

FCC's out to loosen the reins □ Fowler stars
at NRBA □ Another dereg bill in Senate

Broadcasting Sep 21

The News Magazine of the Fifth Estate □ Vol. 101 No. 12

50th Year □ 1981

C

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The First

Years Of
Broadcasting

1979

PAGE 77

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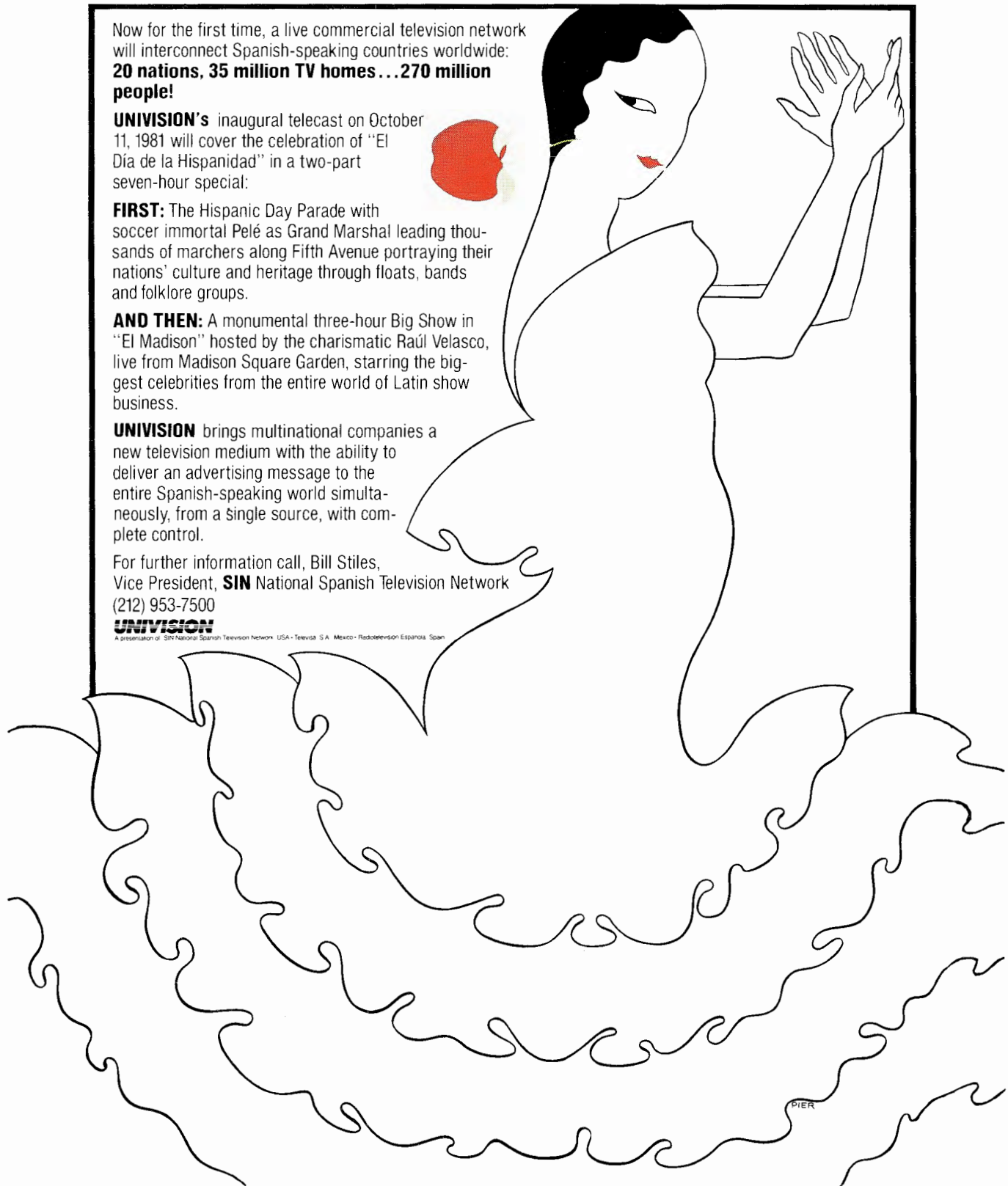
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PIER

The Week in Brief

TOP OF THE WEEK

FREEDOM FOR RADIO-TV □ FCC goes for broke in asking Congress for wholesale revision of Communications Act and other far-reaching reforms. **PAGE 23.**

RESURRECTED □ Some of broadcast deregulation legislation stricken from budget bill last month is incorporated in new Cannon bill. There also is pro-competition language to encourage new media. **PAGE 24.**

GOLDWATER BUCKS □ Arizonan says amendments to common carrier bill affecting cable should be deleted, wants new hearing on changes before voting. **PAGE 25.**

CBS'S OUTLOOK □ Company expects 1981 earnings will be down "modestly," but says broadcast group is in good shape. **PAGE 25.**

GRUMBLING WITHIN CPB □ Budget criticism heard at annual meeting where Pfister is formally named president and Rockefeller elected chairman. **PAGE 26.**

THEY LIKE IT □ Prospects of commercials on PTV strikes responsive chord in ad world. **PAGE 26.**

HOW FAIR WAS FCC? □ Appeals court leans heavily on commission lawyer to get answer to that question, posed by RKO General in fighting to save three TV station licenses. **PAGE 27.**

SPECIAL REPORT

SOUNDS OF SUCCESS FOR NRBA □ Annual convention earns favorable reviews from participants and exhibitors despite slight drop in numbers. **PAGE 28.** FCC Chairman Fowler's call for repeal of Section 315 as well as for action on AM stereo draws enthusiastic ovation. **PAGE 28.** Reports on panels that focused on political and legislative matters begin on **PAGE 29.** Coverage of sessions devoted to business and administrative operations of stations starts on **PAGE 30.** Technical discussion reports commence on **PAGE 38.** Bill Clark is new NRBA board chairman. **PAGE 44.**

JOURNALISM

FOLLOWUP: RTNDA IN NEW ORLEANS □ BROADCASTING's second look at annual convention offers digest of discussions on procedures and problems of broadcast journalists. **PAGE 44.** Cronkite calls for "truth in packaging" in presenting TV news. **PAGE 46.**

LAW & REGULATION

AN ARGUMENT FOR REGULATION □ Majority of witnesses at House Telecommunications Subcommittee hearing feel that First Amendment concerns should not preclude legislation to guarantee diversity of voices in new media. **PAGE 52.**

MEDIA

NCTA STAFF GETS HELP □ Board votes changes in dues schedule to pay for larger legal and government departments. It also OK's committee to deal with ASCAP. **PAGE 61.**

PROGRAMING

NO BLUES ON 'HILL STREET' □ Series is heaviest contributor to NBC's 20 Emmy wins. CBS gets 18, ABC 12 and PBS 8. **PAGE 66.**

BUSINESS

TOTAL U.S. TV HOUSEHOLDS □ Nielsen reports 81.9 million for 1981-82 year, up 2.2% from its May estimate. **PAGE 70.**

1979

THE 'BROADCASTING' YEARS □ The Iranian hostage crisis and the Three Mile Island accident were but two of the stories for which broadcast journalists were both praised and condemned. Presidential hopefuls for 1980 began jockeying for radio-TV positions. Congress put the Communications Act rewrite on hold, and the FCC took a big step toward deregulating radio. **PAGE 77.**

PROFILE

OPERATING FROM EXPERIENCE □ For a long time, Bob Alter gave much of himself in contributing to the success of the Radio Advertising Bureau. In turn, it gave him the successful background for his present post as president of the Cabletelevision Advertising Bureau. **PAGE 103.**

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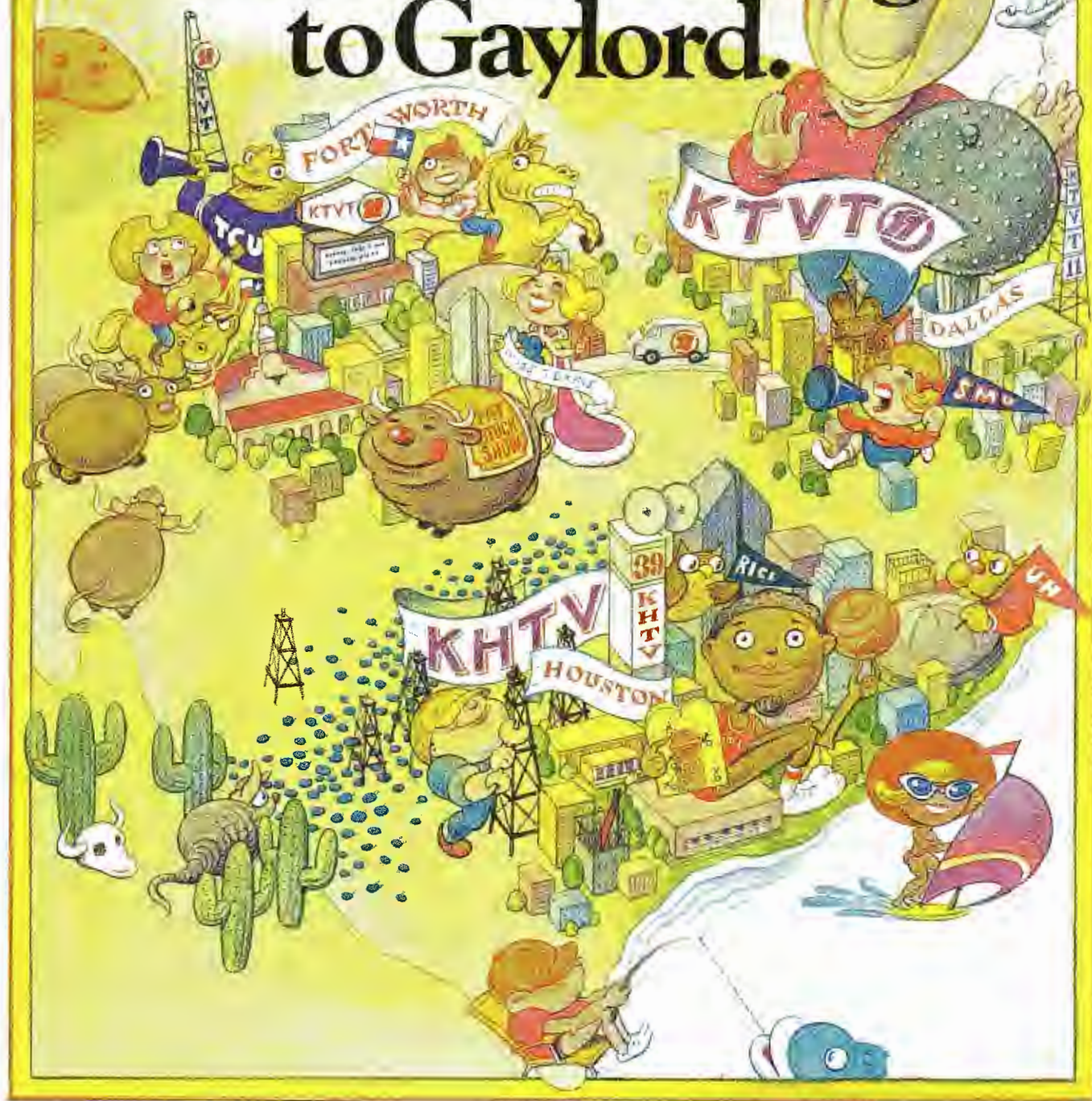
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Insider report: behind the scene, before the fact

Liberating TV

FCC's Broadcast Bureau is currently studying options for initiation of inquiry or rulemaking on deregulation of television which bureau chief, Richard Shiben, has said will be forthcoming "in next several months" (see page 30). Exact form item will take has not yet been determined although source within bureau indicated that approach taken by commission in January radio deregulation action could "certainly provide a guideline" in bureau's analysis.

Another source within FCC offered speculation that, given current deregulatory atmosphere, two other rulemakings already under way — children's television and generic drop-ins — may "never see the light of day."

Race is from the Swift

Now that FCC Chairman Mark Fowler has called several times for easing or elimination of ownership restrictions on broadcast licensees, will industry abandon support of Swift bill that would codify existing FCC rules? This week's House Telecommunications Subcommittee hearing on diversity of information is likely to provide first clue.

Francis Martin, general manager, KRON-TV San Francisco, will testify that although his Newspaper-Broadcast Committee on Crossownership has in past favored such legislation on grounds it would increase license stability, need for codification has passed. National Radio Broadcasters Association, which has opposed codification all along, will continue to do so, with even greater emphasis, according to NRBA president, Sis Kaplan, who will also testify. National Association of Broadcasters, not scheduled to testify this week, will "take a new look" at legislation to codify, according to NAB senior vice president, government relations, Kenneth Schanzer.

Up to broadcasters

FCC Chairman Mark Fowler may have thrilled broadcasters with speech to National Radio Broadcasters Associations supporting full First Amendment rights for broadcasting (see page 28). But speech he is preparing for International Radio and Television Society newsmaker luncheon, in New York this week, will probably be even stronger. He is expected to lay out his rationale for letting marketplace instead of government regulate content. Fowler is understood to believe that it is in broadcasters' best interest to provide balanced treatment of controversial

issues — that viewers and listeners will turn away from broadcasters who don't.

Fowler is also expected to come down heavily on broadcasters for failing, in his view, to resist with sufficient vigor government regulations that curbed their First Amendment rights. He is expected to tell them, in effect, that fate of their journalistic freedom is in their hands, that they should lobby their representatives in Congress on issue.

Counterparts to come

Companion bill to broadcast deregulation measure introduced last week by Senator Howard Cannon (D-Nev.) (see page 24), may not be long in surfacing on House side. Representative James Broyhill (R-N.C.) met with staff last Friday to begin discussion of such bill and Representative James Collins (R-Tex.) plans to do same today. House bill could go beyond Cannon's in deregulating broadcasting. Earlier this year Collins introduced bill to extend radio and TV license terms and radio deregulation bill, and Broyhill introduced bill to change FCC from permanent agency to one that must be reauthorized every three years.

Music and news

AP Radio may soon be offering affiliates more than information services. There's talk of late-night country music programming coming to network to be provided in conjunction with Nashville radio station. APR's news service is on Westar III, and other channel is being made available there. Network is looking for additional programming, other than news, to fill clock.

Money hunt

FCC has neared completion of groundwork for Temporary Commission on Alternative Financing for Public Telecommunications and plans to call members of commission this week to set date for first meeting. Commission was established by 1981 Public Broadcasting Amendments Act to investigate new ways for public stations to raise money. Commission is authorized, but not mandated, to set up experiment allowing public stations to carry advertising (BROADCASTING, Aug. 31).

Commission will be composed of representatives from FCC chairman's office, National Telecommunications and Information Administration, Corporation for Public Broadcasting, National Public Radio, National Association of Public Television Stations, chairmen and ranking minority members of Senate Commerce

and House Energy and Commerce Committees.

Volunteering

Delegation from Radio Advertising Bureau, headed by Miles David, president, called on FCC Chairman Mark Fowler last Friday (Sept. 18) in concern over possible discontinuance of annual financial reports FCC now requires from all stations. RAB said it needed data that FCC annually compiles, would be willing to take over job of collection and distribution privately or in cooperation with FCC.

What about collection of television data? Television Bureau of Advertising has talked with FCC and would also be willing to compile financial information if necessary. TVB doubts, however, it would get 100% compliance that FCC now commands.

Reagan austerity

Although FCC had hopes to meet budget cutbacks through attrition (i.e., not filling vacancies), new economy drive will entail stronger measures. Indications are for freeze on hiring for all of fiscal 1982, and reduction of personnel to about 1,850, down from 2,100 employees at end of fiscal 1979.

FCC anticipates congressional appropriation of about \$76.9 million, some \$450,000 less than budget estimate, resulting in shortfall of \$1.5 million for compensation, consistent with Office of Management and Budget ceiling. Reprogramming from other accounts is expected to cover most of needs, but any further cuts in fiscal '82 will necessitate reductions in force or furloughs.

Beyond agenda

How can nonprofit entity financed by federal government be both tax-exempt and tax liable? Answer: by setting up commercial subsidiary. That's what participants at sixth annual conference called by Public Service Satellite Consortium in Washington Sept. 23-25 will learn. Consortium, with 110 members including Public Broadcasting Service, will be told of project for publication of transponder log setting forth time and space allocations to customers, along with other traffic and assignments in satellite spectrum.

H. Rex Lee, former member of FCC (1968-1973), is chairman of PSSC. Agency derived its seed money of about \$500,000 in 1975 from HEW and NASA. While it's public-service oriented (ETV, medical, church, state universities and related entities), funding is basic problem.

Business Briefly

TV ONLY

Golden Grain ☐ Various dinner mixes. Begins Oct. 19 for fourth quarter in 54 markets. Early fringe, and prime access times. Agency: Vantage Advertising and Marketing Associates, San Leandro, Calif. Target: women, 18-64.

Fashion Concepts ☐ Gold electroplate necklace. Begins Sept. 28 for fourth quarter in about 125 markets. Agency: Dial Media, Warwick, R.I. Target: women, 18-49.

Diamond Shamrock Oil & Gas ☐ Begins this week for 14 weeks in 26 markets. Prime, fringe and sports times. Agency: McCormick Advertising Agency, Amarillo, Tex. Target: total men.

Creomulsion ☐ Cough syrup. Begins Nov. 16 for 10 to 12 weeks in 60 markets. Day and early fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 18-49.

CVS Stores ☐ Various product promotions. Begins Sept. 28 for 10 weeks

in 10 markets. Agency: Harold Cabot & Co., Boston. Target: total adults.

Nabisco ☐ Pom Poms candy. Begins in fourth quarter for six weeks in four markets. Fringe, prime and weekend programming. Agency: Arnold & Co., Boston. Target: adults, 18-34; teen-agers, 12-17.

Jamaica Tourist Board ☐ Begins on Oct. 5 for six weeks in eight markets. All dayparts. Agency: Young & Rubicam, New York. Target: adults, 25-49.

Uniroyal ☐ Tires. Begins in late September for six weeks in 46 markets. Early and late fringe. Agency: Young & Rubicam, New York. Target: men, 25-54.

Murjani ☐ Gloria Vanderbilt jeans. Begins in November for six weeks in 30 markets. Day, fringe and prime times. Agency: Fisher/Feld, New York. Target: working women; women, 25-49.

TSR Hobbies ☐ Begins Nov. 9 for six weeks in about 25 markets. Fringe, prime access and weekend programming.

Agency: Media Bureau International, New York. Target: children, 6-11; women, 25-49; men, 25-49.

Bell Telephone of Pennsylvania ☐ 800 number. Begins Nov. 23 for four weeks in Altoona, Philadelphia and Pittsburgh. Agency: Lewis & Gilman, Philadelphia. Target: total adults.

Anderson Little ☐ Adult clothing. Begins in mid-November for four weeks in 12 markets. Agency: Harold Cabot & Co., Boston. Target: total adults.

Thom McCann ☐ Boots. Begins Sept. 28

Rep Report

WXAO-TV Jacksonville, Fla.: To Adam Young from Spot Time Ltd.

KNOP-TV North Platte, Neb.: To Adam Young from Peters, Griffin, Woodward.

WITH(AM) Baltimore: To Lotus Representatives from Selcom.

WPLP(AM) Pinellas Park, Fla.: To Lotus Representatives from RRD Corners.

WAMB(AM) Nashville: To Lotus Representatives (no previous rep).

WUNI(AM) Mobile, Ala.: To Lotus Representatives from Pro Radio.

WEAU-TV Eau Claire, Wis.; WLUC-TV Marquette, Mich., and KTVQ-TV Kirksville, Mo.: To Seltel from Peters, Griffin, Woodward.

WOKO(AM) Albany, N.Y.: To Pro Radio from Lotus Representatives.

WBEC-AM-FM Pittsfield, Mass.: To Pro Radio (no previous national rep).

WFBS(AM) Fayetteville, N.C.: To Buckley Radio Sales from Northern Spot Sales.

WFAN(AM)-WDJQ(FM) Canton, Ohio: To Buckley Radio Sales (no previous rep).

KPWR-TV Bakersfield, Calif.; WSEE-TV Erie, Pa.: To MMT Sales from Peters, Griffin, Woodward.

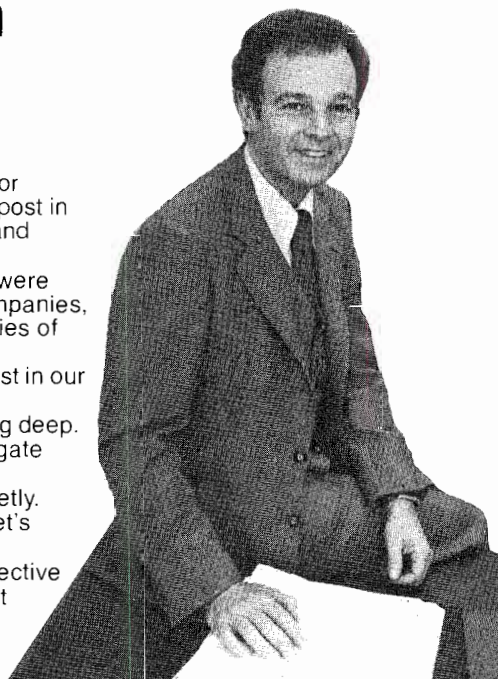
KBLE(AM) Seattle, KCBQ(FM) San Diego: To RKO Radio Sales (no previous rep).

KSLO(AM) St. Louis: To RKO Radio Sales from Eastman Radio.

WYBR(AM) Belvidere, Ill.: To Bernard Howard & Co. from Roslin Radio Sales.

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for four weeks in over 10 markets. Late fringe times. Agency: BBDO, New York. Target: adults, 18-49.

Red Baron Pizza □ Begins Sept. 28 for four weeks in 16 markets. Agency: Media Communications, New York. Target: total adults.

Hershey Foods □ Kit Kat candy bar. Begins this week for four to 10 weeks in over 10 markets. Day, prime, early fringe, fringe, weekend and children's programing. Agency: Doyle Dane Bernbach, New York. Target: total children; total teen-agers.

Bell Telephone of Pennsylvania □ 800 number. Begins Oct. 12 for four weeks in Philadelphia, Pittsburgh and Altoona, all Pennsylvania. Agency: Lewis & Gilman, Philadelphia. Target: total adults.

Blair Pro Rodeo Entertainment □ Rodeos. Begins Oct. 21 for two weeks in 80 markets. Prime time. Agency: Advanswers Media/Programing, St. Louis. Target: total adults, total teen-agers; total children.

RADIO ONLY

Bachman Co. □ Pretzels. Begins Sept. 28 for three weeks in eight Eastern markets. Agency: Lewis & Gilman, Philadelphia. Target: women, 25-49.

Kraft □ Real mayonnaise. Begins Sept. 28 for varying flights in over 25 markets. Day and fringe times. Agency: NW Ayer, New York. Target: women, 25-54.

Johnson Fishing Reel □ Begins Nov. 30 for two weeks in about 30 markets. Daytimes. Agency: William L. Baxter Advertising, Minneapolis. Target: women, 25-54.

Lionel Leisure □ Toys. Begins in early November through mid-December in about 30 markets. Agency: Robert Sarra Associates, New York. Target: women, 18-49.

Fabric Centers. □ Fabric sale. Begins Sept. 28 for two to three weeks in approximately 15 markets. Agency: Allscope, New York. Target: women, 25-54.

Houbigant. □ Chantilly perfume. Begins on Dec. 9 for two weeks in 17 markets. Drive time. Agency: Young & Rubicam, New York. Target: women 18-49, 25-49.

RADIO AND TV

Land O' Lakes Agricultural Services □ Feed, seed products. Begins in late September for four weeks in five Midwestern markets. Agency: Kenrick Advertising, St. Louis. Target: farmers.

AdVantage

Strong finish. RCA Corp. is launching its largest advertising and merchandising campaign for the last four months of 1980 in support of its television receivers, videocassette recorders and VideoDisk. The company said it will spend about \$20 million for advertising and promotion for the VideoDisk player, but declined to specify the cost of the overall campaign. The advertising splurge will be heavy in television but also will tap newspapers, radio and magazines. Shown with a sampling of RCA's new commercial storyboard and print ads is James K. DeVoe, RCA's vice president, consumer communications.

□

Textron spirit. Textron Inc., Providence, R.I., will introduce new corporate television campaign in late October or early November to run in 10 major markets through end of year. Overall theme is "Textron. American Company With the Right Stuff." Commercial will illustrate Textron's commitment to fundamental American values, such as its involvement in space program, in aviation, in defense, in industrial productivity and in high-quality consumer products. Commercials will be carried on news, sports and special programs to reach men and women, 25-54. Agency is Brouillard Communications, New York, division of J. Walter Thompson Co.

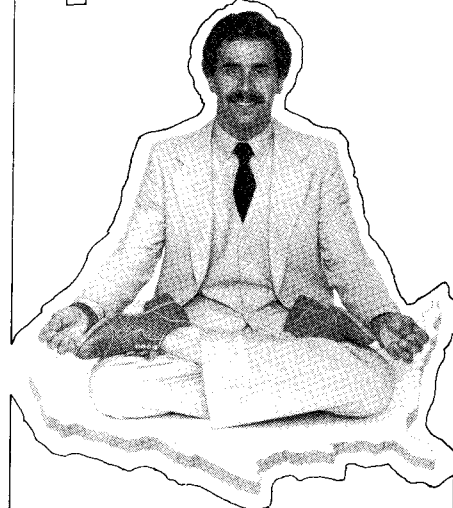
□

Opening night sponsor. Quaker Oats Co., Chicago, has bought full sponsorship of CBS Cable's inaugural-night programing on Oct. 12. Spokesman for Quaker said its opening night sponsorship underlines its commitment to quality programs for family. Quaker will be advertised on *Signature*, interview show (7:30-8 p.m.); *Mixed Bag*, magazine program (8-8:30 p.m.); *Elizabeth Swados*, original musical (8:30-9:30 p.m.) and *A Play for Love*, one-hour drama (9:30-10:30 p.m.). Programing will be repeated at 10:30 p.m. and next day at 1:30 a.m. and 4:30 p.m. Agency is J. Walter Thompson Co., Chicago.

□

Timex splurge in cable. Timex Corp., Waterbury Conn., will invest \$22 million over 10 years on Entertainment and Sports Programing Network, one of largest advertising commitments in cable television. Buy represents Timex's first in cable. Timex also will become "official timekeeper" of ESPN and will receive numerous exposures during sports events as on-screen timer of contests. Grey Advertising, New York, is agency for Timex, whose purchase will be effective next month for such ESPN events as college football and basketball, boxing and other sports programs. Other advertisers with long-term agreements with ESPN are Bristol-Myers, Mennen, Panasonic and Anheuser-Busch.

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Datebook[®]

■ indicates new or revised listing

This week

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) 861-4444.

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**—*Alpha Epsilon Rho*, National Honorary Broadcasting Society, charter initiation program. University of South Florida, Tampa. Information: Ann Liguori, (813) 971-4104.

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.

Also in September

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.

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

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

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

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

October

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

■ **Oct. 1**—*Radio Advertising Bureau* sales clinic. Hilton Airport Inn, Detroit.

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. 1-4—*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.

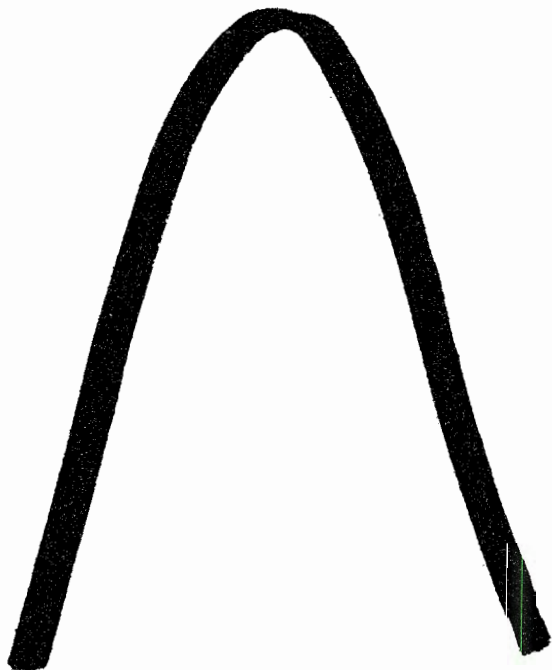
Oct. 2-4—*American Women in Radio and Television* west central area conference. Regency West, Omaha.

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.

Is this a mountain
or a molehill?



That depends on how you see it.

Take, for instance, the mountains of detail that surround the broadcast business. Avails, logs, sales reports, even accounts receivable and payable. We can turn them into molehills.

We're Station Business Systems. And a giant stands behind us—the Control Data Corporation.

Our systems are designed by broadcasters to give you professional service and the most advanced computer hardware, software and training available.

The only mountain you're going to make is one of profits.

For more information, call Bill O'Toole, Vice President of Sales, at 800-243-5300, or 203-622-2400.



STATION BUSINESS SYSTEMS
a Control Data Company

“We’re always looking for something that does the job better. We found it with AP Radio Network.”

Roy Mapel, General Manager KIML Radio, Gillette, Wyoming

KIML had a commercial network affiliation for years. But, when they decided their network should work harder for them, they switched to AP Radio Network.

Why does KIML General Manager, Roy Mapel, think AP Radio Network is better?

Better sales opportunities: “You don’t have to run network spots that cut into your own station’s sales and revenue. We’ve sold locally nearly everything we have on the air from AP Radio Network.”

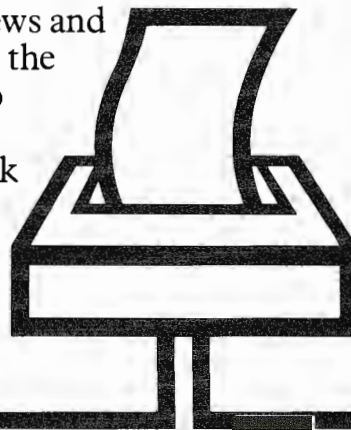
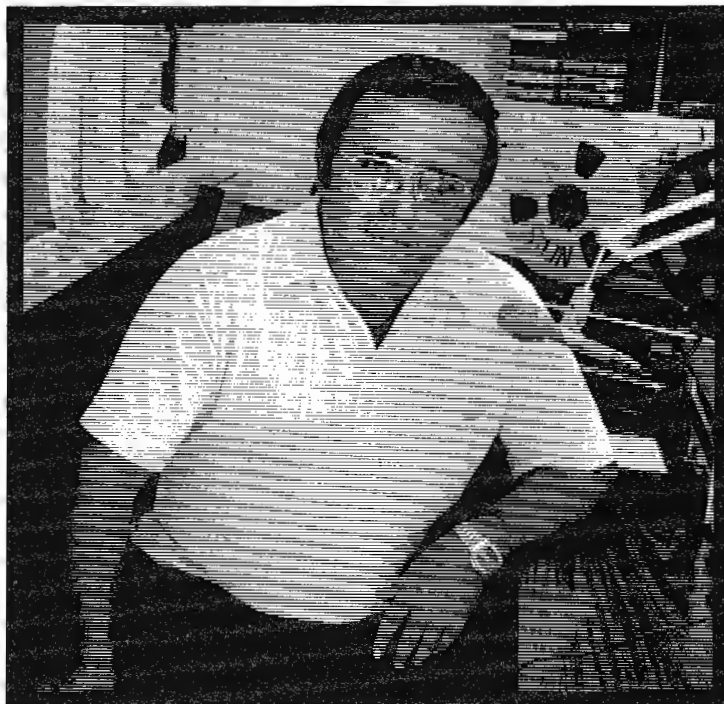
Better programming flexibility: “Every other network we checked was too demanding on our station’s time. With AP Radio Network we use what we want and don’t have to use what we don’t want.”

Better sound quality: “When we started getting AP Radio Network off the satellite, we sounded like we’d moved uptown. Anyone who can get on the AP dish—do it.”

Better profit potential: “AP Radio Network more than pays for itself. We wouldn’t be using it if it didn’t.”

AP Radio Network can fill a station’s news and information programming needs better than the commercial networks. That’s why AP Radio Network is growing so fast.

Let us show you how AP Radio Network can do a better job for your station. Write or call AP Broadcast Service, 50 Rockefeller Plaza, N.Y. 10020 (212) 621-1511. Or contact your nearest AP Broadcast Executive.



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Eight Is Enough





your ~~Our~~ **Shining Hour**

EIGHT IS ENOUGH is the perfect choice for syndication success. Of the upcoming shows currently being offered in syndication for 1982 and beyond, EIGHT IS ENOUGH is the only program to finish in the top four in reaching women 18-49, teens and kids. So get the Bradfords on your side and prove that EIGHT IS ENOUGH can be your shining hour.

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Los Angeles ☐ New York ☐ Chicago ☐ Atlanta ☐ Dallas

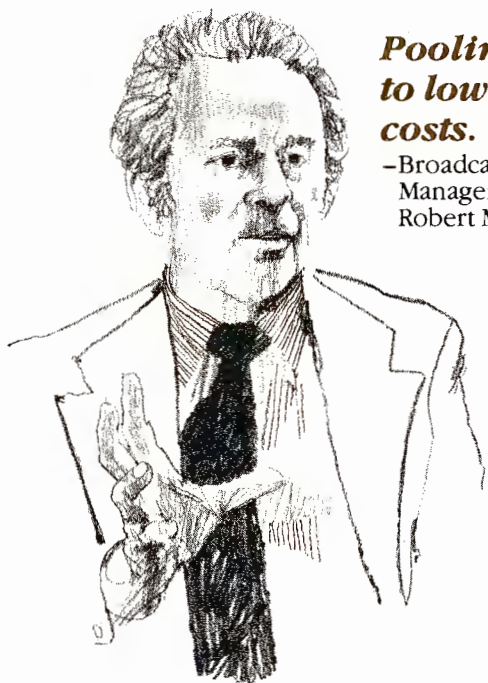
Financial Strategies

In Business Insurance

An INA Series

The phenomenal growth of the broadcasting industry has led to the emergence of more than 30 different broadcasters' organizations—each related to a specialized area of TV and radio operations.

"We focus specifically on the needs of the stations' financial and business affairs people," says Robert McAuliffe, Executive Director of the Broadcast Financial Management Association (BFM). "One of this group's primary concerns is insurance protection, particularly as it affects bottom-line performance."



Pooling risks to lower costs.

—Broadcast Financial
Management Association's
Robert McAuliffe

For this reason, the BFM began participating almost ten years ago in an insurance "safety group" organized by MarketDyne, an INA subsidiary. By pooling their risks, the 900-plus BFM members are able to obtain comprehensive insurance coverage at attractive group rates.

"Among the coverages available through MarketDyne are property, business liability and workers' compensation insurance," explains McAuliffe. "We can also give our members protection against slander suits—an increasingly common peril for broadcasters."

Besides saving up-front money on premiums, participating members benefit from INA's risk management and loss control services. Through broadcast magazine articles and industry seminars, INA regularly advises financial personnel on ways to reduce losses and control insurance costs.

"These efforts can really pay off," comments McAuliffe, "since our members receive dividends against their premiums for years in which the group's overall loss experience is favorable. Our safety record has consistently been good, and that's meant an average annual dividend of approximately 20%."

Decision-making in business insurance has never been more complex. And the financial implications have never been greater. Today, devising cost-effective insurance programs requires knowledge, experience, capacity—and a complete range of products and services. Flexibility and the willingness to innovate are also essential.

INA's ability to combine these elements can assist you in developing practical solutions, new approaches, and better strategies. Consult the professionals. Write directly to David Cairns, President, MarketDyne International, 1600 Arch Street, Philadelphia, PA 19101 or call (800) 523-2710, except in Pennsylvania, call (215) 241-2935.

The resources to do it all, the strategies to do it right.

INA

The Professionals

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.

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.

Major Meetings

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

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

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention. Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

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

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

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

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

May 4-8, 1982—*American Women in Radio*

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

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

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

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

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. 12-15, 1982**—*National Radio Broadcasters Association* annual convention. Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

■ **Sept. 30-Oct. 2, 1982**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

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

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

■ **Oct. 7**—*Radio Advertising Bureau* sales clinic. Hyatt Regency, San Francisco.

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**—*Radio Advertising Bureau* sales clinic. Anaheim Marriott hotel, Los Angeles.

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* Mideast 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

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A gas station today...a broadcast station tomorrow. Unfortunately, that's the way many appraisers work.

But not Frazier, Gross & Kadlec. For over thirty years, we've specialized in appraising radio and television station and CATV system assets and in providing a full range of financial services to broadcasting and cable executives. We don't know of another company that can make that claim.

In more than thirty years of service to this industry, we've yet to find two broadcast stations exactly alike.

So we wonder how some people can settle for "gas station" answers to broadcast station questions.

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The VPR-20 Edge. Total Performance in the Field.

Post-production in the field becomes an option when you take the VPR-20 on assignment. Its capabilities are so complete that you can return with a finished production.

Advanced Editing Technology. From Ampex, Of Course.

The intelligent design that went into our VPR-2B videotape recorder was also applied to our smart, rugged 1" portable.

For example, our exclusive dual-cue editing gives you studio-type control. Four edit-related functions give you the edge: From "let's see it" reviews, and precise returns to the next edit point, to total control when replacing undesired material, and even mid-segment edits to new material. All in one, easy to use portable.

The VPR-20 remembers through its exclusive tape timer and servo system, so your "cue-ups" are accurate and fast, and your edits are clean and color-frame accurate.

The VPR-20's performance continues with a video confidence feature that plays the picture back from the tape into the camera viewfinder during recording. You can use any color television receiver for playback. And thanks to our exclusive built-in color stabilizer, you can leave the time base corrector behind and still show full color in the field.

A Portable Should Be Portable.

The VPR-20 is. Even with non-battery use you'll be free of the burden of cumbersome additional equipment.

Unlike other portable recorders, the VPR-20 has a simple-to-use, plug-in AC power pack. It replaces the battery in our portable and allows you to forget the bulky external power supplies necessary with other portables.

The VPR-20 from Ampex. Total performance in a 1" portable videotape recorder.

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EXCLUSIVE DUAL-CUE EDITING



BUILT-IN COLOR STABILIZER



PLUG-IN AC POWER PACK

Associates Inc., 4701 Willard Avenue, suite 05, Washington 20015.

Oct. 12—Louisiana Association of Broadcasters

Oct. 15—American Council for Better Broadcasts 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media 'Nice Society'." Capitol Holiday Inn, Washington

Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 16-17—Broadcasters Promotion Association/Broadcast Designers Association board of directors



Life at the new FCC (l-r): Schattenfield, Eads, McKee, Shibben and Baumann.

Schattenfield, "we [broadcasters] have a whole new world before us."

Noting the recent legislation passed by Congress, extending the license terms of broadcast facilities (radio to seven years and television to five years) Shibben said the bill's passage was mainly due to the "masterful piece of legislative maneuvering," by its sponsor, Senator Robert Packwood (R-Ore.).

He said that later this month the FCC would be presented with an item on implementing extended license terms. Options include a phase-in plan or granting the new license terms to all broadcasters at once.

Shibben also said that "in a week or so," the commission will be presented with an item for implementation of lottery procedures for awarding broadcast licenses where mutually exclusive applicants are involved. He indicated that such a tool will be essential for awarding low-power television licenses. "[That will be] the only way to get through it," he said.

Shibben indicated that he had recently approved printing of the new postcard renewal forms, which he described as a regulatory improvement that was "long overdue" for both the industry and the commission in terms of saving time and expense.

In the next several months, according to Shibben, the commission will initiate deregulation proceedings applicable to television.

Commenting on the commission's likely recommendation that Congress eliminate Section 315 of the Communications Act, Shibben said, "I've never liked the fairness doctrine."

McKee, a former assistant to then FCC Commissioner Benjamin Hooks, stressed the need for greater minority participation in broadcasting—new voices, he said—and not just an enhancement of the position of existing minority entrepreneurs. He said the commission should adopt a set of preferences for increasing minority ownership of broadcasting outlets. Financial

a limited number of public broadcasters to air commercials for an 18-month period. "How do we fight it?" asked one broadcaster in attendance. Baumann said the commission was currently in the process of setting up a special committee that would study alternative methods for instituting the experiment. No decision has been made, he said, on whether comments will be sought.

Packwood offers to lead broadcasters in fight against fairness doctrine

During luncheon address to NRBA, Senate Commerce chairman calls for constitutional amendment to put end to fairness doctrine

When broadcasters are ready to fight for an end to the fairness doctrine, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) would like to see it done by way of a constitutional amendment.

Addressing a luncheon session of the NRBA convention last Monday, Packwood indicated the time might be right for a "frontal approach" on the fairness doctrine, but he is "not prepared" to go ahead with it until radio "and all of the allied industries are ready to take that step" and fight for its elimination.

"When freedom of the press was written into the Constitution, there were 34 newspapers in this country," he said. "The scarcity argument could have been made then for that medium."

But if an effort to amend the Constitution fails, "it cannot be made again for 20 years," said Packwood. "When the time is right, come to me. I think you'll find me not only a willing ally, but a willing leader."

"Lots of deregulatory legislation has been passed in the last four years," said Packwood, "and in every case we were

deregulation that we would not have had without you," he said, "but we still have a long way to go in statutorily getting rid of regulations that burden radio and TV stations."

"No group has the lobbying clout that this one does," he said. "People think in terms of 'big' as being better, but major groups like the auto industry are at a disadvantage, because they cannot provide local people who contact their members in Congress."

"Only one thing can defeat you—division," said Packwood. "I've seen industries fail when lobbying groups or factions within one group could not agree."

Business

Improving sales staffs in both large and small markets

As is the case with virtually all types of jobs in the broadcasting industry, it is usually tough to land a first-time sales position in a large market. Experience—a lot of it—is usually required. Small-market stations on the other hand, must be willing to train sales people who have no broadcasting background.

The recruitment, training and retention of sales personnel were topics addressed in two discussion sessions—one for large markets and one for small markets—at last week's NRBA convention.

Participants in the large-market sales discussion panel included Bill Clark (moderator), president, KABL-AM-FM San Francisco; Pete Ferrara, sales manager, WGAY-AM-FM Silver Spring, Md.; David Gerard, general manager, WKSX(FM) Cleveland; Matt Mills, general manager, WHYI(FM) Miami, and Larry Wexler, general manager, WPEN(AM)-WMGK(FM) Philadelphia.

Wexler noted that his stations employ two sales staffs—one working with advertising agencies while the second staff—younger and less experienced—concentrates solely on retail sales. He said his method of recruitment is to "work out in the open," and attract "as many applicants as you can find." He also said that he taps, as often as possible, his retail force—which he described as a first-rate "farm team"—when looking for an agency-staff recruit.

Most of the panelists indicated that they had no problem attracting candidates in the larger markets. Gerard, however, noted the difficulties he experienced in the Pittsburgh market until he tapped area college recruitment offices.

Hiring experienced salespeople from the competition and other markets was also discussed. Gerard told the audience of trips he had made to Syracuse and Rochester, both New York, where he had monitored stations, contacted advertisers and was able to develop leads on several

PRODUCTION PAY-OFF

"TK-47 cameras give us unparalleled picture quality... A must for our commercial productions"

... Wyatt McDaniel, Chief Engineer
WJAR-TV, Providence, Rhode Island

WJAR-TV, a 33rd market station, is actively and successfully competing for commercial production work in the New York and Boston markets. And, according to Wyatt McDaniel, Chief Engineer, the RCA TK-47 cameras that were purchased in 1979, have played a big role in the station's growth in the production area.



"In order to expand our production capability, we had to have the best studio cameras available. We chose the TK-47's for their proven reliability and performance. But the TK-47's have exceeded our expectations! They are outstanding, virtually trouble-free. And the TK-47 cameras give us unparalleled picture quality... a must for our commercial productions. We're making our niche in quality production and the TK-47 is helping us produce an outstanding product."

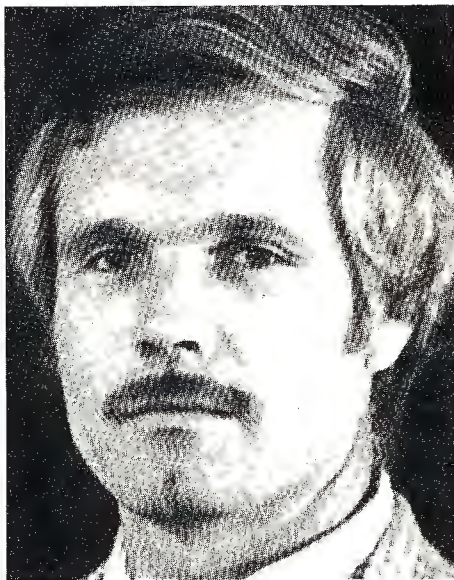
Find out how the TK-47 can give you a new "look" in cost saving, time-saving, and picture quality. TK-47—it's automatic, versatile and now available in Triax. Call your RCA Representative and ask for a showing of a tape in which six top engineering professionals tell how they are using TK-47's in their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



CNN IS A HIT WITH THE AND SMART ADVERTISERS

Here's the score

CNN 85-NETS 6



Ted Turner, President, Turner Broadcasting System

**85% OF CNN VIEWERS
QUESTIONED PREFER
CABLE NEWS NETWORK
TO CBS, ABC OR NBC.**

CNN	85%
CBS, NBC, ABC	6%

**CNN brings you more news, in greater depth,
than all other TV networks combined.**

CNN gets rave reviews from critics and viewers. Cable viewers in Columbus, Ohio are able to press buttons and instantly express opinions on issues presented to them (QUBE). Recently, CNN viewers were asked if they preferred the news product of CNN or the other 3 networks. *CNN got 85% of the votes.*

CNN presents complete news stories and in-depth interviews. Not just brief, sensationalized bits of news. It's available to cable companies everywhere. If you don't have CNN, you're missing plenty.

**...HE CHALLENGED THE NETWORKS WITH THE 24-HOUR
CABLE NEWS NETWORK AND MADE IT WORK!"** *Chicago Tribune*

"Cable News Network has won considerable acclaim for its willingness to cover live breaking news events that the major networks merely summarize in their evening news programs." *New York Times*

"CNN has won applause for its live coverage of breaking news." *Time Magazine*

"Just about every national and international story that has broken since last summer was covered first—and often best—by CNN." *Buffalo Evening News*

"CNN makes it possible to get news whenever you would like it, not when the networks would like you to have it!" *Seattle Times*

"CNN is producing serious, credible news programs... while the other networks played cartoons... CNN did a lengthy interview with William M. Batten, chairman of the NY Stock Exchange." *Wall Street Journal*

"If you want to know the difference between traditional TV and the potential of cable, all you have to do is tune in CNN." *Los Angeles Times*

"CNN has been a major news program service of critical importance." *National Cable Television Association Awards, 1981*

"The three networks were on the air with remarkable swiftness, but it was... Cable News Network that I found the most informative from the beginning." *San Francisco Chronicle*
re: Attempt on life of Pope John Paul

**If you want CNN
contact your
cable operator.**

Pick up the phone and call your local cable operator today. Or write him a letter. Or put a note on your next bill. Just let him know *now* that you've been without Cable News Network long enough.

CNN
CABLE NEWS NETWORK
© 1981 Turner Broadcasting System

CRITICS, THE VIEWERS ERS.

Cable News Network penetration into households receiving cable is at 30%. That's over 8,000,000 households. And CNN is growing at the rate of over 430,000 households a month.

Cable operators across the country are learning just how successful CNN can be in increasing subscriber revenues. CNN is also getting rave reviews from the critics and the viewers. In Columbus, Ohio when CNN viewers were asked which news product they preferred, CNN or the other networks, 85% chose CNN. This QUBE poll is just one example of the enormous viewer involvement and interest in Cable News Network. CNN can provide the kind of hard-working environment advantageous to any product. Advertising designed to communicate the CNN success story is running in national editions of *Time*, *Newsweek* and *U.S. News & World Report*. Also, in 122 newspapers throughout America, including *The New York Times*, *The Washington Post* and *The Wall Street Journal*. The story the ad on the left tells is very true. But there is another important side to this success story. Smart advertisers and agencies know this. They have seen the difference CNN can make.

Make CNN Part Of Your Next Campaign. You'll Be In Good Company.

CNN is already working hard for major advertisers such as Bristol-Myers, General Mills and General Foods. There's Ford, Toyota, Buick. American Express, Kodak and Xerox. Gulf, AT&T, Ralston and Sears.

ABC Video
Ace Hardware
ALCOA
Alpo Dog Food
Amana
American Cyanamid
American Express
American Home
Products

Andrew Peck
Stockbroker
Arkla Grills
Atlantic Richfield
Company
AT&T
Avon Books
Benjamin Moore
Paint

Best Foods Division,
CPC International
Boise Cascade
Bristol-Myers
British Caledonia
Airways
Buick
Campbell Soup
Canon

Champion Spark Plug	Johnson & Johnson	SAAB
Christian Children's Fund	Kaiser Aluminum	S.C. Johnson
Chrysler Corporation	Kelly Springfield	Schering Plough
Citicorp	Kennesaw Mint	Schlitz Beer
Clorox	Kingsford Company	Scott Paper
Congressional Club	K-Mart	Sears
Dow Jones	Kodak	Sentry Insurance
Duracell	Konica	Sharp Electronics
Eastern Airlines	Kraft Foods	Shearson-Loeb- Rhoades
Electra Company	Lanier Business Products	Shell Oil
E.R.A.	L'eggs Products	Showtime
Exxon Corporation	Life Magazine	South African Airways
Fidelity Group of Funds	Lincoln-Mercury	Speed Queen
Florida Citrus Commission	Lionel Leisure	Thomas J. Lipton
Ford Motor Company	Maalox	Time, Inc.
Franklin Spier Publishers	MasterCard	Toyota
G.E. Credit	Mauna Loa	Turtle Wax
General Cigar	Max Factor	Twentieth Century Fox
General Mills	Mayflower Moving	UGL Paints
General Foods	McDonnell Douglas	U.S. News & World Report
Gillette	Menley James	Union Carbide
Goodyear Tire and Rubber Company	Merrill Lynch	Vicks
GTE Sylvania	Metropolitan Life	Vivitar
Gulf Oil	Mirror Brite Auto Wax	Wall Street Journal
Corporation	Mobil Oil	Warner Amex
Haggar Company	Corporation	Warner Brothers
Hanes	Mushroom Shoes	Warner Lambert
Hilton Hotels	Nabisco	Wrigley
Hinkle Enterprises	Neighborhood Realty Group	Xerox
Hitachi	Nestle	
Holiday Inns	Newsweek	
Home Box Office	Norcliff Thayer	
Hyatt Corporation	Oldsmobile	
Irma Shorell Cosmetics	Oster	
Jartran Truck Rentals	Panorama Magazine	
J.C. Penney	Procter & Gamble	
Jenn-Air	Quaker Oats	
	Ralston Purina	
	RCA	
	Red Carpet Inns	
	Remington	
	Rodeway Inns	
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CABLE NEWS NETWORK

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and a half weeks listening to sales tapes and then go out in the field with experienced sales staffers. At the end of the fourth week, he said, "they're on their own." After about six weeks on their own, Gerard said he will usually spend a full day with new salespersons to monitor progress and determine where they might need help.

