Annual report on station trading:
Broadcasting’s first billion-dollar year

Broadcasting
Jan 21
The newsweekly of broadcasting and allied arts
Our 49th Year 1980

THE SCENE AT FIVE. IT’S RECESS FOR ADULTS.
After a hard day’s work, our viewers deserve a pick-me-up. And that’s exactly what host Ron Stone gives them... with warmth, wit and wide-ranging features. The Scene at Five. Where a good time is had by all.
KPRC TV HOUSTON.

An all-new strip from Goodson-Todman!
Based on their greatest format ever!

"To Tel"

Out in front at the NATPE!

BARRON SUITE
SAN FRANCISCO HILTON
The super-charged new “Truth” is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward! Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

Variety says, “First indications among tv-rep programmers in New York is that “Truth” could end up as the most formidable of the new game show strips.”

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.
THE NEWS IS NOT WHAT'S HAPPENING.

Good News. “What’s Happening!! is available now.

a TOY Production in association with Columbia Pictures Television
The Week in Brief

SENT HOME □ American journalists are expelled from Iran and Afghanistan and the ban may extend to others unsympathetic to the new governments. PAGE 27.

OLYMPIC DILEMMA □ The ripples of a Moscow boycott could extend to Lake Placid and on into the 1984 games. Also under consideration are moving the games from Russia to another country or to various locations. PAGE 28.

MIKE DOUGLAS PACKING □ John Davidson will take over as host of Group W's long-running syndicated show. PAGE 29.

IOWA BLITZ □ President Carter's appearance on Meet the Press and Kennedy's on Issues and Answers on the eve of that state's Republican and Democratic caucuses leave Brown unhappy. Intense campaigning is the order of the day with paid time on radio and TV in great demand. PAGE 30.

PRESS FAILURES □ Speakers at a Philadelphia meeting agree that the public doesn't fully understand First Amendment issues, and that the press has been remiss in aligning itself with the American people to resist judicial onslaughts on freedom. PAGE 32.

INTV SHOWS STRENGTH □ Its convention in Houston demonstrates that the association has developed the muscle to meet its many challenges. One flex will be the shift of INTV headquarters to Washington. PAGE 33. The delegates in Houston hear Barry Goldwater's doubts that the Communications Act rewrite will pass. He also wants the Olympics boycotted. PAGE 34. FCC's Jones addresses INTV on the "chilling" effect of ex parte rules. PAGE 34. And a rundown of the Houston workshops begins on PAGE 35.

CHANGING HANDS IN '79 □ The total value of broadcast stations sold last year was well in excess of $1 billion. Broadcasting's annual report on the buying and selling gives a comprehensive rundown on all of the radio-TV activity. PAGE 38. Station brokers review the trading activity in 1979 when demand didn't soften, particularly for FM and UHF. PAGE 55. In cable last year, the MSO's got bigger and the entry of outsiders forced prices upward. PAGE 55.

BURKE BOWS OUT □ The radio audience measurement firm finds it can't make it financially and shuts down this week. PAGE 58.

UNITED CABLE'S HEALTH □ That company's key executives discuss money matters at a New York analysts' meeting and offer some insight into pay-cable growth. PAGE 58.

THE PRICE IN IOWA □ The FCC rules that the lowest unit rate applies for broadcast time in the Iowa caucuses, which it likes to primary elections. PAGE 61.

PRESIDENTIAL DEBATES □ The League of Women Voters gears up for forums across the country that will start Feb. 26. PAGE 64.

TARTIKOFF MOVES UP □ The vice president for programs becomes president of NBC Entertainment as Weinblatt shifts to command of the new NBC Enterprises division. PAGE 67.

BEHIND JUST A TAD □ CBS-TV ratings in the week ended Jan. 13 put in within one-tenth of a point of ABC-TV for the season. PAGE 68.

WASHINGTON TO WASHINGTON □ Three times since 1957, Allan Swift has crossed and recrossed between broadcasting and government. Now the freshman Democrat from Washington State and member of the House Communications Subcommittee looks forward to joining the sophomore class and making a maximum contribution to broadcasting and government. PAGE 97.

The night we went to the moon.

Television coverage of the first moon landing brought families together all across America. And our television stations helped make this event possible. At Taft Broadcasting Company, television is just one of ways we combine community service with earnings growth. We're in the business of providing information and entertainment to the American family.

And it's a great business to be in. With radio and TV stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

For the down-to-earth details on our history making performances, send a note on your letterhead to:
Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Informing and entertaining the American family.
Taped season are said fee per episode which ABC Paramount area. Film in producers report. (Some and Network scrub syndicated that FCC scripts, Gelbart, retransmission consent would signs in independent stations cable National as Top News bandwidths on are to come to Radio Broadcasters Association against.) One video now came to Radio Commission, underwritten as FCC's broadcast license is isn't clear. How FCC would prove massive change at FCC's current operation. Fanatic Johnson, vice president, ABC's TV network, will start hearings on broadcasting to enjoyment of hard of hearing—will soon be reality. Parties involved—Public Broadcasting Service, ABC and NBC, which will air captioned programs, and National Captioning Institute, which will do captioning—will announce this week that networks will start airing captioned programs in mid-March and that adapters (decoders), needed on receivers to make captions visible, are available from Sears through its catalogue. Adapter's price: $250. Announcements will also include schedule of captioned programs—total of 16 hours weekly, for captioning cost to networks of $32,000.
Metro-Goldwyn-Mayer presents Theatre 15.

A collection of 15 movies originally made for television. 15 moving movies that play to a variety of emotions. Movies that make you laugh, squirm, sigh, gulp, cringe.

Available for the first time in syndication.
**Rept. Report**

WSPK/AM Toledo, Ohio: To Katz Radio from CBS Radio Spot Sales.

WAKY/AM Louisville, Ky.: To Eastman Radio from Major Market Radio.

WVET/AM Louisville, Ky.: To Eastman Radio from Torpet Radio.

WBRM/AM Baton Rouge, La.: To Katz Radio from HR/Stone.

**TOTAL MUSIC PROGRAMMING**

The Tanner Musical Spectrum offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced... for automated or live-assist operations, the Tanner Musical Spectrum programming is good listening and most important, profitable. Call for a demonstration of the Tanner Musical Spectrum. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station... today!

**Business Briefly**


**C&C Cosmetics** □ First-quarter campaign for soft drink begins Jan. 28 in 22 markets including, Los Angeles and Washington, D.C. Spots will run during fringe and prime access times. Agency: Doyle, Dane & Bernbach, New York. Target: women, 18-49.

**Avis** □ First-quarter campaign for car rentals begins in February in 24 markets. Spots will be placed during late fringe and early news times. Agency: SFM, New York. Target: men, 24-54.

**Chanel** □ Seven-week campaign for Chanel No. 19 fragrance begins Feb. 4 in top 10 markets. Spots will run in day, prime access and late fringe. Agency: Norman, Craig & Kummel, New York. Target: women, 18-34.

**Permabond** □ Three-week campaign for Permabond glue begins Jan. 28 in about 60 markets. Spots will run during day and fringe times. Agency: Winner Communications, New York. Target: adults, 18-49.


**Century Importers** □ Two-week campaign for O'Keefe Ale begins Jan. 30 in 13 markets including Boston and Providence, R.I. Spots are placed in morning and afternoon drive times and Saturdays. Agency: Ogilvy & Mather II, New York. Target: men, 18-34.

**San Giorgio** □ Four-week campaign for macaroni begins March 10 in two radio and 14 TV markets. TV spots are placed in day, fringe and prime times. Agency: Creamer, Inc., New York. Target: women, 25-54.
Attention: General Managers, News Directors

If someone in your area is competing in the 1980 Winter Olympics in Lake Placid and you would like "side-bar" coverage, or if you would like coverage other than what the ABC Network offers, you should know there is a **24-hour service** available to your station from Lake Placid.

C.A.N.S., the New York State Capital Area News Service, has been supplying news stories on a regular basis during 1979 to:

- WIVB, Buffalo
- WIXT, Syracuse
- WNBC, New York
- WCBS, New York
- WOKR, Rochester
- ITNA
- WPIX, New York

During the Winter Olympics we will have the following equipment and people in place 24 hours each day within walking distance of the Olympic arena.

**Equipment**
- Ikegami HL-77
  (up to 3)
- Sony BVU 200 Series editing system
  Necessary support systems

**Crew: 9 accredited professionals**
- Field Producers
- Cameramen (up to 3)
- Engineers
- Talent

Remember, ABC gives you national coverage; C.A.N.S. gives you local coverage.

