New York.

Jack Jacobson, VP-operations manager, WGN-TV Chicago, named executive VP of co-owned WGN Continental Productions Co. there, succeeding **Bradley Eidmann**, who retires after 31 years with WGN.

David Simon, with KTLA(TV) Los Angeles, named program director, succeeding **Brooke**

Moving at WASEC. New appointments at Warner Amex Satellite Entertainment Co.: **Cindy Kettler**, from VP-manager of program information, McCann-Erickson, New York, to director of program research; **Mark Greenberg**, from marketing manager, Eastern region, WASEC, New York, to director of marketing for Southeastern region, based in Atlanta; **Michael Kurtz**, from account supervisor, Tracy-Locke Advertising, Denver, to marketing manager, Rocky Mountain region, based in Denver. **Sally Santana**, from research assistant to former Congressman Bill Royer (R-Calif.), to manager of affiliate relations, Southeastern region, based in Atlanta; **Timothy Davis**, from associate account representative, ABC-TV affiliate relations, New York, to affiliate relations manager of Eastern region, New York; **Rick Devincenzo**, from controller, Saratoga Economic Corp., Saratoga Springs, N.Y., to manager of accounting operations, New York, and **Gene Sogliuzzo**, from materials coordinator in program operations for NBC-TV, New York, to manager of program operations for WASEC's music TV.

Spectorsky, who joins WSB-TV Atlanta as director of broadcast operations (see "Media").

Farrell Mesiel, program manager, WGR-TV Buffalo, N.Y., joins WDCA-TV Washington in same capacity.

Jack Randall, program director, WKYG(AM)-WQAW(FM) Petersburg, W.Va., joins KJII(AM)-KXTC(FM) Phoenix in same capacity.

Chris Roberts, president, David Jonathan Commercials, Glendale, Calif., advertising firm, joins KGGI(FM) Riverside, Calif., as program director.

Arlene Bahrenburg, marketing coordinator, CBS Radio Division, New York, joins RKO Radio Networks there as senior research analyst.

David Baxter, executive producer, *PM Magazine*, WPMY-TV Greensboro, N.C., joins Group W's *PM Magazine*, San Francisco, as coordinating producer.

Joseph Benti, freelance journalist based in Los Angeles, named executive producer of *Why in the World*, public TV series, co-production of noncommercial KCET(TV) Los Angeles and Satellite Education Services. **Barbara Barnes-Vyden**, project director of *Why in the World*, assumes additional responsibilities as producer of series, based in Los Angeles.

Gretchen Charles, producer-director trainee, WFRV-TV Green Bay, Wis., and co-owned WJMN-TV Escanaba, Mich., named commercial producer-director.

Juli Batura, production assistant, *PM Magazine*, KHOU-TV Houston, named photographer-editor.

News and Public Affairs

William Landers, manager of operations, NBC Sports, West Coast, Los Angeles, named director of news operations for NBC's KNBC(TV) there.

John Wheeling, manager of news operations, WBS(AM) New York, joins WTOP(AM) Washington as director of news and programming.

Gary Curtis, associate news director, KRON-TV San Francisco, joins KMGH-TV Denver as news director.

Penny Pinsker, community affairs director, WTFM(FM) New York, joins WOR-TV there as manager of editorials and station services.

Joe Mannion, news director, WFLA-TV Tampa, Fla., named to new post of director of editorials and special projects. **Tom Hauff**, director of

news and public affairs, WFLA-TV, succeeds Mannion.

James Johnson Jr., executive news producer, WJLA-TV Washington, joins WJZ-TV Baltimore as assistant news director.

David Collin, news director, WFTL(AM) Fort Lauderdale, Fla., joins KXOK(AM) St. Louis in same capacity.

David Ryder, news director, WINZ-FM Miami, assumes additional duties as program manager-news director for co-owned WINZ(AM) there. WINZ has news radio format.

Alan Ross, anchor-producer for *On the Coast*, news program on KCOY-TV Santa Maria, Calif., assumes additional duties as assistant news director. **Mark Ericson**, anchor, 11 p.m. news, KCOY-TV, named 6 and 11 p.m. anchor.

Don Schmitt, editorial and public affairs director, WMTV(TV) Madison, Wis., named VP **Steve Schmitt**, graduate, University of Wisconsin, Madison, joins co-owned WRPQ(AM) Baraboo, Wis., as news director.

Tom Cheatham, Tel Aviv bureau chief, NBC News, named producer for NBC's special segment series on *NBC Nightly News*, based in New York.