Ferrara disputed the effectiveness of the tape-training method endorsed by Gerard. He said he preferred the more intense "three-day indoctrination." He outlined what he believed to be the three elements of sales—product knowledge, raw sales skills and the ability to communicate. The first, he said, was the only one a new recruit could be taught. The last two a person either has or hasn't, he said.

reps. "Treat your rep as an extension of the local sales staff," he suggested. Visits to radio stations were also recommended for reps, and station personnel should visit the rep firm, he advised.

Referring to such visits, Dupretti said: "It's a partnership, but even more, a clearing house of information."

Matching the right radio rep and the right radio station

Philosophical compatibility is the broadcaster's key to selecting the right radio representative. That factor was cited most frequently by reps participating in a panel discussion at last week's NRBA convention, designed to give the broadcaster added insight into selecting a representative.

The session was moderated by John Bayliss, president of group owner, Charter Broadcasting, San Diego. The panelists, all based in New York, included Bill McHale, executive vice president of Selcom Inc.; Jack Masla, president of Jack Masla & Co.; Peter Moore, president of Torbet Radio, and Richard White, executive vice president of Major Market Radio.

Other factors that the panelists suggested should be considered in choosing a rep included the needs of the broadcasters, the resources of the representative firm, the strength, stature and expertise of the rep's regional office that the broadcaster would be dealing with, how the rep feels toward networking, the rep's ability to sell a given station's format, whether the rep is highly structured and how the broadcaster can position his station within a particular representative's company.

Although there is more expense per dollar incurred by the rep firm in handling a smaller station, it is often worthwhile for it to do so—especially if it is attempting to get a foothold in a given region.

Bayliss noted that a station manager often neglects to "visit the regional office that will represent" the station.

Although station size, or lack thereof, may not be a detrimental factor in acquiring a representative, Moore pointed out that most firms require a "minimum billing level" of each station to make it worth the rep firm's effort.

Masla noted that another factor a rep firm considers is whether a station can adequately cover its entire market. "Man-



The ups and downs of research and ratings (l-r): Israel, Dorf, Coleman, Hiber and Wallace.

With quarterly measurements and ESF, radio research grows up

the familiarity of a song, the positive or negative reaction to a song and the burn-out/loss-of-ratio, Wallace said.



Prophets of the future (l-r): Burton, Burkhart, moderator Gary Worth, president, Wold Communications, Harris, Sklar and Waters. Case is not shown.

radio," said Burkhart. "There's going to be big competition in the 80's, perhaps 20 new stations in your market, on cable if you want, and they'll all have rate cards."

Dwight Case, whose Transtar network recently signed the eight stations of Sandusky Newspapers Inc., said broadcasters "are like landlocked sailors having a difficult time taking a service out of the sky in the same way we take news."

According to Ken Harris, vice president, affiliate relations for RKO Radio Networks, "the station manager is back in the driver's seat," because there are so many services from which to shop and the availability of long-form programming allows a manager to put the station's resources where they are most needed.

Rick Sklar, who is heading a satellite program service development at ABC Radio, said: "Too much has been learned at the local level to throw it all out now. We see the relationship between network and station as more of a collaboration or franchise arrangement."

Offering advice from a different perspective was Dennis Waters, an engineering consultant, who predicted a 101-fold increase in the number of program suppliers of radio in the next few years. This increase, he said, will result in a decentralization of production centers, with less emphasis on main population areas and more emphasis on regional suppliers. "Stations as suppliers" will be possible, he said.

An "enormous capacity shortage" is inhibiting the growth of satellite transmission in radio at present, said Waters, as many services vie for limited transponder

Broadcasters face a two-fold threat from cable. "Your salespeople have been trained to sell a segmented audience" said Bill Burton, president, Eastman Radio. "If your four salespeople are not happy, motivated and compensated, cable will take two of them, or maybe all of them, away from you."

Burkhart said the proliferation of original cable music channels represents "a serious economic handicap to radio, and is one of the reasons satellite radio has got to exist."

ABC's of satellite transmission, including discussions on digital audio, earth stations, are topic of session moderated by Worth

A crash course in the basics of satellite transmission drew as many as 100 broadcasters at last week's convention. Moderated by Gary Worth, president, Wold Communications, the session began with a description of how space on transponders is divided into channels by different brokers. Thomas Keenze, vice president, engineering operations, for United Video Inc., Tulsa, Okla., used charts to explain that audio channels can be either 15 khz., or 7.5 khz and that most of those being leased are 15 khz, which allows for stereo.

Rick Langhans, RCA manager for systems engineering, described the digital audio system his firm has contracted to build for NBC Radio, CBS Radio and Wold Communications. Digital audio, said Langhans, allows for superior noise performance and higher dynamic range and is

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KLAS (CBS)	25 Share
KVBC (NBC)	22 Share
KTNV (ABC)	22 Share

INDEPENDENT NATIONAL RANKING*

KVVU Las Vegas	28 Share
KPHO Phoenix	25 Share
KPTV Portland	18 Share
KMPH Fresno	17 Share
KMSP Minneapolis	17 Share

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*Source: A.C. Nielsen July '81, Metro Area Share of Audience/7 AM - 1 AM Sun. - Sat.

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the different manufacturers," he said, "and ask each for a buyers' list so you can consult with broadcasters who have already purchased the dish." A dish may be mounted on a pole, tripod or rooftop, he said, depending on its size. When mounting a rooftop dish, "consider the wind," said Kelly. "It will want to throw your dish through the window of the dealer across the street, just like a frisbee, so make sure it's anchored securely."

Although a station engineer can buy, install and aim a dish on his own, Kelly does not recommend trying to fix a system if it fails. Instead, he recommends contacting the manufacturer and arranging for new parts and maintenance.

Because telephone companies and other businesses operate many microwave facilities, especially in metropolitan areas, it is advisable for a broadcaster to have his prospective satellite path investigated before installing and aiming his dish. There are three firms that perform this task, the panelists said, and it is a relatively simple procedure. To prevent interference from future microwave facilities, panelists agreed a broadcaster should license his dish with the FCC.

Sabotage from a pirate uplink is unlikely, according to Langhans. The FCC has the capacity to find such uplinks and, more important, a sabotage effort, he said, requires "lots of technical sophistication" and a substantial monetary investment.

According to panelists, Mutual Broadcasting System is experiencing a high theft rate on the low noise amplifiers of its affiliates' downlinks. LNA's, the part of the dish that points toward the satellite, are apparently being stolen by amateurs who are building their own dishes, they said. The problem is being overcome with locks that can be installed on the mechanism.

Sunspot activity will cause outages on a satellite system twice each year, according to panelists. Outages can last from two to 10 minutes, but both their occurrence and duration can be precisely predicted. Larger earth stations experience shorter outages than smaller ones do.

Digital audio: a technology in need of engineering standards

A look into the future of digital audio and its effect on radio led panelists at an engineering session to conclude that standards must be devised for the equipment.

Bart Locanthi of Pioneer Electronics, Pasadena, Calif., said standardization is required so the machines can communicate with one another. He noted, however, that "standards are always voluntary."

Bob McDonough, of the Harris Corp., Quincy, Ill., spoke of digital audio's benefits. Distortion reduction, elimination of wild flutter and an end to back-up noises when recording were among the advantages he cited.

"This represents a step forward in recording technology," said McDonough. Adjectives such as "startling, fantastic and unbelievable" have been used to describe the sound of a master tape, McDonough explained, but that doesn't mean the



Radio legend. NRBA President Sis Kaplan (l) presented the 1987 Golden Radio Award to Gordon McLendon. Comparing radio of today with that of the past, McLendon offered a few pointers, set forth originally years ago in his memo, "How to Make a Station Sparkle."

digital disk will sound exactly like the master."

"With the quality of compact audio disks ... engineering mistakes at the recording level will come out," he asserted. McDonough said digital audio "will be a total studio concept."

Al Clegg, of Panasonic, Secaucus, N.J., said: "A cleaner source gives you the opportunity to clean up the rest of the system. Consumers are aware of what's going on in digital." He also noted that a number of record companies now produce digital recordings, including CBS with its CX encoded disks.

Jim Gibson, of RCA Labs in Princeton, N.J., asked: "How well do we really assess a distortion of the signal? Now that the quality is getting so good, it's hard to measure just how good it is." He added: "Digital audio has fantastic capabilities," but exact reproduction is a problem when transcoding from one standard to another.

Formats

Finding the right mix for AOR: news, syndicated shows, promotion

NRBA's Sunday night album-oriented-rock format workshop, featured a plethora of ideas ranging from the amount of news such stations should carry to trend-setting promotions.

Radio consultant Jeff Pollack observed: "Local news doesn't necessarily have to be a tune-out factor, but if you're covering things people aren't interested in, you're wasting your time."

When asked how radio deregulation has affected news, Lee Abrams, of Burkhart/Abrams/Michaels/Douglas & Associates, commented that news will always be strong during morning and afternoon drive times, and predicted few cutbacks.

On public affairs programming, John Sebastian, a program consultant, claimed that there is a need for improvement and said that, if produced well, they could attract audiences instead of turning them away.

As for the style of news that fits the AOR format, it was generally agreed a cross between straight news and conversa-

tion is desirable. According to Abrams, "There aren't many hip new competent versions of Paul Harvey," referring to informal newscasts adopted by many rock stations. Sebastian concurred and noted that most top market stations have abandoned that approach for a more modified one.

Syndicated programming received mixed reviews from the audience and panel alike. Pollack warned: "Don't grab everything that's out there. Choose a show that is meaningful to your station."

The impact of Warner Amex Satellite Entertainment Corp.'s Music Television and similar program services that could enter the marketplace appeared to worry some radio broadcasters at the workshop. Sebastian felt that although "it will cut into radio's audience, it will cut into TV's more."

Commenting on Music Television, Abrams said: "The first time you see the tape it works. The second time, it starts to wear out." It was also noted that relatively few "oldies" could be shown for lack of material.

Promotion is playing a greater part at AOR stations. "As radio stations sound more and more alike, the need to come up with more ideas increases," said Pollack. "It gets down to the tricks in your bag," he added. Many stations have opted for catchy promotions, including commercial-free music hours, according to the panel. Although this promotion has been successful in some markets, some alternatives were offered. Clustered spots seemed more popular, without the disk jockey talking in between. Also, said Pollack, "If you train your audience, so that after so many minutes they know they'll hear music, it will work better."

Debating news/talk: Discussion leaders advise against use of money promotions and joking about news on air; news teams should have uncontested leader

Promotions and contests, anchor teams, network services, data-based acquisitions and specialized talk shows were debated by those participating in the news/talk format discussion during the opening day of the NRBA convention. The discussion leaders were Dave Ryder, news director, WINZ(AM) Miami, and Rob Sunde, assistant director of news, WCBS(AM) New York.

Sunde said that money contests on a news/talk station "hurt our image." He received no argument from anyone in attendance at the session. In fact, the consensus was that news/talk can do well with very few contests. The one that appeared to be most palatable to the group was the trip promotion.

The concept of newsreader teams has been around for years and has worked for many stations quite successfully. However, said Sunde, "the chemistry has to be right between two human beings." He added that chemistry can "evaporate" rapidly, even if it had been there to begin with. And if it is not there at the start, the result can be like "throwing two cats in a lake

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[with] the two of them at each other's throats."

A consensus emerged that if a team is used, one member has to be the uncontested leader. With that proviso in place, a news show can have added personality, yet be more listenable at the same time.

The group also agreed that because a news show has "personality," newsreaders have no license to joke about the news. That would destroy the credibility of the format and would amount to the "happy talk" that is in vogue on TV, Sunde said.

The use of network news services was recommended by the group but some caution was expressed. The various services give a station added options, but simply to buy a service and plug into it will usually end in failure. Best results are derived from a combination of one or two services and local material.

Reaction to specialized talk shows was mixed. Ryder said as a rule his station does not use them. One exception he noted was a business talk show aired on weekends. One participant said his station's introduction of a psychology talk show resulted in a significant increase in average quarter-hour listening.

Keeping up with the changes in C&W; more research, aiming for women, more crossover records

There was a time when the country and western format was associated solely with fiddles and drinking songs. Hank Williams

was the best, and a must artist for any respectable C&W radio station. Now, however, artists with such varied musical styles as Barbara Mandrell, Kenny Rogers, George Jones and Mac Davis are accepted as credible country music singers. Country formats are changing—month by month and year by year.

That seemed to be the consensus of NRBA's country format discussion, led by Eric Anderson, general manager of WNOE-AM-FM New Orleans and Jim Phillips, president and general manager of KHEY-AM-FM El Paso, Tex., following the opening reception of the convention in Miami last week. The two had encouragement and advice for those in the audience who either had a country format or were planning to switch to one.

Anderson cited some of the demographic differentials between the listeners of his AM and FM stations, both of which are country formatted. The AM country listener is "generally white, over 50 and does not own an FM radio, other than [maybe] one at home." Most of the AM listeners are male, he said. FM listeners are typically younger, he said, and tend to play certain roles, such as "cowboy" or "macho," through which they express "a particular attitude."

Anderson said that for the FM station, he uses a programming service provided by TM Productions while the AM music is all planned by the station's programmer. "Oldies," especially those that had been pop hits in New Orleans, are frequently



Quarter century prize. Elmo Ellis, who recently retired as vice president, general manager of WSB-AM-FM Atlanta, was honored at last week's convention for 25 years of service to NRBA. "We're not going to let him get away from us," said NRBA president, Sis Kaplan, who presented Ellis with a silver memento.

played on the AM station.

Phillips said that KHEY's FM sound was "similar to Eric's," with about a 70% "country flavor [such as the Eagles and Linda Ronstadt]," aimed especially at drawing the female 25-44-year-old target group. "If it hadn't been for the FM," he said, [KHEY(AM)] would have been in deep trouble."

One concept that Phillips said he "absolutely believes in" is testing music. "Our competition woke us up," he said. The research is conducted by telephone at the station he said. Local college students man the phones, at minimum wage, from 5:30 p.m. to 9 p.m. every weekday, he said. That method produces about 300 respondents per week, each of whom is asked for opinions about "no fewer than three and no more than five" recordings.

Problems in black-format world: ad hesitancy, image defining

The term "urban contemporary" changes its definition in every market, according to Sunny Joe White, program director at Boston's WXKS(FM).

Attendees at Tuesday afternoon's urban/black format room appeared to find validity in this remark. One program director in the group said: "You've got to fragment the black audience," and drew similarities between that format and adult contemporary, which leans toward top 40 for teen-agers and MOR for older adults.

White suggested that black stations should be aware of "what's happening in the street." At his primarily top 40 station, black music is popular, he said, and accounts for much of the playlist.

One of the more pressing issues at the meeting involved the attitude of certain advertisers toward black stations. As one Lynchburg, Va., program director explained, many advertisers don't want exposure on the black station in the market, even if it garners high ratings.

A program director from Gary, Ind., spoke of similar difficulties in his market. At his station, he finds difficulty in obtaining advertising from airlines, for example.

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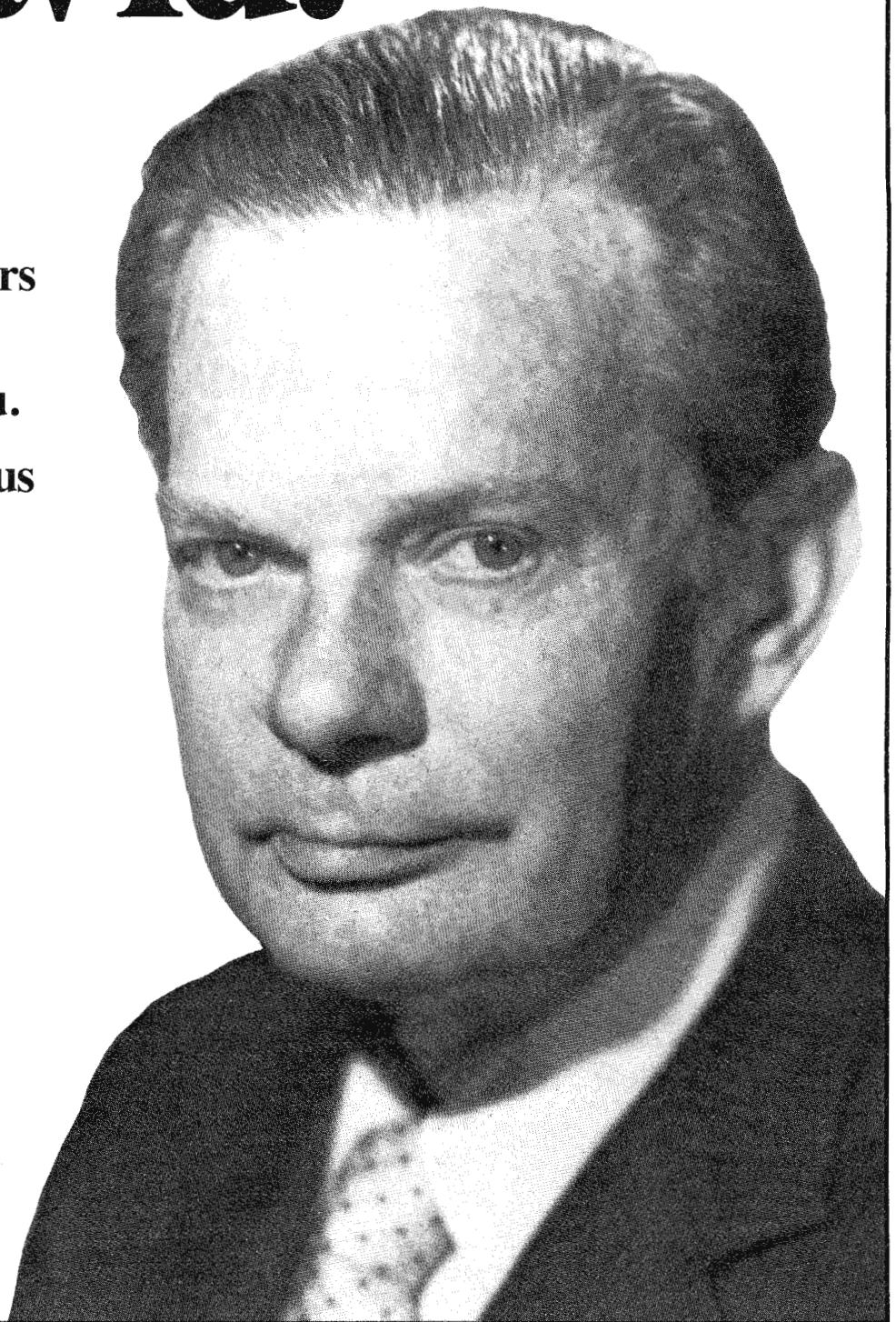
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He indicated that racism is probably a factor.

White disagreed, saying: "All stations have battles. Fight them with good presentations." Once an account is attained the rest will come more easily, he added.

Another topic of discussion centered on Arbitron's new differential survey treatment, which will start next spring in most markets. This new research will eliminate telephone retrieval and give diaries to more blacks, with a \$5 bonus. White asserted that the bulk of listeners don't understand the importance of diaries.

NRBA reins change hands

Board elects Clark of KABL San Francisco as chairman; Mann, Costello and Duffy named VP's during convention

For the first time in 10 years, the National Radio Broadcasters Association has a new board chairman. Bill Clark, president, KABL(AM) San Francisco, was elected on Sunday, Sept. 13, when the board of directors met on the opening day of their asso-

ciation's eighth annual convention held last week in Miami Beach. The board elected several other new officers and formed three new committees.

Clark, who replaces Robert Herpe, president, General Communicorp, New Haven, Conn., had been a member of NRBA's executive committee and has been active in the association for many years. The decision to elect a new board chairman "was difficult," said Abe Voron, vice president, government relations, RBA, but was part of a new policy the board adopted in January to try to elect new leadership every three years or so.

Harriet (Sis) Kaplan, president, WAYS(AM)-WROQ(FM) Charlotte, N.C., was re-elected president of NRBA for the third consecutive year.

Also elected were three new vice presidents. Bernard Mann of Mann Media in High Point, N.C., replaced Stephen Trivers, president, Fairfield Broadcasting Co. as Eastern vice president. Joseph Costello, of Gulf Broadcasting, New Orleans, replaced Len Christian, vice president, Century Broadcasting, as Midwest vice president, and Robert Duffy, president, Chrstal Co. and Duffy Broadcasting, replaced Clark as Western vice president. Costello and Duffy had both been mem-

bers of NRBA's board, and Mann had been secretary to the association.

Trivers was elected secretary and Ted Dorf, president, WGAY(FM) Silver Spring, Md., was re-elected treasurer.

The board decided to create two committees to design additional services for small- and medium-market broadcasters. It also created a committee to address the problems of daytime broadcasters. "Because of our size and the composition of our board, we feel we're uniquely equipped to be of service to small- and medium-market stations and to daytimers," said Voron.

NRBA has increased its membership 60% in the last 18 months, according to Voron, and is right on schedule in achieving its goal, set 18 months ago, of doubling its membership in three years. There are now 1,800 members in NRBA.

The board is also continuing its efforts to raise a legislative fund to help NRBA lobby Congress and the FCC for more deregulation. Board members created the fund in January by donating an initial \$75,000. At the convention last week, cards were distributed at a luncheon asking for donations to the fund, which cannot be used for NRBA operations but must go exclusively to lobbying efforts.

Journalism

RTNDA covers the waterfront

Topics at annual convention include proper use of polling and investigative reporting, relationship between the news and promotion departments, editorials, economic reporting and computer newsrooms

Like most trade association conventions, the Radio-Television News Directors Association's 36th annual international conference, in New Orleans, Sept. 10-12 (BROADCASTING, Sept. 14), offered a smorgasboard of information designed to help association members in their jobs. What follows is a sampling from the table:

■ **Investigative Reporting:** The effects and appropriate use of investigative techniques.—Mike Sullivan, of WCCO-TV Minneapolis, who moderated the panel, warned that "misrepresentation, entrapment and the ambush interview—all employed by the networks and increasingly at the local level—are useful in getting a story, but we should be aware of the political backlash from the public. And Eric Mink, broadcast industry critic of the *St. Louis Post Dispatch*, raised the means versus ends questions, and asked how long the public would tolerate a disregard for the means used in getting a story. "One of the differences between the good

guys and the bad guys," he said, "is that the good guys play by the rules."

But Phil Scheffler, senior producer for CBS News's *60 Minutes*, offered a somewhat different perspective. CBS believes in drawing lines beyond which reporters may not go in getting a story—but the lines change and they do not always prohibit



RTNDA leaders. Radio-Television News Directors Association will be led for next year by these two men. Wayne Godsey (left), WTMJ-TV Milwaukee, became president of organization at convention, in New Orleans, succeeding Jack Hogan, of WZZM-TV Grand Rapids, Mich. At 35, Godsey is youngest person to serve as president of RTNDA. Dean Mell (right), KHO-AM-FM-TV Spokane, was elected vice president and president-elect.

breaking a law. "The job is to present as accurate a summary of what we have learned that we can," Scheffler said. "The ethical question that gets lost in talk of technique is the question of editing—Is what we present on the air a fair report of what we have seen and done as reporters and as producers?"

■ **Polling and Opinion Research.**—Bruce Garrison, of Miami University and formerly with WTMJ-TV Milwaukee, advocated the use of polling as an "excellent reporting tool." In fact, he said, "polling and journalism are now inseparable; they depend on each other." Some imaginative techniques, including on-camera interviews with some of those polled and the use of graphics, he said, can make for an effective presentation. And he and Gary Anderson, news director of WIS-TV Columbia, S.C., said stations can do polling relatively inexpensively by hiring college students, provided they are adequately supervised. Garrison talked of a cost of "several thousand dollars," which was substantially less than the price offered by commercial firms charging "well over \$20 an interview." Anderson said WIS-TV has used the University of South Carolina as a polling resource.

■ **TV News and Promotion: The Fragile Relationship.**—To hear four panelists tell it, news directors treat promotion managers with about as much warmth as they would lepers. And that's a relationship that can hurt the news director in the long

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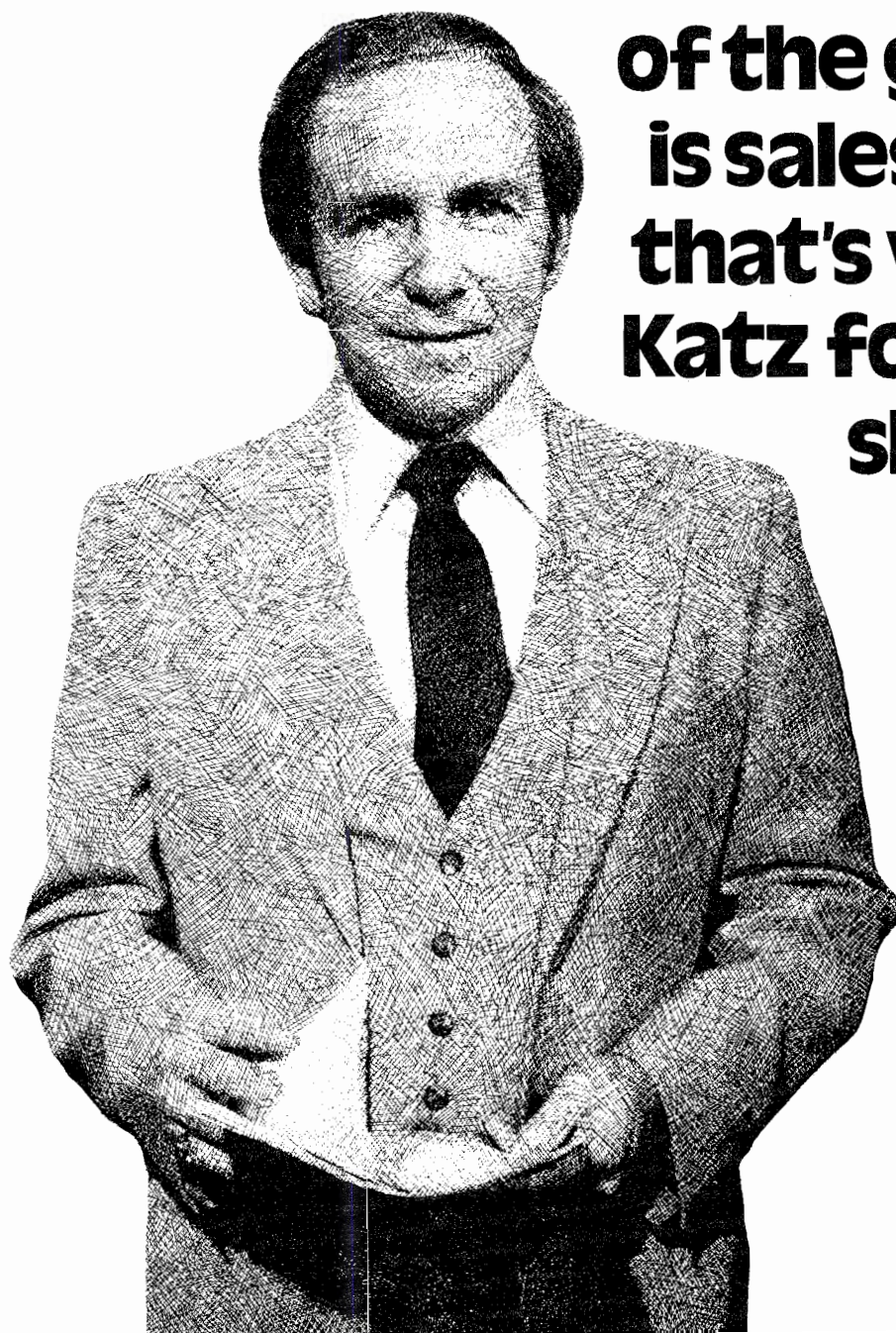
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**"The name
of the game
is sales...and
that's where the
Katz folks really
shine."**



George Logan
General Manager
WIBW-TV
Topeka, Kansas

run, or so four promotion managers and promotion consultants said. Bill Brown, of Audience Research & Analysis, of Dallas, said his company makes what some regard as the "outlandish statement" that "marketing television news in the 80's will be as important as the news product itself." And he said the relationship news directors share with promotion managers "is the most important" one they have at the station. But, he added, "promotion managers work under a 'he's OK, I'm not OK situation'" at television stations. And Linda Akin, promotion manager at WWL-TV New Orleans, summed up the feeling neatly when she began her remarks: "I feel like Menachem Begin at a PLO meeting." "Trust us," the panelists said, in effect.

■ **How Editorials Affect Your News.**—Jack Bowen, of McHugh & Hoffman, news consultants, said his firm has always encouraged the use of editorials as an important element "in building a relationship between the station and the community." Most stations do not do them well, he acknowledged. But stations that do gain an effective editorial benefit, he said. They "are perceived as most reflective and understanding of the community," and as most responsive to community needs. Such a perception by the public is important in view of competition from cable television, he said.

Bob Morse, president of WHAS-TV Louisville, Ky., said the obligation by stations to editorialize—but editorialize

well—is particularly important as newspapers continue to die.

And Ralph Renick, anchor and officer of WTVJ(TV) Miami, which claims to be the first station to broadcast editorials, in 1957, said, "Anything that stimulates circulation is good, and opinion is a stimulant to thought and action." The many hats Renick wears—as anchor and as the person who writes and delivers editorials—caused one news director to wonder whether the audience wouldn't be "confused" by the anchor doing the editorials. Ordinarily, yes, said Bowen. "But Ralph is unique. People know him. Ralph can cover both and get away with it."

■ **Economics Reporting on Radio.**—Gordon Williams, former assistant managing editor of *Business Week* who has just signed on as an economics correspondent for ABC Radio, said the big story for the next several years is an economic one—specifically, how economic growth is to be achieved without "horrendous inflation." He said the media are "doing a better job of telling that story; the increase in the amount of business and economic news to the public has been dramatic and gratifying." But he also said the story is not only a national one but a local one. "Your town is filled with people making the economy work," he said, adding, "The economy is not an abstraction; it involves all of us." The story should be told in language viewers understand, not the jargon of economists, he said. "You'll have made

friends for the station and done an important service for the American economy," he said.

■ **Newsroom Computer Workshop.**—Only a handful of broadcast newsrooms employ computers, but interest in them by news directors is high, if the heavy attendance at two two-hour, late-afternoon sessions beginning at 5:30 is any guide. Larry Cooper, of CBS News, who supervised installation of a computer system when he was at KCBS(AM) San Francisco, said the system affords flexibility "even to a two-man newsroom," permits juggling of lineups and can be used for writing and editing and retrieving stories. "A reporter with a terminal doesn't have to call rewrite," he said. "The story could go right to the anchor." He said the KCBS system, including 10 terminals, two printers and a storage system, cost \$120,000. A representative of one of the computer companies servicing broadcast needs, Ed Gerdzein, of BASYS, said the system "allows us to do things we wouldn't ask anyone to do—for example, review an entire year's scripts to look for a certain element." He said the system can be used to organize information, keep things in the same place and available to everyone.

Most resolutions considered at the convention were noncontroversial. But one stirring debate and feeling would have placed the RTNDA on record in opposition to cooperating with news councils, including the National News Council. Wayne Godsey, of WTMJ-TV Milwaukee, the association's new president, supported the proposal, contending that adverse decisions against stations could be used in FCC proceedings. However, opponents argued that if stations' news departments felt they could criticize others, they should be able to accept criticism themselves. That argument prevailed.

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Cronkite calls for 'truth in packaging' for TV journalism

He tells RTNDA that anchors should be identified as announcers or news readers and warns against overuse of unattributed sources

Walter Cronkite is six months out of the anchor chair at CBS News, but he seems more firmly entrenched than ever as the conscience of the television news business. In accepting his second Paul White Award, at the closing banquet at the Radio-Television News Directors Association convention, in New Orleans, Cronkite said that television journalism has come of age, "a magnificent, thriving giant with immense capacities." But, he added, "let's just be sure that in everything we do, we act our age." He even called for a form of "truth in packaging," in which, among other things, some anchors would be called what they are—



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Honors. Walter Cronkite receiving the RTNDA Paul White Award from Curtis Beckmann, WCCO-AM Minneapolis. RTNDA President Wayne Godsey is at far left.

"announcer," perhaps, or "news reader."

And Cronkite wasn't concerned only about local television—as most network executives are when they address RTNDA conventions. (ABC News's Richard Wald, in his keynote two weeks ago was a case in point [BROADCASTING, Sept. 14].) Cronkite expressed concern about network news practices, as well.

He said, for instance, the *Washington Post*/Janet Cooke "fraud" is part of the "disorder" involving "the promiscuous use of unnamed sources, unattributed quotes and other variations on the theme of purposeful obscurity in which journalism today literally is awash."

Cronkite wasn't knocking the use of unnamed sources on principle. Indeed, he said, "anonymity long has been a primary instrument ... for breaching the unnecessary, unethical, even criminal secrecy of public people and institutions." And on occasion, he noted, high ranking cabinet offices—the secretaries of state and defense—insist on anonymity in talking to reporters, a procedure that Cronkite said makes him uncomfortable. ("Aren't we too quick to grant anonymity when it might not be necessary at all?" he asked.)

But, he said, "it is not a large step from omitting attribution for the convenience of a source and dumping it for the convenience of the reporter." He warned that the "easy recourse to obscurity" leads to the "invention, say, of 'observers' to voice the opinions of the reporter and his colleagues" and to "the use of 'officials' to say explicitly what one's real sources only imply. ... It is only a few short steps ... from laziness, the small, venal sin, to the professional felony of sheer invention."

The use or misuse of anonymous sources was not the only source of the "credibility gap" Cronkite said disturbed him. There were several others he mentioned, some keyed to local news operations, which the news directors in the audience greeted with bursts of applause.

"I don't think we serve ourselves or the

public well when we judge journalists on the basis of skin tests and recognizability surveys," he said.

"I don't think we are fulfilling our mission when, in highly competitive local markets, we seek to shock and titillate with crime and other stories of highly doubtful social, political or intellectual significance.

"I don't think we are discharging our responsibility when we expand our newscasts, not to include more stories or more depth, but to make room for celebrity interviews, promotional hype and fun-and-games with the weatherman."

And Cronkite said broadcast journalists who have a heavy responsibility to report and explain in a time of explosive change "abdicate that responsibility when [they] let clowns and hucksters fill that precious bit of added air time." Nor was he entirely happy with some of the "investigative" reporting being done. "I don't think we're enhancing our respectability with entrapment, confrontational journalism when its principal purpose seems to be to entertain"—a barb that some in the audience thought might have been aimed at network as well as local news operations.

Cronkite is troubled, too, by what he called the debasement of "the title of anchorman, or woman, by the employment of news readers without substantial claims to be journalists." Thus the "idle hope" for a little "truth in packaging ... What is wrong with the title of 'announcer' or 'news reader?'" he asked. "If

a person does that better than anyone else the station or network can hire, why shouldn't he or she be proud of his or her vocation, and not seek to be something he or she is not?"

As an alternative, he said the title of anchor could be abandoned to the news readers while "genuine journalists among the on-air broadcasters" are given appropriate titles—"editor" or "managing editor" or "chief correspondent," or whatever fits, for the person who chooses and writes or rewrites material for broadcast.

It wasn't only the anchor who Cronkite suggested is often less than meets the viewer's eye. He suggested the time has come to acknowledge "the contribution made by researchers and producers which sometimes, particularly with the networks, is greater than that made by the correspondents who, by pressure of time and assignments, are forced to duck in and out of the story and really contribute little but their presence. 'I'm,' he added, "as guilty as the next guy."

He noted that a television piece, "at least a network television story," is a team effort and said that broadcast journalists should be "more specific in letting the public in on who does what, and thus preserve for the persons who are able to function as such, the really honored title of 'correspondent.'"

Cronkite also expressed concern about the "burdens of success and its dangers of arrogance and complacency." He noted that "one proof of that success is a growing public appetite for news on television and radio," and added: "That we have been responding to that increased appetite with a lot of junk food doesn't diminish the fact."

Cronkite's claim that broadcast journalists had over the years remedied those ills was sardonic. And he indicated he would continue to express concern about weaknesses and problems perceived in broadcast journalism. He said RTNDA might have thought he would be "mellow" now that he'd retired from the anchor chair and might even be taking himself and the business less seriously.

"I'm truly sorry," Cronkite said, "but it just doesn't work that way."

News directors seen as potential GM's

News directors appear to be well regarded by the general managers under whom they work. In fact, some GM's, at least those in major markets, see them as potential GM's themselves.

Those were among some of the findings of a survey of radio and television general managers conducted for the Radio-Television News Directors Association last summer by Vernon A. Stone, of Southern Illinois University.

Principal findings of the survey were that GM's rate their news directors favorably, overall; see them as stronger in journalism than in management, their weakest area and rate them at least equal in perfor-

Newly elected. Radio-Television News Directors Association has two new directors. Spence Kinard, KSL-TV Salt Lake City, and Mary McCarthy, WFBC-TV Greenville, S.C. were elected at convention in New Orleans. They emerged from four-person race that also included Bob Gilmartin, of KIII-TV Corpus Christi, Tex., and Ridge Shannon, KMBC-TV Kansas City, Mo.

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Election return debate. Richard Scammon, NBC News consultant, at Radio-Television News Directors Association convention, in New Orleans, says there is "only one way" to stop early reporting on radio and television of election returns: "Stop counting the votes until Wednesday morning." He also said controversy over alleged impact of early reporting occurs only during "landslides," as in 1964, 1972 and 1980. Bitterness some election officials and candidates feel about early reporting was indicated by March Fong Eu, California secretary of state (at left). She said that "projecting results before the polls close is only slightly less disgusting than stealing ballot boxes."

mance to other department heads.

They also see them as potential GM's, in one-third to one-half of the top 100 markets (though in smaller markets, the sales manager was regarded as more likely to succeed). And most of the television general managers (96%) and half of those in radio (56%) said their stations would pay for management training for the news directors.

Stone, who reported on the findings at the RTNDA convention in New Orleans,

offered a caveat regarding the results. He said the level of returns of completed questionnaires was low. Of questionnaires mailed to all 690 nonsatellite commercial television stations and a sample of 810 radio stations, returns came from 167 television (including TV-radio operations) and 96 radio-only general managers.

Stone said the response rates for 24% for television and 12% for radio are less than half the usual return of RTNDA surveys of news directors.

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Ask the boys. High school boys tend to know more about current events and read more newspapers and watch more television news than girls, according to research by professors at Virginia Polytechnic Institute and State University. Professors surveyed 2,000 boys and girls in Virginia public schools. They found both sexes reported television to be their primary news source by large margin; most also considered it most accurate news medium. Researchers speculated that one reason for boys knowing more than girls was that "girls may still be socialized to have less interest than boys in sports and politics." They also thought local news programs did better job of attracting boys with sports segments. "There is no comparable news segment which has as strong an attraction to most viewers," they said. "The station's programing, therefore, may contribute to boys watching more television news than girls, and consequently being more aware of current events."

Another expanded news vote. Ted Koppel, ABC *Nightline* anchor, last week said he thought it "not an unreasonable proposal" for networks to expand their evening newscasts into network prime time. Koppel said much of networks' prime-time entertainment programing will, "within a few years," be on cable. So networks will have to fall back on "some kind of news programing, anyway," he said. Koppel made remarks at Washington Ad Club luncheon.

By Kalb and Kalb. NBC News correspondents Bernard and Marvin Kalb are authors of novel, "The Last Ambassador," which was released last week by Little, Brown & Co. Novel is set in last days of America's involvement in South Vietnam and is first joint effort by Kalb brothers since their biography of former Secretary of State Henry Kissinger. Marvin Kalb is NBC's chief diplomatic correspondent; Bernard is State Department correspondent.

CBS news lead vanishes

Network recently finds itself in unaccustomed third place; set and production changes in works as Cronkite and Moyers prepare to make news contributions

The *CBS Evening News* fell to third place in the ratings for the week ended Sept. 13—believed to be the first time the network has lost to both ABC and NBC.

The surprise early-evening news victor was the *NBC Nightly News*, which lately has been trailing its competitors. For the week, NBC scored a 10.8 rating and 23 share, squeezing by ABC *World News Tonight's* 10.7/23. The *CBS Evening News with Dan Rather* averaged a 10.4/22. The NBC News win came during an unusual prime-time victory as well.

Coinciding with the attention on the CBS News ratings last week was the word that Walter Cronkite will be back on the *CBS Evening News* as a frequent contributor within a month. CBS strongly maintained that it had "nothing to do with the ratings" and Cronkite's presence there had been planned from the start.

Cronkite said about the same during a Radio-Television News Directors Association speech Sept. 12 in New Orleans: "And now that fall has come I am back on the job and as we planned from the beginning, looking forward to frequent contributions to the *Evening News*."

Bill Moyers, also committed to joining the evening news earlier, is scheduled to begin as a news analyst/reporter Nov. 2.

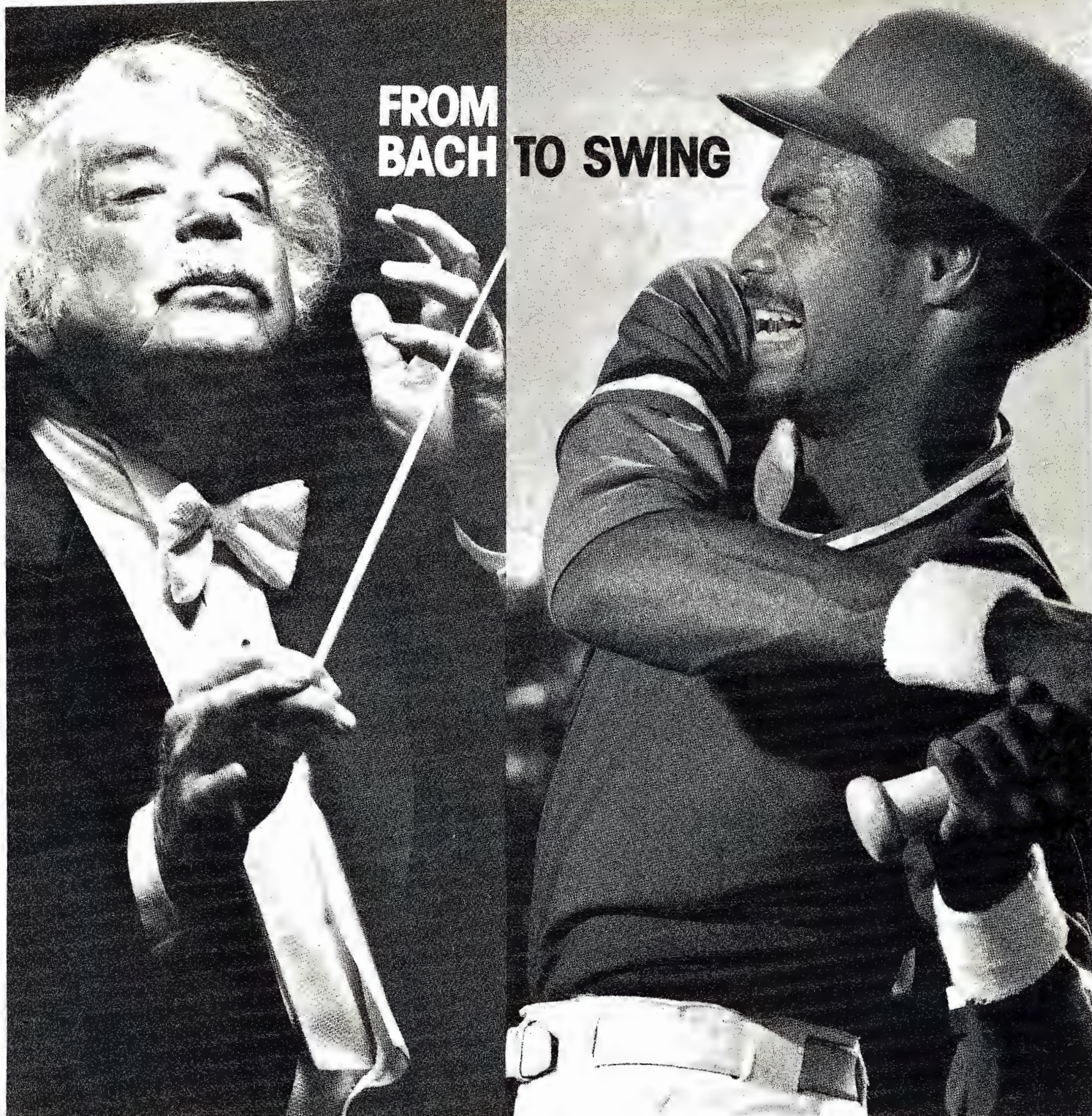
Aside from on-air contributions of Cronkite and Moyers, the *CBS Evening News with Dan Rather* also will have a set change in mid-October. CBS said the set would not be altered dramatically—the news staff still will be in the background—but that it would be "airier looking."

The NBC win and CBS basement-showing for the week ended Sept. 13 was not the only blow to CBS long-held dominance.

In mid-July, ABC claimed its first win over CBS "during a typical or nonevent week." ABC again beat CBS in late August while Lesley Stahl was substituting for a vacationing Dan Rather. But a week later, with Rather back, CBS only managed to outdistance ABC by a tenth of a point.

While these summer weeks have shown CBS News rating slippage, the network still leads its competitors overall. The lead, however, has dropped significantly since Walter Cronkite turned over the anchor seat to Dan Rather.

According to ABC figures for the 27 weeks through Sept. 13 since Rather has had the anchor chair, the *CBS Evening News* has averaged an 11.8/25. That's down almost a full rating point from the comparable Cronkite weeks a year earlier when the program averaged a 12.7/27. ABC claims its ratings even with a drop in share, from 11.0/24 to 11.0/23, with NBC dropping from a 10.7/23 to a 10.6/22.



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Three of four Wirth witnesses urge regulation of new media

House Telecommunications Subcommittee hears arguments in favor of legislation to guarantee diversity of voices

The First Amendment shouldn't stop Congress from adopting laws to increase the diversity of information available over the emerging electronic media. Or so agreed the majority of witnesses testifying before Chairman Timothy Wirth's (D-Colo.) House Telecommunications Subcommittee last week.

"There is absolutely no doubt in my mind that Congress can legislate to increase the number of independent speakers in the communications process," testified Jerome Barron, dean of George Washington University's law center.

"The First Amendment is not a barrier to sharing the harvest fielded by the ongoing communications revolution with the American people," he said.

Although the First Amendment guarantees freedom of press, the Supreme Court has ruled that it is also designed to "preserve an uninhibited marketplace of ideas in which truth will ultimately prevail, rather than to countenance monopolization of that market," he said.

Barron's opinion was offered as the House Telecommunications Subcommittee—holding the first of two days of hearings exploring the diversity of information sources—continues to lay the groundwork for writing new communications legislation.

Although Barron, Professor Lee Bollinger, University of Wisconsin Law School (and former clerk for Supreme Court Chief Justice Warren Burger), and John Wicklein, author of "Electronic Nightmare: The New Communications and Freedom" (BROADCASTING, Sept. 14), agreed that the government shouldn't attempt to regulate the content of the new media, they thought Congress should take steps to insure an increase in the number of information providers in the future.

That argument, however, was disputed by one witness. Harry M. Shooshan III, former chief counsel to the subcommittee and now partner in Shooshan & Jackson, Washington law firm, said: "My own view is that in the marketplace of ideas, the government that governs least governs best."

Also testifying was Laurent Picard, member of the Royal Canadian Commission on newspapers, which earlier this month completed a nine-month study of media concentration in Canada.

Among commission's findings were that 88 of the 117 daily newspapers are owned by groups, many of which control broadcast outlets in the same markets. Among the commission's recommendations, he said, were that some chains be forced to divest themselves of some of their holdings; that "ombudsmen" be created to monitor newspapers from within; that the Canadian legislature provide "tax havens" to encourage the development of new newspapers, and that the legislature insist that content and carrier functions be separated for all new technologies.

Barron told the subcommittee that while there was currently enough hardware to achieve diversity, the "challenge is to translate hardware diversity into real diversity."

One step the subcommittee could take to insure diversity would be to pass legislation imposing common carrier obligations on cable systems (requiring, for example, that cable operators provide "public access" channels), Barron said.

Although Barron noted that the FCC had adopted a rule requiring cable to provide access channels and was knocked down by the Supreme Court in *FCC v. Midwest Video*, he thought the court would uphold specific legislation requiring access channels.

Barron also said Congress could "constitutionally prevent" AT&T from originating and distributing information at the same time.

"I believe Congress can constitutionally prevent AT&T from distributing and originating information for the same reason I believe that Congress could provide that no corporate entity could own more than five daily newspapers," he said. "Diversity is a First Amendment value with respect to which Congress can and should legislate."

The hardest line of the day was taken by Wicklein, who urged Congress to "provide for multiple ownership of the means of distribution, and a multiplicity of voices supplying the content."