This service is being offered on a first-come, first-served basis. To order a piece or a series, call:

Paul Conti, C.A.N.S. Bureau Manager
WAST TV-13, Albany, N.Y.
(518) 436-4791
Ramin, art on the and starts this month, features week network for Andrew Jergen’s new product, Gen-Touch soap. In New York, Rocking tub. It’s lovely to illustrate the “body smooth, baby-soft benefits of Gentle Touch soap.” The illusion of the rocking tub was created by using a moving floor and a stationary tub. The creative group on the account were Diane Whitehead, Irwin Kirz, co-creative group heads; Karen Covitch, writer; David Bergstein, art director; Dick Wotring, producer; Sid Ramin, music arranger.

Spreading the word. In change of pace, Television Bureau of Advertising this year will spread crosscountry introduction of its new TV advertising presentation over period of weeks—but nevertheless expects to have presentations to groups of advertisers in some 60 markets on kickoff day, Wednesday, Jan. 30. Showings in 100 or more other markets are scheduled shortly thereafter, and others later on. Last year there were virtually simultaneous showings in 125 markets on kickoff day. (Broadcasting, Jan. 15, 1979). Idea this year is to tailor presentations more closely to individual market situations, TVB spokesman said. TVB and station rep members will stage presentations in 12 key markets, members will put on those elsewhere.

Almost bigger everywhere. Analysis prepared by CBS-FM National Sales shows that FM audience share in 1979 not only is larger over-all than AM but is leader in every daypart except 6-10 a.m. segment. Representative’s analysis, based on figures in spring/fall-1979 RADAR study, reveals that FM’s share of total radio listening amounted to 52.4%, increase of 50.5% over previous RADAR report. According to CBS-FM, daily FM audience continues to be strongest in 7 p.m.-midnight period, amassing 59.5% share, and outrates AM in 10 a.m.-3 p.m. slot, with 54.3% share; afternoon drive time, with 54.7% share and midnight-6 a.m. 52% share. Only in morning drive time (6-10 a.m.) does AM outrank FM, with 56.1% share.

It’s TV for GOR. Excessive spending by Democrats, energy and declining American prestige are among issues to be spotlighted by Republican Party in $5-million, five-month TV campaign slated to begin on networks and in spot TV in February. Republican National Committee and National Republican Congressional Committee have formed Republican Marketing Group, under whose auspices TV effort will be conducted. Creative aspects of the campaign will be performed by Humphrey-BrownMacDougall Inc., Boston, which was President Ford’s agency in 1976. Media placement will be handled by SFM Media Services, New York. Spokesman for Democratic National Committee said no similar campaign is planned for that party at this time.

Complaint scorecard. Complaints from competitors arising out of comparative advertising claims are on rise, according to review of 1979 issued last week by National Advertising Division of Council of Better Bureaus. NAD said that in 1979, approximately 39% of all of its investigations were begun by offended competitors, compared with 36% in 1978 and 20% in 1977. In 1979, NAD and its Children’s Advertising Unit closed total of 174 advertising investigations, as against 170 in 1978 and 165 in 1977. During December 1979, NAD resolved 12 challenges to national advertising, including three on television. Modified or discontinued were TV commercials for Combe Inc. (Mt. Odor-Eater) and Gillette (Foamy Tropical Coconut shave cream). Reviewed and found acceptable was TV commercial for General Foods (Cycle dog food).

Widespread. J. Walter Thompson New York, has reached agreement to acquire majority interest in Euro-Advertising agencies located in Bologna/Milan, Dusseldorf, London and Paris, which had combined billings of about $100 million in 1979. JWT had estimated worldwide billings of $1.6 billion last year.
Though Bogie died of lung cancer in 1957, Gable of heart disease in 1960, their drawing power at the box office has not diminished, and that remarkable fact is responsible in large measure for the success of "Midnight Movies For Charity," managed and promoted by WQXI-FM, Atlanta.

Every Friday and Saturday two Atlanta theaters present midnight showings of celebrated feature films, with net proceeds going to charities. So far more than $25,000 has been distributed to national organizations such as the American Cancer Society and The Heart Association, as well as to local groups such as the Atlanta Association of Retarded Citizens. "Midnight Movies" is just one of the many ways we try to pay our social debt to the communities we serve; but among the distinctions of this project is that it's not a one-shot. It can keep producing so long as the audiences keep coming.

And with the money we raise, maybe we can keep the next Bogie with us a little longer.
This week
Jan. 20-25 — Joint board meeting of National Association of Broadcasters, Canyon hotel, Palm Springs, Calif.
Jan. 25-29 — Broadcasters Promotion Association board meeting, St. Francis hotel, San Francisco.

Also in January
Jan. 29 — Association of National Advertisers, new product marketing workshop, Hotel Fairmont, San Francisco.
Jan. 30-31 — New Jersey Broadcasters Association midwinter managers' meeting, Woodrow Wilson School of Princeton University.
Jan. 31 — Deadline for entries in 12th annual Robert F. Kennedy Journalism Awards for coverage of the disadvantaged by radio, television, print and photojournalism. First prize of $1,000 in each category. Grand prize of $2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.
Jan. 31-Feb. 2 — National Association of Educational Broadcasters second annual public television production managers' workshop, Monteleone hotel, New Orleans.

February
Feb. 1-2 — Society of Motion Picture and Television Engineers 41st annual television convention. Sheraton Center hotel, Toronto.
Feb. 1-3 — Florida Association of Broadcasters meeting, Sheraton River House Airport, Miami.
Feb. 3-5 — Louisiana Association of Broadcasters convention, Baton Rouge Hilton.
Feb. 4 — Political broadcasting clinics sponsored simultaneously in 37 cities by National Association of Broadcasters (see Broadcasting, Jan. 14, for complete list).
Feb. 4-5 — Ohio Association of Broadcasters/Ohio Sportscasters state meeting, Galbreath Darby Dan Farm, Columbus.
Feb. 5 —Mike Award dinner of Broadcast Pioneers, Hotel Pierre, New York.
Feb. 5-9 — Television Bureau of Advertising annual sales seminar, Hyatt Regency, Atlanta.
Feb. 5-8 — Society of Cable Television Engineers fifth annual spring engineering conference and membership meeting, Adams hotel, Phoenix.
Feb. 5-6 — Wisconsin Broadcasters Association annual winter meeting and legislative reception and dinner. Concordia hotel, Madison.
Feb. 6-11 — International Radio and Television Society faculty/industry seminar and college conference, Harrison Conference Center, Glen Cove, N.Y.
Feb. 7 — Television Bureau of Advertising regional sales seminars, Galleria hotel, Houston.
Feb. 7-8 — National Association of Broadcasters television convention, Century Plaza hotel, Los Angeles.
Feb. 8 — Deadline for submitting entries for Corporation for Public Broadcasting's local program award and nominations for Edward R. Murrow awards. Information: Diana Calland, director of radio activities, CPB, 1111 16th Street, N.W., Washington 20036.
Feb. 8-10 — Third annual Florida Agricultural and Mechanical University-Florida Association of Broadcasters radio news minicourse. Hillsborough Community College Daie Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307; (904) 599-3083.
Feb. 15-17 — Deadline for entries in Women in Communications Clarion Awards competition. Information: Clarion Awards, WCI, Box 9551, Austin, Tex. 78766.
Feb. 15 — Deadline for entries in Investigative Reporters & Editors/University of Missouri awards for investigative journalism. Information: John Ullmann, IRE, 220 Walter Williams Hall, University of Missouri, Columbia, Mo. 65211.
Feb. 17-20 — Association of National Advertisers, business and industrial conference, Marco Beach hotel, Marco Island, Fla.
Feb. 18 — Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-383).
Feb. 20-23 — Texas Cable Television Association annual convention, San Antonio Convention Center, San Antonio.
Feb. 24-26 — North Central Cable Television Association meeting. Camelot Inn, Little Rock.

We have 17 stations in 14 major markets. That's one-third of the U.S. population, with over $500 Billion Dollars in Consumer Spendable Income.*
Our audiences are your customers.

- **1,700,000 daily listeners are Business Executives**
- **1,900,000 daily listeners have over $25,000 in Annual Household Income**
- **2,600,000 daily listeners are College-Educated**

Multi-Market Plans make your media plans easier—one contract, one common schedule, one total weekly cost, one invoice. Reach Quality America...Now!

CBS RADIO SPOT SALES: WEEI, Boston; WCBS, New York; WCAU, Philadelphia; WTOP, Washington, D.C.; WGRS/WLYF, Miami; WJW/WWJ-FM, Detroit; WJW, Cincinnati; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; KPCC, Houston; KCBS, San Francisco; KNX, Los Angeles; KSDO/KEZL, San Diego.