Appointments, CBS News: **Bob Simon**, from correspondent in Tel Aviv, to State Department, Washington; **Bob Faw**, reporter, CBS Chicago bureau, succeeds Simon in Tel Aviv; **Richard Roth**, from State Department correspondent to Rome bureau; **David Andelman**, from New York correspondent to Paris bureau; **Gordon Joseloff**, from Moscow correspondent to Tokyo bureau; **Don McNeill**, recent fellow, Neiman Foundation Fellowship, Harvard University, Boston, joins CBS News as Moscow correspondent.

Donna Lowry, recent graduate, Medill School of Journalism, Evanston, Ill., and **George McCaskey**, news producer, KPNX-TV Phoenix, join WEEK-TV Peoria, Ill., as general assignment reporters.

John Henning, co-anchor, WNAC-TV Boston, joins WBZ-TV there as anchor for 6 a.m. and noon newscasts, succeeding **Jack Chase**, who will retire next February.

Jill Becker, weekday news anchor, KTHV(TV) Little Rock, Ark., joins WSB-TV Atlanta as weekend anchor-reporter. **Paula Childs**, reporter, KMGH-TV Denver, joins WSB-TV in same capacity.

John Sweeney, news director, WLNE(TV) Providence, R.I., assumes additional duties as co-anchor for 6 and 11 p.m. newscasts.

Gary Essex, from WNEP-TV Scranton, Pa., joins



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JEFF L. WALD, Executive Director

KTVY(TV) Oklahoma City as co-anchor for 5 and 11 p.m. newscasts.

Jay Johnson, anchor, WOTV(TV) Grand Rapids, Mich., and **Mary Smits**, 10 p.m. co-anchor and *PM Magazine* co-host, WFRV-TV Green Bay, Wis., named WFRV-TV co-anchors for 6 and 10 p.m. newscasts.

Jim Wieder, morning anchor, WEAR-TV Pensacola, Fla., named weekend anchor. **JoAnn LaBlanc**, reporter, WEAR-TV, succeeds Wieder.

John Winters, news director for RKO's KFRC(AM) San Francisco, named correspondent-anchor for RKO Two, based in New York. RKO Two is new RKO radio network. **Charles Van Dyke**, press secretary for Representative Gregory Carman (R-N.Y.), Washington, joins RKO Radio Networks there as correspondent for its RKO One and RKO Two.

Stan Bunker, anchor-reporter, KXRX(AM) San Jose, Calif., joins KFBK(AM) Sacramento, Calif., as weekend news supervisor-reporter.

Scott Klug, investigative reporter, KING-TV Seattle, joins WJLA-TV Washington in same capacity.

Bernadette Ward, associate producer, medical-related news, Cable News Network, Atlanta, joins WTLV(TV) Jacksonville, Fla., as consumer reporter.

Donald Thrasher, investigative reporter, Indianapolis *Star*, joins WLS-TV Chicago as investigative reporter.

Andrew Amador, from KSEE-TV Fresno, Calif., joins KPIX-TV San Francisco as reporter.

John Rosenberg, news director, WPXN(AM) Rochester, N.Y., joins Mutual Broadcasting, Washington, as audio journalist.

Jess Pitchford, from Celanese Corp., Charlotte, N.C., joins Jefferson Data Systems there as electronic news processing project leader for newsroom computerization. Jefferson Data Systems is computer division of Jefferson-Pilot Broadcasting, which provides computer services for broadcasters.

Technology

Paul Graf, VP-manager of Conrac Corp.'s Information Group, Stamford, Conn., named executive VP-chief operating officer for firm. Conrac manufactures video monitors, CRT displays and TV demodulators.

Michael Peyton, manager of administration and special projects in engineering, United Video, Tulsa, Okla., named director of project development. **Cecil (Jack) Riley**, director of field operations, United Video, named director of microwave development.

Alan Davis, national sales manager, Rohde & Schwarz, Fairfield, N.J., manufacturer of electronic measuring and communications test equipment, joins Asaca/ShibaSoku Corp. of America, Des Plaines, Ill., in same capacity.

John Imperial, VP of hardware engineering, Digital Switch Corp., Reston, Va., joins Comsat General TeleSystems, Fairfax, Va., as VP of engineering. **Kenneth Hoch**, contracts manager, electronics and communications products, Fairchild Space & Electronics Co., Germantown, Md., joins Telesystems as director of contract administration. Telesystems is manufacturing division of Comsat.

Janusz Sosnowski, senior project engineer,

aerospace/optical division, ITT, Fort Wayne, Ind., joins Times Fiber Communications, Wallingford, Conn., as senior design engineer.

Michael Buzzuto, field service technical engineer, Cohu, electronics division, named marketing manager. Cohu is San Diego-based television camera systems manufacturer.