Wicklein said the First Amendment provided Americans with the right to express themselves freely but also guaranteed them a "right to know."

Wicklein said the time was coming when both of those rights would be exercised primarily through two-way electronic communications—a television set linked to a computer via a keyboard—that "will provide most of what we see, read and hear, including our daily newspapers."

To insure diversity, Wicklein recommended that Congress pass legislation preventing monopoly control of content in the new systems by national carriers and local system operators.

Wicklein said the first principle of the law should be to separate content from the technology used to distribute it. "The common carrier principle that governs AT&T's transmission of phone calls should be extended to the distribution of information by videotext and other services possible on the two-way, interactive services," he said. "The carrier should be allowed neither to exclude nor restrict services offered to the public by information providers, nor censor the material offered by those providers," he said.

Wicklein also recommended that satellite distributors be prohibited from producing the programming or supplying data bases for their direct-to-home broadcast satellite systems; that local cable operators be forced to make their channels available to outside information providers; that local telephone companies entering the videotext field be subjected to the same restrictions; that networking and multiple ownership of low-power television stations be prohibited, and that Congress adopt laws prohibiting the telephone company from engaging in cable opera-

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tions, corporations from owning a television station and cable system in the same area, national television networks from engaging in cable operations, and a newspaper from owning a television station or cable system in the same market.

Although Bollinger didn't think the new electronic media should necessarily be subjected to "total regulation"—applying all broadcasting regulations to the new media—"this is not to say ... that the government would be completely foreclosed from pursuing other avenues of promoting diversity and encouraging vigorous debate," he said. "The same principles which have guided the development of broadcast regulation—promotion of diversity and fairness in public discussion—continue to provide meaningful and legitimate goals."

Two suggestions he offered were that Congress insure that channels be reserved for public use and that financial support be provided for alternative programming, "along the model of the public broadcasting system," he said.

Shooshan, however, said he read the First Amendment to prohibit government intervention with the information media and charged that broadcast content and ownership regulations had done more harm than good to the public by dampening diversity. "When government intervenes ... existing voices are subdued and new ones are prevented from speaking," he said.

To a large degree, broadcast regulations haven't worked—and those regulations shouldn't be "spilled over" to the new technologies, he said.

Shooshan noted, for example, that, contrary to its intent, the fairness doctrine has resulted in broadcasters avoiding controversial issues; the equal-time provision has resulted in political candidates receiving "minimal time, and third-party contenders almost no time at all," and that licenses are renewed as a matter of course.

Because businessmen don't know whether those rules will be "spilled over" into the new electronic media, many "may refuse to enter the electronic mass media altogether," he said.

Shooshan urged the subcommittee to make clear to the FCC just what it should do about the new media, or else the commission may feel compelled to apply content regulation to the new technologies. "It may be required to do so by the strait-jacket of the 1934 act," he said.

Shooshan said current ownership restrictions might also be counterproductive. He said FCC rules that effectively "grandfather" existing broadcast ownership combinations prevent new entrants from competing successfully. And newspaper/crossownership rules, under which existing combinations are allowed, but new combinations precluded, also work against the interests of diversity, he said.

"A local newspaper which now owns a broadcast station could conceivably use its station's vertical blanking interval to deliver an electronic text service in its readers' homes. However, a second

publisher in the same town without a broadcast station couldn't even apply for a new low-power television license to offer a competitive service," he said.

Shooshan also said ownership rules that allow cable operators to control up to 100 video channels in a community but prevent a broadcaster from controlling more than one "make no sense."

"Rescinding the duopoly rule for television may not serve the goal of absolute diversity of ownership, but it may well encourage programming innovations which create real diversity for consumers," he said.

Shooshan said Congress could "significantly advance the cause of mass media diversity" by eliminating all content and ownership restrictions for "new services," such as cable, low-power TV, MDS, STV and DBS. And Congress should also begin to deregulate broadcasting by eliminating content and ownership restrictions in "genuinely competitive" markets, he said.

Shooshan suggested starting this "grand experiment" in the top 20 or 30 markets, removing the FCC from all but periodic licensing of the broadcasters (and barring the FCC from considering programming as a condition for awarding or renewing a license).

"If it succeeds, the marketplace of ideas will flourish. If it fails, and diversity is diminished, the need for government regulation could not be challenged—and it would be regulation based on fact, rather than theory," he said.

NAB appeals to Supreme Court on dropping of FCC cable rules

It is joined by National Football League in distant-signal case; NFL argues cable systems could bring in 12 games to market when team there plays at home

The U.S. Supreme Court has been urged to review the FCC order repealing two of its principal cable television rules—those limiting the importation of distant signals and protecting stations' exclusive rights to syndicated programs.

The National Association of Broadcasters along with 15 other broadcasting industry parties say the deregulatory action—by a 4-3 vote of the commission—"may well lead to significant changes in the structure and composition of television service to the public."

In a separate petition, the National Football League warned that repeal of the distant-signal rule could mean the destruction of what the NFL says is a congressionally mandated scheme to maintain an economic balance among all NFL teams. The petition raises the specter of a cable system importing up to a dozen NFL

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At issue is the decision of the U.S. Court of Appeals, last year, affirming the commission's order. The broadcasters contend the lower court committed three errors that warrant review by the high court.

They say the appeals court erred in holding that adoption of the Copyright Act of 1976 bars the commission from adopting mechanisms, such as retransmission consent, under which cable systems would have to obtain permission from a station before relaying its programs. The National Telecommunications and Information Administration had urged the commission to adopt such a rule, but the commission held it lacked the power because of the Copyright Act. The broadcasters contend that courts should not infer withdrawal of an agency's authority that had been conferred by a previous legislative enactment.

They also say repeal is contrary to the Copyright and Communications Acts. They contend the Copyright Act, which provides for compulsory licenses for cable systems, was adopted in the context of the distant-signal and syndicated exclusivity rules. "By repealing [those] rules," the petitioners say, "the FCC destroyed the predicate for the compulsory license." They also argue that "simple repeal" of the rules, "without substitution of some mechanism that would permit a normal marketplace function, hinders" broad-

casters from providing "the best possible service," as called for by the Communications Act.

Program suppliers would prefer to sell to cable entrepreneurs, "where exclusivity can be sold," rather than to broadcast stations, where exclusivity with respect to cable systems is precluded, the petitioners argue. Broadcasters say the market is "skewed" as a result of the commission's action.

And they say that, "in abruptly terminating existing contractual rights" worth millions of dollars, the FCC violated past Supreme Court rulings requiring a phase-out of existing rules "in an orderly manner."

The NFL bases its petition on the law enacted in 1961 that exempted from the antitrust laws NFL contracts designed to give each team about the same amount of television exposure and revenue, and to require the networks to televise each team's away games back to its home territory, regardless of whether the networks might prefer to carry only a few, more attractive games.

"Cable television, if not suitably regulated, threatens substantial injury" to the concept of a balanced league, the NFL said. It said a cable system could bring into an NFL team's home territory, when the team is playing at home, "up to a dozen NFL games on television instead of the two games now allowed by NFL contracts."

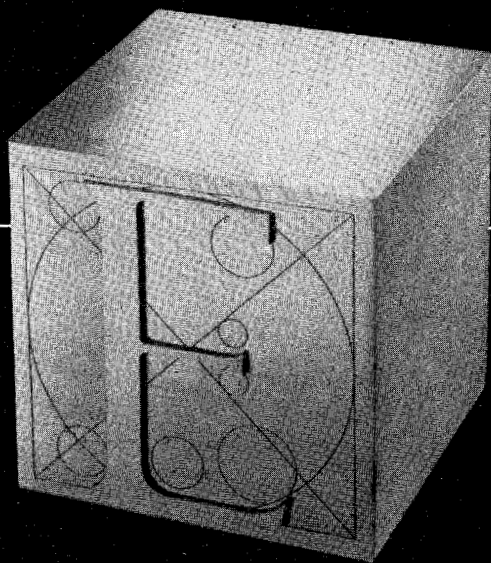
The FCC's error, the NFL said, was in ignoring the congressional policy contained in the 1961 exemption. The commission focused only on whether elimination of the rules would cause "undue competitive injury to television stations," a matter on which the professional sports leagues took no position.

The NFL said the Supreme Court should review the appeals court's decision "to address the question of the commission's responsibility to heed a statute which expresses an important national television policy."

Court upholds disputed sale of Washington UHF to Taft

While turning down WATCH petition to deny sale, appeals court is critical of FCC's handling of case

The FCC decision to override a petition to deny by WATCH and to approve Taft Broadcasting Co.'s acquisition of channel 20 in Washington (WDCA-TV) from Improvement Leasing Corp. has been affirmed by the U.S. Court of Appeals in Washington. But the court made clear it



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was less than satisfied with the commission's performance. If it hadn't been for the mootness of a key issue, the court indicated the result would have been different.

The key issue involved the commission's top 50 policy, under which broadcasters were barred—absent “a compelling public interest showing”—from acquiring a fourth television station, either VHF or UHF, or a third VHF, in the 50 largest markets. The Washington Association for Television and Children, concerned about Taft's proposals for children's programming, claimed Taft had not made an adequate showing. Taft already owned five VHF stations and one UHF outlet in the top 50 markets.

However, the commission, which had begun reconsidering the policy before the Taft transfer application was filed, repealed it after deciding the transfer case. As a result, the court said it would be a “useless formality” to remand the case to the commission if the court were to find the commission had not applied its top 50 policy properly. “The reason is simple,” said Judge Abner Mikva, in the opinion for the court: “There is no more top 50 policy to apply.”

Thus, “a finding of mootness is the only proper one here,” he said. “An agency cannot be required to apply a policy it has rejected.”

The court affirmed the commission on other issues in the case. One was the com-

mission's rejection of WATCH's claim that the commission should hold a hearing to determine if Taft was guilty of misrepresentations in statements in its application regarding the financial condition of channel 20. The court said there were no serious factual issues in dispute.

Another was the commission's refusal to accord WATCH status as a full party because of the lateness of its petition to deny—seven months after the filing of the transfer application, rather than within the 30-day period prescribed by law.

But the court said the commission erred when, in a series of rapid-fire developments in the case, in August 1979 it gave only 14 days notice of a meeting (and then only after an Aug. 10 session was rescheduled for Aug. 16) to consider a programming amendment to Taft's application. The commission, which had originally split on the issue, 3-3, approved the transfer after reviewing the amendment. The court agreed with WATCH that the amendment was a major one which, under the statute, should have triggered a 30-day period for filing petitions to deny. Parties should have had until Sept. 2 to comment on it, the court said.

“If we saw any real sense in doing so,” Mikva wrote, “we would remand Taft's application to the commission, and order it to grant WATCH full party status.” The court also would direct the commission to wait 30 days before acting on Taft's amendment. But the mootness of the top

50 policy issue, together with its finding that no other issues warrant a hearing, Mikva said, “indicates that a remand would afford WATCH no meaningful relief.”

One other issue that WATCH used in its effort to block the sale has also been mooted—the claim that it was improper for Improvement and Taft to consummate the transfer immediately after the commission's meeting on Aug. 16, 1979. WATCH said they should have awaited the issuance of a final order. One was issued on Sept. 28. As a result, Mikva said, an order to rescind the transfer to await a written order—while possible between Aug. 16 and Sept. 28—“is now an impossibility.”

In all, the court was not impressed with the commission's performance: It has “by no means served as exemplar of proper agency procedure in this case.”

Indeed, if the court did not overturn the commission's decision, it found something to strike down—a commission rule implementing the Sunshine Act, at least to the extent its definition of “meeting” is more inclusive than the one contained in the act. Mikva noted that the commission's rules require it to give seven days notice of meetings whose only purpose is to decide whether to call a future meeting with shorter notice. “The statute itself, of course, demands no such absurd, wasteful result,” Mikva said.

Joining Mikva in the opinion were Circuit Judge Harry Edwards and U.S. senior district judge for Nebraska, Robert Van Pelt, who sat by designation.

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Daytimers find a friend in NTIA

Agency asks FCC to begin action on plans to allow longer hours for daytime-only stations, give those licensees preference in granting new FM assignments

The administration has begun acting on the promise of its officials to work toward easing the restrictions under which daytime-only AM stations operate. The National Telecommunications and Information Administration last week petitioned the FCC for experimental authorizations and for issuance of a notice of proposed rulemaking and of a policy statement—all aimed at expanding the daytimers' operating day and at facilitating the quest of some of them for new FM facilities.

The petition contains three principal recommendations: Increase the presunrise and post-sunset operating hours of selected daytime-only stations; give daytimers that provide the only local service in their community of license a significant preference in comparative contests for new FM facilities in cases where the daytimer filed the original petition to amend the table of assignments, and expedite processing of petitions to amend

the table and of applications for construction permits for new FM facilities when filed by daytimers that provide the only local service in their community.

The petition repeats arguments frequently made by the Daytime Broadcasters Association in seeking expanded hours for daytimers—that, because of their morning-to-sunset hours of operation, the 2,300 daytimers are unable to offer up-to-the minute news, weather and other emergency information during critical hours of the day. And in 619 communities where daytimers provide the only local service, NTIA says there is no radio service in the early morning and evening drive time in the winter months, or at night. For the stations, NTIA noted, the restrictions on service mean “diminished advertising revenue necessary to provide good local service.”

The government thus has swung over to the daytimers’ side, as officials said it would after the commission, last month, withdrew its support of the proposal on which daytimers had counted as a means of gaining access to full-time facilities—the proposal to reduce channel spacing from 10 khz to 9 and thus create 12 new channels (BROADCASTING, Aug. 10). The idea will be considered at the conference of western hemisphere nations on AM broadcasting, in Rio de Janeiro, beginning in November.

Daytimers attending the National Radio Broadcasters Association convention in Miami Beach last week heard of the administration’s plans to file the petition in a meeting with Deputy Assistant Secretary of Commerce Dale Hatfield. He described local programming as “the foundation of our system of broadcasting.” And the daytimers were assured of the FCC’s friendly consideration of the NTIA petition. Richard Shiben, FCC Broadcast Bureau chief, said commission staffers had participated in the preparation of the petition, and he promised it would be given expeditious treatment.

The stations that would be permitted to operate at an earlier hour, under the petition, fall into two categories. One includes stations not eligible for presunrise operation; the petition suggests they be allowed experimental authorization to begin operating 30 minutes earlier than at present. NTIA says signal strength at that hour is the same as at sunset. The other category includes stations that are permitted to operate at 6 a.m. (even if that is before sunrise) with 500 w if they do not cause interference to other stations. NTIA says protection requirements should be based on actual diurnal variations of signal strength—that is, phased in, in accordance with the continuing reduction in the radius of the protected skywave contour—rather than on nighttime propagation curves. NTIA asks for a rulemaking to effect that change.

As for post-sunset operations, NTIA says they should be permitted where protection requirements can be met; it would also permit daytimers on Mexican clear channels to operate beyond sunset if protection specified in international agree-

ments can be met. Both kinds of post-sunset operations would be authorized on an experimental basis. Another experiment NTIA suggests is to allow “certain daytime licensees” to operate at night with less than 100 w; it says that even 50 w would be sufficient to provide service in a small community.

The suggestion that the commission go beyond changing technical rules in the effort to benefit daytimers and their listeners is aimed at providing a first local nighttime service in the 619 areas where daytimers provide the only local service. NTIA says it is “imperative” to introduce nighttime service in those areas.

NTIA noted that the commission, under a law enacted by Congress earlier

this year, is authorized to employ a lottery to choose among competing applicants for a broadcast facility. And it said that if the commission adopts a lottery for broadcast services, it “may have the authority to award a preference to daytimers” in communities where they provide the only service. But, NTIA added, the commission should not use a lottery in any case involving those stations if they originate the petition to amend the FM table. “The pressing need for first nighttime service in these [619] communities, noted repeatedly by the commission, the Daytime Broadcasters Association, NTIA and the National Association of Broadcasters, clearly warrants the relief proposed,” NTIA said.

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Three dishes. Taft Broadcasting has installed nine-meter Harris earth stations at three of its stations WTVN-TV Columbus, Ohio; WKRC-TV Cincinnati, and WBRC-TV Birmingham, Ala., bringing to six number of Taft stations using Harris satellite equipment.

Spreading out. Microdyne Corp. has broken ground on 40,000-square-foot plant at Silver Springs Shores Industrial Park, near its two existing facilities in Ocala, Fla. Microdyne, maker of satellite electronics and antennas, says new plant will double production.

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White House reorders communications office

Office of Media Relations and Planning, to be headed by Small, and Office of Public Affairs, headed by Barood, are formed

The communications side of the White House has undergone some minor reorganization, with changes made in structure and personnel. As for structure, it looks more like the organization in place during the Ford and Carter administrations. That's probably not surprising, since David Gergen, who is now assistant to the President for communications, headed the

old Office of Communications under Ford.

Most of the functions of the Office of Communications, including long-range planning, the speakers bureau and the Office of Media Liaison, which maintains contact with broadcasters and newspapers beyond the Potomac, will be recombined in an Office of Media Relations and Planning. It will be headed by Karna Small, who has been deputy press secretary.

Research, which had been the responsibility of the old Office of Communications, will be spun off to a new Office of Public Affairs, to be headed by Michael Barood, who had been serving as deputy director of the now disbanded Office of Communications. Previously, he has been

assistant to Special Trade Representative William Brock. Besides providing research for a variety of purposes, including preparation of the President's briefing book, Barood will maintain liaison with the public affairs officers of various government agencies.

Two other changes were made. Peter Roussel, who had been director of government relations for the Houston Chamber of Commerce and who joined the White House staff as deputy press secretary on a temporary basis in June, has been named a permanent addition to the staff. And Lyndon K. (Mort) Allin, formerly an assistant press secretary, has been promoted to associate press secretary.

Washington Watch

Copyright request. Motion Picture Association of America has filed request with Copyright Royalty Tribunal seeking interim increase in copyright fees paid by cable systems. Interim rates would be effective from July 1981 until conclusion of pending CRT royalty rate adjustment proceeding. Royalty adjustment proceeding was requested by National Cable Television Association in wake of FCC's dropping of syndicated exclusivity and distant-signal carriage regulations. NCTA requested immediate action so cable systems would know precise extent of copyright obligations. MPAA said if interim rates weren't established, "cable systems which are now reaping the benefits of new distant-signal programming... will escape paying higher royalty fees." Under MPAA's proposal, for large-market cable operator adding one independent signal, liability would increase from 16 to 31 cents per subscriber per month. Smaller-market cable system's liability would increase from 16 to 25 cents.

From 60 to 7. FCC's Office of General Counsel has denied NAB's 60-day extension request for comments in character-issue inquiry. Instead, seven-day extension was granted. New dates: Comments—Oct. 2; replies—Oct. 23.

Foreign communications markets. Bernard J. Wunder, head of National Telecommunications and Information Administration, says U.S. has "major stake" in development of telecommunications systems in third world countries. Efficient systems in those countries, he said, are important to facilitate production, industrialization and job development. He spoke at International Telephone Exposition and Symposium, in Los Angeles last week, noted that many foreign markets remain closed to U.S., even though American markets are generally open to foreign competitors. Wunder said administration is making major effort to remove trade barriers. He also said telecommunications is one of "few remaining industries" in which U.S. firms currently enjoy some technological, engineering and marketing advantages.

WATCH petition. Washington Association for Television and Children (WATCH) has petitioned FCC to deny license renewals of Washington's three network-affiliated VHF's—NBC's owned and operated WRC-TV, WDCW-TV (CBS) and WJLA-TV (ABC)—on ground they have failed to provide regularly scheduled weekday programming for school-age children. WATCH, nonprofit group that has among its goals the improvement of children's programming, notes that FCC adopted policy statement in 1974 calling on stations to provide programming specifically designed for children. Stations were to comply by Jan. 1, 1976. Yet, WATCH said in three petitions, stations are not yet in compliance.

Mitchell sets cable hearings—subject close to home

The House Subcommittee on Minority Enterprise and Small Business has scheduled one day of hearings Wednesday (Sept. 23) to investigate opportunities for small businesses and minority businesses in the ownership and construction of cable television systems.

According to subcommittee staffer Sarah Etheredge, the hearings were called in response to several letters the subcommittee received from firms that felt they were being locked out of cable television by the large cable operators. She would not identify the letter writers.

For Subcommittee Chairman Parren Mitchell (D-Md.), the hearings are not his first involvement with cable television. He represents Baltimore, which is in the throes of awarding a cable franchise, and, according to the *Baltimore News-American*, Maryland State Senator Clarence Mitchell, a nephew of Parren, is working with Percy Sutton to win the franchise. Sutton, the former president of the New York borough of Manhattan, is a principal of Inner City Broadcasting, which owns three AM's and four FM's. What's more, one of Parren Mitchell's congressional aides, Jerry Lymas, is a member of the Baltimore cable study commission.

Among the witnesses will be the National League of Cities and the National Cable Television Association.

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Catcher Coy, batsman Fowler



Buchanan, Greenbaum

Unregulators are unhitters, too

The Fowler FCC suffered a humbling 18 to 3 loss to a strong Broadcasters team in the fifth annual Broadcasters vs. Unregulators benefit softball game played on Saturday, Sept. 12, at the Annadale campus of Northern Virginia Community College. The game, sponsored by the American Women in Radio and Television, attracted a modest but enthusiastic crowd that contributed some \$2,000 to benefit the Hospital for Sick Children and the Georgetown University Medical Center's Department of Pediatrics.

The game pitted representatives of the broadcasting industry, like co-captain Mike Buchanan of WDMV(TV) and spiritual leader Richard E. Wiley, the former FCC chairman now with the communications law firm of Kirkland & Ellis, against a team of Unregulators captained by Chairman Mark Fowler and including commissioners Henry Rivera and Mimi Weyforth Dawson of the FCC and David Clanton of the Federal Trade Commission.

The contest began even before the first pitch, with a brief argument over the number of innings to be played, with some favoring seven and the more ambitious nine (it was rumored that AM-separation-minded Chairman Fowler favored 10 innings over nine).

Once the game got underway, however, the contest gradually turned into a rout. In the first inning, Robert Foosaner, acting deputy chief of the Private Radio Bureau, hit a home run, scoring Mimi Dawson from second to give the FCC a 2 to 0 lead. But from then on, behind the strong pitching of AWR's Jane Greenbaum, and power hitting from Wiley, Buchanan, NBC's John Sturm and others, the Broadcasters began a string of unanswered runs, broken only in the final inning when Assistant to the Chairman Jerry Fritz's double scored a runner from second. The Broadcaster's victory avenged last year's 31-29 loss to the Charles Ferris-captained FCC.

Top left. There is no joy in Mudville; Catcher Wayne Coy of Cohn and Marks and on-deck batter (and NTIA director) Bernard Wunder look on as FCC Chairman Mark Fowler strikes out.

Top right. AWR's Jane Greenbaum shows off her winning form as WDMV's Mike Buchanan awaits the outcome.

Below. Taking a break (l-r), NTIA's Dick Shay, Kirkland & Ellis's Dick Wiley and FCC General Counsel Steve Sharp discuss game's finer points (Senate Communications Committee counsel Chris Coursen is in left field). **At bottom.** Commissioner Henry Rivera displays classic batting stance as teammate, Commissioner Mimi Weyforth Dawson waits her turn, then shows off her own unique style.



Shay, Wiley, Sharp



Rivera



Dawson

NCTA board votes to beef up staff

It will change dues schedule to pay for larger legal and government relations departments; also OK's committee to begin music negotiations with ASCAP

Meeting in Washington last week, the board of directors of the National Cable Television Association voted to expand its legal and government relations staffs, authorized the establishment of a new dues structure and agreed to form a committee to begin negotiations with the American Society of Composers, Artists and Publishers.

According to NCTA President Tom Wheeler, who met with members of the trade press following the meeting, the expansion of the legal and government relations departments is necessary to keep up with increasing regulatory activities on both the federal and state levels. The cable industry is no longer a "small, struggling entity" asking government to "please give us a chance," Wheeler said. It has grown up and government is beginning to look again at its regulation, Wheeler said.

On the federal level, NCTA is rapidly ceasing to be a one-issue—cable's relationship with broadcasting—association, Wheeler said. NCTA is involved in "a whole plethora" of issues, including satellites, telephone, the structure of the industry and others pertaining to two-way or interactive services.

The expanded departments will also aid state and regional associations which are playing more important roles as state regulators move into the vacuum created by federal deregulation. Wheeler said NCTA was successful in strengthening the state and regional associations during 1981, but that the associations are now turning to NCTA for information and legal support. Since many state associations are fighting the same battles, Wheeler said, it makes sense to establish a "central repository" at NCTA so that every time an issue comes up an association doesn't have to go out and "rediscover America." The NCTA staff Wheeler said, will act as a common staff for all the associations.

Wheeler cautioned that NCTA will not be able to do everything. It will help on ubiquitous issues like pole attachments, franchise fees and public utility commission regulation, but it will not become involved in "truly parochial issues like business taxes."

The beefing up of such key departments will require money and, in a separate action, the board moved to take care of that. It authorized a vote of the membership on changing the bylaws to base dues on the

pay and basic revenues of the members rather than their basic subscribership.

If the membership authorizes the change, Wheeler said, the board will still have to decide the "mill rate"—what fraction of a penny each member must pay for each dollar of revenue. The mill rate will be graduated—the more revenue, the less the mill rate—and will be decided at the next board meeting in December. Settling on a rate may not be easy. Wheeler said the board tried to work it out at last week's meeting using models and fictitious numbers. The board decided, however, that it had better wait for some real numbers before deciding on a rate, he said.

Regardless of what rate is finally agreed upon, the revenues derived from the revenue-based system will be substantially greater than those garnered from the old system. The revenue-based method will allow NCTA to reap part of the enormous increases in pay cable revenues the industry is now enjoying. The NCTA budget for fiscal 1981, which began last February, is \$3.5 million. Wheeler would not speculate on the size of the 1982 budget, to be considered in December.

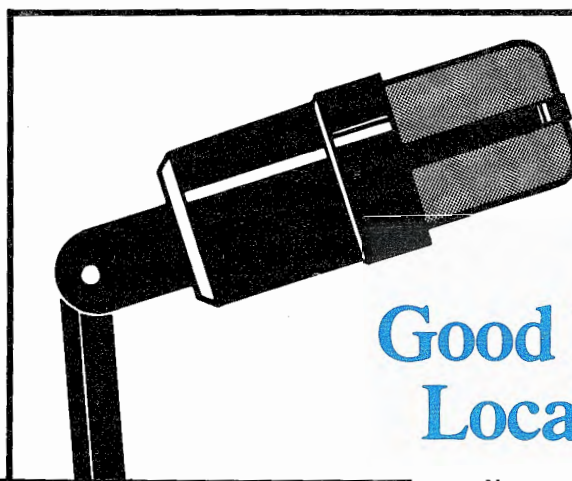
At the request of ASCAP, the board approved the formation of a committee to

negotiate on music licensing. The federally mandated compulsory license only applies to broadcast programming imported by a cable system. A licensing agreement with ASCAP is needed, Wheeler said, to cover "incidental music" on cable originated programming. If a local cable system carries a high school football game and the band plays "Hello, Dolly" at halftime, he said, the system has to pay a royalty on the music. BMI was not included in the resolution.

Lear advises fighting fire of New Right with fire

He calls for industry figures to go on the stump to counter activities of Wildmon, others

Television producer Norman Lear last Wednesday (Sept. 16) called on members of the Hollywood creative community to fight back against pressures from "the



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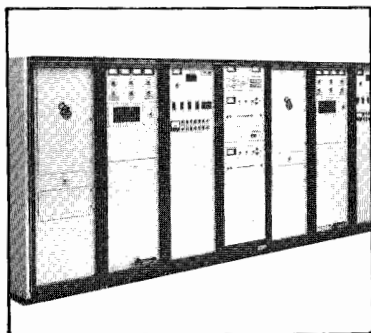
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religious New Right and the bottom line" that threaten the entertainment industry's freedom and performance.

Specifically, Lear asked those attending a luncheon meeting of the Hollywood Radio and Television Society at the Beverly Wilshire hotel in Beverly Hills to "identify its spokespeople and send them out about the country on a regular basis" as a means of countering the influence of the Coalition for Better Television.

Lear submitted that there is poor communication between the television industry and the general public, leading to misinterpretations by those on both sides. He argued that 30 spokespeople from the industry working five days per year would allow the public the chance "to come to know us as we are—hardworking, family-oriented people, tied to them by the same human umbilicals that connect us all." In turn, he continued, it would offer the American people "an opportunity to vent their feelings directly to us [so that] they would not wind up in the hands of opportunists like the Rev. Donald Wildmon," president of CBT.

Lear singled out Wildmon as one who "does not break the letter of the First Amendment, but does break its spirit. Reverend Wildmon does not seek to understand the minds of other men and women and weigh their interests alongside

his own without bias. Reverend Wildmon and Reverend [Jerry] Falwell [president of the Moral Majority, a CBT member] and others see a society out of control—and what they want is a society composed of solid, middle-class, one-morality families leading conventional lives on the model of a colony of ants." He maintained that the coalition and Wildmon have "every legal First Amendment right to speak their piece, threaten boycott, or engage in boycott" but argued that they represent "a new breed of robber barons who have organized to corner the market on morals."

Lear briefly described the activities of People of the American Way, a group he helped organize and acts as a spokesman for, to counter the influence of "the religious New Right." He reported PAW is growing at the rate of 1,000 members a week, and now includes 40,000 individuals in all 50 states. Some members, according to Lear, "are beginning to monitor all TV preachers for the purpose of demanding equal time on local TV stations every time they turn political. We have already won equal time on two different stations in Virginia, the home of Mr. Falwell." He noted that a staff of 16 is "providing speakers for groups everywhere; arranging appearances on radio and TV shows all across the country—debating and

Intermedia

P. G. cable. Metrovision and Viacom came out on top in cable TV committee report in Prince George's county, Md., Washington suburb. Metrovision was recommended over four other bidders for county's northern half, comprising 100,000 homes. Viacom took southern half (90,000 homes) among seven other bidders. County council is expected to act on award recommendations in October. Cable Television Information Center is consulting county.

Seeking 2,500. Entertainment and Sports Programming Network is edging its way toward 2,500-affiliate mark. Cable network added 154 affiliates last month, bringing total to 2,469 systems serving 11,501,729 subscribers.

Public tallies. Public television stations received more than \$8.6 million in viewer pledges during nationally coordinated fund raising and public awareness effort in August. According to Public Broadcasting Service figures, 89 stations participating reported pledges from 217,000 households. Contributions during campaign ran 30% above August 1980 effort, when 182,000 viewers pledged \$6.7 million.

Mass franchises. Southern Massachusetts Cablevision Corp., joint venture of Alda Group of cable companies and Chris-Craft Industries, announced its award of franchise for Bellingham, Mass. Community of 9,000 homes will get 166-channel triple-trunk plant that includes 58 public channels and institutional network. Company holds franchises in two contiguous communities, plus third Massachusetts town, with applications pending in 15 others.

Middleman. Charles Greene, former president of Southmedia Co., Atlanta, has established AMCOM Inc. there. AMCOM will specialize in brokering cable systems, but will also consult on finance, data processing, administration and operations management.

CPB grants. Corporation for Public Broadcasting has awarded \$120,000 of special grants to four minority-controlled radio projects under pilot venture between CPB's station expansion unit and its Office of Human Resources Development. Those awarded grants were Round Valley Inter-Tribal Radio Project Inc., Covelo, Calif.; WJSU-FM Jackson, Miss.; KAZI-FM Austin, Tex., and KIDE-FM Hoopa, Calif.

Commerce grant. City of Commerce, near Los Angeles, has awarded its cable television franchise to Buena Vista Cablevision. Proposal calls for construction of 52-channel system to begin in fall of 1981 for community of 10,400, which has 3,100 dwelling units.

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discussing the issues directly with the New Right and religious New Right."

Hinting that leaders of New Right groups "may have other axes to grind," Lear urged his audience to get out among frustrated television viewers in order to listen to them directly and without bias. He added that Tandem Productions and T.A.T. Communications, two companies in which he is a partner, would "fund their share of such a project if we can get some sort of industrywide effort of this nature going."

Lear did not exempt the industry from blame for the current wave of criticism directed against it.

"Do we really need young women in

bra-less sweaters running and bouncing across a set?" he asked. "How many cars smashed head-on and burst into flames on television last week? ... I will never believe that this sort of TV behavior is motivated by the artistic needs of the writer or the director or the actress. It is motivated primarily—in a long, circuitous fashion—by the pressure of the three networks to win in the ratings. [And] by three networks' obsession with the bottom line. An obsession they share with all of the rest of American business."

In the final analysis, Lear concluded, the industry must listen to the American public "because there is no way we can get along without them."

Changing Hands

PROPOSED

KBSA-TV Guasti, Calif. □ Sold by Hispanic Broadcasters Inc. to HBI Acquisition Corp. for \$3.7 million. **Seller** is owned by United Minority Broadcasters Inc. (52%) and Leon A. Crosby (48%). UMB is owned by Debra Olivas (42.3%), Max Vigil and Richard C. Hernandez (12.64% each) and seven others. UMB, less Olivas,

will keep minority interest in buyer. Crosby and Olivas are applicants for new UHF at Richardson, Tex. Crosby is also applicant for new UHF at Concord, N.H., and 85% owner of applicant for new UHF at Portland, Me. **Buyer** is owned by Guadalupe Associates Inc. (40%), de Rance Inc. (20%) and seven other stockholders of UMB, including Hernandez and Vigil (8.8% each). Guadalupe and de

Rance are nonprofit, nonstock corporations. Guadalupe is applicant for new low-power TV at San Francisco. De Rance owns 20% of KCFM(FM) Florissant, Mo., which has been sold, subject to FCC approval (BROADCASTING, Aug. 24). KBSA-TV is independent on channel 46 with 219 kw visual, 22.4 kw aural and antenna 2,878 feet above average terrain.

WVCO-AM-FM Columbus, Ohio □ Sold by Skyway Broadcasting Corp. to Franklin Communications Inc. for \$3 million. **Seller** is owned by some 50 stockholders, who have no other broadcast interests. Bert Charles is president and 24.9% owner. **Buyer** is subsidiary of Marvin Josephson Associates Inc., publicly traded New York-based international talent agency. It produces *Captain Kangaroo*, children's television program, and owns WNIC-AM-FM Dearborn, Mich., and earlier this year was granted FCC approval to buy WNOR-AM-FM Norfolk, Va., for \$2.6 million (BROADCASTING, May 11). WVCO is 1 kw daytimer on 1580 khz. WVCO-FM is on 94.7 mhz with 52 kw and antenna 220 feet above average terrain. **Broker:** Richard A. Shaheen Inc.

KERE(AM) Denver □ Sold by Mission Broadcasting Co. to Sandusky Newspapers Inc. for \$2.5 million. **Seller** is owned by Jack Roth who owns KONO(AM)-KITY(FM) San Antonio, Tex. **Buyer** is Mesa, Ariz.-based group owner of three AM's and five FM's owned by Dudley White, chairman, and family. It also publishes four daily newspapers in Ohio, Michigan and Tennessee. KERE is on 710 khz with 5 kw full time. **Broker:** Chapman Associates.

WKOP(AM) Binghamton, N.Y. □ Sold by Southern Tier Broadcasters Ltd. to Broome County Broadcasters Inc. for \$720,000. **Seller** is owned by Clark C. Cook (68.9%), Raymond L. Ross (12.5%), Herman and Marjorie Mantei (12.5% jointly), Robert W. Anderson (4.2%) and Andrew G. Hubbell (1.9%) who have no other broadcast interests. **Buyer** is member of Regional Broadcasters Group, New York-based group of five AM's and six FM's owned by Alastair B. Martin family. WKOP is on 1360 khz with 50 kw day and 5 kw night. **Broker:** The Keith W. Horton Co.

WJJB(FM) Hyde Park, N.Y. □ Sold by Gregory Broadcasting Inc. to WJJB Acquisition Corp. for \$625,000. **Seller** is owned by Warren Gregory who owns co-located WWI(AM). **Buyer** is subsidiary of Sillerman-Morrow Broadcasting Group Inc., which is principally owned by Robert F. X. Sillerman and Bruce Morrow. Sillerman-Morrow is licensee of WALL(AM)-WKGL(FM) Middletown, N.Y., and WRAN(AM) Dover, N.J. WJJB is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

KMSD(AM) Milbank, S.D. □ Sold by Kleven Broadcasting Co. of Milbank to KSDR Inc. for \$475,000. **Seller** is owned by Leslie J. Kleven (82%) and wife, Marguerite E. (18%). They own KBHB(AM)-KRCS(FM) Sturgis, S.D., and are permittee of KKOJ(AM) Jackson, and

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KKCM(AM) Waite Park, both Minnesota. Marguerite Klevin owns 21.25% of KLTC(AM) Dickinson, N.D., and with husband is applicant for new FM at Dickinson. **Buyer** is owned by Vern A. McKee (60%) and wife, Beverly J. (40%) who sold, subject to FCC approval, KSPR(AM) Watertown, S.D. (see "For the Record," page 82). KMSD is 5 kw daytimer on 1510 khz.

WCOB(AM) Marietta, Ga. ☐ Sold by Marietta Broadcasting Inc. to Devlin Allen Communications Inc. for \$300,000. **Seller** is owned by estate of James M. Wilder (75%) and Elizabeth F. Hapgood (25%) who sold, subject to FCC approval, WBIE(FM) Marietta for \$7.5 million to Capital Cities Communications (BROADCASTING, June 8). **Buyer** is owned by Francis D. Ward, Stephanie Ferry, Robert Klein and Keith E. Putbrese (one-quarter each). Ward owns WRDQ(AM) Daytona Beach, Fla. Klein is Ardmore, Pa., management consultant. Putbrese is McLean, Va., attorney. Ferry is Atlanta, Ga., housewife. Except Ward, they have no other broadcast interests. WCOB is 10 kw daytimer on 1080 khz.

KPRE(AM) Paris, Tex. ☐ Sold by Radio Paris Inc. to The Gene Sudduth Co. for \$211,600. **Seller** is owned by Bob D. Bell (90%) and Billy D. McCutcheon (10%) who are applicants for new FM at Bryan, Tex. **Buyer** is owned by Eugene T. Sudduth, Paris-based manufacturer's representative who has no other broadcast interests. KPRE is 500 w daytimer on 1250 khz.

☐ Other proposed station sales include: KWPC(AM)-KFMH(FM) Muscatine, Iowa (BROADCASTING, Aug. 17); WMGO(AM) Canton, Miss.; KSDR(AM) Watertown, S.D.; KXRT(FM) Taos, N.M.; and WWOQ(FM) Berryville, Va. (see "For the Record," page 82).

APPROVED

KIVI(TV) Nampa, Idaho ☐ Sold by Futura Communications Corp. to Evening Post Publishing Co. for \$4.5 million. **Seller** is owned by R. V. Hansberger (68%), wife, Klara K. (12%), and daughters, Carol A. (10%) and Roberta A. Smyth (10%). They own KPVI(TV) Pocatello, Idaho. **Buyer** is Charleston, S.C.-based group owner of one AM, one FM and two TV's and newspaper publisher. It is owned by some 30 stockholders. Peter Manigault is president and 13.65% owner. KIVI is ABC affiliate on channel 6 with 60.3 kw visual, 12 kw aural, and antenna 2,550 feet above average terrain.

KCRL(AM) Reno ☐ Sold by Virginia K. Cord to Sierra-Pacific Broadcasting Inc. for \$2 million. **Seller** has no other broadcast interests. **Buyer** is owned by John Price and family, who own KARD(AM) Wichita, Kan. Price is also 85% owner of applicant for new TV at Salt Lake City (BROADCASTING, June 1). KCRL is on 780 khz with 50 kw full time.

KCKC(AM) San Bernardino, Calif. ☐ Sold by Sunshine Wireless Inc. to 1350 KC Inc.

for \$1,375,000. **Seller** is principally owned by Douglas Trenner and family, who have no other broadcast interests. **Buyer** is subsidiary of Jato Communications Inc., principally owned by Jack L. Siegal. Jato is licensee of KNSE(AM)-KNTF(FM) Ontario, Calif., and owns 55% each of KWG(AM) Stockton and KSRT(FM) Tracy, both California. It has sold KNSE(AM) Ontario, Calif., for \$1.3 million (see below). KCKC is on 1350 khz with 5 kw day and 500 w night.

KNSE(AM) Ontario, Calif. ☐ Sold by Jato Communications Inc. to Coronado Four-County Broadcasting Inc. for \$1.1 million plus \$200,000 noncompete agreement. **Seller** is principally owned by Jack L. Siegal (see KCKC(AM) above). **Buyer** is owned by Fernando Oaxaca and wife, Bertha (55% jointly); Thomas H. Castro (35%); Oaxaca's sister, Virginia (5%), and brother, Jaime, and last's wife, Carolina (5% jointly). Fernando Oaxaca is Los Angeles businessman and former associate director of Office of Management and Budget, Washington. Castro is former aide to Senator Alan Cranston (D-Calif.). Bertha Oaxaca is supervisor of flight service, American Airlines, Los Angeles. Jaime Oaxaca is former vice president, Northrop Corp., Anaheim, Calif. Virginia Oaxaca is former executive of Atlantic Richfield. Buyers are applicants for new FM at Los Angeles. Fernando Oaxaca owns 49.6% of KIFN(AM) Phoenix. KNSE is

on 1510 khz with 10 kw day and 1 kw night.

☐ Other approved station sales include: WKOI(TV) [CP] Richmond, Ind.; KDAN(AM) South St. Paul, Minn.; KOOS(FM) North Bend, Ore.; WMCC(FM) Etowah, Tenn. (see "For the Record," page 83).

CABLE

Cable system serving Lake county, Fla. ☐ Sold by Total TV Inc. to Scripps-Howard Cable Services Co. for more than \$8 million. **Seller** is closely held Janesville, Wis.-based MSO. James Fitzgerald is president. **Buyer** is subsidiary of E. W. Scripps Co., publicly traded Cleveland, Ohio-based publisher of 16 dailies and 23 weeklies and principal stockholder in publicly traded Scripps-Howard Broadcasting group. System serves 12,500 basic subscribers and passes 50,000 homes.

Cable system serving Albermarle county, Va. ☐ Sold by Virginia Television Co. to Multi-Channel TV Cable Co. of Mansfield for \$1.3 million. **Seller** is owned by Thomas F. Riggs Sr., Howell L. Bowen and wife, Janice. Riggs holds franchise for cable system to serve Gordonsville, Va. **Buyer** is Mansfield, Ohio-based MSO. Harry R. Horvitz is president. Multi-Channel operates eight systems in Ohio and Virginia. System serves 1,600 basic subscribers and passes 3,600 homes.

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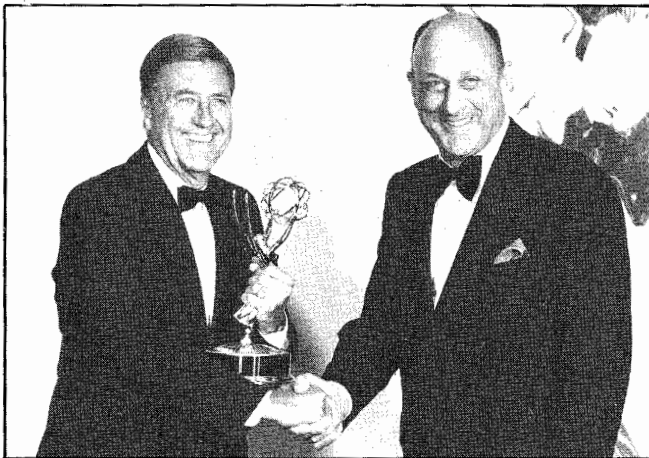
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'Hill Street' winners Barbara Babcock and Daniel Travanti

No blues on 'Hill Street'

NBC and its low-rated series are big Emmy winners with 20 for network and record eight for its police show; CBS captures 18, ABC 12 and PBS 8

The television industry's favorite underdog, *Hill Street Blues*, was basking in the limelight last week after winning a total of eight Emmy awards—the most ever given to a regular series—from the Academy of Television Arts and Sciences at its annual presentation ceremony Sept. 13. The highly acclaimed but low-rated show about a group of compassionate police officers pushed NBC's Emmy total for the 33d annual competition to 20, followed by CBS with 18 and ABC with 12. PBS received eight awards and one award went to a syndicated program.

Despite its awards (and record 21 Emmy nominations), *Hill Street* has not done well with the viewing public. Last year it became the lowest-rated TV drama series

ever renewed by NBC. As recently as the week of Aug. 30, it finished 33d among 65 prime-time programs.

"We're like wine, in a sense," philosophized producer Gregory Hoblit, after accepting *Hill Street's* award for best dramatic series. "People have to find us and then cultivate a taste for us."

The program also received awards for best actor and actress, best supporting actor, best writing, best directing, outstanding cinematography, and outstanding achievement in film sound editing. Only the special, *Eleanor and Franklin*, with 11 Emmys in 1976, won more than *Hill Street*.

In comedy, ABC's *Taxi* stood out, receiving six awards: for best comedy, best comedy actor, best comedy supporting actor, best comedy writing, best comedy directing and outstanding film editing.

The controversial CBS program, *Playing for Time*, about life in a German concentration camp, picked up four Emmys,

including those for best drama special, best writing for a limited series or special and best supporting actress in a limited series or special. Vanessa Redgrave, now producing her third documentary for the Palestine Liberation Organization, received the award for best lead actress in a limited series or special. Another program with a Nazi-era theme, CBS's *The Bunker*, was recognized with the Emmy for best lead actor in a limited series or special, which went to Anthony Hopkins.

In contrast to last year's strike-plagued ceremony, during which only one actor was on hand to accept his award, the Sunday night ceremony at the Pasadena (Calif.) Civic Auditorium was well attended by the creative community. Only a few Emmy recipients were absent, and presenters primarily consisted of stars from continuing prime-time series.

The CBS-TV telecast also fared much better than many in the ratings this time around. It received a 22.3 Nielsen rating and a 45 share of audience, compared with the 15 rating and 29 share garnered last year by NBC. In 1979, ABC received a 27.3 rating and 45 share for its Emmy ceremony production.

The hosts for the two-and-a-half-hour production were Ed Asner, star of CBS's *Lou Grant*, and actress Shirley MacLaine. They presented special awards on behalf of the sponsoring Academy of Television Arts and Sciences to orchestra leader Lawrence Welk, producer Max Liebman, and comedienne Lucille Ball. Academy President John Mitchell presented the Governor's Award recognizing special contributions to the industry to ABC Inc. President Elton Rule.

A dramatic tribute was paid to the late writer, Paddy Chayefsky, by Peter O'Toole and Rod Steiger. Steiger received loud applause for his reading of a speech critical of

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'Taxi's' Dan Devito



'Taxi's' Judd Hirsch



Peter O'Toole and Rod Steiger in a dramatic tribute to the late author Paddy Chayefsky

television Chayefsky wrote for a character in his screenplay, "Network." "We lie like hell," Steiger recited to the industry audience. "We are in the boredom-killing business."

Unlike some previous telecasts, there were few political references in winners' acceptance speeches. Except for isolated remarks about Northern Ireland and lessons taught by Vietnam-era protestors, the evening was free of topical influence.

A group of about 50 demonstrators marched outside the auditorium chanting slogans in favor of greater minority participation in the production of programming. "Television is a picture of life in America," said one demonstrator. "Unfortunately, we are being eliminated from that picture."

A separate Emmy Awards ceremony took place Saturday night (Sept. 12) at the Bonaventure hotel in Los Angeles, to

honor recipients of the 32 Creative Arts Emmys for technical achievement. NBC led the other networks with 11 of those awards, including a pair each for *Hill Street Blues*, *Shogun* and *Live From Studio 8H*. CBS followed with eight Emmys, PBS received seven (including three for its *Cosmos* series) and ABC won six. Special awards were given to singer Sarah Vaughn for her work on a PBS special, and to Rank Precision Industries

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- **John Bayliss**, Charter Broadcasting, *station owner*
- **Dave Croll**, T.A. Associates, *investment banker*
- **Bill Egan**, Burr, Egan, Deleage, *venture capitalist*
- **Bill Exline**, *station broker*
- **Harvey Levin**, KFAT/San Jose, *station owner*
- **C.T. (Terry) Robinson**, Sunbelt Communications, *station owner*
- **Roy Rowan**, Blackburn & Co., *station broker*
- **Ray Stanfield**, Chapman Associates, *station broker*

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Theme of the Sunday evening telecast was "The American Family and Television," which some observers felt might have been chosen in part to offset the recent round of criticism about portrayals of sex and violence. One of the program's several production numbers, however, included stars of daytime soap operas singing, "If you want sex and lust and crime, give us the time and we'll make it fit in." Later in the show, a backyard-type satellite earth station was moved on stage, which MacLaine introduced as the "latest status symbol since the hot tub." A family of four then appeared to sing a boastful song about being "the first ones on the block with a dish."

Carson lobbies for tax credit

'Tonight Show' host sends lawyer to DC to extend tax break to his and similar programs

Johnny Carson is doing his bit for supply-side economics—for the supply of his side, at least. He is lobbying for the same 6 2/3% investment tax credit now given to movies, entertainment productions and television series. The *Tonight Show*, whose production company is partially owned by Carson, is mentioned in a committee report accompanying a 1976 tax act as the kind of production not entitled to

Monitor

Dates set. CBS-TV announced starting dates last week for seven of its programs, completing scheduling information for its 1981-82 prime-time season (BROADCASTING, Sept. 14). On Monday night, *M*A*S*H* (9-9:30 p.m.) will start on Oct. 26 and *House Calls* (9:30-10 p.m.) and *Lou Grant* (10-11 p.m.) on Nov. 2. Starting on Nov. 11 on Wednesday are *Nurse* (9-10 p.m.) and *Shannon* (10-11 p.m.). Premiere date on Thursday for *Knots Landing* (9-10 p.m.) is Nov. 12, while *Close Up: Jessica Novak* (10-11 p.m.) begins on Nov. 5. CBS has ordered production of five episodes of *Making the Grade*, half-hour situation comedy from Paramount Television and UBU Productions. Replacement series deals with faculty working at inner-city high school. CBS Entertainment has approved production of untitled half-hour sitcom pilot from Universal Television and starring Lucie Arnaz and her husband, Larry Luckenbill.

