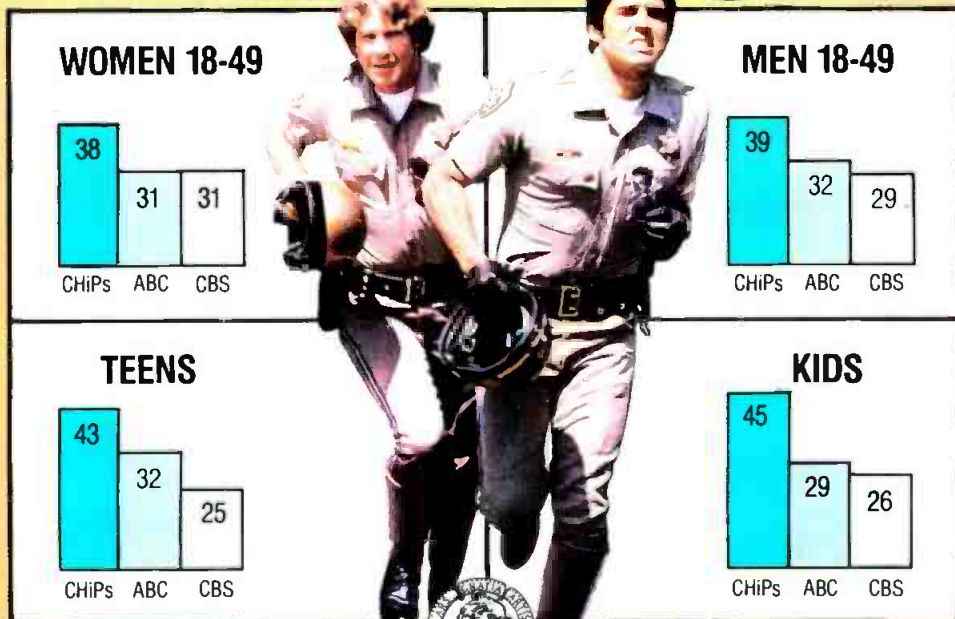


Broadcasting Aug 23

**THE SERIES THAT
 ARRESTS COMPETITION**
 IN ALL KEY DEMOGRAPHICS

"CHiPs"*



NETWORK SHARES (%)

Source: NTA Original Telecast Seasons,
 1977-1982. Shares based on
 net work viewing only.


MGM/UA
 Entertainment Co.
 Television Distribution

1977-82 AVERAGE

*Title in syndication: "CHiPs Patrol"

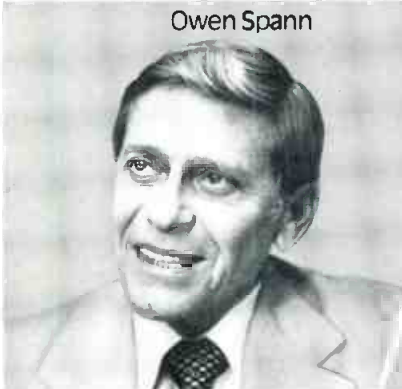
3011219RAB5184 SCK DEC/84
 AU LIBRARY
 US AIR FORCE
 SERIAL ACQ SECTION
 MONTGOMERY AL 30112

51st Year 1982

Sol Taishoff
 1904-1982

MAKE OUR TALK

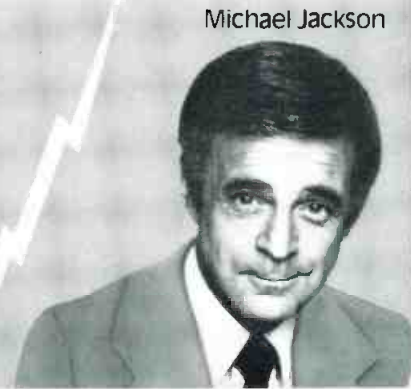
Owen Spann



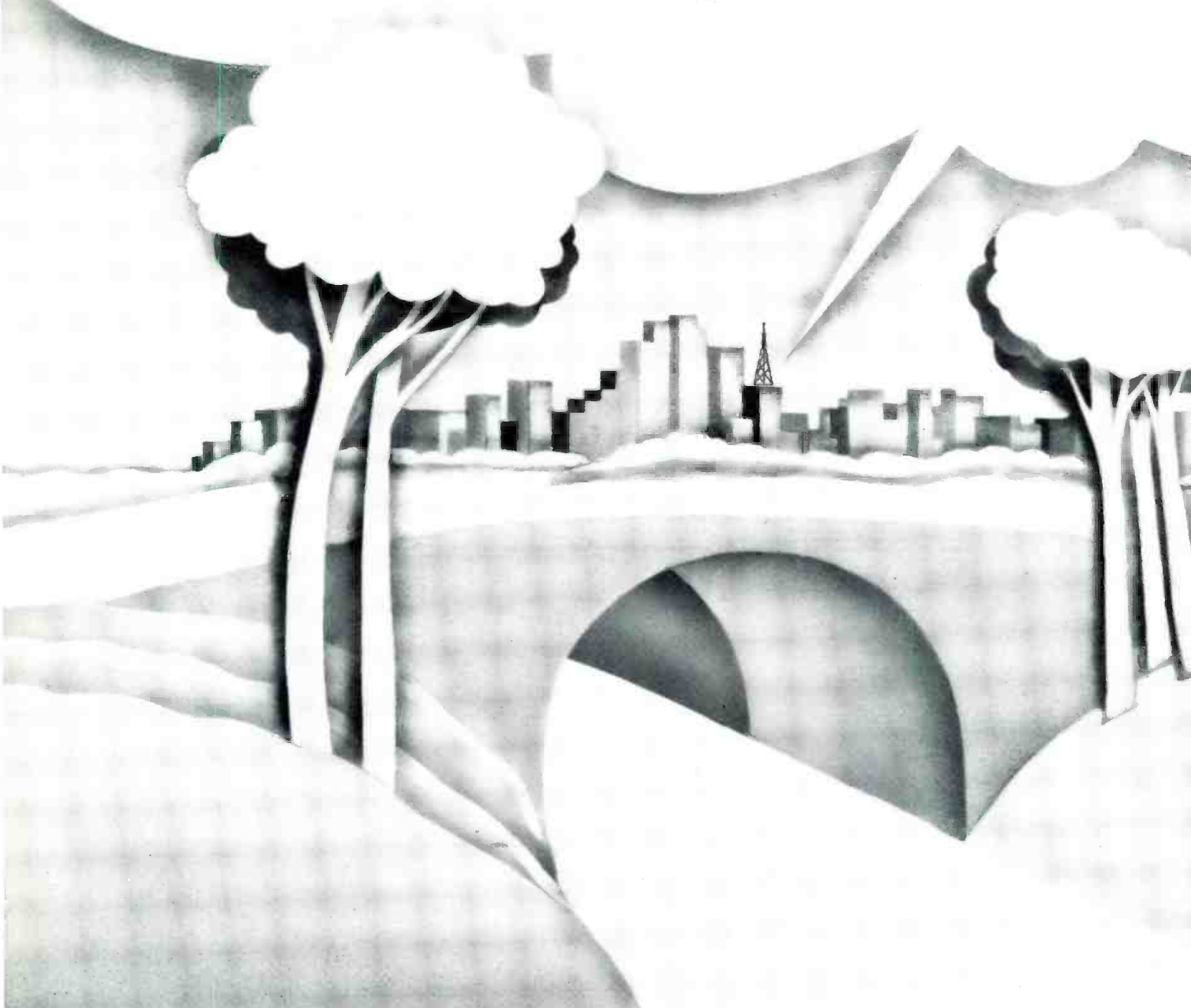
Dr. Irene Kassoria



Michael Jackson



ABC TalkRadio makes your station the hon



...YOUR TALK

Dr. Toni Grant

Ira Fistell

Ray Briem



f the biggest talk talent in the business.

Talk is what's happening in radio today. And with ABC TalkRadio, the top-rated, nationally acclaimed stars of talk radio are on your station. On the phones with people in your market. Building your audience with their proven ability to turn hosting phone calls into engaging entertainment. Personal. Provocative. Helpful. Informative. Radio personalities worth talking to and about.

There's Owen Spann. His "take charge" style captivates listeners. Whether he's interviewing a world leader or a local celebrity, his imaginative wit is a sure audience builder.

And Dr. Irene Kassoria, leading psychologist, best-selling author, and one of the country's most influential women. Her insight and expertise has earned her the respect of colleagues and celebrities the world over.

Michael Jackson, a talk radio giant. He knows everybody worth knowing and interviews them with a provocative and entertaining style.

Then there's Dr. Toni Grant—the original radio psychologist. Brilliant. Eloquent. With a national reputation as an expert in human behavior—and an extensive following.

And Ira Fistell—the "human encyclopedia." His phenomenal store of knowledge on every possible

subject from sports to philosophy and his conversational ease build nighttime audiences.

And finally Ray Briem, the "king of all-night radio." He brings the world to his listeners, keeps them in touch. Provocative, controversial, and entertaining, Ray attracts one of the largest overnight audiences in the history of radio.

They're all there—on your station—building your audience with the most powerful talk format in radio!

Here's the state-of-the-art in talk radio—twelve hours of satellite transmissions that sound like they emanate from your station! You get up to 13 1/2 minutes of local spots and many local station ID's per hour! That means each and every minute sounds like it's your programming! There are also windows in the format for local and any network's news. Everything is tailored by ABC to make sure that our TalkRadio is your talk radio.

To find out how to make our talk your talk, call Bob Chaisson at (212) 887-5939 or Bob Chambers at (212) 887-5351.

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Cleveland	WERE	Kansas City	KCMO	Rochester	WSAY	St. Paul	KSTP
Charlotte	WAYS	New York	WABC	Sacramento	KGNR	St. Petersburg	WNSI
Colorado Springs	KVOR	Norfolk	WNIS	Saginaw	WSGW	Tucson	KNST
Grand Rapids	WTWN	Pittsburgh	WTKN	San Francisco	KGO-FM	Tulsa	KELI
Honolulu	KGU	Portland, Oregon	KLIQ	Santa Barbara	KTMS	West Palm Beach	WJNO

See us at the NAB Programming Conference at the Hyatt Regency, Suite 2629. And at the NRBA, MGM Grand, Suite 1434A.

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that will impact on 38,000,000 households? (1 out of every 2 homes)

that is "EVERGREEN" in content...fresh, timely and flexible?

produced in a unique "How-To" format?

The answer is the 13 half-hour program series...

JOY OF GARDENING

The gardening season starts the week after Christmas, with the delivery of the Seed Catalogs!

Gardeners are notoriously hungry for any advice...to learn new techniques and exchange information!

Home Gardening ranks #5 in popular use of leisure time...ahead of watching Pro Sports on TV!



"I want to make gardening as fun, easy and successful as I can for the backyard gardener."

How American Households Spent Leisure Time in 1981:

<u>Activity</u>	<u>Household Percentages</u>	<u>Number of Households</u>
Watching Television	96	77,000,000
Listening to Music	62	50,000,000
Sewing/Needlepoint	55	44,000,000
Going to the Movies	49	39,000,000
Vegetable Gardening	47	38,000,000
Pleasure Trips in Cars	44	35,000,000
Watching Pro Sports (TV)	40	32,000,000
Fishing	39	31,000,000

From a Gallup Survey conducted for Gardens For All, The Nat'l Assoc. for Gardening.

JOY OF GARDENING features Master Gardener Dick Raymond, America's foremost home gardening expert and teacher. Dick Raymond can show anyone, anywhere, how to turn any patch of ground into a lush vegetable garden. His methods solve gardening problems in all regions of the country... with practice, not theory.

JOY OF GARDENING is now available on a barter basis. Get a head start for the exclusive edge in your market...call JOHN POST at 1-800-833-6990 or 518-235-6302 for the complete Information Kit.



Garden Way Marketing Associates

20 Gurley Avenue, Troy, NY 12182

Broadcasting Aug 23

Sol Taishoff: 1904-1982 □

Fritts begins to pour oil on troubled NAB waters □

Congress combines communications bills □ Sour note

for beautiful music □ AT&T-Justice-Greene close to an agreement

SOL TAISHOFF 1904-1982 □ Editor of BROADCASTING dies at 77, 50 years and 10 months after co-founding magazine. **PAGE 27.** Texts of eulogies. **PAGE 29.** His career recalled in pictures. **PAGE 30.** Industry leaders pay tributes. **PAGE 34.**

AUGUST RUSH □ In flurry of activity, Congress melds three communications bills together addressing FCC lottery, NTIA funding and set manufacturers performance standards. **PAGE 36.**

TIMEBANK FALLOUT □ Former Hill & Knowlton executive Robert Gray, close friend of the President, files suit against JWT Group for alleged violations of securities law. **PAGE 37.**

HDTV PLEA □ CBS repeats position before FCC that 12 ghz band for DBS would be excellent place to put HDTV. **PAGE 38.**

SINGLE RULE □ Broadcasting industry calls for one set of standards for radiation emissions in comments before the FCC to prevent multiplicity of federal, state and local guidelines. **PAGE 40.**

OLIVE BRANCH □ NAB President-elect Fritts says he will meet with TV group owners to soothe concerns and assure their voices will be heard. **PAGE 44.**

BIRD QUIBBLES □ Satellite panel at Denver conference hears two sides to question of whether transponder glut now exists. **PAGE 45.**

CALL UP □ CBS news anchor Dan Rather receives phone call from President Reagan after first feed of story on Taiwan. **PAGE 48.**

G/T 'NEWSCOPE' □ Gannett and Telepictures plan news/information half-hour program to be used before local evening newscasts. **PAGE 49.**

THE BOYS OF EBBETS FIELD □ Former Brooklyn Dodgers are brought together by Manhattan Special to push new sugar-free, coffee soda. **PAGE 51.**

CHANGE IN TUNE □ Beautiful music format that was rage few years ago has seen drop-off in popularity as diary collections change and younger listeners move to country and adult contemporary stations. **PAGE 52.**

PIGSKIN POSSIBILITIES □ NFL Players Association and Turner Broadcasting announce all-star football league games TBS will televise in the event there is a players' strike. **PAGE 53.**

RADIO PROGRAMERS GO MARCHING IN □ New Orleans will host NAB's fifth Radio Programming Conference next week. **PAGE 54.**

TIME'S GUIDE □ Time Inc. announces plan to launch cable version of *TV Guide*. **PAGE 54.**

FUTURE IS NOW □ Bell and Justice near agreement with Judge Greene on modifications to consent decree... Keyfax teletext magazine service to cable homes set for November launch by Keycom and SSS... TeleConcepts announces nationwide press conference service using videoconferencing... inside BROADCASTING's "Information Age." **PAGE 56.**

IN THE RIGHT PLACE □ Michael Fuchs, HBO's premiere programmer, sees his service as providing more than "another window for what's available elsewhere." **PAGE 79.**

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What do the NAB, RAB, NRBA and BFM have in common?

Your best interests.

Want to know your station's share of market revenues? Make sales projections? Track industry trends? Buy or sell a station?

Revenue information is a critical management tool for all broadcast executives. Now that the FCC has eliminated Financial Reporting Form 324 how will you get that information?

Filling the information gap. Four associations have formed the Broadcasting Industry Revenue Reporting Committee to collect on an annual basis revenue data from all commercial radio and television stations. But your participation is needed.

Surveys will be mailed September 1st. Simple to complete, the survey asks for revenue figures only. The survey needs to be completed by September 24th.

Confidential. To guarantee total confidentiality of all surveys, the independent accounting firm of Deloitte Haskins & Sells will collect and analyze all data. Information identifying your station will be destroyed and the Committee will never have access to any individual station's report.

Free. The Committee organizations are sharing the total expense of this project. All it costs you is a few minutes of time.

Copies of the report will be sent to all stations responding to the survey. Make sure you're not without this valuable information . . . return your completed confidential survey to Deloitte Haskins & Sells by September 24th.

It's in your best interests.

Broadcasting Industry Revenue Reporting Committee



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(202) 293-3532



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Stephen Riddleberger
(212) 599-6677



Contact:
Abe Voron
(202) 466-2030



Contact:
Betty Robertson
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(312) 332-1295

Closed Circuit

Surging sales

As sequel to record up-front buying of prime time (BROADCASTING, Aug. 2), TV networks are experiencing strong market in scatter buys for fourth quarter, with prices topping up-front by 15% to 20%, raising C-P-M's for scatter to \$6.50 to \$7.25. Prime-time sales for fourth-quarter broadcast, up-front and scatter, are expected to reach as high as \$650 million, up 15% from same quarter last year. For 1982-83 network year, up-front buying now totals roughly \$2 billion.

Network officials say advertiser demand extends to other dayparts, with brisk activity in daytime and afternoon. Scatter accounts for about 20% of fourth-quarter inventory, and networks expect to be sold out by Labor Day.

Turning in the wind

Stephen Sharp's prospects of becoming FCC commissioner didn't appear to be much brighter last week. Congress passed legislation reducing commission from seven to five members, and eliminating as of next June seat President Reagan nominated Sharp to fill (see "In Brief"). Although Sharp was nominated more than three months ago, Senate Commerce Committee still hadn't scheduled confirmation hearing. Official there declined to speculate whether one would be scheduled.

Sharp, meanwhile, said he hadn't decided whether he was interested in short-term seat. He said he would consult with FCC Chairman Mark Fowler and others to determine what he should do "to best serve the President." Sources said that if Senate doesn't schedule hearing before it adjourns (tentatively Oct. 2), Reagan could seat Sharp without hearing. Senate would then have option of holding confirmation hearing after it reconvened in January.

Mixed company

Department of Defense and International Communication Agency are considering plan to coordinate overseas information activities of those agencies as well as Department of State. Officials are said to feel that agencies' respective programs could be strengthened through closer cooperation in Washington. Proposal, said to have been initiated by office of Secretary of Defense Caspar Weinberger, also envisages coordination of activities of Voice of America and Armed Forces Network, which broadcasts abroad on frequencies to which foreign nationals can tune.

ICA Director Charles Z. Wick reportedly is high on idea. However,

sources suggest it may run into legal problems. They note VOA is barred by law from broadcasting to U.S. citizens, and U.S. citizens—in armed forces—are Armed Forces Network's target audience. Some DOD officials also wonder whether ICA would use mechanism for closer cooperation as means of influencing programming of Armed Forces Network, which is now supplied almost entirely by U.S. commercial radio and television networks.

Through the roof

Producers of CBS-TV's *M*A*S*H*, looking to end of 11 years of high ratings for that series, aren't only ones planning what show's promoters call "blockbuster" finale. It'll be two hours instead of usual 30 minutes and is scheduled for February, and CBS salesmen have hung \$450,000 price tag on each of its 30-second commercial spots. That's \$50,000 more than NBC-TV is asking for next January's Super Bowl, and could be—probably is—highest ever for entertainment series entry. Thirties go for just under \$200,000 on show now.

CBS sales officials say they haven't sold many of those 30's yet, but they sound confident. Even remembering towering ratings of *Dallas*'s who-shot-JR episode (53.3 rating, 76 share), they say "this could be the highest-rated series episode of all time."

Buying and selling

Metromedia this week is expected to announce sales of WXIX-TV Cincinnati (ch. 19, independent), WTCN-TV Minneapolis-St. Paul (ch. 11, NBC) and WMET(FM) Chicago. It also is expected to announce purchase of Field Communications' WFLD-TV Chicago (ch. 32, independent) for over \$125 million (BROADCASTING, Aug. 16). Metromedia must sell one UHF to make room for another. Reason for selling affiliated V: need for additional money to finance Chicago acquisition. Howard Stark is broker in some of transactions.

Inch by inch

Most recent count reveals that FCC has granted total of 217 low-power television station applications, which means 6,969 are awaiting processing. Staff hasn't processed any since June, when commission set 90-day period for all applicants who filed before LPTV order was adopted in March (BROADCASTING, March 8) to amend their applications to bring them into compliance with order. Ten-person staff will resume manual processing of orders after 90-day period ends Sept. 21, hoping to dispose of 40 applications per month. After it gets

minicomputer on track in May 1983, staff says it will be able to process 500 applications each month. Overburdened consultants, engineers swamped in effort to meet September deadline are praying for extension.

One that got away

Smooth lobbying that helped shoot FCC "Track One" bill through both houses of Congress last week (see page 36), has been largely credited to Terence P. Mahoney, 37-year-old attorney with FCC Congressional Liaison Department, who, before joining FCC in 1979, was lobbyist for National Association of Broadcasters for three years. Mahoney's footwork, said to have included convincing House Speaker Thomas P. O'Neill (D-Mass.) to make time in crowded schedule to bring bill to floor on suspension calendar last Thursday, has led some in Washington legal community to speculate about Mahoney as hot prospect for job of FCC lobbyist called for in recently approved NAB futures committee report.

Stevens again

FCC's campaign to remain at current Washington headquarters has hit new kink. General Services Administration, after prodding from FCC, apparently has backed off from its position that move to Hoffman-Center location in Alexandria, Va., is most cost-effective alternative ("Closed Circuit," July 19). GSA notified appropriate committees on Capitol Hill, stating that unless it heard otherwise, it would cancel solicitation that was responsible for Hoffman-Center bid, move that would free it to renegotiate lease for FCC's current headquarters. GSA heard from two congressmen. While that doesn't mean that FCC's plans will be blocked, both Senator Ted Stevens (R-Alaska) and Representative Paul Trible (R-Va.) have requested further information from GSA on economic impact of canceling move to Alexandria.

Job wanted

Ombudsman is called "dirty word" around there, but CBS News apparently is making progress toward getting one. He (or she) will be called vice president, news practices. That much was announced by President Van Gordon Sauter, in aftermath of *TV Guide* charges against *Vietnam Deception* documentary (BROADCASTING, July 19). CBS sources say there have been "a lot of applications" from CBS News people, including old-timers, and from elsewhere in CBS. Odds are put at roughly 99 to 1 that CBS insider will be picked, but there's no morning line on when.

New York news

Morris Tarshis, director of New York City's Bureau of Franchises and chief cable franchise negotiator for city, told BROADCASTING last week that "substantial progress" has been achieved in the effort to keep Cablevision Systems in the process to wire New York's outer boroughs. Cablevision, which has expressed its dismay over being targeted for only the Bronx and two areas in Brooklyn which it perceives as less desirable, has repeatedly asserted that to construct those areas alone would not be financially viable.

The latest deal that the city has offered Cablevision involves a swap between that company and Warner Amex of their targeted franchises in Brooklyn, and what amounts to substantial financial aid from the city to Cablevision for wiring the Bronx. If the compromise is acceptable to all parties involved, Cablevision would end up with the southern franchise in Brooklyn, and Warner Amex would be allocated the northern and central portions of that borough. As to the Bronx, the city has offered to defer collection of franchise fees for that operation until it becomes profitable. In addition, it would subsidize Cablevision's Bronx operation with millions to help finance its long-term debt service for that project. The subsidy funds would probably come from a percentage of the franchise fees exacted from other boroughs.

The city and Cablevision are understood to have agreed verbally to such an arrangement. However, Tarshis has yet to make his

pitch to Warner Amex, although Warner remains open to suggestions. "We've always been willing to take a look at other options," said Richard Aurelio, Warner's senior vice president, governmental affairs. But, "I can't say we would take it," without first going over the compromise thoroughly. "It involves a rejuvelling of the situation [and] there are a lot of issues involved," he said.

Cablevision meanwhile has been working to tie up a variety of financial deals, notable among them a \$65 million debenture and warranty offering that is going to market through Drexel Burnham Lambert. The proceeds would be used to reduce outstanding bank debt, which the prospectus put at \$83.3 million, in turn freeing up the company's balance sheet for planned borrowings related to affiliates' financing for Boston and New York (if granted) franchises.

Competition heats up

BROADCASTING readers, long familiar with the competition among the news operations of ABC, CBS and NBC over who got what story how far ahead of the others, are now able to follow similar contests in cable news. Satellite News Channels, Group W/ABC's joint venture, conscious of allegations that its arrangement with ABC will keep it from getting stories ahead of that network's broadcasts, has put together a list of the "firsts" it's compiled since launch. They include two Middle East stories reported by Group W's Andrew Miesels, the latest of

which, word that Syria would accept PLO guerrillas trapped in Beirut, aired "minutes ahead of the wire services and at least 30 minutes before any other television news operation." Video of July's torrential storms in Japan appeared on SNC "six hours before the Cable News Network and 12 hours before the broadcast networks." And thanks to regional associate KTTV Los Angeles, SNC identified actor Vic Morrow as a victim of the recent filming mishap in Hollywood "15 minutes ahead of the wire services and 40 minutes before the Cable News Network."

Envelope please

The silver anniversary

International Film & TV Festival of New York, Nov. 3-5, is welcoming "produced for cable" entries in spot and programming categories for the first time, in an effort to "recognize excellence in state-of-the-art achievements in the widest range of categories." Entry forms and details are available from International Film & TV Festival of New York, 251 West 57th Street, New York 10019.

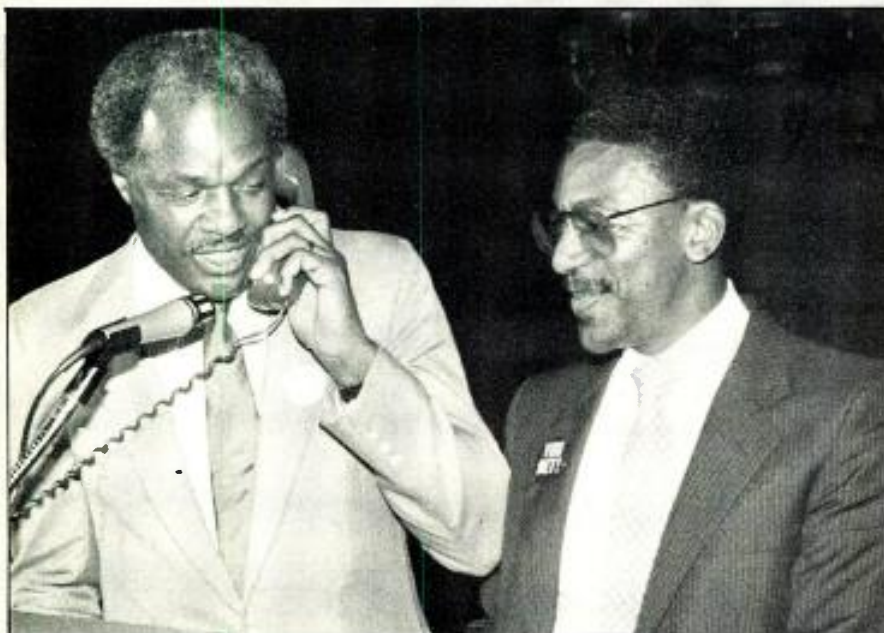
In 10 year's time

Frost and Sullivan, a business research firm based in New York, predicts that cable revenues will triple between 1981, when revenues were \$3.6 billion, and 1991, at which time the firm predicts that cable revenues will reach \$11.4 billion. That prediction is stated in a 297-page study recently completed by the firm, entitled "CATV Markets in the U.S." The study includes, among other things, a survey of 1,000 mayors in cities nationwide. In 1991, the study suggests, cable will have 40 million basic subscribers (that figure is low compared with other projections for that date), with 34 million pay subscribers. And pay subs in 1991 will generate \$5.4 billion in revenues, up from \$1.3 billion in 1981.

Who's watching?

It is still an open book on cable ratings, and while many in the industry are waiting for the results of the NCTA/CAB-sponsored survey being conducted by Nielsen, smaller rating services are plunging ahead with test surveys. Last week in Buffalo, N.Y., Marquest Media Services began testing two versions of a seven-day diary in cable systems within the Buffalo-Niagara Falls television ADI. The results will be available next month.

From Oct. 14 through Nov. 10, MMS plans to do four back-to-back one-week surveys in five cable markets, with report delivery by the end of December.



BET's rebirth. Washington Mayor Marion Barry (l) makes the ceremonial phone call that switches the Black Entertainment Television network from Satcom III-R to Westar V as BET President Robert Johnson looks on. With the move, BET expands its programming hours from 8 p.m. to 2 a.m. daily. Although BET loses millions of cabled homes in the switch, it projects it will re-reach 10 million by 1984 ("Cablecastings," Aug. 16).

Thereafter, MMS plans spring and fall tests in additional markets.

MMS says fees to systems for the measurements are "based on a multiple of the subscriber base times the number of channels on which you can sell advertising." The reports will break down numbers by systems, channels, dayparts, sex/age and income. The survey size will vary depending on the market, but MMS says it ranges from 575 to 2,300 respondents per market.

Rhubarb

The U.S. District Court in Boston has approved a consent decree entered into by WSBK-TV Boston, ESPN and four Boston-area cable operators. The settlement was reached after WSBK-TV sued ESPN and the four cable systems for lifting highlights of the station's coverage of the Boston Red Sox without paying a "usage fee" customarily paid in such instances by the three over-the-air broadcast networks. ESPN felt that the fair usage doctrine applied and had indicated a willingness to supply the station with some of its clips from time to time. WSBK-TV went to court over the matter about a year ago because it perceived such an arrangement as one-sided, believing that it would have little if any use for such material from ESPN or the cable operators. Under the settlement, ESPN and the operators will reimburse the station for past usages and refrain from future uses without paying the station. The settlement figure "didn't amount to very much," said Daniel Berkery, WSBK-TV

general manager, noting that the fee per use is only a "couple hundred bucks." WSBK-TV is the television rights holder for the Red Sox games and paid "several million dollars" this year to the Sox for those rights, said Berkery. The total television and radio rights figure for the Red Sox games in 1982 is estimated at \$2.7 million (BROADCASTING, March 1).

Movie scorecard

Who's on first in made-for-pay? While HBO has slated principal photography to start Aug. 26 on *The Terry Fox Story*, starring Eric Fryer (a young actor who, like the title character, lost a leg to cancer) it's careful to call the film "HBO's first made-for-pay

film." Over at Showtime headquarters the already completed *Falcon's Gold* is being hailed as "the industry's first made for pay-TV movie"—that "colorful, fantasy adventure" also happens to be the "pilot" for a series Showtime will air this fall. Where does that leave *Dot and Santa Claus* which aired last Christmas on just about every pay operator, MDS and STV included, aside from HBO? At the time, *Dot's* distributor, Satori, called that animated feature from Australian producer Yurim-Gross the first "made-for-pay" film. While eventual theatrical distribution was clearly in mind when it was made, *Dot* has only just now gone into theatrical release in Australia. And, Satori notes, it is available for relicensing for pay in 1983.

Phase I of the Kaman Broadcasting System is here. The system that covers your entire operation from sales contract to on-air broadcast more efficiently and profitably. And it's here in force. KBS Financial Management functions include:

Flexible General Ledger with monthly summaries or accumulated fiscal year figures.

Fixed assets: specialized record keeping and reporting for personal property assets, locations, and depreciation.

Accounts Payable with complete information retrieval and full integration with the General Accounting system.

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KBS gives you total management control over all areas of your station or stations. It works for every department. It's designed for easy operation by your people. It uses video terminals for immediate access to information. It generates dozens of specific reports covering all phases of your operation. And it has the



The computer system broadcast financial managers have been waiting for...

IS HERE!



power and capacity for virtually unlimited growth.

The Kaman Broadcasting System combines IBM's System 38 hardware with Kaman's software for an on-line database that's in-house and designed especially for the needs of broadcasters.

But the best news is there's a lot more of the Kaman Broadcasting System still on the way.

See KBS from Kaman Sciences at the Broadcast Financial Managers' Conference Sept. 12 through 15, the Riviera Hotel in Las Vegas.

Kaman Broadcasting Systems

KAMAN SCIENCES CORPORATION

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1500 Garden of the Gods Road
Colorado Springs, CO 80933
(303) 599-1500



The cable connection. Norwalk, Conn., Mayor Thomas O'Connor throws the switch to activate the first 40 miles of an eventual 2,000 in Cablevision's Fairfield county franchise. Of the 125,000 homes in the franchise are, 20 were on-line that day. Also on hand were Cablevision President John Tatta; Vice President James Kofalt; Chairman Charles Dolan, and the system's Chief Engineer, Joseph Azznara.

Business Briefly

TV ONLY

Datapoint Corp. □ Business information equipment. Begins this week and runs through 1983 in eight major markets. Prime, sports and news times. Agency: Ogilvy & Mather, Houston. Target: men, 45-60.

Perkins Cake & Steak □ Restaurants. Begins in mid-September for 14 weeks in about 50 markets. Prime, early fringe and late fringe times. Agency: Chuck Ruhr Advertising, Minneapolis. Target: adults, 18-49.

Aunt Millie's □ Specialty brands (spaghetti sauces). Begins Sept. 6 for up to 10 weeks in 10 markets. Day, early fringe, news, prime access and late fringe times. Agency: Geers Gross, New York. Target: women, 25-54.

Martha White Foods Inc. □ Two pound Bixmix (biscuit mix). Begins Oct. 4 for five weeks in about 30 markets. Agency: Eric Ericson & Associates, Nashville. Target: women, 25-49.

Martha White Foods Inc. □ One step

macaroni & cheese. Begins Oct. 4 for five weeks in four markets. Agency: Eric Ericson & Associates, Nashville. Target: women, 25-49.

Flying Tigers □ Air cargo. Begins Sept. 13 for four weeks in 210 markets. Fringe, prime, news and sports times. Agency: Marsteller Inc., Los Angeles. Target: men, 25-54.

Golden Grain Inc. □ Rice-a-Roni stuffing mix. Begins Oct. 4 for four weeks in 36 markets. Early fringe, news and prime access times. Agency: Vantage Advertising, San Leandro, Calif. Target: women, 18-49.

BMW North America □ Automobiles. Begins this week for four weeks in 41 markets. News and sports times. Agency: Ammirati & Puris Inc., New York. Target: men, 25-54.

Swift & Co. □ Peter Pan peanut butter. Begins in mid-September for four weeks in 34 markets. Fringe, prime access, weekend and news times. Agency: Foote Cone & Belding, Chicago. Target: women,

25-49.

Tyson Foods Inc. □ Chicken Quick. Begins Sept. 27 for three to six weeks in all network markets. All dayparts. Agency: Noble & Associates, Springfield, Mo. Target: total women.

Popsicle Industries □ Popsicles. Begins this week for four weeks in 31 markets. Morning, afternoon, evening and weekend drive times. Agency: Dancer Fitzgerald Sample, New York. Target: women, 25-49.

ITT Continental Baking □ Hostess snack cakes. Begins Sept. 6 for three weeks in approximately 26 markets. Early and late fringe times. Agency: Vitt Media International, New York. Target: women, 18-49.

Yamaha Motors Corp. □ Tri-Moto (three wheeler). Begins in mid-September for two weeks in about 48 markets. Fringe, prime, sports and weekend times. Agency: Chiat/Day Inc., Los Angeles. Target: total men.

Sherwin Williams □ Dutch Boy paints. Begins Aug. 30 for two weeks in about 16 markets. Fringe, news, prime and prime access times. Agency: W.B. Doner and Co., Baltimore. Target: adults, 25-54.

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Arbitron audience estimates Spring, 1982, MSA AQH Monday, Sunday 6A-Mid. Subject to qualifications outlined in the original research.

Rep Report

Katz moves in Philadelphia. Katz Communications has moved to new offices in Philadelphia at 8 Penn Center, Suite 1050, 19103. Telephone remains same: (215) 567-7950.

Howard on move. Bernard Howard & Co. has moved its Atlanta office to larger quarters at 4651 Roswell Road, N.E., Suite 602G, 30342. (404) 256-3084. Georgann Lavelle continues as office manager.

KKSS(AM)-WAYL(FM) Minneapolis: To RKO Radio Sales from Major Market Radio.

WSWF-AM-FM Lehigh Acres, Fla.: To Eastman Radio (no previous rep).

WTKC(AM) Lexington, Ky.: To Eastman Radio from Selcom.

WRCH(AM) Miami: To Selcom from Caballero Spanish Radio.

WZIP(AM) South Daytona, Fla.: To Jack Bolton Associates from Lotus Reps.

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AdVantage

Farm radio overview. Blair Radio has organized Ag Radio Information Exchange, series of regional forums for discussion of factors affecting agriculture. First conference, held in Kansas City, Mo., was attended by farm advertising agencies and advertisers. They were briefed by 11 Blair Radio-represented station and state network farm broadcasters on agricultural conditions in their areas. Additional AG Radio Information Exchange meetings are planned for other major agri-marketing media centers later this year and in 1983.

First for Telex. In its first use of television for its Telex service, Western Union Corp., Saddle River, N.J., last week started campaign that will continue into December. Objective of campaign is to introduce Telex to non-Telex companies and encourage companies with Telex to use it more. Theme of campaign, created by Trout & Ries Advertising, New York, is "Telex. Instant. In writing. Inexpensive."

Weather Channel clients. Seven new advertisers have signed up for campaigns on cable's Weather Channel, which began operation last May 2. They are Whirlpool Heating and Cooling, Union Carbide (Prestone Anti-Freeze), Shulton (Lady's Choice), Lennox Cooling and Heating (in cooperation with American Gas Association), Scott Paper, Heil Heating and Cooling, and Pillsbury. Total of 12 advertisers are now using Weather Channel.

Seiko push. Seiko Time Corp. announced its most extensive network TV campaign in history, with major emphasis on sponsorship of World Series, NFL football, Seiko Grand Prix golf tournament and professional tennis. David Strousse, Seiko's vice president of advertising and public relations, said Seiko commercials will be aired on all three major broadcast television networks along with USA and CBN cable networks. Seiko ads will appear every month as part of its year-round advertising strategy. Campaign will be highlighted with sponsorship of World Series Oct. 12, followed by NFL football, beginning Nov. 7. Thirteen Seiko Grand Prix golf tournaments will be aired on ABC and CBS and over 20 major tennis tournaments on CBS and USA and CBS cable networks.

Growing. Five new advertisers were signed by RadioRadio, CBS's youth-oriented network, over past four weeks, bringing total to 27. Latest advertisers are Goodyear Tire & Rubber Co. (Wingfoot Advertising), Hawaiian Tropics suntan lotion (Ross Roy Advertising), Plough Tropical Blend and Coppertone suntan lotions (Lake-Spiro-Shurman), S.C. Johnson for Agree Shampoo (Needham, Harper & Steers) and Whitman's Candy (Haworth Group).

Italian accent. Retequattro s.r.l., Italian television network, has joined Television Bureau of Advertising, first member from continental Europe. Other international members are from Australia, Bermuda, Brazil, Canada, England, Hong Kong, New Zealand, and Scotland. Retequattro represents 22 TV stations nationally, its own TV network which covers all of Italy, and six owned-and-operated stations.

Now in Dallas. ABC-TV Spot Sales has opened office in Dallas at Two Forest Plaza Building, Suite 420, 12202 Merit Drive, 75251. (214-960-7981). Gary L. Brooks, sales manager, Midwest territory, ABC-TV Spot Sales, Chicago, has been named manager of Dallas office.

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Telex

Becton Dickson □ Insulin syringe. Begins this week for one week in 11 markets. Day, early fringe, news, late fringe and weekend times. Agency: Popofsky Advertising, New York. Target: adults, 35 plus.

Valvoline □ Motor oil. Begins Oct. 11 for varying flights in approximately 36 markets. All dayparts. Agency: Fahlgren & Ferriss, Cincinnati. Target: men, 18-49.

RADIO ONLY

Continental Nut Co. □ Blue Ribbon almonds. Begins Oct. 18 for six weeks in Baltimore, Washington, New York, Seattle and Boston. Morning, midday and afternoon drive times. Agency: Vantage Advertising, San Leandro, Calif. Target: women, 25-54.

Western Electric Co. □ Corporate. Begins Sept. 13 for five weeks in 8 to 10 markets. Agency: Foote, Cone & Belding, New York. Target: adults, 18-49.

Texas Instruments □ Student calculators. Begins this week for four weeks in over 30 markets. All dayparts. Agency: McCann-Erickson, Houston. Target: teen-agers, 12-17.

Algonquin Gas □ Begins this week for four weeks in about 10 markets. Morning, afternoon and early evening weekday drive times. Agency: Doremus & Co., Boston. Target: adults, 25-54.

Central Hardware □ Begins Aug. 30 for 10 weeks in five markets. All drive times. Agency: George, Gibbs, Hammerman & Myers Advertising, St. Louis. Target: men, 25-54.

RADIO AND TV

Comprehensive Care □ Alcohol and drug rehabilitation. Begins Aug. 30 for three months in 40 markets. Day times only. Agency: Doyle Dane Bernbach International, Los Angeles. Target: adults, 25-54.

Washington Dairy Commission □ Milk. Begins Sept. 13 for 15 weeks in about 60 radio markets and Spokane, Tri-Cities and Seattle TV markets. Morning and evening drive times. Agency: Ehrig & Associates, Seattle. Target: women, 25-49.

Parker Bros. □ Monopoly Playmaster. Begins this week for two weeks in two markets. Weekday times. Agency: Humphrey Browning MacDougall Inc., Boston. Target: women, 25-54.

K-Tel International □ Festival of Sound (album). Begins Aug. 30 for one week in 150+ markets. All dayparts. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: men and women, 12-34.

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THE METROMEDIA FAMILY

Monday Memo

A broadcast promotion/cable marketing commentary from Rod Warner, The R Corporation, Sarasota, Fla.

New symbiosis: marketing broadcasting with cable

The impact of pay cable viewing today forces broadcast promotion to exploit cable.

The recent flurry of network audience share forecasts for the year 1990 calls to mind the law of dispersal: "Whatever hits the fan will not be evenly dispersed. Nor will all of it disperse at the same speed."

This axiom, applied to surprising current cable encroachment on the commercial television we've come to know and love, suggests that George Allen was on to something in the locker room when he said, "The future is now."

Since what's important is our ADI, forget the national averages and projections. If we can anticipate the weight and timing of the hit, we can hold our position in the local crowd and, just maybe, gain while everyone else is losing.

Recognize it: Cable is the great equalizer. All the competitive differences narrow down to quality of content, personality and promotion—every channel becomes technically equal regardless of source; tuning advantages of VHF over UHF are gone; the value of dial position fades. Channel number ID value is destroyed by channel assignment vagaries and other like numbers (several systems have three 9's: local, WGN-TV and WOR-TV). Not much doubt call letters and program title will be our remaining distinctions for ratings based on recall.

That is to say, instead of the high-profile, single-channel, homeward power-bolt we've long enjoyed, we are now or soon will be just another entertainment-information product lined up with 35 or more others on a shelf in somebody else's store.

When does this guy's store open? Sure, some major cities now starting construction and franchising will not be fully cabled until three or four years out.

But think suburbs. They're practically all franchised, many of them built, and the remaining have no more than 1984 to be through first marketing. A lot of TV households in suburbs are already on modern cable, not to mention other ADI systems that have expanded channel capacity. And they are connecting themselves together to make ad sales sense (500,000 cable homes interconnected in San Francisco already).

The most prominent item on this shelf is pay TV. In new-builds, the cable subscriber is really a pay TV subscriber, a multipay subscriber at that. A hefty percent takes three or more pay channels. In growing numbers of homes, the cable



Rod Warner is president of his own cable marketing and broadcast promotion consulting firm, the R Corporation, in Sarasota, Fla. From 1977 to 81 he was vice president and director of marketing for Storer Cable Communications. Prior to that he was a broadcast promotion manager for Storer and Avco for 15 years. He has served on the boards of both the Broadcast Promotion Association and the Cable Television Administration and Marketing Society.

subscriber there, right now, likely is buying at least two premium entertainment channels as alternatives to us, in prime-time or any other time.

Multipay is significantly why the networks in prime time lost 20 share points in pay cable homes just last year, why pay cable share of prime-time viewing doubled in each of the past two years.

BROADCASTING recently reported that CBS research projected for 1990 the conventional networks will have an 86% prime-time share in noncable homes and 63% in homes subscribing to pay cable. (The research didn't indicate the number of pay channels in the typical pay home that was assumed for the projection).

This all reads to me that the networks perform in pay cable homes at around 73% of norm now. No bets on them.

Say 20% of our ADI is pay cable homes. If we have an 18 rating in uncabled homes translating to 13 in those pay homes (73% of norm), our overall ADI rating comes down to 17. That could drop us out of first place if our competitors perform better in cable homes.

So here's a new hypothesis: At a certain percent of ADI homes subscribing to pay cable, the cable universe can determine commercial station market positions.

San Antonio, San Diego, Miami and Columbus, Ohio, are among the ADI's in the neighborhood of 20% of TV households wired for pay—today, 1982. Even the New York ADI now has 27% pay units to

TV households. Better get a fix on pay subscribers in our ADI.

If the fan is aimed in our direction and to duck is no longer an option, what can a local station do to keep wearing a smile, despite all?

Let's find out what cable operators want. Maybe we can exploit it. They want more subscribers and/or to sell more cable services to existing subscribers. They are interested in trading for our expensive avails to promote these services, or cooperating in joint subscription/viewing promotions, or joint ventures to relieve program costs. A coalition now may help us both fend off further threats from LPTV, STV, MDS, SMATV and DBS.

They have for sale (cheap) or trade beaucoup empty channel space, and commercial availabilities in satellite-delivered programing that exactly matches audience demographics for what we are promoting (you know in your heart that comes do amount to something). Once a month they send out bills to people who watch television (hmmm, bill stuffers) and program guides about the size of the *TV Guide* where we run tune-in ads. Got the drift?

With cable, we are no longer restricted to our single funnel into our viewer's TV consciousness to make our impression. We can spread our call letters over the system's channels. CBS Cable aids the image (and maybe some day revenue) of the CBS Network in this way. Sorta like Pillsbury running Burger King, Steak and Ale, and Bannigan's.

Promotion ideas on this theme: Trade or buy cable time to present lead-up discussion or education programs for specials like *A Woman Named Golda*. Charity telethons, fall preview films, star interviews—now there's a place for all the promotion-related stuff we couldn't get by the program director.

What says our news staff can only be on the air on our channel at 6 and 11? Maybe a direct line to the cable headend for live inserts in the Satellite News Channel or the Cable News Network with local headline summaries that promote full coverage at our slot on the shelf. (Hey, daytime-only radio stations on cable can stay on the air as long as they want.)

The survivors will be the TV promotion people most adept at exploiting the new audience-building opportunities inherent in modern cable. Points go to the one who gets on to it before local competitors wake up to the fact it has hit the fan in this market and 1990 may arrive during the next sweep.

No alarm intended. Just a realistic note that some good is blowing in the ill wind, and it can be heard now.

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DAVID SIFFORD, President,

This week

Aug. 23-25—*Michigan Cable Television Association* annual convention. Grand Traverse Hilton, Traverse City, Mich. Information: John Liskey, (517) 372-4811.

Aug. 25—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Harry Smith, vice president, technology, CBS Inc., on "The New Technologies—A Pinch of Broadcasting and a Dash of Print." Copacabana, New York.

Aug. 26—*Ohio Association of Broadcasters* sales training workshop. New Dublin Stouffer's, Columbus, Ohio.

Aug. 27-28—*Seventh International Hispanic Film and Video Festival*. Oblate School of Theology, San Antonio, Tex.

Also in August

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

Aug. 31-Sept. 1—*Society of Broadcast Engineers* "twin-metro" convention for Philadelphia and New York chapters. Ramada Inn, East Brunswick, N.J.

September

Sept. 1—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Cliff Abromats, news director, WABC-TV New York, on "Eyewitness

■ Indicates new or revised listing

News: A Streetwise Approach." Copacabana, New York.

Sept. 1—Deadline for entries in 17th annual Gabriel Awards presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

Sept. 1—Deadline for entries for the 1982 Women at Work Broadcast Awards sponsored by *National Commission on Working Women*, and *Avon Products Inc.* Information: Sally Steenland, National Commission on Working Women, 2000 P Street, NW, Washington, 20036.