William Watts, with Siecor Optical Cable, Hickory, N.C., named senior process engineer.

Robert Andrews, director of manufacturing, Audiometrics, Spring Lake, Minn., named director of operations for Spring Lake facility. Audiometrics manufactures and markets video displays, monitors, audio-visual products and instructional programs for communications industry.

Peter Rosa, district sales manager, Wordtronics, Englewood Cliffs, N.J., joins EMCEE Broadcast Products, White Haven, Pa., as sales manager.

Alan Blumenthal, account supervisor, William Esty Co., New York, joins RCA SelectaVision Videodisks there as director of advertising.

Matthew Green, chief engineer, KJJK(FM) Prineville, Ore., joins KGW(AM) Portland, Ore., as assistant engineer.

Promotion and PR

Frances Hession, editor of CBS's in-house magazine, New York, joins Viacom International there as director of communications.

Fred Skidmore, national publicity director, Warner Bros., Los Angeles, joins Universal Pictures there in same capacity.

Donald Norris, manager, affiliate station advertising, ABC Television Network, New York, named director of station advertising services, providing network affiliates with advertising and promotional material.

Carol Bauer, VP, creative services, ABC Owned Television Stations, New York, resigns to form own company, Custom Program Network Inc. there. Firm will provide promotional services to local TV stations, and ABC Owned Television Stations where Bauer will remain based at headquarters there.

Simone Sydney Harris, press representative, NBC, New York, named writer-producer, on-air promotion for NBC Entertainment there.

Brenda Reed, assistant manager, continuity-clearance department, WOR-TV New York, named manager of viewer services.

Sharon Warantz, publicity director, McGavren-Guild Radio, New York, joins WHN(AM) there as promotion coordinator.

Carl Flothow, production engineer, KEZR(FM) San Jose, Calif., joins KSFX(FM) San Francisco as director of advertising and promotion.

Judi Toth, promotion director, WNEB-TV Bay City, Mich., joins WXYZ-TV Detroit as assistant creative services director.

Patricia Bonosky, community affairs director, WROC-TV Rochester, N.Y., named promotion manager. **Denita Banks Sims**, coordinator of children's programming, WOKR(TV) Rochester, succeeds Bonosky.

Char Vance, account executive, WGSF(AM) New Orleans, joins WRNO(FM) there and co-owned KXOR(FM) Thibodaux, La., as promotion director.

Robert Stone, director of corporate communications for McGraw-Edison, manufacturer of electrical and mechanical products, Chicago, joins Hill & Knowlton Public Relations there as VP in charge of media relations.

Louis Zaccheo, director of creative services, Group W Television, New York, resigns to form own consulting firm, Zaccheo & Co., Malvern, Pa. He will specialize in creation and production of TV news and image promotion.

Allied Fields

Robert Schellenberg, senior VP, WJXT(TV) Jacksonville, Fla., resigns to form own broadcast consulting firm in Jacksonville. He had been with station since 1962.

Associates with Kirkland & Ellis, communications law firm, named partners: **Dan Adams** and **David Hilliard**, with Washington office; **Lawrence Bemis**, **Karl Lutz**, **James Sonda**, **Howard Swibel**, and **Roger Wilson**, with Chicago office, and **James Palenchar**, from Washington office to new Denver office.

Gary Donohue, manager, Arbitron Southwestern Radio Station Sales, based in Dallas, named Northeast regional manager, based in New York.

S. James Coppersmith, VP-general manager, WTOG(TV) St. Petersburg, Fla., elected to two-year term on Association of Independent Television Stations board. Incumbents re-elected to two-year terms, INTV board: **Jack Matranga**, president-general manager, KTXL(TV) Sacramento, Calif.; **John Serrao**, president-general manager, KTRV(TV) Nampa, Idaho; **Thomas Tilson**, president, Metromedia Television, Secaucus, N.J., and **Herb Victor**, executive VP, Field Communications, San Francisco.

Elected officers, West Virginia Broadcasters Association: **Curtis Butler**, WOAY-TV Oak Hill, president; **J.A. (Skip) Simms**, WBOY-TV Clarksburg, VP, and **Michael Shott**, WHIS(AM)-WHAJ(FM) Bluefield, secretary-treasurer.

Elected officers, New England Cable Television Association: **S. Kent MacNown**, Cape Cod Cablevision, Hyannis, Mass., president; **Albert Meyer**, State Cable TV Corp., Augusta, Me., VP; **William Henchy**, Adams-Russell, Waltham, Mass., secretary, and **William Roberts**, Warner Amex, Claremont, N.H., treasurer.