Joining forces. MCA Inc. and Thorn EMI Ltd., two corporations heavily involved in home entertainment, have formed new joint venture that will produce and distribute programming for home video market. MCA-Thorn EMI Programs International, as Los Angeles-based unit is being called, will produce programs ranging from "how to" shows to feature films. Spokesman predicted about 10 projects, varying in budget from less than \$100,000 to over \$1 million, will be undertaken in first year of operation. Thorn has been involved in VHD and MCA in laser-based videodisk technologies in past, and will emphasize them in developing software through new alliance.

Cable's NATPE presence. NATPE is going to New Orleans, taking three booths at NCTA/CTAM cable software symposium, slated for Oct. 4-6, in joint venture with nine NATPE associate members: Ayco Embassy, Fremantle, Leo Cutman Inc., MGM-TV, Syndicast, Telepictures, Trident, VU-TV and Weiss Global.

Close to home. Claiming "single biggest commitment to an ongoing series," in station's history wcvb-TV Boston plans to premiere live prime-access news and public affairs strip beginning in January 1982. As yet untitled show is said to have "operating budget approaching \$1 million" and will concentrate on New England. Staff of 22 is planned, including three on-air hosts/correspondents.



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Ratings Roundup

The ratings tables turned for the week ended Sept. 13.

NBC-TV which has spent most of prime time in third place, came out on top. CBS-TV, after 16 consecutive wins, fell to third.

For the week, NBC earned a 15.3 rating and 27 share; ABC-TV was a close second with 15.2/26 and CBS trailed with 14.7/26.

The only other NBC victories since fall 1980 were two *Shogun* weeks in September and two World Series weeks in October.

For all three networks, the week was heavy on specials. Top-rated in rating and share was NBC's *Miss America Pageant* on Saturday, bringing in a 22.3/45. CBS tied in rating with a lower share (22.3/37) for Sunday's *33d Annual Emmy Awards*. An *NFL Football* special (Pittsburgh vs. Miami) on Thursday earned ABC a winning 20.5/36—scoring higher than a successful season opener of ABC *NFL Monday Night Football* (19.5/35) with San Diego vs. Cleveland.

While NBC forfeited its usual ratings strength on Wednesday for the sake of an *NBC White Paper: America Black and White* (10.7/19), it had wins on two other nights. A special *Little House on the Prairie* repeat (16.1/28) followed by a strong rerun performance of the conclusion of "The Best Place to Be" movie (20.9/34) won Tuesday. Saturday was *Miss America's* night.

The First 20

1.	<i>Miss America Pageant</i> (special)	NBC	22.3/45
2.	<i>33d Annual Emmy Awards</i> (special)	CBS	22.3/37
3.	<i>The Best Place To Be</i> (Part II) (movie)	NBC	20.9/34
4.	<i>Best Of The West</i> (series premiere)	ABC	20.8/40
5.	<i>Three's Company</i> (special)	ABC	20.8/33
6.	<i>NFL Football Special</i> (special)	ABC	20.5/36
7.	<i>NFL Monday Night Football</i>	ABC	19.5/35
8.	<i>60 Minutes</i>	CBS	19.2/38
9.	<i>Too Close For Comfort</i>	ABC	19.1/30
10.	<i>M*A*S*H</i>	CBS	18.9/30
11.	<i>Dukes of Hazzard</i>	CBS	18.7/34
12.	<i>Diff'rent Strokes</i>	NBC	18.6/32
13.	<i>Hart to Hart</i>	ABC	18.4/31
14.	<i>Happy Days</i>	ABC	18.2/32
15.	<i>Laverne & Shirley</i>	ABC	18.1/30
16.	<i>WKRP in Cincinnati</i>	CBS	17.2/30
17.	<i>Dallas</i>	CBS	17.1/34
18.	<i>The Best Place To Be</i> (Part I) (movie)	NBC	16.8/27
29.	<i>CHiPs</i>	NBC	16.8/27
20.	<i>Vega\$</i>	ABC	16.6/28

The Final Five

54.	<i>White Seal</i> (special)	CBS	8.9/16
55.	<i>Dr. Seuss-Hooper Bloop</i>	CBS	8.9/15
55.	<i>Games People Play</i> (special)	NBC	8.8/16
56.	<i>True Life Stories</i> (special)	ABC	7.7/15
57.	<i>The Gene Merchants</i> (special)	ABC	6.2/12

the tax break. So are documentaries and public affairs programs. Carson wants the credit extended to his and similar shows.

His lawyer, Donald Santarelli, took up that matter, along with a number of others, in a meeting with White House Counselor Edwin Meese III and his deputy, Herb Ellingwood, on Aug. 12, it was reported last week. White House press spokesperson Kim Hoggard said Santarelli got a sympathetic hearing on the tax matter but no commitment. Santarelli's version, in a letter to Deputy Treasury Secretary R.T. McNamar, was that Meese expressed the view that there seemed no good reason for the government "to encourage or discourage various types of movie or film production."

Carson, master of ceremonies at President Reagan's televised pre-Inauguration gala is said to have made a direct effort himself. An amendment to grant the credit for theatrical productions and television programs was in the Senate version of the major tax bill Congress worked on last summer. And, according to the publication *Tax Notes*, Carson called members of the Senate-House conference committee reconciling differences between Senate and House versions in an effort to win support for the amendment. But the amendment was dropped before enactment of the bill, in August.

Later, Carson's attorneys met with Assistant Treasury Secretary John Chapoton, and, after a chilly reception, arranged the meeting with Meese.

Schlosser to head RCA's rearranged entertainment unit

Executive VP is now responsible for new Home Entertainment Group

Herbert S. Schlosser, the former NBC president who's been serving as an executive vice president of the broadcast unit's parent, RCA, with responsibility for its SelectaVision videodisk software operation, has had his duties expanded, RCA announced last week.

The company has consolidated all its entertainment businesses, with the exception of NBC, into a single Home Entertainment Group, which Schlosser will head (retaining the executive vice president title).

RCA Chairman Thornton Bradshaw, in making the announcement, said the consolidation "permits greater coordination and unified long-range planning of these software activities." Reporting to Schlosser will be Robert D. Summer, president of RCA Records Division, and Thomas G. Kuhn, who was named to head RCA SelectaVision as a division vice president. Schlosser will continue to serve as president of RCA International Audio-Visuals, the entity through which RCA participates with Columbia Pictures in a



Schlosser

home video joint venture for the informational market, and as president of RCA Cable, the unit involved in RCTV, RCA's pay cable joint venture with Rockefeller Center Inc.

Schlosser last week spoke to BROADCASTING about the synergies the new organizational structure could generate, saying "in many cases the same program will move through different channels in the next 10 years ... programing will weave through all these different areas."

The possibility of program production is something "we will certainly examine carefully," he said, noting that there are "different ways you can do that" aside from inside production, among them providing financing to outside producers, as RCA and its RCTV joint venture have already been doing.

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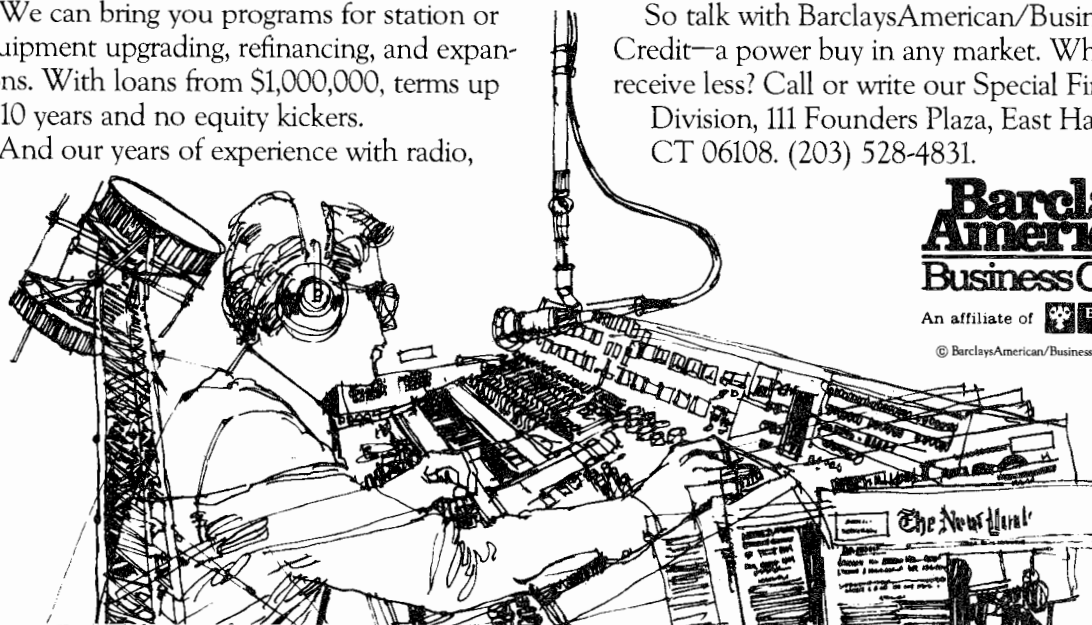
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Nielsen TV homes hit 81 million

A.C. Nielsen's estimate of total U.S. TV households, already having broken the 80-million mark at last count, now stands at 81,937,250 for the 1981-82 broadcast year (BROADCASTING, Sept. 14).

That's up 2.2% from the 80,171,150 estimate Nielsen gave last May when it adjusted its 1980-81 figures to the results of the 1980 census.

Nielsen Station Index has released its local TV household estimates with ranking changes for well over half of its designated market areas (DMA's). New to the count are Alaska DMA's, meaning that Nielsen will be covering all 50 states.

Four new DMA's have been added—Anchorage; Fairbanks, Alaska; Bend, Ore., and Lafayette, Ind. Two no longer are listed independently. Hagerstown, Md., has been combined with Washington, and Rhinelander, Wis., now is part of the Wausau, Wis., DMA. In all there are now 205 DMA's.

The estimates, projected for Jan. 1, take effect with the October 1981 survey period

and will be used through July 1982 measurement.

Among the ranking changes, most involve only one or two positions. In the top-10 list, Washington, now with Hagerstown, moved from ninth to eighth, and Cleveland dropped from eighth to ninth.

Albany-Schenectady-Troy, N.Y., 51st last May, now has made it into the top 50 in 50th place. Dayton, Ohio, formerly 49th has dropped to 51st. While more than half the DMA's changed ranks, no markets left the top-100 list.

New rank	Old rank	Market	New TV Households
1	1	New York	6,409,720
2	2	Los Angeles, Palm Springs	4,214,600
3	3	Chicago	2,944,860
4	4	Philadelphia	2,400,780
5	5	San Francisco-Oakland	1,950,270
6	6	Boston, Manchester, Worcester	1,920,160
7	7	Detroit	1,658,910
8	9	Washington	1,467,620
9	8	Cleveland, Akron	1,402,020
10	10	Dallas-Fort Worth	1,355,900

New rank	Old rank	Market	New TV Households
11	11	Houston	1,255,010
12	12	Pittsburgh	1,202,490
13	13	Miami-Fort Lauderdale	1,099,690
14	14	Seattle-Tacoma	1,093,860
15	15	Minneapolis-St. Paul	1,071,370
16	16	Atlanta	1,062,690
17	17	St. Louis	1,029,430
18	18	Tampa-St. Petersburg, Sarasota	1,028,780
19	21	Denver	858,930
20	20	Baltimore	835,150
21	23	Sacramento-Stockton, Calif.	833,700
22	19	Indianapolis	804,420
23	22	Portland, Ore.	789,360
24	26	Phoenix, Flagstaff	727,150
25	24	Hartford-New Haven, Conn.	707,810
26	25	Cincinnati	707,560
27	28	San Diego	699,110
28	27	Kansas City	688,930
29	29	Milwaukee	679,100
30	30	Nashville, Bowling Green	675,810
31	32	Charlotte, N.C.	613,740
32	31	Buffalo, N.Y.	613,110
33	33	Providence, R.I.-New Bedford, Mass.	601,880
34	35	Orlando-Daytona Beach, Fla.	595,990
35	34	New Orleans	590,880
36	37	Memphis	581,190
37	36	Columbus, Ohio	576,840
38	38	Greenville-Spartanburg, S.C.-Asheville, N.C.	574,160
39	39	Grand Rapids-Kalamazoo-B. Crk., Mich.	566,750
40	40	Birmingham, Anniston, Ala.	563,670
41	44	Raleigh-Durham, N.C.	530,890
42	41	Oklahoma City	528,260
43	42	Louisville, Ky.	528,190
44	43	Salt Lake City	522,960
45	45	San Antonio, Tex.	502,930
46	46	Charleston-Huntington, W. Va.	490,840
47	48	Norfolk-Portsmouth-Newport News, Va.	480,380
48	50	Harrisburg-Lancaster-Lebanon, Pa.	473,620
49	47	Wilkes-Barre-Scranton, Pa.	469,230
50	51	Albany-Schenectady-Troy, N.Y.	463,300
51	49	Dayton, Ohio	460,350
52	53	Greensboro-H. Point-W. Salem, N.C.	449,510
53	52	Syracuse, Elmira, N.Y.	446,770
54	54	Flint-Saginaw-Bay City, Mich.	443,610
55	55	Richmond-Petersburg, Charlottesville, Va.	429,540
56	57	Little Rock-Pine Bluff, Ark.	429,150
57	56	Shreveport, La.	427,530
58	58	Tulsa, Okla.	420,190
59	59	Wichita-Hutchinson, Kan.	404,170
60	60	Toledo, Ohio	401,590
61	61	Knoxville, Tenn.	392,380
62	62	Mobile, Ala.-Pensacola, Fla.	383,590
63	63	Jacksonville, Fla.	371,510
64	65	Fresno (Visalia), Calif.	365,030
65	64	Roanoke-Lynchburg, Va.	360,390
66	66	Albuquerque, Farmington, N.M.	350,710
67	67	Green Bay, Wis.	347,130
68	69	West Palm Beach, Fort Pierce, Fla.	345,320
69	68	Des Moines-Ames, Iowa	340,560
70	71	Omaha	337,630
71	70	Rochester, N.Y.	333,520
72	72	Spokane, Wash.	331,800
73	74	Portland-Poland Spring, Me.	322,720
74	73	Davenport, Iowa-R. Island-Moline, Ill.	320,030
75	75	Champaign-Springfield-Decatur, Ill.	316,150
76	76	Cedar Rapids-Waterloo, Dubuque, Iowa	313,950
77	81	Johnstown-Altoona, Pa.	312,520



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New rank	Old rank	Market	New TV Households	New rank	Old rank	Market	New TV Households	New rank	Old rank	Market	New TV Households
78	78	Honolulu	300,560	154	154	Medford-Klamath Falls, Ore.	113,960	191	190	Ottumwa, Iowa-Kirksville, Mo.	44,050
79	77	Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	298,560	155	156	Abilene-Sweetwater, Tex.	101,230	192	192	Jackson, Tenn.	43,450
80	80	Chattanooga, Tenn.	286,150	156	158	Florence, S.C.	98,670	193	—	Lafayette, Ind.	41,320
81	82	South Bend-Elkhart, Ind.	277,660	157	157	Utica, N.Y.	97,390	194	193	Lima, Ohio	39,640
82	83	Bristol-Kingsport-Johnson City, Tenn.	274,550	158	159	Tyler, Tex.	94,560	195	194	San Angelo, Tex.	34,720
83	86	Lexington, Ky.	266,960	159	162	Idaho Falls-Pocatello	91,450	196	195	Harrisonburg, Va.	31,670
84	84	Springfield, Mo.	264,190	160	160	Rapid City, S.D.	90,580	197	196	Zanesville, Ohio	30,130
85	80	Jackson, Miss.	260,260	161	161	Dothan, Ala.	87,580	198	198	Twin Falls, Idaho	30,030
86	85	Lincoln-Hstngs-Krny, Neb.	251,130	162	163	Alexandria, Minn.	87,090	199	197	Presque Isle, Me.	29,600
87	88	Tucson (Nogales), Ariz.	250,380	163	164	Hattiesburg-Laurel, Miss.	82,220	200	199	Laredo, Tex.	28,610
88	87	Evansville, Ind.	245,390	164	166	Salisbury, Md.	79,000	201	—	Bend, Ore.	24,800
89	90	Austin, Tex.	242,380	165	—	Anchorage, Alaska	77,850	202	—	Fairbanks, Alaska	20,360
90	89	Huntsville-Decatur, Flornce, Ala.	239,160	166	167	Clarksburg-Weston, W. Va.	75,140	203	201	North Platte, Neb.	15,740
91	93	Baton Rouge	235,920	167	168	Lake Charles, La.	71,640	204	202	Alpena, Mich.	15,360
92	92	Youngstown, Ohio	233,880	168	169	Billings, Mont.	71,340	205	203	Glendive, Mont.	5,000
93	100	Fort Wayne, Ind.	232,140	169	170	Meridian, Miss.	69,430				
94	95	Columbia, S.C.	231,240	170	171	Gainesville, Fla.	69,170				
95	94	Springfield-Holyoke, Mass.	228,530	171	172	Panama City, Fla.	66,880				
96	96	Burlington, Vt.-Plattsburgh, N.Y.	225,270	172	176	Missoula, Mont.	65,630				
97	97	Peoria, Ill.	221,050	173	191	Greenwood, Miss.	65,580				
98	91	Greenville, N. Bern-Washngtn, N.C.	218,560	174	173	Ada-Ardmore, Okla.	65,440				
99	99	Lansing, Mich.	213,810	175	165	Alexandria, La.	65,420				
100	98	Sioux Falls (Mitchell), S.D.	210,150	176	174	Jonesboro, Ark.	65,330				
101	102	Waco-Temple, Tex.	207,830	177	175	Great Falls, Mont.	64,640				
102	101	Fargo-Valley City, N.D.	207,010	178	177	Watertown, N.Y.	62,010				
103	103	Colorado Springs-Pueblo	201,410	179	178	Butte, Mont.	61,430				
104	104	El Paso, Tex.	200,330	180	179	St. Joseph, Mo.	60,650				
105	105	Madison, Wis.	199,140	181	181	Yuma-El Centro, Ariz.	58,810				
106	106	Augusta, Ga.	196,950	182	180	Cheyenne, Wyo.-Scottsblf-Sterling, Neb.	57,940				
107	115	Lafayette, La.	194,310	183	182	Parkersburg, W. Va.	57,490				
108	107	Las Vegas	190,550	184	185	Casper-Riverton, Wyo.	56,890				
109	109	Rockford, Ill.	185,820	185	184	Biloxi-Gulfport, Miss.	56,740				
110	108	Wheeling-Steubenville, W. Va.	185,420	186	183	Mankato, Minn.	56,440				
111	112	Savannah, Ga.	187,700	187	186	Eureka, Calif.	55,170				
112	110	Monroe, La.-El Dorado, Ark.	181,550	188	187	Marquette, Mich.	54,000				
113	111	Montgomery, Ala.	181,490	189	188	Roswell, N.M.	52,770				
114	114	Monterey-Salinas, Calif.	179,660	190	189	Grand Junction-Montrose, Mich.	50,470				
115	113	Charleston, S.C.	178,990								
116	116	Columbus, Ga.	174,100								
117	117	Duluth, Minn.-Superior, Wis.	173,440								
118	118	Terre Haute, Ind.	172,980								
119	120	Santa Barbara-SanMar-SanLuOb, Calif.	172,030								
120	119	Amarillo, Tex.	170,890								
121	121	Joplin, Mo.-Pittsburgh, Kan.	168,950								
122	122	Yakima, Wash.	167,620								
123	123	Eugene, Ore.	166,010								
124	125	Fort Myers-Naples, Fla.	164,610								
125	124	Wichita Falls-Lawton, Tex.	161,260								
126	127	Beaumont-Port Arthur, Tex.	159,240								
127	126	Binghamton, N.Y.	158,910								
128	128	Wilmington, Del.	156,280								
129	130	Columbia-Jefferson City, Mo.	154,190								
130	129	Sioux City, Iowa	153,740								
131	131	Corpus Christi, Tex.	152,760								
132	140	Tallahassee, Fla.-Thomasville, Ga.	152,290								
133	145	Wausau, Wis.	151,810								
134	134	Harlingen-Weslaco, Tex.	151,020								
135	132	Lubbock, Tex.	150,750								
136	136	Reno	150,700								
137	133	La Crosse-Eau Claire, Wis.	149,600								
138	138	Macon, Ga.	148,590								
139	137	Traverse City-Cadillac, Mich.	147,700								
140	135	Erie, Pa.	147,410								
141	141	Mason City, Iowa-Austin-Rochestr, Minn.	144,150								
142	142	Boise, Idaho	141,370								
143	139	Columbus-Tupelo, Miss.	137,030								
144	143	Minot-Bismark-Dickinson, N.D.	136,430								
145	144	Chico-Redding, Calif.	135,630								
146	146	Beckley-Bluefield-Oak Hill, W. Va.	131,170								
147	147	Fort Smith, Ark.	127,280								
148	148	Bakersfield, Calif.	125,360								
149	150	Odessa-Midland-Monahans, Tex.	123,930								
150	149	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,560								
151	152	Bangor, Me.	120,620								
152	153	Topeka, Kan.	120,040								
153	151	Albany, Ga.	119,900								

Yea on hard liquor, no on cigarette advertising, cable forum says

Ad Club in New York reviews current ad state in cable and what the future holds

Cigarette ads may be seen on cable, but liquor's another story. That was one point discussed last Tuesday at a New York forum sponsored by the Advertising Club of New York. A panel of industry representatives were on hand to share their in-

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Stock Index

Exchange and Company	Closing Wed. Sep 16	Closing Wed. Sep 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	28 3/4	27 7/8	+ 7/8	+ 3.13	6	805
N Capital Cities.....	68 3/8	67 1/8	+1 1/4	+ 1.86	12	900
N CBS.....	50 3/8	49 1/2	+ 7/8	+ 1.76	7	1,404
N Cox.....	65 3/4	63	+2 3/4	+ 4.36	18	888
A Gross Telecasting.....	25 3/4	25 3/4			7	20
O LIN.....	31 3/4	31	+ 3/4	+ 2.41	11	176
N Metromedia.....	140 3/4	140	+ 3/4	+ .53	12	630
O Mooney.....	6	6 3/4	- 3/4	-11.11		2
O Scripps-Howard.....	74	74			12	191
N Storer.....	28 3/4	28 5/8	+ 1/8	+ .43	18	377
N Taft.....	29 5/8	29 5/8			11	290
O United Television.....	6 1/2	6	+ 1/2	+ 8.33		78

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	19 3/4	18 7/8	+ 7/8	+ 4.63	19	65
A Affiliated Pubs.....	28 1/8	28 3/4	- 5/8	- 2.17	10	144
N American Family.....	7 3/8	7 1/8	+ 1/4	+ 3.50	6	91
N John Blair.....	21 3/8	21 1/4	+ 1/8	+ .58	7	79
N Charter Co.....	8 1/4	9	- 3/4	- 8.33		225
N Chris-Craft.....	31 1/4	30 5/8	+ 5/8	+ 2.04	10	98
N Coca-Cola New York.....	10 1/4	10 1/4			14	180
N Cowles.....	26 3/4	27 1/2	- 3/4	- 2.72	17	106
N Dun & Bradstreet.....	58 1/4	60	-1 3/4	- 2.91	15	1,624
N Fairchild Ind.....	17 1/4	17 1/8	+ 1/8	+ .72	4	196
N Gannett Co.....	35 7/8	35 3/4	+ 1/8	+ .34	13	1,940
N General Tire.....	25	24 3/8	+ 5/8	+ 2.56	8	602
O Gray Commun.....	42 1/2	42 1/2			9	20
N Harte-Hanks.....	31 1/4	30	+1 1/4	+ 4.16	13	297
O Heritage Commun.....	11 7/8	12	- 1/8	- 1.04	34	64
N Insilco Corp.....	17 1/8	16 1/8	+1	+ 6.20	8	184
N Jefferson-Pilot.....	23 5/8	23 1/4	+ 3/8	+ 1.61	6	517
O Marvin Josephson.....	13 1/4	13	+ 1/4	+ 1.92	9	31
N Knight-Ridder.....	31 3/4	33 1/4	-1 1/2	- 4.51	11	1,027
N Lee Enterprises.....	24 3/4	26 1/2	-1 3/4	- 6.60	11	176
N Liberty.....	13 1/4	13 1/8	+ 1/8	+ .95	6	168
N McGraw-Hill.....	46 1/4	44 3/4	+1 1/2	+ 3.35	13	1,149
A Media General.....	33 5/8	39 1/2	-5 7/8	-14.87	9	243
N Meredith.....	54 3/8	52 7/8	+1 1/2	+ 2.83	7	171
O Multimedia.....	33 1/2	32 3/4	+ 3/4	+ 2.29	15	337
A New York Times Co.....	28 7/8	29 1/8	- 1/4	- .85	9	346
N Outlet Co.....	33 1/2	31 1/2	+2	+ 6.34	15	84
A Post Corp.....	23 1/2	22 7/8	+ 5/8	+ 2.73	17	42
N Rollins.....	16 3/4	16 1/2	+ 1/4	+ 1.51	11	457
N San Juan Racing.....	19	18 3/4	+ 1/4	+ 1.33	23	47
N Schering-Plough.....	29 7/8	30	- 1/8	- .41	7	1,586
O Stauffer Commun.....	45	45			11	45
A Tech Operations.....	12 1/4	10 7/8	+1 3/8	+12.64	6	12
N Times Mirror Co.....	48 1/8	47	+1 1/8	+ 2.39	12	1,641
O Turner Bcstg.....	11	14	-3	-21.42		220
A Washington Post.....	27 1/2	27 5/8	- 1/8	- .45	12	386
N Wometco.....	16 7/8	15 5/8	+1 1/4	+ 8.00	10	223

CABLE						
A Acton Corp.....	11 5/8	11 3/4	- 1/8	- 1.06	10	35
N American Express.....	42 5/8	41 1/4	+1 3/8	+ 3.33	8	3,038
O Burnip & Sims.....	12 3/4	12 7/8	- 1/8	- .97	13	113
O Comcast.....	23 1/2	22 3/4	+ 3/4	+ 3.29	28	90
N General Instrument.....	32 3/4	34	-1 1/4	- 3.67	4	832
O Rogers Cablesystems.....	6 7/8	7	- 1/8	- 1.78	13	130
O Tele-Communications.....	20 7/8	20 5/8	+ 1/4	+ 1.21	54	497
N Teleprompter.....	37 1/2	37 1/2			30	638
N Time Inc.....	68	69 1/2	-1 1/2	- 2.15	14	1,913
O Tocom.....	11 1/2	10 3/4	+ 3/4	+ 6.97		37
O UA-Columbia Cable.....	84 3/4	82	+2 3/4	+ 3.35	31	284
O United Cable TV.....	20 3/8	19 5/8	+ 3/4	+ 3.82	24	199
N Viacom.....	24 1/2	23 1/2	+1	+ 4.25	5	218

Exchange and Company	Closing Wed. Sep 16	Closing Wed. Sep 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods....	2 1/2	2 3/8	+ 1/8	+ 5.26	2	7
N Columbia Pictures.....	34 3/8	33	+1 3/8	+ 4.16	7	348
N Disney.....	48 5/8	49 7/8	-1 1/4	- 2.50	12	1,582
O Enterprise Radio.....	3/4	1 3/8	- 5/8	-45.45		1
N Filmways.....	4 1/4	4 7/8	- 5/8	-12.82		26
O Four Star.....	1 3/8	1 1/2	- 1/8	- 8.33	14	
N Getty Oil Corp.....	59	60 5/8	-1 5/8	- 2.68	7	4,847
N Gulf + Western.....	16 1/4	16 1/8	+ 1/8	+ .77	4	1,213
N MCA.....	43 3/4	42 3/8	+1 3/8	+ 3.24	243	1,028
O Medcom.....	9 3/4	9 3/4			23	16
N MGM Film.....	7	6 5/8	+ 3/8	+ 5.66	13	227
O Reeves Commun.....	24	23	+1	+ 4.34	14	130
O Telepictures.....	6 5/8	5 7/8	+ 3/4	+12.76	30	16
N Transamerica.....	21 1/8	20	+1 1/8	+ 5.62	6	1,380
O Video Corp. of Amer.....	9 1/2	8 5/8	+ 7/8	+10.14	16	9
N Warner.....	41 1/2	41 3/4	- 1/4	- .59	16	2,439
A Wrather.....	20	19 1/4	+ 3/4	+ 3.89		46

SERVICE						
O BBDO Inc.....	36 1/4	34	+2 1/4	+ 6.61	7	91
O Compact Video.....	16 3/4	17 1/8	- 3/8	- 2.18	13	49
N Comsat.....	47 1/2	48 3/8	- 7/8	- 1.80	10	380
O Doyle Dane Bernbach.....	15	14 3/4	+ 1/4	+ 1.69	9	18
N Foote Cone & Belding.....	28 1/2	27 1/2	+1	+ 3.63	7	78
O Grey Advertising.....	60 1/2	60	+ 1/2	+ .83	6	37
N Interpublic Group.....	30 1/4	30 1/2	- 1/4	- .81	7	135
N JWT Group.....	31	31			7	94
O MCI Communications.....	24 1/8	20 3/4	+3 3/8	+16.26	134	882
A Movielab.....	4 1/4	4	+ 1/4	+ 6.25	5	6
A MPO Videotronics.....	5	5 1/2	- 1/2	- 9.09	17	2
O A.C. Nielsen.....	36 5/8	36 1/8	+ 1/2	+ 1.38	15	411
O Ogilvy & Mather.....	27 3/4	27 1/2	+ 1/4	+ .90	8	114
O Telemation.....	2 1/2	2 3/8	+ 1/8	+ 5.26	15	2
O TPC Communications.....	3 1/2	3 1/4	+ 1/4	+ 7.69		3
N Western Union.....	25	23 1/8	+1 7/8	+ 8.10	14	379

ELECTRONICS/MANUFACTURING						
N Arvin Industries.....	13 1/2	13 3/8	+ 1/8	+ .93	12	105
A Cetec.....	4 1/4	4 1/4			6	8
O Chyron.....	15	14	+1	+ 7.14	25	18
A Cohu.....	6 3/4	6	+ 3/4	+12.50	8	11
N Conrac.....	22 3/4	22 1/4	+ 1/2	+ 2.24	17	48
N Eastman Kodak.....	63 3/8	64 3/8	-1	- 1.55	8	10,228
O Elec Missile & Comm.....	11 1/4	10 1/2	+ 3/4	+ 7.14	54	31
N General Electric.....	53 3/4	54 1/4	- 1/2	- .92	8	12,183
N Harris Corp.....	40	40 3/8	- 3/8	- .92	14	1,230
O Microdyne.....	15 1/4	17 1/2	-2 1/4	-12.85	18	40
N M/A Com. Inc.....	23 3/8	23 3/4	- 3/8	- 1.57	25	780
N 3M.....	49 1/2	49	+ 1/2	+ 1.02	9	5,765
N Motorola.....	62	64 1/2	-2 1/2	- 3.87	10	1,769
O Nippon Electric.....	76 3/4	78 1/4	-1 1/2	- 1.91	34	2,520
N N. American Philips.....	41	38 1/4	+2 3/4	+ 7.18	7	493
N Oak Industries.....	28	26 5/8	+1 3/8	+ 5.16	15	304
A Orrox Corp.....	10 3/4	9 1/8	+1 5/8	+17.80	38	17
N RCA.....	19 1/8	19 7/8	- 3/4	- 3.77	6	1,433
N Rockwell Intl.....	33 1/4	30 3/4	+2 1/2	+ 8.13	9	2,493
A RSC Industries.....	4 3/4	4 3/8	+ 3/8	+ 8.57	34	11
N Scientific-Atlanta.....	25 3/8	25 1/4	+ 1/8	+ .49	31	537
N Sony Corp.....	17 1/2	17 1/4	+ 1/4	+ 1.44	13	3,773
N Tektronix.....	47	46 1/2	+ 1/2	+ 1.07	10	858
A Texscan.....	13 3/4	13 3/4			24	40
N Varian Associates.....	25 1/2	23 3/4	+1 3/4	+ 7.36	12	196
N Westinghouse.....	27 1/4	26 1/2	+ 3/4	+ 2.83	6	2,314
N Zenith.....	12 3/4	12 3/4			9	240

Standard & Poor's 400 Industrial Average 133.10 133.30 - .20

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.

sights on the cable television development—Gerald Levin, group vice president, video, of Time Inc.; Dick Cox, president, CBS Cable; Gustave Hauser, president, Warner Amex Cable Communications; William Baker, president, Group W Television; Kay Koplovitz, president, USA Network, and James Perkins, president, Hearst/ABC Video Services.

The word on cigarettes and liquor came from Koplovitz. Current logic, she said, is that the intent of Congress in banning cigarette advertising from television was to remove it from all video forms, not just broadcast television. The broadcast ban on hard liquor advertising, in contrast, is a self-imposed standard of broadcasters. That, she said, provides "a good opportunity for liquor advertising to be reintroduced" to television via cable.

As might be expected, advertising concerns dominated the discussion of cable's future at the session. Dick Cox, giving a programmer's view of the climate surrounding cable advertising, said that he sees few agency people who take "a middle ground" approach to cable advertising. They either want to shape it to preconceived molds, be asserted, or consider it an entirely new medium. Perkins said agencies are "either for us or against us." He sees a need for program suppliers and the advertising community to work to change the current situation where they are each "on opposite banks of the river" on many cable advertising issues, he said.

Hauser, responding to a question whether cable operators are in danger from the "powers that be" in advertising and broadcasting trying to shape the industry in the image of broadcasting, stressed a need to "put advertising on cable in perspective." It "has its place in the cable spectrum" he said, but it won't "overwhelm cable," which derives its revenues, and will continue to do so, from a variety of other sources.

At one point, attention focused on the 30% cable penetration figure that has for some time been used to suggest a point when advertising would become a significant factor on cable. Perkins suggested that was largely a "convenient" figure adopted by the advertising community out of its traditional familiarity with statistics. He compared the use of that particular statistic with judging the success of one magazine by the level of total magazine readership. Levin said that cable has already "quietly" passed the 30% penetration level.

Asked if his Home Box Office pay service or other such services would end up taking advertising, Levin said there is a consumer demand for services supported solely by subscriber revenues—and that they're really a completely different medium from any hybrid form.

At various points, the panelists emphasized what they see as the opportunity cable affords for innovation and experimentation in advertising forms—informercials, long-form commercials, to name two categories.

And the forum provided perhaps the first glimpse of some of the closely

guarded marketing information regarding the Group W/ABC Video Enterprises NewsChannels joint venture, when Baker noted that NewsChannels would accept advertising from 30 seconds to two minutes.

Advertising wasn't the only topic discussed. Media concentration in cable drew attention, with one view expressed that the presence of large companies in cable didn't exclude smaller entrepreneurs on the programming side. Even large companies face risks in the cable field, Levin

maintained, saying "there's going to be a lot of companies losing a lot of money" in cable programming.

That was a theme Koplovitz seconded. Even existing programmers are asking themselves which services will survive, she said. And she expressed the view that the image of cable as a vehicle for special interest programming may be overblown—"special interest publications may be the best way to reach some audiences, and cable isn't."

Bottom Line

Wamex losses. Without quantifying extent, James D. Robinson III, chairman of American Express, last week confirmed that joint cable venture with Warner Communications, Warner Amex Cable Communications, is now losing money. Robinson tied losses to cable system expansion efforts. It's been clear for some time that short-term and profitability of venture has been impacted by cable construction and program expansion moves—venture had made \$4.5 million in 1979, broke even last year, according to WCI annual reports. Earlier this year each partner injected \$100 million of fresh equity in venture (BROADCASTING, July 6).

Cox split. Directors of Cox Broadcasting approved two-for-one split of company's common stock, giving company 27 million outstanding shares. Also declared, quarterly cash dividend, 6.56 cents (26.25 cents annually) on split shares. New shares are to be issued Oct. 15.

Star-Register marriage. Directors of Minneapolis Star and Tribune Co. and Des Moines (Iowa) Register and Tribune Co. have agreed to merge, subject to approval by shareholders and regulatory agencies. Both companies are privately held corporations controlled by Cowles family. John Cowles Jr., president of Minneapolis company, would be chairman and chief executive of combined company. Cowles's cousin, David Kruidenier, chairman of Des Moines company, would be president. Des Moines company operates *The Des Moines Register* and *Tribune*, *The Jackson (Tenn.) Sun*, *The Waukesha (Wis.) Freeman* and weekly newspapers in Independence, Iowa. It also owns WQAD-TV Moline, Ill.; KHON-TV Honolulu, KAITV Wailuku, Hawaii; KYYI(AM) Oregon City and KGON(FM) Portland, both Oregon; KLAB(AM) and KPPL(FM) Denver and WIBA-AM-FM Madison, Wis. Minnesota company operates *Minneapolis Star and Tribune*, *The Buffalo (N.Y.) Courier-Express*; *The Rapid City (S.D.) Journal*; *The Great Falls (Mont.) Tribune*; *The South Idaho Press*, and Community Publications Co., Denver. It also owns KTVH(TV) Wichita-Hutchinson, Kan.; WDRB-TV Louisville, Ky.; cable company in Buffalo, and commercial printing company in Minnesota.

New operation. Non-profit Public Service Satellite Consortium has spun off for-profit subsidiary called Services by Satellite Inc. (Satserve). Satserve, which will be open for business Oct. 1, will provide primarily satellite teleconferencing services for private businesses, same service PSSC provides for schools, hospitals libraries and religious organizations. According to Satserve's soon-to-be director of marketing, Polly Rash, new firm will also establish data bases for collection and dissemination of information pertaining to satellite communications. Elizabeth Young, head of PSSC, will also be president of Satserve.

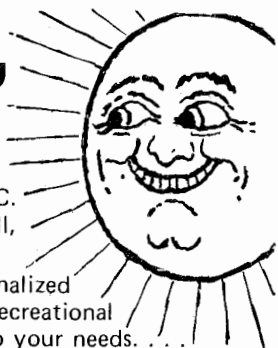
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Broadcasting stocks back to being a buy

Leibowitz says many issues are undervalued, with future under deregulation looking bright

"For broadcasters without cable interests, their public [stock] value on average is half of the private sale value of their stations," and in ABC's case the company may be worth triple its stock price. That's the feeling of securities analyst Dennis Leibowitz, of Donaldson Lufkin & Jenrette, and it's one of the reasons he suggested to his institutional clients during a presentation last week that the stock prices of broadcast companies may be in for some favorable action. The meeting followed his release of a review of the broadcasting industry.

The fundamentals of the broadcast business right now are "good and getting better in an uncertain [general] economy," the cash flow of broadcasters will likely benefit from continuing inflation, and the regulatory environment for broadcasters, particularly as regards cable ownership by networks and station ownership limitations appears to be in for some significant changes, all of which should contribute to a shift for the better in market perceptions of the broadcast industry and consequent improvements in broadcast stock multiples.

Leibowitz concentrated his attention and recommendations on three broadcasters, CBS, LIN and Capital Cities, which he believes are significantly undervalued. Cox is also recommended by Leibowitz, but he indicated he believes it's more fully valued because the market has taken into consideration its cable ownership (a factor he doesn't think has yet affected Capital Cities price). While not on his recommended list, ABC was singled out by Leibowitz as "the most extraordinary from a value standpoint" although its outlook is "murkier," than that of CBS.

The analyst drew a comparison to what had happened to pure cable companies, which had a stock runup last year, as the market responded to mergers that took advantage of the discrepancy between market valuations and private values in that industry. Should broadcast ownership limitations be lifted, allowing companies to add to their complements, Leibowitz believes consequent attention to the value of stations may well translate into multiple growth.

Hybrid cable stocks have been receiving Leibowitz's principal attention, a strategy he noted proved successful as pure cable market prices took a dip over the last month. Warner Communications, Viacom and the previously mentioned Cox have his recommendation, though he noted that the market has taken much of their private value into account. Conversely, he said, he's begun to think "maybe one should start looking at the pure cable

stocks again," as their prices have sunk below the companies' private value. United Cable, he suggested, is worth a mid-\$30's price, and indeed was at \$39 two months ago. But now, it's sunk to \$19.

Anheuser-Busch added as sponsor on Sportschannel

"A major multiyear commercial sponsorship" was the way the New York area cable sports network, Sportschannel, last week characterized an advertising deal it announced with Anheuser-Busch, brewer of Budweiser, Michelob, Michelob Light, Natural Light and Busch beers.

Sportschannel was also calling it "the largest regional pay-cable purchase in cable history," with the beer maker getting opening and closing billboards and six spots in each game on the Sportschannel schedule (three spots in thoroughbred racing) for its Budweiser brand.

Sportschannel, one of Chuck Dolan's Cablevision group of companies, has long used advertiser revenues, including Busch money, to supplement the subscriber fees charged for its pay service. But the announcement last week signals a refinement of Sportschannel's advertising policy. Busch will be "the beer category sponsor" for Sportschannel while other "categories" of primary sponsors are to follow.

Mike Roarty, Busch's vice president of beer marketing, defined the dollar range of his deal as "not in excess of \$1 million" over several years. Asked to comment on his perceptions of differences in potential between pay/advertising-supported hybrids like Sportschannel, and fully advertiser-supported operations such as Entertainment and Sports Programming Network (on which Busch heavily advertises) Roarty answered that he couldn't say one will prove superior to the other. He said: "We don't know where cable is going, but we know it's going fast somewhere in the decade of the 80's, and we want to be there." He added parenthetically that doesn't mean he thinks broadcast networks will be disenfranchised.

The "greatly expanded" commitment to Sportschannel represented by this agreement reflects "confidence and respect" for the operation, Roarty said. The Sportschannel expenditures will represent "incremental" increases in advertising dollars for Busch, and won't be drawn from current commitments in other media. The new deal gives Busch first option to buy time on any events added to the service's schedule, as well as first option to make buys on Sportschannel operations the company plans to open in other regions. The related Cablevision companies are wiring in Chicago suburbs and have just won the franchise for Boston proper. The existing New York Sportschannel operation is carried by 17 cable systems, and has 185,000 subscribers.

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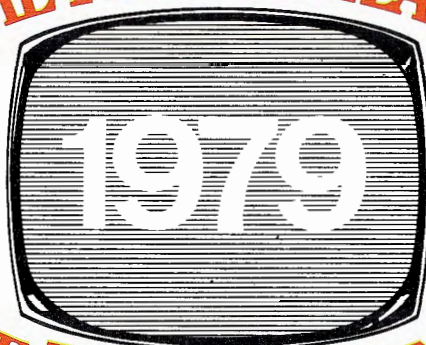
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But one big international story, the Iranian hostage crisis that began in November, made broadcasting the target of administration criticism. It also revived old apprehensions about the coverage of terrorism by broadcast news.

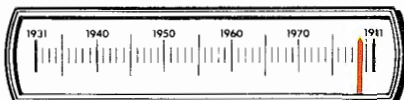
A blast came from the State Department following Nov. 18 interviews with Iran's Ayatollah Khomeini by CBS's Mike Wallace, ABC's Peter Jennings and NBC's John

Hart. The broadcast sessions took place after much scrambling and maneuvering by the networks. The denunciation came from State Department spokesman Hodding Carter who said the interviews caused the Iranian leader to solidify his rigid stand against release of the hostages.

"In one damn set of interviews," Carter declared, "a rigid statement was set down on the inevitability of trials for our people. It put into concrete what could have been dismissed as a muttering behind closed walls."

NBC News President William J. Small fired back: "I would suggest Mr. Carter stick to his job—we to ours." CBS News President Bill Leonard said: "The news divisions of the networks should be thanked—not criticized—for bringing this planned action to light at the earliest time possible, thereby allowing the negotiating process now under way to have begun as soon as possible."

Throughout the hostage crisis, the networks disagreed among themselves over the line between providing information to the American public and providing a platform for terrorist propaganda. A case of "media in the middle" occurred when NBC negotiated an interview with one of the hostages in the embassy, Marine Corporal William Gallegos. To obtain the interview, NBC promised the Iranian captors prime-time exposure of the tape, agreed to the use of an Iranian camera crew and carried a short but unedited speech by one of the captors. After the NBC broadcast, ABC and CBS issued public statements that they had declined to air the interview so as, in the words of CBS News, "not to become a simple conduit for the unedited views of the students occupying the



Former Attorney General John Mitchell was freed Jan. 19, the last of 25 men to be released after serving prison terms for involvement in Watergate. An accident March 26 at a nuclear reactor at Three Mile Island, near Harrisburg, Pa., created regional panic and national concern. The worst disaster in U.S. aviation history occurred May 25 in Chicago when a DC 10 crashed on takeoff, taking 275 lives. The federal government on Nov. 1 announced a \$1.5-billion loan guarantee plan to help financially strapped Chrysler Corp. Americans at the U.S. embassy in Teheran began their long captivity when they were seized Nov. 3 as hostages by militant Iranian students demanding the return of the former shah, then undergoing medical treatment in N.Y. And in BROADCASTING ...

American embassy. The preconditions required by the students would not have permitted us to exercise that judgment to an appropriate degree."

Most of official Washington criticized NBC's interview. House Speaker Thomas P. (Tip) O'Neill (D-Mass.) declared that NBC fell "into the trap of Iranian propaganda." House Majority Whip John Brademas (D-Ind.) felt that "no respectable network" would have agreed to broadcast the session, a sentiment Brademas claimed reflected the attitude of most of the leaders of Congress. Representative Robert Bauman (R-Md.) sarcastically said that "Perhaps NBC

should be nominated for the 'Benedict Arnold award for Broadcast Journalism'."

Continuously during the crisis, critics accused the media of allowing themselves to be used as propaganda tools. Broadcast executives countered by citing the necessity for providing complete news. "We can't be asked to abstain from journalistic practices because a story will complicate diplomatic practices," CBS's Walter Cronkite argued. "That's a diplomatic problem; it's not our problem. We have to be responsible, of course. But within that ethical framework of responsibility, we have to pursue the story. It would be terrible if through self-interest, or government interest, we didn't get a clear picture." Richard Wald, senior vice president of ABC News, said: "We try not to take things uncritically. We examine motives, and try to place things in perspective. ... If you take it unalloyed then you are a conduit, not a journalistic entity."

Other major news stories in 1979 that broadcasters covered extensively included the Washington visit of the Chinese vice premier, Teng Hsiao-ping, the Israeli-Egyptian peace treaty signing; the visit of Pope John Paul II; the unrest in Nicaragua, and the accident at the Three Mile Island nuclear power plant in Harrisburg, Pa.

The revolution in Nicaragua took the life of ABC News correspondent Bill Stewart; his murder by a member of the Nicaraguan National Guard was captured on videotape. The guardsman stopped Stewart's clearly marked van, told the newsman to approach the check-point by foot, ordered him to lie down on the ground, and then shot him. Roone Arledge,



Before a packed house at New York's Waldorf Astoria hotel on Jan. 30, 1979, Dr. William J. McGill (behind lectern), Columbia University president and chairman of the Carnegie Commission on the Future of Public Broadcasting, unveiled the recommendations that he and his fellow commissioners have been preparing for the past year and a half. At the heart of Carnegie II's revised blueprint was the establishment of a Public Telecommunications Trust and, under its umbrella, an Independent Program Services Endowment. The trust was envisioned as the principal, consolidated fiduciary agent of the public broadcasting system, replacing the Corporation for Public Broadcasting. Joining Dr. McGill at the press conference, which was televised by the Public Broadcasting Service, were (front row, l-r) Alan Pifer, president of the Carnegie Corp. of New York, which provided the \$1-million grant for the study; commissioners John Gardner, founder, Common Cause; Peggy Charren, president, Action for Children's Television; Bill Moyers, CBS News veteran recently returned to Public Broadcasting Service; Red Burns, executive director, New York University's Alternate Media Center; Henry Cauthen,

director, South Carolina Educational Television Network; Josie Johnson, board member, National Public Radio; (second row l-r) Walter Heller, former chairman, Council of Economic Advisers, Kathleen Nolan, president, Screen Actors Guild; Eli N. Evans, president, Charles H. Revson Foundation; Virginia Duncan, television producer and board member, Corporation for Public Broadcasting. Leonard Reinsch, board chairman, Cox Broadcasting Corp., and Alex Haley, author.

Not present were Stephen K. Bailey, president, National Academy of Education; Wilbur Davenport, Massachusetts Institute of Technology's department of electrical engineering and computer science; Kenneth Mason, president, The Quaker Oats Co., and Thomas Rivera, poet, author and executive vice president, University of Texas at El Paso.

Initial members of the commission who resigned earlier because of professional commitments were Bill Cosby, actor; Carla Hills, former secretary of housing and urban development, and Beverly Sills, opera star.

Broadcasting, Feb. 5

president of ABC News, called the attack a "cold-blooded murder of a young man trying to do his job." NBC news anchor David Brinkley noted: "We do know that reporting news from the violent byways and backways of the world is increasingly dangerous work demanding more than ordinary bravery."

Coverage of the Three Mile Island nuclear accident at times required more than the usual courage because of the worry about radiation. All commercial TV networks employed nuclear specialists whose function was to inform the public and protect network personnel as well. If nuclear contamination had forced broadcasters to evacuate the Harrisburg area, coverage would have been maintained by a remote control connection with noncommercial WPSX-TV, Clearfield, Pa., 90 miles from the reactor.

Later in 1979, radio and TV were faulted for their performance at Three Mile Island. The President's Commission on the Accident at Three Mile Island in an October report criticized reporters for a lack of technical competence. One of the 12 commissioners responsible for the report, Anne D. Trunk, said the media stressed "what if" instead of "what is," a condition that she felt created "a state of terror, of psychological stress" among the public. The commission concluded that although the media attempted to give balanced coverage of the accident, the public was not well served by what the commission felt were confusing and conflicting reports.