Call: Don Macfarlane, New York, (212) 975-3431; Stephen Knowles, Chicago, (312) 944-6000; Robert Schulberg, Los Angeles, (213) 460-3701.

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*Based on a total of 34 Consolidated Standard Metropolitan Areas—Spot Radio Rates and Data, August, 1979. Source: Data based on Major Market Index (1978) daily Cumulative Adult 18 Plus audiences for 17 Stations in 14 major ADI's plus CBS estimates for data not measured by Major Market Index. All data subject to qualification, which CBS Radio Spot Sales will supply upon request.
RELIABILITY PUT
NEC TRANSMITTERS ON THE MAP
OVER 54 YEARS AGO!
And today NEC has more than 1000 models installed and serviced around the world. Choose from over 20 models, including VHF, UHF, and FM.

New for 1980, see our TV transmitter with stereo audio at NAB. Let us put your station on the map. Complete literature will be sent on request.

Call Toll Free 800/323-6656
In Illinois Call 312/640-3792
690PLL: Clean, clear FM sound.

This is the all-new, extra-stable FM exciter from Cetec. Phase-locked loop technology for pure, powerful sound; IC-controlled power supplies for solid reliability.

Model 690PLL can bring the FM sound of tomorrow to any FM transmitter—even yesterday’s transmitter. Top-of-the-line specs throughout. Very, very low noise and distortion. Perfect compatibility with all audio sources—monaural, composite stereo generators, SCA generators. 690PLL brings out the best in any audio processing system. Full engineering and performance data are available right now, and so is this great new FM broadcast component. Write or telephone Andy McClure today at (805) 684-7686.

Fred Sears BSEE, Cetec RF design engineer.
The records set at Bonneville aren’t only on the salt flats.

On the shores of Great Salt Lake, records are continually broken at the Bonneville Raceway. And generally that’s the only “Bonneville” people associate with Utah.

But there’s another Bonneville in Utah where records are being set: Bonneville Productions. In 1979 we received more top awards than ever before. A lot more.

As a matter of fact, this past year we earned four Clio’s, two Addys, an Ad Age, a Grand Prize and Gold Award at the International Film & Television Festival of New York. First Place in the U.S. Television Commercials Festival, plus two First Place and two Sweepstakes Awards, including “Best Agency Billing Under $15 Million,” from the American Advertising Federation’s Best In The West competition.

We’re proud of that, and grateful to clients who have worked with us to create advertising of which we can both be proud. Thanks also to the broadcasters who have provided time to air these spots.

Most people will probably continue to associate Bonneville with the salt flats. That’s okay with us. For now. But keep the other Bonneville in mind. We think we’re worth our salt.

BONNEVILLE PRODUCTIONS
130 Social Hall Avenue / Salt Lake City, Utah 84111 / (801) 237-2400
A Division of Bonneville International Corporation
March 2-4 — Ohio Cable Television Association annual convention. Sherraton-Columbus hotel, Columbus.
March 4 — Colorado Broadcasters Association Denver Advertising Federation advanced sales seminar. Writers' Union, Denver.
March 5 — International Radio and Television Society anniversary banquet and presentation of RTS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc. Waldorf-Astoria, New York.
March 5 — Association of National Advertisers media workshop. Plaza hotel, New York.
March 10-12 — Region 2 conference of International Telecommunications Union for medium frequency broadcasting. Buenos Aires.
March 11 — Television Bureau of Advertising regional sales seminars. Seatac Red Lion Inn, Seattle.

April 18-24 — MIP TV international program market. Cannes, France.
May 4-8 — CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.
May 18-20 — NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.
June 5-7 — Associated Press Broadcasters convention. Fairmont hotel, Denver.
June 7-11 — American Advertising Federation, annual convention. Fairmont hotel, Dallas.
Oct. 28-30 — National Association of Educational Broadcasters 56th annual convention. Las Vegas.

March 24-25 — Society of Cable Television Engineers mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.
March 26-28 — Ohio Association of Broadcasters "Pioneers for Political Season" workshop. Fawcett Center, Columbus.
March 28-29 — Alabama UPI Broadcast Advisory Board meeting. Holiday Inn Airport, Birmingham.
March 31-April 1 — West Virginia Broadcasters Association spring meeting. Charleston House, Charleston.
March 31-April 1 — Alaska Association of Broadcasters annual meeting. Anchorage Westward Hilton.
How the Midwest was won.

On KOLN-TV/KGIN-TV's public affairs program, "Thursday Magazine," Dorothy Creigh saw a project she initiated five years earlier come to life on the air.

To capture the colorful story of the settlement of the Great Plains, she inspired and directed a series of six 30-minute programs. The best local talent was recruited to write, film and narrate "The History of the Great Plains," which the Adams County Nebraska Historical Society produced. To prompt further study and discussion, a guidebook was prepared as a companion piece to the series.

In addition to broadcasting the programs, KOLN-TV/KGIN-TV offered dubs of all the shows to any other station wishing to air the series. Providing our viewers with the opportunity to discover their own rich heritage is all part of the Fetzer tradition of total community involvement.

The Fetzer Stations

WKZO Kalamazoo
WKZO-TV Kalamazoo
KOLN-TV Lincoln
KGIN-TV Grand Island
WJFM Grand Rapids
WKJF(FM) Cadillac
WWAM Cadillac
KMEG-TV Sioux City
Go to church this Sunday

EDITOR: Broadcasting (Jan. 14) has correctly termed the U.S. Catholic Conference’s opposition to radio’s deregulation as a “massive campaign to get the FCC to rescind its radio deregulation proposal.”

The conference’s opposition is premised on the absurd assumption that news, PSA’s, public affairs and other types of community service programs are aired because the FCC has a gun at the head of every broadcaster. Ergo, remove the gun and all such programing is removed.

It is unfortunate that the conference has launched this campaign of distortion without conferring with either the National Association of Broadcasters, whose petition initiated the proceeding, or with some representative group of broadcasters. The radio industry’s record of voluntary service in the area of religion is outstanding—particularly at the local level. The conference has grossly misrepresented the implications of deregulation. It’s up to local broadcasters to set the record straight with their local churches. —John B. Sammers, executive vice president and general manager, NAB, Washington.

Picking up the pieces

EDITOR: It couldn’t have been very hard for Archa O. Knowlton, (“Monday Memo,” Jan. 7), to project the 80’s. Seven of the 10 points he sees in his crystal ball have been a fact of life for the last two decades for the medium he chose to ignore: radio.

Since the 50’s, agency folks have chastised—and, yes, refused to buy—radio because of the fragmentation in the marketplace. Now, Knowlton tells us fragmentation can make better planning possible in television.

There’s a message in there somewhere.—Donald H. Friedrich, general sales manager, WOAI-FM San Antonio, Tex.

Not in it for the money

EDITOR: In your editorial of Dec. 24, 1979, entitled “Slurp, slurp,” you make reference to Ralph Nader or Nick Johnson as likely recipients of public participation funding under the pilot project proposed by the FCC on Dec. 19, 1979. Since Ralph Nader is chairman of NCCB and Nick Johnson a member of the board, it is clear that the reference in the editorial is to the National Citizens Committee for Broadcasting.

NCCB has long had a policy of not accepting public participation money from any agency. This policy was reiterated to the FCC in a Sept. 11, 1979, letter to Chairman Charles D. Ferris, with copies to all commissioners. —Samuel A. Simon, executive director, National Citizens Committee for Broadcasting, Washington.

Editor’s note. The NCCB’s disavowal of an intention to accept FCC funds was contained in one parenthetical sentence in a page-and-a-half, single-spaced letter urging the FCC to underwrite public participation in field hearings on proposed deregulation of radio and to establish public funding for participation in all rulemakings.

We’ve met somewhere before

EDITOR: I have been convalescing, starting to use my eyes again and catching up on past issues of Broadcasting. The Oct. 15 issue carried a story about the “first” Mutual Broadcasting System affiliates meeting in Washington. This may have been the first under the new Amway ownership but it definitely was not the first for the network. Sitting here at my desk and looking straight ahead of me I see a large framed picture of Tom O’Neil and myself presiding at a Mutual affiliates national convention in Bixoli in the early 1950’s.—Victor C. Diehm Sr, chairman and chief executive officer, Hazleton Broadcasting Co., Hazleton, Pa.

Editor’s note. O’Neil was chairman of Mutual from 1951 to 1957, when the General Teleradio Division of RKO Teleradio Pictures sold the network. Diehm, chairman of the Mutual Affiliates Advisory Committee, later served as president of MBS.

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Lee Taliahoff, secretary.
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TELEVISION

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Phone: 202-838-1022.
Sol Taliahoff, editor.
Lawrence B. Taliahoff, publisher.