Deaths

Bob McRaney Sr., 69, president, Bob McRaney Enterprises, licensee of four Mississippi radio stations, died Aug. 27 in West Point, Miss. He had cancer. McRaney owned WAMY(AM)-WAFM(FM) Amory and WROB(AM)-WKBB(FM) West Point, both Mississippi. He had been executive director of Mississippi Broadcasters Association for 20 years and served on Mutual network affiliates board. McRaney is survived by his wife, Helen, and sons, Colonel Michael P. McRaney, and Bob McRaney Jr., who is VP-managing director of WWBT(TV) Richmond, Va.

Paul Clanin, 61, sales representative, WRCO-AM-FM Richland Center, Wis., died of cancer Sept. 3 there. He had been with station since 1963. Clanin is survived by his wife, Geneva, and two daughters.

Bob Klein of Klein & Barzman: mixing humor and cooperation for successful promotion

"God did not put us on this earth to bore one another to death—that's the only 'golden rule' I know about for doing advertising and promotion."

As the head of one of the broadcast industry's largest promotion and production companies, Bob Klein is called upon to live up to that credo every day. His Los Angeles-based Klein & Barzman consultancy is usually called in to solve an image problem. Usually the problem is *no* image, a condition Klein says afflicts the industry. Most stations and station groups make only "a half-hearted commitment" to self-promotion and marketing.

"They wish it would all go away because they think, 'What the hell, people are going to tune in anyway.' That kind of attitude would have gone on forever if it hadn't been for the new media."

Klein views the trends from both sides of the fence.

His company continues to supply some of the biggest powerhouses in broadcasting with on-air materials and promotional packages designed to build local audience loyalty. Klein & Barzman clients over the years have included Westinghouse, Post-Newsweek, Times Mirror, CBS-TV and dozens of individual stations. More recently, Klein & Barzman has begun working with cable and pay TV programmers, including Oak Industries' ON-TV and Warner Amex Satellite Entertainment Corp., to promote their services. Last July Warner Amex launched one of the basic cable industry's first national consumer marketing campaigns, promoting the 13-hour-per-week children's network, Nickelodeon, using a new logo and identity package developed by Klein & Barzman.

"Marketing is as important to these new operators as anything they do," Klein points out. "If they can't sell you, they don't exist... It's fascinating to simply raise the question of how the broadcasters are going to react to the challenge. Frankly, I'm not at all convinced that they're up to it."

Like many of today's media executives, Klein got his start as a teen-age radio announcer—on WOSC(AM) Fulton, N.Y. After picking up the basics and completing college, he landed a job with NBC in New York, "doing everything." Klein worked with the network's news, radio and television divisions as a writer, producer and director. His duties included production of a daily talk/variety show, *Tex and Jinx*.

Klein entered the world of advertising in 1954, and worked for various agencies in broadcast-related activities. While at the



Robert Arnold Klein—president, Klein & Barzman, and (nonprofit) Satellite Education Services; b. April 10, 1928, Syracuse, N.Y.; BA, University of Syracuse, 1949; on-air personality and program director, WOSC(AM) Fulton, N.Y. 1949-51; various production positions, NBC-TV and NBC Radio, New York, 1951-54; director of program development, Jules C. Goldstone Agency, New York, 1954-55; director of TV/radio, Compton Advertising, New York, 1955-56; vice president and general manager, Freberg Ltd., New York, 1957-60; partner, Klein & Barzman, Los Angeles, 1960-70; present position since 1970. SES position since 1980. Single.

Goldstone Agency he developed two television series, based on the works of humorist James Thurber and mystery writer Earl Stanley Gardner. On his own, Klein produced pilots for singer Lena Horne, who "was trying to break the color barrier into network programming."

In the late 50's Klein joined with Stan Freberg in establishing "the funny advertising business," creating humor-based campaigns for such clients as Coca-Cola, Butternut coffee and Chun King.

Klein left Freberg Ltd. in 1960 to form his own partnership, Klein & Barzman, which became the predecessor to Klein & Barzman, created in 1970. He has vivid memories of the firm's first broadcasting client, Los Angeles radio station KLAC(AM).

"At KLAC we created the 'Grumpy League Against Fun' as a kind of early version of the Moral Majority," Klein recalls. "This was a [fictional] collection of batty old ladies and gentlemen who were against people having any kind of fun. We directed them against the radio station as a mock way of highlighting what was going on there." The tactic worked, and KLAC's ratings soared. The campaign underscores the basic Klein & Barzman philosophy.

"There is a Klein & Barzman style and it comes from me," says Klein. "It's not one of presentation, but one of problem solving."