Sept. 8—*Cable Television and Marketing Society* Eastern show "Track Day." Peachtree Plaza, Atlanta. Information: Emily Burch, (202) 296-4219.

Sept. 8—*Society of Cable Television Engineers* workshop: "The Front Line Supervisor: The Key to Keeping Your Company Union-Free." Atlanta Hilton.

Sept. 8—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Kay Koplovitz, president, USA Network, on "The Cable TV Boom—The Positive Explosion." Copacabana, New York.

Sept. 9-11—*Southern Cable Television Association's* Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

■ **Sept. 9-11**—*Society of Broadcast Engineers* Central region convention. Stouffer's Riverfront Towers, St. Louis.

Sept. 10—Deadline for entries in International Emmy Awards sponsored by *International Council of National Academy of Television Arts and Sciences*. Infor-

mation: International Council, 1350 Avenue of the Americas, New York, 10019.

Sept. 10-12—*New Hampshire/Vermont Association of Broadcasters* joint convention. Waterville Valley Resort, Waterville Valley, N.H.

Sept. 12—*Nevada Broadcasters Association* fall meeting. MGM Grand hotel, Reno.

■ **Sept. 12**—*Academy of Television Arts and Sciences* Emmy Awards banquet honoring nonbroadcast Emmy nominees. Century Plaza, Los Angeles.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Keynote speech: FCC Chairman Mark Fowler. MGM Grand hotel, Reno.

Sept. 13-17—*London MultiMedia Market*. Tower hotel, London.

Sept. 14—*Southern California Cable Club* dinner meeting. Speaker: Ted Turner, president, Turner Broadcasting System. Beverly Wilshire hotel, Los Angeles.

Sept. 14-15—*Bay Area Cable Club* advertising seminar co-sponsored by *Cabletelevision Advertising Bureau*. St. Francis hotel, San Francisco.

Sept. 15—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: SBRTC, 6350 West Freeway, Fort Worth, Tex., 76150.

■ **Sept. 15**—*Washington Metropolitan Cable Club* luncheon. Speaker: John Saeman, Daniels & Associates, Washington Marriott, Washington.

Sept. 15-17—*Advertising Research Foundation* eighth annual midyear conference and research fair. Chicago Hyatt Regency, Chicago.

Sept. 15-17—*Institute of Electronic and Electrical Engineers* 32d annual broadcast symposium. Washington hotel, Washington.

Sept. 16—*Radio Advertising Bureau* sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 16-17—*Broadcast, Cable and Consumer Electronics Society of Institute of Electrical and Electronics Engineers* 32d annual broadcast symposium. Hotel Washington, Washington.

Sept. 16-17—*National Association of Black Owned Broadcasters* annual fall conference. Washington. Information: Diane Wilson (202) 463-8970.

Sept. 16-18—*American Women in Radio and Television* south central area conference. Driscoll hotel, Austin, Tex.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates, Sebasco, Maine.

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

Sept. 19—*Academy of Television Arts and Sciences* 34th annual prime-time Emmy Awards program on ABC-TV, Pasadena Civic Auditorium, Pasadena, Calif. Governors ball honoring nominees and winners follows telecast. Century Plaza hotel, Los Angeles.

Sept. 19-21—*CBS Radio* network affiliates board meeting. Arizona Biltmore, Phoenix.

Sept. 19-21—*National Religious Broadcasters* Western convention. Los Angeles Marriott, Los Angeles.

Sept. 19-21—*Washington State Association of Broadcasters* annual fall meeting. Red Lion Inn, Spokane, Washington.

Sept. 19-23—*Sixth International Conference on Digital Satellite Communications*. Phoenix Hyatt Regency, Phoenix.

Sept. 20-21—*Arbitron Radio* workshop. Hyatt Regency, O'Hare Airport, Chicago.

Sept. 20-22—*National Association of Telecommunications Officers and Advisers* second annual conference and convention, "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.



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Sept. 20-23—*New England Cable Television Association* annual convention and exhibition. Speakers include Tom Wheeler, president, National Cable Television Association, and Arthur Taylor, chairman, Entertainment Channel. Dunfey Hyannis hotel, Hyannis, Mass.

Sept. 21—*Federal Communications Bar Association* luncheon. Speaker: Charles Brown, chairman, AT&T. Touchdown Club, Washington.

Sept. 21—*Radio Advertising Bureau* sales clinic. Hilton Airport Inn, Pittsburgh.

Sept. 21-23—Conference for journalists on "Politics: Who Will Win in 1982?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

Sept. 21-24—*CBS Radio* network affiliates convention. Arizona Biltmore, Phoenix.

Sept. 22—*International Radio and Television Society* opening newsmaker luncheon for 1982-83 season with address by Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, New York.

Sept. 22—*Association of National Advertisers* promotion management workshop. Waldorf-Astoria hotel, New York.

Sept. 22—*Radio Advertising Bureau* sales clinic. Bloomington Marriott hotel-Airport, Minneapolis.

Sept. 22-24—*National Religious Broadcasters* Midwest convention. Holiday Inn O'Hare-Kennedy, Chicago.

Sept. 23—*Radio Advertising Bureau* sales clinic. Ramada Inn, Romulus-Airport, Detroit.

Sept. 23-26—*American Women in Radio and Television* Western area conference. Hyatt Regency Phoenix at Civic Plaza, Phoenix.

Sept. 24—*Society of Broadcast Engineers'* central New York regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: Gary Hartman, WSTM-TV Syracuse, N.Y. (315) 474-5182.

Sept. 24-26—*North Dakota Broadcasters Association* fall convention. Doublewood Inn, Fargo, N.D.

Sept. 24-26—*Florida Association of Broadcasters* fall meeting. Holiday Inn, Pensacola, Fla.

Sept. 26-28—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

Sept. 26-28—*Utah Broadcasters Association* fall convention. Speaker: Vincent Wasilewski, outgoing president of National Association of Broadcasters. Ogden Hilton, Ogden, Utah.

Sept. 26-28—*Kentucky CATV Association* fall convention. Marriott Resort, Lexington, Ky.

Sept. 28—*Radio Advertising Bureau's* sales clinic. Hilton Inn, Florida Center, Orlando, Fla.

■ **Sept. 29-30**—*CBS FM National Sales* annual seminar. St. Regis hotel, New York.

Sept. 29-Oct. 1—Ninth annual Spectrum Management Conference, sponsored by *George Washington University's Center for Telecommunications Studies* in cooperation with *FCC* and *National Telecommunications and Information Administration*. Conference title: "Radio Spectrum Management in a Period of Rapid Technological Change: The Government's Role." GW campus, Washington.

Sept. 29-Oct. 1—*National Religious Broadcasters* Southeastern convention, Biltmore hotel, Atlanta.

Sept. 28-Oct. 1—Third annual Videodisk Symposium of *Nebraska Videodisk Design/Production Group*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

Sept. 29-Oct. 3—*Women in Communications* national conference. Brown Palace, Denver.

Sept. 30—*Radio Advertising Bureau's* sales clinic. Sheraton Center hotel, Charlotte, N.C.

Sept. 30—*Cabletelevision Advertising Bureau* conference. Cathedral Hill hotel, San Francisco. Information: Barbara Hobart, (212) 751-7770.

Sept. 30—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 30-Oct. 1—"Cable in Context" conference

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Sept. 30-Oct. 2—Radio-Television News Directors Association International conference. Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta. Caesars Palace, Las Vegas.

Sept. 30-Oct. 2—Midwest Radio Theater Workshop cosponsored by KOPN(FM) and *Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens College campus, Columbia.

Sept. 30-Oct. 3—National Black Media Coalition's ninth annual media conference. Sheraton Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1—"Cable Television Interconnect in Massachusetts" conference sponsored by *Boston Health Care Cable Consortium*, *Boston University*, *Communications Consortium*, *Emerson College*, *Northeastern University*, *Massachusetts Cable Television Commission*, *University of Massachusetts* and *WGBH Educational Foundation*. Boston University Law Auditorium, Boston. Information: (617) 727-6925.

Oct. 1-2—Society of Broadcast Engineers, chapter 40, convention. Hyatt Riskey hotel, Palo Alto, Calif.

Oct. 1-3—National Institute for Low Power Television's LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.

Oct. 3-5—Tennessee Association of Broadcasters convention. Sheraton hotel, Gatlinburg, Tenn.

Oct. 3-5—New Jersey Broadcasters Association 36th annual convention. Speaker: National Association of Broadcasters outgoing President Vince Wasilewski. Tamiment Resort and Country Club, Tamiment, Pa.

Oct. 3-7—National Broadcast Association for Community Affairs national convention. Warwick hotel, New York. Information: (212) 764-6755.

Oct. 4-6—"Videotex II, Implications for Marketing," conference sponsored by *Management Development Programs*, *College of Administrative Science*, *Ohio State University*, Columbus, Ohio.

Oct. 4-7—Telocator Network of America 34th annual convention. Speakers include Mark Fowler, FCC chairman, and Larry Harris, FCC Broadcast Bureau chief. Sheraton Washington, Washington.

Oct. 5—Radio Advertising Bureau's sales clinic. Sheraton Denver Airport, Denver.

Oct. 5—Cabletelevision Advertising Bureau conference. Michigan Inn, Detroit. Information: Barbara Hobart, (212) 751-7770.

Oct. 5—Association of National Advertisers corporate advertising workshop. Plaza hotel, New York.

Oct. 5-7—University of Wisconsin-Extension 28th annual Broadcasters Clinic. Sheraton Inn, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Oct. 6—Radio-Television News Directors Association region seven meeting. Lewis Faculty Center, University of Illinois, Champaign, Ill.

Oct. 6-8—Indiana Broadcasters Association fall conference. Marriott hotel, South Bend, Ind.

Oct. 7-8—Ohio Association of Broadcasters fall convention. New Marriott North, Columbus, Ohio.

Oct. 7-9—Information Film Producers of America national conference. Marriott O'Hare hotel, Chicago.

Oct. 7-10—Missouri Broadcasters Association fall meeting. Holiday Inn, Cape Girardeau, Mo.

Oct. 8—Radio Advertising Bureau's sales clinic. Chicago O'Hare Marriott, Chicago.

Oct. 8-12—Texas Association of Broadcasters management and engineering conference. Hyatt Regency, Houston.

Oct. 10-12—Society of Cable Television Engineers fall engineering conference. Don CeSar hotel, St. Petersburg Beach, Fla.

Oct. 10-12—National Religious Broadcasters Southwestern convention. Holidome Holiday Inn, Tulsa, Okla.

Oct. 10-12—Pennsylvania Association of Broadcasters annual fall convention. Host Farm and Corral, Lancaster, Pa.

Oct. 10-12—University of Wisconsin-Extension Communication Programs and Cable Television Information Center of Arlington, Va., conference, "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising." Sheraton Inn and Conference Center, Madison, Wis. Information: Barry Orton, (608) 262-2394 or (608) 262-8953.

Oct. 11-13—Electronic Industries Association 58th annual conference. Century Plaza hotel, Los Angeles.

Oct. 11-13—National Cable Television Association business development symposium, "Minorities and Cable: The Interconnect of the 80's." Washington Marriott, Washington.

Oct. 12—Radio Advertising Bureau's sales clinic. Springfield Hilton (suburban Washington), Springfield, Va.

Oct. 12-13—Yankee Group, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Plaza hotel, New York.

Oct. 13—Radio Advertising Bureau's sales clinic. White Plains hotel, White Plains, N.Y.

Oct. 13—Cabletelevision Advertising Bureau conference. Plaza of the Americas, Dallas. Information: Barbara Hobart, (212) 751-7770.

Oct. 13-14—Kentucky Broadcasters Association annual fall convention. Hyatt Regency hotel, Lexington, Ky.

Oct. 13-14—Arbitron Radio workshop. Colony Square, Atlanta.

Oct. 14—Association of National Advertisers new product marketing workshop. Roosevelt hotel, New York.

Oct. 14—Radio Advertising Bureau's sales clinic. Sheraton-Tara hotel, Framingham (Boston), Mass.

Oct. 14-15—Society of Broadcast Engineers, Pittsburgh chapter, ninth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

■ **Oct. 14-15—"World Telecommunications 1982"** conference, sponsored by *Financial Times of London*. Grosvenor House hotel, London. Information: (212) 245-7784.

■ **Oct. 14-17—Federal Communications Bar Association** annual seminar, "Satellite Communications: Responsibilities of Media to the Public." Castle Harbour hotel, Bermuda.

Oct. 14-17—American Women in Radio and Television Southeast area conference. Peabody hotel, Memphis.

Oct. 15-16—National Religious Broadcasters Eastern convention. Parsippany Hilton, Parsippany, N.J.

Oct. 15-20—Vidcom/MIP-TV fall international video marketplace. Palais des Festivals, Cannes, France.

Oct. 17—American Society for Information Science

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Errata

Texas State Network Spanish Information Service is still with **Katz Radio**, not Caballero Spanish Media as reported in "Rep Report" Aug. 9. Katz, which handles entire Texas State Network, has ascribed Caballero Spanish Media to perform sales assignments.

"Washington Watch" item in Aug. 9 issue should read: **FCC** Review Board has **granted application of Columbia-Kansas TV Ltd.** for new television station on channel 24 at Wichita, Kan., denying competing application by Greater Wichita Telecasting Inc.

course on electronic publishing including teletext, videotext, videodisks. Columbus Hyatt Regency hotel, Columbus, Ohio.

Oct. 18-19—Seminars on current business and legal problems of cable television and satellite master antenna television, sponsored by *Illinois Institute for Continuing Legal Education*. Hyatt Regency Chicago, Chicago. Information: (217) 787-2080.

Oct. 18-20—*Rocky Mountain Cable Television Association* convention. Hilton Inn, Albuquerque, N.M.

Oct. 19—*Radio Advertising Bureau* sales clinic. Sheraton-Northlake Inn, Atlanta.

Oct. 19-20—*Public Service Satellite Consortium* seventh annual conference. Washington Hilton, Washington.

Oct. 19-20—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Rickey's Hyatt, Palo Alto, Calif.

Oct. 19-21—*Mid-America Cable TV Association* 25th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

Oct. 19-21—*Alabama Cable Television Association* fall meeting. Ramada Inn, Fort Walton Beach, Fla.

Oct. 19-21—*Washington Journalism Center's* Conference for Journalists, "Nuclear Freeze: World Arms Issues." Watergate hotel, Washington.

Oct. 20—*Cabletelevision Advertising Bureau* conference. Drake, Chicago. Information: Barbara Hobart, (212) 751-7770.

Oct. 20—*Radio Advertising Bureau* sales clinic. Americana Inn/Cincinnati Airport, Cincinnati.

Oct. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 20—*Connecticut Broadcasters Association* an-

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

Oct. 21-22—*Services by Satellite Inc.* (SatServ), subsidiary of Public Service Satellite Consortium, annual conference, following PSSC conference. Washington Hilton, Washington.

Oct. 22—11th annual *Colorado State University* "CSU Broadcast Day." Speaker: John Summers, executive vice president and general manager, National Association of Broadcasters. Information: Dr. Robert K. MacLaughlin, Colorado State University, Fort Collins, Colorado, 80523.

Oct. 22-23—*Friends of Old Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, or (203) 248-2887.

Oct. 22-23—*Society of Broadcast Engineers, Tidewater chapter*, first telecommunications show. Virginia Beach Dome, Virginia Beach, Va. Information: Jack Beck, WHRO-TV Hampton-Norfolk, Va., (804) 489-9476.

Oct. 22-24—*Massachusetts Broadcasters Association* annual convention. Sheraton Lincoln, Worcester, Mass.

Oct. 22-24—*National Association of MDS Service Companies* second annual convention. Sheraton Washington, Washington. Information: Diane Hinte, (213) 532-5300, or Mark Edelman, (509) 328-0833.

Oct. 22-24—*American Women in Radio and Television* north central area conference. Amway Grand Plaza, Grand Rapids, Mich.

Oct. 25—*Cable Television Administration and Marketing Society* Atlantic show "Track Day" Bally's Park Place, Atlantic City, N.J. Information: Emily Burch, (202) 296-4219.

Oct. 26—*Radio Advertising Bureau* sales clinic. Red Lion Inn-Airport, Seattle.

Major Meetings

cisco.

Jan. 29-Feb. 1, 1983—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 30-Feb. 2, 1983—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

Feb. 6-9, 1983—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

March 17-22, 1983—*NATPE International* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

April 22-28, 1983—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 18-21, 1983—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

June 12-15, 1983—*National Cable Television Association* annual convention. Houston. Future conventions: 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.

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Founded 1931. *Broadcasting-Television* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. Reg. U.S. Patent Office. Copyright 1982 by Broadcasting Publications Inc.

Food for thought

EDITOR: I have read and re-read your editorial of Aug. 9 about the NAB. I applaud it as being just and fair and very much to the point. Thinking out loud: I wonder how many members of NAB feel that justice was accomplished at the NAB board meeting in Chicago. Does the NAB board have any conception of the impact of its actions on the industry? How does the search committee feel after the hours spent in genuine deliberation to arrive at a single choice by a two-thirds majority only to have the NAB board seemingly ignore the time and consideration spent on the subject? What was the effect of the NAB board chairman's 11th hour decision to become a candidate for the NAB presidency after his loud and clear protestations that he was not a candidate? What impression has this made on individuals who were upfront candidates from the start of the search process? Has NAB's image been tarnished by political maneuvers? If the networks had not put all their weight behind one candidate, might that candidate have had the necessary support? And, doesn't this lend credence to the critics who have complained for years that the networks run the NAB? Shouldn't a two-thirds majority be the standard on such a serious election instead of a simple majority? Is a credibility problem emerging?

There are some tough questions to be addressed if the integrity of NAB is to be preserved. For the sake of our industry, I wish the new president all success possible, but, in my opinion, he was accorded a hollow victory.—*Virginia Pate Wetter, president, Chesapeake Broadcasting Corp., Havre de Grace, Md.*

Skywave concern

EDITOR: I read with outrage the comments of Matt McCann concerning H.R. 6306 in which the politicians would prohibit the FCC from protecting skywave signals (BROADCASTING, Aug. 2). It is time for the politicians to stop interfering with the FCC engineering people who try to do their job. Skywave signals have nothing to do with politics, big cities, or the whims of managers, owners and program directors. They are a physical science that our engineering people have learned to handle with a good deal of care.

I am happy Mr. McCann had the opportunity to lobby in Washington and express his views as an American right, but I also hope the politicians are sharp enough to understand the technical aspects of the situation and not interfere with the FCC control of the best broadcast system in the world.

Perhaps if there were not so much politi-

cal pressure in Washington, the FCC could have done its job and selected one AM stereo system so we could get on with the job of improving AM broadcasting.

It is interesting to note that the city fathers of Carbondale, Ill., are so concerned about WCIL(AM) nighttime coverage when WCIL-FM provides a 50 kw stereo signal for that city.—*Peter C.L. Boyce, president, Midamerica Electronics Service, New Albany, Ind.*

FM problem

EDITOR: I just went through four years of red tape, attorney fees, FCC rules and about \$20,000 in expenses to get a class A FM for Montevideo, Minn., population 6,000.

I am putting the tower seven miles away so it also serves Granite Falls, population 3,200. That's the only way I can provide quality.

We need quality programming, not quantity stations. We need money from advertising to provide quality. The FCC move to provide more FM's is ridiculous. It will bring down the value of every station in the country. It will cause poor programming for many except the established, rich broadcasters. They can survive, but all the rest cannot.—*Jerry Hennen, president, KMGM(FM) Montevideo, Minn.*

Continuing controversy

EDITOR: Your Aug. 2 article on the videotex(t) question was reassuring on one point. I was certain that Mr. Neustadt knew better. If his editor wouldn't use a "cockamamie European-coined word" how does his vocabulary get beyond "ugh" and "how?" And, let me remind BROADCASTING that the operative word in "good English usage" is usage, not good, or English. Would you have us all talking like Chaucer?

For your background, the British were denied a copyright for the term "viewdata," but Knight-Ridder confiscated it in the U.S.

Videotext means transactional; teletext means one-way, and together they spell "Videotex." Really simple, isn't it?—*Jack T. O'Grady, senior vice president, Young & Associates, Rockville, Md.*

EDITOR: I was gratified to note in the Aug. 2 "Technology" section that BROADCASTING is addressing the issue of the correct spelling of "videotex."

Your readers might be interested in knowing that the prestigious *New York Times* recognized videotex (without the final t) as the correct spelling in its Style Manual and News Desk Bulletin No. 407,

dated Oct. 30, 1981. In addition, *Infoworld*, a publication of the data processing community, decided to side with the majority and adopted "videotex" in September 1981. The Videotex Industry Association (representing over 100 member firms actively engaged in videotex) formally adopted this spelling as its first official order of business in our formation meeting last February.—*Larry T. Pfister, chairman, Videotex Industry Association, Washington.*

Jersey defense

EDITOR: In response to New Jersey Senator Bill Bradley's July 19 "Open Mike," the assumption that Philadelphia's coverage of south New Jersey is inadequate due to the lack of a commercial VHF station is dated and inaccurate. New Jersey deserves excellent coverage, and we believe we're giving it.

Since 1965, when KYW-TV became the first Philadelphia station to assign a reporter exclusively to south Jersey, our commitment to New Jersey coverage continues to grow. On March 22 of this year, KYW-TV became the first Philadelphia station to anchor part of its evening newscasts from New Jersey.

Equally important, KYW-TV is the only station that has a direct microwave link from Atlantic City, which began service on May 11 when *Eyewitness News* offered the first live coverage from Atlantic City during the mayoral race.

The New Jersey Coalition for Fair Broadcasting also has praised KYW-TV exclusively for its south Jersey coverage: "KYW-TV being the only Philadelphia station to take its special service obligation seriously, has created a comprehensive New Jersey news operation."—*Pat Polillo, vice president and general manager, KYW-TV Philadelphia.*

The best teacher

EDITOR: It was a pleasure to read your July 12 "Monday Memo" by Lynne Schafer Gross from Cal State Fullerton. As a former broadcaster myself, I'm a great believer in kicking students out of the classroom and into professional surroundings to get the experience needed for future employment. To that end, we here at Santa Rosa Junior College have been extremely fortunate in receiving full cooperation from the broadcasters in our market. It's my opinion that any educational institution should be required to develop intern programs so aspiring broadcasters can get a taste of the real world.—*Ed LaFrance, instructor, Department of Speech/Media Studies, Santa Rosa Junior College, Santa Rosa, Calif.*

When
you grow
up together,
it's hard to lose
a good
friend.

Sol Taishoff was starting *Broadcasting* around the same time Midwest Communications, Inc. began to air its first programs on WCCO Radio. During the next 50 years, Sol Taishoff became a major force in the world of broadcasting. His publication has been a bellwether of the industry and will continue as part of his valuable legacy.

Midwest Communications mourns the passing of Sol Taishoff. A leader. A publisher. A friend.



WCCO AM·FM·TV Minneapolis St.Paul WFRV TV GreenBay
WJMN TV Escanaba MIDWEST CABLE & SATELLITE, INC. Minneapolis

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knowledge was kept in monasteries,
locked in Latin.**



In the early centuries of our time the only knowledgeable persons were those few who could read. Books were rare. Those which did exist were laboriously penned in Latin, and protected in ecclesiastical libraries.

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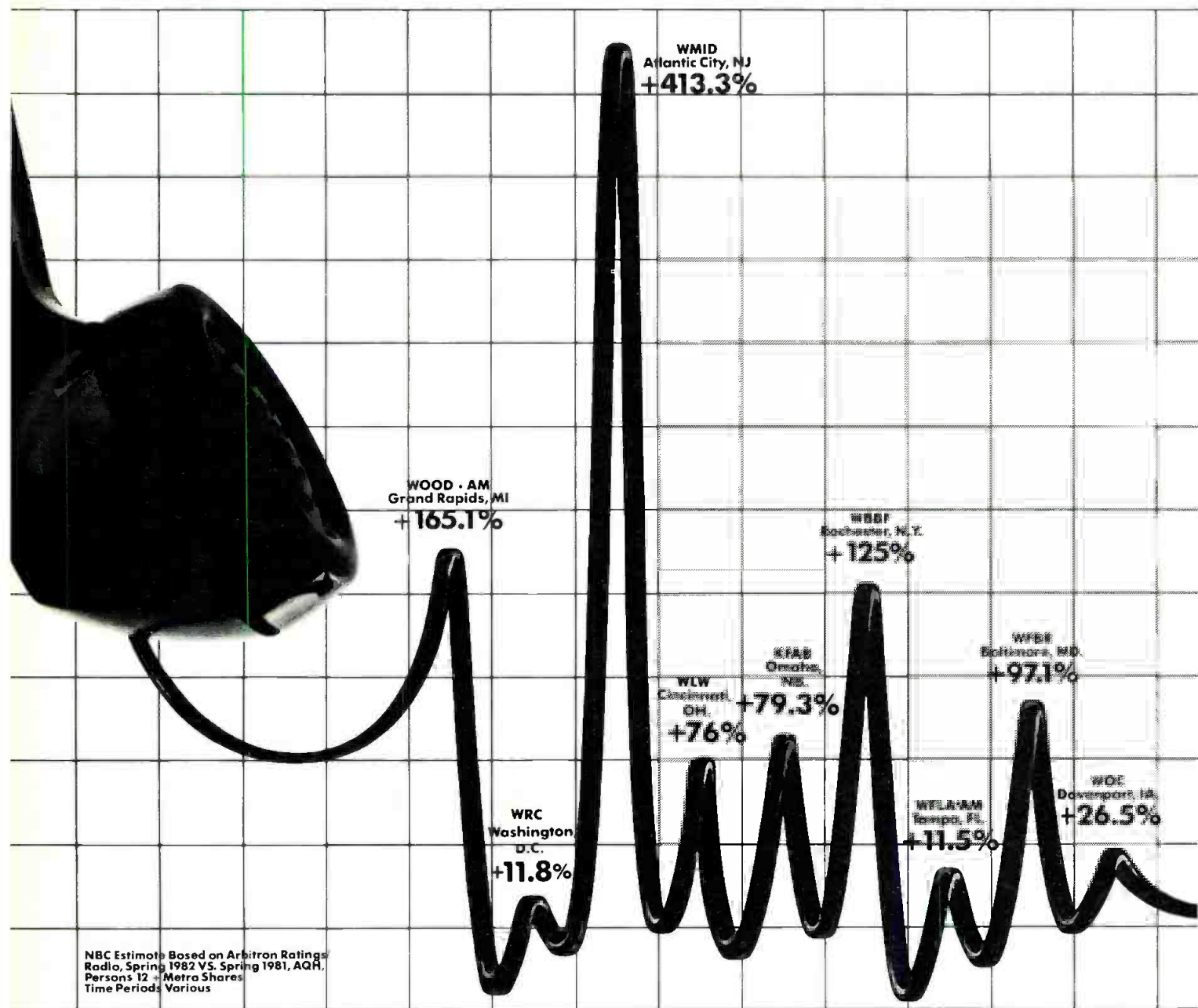
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Broadcasting Aug 23

Vol. 103 □ No. 8

TOP OF THE WEEK

SOL TAISHOFF: 1904-1982

"... the best friend the industry ever had."

On Monday, July 26, Sol Taishoff, editor-in-chief of BROADCASTING magazine, lunched in his Washington office with former FCC Chairman Richard E. Wiley, now managing partner of Kirkland & Ellis, and—with one of his editors—talked about editorials for that week's issue. The next day, he entered Georgetown Hospital for treatment of the cancer that had been draining his strength, but he continued to work, checking on the editorial progress at the magazine. On Thursday night, as final editorial decisions were being made, he called the newsroom to inquire about the major stories and how they were being played. Asked the prognosis of his own condition, he said, "It's touch and go." Seventeen days later, on Aug. 15, at 2:35 a.m., Sol Taishoff died, at the age of 77.

Thus, as those who knew him remarked, he had lived almost to the last as he had most of his life—working with energy and zest. It was the kind of energy and zest that had fueled the drive that made BROADCASTING the pre-eminent journal of what Taishoff called the "Fifth Estate"—the electronic mass media—and himself a major force in the radio and television industry.

Taishoff, who had been born in Minsk, in Czarist Russia, on Oct. 8, 1904, had been an adviser to presidents and a confidant to generations of FCC commissioners and broadcasters. And although he was loaded down with awards—among others, he received the National Association of Broadcasters Distinguished Service Award in 1966, the University of Missouri's Award for Distinguished Journalism (he was the first business publication journalist to be so honored), the Peabody and, earlier this year, an honorary doctorate of communications from the University of Ohio—and was accustomed to being treated with deference by people in high places, he never tired of the honors or the attention. Said one who was close to him, "He loved it." He loved even more being a reporter. The glamour and romance he saw in the calling never paled for him. "Basically, I am just a reporter," he once said on a formal occasion. "To me, there is no more honorable estate than that of a reporter, whether ink-stained from out of the Fourth Estate, or

those electronically activated who populate what we've labeled the Fifth Estate." And Taishoff, who cultivated and maintained sources throughout his career, was responsible for a fair number of the magazine's beats.

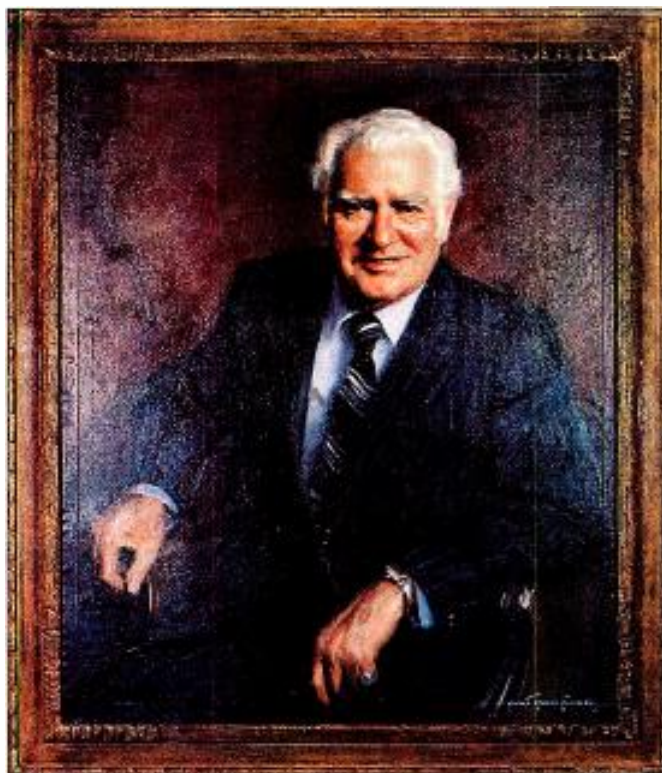
A stunning one he scored was the disclosure, several months before the fact, that controversial Newton N. Minow, President Kennedy's first appointee as FCC chairman, would resign in June 1963, after serving only two years of his seven-year term. More recently, he was the first to print the news that Edward O. Fritts was considering a run for the presidency of the National

Association of Broadcasters ("Closed Circuit," May 31)—an item denied repeatedly before turning true dramatically two weeks ago (BROADCASTING, Aug. 16).

Taishoff, according to his friends, was a charmer, a "people's person," as someone once described him, and a man who relished the father's role in dealing with friends and acquaintances seeking advice. He even helped others—friends among the reporters he had known in the days when BROADCASTING's offices were in the National Press Building—establish publications of their own. He provided the late Roland Davies with the seed money to start *Telecommunications Reports* in 1934 (Taishoff owned 13% of the stock until the newsletter was sold last year), and helped the late Wallace Werble Sr. found FDC Reports Inc. (A year before Werble died, five years ago, Taishoff turned back the 10% of the company he owned to the Werble family. Until then, he had been sending his proceeds

from his investment—about \$1,000 a year—to Washington's Children's Hospital Medical Center.)

And Taishoff was celebrated as a raconteur, with a vast storehouse of stories that he could bring to life with a reporter's eye for telling detail. (Asked, in an interview in connection with the magazine's 50th anniversary [Oct. 15, 1981], who were the leaders of the broadcasting industry when BROADCASTING was founded, he began: "There was Alfred J. McKosker of WOR in New York. They called him 'Hollywood Al' because of his fancy dress. He always wore cuffs on his clothes, you know. His



Sol Taishoff by Everett Raymond Kinstler, 1982

A portrait commissioned by the Broadcast Pioneers honoring the 50th anniversary of BROADCASTING magazine



Rabbi Joshua O. Haberman presiding over last Tuesday's services in the Washington Hebrew Congregation temple.

best friend was Mayor Jimmy Walker of New York ...")

But Taishoff was not all gentleness and good stories. He was a tough, exacting and, above all, intensely competitive editor. He hated to be beaten on a story, and he gloried in the magazine's scoops. Reporters and editors were acutely aware of Taishoff's determination to be first, as well as right, with a story. Taishoff's distinctive green mark around an item in a competitive publication served as chilling notice that the editor-in-chief had spotted a story BROADCASTING had missed.

□

Taishoff had co-founded the magazine (with the late Martin Codel) in 1931, and over the 50 years that he served as its principal editor it emerged as a vigorous voice for the independence of broadcasting. To him, broadcasting, even in its infancy, when entertainment was its only staple, was a journalistic medium, and was entitled to First Amendment rights. From the first issue, the magazine fought against undue government regulation, and there was little regulation Taishoff did not regard as undue.

But he did not allow the magazine to serve as a mouthpiece for the industry. When he thought industry spokesmen were wrong or National Association of Broadcasters' decisions wrongheaded, the magazine said so. And no one doubted where the magazine stood, editorially, on an issue. As Frank Stanton, former CBS president, said in one of the eulogies delivered at the funeral last Tuesday (Aug. 17), "His was the absolutist approach ..."

Jack Harris, president of KPRC-TV Houston, made the same point in remarks at the black-tie dinner celebrating the magazine's 50th anniversary that attracted 1,200 persons to the Washington Hilton hotel (BROADCASTING, Oct. 19, 1981): "When others have wavered, Sol Taishoff and BROADCASTING have been steadfast. When others have been tempted to trim their sails, or temper their arguments, or be discreet in asserting the rights of the electronic media to first-class citizenship, they have been unyielding, and demanding, and loud. The result has been a fearless and unambiguous editorial voice that has been the industry's standard for half a century."

In Frank Stanton's view, as expressed in his eulogy, the anniversary celebration was a special occasion not only for Taishoff but for those who attended. They realized, he said, "that Sol Taishoff was the best friend the [broadcasting] industry ever had."

As was the anniversary dinner, Taishoff's funeral was

testimony to that realization. It was attended by many present and former leaders of the Fifth Estate. And besides Stanton, Taishoff was eulogized by Vincent T. Wasilewski, president of the National Association of Broadcasters; William Sims, senior partner of Dow, Lohnes & Albertson, a leading communications law firm; Richard E. Wiley, and J. Leonard Reinsch, former chairman of the Cox Broadcasting Corp.

Among the tributes that flowed in (see page 29) was one from President Reagan (who as "Dutch" Reagan was reported by BROADCASTING in 1937 to have left his sportscasting job at WHO[AM] Des Moines, Iowa, for a crack at a movie career with Warner Bros.). He referred to Taishoff as "a giant in the publishing industry" who "was an excellent journalist," who "never forgot the importance of fairness and accuracy and [whose] deep belief in freedom of the press won him the admiration of all who knew him."

□

Taishoff, besides being principal editor of the magazine, was chairman of the board of Broadcasting Publications Inc., which publishes BROADCASTING and other publications, including the BROADCASTING □ CABLECASTING YEARBOOK and ACROSS THE DIAL. He had come a long way since his family took him from Minsk to Frankfurt, Germany, when he was six weeks old, then to Minz, Germany, and thence to Washington, when he was 2.

The lure of journalism attracted him at the age of 16, when he was still attending a business high school in Washington. He became a copy boy on the 8 p.m. to 4 a.m. shift of the Washington bureau of the Associated Press, and he was hooked on the business for the rest of his life.

He had become a reporter for the AP by 1926, when he was hired for the original staff of the *United States Daily*, the late David Lawrence's first version of what was to become *U.S. News & World Report*. Initially, Taishoff was on rewrite, but soon was assigned to work with one of the senior reporters—the late Drew Pearson—to cover the State, War and Navy Departments and the White House.

And it was while in Lawrence's employ that Taishoff first took professional notice of the new medium of mass communications, radio. Using the house byline Robert Mack, Taishoff wrote a column on radio for Lawrence's newspaper syndicate, Consolidated

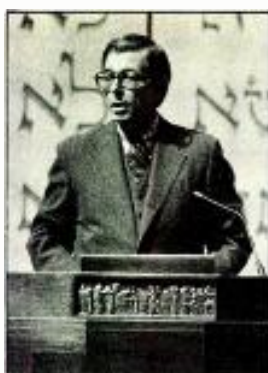
Text continues on page 32



Wasilewski



Sims



Wiley



Stanton



Reinsch

Farewells from five who knew him well

■ *Vincent T. Wasilewski, president, National Association of Broadcasters:*

There are certain people that one meets for the first time, who are so distinctive and so commanding in presence, that you can remember vividly the exact time, the exact place and the circumstances under which you met them.

Sol Taishoff, I think we would agree, was one of those people. I first met him in the fall of 1949. At that time, Sol was already an industry oracle, a man of great stature in broadcasting—knowing more people therein, and giving more counsel and advice perhaps than any other human. And he remained that industry leader and adviser throughout his rich lifetime.

My relationship with Sol spans my entire professional life. I first came to Washington in 1949 as a novice attorney at the National Association of Broadcasters, and I met him shortly thereafter.

Throughout the many years, his advice, counsel and true friendship have been greatly appreciated. Fortunately, I had a marvelous opportunity last winter, as did we all, to recall and celebrate over 30 years of a close and wonderful relationship that I had with Sol, and many of you I'm sure, remember that evening, when truly the cream of the entire broadcasting media assembled at the Washington Hilton to honor this man who means so much to us.

And what a joy it was obviously, for him to have had such a tribute. His awards and accomplishments were many. Among them, being president of the Sigma Delta Chi, the Society of Professional Journalists, [receiving] the Distinguished Service Award in journalism from the University of Missouri, the Paul White Award from the Radio-Television News Directors Association, and just recently, the honorary doctorate of communications from Ohio University. And, of course, he also received the National Association of Broadcasters' Distinguished Service Award.

And he still holds the record—so he told me not too long ago—for the most martinis drunk in one sitting at the National Press Club. But that was even before I knew him.

He was a man of great zest and vitality, words which I think capture the man. He never envisioned retirement—how could he? To retire would have meant divorcing himself from the magazine and the industry he so ably

chronicled since broadcasting's infancy. Retirement would have divorced Sol from the life he loved. That never happened. And active he was until quite, quite recently. In fact, last June he was covering a National Association of Broadcasters board of directors meeting, and printing leaks that, much to my chagrin, proved invariably accurate.

Besides work in our profession, which he gave so much to, I remember the pride he had in his family. And Larry, my deepest sympathies are with you and the family. Our golf outings, gin rummy—but mostly I remember Sol Taishoff, the reporter. It was the title he used to describe himself—and truly, it is what he was and what he remains to me and those who knew and loved him.

We should be thankful. So many friends leave us and we never have expressed our true feelings. We had the honor of giving that great testimonial dinner for Sol, and we were able to tell him how much we respected him.

Sol loved it—and we loved it. We are fortunate in having known him, as friends, workers and social buddies. He has enriched our life. And I thank you, Sol.

■ *Bill Sims, partner, Dow, Lohnes & Albertson:*

Sol Taishoff, publishing giant, talented editor and reporter, acclaimed by Presidents and recipient of great public acclaim and numerous awards. Those are the public recognitions that we will hear over and over. We know those judgments to be true—but I would feel totally incapable of adding to that public record.

But along with the others sharing this platform today, I can pay respects to a great and good friend, and someone who enriched us by his character, his spirit and his example. I know that all of us will have many favorite memories of our association with Sol. Mine include such things as the December morning a few years ago when he showed up at dawn on our doorstep, and celebrated our Christmas and sat around the Christmas tree with our family, opening up presents.

He earned the respect and love of my family and my children almost as a caring father and grandfather. I will remember him as a lousy golfer, but as someone that I would rather play with than almost anyone else I can think of.

And perhaps most of all, I will remember his wit, his spirit, his good humor—even in times of

great family and personal tragedy—and even within the last few weeks when I believed that he knew that this event was drawing near.

Many of you and many who could not be with us today could equally attest to this man's great warmth and humility. I think hundreds and even thousands of broadcasters and other communicators, public officials, employees, professionals and friends would probably say and claim Sol Taishoff was my special friend.

And the truth is that his friendship was so broad and so great, that he could embrace us all—and he could truly be a special friend to and of the host of us. He was great, he was good, he was special, he was unique. And we will sorely miss him.

But his life was so full and so fulfilling, I hope you will share this conclusion with me—his life was so full and so fulfilling, and he so enriched all of us, that I think he made it easier for us today and—rather than mourning—we can celebrate what he did, what he was, and what he meant to all of us.

■ *Richard E. Wiley, former chairman of the FCC:*

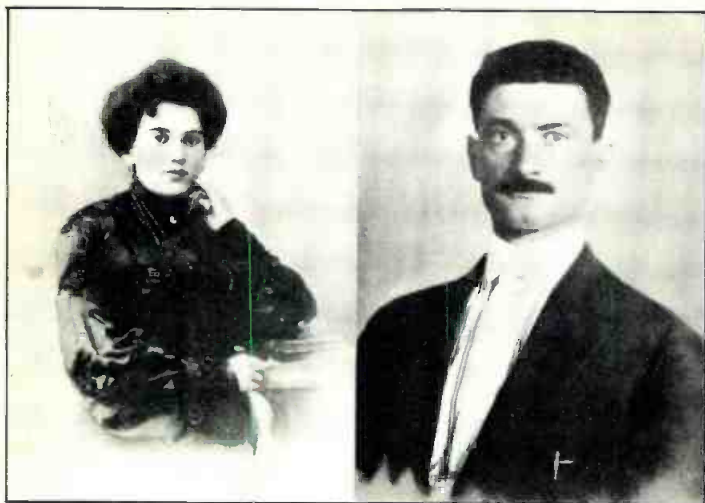
Sol Taishoff was a man of many talents, insights and experiences. There was, for example, the Sol Taishoff that all of us knew and admired so much, the founder, editor and publisher of BROADCASTING magazine, the bible of radio and television. The Sol Taishoff whose professional career encompassed almost the entirety of the history of this great industry—the man we all liked to call Mr. Broadcasting.

And then there was the Sol Taishoff who was the reporter, the man who always carried that little pad and pencil, always probing for the story and the lead that would inform and educate the readers of his famed publication.

How many of us were privileged to sit in that corner booth at the old Paul Young's restaurant, or near the window overlooking DeSales Street at Chez Camille, and be subjected to the Taishoff treatment—to be so gently but persistently subjected to his probing. And I must confess that when it was my turn to do so, all too often the Chief got the story he wanted. When it came to him, I was always a soft touch.

And when the day came that what I said and thought about broadcasting was no longer news, the luncheon introductions and invitations did not cease and the pad and pencil were still brought out for whatever tidbits I still had in me.

And that leads me, my friends, to the Sol



The earliest days. Sol Taishoff's mother was Rose Orderu Taishoff, who married his father, Joseph H. Taishoff, in Russia. The family home was in Minsk, Belorussia, where Sol was born in 1904, but they left six weeks after his birth for Frankfurt and Minz, Germany, to spend two more years before emigrating to the United States. Joseph Taishoff was a salesman with a wholesale grocery, and also was affiliated with the Metropolitan Life Insurance Co. According to his son, Jack, "he was known to the entire Jewish community as a helping hand to Russian immigrants seeking to establish themselves in small business enterprises." Joseph Taishoff died at 39 in 1916. **At right.** Sol Taishoff in a highchair, probably in a professional photographer's studio, accompanied by his two older brothers—Jack (center) and Jerry.



Taishoff that I will perhaps remember best—the friend, companion, adviser, confidant of government officials in the communications field.

And so it was for me, to my very great fortune.

I remember, it was the spring of 1971 when I had been general counsel of the FCC only about six months, and I asked Sol over lunch about a tempting overture that I had received from the White House to join the President's staff.

Well, Sol's advice was quick and concise: "Don't do it," he said. "Don't leave the FCC because you're going to be a commissioner and then chairman."

Well, frankly, I was considerably taken back by this assertion, and I asked him earnestly, "But, Sol, does Dean Burch or the President know about this?" To which Sol responded, characteristically, "No, but they will!"

And as the record would show, I guess, they did come to know. In any case, suffice it to say that was enough for me. I turned down the White House, and I stayed at the FCC.

And this was far from the only advice I received from Sol Taishoff. Perhaps many of the good ideas that I may have had during my tenure at the commission were originated or at least improved over a good lunch with the master. A better friend and adviser no public official could ever have had.

Sol Taishoff, pioneer, editor, publisher, reporter, consultant, confidant—and also leader of his beloved Fifth Estate. Staunch defender of the First Amendment, good family man, and Jewish father to Larry, but also perhaps to a young man from Illinois. Sol Taishoff was all of these, and much, much more. And that is why you and I will never

forget him.

And so, rest in peace, Mr. Broadcasting. Rest in peace.

■ *Frank Stanton, former president, CBS Inc.*

We are here today to honor the remarkable life of a remarkable man. The man remarkable in his qualities of character, achievements and intellect. His life remarkable in that he was the chronicler of an industry that emerged during his tenure from the crystal set and headphones to satellites and teletext.

Sol Taishoff was, in character, steadily courageous; in achievements, most striking; in intellect, ever inquiring.

Courage was the mark of his professional career. From his initial editorial in the fledgling trade paper of which he was co-founder, to the day he went into Georgetown hospital, his steadfast belief in a free press, broadcast as well as print, was a beacon for an industry that had to find its way in the 20th century, and had to take its bearing at critical times along the way.

The unique distinction he earned in his special field of endeavor was due in large measure to his dedicated forthrightness, whether dealing with broadcasters, the government or his advertisers.

Among the causes Sol held holy, foremost was the First Amendment. He believed that the broadcast media deserved equality with print, and he never flinched or blinked in his crusade to bring radio and television to parity. For Sol, radio, and later television, were more than entertainment and commerce.

But Sol's approach was his own. While he was supportive of the efforts of many here today, and he could appreciate the logic of the

legal mind, he did not choose that way to make his case. His was, as one close to him put it, "the right or wrong approach." There were no shadings as far as he was concerned. His was the absolutist approach for all of us who knew and loved him. There was never any doubt of where the right lay.

In achievements, Sol's legacy is the journal to which he devoted his career. It stands as the paper of record in an industry of cross currents and diversity.

For over 50 years, *BROADCASTING* magazine has held its position as the professional trade paper. There have been competitors, there have been derivatives. But today, as the industry is entering its most expansive period in history, Sol's magazine of the Fifth Estate stands at the very top.

The Taishoff legend was enhanced over the years by the recognition of his peers. His leadership was acknowledged when he was elected president of Sigma Delta Chi—no mean accolade for the editor of a trade journal, especially at a time when broadcast reporters were less than welcome at many press tables.

Later, in 1966, the industry about which Sol reported went outside its universe to give him its most prestigious honor.

For Sol, perhaps none of his many awards matched that night a year ago when over a thousand of the leaders from broadcasting and government joined to honor him and *BROADCASTING* on its 50th birthday.