In other notable journalistic happenings

in 1979, ABC in November announced the signing of Carl Bernstein of Watergate fame to head the network's Washington bureau beginning March 1, 1980; NBC hired William J. Small away from CBS to become president of NBC News, and the House of Representatives turned the final corner towards televising chamber procedures when it inaugurated, for internal circulation, its newly installed TV system and made its signal available to radio, television and cable on March 12.

Eminence of national elections in the following year prompted candidates to begin tuning up their broadcast strategies. President Jimmy Carter, faced with declining popularity, turned to radio and local television to promote his policies. Eschew-

ing his bimonthly televised news conferences, Carter hosted a 40-minute radio talk show on KSTT(AM) Davenport, Iowa, handled a two-hour radio call-in show on National Public Radio, and held a one-hour town meeting that was telecast on three stations in Tampa, Fla.

Carter's opponents also looked to the image-making powers of the broadcast medium. John Connally retained Roger Ailes, an architect of Richard Nixon's 1968 campaign. Douglas Barley and John Deardourff, who handled post-convention advertising for President Gerald Ford in 1976, signed with Senator Howard Baker (R-Tenn.). David Keene, former media adviser to several Republican candidates, including Ronald Reagan, worked for George Bush. Ronald Reagan hired the C.T. Clyne Co. of New York, an advertising agency with blue-chip accounts, but little political campaign experience.

In an early tactical move, the Carter-Mondale Committee asked for a half hour of network time for a documentary on President Carter. All three TV networks turned down the committee's request as well as similar requests by Reagan and Connally. CBS, instead, offered each candidate five minutes. Reagan and Connally accepted, but the Carter committee refused calling the network's action "a blatant denial" of the "reasonable-access" provision of the Communications Act since the action "denies the public the opportunity of hearing and seeing the candidates in the manner" that the candidates have chosen. The networks responded by

Programers, industry executives and government brass were on hand in Cape Canaveral, Fla., Dec. 6, 1979, when the National Aeronautics and Space Administration launched RCA's Satcom III. It was to replace Satcom I as the primary cable satellite. However, four days later, contact with Satcom III was lost and the bird disappeared, never to be found. Biggest loser was a consortium of insurance companies that had insured the launch and subsequent space life for three years for \$77 million. RCA paid a premium of \$5.3 million.

saying it was too soon to sell half-hour time slots that would significantly disrupt network scheduling.

But in November, the FCC in a 4-3 decision ordered ABC, CBS, and NBC to comply with the reasonable access provisions of the Communications Act by granting air time to the Carter-Mondale Committee. The networks immediately sought a court review of the decision.

The FCC and the networks agreed that the case was among the most important political broadcasting cases to go before the Appeals Court in recent years. The FCC said the networks wanted "to remain the sole arbitrator of when, who, and how much the public hears during the presidential campaign." ABC contended that the FCC "has thrust itself too deeply into the political process and assumed an editorial role over broadcasters that violates First Amendment principles." NBC added that "Section 312 (a)(7) imposes the most far-reaching and intrusive restriction on broadcaster editorial judgment ever sanctioned by the federal government in the name of a single 'access.'" The case was eventually to reach the Supreme Court where the FCC won a decisive victory in 1981.

A 1979 ruling by the Supreme Court dismayed broadcasting journalists. The court ruled 6-to-3 that CBS newsmen involved in a libel suit must answer questions posed to determine their "state of mind" when they prepared the material at issue. The case involved Lieutenant Colonel Anthony Herbert who sued CBS, *60 Minutes*, correspondent Mike Wallace, producer Barry Lando, and the *Atlantic Monthly* for \$44.7 million, claiming that a magazine article and the *60 Minutes* segment falsely and maliciously depicted him as a liar. The Supreme Court overturned an appeals court decision to rule: "When a member of the press is alleged to have circulated damaging falsehoods and is sued for injury to the plaintiff's reputation, there is no privilege under the First Amendment's guarantees of freedom of speech and freedom of the press barring the plaintiff from inquiring into the editorial processes of those responsible for the publication [to] produce evidence material to the proof of the critical element of the plaintiff's cause of action."

CBS News President William A. Leonard described the ruling as "another dangerous invasion of the nation's newsrooms." Paul Davis, president of the Radio-Television News Directors Association, said "The majority opinion of the court . . . supports a procedure that is insensitive to First Amendment protections of the editorial process and that fails to keep the inquiry squarely on matters determined to be relevant." The National Association of Broadcasters' general counsel and senior vice president, Erwin Krasnow, denounced the Herbert decision as "severely restricting the ability, not only of the press to challenge and question public officials, but the freedom of private citizens to oppose and challenge their own public officials in open debate."

In another setback for broadcast journalists, the Supreme Court in July, in a 5-4 decision in *Gannett Co. vs. De Pasquale*, ruled that a defendant, with the agreement of the prosecutor and the judge, possessed the right to bar news coverage of pretrial and criminal proceedings. In October, however, the Supreme Court agreed to hear arguments in a Richmond, Va., newspaper case that journalists hoped would better define the conditions under which judges could exclude the press and the public from criminal trials and pretrial proceedings.

Congress placed the biggest broadcast legal decision of the year, the rewrite of the Communications Act, on hold. The rewrite of the rewrite, introduced in March by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), carried the deregulation of radio and TV further than the initial rewrite proposal and also advocated that public broadcasting stations be allowed to carry a limited volume of commercials.

For radio, Van Deerlin's bill would eliminate the fairness doctrine, the equal-time requirement and equal employment opportunity enforcement; grant radio stations indefinite licenses subject to revocation only for the violation of technical standards; eliminate the comparative hearing process and substitute random selection for the assignment of new stations; eliminate radio ownership restrictions except to limit an owner to one AM and one FM per market, and combine the license application and the construction permit to shorten the time and reduce the paperwork involved in getting a new station on the air.

For television, the bill would lengthen the license term from three years to five, then after two terms—10 years—make television's license also indefinite. After two license terms, the fairness doctrine,

equal-time requirements and EEO enforcement would also be eliminated for TV. The proposed license fee, however, remained and continued to generate opposition. Because of the controversy, Van Deerlin quit pushing his rewrite bill and planned instead to concentrate on common carrier amendments.

BROADCASTING analyzed the situation this way: "In attempting to erase a 45-year-old act that the objects of its regulation had learned to live with, however uncomfortably at times, Van Deerlin threatened to steal the all-purpose security blanket. In proposing a substitute that possessed a penalty or price for every benefit conferred, he created a document containing something for everyone to hate. It takes a certain genius to draft legislation to which Nicholas Johnson and Vincent T. Wasilewski can both find objections. . . . But things had to turn out this way as long as H.R. 3333 contained the features that were unacceptable: large spectrum fees, amounting to an extortionate tax on top of present federal taxes; for television a federal quota of certain kinds of programs to be broadcast, to name two provisions that broadcasters resisted. Citizen groups, of course, objected to the modified license renewal procedures that would deny the professional agitators as much incentive and opportunity as they have now to harass licensees."

The World Administrative Radio Conference met in Geneva. More than 1,100 representatives of 145 of the 154 member nations of the International Telecommunication Union labored to rewrite the regulations that shape both national and international telecommunications. Among other resolutions WARC agreed to extend the upper end of the AM band from 1605 khz to 1705 khz in the western hemisphere; to increase shortwave fre-



ABC-TV's determination to get back the summer Olympics crystallized in September 1979 when it acquired rights to the 1984 games in Los Angeles for \$225 million. Announcement was made at a Los Angeles press conference by ABC Television President Fred Pierce (shown at podium). With him were (l-r): Monique Berlioux, executive director of the International Olympic Committee; Peter V. Ueberroth, president and executive director of the Los Angeles Olympic Organizing Committee; Roone Arledge, president of ABC News and Sports, and Paul Ziffren, chairman of the Los Angeles Olympic Organizing Committee.

quencies by about 800 khz; to amend the international table of allocations to reflect co-equal sharing by television mobile and fixed services in the 806-890 mhz band, and to establish frequencies in the 14 ghz band for satellite uplinks from transportable earth stations.

At home the FCC in September took a step toward radio deregulation, issuing a proposed rulemaking. The FCC proposed to remove its guidelines on the quantity of nonentertainment programming; to eliminate all specific requirements on how to ascertain the needs and problems of the licensees' communities; to eliminate limitations on commercial time, and to eliminate federal program log requirements for commercial radio stations. Charles D. Ferris, FCC chairman, labeled the proposed rule a "current, updated, futuristic look at how the public interest will be defined."

In other radio developments the FCC in March issued a proposal to break down clear channels by limiting their signals to 750 miles as a means of gaining more AM stations. Early in the year the FCC issued a notice of inquiry into standards for FM quadrasonic broadcasting, and began looking into the possibility of reducing channel spacing for FM's from 200 khz to 150 or 100 khz as a means of gaining more FM channels.

In 1979, both AM and FM increased their revenues but not enough to offset rising costs. According to FCC figures, AM stations and AM-FM combinations reporting together had net revenues of just over \$2 billion, a slightly more than 5% gain over revenues in 1978. Their operating profits declined by 29% to \$157 million. FM stations filing separate financial reports had revenues of \$696 million in 1979, a 20% gain over revenues of the year before. Their profits dropped by nearly 21% to \$58 million. Radio networks in 1979 had total revenues of \$96 million, better than 7% over 1978, and operating profits of \$16 million, about 4% over profits of 1978.

At the end of 1979, 4,559 commercial AM stations were on the air, 3,155 commercial FM's and 1,038 noncommercial, educational FM's.

Two new radio networks were formed in 1979: NBC Radio's The Source and the RKO Radio Network.

Television in 1979 had its own profit squeeze. Television revenues were up 13.3% over 1978 to \$7.9 billion. Profits rose only 2%, to \$1.7 billion.

At the end of the year, 746 commercial television stations were in operation. There were 267 noncommercial stations on the air.

In television programming the ratings race continued, with ABC ahead for most of the year, NBC ahead for a brief period during premiere week, and CBS leading the November sweeps, the first time that CBS had pulled ahead of ABC since 1975. Special lures included ABC's presentation of *Roots II*, which helped that network to its second highest weekly rating ever, and



The newest FCC commissioner, Anne Jones, was sworn in April 2, filling the seat formerly held by Margita White. She was congratulated by FCC Commissioner Robert E. Lee (l) as Chairman Charles Ferris looked on.

Broadcasting, April 9

ABC's "Jaws," which delivered the second highest number of households for a movie.

The second season debuts included *Dukes of Hazzard* (CBS); *Benson* (ABC), a spin-off from *Soap* about a nice, but not very bright governor, starring Robert Guillaume; *Hart to Hart* (ABC), and, in syndication, *The Baxters*, a Norman Lear-TAT Communications program billed as the "first situation comedy where the viewers in your market can actually participate as each week our Baxter family presents a provocative issue which your studio audience resolves."

The programming of children's television continued to receive the scrutiny of citizen groups, the FCC and the Federal Trade Commission. The FCC in November released a staff report on compliance with the commission's 1974 guidelines on children's TV, which found that the industry failed to meet the FCC goals of increasing educational children's programming, decreasing advertising in children's programming, and eliminating objectionable selling practices in children's TV. The FCC in December gave broadcasters eight months to convince the commission that they would be responsive to children's needs, under threat of sanctions that included the addition of mandatory pro-

gramming quotas of two and a half hours for school-age children and five hours for preschoolers aired during weekdays between 8 a.m. and 8 p.m.

The FTC conducted hearings on what it considered to be the excesses of advertising aimed at children. Despite objections by manufacturers and broadcasters, who claimed that the FTC either lacked jurisdiction or overstepped its bounds, the FTC continued to talk of limiting or banning advertising aimed at children.

The FCC began a plan of cable deregulation that deleted the rules limiting the distant signals that cable systems may carry, and removed the broadcasters' exclusivity protection for syndicated programs. FCC Chairman Ferris praised the commission's action as part of "zero-based analysis . . . that clearly indicated that the signal carriage and syndicated exclusivity contribute little if anything to helping viewers of over-the-air television while substantially penalizing subscribers to cable services." Broadcasters rose in opposition.

To promote pay TV, the FCC repealed its rule limiting one subscription television station to a market and instructed its staff to move toward elimination of other regulations. By October 1, six STV stations operated, all UHF. The largest, KBSC(TV) Corona, Calif. (Los Angeles), had 210,000 subscribers.

To help minorities, the Carter administration pledged more loans and assistance by the Small Business Administration and other government agencies for the purchase of broadcast properties by minority groups. The National Association of Broadcasters raised \$10 million for a Minority Assistance Investment Fund. When the FCC approved the transfer of WAEO-TV Rhinelander, Wis., to Seaway Communications Inc., a 100% minority-owned enterprise, the first minority owned VHF television station was created; the Rhinelander sale was the first transfer granted under the FCC "distress sale" policy.

The National Black Media Coalition presented a 35-point petition to the FCC in October requesting assurance of air time, resources, jobs and spectrum space for blacks. Two policies that the FCC initiated to grant minority entrepreneurs easier access to broadcast ownership, the tax certificate, and the distress sale program, proved effective. Eleven tax certificates, and two distress sales were approved.

In other broadcasting business, the FCC in June approved the \$370-million merger of Combined Communications Corp. and the Gannett Co., a transaction that created a company owning 80 daily newspapers, seven television stations, six AMs, six FM's, outdoor advertising in the U.S. and Canada, as well as weekly newspapers, Canadian newsprint interests, a news service and Louis Harris & Associates, the research firm. Still pending at the year's end was the even larger merger of Cox Broadcasting into General Electric, a half-billion-dollar deal.

Stay Tuned

1. Which group broadcaster faced loss of three TV station licenses?
2. How did Congress put restrictions on the children's advertising inquiry of the FTC?
3. Which AM stereo system was tentatively adopted by the FCC?
4. Which TV network struck ratings gold with the winter Olympics?
5. Which TV network lost the summer Olympics as the result of an American-Soviet conflict?

The answers next week
in "1980."

As compiled by BROADCASTING Sept. 8 through Sept. 11 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

- Decorah, Iowa—Ron J. Sweeney seeks 1200 khz, 1 kw-D, 250 w-N. Address: 1003 2nd Avenue, N.W., Waukon, Iowa 52172. Estimated construction costs: \$144,500; first-quarter operating cost: \$24,000; first-year revenue: \$110,000. Format: MOR. Principal: Applicant owns Waukon, Iowa, health care consulting management service and has no other broadcast interests. Filed Aug. 31.
- Hazard, Ky.—Kenneth R. Finnisson seeks 1160 khz, 1-kw-D. Address: P.O. Box 1558, Hazard 51701. first-year operating cost: \$25,844; revenue: \$95,000. Principal: Applicant is Hazard railroad engineer and has no other broadcast interests. Filed Sept. 2.
- Potomac-Cabin John, Md.—Celebrity Broadcasters Inc. seeks 950 khz, 1 kw-D. Address: 22 Esworthy Terrace, Gaithersburg, Md. 20760. Estimated construction costs: \$114,500; first-quarter operating cost: \$148,300; first-year revenue: \$300,000. Format: Adult contemporary. Principals: William M. Jarboe and LaVonne H. Cordon (50% each). Jarboe is Washington businessman. Cordon is wife of Alfred C. Cordon, Washington attorney. LaVonne Cordon owns 10% each of KSKI(AM) Hailey; KSKI-FM Sun Valley; and KBLI-AM-FM Blackfoot, all Idaho. Filed Aug. 31.

FM applications

- West Memphis, Ark.—Willie Mitchell seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 288 South Mendenhall, Memphis, Tenn. 38117. First-quarter operating cost: \$19,500. Format: Black urban. Principal: Applicant is Memphis record producer and has no other broadcast interests. Filed Aug. 27.
- Baltimore—Belvedere Broadcasting Corp. seeks 92.3 mhz, 50 kw, HAAT: 197 ft. Address: 2800 Mathews Street, Baltimore 21218. Estimated construction costs: \$171,000; first-quarter operating cost: \$112,000. Format: Black. Principals: Thomas F. McNulty and wife, Mary H. (37.7% each) and 17 others. Applicant is licensee of WWIN(AM) Baltimore. Filed Aug. 31.
- Rogers City, Mich.—Huran Shore Broadcasters Corp. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 5667 West M 68 Highway, Rogers City 49779. Estimated construction costs: \$30,000; first-quarter operating cost: \$7,400; first-year revenue: \$60,000. Format: Adult music. Principals: Group of more than 50 stockholders. Harvey Klann is president and 27% owner. They own WHAK(AM) Rogers City, Mich., and 60% of WHSB(FM) Alpena, Mich. Filed Aug. 19.
- La Luz, N.M.—Audrey Anderson seeks 92.7 mhz, 3 kw, HAAT: —172 ft. Address: Rural Route 1, Box 224A, Alamogordo, N.M. 88310. Estimated construction costs: \$10,000; first-quarter operating cost: \$9,000; first-year revenue: \$90,000. Principal: Appli-

cant is Textline, Tex., businessman and has no other broadcast interests. Filed Aug. 27.

■ Santa Fe, N.M.—Mesa Grande Broadcasting Co. seeks 105.9 mhz, 100 kw, HAAT: 1631 ft. Address: Suite 208, 535 Cordova Road, Santa Fe 87501. Estimated construction costs: \$165,000; first-year operating cost: \$263,000; revenue: \$100,000. Principals: Philip H. Green (50%), James M. Ellis (25%), Thomas P. McGurn Jr. and Melvin P. Hemmer (12.5% each). Green is Chicago real estate developer. McGurn is trader on Chicago Board of Trade. Ellis is municipal bond salesman. Hemmer is architect. They have no other broadcast interests. Filed Aug. 26.

■ Woodward, Okla.—C & P Broadcasting seeks 102.3 mhz, 3 kw, HAAT: 272 ft. Address: 13014 SW 74th Terrace, Miami 33183. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Contemporary. Principals: Peter J. Sautter and Charles J. Saltzman (50% each). Sautter is Miami media broker. Saltzman is San Diego, Calif., investor. They have no other broadcast interests. Filed Aug. 31.

■ Burkburnett, Tex.—R.N. Management Services seeks 104.7 mhz, 100 kw, HAAT: 222 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Contemporary. Principals: Robert B. Blow and son, Robert G. (50% each). They are also applicants for new FM's at Bold Knob, Ark., and Temple, Tex. Filed Aug. 19.

■ Farwell, Tex.—Charles M. Wolfe seeks 98.3 mhz, 3 kw, HAAT: 263 ft. Address: 2020 Glenarm, Clovis, N.M. 88101. Estimated construction costs: \$3,800; first-quarter operating cost: \$11,400. Format: soft rock. Principal: Applicant is former president and 22.5% owner of KKQQ(FM) Clovis, N.M. Filed Aug. 28.

■ Killeen, Tex.—Chase Communications Co. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 4628 Amesbury, Tex. 75206. Estimated construction costs: \$104,300; first-quarter operating cost: \$21,600; first-year revenue: \$75,000. Principal: James P. Chase III (100%), who is newscaster at KMOL-TV San Antonio, Tex., and has no other broadcast interests. Filed Aug. 27.

■ Kenedy, Tex.—Tiner Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 218 ft. Address: 4721 Hakel Drive, Corpus Christi, Tex. 78415. Estimated construction costs: \$43,400; first-quarter operating cost: \$18,000; first-year revenue: \$100,000. Principals: Kenneth W. Tiner and son, Richard H. (50% each). Kenneth Tiner is manager of Corpus Christi-based retail supermarket chain. Richard Tiner is sales representative for Houston radio station. Filed Aug. 28.

■ Llano, Tex.—Fox Broadcasting Inc. seeks 104.9 mhz, 3 kw, HAAT: 55.5 ft. Address: 2700 South 27th

Street, Abilene, Tex. 79605. First-quarter operating cost: \$12,000. Principal: Allen D. Fox (100%), who is account executive at KRBC(AM) Abilene, Tex. Filed Aug. 28.

■ Ellensburg, Wash.—Tri-County Broadcasting seeks 103.1 mhz, 3 kw, HAAT: -233 ft. Address: P.O. Box 111, Colville, Wash. 99114. Estimated construction costs: \$20,200; first-year operating cost: \$34,800; first-year revenue: \$70,000. Format: Country. Principals: Gerald E. Carpenter and son, Eric E. (45% each) and Louis Musso III (10%). They own KCVL(AM)-KCRK(FM) Colville, Wash. Filed Aug. 31.

■ Elkins, W. Va.—Elkins Radio Corp. seeks 95.3 mhz, 3 kw, HAAT: -26 ft. Address: 343 High Street, Morgantown, W. Va. 26505. Estimated construction costs: \$58,000; first-quarter operating cost: \$20,700; first-year revenue: \$15,000. Principals: Richard McGraw (50%), Garry Bowers and Eleanor Freed (25% each). McGraw is operations manager at WPIT-AM-FM Pittsburgh, Pa. Freed is president and 26.4% owner, and Bowers is secretary and 12% owner of WCLG-AM-FM Morgantown, W. Va. Filed Aug. 25.

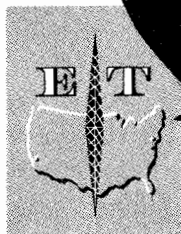
TV applications

■ Riverside, Calif.—Channel 62 seeks ch. 62; ERP: 1388.8 kw vis, 277.6 kw aur., HAAT: 1604 ft.; ant. height above ground: 157 ft. Address: 4261 Main Street, Riverside, Calif. 92501. Estimated construction cost: \$2,004,268; first-year operating cost: \$780,000; revenue: \$400,000. Legal counsel: A. Harry Becker; Washington. Consulting engineer: Floyd Hall, Crestline, Calif. Principal: closely held group of one general partner and 11 limited partners. Channel 62 Inc. (25%); Robert W. Hocker, Lucille M. Gilbreath, Russell Walling, Clare J. Taber, Ronald E. Pettis, Albert M. Kishaba, Albert N. Younglove, Jack Chase, Arthur M. Lopez (7.5% each) and John R. and Patricia L. Gilbreath (3.75% jointly). Applicants are Riverside professionals and have no other broadcast interests. Filed July 20.

■ Athens, Ga.—Edward M. Johnson seeks ch. 34; ERP: 186 kw vis, 18.6 kw aur., HAAT: 272 ft.; ant. height above ground: 296 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction cost: \$183,500; first-quarter operating cost: \$47,000; first-year revenue: \$125,000. Consulting engineer: Edward M. Johnson. Principal: Applicant is Knoxville-based consulting engineer and applicant for new TV in Nederland, Tex., and others (see below). Filed Aug. 27.

■ Hilo, Hawaii—Oceanic Broadcasting Co. seeks ch. 2; ERP: 13.71 kw vis., 1.37 kw aur., HAAT: -823 ft.; ant. height above ground: 80 ft. Address: 320 Melrose, Kenilworth, Ill. 60043. Estimated construction cost: \$190,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Consulting engineer: Edward M. Johnson. Principals: C. R. Henry (51%) and T. M.

**NOTE
NEW
ADDRESS**



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Henry (49%), brothers. C. R. Henry is newscaster at WMAQ-TV Chicago. T. M. Henry is Los Angeles hospital administrator. They have no other broadcast interests. Filed Aug. 31.

■ **Middleton, Mass.**—MFP Inc. seeks ch. 62; ERP: 2388 kw vis., 239 kw aur., HAAT: 811 ft.; ant. height above ground: 831 ft. Address: 161 Highland Avenue, Needham, Mass. 02194. Estimated construction cost: \$2,626,000; first-quarter operating cost: \$315,600. Legal counsel: Hamel, Park, McCabe & Saunders, Washington. Consulting engineer: Moffet, Rich & Larson. Principals: Avi Nelson (71.7%), Richard Morley (10%) and five others. Nelson is talent at WCVB-TV Boston. Morley is businessman. Nelson is 73.9% owner and Morley is 10.3% owner of applicant for new TV at Riverside, Calif. Filed Sept. 1.

■ **Thief River Falls, Minn.**—Olmstead Enterprises Inc. seeks ch. 10; ERP: 241 kw vis., 2.41 kw aur., HAAT: 447 ft.; ant. height above ground: 496 ft. Address: P.O. Box 218, Thief River Falls 56701. Estimated construction cost: \$190,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Legal counsel: Eugene T. Smith. Consulting engineer: Edward M. Johnson. Principal: Dale R. Olmstead (100%), who owns and operates KKAQ(AM) Thief River Falls. Filed Aug. 24.

■ **Bozeman, Mont.**—Edward M. Johnson seeks ch. 7; ERP: 1.75 kw vis., .175 kw aur., HAAT: -188 ft.; ant. height above ground: 5335 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction cost: \$183,500; first-quarter operating cost: \$47,000; first-year revenue: \$125,000. Applicant is Knoxville-based consulting engineer and applicant for new TV's at Athens, Ga. (see above) and Nederland, Tex. (see below). Filed Aug. 28.

■ **Laurel Hill, N.C.**—Fifty Nine Plus Telecasters seeks ch. 59+; ERP: 18 kw vis., 1.8 kw aur., HAAT: 200.5 ft.; ant. height above ground: 198.2 ft. Address: P.O. Box 7, Laurel Hill, N.C. 28351. Principals: David M. Raley (90%) and daughter, Sabrina D. (10%). David Raley is engineer. Sabrina Raley is part time instructor at Hamlet, N.C., technical college. They have no other broadcast interests. Filed Sept. 1.

■ **Rock Hill, S.C.**—York County Television Corp. seeks ch. 55; ERP: 716.1 kw vis., 71.6 kw aur., HAAT: 678 ft.; ant. height above ground: 627 ft. Address: P.O. Drawer 1029, Greer, S.C. 29651. Estimated construction cost: \$880,000; first-quarter operating cost: \$195,000; first-year revenue: \$250,000. Legal counsel: Fletcher, Heald & Hildreth, Washington. Consulting engineer: Arthur K. Peters, Gainesville, Wash. Principals: F. Francis D'Addario, David Antoniaki and Jerome Kurtz (21.25% each) and five others. D'Addario, Antoniaki and Kurtz are principals in WGVA(TV) Valdosta, Ga., WDHN(TV) Dothan, Ala., and KTNW(TV) Riverston, Wyo. Filed Aug. 31.

■ **Nederland, Tex.**—Edward M. Johnson seeks ch. 21; ERP: 196 kw vis., 18.6 kw aur., HAAT: 232 ft.; ant. height above ground: 250 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction cost: \$183,500; first-quarter operating cost: \$47,000; first-year revenue: \$125,000. Consulting engineer: Edward M. Johnson. Principal: Applicant is Knoxville, Tenn.-based consulting engineer and principal in four AM's in Tennessee. He is also applicant for new AM at Lebanon, Tenn., and new FM's at Elkins, W. Va., Cheyenne, Wyo., and Lamesa, Tex., and 51% of applicant for new TV at Maryville, Tenn. and others (see above). Filed Aug. 27.

AM action

■ **Raleigh, N.C.**—Special Markets Media Inc. granted 570 khz, 500 w-D. Address: 2403 Brenda Dr., Raleigh 27610. Estimated construction costs: \$42,000; first-quarter operating cost: \$37,500; revenue: \$65,100. Principals: Prentice J. Monroe (75%) and husband, Henry (25%). Prentice is office manager of *The Carolinian*, black weekly newspaper, Raleigh. Henry is sales and special markets representative for Capital Coca-Cola Bottling Co., Raleigh. They have no other broadcast interests. Action Aug. 28.

FM actions

■ **Page, Ariz.**—Paranto Broadcasting granted 93.5 mhz, 3 kw, HAAT: 143 ft. Address: P.O. Box CC, 91 North 8th Street, Page, Ariz. Estimated construction costs: \$47,500; first-quarter operating cost: \$14,300; first-quarter revenue: \$72,000. Format: Beautiful/classical. Principals: Steven G. Paranto (60%) and brother John Paranto (40%), who own KPGE(AM)

Page. Action Aug. 17.

■ **Fort Bragg, Calif.**—Mendocino Wireless Co. granted 95.3 mhz, 0.8 kw, HAAT: 603 ft. Address: 20790 Medley Lane, Topanga Canyon, 90290. Estimated construction cost \$39,320; first-year operating cost \$52,000; revenue \$90,000. Format: standard pop. Principal: John Detz Jr. (53%) is applicant for AM-FM in Apple Valley, Calif. and owns minority interest in WLOO(FM) Chicago, WABX(FM) Detroit, KWST(FM) Los Angeles and KMEL(FM) San Francisco. Action Sept. 3.

■ **Needles, Calif.**—James J. Parr dismissed application for 97.9 mhz, 14.08 kw. Address: Box 738, Needles 92363. Estimated construction cost: \$14,400; first-year operating cost: \$1,200. Format: MOR. Principal: James J. Parr (100%). Parr owns KSFE(AM) Needles. Action Aug. 27.

■ **Yreka, Calif.**—Dalmatian Enterprises Inc. granted 97.7 mhz, 3 kw, HAAT: -603 ft. Address: 316 Lawrence Lane, Yreka 96097. Estimated construction costs: \$55,000; first-quarter operating cost: \$11,000. Format: Easy Listening. Principals: Martin W. Hawke and Gary L. Hawke, brothers (50% each). They recently sold, subject to FCC approval, KMED(AM) Medford, Ore. (BROADCASTING, Sept. 7) and also own KSYC(AM) Yreka, Calif. Action Aug. 28.

■ **Yucca Valley, Calif.**—Yucca Valley Broadcasting granted 106.9 mhz, 6 kw, HAAT: 1163 ft. Address: 1515 Bonita Vista Drive, San Bernardino, Calif. 92404. Estimated construction costs: \$208,700; first-quarter operating cost: \$47,700; first-quarter revenue: \$21,300. Format: Big band & beautiful music. Principals: D.L. Van Voorhis (51%), Bruce A. Van Voorhis (24%) and Aeline I. Herrera (25%). D.L. Van Voorhis is Colton, Calif., dentist and real estate developer. Son Bruce is with father's real estate business. Herra is Palm Springs, Calif., medical office manager. D.L. Van Voorhis also has bought, subject to FCC approval, KIOT(AM) Barstow, Calif. (BROADCASTING, Sept. 14). Action Aug. 27.

■ ***Cheyenne, Okla.**—Oklahoma Educational TV Authority Inc. dismissed application for 91.3 mhz, 100 kw, HAAT: 966 ft. Address: 7403 North Kelley Ave., Oklahoma City 73333. Format: Community Interest/Educational. Principal: Applicant is state run agency. Robert L. Allen is executive director. It is licensee of KETA-TV Oklahoma City; KOED-TV Tulsa, KOET-TV Eufaula, KWET-TV Cheyenne, all Oklahoma. It has also dismissed applications for FM's in Eufaula and Oklahoma City (see below). Action Aug. 27.

■ ***Eufaula, Okla.**—Oklahoma Educational TV Authority Inc. dismissed application for 89.9 mhz, 100 kw, HAAT: 1185 ft. Action Aug. 27.

■ ***Oklahoma City**—Oklahoma Educational Television Authority dismissed application for 88.9 mhz, 100 kw., HAAT: 491 ft. Action Aug. 27.

■ **Ladson, S.C.**—Chapel of the Holy Spirit Church & Bible College granted 91.5 mhz, 3 kw, HAAT: 89 ft. Address: 315 Oxford Rd., Ladson 29456. Estimated construction cost: \$34,000; first-quarter operating cost: \$6,900. Format: Educational. Principal: Nonprofit religious and educational institution. W. P. Phillips is president. Action Aug. 28.

■ ***Morgantown, W. Va.**—West Virginia Board of Regents granted 91.7 mhz, .384 kw, HAAT: 30 ft. Address: West Virginia University, Morgantown, W. Va. 26506. Estimated construction costs: \$60,000; first-year operating cost: \$70,000. Format: Educational. Principal: Applicant is nonprofit corporation. Gene A. Budgis is president of West Virginia University. Ben L. Morton is chancellor of West Virginia Board of Regents. It is licensee of WSHC(FM) Shepherdstown and permittee/licensee of WWVU-TV. Action Aug. 26.

TV action

■ **Minneapolis**—Channel 29 Television Inc. granted ch. 29, ERP: 1811 kw vis., 181 kw aur., ant. 1,193 ft. Address: P.O. Box 32147, Minneapolis 55432. Legal counsel: Fisher, Wayland, Cooper & Leader, Washington. Principals: Jonathan E. Byrd, Robert J. Basar, Daniel N. Koker (31.248% each) and four others at 1.428% each. Applicant originally filed as nonprofit corporation, but has filed application at FCC seeking to assign CP to Channel 29 Television Inc. in which it will have 10% interest. Remaining 90% of for-profit corporation will be owned by three individuals who are members of applicant's Board. None have other broadcast interests. Action Aug. 24.

Ownership Changes

Applications

■ **KBSA-TV Guasti, Calif.** (ch. 46, 219 kw vis., 22.4 kw aur., ant. 2,878 ft.)—Seeks assignment of license from Hispanic Broadcasters Inc. to HBI Acquisition Corp. for \$3,700,000. Seller: United Minority Broadcasters Inc. (52%) and Leon A. Crosby (48%). UMB is owned by Debra Olivas (42.3%), Max Vigil and Richard C. Hernandez (12.64% each) and seven others. UMB, less Olivas, will keep minority interests in buyer. Crosby and Olivas are applicants for new UHF at Richardson, Tex. Crosby is also applicant for new UHF at Concord, N.H., and 85% owner of applicant for new UHF at Portland, Me. Buyer is owned by Guadalupe Associates Inc. (40%), de Rance Inc. (20%) and eleven other stockholders of UMB, including Richard C. Hernandez and Max F. Vigil (8.8% each). Guadalupe Associates and de Rance are non-profit, nonstock corporations. Guadalupe is applicant for new low power TV at San Francisco. de Rance is 20% owner of KCFM(FM) Florissant, Mo., which has been sold, subject to FCC approval (BROADCASTING, Aug. 24). Filed Aug. 31.

■ **WCOB(AM) Marietta, Ga.** (AM: 1080 khz, 10 kw-D)—Seeks assignment of license from Marietta Broadcasting Inc. to Devlin Allen Communications Inc. for \$300,000. Seller: Estate of James M. Wilder (75%) and Elizabeth F. Hagwood (25%) who also sold co-located WBIE(FM). Buyer: Francis D. Ward, Stephanie Ferry, Robert Klein and Keith E. Putrese (one-quarter each). Ward has been granted FCC approval to buy WROD(AM) Daytona Beach, Fla. (BROADCASTING, Sept. 7). Klein is Ardmore, Pa., management consultant. Putrese is McLean, Va., attorney. Ferry is housewife. Except Ward, they have no other broadcast interests. Filed Sept. 2.

■ **KWPC(AM)-KFMH(FM) Muscatine, Iowa.** (AM: 860 khz, 250 w-D; FM: 99 mhz, 5 kw, ant. 240 ft.)—Seeks assignment of license from Muscatine Broadcasting Inc. to Flambo Broadcasting Inc. for \$1,200,000 (BROADCASTING, Aug. 17). Seller is owned by George J. Folger, who has no other broadcast interests. Buyer is owned by John Flambo, president, and mother, Gertrude Flambo, John Flambo is station manager at KRVR(FM) Davenport, Iowa. Gertrude Flambo is former 41.67% owner of KOKX(AM)-KIMI(FM) Keokuk, Iowa, which was sold with FCC approval for \$900,000 (BROADCASTING, July 13). Filed Sept. 2.

■ **WMGO(AM) Canton, Miss.** (1370 khz, 1 kw-D)—Seeks assignment of license from Canton Broadcasting Inc. to The WMGO Radio Corp. for \$125,000. Seller: Glynn E. Holland (41.7%) and wife, Bernadine (33.3%) and uncle, Earl Holland (25%). Glynn Holland owns 20% of WBSJ(AM) Ellisville, Miss. Buyer: Bee Cee Broadcasting Inc. (80%) and M. Scott McAda (20%). Bee Cee is owned by Robert A. Clark (75%), Richard Pearson (15%) and R. LaVan Clark and wife, Helen Z. (10% jointly). They own WABF(AM) Fairhope, Ala. McAda is salesman at WMGO. Filed Sept. 1.

■ **WJJB(AM) Hyde Park, N.Y.** (97.7 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Gregory Broadcasting Inc. to WJJB Acquisition Corp. for \$625,000. Seller: Warren Gregory (100%) who owns WWVI(AM) Hyde Park. Buyer: subsidiary of Sillerman-Morrow Broadcasting Group Inc. which is principally owned by Robert F. X. Sillerman and Bruce Morrow. Sillerman-Morrow owns WALL(AM)-WKGL(FM) Middletown, N.Y., and WRAN(AM) Dover, N.J. Filed Sept. 1.

■ **KMSD(AM) Milbank, S.D.** (1510 khz, 5 kw-D)—Seeks assignment of license from Kleven Broadcasting Co. of Milbank to KSOR Inc. for \$475,000. Seller: Leslie J. Kleven (82%) and wife, Marguerite E. (18%). They own KBHB(AM)-KRCS(FM) Sturgis, S.C., and are permittee of KKOJ(AM) Jackson, Minn., and KKCM(AM) Waite Park, Minn. Marguerite Kleven also owns 21.25% of KLTC(AM) Dickinson, N.D., and with husband is applicant for new FM at Dickinson. Buyer: Vern A. McKee (60%) and wife, Beverly J. (40%), who sold subject to FCC approval, KSDR(AM) Watertown, S.D. (see below). Filed Sept. 1.

■ **KSDR(AM) Watertown, S.D.** (1480 khz, 1 kw-D)—Seeks assignment of license from KSDR Inc. to Broadcast Ventures for \$125,000. Seller: Vern A. McKee (60%) and wife, Beverly J. (40%) who bought,

subject to FCC approval. KMSD(AM) Milbank, S.D. (see above). Buyer: Jim D. Thompson (50.1%) and Grant E. Peterson (49.9%). Thompson is former station manager at KWAT(AM)-KIXX(FM) Waterton, S.D. Peterson is sales manager at KBRK(AM) Brookings, S.D. They have no other broadcast interests. Filed Sept. 1.

■ KPRE(AM) Paris, Tex. (1250 khz, 500 w-D)—Seeks assignment of license from Radio Paris Inc. to The Gene Sudduth Co. for \$211,600. Seller: Bob D. Bell (90%) and Billy D. McCutcheon (10%) who are applicants for new FM at Bryan, Tex. Buyer: Eugene T. Sudduth (100%), is president of Paris, Tex., manufacturers' representative and electronic equipment distributor company and has no other broadcast interests. Filed Sept. 1.

■ KXRT(FM) Taos, N.M. (101.7 mhz, 3 kw, ant. -740 ft.)—Seeks transfer of control of Taos Communications Corp. from Daniel R. Lee (100% before; none after) to Michael H. Rothman (none before; 100% after). Consideration: \$32,400. Principals: Seller owns 60.4% of stock in licensee. Also, John D. McDermott (25%), Samuel Lipscomb (9%), Peter J. Bokos (5%), Shannon Vale (1%) will also sell their shares in licensee for \$53.64 per share. Buyer is owned by Jesse Rodman (27.5%), Michael H. Rothman (17.59%), C. Patrick Delozier (30%), Lee Weinland (10%) and Brad Hockmeyer (5%). Rothman owns 2% of KXRT-FM Taos. Rodman is Athens, Ohio, contractor. Delozier is former employee of KOTV(TV) Tulsa, Okla. Hockmeyer is with WNCN-FM Montpelier, Vt. Weinland is Durango, Colo., businessman. Filed Aug. 26.

■ WWOQ(FM) Berryville, Va. (105.5 mhz, 3 kw, ant. 440 ft.)—Seeks assignment of license from Berryville Media Group Inc. to Apple Valley Broadcasters Inc. for \$311,512 (BROADCASTING, Sept. 7). Seller is owned by Kenneth F. Smith (49%), James G. Myers (48.5%) and Brian L. Leiter (2.5%). Smith owns 50% of WYII(FM) Williamsport, Md. Buyer is owned by Grenville T. Emmet III, president and 70% owner of WAGE(AM) Leesburg, Va. Filed Sept. 1.

Actions

■ KNSE(AM) Ontario, Calif. (1510 khz, 10 kw-D, 1 kw-N)—Granted assignment of license from Jato Communications Inc. to Coronado Four-County Broadcasting Inc. for \$1.1 million plus \$200,000 for noncompete agreement. Seller: Principally owned by Jack L. Siegal. Jato owns 55% each of KWG(AM) Stockton and KWGF(FM) Tracey, both California and is principal owner in sale of KCKC(AM) San Bernardino, Calif. (see below). Buyer: Fernando Oaxaca and wife, Bertha (55% jointly), Thomas H. Castro (35%) and Fernando's sister, Virginia (5%), and brother, Jaime and latter's wife, Carolina (5% jointly). Fernando Oaxaca is Los Angeles businessman and former associate director of Office of Management and Budget, Washington. Castro is former staff member of Senator Alan Cranston (D-Calif.). Bertha is supervisor of flight service, American Airlines, Los Angeles. Jaime is former vice president, Northrop Corp., Anaheim, Calif., Virginia is former manager with Atlantic Richfield. Buyers are also applicants for new FM at Los Angeles. Fernando, with wife owns 49.6% of KIFN(AM) Phoenix, Ariz. Action Aug. 28.

■ KCKC(AM) San Bernardino Calif. (1350 khz, 5 kw-D, 500 w-N)—Granted assignment of license from Sunshine Wireless Inc. to 1350 KC Inc. for \$1,375,000. Seller: principally owned by Douglas Trenner and family, who have no other broadcast interests. Buyer is subsidiary of Jato Communications Inc., which is principally owned by Jack L. Siegal. Jato is licensee of KNSE(AM)-KNTF(FM) Ontario, Calif., and owns 55% of KWG(AM) Stockton and 55% of KSRT(FM) Tracey, Calif. Jato has also sold KNSE(AM) for \$1.3 million (see above). Action Aug. 28.

■ KIVI(TV) Nampa, Idaho (ABC, ch. 6, 60.3 kw vis., 12 kw aur., ant 2,550)—Granted assignment of license from Futura Communications Corp. to Evening Post Publishing Co. for \$4.5 million. Seller: R. V. Hansberger (68%), wife Klara K. (12%), daughters Carol A. (10%) and Roberta A. Smyth (10%). They own KPVI(TV) Pocatello, Idaho. Buyer: Charleston, S.C.-based group owner of one AM, one FM and two TV's owned by some 30 stockholders. Peter Manigault is president and 13.65% owner. Action Aug. 25.

■ WKOI(TV) [CP] Richmond, Ind. (ch. 43, 1,349 kw vis., 270 kw aur., ant 1,902 ft.)—Granted assignment of license from Tri-State Christian TV to Trinity Broadcasting of Indiana Inc., for \$182,500. Seller: nonstock corp.; Garth W. Coonce is president. It has no other broadcast interests. Buyer: nonstock corp.; Paul F.

Crouch, president. He is general manager of KTBN-TV Fontana, Calif. Action Aug. 27.

■ WJOR(AM) South Haven, Mich. (940 khz, 1 kw-D)—Granted assignment of license from Sound Media Inc. to Spartan Broadcasting Inc. for \$187,000. Seller: Walter Isbert (51%) and wife, Elizabeth (49%) who are applicants for new FM at South Haven. Buyer: Donald L. Anderson (51%) and John W. Seymour (49%). Anderson is vice president and general manager of WGRD-AM-FM Grand Rapids, Mich., and owns 5% of WAAL-AM-FM Binghamton, N.Y., and 10% of WTRW(AM) Whitehall, Mich. Seymour is consulting engineer and 13% owner of applicant for new TV at Grand Rapids, Mich. Action Aug. 26.

■ KDAN(AM) South St. Paul, Minn. (1370 khz, 500 w-D)—Granted assignment of license from KDAN Broadcasting Inc. to Soho Broadcasting for \$220,000. Seller: Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and was recently granted approval to sell WRDN-AM-FM Durand, Wis., for \$435,000. (BROADCASTING, July 6). Buyer: Stanley Soho (49%) and wife, Benita S. (51%). Stanley is Los Angeles physician and has been granted FCC approval to buy KBWA(AM) Williams, Ariz. (BROADCASTING, Sept. 7) and subject to FCC approval, KRWT(AM) [CP] Winters, Tex. (BROADCASTING, Aug. 3). Action Aug. 28.

■ KCRL(AM) Reno, Nev. (780 khz, 50 kw-U)—Granted assignment of license from Virginia K. Cord to Sierra-Pacific Broadcasting Inc. for \$2,000,000. Seller: Virginia Kirk T. Cord (100%), who has no other broadcast interests. Buyer: John Price and family. They own KKRD(FM) Wichita, Kan. Also, John Price owns 85% of applicant for new TV at Salt Lake City. Action Aug. 25.

■ KOOS(FM) North Bend, Ore. (100.9 mhz, 800 w, ant. 880 ft.)—Granted assignment of license from Gold Coast Communications Corp. to Bay Radio Inc. for \$175,000. Seller: Brent Larson (51%) and Richard Meyer (49%). Larson owns KSVK(AM)-KKWZ(FM) Richfield, Utah; KUZZ(FM) Nampa, Idaho; KCKO(AM) Spokane, Wash., and 60% of new FM applicant at Rock Springs, Wyo. Buyer: Arnold D. Sias, F. Robert Fenton, Arthur B. Hogan and John D. Feldmann (one-quarter each). Sias owns 5% each of KCMX(AM)-KKIC(FM) Ashland, Ore., and KMYC(AM)-KRFD(FM) Marysville, Calif. Feldmann and Hogan are Encino, Calif.-based media brokers and own 38% each of KOWN-AM-FM Escondido, 47.5% each of KMYC(AM)-KRFD(FM) Marysville, 45% each of KRKC(AM) King City, Calif. Fenton owns 51% of KFIV-FM Modesto, Calif. Action Aug. 31.

■ WMCC(FM) Etowah, Tenn. (103.1 mhz, 3 kw, ant. -14ft.)—Granted assignment of license from Ketrion Broadcasting Inc. to Athens Broadcasting Corp. for \$200,000. Seller: Charles R. Ketrion (100%), who also owns co-located WCPH(AM). Buyer: Steve H. Snowden (51%), wife, Joan C. (34%), Frank T. Foster, Charles H. Westbrook and Jerry N. Brown (5% each). They own WLAR(AM) Athens, Tenn., and WUCR(AM) Sparta, Tenn., and are also applicants for new FM at Clarksville, Va. (BROADCASTING, March 16). Action Aug. 28.

■ KGUL-AM-FM Port Lavaca, Tex. (AM: 1560 khz, 500 w-D; FM: 95.9 mhz, 3 kw, ant. 186 ft.)—Granted assignment of license from Estate of Daniel L. Andrus to Double "R" Radio Inc. for \$450,000. Seller: Emma Joy Andrus as administrator for estate of Daniel L. Andrus, with no other broadcast interests. Buyer: D. Ray Muse and Ronald L. Bailey (50% each). Muse is Lafayette, La., real estate broker. Bailey is real estate investor. They have no other broadcast interests. Action July 31.

Facilities Changes

AM applications

■ WSB(AM) Atlanta, Ga.—Seeks CP to change ant. sys. and instrument sectionalized AM radiator MEA. Ann. Sept. 11.

■ WUIV(AM) Icard township, N.C.—Seeks CP to make changes in ant. sys. Ann. Sept. 11.

■ WALL(AM) Middletown, N.Y.—Seeks CP to change ant. sys.; increase ant. height. Ann. Sept. 11.

■ WBLB(AM) Pulaski, Va.—Seeks CP to change hours of operation to U by adding 250 w-N; change frequency from 1510 to 1340 khz; and make changes in ant. sys. Ann. Sept. 11.

FM applications

■ *KDLG(AM) Dillingham, Alaska—Seeks CP to change ant. sys.; add ant. at 200 ft. level for transmission of TV ch. 7 by Tricom. Ann. Sept. 4.

■ KMDX(FM) Parker, Ariz.—Seeks CP to change TL; specify SL/RC; change ERP to 0.043 kw (H&V); change HAAT to 1008 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Sept. 4.

■ KNCR(AM) Fortuna, Calif.—Seeks CP to make changes in ant. sys. Ann. Sept. 4.

■ WYYZ(AM) Blue Ridge, Ga.—Seeks CP to make changes in ant. sys. Ann. Sept. 4.

■ *WITR(FM) Henrietta, N.Y.—Seeks CP to increase ERP to 0.911 kw (H&V); change ant. and trans. Ann. Sept. 4.

TV application

■ KLAA(TV) West Monroe, La.—Seeks CP to change ERP to 1050 kw vis., 105 kw aur.; and change trans. to GE TT-59-B. Ann. Sept. 4.

FM actions

■ KMET(FM) Los Angeles—Granted CP to install aux. ant.; to be operated on ERP of 58 kw (H); HAAT to 2793 ft. (H) and change TPO. For aux. purposes only. Action Aug. 18.

■ KVIK(FM) Travis AFB, Calif.—Granted CP to increase ERP to 369 w; HAAT to minus 329.01 ft. Action Aug. 14.

■ WLOQ(FM) Winter Park, Fla.—Granted CP to change TL; increase HAAT to 300 ft. (H&V) and change TPO. Action Aug. 18.

■ WXKE(FM) Fort Wayne, Ind.—Granted CP to change type ant. (H&V); increase HAAT to 300 ft. (H&V) and change TPO. Action Aug. 18.

■ WGLO(FM) Pekin, Ill.—Dismissed application for modification of CP (BPH-11,097) to make changes in ant. sys.; change type ant. (H&V); decrease ERP to 520 kw (H&V); increase HAAT to 658 ft. (H&V) and change TPO. Action Aug. 27.

■ WIKS(FM) Greenfield, Ind.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 10 kw (H&V); increase HAAT to 947 ft. (H&V) and change TPO. Action Aug. 28.