Klein explains his firm's unusual name as "an embodiment of the philosophy of the company." The use of the ampersand allows its flexibility to be emphasized,

since any number of descriptive words could be inserted after the punctuation mark—promotion, advertising, graphics, animation, production, concepts and so on. "It means we will approach your needs in all these different ways," he says. Klein has kept the name since his partner left the company more than 10 years ago.

Klein cites his firm's recent campaign on behalf of WDIV(TV) Detroit. The station had traditionally lagged in the market ratings, to the point where, according to Klein, "hardly anybody under the age of 40 knew it existed."

The station was sold to Post-Newsweek, a Klein & Barzman client, and the consultant devised a campaign based on the premise that WDIV was a "station on the way up in a city on the way back." The promotion concentrated heavily on community pride.

According to WDIV promotion director Dick Weisberg, the "Go For It" campaign worked like a tonic.

It's difficult to single out the "classic" Klein & Barzman campaigns, although "The One and Only TV" that began at Washington's ch. 9 (then WTOP) and now appears on over 30 stations across the country comes to mind. And that doesn't include the stations that have "ripped off" the idea, according to Klein, alluding to a problem that plagues promotion people who try to protect their creative ideas. Klein is the plaintiff in a case against WNBC-TV New York that could be precedent in that area.

"The One and Only" followed what would be a second Klein "golden rule" if he had one: "The answer to everything is localism." All his campaigns use local people, local landmarks, local facts and figures. It's only by emphasizing localism that "broadcasters will properly survive into the 1990's," he says—a philosophy he's now transplanting into his new work for cable systems.

Klein is a man with a mission: to upgrade the quality and importance of broadcast promotion. He lectures frequently at colleges and universities. He is co-editing a textbook on broadcast promotion, to be published later this year. He has pushed for establishment of scholarship funds for interested students, and has donated money for that purpose to Temple University.

Klein's involvement in education led him to become the first president of Satellite Education Services, the nonprofit production company established in association with former CBS News President Sig Mickelson and anchorman Walter Cronkite to produce a public television series on current events titled *Why In the World*. The program was test marketed last year and is scheduled for regular, weekday distribution beginning Oct. 20.

Chris Harper, ABC News Cairo bureau chief, was expelled from Egypt last week—said to be first time American reporter has been forced out in 11 years of President Anwar el-Sadat's leadership. Egyptian government has **accused Harper of distorted coverage.** At press time last Friday, Paris correspondent and former Cairo bureau chief Doreen Kays was enroute to replace Harper. ABC anticipated that Kays would be allowed to take over for Harper, despite reports elsewhere that Egyptian government would allow no ABC News coverage until apology was made. ABC had no plans to apologize and ABC News President Roone Arledge sent Egyptian ambassador in U.S. letter protesting "in the strongest terms the action taken by the Egyptian government." Arledge wrote that network takes pride in Harper's work. NBC News President William Small sent letter to Sadat, writing that "we strongly appeal to you to reconsider." Before expulsion of Harper, Sadat held press conference for foreign journalists and showed tape of Harper interview in Beirut with Sadat critic—British journalist expelled from Egypt in 1977—as example of alleged distorted coverage. Certain tapes, including that interview, had not made it out of Cairo airport earlier this summer.

Formal **employment discrimination charges were filed last Thursday (Sept. 10) in Los Angeles against three commercial television networks, their owned-and-operated stations and seven major program producers.** Complaint, filed with U.S. Equal Employment Opportunity Commission, was submitted by **Intercultural Media Action Guild for Equity (IMAGE)**, Los Angeles-based coalition of media advocacy groups representing ethnic minorities. In news conference held shortly after charges were filed, IMAGE released its own compilation of minority hiring statistics derived from FCC, performing unions, program monitoring and "sources within the industry." Co-Chairman Paris H. Qualles, television director, said IMAGE believes those named in complaint practice "ongoing systematic discrimination and exclusion as directed toward American ethnic minority workforce . . . [including] conscious racism and 'benign neglect' in hiring, training, upgrading [promotion] and support of qualified and qualifiable ethnic minorities." Qualles emphasized that producers named in charges were not necessarily "worst offenders," but were cited primarily because they are largest employers in TV production industry. Those named were: 20th Century-Fox, Aaron Spelling Productions, Spelling-Goldberg Productions, Universal Studios (MCA Inc.), Lorimar, MTM Productions and Paramount Pictures Television.