In making that observation, I do so not to diminish in any way his other achievements. The reason I believe that night in the Hilton meant so much to the man we knew and respected is because he was with his friends—friends, many of whom had turned to Sol for counsel over the years—men and women who



The brothers Taishoff. This is one of the few existing pictures showing Sol Taishoff with his three brothers. From left to right, and in ascending order of age: Leon, Sol, Jack and Jerry. Only Jack survives. **At right.** This picture of Betty Tash Taishoff and the three children of her marriage to Sol Taishoff has been in ST's office for as many years as the present staff remembers. The youngest child was Robert, nicknamed Chuckie, who died in a tragic bicycle accident in 1949. The older son is Lawrence B. Taishoff, now the president and publisher of Broadcasting Publications Inc. The oldest child, Joanne (Josie), died in 1977, just a month after her mother. They both succumbed to cancer, as did Sol Taishoff last week. The surviving family includes six grandchildren (Larry's three sons and Joanne's two sons and a daughter) and two great-grandchildren, as well as scores of cousins, nieces and nephews.



realized that Sol Taishoff was the best friend the industry ever had.

Through the years, Sol was BROADCASTING's editor, its publisher, its principal owner. He was an entrepreneur in other endeavors, as those of us who know DeSales Street can testify.

But during all his years, from the days with David Lawrence to my final conversation with him a few weeks ago, he was a reporter. He was an inquiring mind, always on the alert for a story, always challenging and always fair. A journalist in the full sense of the word.

All of us who knew him and worked with him have been enriched by his presence.

■ **Leonard Reinsch, former chairman, Cox Broadcasting Corp.**

As a long-time friend—in fact, 48 years—of Sol Taishoff and the Taishoff family, I've been given the privilege to express a few thoughts that many of you would also express if you were up here.

To tell about all the good things and the fine deeds and the greatness of Sol would take a long, long time.

A few months ago, I was in Washington visiting with Sol a short time after he had learned that the X-rays showed a tiny, tiny spot on his remaining lung, and the diagnosis was malignant cancer. After Sol mentioned that to me, he said, "You know, I beat the odds before. I really beat the odds, Leonardo!"

And you could tell that there was a determination to beat the odds again. He was thinking back to that day in 1968, when he had to have a lung removed. And the strenuous years and the worrisome years that followed that period.

Yes, Sol had beaten the odds—he beat them

nine times in his life. For he had that iron determination to do the right thing. You sometimes didn't recognize that because it was covered over by compassion, by a friendliness, by consideration, by an ability to listen to your problems and counsel with your problems, by the lovingness for his family and his friends.

Would that I had the words that Sol could use, as Sol was a great wordsmith. He was a great reporter, as has been mentioned. What Dick Wiley didn't mention was that when he pulled out that little white card and asked those questions, he sooner or later got the story. But you had one defense, and I noticed it used several times. "Now, Sol, I'm going to give you the whole story, but please don't print it until I give you the word."

At that point, Sol was trapped. He was a man of honor—and sometimes he saw a story appear elsewhere that he knew about long before the publication. But he kept his word.

I never knew a man who had as much fun playing golf, and, as Bill mentioned, who you could enjoy playing golf with. He had a handicap that he bragged about that a lot of us wouldn't have said too much about. But he used it to advantage, as some of us found out on the 18th green.

And then afterwards, when he smiled and told stories in the club house and played gin, we found out after all that smiling and story telling, that he was in better shape with points than we were.

His reputation as a story teller was nationwide. In fact, all of us have heard stories repeated with a disclaimer that "this is a story I got from Sol, but I can't tell it as good as Sol did"—and then proceed to hear the story.

Most of us have forgotten that we almost lost

Sol in the broadcasting business in 1944. He and Martin [Code] had been partners up to that date, and there was a difference of opinion about editorials.

Sol was about ready to pack his bag and go into other fields but, fortunately, he was persuaded to buy out his partner. A few days later, I had lunch with him at the National Press Club and Sol was shaking his head over the deal that Smitty Davis and Horace Lohnes had put together with the Cleveland Bank.

He said, "Well, you realize that I'm even in hock with my insurance? I don't know what my family is going to do if this doesn't work out." Well, I said, "Sol, BROADCASTING is too important in this industry for it not to work out, and if you have any concern, let me assure you there will be a number of us that can add some extra advertising to make sure that BROADCASTING gets over that hump."

But Sol was a good businessman, and he never had to call on us. And the strength of BROADCASTING was in the fact that it had a solid business base, and from there, Sol could operate.

The other strong factor was his intellectual integrity. Friend and foe recognized it, and while they didn't always like what he wrote, they had to agree it was written honestly and in the strong beliefs that he held.

We're not going to feel the loss of Sol immediately. A couple of weeks from now, we'll probably have a problem, and think about calling Sol. But we won't be able to do it.

May God rest your soul, Sol. And as you join your wife and son and daughter, may you enjoy the eternal peace you so well deserve. We will treasure the way you have enriched our lives, and your memory will live with us forever. So now we say, goodbye, dear friend, goodbye.

Text continues from page 28.

Press. Within four years, he was convinced radio had a bright future. And as Taishoff recalled in the interview published in BROADCASTING's 50th anniversary edition, the idea for the magazine germinated (the original name was to have been "The Fifth Estate") in talks he had with his predecessor as "Robert Mack," Martin Codel. There was then no business publication of significance to serve the infant industry.

Of course, the reason might have been the economic conditions in the Depression-bound country. Indeed, Lawrence had urged Taishoff not to gamble on a new publication at a time when new ones were expiring quickly and existing ones, including his own *United States Daily*, were facing an uncertain future. Taishoff and Codel persisted, establishing BROADCASTING as a semi-monthly. But Taishoff also assured himself a salary by continuing to write the Robert Mack column for three years, by which time the new magazine was firmly established.

Actually, if times had been better, the ownership of the magazine might be different today. BROADCASTING had been started with a financial commitment from Harry Shaw, who then owned half of WMT(AM) Cedar Rapids, Iowa, and half of a newspaper in Waterloo. He had put up \$5,200 as a down payment on \$52,000 for 52% of the stock. Taishoff and Codel each had 24%. But on March 4, 1932, the bank holding Shaw's money, the First National Bank of Waterloo, became the first in the country to close—it didn't wait for the bank holiday declared by President Roosevelt. As Taishoff recalled the crisis, in the interview published in BROADCASTING, "He [Shaw] told us that his assets were frozen and that we would have to forge for ourselves, and that he would regard his \$5,200 as a loss."

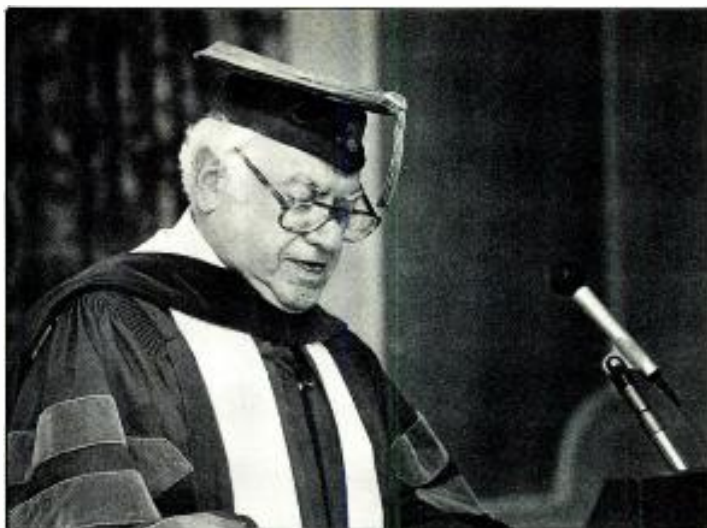
Taishoff and Codel went to several key accounts to determine whether they thought radio needed a trade journal. The accounts—station representatives, the three networks, manufacturers—agreed that it did. So BROADCASTING gave them a 15% discount on their advertising under a one-year contract. "We raised another \$6,000, and that is all the money that originally went into the magazine," Taishoff told his interviewers. "And that was the way things went until I bought out Codel in 1944."

By that time, the magazine had been a weekly for three years. It had grown and prospered as radio had grown and prospered as a major entertainment medium. But the magazine had not grown sufficiently, apparently, to accommodate two strong-willed men. Other than that Taishoff and Codel frequently battled, there are conflicting reports as to the reason for the split. Some say it was a difference of opinion on editorial policy. Others say, nonsense; Taishoff controlled that. They contend it stemmed from Codel's service with the Red Cross; not that Taishoff objected to the service but, rather, to the fact that Codel drew his salary—each partner drew \$100 a week—during the year he was traveling.

Taishoff was prepared to sell out his share of the company to Codel. But he was urged by his brother-in-law, Hy Tash, who was and still is BROADCASTING's outside certified public accountant—to stay with the magazine ("I told him, 'You love it, what else can you do?'" Tash recalled last week), and to buy out Codel—which he did, for \$750,000. Codel later was to found *Television Digest*, a weekly newsletter.

The magazine which began its existence as a chronicler of the radio industry has evolved in its coverage as technology has dictated. When television appeared, it became part of the magazine's beat. In the 1960's, it was cable television.

Now, low-power television, satellite distribution and all of the associated technologies in electronic communication are covered by the magazine, which frequently contains over 100 pages and has 37,000 subscribers throughout the country and abroad. (State Department representatives a year ago found that Cuban officials had been well informed on America's AM allocations plans from accounts they read in BROADCASTING.) In this issue the magazine is introducing still another new department—"Information Age"—to signal the further expansion of the electronic communications universe and BROADCASTING's determination to



Receiving the honorary doctor of communications from Ohio University on May 10, 1982

embrace it all in its weekly coverage.

But there have been rough patches in the development of Broadcasting Publications Inc. In 1960, Taishoff bought *Television* magazine, a monthly publication dealing with people and events in the burgeoning television industry that he hoped to nurture into a worthy companion to BROADCASTING. But although the magazine was produced with loving care—it contained lively writing and attractive makeup—it continued to lose money, even after painful cost-cutting. After several years, Taishoff's son, Lawrence, by then an executive with the company, was prepared to fold *Television*—but not Sol. "I won't be associated with a failure," he would say. But the son was convinced *Television* was serving as a drag on BROADCASTING's growth. And, when the elder Taishoff, in an initial bout with cancer, entered the hospital for the removal of a lung, in the summer of 1968, Larry moved. *Television* was merged into BROADCASTING, and disappeared as a separate magazine. Years later, the elder Taishoff acknowledged that his son, who was prepared to accept a short-term failure in the interest of what he thought would be a long-term gain, had done the right thing.

Certainly the loss of *Television* did not hurt the company's fortunes. Over the following years, issues of BROADCASTING grew fatter, not only with news of the expanding Fifth Estate but with ads. And what could be called the Taishoff legend continued to grow.

Even just before his death, by which time the broadcasting business had grown vastly in size and complexity from the days when BROADCASTING began publication, Taishoff remained so closely identified with the magazine that old-time broadcasters continued to talk of placing ads in "Sol's magazine." After all, broadcasters passing through Washington often made it a point to drop in on Taishoff to talk about old times or to seek advice. NAB's Wasilewski, in his remarks at the 50th anniversary dinner, said that "nearly every broadcaster" had called on Taishoff "for advice, references, recommendations."

Then, too, there were the stories of Taishoff's knack for charming FCC members, specifically including chairmen, and then working them for story leads. Former commissioner and chairman Robert E. Lee described the technique in his remarks at the 50th anniversary dinner. Taishoff would take commissioners to lunch at the old Colony Restaurant, Lee said, sit them down in what came to be called the "confessional," and learned a bit from one, a bit more from another, and soon had pieced together the story. Over the years, as restaurant fortunes changed, the scene shifted, but not the technique.

There were also some who called Taishoff the eighth commissioner, a reference to his presumed influence on FCC policy. The course of FCC policy over most of BROADCASTING's first 51 years

would indicate the magazine's influence—in calling for a hands-off regulatory policy—was not absolute. (It wasn't until the last several years that regulators finally got into step with Taishoff and began deregulating.) And clearly the record contains the names of commissioners and chairmen who resisted the Taishoff charm. But former Chairman Wiley, in his eulogy, testified to the influence Taishoff had exercised on him and—presumably—other FCC members: "Perhaps many of the good ideas that I may have had during my tenure at the commission were originated, or at least improved, over a good lunch with The Master. A better friend and adviser, no public official could ever have had."

Wiley also recounted a revealing anecdote about Taishoff as adviser-confessor. Wiley had joined the commission as general counsel in 1970, and at a lunch with Taishoff the following spring disclosed he had received a "tempting" offer from the White House to join the President's staff. "'Don't do it,'" Wiley said Taishoff advised. "'Don't leave the FCC because you're going to be a commissioner and then chairman.'" Wiley said he asked if then-Chairman Dean Burch or President Nixon knew of that scenario. "'No,'" he said Taishoff replied, "'but they will.'" And so they did.

As the editor of the leading broadcasting trade journal, and located in Washington, Taishoff had close ties with the White House during most administrations of the last 50 years. According to one account, he and NBC's legendary lobbyist, Frank (Scoop) Russell, lobbied the Truman White House in 1948 to name Frieda Henneck to a seven-year term instead of the two-year term for which she was being considered. That effort in behalf of the first woman appointed to the commission proved successful. But, in view of the policies she later urged—moving all television to the UHF band, for instance, and her championing of what was then called educational broadcasting—Taishoff and Russell were said to have regretted their success.

But of all the Presidents he knew, Taishoff was closest to Lyndon B. Johnson. His fortune—or, more accurately, his wife's—was built on the broadcasting properties of the Texas Broadcasting Corp. Taishoff met Johnson shortly after he arrived in Washington, in December 1931, as the top aide to a congressman, Representative Richard Kleberg (D-Tex.), whose family owned the King Ranch. Johnson wanted to learn about radio, and called Taishoff. Later, after Johnson had been elected to the House, Taishoff advised him to invest the \$50,000 his wife had inherited in the purchase of an Austin radio station, KTBC(AM). Johnson had protested that the station was not making money. "But," Taishoff said, "it will." In time, the Texas Broadcasting Co. owned, at least in part, nine radio and television stations, as well as interests in cable television systems.

Those holdings caused Johnson—after he became President—

to exercise care to avoid the appearance of a conflict of interest between his responsibilities as President and as one with a large financial interest in an industry heavily regulated by the government. So it was not unusual for him to consult with Taishoff, with whom he had become a close friend, on broadcasting matters. Johnson's decision to have his wife place her holdings in a trust was based on Taishoff's advice. And the President's decision in 1966 to reach outside of his own party to name Rosel Hyde, a sitting commissioner, as chairman was also the result of a talk with Taishoff. That decision helped protect Johnson from the kind of conflict-of-interest talk that might have been generated had the President made a conventional political choice. Indeed, many observers had expected Johnson to name Commissioner Robert T. Bartley, who not only was a Democrat but the nephew of the late House Speaker Sam Rayburn (D-Tex.), who had been Johnson's closest political ally.

Taishoff, in the interview published in the 50th anniversary issue, said he told Johnson, "Look, there's nothing wrong with naming a Republican chairman of the commission," and then noted that the commission contained a Republican, Hyde, who had already served one tour as chairman (in the 1950's) and who was not "very active in politics." Name him, Taishoff said he advised Johnson, "and they can't point a finger at you." As it happened, Hyde, a staunch conservative, was one of Taishoff's favorite commissioners.

Johnson also furnished Taishoff with a beat on the decision to renominate Commissioner Robert E. Lee to a third term (on his way to a record-breaking 28 years) on the commission. Lee, after waiting for reappointment and not receiving it, had informed the White House, as his second term was drawing to a close, in June 1967, that he did not want another term. A couple of weeks later, Lee was summoned to the White House for what turned out to be a meeting with the President. In the colorful language for which he was celebrated, the President informed Lee he was *not* leaving the commission and that he was to be renominated. He also instructed Lee to pass the word to Taishoff for his "Closed Circuit" page. By the time Lee dutifully made the call, Taishoff had already heard from the President—and the editors of the magazine led the July 17, 1967, issue of BROADCASTING with a story headed, "Lee Surrenders at the White House."

For a man who appeared to own the world, or at least his part of it, Taishoff led a life checkered with tragedy. His youngest son, Robert (Chuckie), was killed in 1949 at the age of 8, when the bicycle he was riding ran into a car. Later, he lost two of his three brothers, Jerry and Leon. (The third brother, Jack, survives.) In November 1977, eight months after Sol and his wife, Betty, celebrated their 50th wedding anniversary, she died, a victim of cancer. A month later, their daughter, Joanne (Josie), fell to the same disease. Those who knew Taishoff say he never complained of an unfair fate. He was, as someone said last week, a man of "quiet courage."

But, as someone else said, he had "lived a full life." And Taishoff had been reminded of how full in the 50 weeks of special articles on BROADCASTING's first 50 years that appeared in the magazine between October 1980 and October 1981. The pieces are being collected in a book, "The First 50 Years of Broadcasting," that will be issued in the fall. One of Taishoff's last acts in the hospital was to approve the page proofs of his introduction to the book.

Besides Larry, who is president of Broadcasting Publications Inc. and publisher of BROADCASTING magazine, Taishoff is survived by his brother, Jack, by six grandchildren (Rob, Randy and Brad Taishoff, Richard and Jim Cowan and Claudia Cowan Klein) and two great-grandchildren (Aaron and Joanna Cowan, children of Jim Cowan).

The Taishoff family has suggested that those desiring to make contributions in Sol Taishoff's name do so to the American Cancer Society or a charity of personal choice. Consideration is being given to establishment of a memorial fund, with a professional journalism or broadcasting society the probable beneficiary. □



With his son, Larry Taishoff, at BROADCASTING'S 50th anniversary dinner, Oct. 15, 1981

Testimonials to ST: Only the beginning

Space does not permit running all the letters that began pouring into BROADCASTING's headquarters last week following the death of Sol Taishoff. A sampling appears on this page. Others will appear in succeeding issues, until the story is told.

EDITOR: Sol Taishoff was a giant in the publishing industry. But more than that, he was an excellent journalist. He never forgot the importance of fairness and accuracy and his deep belief in freedom of the press won him the admiration of all who knew him.

As an avid reader of BROADCASTING magazine, I, like so many others across the country, came to appreciate and look forward to Sol's insight and wisdom. His was a true success story and he will be deeply missed.—*Ronald Reagan, The White House, Washington.*

EDITOR: He was a great friend of mine as well as that of the industry and a great pioneer. I know we will all miss him.—*Leonard Goldenson, chairman, ABC Inc., New York.*

EDITOR: Sol Taishoff is going to be missed by all of us who had the opportunity to know him over the years. His leadership of BROADCASTING guided it from the days of radio through the early days of television and into the world of new technologies. Sol was more than a reporter, chronicling our industry: he was a true broadcast pioneer whose thoughtful ideas had a profound impact on broadcasters and the audience they serve.—*Gene Jankowski, president, CBS/Broadcast Group, New York.*

EDITOR: Sol Taishoff was a pioneer who ably chronicled the growth of the broadcast industry. The consistent and definitive excellence of BROADCASTING magazine provides ample testimony that he did it better than anyone else. He was a rare combination of creative talent and journalistic integrity. All of us in broadcasting will miss him.—*Grant Tinker, chairman and chief executive officer, NBC, New York.*

EDITOR: Sol Taishoff and I had been closely associated since we had offices in the National Press Building in the early 1930's. There is no one who has held or now holds a license to broadcast or is connected in any way with the use of the airways who is not indebted to the genius of this man. He dedicated his entire life to the upbuilding of the great American system of free broadcasting. His leadership will be missed by every broadcaster [although] those who enjoyed his warm friendship will miss him most.—*Walter J. Brown, president, Spartan Radiocasting Co., Spartanburg, S.C.*

EDITOR: I share your loss as I share with you the sense of pride you must feel in his long and honorable career of service to his fellow beings. No one I know leaves so many good friends behind or can look forward to a reunion now with so many more. Broadcasters are fortunate that we were his chosen field, and it has been a privilege to walk with him as he endured the pains and enjoyed the triumphs of broadcasting's tremendous growth, which he did so much to foster.—*Julian Goodman, retired chairman of the board, NBC, Quogue, N.Y.*

EDITOR: Most of us involved in broadcasting have Sol Taishoff stories—instances where Sol's advice was sought and even followed. We remember the calls from Sol when he smelled a story, but more important to me, and I'm sure to most of us, Sol was part of our families. We

shared happy occasions as well as sad moments with him. He was more than a relative, more than "Uncle Sol." Relatives are born, friends are made. Sol made thousands of friends. We will all miss him.—*Edward M. Cramer, president, Broadcast Music Inc., New York.*

EDITOR: No one has contributed more to the industry that he loved and so productively helped to develop. He will be missed even more because he was such a marvelous human being—and friend.—*Joe L. Allbritton, Allbritton Communications, Washington.*

EDITOR: For all of us in communications, there is a sense of loss with the passing of Sol Taishoff. No individual better represented the enthusiasm, professional dedication and pioneering spirit so important to this industry's rapid growth.—*James O. Heyworth, president, Home Box Office, New York.*

EDITOR: I am so sorry to hear of Sol's death. We knew each other such a long time. He was a great institution in the industry and in the city. I shall miss him.—*Eric Sevareid, Washington.*

EDITOR: Our heartfelt condolences at the loss of Sol Taishoff, a man of vision, great strength and a strong sense of purpose. His journalistic excellence was the foundation for the most significant telecommunications publication in the history of the business.—*Plurina W. Marshall, chairman, National Black Media Coalition, Washington.*

EDITOR: For my dough, Sol's unique talent and guts set the standards of excellence for the entire trade press industry. We at Eastman will be eternally indebted to him for being the matchmaker between Carter Publications, WBAP and Eastman back in 1971. That probably is the least of our debts to him.—*Frank Boyle, chairman of the board, Eastman Radio Inc., New York.*

EDITOR: For me, and for the ever so many who called him friend, this was one of the gloomiest Mondays of my life.

Sol was a synonym for sunshine. He gave meaning to friendship. He proved time and again that no one ever broke an arm casting bread upon the waters.

The field of broadcasting, obviously, will miss him. We, who placed a high premium on his friendship, will miss him, never forget him.

We mourn with his family and those who grieve for the noble soul who enriched those who were fortunate to have crossed his path.—*Ray Bell, Foreign Claims Settlement Commission of the United States, Washington.*

EDITOR: I knew Sol for 40 years. During that time he was my friend, adviser and confidant.

When Marcus [Cohn] and I formed our law firm in 1946, it was because of the encouragement that we received from the "Dean of Broadcasting." Thereafter, he was always available to us for advice and encouragement, and we were always appreciative when he praised us to clients.

I will always remember that Sol was a reporter to the end. You may know that I called him whenever I had any news for the front of the

book. More recently, I remember that he said with a chuckle, "Of course, I may not get it by Larry, but I'll try."—*Leonard H. Marks, Cohn & Marks, Washington.*

EDITOR: I wanted to let you and the others know how sorry I was to read of Sol's death. While he and I had our differences through the years, I always respected Sol and what he stood for. More importantly, he published a magazine that reflected both his boundless energy and underlying decency. Always the reporter, he used to end our sometimes rambling luncheon conversations with several pointed questions. I'll miss his presence, but I know you all will carry on in the tradition he began.—*Harry M. Shooshan, Shooshan & Jackson Inc., Washington.*

EDITOR: It was with great sorrow that I learned of the passing of my dear good friend, an outstanding citizen of the U.S., and friend to all in the broadcasting industry. Please accept my deepest sympathy and love for a great human being.—*Mitchell Wolfson, Wometco Enterprises Inc., Miami.*

EDITOR: Someone should compile a list of all the reporters trained by Sol. I am one of them. He brought me to Washington in 1955—with my only experience as a sports stringer for United Press. I shall be forever grateful for the training and the opportunity for rapid advancement I received at BROADCASTING, and most particularly from Sol himself.—*Dawson (Tack) Nail, executive editor, Television Digest Inc., Washington.*

EDITOR: Rich and I are so sad to learn of Sol's death. He has been such a good friend and confidant. He gave us as much time and consideration with our concerns in running our radio stations as I am sure he gave the powerhouse operations.

I admired him for his business keenness. Rich, who served with him on the board of the Washington Journalism Center, admired him for his dedication to the First Amendment.—*Helen Sloane Dudman, president and general manager, WDEA-AM-FM Ellsworth, Me.*

EDITOR: Sol Taishoff wasn't a big man physically, but that didn't indicate the size of his heart. He was a giant but he didn't take advantage of his power. His circle of friends extended from the small broadcaster to the top circles of government. He had a special love affair for an industry. He had seen a seed planted, sprout, grow and develop into the world's finest communications system. He was a man who understood and knew pain and suffering and what it could do to a man's body and mind. He had walked that lonely road, met the demon head-on and had conquered him for awhile. There are many people who walk through life and never leave a footprint. Sol Taishoff left footprints that are going to be hard to fill. He had a sensitivity for our industry that will be missed, but his footprints will be around for a long time to come.—*Eugene H. Bohi, president and general manager, WGHP-TV High Point, N.C.*

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Communications bills meshed together by Congress

In end-of-session flurry, Hill combines legislation on lotteries, NTIA funding and performance standards into one House measure

In a whirlwind set of moves that could only happen in the final weeks of a congressional session, the House and Senate Commerce Committees agreed last week to combine and approve four pending communications bills in a single package. Included in the measure (H.R. 3239) are new guidelines for use of a lottery by the FCC to choose among equally qualified license applicants, permission for the FCC to establish minimum performance standards for radio and TV set manufacturers to reduce interference from citizen band and other private radio operators and authorization of 1983 spending levels for the National Telecommunications and Information Administration.

Eliminated from the bill was a last-

minute amendment advanced by Senate conferees to repeal provisions of the Communications Act governing rates for pole attachment by cable operators. Also eliminated was a provision passed by the House Energy and Commerce Committee in a package of minor amendments to the Communications Act (H.R. 5008) that would have repealed a 48-year-old prohibition against export of programming to stations that can be seen or heard in the U.S.

The flurry of activity began Wednesday (Aug. 18), when the Senate took up and passed an FCC reauthorization bill that had been passed by the House last year but never acted on by the Senate after similar provisions were passed in an omnibus budget reconciliation bill. Although no longer necessary, the old reauthorization bill technically lay pending in the Senate until last week, when Commerce Committee leaders decided to use it as a vehicle to pass three other communications bills. Passage of those bills (H.R. 5008, S. 929 and H.R. 6162), without last week's parliamentary maneuvering, had begun to look doubtful in the legislative rush under way before the congressional recess that began last Friday. None of the provisions

of the old bill were included in the package. Only its number was used.

Informed of the Senate's action, House Energy and Commerce leaders began negotiating on the bill's provisions, reaching agreement with their Senate counterparts late Wednesday. Both Senate and House passed the conference report Thursday.

One of the bills (H.R. 5008) had been scheduled for House floor action last week. It contained a series of non-controversial amendments recommended by the FCC in September 1981, and entitled "Track One." Those recommendations were accompanied by a set of highly controversial proposals, including repeal of the fairness doctrine and equal time rules, "Track Two," that have been introduced in the House by Representative James T. Broyhill (R-N.C.).

The new lottery guidelines replace those signed into law last summer but rejected by the FCC since then as unworkable. They permit the FCC to consider an applicant's qualifications after a selection by lottery, rather than before, to ease what the FCC said would be a heavy administrative burden. They also would permit the FCC to award preferences in a lottery only to recognized minorities—blacks, Hispanics, American Indians, Alaska natives, Asians and Pacific Islanders—instead of representatives of any group underrepresented in broadcast ownership, as had been required in the original guidelines.

Another provision in H.R. 5008 would permit private groups to reimburse FCC commissioners for travel expenses during a three-year experiment beginning in 1983. Commissioners would have to report their reimbursements periodically to Congress and would not be permitted to travel in any fiscal year more than the level of travel funds authorized by Congress.

The FCC would no longer be required under the bill to award broadcast licenses only to U.S. citizens. Instead, it could license persons "found to be qualified . . . and who otherwise are legally eligible for employment in the United States."

Passed in the same package bill last week was S. 929, a proposal advanced by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) to permit the FCC to ease many of its regulations on amateur radio operators. Provisions nearly identical to those in Goldwater's bill had been added to H.R. 5008 by Representative Al Swift (D-Wash.) during the Telecommunications Subcommittee's review of the Track One proposals.

In its major provisions, the bill would permit the FCC to use volunteers to administer license tests to amateur radio operators and to police violations in their part of the spectrum. The FCC also could stop licensing CB radio operators, if it

National Radio Broadcasters Association Mourns The Passing of Sol Taishoff 1904-1982

A voice is stilled . . .
A friend is gone . . .

finds such action in the public interest.

Repeal of section 235(b) was removed from the bill after vigorous lobbying by Storer Broadcasting Co. It prohibits U.S. firms from exporting programming to stations that can be heard in the U.S. without first securing a permit from the FCC. First passed in the Communications Act of 1934, the section was meant to discourage the broadcasting of pornography and other objectionable material from stations along the Mexican border. It was rarely used, but in 1972, a UHF station operator in San Diego, Calif., invoked it successfully and caused an affiliate shakeup there, where there are only two licensed VHF stations. For 17 years prior to that, ABC had been affiliated with XETV-TV Tijuana, Mexico, a VHF station with a signal covering the San Diego market. When the FCC refused to renew ABC's permit to export programming, the network won affiliation with McGraw-Hill Broadcasting's VHF station, KGTV-TV and NBC, bumped from KGTV, went to KCST-TV, the UHF station whose owners had petitioned the FCC to refuse ABC its permit renewal. Storer Broadcasting bought KCST-TV a short time later.

Conferees agreed to cap spending levels for the NTIA at \$12.9 million in 1983 and \$11.8 million in 1984. □

Former executive of Hill & Knowlton takes JWT to court

Robert Gray sues ad agency, which merged with H&K, for violating securities laws, and for fraud and deceit

JWT Group, New York, was sued last week by Robert K. Gray, formerly Washington head of Hill & Knowlton Inc. and close associate of President Reagan, who charged JWT and various subsidiaries with violation of federal securities laws, fraud and deceit, and negligent misrepresentation in connection with the merger of H&K into Thompson in 1980.

The complaint in the U.S. District Court for the District of Columbia asks for ordinary and treble damages totaling \$4.2 million and punitive damages of \$5 million. The complaint reveals that Gray opposed the merger of H&K into JWT in 1980 when discussions were being held and, after campaigning for President Reagan, left Hill & Knowlton following the election to form his own Washington-based public relations company.

Gray notes in his complaint that he received 33,432 shares of stock in the JWT Group after the merger was completed in July 1980. The heart of his case is that the agreement was accepted over his objections because "defendants made material misstatements of facts in connection with the merger..." In this context, the complaint cites JWT's scandal in its television program syndication unit involving \$30 million worth of falsified computer entries from 1977 to 1981.

Gray contends the merger was accepted

on the basis of JWT's statements that its 1979 audited figures were accurate. He argues that the defendants either knew these representations were false or misleading or "acted with reckless and grossly negligent disregard for the truth or falsity thereof."

The JWT Group stock plunged after the announcement of the syndication unit

scandal early this year. In mid-January, prior to the disclosure, JWT common shares were selling at \$32. They subsequently fell to \$17 in mid-April and last week were in the \$15 range. JWT recently disbanded its syndication unit.

JWT Group said last week it would "vigorously defend against the allegations." □

Washington Watch

In limbo. Would-be applicants for 13 RKO General Inc. stations U.S. Court of Appeals in Washington opened up to competing applications (BROADCASTING, Aug. 16) may want to hold on to those applications for time being. For, according to Jeff Baumann, deputy chief of FCC Broadcast Bureau, commission isn't planning to accept them until after it decides how to deal with court's action. Although FCC staff had been meeting over issue last week, it hadn't decided as of last Wednesday (Aug. 18) whether to seek review of decision by full court of appeals (decision had been handed down by three-member panel), or to seek review by Supreme Court, Baumann said. If FCC decided not to appeal, it will issue either order or public notice notifying public that it is accepting applications. Officials in FCC's Office of General Counsel said they expected to have decided on what course commission should take within two weeks. Stations affected by court's decision are WHBO-AM-TV Memphis; KFRC(AM) San Francisco; KHJ(AM) and KRTH-FM Los Angeles; WRKO(AM) and WROR-FM Boston; WOR(AM) and WXLO-FM New York; WGMS(AM) Bethesda, Md.; WGMS-FM Washington; WAXY-FM Fort Lauderdale, Fla., and WFYR-FM Chicago. □

"If it ain't broke..." Only 22% of radio stations surveyed by National Association of Broadcasters recently have changed their logging procedures since FCC dropped its logging requirement over year ago. Nearly half of those reporting changes characterized them as "very minor," while 24% reported extensive changes. Reason most often given for not making changes was that present system "works just fine." □

Wcvb cleared. FCC has denied petition by Christopher Bennett and Arklay King seeking reconsideration of decision granting \$220-million sale of wcvb-tv Boston by Boston Broadcasters Inc. to Metromedia Inc. In approving sale last April (BROADCASTING, April 5), commission rejected petition to deny filed by Bennett and King—former employees who alleged they weren't properly compensated for their help in producing Boston Broadcasters' *The Baxters*—contending that those allegations primarily concerned "private" controversy. In rejecting petition for reconsideration, commission noted that Bennett and King had basically presented "a restatement of the allegations which the commission had determined were in the nature of a private controversy" in rejecting petition to deny. □

Woman wins. In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Dale Bell for new Class A FM station at St. Simons Island, Ga., denying competing applications of Cannon's Point Broadcasting Co. and James Steele. ALJ gave Bell preferences for being woman and for local residence, contending those outweighed Steele's preference for past broadcast experience. Steele is regional manager of National Association of Broadcasters. □

Come together. Washington communications law firm, Hedrick & Lane, is merging with Wilkes & Artis, effective Sept. 1. New 42-member firm is to be called Wilkes, Artis, Hedrick & Lane. Wilkes & Artis is primarily engaged in real estate, zoning and tax matters. □

DEMS grants. FCC has granted application of National Microwave Interconnect Co. for limited network digital electronic message service to serve 27 metropolitan areas. Commission also granted application of Digital Termination Service Inc. for extended service to serve 78 cities. National's application was first granted proposing "limited" network (proposing service to fewer than 30 cities). Commission has already granted five applications for "extended" networks (those proposing service to 30 or more metropolitan areas) (BROADCASTING, Aug. 2). □

MDS go-ahead. FCC has agreed to permit Microband Corp. of America to establish new class of MDS service enabling subscribers to obtain broadband facilities on 24-hour nonpre-emptible basis. Contemporary Communications Corp. had asked that tariff for service be rejected or suspended, contending that new service would limit MDS to pay-TV users, and that rate for service was unreasonably low. As result, Contemporary said, service would be cross subsidized by other services. Commission, however, said Contemporary hadn't presented new arguments and that staff's decision had been right one all along. Contemporary and CBS filed MDS proposal with FCC three weeks ago (BROADCASTING, Aug. 9). □

CBS says 12 ghz is good for DBS

It tells FCC that 12.2-12.7 band is technically feasible for terrestrial HDTV

Presenting more support for its contention that the FCC should permit broadcasters to use the 12 ghz band to broadcast high-definition television, CBS last week released test results it said demonstrated that use of the band for terrestrial broadcast was promising ("Closed Circuit," Aug. 9).

"If the 12 ghz band were made available for the terrestrial broadcasting HDTV, there can be little doubt that the ingenuity of the broadcast community would develop the necessary techniques to provide a viable broadcast service," the study concluded.

While broadcasters argued that the FCC should reserve some of the 12.2-12.7 ghz spectrum especially for terrestrial HDTV, the commission, in its order authorizing direct broadcast satellites on an "interim" basis, allocated that whole band to DBS (BROADCASTING, June 28), concluding that the proceeding record didn't support the allocation of any 12 ghz spectrum for terrestrial HDTV "at this time." Nonetheless, as a CBS attorney pointed out last week, the commission's decision wasn't cast in stone, "and we plan to keep it [the proposal for terrestrial use of 12 ghz spectrum] before the commission."

CBS, which had asked the FCC to allocate the entire DBS spectrum to HDTV, has proposed to dedicate its three-channel DBS system to the introduction of HDTV. CBS also had proposed setting aside a portion of the 12 ghz DBS spectrum so that terrestrial broadcasters (that is, its affiliates) could retransmit one channel of CBS's HDTV.

The CBS study, which the network has asked the commission to include in three proceedings—an inquiry preparing for the 1983 Region 2 Administrative Radio Conference for DBS planning; an inquiry aimed at adopting permanent rules for DBS, and a proceeding to implement the final acts of the 1979 World Administrative Radio Conference—was authorized by the FCC in March. The test, using transmitting and receiving equipment loaned by Telediffusion de France, was conducted from March 5 to May 18. For the test, CBS transmitted at 10 watts over a 12 ghz broadcast transmitter erected on San Francisco's Mount Sutro, using a specially equipped van to monitor propagation characteristics at randomly chosen points throughout the city.

According to CBS, the test results were

encouraging. "With a receiving installation roughly equivalent to a home installation for conventional NTSC television, using frequency modulation, acceptable reception was possible at approximately 70% of the test sites—both for the random locations throughout the metropolitan area, and for the statistical grid within that portion of the city illuminated by the transmitting antenna," CBS said.

Among the report's conclusions were that "satisfactory" reception depended on the receiving antenna being within line of sight of the transmitting antenna; that there was "very little" diffraction around obstacles, including foliage (although, in many cases, the report said, it is possible to use a reflection as a source of suitable reception) and that since rain attenuation is "considerable" in the 12 ghz band, a 12 ghz system design would have to feature "adequate" transmitter power.

Although the report noted that one of the goals of the test had been to determine how the results might be extrapolated to terrestrial broadcasting of HDTV, since no parameters have been set for HDTV, "such extrapolation cannot be done precisely," the report said. "Much work needs to be done to develop suitable HDTV parameters, to be confirmed by subjective testing, after which an appropriate channel bandwidth and type of modulation would be determined," the report said.

"Despite these considerations, however, the results of this test are encourag-

ing in that a broadcast carrier in the 12 ghz band is capable of satisfactory recovery in a large percentage of locations throughout an area such as San Francisco," the report said. □

Commenters urge national radiation emission standard

Broadcast industry backs OSHA numbers, warns against multiple guidelines; EPA, county government push for firm requirements

The FCC should encourage the development of a national exposure standard for radio-frequency radiation, according to comments filed at the commission last week. But while the commission is doing that, it also should take pains to see that it is the only agency overseeing broadcast RF emissions; it shouldn't permit the states, or local governments, to develop radiation standards of their own, according to the broadcasters commenting.

Other commenters—including Multnomah county, Ore., and the Environmental Protection Agency—warned the FCC against adopting too loose of an exposure standard.

In its rulemaking, the FCC proposed to amend its rules to bring them into compliance with the National Environmental

Buying a transponder? Panelists at a session on transponder sales at the Satellite Communications User's Conference gave some free advice to potential buyers on writing purchase contracts. Joel Winnik, a lawyer for Citicorp, which bought two transponders from Western Union, said the contract should stipulate that title of the transponders be transferred from the carrier to the buyer within a specific number of days after the satellite achieves geostationary orbit. The contract should also insure that the buyer has the right to resale of the transponder, he said, and it should limit the ability of the carrier to relocate the satellite to a different orbital slot. The buyer may also want to include a clause that permits him to back out if the launch or operation of the satellite is delayed, he said. If the sale involves a satellite that has yet to be approved by the FCC, he said, the sale should be conditioned on the satellite's receiving a desirable orbital slot. And finally, he said, the buyer should reserve the right to terminate the contract with full refund if a court overturns the FCC's decision authorizing the carrier to sell transponders.

Although most transponders are now being financed by the satellite operators, future buyers may have to go to traditional money sources for financing. For buyers seeking outside financing, said Greg Clifford of Smith Barney, the terms of the contracts become even more critical. Purchasers will use the transponders themselves for collateral, he said. Consequently, he said, the contract's provision dealing with the resale of the transponders is "very important." If the business of the borrower fails, the lender "is going to want to resell the transponder with minimal regulation," he said. "The benefits of [low-cost financing] will come to those who consider financing early on and make sure the technical and operational [agreements] will not inhibit the value of the assets."

The way the contracts are written will also affect the tax benefits that the purchasers can derive from his purchase, said Carl Kaseman, a tax attorney. "It's not who is the purchaser, but who is the owner" and it's not just is it an asset, but is it a tangible asset, he said. "The answers depend on what is in the contract ... so you have to be very careful." The tax benefits to the purchaser/owner of a transponder, he noted, can be worth up to 35% of the purchase price.

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Shake, rattle and roll. Take parabola, spin it around to form concave dish, and slice through dish at angle. Result: shape of things to come in direct broadcast satellite earth stations. At Satellite Communications User's Conference in Denver, Alcoa-Nec Communications Corp. showed prototype of .75 meter (approximately 30 inches). DBS earth station that used that unusual shape for its antenna. According to Alcoa-Nec's Paul Abernethy, antenna design has advantages over conventional dishes. First, he said, low-noise converter is placed below antenna and thus does not shadow dish, allowing it to capture more of DBS signal. Second, dish can be mounted more vertically, making it harder for snow and ice to settle on it. Earth station, including 600 mhz broadband receiver, is being submitted to Satellite Television Corp., first of DBS applicants, for its consideration. Abernethy said earth station is being designed to be manufactured in volume for around \$350.

Policy Act, which requires the commission to consider whether the equipment and operations it authorizes "significantly affect the quality of the human environment." To meet that requirement the commission proposed that all applications for equipment and operations emitting more than 10 milliwatts per square centimeter—the exposure standard the Occupational Safety and Health Administration has set for workers—would be subject to the commission's environmental processing standards.

As a result, if the FCC decided it was necessary, the applicant would have to file an environmental impact statement, which would be considered along with the application. Equipment and operations meeting the standards wouldn't be subject to the environmental processing requirements, the commission said.

(While the EPA has jurisdiction to set radiation standards for the public, it has not yet done so. As a result, the commission said, until EPA or another agency with proper jurisdiction sets such a standard, it would use OSHA's standard for workers.)

The National Association of Broadcasters said it "generally" agreed with the commission's proposed approach, but it recommended that the FCC regulations exempt all licensees who meet the federal standard from "arbitrary" nonfederal regulations. "The worst of all worlds would be one in which broadcasters and other FCC licensees were forced to comply with inconsistent and duplicative radiation standards imposed by a variety of federal, state and local government agencies," NAB said.

NAB also said the proposed rules were deficient in that they wouldn't prevent the adoption of inconsistent regulations by state and local governments; they failed to specify the manner in which radiation levels would be measured, and "they would apply universally, without exemptions for services and applications that, by their nature, either pose no health hazard or emit radiation levels not feasible to determine."

The TV Broadcasters All Industry Committee, which represents many of the television stations licensed to serve New York City and northern New Jersey, said there wasn't any scientific evidence to demonstrate that RF radiation below 10 mw/cm² caused harm and urged the commission to adopt that as its standard. It also urged the FCC to issue a policy state-

ment that "clearly and forcefully" asserted its authority and intention to preempt state or local RF radiation standards that "arbitrarily" limit or prevent communications services. The committee said it also believed the commission should assist EPA and OSHA to formulate "sensible" national radiation standards. "The development of definitive federal standards would help prevent the chaotic proliferation of local or state standards now being witnessed," the committee said.

CBS said it supported the FCC's proposal to use the 10 mw/cm² standard in the interim at frequencies of 10 mhz and above in any six-minute interval. "The commission's decision to defer adopting new standards while enforcing the OSHA guidelines until federal agencies having expertise in these matters complete their investigations is a wise one," CBS said. "Since the commission lacks expertise in the area of public health, it would be inappropriate to take any further action until either EPA or OSHA has acted."

RCA said the proposed regulations were "meritorious" in that they would help reassure the public that its health and safety are being safeguarded, and that they would "discourage the current tendency towards patchwork regulation by state and municipal agencies." Nonetheless, RCA said, the commission should hold off on adopting the proposed rules until the proper federal agencies had issued "suitable" radiation guidelines. "At present, it is impossible to foresee the requirements which may be involved in these yet-to-be developed standards. Should the commission adopt regulations in advance of the establishment of federal standards, such regulations may be ineffective, inappropriate, or detrimental to those persons regulated thereunder," RCA said.

The National Association of Public Television Stations agreed that the FCC should insure that broadcasters won't be "faced with a multiplicity of divergent RF energy regulations promulgated by local jurisdictions." But NAPTS also thought the commission should refrain from any action that would "unnecessarily" discourage the shared use of antenna sites by TV broadcasters. And, noting that about 60% of noncommercial TV broadcasters operate on UHF, it urged the commission against any action "which unnecessarily disadvantages UHF television stations."

The Association for Broadcast Engineering Standards Inc. urged the

commission to take prompt action putting to rest "the growing wave of irrational fear which appears to be leading local governmental agencies, in the absence of clear federal standards, to impose unnecessarily severe standards or to ban new broadcast transmitters altogether within their jurisdictions."

ABES also said that "the best available evidence and expert opinion" demonstrated that non-ionizing radiation in the medium wave band (530 khz to 1610 khz) presented no threat to either the public or to the employees of AM broadcast stations.

Satellite Business Systems said it believed the OSHA standard was "reasonable" for the commission to adopt as a threshold standard. But SSS said the commission also should take into consideration the specific circumstances under which the radiation will be emitted.

"Any absolute standard would deny the commission an opportunity to consider whether, given the particular facts and circumstances of a situation, the RF emission will create a hazard to the public," SSS said. "The commission's approach will create a uniform standard for the consideration of the biological effects of RF radiation, which will permit equipment manufacturers and commission licensees to proceed with an understanding of the circumstances under which they will be required to justify the safety and environmental impact of their RF emissions."

Multnomah county, Ore., however, which is in the process of adopting an ordinance to regulate tower locations and radiation emissions, said the OSHA standard was too low for some frequencies and too high for others. "Particularly in the human resonance frequencies . . . the standard will allow potentially hazardous radiation sources to be created," the county said. Instead, the county recommended that the commission adopt standards being recommended by the American National Standards Institute or the National Institute for Occupational Health and Safety.

The county also said that by only requiring applicants that exceeded the proposed radiation standards to undergo environmental processing, the FCC wouldn't go far enough. Instead, the county said, the rule should prohibit establishment of an RF source that exceeds whatever standard is adopted, subject to "limited exceptional circumstances," such as uses necessary for national defense.

The EPA said the commission shouldn't use the OSHA occupational standard on an interim basis; instead, the commission should wait until EPA issued its "final guidelines" for a standard, which EPA said it planned to do by the fall of 1984. The OSHA standard, EPA said, only recommended radiation protection guides to prevent injury from heat stress. Although that standard is appropriate for "moderate" environments, "under conditions of moderate to severe heat stress, the recommended limits should be reduced," EPA said. As a result, EPA said, the FCC should consider "using a more conservative approach to evaluating public exposure."