EDITORIAL
Edwin H. James, executive editor.
Donald V. West, managing editor.
Rufus Crafer, (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant managing editor.
Frederick M. Fitzgirard, senior editor.
Mark K. Miller, Kirk Greene, assistant editors.
Alan Green; Harry A. Jessell, Kathy Halloway.
Mary Pittelli, staff writers.
Stephen T. McClure, editorial assistant.
Pat Vance, secretary to the editor.

YEARBOOK SOURCEBOOK
John Mercurio, manager.
Joseph A. Easay, Delsy Lamos, assistant editors.

ADVERTISING
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John A. Moore, sales manager, equipment and engineering (Washington).
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Linda Petersen, classified advertising.
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Kweth Nkemam, circulation manager.
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PRODUCTION
Harry Stevens, production manager.
Don Gallo, production assistant.

ADMINISTRATION
Irving C. Miller, business manager.
Philippe E. Bouchier.
Gale Smith, secretary to the publisher.

BUREAUS
New York: 330 Third Avenue, 10017.
Phone: 212-599-2530.
Rufus Crafer, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Hertling, staff writer.
Keren Puentes, editorial assistant.
Winfield R. Levi, general sales manager.
David Berman, Eastern sales manager.
Harriette Weinberg, Marie Leonard, advertising assistants.
Hollywood: 1680 North Voth Street, 90028.
Phone 213-463-3148.
James David Crook, assistant editor.
Sandra Kuleuska, editorial- advertising assistant.
London: 60 Coniston Court, Kendall Street, W2.
Phone: 01-402-0144.
William J. Spons, correspondent.

Growth is the hallmark of Outlet Broadcasting.

We plan for it, prepare for it, and structure ourselves to accommodate it. In the last two years we've grown from seven to eleven stations, with another on the way pending FCC approval.

During 1979, we organized ourselves into separate radio and television groups, to better manage our growth. And we added dynamic new management at our television stations in Providence and Orlando, and at our radio stations in Los Angeles, Washington and Detroit.

Growth by design—a concept that makes Outlet Broadcasting one of the fastest-growing group broadcasters in America.

OUTLET BROADCASTING
An Outlet Company Division.

Radio
WJAR-AM Providence, R.I.
WDBO-AM Orlando, Fla.
WTOP-AM Washington, D.C.
WDBO-FM Orlando, Fla.
KIQQ-FM Los Angeles, Cal.
WQRS-FM Detroit, Mich.

Television
WJAR-TV Providence, R.I.
WDBO-TV Orlando, Fla.
KSAT-TV San Antonio, Tex.
WCMH-TV Columbus, Ohio.
Research is key to surviving revolution in communications

Seers in the 60's speculated that the 70's would bring a media explosion, both in physical size and technological improvements. It didn't happen. But it will. Soon.

We at Dancer Fitzgerald Sample expect the 80's to produce modest growth in television, more dramatic growth in radio, and explosive growth in broadcast technology. We predict a television growth of about 17 VHF stations in the public broadcast sector, an actual decline of VHF channels in the commercial sector, an additional 20 public broadcast stations and as many as 30 more commercial stations. Certainly not startling physical growth for a medium as dynamic as television has been in the past 20 years.

We see more important physical growth among radio stations with the lifting of FCC restrictions. By 1990 we estimate there could be 1,500-2,000 more AM stations than the 4,500 that exist today. By 1990 we expect FM stations to grow from the current 4,100 to 6,000, an increase of almost 50%

But the real excitement is, of course, in the area of technology. For example, five years ago, a multimillion-dollar antenna was needed to receive satellite programing. Today satellite programing can be received by a ground installation costing only about $25,000, making access available even to small stations. As one result, we see a 37% growth in just five years in the number of households that can receive 10 or more TV channels. And we predict that there will be nine active superstations on the scene. Ted Turner, with WTBV(TV) Atlanta, is onto something big.

Among our other predictions: Fiber optics will decrease the cost, increase the flexibility and therefore generate more efficient growth in the area of cable. This will lead to increases in installation and coverage both for pay cable television and the basic CATV services. These cost economics will allow more entrepreneurs to experiment with two-way cable like that being tested in Columbus, Ohio, by Warner's Qube, which currently has more than 25,000 subscribers.

On the other hand, we believe that the Communications Satellite Corp. (Comsat), which announced its intentions to provide satellite-to-home services by 1983, may be overly optimistic. While its proposed service (providing each subscriber's home with its own receiving antenna and decoder box at the cost of between $100 and $200) would indeed be a most significant breakthrough, we think that this system is probably not practical until the end of the decade.

Finally, we are on the edge of the world of videotape recorders and videodisks. The VTR permits the viewer to tape off-air television programs for viewing at his own leisure. The disks allow a consumer to buy pre-recorded entertainment packages at a relatively low price.

Mass media will never be the same again. Perhaps surprisingly, we don't expect the total audience penetration of a mass medium such as prime-time television to decline much on a total-household basis. However, we do expect that network television will experience declines in audience for any given program and, probably, a diminution in audience loyalty. The rate of deterioration could be intensified if prices for network television continue to increase and programing quality continues to fall off. In net, greater media availability and greater segmentation mean that in the next 10 years, mass media's importance in delivering huge numbers of customers may not change, but its dominance of individual consumer's viewing habits and loyalties will certainly diminish.

Of course as our medium world changes and becomes more complicated, the first reaction may be to duck down into the cabin, batten the hatch, and hope to ride out the winds of change. This attitude can be disastrous. Advertising agencies must be ready to deal with the changing patterns of media purchase in the 80's, and innovate to get maximum efficiency for our client's money. The broadcast industry must prepare and innovate to get as large a share of those dollars as possible.

Segmenting markets and targeting audiences, of course, are nothing new. Historically, the earliest markets were segmented by geography. From geography we have moved to a way of looking at markets through demographics and by classifying people into psychographic or life-style categories.

But the 80's will require much more in terms of segmentation and targeted advertising. Now we will need to understand exactly who our best customers are and how each differs from the other—and how buyers of one background are different from buyers of another.

For instance, the traditional "female household" category must be subdivided, since so-called nonfemale households (single women or married women without children) are going to live quite differently from the traditional married woman with family. Late-night radio may be a far more effective way to reach these working women than the historically efficient daytime television. In fact, advertisers on daytime TV probably aren't even reaching the majority of America's working women.

We've developed a forecast model using census data to project the size and trends of each of the life-cycle segments and other research techniques to test how people feel about whole categories of products. Now we can develop user profiles to predict purchase behavior.

The growth and fragmentation of media, the technological explosion, the dramatic new ways of segmenting and understanding markets all present tremendous opportunities and challenges for the broadcast industry. Stations must understand who their competition is, how to absorb the impact of the new technology; they must know who their audience is, why they've been attracted, how to maintain appeal; stations must be able to prove that this audience is being delivered efficiently, and they must be able to pinpoint what part of a group (of women 18-34, for example) they deliver. Broadcasters with the ability to keep up with 80's technology and deliver meaningful audience measurements will strike a rich lode of media dollars—and be well prepared to enter the 90's.
We’ll be at NATPE, February 15-20, with “The Bert Convy Show,” “Bullseye,” “Play the Percentages,” “Tic Tac Dough,” “The Joker’s Wild” and “Joker! Joker!! Joker!!!”

CALL JODY!

Join us for the fabulous music of the 20-piece Ernie Hecksher Orchestra
at our gala dance party in the Hilton’s Imperial Ballroom following
the Iris Awards, Tuesday, February 19th, starting at 9:30 P.M.
CENTURY IS GUILTY OF BROADCASTING ITS SUCCESS.

Century, exclusively in radio, has become America's most successful Independent FM Group Broadcaster. With stations in 5 major markets and just recently adding a second station (AM) in Chicago, Century is a major factor in each of its respective cities, with formats that bridge the generation gap from beautiful music to rock.

Century Broadcasting was born in 1964, TO MAKE FM RADIO WORK. And, if all this has been accomplished in just 15 years, think what the next 85 signals.

A Century of Entertainment.

WLOO/FM 100
Chicago

WAIT/AM 82
Chicago

WABX
Detroit

KSHE
Crestwood/St. Louis

K-WEST
Los Angeles

KMEL
San Francisco
Electronic curtain

While the crisis in southwest Asia escalated last week, the American public’s news links to that area of the world were abruptly severed as the revolutionary governments in Iran and Afghanistan expelled all U.S. journalists.