Last week, **Hearst Broadcasting Corp. closed its deal to purchase WDTN(TV) Dayton, Ohio, (ch. 2) from Grinnell Communications Corp. for \$49.4 million—same week in which it contracted to buy KMBC-TV Kansas City, Mo., from Metromedia for \$79 million (see story, page 81).** Shown at closing of WDTN sale are, l-r, Gardiner S. Dutton, chairman, Grinnell Communications; Frank A. Bennack, Jr., president and chief executive officer, Hearst Corp.; Franklin C. Snyder, corporate vice president and president of Hearst Broadcasting, and Ray W. Colie, general manager of WDTN.

ABC News's Barbara Walters has new five-year contract with network. Moving New York office from *World News Tonight* to *20/20*, Walters will increase presence on newsmagazine and though not appearing each week, will be frequent contributor. Three to four Walters entertainment specials are planned yearly but with more news-oriented segments. Contract is understood to take effect around Oct. 1, with Walters receiving raise over previous salary which was estimated at \$1 million yearly.

Robert MacNeil and Jim Lehrer of public television's *The MacNeil/Lehrer Report* have signed agreement with Gannett Co. to form company to produce television news specials, documentaries and cable programing. New company, MacNeil-Lehrer Productions, will be half-owned by Gannett. MacNeil and Lehrer, who will have editorial control over all programing, will each own one-quarter of company. Lehrer said definite plans for company had not been laid, but he hoped company would "provide us with opportunity to try other things." MacNeil said company wouldn't produce for any particular market, but would try to sell to commercial networks, syndicators and cable. MacNeil said duo's current contracts with public television run through June 1982, but didn't think involvement with new venture would hamper their ability to continue *The MacNeil/Lehrer Report*.

Board of **Cox Broadcasting Corp. voted last week two-for-one split of common stock**, effective Sept. 21, and declared quarterly dividend of six and nine-sixteenths cents per split share, payable Oct. 15 to shareholders of record on Sept. 21. Although split will increase number of shares outstanding to 27 million, **Cox shareholders voted to double authorized common stock to 40 million.** "Additional shares," Cox said, "will be available for potential acquisitions and issuance to increase company's capital."

In letter to FCC Chairman Mark Fowler, **NAB endorsed recommendations received by him from CBS Inc., calling for repeal of fairness doctrine and equal opportunities section of Section 315; reasonable access provision of Section 312 and commission's own rules concerning personal attacks and political editorializing (see page 93).** NAB noted that commission "handled more than 19,000 telephone inquiries and 4,551 inquiries and complaints" about fairness, equal time and reasonable access provisions during 1980 election campaign alone. "These figures document needless restraints on the vital flow of ideas and information," said NAB.

Broadcast journalists interested in getting their cameras in courtrooms may soon have champion on Supreme Court. Testifying before Senate Judiciary Committee last week, **Supreme Court nominee Sandra O'Connor said she foresees time when cameras will be acceptable in courthouse.** Technological advances will permit cameramen to turn off glaring lights and become less obtrusive, she said, O'Connor deferred full endorsement of concept: "I certainly want to wait until I have served on the court and discussed the issues with others," she said.

College Football Association delayed until Sept. 18 deadline for members to decide whether to accept CFA's four-year, \$180-million contract with NBC Sports or National Collegiate Athletic Association's contract with ABC and CBS. Original deadline was last Thursday (Sept. 10). CFA's move came after NCAA had set special convention for early December to consider rule changes that would give colleges with top football programs with more control over TV rights to their games. CFA's action also followed class-action suits against NCAA seeking judgment on these rights by three outstanding football colleges Universities of Georgia, Oklahoma and Texas.



Primer hispano. The National Association of Spanish Broadcasters sponsored a reception for the newest FCC commissioner, Henry Rivera, at the Washington Marriott Hotel last Wednesday (Sept. 9). An estimated 300 people turned out for the event. Invitations sent out by NASB were bilingual, although Rivera himself is not. L to r: Rivera's wife, Catherine; Rivera; Doug McCullough, legislative director for Senator Harrison Schmitt (R-N.M.), and (back to camera) Emilio Nicolas, NASB chairman.

FCC Commissioner Henry Rivera has named **Kent Nilsson**, former senior attorney with Common Carrier Bureau's policy and program planning division, **to be legal assistant on common carrier matters.** Before joining commission in 1978, Nilsson practiced law in North Carolina, where he also taught courses in law and managerial finance. In addition to JD degree, Nilsson holds BS in finance, master's in business administration and PhD in economics. Sources also report that Rivera has tapped **Renee Licht**, attorney with commission's Office of General Counsel, to be **legal assistant specializing in broadcasting.** Licht previously worked in office of former FCC Chairman Charles Ferris.