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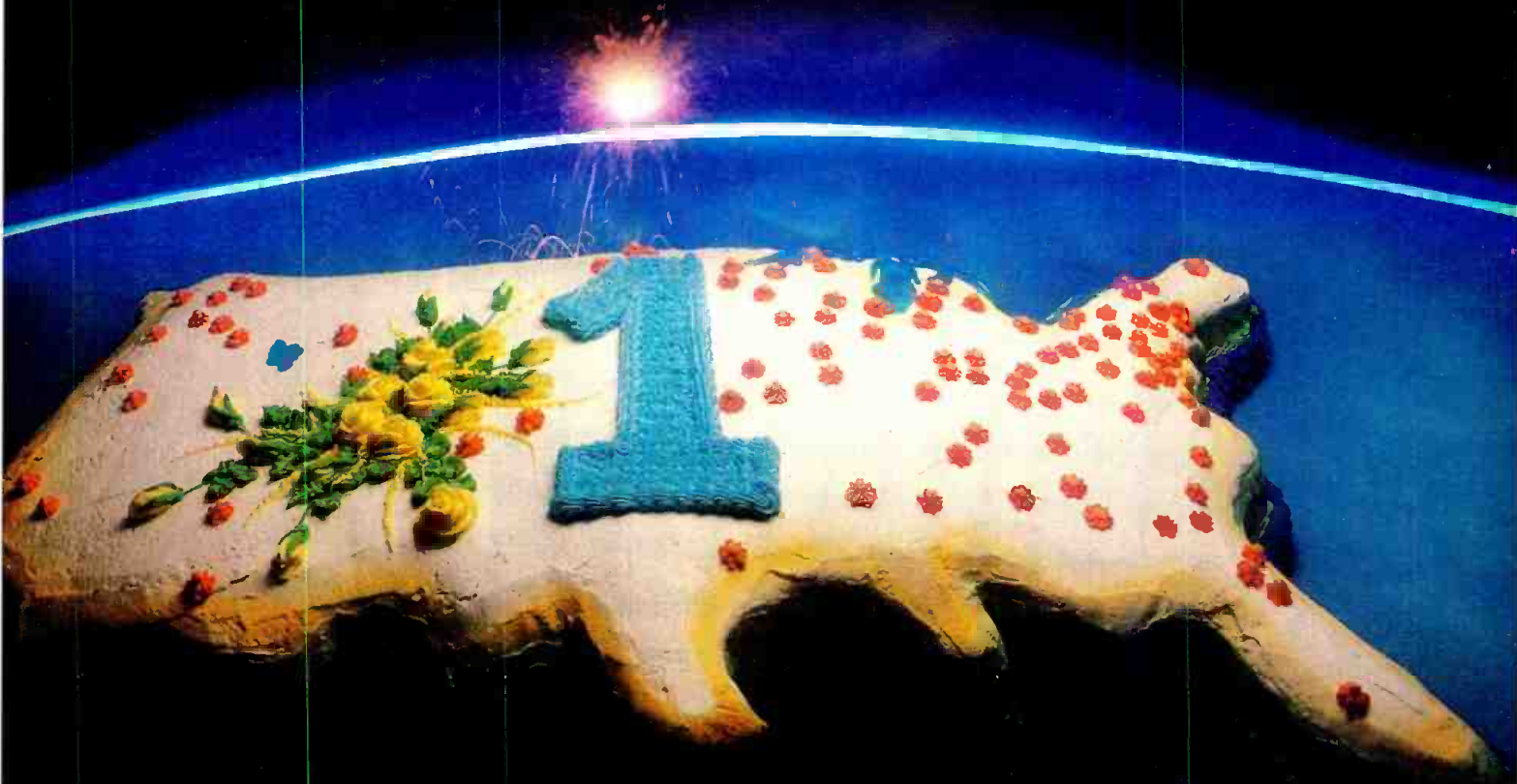
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KAAM StarStation Dallas, TX	WJBR-FM StarStation Jonesboro, AR	KXBG-FM StarStation Ontario, OR	WELA-FM Country Coast-to-Coast East Liverpool, OH	WMOH StarStation Homilton, OH	WNYN Country Coast-to-Coast Canton, OH	WWWN Country Coast-to-Coast Vienna, GA
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KQAA-FM StarStation Aberdeen, SD	KKYS-FM StarStation Hanford, CA	KZZK-FM StarStation Tri Cities, WA	WFPA Country Coast-to-Coast Ft. Payne, AL	WMPA StarStation Aberdeen, MS	WPAD Country Coast-to-Coast Paducah, KY	WGTF-FM Stardust Nantucket, MA
KROW StarStation Reno, NV	KECO Country Coast-to-Coast Elk City, OK	KWOZ-FM Country Coast-to-Coast Batesville, AR	WEXA-FM StarStation Eupora, MS	WJSE-FM Country Coast-to-Coast Cumberland, MD	WTGC StarStation Lewisburg, PA	WYNC Country Coast-to-Coast Yanceyville, NC
WMBC Country Coast-to-Coast Columbus, MS	KLBQ-FM StarStation El Dorado, AR	KXNP-FM Country Coast-to-Coast North Platte, NE	WHAY-FM Country Coast-to-Coast Aberdeen, MS	WKED Country Coast-to-Coast Frankart, KY	WPCX-FM Country Coast-to-Coast Auburn, NY	WZZB-FM Country Coast-to-Coast Centerville, MS
WAAM StarStation Ann Arbor, MI	KKAA Country Coast-to-Coast Aberdeen, SD	WBCI-FM StarStation Williamsburg, VA	WBZT Stardust Waynesboro, PA	WPUR-FM StarStation Americus, GA	WTHQ-FM StarStation South Bend, IN	WBAX Country Coast-to-Coast Wilkes-Barre, PA
KIXI Stardust Seattle, WA	KLLA StarStation Leesville, LA	WAGF Country Coast-to-Coast Dothan, AL	WHRT Country Coast-to-Coast Horselle, AL	WKLM Country Coast-to-Coast Wilmington, NC	WSCR Country Coast-to-Coast Honden New Haven, CT	WQOK StarStation Myrtle Beach, SC
KATX-FM Country Coast-to-Coast Plainview, TX	KNCW StarStation Grand Coulee, WA	WCBX StarStation Eden, NC	WFTA-FM StarStation Fulton, MS	WPYK StarStation Dora, AL	WTMB-FM StarStation Tomah, WI	WTTM Country Coast-to-Coast Trenton, NJ
KAAB StarStation Batesville, AR	KLVA-FM Country Coast-to-Coast Lake Village, AR	WANC Country Coast-to-Coast Aberdeen, NC	WIFX Country Coast-to-Coast Jenkins, KY	WKMC Country Coast-to-Coast Roaring Spring, PA	WSUZ Country Coast-to-Coast Palotka, FL	WACK Stardust Newark, NY
KBK-FM Country Coast-to-Coast Lexington, MO	KORD Country Coast-to-Coast Tri Cities, WA	WCMD StarStation Cumberland, MD	WKEA StarStation Scattsboro, AL	WQEQ-FM StarStation Hazleton, PA	WWWK-FM StarStation Warrentan, VA	WAPE Stardust Jacksonville, FL
KBIX Country Coast-to-Coast Muskogee, OK	KPER-FM Country Coast-to-Coast Hobbs, NM	WCOU StarStation Lewiston, ME	WIMK-FM Country Coast-to-Coast Iron Mountain, MI	WKXJ Country Coast-to-Coast Campbellsville, KY	WTHU Country Coast-to-Coast Thurmont, MD	WYDE Country Coast-to-Coast Birmingham, AL
KBAS StarStation Bullhead City, AZ	KTOW StarStation Sand Springs, OK	WDMV Country Coast-to-Coast Pokamoke City, MD	WKQY StarStation Bluefield, WV	WQIQ StarStation Aston, PA	WXKQ-FM StarStation Whitesburg, KY	KENR Stardust Houston, TX
KCNO Country Coast-to-Coast Alturas, CA	KSRV Country Coast-to-Coast Ontario, OR	WEIC-FM StarStation Charleston, IL	WIST StarStation Charlotte, NC	WLAR Country Coast-to-Coast Athens, TN	WTND Country Coast-to-Coast Orangeburg, SC	
KFGX StarStation Pierre, SD	KTXF-FM StarStation Jefferson City, MO	WEIC Country Coast-to-Coast Charleston, IL	WMCC-FM StarStation Athens, TN	WRCI-FM StarStation Midland, MI	WTNN Country Coast-to-Coast Millington, TN	

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Fritts pledges to work with TV group owners

In speech before state association, new NAB president-elect says he will meet with major station groups to reassure them their interests will be heard

National Association of Broadcasters President-elect Edward O. Fritts said last Friday he plans to "make a concerted effort in the immediate future" to meet with the heads of as many major television groups as possible "to pledge NAB's continued active pursuit of their interests." In a speech to the West Virginia Broadcasters Association, Fritts sought to reassure those present that his election as the NAB's new president the week before is not likely to cause a major split between the association's radio and television members.

Talk of withdrawal from NAB by a number of major TV groups surfaced two weeks ago, when the NAB joint board of directors met in Chicago and, by a vote of 24 to 20, elected Fritts, who had recently

taken a leave of absence from the NAB joint board chairmanship to succeed outgoing NAB President Vincent T. Wasilewski. Representatives of two of the three major networks actively campaigned in Fritts's behalf and all six representatives of the major networks are thought to have voted in his favor, causing concern among some TV directors that the new president would be controlled by the networks and insensitive to television operators' needs.

"I confess I don't know everything there is about major-market television," said Fritts last Thursday. "But I do know how to insure that their concerns are represented, voiced and acted upon within NAB."

Fritts also addressed the criticism he has received from many NAB members since he resigned as chairman of the search committee charged with recommending a successor to Wasilewski to become a candidate for the job. "In retrospect, I wish I had declared earlier," he said of his candidacy, which began after the search for a

new NAB president had been under way, informally and later formally, for four months. "I wish I had taken a leave of absence from the board chairmanship at the outset of the search process," he said. "If I had, the ensuing controversy that unfolded would not have occurred."

Fritts won election to the presidency six days after the search committee he'd chaired recommended another broadcaster for the job, former NAB joint board chairman Donald A. Thurston, president, Berkshire Broadcasting Co.

"I may have declared late," said Fritts, "but once declared, I played to win and I think that is the kind of attitude and perseverance that broadcasters want in Washington and are willing to support through their dues even in as strapped an economy as we all are facing today."

Fritts's election was followed by election of a new joint board chairman, William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Lexington, Ky., who last week revealed his company will accept the \$50,000 annual payment allowed under NAB bylaws to compensate companies for the loss of executives who serve as NAB's top elected officer. The annual payment, initiated with Fritts's first term as joint board chairman, is made in addition to travel expenses and per diem paid all directors of the NAB.

Stakelin said he plans to spend much of the next 10 months in Washington, helping to facilitate the transition at NAB from Wasilewski's to Fritts's administration. In addition to electing Fritts two weeks ago, the NAB board approved a lengthy report from a special futures committee, recommending major changes in the structure and in the responsibilities of the association's staff.

Stakelin was elected by the NAB executive committee 24 hours after the board elected Fritts to the presidency. The board had rejected a motion made minutes after the presidential vote to suspend its rules and elect a new chairman. There were no nominations for a new chairman made at the meeting, as had been implied in previous coverage in BROADCASTING, although many board members have said the motion to suspend was defeated because one of the candidates for the joint board chairmanship, Cullie M. Tarleton, senior vice president, Jefferson-Pilot Broadcasting Co., Charlotte, N.C. had been an avid Fritts campaigner.

Last week, the NAB radio board named Clyde W. Price, president and general manager, WACT-AM-FM Tuscaloosa, Ala., to replace Stakelin as the NAB radio director representing district five. That district includes Alabama, Florida, Georgia, Puerto Rico and the Virgin Islands. □

Intermedia



Sky high. The \$44-million high-rise tower in the center of this architectural model is to be the home of KOIN TV Portland, Ore., by the summer of 1983. The 29-story structure will be named KOIN Center and the steel framework for the first 16 floors is already up. The channel 6 station of Lee Enterprises will have studios on the main floor with technical and other studio areas on two levels. Retail and theater facilities will be on the second and third floor, topped by office space, to the 19th floor, and condominiums on the top 11 floors. For KOIN-TV it will be a one-block move. It currently is at 140 S. W. Columbia Street, the site of the proposed terraced building at right. The entire new

complex will cover two-and-one-half blocks. KOIN-TV is a CBS affiliate.

That's Entertainment. Third Los Angeles area cable system has agreed to introduce Entertainment Channel to its subscribers—Communicom, holder of largest franchise in southern California area with 450,000 homes. Entertainment Channel's pay service will be launched in September by Communicom, which currently serves 14,000 subscribers and passes 246,000 homes. Other area systems committed are Rogers-UA Cablevision in La Mirada, and Jones Intercable in Walnut Valley, both California. Three systems together currently pass 287,000 homes.

Hello, sailor. Ted Turner can add another port-of-call to WTSN's list—Cox Cable's San Diego system which introduced that basic cable service earlier this month. Largest basic cable system in country, with 230,000 subscribers, San Diego affiliation adds healthy chunk to 21,190,000 homes already delivered by WTSN (as of June).

Two sides to transponders

Wold says FCC decision to allow slot sales was not necessary, that there is no surplus; Winnik and Johnson say supply outstrips demand

A major resale satellite carrier believes that the FCC's July 29 decision to allow the sale of satellite transponders may have been based on at least one false premise: that there is currently a surfeit of transponders.

"I submit that there is not a glut of transponders," Robert Wold, president of Robert Wold Co., said during a panel session on the implications of the decision at the Satellite Communications User's conference in Denver ("In Brief," Aug. 16). "In fact, there is a scarcity." (As Wold noted, the FCC's exact and complete rationale for its decision will not be known until it releases its final order.)

To make his point, Wold shared the results of his recent review of the state of the satellite transponder marketplace—carrier by carrier.

■ **RCA Americom:** "There is not a whole lot to pick from if you go out and try to make a deal with RCA today," he concluded. Although the carrier does have some capacity available, he said, it's not worth the price being asked and the terms being offered. RCA has six transponders for lease on Satcom I and Satcom II, which are approaching the end of their usefulness, for \$76,000 per month, but is asking for a long-term lease (until December 1983) that requires the renter to make a \$1.2 million commitment. RCA is offering the transponders on an "interim preemptible" basis, he said, which means "RCA can kick you off on very short notice." Satcom III-R, he said, is "absolutely loaded" with mostly cable programmers. To get a spot on the satellite, a company would have to pay between \$15 million and \$20 million in "key money." It would then have to pay the monthly tariff charges.

There are as many as 19 transponders available on Satcom IV, Wold said, but they are expensive. The carrier has leased five transponders on the bird for a single, upfront payment of \$13 million, he said. A plan to spread out the payments over the life of the satellite doesn't make the cost any less burdensome, he added. Once the value of the money is discounted, each transponder under the plan ends up costing \$23 million, he said. If RCA leases the 10 transponders, he said, it will have recovered \$130 million on a \$61.2-million investment (the cost of building and launching the satellite) and still have 14 transponders on the satellite to market.

RCA has two more Satcoms which it has received FCC authority to launch, Satcom V and a replacement satellite for Satcom I, Satcom I-R, in the spring 1983. The entire capacity of Satcom V has already

been sold to Alascom for \$84.5 million, he said, although Alascom has agreed to lease back several transponders to RCA for \$1.6 million a year each.

■ **Western Union:** If a company wants to lease a transponder on any of Western Union's five operating satellites, he said, it should "forget it. There's nothing available." The carrier's first two satellites, Westar I and Westar II, are now limping along co-located at 79 degrees west longitude and are about to be sent to "the graveyard in the sky," he said. Westar III has been in orbit just three years, Wold said, but is actually eight years old having served as a ground spare for Westar I and Westar II. Because of its age, he said, "you don't know how long it's going to last." Westar IV and Westar V, launched within the last several months, each have 24 transponders, but all of the capacity is spoken for. Western Union sold nine transponders on Westar V at an average price of between \$11 million and \$12 million, he estimated.

Western Union plans to replace Westar I and Westar II in late 1983 with a 24-transponder Westar VI, he said, but the carrier has made no effort to market the replacement satellites' transponders.

■ **Hughes Communications:** Hughes, which will launch two Galaxy satellites in 1983, has nothing available, Wold said, "unless Hughes wishes to do business with you and unless you're in the cable television business." Wold was referring to Hughes's marketing plan of selling its transponders to select cable programmers in an effort to make the lineup of programming on each satellite as attractive to cable operators as possible. Hughes has sold 18 or perhaps 19 transponders on Galaxy I for a total of \$195 million, he said.

■ **AT&T:** According to Wold, the giant telecommunications company has around 70 customers lined up for the satellite capacity on its satellite system. The three major broadcast networks, he said, have signed up for close to 30 transponders on the AT&T Telstar system which starts to come on line in the summer of 1983. (AT&T now provides services on the Comstar system it leases from Comsat.)

■ **Southern Pacific Communications:** All that is left on the Southern Pacific's two-satellite hybrid (C-band, K-band)

Spacenet system is one wideband preemptible transponder and one-half of another, Wold said.

■ **GTE Satellite Corp.:** Although the first of GTE's 12 ghz satellites is not due to be launched until the summer of 1984, Wold said, it has already agreed to provide service to United Satellite Television, a satellite broadcasting venture of Pop Satellite Inc., Allstar Satellite Network Inc. and General Instrument Corp., on six of them.

Two of Wold's fellow panelists, who support the concept of transponder sales—one, a buyer, the other, a seller—disagreed with Wold's assessment of the transponder marketplace. They were both convinced that the supply of transponders now outstrips demand and that the sale of transponders will help insure a good supply in the future.

"Everybody who's complained about a transponder shortage has been able to obtain capacity," said Joel Winnik, a lawyer for Citicorp, the bank that raised the question of transponder sales in 1980 when it agreed to buy two from Western Union. "Those opposed to sales are really concerned about price, not access," he said. RCA Americom, he noted, is having a hard time finding customers for its transponders on Satcom IV.

Jacques Johnson, of Hughes Communications, a seller of transponders, surveyed the same domestic satellite marketplace as Wold and came to the opposite conclusion. There are currently 15 satellites launched or under construction, he said, and 15 more are due to be launched in the next five years. In this year alone, he said, five satellites are being launched.

Transponder sales can help insure an ample supply of transponders in the future, Johnson maintained. Satellite carriers, he said, are apt to use the proceeds from the sales for investment in additional satellites.

There exists today, he said, a thriving secondary satellite market in which companies lease transponders and turn around and sell the rights to them to users at "a considerable premium," he said. "Had the FCC prohibited the satellite operators from selling transponders," he said, "the marketplace profits would have been chan-



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neled into the speculation and away from the reinvestment that would increase the satellite transponder supply." □

Changing Hands

Satellite feed for farmers

Ag Day, a satellite-fed business news television program, premiered last Monday, Aug. 16, on more than 30 affiliate stations. The 30-minute show, produced by Creative Farm Media, a division of Creative Media Productions, Indianapolis, features news, weather (the program will use computer-generated weather graphics), commodities forecasting and other farm news as well as an agri-business hotline for viewer input. It airs five days a week, via a satellite uplink at noncommercial WFYI(TV) Indianapolis, with morning feeds at 5, 5:30 and 6:30.

According to Neal Nussbaum, executive director of *Ag Day*, the program provides "relevant information that the decision maker on the farm needs. We're not going to talk about baking a cherry pie." Nussbaum and his staff emphasize that it is a sophisticated, slickly packaged show. "You can't do some guy bailing hay any more," said national sales manager Phil Hanna. "It just won't work."

At present, *Ag Day* is being produced at WTHI-TV Terre Haute, but construction is under way on a studio in Indianapolis which is expected to be operational by the first of the year. □

PROPOSED

WEZF-TV Burlington, Vt. □ Sold by International Television Corp. to Champlain Communications Inc. for \$4.5 million. **Seller** is principally owned by Donald G. Martin, who also is principal owner of co-located WEZK-FM and WHOS(AM)-WDRM(FM) Decatur, Ala. **Buyer** is principally owned by Philip J. Lombardo, who has announced intention to resign as president of Corinthian Broadcasting, New York-based group owner of six TV's. Lombardo will be joined by Hartstone & Dickstein Inc., Hartford, Conn.-based investment banking firm headed by Barry Dickstein, president. Lombardo said that he is currently negotiating to buy another TV and cable system and should have deal struck soon. WEZF-TV is ABC affiliate on ch. 22 with 1,000 kw visual, 100 kw aural, and antenna, 2,753 feet above average terrain.

KPTL(AM)-KKBC(FM) Carson City, Nev. □ Sold by MBC Inc. to Woodward Communications Inc. for \$1.55 million. **Seller** is subsidiary of Mortimer Development Co., which is owned by Robert C. Mortimer and brother, Charles C. Mortimer, who have no other broadcast interests. **Buyer** is owned by F. R. Woodward, chair-

man, and family, who are Dubuque, Iowa-based group owners of three AM's and three FM's. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain.

WMNB(FM) (and CP for new AM) North Myrtle Beach, S.C. □ Sold by North Myrtle Beach Broadcasting Corp. to Ogden Broadcasting for \$1.5 million, including \$400,000 for consultancy. **Seller** is owned by Harry D. Dunnagan and family, who have no other broadcast interests. **Buyer** is subsidiary of Ogden Newspapers, publisher of *Wheeling* (W. Va.) *News Register*. G. Ogden Nutting is president and general manager, and has no other broadcast interests. WMNB is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. AM CP is for 900 khz with 500 w day. **Broker:** Walker Media & Management.

KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas □ Sold by North Star Broadcasting Inc. to Center Group Broadcasting Inc. for \$1,325,000. **Seller** is subsidiary of Leighton Enterprises Inc., which is owned by Al Leighton, John Moline and David H. Knutson, who bought KOLE in 1977 for \$500,000 plus \$100,000 noncompete agreement (BROADCASTING, May 16) and KZOM in 1978 for \$350,000 (BROADCASTING, March 27, 1978). They also own KOUR-AM-FM Independence, KNIA-AM-FM Knoxville and KCII-AM-FM Washington, all Iowa, and KNSI(AM)-KCLD(FM) St. Cloud, Minn. **Buyer** is owned by Steve Adams and Dale Palmer, who own KIVA-TV Farmington, N.M. and KKCS-AM-FM Colorado Springs. Earlier this year they bought WGTU(TV) Traverse City, Mich., and its satellite, WGTO(TV) Sault St. Marie, Mich., for \$1.8 million (BROADCASTING, June 14). KOLE is on 1340 khz with 1 kw day and 250 w night. KZOM is on 104.5 mhz with 100 kw and antenna 400 feet above average terrain. **Broker:** Dan Hayslett & Associates.

WCRS(AM)-WSCZ(FM) Greenwood, S.C. □ Sold by Greenco Inc. to Eaton Broadcasting Corp. for \$850,000. **Seller** is owned by estate of Douglas Featherstone, which has no other broadcast interests. **Buyer** is owned by William P. Eaton Jr. and wife, Marilyn (50% each). William Eaton is former vice president of operations at LIN Broadcasting, New York, and has no other broadcast interests. WCRS is on 1450 khz with 1 kw day and 250 w night. WSCZ is on 96.7 mhz with 1.6 kw and antenna 390 feet above average terrain.

WKXA-AM-FM Brunswick, Me. □ Sold by Amcom Corp. to Clipper Communications Inc. for \$575,000 plus \$125,000 for noncompete agreement. **Seller** is owned

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by Robert Papper, who bought stations in 1974 for \$280,000, and has no other broadcast interests. **Buyer** is subsidiary of Windward Inc., which is owned by Laurel Group Ltd. (80%), and Donald Scott and David Kaufman (10% each). Laurel Group is owned equally by John A. Robertshaw Jr. and John D. Reese. They all also own WGMF(AM)-WTOS(FM) Skowegan, Me., which was bought in 1979 for \$650,000 (BROADCASTING, Dec. 10, 1979) and WCNS(AM) Latrobe, Pa., which was bought in 1978 for \$110,000 (BROADCASTING, Nov. 27, 1978). WKXA is 1 kw daytimer on 900 khz. WKXA-FM is on 98.9 mhz with 80 kw and antenna 2,420 feet above average terrain. **Broker: The Keith W. Horton Co.**

WTOB(AM) Winston-Salem, N.C. □ Eighty percent sold by 1490 Inc. to Southway Inc. for \$450,000. **Seller** is owned by John Woods, who will keep 20% interest in new owner. He bought WTOB in 1973 for \$1.25 million (BROADCASTING, Sept. 10, 1973). **Buyer** is owned by Weston P. Hatfield and Richard Maxey (40% each) and Woods (20%). Hatfield is Winston-Salem attorney and Maxey is president of Gastonia, N.C., cable system. Neither has other broadcast interests. WTOB is on 1380 khz with 5 kw day and 1 kw night.

WXVA(AM)-WZFM(FM) Charles Town, W. Va. □ Sold by WXVA Broadcasting Corp. to Heritage Broadcasting Co. for \$400,000. **Seller** is owned by John Luce, who bought stations 12 years ago for \$225,000 (BROADCASTING, July 6, 1970) and has no other broadcast interests. **Buyer** is owned equally by Gene E. McCoy, David E. Schoumacker and Joseph C. Giuliani, who own WGMD(FM) Rehoboth Beach, Del. Schoumacker is news anchor at WJLA-TV Washington. McCoy also owns 25% of WPMW(FM) Mullens, W. Va. WXVA is 5 kw daytimer on 1550 khz. WZFM is on 98.3 mhz with 3 kw and antenna 110 feet above average terrain.

WJJC(AM) Commerce, Ga. □ Sold by WJJC Broadcasting Inc. to Oscar Wiseley and Henry Asbury for \$350,000. **Seller** is owned by Dallas M. Tarkenton, who owns 75% of WJGA(FM) Jackson and 50.1% of WCOH-AM-FM Newnan, both Georgia. **Buyer** Wiseley is Atlanta businessman and Asbury is Jefferson, Ga., bank president, neither of whom has other broadcast interests. WJJC is 1 kw daytimer on 1270 khz.

KRZJ-AM-FM Beloit, Kan. □ Sold by KRZJ Broadcasters Inc. to Solomon Valley Broadcasting Inc. for \$325,000. **Seller** is principally owned by Robert D. Zellmer and wife, Marjorie, who also are principal owners of KRIZ(AM) Wray, Colo. Marjorie Zellmer also owns 51% of KRZV(AM) Springerville, Ariz. **Buyer** is owned by Shelby T. Harbison (44.45%), Charles K. Frodsham (33.33%) and Phyllis F. Johnson (22.22%). Harbison owns 35.9%

of WDAN(AM)-WDNL(FM) Danville and 32.5% of WTAX(AM)-WDBR(FM) Springfield, both Illinois. Frodsham is account executive at KEBC(AM) Oklahoma City, where Johnson also is sales person. KRZJ is on 1190 khz with 250 w day. KRZJ-FM is on 105.5 mhz with 3 kw and antenna 73 feet above average terrain. **Broker: Chapman Associates.**

□ Other proposed station sales include: WWCC(AM) Bremen, Ga. (BROADCASTING, Aug. 16); WIEZ(FM) Oneonta, N.Y. (BROADCASTING, Aug. 16); WDBS(FM) Durham, N.C. (BROADCASTING, Aug. 16); WCIN(AM) Cincinnati (BROADCASTING, Aug. 16); KUKA(AM) San Antonio, Tex. (BROADCASTING, Aug. 16); KURA(AM)-KRND(FM) (CP) Moab, Utah (BROADCASTING, Aug. 16); and WBB(AM)-WABN(FM) Abington, Va. (BROADCASTING, July 12). (See "For the Record," page 58).

APPROVED

KTGR(AM)-KCMQ(FM) Columbia, Mo. □ Sold by Tiger Broadcasting Corp. to Kelly Communications for \$1,286,250 plus \$375,000 for noncompete agreement. **Seller** is principally owned by W.J. Wheeler, who also owns 25% of KHOZ-AM-FM Harrison, Ark. KTGR(AM)-KCMQ(FM) combination was bought four years ago for

\$350,000 (BROADCASTING, July 10, 1978). **Buyer** is principally owned by Jim McCruden, who owns 75% of WJOY(AM) (formerly WHIT) New Bern, N.C.; 51% of KJEZ(FM) Poplar Bluff, Mo., and 49% of WQPD(AM) Lakeland, Fla. WHIT was bought this year for \$226,000 (BROADCASTING, March 16), and KJEZ was bought last year for \$600,000 (BROADCASTING, Nov. 2, 1981). KTGR is 250 w daytimer on 1580 khz. KCMQ is on 96.7 mhz with 3 kw and antenna 160 feet above average terrain.

KKIK(AM) Waco, Tex. □ Sold by KKIK Inc. to Brown Broadcasting of Waco Inc. for \$600,000. **Seller** is owned by William W. Jamar Jr. (51%) and wife, Jane Ellen Jamar (49%), who own KBWD(AM) Brownwood and KBIL-FM San Angelo plus minority interests in KSYN-AM-FM Snyder, all Texas. **Buyer** is subsidiary of John Brown University, Siloam Springs, Ark.-based educational institution which owns two AM's and two FM's. John E. Brown Jr. is president. KKIK is on 1010 khz with 10 kw day and 2.5 kw night.

□ Other approved station sales include: WBKF(FM) McClenny, Fla.; KNAN-TV (CP) West Monroe, La.; WHVW(AM) Hyde Park, N.Y.; WMAP(AM) Monroe, N.C., and WAXO(AM) Lewisburg, Tenn. (see "For the Record," page 58).

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Reagan



Rather

Complaint from the President: Rather gets a phone call

Reagan telephones CBS anchor during newscast to say he is concerned about coverage of story on arms sales to Taiwan

President Reagan went straight to the source last week when he got "ticked off," as an aide put it, about *CBS Evening News's* coverage of his administration's agreement to limit arms sales to Taiwan. He called anchorman Dan Rather to register his beef—and did it promptly enough, near the end of the newscast's first feed, for Rather to get the gist of it into the second feed. A White House spokesman said it was the first time Reagan had called a network about its news coverage.

The President called after watching last Tuesday night's 6:30-7 p.m. NYT newscast—not carried in Washington, where WDM-TV waits for the updated

UPI: change at top. Roderick W. Beaton, president of UPI for the past 10 years, will retire Sept. 1 "to pursue personal interests in his native California," UPI Chairman Len R. Small, head of the group that acquired the news agency in June, announced last week. His departure will be the first top-level change under the new ownership. Beaton, at 59 a veteran of 34 years with UPI, had indicated shortly after UPI changed hands that he might begin to "phase down" his activity (BROADCASTING, June 14). Small said Beaton had remained "for a transitional period," and praised his help to the new owners "in putting UPI on a course for growth and profitability." Beaton, who rose to the presidency from his start in 1948 as a reporter and editor in the wire service's San Francisco bureau, said he was "confident that the future of UPI is bright" and that "it will continue to go forward in all areas of news coverage, communications and technology." Chairman Small said a search was underway for a successor, who will serve as chief operating officer under Douglas Ruhe, managing director and UPI's chief executive under the new ownership.

7-7:30 p.m. feed—on WBAL-TV Baltimore. Rather said afterward that the President "sounded concerned and maybe a little hurt" in complaining that coverage of the Taiwanese agreement "has not been right all day," but that he did not single out any of the 6:30 feed's three items about Taiwan.

The second feed repeated all three items. Then Rather injected this:

"An unusual thing happened here in our newsroom tonight. The President of the U.S. telephoned. He did so after seeing and hearing what you just did, our reports about Taiwan and mainland China. He watched the first of our broadcasts—you are watching the second. The President said that he was concerned and upset about the general coverage on this story."

"Mr. Reagan told me, and I quote, 'There has been no retreat by me, no change whatsoever. We will continue to arm Taiwan. I am bound by and will obey the Taiwan Act.' And, continuing to quote President Reagan, 'We have a moral obligation to Taiwan. I am concerned,' said

President Reagan, 'about the possible harm these reports may do to our international relations,' end of quotation. That was the telephone call, President Reagan to our newsroom, just a few minutes ago."

Rather also inserted another new sentence into the 7 o'clock feed: "CBS News will present the views of opponents of Mr. Reagan's \$99-billion tax increase bill tonight at 8 p.m., Eastern time."

(To make room for the insert, CBS News said, two "tell stories" that had appeared in the first feed—sidebars about Lebanon and Poland—were dropped from the second.)

The coverage that upset the President used shots and quotes of congressional and other political figures, and of a couple of just plain people, in support of Rather's lead-in statement that "Mr. Reagan has now reversed policy and infuriated members of his own party on two scores: first the tax increases, now China." The coverage also included shots and a quote from White House Counselor Edwin Meese—and one from Reagan himself—denying he had reversed position.

It was not clear who suggested that President Reagan make the call. White House Deputy Press Secretary Larry Speakes said Reagan had watched the first feed with Chief of Staff James Baker III and Deputy Chief of Staff Michael Deaver. When one said he was going to call CBS, Speakes said, somebody suggested that "maybe the President might want to make the call himself"—and the President did.

Later, according to White House reports, Rather and Ted Koppel, anchor of ABC News's *Nightline*, both called to ask whether the President would agree to be interviewed the next night. The White House doubted that he would—and he didn't.

Apparently the episode with CBS was amicable. Rather said afterward that the President in his phone call was "friendly but firm," "did not raise his voice" and "could not have been nicer." After watching the second feed (presumably on WDM-TV Washington), Speakes said Rather's summary "quoted the President fairly accurately," and "we went away happy."

NewsBeat

Back to ABC News. Gregory Jackson, executive producer of CBS Cable's informational programing and off-camera interviewer on its *Signature* series, returns to ABC News as host of its new late-night news program that begins on Oct. 26 (midnight-1 a.m.). Av Westin, ABC News vice president for program development and executive producer of *20/20*, will supervise development of new broadcast. Jackson, three-time Emmy Award winner, was ABC News correspondent from 1975-1977.

□

For network outlets in West. Independent Television News Association will begin daily regional satellite news service, Pacific Exchange, Sept. 6. It will offer spot news, features, sports and Washington coverage to network affiliates in Western states, according to Mark Monsky, president of ITNA, which pioneered national satellite news feeds in 1975. Twenty-minute feeds will emphasize material of interest to West Coast viewers including actualities of Washington events and coverage of Western states newsmakers. Monsky said Pacific Exchange "is particularly tailored to needs of West Coast affiliates, many of which begin their early evening newscasts at 5 p.m., Pacific time." He added that Pacific Exchange will eliminate need for stations to make multiple dubs of stories and to bicycle them up and down Coast via less efficient means. Service will operate Monday through Friday at 4 p.m. Pacific time. Regular uplinks will be made to Westar IV from Los Angeles, San Francisco, Portland (Ore.), Seattle and Washington. ITNA's current West Coast independents are KTVU San Francisco-Oakland; KTTV, KTLA and KHJ-TV, all Los Angeles; KTXL Sacramento, Calif.; KPTV Portland; KSTW Seattle and KPHO-TV Phoenix.

Daily news series to be offered by Gannett/Telepictures

**Information service is designed as
lead-in to local evening newscasts**

"The most important project in our history." That was the description Telepictures President Michael Garin had last week for *Newscope*, a new "news-information" series Telepictures will co-produce with Gannett Broadcasting.

Earmarked for a September start, *Newscope* is to be designed primarily as a half-hour lead-in to early evening local newscasts on network affiliated stations. It's to be produced in Los Angeles by a team being assembled by David Salzman, Telepictures executive vice president, and Don Ross, executive vice president of Telepictures's News Information Weekly Service (N.I.W.S.). Fed by satellite twice each weekday, *Newscope* will be "modular" in format, with stations using their own local anchors in packaging the Telepictures/Gannett-supplied programming. (Stations also will be supplied with hard copy "support material" for the local staffs.) The raw material for *Newscope* is to come from "roving" crews stationed across the country, two news agencies (whose names were withheld at Tuesday's press conference), a set of regular contributors and the participating stations.

In addition to weekday half-hours, to be sold for license fees with 30 seconds per day held for national advertising, *Newscope* also will include a weekend broadcast. It will be a compilation of the week's highlights, provided on a straight barter basis of national advertising and three-and-a-half minutes of local avail. Carriage of the sixth program will be mandatory for stations taking *Newscope*.

All seven Gannett stations will carry *Newscope*, and Gannett and Telepictures are to be 50/50 partners "editorially and financially." Telepictures is currently pursuing desired "charter" stations that would get a break on license fees, and contribute material and reporters to *Newscope*. Outlet Broadcasting's five stations, reporters were told at the press conference last week, are already on board.

While an update of top news stories will be included, as the name *Newscope* implies, the program will "focus on such vital subjects as fighting inflation, personal health, consumerism, human relationships, energy, show business and coping with the demands of daily life." The partners say they see it filling an unfilled need of viewers for "news-you-can-use." Two main elements will be stories "that help viewers cope" and "make them feel something."

One thing that's undecided is the title—with the program hopefully perceived as a local transition between entertainment and the local news block" (according to Telepictures Salzman), the *Newscope* title will be optional. □

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Stock Index

Exchange and Company	Closing Wed. Aug 18	Closing Wed. Aug 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	41 1/4	36 5/8	+4 5/8	+12.62	7	1,186
N Capital Cities	73 7/8	69 1/4	+4 5/8	+6.67	12	962
N CBS	38 1/4	36 7/8	+1 3/8	+3.72	6	1,068
N Cox	29	27 3/4	+1 1/4	+4.50	14	821
A Gross Telecasting	24 1/8	23 3/8	+ 3/4	+3.20	6	19
O LIN	21 3/4	20 1/4	+1 1/2	+7.40	13	223
N Metromedia	208 5/8	200	+8 5/8	+4.31	14	828
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 3/4	17 1/2	+ 1/4	+1.42	10	183
N Storer	21 1/2	21 3/4	- 1/4	-1.14	11	344
N Taft	28 3/4	29	- 1/4	-.86	8	275
O United Television	8 1/8	7 1/2	+ 5/8	+8.33	13	97

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	19 5/8	18 3/4	+ 7/8	+4.66	14	77
A Affiliated Pubs.	24 3/8	24 1/2	- 1/8	-.51	9	126
O A.H. Belo	19 1/4	19	+ 1/4	+1.31	9	181
N American Family	10 1/2	9 3/4	+ 3/4	+7.69	9	141
O Associated Commun.	8	7 3/4	+ 1/4	+3.22		19
N John Blair	32 1/4	31 1/2	+ 3/4	+2.38	8	122
N Charter Co.	8 1/8	7 3/4	+ 3/8	+4.83	10	178
N Chris-Craft	37 3/8	37	+ 3/8	+1.01	9	83
N Cowles	35 1/8	35	+ 1/8	+.35	21	139
N Dun & Bradstreet	71 3/4	69 7/8	+1 7/8	+2.68	16	1,943
N Fairchild Ind.	15 1/4	14 1/4	+1	+7.01	5	198
N Gannett Co.	36	34 1/2	+1 1/2	+4.34	11	1,909
N General Tire	22 1/2	21 3/8	+1 1/8	+5.26	9	530
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	19 5/8	19 1/8	+ 1/2	+2.61	7	526
N Harte-Hanks	25 1/2	24 1/8	+1 3/8	+5.69	10	249
N Insilco Corp.	13 5/8	12 3/8	+1 1/4	+10.10	6	204
N Jefferson-Pilot	24 3/4	23 1/4	+1 1/2	+6.45	5	532
O Josephson Intl.	8 3/4	9 1/4	- 1/2	-5.40	7	33
N Knight-Ridder	31 1/8	29	+2 1/8	+7.32	11	1,004
N Lee Enterprises	24	24			9	166
N Liberty	10 5/8	10 3/8	+ 1/4	+2.40	6	135
N McGraw-Hill	48 1/4	47	+1 1/4	+2.65	12	1,199
A Media General	37 1/4	35 3/4	+1 1/2	+4.19	8	258
N Meredith	59 3/4	58 5/8	+1 1/8	+1.91	7	184
O Multimedia	30 1/2	31 3/4	-1 1/4	-3.93	12	309
A New York Times Co.	38	36 5/8	+1 3/8	+3.75	9	474
N Outlet Co.	32 1/2	30	+2 1/2	+8.33	43	86
A Post Corp.	29 5/8	28 1/8	+1 1/2	+5.33	16	54
N Rollins	10 3/4	10 1/4	+ 1/2	+4.87	6	285
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	32 1/4	30 3/4	+1 1/2	+4.87	10	1,714
N Signal Cos.	17 5/8	13 7/8	+3 3/4	+27.02	6	1,274
O Stauffer Commun.	43	44	-1	-2.27	10	43
A Tech Operations	15 1/4	15	+ 1/4	+1.66	7	14
N Times Mirror Co.	39	36 5/8	+2 3/8	+6.48	10	1,331
O Turner Bcstg.	11	11 1/2	- 1/2	-4.34	18	224
A Washington Post	35	32 3/4	+2 1/4	+6.87	13	492
N Wometco	26	25 5/8	+ 3/8	+1.46	15	354

CABLE

A Acton Corp.	6 1/8	6 3/8	- 1/4	-3.92	51	29
N American Express	41 3/8	35 5/8	+5 3/4	+16.14	7	3,848
O Burnup & Sims	10 3/4	10	+ 3/4	+7.50	11	94
O Comcast	15 1/2	14 1/2	+1	+6.89	13	69
N General Instrument	27 5/8	30	-2 3/8	-7.91	9	851
N Heritage Commun.	9 3/8	7 7/8	+1 1/2	+19.04	29	68
O Rogers Cablesystems	5 1/4	4 3/4	+ 1/2	+10.52	22	115
O Tele-Communications	13 1/4	13 3/4	- 1/2	-3.63	29	280
N Time Inc.	28 1/8	27 5/8	+ 1/2	+1.80	10	1,399
O Tocom	8 3/4	9 3/4	-1	-10.25	9	43
N United Cable TV	20	17 3/8	+2 5/8	+15.10	15	218
N Viacom	20 3/4	17 7/8	+2 7/8	+16.08	14	235

Exchange and Company	Closing Wed. Aug 18	Closing Wed. Aug 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	1 3/4	1 5/8	+ 1/8	+7.69	18	9
N Columbia Pictures	72	72			14	704
N Disney	53 1/4	50 5/8	+2 5/8	+5.18	16	1,775
N Dow Jones & Co.	40	37 5/8	+2 3/8	+6.31	15	1,255
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	46	43	+3	+6.97	5	3,732
N Gulf + Western	12 3/4	11 3/4	+1	+8.51	3	941
N MCA	60 1/8	59 5/8	+ 1/2	+.83	16	1,434
N MGM/UA	5 5/8	5 1/4	+ 3/8	+7.14	11	279
N Orion	7 1/8	6 1/2	+ 5/8	+9.61	1	41
O Reeves Commun.	27 1/4	25 1/4	+2	+7.92	10	221
O Telepictures	6 3/4	6 7/8	- 1/8	-1.81	23	32
O Video Corp. of Amer.	7 5/8	7 3/8	+ 1/4	+3.38	40	12
N Warner	35 5/8	38 3/4	-3 1/8	-8.06	9	2,278
A Wrather	19 5/8	21 1/8	-1 1/2	-7.10	22	43

SERVICE

O BBDO Inc.	45	44 3/4	+ 1/4	+.55	9	130
O Compact Video	3	3			3	9
N Comsat	55 1/4	50 1/8	+5 1/8	+10.22	15	442
O Doyle Dane Bernbach	15 3/4	15 1/2	+ 1/4	+1.61	8	87
N Foote Cone & Belding	30 3/4	30 3/4			7	82
O Grey Advertising	58	57	+1	+1.75	5	33
N Interpublic Group	31 3/8	30 5/8	+ 3/4	+2.44	9	145
N JWT Group	15 1/4	15 5/8	- 3/8	-2.40	12	79
O MCI Communications	41	38 3/4	+2 1/4	+5.80	23	1,970
A Movielab	2 1/2	2 3/4	- 1/4	-9.09	4	4
O A.C. Nielsen	47 1/2	46 5/8	+ 7/8	+1.87	13	533
O Ogilvy & Mather	32	31 3/4	+ 1/4	+.78	8	135
O Telemation	2 7/8	2 3/4	+ 1/8	+4.54	8	3
O TPC Communications	3 1/2	3 1/8	+ 3/8	+12.00	2	3
O Unitel Video	7 1/4	7 1/4			12	9
N Western Union	28 1/4	27 1/8	+1 1/8	+4.14	8	481

ELECTRONICS/MANUFACTURING

O AEL	12 3/4	12 1/2	+ 1/4	+2.00	4	24
N Arvin Industries	12 7/8	12	+ 7/8	+7.29	9	88
O C-Cor Electronics	22	17 3/4	+4 1/4	+23.94	23	65
O Cable TV Industries	4	4 1/4	- 1/4	-5.88	5	12
A Catec	4	4			10	8
O Chyron	18 1/2	16 3/4	+1 3/4	+10.44	14	50
A Cohu	4 1/4	4 1/8	+ 1/8	+3.03	7	7
N Conrac	24 5/8	23 3/4	+ 7/8	+3.68	10	53
N Eastman Kodak	76 1/8	71 1/2	+4 5/8	+6.46	11	12,368
O Elec Missile & Comm.	13	12 1/4	+ 3/4	+6.12	48	35
N General Electric	67 3/4	63 1/8	+4 5/8	+7.32	9	15,430
N Harris Corp.	23 3/4	24 1/2	- 3/4	-3.06	9	743
O Microdyne	8 1/4	7 3/8	+ 7/8	+11.86	10	37
N M/A Com. Inc.	14	13 7/8	+ 1/8	+.90	13	544
N 3M	55 1/4	51 5/8	+3 5/8	+7.02	10	6,490
N Motorola	62 7/8	59	+3 7/8	+6.56	12	2,254
O Nippon Electric	74	69 1/4	+4 3/4	+6.85	27	2,867
N N. American Philips	36	34 3/4	+1 1/4	+3.59	5	492
N Oak Industries	12 7/8	15 7/8	-3	-18.89	6	209
A Orrox Corp.	5 1/2	6 7/8	-1 3/8	-20.00	12	12
N RCA	18 7/8	17 1/4	+1 5/8	+9.42	9	1,424
N Rockwell Intl.	33 7/8	31 1/4	+2 5/8	+8.40	9	2,584
A RSC Industries	4 3/8	4 1/2	- 1/8	-2.77	40	14
N Scientific-Atlanta	10 3/4	11 1/4	- 1/2	-4.44	10	251
N Sony Corp.	12	11 1/4	+ 3/4	+6.66	10	2,767
O Tektronix	36 1/2	36 1/8	+ 3/8	+1.03	8	684
O Telemet (Geotel Inc.)	1 5/8	1 1/4	+ 3/8	+30.00		4
A Texscan	11 1/8	10 1/2	+ 5/8	+5.95	18	64
N Varian Associates	37	38 3/8	-1 3/8	-3.58	16	297
N Westinghouse	28 3/4	26 1/4	+2 1/2	+9.52	6	2,452
N Zenith	10 1/2	10	+ 1/2	+5.00	27	198

Standard & Poor's 400

Industrial Average 121.65 114.69 + 6.96

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, 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. **** Stock inactive due to limited bidding.

Novel approach to financing TV spots

Television Capital Corp. puts together financing packages for television campaigns

Broadway plays have their "angels" and feature films have their backers. And now television time and commercials have their investors.

Two years ago Bruce Gordon had an idea. He felt there were companies that provided useful products or services but were largely unknown because they lacked the finances to pack an advertising punch on television. He formed Television Capital Corp. in Great Neck, N.Y., to raise investment money from individuals to be used for television campaigns.

Since that time, Television Capital has financed nine advertisers and is about to sign a 10th—a cosmetics firm. He says he is selective, turning down close to 200 advertisers since last April. He says he is interested only in products that appear to be "high-volume, fast-selling items" that hold out prospects of turning a profit.

Among the products for which Television Capital has provided funds for advertising are Tabatchnick kosher soups, Crazy Poo children's shampoo and Manhattan Special, a coffee-flavored soft drink that has been in business for 80 years.

Television Capital receives a guaranteed fee from the advertisers equal to about three-fourths of the principal amount payable over eight years. In addition, its investors stand to make a profit by receiving a percentage of increased sales gener-

ated by the advertising. Gordon says that the investment also represents a tax shelter but downplays this advantage.

Gordon estimates that Television Capital will invest from \$15 million to \$20 million this year. He says Television Capital pays the bills from television stations or advertising agencies.

Gordon reported that he ran a conglomerate, the Todd Group in Great Neck, for 17 years before he sold out and started Television Capital. He says he has about

200 individuals who are available to invest in projects as they develop.

"We are on the verge of signing up our first major advertiser, a company with about \$300 million in annual sales," he said.

To date, Television Capital had done "reasonably well," according to Gordon. The company will make its first distribution to investors shortly, he said.