The Iranian Revolutionary Council announced last Monday (Jan. 14) that all American news organizations were to close down in five days, and issued a sharp warning to German and British journalists as well. The council’s statement said some foreign reporters and news agencies were biased “in view of the fact that this group distorts the news about Iran, and their press insults the Islamic revolution and our national sanctity, the government does not deem it necessary to put up with this kind of foreign journalist.” The Iranians also clamped a blackout on transmission of news material after Tuesday.

In Afghanistan, the Russian-backed government expelled all U.S. correspondents for “biased reporting” and “interference” in the country’s affairs. The Soviet news agency Tass, reporting on the expulsion order, said Americans were concocting “inventions and insinuations, each one more clumsy than the one before.” It was believed that, as in Iran, other western journalists’ chances of remaining in Afghanistan were becoming increasingly tenuous, and some expected that they too would be out by the weekend.

The television networks had been facing increasing trouble over the past two weeks in their coverage of Iran.

CBS News was forbidden from using VVIR, the Iranian television network, for feeding reports via satellite since Saturday, Jan. 5, according to London bureau manager Peter Kendall. He said the ban took place after a report by Marvin Kalb on the Iranian foreign minister Sadegh Ghotbzadeh’s view of Ayatollah Khomeini.

NBC was having problems during this period as well, according to London bureau chief Mark Landsman. He said it started with censorship on feeds from the troubled provincial capital, Tabriz, followed by a decision by VVIR engineers not to cooperate with the network any longer.

ABC was similarly barred, starting last Monday, when the ABC producer in charge, John Boylan, was stopped at the front gates of VVIR.

For the three networks, the pullout has been a major operation. Each network had between 22 and 28 people in Iran. William Milldyke, manager for ABC News in Europe, described the situation as a “logistics nightmare.” He said his organization started moving out people gradually, usually accompanying the day’s film. He said ABC had also decided to pull out all ENG equipment even before the expulsion was announced, since it could not do direct satellite feeds. All of ABC’s people were out by Friday.

NBC’s Landsman said the network started moving people out by the middle of last week. He said although no formal expulsion orders were received, “everyone was very clear that we had a period to clear up our business, pay out bills and leave.” All were out by Friday except one, who was given dispensation to stay behind and finish up some matters.

Caught in a cold-war crossfire: Journalists booted out of Iran and Afghanistan, Olympics endangered

CBS News said its people leaving Iran were going back to their home bases—and in some cases had been scheduled to go from home to Afghanistan. But that was before the Afghan regime ordered American journalists out of that country, too. All CBS personnel were out of Iran by Friday.

With the Americans out, the scramble has been on to obtain film from other broadcasters. All three networks have access to Eurovision pool material.

NBC, in addition, can use BBC material through the news syndication service Visnews. Landsman said NBC was looking into other options, including Asian broadcasters.

But many observers feel the British net-
secure are the two French crews which have almost never been criticized by government officials over their reports, according to Edwin Smith, UPI international audio manager.

On the radio side, the situation is less clear. UPI Audio hopes to maintain reports using a non-American stringer. ABC is not sure of the fate of its permanent radio stringer, who they hope will be able to remain to provide some direct information on the situation. AP, said London bureau manager Dave Mason, would cover the story from other capitals. Meanwhile, all three network news organizations had correspondents and crews in Afghanistan until they were ordered out. They were flying film or tape to New Delhi to be put on the uplink there for a satellite relay to the U.S.

**Olympian dilemma**

Prospects for the summer Olympics in Moscow appeared more and more uncertain last week, and the doubts for the first time began to spill over onto plans for next month's winter Olympics at Lake Placid, N.Y., and the 1984 summer games at Los Angeles.

Indeed, the Carter administration's position on whether the U.S. should pull out of the Olympics was expected to have been disclosed yesterday, in President Carter's speech on NBC's Meet the Press. White House aides over the weekend worked on recommendations for the President after meeting on Friday with U.S. Olympic Committee officials.

The issue is expected to be aired thoroughly on Capitol Hill this week. Secretary of State Cyrus Vance will be primed to discuss the matter in appearances before the Senate and House foreign affairs committees.

President Carter first raised the possibility of a U.S. withdrawal in his speech on Jan. 4 on the Soviet invasion of Afghanistan. Last week, Vance told the New York Times he thought the U.S. should not participate in the Moscow games if the Soviet Union does not remove its forces from Afghanistan by mid-February (about the time President Carter is scheduled to open the Winter games at Lake Placid). Later, the White House said the President shared that view.

If the U.S. decides to boycott the Moscow Olympics, many felt there was little doubt that Russia, probably East Germany and perhaps other allies would withdraw from the Lake Placid competition. And it was widely believed that a U.S. boycott could have even more serious consequences for the 1984 games, on the theory that a breakdown now could endanger the entire future Olympics program.

Thus a big chunk of about $430 million in television rights and production costs may be riding on the boycott question. That figure includes about $46 million that ABC is expected to spend for Lake Placid rights and production; $100 million to $110 million or more by NBC in Moscow and $275 million or so by ABC in Los Angeles (where the rights alone came to $225 million).

NBC, whose plans seemed most immediate in peril, continued to say only that it was watching and waiting, was making no effort to influence and would abide by the government's decision, and in the meantime was continuing to prepare for coverage (Broadcasting, Jan. 14). ABC officials, nearing completion of preparation for coverage of 51 1/2 hours of Lake Placid games from Feb. 12 to Feb. 24, said they hoped Russia would not pull out and especially, if Russia did withdraw, that East Germany would not. But they said they were proceeding with plans for full coverage in any event.

A boycott of Moscow was not the only possibility the White House was reported considering. Vice President Mondale and First Lady Rosalynn Carter already had suggested that the Moscow events be moved to a non-Communist site, perhaps Montreal — an idea that seemed to have considerable popular support although International Olympics Committee officials insisted a move was physically impossible.

The critical problem was said to be the lack of accommodations to handle up to 100,000 athletes and attendants, apart from the need for time to lay miles of cable and make other preparations for TV coverage. As one broadcast executive put it, "If you have 10,000 athletes, each one brings 10 people with him, so there you have 100,000 people to take care of before you take care of the press, security people and all the rest, not to mention spectators.''

Other possibilities said to be under review were splitting up the games and holding different events in different cities, a postponement of the Moscow games and a "Free World Olympics" among countries that would boycott the Moscow Olympics — although the boycott idea did not seem to have a great deal of foreign support except in Canada, Britain and Saudi Arabia.

NBC officials have said they will not cover the Moscow games if American athletes do not participate.

NBC is known to have some equipment already in Moscow, but officials will not discuss the subject in obedience to the NBC position that it will keep a low profile in the current controversy.

There have been reports that NBC has lately encountered difficulty in getting some Moscow-bound shipments out of the U.S., as a result of the U.S. ban on

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**In-Brief**

Network executives were on stump last week: ABC Inc. President Elton H. Rule, addressing California Broadcasters Association, warned that 1980's will be tough economically for general economy and broadcasting. Key to TV growth, he said, will be quality programming and in current year — with elections, Olympics, news coverage of world crises and "public's attention riveted to us" — he said, medium "will never have a better opportunity to demonstrate the breadth and depth of the information and entertainment and sports we offer — and renew once again the public's confidence in us and our medium."

"CBS Television Network President James H. Rosenfield, speaking to Greenville, N.C., Chamber of Commerce, countered TV Guide criticism of "excessive competition with the most news from Iran." To the contrary, he said, competition is "the driving force" that has given America "the most efficient, diverse and reliable communications system in the world." NBC President Fred Silverman, appearing before International Radio and Television Society, defended network's children's TV programing and attacked FCC staff report that asserted TV fails to program sufficient educational material for youngsters. "As a broadcaster and as a parent, I am appalled by [the staff's] conclusion. It's untrue and the record proves it," he said.

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David Frost interview with deposed Shah of Iran, first such TV appearance by former ruler since he fled Iran year ago, was bought by ABC News and presented in hour form on 2020 Thursday night. Frost's asking price had been put at $600,000 (Broadcasting, Jan. 14), but ABC sources said they acquired it for "less than $250,000." Officials said 9½ hours of interviews were edited down by ABC News. ABC said Shah did not receive compensation for interview.

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CBS-TV, in latest scheduling move, has new prime time line-up for Saturday and Tuesday. As of March 1, Saturday will have Hagen, Hawaii Five-O and The Chisumels which premieres in two-hour form Jan. 19). By March 4, it will be White Shadow and CBS Tuesday Night Movies. Paris had its final airing last Tuesday. CBS is filling schedule with specials before changes are made.