■ *WNRC(FM) Dudley, Mass.—Granted CP to change frequency to 95.1 mhz.; change ERP to 0.0147 kw (H); HAAT to 125 ft. (H). Action Aug. 28.

■ *WCHW-FM Bay City, Mich.—Granted CP to increase ERP to 111 W; HAAT to 595 ft. Action Aug. 28.

■ WGUF-FM Gulfport, Miss.—Granted CP to change TL; change type ant. decrease HAAT to 206 ft. (H&V) and change TPO. Action Aug. 11.

■ *WSPS(FM) Concord, N.H.—Granted CP to change freq. to 90.5 mhz; ERP to 199 w (H); HAAT to minus 59 ft. (H) and TPO; 100 w and make changes in ant. sys. Action Aug. 28.

■ *WALF(FM) Alfred, N.Y.—Granted CP to increase ERP to 205 w; HAAT to minus 20 ft. and make changes in ant. sys. Action Aug. 28.

■ WEVD-FM New York—Granted CP to correct SL and RC; change type trans.; increase ERP to 7.6kw (H) and 5.4 kw (V) and change TPO. Action Aug. 11.

■ *WPLT(FM) Plattsburgh, N.Y.—Granted CP to change freq. to 93.9 mhz; increase ERP to 9 w (H&V); HAAT to 26 ft. (H&V). Action Aug. 28.

■ WBLZ(FM) Hamilton, Ohio—Granted CP to install new aux. ant. (H&V) on main tower, to be operated with ERP of 4120 kw (H&V); change HAAT to 290 ft. (H&V) and change TPO (for aux. purposes only). Action Aug. 28.

■ *WLHS(FM) West Chester, Ohio—Granted CP to increase ERP to 100 w and change HAAT to 338 ft. Action Aug. 28.

■ KOCC(FM) Oklahoma City—Granted MP (BPED-2670, as mod.) to change frequency to 88.5 mhz. Action Aug. 28.

■ WRKX(FM) Elizabethtown, Pa.—Granted CP to increase ERP to 40.0 kw (H) and 5.6 kw (V) and make changes in ant. sys. Action Aug. 11.

■ *WSMC-FM Collegedale, Tenn.—Granted CP to change frequency to 90.5 mhz. Action Aug. 31.

■ KEMM(FM) Commerce, Tex.—Granted modification of CP (BPH-801031AA) to locate SL & RC 7

miles S.W. of Commerce, North of State Rt. 24. Action Aug. 27.

■ ***KKED-FM** Corpus Christi, Tex.—Granted construction permit to change TL; increase HAAT to 809.9 ft. (H&V); and make changes in ant. sys. Action Aug. 31.

■ ***KNTU(FM)** Denton, Tex.—Granted mod. of CP (BPED-2244, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 6.7 kw (H&V); increase HAAT to 309 ft. (H&V) and change TPO. Action Aug. 18.

■ ***KJKJ(FM)** Logan, Utah—Granted CP to change TL; specify RC; increase ERP to 34(H); HAAT to 2038 ft. (H), and make changes in ant. sys. Action Aug. 31.

■ **WTZE-FM** Tazewell, Va.—Granted CP to change TL; increase ERP to 1.8 kw (H&V); change HAAT to 395 ft. (H&V) and make changes in ant. sys. Action Aug. 11.

■ ***KEWC-FM** Cheney, Wash.—Granted CP to change freq. to 89.5 mhz; ERP to 57.64 w; HAAT plus 273 ft. Action Aug. 14.

■ ***KWRS(FM)** Spokane, Wash.—Granted CP to increase ERP to 100 w. Action Aug. 17.

■ ***KNHC(FM)** Seattle, Wash.—Granted CP to make changes in ant. sys.; change type ant.; change from directional to non-directional ant.; change ERP to (H) and 2.463 kw (V); decrease HAAT to 301 ft. (H&V) and change TPO. Action Aug. 26.

■ **WLUM(FM)** Milwaukee, Wis.—Granted modification of CP (BPH-790720AL) to change type trans.; change type ant.; increase ERP to 50 kw (H&V); decrease HAAT to 489 ft. (H&V) and change TPO. Action Aug. 27.

■ ***WUWM(FM)** Milwaukee—Granted CP to increase ERP to 7.13 kw; change HAAT to 871 ft. Action Aug. 26.

TV actions

■ **KREZ-TV** Durango, Colo.—Granted request to operate trans. by RC from SL at 25825 U.S. Highway 550S/160E, Durango, Colo. Action Sept. 1.

■ **WTGL(TV)** Cocoa, Fla.—Granted MP (BPCT-5158) to move main studio outside city of license to 4700 West King Street, Highway 520, Cocoa, Fla. Action Aug. 26.

■ **WIYE(TV)** Leesburg, Fla.—Granted modification of CP (BPCT-5075, as mod.) to change ERP to 163.68 kw vis., 16 kw auz; change type ant.; change HAAT to 435 ft. Action Aug. 25.

■ **KSDK(TV)** St. Louis—Granted request to operate trans. by RC from proposed SL at Television Plaza, 1010 Market Street, St. Louis. Action Sept. 1.

■ ***KAVT-TV** Austin, Minn.—Granted MP (BPET-790604KG) to change ERP to 1215.2 kw vis., 121.8 kw auz; change TL to change type ant.; and make change to ant. sys.; change HAAT to 380 ft. Action Aug. 21.

■ **WITN-TV** Washington, N.C.—Granted request to operate trans. by RC from SL at 2.6 miles S.W. of Washington on U.S. Hwy. 17, Washington, N.C. Action Sept. 1.

■ **WTOL-TV** Toledo, Ohio—Granted authority to operate trans. by RC from SL at 730 North Summit Street, Toledo, Ohio. Action Sept. 1.

■ **KECH(TV)** Salem, Ore.—Granted authority to operate trans. by RC from SL at 4923 Indian School Road, N.E. Salem, Ore. Action Sept. 1.

■ **KFDA-TV** Amarillo, Tex.—Granted authority to operate trans. by RC from SL at Broadway and Cherry, Amarillo, Tex. Action Sept. 1.

■ **WFAA-TV** Dallas—Granted CP to make changes to ant. sys. Action Sept. 1.

■ **KTXA(TV)** Ft. Worth, Tex.—Granted authority to operate trans. by RC from SL at 1712 East Rondol Mill Road, Arlington, Tex. Action Sept. 1.

In Contest

FCC decisions

■ **ALJ Byron E. Harrison** granted application of Mendocino Coast Wireless Co. for new FM on 95.3 mhz at Fort Bragg, Calif. Since comparative issues became moot with dismissal of competing application, only issue remaining was whether John Detz, Mendocino principal, misrepresented facts or lacked candor in affidavit dated June 24, 1980, concerning pending broadcast applications and qualifications of Mendocino to be FCC licensee. Judge pointed out that misrepresentation issue resulted from petition to enlarge issues filed by Fort Bragg less than two weeks before hearing on then-mutually exclusive applications. Fort Bragg alleged that Mendocino failed to amend applications on file with FCC to reflect subsequently filed applications because of its unstable financial condition. Mendocino said this was not so, but it was on advice it believed it had from Samuel Miller, counsel at time, that such amendments did not have to be filed until shortly before designation hearing. Noting that Miller also filed affidavit denying that he ever gave Detz such advice or that he was attorney for Mendocino, Judge said question therefore was whether Mendocino sought to defeat misrepresentation charge by false affidavit. While two affidavits are conflicting, Judge said record permitted opposite conclusion. Judge said that situation arose "when an attorney and potential client failed to establish their exact working relationship at the outset and ended up with Detz attempting to justify certain actions based on his interpretation of what he thought that relationship was." Judge said it was clear that Miller gave "limited" legal advice to Mendocino, and that there was complete misunderstanding between Detz and Miller between so-called updating amendments and perfecting amendments. Judge said it was reasonable for Detz to interpret Miller's advice as general statement applicable to all amendments. Action Sept. 3.

■ **ALJ Joseph Stirmer** granted application of Special Markets Media Inc., for new AM at Raleigh, N.C. and denied competing applications of New Sound Inc., and Interstate Broadcasting System Inc. Station will operate on 570 khz, facilities formerly of WLLC whose license was revoked and Faith Communications Inc. has been providing service since Feb. 1980. Judge Stirmer found that while all three applicants were qualified, Special Markets was best choice since its proposal to integrate its owners into day-to-day management of the station (100%) was "overwhelmingly superior to that proposed by the other applicants. Action Aug. 28.

■ **FCC Review Board** has scheduled oral argument for

Sept. 23 at 10 a.m., in Room 235, 2000 L St., N.W., Washington D.C., to consider initial decision involving grant of CP's for facilities of two Omaha, Neb., radio stations. Last May ALJ Frederic J. Coufal granted applications of Nebraska-Iowa Broadcasting for facilities of former station KOIL(AM) and Webster-Baker Broadcasting Co. for facilities of KEFM(FM). They and third party, Omaha Broadcasting Service Co., all filed applications for both AM and FM stations. In 1975 FCC denied KOIL and KEFM renewal and directed their common licensee, Central States Broadcasting Inc., to terminate operation of stations on September 2, 1976.

Allocations

Petitions

■ **Greenville, Ala.**—In response to petition by Greenville Broadcasting Co.: proposed assigning 94.3 mhz to Greenville as its second FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-613). Action Aug. 25.

■ **Agana, Guam.**—In response to petition by Guam Radio Services Inc.: proposed assigning 100.3 mhz to Agana as its third FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-595). Action Aug. 20.

■ **West Liberty and Flemingsburg, both Kentucky**—In response to petition by Langley Franklin: proposed assigning 106.3 mhz from Flemingsburg, Ky., to West Liberty; comments Nov. 2, reply comments Nov. 23 (BC Doc. 81-616). Action Aug. 25.

■ **Cadillac, Mich.**—In response to petition by MacDonald Broadcasting Co.: proposed assigning 107.1 mhz to Cadillac as its third FM; comments due Oct. 26, replies Nov. 11 (BC Doc. 81-596). Action Aug. 20.

■ **Ontonagon, Mich.**—In response to petition by Harvey L. Desnick: proposed assigning 98.3 mhz to Ontonagon as its first FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-597). Action Aug. 20.

■ **Bozeman, Mont.**—In response to petition by Mayfish Corp.: proposed assigning 95.1 mhz to Bozeman as its second FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-594). Action Aug. 20.

■ **Thoreau, N.M.**—In response to petition by Hal Inc.: proposed assigning 99.9 mhz to Thoreau as its first FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-615). Action Aug. 25.

■ **Spearfish, S.D.**—In response to petition by Spearfish Communications Co.: proposed assigning 107.1 mhz to Spearfish as its first FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-593). Action Aug. 20.

■ **Charleston, W.Va.**—In response to petition by Communicast Inc.: proposed assigning 100.9 mhz to Charleston as its fifth FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-614). Action Aug. 25.

Assignments

■ **Fort Bragg and Mendocino, both California**—Assigned 97.7 mhz to Fort Bragg, as its second FM assignment, and reassigned of 92.7 mhz from Ft. Bragg to Mendocino to reflect actual use there, effective Nov. 2 (BC Doc. 81-153). Action Aug. 25.

■ **Newberry, S.C.**—Assigned 106.3 mhz to Newberry as its first FM, effective Oct. 26 (BC Doc. 81-108). Action Aug. 20.

■ **Selmer, Tenn.**—Assigned 105.5 mhz to Selmer as its first FM, effective Oct. 26 (BC Doc. 81-107). Action Aug. 31.

Cable

■ Following cable service registrations have been filed at FCC:

■ **Teleprompter Southeast Inc.** for Prichard, Ala. (AL0099) add signal.

■ **Pinebelt Cablevision** for Satsuma, Ala. (AL0219) new signal.

■ **Santa Rosa Cable TV Inc.** for Santa Rosa, N.M. (NM0099) new signal.

■ **Newchannel Corp.** for Granby, N.Y. (NY0937) new signal.

■ **Rogue Valley Cable TV Inc.** for Rogue River, Gold Hill, and Rogue River Valley, all Oregon (OR0251, 252, 253) new signal.

Summary of broadcasting

FCC tabulations as of July 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,616	3	0	4,619	124	4,743
Commercial FM	3,325	2	0	3,327	176	3,503
Educational FM	1,107	0	0	1,107	68	1,175
Total Radio	9,048	5	0	9,053	368	9,421
Commercial TV						
VHF	521	1	0	522	6	528
UHF	243	0	0	243	112	355
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,023	4	7	1,034	141	1,175
FM Translators	381	0	0	381	207	588
TV Translators						
UHF	2,655	0	0	2,655	39	2,836
VHF	1,468	0	0	1,468	423	1,891

*Special temporary authorization

**Includes off-air licenses

- Cox Cable Communications Corp. for Escambia, Fla. (FL0001) add signal.
- Kingman Television Inc. for Kingman and Mohave, both Arizona (AZ0118, 119) new signal.
- Alpine Cablevision Inc. for Hound Ears Lodge, Grandfather Mountain and Linville, all North Carolina (NC0260, 261, 262) new signal.
- Dubois CATV Inc. for Medicine, Wyo. (WY0104) new signal.
- Teleprompter Corp. for Stevensville, Mont. (MT0094) new signal.
- Falcon Communications for Chapman Woods, Calif. (CA0874) new signal.
- Tele-Media Co. of Lake County Corp. for Waite Hill, Concord, Kirtland, Painesville, Perry, Mentor-on-the-Lake, and Chester, all Ohio (OH0891, 892, 893, 894, 895, 896, 897) new signal.
- Times Mirror Cable Television of Haverhill Inc. for Georgetown, Mass. (MA0133) new signal.
- C P S Cable Vision Inc. for White and Reade, both Pennsylvania (PA2001, 2) new signal.
- Donald Henke d/b/a Philipsburg Cable TV for Philipsburg, Mont. (MT0095) new signal.
- Tower Cable Inc. for Hebron, Ohio (OH0890) new signal.
- Cumberland Valley Communications Corp. for Lebanon, Tenn. (TN0193) new signal.
- Cable Systems Inc. for Las Animas, Colo. (CO0172) new signal.
- Cable Systems Inc. for Holcomb, Kan. (KS0283) new signal.
- Zylstra Communications Corp. for Orange City and Alton, both Iowa (IA0161, 162) new signal.
- Pioneer Valley Cablevision Inc. for Gill, Mass. (MA0134) new signal.
- Futurevision Cable Enterprises Inc. for Rumson, Allenhurst, Deal, Monmouth, Loch Arbour and Freehold, all New Jersey (NJ0469, 470, 471, 472, 473, 474) new signal.
- Lake of the Woods CATV Inc. for Mahomet, Ill. (IL0477) new signal.
- Storer Communications Inc. for Fort Belvoir, Va. (VA0267) new signal.
- Koenig Cable TV Corp. d/b/a Portage Lake Cablevision for Coachmens MHP, Mich. (MI0507) new signal.
- Koenig Cable TV Corp. d/b/a Kent Lake Cablevision for Kensington Place MHP, Mich. (MI0508) new signal.
- Koenig Cable TV Corp. d/b/a See-More Cablevision for Highlands Green, MHP, Mich. (MI0509) new signal.
- Channel Master Satellite Inc. for Butner, N.C. (NC0263) new signal.
- Video Design Systems Inc. for Opa-Locka, Fla. (FL0530) new signal.
- Cox Cable Communications Inc. for Pensacola, Fla. (FL0002) add signal.
- Phelps Dodge Corp. for Playas, N.M. (NM0047) new signal.

Earth Stations

Applications

- Trinity Broadcasting Network Inc. for Fresno, Calif. (4.6m; S-A; E3557).
- Cablevision of Emmett for Emmett, Idaho (4.6m; S-A; E3558).
- Cablevision of Weiser for Weiser Idaho (4.6m; S-A; E3559).
- Continental Cablevision of New Hampshire, Inc. for Saco, Me. (7.0m; AFC; E3560).
- T.A.T. Cablevision Inc. for Raymond, Miss. (5.0 m; S-A; E3561).
- United Cable Television of Colorado, Inc. for Morrison, Co. (6.0m; Hughes; E3562).
- Dartmouth College for Hanover, N.H. (5.6m; Gardiner Communications; E3563).

- Hartford CATV Inc. for East Hartford, Conn. (6.1m; Harris; E3564).
- Cable Communications, Inc. for Thomas, Ga. (5.0m; S-A; E3565).
- Mill Hall Cable Company for Mill Hall, Pa. (4.6m; S-A; E3566).
- Dow Jones & Company, Inc. for Denver, Co. (11.m; Harris Corp.; KE65).
- Dorate, Inc. d/b/a Fairview T.V. Cable System for Fairview, Okla. (4.5m; Prodelin Model; KF30).
- Sioux Falls Cable Television for Sioux Falls, S.D. (5.0m; S-A; KJ22).
- Central Communications, Inc. for Fort Stockton, Tex. (6.0m; USTC; KJ23).
- Central Communications, Inc. for Denver City, Tex. (6.0m; USTC; KJ24).
- Community Telecommunications Inc. for Helena, Mont. (5.0m; S-A; KJ43).
- TV Pix, Inc. for Elko, Neb. (5.0m; S-A; KJ45).
- Cablecom-General Inc. for Idabel, Okla. (4.5m; Andrews; KJ46).
- American Television of Midwest City, Inc. for Midwest City, Okla. (4.2m; AFC Ch-14m; KJ49).
- Communications Services, Inc. for Beeville, Tex. (4.5m; Andrews; KJ59).
- McAlester Cable Co. for McAlester, Okla. (4.5m; Andrews; KJ63).
- Port Angeles Telecable, Inc. for Port Angeles, Wash. (4.5m; Andrews; KJ98).
- Mineral Area Cablevision, Co. for Flat River, Mo. (5.0m; S-A; KK21).
- Muleshoe Antenna Company for Muleshoe, Tex. (5.0m; RF Systems; KK39).
- Cablecom-General Inc. for Sherman, Tex. (5.m; S-A; KK57).
- Cablecom-General Inc. for Bonham, Tex. (4.5m; Andrews; KK58).
- Cablecom-General Inc. for Denison, Tex. (4.5m; Andrews; KK59).
- Wentronics Inc. DBA Town Television for Moab,

Utah (4.5m; Andrews; KK63).

- Warner Cable Corp. for Irwin, Tenn. (6m; RF Systems Model; WH65).
- Miami Valley Cable Inc. for Middletown, Ohio (5 m; S-A; WH79).
- Vision Cable of Shelby Inc. for Shelby, N.C. (6m; RF Systems Model; WH89).
- Cablevision Industries, Inc. for Newark, N.Y. (4.5m; Andrews Model; WH98).
- Village Communications, Inc. for Romeoville, Ill. (4.5m; Andrews; WJ95).
- Wake Forest University for Winston-Salem, N.C. (4.5m; Rockwell; WK86).
- Cox Cable Communications, Inc. for Macon, Ga. (5m; S-A; WK89).
- WGN Electronic Systems Company for Houghton, Mich. (4.5m; Andrews; WL52).
- Albany Medical College of Union University for Albany, N.Y. (4.5m; Rockwell; WM55).
- Trinity Systems Inc. for Trinidad, Calif. (5m; Anixter-Prizan; E3568).
- Nor-Com Video Inc. for Cadott, Wis. (5m; Comtech; E3570).
- State Cable TV Corp. for North Conway, N.H. (7m; AFC; E3571).
- Big Spring Cable TV Inc. for Floydad, Tex. (7m; FWT; E3572).
- Tidel Communications Inc. for Colville, Chewelah and Kettle, all Washington (5m; FWT-5; E3573, E3574, E3575).
- Winchester TV Cable for Stephen City, Va. (5m; Microdyne; E3576).
- Star CATV Investment Corp. for Trumbull, Tex. (5m; S-A; E3577).
- Pleasurevision Inc. for Sumterville, Fla. (7m; AFC PR-23; E3578).
- Satellite Business Systems for Windsor, Conn. (5.5m; Nippon; E3580).
- Satellite Business Systems for Boston (5.5m; Nippon; E3581).

Oct 12

A unique advertising opportunity—once in 50 years.

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

Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

You belong in Broadcasting Oct 12

- Satellite Business Systems for Syracuse, N.Y. (5.5m; Nippon; E3581).
- Satellite Business Systems for Houston (7.6m; Nippon; E3582).
- Alaska Cablevision for Kotzebue and Nome, both Alaska (10m; S-A; E3584, E3585).
- Dickinson Pacific Cablesystems for Huntington Beach, Calif. (5m; S-A; E3585).
- Inland Bay Cable TV Associates for Attleboro, Mass. (5m; S-A; E3586).
- Woodstock Radiant TV Service Inc. for Camas, Wash. (5m; S-A; E3587).
- Full Channel TV Inc. for Warren, R.I. (5m; S-A; E3588).
- Alascom Inc. for Unalaska, Alaska (10m; S-A; KD52).
- Brooksville Properties for Brooksville, Fla. (6.1m; Harris; KH45).
- Newcastle Cable TV Co. for Newcastle, Wyo. (4.5m; Andrew; KJ34).
- Community Telecommunications Inc. for Burley, Idaho (5m; S-A; KJ56).
- North Utah Community TV for Logan, Utah (5m; S-A; KK26).
- Midwest Video Corp. Division of Home Theaters Inc. for Poplar Bluff, Mo. (5m; S-A; KK56).
- Metrovision Properties for Sheridan, Wyo. (5m; S-A; KK95) and Greenville, Tex. (5m; S-A; KL41).
- TV Cable Co. of Andalusia Inc. for Andalusia, Ala. (6m; R. F. Systems; WG45).
- Dixon Cable TV Inc. for Dixon, Ill. (5m; S-A; WH96).
- United Cable Co. of New Hampshire Inc. for Goffstown, N.H. (5m; S-A; WK54).

Actions

- Satellite Services Inc. for Oil Platform 3, Gulf of Mexico, La. (E2806).
- Texas Community Antennas Inc. for Quitman, Tex. (E3123).
- Texas Community Antennas Inc. for Grand Saline, Tex. (E3128).
- Cylis Communications Network Inc. for Canonsburg, Pa. (E3197).
- Community Tele-Communications Inc. for Republic, Mo. (E3277).
- Texcom Inc. for Refugio, Tex. (E3279).
- Island Cable Co. for Logan Beach, N.J. (E3280).
- Community Tele-Communications Inc. for Brush, Colo. (E3281) and Mountain Grove, Mo. (E3282).
- Schenectady Cablevision Inc. for Schenectady, N.Y. (E3283).
- Brigham City Associates for Brigham City, Utah (KG65).
- Magic Valley Cable Vision Inc. for Twin Falls, Idaho (KG71).
- Uvalde Television Cable Corp. for Uvalde, Tex. (KG91).
- Cable TV of Dirango for Durango, Colo. (KH27).
- Lafourche Communications Inc. for Thibodaux, La. (KH66).
- General Electric Cablevision Corp. for Biloxi, Miss. (WF94).
- Northwest Illinois Television Cable Co. for Galesburg, Ill. (WG91).
- American Cablevision of Carolina Inc. for Springs Lake, N.C. (WH48).
- United Cable Television of Southern Illinois for Effingham, Ill. (WH71).
- Spokane School District for Spokane, Wash. (KD98).
- Public Broadcasting of Northwest Pa. Inc. for Erie, Pa. (WD71).
- Maryland Public Broadcasting Commission for Owing Mills, Md. (WD88).
- Sammons Communications Inc. for Natchez, Miss. (WH85).
- Jones Intercable TV for Litchfield, Ill. (WX62).

- Coastal Bend Cablevision for Gregory, Tex. (E3153).
- Arkansas Cable Television Inc. for Jacksonville, Ark. (E3237).
- Simco Cable TV Inc. for Magee, Miss. (E3251).
- Sunbeam Television Corp. for Miami (E3254).
- Verto Corp. for Sawyersville, Pa. (E3259).
- Eastern Pennsylvania Relay Station Inc. for East Cameron township, Pa. (E3264).
- Arthur Weeden for Clyde Hill, Wash. (E3268).
- Tele-Media Corporation of Lake Erie for Geneva, Ohio (E3273).
- Fisher Broadcasting Inc. for Portland, Ore. (E3275).
- Warner Amex Cable Communications Inc. for Broadway, Va. (E3285).
- Satellite Business Systems for Schenectady, N.Y. (E3290).
- Micro-Cable Communications Corp. for Yuma, Ariz. (E3293).
- Tele-Media Company of Pennsylvania for Rural Valley, Pa. (E3294).
- TMCTMT-Adirondacks Inc. for Boonville (E3295) and Adams (E3296), both N.Y.
- Tele-Media of Cambria County for Carrolltown, Pa. (E3297).
- Elkland Electric for Lawrence township, Pa. (E3299).
- East Lake Woodlands Inc. for E. Lake Woodland, Fla. (E3300).
- Satellite Business Systems for Midland, Mich. (E3301) and Houston (E3304).
- Continental Cablevision for Overland, Mo. (E3305), Belleville, Ill. (E3306) and Jennings, Mo. (E3307).
- South Florida Public Telecommunications Inc. for Boyndon Beach, Fla. (E3314).
- Midcontinent Broadcasting Co. for Sioux Falls, S.D. (E3315).
- Pasadena CATV Inc. for Pasadena, Tex. (E3316).
- Cheaha Cablevision Inc. for Talladega, Ala. (E3367).
- Tele-Media of Kiski Valley for Mars, Pa. (E3437).
- Satellite Business Systems for Santa Ana, Calif. (E3438).
- Midcontinent Cable Systems for Valentine, Neb. (E3439), Miller, S.D. (E3440), Ainsworth, Neb. (E3441), Winner, S.D. (E3442).
- Leacom Cablevision Inc. for Kremmling, Colo. (E3443).
- Cablevision Associates IV for Colfax, Iowa (E3444) and Hampton, Iowa (E3445).
- Hawkeye Communications Inc. for Red Oak, Iowa (E3446).
- Cablevision Associates IV for Eldora, Iowa (E3447), Guthrie Center, Iowa (E3448), and Story City, Iowa (E3449).
- Hawkeye Communications Inc. for Mount Ayr, Iowa (E3450).
- Pella Cablevision Inc. for Pella, Iowa (E3451).
- Leacom Cablevision Inc. for Granby and Trail Mountain, both Colorado (E3452, E3453).
- Valley Cable TV Inc. for Rio Grande City, Tex. (E3454).
- Greeley Video Inc. for Greeley, Colo. (E3456).
- Bay Shore Cable TV Associates for Weymouth, Mass. (E3466).
- South Dakota Cable Television Inc. for Hot Springs, S.D. (E3467).
- Cablevision Associates IV for Duncan and Northwood, both Iowa (E3477, E3478).
- Hawkeye Communications Inc. for Corning, Winterset and Osceola, all Iowa (E3479, E3480, E3481).
- Walsenburg Cablevision Inc. for Walsenburg, Colo. (E3482).
- Hawkeye Communications Inc. for Greenfield, Shennandoah, both Iowa (E3483, E3485).
- Vacationland Cablevision Inc. for Baraboo, Wis. (E3484).

- Pella Cablevision Inc. for Knoxville, Iowa (E3486).
- Cablevision Associates IV for Toledo, Iowa (E3487).
- Grinnel Cablevision Inc. for Grinnel, Iowa (E3488).
- Cox Cable Communications Inc. for North Adams, Pa. (E3490), and Lewistown, Pa. (E3491), Lubbock, Tex. (E3492), and Omaha, Neb. (E3493).
- Western Cable TV for South San Francisco, Calif. (E3494).
- Coastal Bend Cablevision for Gregory, Tex. (E3317).
- Jones Intercable TV Fund for Palm Bay, Fla. (E3329).
- Coastside Cable TV Inc. for Fort Ord, Calif. (E3360).
- Bridgeport-Frankenmuth Cablevision Corp. for Bridgeport, Mich. (E3388).
- Gulf Cable TV for Ward Ridge, Fla. (E3390).
- Liberty Communications Inc. for Lebanon, Ore. (E3391).

Call Letters

Applications

Call	Sought by
	New AM
WWLS	Del Broadcasting Inc., Monroe, N.C.
	New FM's
KMLW	Wuenschel Broadcasting Inc., Belen, N.M.
WCVZ	Christian Voice of Central Ohio, Zanesville, Ohio
KRUX	Rex Broadcasting Corp., Lubbock, Tex.
	Existing AM's
WKFX	WJBY Gadsden, Ala.
WOKG	WTCL Warren, Ohio
	Existing FM's
WKYA	WNES-FM Central City, Ky.
KZLS	KKOZ Billings, Mont.
WHYL-FM	WZUE Carlisle, Pa.

Grants

Call	Assigned to
	New AM's
KGVS	Crystal Sets Inc., Green Valley, Ariz.
KGSF	George S. Flynn Jr., Kellogg, Idaho
KLTN	Spanish Community Radio Inc., Los Ranchos de Albuquerque, N.M.
	New FM's
KWOZ	Mountain View Broadcasting Corp., Mountain View, Ark.
WTBB	Townsend Broadcasting Corp., Bonifay, Fla.
WIDG-FM	Mighty-Mac Broadcasting Co., St. Ignace, Fla.
KICA-FM	KICA Inc., Clovis, N.M.
	New TV's
KXLI	L.E.O. Broadcasting Inc., St. Cloud, Minn.
WXXA-TV	Albany TV 23 Inc., Albany, N.Y.
	Existing AM's
KNST	KMGX Tucson, Ariz.
WYXC	WKRW Cartersville, Ga.
WAMJ	WJVA South Bend, Ind.
KCLF	KQXL New Roads, La.
WMDO	WDON Wheaton, Md.
WBUD	WKXW Trenton, N.J.
WEZG	WSOQ Syracuse, N.Y.
WEZG	WSOQ Syracuse, N.Y.
WGCA	WQSN Charleston, S.D.
	Existing FM's
KPKE	KHOW-FM Denver, Colo.
KKXX	KUBC-FM Montrose, Colo.
WMOI	WDRL Monmouth, Ill.
KKUZ	KPCG Joplin, Mo.
WAKH	WIXO McComb, Miss.
WKXW	WKXW-FM Trenton, N.J.
WEZG-FM	WEZG Syracuse, N.Y.
KMRB-FM	KHLB-FM Burnet, Tex.

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 bidder at their station okay! Compensation package proves we want a winner. Letter and resume Box H-123.

Working Partner(s) wanted. Help finance and manage new high power radio station. Share in ownership. Solid experience or degree required. Must be reputable citizen. State cash investment capability in response. Equal Opportunity Employer. Send resume to Box J-96.

Selling General Manager needed to head our AM and FM operations in West Virginia. Excellent staff and great sounding stations need proven leader with complete knowledge of sales, production, and programming. Send references and resume to Box J-105.

Sales Manager, Texas Small Market, to replace 15 year veteran who made in 30's 1980. Group station, super pay and incentive, Equity opportunity for successful professional that can sell, train, and lead. Send resume, track record, sales philosophy to Box J-34. EOE. M/F.

Station Manager—Strong sales background. Class A FM in rural Michigan. Salary, volume bonus, and profit participation. Box J-31.

Radio Station Manager Indiana small market FM offers great opportunity for experienced take-charge radio person who wants to grow. Answer these questions in a letter with your resume: What are your main strengths? Why do you want to work and live in a small community? What are your income requirements? Can you work with absentee owners? Reply to M. McDermott, 225 E. 6th St., Cincinnati, OH 45202. Equal opportunity employer.

Quaker, pacifist, social change organization seeks senior person to head department of information/interpretation. Requires commitment to philosophy of Quakers, experience in administration, public relations, strong communication skills. Starting date: April 15, 1982. Send resume: Dreyer, American Friends Service Committee, 1501 Cherry, Phila. PA 19102. Affirmative Action Employer.

Group of Gospel stations in Montana has need of experienced professionals at all levels. Positions are stable with a first rate company. Salaries consistent with abilities. Send complete resume references, and current earnings to Bruce Erickson, The Enterprise Network, 100 North 24th Street West, Billings, MT 59102. Inquiries held in strictest confidence. Equal Opportunity Employer.

California P-2/Chr. on-air PD. needed now. Strong leader, promo wiz and detailed research & music systems understanding. Background, philosophies, etc. to Mark Driscoll, Group PD: PO. Box 220, Arroyo Grande, CA 93420.

Management Opportunities with two 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. Equal Opportunity Employer. Minorities encouraged to apply.

General Sales Manager Major market AM ethnic format offers a major career opportunity. Successful candidate for this position must be able to organize and motivate a sales staff. EEO/M-F confidential replies to: Gerald Hrobak, President, United Broadcasting Company, 301-652-7707.

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.

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.

Salesman With Track record desiring relocation non-metropolitan Southern California. As little as 9,000 billing could earn more than \$25,000 annually. Must be competitor. Box J-57.

Experienced Radio Salesman to primarily sell, call on, develop farm AG accounts. Undeveloped mid-west area. Super signal. Station for farmers. Just needs a go getter. Tell us what you need to be the best paid person on staff and once the list is developed. The easiest job there is. Reply Box J-104.

Sales Manager—Small medium midwest market. Attractive commission arrangement. Grow with a progressive company. Apply immediately with detailed resume, salary history, references to Box J-37.

Opportunity for salesperson with one or more years successful sales history to grow with regional 5,000 watt AM and 100,000 FM. Professional operation demands sales professional to develop new business from underdeveloped territory. You'll get training, guarantee plus a list that includes agency accounts. You should make \$18,000 plus first year. Call Chuck or Dave at (314) 634-2950.

Sky Broadcasting, a new and exciting group of five stations has openings for aggressive sales person in two of our markets. Salary and commission, benefits, loads of opportunity. Tell us why you can sell radio in Syracuse, Riverhead, Long Island. Send resume and information to Dennis Israel, President, Sky Corporation, 1290 Peconic Avenue, Babylon, NY 11704.

Salesperson needed for WAYS-AM in Charlotte, N.C. Must have radio sales experience, be aggressive and self-motivated. Salary and commission. Send resume to Dale Anthony, WAYS, 400 Radio Road, Charlotte, N.C. 28216. EOE.

Sales Person, for station in beautiful South Texas Community. Good list and good salary plus override. Excellent opportunities with fast expanding group. Call Mr. Ellis, 512-278-2555. Equal Opportunity Employer.

Sunny Florida station seeks hardworking, experienced salesperson. Rapidly-growing station, only one in Florida's second fastest growing county WWJB, Box 1507, Brooksville, FL 33512 EOE-M/F

Immediate Opening! Central Nebraska farm station seeking aggressive salesperson with 2-3 years broadcast sales experience. Strong track record a must! Background in announcing and continuity very desirable. Excellent benefits and commission structure. If you're willing to work and want to grow ... Rush resume to: Howard Medinger, Sales Manager, KMMJ Radio, Box 1847, Grand Island, EN 68802. E.O.E. M/F

A Hungry Sales Manager to develop the sales staff of a 50 Kw FM Adult Contemporary station in a top 50 market. Send resume and references to WVUD-FM, 300 College Park, Dayton, OH 45469.

HELP WANTED ANNOUNCERS

Wanted: Experienced announcer/assistant engineer-salary open. Let's talk 916-233-2713.

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, PO. 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, PO Box 659, Kenosha, WI 53141. E.O.E.

Morning Personality—Excellent small market with huge following. Desirable upper-midwest location. Professional Staff. A/C format. Communicate one-to-one, use your excellent production skills and sense of humor. Good salary. Above average benefits. Mid-west. Resume with references. EOE Box J-50.

Morning Entertainer for 50,000 watt AM/100,000 FM simulcast sunbelt, top 50 market. Excellent opportunity for the right person. EOE. Resumes with track record and references to: Box J-83.

Talk Hosts: Major southeastern talk station in Top 15 market seeking innovative, community involved, warm, informed personalities. Ability to work and prepare very hard, original guest ideas, strong background in current events, friendly outgoing personality more important than experience or resume. Send condensed aircheck with variety of programs and detailed letter on what you think talk radio should be to: 3954 Peachtree Rd., Atlanta, Ga., 30319. Equal opportunity employer. Minority applicants strongly encouraged.

News-Talk station seeks announcers, reporters and board operators for immediate openings. Tight board and strong delivery essential. Start at 13K with best benefits in business. No beginners. Send tape and resume now to: Ed Towey, KOH Radio, PO. Box 2271, Reno, NV. 89505.

Announcer/News Combo person wanted by Southern West Virginia AM station. Must have experience in automation systems, production and news gathering. Must have a good voice and conversational delivery. This is not an entry level position. Send tapes and resume to General Manager, Personality Stations, Inc., PO. Box AB, Beckley, WV 25801.

Experienced Announcer. Good production/News. Should know Modern Country. Send air check and resume to Joe Beall, WPED/WCMZ(FM), PO. Box 8, Crozet, Va. 22932. EOE.

Major market AC morning man needed. Good salary, possible ratings bonus plan. Northeast. Rush T&R to J-91.

WXCL Radio is looking for radio announcers—1 full time and 1 or more part time. 5 years experience desired for full time position. Will train part time applicant with potential. Contact Paul Jackson, WXCL, 3641 Meadowbrook Road, Peoria, IL 61604, or call 309-685-5975 between 3-5 PM. weekdays. An Equal Opportunity Employer.

Classical Music Announcer/Board Operator for a 35,000 watt public radio station that serves six states. Primary responsibilities include programming and announcing nightly three-hour program as well as operating master control from 6:30 p.m.-2:00 a.m. Qualifications—extensive knowledge of classical music and ability to pronounce a variety of foreign languages; appropriate FCC permit and knowledge of FCC rules and regulations. Two years experience preferred. Salary: \$11,872. Application deadline: October 9, 1981. Send resume and audition tape to Joan Wilber, Program Director, WFCR, University of Massachusetts, Amherst, MA 01003-0015. An Equal Opportunity/Affirmative Action Employer.

Opening for drive time announcer. Excellent salary and fringe benefits. EOE. Send tape and resume to: WLBR/WUFM Box 1270 Lebanon, Pa. 17042.

Zia Broadcasting is now accepting applications for combination air and production talent at its stations in Eastern New Mexico and West Texas. Top 40 and country formats. Applicants should have at least one years experience. Send tape and resume first reply to: Zia Broadcasting, PO. Box 1907, Clovis, NM 88101. E.O.E.

Top Fifty Market Contemporary AM Re-staffing. Send Resume and Tape to General Manager, Post Office Box 8009, Greensboro, N.C. 27419.

Central Virginia Adult contemporary leader seeks bright, warm and personable morning talent capable of two way talk with newsmen. Good production skills required. Tapes and resumes to Tom Leebrick, WLVA Radio, Box 2179, Lynchburg, VA 24501. E.O.E.

HELP WANTED ANNOUNCERS CONTINUED

The Voice Of America, English Division, is seeking announcers for international radio broadcasting. Position requires ability to voice a variety of programming. Voice and diction must be suitable for shortwave broadcasting. Starting salary: GS-7 (\$15,193) with potential to GS-12 (\$26,951 to \$35,033). Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171 to: International Communication Agency, MGT/PDX (code ICA-1-EA-01C), 1776 Penn. Ave., N.W., Washington, D.C. 20547. Applications must be received by October 28, 1981. Equal Opportunity Employer.

We're Still Looking for the right person to fill our morning opening. You'll co-anchor our number one, two voice morning show, with other board duties and production. Knowledge of automation helpful, but not required. A great career-oriented position. Send tape, resume, references, and salary expectations in first reply to Bob Belcher, Program Director, KTRR Radio, P.O. Box 727, Rolla, Missouri 65401. An Equal Opportunity Employer.

Pacific Northwest Opportunity! Strong, mature air voice. Good production a must. Sales, play by play possible. Resume, tape, salary requirements to Robert Wynne, KFLS, Box 1450, Klamath Falls, OR 97601.

Mature Country & Western announcer, for long time top Country & Western station in West Texas. Send resume to KHEM, Box 750 Big Spring, TX 79720 or Phone 915-267-2523.

Morning Personality, sales and promotion oriented, production with pizzazz for hit FM Radio KSTO, Box 20249, Guam 96921.

Wanted... Morning Man, contemporary MOR station. \$15,000 a year to start. Please send all inquiries to: Ray Malone, WGLX, P.O. Box 608, Galion, OH 44833.

HELP WANTED TECHNICAL

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.

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.

State Of The Art ability required to maintain newly built FM. Seeking engineer who demands the best signal in town from his equipment and gets it. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can follow through quickly on all projects. Applicant must have ability and desire to advance to technical director. Box J-51.

Chief Engineer needed for S.E. Wis. AM/FM. AM-1kw D/1 kw DA Nights. Class A automated FM. Nearly all new equipment in excellent condition. Need someone to keep stations in good condition. Person needs thorough knowledge of DA's, audio, remote control, rules & regs., proofs, etc. Announcing ability would be nice, but not necessary. Send resume, references & salary requirements to Box J-61. EOE.

Media consulting firm desires engineer with first class radio license to act as a consultant to an international client. Project will involve providing technical assistance in setting up transmitter sites, hiring local maintenance engineers, and establishing the maintenance procedures. Foreign languages a plus. Send resume and salary requirements to Box J-63.

Chief Engineer—FM/AM combination in South Carolina. Must have a minimum of 2 years experience. Strong technical background and maintenance know how. Send resume and references to Box J-77. E.O.E.

Engineer Wanted Major market. East Coast. Write Box J-46.

ABC Owned and Operated FM Rocker seeks talented, dedicated Assistant Chief. The successful applicant will have at least three years technical experience, an FCC First class license, and a willingness to maintain this department's "Can-Do" reputation. Experience with audio processing, digital electronics, and equipment installation very helpful. Reply by mail with references and salary requirements to Larry Paulausky, KSRR Radio, 1201 Fannin Bank Building, Houston, Texas 77030. An Equal Opportunity Employer.

Chief Engineer/announcer for Country non-directional AM and Class A-FM. Excellent equipment. Send resume and air check to Joe Beail, WPED/WCMZ(FM), P.O. Box 8, Crozet, Va. 22932. EOE.

Top-Rated East Texas AM-FM combination is seeking applicants for the position of chief engineer. 100-Thousand watt FM and full-time AM in the center of hottest growth area in U.S. Regarded as one of America's most outstanding broadcast facilities. Send resume and photograph to: Dudley Waller, P.O. Box 1648, Jacksonville, TX 75766. E.O.E.

WQRC-FM, Cape Cod, has immediate opening for chief engineer. This is a hands-on, not administrative position. Experience should include FM transmitters, automation, STL and RPU equipment and new facility construction. Company has CP for new AM and has recently entered the video production field. Facilities are new and among best in New England. Knowledge of 3-tube cameras and 3/4-inch editing systems desirable. For specific job description phone or write Donald Moore, 737 West Main Street, Hyannis, MA 06201 617-771-1224. No Collect Calls. E.O.E.

WVOJ, Jacksonville, Florida, has opening for Chief Engineer. First Class Ticket required. Must be experienced in the operation, maintenance and repair of transmitting and production equipment. Salary commensurate with education and experience. Equal Opportunity employer. Send resume to Jack Davis, WVOJ Radio, 1435 Ellis Road, South, Jacksonville, Florida 32205.

HELP WANTED NEWS

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.

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 Director—Desireable large small-market with strong local news commitment. Excellent working conditions and benefits. You'll like the staff and the active news atmosphere to keep you alert and satisfied. Good salary. Resume/references. EOE Box J-49.

Newsperson with Personality and pizzazz wanted for major market station. We want a person with an unusual style and knowledge to back it up. Excellent salary and benefits. E.O.E. Send resume. Box J-52.

News Director—experienced, good voice, clean writing to direct department and anchor morning drive news for leading station in South Carolina. Send resume and references to Box J-76. E.O.E.

Upstate NY multi community small market needs ND. Long hours, livable wage, excellent conditions. Desire and delivery valued over experience. Box J-106. EEO M/F.

Great opportunity for beginning reporter at news-talk station. Nights & weekends, 40-hour week, \$650 a month, open October. Contact News Director, WTTB, P.O. Box 3467, Vero Beach, FL 32960.

Anchor/Reporters Honolulu, Washington, D.C., Detroit, Miami, Portland. Expanding traffic reporting company accepting cassettes/resumes in confidence. Excellent salary plus benefits with good advancement. Creative Broadcast Services, 6290 Sunset Blvd., Hollywood, CA 90028 213-467-8151.

WKGN Knoxville is looking for 2 bright, aggressive news/talk reporters. Send tapes and resumes to: Rod Neaveill, News Director, WKGN, 2900 Sutherland Avenue, Knoxville, Tenn. 37919. WKGN, Group Y Communications, Inc. is an Equal Opportunity Employer.

News Director for full service public radio: Direct local news operation, produce and host news and public affairs programs; supervise student reporters; teach one class per semester. BA required, MA preferred. 3 years experience in broadcast journalism; teaching experience; skill in writing, production, editing, student relations. Deadline: October 15, 1981. Send resume, tape and references to Karen Holp, General Manager, KRWG-FM, Box 3J, New Mexico State University, Las Cruces, NM 88003. Equal Opportunity/Affirmative Action Employer.

Newscaster—must be able to report, write and anchor newscasts. Previous experience required. Send air check and resume to Cindy Taylor WCOS AM/FM, Box 749, Columbia, S.C. 29202 E.O.E.

News Desk Personnel Major market all news radio station is looking for experienced assistant editors, writers, and editors. Part time and full time. Send resume and writing samples to Personnel, WTOP Radio, 4646, 40th St., N.W., Washington, D.C. 20016. No phone calls will be accepted. EOE M/F.

Immediate Opening Reporter/Anchor with minimum two years experience. Good salary and benefits. Send tape, resume, writing samples and three professional references to Lee Kelso, Managing Editor, WQHK/WMEF, P.O. Box 6000, Fort Wayne, IN 46895. No Calls Please.

Anchor/Reporters LA, Dallas, Houston, Cleveland, Miami. Expanding traffic reporting company accepting cassettes/resumes in confidence. Excellent salary plus benefits with good advancement. Creative Broadcast Services, 6290 Sunset Blvd. Hollywood, CA 90028 213-467-8151.

News and Public Affairs director, KVLU-FM, Beaumont, Texas. Seeking energetic self-starter to gather, write, and report news during daily morning newsmagazine, produce/host weekly public affairs series, and supervise production of all local public affairs programming. Requires B.A. plus two years' experience in radio news, preferably in public radio. Salary competitive, excellent benefits. Send tape, resume, and writing samples to: Darrell Brogdon, KVLU Radio, P.O. Box 10064, Beaumont, TX 77710.

Feel You're ready to head an expanding news department? Call me right now and I'll give you all the details. R.S. Tucker, PD, KRKK, Rock Springs, WY 307-362-3793. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

Producer/Director-Radio Bachelor's degree in communications-related area. One year of radio broadcast production experience. Application deadline: October 30, 1981. Contact: Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401. UMR is an AA/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.

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 prerequisites 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., WDFB, Box 10,000, Marion, Ohio 43302-1330 EOE.

Copy Writer needed for Southern West Virginia AM-FM stations. Seeking a highly creative individual with excellent writing skills. This is not an entry level position. Send writing samples and resume to General Manager, Personality Stations, Inc., P.O. Box AB, Beckley, WV 25801.

WOW/Omaha seeks Operations Manager. Experience in administration, programming and promotion necessary. Excellent salary and benefits. Resume to Jim Eddens, VP & GM, WOW Radio, 11128 John Galt Blvd., Omaha, NE 68137. EOE/MF

Radio Producer/Director. Responsible for radio program production, manage production staff, establish and maintain working relationships with associates and public. Qualifications: Knowledge of radio broadcasting practices, print and broadcast journalism. Skill in writing, editing, interviewing, production and personnel management. Education sufficient to perform responsibilities and to have acquired necessary knowledge and skills. Minimum annual salary \$27,456. Applications must be postmarked by September 30, 1981 to Michael Berndt; KUAC-FM; 208 Theatre Bldg.; 312 Tanana Drive; Fairbanks, AK 99701 907-479-7491. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Top-Rated East Texas AM-FM combination is seeking applicants for positions in news, announcing, and sales. Major market quality is a must. All are challenging, rewarding opportunities for aggressive, talented people with proven background. We're a 100-thousand watt FM and full-time AM in center of hottest growth area in U.S. Regarded as one of America's outstanding radio operations. Please send appropriate credentials such as resume, aircheck, writing samples, to: Dudley Waller, P.O. Box 1648, Jacksonville, TX 75766. E.O.E.

Wilmington NC—100KW FM and Class IV AM. New owners need a mature, experienced operations manager with to programming and production skills. Contact Weyher Dawson or Paul Michels 919-867-3131. EOE/MF

We offer stable, challenging, rewarding employment in a highly professional environment to outstanding performers. We're the Radio Group of Capitol Broadcasting Company operating WRAL, North Carolina News Network, Tobacco Radio Network and TN Spot Sales in Raleigh; WHTN-WKEE in Huntington; AM63-KISS in San Antonio and soon WRNL-WRXL in Richmond (FCC approval pending). Our formats include Top 40, AC, Country, Oldies and Album Rock. Our rapid growth provides opportunities in Sales, Talent-Production, and News-Public Affairs, to you if you're committed to professionalism and goal achievement. Tell me about your needs, interests and qualifications and I'll tell you more about us in a confidential reply. Wally Voigt, Group Vice President, Capitol Broadcasting Company, Box 17,000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

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, programming. 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.

Co-Op Retail Sales Consultant. Desires Group Management opportunity. Highly regarded consultant and sales trainer. Available to Group that wants big co-op bucks. Proven expertise. Box J-30.

General Manager who delivers exactly what's expected of him looking for better opportunity! Non Floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

Meet your new G.M. 25, a successful salesman, sensitive & productive salesmanager, and now ready for G.M. Aggressive, enthusiastic, determined, with the energy, commitment and experience you want. If you're looking, you've found him. Box J-93.

Results Oriented gen. mgr. with 27 yrs. experience managing AM & FM who knows the challenge and benefits of success. It takes innovation, creative energies to meet sales goals. Expertise includes leadership, motivation promotion, and basic management skills. Dedicated professional that's done it all. If you want one of the best check it out. Excellent credentials. J-98.