The boys of Madison Ave. These former Brooklyn Dodgers introduce Manhattan Special sugar-free soda. L-r: Carl Erskine, Bobby Thomson, Gene Hermanski, Clem Labine and Ralph Branca.

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A sour note for beautiful music

The once mighty format is having some problems lately with syndicators and stations showing audience fall-off

There's trouble in the land of beautiful music. The nation's highest-rated format in October 1979, beautiful music has since seen a substantial decline in the number of stations programming it and a 25% drop in its overall share of listenership.

The rating decline has affected virtually every station, but most of those abandoning beautiful music appear to have been in large markets and using syndicated formats. Although most beautiful music programmers are confident their format is far from doomed, at least three major syndicators and a group of station operators are taking steps to adjust perceived weaknesses in the format's programming and marketing.

Among the major reasons given for beautiful music's rating decline are changes in Arbitron's methodology that have tended to uncover larger shares of ethnic listenership, especially in larger, urban markets, at the expense of beautiful music, middle-of-the-road and other formats that appeal to older audiences. "For the first time in years, [Arbitron] is using diaries" to track ethnic listenership, said rating analyst and consultant Jhan Hiber, Hiber & Hart, Pebble Beach, Calif. "Listening levels for ethnic groups and 18-to-34-year-old black males are soaring," he said, "but to the extent we are getting a more complete picture, major formats like beautiful music are suffering." Since 1979, beautiful music's overall share of the market has declined from 12% to 9%.

More important than the changes in Arbitron's methodology, however, are changes in the competitive environment in which beautiful music stations, especially in larger markets, operate. A proliferation in the number of adult contemporary and country stations, which target the over-25-year-old audience, led many beautiful music listeners, especially those between the ages of 25 and 34 to switch to another format or to spend less time with beautiful music, according to station operators and syndicators.

Two years ago there were as many as three or four beautiful music stations in the biggest markets and at least two in many others. New York now has two beautiful music outlets and Philadelphia, as of October, will have only one.

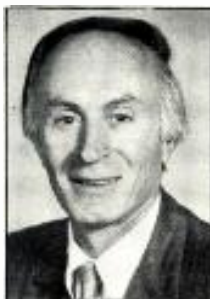
"In a few years, there will probably be only one beautiful music station per market," said Ted Dorf, general manager, WGAY(AM) Silver Spring, Md., and WGAY-

FM Washington. Concurring with him is John Patton, vice president, general manager, Bonneville Broadcast Consultants, Tenafly, N.J.

Changing audience tastes appear to have taken their toll of syndicated formats as well as independently programmed stations. Schulke Radio Productions, the company perhaps hardest hit by the decline in beautiful music's audience share, has lost an estimated 25 stations in the last three months from a client list that totaled 65 stations a year ago (BROADCASTING, Aug. 17, 1981). The latest station to abandon the Schulke format is KFOG(AM) San Francisco, which announced two weeks ago that it is switching to a rock format. Jim Schulke, president of the South Plainfield,



Hiber



Dorf

N.J.-based firm, would not confirm the number of lost clients but said his company's difficulties have been exaggerated because most of its clients are in major or very large markets and are more visible to the broadcasting community than those of other syndicators.

Bonneville Broadcast Consultants, which two weeks ago announced plans to purchase a smaller syndicator, the FM 100 Plan of Chicago, claimed "about 100 client stations" a year ago and now claims 77. The FM 100 Plan, which reportedly initiated talks of acquisition by Bonneville, claimed 108 affiliates last August and now claims 83.

According to Dorf, there has also been an overall decline in the number of independently programmed beautiful music stations, but Art Kellar, president of Independent Beautiful Music Association, a group that supplies independent stations with originally produced beautiful music selections, said there has been little decline in the number of IBMA members in recent years.

In an effort to regain its footing, Schulke Radio, which markets the highest priced of the beautiful music formats, has arranged to revamp its musical mix with the help of a relatively new testing system developed and patented by The Research Group of San Luis Obispo, Calif.

The Research Group's Comprehensive Music Test, in which Schulke Radio's parent company, Cox Broadcasting Corp., has reportedly invested \$100,000, is already being used to revamp Schulke II, the syndicator's middle-of-the-road format that has not proved as successful as the company hoped it would be when it launched it over a year ago.

Bonneville's move toward the future involves satellite distribution, which it already uses to supply 30 of its affiliates, and a playlist that is updated weekly or even daily, as compared to monthly as is now done by most format syndicators.

Because Bonneville will be far more flexible in adding and removing selections from its overall music mix, it will be able to include many more contemporary titles, according to Patton, and by doing so, will attract and hold younger listeners.

The new satellite format will be a joint venture between Bonneville and Viacom International Inc., New York. It will be launched and tested on Viacom's WLAK(FM) Chicago, now a beautiful music outlet, and later will be offered to Bonneville affiliates and other stations as an alternative to the company's present beautiful music format.

Bonneville has reportedly agreed to purchase the FM 100 Plan for \$5.6 million. The smaller company will function as a subsidiary of Bonneville and will continue to be operated by its president, Darrel Peters. It will also continue to program its 83 affiliates.

A third syndicator with changes under way is TM Productions, Dallas, which several months ago began marketing a second beautiful music format, targeted to a younger audience. Its original format, TM Beautiful Music, is carried on about 50 stations, some of them, according to company vice president Neal Sargent, former Bonneville clients that have rejected that company's plan to switch to satellite distribution. As with other beautiful music formats, the number of stations carrying TM Beautiful Music has declined in the last five years.

TM's new format, TM-EZ, is a joint venture between TM and EZ Communications Inc., Fairfax, Va., a station group owner that created the format and had been airing it on three of its stations, WEZR(FM) Manassas, Va., WEZS(FM) Richmond, Va., and WEZC(FM) Charlotte, N.C. About 25% of the TM-EZ format is contemporary vocals, 75% of them by the original artists. Contemporary selection attracts younger listeners, according to Kellar, who is president of EZ Communications, and younger listeners are the key to competing with country and adult contemporary stations.

While the syndicators have moved to retrench for the future, a group of station

operators and representatives, headed by WGAY's Dorf, have begun meeting with the aim of improving advertisers' image of beautiful music and other formats targeted to older listeners, such as middle-of-the-road and all-news. Launched at last January's Radio Advertising Bureau's Managing Sales Conference, the effort could eventually involve a national media campaign, paid for by participating stations, to convince media buyers that formats that attract listeners over 35—formats such as beautiful music and MOR—attract large audiences generally and that those audiences, although usually over 35, consume more goods and services than advertising agencies now assume they do. The campaign, which could involve research into listening and consuming habits, will not be an RAB effort, according to Dorf, although RAB representatives have participated in meetings that have led to its development. □

Players, Turner set details for strike league

WTBS would air 18 games in event of football strike

The Turner Broadcasting System and the NFL Players Association announced details last week of an "unofficial [nine-week football] season," if there is a players' strike, to which Turner would hold exclusive broadcast rights costing over \$10 million.

TBS would broadcast the Sunday afternoon and Monday night games of the strike league over WTBS(TV) Atlanta, which reaches 22 million cable homes. In addition, TBS's syndication unit has begun negotiations with TV broadcast stations, both independent and network-affiliated, in the top 30 markets for rights to the games. Negotiations for radio coverage by an amalgamation of stations forming an independent network are also in the works.

The league, as announced by TBS Executive Vice President Robert Wussler and NFLPA Executive Director Ed Garvey last week in Washington, would play two games a week for nine weeks. Six teams, one to represent each conference of the NFL, would be formed. The Los Angeles-based talent and promotion firm of Krager & Saltman is lining up promoters in major cities to secure stadium facilities and promote the games. Fourteen commitments have been received so far. Each team would carry 45 players, voted to the team by other players. Garvey said each player would be compensated \$4,000 to \$5,000 for each game, which would work out to over \$8 million over the nine-week season. Additional money would be available for players not selected, which would bring the tab to "in excess of \$10 million," said Wussler. The networks' five-year NFL contract runs to \$2 billion.

Wussler said TBS could make \$20

million to \$30 million if the season runs its course, which would include a championship game in December at Aloha Stadium in Honolulu.

Wussler said six advertisers had shown interest as of Friday, Aug. 13, and said work would begin in earnest today to talk to additional advertisers and broadcast stations about carrying the games. Advertiser reaction has been "excellent," said Wussler, who hopes to get near the \$80,000-mark for 30-second spots the networks were charging in their contract with the NFL. Wussler said TBS would begin accepting conditional ad contracts this week.

TBS hopes to reach about 85% of the 80 million TV homes through cable and TV coverage. Wussler said there would be no television blackouts.

All the above is predicated on a "work stoppage," as Garvey was calling it. Should a strike occur, the "unofficial season," including its promotion, would not begin until two weeks after the work stoppage. If the new league plays one game and the labor dispute is solved, the league and the Turner TV contract would dissolve. Coaches and announcers for the games have not been chosen.

At the press conference, both Garvey and Wussler said they hoped there would not be a strike. Ted Turner, as TBS's principal owner, is a sports owner himself with the baseball Braves and the basketball Hawks. And though Wussler said last year's baseball strike was "no fun," he said the agreement was designed to provide the American public with NFL-type football in the fall.

Garvey echoed that concern, saying the agreement provided compensation for the players in the event of a strike (the NFLPA has no strike fund, he said) and would not prevent football fans from viewing professional-caliber games.

Ticket prices for the games would be no more than 75% of the average NFL games, Garvey said, and 2,000 tickets would be given away to a youth organization for each game. Garvey said if a strike occurs and lasts three to four weeks, it would shut down the NFL for the entire season. □

WGA executive warns of creeping commercialism in public broadcasting

The executive director of the Writers Guild of America West has voiced concern over what she sees as the growing commercialism among the nation's public television stations. In an interview, WGA's Naomi Gurian said that some Public Broadcasting Service stations are "very close to having lost any characteristics that distinguish them from the commercial stations. When they lose those, there is no reason to give them a special break in rates. Now they have commercials, which they call 'enhanced underwriting.'"

Gurian predicted that as the distinctions

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between commercial and noncommercial stations become more blurred, the WGA and other guilds will have less reason to treat the latter as "courteously" as they have in the past.

Members of the WGA are voting by mail through Sept. 7 on a new four-year contract between writers and noncommercial WNET(TV) New York. The agreement, if approved, will be used as a model for

other PBS stations and independent producers.

The contract, retroactive to July 2, 1981, would give WGA members a 10% wage increase for the first two years, 8% for the third, and 7.5% for the fourth. Another provision allows for program rights to revert to the writer after three years for unproduced materials. Those same rights would be subject to negotiated extension

after three years for programming already produced.

The agreement also provides a 15% minimum payment for programs sold to foreign markets and a minimum payment of 10% for programs generating revenues of up to \$100,000 for cable and ancillary markets. There are payment increases in both categories for programs that generate additional revenue. □



Radio programming in the computer-satellite age

Those two technologies are part of the hands-on agenda at NAB's fifth conference in New Orleans

New technologies and the future of radio are themes likely to dominate the fifth annual National Association of Broadcasters Radio Programming Conference, set for Aug. 29-Sept. 1 at New Orleans's Hyatt Regency hotel. As of last week, pre-registration had topped 1,600 and were 20% ahead of those for last year's conference, which drew 1,800 delegates to Chicago.

In addition to three full days of workshops on topics ranging from people management to microprocessors, this year's conference will feature 67 hospitality suites and a 20,000-square-foot exhibit hall, in which more than 40 companies have reserved space. On Tuesday evening, (Aug. 31), the Manhattan Transfer singing group will perform at a dinner concert.

Although new technologies such as satellite distribution and computers are to be the topic of several workshops, the grand finale of the conference, entitled "Tomorrow's Radio," is likely to offer the most new information. Based on original research recently completed by Paul Bortz of Browne, Bortz & Coddington, Denver, the presentation will examine the role radio presently plays in consumers' lives. It also will assess the future of radio as a marketing tool and entertainment medium and will look at how new technologies will affect radio in the coming years. The NAB commissioned the \$50,000 research project in June, according to NAB vice president for research, Larry Patrick, who will join Bortz in presenting its results.

This year's conference appears to promise more hands-on opportunities in production, problem solving and equipment operation than any of its predecessors. According to Wayne Cornils, NAB vice president, radio, "This is a working convention

where people want to learn, not listen to speeches."

An ongoing production clinic, offered all day Monday and Tuesday in the exhibit hall, will give delegates a chance to try out techniques demonstrated by Joel Salkowitz, ABC Radio Network, New York, and Don Elliott, KHS(FM) Los Angeles.

At another series of clinics, Ken Maness and Jay Christian of WJCW(AM)-WQUT(FM) Johnson City, Tenn., will show broadcasters how to create their own software for home computers used at radio stations. Six TRS-80 Model III desktop business computers will be available at the clinic for hands-on experience.

Home computers are being used more and more by radio stations, according to Cornils, especially in smaller markets, where many broadcasters find a home computer can handle programming, traffic and billing needs. In addition, large-market stations are buying small computers for their programming departments, said Cornils, because programmers often have trouble gaining access to their station's main computer. A recent survey by NAB found that of radio stations that have changed their logging system in the past year, one in four did so to adapt to a new computer system rather than because of the FCC's elimination of its logging requirement over a year ago.

At other sessions to be offered at this year's conference, George Burns, Burns Media Consultants, Studio City, Calif., will conduct role-playing exercises to find solutions to the problems of small- and large-market program directors, and another consultant, John Lund, The Lund Consultants to Broadcast Management, San Francisco, will moderate a rundown of the "Top 30 Trademarks of Successful Stations." There will also be sessions on news, program directors and sales, and the state of AM radio.

Lunch on the first full day of the conference (Monday, Aug. 30), will feature

for the third consecutive year a special session on "How to Make Money With Your Mouth." Jerry Stiller and Anne Meara, the comedy team famous for its numerous radio commercial campaigns, will be guests at this year's session, to be moderated by Mutual Broadcasting System's all-night host, Larry King.

As have all of its predecessors, the fifth annual Radio Programming Conference will include format rooms, this year to be offered on Sunday, the opening day, and repeated later in the program. Sunday's agenda also includes a Research Fair, at which 13 specialists will be available to answer questions from broadcasters, a Legal Fair, featuring seven communications attorneys available for free advice, and a People Management Fair, offering personal consultation with specialists in that field.

Additional highlights, according to Cornils, will include a program director's proficiency test, to be administered by NAB on the last day of the conference. Program directors' completed tests will be graded by NAB staffers after the conference, and passing scores will be awarded certificates. □

Time Inc. to launch cable viewing guide

'TV-Cable Week' will be distributed by cable systems

Time Inc. announced plans last week to launch what essentially amounts to the cable equivalent of *TV Guide*—a magazine to be known as *TV-Cable Week*. The new book, slated for publication each week beginning in the latter part of the first quarter 1983, will contain "system specific" cable listings of every program on every channel scheduled for carriage over each cable system participating in the

venture. Thus, for every system participating in the project, there will be a separate edition of *TV-Cable Week*. The new magazine will be marketed through the participating cable operators on a subscription basis, although Time officials did not rule out future newsstand sales. Each edition will contain a national 32-page wrap-around section, and will cost the subscriber about 70 cents an issue.

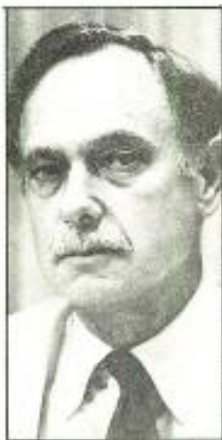
Daniel E. Zucchi has been appointed publisher of the new magazine and Richard Burgheim has been appointed managing editor. Zucchi is a former advertising sales director and circulation director of *Money* magazine, a Time Inc. publication launched 10 years ago. He also held the post of circulation director of *People* magazine which Time started in 1974. Burgheim joined Time in 1960 as a staff writer, rising to the position of associate editor and specializing in entertainment and television. In 1974, he moved to the staff of *People* and had been executive editor there since last year.

The concept for Time's latest magazine venture was developed over the past 13 months by a small publishing task force led by Kelso Sutton, group vice president, magazines, for Time.

Sutton described the venture as a "large



Zucchi



Burgheim

undertaking," which has the potential to grow as large as some of the company's multimillion-subscriber magazines "within a couple of years."

Sutton indicated that *TV-Cable Week* is intended to make the program selection process for the cable subscriber a lot easier than he claims it is today. The cable viewer, he said, is confronted with "a bewildering array of material" from which to make his program-viewing choices, including newspapers, *TV Guide*, pay-cable guides, and monthly cable guides. And Time's research suggests that cable subscribers are "not happy" about having to pore over all of that material to make their choices.

The new magazine will be the size of *Time* and will contain regional as well as national advertising. Participating cable companies will receive an incentive package including both cash and advertising space. And while Time has talked with a number of cable operators about the venture, it has not asked any of them to commit themselves just yet, including



ATC, a Time subsidiary and the number-two ranked MSO. Sutton also made a point of saying that it should not be taken as a given that ATC systems will be obligated to participate.

Sutton noted that development expenses for *TV-Cable Week* will amount to a pre-tax figure of about \$100 million.

He also downplayed the notion that *TV-Cable Week* is a vehicle for taking on *TV Guide* head-to-head, but admitted that it would be "somewhat redundant" for a cable subscriber to have both magazines. But he insisted that *TV-Cable Week* will be targeted "through the cable operator to his market, not the mass market" that *TV Guide* reaches (currently about 12 million subscribers).

Editor Burgheim outlined the general direction that the editorial content will take. Like *People*, it will be "personality oriented," with an emphasis on sports and the figures involved in the films that are featured in a given week. Trend stories will also be a key component, he said. And for the most part stories will be staff written with an occasional guest writer.

Publisher Zucchi suggested that not only will the guide make viewing selection easier, it will also provide "the cable operator with a weekly marketing tool," to sell his various program and enhanced services. He noted that the magazine will be marketed on a "cooperative" basis by Time and the participating cable operators. He said that Time will provide "extensive" direct-mail marketing assistance as well as print and broadcast-advertising spots.

Without being too specific, Sutton said the magazine hopes to launch with subscribers in the "several-hundred-thousand range," (and starting with between 20 to 30 systems) and that in five years circulation should be in the "multi-million range."

What about those systems with only a few thousand subscribers? Would a press run for a system of that size be economically feasible? Sutton responded that the company is still "exploring" those issues. "It's one of the unknowns," he said, referring to what the smallest feasible press run actually is. □

Ratings Roundup

Score another prime time win for CBS-TV.

For the week ended Aug. 15, CBS averaged a 13.3 rating and 26 share. ABC-TV, for the second week in a row, came in a half point behind, this time at 12.8/26. NBC-TV followed at 11.2/22.

While summer reruns continued to dominate the network schedules, CBS's *Filthy Rich*, an original series episode, topped the rankings. The first show of a three-episode test run earned a 24.2/39, outscoring its *M*A*S*H* lead-in (22.9/39). Not currently in CBS's fall lineup, *Filthy Rich* could get a mid-season replacement berth if its ratings hold up.

Two ABC movies ranked among the "First 20" rated programs: *Renegades* (17.9/33) and the theatrical "Force 10 From Navarone" (15.7/29). The same network also had the lowest scoring movie: another theatrical, "American Hot Wax" (8.6/18).

The week's two news documentaries fell to the bottom two positions: *NBC Reports: Japan vs. USA—The High-Tech Shootout* (6.0/12) and *ABC News Closeup: Swords, Plowshares & Politics* (5.1/11).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Wednesday and Saturday, and NBC scored best on Wednesday.

CBS had the highest nightly score with Monday's 19.3/34 from *Private Benjamin*, *WKRP in Cincinnati*, *M*A*S*H*, *Filthy Rich* and *Cagney and Lacey*. NBC had the lowest, a 6.7/14 from *Here's Boomer*, *Harper Valley*, *Nichols and Dymes* and *NBC Reports*.

The First 20

1.	<i>Filthy Rich</i>	CBS	24.2/39
2.	<i>M*A*S*H</i>	CBS	22.9/39
3.	<i>Three's Company</i>	ABC	18.9/34
4.	<i>WKRP in Cincinnati</i>	CBS	18.7/33
5.	<i>Too Close for Comfort</i>	ABC	18.2/32
6.	<i>Renegades</i> (Movie)	ABC	17.9/33
7.	<i>Cagney and Lacey</i>	CBS	17.5/31
8.	<i>60 Minutes</i>	CBS	17.1/38
9.	<i>Hart to Hart</i>	ABC	16.7/30
10.	<i>Jeffersons</i>	CBS	16.4/29
11.	<i>Trapper John, M.D.</i>	CBS	16.3/30
12.	<i>Quincy, M.E.</i>	NBC	16.0/29
13.	<i>"Force 10 From Navarone"</i> (Movie)	ABC	15.7/29
14.	<i>Laverne & Shirley</i>	ABC	15.6/31
15.	<i>Magnum, P.I.</i>	CBS	15.3/30
16.	<i>Alice</i>	CBS	15.2/29
17.	<i>Fantasy Island</i>	ABC	15.0/31
18.	<i>Private Benjamin</i>	CBS	14.9/29
19.	<i>Love Boat</i>	ABC	14.7/30
20.	<i>Hill Street Blues</i>	NBC	14.7/27

The Final Five

65.	<i>One Of The Boys</i>	NBC	6.9/15
66.	<i>Here's Boomer</i>	NBC	6.1/14
67.	<i>Electric Grandmother</i>	NBC	6.0/13
68.	<i>NBC Reports: Japan vs U.S.A.—The High-Tech Shootout</i>	NBC	6.0/12
69.	<i>ABC News Closeup: Swords, Plowshares, & Politics</i>	ABC	5.1/11

AT&T, Justice near accord with Greene

Save for a few modifications asked for by the government, consent decree with Bell is all but complete

The Department of Justice and AT&T are prepared to accept a court's revisions of the consent decree they have negotiated as a means of ending the government's seven-year-old antitrust suit against the company. But the government has asked the court to modify a provision dealing with the marketing of customer premises equipment—telephones and switchboards—by local operating companies.

Under the proposed consent decree, the 22 Bell operating companies to be divested by AT&T would be barred from marketing such equipment. Judge Harold Greene, in one of his proposed modifications, would remove that restriction; he saw no danger of such marketing leading to anticompetitive practices.

But Justice does, at least in connection with the more complex customer equipment. As a result, in a memorandum filed with the court last week, it suggested that the restriction be lifted only on residential or single-line business customer premises equipment. The department said it "continues to believe there is a very substantial competitive danger in allowing the BOC's to provide, without limitation, more complex equipment."

The department did not take an absolute stand against the BOC's marketing even the more complex equipment. Rather, it said, the court should not permit it until a hearing demonstrated no anticompetitive activity would result.

The department was not making a do-or-die issue of the recommendation. It said it would agree to the court's proposed modifications regardless of the reaction to the suggested change.

The "alternatives" to accepting the court's proposed modifications, the department said, "would pose unacceptable costs to the public interest, including delay in the reorganization process." Under the proposed consent agreement, AT&T is to submit within six months a plan for reorganizing the company and divesting the local companies within 18 months of the date Greene approves the plan.

Greene, in a 178-page opinion issued on Aug. 11 (BROADCASTING, Aug. 16), had accepted the major outlines of the proposed consent decree. It calls for divestiture of the 22 local operating companies but permits AT&T to retain its long-distance division; its manufacturing subsidiary, Western Electric, and its research arm, Bell Labs.

Acceptance of the proposed decree by the court would open the door to AT&T's entry into the information age, for it would supersede a 1956 consent decree, ending an earlier antitrust suit, that bars AT&T from engaging in nonregulated enterprises.

And Greene said he would not accept the proposed consent decree unless the parties agreed to several major modifications, including the one dealing with the local companies marketing of customer premises equipment. And if he did not accept the decree, he said, he would resume the antitrust trial.

AT&T said it would agree to the proposed modifications without question. As for Justice's proposed change, AT&T said it could go either way. Because restrictions on the BOC's activities were the department's idea, AT&T said, it does not support restoration of restrictions. But because the proposal is less restrictive than the provision in the proposed decree submitted by the parties, AT&T added, it would also consent if the court were to adopt the change offered by Justice.

Keyfax teletext launch set for Nov. 15

Joint venture between SSS and Keycom will be delivered over WTBS's vertical blanking interval for \$19.90 per month

The boards of Keycom Electronic Publishing and Satellite Syndicated Systems last week approved a joint venture to provide a teletext magazine to cable subscribers over a WTBS(TV) Atlanta subcarrier beginning Nov. 15.

Keycom, a joint venture between Centel Corp., Honeywell Inc. and Field Enterprises, has been testing a teletext magazine over Field's WFLD-TV Chicago since April 1981. Since May, a test has gone out over the vertical blanking interval of WTBS.

The teletext service will include news, sports, business and weather information, plus a leisure package of horoscopes, recipes, reviews, regional features, games and puzzles. The newsroom for the service will operate 24 hours a day, seven days a week and will be staffed by "outstanding teletext journalists," according to the co-venturers.

The service will be offered to subscribers for \$19.90 a month, \$9.95 for the decoder rental and \$9.95 for the service. Cable operators originally will retain \$3.95 per month, \$4.95 if they reach 1% penetration in their systems with the teletext magazine.

Keycom announced a contract with Ayr Viewdata, a British company, to manufacture the initial 3,000 decoders needed for the service's launch. Ayr has built decoders for the British teletext services, Ceefax and Oracle, for several years.

Selman Kremer, vice president of SSS, said a "no-risk" offer detailing the affiliate marketing plan would be mailed to cable operators this week.

Both company presidents hailed the launch. Robert Nichols, president and chief executive officer of Keycom, said: "When Keyfax premieres nationally, it will be the first time teletext will be available to a broad-based cross-section" of America.

SSS President Ed Taylor said: "Keyfax will be a boon to cable operators because of the revenue-producing potential it gives them, and because it takes no channel space."

SSS expects to reach 200,000 cable homes or 1% penetration within the first 30 months of the service with WTBS's cable universe of 22 million homes.

Press conferencing via videoconferencing

TeleConcepts sets up service for 10 cities for \$32,500

A New York-based videoconferencing producer is hoping to add a new dimension to an old journalistic institution: the press conference.

TeleConcepts in Communications Inc. has begun marketing PressNet, a specialized videoconferencing service that will allow companies to make announcements via closed-circuit TV to reporters congregated in 10 different cities at the same time.

The company/client picks the day and time and, for a fixed price of \$32,500, TeleConcepts does the rest. It rents a studio, produces the press conference and beams it live via satellite to hotel meeting rooms in New York, Los Angeles, Chicago, Washington, Dallas, Atlanta, Boston, San Francisco, Philadelphia and Kansas City, Mo. Reporters in those meeting rooms will watch the proceedings on two or three television monitors and ask their questions via a two-way audio hook-up. To take advantage of the

fixed price, the client must originate its conference from New York, Los Angeles or Washington.

To accommodate the broadcast media, TeleConcepts will provide at each site a distribution amplifier into which television and radio crews can plug to pick up the video or audio or both.

"What PressNet means is that news conferences no longer have to be held in a major city in order to attract national media coverage," said Jay Johnson, president of TeleConcepts, "and press representatives from all over the country can cover the news in person and in a timely manner.

"Up to now, those who put on a press conference had to keep their fingers crossed that someone from the Associated Press or UPI or *Time* magazine or one of the TV networks would show up

so that their news would make it beyond the city limits," he said.

TeleConcepts' fixed price represents a "bare bones" service, Johnson said. The set is simple, he said, and the time is limited to one hour. A more elaborate production and more time are available for additional charges, he said.

Clients are not restricted to 10 cities, Johnson said. Other cities may be added to the network for an additional charge of \$2,500 per city.

Founded eight years ago, TeleConcepts has a long history in the videoconferencing business. It has set up videoconferences using satellite as well as land lines for a host of major corporations, including Johnson & Johnson, J.C. Penney, Xerox, Pfizer Pharmaceutical and the Chicago Apparel Center. □

For the Record

As compiled by BROADCASTING, Aug. 9 through Aug. 13, 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

FM applications

■ **Eagar, Ariz.**—Eastern Arizona Broadcasting Co. seeks 92.5 mhz. 25 kw. HAAT: 42 ft. Address: 530 East Ninth Ave., Mesa, Ariz. 85204. Principals: Ira M. Lavender (88%). Grant L. Palmer and Eugene L. Schwartz (5% each) and Larry E. Sherwood (2%). Filed July 30.

■ **Pagosa Springs, Colo.**—Davis Broadcasting Inc. seeks 106.3 mhz. 175 w. HAAT: 1,300 ft. Address: 1217 Valencia Drive, N.E. Albuquerque, N.M. 87110. Principals: Dorothy Davis (70%) and son, Don Davis (30%). Don Davis is chief operator at KRKE(AM)-KWXL(FM) Albuquerque. Filed July 29.

■ **Agana, Guam**—Guam Radio Services Inc. seeks 100.3 mhz. 2.08 kw. HAAT: 941 ft. Address: 530 West O'Brian Drive, Agana 96910. Principal: Principally owned by Western Systems Inc. Lee Holmes is chairman and president. He has no other broadcast interests. Filed Aug. 3.

■ **Leoti, Kan.**—KIUL Inc. seeks 99.9 mhz. 61.3 kw. HAAT: 395 ft. Address: 308 North Seventh, Garden City, Kan. 67846. Principal: Group of 10 stockholders, headed by Elton E. Jewell, president and 8% owner. They own KIUL(AM) Garden City, Kan. Filed Aug. 4.

■ **Natchitoches, La.**—Barron Broadcasting Inc. seeks 95.9 mhz. 3 kw. HAAT: 323 ft. Address: 913 Harvey Street, Natchitoches, La. 71457. Principals: Bennie G. Barron (51%), Hal Bundrick (29%), Donna Cloutier and Irma S. Willard (10% each). Bundrick is program director at KROK(FM) Shreveport, La. Filed Aug. 6.

■ **Petal, Miss.**—Petal Broadcasting Inc. seeks 106.3 mhz. 3 kw. HAAT: 300 ft. Address: 7 Lynnray Road, Petal, Miss. 39465. Principal: Jerriene Bourne Wilson (100%), who has no other broadcast interests. Filed Aug. 5.

■ **Cut Bank, Mont.**—Glacier Communications Inc.

seeks 102.7 mhz. 50 kw. HAAT: 573 ft. Address: Box 1425, Cut Bank 59427. Principals: Closely held group of more than 25 stockholders headed by Douglas B. Johnson, president. None have other broadcast interests. Filed Aug. 3.

■ **Harlingen, Tex.**—South Texas Educational Broadcasting Council seeks 88.9 mhz. 3 kw. HAAT: 338.75 ft. Address: 4455 South Padre Island Drive, Suite 38, Corpus Christi, Tex. 78411. Principal: Applicant owns educational KEDT(TV) and KKED(FM) both Corpus Christi, Tex. Terrel Cass is president and general manager. Filed July 28.

■ **Harker Heights, Tex.**—STL Broadcasting Corp. seeks 105.5 mhz. 3 kw. HAAT: 300 ft. Address: Quarters 56 Plumb Point Loop, APG, Md. 21005. Principals: Carole P. Mathis (51%) and husband, Robert N. Mathis (49%), who have no other broadcast interests. Application was returned, but is now resubmitted with petition for reconsideration specifying new transmitter site. Filed July 30.

■ **Bountiful, Utah**—Bountiful Communications of Utah Inc. seeks 99.5 mhz. 29 kw. HAAT: 3,632 ft. Address: 9039 Katy Freeway No. 70, Houston 77024. Principals: D. Garry Munson and John Larsh (36.5% each), David J. Gonzales (25%) and Dominica DiMaria (2%). Munson owns 98% of KIEE(FM) Harrisonville, Mo., with DiMaria and Larsh owning other 2%. Munson also owns 37.8% of KZUN(AM)-KKPL(FM) Opportunity, Wash. Gonzales is news reporter at KTUX(TV) Salt Lake City. Filed Aug. 6.

■ **Kingwood, W. Va.**—S. Dean Benson seeks 96.7 mhz. 430 w. HAAT: 800 ft. Address: 147 East Main Street, Bridgeport, W. Va. 26330. Principal: Benson has no other broadcast interests. Filed July 26.

TV applications

■ **Gulfport, Miss.**—Four-O Inc. seeks ch. 25: ERP: 2,500 kw vis., 250 kw aur. HAAT: 1,533 ft.; ant. height above ground: 1,542 ft. Address: Route 1, Box 150, Brandon, Miss. 39042. Legal counsel: Seymour M. Chase, Washington. Consulting engineer: David L. Steel Sr. Principals: Lewis C. Hooper, E.O. Roden, Zane S. Roden Sr. and Joe H. Sanderson (25% each). Hooper owns one-third of WLIN(FM) Jackson, Miss., and 20% owner of permittee WYSB-TV West Point, Miss. Rodens also are principal owners of WTAM(AM)-WGCM(FM) Gulfport, WOKJ(AM)-WJMI(FM) Jackson, both Mississippi, and WBOP(AM)-WTKX(FM) Pensacola, Fla. Filed July 29.

■ **Natchez, Miss.**—Southern Broadcasting Inc. seeks ch. 48: ERP: 457 kw vis., 45.7 kw aur. HAAT: 300 ft.; ant. height above ground: 320 ft. Address: P.O. Box 73, Batesville, Miss. 38606. Principal: J. Boyd Ingram (100%), who owns WESE(AM) Baldewyn, and 85% of WBLE(AM)-WWUN(FM) Batesville, both Mississippi, and construction permit for WTYJ(FM) Fayette, Miss. Filed June 30.

■ **Lincoln, Neb.**—Payvision Communications seeks ch. 51: ERP: 712.21 kw vis., 71.1 kw aur. HAAT: 134.5 ft.; ant. height above ground: 181 ft. Address: 637 Kenesaw Avenue, Knoxville, Tenn. 37919. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principals: Robert B. Blow and wife, Pamela Blow (50% each), who also are applicants for new FM

at Bald Knob, Ark., and new TV at Biloxi, Miss. Filed July 27.

■ **Lincoln, Neb.**—Linda Clevenger seeks ch. 45: ERP: 712.85 kw vis., 71.2 kw aur. HAAT: 133.5 ft.; ant. height above ground: 131 ft. Address: Route 2, Box 44A, Jefferson City, Tenn. 37760. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principal: Clevenger also filed more than 25 applications for low power TV stations. Filed July 27.

AM action

■ **Louden, Tenn.**—Tellico Broadcasting Inc. granted 1140 khz. 1 kw-D. Address: Route 4, Box 318, Lenoir City 37771. Estimated construction costs: \$60,000; first-quarter operating cost: \$24,700. Principals: James W. McGhee and Howard H. Oberholtzer Jr. (50% each). McGhee is producer and director at non-commercial WSJK(TV) Knoxville, Tenn. Oberholtzer is

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engineer with Tennessee Valley Authority. Neither has other broadcast interests. (BP-820216BC). Action Aug. 3.

FM actions

■ **Corning, Ark.**—Eulis W. Cochran granted 93.5 mhz, 3 kw, HAAT: 137 ft. Address: Second and Pearl Streets, Corning, Ark. 72422. Estimated construction costs: \$4,500; first-year operating cost: \$12,000; first-year revenue: \$24,000. Format: Standard pops. Principal: Cochran owns KCCB(AM) Corning. (BPH-810720AO). Action Aug. 4.

■ ***Wyoming, Mich.**—Wyoming Public Schools granted 88.1 mhz, 1 kw, HAAT: 72 ft. Address: 2820 Clyde Park S.W. Wyoming. 49509. Estimated construction cost: \$34,852; first-year operating cost: \$12,720; revenue: \$140,000. Format: Educational. Principal: Public educational institution. Donald Schuitema is president of Wyoming school board. (BPED-800421AF). Action Aug. 4.

■ **La Luz, N.M.**—Audrey Anderson granted 92.7 mhz, 3 kw, HAAT: -172 ft. Address: Rural Route 1, Box 224A, Almagordo, N.M. 88310. Estimated construction costs: \$10,000; first-quarter operating cost: \$9,000; first-year revenue: \$90,000. Principal: Anderson is Textline, Tex., businessman and has no other broadcast interests. (BPH-820402AE). Action Aug. 2.

■ **Grifton, N.C.**—Marks S. Manafó granted 99.3 mhz, 3 kw, HAAT: 266 ft. Address: 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Contemporary. Principal: Mark S. Manafó (100%) who is applicant for new FM d/b/a Elkins Broadcasting Co. for Elkins, W. Va. (BROADCASTING, June 15, 1981), and applicant for new FM's at Bath, N.Y. and Hilton Head, S.C. (BROADCASTING, Sept. 28, 1981). (BPH-810903AF). Action July 30.

■ **Woodward, Okla.**—Omni Communications Inc. granted 101.1 mhz, 100 kw, HAAT: 1,005 ft. Address: 1418 Main Street, P.O. Box 1360, Woodward 73801. Estimated construction costs: \$471,000; first-year operating cost: \$66,500; first-year revenue: \$96,000. Principals: J. Douglas Williams and Karen Laubhan (50% each). Williams is Woodward attorney. Laubhan is receptionist. Williams is also associated with Williams Oil Co., which last year was principal owner in purchase of KJAK(FM) Slaton, Okla., for \$575,000 (BROADCASTING, July 13, 1981). (BPH-820309AK). Action July 28.

■ **Ladysmith, Wis.**—Flambeau Broadcasting Co. granted 92.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 351, Ladysmith, Wis. 54848. Estimated construction costs: \$21,700; first-quarter operating cost: \$1,447; first-year revenue: \$24,000. Format: CW. Principal: Ruth Nelson (100%) who also owns WLDY(AM) Ladysmith. (BPH-811125AG). Action July 30.

■ **LaFollette, Tenn.**—LaFollette Broadcasters Inc. granted 104.9 mhz, 120 w, HAAT: 1,240 ft. Address: 307 Westbury Dr., Clinton, Tenn. 37716. Estimated construction cost: \$100,000; first-quarter operating cost: \$30,000; revenue: \$100,000. Format: CW/MOR. Principals: Charles Phillips, W. Alvin Fox and brother, Lester, and J. Carson Ridenour (25% each). Phillips is salesman for WYSH-AM-FM Clinton, Tenn., and WIXI(AM), Lancaster, Ky. The Foxes own and manage Clinton car dealership. Ridenour is Clinton attorney. (BPH-800828AG). Action June 21.

■ **LaFollette, Tenn.**—Primo Communications Inc. dismissed application for 104.9 mhz, 794 w, HAAT: 600 ft. Address: Liberty and Church Streets, Jacksboro, Tenn. 37757. (BPH-800829AC). Action June 21.

■ **LaFollette, Tenn.**—Powell Valley Broadcasting Corp. dismissed application for 104.9 mhz, 625 w, HAAT: 683 ft. (BPH-791213AD). Action June 21.

TV action

■ **New Bedford, Mass.**—Filmways Television Inc. dismissed application for ch. 28; ERP: 1000 kw vis., 100 kw aur., HAAT: 1,000 ft.; ant. height-above ground: 944 ft. Address: 2049 Century Park East, Los Angeles 90067. (BPCT-800618KG). Action July 30.

Ownership changes

Applications

■ **WWCC(AM) Bremen, Ga.** (1440 khz, 2.5 kw-D)—

Seeks assignment of license from Carroll-Haralson Radio Inc. to Radio Investment Group Ltd. for \$225,000 (BROADCASTING, Aug. 16). Seller is principally owned by M.L. Lamar, who has no other broadcast interests. He bought WWCC in 1975 for \$25,000 (BROADCASTING, Dec. 1, 1975). Buyer is composed of South East Radio Management, general partner, and six limited partners. A.H. Woodall is president of general partner, who owns 42% of KGSW(AM) Greenwood, S.C.; 25% of WGA(AM) Valdosta, Ga.; one-third each of WPTM(FM) Walden and WSMY(AM) Roanoke Rapids, both North Carolina, and 29% of WGRA(AM) Cairo, Ga. Filed Aug. 5.

■ **WJJC(AM) Commerce, Ga.** (1270 khz, 1 kw-D)—Seeks transfer of control of WJJC Broadcasting Inc. from Dallas M. Tarkenton (100% before; none after) to Oscar Wiseley and Henry Asbury (none before; 100% after). Consideration: \$350,000. Principals: Sellers own 75% of WJGA(FM) Jackson and 50.1% of WCOH-AM-FM Newnan, both Georgia. Buyers are Oscar L. Wiseley (90%) and Henry L. Asbury (10%). Wiseley is Atlanta businessman. Asbury is Jefferson, Ga., bank president. Neither has other broadcast interests. Filed Aug. 4.

■ **WIEZ(FM) Oneonta, N.Y.** (103.1 mhz, 2 kw, HAAT: 360 ft.)—Seeks assignment of license from Cimierian Communications to Corgi Communications Inc. for \$240,000 (BROADCASTING, Aug. 16). Seller is owned by Oscar A. Silver and wife, Janet L. (50% each), who bought WIEZ in 1978 for \$95,000 (BROADCASTING, April 10, 1978). Buyer is owned by William Lee, president, and wife Evelyn (35% each), and 15 others. William Lee is vice president and 7.45% owner of Beck-Ross Communications Inc., Rockville Center, N.Y.-based group owner of two AM's and four FM's. Filed Aug. 30.

■ **WDBS(FM) Durham, N.C.** (107.1 mhz, 3 kw, HAAT: 295 ft.)—Seeks assignment of license from WDBS Inc. to Classic Ventures Ltd. for \$475,000 (BROADCASTING, Aug. 16). Seller: Noncommercial corporation that has no other broadcast interests. William P. Dix Jr. is president. Buyer: Howard A. Wilcox, Thomas L. Swatzel Jr., Jerry W. Oakely and William P. McDonald III (25% each). Wilcox is general manager of WDNC(AM)-WDCG(FM) Durham, N.C. Swatzel owns 40% of parent company which owns WIRC(AM)-WXRC(FM) Hickory, N.C., of which Oakely and McDonald also each own 30%. Filed Aug. 5.

■ **WTOB(AM) Winston-Salem, N.C.** (1380 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from 1490 Inc. to Southway Inc. for \$450,000 for 80%. Seller: John Woods is president of Woods Communications Corp., parent company of 1490 Inc. No other broadcast interests. Buyer: Weston P. Hatfield and Richard E. Maxey (40% each) and John F. Woods (20%). Hatfield is Winston-Salem attorney. Maxey is president of Gastonia, N.C. cable system. Woods is president of selling group. Filed July 29.

■ **WCIN(AM) Cincinnati** (1480 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Beni of Ohio Inc. to KLM Communications Inc. for \$2.25 million (BROADCASTING, Aug. 16). Seller is subsidiary of Broadcast Enterprises National Inc., which owns WAOK(AM) Atlanta; WITH(AM) Baltimore; WHEC-TV Rochester, N.Y.; WBLZ(FM) Hamilton, Ohio; WPDQ(AM) Jacksonville, Fla.; WJAS(AM) Pittsburgh, Pa.; and WTLC(FM) Indianapolis. BENI also owns 25% of WJIV(AM) Charlotte, Mich. Ragan Henry is president. Buyer: Ken McDowell (100%), who is Cincinnati attorney and former news announcer and reporter at WLWT-TV Cincinnati. Filed Aug. 2.

■ **KUKA(AM) San Antonio, Tex.** (1260 khz, 1 kw-U)—Seeks assignment of license from Por Favor Inc. to Texas Lotus Corp. for \$875,000 (BROADCASTING, Aug. 16). Seller is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger, who bought KUKA last year for \$850,000 (BROADCASTING, Aug. 17, 1981) and are selling it to permit their acquisition of co-located KMAC(AM) for \$1 million from Capitol Broadcasting (BROADCASTING, July 26). Epperson and Atsinger own WEZE(AM) Boston, WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville, and 20% of KGFT(FM) Carpinteria, all California. He also sold, subject to FCC approval, KTED(FM) Fowler, Calif., for \$700,000 (BROADCASTING, Aug. 9). Buyer is subsidiary of Lotus Communications Corp., Las Vegas-based group

owner of six AM's and five FM's whose last acquisition was WDON(AM) Wheaton, Md., for \$700,000 (BROADCASTING, Oct. 19, 1981). Howard Kalmenison is president. Filed Aug. 4.

■ **KURA(AM)-KRND(FM)[CP] Moab, Utah** (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 3 kw, HAAT: 457 ft.)—Seeks assignment of license from Moab Broadcasting & Television Corp. to Long Lives Broadcasting Inc. for \$350,000 (BROADCASTING, Aug. 16). Seller is principally owned by Randal J. Taylor, president (67.4%) and Craig B. Wirth (20.6%), who have no other broadcast interests. Buyer is owned by Bruce Long, who owns KTHE(AM) Thermopolis, Wyo., and also holds CP for new FM there. Filed Aug. 4.

■ **WBBI(AM)-WABN(FM) Abingdon, Va.** (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 1.8 kw, HAAT: 370 ft.)—Seeks transfer of control of Burley Broadcasting Inc. from Lindy M. and wife, Frances L. Seamon (100% before; none after) to Southern Communications Inc. (none before; 100% after). Consideration: \$500,000 (BROADCASTING, July 12). Principals: Sellers each own 50% and have no other broadcast interests. Buyer is principally owned by Ira W. Southern, who also is principal owner of WJKB(AM)-WCIR(FM) Beckley, W. Va. Filed July 28.

■ **WXVA(AM)-WZFM(FM) Charles Town, W. Va.** (AM: 1550 khz, 5 kw-D; FM: 98.3 mhz, 3 kw, HAAT: 110 ft.)—Seeks assignment of license from WXVA Broadcasting Corp. to Heritage Broadcasting Co. for \$400,000. Seller: John P. Luce (100%), who bought station 12 years ago for \$225,000 (BROADCASTING, July 6, 1970), and has no other broadcast interests. Buyer is equally owned by Gene E. McCoy, David E. Schoumacher and Joseph C. Giuliana. Schoumacher is anchor at WJLA-TV Washington. They own WGMD(FM) Rehoboth Beach, Del. McCoy also owns 25% of WPMW(FM) Mullens, W. Va. Filed July 28.

Actions

■ **WBKF(FM) Macclenny, Fla.** (92.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Woodrow W. Rhoden to John Locke for \$400,000. Seller has no other broadcast interests. Buyer owns WPUL(AM) Bartow, Fla. (BPCH-820203HO). Action July 30.

■ **KNAN-TV[CP] West Monroe, La.** (ch. 39, 16.6 kw, ant. 500 ft.)—Granted assignment of construction permit from Roger D. Pinton to Carolina Christian Broadcasting Inc. for \$50,000. Seller: Pinton also owns KNAN(FM) Monroe, La. Buyer: Principally owned by James H. Thompson, who also is principal owner of WGG5-TV Greenville, S.C., and holds permit for new UHF at Myrtle Beach, S.C. CCBI also is applicant for new UHF at Nashville, Tenn. (BROADCASTING, Nov. 12, 1979). (BAPCT-820614FN). Action Aug. 5.

■ **KTGR(AM)-KCMQ(FM) Columbia, Mo.** (AM: 1580 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 160 ft.)—Granted assignment of license from Tiger Broadcasting Corp. to Kelly Communications for \$1,286,250 plus \$375,000 for noncomplete agreement. Seller is principally owned by W.J. Wheeler, who also owns 25% of KHOZ-AM-FM Harrison, Ark. KTGR(AM)-KCMQ(FM) combination was bought four years ago for \$350,000 (BROADCASTING July 10, 1978). Buyer is principally owned by Jim McCruden, who owns 75% of WJOY(AM) (formerly WHIT) New Bern, N.C.; 51% of KJEZ(FM) Poplar Bluff, Mo., and 49% of WOPD(AM) Lakeland, Fla. WJOY was bought this year for \$226,000 (BROADCASTING, March 16), and KJEZ was bought last year for \$600,000 (BROADCASTING, Nov. 2, 1981). (BALH-820621GV). Action Aug. 5.