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NBC-TV hopes to set 1980-81 prime time schedule earlier than ever before — some time in April — some 60 affiliates were told at regional meeting with NBC-TV President Robert Multiholland and other officials in Atlanta. NBC Entertainment Vice President Perry LaFertery told group NBC-TV has 200 program projects in development, is now tailoring made-for-TV movies according to nights on which they will appear, based on audience composition. NBC News President Bill Small was applauded for controversial decision to run Iran hostage interview that other networks turned down (Broadcasting, Dec. 17, 1979).

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In tumult from previous years, President Carter has accepted
Youth movement in syndicated talk

Group W dumps Douglas for Davidson; new crop of shows and slipping demographics for Griffin and Shore point up trend to younger host/hostesses

**Youth movement in syndicated talk**

**Group W dumps Douglas for Davidson; new crop of shows and slipping demographics for Griffin and Shore point up trend to younger host/hostesses**

**Youth movement in syndicated talk**

**Group W dumps Douglas for Davidson; new crop of shows and slipping demographics for Griffin and Shore point up trend to younger host/hostesses**
Viacom's enticements were said, in large part, to be the reason Douglas was able to command the reported $2 million per annum from Group W.

Viacom last week said that it wasn't close to a deal with Douglas and that there was "no assurance or probability, just a possibility" that something might come from discussions.

Westinghouse said it has offered Douglas "a substantial amount" to continue their long-running association, but now only for specials.

**Futures-minded NAB board meets**

King committee's report will call for staff-sharpening, if not belt-tightening to meet the issues of the 80's

The National Association of Broadcasters joint board meets in Palm Springs, Calif., this week with an ambitious agenda to tackle, including such major issues as radio deregulation, children's television, rewriting the Communications Act and defending the television code. But the 48-person unit also goes to California with a specific resolve: to make NAB sharper, more visible and more aggressive.

The board is expected to approve a record $7 million budget with large amounts going to salary increases, research, and an engineering lab.

Among the most conspicuous items: consideration of a report brought in by NAB's Futures Committee, headed by the TV board chairman, Robert King of Capital Cities Communications. It will propose a realignment, of sorts, within NAB's internal structure, to effect team-building and to see that roles are more clearly defined, so each division is aware of what the others are doing. One example: a clearer definition of the convention manager's authority under the general manager. Another: the possibility of elevating the director of broadcast management (now Ron Irion) to a vice president post.

The Futures Committee will also propose that NAB establish a blue-ribbon panel of industry executives—a sort of "super think tank"—while, who they may not have time to be active in NAB's affairs, may be willing to contribute counsel.

High on the discussion list will be replacing Don Zeitfias, head of NAB's government relations department, who is resigning to return to private law practice. Speculation is that NAB is going to look outside for a " dynamo-type" who is a very strong lobbyist. In the meantime, President Vincent T. Wasilewski will carry the lobbying torch, along with John Summers, executive vice president and general manager.

There also will be a discussion of Comcast's proposal for direct-to-home broadcasting, probably tied to board member concerns about retransmission consent. NAB had asked Comcast executives to attend, but they declined until they could more adequately prepare their position and plans. There also will be a general discussion of code matters, including the Justice department's antitrust suit against the television code and contraceptive advertising. Also on the list: performer royalties, 9 kHz spacing in the AM band, AM stereo, UHF television and the children's television proceedings at the FTC and FCC.

Tom Bolger of WMTV(MD) Madison, Wis., the joint board chairman, said: "We already have positions on those issues. What is important is seeing that they are acted upon as promised." He added that the industry is in a "holding pattern" with the code suit and the rewrite still going on, but we must do some "solid planning" for those issues which will affect the industry for years to come.

Today (Jan. 21) the convention and executive committees will choose the winner of this year's Distinguished Service Award—NAB's choice of the individual it feels has contributed greatly to the industry during his lifetime. Front runners are Arch Madness of Bonneville; Don Thurston, Berkshire Broadcasting; North Adams, Mass. and NAB's immediate past chairman; Elton Rule of ABC, and Stanley E. Hubbard, Minneapolis-based Hubbard Broadcasting.

**Looking to the future.** This is the official list of nominees for 12 seats on NAB's 30-member radio board and six seats on its 15-member TV board. Ballots will be mailed Feb. 8, results announced March 5. Winners take office June 2. (**Indicates incumbent, **indicates past board member seeking return.)

**Radio board**


**Television board**


**Iowa caucuses send campaigns into high gear**

Carter gets 'Meet the Press' for solo appearance; Kennedy lands on 'Issues and Answers' while others stow and settle for pieces on evening newscasts; state's broadcasters benefit from intensified advertising

Iowa voters were going to their precinct caucuses today (Jan. 21) to express their preferences for potential presidential candidates after being wooed by Republican and Democratic hopefuls in campaigns that attracted national attention right up through Sunday (Jan. 20). Three major candidates, including President Carter, were on the network interview programs.

Within Iowa, along with the news product of the local media, there was the continuous barrage of television and radio commercials singing the praises of the assorted candidates at a rate that kept station accountants happy. There was even the unusual event of a campaign program rerun—a half-hour piece produced for the Kennedy campaign that was said to have wowed Iowans the first time around.

In all of that, it was probably NBC's *Meet the Press* that attracted the most attention when it landed Carter for an appearance on the day before the Iowa voting. The President's opponents—Senator Edward M. Kennedy (D-Mass.) and Governor Jerry Brown of California—asked for a chance to appear with the President in a format that would make up for the debate in Des Moines that was canceled when the President withdrew.

That was not to be. The show's executive producer, Bill Monroe, said it would have been "unfair" to ask a guest who had accepted an invitation for a solo performance in a half-hour program to participate with two other guests.

Nor did he think having the President on the day before the caucuses is unfair to his opponents. "Some things even out over the period of a campaign," Monroe said. He noted that Brown and Kennedy had been on the program in November after each had announced his candidacy, and as the show's producer, Betty Dukert said, an appearance on an interview show
EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WAKY and WVEZ
Louisville, Kentucky
Multimedia Station
is not always a blessing. She recalled that presidential candidates Senator Barry Goldwater (R-Ariz.) in 1964 and Senator Edmund Muskie (D-Maine) in 1972 had reason to regret appearances on the show.

In any case, Monroe said White House acceptance of the invitation had "surprised" him. He noted that invitations extended periodically over the three years of the Carter presidency had been routinely rejected, and he said he expected the same of the one submitted early in January, which suggested the Jan. 20 date.

Although NBC had scored a clear beat in the interview shows' competition for newsworthy guests—Carter was only the second sitting President to appear on such a show; the first, on Meet the Press, was President Gerald Ford—ABC's Issues and Answers was not unhappy with the substitute guest it came up with as a means of countering programing. The show's producer, Peggy Whedon, had hoped to round up at least most of the Republican candidates for a special hour-long program that would originate in Ames, Iowa. When those plans fell through, she found Kennedy a willing substitute. "Terrific," she said of the switch. "Good programing."

(The invitation may have soothed Kennedy but it served only to frustrate Brown further. His campaign, which is less than robust financially, chose not to buy any broadcast time in Iowa, and Brown had already been bitterly disappointed when the cancellation of the Democratic debate in Des Moines wiped out his chance for national exposure. He called NBC's refusal to present all three Democratic candidates on the program yesterday "outrageous." He felt strongly enough about being excluded from the Meet the Press program to file an equal-time complaint with the FCC. The commission on Friday rejected the complaint on the ground the program was exempt from the equal-time law as a "bona fide news interview" program. But the matter didn't end there. Brown's attorney, Sam Turner, promptly filed an appeal with the U.S. Court of Appeals in Washington, and said he expected a decision during the weekend.)

As for CBS's Face the Nation, it went with its announced guest, George Bush of Texas, the one-time long shot whose performance in recent months has shortened the odds on his eventually winning the Republican nomination.

The CBS announcement did not produce an outcry from the other Republicans, even though the interview program marked the second time in eight days Bush was featured on CBS. On the preceding Sunday, he and his campaign were the subject of a 60 Minutes segment that did not irritate as much of Bush's television producer, Robert Goodman. The piece showed Goodman staging a Bush arrival at a New Hampshire airport (which he actually reached by automobile) for filming of a television commercial that would show Bush greeted by enthusiastic, if rehearsed, partisans.

But it wasn't a Bush festival on CBS. On Tuesday, a tape of a Walter Cronkite interview with Senator Howard Baker (R-Tenn.), Bush's main rival for the center of the Republican road, aired on the network's evening news. Two days later, it was Kennedy with Cronkite. The interviews were part of a series that began on Nov. 13 with John Connally.

For its part, NBC presented the second in its series of Election '80: The Issues, featuring a montage of candidates, on Wednesday. The five-minute segment, "What's Wrong with Carter?", involved pieces of interviews John Chancellor has done with Carter, Baker, Bush, Connally, Ronald Reagan, Kennedy and Brown.