Major Market combo man, engineering, programming seeking O.M. or PD. position in small or medium market. Box J-68.

Money Making Manager—20 years all phases. Small, large, markets. Box J-46.

Husband and Wife Team husband 1st. Phone engineer-announcer, wife in sales. 12 years in radio. Midwest. Box J-75.

Operations Manager with proven ratings/increased billing record in adult AM/FM Country Radio. Billboard, Gavin Award winner. Excellent administrative, motivational abilities. Works well with sales, promotion, engineering, accounting. Bottom line oriented. Seek Group PD or Operations Manager for Country or AC group. Totally dedicated to excellence. Will re-locate. Reply Box J-43.

Attention Texas Radio Owners: Can offer more than 35 years of radio and television experience. Owner-Manager. Just sold interest in my station. Heavy on Play-By-Play. Will invest in property. Let's talk. Phone Bill Edgar. 512-756-6240.

Seven years creative sales brought sales management, 30M. Need change. Major account list or management. Hard working, good ideas. First-rate EOE's with serious offers only. Box I-43.

Successful Salesmanager desires GM or Salesmanager position in small to medium market in south. Heavy on experience, great sales record. Box J-74.

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.

Need Heavy experienced sales manager? Sports caster, excellent references. Guarantee results with cooperation from both employer/employee. No chain operation. Prefer midwest. Presently employed. Available October. R. Johnson (317) 898-8875 after 1:00 PM.

SITUATIONS WANTED ANNOUNCERS

Experienced announcer wants small market PD. position at community involved A/C or Country. Mich., Ky, W.V. Ohio, Pa, Ind. Box J-97.

8-Years On the Air experience. Hard-working, dedicated, desires move into sales. Box J-6.

South Florida street fighter seeks quality broadcaster where effort and ethics equal dollars. Nancy. 305-465-4122. 611 Wisteria, Ft. Pierce, Florida 33450.

Hey, look me over; lend me an ear! Announcing, production, news, copywriting, sales, radio, TV or others. Good voice, 3rd phone, single. 2 degree, 1 1/2 yrs. college radio experience, communications grad., 6 mos. commercial experience. Janet Lynch 3743 Deep Dale Lane, Louisville, Ky 40207. 502-895-4208.

21, Wants break in radio. Prefer country or rock oldies format. Will consider evening or overnight air shift in Ohio or adjoining state. No automation. Accept reasonable salary. Doug Hendricks, 21692 T.R. 175, Mt. Blanchard, Ohio 45767.

Solid Personality, no hype contemporary format. Available end of September. Jeff 414-761-0964.

Houston, I want to settle down. 4 yrs. country jock. News Director. 2 1/2 yrs. morning and afternoon drive anchor. Now, midday FM A.C. jock. I'm ready. Call after 6 PM. 713-523-8758.

Talk Host/Interviewer: a professional whose style varies with subjects and guests; spontaneous but prepared, direct but sensitive. Audience and advertisers are pleased. Now in major market and looking for top 20. Info at 503-774-0323 9-1 PDT.

Ten Years Experience—announcer, board man, PD, programmer, traffic director. Will do any of these, or combo, for quality Big Band or Beautiful Music station. Prefer SE Florida; will consider all. Stable, dependable. Tape, resume available. Neal Stannard, 305-567-4169.

11 years experienced 1st. phone engineer-announcer, farm director. Prefer Iowa. Phone 712-262-5396.

Small-Market announcing position desired in DeMarva region. On-air news experience. 301-254-4874.

Talented Talk show host available. Strong news and talk background, ability to produce humor, willing to relocate. All inquiries welcome and considered. Call 305-271-3588.

Wanted: Unwanted Air shifts. Hard worker can't wait to get started. Will relocate anywhere! Walt Hunter Jr. 215-472-3481.

My Dad is good on the air, he has experience as PD., M.D., also PBP and talk. Call him if you want the best at 217-443-4188 or 314-732-5555. Please! I'm already tired of generic baby food.

Play by Play position. Combo with sales or Programming. Available immediately Dick Teubner, 502 Cedar Lane, Monticello, IL 61856. 217-762-9319.

D.J.—News announcer. Top 40's, AOR. I'm bright, eager, and very dependable. Call Dale Whitworth 312-335-4542. Try me!

Disc Jockey with excellent voice and speech seeking position, able to work all shifts. Good Production, Sales welcomed. Arthur Ostermann, 212-447-3768.

Eleven Years Experience, 5 Years PD last station. Seek PD, announcing, opportunity. Eastern U.S. Gael Joyal 518-725-6173.

Experienced Female needs a job. Call Randi at 212-379-7746 anytime and let's talk!

Available Now. Four years commercial experience News Director, production, announcing, MD. Prefer midwest announcing or news. Excellent manager. Tape, resume: Chris Orr, 233364 Larkshire, Farmington, Michigan 48024. 313-476-4621.

SITUATIONS WANTED TECHNICAL

Available Short-Term Employment. 20 year pro. New installations, rebuilds, troubleshooting, proofs, maintenance programs. Shoupe 717-249-6584.

SITUATIONS WANTED TECHNICAL CONTINUED

Christian Engineer desires work in Fundamental Bible-oriented radio station preferably in North or South Carolina area. 3 yrs. television studio maint. design, and operation. Includes heavy audio, digital, and tape experience. On-air announce strong point. also. Would consider Christian TV also. Reply to Box J-35.

Great Opportunity for small/medium southern station to "go with a pro". Experienced chief engineer-30 years AM-DA, FM, Stereo, some automation. Box J-100.

SITUATIONS WANTED NEWS

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.

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.

Washington Correspondent experienced, offers daily commentary up to 5 mins. Exclusively for your station's market. Reasonably priced for large, medium or small markets. Call 202-544-4221.

Newsreader, Georgia: all markets. Award-winner. 404-636-3829.

Female Reporter—Experienced College Grad. Seeking position with solid news operation. Will relocate Call Jacquie Caveny 618-836-5904.

Ambitious male looking for a news/sports position. College station and some commercial experience in news and sports reporting, PBP and production. Contact Dan at 312-255-3795, before 3 p.m. CST.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Multitudinously Talented—operations manager, PD., D.J., sports, TV, sales. 15 years. Top 3 markets. Box J-46.

Copywriter-Announcer—production ambitiously creative all around writer desires challenging work in radio or television. David 415-276-5805.

Ten Years Experience—announcer, board man, PD, programmer, traffic director. Will do any of these, or combo, for quality Big Band or Beautiful Music station. Prefer SE Florida; will consider all. Stable, dependable. Tape, resume available. Neal Stannard, 305-567-4169.

TELEVISION

HELP WANTED MANAGEMENT

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.

Established, growing broadcast group seeking aggressive, professional individuals to fill executive marketing positions in radio and TV divisions. Experience necessary. Write Box J-48.

General Sales Manager—ABC affiliate. Equal Opportunity Employer. Contact Scott Vaughan, General Manager, KGUN-TV, PO. Box 5707, Tucson, AZ 85703, 602-792-9933.

Retail Marketing specialist: Southeastern VHF station seeking individual with television sales experience and retail knowledge. Must be creative, very organized, self-motivated. Will coordinate vendor support programs, sales development ideas and methods, and make group presentations to retail executives and manufacturers. Send resume to Box J-102. EOE.

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

Dominant, dual-city, Mississippi TV station adding to sales staff. Excellent advancement opportunity for experienced, aggressive salespersons. Reply to Box J-47.

Television Account Executive—Team-oriented person with a proven record of excellence in Television Sales (transferable 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, Box J-69. EOE.

Account Executive—NBC network affiliate in major sunbelt market needs an aggressive, experienced local account executive to hit the streets with established agency/client list. Track record in retail/co-op development beneficial. Send resume with salary requirements to Box J-72. An Equal Opportunity Employer.

Account Executive—CBS affiliate seeks individual with Media Sales background. A ground floor situation and upward mobility is very possible. Excellent compensation package. Call Pat Moose, WXTV-Box 5815, Greenville, MS 38701, 601-334-1500. EOE.

Account Executive Sales Two (2) years plus exp. in TV Sales. Experience in agency selling and developing new business. College degree preferred. Good Salary. Contact Local Sales Manager, WPCQ-TV, Charlotte, NC.

Television Account Executive—Team-oriented person with a proven record of excellence in Television Sales (transferable 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, PO. Box 2009, Durham, NC 27702. EOE.

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.

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.

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 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. PO. Box 21, Rochester, N.Y. 14601. E.O.E.

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 NE—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.

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, Twin Rivers Drive, Columbus, Ohio, 43216. WBNS-TV is an Equal Opportunity Employer. M-F.

Maintenance Engineer: First Class FCC License and experience required. Not entry level position. Top Union Salary. Major market Network UHF in the Northeast. E.O.E. Reply Box J-36.

Electronics Maintenance and Video Engineer. Must have at least 2-3 years of electronic maintenance experience; be thoroughly familiar with the repair of VTR's and cameras; be able to read oscilloscopes and wave form monitors. Must be flexible in work hours. Electronics degree preferred. Send detailed resume including salary history requirements to: Employee Services Manager, Box J-70.

Tired of freezing Northern winters or broiling, humid Southern summers? Here's your chance! Join me where the weather's comfortable, the city is beautiful, cosmopolitan, (university town) and the country is three minutes away. I need a maintenance engineer to keep our studio and ENG equipment running. 1st not required, but maintenance ability and 3/4" VCR experience necessary. Send resume to: Sid Shumate, Chief Engineer, WVIR-TV, PO Box 751, Charlottesville, VA 22902, or call 804-977-7082. Equal Opportunity Employer.

Television broadcast maintenance engineer—Experienced only; familiar with cameras, 3/4", 1", 2" video tape recorders, ENG/EFP Equipment. Send detailed resume to Chief Engineer, WKRC-TV, 1906 Highland Ave., Cincinnati, Ohio 45219.

Maintenance Supervisor: Minimum 5 years TV engineering experience, 1 year supervisory experience required. First Class Phone with expertise in maintaining broadcast equipment. Salary: negotiable. Excellent benefits. Resume to: WXXI-TV, Personnel Department, PO Box 21, Rochester, New York 14601. EOE.

Broadcast Maintenance Technician. Maintains, sets up, operates, and repairs audio and video color equipment for public TV broadcast and production facility at West Virginia University. Need experienced applicants with solid electronic background including digital circuits. Prefer applicant with at least 2 years full-time experience in TV. Full benefits available—retirement—medical insurance—credit union—sick leave—vacation—full-time staff use of university facilities—plus other university benefits. Send letter or resume to: Keith Massie, Associate Director of Operations, Station WVUU-TV, PO. Box TV-24, Morgantown, WV 26507-0897, or Telephone 304-293-6511. West Virginia University is an Equal Opportunity/Affirmative Action Employer M/F.

STV Systems Engineer New major market STV station needs aggressive, self-motivated individual to manage its STV technical operations. Extensive exp. in TV engineering incl. CATV & MATV install. req'd. Resumes to: Harry Jenny, CE, WWSG-TV, Channel 57, 300 Domino Lane, Phila., PA 19128. WWSG-TV is an EEO/AA Employer.

Engineer: FCC First-Class License. Experienced in all phases of TV maintenance required. Send resume and salary requirements to Chief Engineer, KSFY TV, 300 No. Dakota Ave., Sioux Falls, South Dakota 57102.

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.

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.

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.

HELP WANTED NEWS CONTINUED

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.

Executive News Producer. Top 50 market needs energetic person to help manage news department. Background must include work as a producer and/or assignment editor. Must be able to handle people well. Send resume to Box J-90. EOE.

Assistant News Director for 40th market station. Applicant must have a proven track record as a leader. A strong news background (including the ability to teach good writing and news-gathering skills) is essential. Only those with a reputation for being creative, ideas-type people should apply. Send inquiries to: Box J-92. EOE.

Producer—Miami Major Newscast. Strong writer, organizer. Experience required. Equal Opportunity Employer. Box J-103.

Farm Director: Number 1 medium market station is developing Farm department. We need ambitious self starter to do early morning, noon and farm reporting in major agricultural area. Box J-53.

Weathercaster/Reporter: Top 50 Eastern net affil looking for qualified reporter/weathercaster. Must be able to do primary weathercasts and report all types of news stories. We encourage people from Markets 100-214 to apply. EOE. Send resume to Box J-56.

Sports Director/Reporter: Top 50 Eastern net Affil looking for top-notch sports anchor-reporter. Must be able to do local sports and public participation feature stories. We encourage people from markets 100-214 to apply. EOE. Send resume and story ideas to Box J-55.

Anchor—for 11 pm news in medium mid-Atlantic market. Must have production skills. Will consider present weekend anchor or strong reporter ready to move up. An EOE employer. Resume and salary requirements to Box J-60.

Weathercaster. We're looking for a great personality with the ability to communicate basic weather information. Do 6 & 10 weathercasts and related ENG stories. We're the top station in a competitive 3-station mid-west market. Beginners welcome to apply if you have the personality and knowledge to do an interesting and informative weather show. Send resume only to Box J-41. An equal employment opportunity-job available immediately.

Producer for top 50, Northeastern market. Must have two years of broadcast experience and be able to produce fast-paced, highly visual show. Must be good writer and tape editor with management ability. Send resume to Box J-39. An Equal Opportunity Employer.

A Great Weather market ... in Florida where the sun shines nearly all the time ... Recreational forecasting a must ... Need a weathercaster personality ... Who can also do environmental reporting ... For both six and ten PM news. EEO. Send resume and salary requirements. Box J-32.

Progressive Market Television station has an immediate opening for anchor. ABC affiliate. Beautiful city. Great climate and tremendous opportunity. Must have experience. Send resume and tape to Stan Bowman, News Director, WJCL-TV, 10001 Abercorn, Savannah, GA 31406.

News Director/co-anchor for aggressive news operation. Send resume and air check to Ray Moser, G.M., KEVN TV, P.O. Box 677, Rapid City, South Dakota 57709 or call 605-394-7777 E.O.E.

Chief Photographer/News—minimum 3 years TV news photo experience, good technical background along with strong creative abilities. Supervise 14 person NABET photo staff, assist with budget preparation and administration, oversee care and maintenance of equipment. All ENG. Tapes and resume to Tom Kirby, WTNH-TV, PO Box 1859, New Haven, CT 06508. Include stamped return envelope for tapes. Equal Opportunity Employer.

TV News Director. Need a seasoned manager. ABC affiliate Top 75 market. Small aggressive staff. Resume please to: The News, Box 4075, Portland, Maine 04101. Equal Opportunity Employer.

Noon Anchor needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Avenue, Huntington, West Virginia 25701.

Weekend Weatherperson-Reporter; we won every weekend cast in the May book. We're state of the art with live chopper ... WX wire ... Color Radar ... Nat'l Wx Satellite. Send tape, resume, salary requirements to: News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE.

News Director WQOW TV—Eau Claire, WI, new ABC Station, wants qualified person to anchor/report and administer News Dept. budget. Applicants need 2-3 yrs. broadcast news experience, photo/edit ability. Equal Opportunity Employer. Send resume/tape to: Station Mgr., WQOW TV, 2881 S. Hastings Way, Eau Claire, WI 54701.

Street Reporter with Anchoring potential wanted immediately for station in 37th market. Excellent benefits. Person should have solid journalistic background, good communication abilities, creative background, college degree, two years broadcasting experience. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/M/F.

Producer with strong writing skills for Number 1 rated 10 p.m. newscast. Send resume and tape to John Hayes, WBRC-TV, Box 6, Birmingham, AL. 35201.

News and Public Affairs Manager. Produce 2 daily news programs for public radio and television market of 500,000, serving Binghampton-Elmira-Ithaca area. Anchor evening hour-long television report, supervise a staff of 7 and schedule assignments. Substantial news experience required. Send resume, audition video tape and salary requirements to Michael J. Ziegler, President and General Manager, WSKG-TV/FM, PO Box 97, Endwell, NY 13760. EOE/AA/M-F.

Field Reporter for Northeastern TV Station. Only experienced personnel willing to relocate need apply. Send resume and audition cassette (audition cassette will be returned) to Personnel Manager, WJAC-TV, Hickory Lane, Johnstown, PA 15907. An EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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—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: WTVC-TV, P.O. Box 1150, Chattanooga, TN 37401.

Film Director for new TV station needed. Experience necessary. Perfect move up for dedicated second banana. 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.

Promotion Manager—Medium market southeast ABC affiliate seeking aggressive TV promotion professional. Strong in on-air, print, radio, and overall station image promotion. News promotion experience a must. Applicants should send confidential resume and salary requirements to Box J-89. Equal Opportunity Employer.

Producer: Major market. Looking for daily local show producer. Program concept and production a plus. News, documentary and/or magazine production experience necessary. Box J-82.

Television Producer/Director. Develop, produce & direct musical programs including "Sunshine Music Hall" series & specials. Contribute segments to a weekly public affairs magazine. Complete the last 10 programs of a 40-program gardening series. Send resume & tape to: Personnel, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. Equal Opportunity Employer.

Video Promotion Associate Public Broadcasting Service presently has an excellent opportunity in our advertising and video promotion department for a video promotion associate. B.A. degree in broadcast communications, journalism, liberal arts or equivalent. Minimum of 3 years work experience in TV production with writing responsibilities preferably in area of on-air-promotion. Must possess ability to write, produce and direct television and radio promotional productions ranging in length from: 30 seconds to an hour. PBS offers competitive starting salaries with excellent non-contributory benefits package. For consideration please submit resume with letter of interest stating salary requirements and three professional references to: Public Broadcasting Service, Attn: Jennifer Dupree, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024.

Producer/Director sought for unconventional VHF public TV station near Denver. Resumes to: Bob Bows; Box 6060; Boulder, CO 80306. Equal Opportunity Employer.

Sports Director to produce and anchor weeknights early and late, and weekly special sports segment. Anchor/producer experience, including ENG knowledge, preferred. Will consider strong radio or PBP background. Tape, resume to Mike Beecher, KTVI-TV, PO. Box 87, Sioux City, Iowa 51102. An EOE employer.

Cable Network seeks assistant program manager to handle monthly program scheduling. Should have knowledge of scheduling and traffic. Creative programming opportunity with growing cable service. Send resume and salary requirements to Box J-109.

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.

General Manager/Station Manager. Experienced GM with exceptional performance record in major and medium market. Excellent administrator with proven qualifications for successful station management. Box J-67.

SITUATIONS WANTED TECHNICAL

Cmx Teacher available weekends at your facility. Experience includes numerous network specials, ongoing software consulting with CMX, 4 years in Los Angeles facilities. Call Terry Climer at 615-385-2820 for particulars.

New York, Connecticut, New Jersey: 10 years large system experience—all phases. Background also includes Film/Tape production for top corporations. Box J-79.

S.B.E. Certified Senior Broadcast Engineer, 16 years' experience all phases TV and Radio engineering, installation design and construction, management, production, programming. Desires ground-up construction or re-building or engineering/operations combo with organization wanting the best cost-effective engineering and willing to reward it. Prefer medium/small market. Box J-86.

I am placing this ad with a mission, for I'm seeking a broadcast position. Have a 1st, and can go, can learn fast, don't work slow. So, make me your next broadcast technician. Please write Harold at Box J-71.

SITUATIONS WANTED TECHNICAL CONTINUED

First Phone broadcast production Engineer and Air Switcher, Box 2391, Warminster, PA 18974.

Broadcast Engineer 15 yrs exp. Audio, video, camera video tape. Heavy sports experience, 7 yrs network, 5 yrs production & post-production including film-to-tape color collection. 3 yrs. freelance including basketball and hockey audio & camera. Looking for key position in TV station or tape facility in Southern California. Box J-64.

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.

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.

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-reporter in 100+ market seeks new challenge. Strong writing skills, Mid 30s, stable. Box J-16.

Sports ... a creative, intelligent approach. Seven years experience, radio and TV, including p-b-p. Available now. John 317-448-1359.

Make your kicker count as much as your lead. Features a specialty. Female, 26, three years television news experience. Box J-62.

News Director/Exec. Producer 23 years experience in U.S., Europe, Africa and the Midwest. Good writer; economy-minded resourceful producer thoroughly knowledgeable of all aspects of video/film production. Box J-73.

New Horizons, New Challenges are what I seek. Co-Anchor, Weathercaster, Reporter; my experience is broad, ambitions broader. Seven years TV-Radio. Degree. Box J-44.

Looking for a dynamic reporter with anchor potential? Experience Reporter/Anchor, excellent writer, seeks larger market. Box J-84.

Meteorologist with M.S. Extensive radio experience with top forecasting service, heard on more than 75 stations. Looking for new challenges in television. Strong desire to learn and excell. Resume and tape available. Box J-42.

News Director. Small market wanted by energetic, creative journalist. Familiar with all phases of news production. Have master's degree. Box J-94.

News Director. Former TV reporter, anchor, photographer wants small market position. Currently teach TV production. Have Master's Degree. Box J-95.

Cable News and others. If you're expanding, need an experienced weathercaster, currently employed. Reply in confidence. Box J-87.

Ambitious, aggressive newsman seeks anchor and/or reporter position in small or medium market. 3 years radio and television experience. Prefer mid-west—will consider all offers. Terry Kelley 712-276-8583.

Reporter-Ancor. Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 309-691-2927.

Experienced TV and radio reporter looking to relocate to small or medium market. Available immediately. Contact Mark at 301-229-9277.

Aggressive young news reporter/announcer loves a challenge. Perfect for small markets. Phone Nancy 212-933-2398 for tape and resume.

FSU Meteorology/Communications graduate desires meteorology position. Will train/relocate. 1 year radio experience. Available immediately. For resume contact Gordon Hepburn 404-477-7348.

Weekend Producer top 30 market looking for change 7 years experience BS/Journalism seeking producing position in any size market. Skills include ENG editing, chyron. Call Bob 615-385-1384.

Experienced Sports Anchor/Reporter available. Four years in medium southeast TV market; three years radio PBP. Good references. Southeast preferred. Box J-110.

Weathercaster: Employed. Prefer climate of Gulf, Atlantic, or Southern market. Size not important. Confidential. Box H-205.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Manager currently hold position with medium market radio group. Ideas that sell and are community oriented. Box I-12.

Director on staff at Top Five VHF seeks freelance work directing for Cable/Pay TV. Six years theatre, three years television experience. Have directed legit for TV. Box J-99.

Reliable college graduate with commercial experience seeks entry or advanced position in production. Experience in camera, lighting, switching, editing, audio. Prefer Mid-South-Louisville, Nashville, etc. Tim Smith, 2310 Wintergreen Loop North, Owensboro, KY. 42301. 502-684-2087.

ALLIED FIELDS

HELP WANTED SALES

Business oriented successful salesperson with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341.

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. P.O. 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.

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.

Varian Klystron tubes wanted for GE transmitter—for sale IVC cameras boards, switcher—Joe Lowe—404-866-3855.

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.

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.

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.

Approximately 980 ft. in 19.5 ft. lengths RCA MI-19313 3-1/8" transmission line including 20-90° elbows, hangers, gas stop. Excellent conditions. 5 years old. Approximately 790 ft. in 20 ft. lengths RCA MI-19089 3-1/8" transmission line including 11-90° elbows, hangers, gas stop. Excellent condition, 19 years old. Alford 4 bay type 1046Q Channel 10 antenna with de-icer, 94 ft. mounting pole and 3-1/8" harness. RCA TFU-24 DAM pylon Channel 36 antenna skull pattern. Passive microwave reflector, solid face 8 ft. x 12 ft. RCA TT-25 BH television transmitter, good condition. Will consider sale on all or partial through September 30, 1981. Contact H. G. Wagner at 414-271-1036.

Two AVR 2 VTRs. Call Tel-Fax, Inc. 215-865-3110.

Automation Cetec 903E. 6 reel to reel ITC's. 6 audiofiles. Call Bob O'Brien 601-957-1300.

FOR SALE EQUIPMENT CONTINUED

Three BCC-1 Ampex Cameras complete with lens and cable. 1-406-443-5050 or 1-406-443-4797.

GE PJ 500 Color TV large screen projector, new light valve and updates. \$37,000. Write or phone International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305-756-0699.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

Collins 732-A, 1 kw FM transmitter. Rebuilt—Spare tubes and parts plus instruction book. \$1,950.00. Capitol Broadcast Exchange. 209-957-1761.

Moseley Associates Model SCG-9 stereo generator. Excellent specifications/condition. \$650.00 includes instruction book. Capitol Broadcast Exchange. 209-957-1761.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

"Comic Relief!" Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Easy-selling Holiday Shows—The Original Halloween, Thanksgiving & Christmas Shows of the 30's, 40's & 50's. Jack Benny, Fibber, Fred Allen, Bergen, Amos & Andy, Suspense, Gunsmoke, Miracle on 34th, plus 52 others. Special deals for Educational & Small Markets. Giant 20% discount for prepaid orders before 10/20. Call Victor Hall 415-851-3322 or write INFOMAX, 52 Skylonda, Woodside, CA 94062.

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.

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.

Attention Sports Directors: now available, New York sports audio feeds. Total coverage. Pre, regular, post season games, conferences. For information write: Sports News Syndication, 3 Jean Lane, Monsey, New York 10952.

700 Albums by C&W greats. Excellent condition. Also 2,000 '45's. Will trade for like MOR library. Box I-11.

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.

Cassette recorded preparation for FCC General Radiotelephone Operators license plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Improve Your Play-by-Play broadcasting in a special 5-week workshop with Jim Karvallas, the voice of cosmos soccer and play-by-play announcer at Madison Square Garden. Learn insider techniques for doing play-by-play ... the difference between radio and TV broadcasting ... how to work well with your color man in this exciting workshop for sportscasters. Four working session at the Grand Hyatt Hotel and one working session at Madison Square Garden. Dates: October 5, 19, 26 and November 2, 9. Time: 7-10 PM. For complete information write: R.M. Brooks/319 East 24th Street/New York, NY 10010/or telephone 212-532-5977.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

EMPLOYMENT SERVICES

Job Seekers: Our new approach can get you that important job. Send \$2.00 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

RADIO

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

Help Wanted Programing, Production, Others

Brand New Stations Paying Top Dollar

WYO Media, Licensee of Wyoming's two great new radio stations, KTRS-FM, Casper; KTAG-FM, Cody, is now taking applications for positions in Programing, Announcing, Production, News, Sales, Traffic & Book-keeping, both manual and computer. If you are experienced in these fields and would like a career in two of the most mechanically advanced stations in the country, please send tapes, resumes, track records and salary requirements in first letter to Bill C. Hart, 3841 E. 15th Street, No. 630, Casper, Wyoming 82601. Wyo-Media is an Affirmative Action & Equal Opportunity Employer.

Help Wanted Announcers

Are you

Another Dan Ingram, Don Imus, Robert W. Morgan or Larry Lu-jack? Send Cassettes to:

Connecticut Consulting Group,
Inc. 73 Redding Road,
Georgetown, CT 06829.

Position is in New York but not
morning drive. Teams
acceptable also.

Engineering Manager

Exceptional opportunity for a motivated individual with a first-class FCC license and a minimum of five years experience in a major market. KYW NEWSRADIO, Philadelphia, is seeking an engineer with working knowledge of 50 kw AM transmitters, directional antennas, digital electronics and automation systems. Please send resume and salary requirements to: Ms. R. Matthews, Human Resources, KYW NEWSRADIO, Independence Mall East, Phila., PA 19106.

Equal Opportunity Employer

Help Wanted Sales

GENERAL SALES MANAGER:

WNOR-AM/FM, Norfolk, Virginia 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 Avenue, Dearborn, Michigan 48126. Group owned and E.O.E.

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.

Situations Wanted Announcers

OWN YOUR MORNING MARKET

AM Drive Communicator ... Relevant and enjoyable approach incorporating basics ... phones ... humor geared to your market ... community involvement ... Major market success in AM Drive and Programming ... Currently employed and succeeding. Call (609) 397-8318.

Network Sportscaster

With heavy background in radio-TV, play-by-play and sports talk seeking major or medium market opportunity. Salary negotiable. 203-651-9181. Two week availability.

Help Wanted Management



ABC Radio Enterprises' superior satellite programming concept has created an immediate need for experienced sales representatives (with network, syndication, rep or multiple market background). Programming experience is preferred. Contact David Polle, Vice President, Station Marketing (212) 887-5051 to arrange for an interview or send materials to: ABC Radio Enterprises, 1345 Avenue of the Americas, New York, N.Y. 10019.

ABC IS AN EQUAL OPPORTUNITY EMPLOYER.

ABC RADIOENTERPRISES

RADIO

TELEVISION

Help Wanted Management

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 Announcers

HOST (Male/Female)

WCVB-TV (the ABC affiliate in Boston) seeks an experienced, talented, multifaceted person to host a Tuesday/Saturday late, late-night talk show. On air radio or television experience is required. Finalists will be auditioned.

If qualified and interested, send resume (no telephone calls please) to Personnel Department D981, Boston Broadcasters Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted Technical

JOIN THE BEST TECHNICIANS AT THE BEST TV STATION IN THE MOST LIVABLE CITY

Immediate Openings for experienced Transmitter, Maintenance & New Construction Technicians. Call or write Herb Davidson, Director of Engineering

New Studios, New Transmitters
Now Under Construction

An Equal Opportunity Employer M/F/H



KOIN-TV
140 S.W. Columbia St.
Portland, OR 97201
(503) 243-6666

Situations Wanted Management

General Manager

Radio pro now NYC AE seeks 1st GM-ship. Hard worker with excellent credentials. Over 12 years experience in all areas. First phone, BA, law degree and more. All ready to make us more money now. Reply in confidence to Box J-65.

Attention Owners Now Available!

29 yr. old g.m. w/6 yrs management experience in sales, promotions, FCC, community, and employee relations, plus a proven track record of 180% increase in 3 yrs at present position. Family, degree, ready to reestablish in challenging position at your radio station. \$25K/yr. plus only please. Solid resume and references. Write Box J-33 or call 1-612-451-3961 after 5 pm CDT.

Situations Wanted Programming, Production, Others

Thinking Talk?

Program Director with 12 years major market experience in talk radio. Proven track record. Knows what it takes to get top ratings. Currently employed and now available for right opportunity!

Box J-45

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 News

We like aggressive,

hard-nosed, experienced reporters, dedicated journalists who love news. If you like professionalism, a station with a commitment to news... and an award winning staff... then we need to talk. Write Box J-38. An Equal Opportunity Employer.

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 Programing, Production, Others

ART DIRECTOR

Experienced hands-on Art Director with TV background, contemporary style and management skills. Experience on Forox slide/animation camera a must. Send resume and samples to: Kathlene McGarry, Promotion Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No telephone contact please. An E.O.E.

TALENT

Top 25 CBS/TV Affiliate seeks mature, credible host/hostess for daily program aimed at women. Innovative new format with future syndication potential will start in January. Ideal candidate will have solid on-air experience, be skilled interviewer, and have good production sense. Send resume to Box J-29.

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 Programing, Production, Others Continued



One of Midwest's most aggressive, expands again. FIELD PRODUCER/PHOTOGRAPHER must have three years' EFP experience, strong knowledge of field equipment and editing. ASSOCIATE PRODUCER needs editing, writing and production experience, along with working knowledge of EFP and equipment. Both positions also involve producing other quality features for which our station is known. Like hard work and travel? Tape and resume to Jared VanHorn, KWLL-TV, Waterloo, Iowa 50703. An EEO Employer.

ALLIED FIELDS

Help Wanted Management

Telecommunications Business Manager

Major Telecommunications Specialized Common Carrier is seeking an individual to join us at our Corporate Headquarters in Los Angeles. You will be the architect of our business plan. Your planning, customer requirements evaluation, marketing and pricing skills will be put to good use. In-depth knowledge of and ability to interpret the Common Carrier marketplace is required.

Present or past affiliation with MCI, SPC or other specialized common carrier is considered essential. Knowledge of the Telecommunications regulatory environment and tariffing is highly desirable. Preference will be given to candidate who possesses a quality education, a technical background, Telco experience and knowledge of microwave cable and fibre optic transmission systems and interconnect facilities. This is a senior-level position which will involve some travel and a great deal of people interface. The candidate who is selected will be well paid and enjoy a superior benefits package.

Resumes should include references who can verify your experience and should be sent to:

Box J-80
c/o Broadcasting

Equal Opportunity Employer

Help Wanted Sales

Expansion and continuing growth make possible this new position of

SALES ENGINEER

with industry leading manufacturer of broadcast equipment.

Replies held in strict confidence.

Reply to Box H-211

Radio Programing

THE PROMOTIONAL EVENT OF 1981!

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Top 100 Special of the Year DEMO

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4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

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30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



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For Sale Equipment

Rent it!

We offer one of the largest broadcast equipment rental fleets in America. Call or write for your copy of our rental equipment catalog. David Green, Broadcast Consultants Corporation, Box 590, Leesburg, VA 22075. Phone: 703-777-8660.

Consultants

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The industry leader in LPTV and medium power television turnkeys.

VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

Consultants Continued

Communications Consultants

A full-service communications consulting firm that specializes in preparing all aspects of Federal Communications Commission application filings.

CONSULTING SERVICES:

Applications: For new broadcast facilities

- Low Power Television
- FM Radio
- AM Radio
- Full Service Television

Computerized frequency searches:

- Low Power Television
- FM Radio
- AM Radio
- Full-Service Television

Feasibility Studies

- AM/FM Power Increases
- Nighttime Service
- Pre-sunrise Authority

Petitions for Rulemaking:

- FM Channel Assignments
- Full-Service Television Assignments

Turn Key Construction

- New or Remodeled AM/FM Radio Stations
- New Power Television
- Full-Service Television

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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.**

CREATIVE BROADCAST SERVICES TALENT AGENCY

RADIO - TELEVISION - CABLE

- Executives • Management
- Talent • Technical

Represents professionals coast-to-coast for On/Off Air opportunities. Send resume in confidence.

Call: (213) 467-8151

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



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A PROFESSIONAL Broadcast Placement and Recruitment Service. Serving TV Stations and Production Companies Nationwide!

Many current openings exist in all areas, from talent to technical. Fees paid by the employer.

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Bruce Williams, Director
BROADCAST CONSULTANTS
P.O. Box 60
West Hartford, CT 06107
TEL: (203) 233-6291

—EMPLOYER INQUIRIES ALWAYS INVITED—

ONE RADIO INDEX Ratings Report pays for itself MANY times over!

INDEX Overnights (with 16 demo breakouts) start as low as \$350.

BONUS: we give you ALL raw data FREE!

Call Toll Free

(800) 528-6082

**radio
index**

**Todd Wallace
associates**

Public Notice

The Board of Trustees

of the National Association of Public Television Stations will meet October 16, 1981 at the Hunt Valley Inn in Hunt Valley, Maryland. Meeting begins at 9:00 a.m. In addition to general business and Committee and staff reports, agenda will include matters of NAPTS Board composition, budget, and membership policy; federal legislative, regulatory, and funding activities; report on Temporary Commission on Alternative Financing; and, 1981-82 NAPTS agenda.

Business Opportunities

INVESTORS WELCOME

To join group for FM purchase in top 100 market—minimum of \$5,000.00. (Active preferred.) How can you contribute? Box J-66.

40% Interest

in 1 KW Central Pa. daytimer available. Working Partner required. 30 K cash minimum investment. Financial ability with first letter. Reply to Box J-81.

INVESTOR WANTED

Florida radio station owner seeks additional capital. Variable combination of equity and debt possible on negotiable terms. Full details following your reply to Box J-108.

FM FREQUENCY SEARCH \$200

Analysis of all possibilities within 25 miles.

LOW POWER COMMERCIAL FM

Systems from \$2,500 open new markets. Write for free informational packet.

BROADCAST PLANNING SERVICES

Box 42, Greenwood, Arkansas 72936
(501) 996-2254 (24 hrs.)

For Sale Stations

North American

MEDIA
BROKERS

OFFERS:

2 Missouri AM-FM small market
combos 525K and 315K, terms.

Fla. coastal AM daytimer 350K,
terms.

Fla. fulltimer AM 285K, terms.

Midwest AM-FM 750K.

Texas AM-FM combo, small market.
FM can cover larger market 750K,
terms.

**FREE IN-HOUSE LEGAL
SERVICES AVAILABLE FOR
BUYER & SELLER.**

**ONE FINANCIAL PLAZA
SUITE 2100
FT. LAUDERDALE, FL 33394**

**(305) 525-2500
SELLERS CALL COLLECT**

Sunbelt

When recessions come, you'll appreciate this small Texas fulltime AM in a stable Agricultural area. Excellent terms. Include financial qualifications in your reply. Box J101.

Virginia-Carolina

N.C. Day 1 KW Suburban; Big Signal; \$265,000
TERMS N.C. Day 1 KW With Night Grant; Excellent
Mkt. \$495,000 TERMS Va. Sm mkt. community
oriented 1 KW Day \$325,000 Plus Larger Stations.

**Reggie Martin & Assoc., Ron Jones 804-
758-4214.**

For Sale:

Texas AM-FM Combo. Only FM in market. Excellent growth possibilities and long-term pay out.

Write Box J-58.

Group of five AM and FM stations in excellent California markets \$8,500,000.

FM Covering large California market \$1,200,000.

Major market AM \$8,000,000.

Big coverage AM ideal for Religion or Spanish \$1,300,000.

Small market FM \$550,000.

Several TV Stations

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

North Carolina AM

Low dial position fulltime with protected market area. Priced at 2.5 times gross.

Box J-54

Class C FM

Medium Texas market Real estate included. \$11,200,000—Principals only.

Box J-107

For Sale

Southwest full time AM and Class A FM. Only two stations in market. Two and one half times gross. Terms. Write Box J-59.

For Sale Stations Continued

- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- 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 station. CA resort area. \$430,000.
- Fulltime. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

EAST COAST Med Mkt. AM

Only station in city of over 90,000. \$900,000 terms/\$800,000 cash

QUALIFIED BUYERS ONLY

Box J-85

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



Good Dial Location on this Suburban Daytimer. Located between two growing Cities in S.E. Owner retiring. \$320,000.00 includes real estate. Terms.

EDEN BROADCAST SERVICES
P.O. Box 647, Eden, N.C. 27288
919/623-3000



WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
President

Suite 417, 1730 Rhode Island Avenue, N.W.
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STATION

CONTACT

MW Small FM	\$215K	Terms	Jim Mackin	(207) 623-1874
S Small AM	\$231K	\$75K	Ernie Pearce	(615) 373-8315
SE Small Fulltime	\$300K	\$50K	Bill Cate	(904) 893-6471
S Small AM	\$375K	29%	Ernie Pearce	(615) 373-8315
W Small Fulltime	\$425K	Terms	Bill Whitley	(214) 387-2303
NE Small AM/FM	\$450K	\$150K	Jim Mackin	(207) 623-1874
W Small AM/FM	\$525K	\$100K	Greg Merrill	(801) 753-8090
MW Small AM/FM	\$550K	TERMS	Peter Stromquist	(612) 831-3672

Appraisals, Feasibility Studies, Financing, or to Sell, Contact
John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341

**For Sale Stations
Continued**

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISALS
West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
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700 New Hampshire Ave., N.W. • Watergate South
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COMPANY, INC.**
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Elmira, N.Y. 14902
24 hr Phone: (607)733-7138
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St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants

**BILL-DAVID
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BROKERS-CONSULTANTS
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2508 Fair Mount St.
Colorado Springs, CO 80909


**Wilkins
and Associates**
Media Brokers

MO	AM & FM	650K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	360K	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

**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.

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.



**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.

Books For Broadcasters

T420 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE, by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages.
\$12.95

T400 THE LIGHTER SIDE OF BROADCASTING. A collection of Sid Hix Cartoons. Only a few of us have been around BROADCASTING longer than Sid Hix was. The editor was in at the founding on Oct. 14, 1931. Hix's first work appeared on Aug. 1, 1937. Despite our best efforts to straighten him out, Hix persisted in the belief that broadcasting was a laughing matter. This collection just may prove him right. It begins with his first submission and proceeds in chronological order through 1971.
\$6.00

T411 COMMERCIAL FCC LICENSE HANDBOOK, by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations.
\$9.95

SEND ORDER WITH PAYMENT TO:
BROADCASTING BOOK DIVISION
1735 DeSales Street, N.W., Washington, D.C. 20036

Fates & Fortunes[®]

Media

Phil Boyer, VP of programing, ABC Owned Television Stations, New York, named VP-general manager of product development and planning, responsible for sales and marketing, programing, news, research, creative services, and engineering divisions.



Boyer



Neal

Bob Neal, producer-host, *Football Saturday on TBS* and *Pabst College Scoreboard* for Turner Broadcasting's WTBS(TV) Atlanta, named general manager of station.

Duane Harm, station manager, KWTB(TV) Oklahoma City, named president and chief operating officer of licensee, Griffin Television, succeeding **Jacques DeLier** who retires from station, but will remain with Griffin as board vice chairman.

Gary Gross, director of operations, United Broadcasting, Bethesda, Md.-based station group, named VP of broadcast standards and practices.

Joseph Carriere, VP-general manager, KBIM-TV Roswell, Ga., assumes additional duties as executive VP-general manager for broadcast division of station's licensee, Holsum Inc. KBIM-TV is only station operated by Holsum.

John Dame, VP-director of sales development, Harrea Broadcasters, Harrisburg, Pa.-based station group, named VP-general manager of its WKBO(AM) Harrisburg. **Barry Carbaugh**, station manager, Harrea's WRHY(FM) Starview, Pa., named VP-general manager.

Howard Hansen, executive VP-station manager, WRAU-TV Peoria, Ill., joins co-owned KVOX-AM-FM Moorhead, Minn., as president and general manager.

Robert Bell, executive VP-general manager, WRBD(AM)-WCKO(FM) Fort Lauderdale, Fla., named president.

Judy Jankowski, acting general manager, noncommercial WBHM(FM) Birmingham, Ala., joins noncommercial KUHF(FM) Houston as general manager.

Raymond Coleman, station manager, WUFO(AM) Buffalo, N.Y., joins WAOK(AM) Atlanta in same capacity.

Ron St. Charles, director of programing and operations, WUAB(TV) Lorain, Ohio, named assistant general manager.

Lynn McIntosh, regional manager for Northeast, station relations department, Mutual Broadcasting System, Arlington, Va., named acting director of station relations, succeeding **Frank Murphy**, resigned.

Charles Corcoran, chief of operations, non-commercial WNYC-AM-FM-TV New York, named executive officer. **Sandra Harris**, director of foundation and corporate relations, New York Hospital-Cornell Medical Center, New York, joins WNYC-AM-FM-TV there as manager for development and marketing. **Lawrence Orfaly**, radio manager, WNYC-AM-FM-TV, named head of radio operations. **Peter Low**, assistant director, WNYC-AM-FM-TV, succeeds Orfaly.

Gary Simcox, operations manager, WTOG(TV) St. Petersburg, Fla., joins WGN-TV Chicago in same capacity.

Constance Balthrop, VP-general manager, WYJZ(AM)-WAMO(FM) Pittsburgh, joins WINS(AM) New York as controller.

Bob Niles, controller, American Television & Communications, Denver, named assistant VP of management reporting. **Rick Davies**, assistant controller, AT&C, succeeds Niles. **Ray Henney**, with AT&C, succeeds Davies. **Toby Brown**, senior financial analyst, AT&C, and **Barbara Whittington**, director of subscription TV accounting, AT&C, named directors of management reporting.

Robert Jones, marketing coordinator, United Cable Television, Denver, named corporate marketing manager. **Gail Perman**, franchise coordinator, United Cable Television of Colorado, Denver, named director of government relations and franchising development, responsible for conducting and maintaining government relations with United's existing and proposed operations in Denver suburbs.

Mike Rector, with Warner Amex Cable Communications, Akron, Ohio, named general manager of Warner's Canton, Ohio, system.

Eric Ludgood, teacher, Omega School of Communications, Chicago, joins village of Downers Grove, Ill., as cable TV programmer

and coordinator for Cablevision franchise there.

Advertising

Peter Barnes, executive VP, Geers Gross Advertising, New York, named president and chief operating officer for agency's U.S. operations.



Barnes



Rubin

Gerrold Rubin, senior VP, management representative, Needham, Harper & Steers, Chicago, named president of NH&S/West, Los Angeles, succeeding **Brad Roberts**, resigned. **Larry Postaer**, senior VP and executive creative director, NH&S/Chicago, named director of creative services for NH&S/West, Los Angeles.

Bert Rosenberg, senior VP-director of marketing, Marsteller, New York, named executive VP. Named senior VP's, Marsteller: **Alan Campbell**, VP-management supervisor, Marsteller, New York; **Charles Reynolds**, VP-general manager of Marsteller's Los Angeles office, and **Arthur Zimmerman**, VP-general manager of Marsteller's Pittsburgh office.

John Kaiser Jr., management supervisor, Dancer Fitzgerald Sample, New York, named senior VP. **Stephen McGraw** and **Warren Benjamin**, account supervisors, DFS, New York, named VP's.

Irwin Warren, senior VP-creative director, Ted Bates & Co., New York, joins Doyle Dane Bernbach there as senior VP-creative manager.

Jim Surmanek, VP-media director, Ogilvy & Mather, Chicago, named executive media direc-

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Karen Kershner, head of own consulting firm in New York, joins Goldberg/Marchesano & Associates, Washington advertising firm, as senior VP.

Frederic Sella, account supervisor, McCann-Erickson, New York, joins Creamer Inc. there as VP-account supervisor.

Bob Wright, VP-associate creative director, Young & Rubicam, Detroit, joins Hume Smith Mickelberry Advertising, Miami, as director and senior VP.

Richard Jolliffe, freelance programing consultant, based in Los Angeles, joins O'Gorman & Associates, Rancho Palos Verdes, Calif., sales representative, as senior VP and general sales manager.

Mary Krueger and **Dave Flockencier**, media planners, Tatham-Laird & Kudner, Chicago, named media supervisors. **Ron Schneider**, from Wells, Rich, Greene, Chicago, joins TLK there as media planner. **Patricia Moss**, graduate, Northeastern University, Boston, joins TLK as assistant media planner.

Appointments, Marshchalk, New York: **Cary Miller**, from assistant group head, Grey Advertising, New York, to media supervisor; **Sondra Allen**, from network broadcast coordinator, Benton & Bowles, New York, to network supervisor; **John Brancaccio**, from agency-of-record print coordinator, Foote, Cone & Belding, New York, to agency-of-record supervisor; **Steve DeMartino**, from assistant media planner, Ketchum, MacLeod & Grove, New York, and **Bob Frisch**, from Ross/Roy Compton, New York, to media planners; **Teri Guarasci**, from La Marca, New York, and **Jocelyn Grunner**, from Sawdon & Bess, New York, to media buyers, and **Anne Hoch**, from print estimator, Ted Bates, New York, to budget coordinator.

Gary Brahl, associate creative director, D'Arcy-MacManus & Masius, St. Louis, named creative director.

Dianne Cooper, senior project director, Sive Associates, Cincinnati, named associate manager of market research.

Irene Makiaris, assistant media director, Mintz & Hoke, Avon, Conn., named director of consumer media.

Elio Betty, general sales manager, ABC Spot Sales, New York, named VP of marketing for ABC Owned Television Stations there.

Mark Fitzpatrick, with CBS Television Stations National Sales, New York, named manager of Detroit office.

Don Micallef, associate director of Katz TV Research, New York, named manager of special projects. **Lisa Schoenback**, sales research team manager, Katz TV, succeeds Micallef. **Mary Horgan**, assistant to sales manager, Katz TV, named research analyst.

Dennis Seely, local sales manager, KBOX(AM) Dallas, joins H-R/Stone there as sales representative.

Adrienne Alm, director of spot broadcast buying department, CPM, Chicago-based media management service, named account manager for client services division.

James Magnuson, general manager, KEZI-TV Eugene, Ore., joins KSBW-TV Salinas, Calif., as general sales manager.

Joseph Kopesky, traffic manager, WTVQ-TV Lexington, Ky., joins KHOU-TV Houston as sales service director. **Amanda Milberger**, local sales assistant, KHOU-TV, named sales-traffic coordinator.

Len James Giaccone, sales representative, WLOX-TV Biloxi, Miss., joins WAPT(TV) Jackson, Miss., as general sales manager.

Jack Sabella, VP-general manager, KACY-AM-FM Oxnard, Calif., joins KDKA(AM) Pittsburgh as sales manager.

Louis Fox, head of own radio marketing firm, San Francisco, joins KMPX(FM) there as sales manager.

Don Cavaleri, account executive, WPGC-AM-FM Morningside, Md., named general sales manager.

Bill Zervakos, account executive, KTOK(AM) Oklahoma City, joins KOCY(AM)-KXXY(FM) there as sales manager.

Jayne Fergusoa, account executive, KNXT(TV) Los Angeles, named local and national sales manager.

Lana Mercogliano, retail sales manager, WNBC(AM) New York, named local sales manager.

Elliot Fisch, assistant sales manager, KNUS(FM) Dallas, named local sales manager.

Bill Snider, account executive, WKEF(TV) Dayton, Ohio, named local sales manager.

Ellenann Andrews, assistant traffic director, noncommercial WEKU(FM) Richmond, Ky., named traffic supervisor.

Eric Rollerson, account executive, KVRO(FM) Stillwater, Okla., joins KPLX(FM) Dallas in same capacity.

John Kimball, account executive, KMGC(FM) Dallas, joins KOAX(FM) there in same capacity.

John Castleton, account executive, Peters, Griffin, Woodward, San Francisco, joins KJEO(TV) Fresno, Calif., in same capacity.

Libby Docker, from KYNO-AM-FM Fresno, Calif., joins KSFO(AM) San Francisco as account executive.

Barney Robles, with KGUN-TV Tucson, Ariz., named copywriter-producer for sales department.

Mary Muck, account executive, KKRK(FM) Wichita, Kan., joins KMBC-TV Kansas City, Mo., in same capacity.

Betsy Lewis, account executive, Avery-Knodel, Atlanta, joins WKYT-TV Lexington, Ky., as regional sales account executive.