■ **WHVW(AM) Hyde Park, N.Y.** (950 khz, 500 w-D)—Granted transfer of control of Gregory Broadcasting Inc. from Warren Gregory (100% before; 50% after) to Peter Ascianto (none before; 50% after). Consideration: \$150,000 plus loan not to exceed \$122,000. Principals: Seller is transferring 50% interest in station to new investor. He earlier this year sold co-located WJJB(FM) to separate group for \$625,000 (BROADCASTING, Jan. 4) to help satisfy indebtedness of corporation to secured creditors. Current transaction seeks to complete reorganization plan and satisfy remaining creditors. Buyer is Poughkeepsie real estate investor and businessman and has no other broadcast interests. (BTC-820617FX). Action July 30.

■ **WMAF(AM) Monroe, N.C.** (1060 khz, 1 kw-D)—

Granted transfer of control of Union Broadcasting Corp. from Frank A. Funderburk (66% before; none after) to M. Howard Baucum (34% before; 100% after). Consideration: \$300,000. Principals: Transferor is selling majority stock to remaining stockholder. (BTC-820414FO). Action Aug. 2.

■ **WAXO(AM)** Lewisburg, Tenn. (1220 khz. 1 kw-D)—Granted assignment of license from Lewisburg Radio Inc. to 1220 Radio Corp. for \$250,000. Seller: James H. Hayes, Michael Smiley, Edward A. Whitley and estate of Donald Patterson (25% each), who have no other broadcast interests. Buyer: Gil N. Lusk (100%), who is public relations director at Chattanooga bank and has no other broadcast interests. (BAL-82063HM). Action Aug. 6.

■ **KKIK(AM)** Waco, Tex. 1010 khz. 10 kw-D, 2.5 kw-N)—Granted assignment of license from KKIK Inc. to Brown Broadcasting of Waco Inc. for \$600,000. Seller: William W. Jamar Jr. (51%) and wife, Jane Ellen Jamar (49%), who own KBWD(AM) Brownwood and KBIL-FM San Angelo plus minority interests in KSYN-AM-FM Snyder, all Texas. Buyer: Subsidiary of John Brown University, Siloam Springs, Ark.-based educational institution which owns two AM's and two FM's and is applicant for noncommercial FM at Siloam Springs, Ark. and commercial FM at Naples Park, Fla. John E. Brown Jr. is president. (BAL-820624HV). Action Aug. 5.

Facilities changes

AM applications

Tendered

■ **KLOC** (1510 khz) Ceres, Calif.—Seeks CP to change hours of operation to U by adding 2.5 kw-N, and install DA-2. Ann. Aug. 9.

■ **WPUL** (1130 khz) Bartow, Fla.—Seeks CP to change hours of operation to U by adding 500 w-N, and make changes in ant. sys. Ann. Aug. 9.

■ **WAVS** (1150 khz) Fort Lauderdale—Seeks CP to change city of license to Daive, Fla.; change frequency to 1170 khz; change hours of operation to U by adding 250 w-N; install DA-N; change TL, SL and RC; and make changes in ant. sys. Ann. Aug. 9.

■ **WIZY** (1560 khz) Gordon, Ga.—Seeks CP to change frequency to 1120 khz and change to non-DA. Ann. Aug. 13.

■ **WHLN** (1580 khz) Harlan, Ky.—Seeks CP to change frequency to 1030 khz and increase power to 10 kw. Ann. Aug. 13.

■ **WPLQ** (1600 khz) Pittsburgh, Ky.—Seeks CP to change frequency to 980 khz and increase power to 1 kw, DA. Ann. Aug. 13.

■ **WERA** (1590 khz) Plainfield, N.J.—Seeks CP to change hours of operation to U by adding 500 w-N; install DA-2 and make changes in ant. sys. Ann. Aug. 9.

■ **WYNO** (1130 khz) Nelsonville, Ohio—Seeks CP to change frequency to 1120 khz and increase power to 2.5 kw. Ann. Aug. 9.

■ **WGFE** (1580 khz) Morovis, P.R.—Seeks CP to increase power to 2.5 kw. Ann. Aug. 9.

Accepted

■ **KPHX** (1480 khz) Phoenix, Ariz.—Seeks MP of CP (BP800527AA) to move D operation to existing nighttime site. Ann. Aug. 12.

■ **KENO** (1460 khz) Las Vegas, Nev.—Seeks modification of CP to change N directional ant. pattern to add augmentation. Ann. Aug. 13.

■ **KKXL** (1440 khz) Grand Forks, N.D.—Seeks MP of CP (BP-10105) to increase tower height. Ann. Aug. 12.

FM applications

Tendered

■ **WCOH-FM** (96.7 mhz) Newnan, Ga.—Seeks CP to change HAAT to 364 ft., and change TL. Ann. Aug. 9.

■ **KQAY-FM** (92.7 mhz) Tucumcari, N.M.—Seeks CP to change ERP to 270 w; change HAAT to 842 ft.; and change TL. Ann. Aug. 12.

■ ***WIUJ** (88.9 mhz) St. Thomas, V.I.—Seeks modification of CP (BPED-820301AD) to increase ERP to 150 w. Ann. Aug. 9.

Accepted

■ **WOWE-FM** (105.5 mhz) Rossville, Ga.—Seeks

modification of CP (BPH-820617AH) to decrease ERP to 2 kw; increase HAAT to 380 ft. and change TPO. Ann. Aug. 9.

■ **WLTT** (94.7 mhz) Bethesda, Md.—Seeks CP to increase ERP to 22.4 kw; decrease HAAT to 744 ft. and change TPO. Ann. Aug. 9.

■ **KKKA** (104.9 mhz) St. James, Minn.—Seeks modification of CP (BPH-801231AD) to change SL and RC. Ann. Aug. 9.

■ **KRRB** (92.1 mhz) Dickinson, N.D.—Seeks modification of CP (BPH-790328AG) to change TL; change ERP to 867 w; increase HAAT to 573 ft. and change TPO. Ann. Aug. 9.

TV applications

Tendered

■ **KBTX-TV** (ch. 3) Bryan, Tex.—Seeks CP to change ERP to 70 kw vis., 7 kw aur.; change trans. and make changes to ant. sys. Ann. Aug. 9.

Accepted

■ **KTVE** (ch. 10) El Dorado, Ark.—Seeks CP to change SL (outside city of license). Ann. Aug. 9.

■ ***WQPT-TV** (ch. 24) Moline, Ill.—Seeks MP (BPET-801210KK) to change ERP to 147.6 kw vis., and 14.7 kw aur. Ann. Aug. 9.

■ **WBAK-TV** (ch. 38) Terre Haute, Ind.—Seeks CP to change ERP to 1,030 kw vis., 103 kw aur.; and change HAAT to 972 ft. Ann. Aug. 9.

■ **WLAE-TV** (ch. 32) New Orleans—Seeks MP (BPET-820710KG) to change TL. Ann. Aug. 9.

■ **WBQC-TV** (ch. 16) Salisbury, Md.—Seeks MP (BPCT-820223KH) to change vis. and aur.; change ERP to 4,070 kw vis., 407 kw aur. Ann. Aug. 11.

■ **KSPR-TV** (ch. 33) Springfield, Mo.—Seeks MP (BPCT-800714KJ, as mod.) to change ERP to 1,122 kw vis., 112 kw aur., and change TL and change HAAT to 1,079 ft. Ann. Aug. 9.

■ **WBAH** (ch. 30) Memphis, Tenn.—Seeks MP (BPCT-790815KN, as mod.) to change TL. Ann. Aug. 9.

AM actions

■ **WWLX** (620 khz) Lexington, Ala.—Granted (resubmitted) CP to increase power to 5 kw, ND-D. Action Aug. 5.

■ **KWUN** (1480 khz) Concord, Calif.—Granted CP to change ant. sys. (modify D standard pattern). Action Aug. 5.

■ **KCMJ** (1140 khz) Palm Springs, Calif.—Granted modification of CP (BP-790313AB, as mod.) to make changes in ant. sys.; change TL; change power to 2.5 kw-N and 10 kw-D; change from non-DA to DA; change N frequency to 1140 khz.; change type trans. and increase height of tower. Action Aug. 5.

■ **WMLB** (1550 khz) West Hartford, Conn.—Granted modification of CP (BP-780829AE) to change city of license to Bloomfield, Conn.; and change TL. Action Aug. 5.

■ **WRXB** (1590 khz) St. Petersburg Beach, Fla.—Granted CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2, and make changes in ant. sys. Action Aug. 4.

■ **WTIM** (1410 khz) Taylorville, Ill.—Granted modification of CP (BP-20867) to modify standard pattern. Action Aug. 5.

■ **WFXV** (1490 khz) Middlesboro, Ky.—Granted CP to change frequency to 1490 khz; change hours of operation to U by adding 250 w-N, and make changes in ant. sys. Action July 27.

■ **WXKS** (1430 khz) Medford, Mass.—Granted CP to change ant. sys.; add 1 kw-N; operate with 1 kw, DA-N; change SL from Medford to Everett, Mass.; change hours of operation to U (no change in D facilities). Action Aug. 5.

■ **WGME** (1500 khz) Watkins Glen, N.Y.—Granted CP to increase D power to 1 kw. Action Aug. 3.

■ **KWAM** (990 khz) Memphis, Tenn.—Granted CP to change ant. sys. Action Aug. 6.

FM actions

■ **KQIX-FM** (93.1 mhz) Grand Junction, Colo.—Granted CP to increase ERP to 42,658 kw; change HAAT to 2,892.13 ft., change TL; and make changes in ant. sys. Action July 30.

■ ***WLHI** (88.3 mhz) Fort Wayne, Ind.—Granted CP to increase ERP to 100 w and change HAAT to 100 ft.

Action July 28.

■ **WCJC** (96.7 mhz) Madison, Ind.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 263 ft. and change TPO. Action July 28.

■ **KFNV-FM** (107.1 mhz) Ferriday, La.—Granted CP to change HAAT to 273 ft. Action July 30.

■ ***WRBS** (95.1 mhz) Baltimore—Granted CP to make changes in ant. sys. Action July 28.

■ ***WBPV** (90.1 mhz) Charlton, Mass.—Granted CP to increase ERP to 100 w; change HAAT to 390 ft.; change transmission line and make changes in ant. sys. Action July 28.

■ **WTBR-FM** (89.7 mhz) Pittsfield, Mass.—Granted CP to change frequency to 89.7 mhz; increase ERP to 375 w and change HAAT to 117 ft. Action July 30.

■ ***WSRX** (88.5 mhz) Allendale, Mich.—Granted CP to change TL; increase ERP to 147 w; change HAAT to 500 ft. Action July 28.

■ ***WNJC-FM** (88.9 mhz) Senatobia, Miss.—Granted CP to make changes in ant. sys.; change frequency to 88.9 mhz; change TL; change type trans.; change type ant.; decrease HAAT to 147 ft.; change TPO and utilize former trans. and ant. as auxiliary. Action July 28.

■ **WERZ** (107.1 mhz) Exeter, N.H.—Granted CP to change TL; decrease ERP to 2.09 kw; increase HAAT to 352 ft. and make change ins ant. sys. Action Aug. 28.

■ ***WOSS** (91.9 mhz) Ossining, N.Y.—Granted CP to change frequency to 91.9 mhz; change ERP to 16.42 w; change HAAT to 69.06 ft. Action July 27.

■ ***KTEC** (89.5 mhz) Klamath Falls, Ore.—Granted CP to change frequency to 89.5 mhz. Action July 27.

■ **KZZB** (95.1 mhz) Beaumont, Tex.—Granted CP to change TL; specify SL/ RC (to be determined); increase ERP to 100 kw; change HAAT to 551 ft. and make changes in ant. sys. Action July 30.

■ **KXXK** (106.5 mhz) Galveston, Tex.—Granted modification of CP (BPH-800131AI) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 709 ft. and change TPO. Action July 27.

■ **KHBR-FM** (102.5 mhz) Hillsboro, Tex.—Granted CP to change ERP to 32 kw (H); change HAAT to 153 ft (H); change type trans. and change TPO. Action July 28.

■ **KIXS-FM** (93.3 mhz) Killeen, Tex.—Granted CP to install aux. trans. and ant. at main TL; to be operated on ERP of 3.145 kw; change HAAT to 93.89 ft. and change TPO. Action July 27.

■ **KSOX-FM** (101.7 mhz) Raymondville, Tex.—Granted CP to change TL; change ERP to 1.15 kw; change HAAT to 486 ft and make change in ant. sys. Action July 30.

■ **WWWK** (107.7 mhz) Warrenton, Va.—Granted modification of CP (BPH-811216AM) to increase ERP to 20 kw and change TPO. Action July 28.

TV actions

■ **WTGL** (ch. 52) Cocoa, Fla.—Granted MP (BPCT-5158, as mod.) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change trans. and make changes to ant. sys. Action July 27.

■ **KSHO-TV** (ch. 26) Honolulu—Granted CP to install an aux. sys. Action July 27.

■ **WXXA-TV** (ch. 23) Albany, N.Y.—Granted MP (BPCT-790130KG, as mod.) to change ERP to 3,055 kw vis., 305 kw aur.; change TL; change trans.; and make changes to ant. sys.; change HAAT to 1,199 ft. Action July 26.

■ ***WPTD** (ch. 16) Dayton, Ohio—Granted MP (BPET-790605KF) to change ERP to 1,140 kw vis., 114 kw aur.; change trans. and make changes to ant. sys. Action July 27.

■ ***WHRO-TV** (ch. 15) Hampton-Norfolk, Va.—Granted CP to change ERP to 2,500 kw vis., 250 kw aur. Action July 27.

■ **WXOW-TV** (ch. 19) La Crosse, Wis.—Granted CP to change ERP to 625 kw vis., 62.5 kw aur.; and make changes to ant. sys.; change HAAT to 1,140 ft. Action July 27.

■ ***KCWC-TV** (ch. 4) Lander, Wyo.—Granted MP (BPET-810119KG) to change SL to communications complex on campus of Central Wyoming College. Action July 27.

Earth stations

Actions

Transmit-receive

- Taft Broadcasting Co. for Birmingham, Ala. (E4455).
- Cylux Communications Network Inc. for Miami (E4451).
- GTE Satellite Corp. for Waltham, Mass. (E4450).
- Satellite Business Systems for Kansas City, Mo. (E4457).
- Satellite Business Systems for New York (E4460).
- Satellite Business Systems for Pittsburgh, Pa. (E4458).

(E4458).

- American Satellite Co. for Fort Bragg, N.C. (E4452).
- Satellite Business Systems for Dallas (E4459).
- Satellite Business Systems for Irving, Tex. (E4456).

Receive-only

- OVC Telecommunications Inc. for Millersburg, Ky. (E4461).
- OVC Telecommunications for Midway, Ky. (E4462).
- Brookhaven Cable TV Inc. for Farmingville, N.Y. (E4463).
- Teleservice Corporation of America Inc. for Batesville/Leithside, Independence, Ark. (E4465).

Summary of broadcasting

FCC tabulations as of June 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,667	0	1	4,668	121	4,789
Commercial FM	3,378	1	1	3,380	237	3,617
Educational FM	1,112	0	0	1,112	80	1,192
Total Radio	9,157	1	2	9,160	430	9,590
Commercial TV						
VHF	524	1	0	525	12	537
UHF	271	0	0	271	124	395
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,060	4	7	1,071	161	1,232
FM Translators	477	0	0	477	257	734
TV Translators						
UHF	2,734	0	0	2,734	284	3,018
VHF	1,635	0	0	1,635	409	2,044

*Special temporary authorization

**Includes off-air licenses

- American Broadcasting Companies Inc. for ABC News Bureau, Washington (E4466).
- Teleservice Corporation of America Inc. for Pocatong, Ark. (E4467).
- Nevada Pay TV for Los Vegas (E4468).
- Nevada Pay TV for Las Vegas (E4469).
- Hunt Communications Inc. for St. Louis County, MO. (E4470).
- Teleservice Corp. of America Inc. for Batesville, Ark. (E4471).
- Multi-Channel TV Cable Co. of Mansfield for Charlottesville, Va. (E4472).
- Kotzebue Broadcasting Inc. for Kotzebue, Alaska (E4473).
- Syracuse Cable Systems Inc. for Syracuse, N.Y. (E4474).
- Midway Cablevision for Genoa, Ill. (E4475).
- McGraw Hill Broadcasting Inc. for Denver (E4476).
- Moultrie Telecommunications for Lovington, Ill. (E4477).
- Lorain Cable Television Inc. for Lorain, Ohio (E4478).
- Mehl Cable Systems Inc. for Tucson, Ariz. (E4480).
- Consolidated Communications Corp. for Arnettsville, W. Va. (E4481).
- Horizon Tele-Communications Inc. for Lexington, Neb. (E4482).
- Central Illinois Cablevision for Roanoke, Ill. (E4483).
- Coolidge Cablevision Inc. for Florence, Ariz. (E4484).

Call letters

Applications

Call	Sought by
	New AM's
KGLY	Doylan Forney, Tucson, Ariz.
WOIX	Mountaineer Broadcasting Service Inc., Blowing Rock, N.C.
	New FM's
WCCO	Blairsville Broadcasting Inc., Blairsville, Pa.
KWNS	Winnsboro Broadcasting Co., Winnsboro, Tex.
	New TV's
KCBR	Independence Broadcasting Corp., Des Moines
WVCi	Vistacom Inc., Bay City, Mich.
WGCG-TV	Metro Communications South Inc., Greenwood, S.C.
	Existing AM's
KSWN	KBRL McCook, Neb.
WXMC	WBIO Parsippany-Troy Hills, N.J.
WRTK	WSAY Rochester, N.Y.
WLZZ	WZUU Greenfield, Wis.
	Existing FM's
WMZK	WCCW-FM Traverse City, Mich.
WVWM	WXEZ Sylvania, Ohio
WIKQ	WOFM Greeneville, Tenn.
WNKX	WYSH-FM Clinton, Tenn.
KXYL-FM	KLSN Brownwood, Tex.

Grants

Call	Assigned to
	New AM's
KVKG	Santa Ynez Valley Broadcasting Inc., Solvang, Calif.
KGRV	Gospel Hymn Time Inc., Winston, Ore.
	New FM
WQLA	La Follette Broadcasters Inc., La Follette, Tenn.
	Existing AM's
WHYW	WCKG Braddock, Pa.
WFTH	WGEO Richmond, Va.
	Existing AM
WHYH-FM	WFFM Braddock, Pa.

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RADIO

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Sales Manager for major market suburban AM/FM. Must sell, motivate and direct four-man sales staff. This is no job for an amateur. Write Box E-74.

Radio Manager: Responsible for overall management of KUAC-FM. Public radio managerial experience preferred. Applications must be postmarked by August 27, 1982. Send resume to: Kathryn Jensen, General Manager, KUAC-FM-TV, University of Alaska, Fairbanks, AK 99701. 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.

Station Manager wanted to work closely with General Manager. Applicants must have successful sales, sales promotion background. Ability to work with and manage staff and make everyday business decisions a must. Write Jeff Smith, WJJQ, P.O. Box 81, Tomahawk, WI 54487. EEO.

Station/Sales Manager. Salary, commission, bonus, fringes. Recent power increase. Daytimer applying for full time. University town. Modern facilities. Absentee owner. Turnaround. Central Pennsylvania. WTGC, P.O. Box 577, Lewisburg, PA 17837. 717-523-3271.

Program Director for Michigan medium-market contemporary FM. Applicant must have the ability to motivate and organize, along with a strong desire to win. This is an unusual opportunity with a well-established broadcast company. EOE. Write Box E-206.

Radio Supervisor 17 watt facility on outskirts of New York City seeks radio supervisor to oversee operations. Responsibilities include, insurance of compliance with FCC regulations, managing and training students, volunteers, accounting, ordering equipment, supplies, etc. At least two years working experience required; college degree, technical experience preferred, excellent benefits. Send resume to William C. Winters, P.O. Box 258, Valhalla, N.Y. 10595.

Southern Minnesota FM seeking manager with strong personal sales ability. Excellent profit plan with part-ownership possibility. Reply Box E-192. EOE.

Manager—Sales-oriented, for small-market Florida AM & FM; salary plus incentive. Resume to Box E-222.

Sales Manager for two regional powerhouses. Group operation. Must be aggressive leader. Send current station presentation and resume to: Chuck Larsen, KLIK/KTXV, Box 414, Jefferson City, MO 65102. E.O.E. No calls!

Top rated station seeks experienced person for GSM. \$30K+ first year. Benefits plus bonus, override. Midwest. Resume and sales history to Box E-220.

Program Director—Calif. central coast AM/FM. Responsible for station sound, on-air personnel. Morning drive air shift required. Sport remotes helpful. Box 697, Lompoc, CA 93436.

General Manager. WFIA/WXLN, Louisville, Kentucky, group-owned religious stations. Must be aggressive with strong sales background both in program and spot. Good base salary plus liberal bonus based upon performance. E.O.E. Send resume to Edwin Tornberg, PO Box 8698, Washington, D.C. 20011.

Sales Manager—newly acquired AM-FM, Oneonta, NY. Requires person to maintain & develop sales with 5-person staff. Will consider seasoned salesperson. Call 607-432-1500.

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Immediate opening for proven sales person. Tremendous opportunity for the right person. Must have 1-2 years street sales with outstanding record. Salary, commissions, and good company fringe benefits. Send resume to: Sales Manager, P.O. Box 100, Brunswick, GA 31521.

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General Sales Manager Top 30 market. AM/FM top rated stations. Major group. Tremendous career opportunity for right person. Salary open, override. Minimum five years general sales management experience. Send descriptive track record to Box E-140. All replies confidential. Equal opportunity employer.

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Group owner needs experienced, effective sales person for rural Midwest market. (AM-FM, C&W). Proven list and excellent territory available. Possibility for management and/or ownership. Box E-124. EOE.

Salesperson wanted for FM country/AM Big Bands station in Top 10 market ADI. Resume & references to: Box E-211.

Radio sales professional needed for 100,000 watt regional album rock station in large growing Sunbelt market. Impressive numbers. Market growth over 30% per month. Resumes to Box E-216.

Medium Missouri market salesman needed. Large market pay. Are you ready to escape the big city rat race? No beginners, please. E.O.E. Contact Jim Hilly, 816-542-0404.

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Combo announcer/engineer needed for locations in mid-Atlantic and Southeast Coastal resort city. Two positions open. Tape and resumes to Group Chief Engineer, P.O. Box 11045, Augusta, GA 30907.

New Adult Contemporary on the exotic & dynamic border needs experienced (2 years minimum) personalities with flair for creative spots. Spanish speaking a plus, but not required. Rush cassette air check & production work to Santiago, 4721 Coles Manor Pl., No. 528, Dallas, TX 75204.

South Florida English speaking AM needs PM drive announcer. Station in pleasant coastal town targeted 35 plus. Good production a must. Send tape and resume to Jimbo Genovese, WIRA, Box 3032, Ft. Pierce, FL 33454. Equal Opportunity Employer.

Sportscasters. Clear and concise announcers with a good knowledge of sports and a positive, professional attitude needed for Part-time openings. Experience preferred. College O.K. Send tape and resume to: Cory Eisner, c/o Sportsphone, 919 Third Ave., 15th Floor, New York, N.Y. 10022.

Mississippi is like coming home—to a good place to work—announcers, sales, management openings in medium to small markets. Send resumes to Mississippi Broadcasters Association, P.O. Box 4561, Jackson, MS 39216.

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Family Life radio is seeking experienced announcing staff for stations in Michigan and New Mexico. Write for more information to V.P. Broadcasting, P.O. Box 3025, Tucson, AZ 85702. E.O.E.

In one week I need a take charge play-by-play/air shift announcer. If you're looking for your first job in radio, if you love the out-of-doors, if you want to take charge of the sports department, send tape, resume: Jim Zache, General Manager, 96 FM, P.O. Box 579, Minocqua, WI 54548.

Announcer: Full time position at central New York "Music Of Your Life" station. Experience and production skills a must. Send resume and tape to: Program Director, 2171 Monroe Avenue, Suite 202, Rochester, NY 14618.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, P.O. Box 728, Houma, LA 70360. Equal Opportunity Employer.

WBAP/KSCS is looking for maintenance personnel with a two (2) year technical degree. One (1) -two (2) years' experience maintaining R.F. and A.F. equipment. E.O.E. Send resume, salary requirements to: Bob Moore, WBAP/KSCS, One Broadcast Hill, Fort Worth, TX 76103.

WGSM/WCTO is seeking an assistant chief engineer. Hands-on maintenance experience and a First-Class FCC license are required. Send resume & references to Marvin Holverstatt, P.O. Box 74, Melville, N.Y. 11747. An Equal Opportunity Employer.

Immediate Houston opening. Assistant to chief at state-of-art facility. Minimum 3 to 5 years radio background. Transmitter experience required. Only career-oriented, hard workers apply. Resume and letter to Box E-73.

Combo announcer/engineer needed for locations in mid-Atlantic and Southeast Coastal resort city. Two positions open. Tape and resumes to Group Chief Engineer, P.O. Box 11045, Augusta, GA 30907.

AM directional, FM combination seeks take-charge engineer. References and resumes to: Box E-210.

HELP WANTED NEWS

WMBD has an immediate fulltime opening for a talented talk host. Work in one of the country's newest, most modern facilities with an excellent on-air team. Send your tape and resume to Neal Hunter, WMBD Radio, 3131 North University, Peoria, IL 61604. Equal Opportunity Employer, M/F.

Thoroughly competent professional broadcast journalist wanted immediately to lead five-person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Send resume and references to R. Elliott, P.O. Box 6000 Fort Wayne, IN 46896. No calls, please. An Equal Opportunity Employer.

Small market, Southern Midwest. Our newsmen is moving up and we need a replacement. Prior news experience required. Journalism grad preferred. Send resume and salary requirements to Box E-204.

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HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music Director for 100 kw duo-public radio station operation. Produces and oversees production of classical and other music programming. Requires Master's degree in music; similar experience desirable. Knowledge of public radio structure and philosophy desirable. \$11,128.00 minimum. Submit resume, audition tape and references to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203. Application deadline: September 10, 1982. 4:30 p.m.

Radio Program Director for college FM-station. Qualifications: Master's degree preferred. At least two years' experience with a noncommercial/educational radio broadcast facility. Working knowledge of radio programming, production, broadcast law, and announcing techniques. Third class FCC license mandatory. Radio News Director for college FM-station. Qualifications: College degree required (B.S.). At least two years' experience with the news department of a radio broadcast station. Ability to write and read news copy with excellent articulation and use of diction. Third class FCC license mandatory. Salary: Based on qualifications. Send letter of application, resume and references to: Gary Flanagan, WNAA-FM, Price Hall, North Carolina AT&T State University, Greensboro, NC 27411. North Carolina A&T State University is an EOE/AA.

Operations manager for No. 1 Country. Must know automation. Good voice, good production, good leadership a must. Beautiful new facilities in northeast Ohio medium market with super metros and big TSA. Resumes only with tape to Ben Varlshone, GM, WQXK, Box 530, Salem, OH 44460.

Associate Producer (music programming for public radio WFPL-FM/WFPK-FM. Responsible for producing classical, jazz and other music programming, in studio and in the field. Requires B.A. degree in closely related field, demonstrated announcing and production/audio mixing skills, knowledge of jazz and classical music, and one year experience performing similar duties. Minimum salary: \$9,588.80. Submit application and audition tape (cassette only) to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203, by 4:30 p.m., September 10, 1982.

50,000 watt inspirational FM music station with unique highly successful format and high audience ratings is looking for experienced program manager with strong personality, on-air and in community. Large regional coverage from Elkhart/South Bend. Highly commercial. Good national and local news, MBS. Operated on biblical principles with excellent work environment. Call Ed Moore, 219-875-5166. WFRN, Box 307, Elkhart, IN 46515.

SITUATIONS WANTED MANAGEMENT

General Manager in one of the top 15 markets seeking a positive, challenging management position in a large or medium market. Knowledgeable in all phases of sales, programming and administration. Organized and aggressive leader with over 21 years large to small market experience. High broadcast standards. Community-active family man. Interested in long term association with a quality organization. Write Box E-1.

General Manager - last seven years managing major market facilities, plus seven years sales, sales management, and on-air program direction. Proven results and experience. Box E-20.

Only surprises pleasant ones. Stable, very successful, compatibly employed G.M. seeking same position in East or Gulf area. Prefer small-medium market. Knowledgeable all phases. Sales, bottom-line oriented. Community-active family man. Good with people and promotions. No nonsense manager. Honorable reason for move. Credentials, references. Reply Box E-66.

Medium Market owners: I offer successful, creative, programming and sales skills acquired through 10 years of competitive experience throughout the upper-Midwest. Seeking General Manager position. Write to Box E-51.

All phases in one, hard working, sales, management and on the air. All areas open to discussion. Call 303-340-1663.

General Manager with proven record of credibility and productivity seeks new opportunity with future. 16 years top management experience. Hands on professional who understands cash flow and bottom line. Group operations or single station level considered. Box E-49.

Management position sought by broadcaster with 27 years' experience in engineering and programming. Full, well-rounded background in large and small markets, including state-of-the-art engineering. Prefer East Coast. Write Box E-176.

Successful, creative GSM, (10 years). searching for first management position in East. Complete knowledge of station operations. Desire a situation that demands concentration, hard work, competent, and mature leadership. Excellent track record. Top references. Box E-145. Confidentiality assured.

Sales slipping? Programming stale? Promotions non-existent? I've done it all, D.J., street sales, SM, GM, owner, well enough to retire at 41. This expertise is available to you on a per diem or per problem basis. For rates and resume, call 305-979-5599. or Box E-172.

Results oriented General Manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales development ability. Expertise includes leadership, motivation, programming, high achiever of goals and profit-oriented. A dedicated professional that's in search of an opportunity and challenge. If you are a group or station owner with a need for a top drawer manager with excellent credentials. Write. Box E-154.

Manager, 17 years' experience all phases radio, some TV, seeks responsible position in Florida or S.E. Write Box E-157.

Aggressive sales professional, excellent organizational skills and follow through. Seeking radio sales management position. Write Box E-144.

Your next O.M. or P.D. should have 15 years' experience, know sales, music, news, administration, have good references, be stable and want to work. Wants PA, MD, N.J., Del. Box E-108.

Sales Manager - major cable system. Employed. Extraordinary broadcast credentials/track record including over a decade all phases commercial radio, cable, VHF. Seeking GM/GSM - cable or radio. New Jersey/ New York metro only. Box E-92.

Sales Manager. Proven veteran. Sales department builder and trainer. See classified display ad under "Consultants" this issue. Trade-for-Sales-Training, Inc.

News Director-Operations Manager. Veteran broadcaster can do it all. Seeking permanent position with major market station that needs a hard working professional. If you're building, I'll put it together right. If it's built, I can keep it running smoothly. A good streetwise administrator, with 1st phone. Prefer Texas metro, but will consider all others. Box E-219.

Seeking new challenge as small-medium market GM. Sales motivator. 18% increase over last year's record \$530,000 in market of 95,000. 18 years' experience. Midwest preferred. Reply Box E-196.

General Manager seeks change. Total professional in the management of sales and staff productivity. Lengthy experience, with exceptional performance record in major and medium markets. Reply Box E-224.

Chicago, Miami, Detroit, Atlanta, Washington, D.C. 33 years of major market dual-formats. Having fought the big city survival battle ready to offer my expertise to operating your radio station at top. Country and rock format knowledge. Promotional and sales plans required to turn your station around. Available to consult smaller markets. In the Chicago radio arena for 12 years. Before another day. Write Box E-183.

General Manager. 20 years in broadcasting. Excellent track record and industry references. Sales-oriented with full knowledge of business. Looking for stable organization. Reply Box E-184.

Station Manager seeks position in top 50 market. Experienced in all aspects of radio. BA Communications, eight years' experience seven in management. Reply Box E-187.

Business Manager. Eight years broadcast experience, three in major market. B.S. Accounting. recent M.B.A. Heavy background in budgeting, computerized operations, credit/collections. Box E-190.

General Manager with exceptionally strong history of documented success now looking for excellent situation. Box E-198.

SITUATIONS WANTED SALES

Enthusiasm! That's one of my biggest assets. Aggressive salesman seeking better opportunity to make a contribution. Experienced, small market sales, looking to grow and produce. Also, background in sports' or willing to contribute in programming. Write Box E-156.

Sales Manager. Proven veteran. Sales department builder and trainer. See classified display ad under "Consultants" this issue. Trade for Sales Training, Inc.

SITUATIONS WANTED ANNOUNCERS

C'mon, you guys! With 6 years' experience, B.A. and 3rd endorsed, I thought you'd be breaking down my door. Won't somebody even knock? Seeking live C/W or oldies medium market on East Coast. Box E-33.

6-year experienced announcer wants a new challenge. I am an entertaining and energetic announcer as well as a very hard worker. Hire me. You won't regret it. Prefer A/C or country format. Contact Marty, 216-755-0504.

Broadcast graduate seeks full time position. Can't get enough board work. Experience in PBP, M.O.Y.L. Love Nebraska and Iowa. Available mid-August. John, 319-326-1158.

Creative, dependable announcer who knows music. Full of ideas and ready to help you. Looking for AOR or Top-40 stations. For T&R: Tane Elander 914-246-6729.

Pipes, personality & pizzazz. Mature & trained for rock or news. Will go anywhere for right opportunity. Call Dan Martinez, 312-221-8412.

Strong morning personality with 20 years' experience. Family man, community involved. Want stable position with professional company in adult or country personality format. Prefer Southeast. Box E-159.

Radio pro ready to go & grow. Experienced female w/natural talent and great pipes looking for a slot in the Sunbelt. Prefer A/C, mellow AOR in major market area. Write Box E-143.

14-year pro seeks solid position at station with mature audience in Midwest, Southwest, or Rockies. MOR.

Energetic young announcer, 1981 college grad. experience in top 20 market solid gold and AOR. Eager to expand, will relocate. Call Robert, 414-383-7827, before 11 A.M.

My broadcast students are the best! Find out why. Dick Barrett, 319-355-6456.

Radioactive personality currently doing mornings on 50,000 watt FM at large medium East Coast market. Looking for warm climate or East Coast CHR/AOR. Strong, creative production. Dependable, experienced, level-headed team worker. B.A. in Broadcasting. Tape, resume, good ratings and references. Call Bryan, 215-493-3370; Walker Rd., Washington Crossing, PA 18977.

Announcer Good Pipes, will relocate. Flexible attitude. PR. experience. Dependable. Tape-resume available. Rex Rizzs, 312-898-6963, days.

I love sheep, cows, swamps, deserts, mountains, and small, small markets. Trained broadcaster wants day-nite, weekend and holiday shifts. Charismatic tape at your request. 212-292-6411, before 12 p.m. Maurice Mercer.

Announcer/sports play-by-play, with five years' experience, looking to move up to medium market. Call Bob Simen, 615-775-2341, after 4:15 p.m. Tape and resume available.

Where I grew up, the kids didn't smoke marijuana to get stoned. They rolled dynamite and had a blast. Take my tape, please. Danny Winton, 213-328-4427.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Attention Midwest. Many years' experience. References. News background, writing and beat. Present employer best reference. Late afternoon or night preferred. Interview only. Box E-195.

3rd Class announcer, 20 years' experience. Remotes, telephone talk, news, sports. All formats, automation. Will relocate. 42 Fall Dr., Port Orange, FL 32019. 904-767-9917.

Hey, Bunky! Relief is just a dial away. For tape, resume, reprints, writing sample, call "Dependable." Deliver listeners to your advertisers. 201-773-3492.

Available Immediately! Young, talented, bright, dependable new announcer with good voice and personality. Country and rock oldies whiz. Ohio or adjoining state, consider elsewhere. Evening or overnights. Contact: Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867. 419-387-7761.

Talk show host: Animated, versatile, enthusiastic professional with reputation for innovation and busy phone lines, will give you high energy delivery. Call Frank, 617-344-3704.

Steve Garvey kept his consecutive game playing streak alive earlier this year, when he had a pulled hamstring, by taking one at bat and then leaving the game; he did this until his injury healed. You didn't catch Lou Gehrig being selfish and hurting his team like that. After playing in 2,130 consecutive games, Lou decided he wasn't helping the Yankees and he took himself out of the line-up, ending his great record. Manager Joe McCarthy asked Lou, "Is that the way you want it, Lou?" Lou replied, "That's the way I want it, Joe." Well, they may not make ballplayers like they used to, but they still make sportscasters committed to excellence. Here's one with PBP experience; articulate; educated. Bob, 703-892-0920.

All around radio pro with Chicago, Wyoming and California experience in talk/news/programming/jockeying. Messages: 307-632-5894; 312-848-9263, 812 1/2 W 31st Cheyenne, WY 82001.

Want new talent? Nothing newer. Just finished Broadcasting School, ready to work. Call George, 319-324-8905.

One year experience, young, energetic announcer. Writing skills, broad experience, news, sports emphasis. Will locate anywhere. Call Matt Clark, 301-824-2210 or 302-227-8554.

Graduating December '82, commercial experience in C/W, familiar with AOR and CHR. Strong in news and gaining experience PBP. Willing to relocate and work. For T&R: Ed Payne, 6115 N.W. 9th, Lincoln, NE 68521; 402-474-0998.

Trained jock with good pipes. Loves gospel & urban contemporary. Will go anywhere for first job. 312-975-0898.

Aspiring broadcaster prefers announcing, production, news, copywriting. Sales combo considered. Radio, television, others. Degree, broadcast graduate, third endorsed. Some experience on-air, off. Janet Lynch, 3743 Deep Dale, Louisville, KY 40207. 502-895-5208 before 2, after 6 EDT, weekends. Prefer Southern temperate climates. Texas, California considered.

Currently programing assistant, First Class license. 6 years recording industry. Ready to move. Guy Campo, 215-922-2530.

Excellent voice, reader. News, sports-oriented. Any shift. Professionally trained. Eager to learn. Tim Sommers, 414-895-6738.

Graduate of Announcing School. 2 years' on-air experience. Good production, can sell a commercial. Relocate anywhere. 515-573-8250, before noon.

Responsible hard worker, professional sound, good reader. Grant Johnson, 1331 W. Harrison Ave., Milwaukee, WI 53215. 414-672-8274.

SITUATIONS WANTED TECHNICAL

Young CE/DOE. Top 5 market directional, stereo, TV experience. Wants to clean and process LAX/SFO/SAN station(s) into marketing powerhouse(s). Also NYC. Network scale. Write Box E-78.

Experienced Chief Engineer, looking for a position as Chief Engineer in a major market or as Technical Director for a small network. BS, CET, First Phone. Experienced in construction, automation, computers, and directional antennas. Write Box E-161.

Chief Engineer, many years of experience all phases. AM, FM, DA, stereo, etc. Write Box E-162.

Chief Engineer with leadership qualities. Seeking position in or near Columbus, Ohio. 614-239-6590.

Chief Engineer—25 years. Experienced in all phases—West/Southwest. 509-826-6479.

Chief Engineer; experience includes 50 kw; DA-1&2, FM to 100 kw, ERP. Interested mid-Atlantic states; others considered. Write Box E-223.

SITUATIONS WANTED NEWS

Hire a reporter with moxie! Articulate, intelligent and experienced recent college grad seeks entry level news position. Give me a break! Richard, 612-377-5622.

Solid Sportscaster. College, high school football. 8 years all sports. Let's talk. Dan Lee, 316-231-6205.

All-News/Newstalk, five years major market experience with Metromedia and Taft. Editor assignments, reporter, writer and producer. Master's in TV-R from Syracuse. Looking for a network, group or station with a news commitment that needs the job done. Box E-100.

News Programmer with large market experience available. Excellent record in formatting, recruiting, equipping, directing, budgeting and marketing enthusiastic staffs. West Coast preferred. 503-683-8918.

Reporter with master's degree in state government reporting and experience in two state capitals seeks job with state news network or capital city news operation. Write Box E-137.

Radio Sportscaster—11 years' experience covering high school, Jr. and major college programs. Exciting style, PE. grad. Desire college PBP. Rob Williams, 515-233-3117.

Sportscaster seeking medium market play-by-play position. My ten years sports broadcasting background includes thorough and interesting play-by-play, localized sportscasts, with actualities, and award winning documentaries. If you're looking for a professional sports sound, I'd enjoy visiting with you. Reply Box E-129.

Seeking entry level position in news or sports. Ambitious Broadcast Management grad prefers New England. Steve, 413-267-3422. Tuesdays/Wednesdays.

Black female journalist, experience in radio, radio administration, print, some television; seeks radio or entry level television news position. Resume, audio tape, writing samples available. Reply Box E-214.

Exceptionally bright recent grad with experience, will relocate. Seeks reporter position. Mandy, 212-739-4262, or write Box E-179.

Experienced News: sports reporter seeks challenging position. Ohio Univ. R-TV grad. Top writing, on-air skills. Strong PBP all sports. Steve French, 2059 Willowdale Dr., Stow, OH 44224. 216-688-8461.

News Now! Are you serious about news at your station? ND available to make your news department No. 1! If you want it right and first, call 904-721-6325.

Texas Metro. Veteran broadcast professional seeking news director-operations manager position with permanent future. I have 1st phone, great credentials, and the ability to get things done. Can use solid experience to teach staff how to get the most out of their efforts. A mind is a terrible thing to waste. I've got one. Let's use it. Prefer coming home to Texas, but will consider other southern majors. Box E-218.

College grad seeks entry-level position. Strengths include news/writing, sports, talk. Degree in broadcast journalism. Some production. Prefer Northeast, Midwest or Canada, but no replies overlooked. Dave Fredrick, 223 Park Dr., Apt. 5, Boston, MA 02215. 617-437-9037.

3 years professional experience. Radio, TV, newspaper. Seek position in news, sports. Good appearance, strong voice. Excellent writer. Recent college graduate. Call Sean, 412-222-7870.

Attention: News/talk stations. Multi-talented experienced professional who can write, interview and conduct a telephone talk show. Creative, intuitive, topical, sense of humor and great voice. 216-732-8383.

Hard-working, dependable communicator with news director experience seeking positive career step. Six years' exp. in responsible and aggressive reporting with news awards to prove it. Call Terry, 215-777-5515.

Public relations practitioner wants break in broadcast reporting. Experienced news and feature writer, B.S. in journalism. Seeks entry level news position in Baltimore or D.C. metropolitan area. Call Deborah, 301-459-6782 after 6:30 p.m., or write Box E-226.

10 years' experience, currently news director at small market station. All facets of street/phone reporting, plus anchor and talk show host. Looking to move to medium or large market. Write Box E-221.

Vibrant, black male with B.A. in Communications, campus experience, good news communicator with superb production skills, seeks entry level news position. Terry, 212-740-2496, or write Box E-182.

Award winning news director/talk host from Chicago, Wyoming and California, I can give you the edge. Messages: 307-632-5894; 312-848-9263, 812 1/2 W 31st, Cheyenne, WY 82001.

Award-winning, street-smart print journalist seeks break into radio news as reporter, editorial writer. Box E-185.

West Coast sportscaster for PBP football, basketball, and baseball. Seven years' experience in medium and major markets. Write Box E-197.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Successful Medium Market PD looking for greater challenge. 7 years' experience CHR/Urban Contemporary/Black & Adult Contemporary. Extensive knowledge of music, promotions & sales. Let's talk. Anthony Gray, 504-925-8027.

Strictly Professional. Seeking permanent programming and production position with small to medium growth oriented company. Eight years experience: B.A.-Telecommunications. Presently employed, solid references, geography no problem. John Howard, 812-379-2259.

Pro-gramming, -motion, -duction, -fessional. A/C. Wants station dedicated to success. Heavy community involvement. Mid-Atlantic area. 609-667-2892, keep trying.

Professional big band programmer, announcer. Major market voice, skills. All markets considered. Steve May, 4 Megan Court, Bellport, N.Y. 11713. 516-286-9491.

Looking for long term success? Complete market analysis, format development, promotion; all markets; fulltime or consulting basis. Contact in confidence. Box E-122.

Program/Operations Director for group or growing AM/FM. 20 yrs' experience, from announcer to station manager. Family man, community involved, strong radio fundamentals. Prefer Southeast. Box E-160.

Research, the competitive edge. About to start a research department, or thinking of expanding current research efforts, let's talk. Steve, 609-346-0949.

Eleven year pro, last four programing A/C station in competitive market. Promotions, F.C.C., people management, organized, family man. If you're a stable organization with growth potential and good salary, whatever your market, please send full information on your opening to Box E-212.

P.D./M.D. available for medium market operation. Excellent tape and resume available. Call Timm Course, 501-793-8371.

Experienced, creative programmer, who got Houston station best ratings ever, with Christian format, seeks challenging opportunity with growing company. John Lamb, Box 7575, The Woodlands, TX 77380. 713-367-8979.

TELEVISION

HELP WANTED MANAGEMENT

Director of Development. Search re-opened. If you are no. 2 and want to be no. 1, this is your chance! We're looking for a practiced pro who is ready to take charge of public television development activities serving upper Michigan and N.E. Wisconsin. Excellent benefits. Salary to \$21,962. B.S. marketing, advertising, broadcasting or related, plus 3 years' experience in sales/developments. Apply to Personnel Department, N.M.U., Marquette, MI 49855, by September 10. Minorities and women encouraged to apply. WNMU is EEO/AA Employer.

America's finest city. New, independent station need promotion professional with can-do, hands-on experience. Send complete info along with tape. KUSI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls, please. An Equal Opportunity Employer.

HELP WANTED SALES

Account Executive. Midwest station looking for a small market specialist in local sales. 1-2 years' experience, hard-working with management potential. Reply in confidence to Box E-120. EOE.

Account Executive—Experienced in TV local sales to direct and agency accounts. Dominate network affiliate in top 50 market. Midwest group station. Full benefits. Send resume in confidence to Box E-151. EOE, M/F

Account Executive. Top 50 network affiliate in Southeast seeking an ambitious A.E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Write Box E-170.

Local Sales Manager to work with number one local sales team in growing Sunbelt market. Applicant should possess outstanding written and verbal sales presentation skills and experience in development of vendor support programs and co-op campaigns. Send resume to: William J. Kemple, Vice President and General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Music sales. Successful growing media company looking for commission sales reps to serve large metro areas. Will sell music to radio/TV broadcast companies, media & AV production facilities. Experience helpful in music usage, media production or advertising. Selling skills essential. Send resume: I.M.M.I., P.O. Box 498, Palo Alto, CA 94301.

TV Account Executive needed for CBS affiliate in top 40 Florida market. Experienced only send resume and salary requirements to: Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an equal opportunity, affirmative action employer, M/F

Account Executive. Midwest market, ABC top 100 station. Need to fill vacancy ASAP. Must be experienced in buying or selling with top references. Equal Opportunity Employer, M/F Send resume to Box E-215.

Local Sales: NBC affiliate in New England has an immediate position available for account executive with a successful track record in broadcast sales. Call 802-295-3100, or send your resume to Paul R. Hatin, Local Sales Manager, P.O. Box 906, White River Junction, VT 05001.

HELP WANTED TECHNICAL

Maintenance Engineer 2 openings. 3 plus years experience in studio maintenance of TK45, TK28, TR600, Grass Valley, Chyron or BVU 200, BVU 800, Ikegami, and Vital. Good salary and benefits. Send resume or Call Donald Hain, KARD-TV, 833 North Main, Wichita, KS 67201 EOE.

Chief Engineer (hands-on maintenance) for mobile unit with GVG switching & terminal gear. Computer cameras, 1" VTR's. Northeastern U.S. Write Box E-115.