At **CBS Radio** Network affiliate board meeting last Friday, announcement was made of signed letter of intent by network **to use RCA American Communications' audio digital distribution service (ADDs) for radio programming via satellite.** Robert L. Hosking, CBS Radio president, said: "If a successful agreement is reached for ADDs, which CBS Radio plans to use for its two networks, CBS Radio and Radioradio, it could be available to affiliates as early as 1983."

Harris Corp. expects "good year" for fiscal 1982, though with "growth in earnings below our trend line." That was word Harris chief executive, Dr. Joseph A. Boyd, had for analysts last week, as he filled them in on details of fiscal 1981 (ended June 30), when sales rose 19% to \$1.6 billion and income from operations rose 15% to \$91.8 million. Looking to future, Boyd said company plans to spend \$100 million on research and development next year, expects R&D sponsored by clients (especially U.S. government) to top \$120 million. In broadcast equipment lines, Boyd said, company is working on new AM and FM transmitters, and new ENG color camera (latter would be first for Harris).

Teleprompter Corp. President Russell Karp has been named **chief executive officer** of corporation by its new parent, Westinghouse Broadcasting Co. Announcement came from Group W President Daniel L. Ritchie, who also designated Karp and Teleprompter Cable Television Division President William J. Bresnan to serve on Group W board.

Chuck Gingold, former WABC-TV New York program director, who was among those who lost jobs in phoney viewer letters

scandal (BROADCASTING, June 1), has been hired as program manager at Westinghouse Broadcasting's KYW-TV Philadelphia. Gingold, also former president of National Association of Television Program Executives, has maintained throughout that he had no knowledge letters were faked.

ABC Talk Radio, joint venture between network and enterprises division, **has hired Wally Sherwin**, news and program director at ABC-owned talk station, KABC(AM) Los Angeles, **as executive producer.** He'll keep position at KABC. Talk Radio, 18-hour program service, starts next March.

Thomas B. Keller, director of engineering development, Public Broadcasting Service, was **named last week to head National Association of Broadcasters' department of engineering, rechristened Department of Science and Technology.** Keller will be senior vice president. Keller, only serious contender for post left vacant by Lew Wetzel last June, was offered position three weeks ago ("Closed Circuit," Aug. 24). Keller, 51, has been number-two engineer at PBS since 1979. Before that, he worked almost 20 years for WGBH Educational Foundation, licensee of WGBH-FM-TV and WGBX-TV Boston, and WGBY-TV Springfield, Mass. He is currently chairman of television blanking widths subcommittee of NAB, of multichannel sound subcommittee of Electronic Industries Association and of working group on conventional television service for requirements of industry advisory committee on preparation for 1983 Region 2 conference on direct broadcast satellites.



Elliot Maxwell, deputy chief for policy of FCC's Office of Science and Technology, will resign, effective Sept. 13. Maxwell, who has been with commission since 1978, plans to travel in Asia during next year.

Alec Nagle, 36, senior news producer for Cable News Network, based in Atlanta, **died Sept. 8** of apparent heart attack while attending Radio-Television News Directors Association international convention in New Orleans. Nagle, who had been with CNN since 1979, died in his room at Marriott hotel and was discovered by his colleagues after he missed his morning call. He is originator of CNN's two-minute newscasts and former executive news producer for KGO-TV and KPIX-TV, both San Francisco. He also served as news producer for WABC-TV New York. Survivors include his wife, Dial, and daughter from previous marriage.

Up Coming

In Miami Beach: National Radio Broadcasters Association continues annual convention at Fontainebleau hotel through Wednesday (see page 39). **In Williamsburg, Va.:** Federal Communications Bar Association's four-day seminar, including panel sessions on regulation/deregulation of common carriers and on news coverage, commences Wednesday at Williamsburg Hilton. **In Washington:** Board of Corporation for Public Broadcasting will hold its annual meeting at CPB headquarters Wednesday and Thursday. Two-day Washington broadcast symposium of Institute of Electrical and Electronics Engineers at Hotel Washington starts Wednesday. Broadcast Financial Management Association's 21st annual conference at Sheraton Washington starts Sunday (see page 73).

First Amendment, Fifth Estate

There are signs that the FCC may recommend repeal or relaxation of the political broadcasting laws, which contain, among other affronts to the First Amendment, the equal-time rule for all political candidates, the fairness doctrine and the guarantee of air time on radio and television to candidates for federal office. It is unrealistic to think that Congress will leap to do the FCC's bidding, if, indeed, the FCC musters the nerve to bid. But at least an FCC proposal of sweeping reform would revive interest in corrective legislation.

Beyond that, as Gene Jankowski, president of the CBS/Broadcast Group, has reminded the commission, it is within the agency's power to repeal its own personal attack and political editorializing rules—two malignant outgrowths of the fairness doctrine. Such action by the FCC would be a tangible affirmation of professions of desire to deregulate.