Mike Petty, account executive, KWKN(AM) Wichita, Kan., joins KBEZ(FM) Tulsa, Okla., in same capacity.

M.C. Baker, VP of member relations and communications, American Advertising Federation, Washington, named senior VP of membership. **G. Robert Johnson**, VP of club services, AAF, named VP of sales and member relations. **John Sivatko**, manager of program services, AAF, succeeds Johnson. **Leon Durham**, controller, AAF, named VP of finance. Named directors, AAF: **Janet Hubbard**, manager of information and publications; **Grace Lynch**, manager of government and communications, and **Keith Johnson**, manager of educational services.

Programing



Conwell

John Conwell, director of cash management, P&C food markets, Syracuse, N.Y., joins Satellite Syndicated Systems, Tulsa, Okla., as senior VP.

Emmet Lavery, producer, Universal Pictures, Los Angeles, joins D.L. Taffner/Limited there as VP.

Frank Digraei, VP-director of sales, Spot

Quotation and Data Co., New York advertising data research firm, joins D. L. Taffner/Limited, New York, as Northeast regional representative.

Thomas Wilhite, VP of creative development, Walt Disney Productions, Burbank, Calif., named VP of motion picture and television production. **James Garber**, director of marketing for Disneyland, Anaheim, Calif., named VP of motion picture and television marketing for Walt Disney Productions, Burbank.

Barry Rupp, executive VP, Customweave Carpets, Fountain Valley, Calif., joins American Educational Television Network, Irvine, Calif., in same capacity.

Donald Colhour, unit manager for production of ABC entertainment specials, Los Angeles, named manager of special projects for ABC Entertainment there. **Liz Oliver**, manager of independent acquisitions, noncommercial WNET(TV) New York, joins ABC Video Enterprises there as manager of program acquisitions and development.

Jim Herron, from WXTR-AM-FM La Plata, Md., joins Jeff Pollack Communications, Los Angeles radio programmer, as VP-programing.

Appointments, Lorimar Productions, Los Angeles: **Iris Merlis**, from production executive, Home Box Office, New York, to director of development; **Deborah Oppenheimer**, from director of production, Brandman Productions, Los Angeles, to same post for Lorimar; **Gail Bernstein**, from administrative-production coordinator, Imero Fiorentino Associates, New York, to administrative coordinator, and **Drew Hart**, from Irv Schechter, Los Angeles talent agency, to administrative assistant.

Doug Bornstein, director of Western advertising sales, *Rolling Stone* magazine, Los Angeles, joins Warner Amex Satellite Entertainment Co. there in same capacity for WASEC's Music TV. **David Houle**, account executive, WBBM-TV Chicago, joins WASEC Music TV as director of advertising sales for central region, based in Chicago.

Ronald Ascher, senior director, Telemation Productions, Chicago, joins FYI, Oak Brook, Ill., as VP of operations, responsible for firm's TV commercials and video programing activities.

John Davidson, corporate planning director, 20th Century-Fox Film Corp., Los Angeles, named director of business development for its telecommunications division, responsible for monitoring market research, developing strategic plans and acquisition analysis for home video, cable and pay TV.

Jim Ricks Jr., sales representative, Gold Key Entertainment, based in Ormond Beach, Fla., named Southern sales director, based in Atlanta.

Guy Sousa, Northeast regional sales representative, *Parents Magazine*, based in New York, joins USA Network, Glen Rock, N.J., as advertising account executive.

Milton Davis Jr., assistant director of program scheduling, Public Broadcasting Service, Washington, named associate director of programming for PTV-2, PBS's specialized programming division.

Jeffrey Mathieu, with Bonneville Broadcast Consultants, Chicago, named manager, Satellite Network, based in Tenaflly, N.J. Satellite Network is joint venture of Bonneville Broadcast Consultants and Satellite Music Network.

Douglas Jones, Southwestern sales division, Braniff International Airlines, Dallas, joins Karnes & Grattan Associates, Williamsport, Penn., radio program syndicator, as division manager for mountain and Pacific states.

James Dauphinee, executive producer, WBS-TV New York, joins Corinthian Broadcasting, New York, in same capacity for its new afternoon programming development project for Corinthian stations.

Hi Roberts, from WKY(AM) Oklahoma City, joins KOCY(AM) there as program director.

Susan Howarth, director of programming, non-commercial KOZK(TV) Springfield, Mo., joins noncommercial WUFT(TV) Gainesville, Fla., in same capacity.

Alma Newsom, community affairs director, KHOU-TV Houston, named assistant program manager. **Jim Sinclair**, producer-director, KHOU-TV named production supervisor.

Janine Tartaglia, news co-anchor, KNBC(TV) Los Angeles, named host for *Odyssey*, station's public affairs religious program.

Collins Knighton, air personality, WGAU(AM) Athens, Ga., named music director.

Ron O'Brian, air personality, KFI(AM) Los Angeles, joins WNBC(AM) New York in same capacity.

News and Public Affairs

J. Spencer Kinard, news director, KSL-TV Salt Lake City, named VP-TV news.

Myra Joines, assignment editor, WBTV(TV) Charlotte, N.C., named managing editor. **Graham Wilson**, reporter, WBTV, succeeds Joines.

Robin Vierbuchen, news assignment manager, ABC's WMAL(AM) Washington, named assistant manager, ABC's radio news bureau there.

Jim Carter, senior producer, WSM-TV Nashville, joins KHOU-TV Houston as executive news producer.

Dan Spaulding, member of broadcast faculty, University of Wisconsin, Green Bay, joins KOMU-TV Columbia, Mo., as executive news editor. **Trisha Gorman Spaulding**, public information specialist, Wisconsin Public Service Corp., Green Bay, joins KOMU-TV as executive assignment editor. **Howard Bernstein**, news producer, KOMU-TV, named executive news producer.

Susan Akyol, reporter-photographer, KOMU-TV, named 10 p.m. news anchor. **Robert Braunstein**, sports reporter, KOMU-TV, named sports coordinator.

Terry Bynum, senior news producer, KTVH(TV) Little Rock, Ark., joins WDBO-TV Orlando, Fla., as assistant news director. **Christopher Dudley**, producer-host, *Florida Focus*, non-commercial WMFE-TV Orlando, joins WDBO-TV as general assignment reporter.

Marie Mitchell, assistant news director, WOMI(AM)-WBKR(FM) Owensboro, Ky., joins non-commercial WEKU-FM Richmond, Ky., as news director.

Jeff Taylor, co-anchor, WSET-TV Lynchburg, Va., named bureau chief for new Roanoke, Va., bureau. **Bill Peterson**, anchor, KDBC-TV El Paso, Tex., succeeds Taylor in Lynchburg. **Stew Kasloff**, with WSET-TV, named general assignment reporter for Roanoke bureau. **John Boswell**, intern, WXIA-TV Atlanta, joins WSET-TV as general assignment reporter in Lynchburg. **Chuck Boscailon**, photographer with WSET-TV in Lynchburg, assumes same post at Roanoke bureau. **Holly Weidenhamer**, graduate, Virginia Commonwealth University, Richmond, Va., joins WSET-TV as photographer.

Jude LaCava, sports reporter, WERE(AM) Cleveland, joins WSPD(AM) Toledo, Ohio, as assistant sports director.

Cherie Simon, 11 p.m. news producer, WJLA-TV Washington, named producer for 6 p.m. news. **Rome Hartman**, news producer, WTVJ(TV) Miami, joins WJLA-TV as Simon's successor.

Charles Caudill, senior news producer,

WPEC(TV) West Palm Beach, Fla., joins WTSP-TV St. Petersburg, Fla., as news producer for 11 p.m. newscasts.

Dennis May, Utah county bureau chief, KUTV(TV) Salt Lake City, assumes additional duties as noon news co-anchor.

Gerry Dick, weekend reporter and weather-caster, WTWO(TV) Terre Haute, Ind., joins WKJG-TV Fort Wayne, Ind., as morning anchor and general assignment reporter. **Elizabeth Kay**, reporter-anchor, WMEE(AM) Fort Wayne, Ind., joins WKJG-TV as noon news anchor and general assignment reporter.

Jerry Gross, from KCBQ(AM) San Diego, joins KOGO(AM)-KPRI(FM) there as sports director.

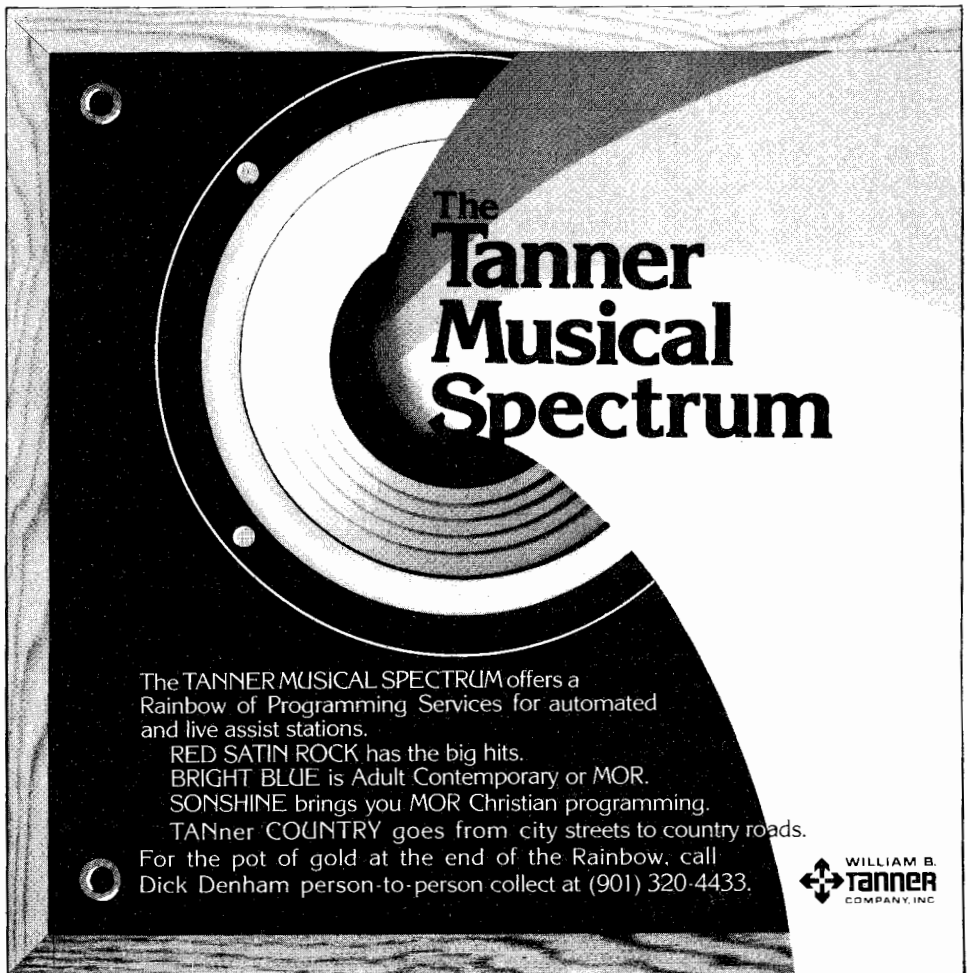
Bill Bulger, graduate, University of Tulsa (Okla.) College of Law, joins RKO Radio Networks, Washington, as legal correspondent for its RKO One and RKO Two. **Lou Miliano**, news director, KCBQ(AM) San Diego, and **Art Blazer**, freelance reporter for AP, New York, join RKO Networks, New York, as news writers-editors for RKO One and Two.

Lee Marshall, news director, KHJ(AM) Los Angeles, joins KABC(AM) there as news anchor.

Phil Guastella, sports anchor-reporter, WCAR(AM) Detroit, joins WBBB(AM) Mount Clemens, Mich., in same capacity.

Tim Melton, sports director, WCPO-TV Cincinnati, joins KTRK-TV Houston as weekend sports anchor.

Andrea Roane, correspondent-host, noncommercial WETA-TV Washington, joins WDMV-TV there as reporter and anchor for morning newsbreaks.



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Mitch Waldow, Andrew Reynolds, and Paul Gonzales, editors, KFWB(AM) Los Angeles, named reporters.

Sharon Wright, reporter, KMGH-TV Denver, joins WBZ-TV Boston as consumer reporter and head of consumer unit.

Linda Olson, news intern, KMSP-TV Minneapolis, joins KAAL(TV) Austin, Minn., as general assignment reporter.

Deborah Robi, from WEAN(AM) Providence, R.I., joins WRKO(AM) Boston, as news writer-reporter.

Ann Powell, reporter, WDAK(AM) Columbus, Ga., joins WGAU(AM)-WNGC(FM) Athens, Ga., in same capacity.

Dennis Moore, producer for Public Broadcasting's *Wall Street Week*, based at Maryland Center for Broadcasting, Owings Mills, Md., joins KSTP-TV Minneapolis as financial reporter.

Jessica Ann Berman, WLEE(AM) Richmond, Va., and **Bob Gotkin**, from Mutual Broadcasting Network, Arlington, Va., join WEEL(AM) Fairfax, Va., as news anchor-reporters.

Technology

Gordon McMullen, installer/technician, Warner Amex Cable Communications, Bradford, Ohio, named regional engineer for central region, based in Columbus, Ohio.

Joseph Gianquinto, VP of production operations and engineering, Entertainment and Sports Programming Network, Bristol, Conn., joins Hearst/ABC Video Services, New York, as VP of operations, responsible for all opera-

tional and technical activities.

Joseph Novik, national sales manager, Sintronic Corp., Cherry Hill, N.J., joins Elcom-Bauer, San Francisco-based manufacturer of broadcast products, as VP-marketing manager.

Leonard Staskiewicz, network accounts manager, Sony Broadcast Division of Sony Video Products, New York, named Northeast regional manager.

David Holman, associate producer, Ira Barmak Productions, Los Angeles, joins Trans-America Video Hollywood, Calif., as unit manager, responsible for its Hollywood production facilities.

Earl Russell, senior service engineer, Terminal Data Corp., Chicago, joins Zenith Data Systems, Glenview, Ill., as field engineering manager for microcomputer products.

John Nash, sales engineer, Sony Broadcast, based on Coon Rapids, Minn., joins Thomson-CSF Broadcast, Stamford, Conn., manufacturer of broadcast products, as regional manager for new central plains region, based in Coon Rapids.

Maurice Kirschenbaum, VP of financial affairs, Skiatron Electronics & Television Corp., New York-based early developer of pay-TV system, named president and chief operating officer, succeeding **Arthur Levy**, founder of firm in 1950, who continues as board chairman.

Promotion and PR

Sonya Suarez, director of creative services, Warner Amex Satellite Entertainment Co., New York, named VP of creative services.

Nancy Jackson, assistant to VP-general manager of Hearst Cable Communications, New York, named director of advertising and promotion for Hearst/ABC Video Services there.

Pat Pantanini, director of creative services for ABC's WABC(AM) New York, named director of creative services for ABC Radio Enterprises there.

Ann Langtry, writer-associate producer, Seven Seas Cinema, independent production house, based in New York, joins CBS Radio Network there as manager of sales promotion.

Jeri Openshaw, coordinating news producer, KUTV(TV) Salt Lake City, named promotion assistant.

Laurie DeSpain, from Miller, Bowling & Benjamin, Oklahoma City advertising firm, joins KOYC(AM) there as promotion director.

Joel Shiver, air personality, WNGC(FM) Athens, Ga., named public service director for WNGC and co-owned WGAU(AM) there.

Allied Fields

Karen Sarro, research assistant, marketing services, CBS Radio, New York, joins Arbitron Radio Station Sales there as client service representative.

Harold Katz, market development manager of interactive systems, 3M, Ann Arbor, Mich., joins Stern Telecommunications Corp., New York-based consulting firm, as VP of broadband communications.

David Fox, former regional sales manager, D.L. Taffner, New York, and **Richard Lorber**,

director of marketing, National Video Clearinghouse, New York, form their own cable and home video programing distributor and consulting firm, Fox/Lorber Associates, New York.

June Lund, account executive, Blair Television, San Francisco, joins Lund Consultants to Broadcast Management, Millbrae, Calif., as VP.

Saralee Hymen, national accounts manager specializing in co-op advertising, ABC Radio, New York, joins Cable Advertising Bureau there as VP of operations. **Vincent Fazio**, freelance financial consultant, based in New York, joins CAB there as VP of finance. Named to executive committee, CAB: **William Ryan**, Palmer Communications, chairman; **Robert Alter**, president of CAB; **Graham Moore**, Tele-Communications, Inc.; **Kay Koplovitz**, USA Network; **Larry Howe**, American Television & Communications Corp.; **Jack Clifford**, Colony Communications, and **Robert Wussler**, Cable News Network. **Burton Stanier**, senior VP, Teleprompter, elected to CAB board.

Elected officers, Michigan Association of Broadcasters: **Todd Holmes**, WNEW-TV Bay City, president; **William Ford Jr.**, WDIV(TV) Detroit, VP, and **Lee Hanson**, WQRS-FM Detroit, secretary-treasurer.

Deaths

William Berchtold, 76, former senior VP and chairman of plans review board of McCann-Erickson, New York, died of cancer at his home in New York Sept. 14. He worked for McCann from 1951 to 1961 and earlier had been executive VP of Foote, Cone & Belding and board chairman of Marschalk & Pratt, Communications Counselors Inc. He is survived by his wife, Paula.

Paul Marks, 52, managing director of American Society of Composers, Authors & Publishers, died in New York of cancer Sept. 15. He had been with ASCAP since 1956 when he joined legal staff. He was appointed chief operating officer of society in 1976. He is survived by his wife, Janet, and daughter.

Wayne Griffin, 74, producer of TV's *General Electric Theater* series, hosted by Ronald Reagan, died Sept. 10 of cancer at his home in Los Angeles. Griffin was also radio writer and producer in 1930's for *Burns and Allen*, *Maxwell House Coffee Time* and *Eddie Bracken* shows. He is survived by his wife, Elinor, two sons and daughter.

Bob Taylor, 57, news director, KOLN-TV Lincoln, Neb., and co-owned KGIN-TV Grand Island, Neb., died Sept. 2 of cancer in Lincoln. Taylor had been with station since 1953, and assumed post of news director in 1961. He is survived by his wife, Dottie, and son.

Anne Spotts, 49, president and owner of WLEM(AM) Emporium, Pa., died of cancer Sept. 3 in Cowdersport, Pa. She had operated station since 1970 when husband, James, who founded it in 1968, died. She is survived by her daughters: Debra Spotts Lanzillo, WLEM sales manager, who becomes president; Jeannine Spotts Jones, WLEM program manager, and Suzanne Spotts.

Edythe Woods, 80, wife of former ABC president, Mark Woods, who resigned in 1950, died Sept. 8 in Sarasota, Fla. She is survived by her husband, son and daughter.

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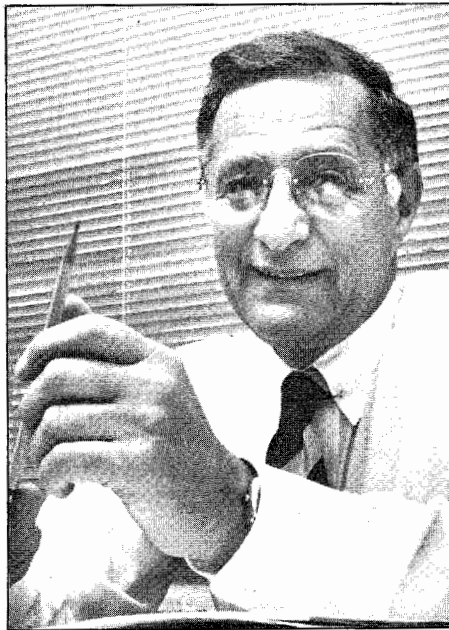
Last Friday, Bob Alter had to pack his things and get out of his office. Was it a bad break for a guy who had barely been in his new job for six months? No. Alter was taking the job with him; he had found a permanent home for the Cabletelevision Advertising Bureau, the industry group he has been building since he was named its president back in February. Given the state of the New York real estate market, picking up 4,000 square feet of office space in the heart of the advertising community was no mean feat. That accomplishment will give Alter the opportunity to realize a primary goal of the CAB—establishing a centralized store of sales development and general cable information that cable systems, cable networks, ad agencies and rep firms will be able to use as they, and CAB, carve out the promising territory of cable advertising.

Alter's bullish on the advertising potential of the medium, though he declines to make any projections for cable's future advertising revenues. "If you make projections," he says, "people sit back and wait for them to become self-fulfilling prophecies." Instead, Alter sees CAB working with the industry executives who sit on its national and local sales committees, setting "goals" in the two areas, goals Alter says "will turn out to be higher than any projections I've seen."

Existing projections, he feels, are based on the current sales capabilities of cable systems. But in his travels as CAB chief, Alter says "I'm seeing commitments by major MSO's... staffing up at their headquarters... methodically picking systems to learn about advertising and move with it," that indicate cable's local advertising capability is in for significant growth. At the same time, Alter finds the national cable networks building sales forces that "person for person are better than any other medium at this point" because they're "good people with entrepreneurial skills who want to be in on the ground floor of a new medium." If anything, it has left Alter "more bullish now" than he was six months ago.

Looking back at his decision to take the helm of the CAB, Alter says "I hate to use the cliché 'it was the challenge,' but that's precisely what it was, the challenge not only to build a new company in CAB, but to develop a whole new advertising medium."

The key for radio then, Alter says, as it is for cable now, was to determine "what is our sales proposition... what does this medium have to offer to attract adver-



Robert Herbert Alter—president, Cabletelevision Advertising Bureau; b. Dec. 28, 1928, New York City; BS in commerce, University of Iowa, 1950; U.S. Army, 24th Infantry, 1951-53; account executive, *New York Daily News*, 1953-57; account executive, Radio Advertising Bureau, 1958-60; regional sales manager, RAB, 1960-62; vice president, national sales, RAB, 1962-65; executive vice president, RAB, 1965-81; present position since Feb. 1981; m. Lucille Levine, 1954; children—Deborah, 25; Amy, 23; Marjorie, 21.

tisers' dollars?"

For cable, that proposition, as Alter sees it developing, will be tied to the concept that "when cable enters the home, it changes people's media patterns dramatically, and that's got to impact on traditional television advertising patterns."

Alter got a first-hand look at that change just over a week ago—his suburban New York community just got wired for cable. "Suddenly I'm looking at 36 buttons... my viewing habits will never be the same again."

That anecdote points to something that's been a problem for cable advertising, particularly on the national level—New York's advertising community has had little chance to be exposed to most cable networks, thanks to the channel capacity of existing New York systems, and the spotty or non-existent wiring of its outer boroughs and suburbs. It's something Alter's new headquarters for CAB will be designed to solve—he intends to make it a showcase of national cable systems, with a bank of monitors displaying them all.

The new medium with which Alter has chosen to cast his lot isn't without its con-

troversies. But in the few short months he has been on the job, Alter has already laid important foundations for the bridges that will have to unite the various parties involved if there is to be significant cable advertising. And much of what Alter has accomplished has been by virtue of his personality. Asked to describe Alter, people in the industry call him an "excellent spokesman," "terrific," and "just a super guy."

There's confidence on Alter's part as well, confidence that the thorny issues of cable advertising will be solved. There is cable measurement, a subject that has been occupying a good deal of his time. "The answer lies in developing a research methodology that fits the uniqueness of cable, while giving agencies data they can have faith in," he says.

Time isn't an item that's been weighing heavy on Bob Alter's mind—as a glance at his schedule for last week bears out. Against the background of moving day preparations, Alter met Monday in New York with the Advertising Checking Bureau, an agency that coordinates co-op activities; later that day he jetted to Los Angeles, where he put in an appearance on a television business news program; Tuesday he addressed the Southern California Cable Association; Wednesday he spoke to the San Diego Advertising Club and Thursday he was in Denver for a speech to the Denver Cable Club. That sort of pace makes one observer's comment that Alter's "an extremely hard worker" a bit of an understatement.

And yet Alter projects a calm, almost relaxed air of assurance. Perhaps that's a reflection of the "unusual set of circumstances" he says helped shape him—born in New York, Alter grew up on Martha's Vineyard and went to a mid-western university, factors that helped him "sort of get a little different perspective on things." One insight that background gave him is "an understanding of smaller markets, how media works in them," that has been helpful both in his radio and cable work. Alter has maintained his ties to the "small New England town atmosphere" of the Vineyard, where he and his wife have a house and Alter can pursue a hobby he ranks just behind tennis and reading—"loafing on the beach."

The Alter's weren't seen on the Vineyard too much this summer, because of CAB's membership drive (MSO's representing over 50% of the nation's subscribers now belong), planning for future seminars and the startup of its monthly *Ad-Tier* report to members. And, of course, the office hunt. But maybe once CAB gets settled into 767 Third Avenue, there'll be some time for strolls along a winter beach.

ABC News this week is expected to announce signing of **David Brinkley** who wrapped up 38-year career with NBC News last Friday (Sept. 18). Brinkley's responsibilities at ABC are understood to include anchoring upcoming Sunday-morning news program (expanded from *Issues and Answers*); election coverage, and political reporting and analysis for *World News Tonight*. At close of Friday's *NBC Magazine with David Brinkley*, he was to have told audience that "I leave in good health, good will and with good wishes for a network I've worked on for most of my life." He said he would always be grateful to NBC "wherever I wind up working—and I will work." Brinkley did not plan to mention career plans. NBC took out full-page ads in *New York Times* and *Washington Post* Friday, headlined "Thank You, David." Surprise announcement of Brinkley's departure from NBC—without explanation—came from network earlier this month (BROADCASTING, Sept. 7).



Brinkley

Meade

Lilley

After 24 years "in eye of hurricane" as officer of CBS Inc., **E. Kidder Meade**, company's VP, corporate affairs, will take **early retirement**, officially at end of October, phasing out of New York operations before year end. Meade, who will be 62 at retirement, will pursue other interests, including real estate, in which he has been "dabbling," quite successfully. Speculation on Meade's successor centered on **William Lilley III**, company's Washington vice president who has been increasingly involved with CBS's 35th floor corporate-affairs concerns. Anticipation is he would continue to run Washington office while spending increasing amounts of time in New York.

First **FCC oversight hearing** by House Subcommittee on Government Information and Individual Rights last Wednesday was brief and focused in large part on FCC's ability to implement Computer II decision. Briefly discussed were privacy implications of two-way cable, which FCC Chairman Mark Fowler said is not yet national problem, but is being monitored by FCC. Fowler told subcommittee of new "Sole Source Board" of senior FCC officials who must approve any sole source contracts

requested by staff and must promote more competitive bidding for outside contracts and procurement. Asked if broadcasters would still be required to serve public interest after deregulation planned by FCC, Fowler said marketplace would insure public is served. FCC spends \$300,000 each year on comparative renewal proceedings, said Fowler, and could serve public better by performing other services. Asked if there's anything Congress could do for FCC, Fowler said committees could coordinate their oversight hearings, so FCC could spend less time preparing testimony and more time working for public. FCC is "seriously impaired in going about our work," said Fowler, because of numerous requests to testify.

Up-front sales of network's new prime-time schedules of more than **\$1.6 billion** were cited last week by James E. Duffy, president of **ABC Television Network**, as evidence of advertiser confidence in television. He told Chicago Sales and Marketing Executive Club that record up-front sales were up 20% over last year. Duffy said too that "extremely bullish sales environment" in other parts of broadcast schedule represents "real endorsement of medium." Duffy added that 1984 winter and summer Olympics, almost three years away, are enjoying brisk sales with about two-thirds of advertiser time already sold.

Senate Appropriations subcommittee last week set mark for **Corporation for Public Broadcasting's appropriation for 1984 at \$130 million**, maximum authorized under 1981 Public Broadcasting Amendments Act. Another Senate subcommittee set appropriation for **National Telecommunications and Information Administration's** public telecommunications facilities at **\$20 million** for 1982, also maximum authorized under new law.

"**Substantial**" acquisition is being explored by **Columbia Pictures Industries**. Word came as company announced approval of definitive agreement for Columbia's acquisition of Outlet Co. by both companies' boards. Outlet's board conditioned approval of its own acquisition by Columbia on having an opportunity to review second acquisition.

Last week's **NRBA convention** appeared fruitful for at least two **24-hour satellite music networks**. **Transtar** reports signing between 25 and 35 new affiliates for service starting mid-October to early November. **Satellite Music Network** claims 25 to 30 deals "wrapped up," with another 30 to 40 pending.

Satellite Development Trust has submitted additional information to FCC concerning its **proposed DBS system**. Four operational and two spare satellites are proposed to cover four service areas roughly equivalent to time zones in continental U.S., with three program channels per satellite with flexibility to experi-

Congress reacts to FCC's 'emancipation proclamation'

Reacting to the FCC's legislative recommendations last week (see page 23), House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said, "this administration seems to be rushing down a deregulatory track at amazing speed, but Chairman Fowler and his colleagues at the FCC are mistaken if they think the fairness doctrine and equal time provisions are passengers on the train. It is wrong for them to consider those issues, which go to the very heart of the First Amendment values underlying our democracy, as simple deregulatory measures for the broadcast industry."

Responding to the FCC's recommenda-

tion that its mandate be redefined to favor free market competition over government regulation, Wirth said: "While that position is fine as far as it goes, it misses a critical point. As in the past, the FCC has failed to address [its] responsibility in those areas of communications where the markets are not yet fully competitive."

Representative James Collins (R-Tex.), who is the ranking minority member of the Telecommunications Subcommittee, said, "we ought to do a lot of thinking before we repeal the fairness doctrine and equal time laws." Collins believes Congress could better define the equal time laws, by requiring that a respondent be permitted to buy

time on a station that has already sold broadcast time to another candidate for political office.

At least one member of Congress applauded the FCC's recommendation. Senator William Proxmire (D-Wis.), who has introduced a bill to repeal the fairness doctrine during each of the last four Congresses, said: "Freedom of the press is for the benefit of all Americans, not just broadcasters. If TV and radio, the most popular disseminators of news and opinion, continue to be tied down by governmental controls like the fairness doctrine and the equal time rule, the people of this nation will continue to be the losers."

ment with high-definition television. Satellite EIRP per channel will range from 56 to 54 dbw. Satellites, to be manufactured by Hughes, will have seven-year life with 72-inch antenna, dual gridded linear polarization.

□ **Reorganization of Peters, Griffin, Woodward**, from long-list to short-list rep is virtually complete, with PGW retaining six of parent Corinthian Broadcasting Co. TV stations and three of Chronicle Corp. Of 44 other stations buy-outs have been made with 37 stations and their new reps, one transaction is almost completed and suits have been filed against six stations and their reps. Corinthian and PGW recently filed suit for breach of contract and for payment of past accounts against MMT and WSCS-TV Charleston, S.C. for no less than \$400,000 and against Gillett Broadcasting's KPWR-TV Bakersfield, Calif. and WSEE(TV) Erie, Pa. and MMT for no less than \$500,000. Earlier similar suits had been filed against Petry Television, KIRO-TV Seattle, KJEO(TV) Fresno and KMST(TV) Salinas-Monterey, Calif., seeking total of at least \$3.9 million ("In Brief," July 20).

□ **House of Representatives** last week demonstrated its **opposition** to what members see as **UNESCO efforts to regulate world press**. By margin of 372-19, it voted to cut off funds for UNESCO if latter adopts such proposed regulations. Amendment was proposed by Representative Robin L. Beard (R-Tenn.), who said it is intended to discourage UNESCO from adopting "policy of journalistic suppression." Beard's was not only amendment indicating House's concern regarding UNESCO. By voice vote, House adopted language of H.R. 142, co-authored by Representatives Millicent Fenwick (R-N.J.) and Robert Shamansky (D-Ohio) and approved by House Foreign Affairs Committee, on Thursday. It calls on UNESCO to "cease efforts to attempt to regulate news content," and directs President to report within six months on quality of U.S. representation at UNESCO, on UNESCO's activities in communications area and on UNESCO's activities that contribute, or fail to contribute, to U.S. interests. However, both amendments will have to be recycled. House voted down \$6.2-billion State Department authorization bill to which they were attached. Beard aide said wide margin of support indicates House will easily support Beard amendment if attached to new authorization bill; Fenwick aide expects no trouble in securing House passage of H.R. 142 in near future.

□ FCC has ruled that **AT&T's proposed tariff** for its planned satellite service was **unlawful** because it would require occasional users to lease AT&T-provided earth stations. Tariff initially required full-time users to lease AT&T earth stations as well, but company has indicated to commission that it will file separate tariff unbundling rates for those users. Service contemplated consists of two-way, nonsimultaneous television transmissions. Proposed rates for service excluding earth station fees are \$550 per hour for part-time users and \$138,725 per month for full-time users.

□ **Robert MacNeil and Jim Lehrer**, co-anchors of Public Broadcasting Service's *MacNeil-Lehrer Report*, will receive **William Allen White Foundation award** for journalistic merit. Duo is slated to receive citations and speak at awards luncheon at University of Kansas in February. This will be first time in 33-year history of award that it has been shared by two journalists. Award is presented annually to journalists who exemplify White, late *Emporia* (Kan.) *Gazette* editor, in service to "profession and country."

□ **Julius Koppelman**, executive VP and board member, RCA Corp., retired. Koppelman, 38-year RCA veteran, also was chairman of RCA Communications, holding company for RCA American Communications, RCA Global Communications and RCA Network services. That responsibility has been assumed by **William C. Hittinger**, also an executive VP. Koppelman's

other duties involving corporate planning, marketing, real estate, international activities and All-Steel and Gibson Greeting Cards businesses also have been distributed among executives in place.



Public Broadcasting Service's "In Performance at the White House," series of four concerts to be hosted by Beverly Sills in East Room, got send off last week at **White House luncheon hosted by First Lady Nancy Reagan**. Concerts will be produced by WETA-TV Washington and WNET-TV New York with underwriting provided by J.C. Penney Co., Nabisco Brands Inc. and Daniels Midland Co. Concerts will feature Sills, pianist Rudolf Serkin, country music performer Merle Haggard and dancer Gene Kelly, with first scheduled for broadcast Nov. 22. At luncheon, Reagan praised generosity of performers and noted White House was working to encourage private support for arts. L-r: Serkin, Sills, Reagan and Ward Chamberlin, WETA-TV president.

UpComing

On Capitol Hill: House Subcommittee on Government Information and Individual Rights will hold second of two FCC oversight hearings in room 2154, Rayburn House Office building, Tuesday at 9:30 a.m. □ House Telecommunications Subcommittee will hold second hearing on diversity of information in room 2123, Rayburn, Wednesday at 9:30 a.m. □ House Subcommittee on Minority Enterprise and Small Business Problems will hold hearing on cable TV in room 2359-A, Rayburn, Wednesday at 8:30 a.m. House Energy and Commerce Subcommittee on Oversight and Investigations will hold joint hearing with House Telecommunications Subcommittee on General Accounting Office's report on FCC procurement on Thursday, in room 2123, Rayburn at 10 a.m. **Also in Washington:** National Association of Broadcasters executive committee meets at NAB headquarters today (Monday) and Tuesday. □ Broadcast Financial Management Association 21st annual conference at Sheraton Washington continues today through Wednesday. □ National Association of Black Owned Broadcasters' annual broadcast management conference will be held at NAB headquarters Thursday and Friday. □ Action for Children's Television press conference on new research study on commercial TV programming for children on Monday at 1:15 p.m. in room 357, Russell Senate Office building. □ Public Service Satellite Consortium kicks off sixth annual conference at Washington Hilton Wednesday. Theme of three-day conference is "Space Communications in the 1980's." □ Time Inc. Group Vice President Gerald M. Levin addresses Washington Metropolitan Cable Club on growing threat of cable television censorship at Touchdown Club luncheon Tuesday. **In New York:** FCC Chairman Mark Fowler will speak at International Radio and Television Society's newsmaker luncheon at Waldorf-Astoria Wednesday.

Editorials

United way

The FCC has made good its chairman's promise to recommend comprehensive deregulation of broadcasting and a recasting of the Communications Act to recognize the marketplace as the principal regulatory mechanism. It is an extraordinary package that will require comment later on. On one of its recommendations, the repeal of political broadcasting repressions in the present act, broadcasters and cable operators, for once, have a common cause in Washington. It will be interesting to see whether they can rise above their other disputes to present a united front in Congress in advocacy of the FCC proposals.

Only one of the two political broadcasting sections of the act, Section 315, with its equal-time requirement and fairness doctrine, applies to both broadcasting and cable. The other, Section 312(a)(7), guaranteeing federal candidates reasonable access to the air, was written without reference to cable. The repeal of 315, however, is cause enough to command combined support in defense of the rights of both broadcasting and cable.

As reported elsewhere in this issue, there was sentiment at the outset of last Thursday's meeting of the FCC to propose repeal of only Section 315 as a tactical device. The reasoning was that Congress would be less likely to resist corrective legislation if it could be assured that reasonable access to the air would remain after equal time and fairness were gone.

The ardor with which Commissioner Joseph Fogarty argued against the separation of repeal of 312 from repeal of 315, which he opposed, suggests a countering tactical device. It is true, as Fogarty said, that one section is as repressive as the other. It may also be true that opponents of any relaxation of the law would be happier to defend it against a frontal assault on both of their cherished sections.

Cynics in Washington disbelieve that members of the Senate and House will ever repeal measures that give incumbents an advantage over outside challengers. They may be right, but broadcasters and cable operators ought to put the cynics to the test. When an FCC majority says that it is time to free the electronic media to practice journalism in a bustling and contentious marketplace, it deserves all the help it can get.

Vincent Wasilewski, meet Tom Wheeler.

Voices from the past

Since assuming the chairmanship of the House Telecommunications Subcommittee early this year, Timothy E. Wirth (D-Colo.) has been accumulating information by the truckload on communications regulation, in preparation for what he keeps advertising as a modernization of the Communications Act. He was at it again last week, with a new set of hearings on "diversity of information sources."

In a period of presumed federal retrenchment, taxpayers are entitled to ask why Wirth and his ample staff are piling more material on the mountain collected by his predecessor, Lionel Van Deerlin, and his ample staff, in preparation for the Van Deerlin version of updated legislation. There is more information now in the subcommittee's possession than any of its members will ever read or than the staff can sensibly distill.

So why does Wirth go on? Obviously he wishes to disengage himself from the failure of the Van Deerlin legislation. Beyond that, he may genuinely enjoy listening to academic discourse. How else to explain his sitting through the testimony that he solicited last week?

There was Jerome A. Barron, dean of the National Law Center

at George Washington University, who has made a career out of standing the First Amendment on its head. He believes the Constitution empowers the government to apply a fairness doctrine to the printed press, and so argued in losing the case of *Tornillo vs. Miami Herald*.

There was another professor from the University of Michigan Law School parroting the Supreme Court's decision in the *Red Lion* case: "It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount."

Wirth must have liked what he was hearing. It corresponded to what he had said in his opening remarks, in which he called *Red Lion*—which denied broadcasters the First Amendment rights accorded to the press—the "landmark decision" in the promotion of diversity of information.

Only one witness at Wirth's hearing last week seemed to have read the First Amendment lately. Harry M. (Chip) Shooshan III, chief of staff for Van Deerlin, proposed legislation to eliminate content and ownership restrictions for the new media and to eliminate similar restrictions on broadcasting in major markets. The Shooshan remedy was modest enough, but in that company it sounded libertarian.

Wirth's remarks of last week and his militant opposition to broadcasting deregulation during the House-Senate conference on the budget reconciliation bill last month give broadcasters little reason to look to him for support of true deregulation. Happily for broadcasters, there are others on the Hill who recognize that the days of heavy-handed regulators are over.

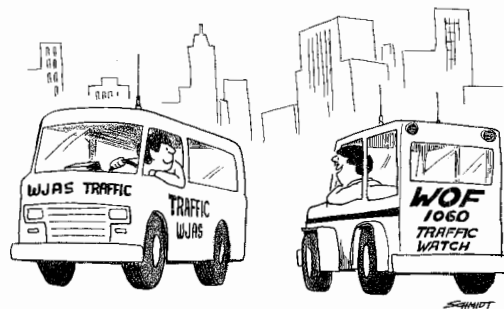
Hyperbole

Last week a mere 300,000 fans paid about \$35 million to watch a welterweight championship prize fight live in Las Vegas, on subscription television and at various big-screen closed-circuit locations. The pugilists—winner Sugar Ray Leonard and loser Thomas Hearns—earned about \$8 million and \$5 million.

Television and radio gave uncounted hours of their time to ballyhoo the most blatantly commercial event in boxing annals. All television got out of it was still pictures. Radio painted its pictures with words.

That, fight fans, is serving the public interest, fight-industry style.

We realize these comments are an exercise in futility. Obviously, after the contestants heal their wounds and spend some of the loot, there will be a noisy build-up for a rematch, with radio, television, cable, newspapers and sports magazines giving their all—for free—to the promoters and the fighters and the closed-circuit, big-screen operators.



Drawn for BROADCASTING by Jack Schmidt

"Whaddya say we make up a report and go get some coffee?"

WGMS is Washington, D.C.

There are very few truly international cities in the world. Certainly Washington, D.C. is one of them. In addition to serving as the seat of our nation's government, Washington also plays host to all of the world's leading embassies, consulates and foreign offices. Running through this widely diverse collection of nationalities, languages and customs runs one common thread, music. And the stations which have delivered the greatest music to our nation's capital, are without peer or comparison, WGMS AM and FM.

The stations have highlighted such events as the University of Maryland International Piano Competition and Festival by not only broadcasting a number of the special concert programs but also bringing the unique noontime master classes to the air. The tenth anniversary of Wolftrap was saluted with a series of opera specials celebrating the growth of

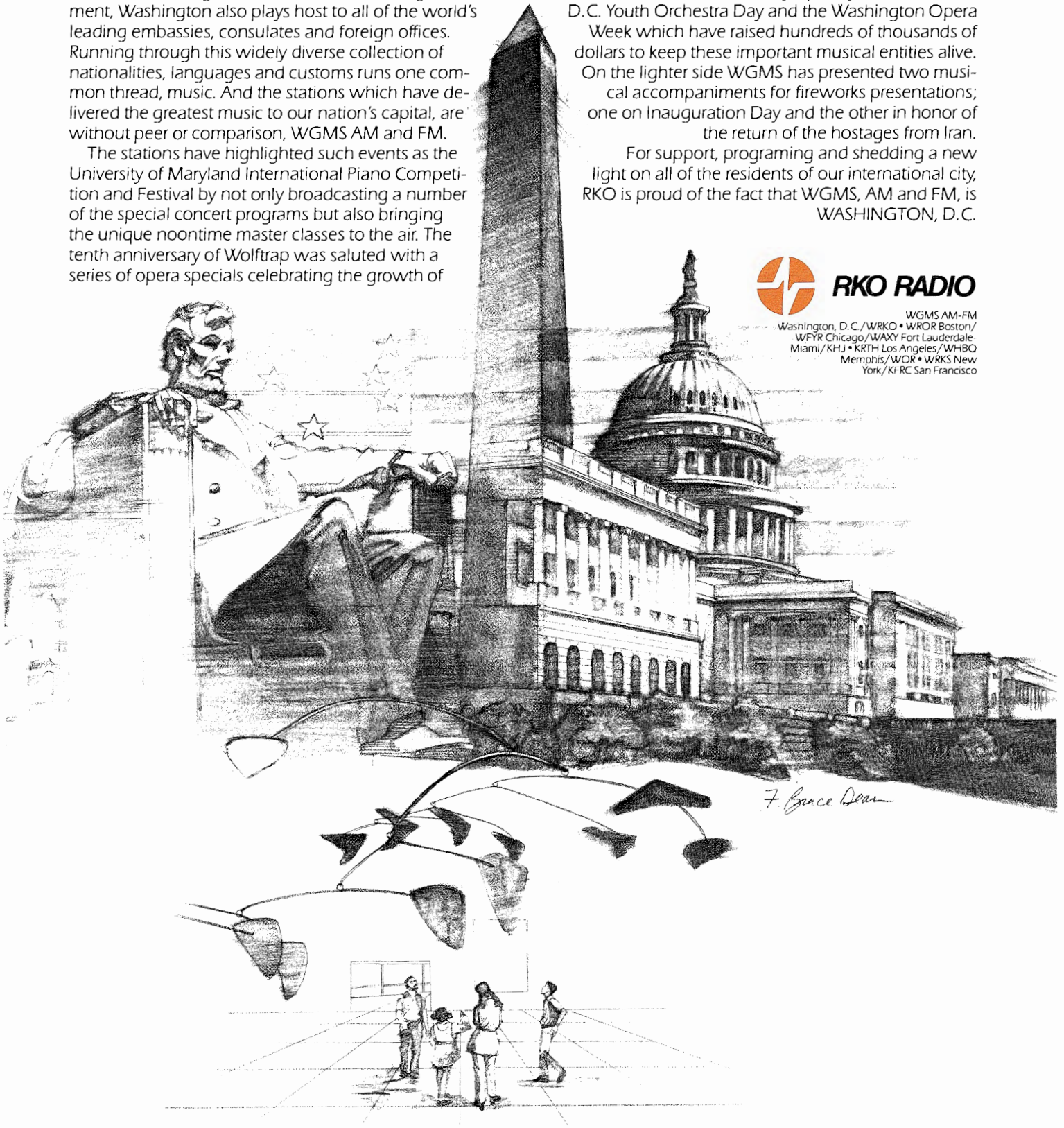
this musical art form at the famed park. WGMS also has sought service through support with such events as The National Symphony Radiothon, The D.C. Youth Orchestra Day and the Washington Opera Week which have raised hundreds of thousands of dollars to keep these important musical entities alive. On the lighter side WGMS has presented two musical accompaniments for fireworks presentations; one on Inauguration Day and the other in honor of the return of the hostages from Iran.

For support, programming and shedding a new light on all of the residents of our international city, RKO is proud of the fact that WGMS, AM and FM, is
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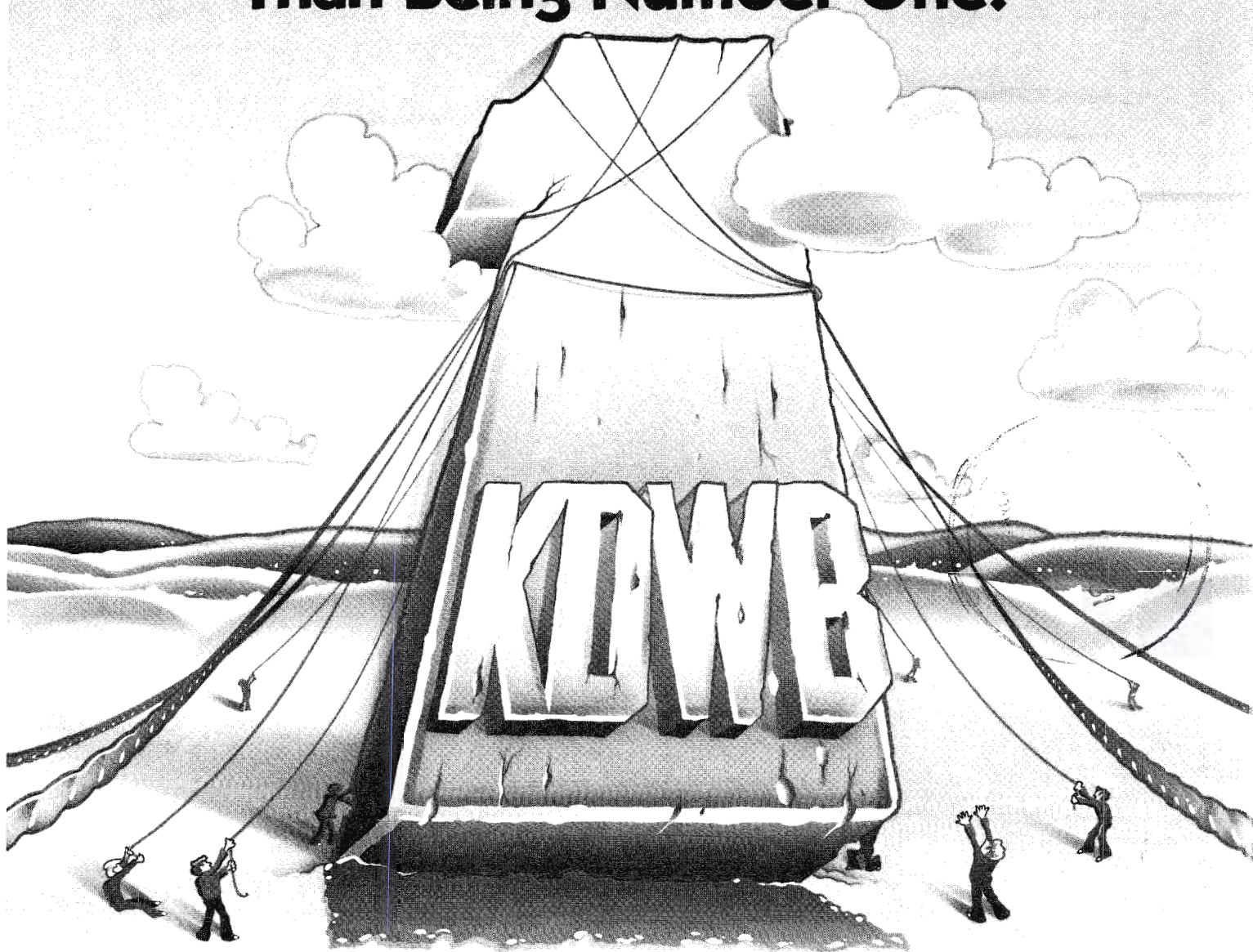


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Two years ago we saw the listening trends in music radio changing. Nowhere was that more obvious to us than at our KDWB stations in Minneapolis/St. Paul.

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Guess what! A year later our KDWB combo was the number one album rock station in the market. . . . dominating the target and beating its nearest competitor by nearly 40%.

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KDWB FM, Richfield, MN. WWWW FM, Granite City/St. Louis