Assistant chief engineer—major market. We are currently seeking a talented individual with a strong maintenance and supervisory background. We offer an excellent salary, good benefits, and room for advancement. Send resume to Earle Connors, Chief Engineer, WDSU-TV, 520 Royal Street, New Orleans, LA 70130.

Broadcast Engineer—wanted for Public Broadcast station in Juneau, Alaska. Responsibilities include: maintenance and repair of all television studio and remote equipment; assisting in transmission plant maintenance; assisting in equipment installation and construction. Requirements include: at least 2 years formal education or equivalent training in electronics technology; at least 2 years experience in broadcast electronics technology; FCC 1st Class Radiotelephone License or FCC General Class Radiotelephone License. Excellent fringe benefits. Magnificent outdoor recreation environment. Send resume to Business Manager, KTOO(FM) and TV, 224 Fourth St., Juneau, AK 99801. An equal opportunity employer.

CMX Editor—Fast, creative CMX editor sought by new energetic production house in the Philadelphia area. TD experience necessary. Excellent salary. Call Bob Baumann, 215-667-1004.

Chief Engineer—3 plus years experience as working chief or assistant chief. Management, UHF, and microwave background essential. Good salary and benefits. Send resume or call Donald Hain, 833 North Main, Wichita, KS 67201. 316-265-5631. EOE.

Operations crew chief. TV broadcast operations crew chief, Associate degree in electronics or equivalent, five years of broadcast technical experience with at least 1 year of a supervisory nature. FCC first class or general class license preferred. Salary range: \$16,640 to \$25,850, depending on experience. Send resume to: Director of Engineering, New Hampshire Public Television, Box Z, Durham, N.H. 03824. Application deadline: August, 30, 1982. The University of New Hampshire is an affirmative Action/Equal Opportunity Employer.

Need immediately. Two qualified maintenance engineers for Palm Springs UHF television station. Beautiful environment, excellent future. Palm Springs. 714-568-3636.

Technician. Channel 8 is seeking a maintenance technician with a minimum of two years' experience maintaining TV broadcast equipment. Requires graduation from accredited technical school and FCC General Radio-television license or equivalent. 2", 3/4" or camera maintenance experience desirable. Contact Director of Administration, 316-838-3090; KPTS, Box 288, Wichita, KS 67201. Aug. 30 close. EOE/AA.

TV Operations Technician: Two years operation or maintenance experience with 3/4" videocassette recorders, and studio equipment, or equal. Associate degree or equal. Must work with students and faculty in daily operations. Salary commensurate with experience, \$10,500-\$16,683, subject to budgetary approval. Excellent fringe benefits, including 21 days earned vacation. Send resume by August 30, 1982 to: Mr. Edward Wright, Learning Resources Center, State University College, Oswego, NY 13126. EEO/AA.

Maintenance Engineer. 3-5 yrs' experience. Will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, GA 31994, or call 404-323-3333. M/F EEO Employer.

Major motion picture company subsidiary located in Hollywood, California has the following openings in their Videotape Division. Video maintenance engineers. Candidates must have a minimum of three years experience in the installation and maintenance of a teleproduction facility. Knowledge of telecine, VTR's (1" B and 1" C) test and monitors essential. Experience is all aspects of equipment, maintenance and construction, digital and analog. Supervising video maintenance engineers. Candidates must meet all the qualifications for a video maintenance engineer plus have a minimum of three years experience in supervision. Telecine operators. Candidates must have two years experience in the operation of broadcast quality Rank Telecine and videotape equipment. An ability to understand and identify malfunctions is required. Will interface directly with customers. Must be able to work independently under general direction from management and exercise mature judgment in critical situations. Company expansion offers great opportunity for career growth. Excellent salary and attractive benefit package. For confidential consideration, send resume—including salary history—to: Attention: Personnel Dept., P.O. Box 128, Hollywood, CA 90028. EOE, M/F/H.

Transmitter Supervisor. Maintain 2 UHF transmitters in southwest Iowa. FCC license and 4 years' experience in maintaining TV transmitters. Salary range: \$21,964.80-\$27,539.20 Phone 515-281-4498 for application materials. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. EOE M/F

Chief Engineer for TV/AM/FM operation. Must be strong on maintenance all phases of operation with supervisory ability. UHF construction experience desirable. Contact Charles Perkins, 601-372-6311, collect. Equal Opportunity Employer.

RodMar, Inc., accepting applications for communications engineer. Cable, AM-FM and Muzak position. Forward applications and salary requirements to Bob Roddy, P.O. 668, Tucuman, NM 88401.

HELP WANTED NEWS

Sports reporter/week-end anchor, photography experience helpful. Tape and resume to: News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE, M/F

Assignment Editor for CBS affiliate in top 100 Midwest market. Aggressive, hands-on newscaster. If you're a creative talent who can conceptualize story ideas, other than the usual meetings and handshakes, motivate people, and present an on-air program that has people talking, send your resume & news philosophy to Box E-130. EOE/MF

News Director. VHF network-affiliate in Southeastern coastal city wants an experienced "take-charge" TV journalist who can lead news people effectively and produce results. Salary negotiable. Send resume, references to Box E-125. EEO.

Experienced reporter needed for general assignment reporting. Degree preferred. Send resume to: Mr. Hans Krause, News Director, WRDW-TV 12, Drawer 1212, Augusta, GA 30903. We are an equal opportunity employer.

Assignment Editor for aggressive, top rated news station in South Carolina. We need a team player who has ideas, loves news, and wants to be part of an award winning news team. The person we are looking for is probably already an assignment editor in a smaller market or a very good reporter looking to get into news management. Let us hear from you. Send a resume and salary requirements to: Scott Parks, Managing Editor, WIS-TV, Box 367, Columbia, S.C. 29202 EOE.

ENG/Reporter: Number 1 rated news team has openings for ENG photographer with the opportunity to do reporting. Editing experience preferred. Send resume and tape to General Manager, KTVB, 1007 West 32nd, Anchorage, AK 99503. An Equal Opportunity Employer.

We lost our female co-anchor to Dallas and need a replacement to keep us number 1. Send tape, references, salary requirements with first letter to: Jon Janes, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. No beginners, please. EOE.

Bureau Reporter. Aggressive total ENG news operation seeks a self-starting reporter for a two-person bureau who is also a competent photographer and editor. Applicants must have a degree, actual experience in commercial TV news operation, and proof of photographic talents. Tapes and resumes to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

Reporter. Must have TV experience, for national program. Aggressive, ambitious, interest in foreign affairs helpful. Write Box E-209.

Anchor—WDVM-TV in the nation's capitol is looking for an anchor for its award-winning magazine show. The Saturday Magazine is 90 minutes of provocative live informational programming, news, incisive coverage of critical issues, stimulating features, engaging profiles and remote coverage of breaking stories. Critics describe the show as avant-garde, a first of its kind and a locally produced show of network quality. If you have a solid news background, excellent writing skills and an ability to probe an issue, send your tape and resume to Sandra Butler, Executive Producer, WDVM-TV 4001 Brandywine Street, NW, Washington, DC 20016. E.O.E.

HELP WANTED NEWS CONTINUED

Weathercaster—Monday-Friday-Good opportunity for small market weatherperson to move to mid-size market. Top-rated, group-owned station in Southeast. Send resume to Box E-193.

Primo People. Nationwide talent specialists now accepting tapes from anchors, reporters, meteorologists, sportscasters and consumer specialists for immediate openings. Contact: Steve Porricelli, Primo Newservice, 182 Sound Beach Ave., Old Greenwich, CT 06870. 203-637-3653.

Need photographer/reporter to report, shoot, edit at bureau for number 1 medium market station. Must do it all. No beginners. Send tape with resume to: Jon Janes, News Director, KFVS-TV P.O. Box 100, Cape Girardeau, MO 63701. EOE.

Feature reporter: Motivated, experienced reporter who can deliver youth-oriented stories. We want PM type stories on the 18-34 lifestyle from both metro and rural settings. Southeast top-rated VHF. No beginners. Write Box E-217.

Reporter; producer-reporter: Top rated, group owned station with an unequivocal commitment to news seeks two aggressive journalists. We have extensive live capability, live chopper and state-of-the-art gear. Two years' experience necessary. Send tape, resume and salary history to: Gary Long, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. E.O.E.

Anchor/Producer. We need an experienced professional to anchor early and late news on Southwest medium market. Must be good people handler and have excellent qualifications and recommendations. Does not have to be the number one person in present position. Resume to Box E-199.

Reporter. Minimum one year commercial TV news experience. Strong writer able to do live and studio reports. Anchor ability helpful. No beginners. Resume and audition tape to James Baum, News Director, KOTV, PO Box 6, Tulsa, OK 74101. No phone calls. EEO, M/F.

Small market East Coast CBS network affiliate has opening for a reporter/weatherperson. Applicant must be able to work as a general assignment reporter and have the on-air presence to work with an established newsteam. Send tape and resume to Bill Jones, News Director, WBOC-TV, P.O. Box 2057, Salisbury, MD 21801. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

PM Magazine is looking for a Field Producer. Person would be responsible for developing, scripting, producing and editing national features. Must have experience in field production and talent direction. Send tape and resume to: PM Magazine National Office, 855 Battery Street, San Francisco, CA 94111. Attention: Features Department. Westinghouse Broadcasting and Cable is an Equal Opportunity Employer. M/F.

East coast production facility seeks experienced director/editor. CMX-340 experience helpful. Must work well with clients. Send tape, resume and salary requirements to: R.A.K., P.O. Box 6762, Towson, MD 21204.

Promotion director. Writing, producing, editing & administrative skills necessary. Good chance for an assistant to move up. Send resume & tape to WECT-TV 6, P.O. Box 4029, Azalea Station, Wilmington, N.C. 28406-1029. Attention: Bob Jordan. EOE.

Promotion manager. VHF network-affiliate in Southeastern coastal city needs creative person with an excellent track record in all areas of TV promotion. Send resume, references to Box E-126. EEO.

Assistant Traffic Manager: Top 25 market station, network affiliate, seeking assistant traffic manager. Thorough knowledge of sales, traffic, and the Bias system required. Send resume to Box E-149.

Creative Producer/Director for field and studio commercial directing. Must punch and edit. 3-5 years' directing experience for this beautiful SE market. Resume and tape to: Bob Richardson, WTVC-TV, 410 W. Sixth Street, Chattanooga, TN 37402.

WHA-TV in Madison, Wisconsin, is seeking an exceptionally well qualified Director of Operations to manage and supervise all TV production operations including personnel administration, production cost accounting systems, production budget estimates, quality control, and scheduling. We are looking for a minimum of five years full-time successful work experience as a production or operations manager in either commercial or public television, plus a strong background in at least two of the following: TV studio and remote production, scenic or graphic design, lighting, producing or directing. Part of this experience should be in a facility with a high production load. Candidates must possess the ability to manage and lead creative personnel and have a thorough knowledge of the TV production process. Knowledge and experience in computerized cost accounting essential. Bachelor's degree or higher preferred. Salary \$30,000 per annum, plus excellent fringe benefit package. Application deadline is September 24, 1982. For an application and full position description, contact Kathy Dickerson, WHA-TV, 821 University Ave., Madison, WI 53706; 608-263-2114. WHA-TV is an equal opportunity employer.

Television producer/director for Carnaby Square Teleproductions. Minimum three years' experience in commercial production. Must understand all aspects of videotape production, especially location work. Will direct, edit and shoot. Send resume and salary history to Jared A. VanHorn, American Family Broadcast Group, 500 East Fourth Street, Waterloo, IA 50703.

EFP/Photographer: Immediate opening for creative, professional videographer to work with Ikegami 79D for on-location shoots. Send resume and tape to Cal Lewin, KTVB, 1007 W. 32nd, Anchorage, AK 99503. An Equal Opportunity Employer.

Associate producer/cultural affairs. Through a grant from the Corporation for Public Broadcasting's Women and Minorities Training Grant Program, WTVS is currently seeking an individual who will train in the following areas of responsibility: planning and implementation of cultural affairs programming, research and information gathering for program material, selecting and scheduling program participants, coordinating scheduling and budget control. Your background should include minimally a B.A./B.F.A. (M.A. preferred) in art, music, theatre or related field. Three years minimum professional experience in an arts or humanities related field, preferably including arts administration responsibilities. Also, strong communication skills are necessary, particularly in the area of writing and public relations. If qualified, send resume to: Personnel Manager, WTVS/Channel 56, 7441 Second Blvd., Detroit, MI 48202. We are an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General Manager. 15 years solid growth record in profits, marketing, ratings. Seeking comparable position, top 100 markets. 1982 can be a good year for both of us. Box E-67.

Program Director, presently employed, experienced in affiliates and independents. Knowledgeable in all phases of production and programming—especially strong in buying and scheduling. Box E-158.

Need a competitive, loyal programing/promotion director who's already planning for the 90's? Write immediately. Currently employed. Box C-132.

My MBA also means Major Broadcasting Asset! Use my 6 years' experience in TV production, print advertising, and PR with my BS in Broadcast Management and computer skills on your management team. I'm a people-oriented, creative communicator seeking a career opportunity. Jim Young, 823 Glenrose, Cookeville, TN 38501.

General Manager. 30+ years practicing television! Thoroughly experienced all aspects! Demonstrated expertise in administration, programming, sales, news, promotion; trouble-shooting/empire-building. Accustomed to top-level, bottom-line responsibilities! Outstanding record of achievements! Produces spectacular sales and profits, plus prestige, at accelerated pace! Box E-178.

Business Manager: Eight years broadcast experience, three in major market. B.S. Accounting, recent M.B.A. Heavy background in budgeting, computerized operations, credit/collections. Box E-191.

V.P. General Manager: Exceptional leadership. Natural sense of winning air product, salesmanship and management. Inspirational with people. Will spark creativity, build morale, boost profits, improve standards and efficiency of operation. Perceptive, imaginative, decisive, responsible, and loyal. Network O&O or top market affiliate. Make an investment! Write to Box E-180.

SITUATIONS WANTED SALES

Video production/programming sales. Having trouble selling your creativity? Experienced salesman, producer, director, and writer seeking production or program sales position. Major market television sales experience, variety of production credits, MBA. Box E-146.

SITUATIONS WANTED TECHNICAL

I want out of master control and back on a remote truck. Not afraid of hard work nor strange hours. Crave variety. 37, with 10 years in TV. FCC 1st. Several projects, system maintenance, plus set-up and engineered on 45 remotes for public station in last 5 years. Lynn Crabbe, 2860 Parkwood, Toledo, OH 43610. 419-242-9863.

Help, I need a career. Background consists of 3 years operations/production, 2 years supervisory with MATV & CCTV, 2 years sound engineering, a degree in electronics and a First Class license. Vic. 206-784-5748.

Master Control Technical Director seeks MDS operation with video production responsibilities. John Echavarria, 301-337-7684; 7721 Greenview Terrace, Towson, MD 21204.

SITUATIONS WANTED NEWS

Top 20 radio weathercaster seeks first job in television. Accredited with American Meteorological Society and Washington, D.C. chapter. 6601 Amleigh Road, Baltimore, MD 21209. 301-484-8615.

I've got 3 1/2 years in news and sports and want to come to work for you I'm looking for a bigger market or a bigger opportunity. Chad, 713-484-3977.

Sports. Looking for anchor/PBP combo in medium-large market. Nine years experience. TV and radio. Write Box E-77.

Competitive News Director seeking challenge with station determined to be dominant. Mature (30's), experienced journalist/administrator will lead, train, motivate. Excellent journalistic, interpersonal and administrative abilities will produce a happy and hard-working shop. Also offers demonstrated capacity to work effectively with other departments. Seeking medium or major market opportunity in lower Midwest, New England or South. Box E-104.

Mildly humorous, mature weather communicator, plus I'm doing news anchoring, too. Family man. VTR on request. Only SE, mainly Carolinas & GA. Write Box E-53.

Black female seeks TV reporter position, small market, MS journalism Columbia University, experience: all news radio, Wash. D.C. and print reporting. Call Sabrina 703-979-7369, 9a-2p.

Outstanding young reporter with top 50 exposure, BSC degree, and four proven years of experience seeks medium market position to further news passion. Call Bob, 513-324-0173. Will relocate. Energetic. Creative.

Energetic college grad looking for entry position in TV broadcasting with preference towards news. Internship and other production experience. Very eager to start. Will relocate. Gary Ellsworth 6 Hollow Court, East Setauket, N.Y. 11733 516-751-8742.

I'm an experienced hostess, weather anchor, and consumer reporter. Looking for work in a medium market. Monna Winn, 312-935-4459; 216-749-3787.

Anchor/Reporter internship in major market, B.A. Communications, years of performing/writing experience. Great camera presence. Will relocate. Lynne Cope, 762 Crestwood Avenue, Wadsworth, OH 44281. 216-336-2117.

SITUATIONS WANTED NEWS CONTINUED

Weathercaster. Expert forecaster, articulate, unique wit, authoritative, AMS seal. Also good medical background. Now in top 10. Majors only. Write Box E-121.

Female anchor/co-anchor/reporter. 7 years TV experience. Articulate, charismatic, attractive. Excellent journalist and interviewer. 412-363-5889, or Office M, 551 Greenfield Ave., Pittsburgh, PA 15207.

Weathercaster-reporter, experienced. Early 30's, degree, creative writer, solid journalist, heavy business background. Salary and location flexible, but I needed the job yesterday. Hurry. 305-962-1108.

Experienced reporter in top 30 market ready to move up to bigger challenges. Concentration on government, politics and the arts. Nancy Clark, 1107 Warehouse Drive, Cincinnati, OH 45202. 513-381-8327.

Energetic male formerly employed at Boston network affiliate following internship seeks entry-level/PA position in television news. Ready to relocate. Jeff Perlman, 203-372-8833, 3967 Park Avenue, Fairfield, CT 06432.

Creative, intelligent, attractive communicator ready to advance. From air crashes at O'Hare, the political scene to human interest stories and anchor work, I've done it. Ask for tape of female anchor/reporter. Seeking top 100 reporter slot or anchoring combo. Write Box E-163.

Highly motivated, award winning photographer/producer seeking move to news dept./doc. unit that believes there is more to story than written word. Write Box E-166.

Female cable TV news reporter desires reporting position in small to medium market. Box E-153.

Veteran reporter with managerial experience in top 30 market wants to move into full-time news management. For example: field producer in major market; assignment editor in medium market; news director in small market. Box E-138.

News Junkie. Photographer/producer. College grad. Top 30 market experience with RCA ENG cameras and Sony editors. Available now!!! Don, 716-877-3676.

Skip this ad if you're willing to settle for "average" newscasts. Experienced news producer with highest standards seeks news organization with same. Box E-181.

Energetic sports anchor-reporter—4 years major market cable commercial TV experience; looking for move to small, medium or major market station. Can shoot and edit. Also, PBP most college sports, pro indoor soccer. Call or write for resume and tape: Steve Zats, 364 Robinson Drive, Broomall, PA 19008; 215-353-0244.

3 years professional experience. Radio, TV, newspaper. Seek position in news, sports. Good appearance, strong voice. Excellent writer. Recent college graduate. Call Sean, 412-222-7870.

Economics reporter. Network-experienced, Emmy-winner to give your viewers "the business" in plain language. Bob, 602-299-1944.

Attention Talk Show and/or human interest shows a la PM magazine producers: Jill of all trades with past experience as talent agent, cable program producer/hostess, international publication on-staff writer, and disc jockey seeks in-front and/or behind-camera position. Great at interviewing, talent/guest coordination, and initiative line producing. Very creative, ambitious, and dedicated, so please don't let my scattered background scare you. Versatile, assertive, and comfortable wearing one or many hats. Tape, recent 8 x 10 and outstanding references available. Please call 201-825-3380, or write Box E-194.

Sports Photographer—Five years experience in top 50 market. Shot and/or reported on all levels. Network quality and better video. Tapes and resume available. Please reply box E-213.

Experienced black female: 7 years broadcasting experience in news and public affairs (TV and radio) seeking position in news reporting or talk show host. Reply Box E-200.

Reporter/producer with MS Broadcast Journalism and major market production experience. Creative, hard working, excellent delivery. Seeking spot at medium market station with commitment to—or desire to increase—in-depth journalism. Call Todd, 414-459-9131.

Sports reporter, anchor, producer. MS (1-83) in Broadcast Journalism and production assistant in sports office of major market station. Aggressive, diligent, innovative male seeks position in small to medium market. Understands the importance of teamwork. Call or write: Tom Kirkland, 70 Station Rd., Irvington, NY 10533. 914-591-8651.

Solidly professional anchor team (M-F): both award winning, audience holding journalists. Currently employed top-25 market. Eager to anchor and report—not prima donnas. Will relocate to major market. Box E-203.

There must be a TV station in search of a solid, aggressive, leader for its news department! I'm the man! Contact Box E-189.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Logos designed for \$100. Successful samples available. Curvin Krout, 115 Seminary Ave., Gettysburg, PA 17325.

Videographer with 3 years' experience, degree in communications and own equipment seeks permanent production or news position to begin by September 14 at latest. Call collect, 515-292-4208, after 6 pm CST.

CMX 340X Certified Editor, 22 years creative video/film experience. NBC, ABC, NASA. Brochure available from Box E-55.

New York Producer—director-cameraman, veteran professional accomplished in news, music-video, and commercial production. ENG/EFP-multi-camera facilities, management, and marketing experience. Available for travel mid-September Write Box E-95.

Former "Real People" story editor/producer is seeking a position in program origination/production, cable or network. Hard worker with strong writing and editing skills. Prefer West Coast. Write Box E-63.

Senior Art Director, many years TV production. Solid background in broadcast promotion an extra plus. Presently employed. Seeking position as Creative Director/Art Director with in-house production, serious TV station. Market size not important. Box E-113.

Creative, experienced recent graduate, work on NYC cable talk-show, camera, lighting and switching. Seek opportunities for professional growth. I'm worth it! For resume and reel, call Brian, 201-272-6178 mornings/eves.

Producer-Director or Production Manager. 13+ years' experience. Excellent administrative and management skills; much more. Tom Hogan, 1004 2nd Avenue North, Onalaska, WI 54650. 608-783-1157.

Hostess/Producer, Large-market experience. Masters. Desires good working environment. Box 6611, Charleston, WV 25302.

Ambitious and dependable college grad seeks entry level position in television production. Give me the needed break! Call John, 617-754-7391.

I can write, edit, make graphics, run camera and Chyron. Currently producing nationally syndicated T.V. news briefs for major newspaper. Looking to work on full-length show. Call in A.M.—Dave, 201-925-3287.

Operations/Production Manager. Executive Producer/Dir. 23 years' experience includes-5000 sport remotes (pros); syndication Director; Prod. Fax. sales; prefer warm climate, but will accept offer; nat/int'l credits. Box E-148.

Number two in production/news wants to move up to a real challenge. Three years' experience in radio/TV with B.A. in communications. Can direct, edit, shoot, write, voice. Write Box E-173.

Moments of truth! TV drama PA position wanted. Bright young TV/theatre graduate needs start. John Wackman, P.O. Box 3481, Madison, WI 53704 608-249-1862.

Photographer/field producer in medium market desires move up to larger market or more responsibility. Five years experience; live, documentary, syndicated sports. Awards including Emmy. Write Box E-165.

Add musical talent to your productions! Low-cost, original scores add flair and character. Samples: John Pearlman 203 Woodrow Street, Fayetteville, NC 28303. Satisfaction guaranteed!

Rarin to go. Interested in all aspects of production. I have hands-on experience in field and studio production. Have tape of work done both as cameraperson and talent producing with a magazine show in New York City and Long Island. A.A.S., BFA—Communications. Lenny, 516-585-0437.

Dedicated, ambitious spring college grad with commitment to quality production work seeks station with same. Studio experience in Top-100 market station; can shoot and edit 3/4" tape. Will relocate anywhere immediately. Call 515-276-0389, or write Box E-225.

Cum Laude graduate, May 1982, seeking opening in television production, programming or news writing. Some experience, quick learner, hardworking and responsible. Excellent potential! Will start any position—any location. Please call Ann, 219-674-9041.

Ohio U. grad seeks production position anywhere! Loads of studio, remote experience. Hardworking, quick, ambitious. Lil Kurpanik, P.O. Box 37, Athens, OH 45701. 614-592-5044.

Experienced Director/technical director and operations switcher seeking new position. Experienced in news, public affairs, telethons, etc. B.A., first phone. Call Rich, 307-234-3562.

Workaholic. Performs all facets of production. EFP and studio experienced. Looking for the next Steven Spielberg? Available now. Don, 716-877-3676.

Recent Film/TV grad (NYU) seeks entry level programming, production, operations, promotion or writing position in TV. Administrative & production internships: cable public access group/WNBC-TV/Cable Health Network (wrote original synopses of program proposals). 2 scholarships. Published short story. Completed 4 years of college in 3. Tom Sipsos, 212-793-4414.

Four years' experience, all phases, sports broadcasting. Looking for more air time, not more money. Would like to anchor or work in the field. Play-by-play would be a bonus. Box E-186.

Production position wanted in broadcasting or private industry. Education; B.A., University Miami, FL. Excellent references. Will relocate. 301-956-2256.

College graduate with commercial experience, reliable and willing to work, seeks entry level position with broadcasting or production company. Extensive hands-on experience in school with strong background in production. Experience with camera, lighting, audio, editing and switching. Call or write for resume and credentials. Tim Smith, 2310 Wintergreen Loop North, Owensboro, KY 42301. 502-684-2087. Prefer mid-South, will consider all.

CABLE

HELP WANTED TECHNICAL

State wide cable television network is seeking a chief tech for start-up operation. Must have good technical as well as operating skills and be a strong administrator. Starting salary to \$18,000. This is a ground floor opportunity for right person. Send resume and references to Box E-168.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

ALLIED FIELDS

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Staff writer editor II (County extension media assistant). Plan and produce educational and public relations materials in support of programs of the Strafford County cooperative extension service and serve as primary contact with local mass media. Bachelor's degree related to educational communications and demonstrated ability to write copy. Suitable broadcast voice preferred. UNH staff member with improvement and fringe benefits. Furnish own car. Strafford County, Dover, N.H. Salary range: \$13,250 to \$20,400; starting salary not to exceed \$14,790/year. Closing date September 1, 1982. Forward resume, transcript(s) and 3 letters of reference to, and request an application from, Dr. Benjamin Weddle, Jr. Assistant Director, Cooperative Extension Service, 103 Taylor Hall, University of New Hampshire, Durham, NH 03824. The University of New Hampshire is an affirmative action/equal opportunity employer.

HELP WANTED INSTRUCTION

Assistant Professor of radio/television/film. Ph.D. preferred. M.A. with professional broadcasting experience considered. Comprehensive broadcasting curriculum in growing department includes production and performance areas of television and radio, cinematography, writing, sales and advertising, and academic courses in broadcasting. Considerable flexibility in teaching schedule is possible. Applicants should demonstrate teaching capability in some combination of the above areas. Also, coordinate active top 30 market internship program. Tenure track position. Salary: \$17,000-\$19,000. Position open January 1, 1983. Send letter of application, resume, and four references to Dr. N. Edd Miller, Chairman, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. An equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen. 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 404-324-1271.

Western Electric amplifiers, tubes, mixers, other products. Call 213-576-2642.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF hi band 25kw good working condition; GE UHF transmitter 30kw (low band), operating with good useable klystrons; RCA TTU-50C, 50kw UHF low band; RCA 10kw Ch. 42, excellent condition; RCA 30kw, UHF hi band, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be retuned! (4) Varian 30kw Klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 404-324-1271.

Incredible Camera Buy! New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder. (3) satcons, AC supply, carrying case, factory warranty, your price \$6,950! Call while they last. Ray LaRue, Quality Media Corp., 404-324-1271.

VTR's: RCA TR-70; (3) RCA TR-60 record units 1000 hrs. total time each; Ampex 1200B; Ampex VR 3000 with metering and charger. Call Ray LaRue, Quality Media Corp., 404-324-1271.

Color cameras - used: GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable; (1) GE PE-350; (3) GE TE-201 good operating condition; Ikegami HL-33, HL-35; Toshiba/GBC CTC-7X, minicam, plumbs. Call Ray LaRue, Quality Media Corp., 404-324-1271.

Solid State TV Exciters: Change out your old tube-type unit to the new NEC solid-state, IF modulated Exciter. Upgrade your present transmitter and improve your reliability, color, and stability problems. Call Ray LaRue, Quality Media Corporation, 404-324-1271.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

Towers for sale: 1-1000' G-7 guyed, 1-1425' 10' face guyed, 1-890' 7' face guyed, 1-150' self-support, 1-190' self service, 1800' of RCA 191B 3-1/8" coax, 1-450' microwave. Call 901-274-7510.

Harris Laserfax satellite recorder. Almost new. Contact Mike Whaley at The Weather Channel, 404-433-5135.

GPL 35mm Telecine motion picture projector, like new, low hours, \$13,995.00 Norelco PC-60 camera chain, \$4,500.00. Norelco/Kinotone 16mm telecine, \$6,500.00. RCA TP-7 slide projector, \$4,500.00. More Write, wire, or phone: International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. Ph: 305-756-0699; Telex 522071 Int Cinema Mia.

Remote truck—20 Ft. Ford truck body, complete (except VTR) and self contained. Two cameras. \$45,000.00. Negotiable. Call Ed Shaper, 904-893-3127.

Convergence ECS-90 editor/time code package. Hardly used, has liplock, fade-to-black, other options. Complete with all accessories including time code reader and generators. \$4000. Contact: Steve Vandergriff, Production Manager, 904-252-5561, ext. 1004.

For Sale-complete TV production center. Includes: (2) TK 44B cameras, studio and master control switchers, TR 70c quad recorder, Sony BVT 1000 time base corrector, MA-2 portable microwave, microwave receiver and dish antenna, TEK 520 A scopes, 528 and 1480 wave form monitors, Conrac and Tek monitors, TK 28 film island. Tek sync generators with auto changeover, audio and video patch panels, teleprompter, racks, consoles, and much more. Prefer to sell as one unit. Call James S. Mineo, Youngstown State University, 216-742-3165, for details and inventory.

FM transmitters: CCA 12000E, 2 1/2 yrs. old, like new, RCA BTF-5D excellent cond., will warrantee either unit. Call Mr. Cooper, 215-379-6585.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, battery packs and charger, carrying case. 30-day warranty. Used Ikegami HL-77 camera in good condition, good tubes, as is, \$10,000. New Ikegami ITC-350 cameras, four with 1428 plumbs, 9 others with sats, at cost. Both studio and ENG versions available. Landy Associates, Inc., Cherry Hill, N.J., 609-424-4660; Framingham, MA 617-877-9570.

10KW FM transmitter, Collins 830F-1B with spare final. Collins type 37M-12, 12 bay FM antenna tuned to 97.1 MHz. Both removed from service April 1982. Make an offer. Call Jeff Gerber, WGLQ, Escanaba, MI 906-789-9700.

For Sale-remote van. 1976 Dodge 25 foot Superior mobile production unit includes: (2) TK 44B cameras with 20:1 ang lens, switcher, Tek sync generator, RCA audio console, wave form and picture monitors, roof platform, cam heads, dolly, tripods, reel to reel tape, audio cart machine, patch panels, and much more. Unit is air conditioned, paneled, and carpeted. Call James S. Mineo, Youngstown State University, 216-742-3165, for details and inventory.

AM transmitters: RCA BTA-1R on air, Collins 20V3, Collins 21E on air excellent cond.. Call M. Cooper, 215-379-6585.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

D.J.'s—Need a good laugh? "Confessions of a comic D.J." Hilarious radio spoof!!!! \$5. (free catalog) Comedy Cassette, Box 111-B, Newburgh, IN. 47630.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter of trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

RADIO Help Wanted News

THE VOICE OF AMERICA

is seeking applications for current and future foreign correspondent positions in many world areas. Applicants must have a minimum of seven years journalistic experience as a reporter or correspondent and demonstrated writing and broadcasting skills. Heavy emphasis is placed on regional and area expertise and language capabilities. Immediate openings in Latin America and South Asia. Qualified applicants should send resume, writing samples, and cassette to: Mr. Gene Pell, Director News and Current Affairs, Voice of America, 330 Independence Avenue, S.W., Room 1341, Washington, D.C. 20547. Equal Opportunity Employer.

METROMEDIA'S WASH RADIO WASHINGTON, D.C.

We are looking for a creative anchor/reporter who can write and communicate in a literate, lively style. Must have strong street skills and 3 years of professional on-air experience. Send resume and tape to: Craig Windham, News Director, WASH-FM, 5151 Wisconsin Ave., Washington, D.C. 20016. EOE. No calls, please.

Help Wanted Programing, Production, Others

SOUTH FLORIDA'S LEADING

Personality adult music station needs: production pros. air personalities; full time/part time. Tape & resume to: Ray Schilens, JOY 107 FM, PO Box 5333, Ft. Lauderdale, FL 33310. EOE, M/F.

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If you've built a career making someone else's business successful, here's an opportunity to make your own pay off.

Satellite Music Network, the leader in live, 24-hour satellite radio programming, is seeking individuals with successful track records in radio management or sales who would like to establish a business of their own.

As independent "Agents," these individuals will have exclusive rights to market our programming on a regional basis. With over 175 affiliates today, we not only offer a proven, attractive and highly salable product, but the materials, product support and lucrative compensation package to make this opportunity worthwhile.

To learn more about this opportunity, send your resumé with cover letter to Ivan Braiker, President, Satellite Music Network, at the address below, or call him at 1-800-527-4892. (In Texas, call 214-343-9205.) All replies will be held in confidence.

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11325 Pegasus Suite E-241 Dallas, Texas 75238

TELEVISION Help Wanted Technical

TELEVISION ENGINEER

Maintenance and operating engineer to staff closed circuit television system. 3 or more years experience in the operation and repair of ENG equipment, color 3/4" editing, IVC 1", studio cameras, switchers, audio mixers, signal routing devices and advanced solid state circuitry. Works in production situations, supervises student aides and interns. Operates TV Master Control. 2 weeks paid vacation. Salary range \$10,800-\$17,100. Call ext. 251 for more information.

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Equal Opportunity Employer, M/F

AUDIENCE PROMOTION MANAGER

KDKA-TV is seeking a top notch creative professional with proven ability to write and produce advertising and promotion for print, on air and radio. Flexibility and organizational skills a must. Send resume, print samples and demo cassette to:

Creative Services Director,
KDKA-TV, 1 Gateway Center,
Pittsburgh, Pa. 15222.
No phone calls, please.

AN EQUAL OPPORTUNITY EMPLOYER
KDKA-TV 2

GENERAL MANAGER WANTED

by major group broadcaster for VHF affiliate in top 50 market. Excellent career opportunity for someone with proven ability to program, promote, sell, and control costs. Send full details in confidence to Box E-150. EOE, M/F.

Help Wanted News

wnemtv5

CO-ANCHOR

Michigan's top-rated TV news dept. needs top rated anchor to join established female anchor on 6 and 11 p.m. blocks. Applicants must be solid broadcast journalists with prior commercial TV anchor experience. Send video tape to Bill Avery, News Director, WNEM-TV, Box 531, Saginaw, MI 48606. Equal opportunity employer.

Help Wanted Programing, Production, Others

SPORTS PRODUCER/DIRECTOR

Top independent is looking for a major leaguer to produce and direct Phillies baseball '83. If you can cover all production, direction, and coordination bases, send resume and tape to: Greg Miller, Program Manager, WTAF-TV, 4th & Market Sts., Phila., Pa. 19106. We are an equal opportunity employer.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

WDVM TV 9 WASHINGTON, DC

WDVM-TV in the Nation's Capital is looking for a co-host to work with existing male on staff.

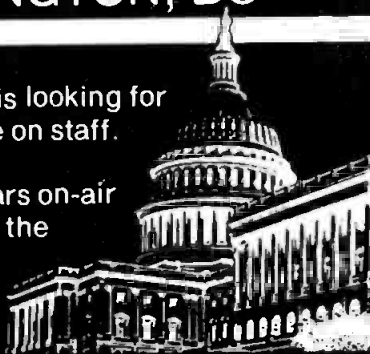
Candidates must have at least 2 years on-air experience--good writing skills and the ability to produce entertaining feature stories.



Send your
tape and
resume to:

Sandra Butler, Executive Producer
WDVM TV9
4001 Brandywine Street, NW
Washington, D.C. 20016

An equal opportunity employer



MAJOR OPPORTUNITY

Successful small or medium market producers, weekend producers. Can you write well, fast? Can you handle Control Room responsibilities? If you are looking for an important opportunity to advance your career, write Box E-56. M/F, An Equal Opportunity Employer.

Situations Wanted Management

I DELIVER

Highly successful TV General Manager seeks new challenge! Young, but thoroughly experienced in all aspects of operation including service with two group broadcasters. Industry references including some of the top say my unique ability to motivate people and enhance a station's market position without draining budgets is a major asset. When can we meet? Reply Box E-207.

ALLIED FIELDS

Help Wanted Programing, Production, Others

Chief, Audio-Visual Production Services Section

The World Bank, a leading international institution in the field of economic development with Headquarters in Washington, D.C., invites applications for the position of Chief, Production Services Section in its Department of Information and Public Affairs.

The successful candidate will manage all aspects of the audio-visual output of the Information and Public Affairs Department, providing film, radio, and photographic support programs for the News, Public Affairs, and Internal Communications sections of the Department. The position demands significant managerial skills in all aspects of audio-visual production, as well as experience in inventory, budget control procedures, contract management, and work in the technical audio-visual areas.

Responsibilities will include:

- (1) management of a team of technical specialists to produce a wide range of audio-visual programs for the Bank's communications work.
- (2) implementation of the latest audio-visual technology to enhance program quality and strengthen opportunities for the dissemination of audio-visual materials.
- (3) obtaining audio-visual services from outside contractors as required.

Requirements:

- (1) B.A. (or equivalent) in audio-visual and/or photographic work. Excellent audio-visual technical qualifications would be an asset.
- (2) At least ten years of experience in audio-visual work related to public affairs and internal communication.
- (3) Excellent command of English. Good command of French, Spanish, or other major international language would be an advantage.
- (4) Understanding of economic-development issues is desirable.

The World Bank offers a competitive salary and benefits package. Please send a detailed resume, quoting Reference No. 3-3-USA9401 to:



The World Bank

Staffing and Planning Division
1818 H Street, N.W., Washington, D.C. 20433

Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLICATION & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia--includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. **252 pp., 29 illus. \$12.95**

S6001 THE POLITICS OF BROADCAST REGULATION, Third Edition, by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry. Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizens groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 pages, annotated bibliography, index. **\$8.95(paper)**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

Help Wanted Sales

**The
Birch
Report**

Northeastern Region Sales Manager

An exceptional opportunity now exists with America's fastest growing radio ratings company... managing sales to the top agencies and radio stations in the Northeastern region and managing our New York office. Qualified candidates must possess 3-5 years experience in sales at the station, agency, or media services level. Knowledge of the applications and analysis of radio ratings is essential. Please forward in confidence a resume, and letter describing why you are uniquely qualified for the position to David S. Gingold, Vice President/Director of Sales and Marketing.

A research service of Radio Marketing Research, Inc.
3200 N. University Drive, Coral Springs, FL 33065
(305) 753-6043

Help Wanted Management

PAY~PER~VIEW PRODUCT MANAGER

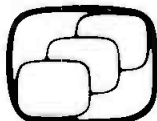
We are Cablenet, a leader in cable television development, presently building a major cable TV system in the northwest suburbs of Chicago. Our fully addressable, fully interactive system will offer pay-per-view services to our 10-municipality franchise area serving 135,000 residences.

We seek a Pay-Per-View Product Manager to start-up, implement and maintain our PPV department. Additional responsibilities include indentifying suitable products (such as movies, concerts, sporting events) to program on our PPV channels. Establishing contacts with potential programing suppliers, initiating negotiations for PPV products and supervising the efficient and effective accomodations for the PPV programing with Cablenet's internal organization. Our Pay-Per-View Product Manager will interface with executive management, to coordinate final negotiations with suppliers and to plan, advertise and sell PPV programs.

The ideal candidate will have experience in the entertainment industry as a Product Manager with paid TV systems, independent movie theatres, or independent PB stations.

Cablenet offers an excellent salary, generous benefits and a career building opportunity to learn about the growing cable television industry. For immediate consideration, send your letter and/or resume with full disclosure of qualifications, in confidence, to:

Personnel Administrator
Cablenet, Inc.
1201 Feehanville Drive
Mt. Prospect, Illinois 60056



cablenet, inc.

equal opportunity employer

Help Wanted Management Continued

THE NATIONAL ENDOWMENT FOR THE HUMANITIES

seeks a Media Program Officer (\$36,689-\$51,596). Broad knowledge of non-profit media organizations is necessary. A strong working knowledge of the humanities is required, and an advanced degree in a field of the humanities is strongly preferred. Send resume & form SF-171 to NEH, 806 15th St., NW, M.S. 150, Washington, DC 20506. 202-724-0356.

Consultants

TRADE FOR SALES TRAINING!

Why pay cash? If you can trade for a trailer or a computer, you can trade for sales training or consultation. (Pay us with the trailer or computer.) Long term, in-house (entire) sales staff training program includes on-the-street coaching of individuals. Will train your current staff or recruit & train new one. My graduates are sincere professionals who get their clients advertising results. Difficult assignments welcome. Top references. Twenty-year background. Write: Trade-For-Sales-Training, Inc., 1916 74th St., Des Moines, IA 50322. 515-276-1164.

Radio Programing

PAUL FREES



"The Greatest Voice In Radio"

Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles,
California 90069. Telephone:
213-273-6890

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
Included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Miscellaneous

TUTMAN/MICHAELS VIDEO

The best freelance crew in the country—
we cover the world!

301-657-4312

Featuring the Ikegami HL79DAL

IMMEDIATE CASH ON ACCOUNTS

Improve your cash flow with the services of Central Texas Factors. We will give you cash today for your broadcast receivables. Contact Mr. Shaid at 214-561-9688; P.O. Box 903 Palestine, TX 75801.

Employment Service

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

For Sale Equipment

EQUIPMENT FOR SALE

ENG microwave vehicle, 1980, 4-wheel drive GMC suburban w/AC, AM/FM radio, built by ENG Corp. Vehicle includes RF technology, 2 ghz, skypack, both transmit & receive. Call Peter Sherry, 212-223-0909.

Wanted To Buy Stations

CASH FOR YOUR FM CP

in almost any good town.
805-964-3094.

WANTED TO BUY

AM or FM radio station. \$40,000 to \$100,000 range. Small market. Reply P.O. Box 158, Somerset Center, MI 49282.

For Sale Stations

BROKERAGE

CHOOSE YOUR FM STATION

Sunbelt ... Southwest ... Mid-Atlantic stations in a complete range of market sizes and prices.

Offerings range from \$250,000 to \$15,000,000 ... including Class "C" ... Class "B" ... and Class "A" FM stations, including some with excellent AM facilities.

We are also offering several outstanding AM investments with strong cash flow to cover full acquisition costs on liberal terms.

Contact Arthur Holt or Bernie Fuhrman for details on the station which matches your specific needs in broadcasting.

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

CONTACT

SE Metro	FM	\$3500K	Cash	Bill Chapman	(404) 458-9226
NE Metro	AM/FM	\$1700K	\$800K	Jim Macklin	(207) 623-1874
MW Metro	Fulltime	\$1400K	Terms	Peter Stromquist	(612) 831-3672
SE StWide					
News Net.	Profitable	\$800K	Terms	Bob Thorburn	(404) 458-9226
E Medium	AM/CP-FM	\$750K	\$200K	Bill Cate	(904) 893-6471
MW Small	AM/FM	\$700K	29%	Bill Lochman	(816) 254-6899
S Small	Fulltime	\$410K	\$118K	Mitt Younts	(804) 355-8702
S Small	AM/FM	\$300K	29%	Ernie Pearce	(615) 373-8315
NW Small	AM/FM	\$275K	\$60K	Greg Merrill	(801) 753-8090
SW Small	Fulltime	\$211K	30%	Bill Whitley	(204) 387-2303

To buy or sell, for appraisals or financing - contact John Emery, General Manager, Chapman Co.
Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341 (404) 458-9226

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

NORTH AMERICAN MEDIA BROKERS

Box 1415
Boca Raton, FL 33432
(305) 391-2280

WISCONSIN STATION FOR SALE

High power Wisconsin AM station for sale. \$550,000.00, terms, half down. Discount for cash. First letter should indicate financial qualifications from principals only. Send inquiries to Box E-70.

SUNBELT AM DAYTIMER

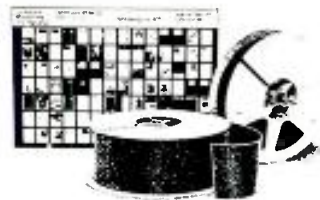
Grossing approx. \$145,000. \$305,000, 30% down, balance 10 yrs, 12%. Substantial discount for cash. Excellent opportunity for owner-operator. Write Box E-141.

WALKER MEDIA & MANAGEMENT, INC.

Southeastern FM. No. 1 station in excellent market. \$1,750,000, on terms.

813-778-3617
John F. Hurlbut
P.O. Box 1845
Holmes Beach, FL 33509

this publication is available in microform



Please send me additional information.

University Microfilms International

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

**For Sale Stations
Continued**



R.A. Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

BOB MARSHALL, PRESIDENT

Owner anxious! \$425,000 with \$300,000 down, or \$475,000 with liberal terms for a well qualified buyer of this fulltime AM station located in top 150 Sunbelt market.

508A PINELAND MALL OFFICE CENTER
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

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

FULLTIME AM

large suburban S.E. market.
\$395K. Terms available.
Write Box E-201.

SOUTHWEST

Major market AM and Class C FM.
Excellent growth area. Profitable.
Attractive tax and investment credit carryover available. Reply Box E-202.

FOR SALE

AM daytimer adjacent to Albany, N.Y. SMSA. \$300,000 priced at 2x gross. Includes real estate and good operating equipment. Ideal for owner/operator. Good terms to qualified buyer. Reply Box E-208.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**\$100,000 TO \$2
MILLION**

To finance that radio, TV or cable facility you wish to purchase

**FAST
DECISIONS**

Because you will conduct negotiations with the decision maker

Borrower must have minimum cash of 25% of purchase price

**BROADCAST
CAPITAL**

Roger Kaplan, President
333 N. Michigan Ave.
Chicago, IL 60601
312-236-9555

GROWING AM/FM COMBO

West Virginia, solid growth area. Excellent facilities with building and land included. \$1,975,000 cash or terms. Write Box E-167.

**AM-FM RADIO
STATIONS**

Maine. 50,000 watts. Serving large regional area. Excellent facilities. Box E-188.



**Wilkins
and Associates
Media Brokers**

CO	FM	275K	30K	Small
IL	FM	400K	20%	Small
NE	AM/FM	1.100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
MO	AM/FM	275K	50K	Small
SD	AM	260K	22%	Small
WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
AR	AM	215K	25K	Small
IA	AM	300K	25K	Small
MS	AM	300K	50K	Small
ND	AM/FM	250K	20K	Small

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

Books For Broadcasters

T5793 TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pps., 230 illus., including 4-color section.

\$12.95

T5213 HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder.

\$34.95

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a film shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus.

\$14.95

T5518 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING, by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pps.

\$9.95

See Order Form on Page 70

For Sale Stations Continued

Horton & Associates



MEDIA BROKERS/APPRAISERS

Class C and fulltime AM combo - \$725K
Isolated small market FM - \$450K
Northern mid-west properties ideal
for owner-operation.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

78 LISTINGS NATIONWIDE

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

BUSINESS BROKER ASSOCIATES
615-756-7835 (24 HOURS)

MISSOURI AM-FM

Excellent facility. One owner. \$450,000 (2 x gross). Terms. FLORIDA: Class A. Major suburban. Little competition. Real Estate. \$750,000. Terms. FLORIDA AMS: AM-FM avail. SUNBELT UHF. Beckerman Assoc., 14001 Miramar, Madeira Beach, FL. 33708. 813-391-2824.