The power to remove the basic inhibitions of the law remains, however, with the Congress. By now, broadcasters have all but given up hope that the courts will read the First Amendment for what it says. The Supreme Court's 6-to-3 decision in *CBS vs. Carter-Mondale* last June undid the faint hopes that had been raised by its *CBS vs. Democratic National Committee* in 1973. In the 1973 decision, which affirmed the network's right to refuse to sell time for political advertising, Chief Justice Warren Burger seemed to equate broadcasting with the printed press in the protection of the First Amendment. In *Carter-Mondale*, affirming candidates' rights of access to the air, the chief justice, again writing for the majority, took it all back.

Last June's decision returned the Supreme Court to its 1969 decision in *Red Lion*, which explicitly decreed second-class status for broadcasting in the application of constitutional restraints on governmental regulation. Never mind that Justice Byron White, who wrote *Red Lion*, issued a vigorous dissent to last June's *Carter-Mondale*. Not enough others still on the court have seen the light.

It is not particularly useful now to recall that *Red Lion* was something of an accident. Earlier, the Radio-Television News Directors Association had won a resounding victory in the U.S. Court of Appeals in Chicago, which ruled that the FCC's recently adopted personal-attack rules were unconstitutional. That case was consolidated before the Supreme Court with one that *Red Lion Broadcasting Co.* had lost in the appellate court in Washington. There are those who still think that RTNDA might have prevailed without the encumbrance.

The FCC was emboldened to adopt its rules on personal attacks and political editorializing by the insertion of the fairness doctrine in Section 315 of the Communications Act in 1959 during repairs to exempt news broadcasts from the equal-time provisions. Before that the fairness doctrine had been merely a general objective stated by the FCC when it repealed a former rule against all broadcast editorializing. That was before many broadcasters took their journalistic obligations seriously. With the doctrine in the law, all the tortuous interpretations and rulings that have cluttered the FCC's books since then became inevitable.

The assurance of "reasonable access" for candidates for federal office was sneaked into the Communications Act as Section 312(a)(7) while nobody was paying much attention during the adoption of election reforms in 1971. The section empowers

the FCC to revoke a license for "failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by federal office seekers. Put Section 312 with Section 315 and the FCC rules flowing from both, and the prescription for journalistic anesthesia has been written.

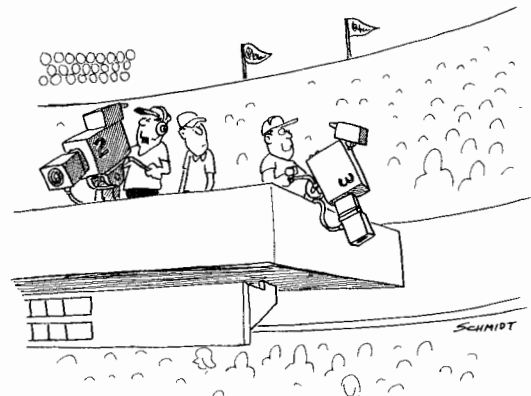
The restrictions of the law are not confined to broadcasting. In 1972 Congress extended Section 315 to encompass cable television, which the FCC was then regulating as ancillary to broadcasting. No test by cable comparable to *Red Lion*, *Democratic National Committee* or *Carter-Mondale* has reached the Supreme Court.

Last May, anticipating deregulatory action in Congress and at the FCC, the National Cable Television Association circulated a legal brief arguing for First Amendment freedom for cable. Regrettably, the NCTA drew distinctions between its constituency and broadcasting, which the cable association is apparently willing to consign to second-class status. It was not an especially enlightened position to be taken by an industry that, until Ted Turner came along, depended 100% upon broadcasting for its television journalism and still takes the bulk of its news from the air.

Cable and broadcasting are of a piece with all of the proliferating mechanisms of communication in this country. The writers of the First Amendment lived in a world of primitive and scarce facilities of journalism. "The press" consisted of a few established journals and occasional works of transient printers, yet the architects of the Bill of Rights were content to let the marketplace be the sole regulator. If the principles of press freedom were valid at the time, they are infinitely more valid now in a profusion of radio, television, cable, MDS, DBS, teletext, videotext, videodisks, videocassettes, not to mention newspapers and magazines and who knows what will be invented.

Only the Fourth Estate existed—and in rudimentary form—when the Bill of Rights was ratified in 1791. There is a Fifth Estate now, of much larger magnitude. But both are part of the press that, like speech, religion and peaceable assembly, is immunized by the First Amendment against government control.

Are the FCC and Congress up to an act of statesmanship?



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