Meanwhile, the candidates last week continued to run up what were probably record purchases in Iowa even if the FCC on Monday ruled that the caucuses are functionally the same as a primary and that broadcasters, as a result, are obliged to charge only their lowest unit rate for political advertising (see page 61).

A new player helping to increase broadcast receipts was Senator Robert Dole (R-Kan.), who bought about $25,000 worth of television time last week. It had also purchased about that amount in radio over the past month.

Radio, in fact, was considered a valuable medium by several of the candidates. A Bush aide, modifying an earlier estimate, said that $19,000 of the $32,000 the campaign spent in the final two weeks went to radio. Reagan wound up spending about $44,000 on radio and $8,000 on television, while Baker apportioned between $10,000 and $15,000 of the $80,000 it spent in Iowa on radio. And of the $150,000 the Connally campaign was estimated last week to have spent in Iowa—more than any other candidate—a spokesman said about 20% went for radio.

The Kennedy campaign was also a major purchaser of radio—some $40,000, according to Phil Bakes, the deputy campaign manager. That was substantially more than the approximately $27,000 the campaign spent on television.

But it was the half-hour program featuring Kennedy discussing issues in the first 15-minute portion and a group of Iowans commenting on the senator's remarks and the campaign generally (Broadcasting, Jan. 14) that proved the hit of the campaign.

Response to the program, shown originally in six markets on Monday, was "overwhelming," said Steve Johnson, a Kennedy aide in Des Moines. Indeed, Kennedy workers detected a shift to Kennedy among previously uncommitted voters who had seen it, Johnson said. "As a result, we felt more might shift if the program were shown again." The campaign aired the film the second time at the end of the week, generally in the same six markets, but on different stations, for a total of $6,500.

Consensus in Philadelphia: First is public's amendment, too

Keynoter Dan Rather, other speakers say press should align itself with audience in withstandng judicial onslaughts on freedom

The press has caused many of its own headaches by failing to show that the First Amendment belongs to everyone, speakers agreed last week at a two-day First Amendment Congress co-sponsored in Philadelphia by the National Association of Broadcasters, the Radio-Television News Directors Association and 10 other press groups.

The keynote speaker, Dan Rather of CBS, declared that the Supreme Court is "in the process of repealing the First Amendment as we know it." As a result, legal considerations increasingly affect editorial decisions, he said. He placed part of the blame on the fact that he and his colleagues "have done a very poor job over the years" in making people understand that the First Amendment is not a "special privilege for journalists."

Rather said that public mistrust of the press is fueled by judges who, "although good and decent, don’t understand the role of the press—and that’s why journalists are speaking out." The 60 Minutes correspondent added that the public can help reporters by criticizing station owners and publishers who don’t live up to their responsibilities.

The conference was designed to capture public attention and to dramatize what its organizers see as threats to press freedom. It will be followed by workshops in Williamsburg, Va., March 16-18. There, some 150 of the 250 journalists, public officials and community leaders present last week will try to devise ways of alerting the public to their concerns.

Jean H. Otto, the Milwaukee Journal's op-ed page editor and president of the Society of Professional Journalists, Sigma Delta Chi, who was chairman of the conference's steering committee, called the greatest danger to freedom of the press
not the courts but a lack of public concern. "The public and the press are on the same side," she said. "We admit this is self-servng but we can't do what's required of us without support. We're in it together."

Threats to the First Amendment aren't anything new, said John Henry Faulk, the Texas humorist whose CBS career was destroyed by blacklistng in the 1950's. "For 190 years, Congress and the Supreme Court have been trying to get around" the First Amendment's absolute guarantee, he said. "Every time it panics it makes a law. That's what McCarthyism was all about. Fear and ignorance are our twin enemies."

Pollster George Gallup Jr. reported that although new surveys show the media favorably regarded in many important respects, "there's a need to sensitizzare the public to the need for freedoms of the press." His December survey of 1,523 adults ("Closed Circuit," Jan. 14) showed that only 24% know what the First Amendment is or what it deals with. Of those polled, 37% feel present restrictions on the press are "not strict enough" while 17% say controls on the press are "too strict." Another 32% say present press curbs are "about right" and 14% have no opinion. In a 1958 poll, 21% wanted tougher controls on the press.

New Orleans Mayor Ernest Moral said that as long as the media continue their "inadequate performance," they will continue to face judicial restrictions. He critizied what he sees as reporters' "preoccupation with personalities rather than issues, desire to entertain rather than inform and oversimplification of issues." Many journalists, he said, "are unprepared to do anything more than switch on a tape recorder." Not every issue, he declared, "is quick, simple and easily packaged into a 30-second tape."

New Jersey Congresswoman Millicent Fenwick R told the group that she is "terrified" if the press does not set standards for itself, "someone will try to set them for you." Calling the press her "refuge, strength and comfort," she critizied it for not living up to its privileges. "Only you can set the limits of what is a responsible press," she said. National News Council associate director A. H. Raskin agreed. "We ought to be setting standards. If we don't, the government will move into that vacuum. But quite aside from that, we ought to do it because it's the right thing to do," he said.

Two noted First Amendment lawyers gave varying degrees of praise to the Supreme Court that the press has critizized so often. Jerome A. Barron, dean of the National Law Center, George Washington University, critizized the press for being more "eloquent and valiant" in defending its own privacy and free expression rights than in backing the rights of the public it serves. Barron termed charges of a high court vendetta against the press "typical hyperbole," saying that the court is simply trying to reconcile "competing but weighty claims of media freedom versus individual freedom." Evansville, Ind., attorney and civil libertarian Sydney Berger gave the court a more veiled compliment. "It's the best thing to have happened to us. If it hadn't scared the hell out of the news media, we wouldn't be here today."

Summing up, New York Times columnist Anthony Lewis said it was "surprising and refreshing" that the congress's consensus rejected the idea that "the First Amendment is for the press alone." Public doubts about the press would intensify if reporters claimed they had special privileges, he said. "Press rights are not absolute—absolute rights cannot exist in the real world," he said. "The safety of the press does not lie in special treatment and exclusivity."

Jack Landau, a founder and director of the Reporters' Committee for Freedom of the Press, told a Boston audience last Friday that judges feel they're above the Constitution. "There is no alternative but to fight back with every tool at our disposal," he said and advised reporters: "If we stick to our principles, the courts eventually will come to their senses," he said. Landau predicted, however, that the battle for press freedom would be a "long, expensive and difficult" one.

INTV: a show of strength in Houston

Independent television stations, long the stepchildren of a network-dominated TV system, may still have their competitive crosses to bear. But as demonstrated by last week's Association of Independent Television Stations convention at the Galleria Plaza in Houston, a good deal of muscle has developed to carry the weight.

The meeting was not without crisis talk—this year's main battle cry being syndicated program exclusivity. On other fronts, the struggle continues against purported second-class treatment from certain advertisers and agencies, as well as contending with soaring program prices.

As INTV Chairman Bob Worthington, president and general manager, KBMA-TV Kansas City, Mo., told the organization, "We have some pretty serious fights ahead of us."

But almost in the same breath, Worthington was ready to predict that independents would represent a $2 billion industry by the 1980's, double the billion-dollar mark that INTV has projected for 1982.

INTV President Herman Land pointed to a "tendency to forget we have some fundamental strengths." Specifically Land was referring to the independents' struggle to keep growing in the face of alternative electronic media.

The strengths, however, were far from forgotten.
Broadcasters like what they hear from Goldwater

In speech at INTV, senator says he doubts any rewrite will pass this Congress; In unused portion of his text, he opposes FCC's children's programming rulemaking and applauds radio deregulation.

The chief protector of the status quo, so far as broadcast regulation is concerned, may well be the upcoming election year. Senator Barry Goldwater (R-Ariz.), ranking minority member of the Senate Communications Subcommittee and co-sponsor of a communications bill, last week advised INTV conventioners in Houston against expecting "any revision of the Communications Act in this session of Congress."

Whatever regulatory changes may come, Goldwater said, there always will be those who believe they were given the short end of the stick. And the Republican senator, himself a candidate for re-election, said "I don't think anybody, including myself, wants to get anyone mad" in the communications business at election time.

Goldwater, for the most part, abandoned his prepared text on broadcast issues for some strong words on a less parochial subject: the U.S. position in world affairs. He said he's never seen the country facing as much trouble as it is now.

Goldwater supported the cutback of grain to the Russians and said "I would place an embargo on every damn thing the Russians want." That included the upcoming summer Olympics and Goldwater stressed that he was "in perfect agreement" with those who want the games pulled from Moscow. Goldwater's audience of broadcasters found some comic relief when he suggested that NBC, like wheat farmers, might then have to be helped out by the government.