Dan Hayslett



A Associates, Inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

UHF TELEVISION CONSTRUCTION PERMITS

Several available different markets, both large and small. Reply to Bill Kitchen, Quality Media, Box 7008, Columbus, GA 31908. 404-324-1271.

AM/FM UPPER MIDWEST

1,000,000 plus market. Tremendous potential. \$1,900,000, terms available. Write Box E-205.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, TN. 38157

SPECIAL NOTICE

Due to Labor Day holiday Monday, September 6, the deadline for classified advertising for the September 13 issue will be:

FRIDAY, SEPT. 3

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 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.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

William Frank, executive VP and station manager, KCOP-TV Los Angeles, named president and general manager.



Hamacher

Robert Hamacher, general sales manager, KSTW(TV) Tacoma, Wash., joins KAYU-TV Spokane, Wash., as president and general manager.

Jerry Hennen, VP, general manager, KDMA(AM) Montevideo, Minn., joins KMGM(FM) there as president and general manager.

Frank Intiso, executive VP, Falcon Communications, Los Angeles-based cable MSO, assumes additional responsibilities as chief operating officer, Falcon Cable TV of Northern Calif.

Nick Trigony, general manager, KIKK-AM-FM Houston, named VP of parent Viacom Radio.

Murray Green, regional VP, Malrite Communications Group, Rochester, N.Y., named VP and general manager of Malrite's WFLX(TV) West Palm Beach, Fla.

Paul LeSage, station manager, WZUU-AM-FM Milwaukee, named VP and general manager of Malrite of Wisconsin, operator of station.

Robert Lind, sales manager, WINS(AM) New York, joins WEZW(FM) Wauwatosa-Milwaukee as general manager.

Arden Tyler, general manager, Viacom Cablevision's south suburban Milwaukee cable system, named general manager of east Multnomah county, Ore., system.

Ronald Pancrantz, general manager, WJR(AM) Detroit, assumes additional duties as general manager of co-owned WJR-FM there.

Timothy Singleton, acting station manager, noncommercial WBNF(FM) Fort Wayne, Ind., named general manager.

Terry Swanger, from KREM-AM-FM Spokane, Wash., joins KSPO(AM) there as general manager.

Hal Greene, from KLAS-TV Las Vegas, joins KXON-TV Sioux Falls, S.D., as general manager.

James DeBold, general manager, WBSA-TV York, Pa., joins newly formed Cable Television Network of New Jersey as executive director.

Mark DeBosky, general sales manager, KBZT(FM) San Diego, named station manager.

George Boggs, director of programming and operations, WPTV-TV Memphis, joins KAYU-TV Spokane, as director of operations.

Neil Kuvln, general manager, WPTF-TV Raleigh-Durham, N.C., joins WRAL-TV there as station manager.

Eugene McGuire, VP, labor relations, NBC New York, named executive VP, personnel and labor relations.

William Baumann, director of investor and public relations, Taft Broadcasting, Cincinnati, elected VP, planning and corporate development.

Seth Morton, assistant treasurer, Avis, New York, joins Viacom International there as treasurer.

Polk Lafoon IV, reporter-writer, Cincinnati Post, joins Taft Broadcasting there as director of investor relations.

Andrew Dixon, senior personnel and corporate compensation manager, Arthur D. Little, Cambridge, Mass., joins Continental Cablevision, Boston, as director of human resources.

Karen Ridout, health fair director, WRAL-TV Raleigh-Durham, N.C., named special projects director.

Hamidah Rahim, from Montgomery Ward, Chicago, joins WBBM-TV there as personnel manager.

Advertising

Keith Fischer, president and chief executive officer, Avrett, Free & Fischer, New York, joins D'Arcy-MacManus & Masius/New York, as president, succeeding **William Rosenthal**, named executive VP, Mars Inc., international services, D'Arcy-MacManus & Masius World-



Fischer



Rosenthal

wide. **Gary Horton**, senior VP and managing director, Concepts, Young & Rubicam's product development group, New York, joins D'Arcy-MacManus & Masius, Chicago, as executive VP, director of creative services. **Lawrence Senten**, executive VP, D'Arcy-MacManus, Chicago, named director of strategic planning.

Brian Anderson, VP, media director, CPOA Advertising, joins BBDO Direct, New York, as VP, director of broadcast media.

Bernard Cumming and **Jay Morales**, art directors, and **Martin Hummel** and **Joe Tromblino**, account supervisors, Doyle Dane Bernbach, New York, elected VP's.

Joel Hochberg, director of creative services, and **Robert Saavard**, director of client services, Needham, Harper & Steers, Chicago, elected executive VP's. **John Peebles**,

copywriter, and **Gerald Deibart**, art director, NH&S, New York, elected VP's. **William Gillette**, VP, administrative director, broadcast production, Doyle Dane Bernbach, joins NH&S, New York, as VP, director of broadcast production.

Gabe Samuels, VP, U.S. media research, J. Walter Thompson, San Francisco, named media director. **Bob Warrens**, VP, JWT, Chicago, named director of U.S. media. **Irene Dunne**, media research associate, JWT, New York, named associate director, U.S. media research.

Cornelius (Neil) Harrison Jr., VP and director, media department, Weightman advertising, Philadelphia, elected senior VP.

Liz Heckler, supervisor, local broadcast, Waring & LaRosa, New York, named VP, local broadcast.

Bonnie O'Neil, from WEAR-TV Mobile, Ala., joins Wilson, Frank & Associates, San Diego, Calif., as VP, account executive.

Armand Grez Jr., manager, NBC/gold team, New York, and **Norman Grudman**, manager, Miami sales office, Blair Television, named VP's.

Mary White, from Spectrum advertising, Seattle, joins M&N advertising, Houston, as media supervisor.

We're full service in L.A.

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full service hotel located conveniently between Hollywood and Beverly Hills.



Le Parc
hôtel de luxe

733 North West Knoll
West Hollywood, CA 90069
(213) 855-8888

(800) 421-4666
(800) 252-2152, in California
or see your travel agent



Flaherty

Distinguished company. Joseph A. Flaherty, vice president for engineering and development of the CBS Television Network, has been elected to fellowship in the prestigious British Institution of Electrical Engineers, whose members have included such figures as Faraday, Marconi, Edison, Bell, and Kelvin. Founded in 1871, the institution serves as a professional regulating body and as a technical authority participates in the formulation of national and international standards. The IEE elects persons whose academic achievement, professional training and experience make them worthy of recognition as Chartered Electrical Engineers. Author of several broadcast related technical publications and recipient of numerous awards—including the gold medal of Montreux, awarded for his development of electronic news gathering—Flaherty's international recognition is not confined to this most recent honor. In addition to the IEE fellowship, he has recently been named a fellow of the United Kingdom's Royal Television Society and to memberships in Germany's Society Fernseh-und Kineitschnischen Gasellschaft and France's Societe des Electriciens, des Electriciens et des Radioelectriciens. He will deliver a lecture on "The Future of Television: Challenge or Opportunity for Broadcasters" to the RTS in London on Sept. 14.

Johnathan Spaet, administrator, sales planning and pricing, NBC Television, New York, named director, sales planning and pricing.

Edward Miccolis, media director, Dial Media, Cranston, R.I., elected VP.

Gary Patrick, account services manager, Independent Media Services, New York, named VP, sales. **Bette Sokolsky**, broadcast supervisor, Vitt Media, New York, joins IMS as broadcast director, spot buying.

Stephen Youlos, national sales manager, CBS-owned WBBM(AM) Chicago, joins CBS Radio Network as Eastern sales manager.

Rhonda Albert, from McCann-Erickson, joins Ogilvy & Mather, Atlanta, as media biller-estimator.

Kent Swain, account executive, Bozelle & Jacobs, Omaha, joins Campbell-Ewald, Dallas, in same capacity.

Janet McConnell, account executive, Kerker & Associates, Minneapolis, joins Ensslin & Hall Advertising, Tampa, Fla., in same capacity.

Dan Rioux, account executive, Katz Communications, Detroit, joins CBS-FM National Sales there as sales manager.

Bob Swan, general sales manager, WICS(TV) Springfield, Ill., joins Katz Television Continental, Dallas, as account executive, succeeding **Leslie Anderson**, who moves to Los Angeles office.

Mimi Brown, media supervisor, Barkley & Evergreen, Overland Park, Kan., named account executive. **Karen Majors**, from public relations department, named advertising account executive.

Terri Weiss, sales assistant, bronze team, Katz Television Continental, New York, named TV research analyst.

Sue Bell, account executive, KODA(FM) Houston, joins Radio Advertising Representatives, Dallas-Fort Worth, in same capacity.

Vivian Thomas, from Harrington, Righter & Parsons, New York, joins Blair Television there as account executive, ABC/blue sales team.

Jesse Luca, general sales manager, Valley Cable TV, joins Communicom, Los Angeles area cable television system, in same capacity.

Timothy Hahnke, account executive, KBZT(FM)

San Diego, named general sales manager, succeeding Mark Deboskey, named station manager (see "Media" above).

Stephen Shenkan, from media department, Creamer Inc., Pittsburgh, joins KHTV(TV) Houston as account executive.

Walt Richardson, from KXA(AM)-KYYX(FM) Seattle, and **Bill Sigmar**, from KNBQ(FM) Tacoma, Wash., join KVI(AM) Seattle as account executives.

Tom Kincaid, account executive, KEGL(FM) Fort Worth, joins KIXK(FM) Denton, Tex., in same capacity.

Mark Maehl, from Ogilvy & Mather, **Stephanie Silva**, from KSAF-FM and **Margo Schein** from KSFX(FM) all San Francisco, join KBHK-TV there as account executives.

Wanda Gomes, account executive, WPRO(AM) Providence, R.I., joins WJAR-TV there in same capacity.

Greg Almieda, from WCAS(AM) Cambridge, Mass., and **Kathleen Jung**, from WLVI-TV Boston, join WILD(AM) Boston as account executives.

Stephen Brisker, from WVON(AM)-WGCI(FM) Chicago, and **Kurt Witt**, from WBNQ(FM) Bloomington, Ill., join WBBM-FM Chicago as account executives.

Programing



Pollei

David Pollei, VP, station marketing, ABC Radio Enterprises, joins Shopping By Satellite, Stamford, Conn.-based cable programing joint production between Metromedia and Comp-U-Card of America, as president.

Nelson Davis, program policy manager, broadcast standards, West Coast, NBC Entertainment, Los Angeles, named director, daytime development.

Beverly Smith, program operations manager, Life Television, New York, joins King Features Entertainment there as director of pro-

gram development.

Rochelle Fonseca, assistant to senior VP, programming, marketing and operations, Showtime, New York, joins IFC Entertainment, there, as director of communications.

Peter Heller, press representative, *Good Morning America*, ABC, New York, named producer of sports for *Good Morning America* and *ABC News This Morning*.

Frank Gabrenya, writer, *Mother Earth News* radio feature, joins Jameson Broadcast Inc. Washington-based producer and syndicator of short-form radio programing, as director of station relations.

Chuck Thagard, Western regional video sales manager, MCA, joins CBS-Fox Video, Culver City, Calif., as Western zone manager.

Joel Charap, senior research coordinator, Warner Amex Satellite Entertainment Co., New York, named manager, research. **Barbara Witoff**, contract administrator, named manager, administration.

Keith Harris, broadcast coordinator, Los Angeles Lakers basketball team and Los Angeles Kings hockey team, named director of broadcasting.

Elizabeth Williams, personnel relations representative, Westinghouse Electric Corp., joins Group W Satellite Communications, Stamford, Conn., as manager, human resources.

Chris Kovarik, promotion director, KZAM-FM Bellevue, Wash., named program director.

Robert Stone, production manager, WTVJ(TV) Miami, joins WTSP-TV Tampa-St. Petersburg as production manager.

Marianne Mazer, program administrator, WJBK-TV Detroit, named program coordinator.

Jay Dixon, from WCAS(AM) Cambridge, Mass., joins WILD(AM) Boston as production manager. **Elroy Smith**, air personality, WILD, named assistant program director.

Glenn Turnbull, air personality, WJDM(AM) Elizabeth, N.J., named program director. **Robert Wright**, air personality, named production director.

Alan Shepston, from WRAU-TV Peoria, Ill., joins WBLN(TV) Bloomington, Ill., as sports director.

Cameron Kent, reporter, WXII(TV) Winston-Salem, N.C., named sports director.

Mark Gardner, executive producer, KOIN-TV Portland, Ore., joins KIRO-TV Seattle in same capacity.

Tom Krol, producer-director, KMGH-TV Denver, named creative director.

Jeff Gabel, producer-host, *So You Think You Know Maine*, noncommercial WCBB(TV) Augusta, Me., named program manager.

Kathryn Johnson, anchor, WDBJ-TV Roanoke, Va., joins WVEC-TV Norfolk, Va., as co-host, *Tidewater Evening*. **Joe Flanagan**, host *PM Magazine*, WVEC-TV, named co-host, *Tidewater Evening*.

John Davis, from WINK-TV Fort Myers, Fla., joins WRCB-TV Chattanooga as co-host, *PM Magazine*.

Gail Grasso, producer, WBZ(AM) Boston, joins WPEC(TV) West Palm Beach, Fla., as co-host, *Good Morning*.

Hawaiian punched. Representative Cecil Heftel (D-Hawaii), president of Heftel Broadcasting, was hospitalized in Washington Saturday, Aug. 14, after being robbed by one man, and beaten by another. At around 12:30 a.m. Saturday morning, Heftel was standing in the checkout line at a Washington drug store, holding a \$100 bill with which he planned to make his purchase. According to reports, a bystander grabbed the bill and ran toward the exit. Heftel picked up what he described as a "cannister" and threw it at the thief. The thief ducked, and the cannister accidentally struck a woman customer, whose angered husband proceeded to punch Heftel several times in the head. When the police arrived, man, woman and thief were gone. Heftel was hospitalized with head injuries, his condition listed as "good."

Zip Rzeppa, sports director, WLWT(TV) Cincinnati, joins WNEV-TV Boston as sports anchor-reporter.

News and Public Affairs



Knowles

Bill Knowles, Washington bureau chief, ABC News, named chief, Los Angeles bureau, succeeding **Don Dunkel**, who has been named producer, special projects, for ABC News, based in Los Angeles.

Thomas Kirby, news director, KBTB(TV) Denver, named VP, news.

Samuel Bray, director of news and public affairs, WBTI(TV) Cincinnati, joins WCPO-TV there as news assistant. **Allison James**, from WKRC(AM) Cincinnati, **Ken Guilette**, from WLEX-TV Lexington, Ky., and **Michael Williams**, WTVX(TV) Fort Pierce, Fla., join WCPO-TV as writers-reporters.

Appointments WBLN(TV) Bloomington, Ill.: **Rod Neaveill**, news and program director, WKGN(AM) Knoxville, Tenn., to managing news editor; **Jacqueline Kelly**, from WILX-TV Onondaga, Mich., to anchor-producer; **Dennis Ketterer**, from WBRE-TV Wilkes-Barre, Pa., to weather anchor.

Barry Copeland, from WVTM-TV Birmingham, Ala., joins KTVI(TV) St. Louis as news director.

Tom Roberts, sports director and assistant news director, WVTM-TV Birmingham, Ala., named news director.

Jim Hefner, news director, WFMV-TV Greensboro, N.C., joins WRAL-TV Raleigh-Durham, N.C., as news manager.

Gary Reagan, VP, news, WRAU-TV Peoria, Ill., joins KHOU-TV Houston as executive producer, news. **Melvin Epps**, from KENS-TV San Antonio, Tex., joins KHOU-TV as weekend weather anchor.

Maureen O'Leary, head of New Jersey bureau, WOR-TV New York, named producer, *Nine on New Jersey* news.

Eric Wieggers, reporter, KVIQ(TV) Eureka, Calif., named news director.

Gloria Arnold, receptionist, WILD(AM) Boston, named public affairs director, news editor. **Jane Waldman**, reporter, WKOP(AM) Binghamton, N.Y., joins WILD as news editor.

Debi Faubion, reporter, and **Steve Schiff**, anchor-reporter, KMOX-TV St. Louis, named co-anchors, 5 p.m. news.

Kelly Ring, from KOMU-TV Columbia, Mo.,

joins WXII(TV) Winston-Salem, N.C., as reporter.

Matt Sinclair, anchor-producer and director of public affairs and public service, WPTF-TV Raleigh-Durham, N.C., joins WJXT-TV Jacksonville, Fla., as anchor-reporter.

Mindy Mintz, anchor, WAND(TV) Decatur, Ill., joins WRTV(TV) Indianapolis as general assignment reporter and member of investigative unit.

Jennifer James, cultural anthropologist, University of Washington, Seattle, freelance lecturer and air personality, KVI(AM) Seattle, joins KIRO-AM-TV and co-owned KSEA(FM) there as news commentator-reporter and air personality.

Jim Minard, from WBRZ(TV) Baton Rouge, joins KATV(TV) Little Rock, Ark. as 6 and 10 p.m. weather anchor.

Cliff Morrison, from WNBC-TV New York, joins KNXT(TV) Los Angeles as weekend weather forecaster.

Karen Filloon, meteorologist, WCTV(TV) Tallahassee, Fla., joins KSTP-TV Minneapolis-St. Paul, as meteorologist, 6 a.m. news.

Technology

Bernard Munzelle, national sales manager, broadcast and professional division, Hitachi Denshi America, Atlanta, named VP, marketing. **Gino Nappo**, Southeast regional manager, succeeds Munzelle. **James Fadeley**, regional sales manager, Fernseh, joins Hitachi Denshi America, Atlanta, as southeastern regional sales manager.

Alex Gibbons, corporate director, financial and interactive systems, CBS, New York, named corporate director, technology.

Herman Bergman, controller, Fairchild Republic, joins Comtech Telecommunications Corp., Hauppauge, N.Y., as senior VP, finance and administration.

Wayne Robins, director of product strategy, communications operations and information services group, ITT, New York, named director, business development, communications operations.



Musson

Carleton Musson, manager, studio and control equipment engineering and product management, RCA Commercial Communications systems Division, Camden, N.J., named director, video systems product management.

Phil Robinson, VP, corporate marketing and service, Tektronix,



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Rave for Reagan. President Reagan was presented with a special gold medal from the International Radio and Television Society during a ceremony in the Oval Office, honoring him as "America's most accomplished communicator." The presentation was made by IRTS President Ave Butensky (second from right) in the presence of (l-r) F. Charles Graves, first vice president of IRTF; Sherril Taylor, president of related International Radio and Television Foundation and consultant to the International Communication Agency and Stephen B. Labunski, IRTS executive director. Butensky had mentioned in his remarks that IRTS often has used President Reagan as an example of how to communicate effectively, and in his response Reagan said that if IRTS members still thought he deserved the award, they were welcome to continue to use him as their example.

Beaverton, Ore., named VP, instrument systems division.

Patricia Van Thof, co-host, Morning Break, WOKR(TV) Rochester, N.Y., joins WZO(FM) there as director of promotion and public relations.

Robert Ross, engineering supervisor, Group

W's WBZ-TV Boston, joins co-owned WJZ-TV Baltimore as assistant engineering manager.

James Ohmstede, assistant chief engineer, KCRG-TV Cedar Rapids, Iowa, joins KWWL-TV Waterloo, Iowa, as chief engineer.

Steve Ward, engineer, KTXL(TV) Sacramento, Calif., named assistant chief engineer.

Promotion and PR

Peter Tarnapolli, account executive, Grey Advertising, New York, joins CBS Radio Networks there as manager, affiliate/program promotion.

Hollis Palmer, director of advertising/marketing, Washington Service Bureau, joins Mutual Broadcasting System, Washington, as director of advertising and promotion.

Anne Marie Riccitelli, magazine publicist, ABC public relations, New York, named manager, magazine publicity.

Mary Pitelli, from *Television Digest*, Washington, joins Satellite Television Corp. there as manager, media relations.

Beth Corbin, public relations director, Capitan Resorts International, Fort Meyers, Fla., joins WLEQ(FM) there as promotions coordinator.

Ron Crowe, advertising and promotion manager, KIRO-TV Seattle, joins KAAM(AM)-KAFM(FM) Dallas in same capacity.

Allied Fields

Presley D. Holmes, president and chief executive officer, Chicago Metropolitan Higher Education Council, joins West Virginia Educational Broadcasting Authority, Charleston, W. Va., as chief operating officer and executive secretary. Holmes is former VP of National Public Radio, and one-time director of planning and research for Public Broadcasting Service.

President Reagan has announced intention to name **W. Scott Thompson**, senior fellow,

Georgetown University Center for Strategic and International Studies and Heritage Foundation, Washington, as associate director, programing, U.S. Information Agency.

A.D. Frazier, chairman, Georgia Public Telecommunications Commission, Atlanta, will resign at conclusion of August commission meeting. He will join First Chicago Corp., Chicago, to direct corporate planning. **Saralyn Oberdorfer**, vice chairman, succeeds Frazier.

Martin Agronsky, moderator of public TV's *Agronsky & Co.*, awarded Arthur D. Morse Fellowship in Communications and Society. Aspen Institute established fellowship in honor of late CBS news producer.

Vivian Hunt, former director of promotion, Turner Broadcasting, Atlanta, has formed program management service. The Family Entertainment Network, joint venture with The Center Capital Group, private investment banking firm. Network opened management office in Chicago. Corporate office will be in Wheaton, Ill.

John Rivers, president, WCSC-TV Charleston, S.C., has been appointed chairman of CBS affiliates government relations committee.

Craig Harper, sales and marketing representative, Birch Report, Coral Springs, Fla., radio research firm, named assistant VP.

Michael Gallagher, from NW Ayer, New York, joins International Film and TV Festival, there, as manager of creative services.

Elected officers, Savannah (Ga.) Area Broadcasters Association: **Millard Ganey**, WAEV(FM), president; **Randy Peltier**, WSAV-TV, vice president, and **Laura Rauters**, WSOK(AM), secretary-treasurer.

Lynette Robinson, manager of conference programing, scheduling and sections, Society of Motion Picture and Television Engineers, Scarsdale, N.Y., named executive secretary.

Deaths

James Lowe, 45, director of public relations for Scripps-Howard Broadcasting, died of cancer Aug. 10 at Cleveland Clinic hospital. Lowe began his broadcasting career as associate director at KYW-TV Philadelphia and was member of team that developed and produced *Mike Douglas Show*. He joined Scripps-Howards' WWSV(TV) Cleveland in 1964 as station's first public relations director. He is survived by his wife, Donna, two daughters and three sons.

Joe Ross, 68, veteran television comedian, died of heart attack Aug. 13 while performing comedy routine for neighbors at his Van Nuys, Calif., apartment building. Ross was featured in such shows as *Sgt. Bilko* and *It's About Time*; and co-starred with Fred Gwynn in *Car 54 Where Are You* from 1961 to 1963. His survivors include his wife, Arlene.

Leonard Bridge, 69, retired business manager, WOTV(TV) (formerly WOOD-TV) Grand Rapids, Mich., and former business manager for WOOD-AM-FM-TV Grand Rapids, died of heart attack Aug. 9 at his home there. He is survived by his wife, Alice, and son.

Eben Edward (Eddie) Chase, 63, retired air personality with WOOD-AM-FM and WOOD-TV (now WITV(TV)) Grand Rapids, Mich., died of heart attack Aug. 8 at Butterworth hospital, Grand Rapids. He is survived by his wife, Betty, two daughters and five sons.

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HBO's Michael Fuchs: alternative programmer

"I think people had a sense there was a chance to take a very special trip here."

Sitting now in an executive office on the communications strip of New York's Avenue of the Americas, Michael Fuchs has been on that trip for the past six years—taking it for all it's worth.

HBO President James Heyworth describes him as "aggressive" and "thoroughly competent," mentioning also his sharp wit and sense of humor.

As Home Box Office's fortunes have skyrocketed, so have those of Fuchs. Up from director of special programming at the then-fledgling pay service in 1976, Fuchs now serves HBO as executive vice president, programming, making him one of the more powerful programmers in the country.

Fuchs, 36, is known as a hard driver, especially to those across the negotiating table supplying the films that make up the bulk of HBO's programming. That role has brought him his share of disparaging remarks. Often they are backhanded compliments. Take, for example, the accusation that he pays too little for product and takes too great advantage of HBO's prime marketplace position in the pay TV field.

Responsible for overseeing and developing HBO programming operations—both the primary service with more than nine million subscribers and the companion Cinemax with more than 1.5 million—Fuchs says his "bottom line is to decide what goes on the air . . . what the rhyme and reason are" and "to be a sounding board and collaborator" with his staff. He also keeps his management eye on HBO's on-air promotion department. Fuchs carries the clout of HBO program expenditures now believed to be in the range of \$200 million-\$300 million a year.

Fuchs won't single out any one programming deal or decision as the apex of his career. He calls the programming process too "cumulative" for that and instead speaks of the HBO "philosophy" and "direction" to bring "as much quality to television as is possible within a practical business environment."

In Fuchs's success there has been an element of being in the right place at the right time. But it also has been knowing when to run with an opportunity.

The chance to cut his teeth in the pay TV business came after former William Morris Agency colleague Neal Pilson turned down HBO for a CBS Sports job (he's now president there). Hearing of an opening, heavy on programming, Fuchs got right on the phone and volunteered his services.

Having worked as a director of business affairs at William Morris involved in



Michael Joseph Fuchs—executive vice president, programming, Home Box Office; b. March 9, 1946, New York; BA, political science, Union College, Schenectady, N.Y., 1967; JD, New York University, 1971; U.S. Army Reserve, 1968; associate, Marshall, Bratter, Greene, Allison & Tucker law firm, New York, 1971-74; Bomser & Oppenheim law firm, New York, 1974-75; director of business affairs, William Morris Agency, New York, 1975-76; joined HBO September 1976 as director of special programming, then special programming and sports; vice president, specials and sports, 1977; vice president, programming, 1979; senior vice president, programming, 1980; present position since April 1982; single.

packaging TV shows (including some HBO specials), negotiating feature films and arranging personal appearances, Fuchs took that experience in-house. Along with it went a broader knowledge calculatingly picked up along the way.

"I did one of the classic things that a lot of people have done in talent agencies. I read the files . . . quite literally," Fuchs explains. "I may not have read every deal the company ever did but I read every type of deal. Even steaming. There were one or two confidential deals that had been closed that, certainly, I wasn't going to stay out of."

Fuchs says the information was used only "for educational purposes."

Raised in suburban New York, Fuchs moved on to a formal education in political science at Union College upstate and then law at New York University.

At that time corporate law was his direction. He signed on professionally with the law firm of Marshall, Bratter, Greene, Allison & Tucker. "Not showing Clarence Darrow potential," he moved into the firm's small entertainment unit and later left for the Bomser & Oppenheim entertainment law firm. William Morris was next, then HBO. He also was garnering

political savvy as an advance man for Edward Muskie, Ted Kennedy and Arthur Goldberg and as senate intern for Birch Bayh.

Fuchs joined HBO in September 1976 as director of special programming, taking sports under his wing within a couple of months. A vice presidency came within a year. By 1979 he was the overall VP, programming, senior VP in 1980 and executive VP earlier this year.

Much has changed since Fuchs's early days there when, he says, he took over sports just because he was the most knowledgeable one at a conference table. But on one programming front at least an early decision in which Fuchs participated has remained the same: to create exclusive original programming.

"I think as you live in this multipay and competitive world, to establish yourself in someone's home as a fixture, you've got to do more" than provide another window for what's available elsewhere, he said, "I never envision a time when we're not interested in having as many acceptable theatricals as we can on the air. . . . But I do imagine a time when the old cliché about pay television—'movies drive the service'—will not be as clear a fact."

A high-water mark in original programming was a George Foster Peabody Award this year for the HBO/*Ms. Magazine* documentary: *She's Nobody's Baby: American Women in the 20th Century*. Upcoming is a *Fraggle Rock* series from Muppets-creator Jim Henson and HBO's first made-for-pay film, *The Terry Fox Story*.

Yet the original programming push—both for identity purposes and because "there are not enough good movies to make people happy"—doesn't preclude some gleanings from what has been on broadcast TV. If a Clint Eastwood film comes "back on HBO once a year," he says, "I'm telling you it's going to work."

HBO also tried to grab *Taxi*, after it was canceled by ABC-TV. "We wanted a learning curve" from a weekly comedy series, he says. Fuchs claims that previously set broadcast syndication contracts, not a higher NBC-TV bid, was the reason *Taxi* didn't come into the pay TV fold.

Fuchs, who gets in about 10 a.m. but stays late to work in quiet and return California calls, says his personal and professional lives "get a bit blurry." A bachelor, he believes "if I had a family, I would probably leave the office in the office more."

He has his own time set aside however: the early mornings when he works out in a personal gym built into his triplex apartment. "That's my time," he says. He arrives at the office relaxed and mellow after the exercise. "That lasts about 30 seconds," he jokes.

Prospects for VHF service in New Jersey are all but assured now that Senate and House have passed and sent to President proposal requiring FCC to automatically renew license of any VHF operator agreeing to move to now unserved state. Included in \$98-billion tax bill by Senator Bill Bradley (D-N.J.), proposal was originally advanced by RKO General Inc., which faces tough renewal battle for its WOR-TV New York stemming from FCC's refusal to renew three of company's TV licenses in 1980. House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) fought inclusion of RKO proposal in tax bill during conference with Senate, but his fellow House conferees, Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) and Representative James T. Broyhill (R-N.C.), voted in favor of it.

"Blown apart," are words used by parties to cable copyright compromise to describe latest development in complicated negotiations that began more than 11 months ago. Problem came when House Telecommunications Subcommittee staff circulated draft amendments proposing that, in exchange for acceptance by cable operators of mandated carriage of 28 religious stations, mandated carriage of local broadcast signals would not include teletext programming offered by those stations on vertical blanking interval. In addition, proceedings now under way before Copyright Royalty Tribunal to adjust compulsory license rates to reflect impact of FCC's deregulation of distant signal carriage and syndicated exclusivity, would be terminated. National Association of Broadcasters, three major networks and Motion Picture Association of America have rejected amendments as unacceptable. Teletext amendment would reverse appeals court decision two weeks ago that satellite reseller, United Video Corp., must carry teletext signal of WGN-TV Chicago when delivering WGN-TV's programming to cable systems.

Senate Foreign Relations Committee's plans for voting on Radio Marti bill on Friday were blocked by parliamentary maneuver of Senator Edward Zorinsky (D-Neb.), who was determined to check with home state broadcasters before acting on new amendment proposed by State Department. As result, committee will not be able to consider House-passed measure (H.R. 5427) for station to broadcast to Cuba until after Congress returns from August recess that began on Friday. Com-

mittee chairman, Charles Percy (R-Ill.), who scheduled meeting on Radio Marti for Sept. 8, was hopeful committee and Senate—could complete action on measure before congressional adjournment, now scheduled for Oct. 2. New amendment, suggested by Assistant Secretary of State for Inter-American Affairs, Thomas Enders, was hailed by Percy as answer question of how to assure wide coverage of Cuba and, at same time, protect American broadcasters from retaliatory interference. Amendment won approval—albeit lukewarm—of officials of WHO(AM) Des Moines, Iowa, who had been most active in Congress in expressing concern about dangers of electronic interference to station from Cuba. Administration had tentatively settled on 1040 khz—WHO's channel—as frequency for Radio Marti. But Percy, after meeting on Friday, said he would be "dumbfounded" if 1040 khz remained administration choice. New amendment would require assistant secretary of commerce for communications and information, who would select frequency for Radio Marti, to consider "service and interference potential" of Cuban AM assignments. And specifically includes 48 assignments in changes in its inventory Cuba reported to International Frequency Registration Board in January. Among those are two proposals to establish 500 stations, one on 1040 khz, other on 1160 khz, frequency of KSL(AM) Salt Lake City. Committee is not relying on word Enders as to seriousness of administration's commitment support amendment; he is regarded as having broken agreement he had reached with Representative Timothy Wirth (D-Colo.), when measure was before House Commerce Committee last month. Percy wants commitment from President Reagan himself. In any case, Zorinsky, who received copy resolution Nebraska Broadcasters Association adopted opposing Radio Marti, said he is concerned about possible impact on Nebraska stations. He referred specifically to WOW(AM) Omaha which broadcasts on 590 khz and is suffering Cuban interference now. Zorinsky said officials there were not impressed with WHO's support of new amendment. He said they feel "WHO must be shifting the problem to other stations."

Cable industry has been spared \$40 million in extra pole attachment fees as result of passage of FCC "Track One" bill by both houses of Congress last week, according to National Cable Television Association. Bill (H.R. 3239) extends indefinitely FCC's authority to regulate pole attachment rates. The

Broadcasters win first round against ASCAP, BMI

A federal district judge ruled last week that the blanket music licenses offered to television stations by ASCAP and BMI are anti-competitive and illegal.

Subject to appeals that the two music-licensing organizations said they will take and expect to win, the stations thus won at least the first round in their battle to have the blanket licenses—held by "more than 99.7%" of all TV stations, by the judge's count—struck down.

If sustained, the decision would be a giant step toward a world in which the stations hope to be free of ASCAP and BMI licenses of any kind. The licenses were costing them \$48 million a year in 1978, when the suit was filed. Since the music payments are based on station revenues, which have grown markedly, the outlay by definition is substantially higher now. Some estimates put the current costs at more than \$80 million a year.

The stations want the blanket licenses replaced by a system of source licensing, in which program producers would acquire the music-performance rights when they produce the programs. That would cover all syndicated programs. Since networks acquire their own music licenses for network programs, the stations would need ASCAP and BMI licenses only for the relatively few music-using programs and commercials they produce locally—and in fact would like to obtain the music rights themselves directly from the copyright owners, in those cases.

The suit, tried late last fall before Judge Lee P. Gagliardi in the U.S. Southern District Court in New York (BROADCASTING, Dec. 14, 1981), was similar in many respects to one brought by CBS against the two music-licensing organizations, which between them represent virtually all music that is publicly performed in the U.S. CBS won in early rounds in that suit, which lasted 11 years and reached the Supreme Court, but ASCAP and BMI won in the end (BROADCASTING, April 13, 1981).

Judge Gagliardi, in his decision last week, distinguished the stations' case from CBS's, ruling that individual stations lack the clout that a network can bring to negotiations with program producers and syndicators and in effect are powerless to change things.

Where stations are concerned, he said, the blanket license is anti-competitive, preventing competition among copyright owners; the per-program licenses that BMI and ASCAP offer are "too costly and burdensome" to be a realistic alternative to the blanket license and, in fact, "there is no realistically available marketing alternative."

He also ruled that, as the stations had claimed, ASCAP and BMI composers and publishers had misused their copyrights by participating in the blanket-licensing system.

Not yet decided were issues of damages owed the stations and the disposition of some \$20 million in station music payments being held in escrow pending outcome of the suit.

authority had been scheduled to expire in February 1983 and would have been eliminated sooner if Senate Commerce Committee leaders had had their way (see story, page 36). Federal pole attachment regulation stayed in bill at insistence of House Energy and Commerce Committee Chairman John D. Dingell (D-Mich.), Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) and Representative James T. Broyhill (R-N.C.).

Bill to codify Federal Trade Commission's regulation of unfairness in advertising passed House Energy and Commerce Committee last Wednesday (Aug. 18). Bill (H.R. 6995) would cap FTC 1983 funding at \$66,080,000, in 1984 at \$70,705,000 and in 1985 at \$75,654,000. Comparable legislation in Senate would eliminate unfairness standard and would cap funding levels at \$60,838,000 in 1983, \$55,100,000 in 1984 and \$54,600,000 in 1985.

Battle between Matsushita and Sony to win endorsement from equipment and broadcast industries for their respective half-inch videocassette recorder systems got hotter last week as Thomson-CSF announced backing of Sony system, which is based on its Betacam format. Two systems are not compatible. Thomson expects to begin manufacturing Sony half-inch recorder shortly and expects product to go on market in two or three months. Matsushita system has been backed by RCA. To date, however, Society of Motion Picture and Television Engineers has yet to come up with set of standards for half-inch recorders.

Bill to reduce size of FCC from seven members to five passed both houses of Congress last Thursday (Aug. 19) and is headed for the President's signature. Included in giant budget reconciliation package, measure eliminates, as of June 30, 1983, two seats on FCC: that of Republican Commissioner Abbott Washburn, whose term expired last June 30, and Democratic Commissioner Joseph Fogarty, whose term will expire next June. Senate Commerce Committee leaders, who have refused to hold confirmation hearings on nomination of FCC General Counsel Steve Sharp to replace Washburn, have taken no steps, according to staff, to begin confirmation process now that appointment of Sharp would only be to temporary seat. Senator Ted Stevens (R-Alaska) has opposed Sharp's nomina-

tion in favor of his own candidate, Alaska Public Utilities Commissioner Marvin Weatherly. **Senate and House began August recess last Friday (Aug. 20)** and will not return to Washington until Sept. 8.

League of United Latin American Citizens last week announced campaign against three major networks aimed at increasing and upgrading coverage of Hispanics. According to group study, only 1% of 3,546 characters portrayed on networks during January through February 1981 were Hispanic; only five had "significant speaking roles," and seven of 11 characters who had speaking parts played "negative criminal roles," group said. In July 20 letter to FCC Chairman Mark Fowler, LULAC President Tony Bonilla said study results demonstrated combination of "benign neglect and defamation of Hispanics." Letter urged Fowler to call meeting of network presidents and chairmen with leaders of Hispanic community; launch comprehensive study to determine impact of "benign neglect and defamation" on public and Hispanic community, and to develop plan, "consistent with First Amendment rights," to minimize networks' "entrance into related electronic fields [such as low-power television and cable] so long as the present defamatory and inaccurate portrayals continue." In interview, Bonilla said he had aired group's grievances with network representatives in New York last week.

J. Walter Thompson U.S.A., New York, predicts inroads of cable and other new media will result in decline of network television audiences by 1989-90, with network prime time shares dropping from 84% in 1980-81 to 73% in 1985 and to 63% in 1989-90. Combined network ratings will fall from 49.8 in 1980-81 to 39.4 in 1989-90. Prepared by agency's Media Resources and Research Unit, report echoes other predictions that network television still will remain "most mass of mass media" by 1990. JWT also estimates TV households will grow from 79.9 million in 1980-81 to 95.5 million in 1990 and homes using television in prime time will increase from 59.5% in 1980 to 62.5% in 1990. JWT envisions total cable will almost double in household ownership, rising from 33.4% in 1982 to 60% in 1990. Pay cable is tabbed for dramatic growth, climbing from 18.7% in 1982 to 45% in 1990. Videodisks and cassettes also are pointed for strong acceptance, JWT says, with household ownership rising from 4% in 1982 to 25% in 1990.

Broadcast Bureau threatens SIN with hearing

Putting the finishing touches on an investigation launched two years ago, the FCC Broadcast Bureau has found evidence that SIN National Spanish Television Network has exerted improper control over Spanish International Communications Corp., licensee of five television stations, sources confirmed last week.

Moreover, sources said, the commission also had found evidence of anticompetitive behavior. As a result, the Broadcast Bureau was recommending that those companies restructure their ownership through stock sales, and so forth—to prevent them from exerting undue control over Spanish-language programming.

At private meetings at the FCC, the Broadcast Bureau has also informed SIN officials that unless it voluntarily moved to sever its ties with SICC, a full evidentiary hearing was likely to ensue, sources said.

Jeff Baumann, deputy chief of the Broadcast Bureau, refused to comment on the investigation, but said the bureau planned to present its findings and recommendations to the full commission in the fall.

The investigation came in the wake of an informal objection filed by the Spanish Radio Broadcasters Association of America in 1980 to SICC applications for experimental translators in Washington and Denver. In its objection, the group charged that SICC was unlawfully under alien control (BROADCASTING, Sept. 15, 1980).

At the time of the filing, SRBA had noted that SIN was 75%

owned by Televisa, a Mexican company that owned 110 television stations in Mexico. The other 25% was owned by Rene Anselmo, a U.S. citizen who also owned 24% of SICC (and is currently president of both SIN and SICC). Twenty percent of SICC, the legal maximum for foreign ownership of a U.S. broadcast license, was owned by the Emilio Azcarrago family, which owns Televisa. The rest of the stock had been held by 43 U.S. citizens, according to the FCC's records.

SICC is the licensee of KFTV-TV Hanford, Calif.; KMEX-TV Los Angeles; WKTU-TV Miami; WSTV-TV Paterson, N.J., and KWEX-TV San Antonio, Tex. SIN control of SICC would be illegal, because more than 20% of SIN's stock is held by Mexican interests.

Sources also confirmed that the FCC was concerned because SIN acted both as SICC's programming source and as its national sales representative; it was also concerned about the two firms sharing employees.

In its official statement, SIN admitted that Broadcast Bureau staffers had recommended "certain changes in the operation and structure" of SIN and SICC, but it denied "any and all charges of alien control or anticompetitive irregularities." Nonetheless, it said, the companies were in the process of "examining their structure and practices to determine whether the concern of the FCC can be alleviated without substantial harm to the companies and their shareholders."

Sol Taishoff asked but one thing of those whose duty it would be to write his obituary. In a note he dictated on Oct. 23, 1979, he said:

"When my obit is written, I hope we can prevail upon the obit editors to forget the 'native of' introduction (usually in the second paragraph). Perhaps we could impress them with a line that might read 'for all except his first two years in Europe, he has been a resident of Washington, etc.' For the record, the first six weeks of my life were in Minsk (now Belorussia), the next two years in Frankfurt and Minz, Germany."

That was his last and only mention of the subject. The rest was left to us. We, his inheritors, have been scrupulously faithful to that wish; as readers will note, our account of his death does not mention his origins until the third paragraph. We never quite knew why ST had that particular aversion—but then, his reasoning was often beyond that of more ordinary men.

If we had to guess, it would be that ST wanted fiercely to be identified with America, the land that he so deeply loved. The home of the free and the brave, as the song goes, and that made it the right place for him, who was always so brave and brilliantly free. He *believed* in all those ideas about liberty and opportunity in the United States, and he came to embody them nobly.

Yet, in the final analysis, the journalists among us must take note of ST's roots. They were in the same soil from which sprang another of the giants who have put an indelible mark on the American system of broadcasting: David Sarnoff of RCA. ST rejoiced in that association, as he did in his kinship—albeit one generation removed, in terms of their respective emigrations—with William S. Paley of CBS, whose father came from a Russian village called Brovary, near Kiev.

As was once written of Harold Ross, the late editor of the *New Yorker*: "[He] was an enormously intelligent man who worked almost entirely by instinct and intuition." The same could be said of ST. He had an instinct that told him what ought to be written and how it probably would be received. He had dealt with broadcasters most of his life and with later arrivals in the Fifth Estate as they materialized. It was unnecessary for him to be analytical in his approach to a news story or an editorial. Experience and intuition judged it for him.

ST's formal schooling ended with the 12th grade, but he acquired a comprehensive knowledge of journalism, politics, communications law, business and finance. Books bored him, but he was an insatiable devourer of news. At breakfast, alone in his kitchen, he read the *Washington Post* while watching morning news programs on television and listening to the radio.

He skimmed the clippings and the AP wire between conversations on the telephone, which rang incessantly, his left ear going deaf from overuse. His correspondence was torrential. For years he sent thank-you notes for the hundreds of Christmas cards he received. By sheer force of personality he built a network of friendships reaching into every corner of his circulation list.

He was unmatched as a reporter. As the magazine's scope widened beyond one man's capacities to cover it, ST would often call his editors to ask: "What's going on?" If the answer was

"not much," he either disbelieved it or took it as a personal offense that the industry, a word he hated, wasn't doing anything to engage his interest, and that was wrong.

ST was suspicious of success, which he felt could vanish without warning. Before the magazine's headquarters were moved, in 1953, from seedy premises in the National Press Building to an eight-story edifice that he bought and refurbished in a nicer part of town, he presided at a massive desk that would have caught the eye of a 19th century steel baron, but his reception area was covered by an imitation Oriental rug that was frayed beyond repair. The scene was typically Taishoff. He felt comfortable at a desk that had cost enough to remind him of surviving leaner times, but he wanted callers to notice the dilapidated rug and deduce a continuing need for advertising revenue. To the end he would circle city blocks to find a curbside place where he could leave his car and avoid the price of commercial parking. Once parked, he would spend freely and tip magnanimously at the best restaurants in town. Afterward, he would pretend to those not present at the party that someone else picked up the check.

ST ran the magazine the way he ran his life, watching petty cash with an auditor's relentless eye while spending whatever it took in money, time and human energy to put out the magazine he wanted. Human energy was spent with particular extravagance. In the presence of a staffer, a visitor once complimented ST on a long and detailed article. The visitor asked how the feat had been accomplished against a deadline that he knew was short. "We finally learned how to work a 9 to 5 day," the staffer muttered, "9 a.m. to 5 a.m." ST smiled approvingly.

Until his final illness struck him down, ST was in constant competition with his staff. If a reporter brought in a piece of information that ST felt belonged within his orbit, he either challenged its accuracy or debased its source. If the reporter was right, as all reporters joining the magazine soon learned to be, ST would grudgingly concede. The incestuous competition stirred people to be more meticulous than they might otherwise have been in collecting and winnowing information. It kept them from reporting it before they were sure of its credentials.

The last piece of copy to bear ST's mark came from his hospital room. It was a foreword he had written for BROADCASTING's 50th anniversary book, now on the press. Briefly, he reviewed the first 50 years and spoke enthusiastically of entering the "next 50."

"Our capable and dedicated staff," he wrote, "under our president and publisher, Larry Taishoff, will carry on after I'm out of play. For the nonce, the Almighty willing, we'll do our job—giving everyone in the Fifth Estate our best shots for absolute freedom of the press—all of it."

He signed it "73," the symbol telegraphers use to designate the end of their transmissions. To them, it means: "Best Regards." To ST, it meant "Love."

The editors knew as last week began that the outside world would have far more than they to do with writing the story of ST's passing. As the pages of this issue attest, he was loved far and wide. His life touched others in ways we won't know for years to come. But it remained to his older brother, Jack, to write "30" to this story. In a letter to the family last Friday (Aug. 20), he spoke for all of us in saying:

"The wound is deep and the world will miss this kind and humble man whose charity knew no bounds. Our scriptures teach us, 'Blessed is he, who on departing this earth, leaves a good name.'"

Sol Taishoff did just that.



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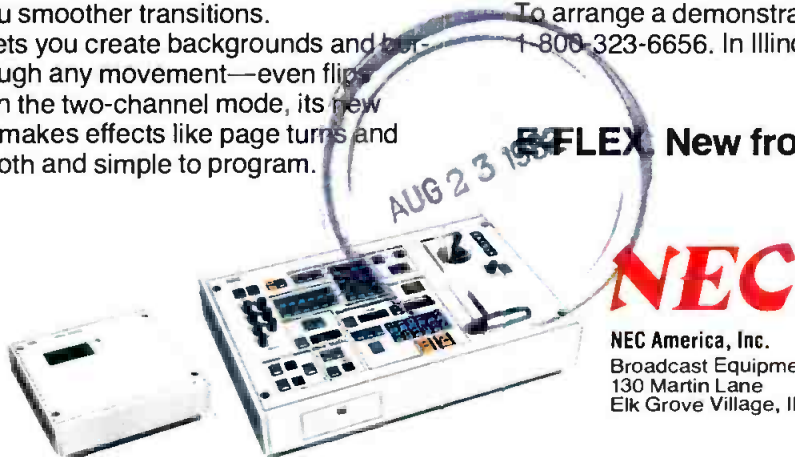
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