Asked whether he thought too much play had been given to the Iranian crisis on U.S. airwaves, Goldwater said "I've always felt you can overdo any subject." However, he did comment on the tenacity of newscasters "when there who have "done all they can do... short of being shot." The senator said he hoped the coverage was honest—alleging that such wasn't always the case during coverage of the Vietnam war.

Goldwater's presence at the INTV convention drew standing ovations before and after his speech. He likely would have found favor with the audience had he gone with his prepared address as well. His stance on issues expressed in the unused portion of the text, clearly would have put him on the side of broadcasters.

The senator was to have kept up his opposition to a spectrum-use fee. "None of the theoreticians at the FCC or the National Telecommunications and Information Administration has convinced me that charging for the use of the radio spectrum makes sense from a legal or economic standpoint," the speech read. "At the present time I remain firmly convinced that the cost of regulation is the only sound basis for imposing fees."

Regarding syndicated exclusivity and distant signal rules, Goldwater's text said that "our bill does not now deal" with those issues. But he also was to have added, "believe me, we know of your interest."

Here, however, he wouldn't have been overly optimistic. "I sense a reluctance," the speech said, "on the part of the Communications Subcommittee to open up this issue so soon after Congress thought it had been resolved" through the copyright revamp.

In his bill, the burden of proof of harm from distant signal importation is on the broadcaster. The text has Goldwater reporting plenty of mail calling that a mistake. While he's not sure how involved the subcommittee should be in this matter, he would have promised more study and "in the meantime," urge the FCC to "proceed cautiously in any further deregulation of cable."

He was to have called the FCC's proposed rulemaking into children's programming—suggesting minimum program requirements—"dangerous" and "a clear violation of First Amendment rights."

If past efforts to intervene in the programming process, such as the prime-time access rule are a guide, I am convinced that the needs of our children will not be served...," the speech read.

It continued: "The commission's refusal to heed the concerns of members of Congress with this proceeding gives added support to the proposal in our revised bill to require an annual authorization for the Federal Communications Commission."

The speech applauded radio deregulation efforts at the FCC. But Goldwater doesn't believe it is a fait accompli, particularly since "press reports indicate that the so-called 'public-interest' advocates such as Ralph Nader and others have already jumped on the bandwagon condemning [it]. There is no assurance that the FCC will ultimately adopt its proposal."

Ex parte rules called 'chilling' by FCC's Jones

She tells INTV policy should be amended, says reversal in Pertschuk case will stimulate open thinking by regulators, hits 'revolving door' policy.

The FCC issues that INTV conventioners wanted to hear about the most weren't touched by Commissioner Anne P. Jones. Instead, she used her luncheon address to explain the reasons regulators like herself have been quiet about such subjects as children's television and syndicated exclusivity. And Jones urged the revision of "ex parte" rules she said prevent commissioners from receiving all the input they need.

The FCC's ex parte policy—generally requiring that a memorandum be added to the record whenever a decision-maker discusses a pending rulemaking with an interested party—"has a chilling effect," she said, and "is very unfortunate and probably unnecessary."

She said the policy is fine for adjudicatory matters and frequency-assignment disputes. But, for ordinary rulemakings, Jones would scrap it.

"Something you might want to say... may not be heard because in the circumstances, as at dinner or a stroll, it is impossible or impractical to produce a memorandum," Jones said. She added that valuable comments also might not be brought up because of the "nuisance" of a follow-up memo or the worry that not following up could jeopardize the rulemaking.

"The thing to do is revoke or change the policy and I am trying very hard to get that done," she said, adding that "decision-makers need all the help they can get..."

Jones told her audience that the commission is looking into its policy, explaining that FCC Chairman Charles Ferris has requested a review by the agency's general counsel, with suggestions before the first of the year.

Jones also said that broadcasters and others "for a while, at least, ... might be hearing more of what we are thinking on matters pending before the commission." Regulators may be more willing to talk, she explained, now that the U.S. Court of Appeals has overturned a district court decision disqualifying Federal Trade Commission Chairman Michael Pertschuk from that agency's children's television proceeding.

As she related, comments by Pertschuk had led the lower court to find him to have "touched the matter" and it "ordered him to refrain from participating further in it..." Jones said the reaction was "a pervasive apprehension among agency members of being 'Pertschuked.'"

Now that the decision has been over-
turned, the case could be taken to the Supreme Court. "But if that doesn't happen, or until it does, we can again say what we think today without fear of being disqualifed as being unable to revise our views tomorrow based on additional information or further reflection."

Jones, nevertheless, chose not to share her views on the FCC investigations into possible cable deregulation and children's programming.

She did, however, attack the "revolving-door" policy that stops people from easily moving from government to private practice and vice versa, saying, "I think we are destroying government service," she said, adding that ambitious and bright people may not move into the government sector for fear that it later might hamper another career move.

Asked about the efficiency of the FCC, Jones mentioned a quote she had made earlier, calling the FCC the worst of the three agencies in which she has served. She said she is "astonished and appalled" at the length of proceedings. But she added it may well be a reflection of the industry being regulated and the value of broadcast properties, causing parties to take advantage of ways to delay or protract proceedings.

Jones called the delays "mind boggling" at times and after nine months in her office, she said she hasn't yet gotten the feel of "what's happening below." And as for changes, she said she "hasn't figured out how to do it without stepping on the chairman's prerogatives."

### Stripping is where the action is

**INTV features much talk behind-the-scenes on value of strip versus checkerboard**

With the number of program distributors approaching that of station people at last week's INTV convention, the behind-the-scenes action became sort of a preview of coming attractions for next month's National Association of Television Program Executives marketplace in San Francisco.

There was little blatant sales hustle. Screenings officially were off-limits, and those that took place were done, for the most part, with discretion. But INTV organizers, trying to retain the present character of the convention, frowned on them.

Nevertheless the usual cultivation of sales occurred, and grew—demonstrative of the increased importance of independent stations in the TV economy. Many sales people were in attendance, and so were the distribution company bosses.

INTV distribution members also had a closed meeting with the INTV board. Representatives of both segments of the industry were said to have urged support for the reappointment of FCC Commissioner James Quello and for FCC retention of syndicated program exclusivity.

Some distributors reportedly wanted time set aside next year for screenings. On another front, a major concern of station executives was said to be the amount of exposure that feature films are receiving before they go into syndication, with the number of runs increasing as pay-cable now begins to pick up movies after network play.

From what was discussed behind other closed doors and during coffee breaks, there was little doubt that stripping remains the dominant trend.

Whether or not representatives were there, conversations included talk about strip conversion of current once- or twice-a-week shows as Hollywood Squares, Match Game P.M., Sha Na Na (barter); and for 1981, possibly repeats of The Muppet Show.

New entries mentioned were MCA TV's You Bet Your Life with Buddy Hackett, Colbert's Bullyboy, Paramount/Post-Newsweek's Phrase It; T.A.T.'s The Sullivans, and Time-Life's Mismatch, among others.

Others already have been launched, such as Colbert's Play the Percentages, Sandy Frank's The Music and Firestone's Prisoner in Cellblock H.

P.M. Magazine also was a subject of speculation, with word that the Westinghouse-run consortium was going to extend the service to its first independent stations, Metromedia's WNEW-TV New York and KTVV-TV Los Angeles, and that those stations would be running with the public-affairs strip in prime time. Metromedia maintained that no deal had been finalized. For Chicago, Group W was said to be talking to independent WON-TV.

According to Telerep research, there are 98 network affiliates in the top 50 markets (including owned-and-operated stations) stripping shows in prime-time access. Fifty-two have the checkerboard strategy with different programs during the time period Monday through Friday. Telerep tracked the markets for its own meetings to plan the future direction of Operation Prime Time.

The figures show stripping generally stronger as market size decreases. In the top-10 markets, for example, 15 affiliated stations use strips and the same number checkerboard. In markets 11-20, there are 18 stations stripping and 12 going with a varied schedule. In 21-30, the ratio is 19/11. In 31-40, the ratio is 25/5 and in 41-50 it is 21/9. In the top-100, Telerep shows 223 network affiliates with strips and 72 with checkerboards.

Al'Masini, president of Telerep, explained that he had expected stripping to be even stronger and that the number of stations using strips hadn't changed very much since the year before. However, he projected that "the major wave is likely to hit next year."

Organizers of both OPT and the Program Distribution Group (PDG) consortium met at the INTV conference—meetings that may not have generated decisions but gave a feel of direction.

OPT was said not to have made program decisions for 1981—beyond the six projects in dual form (either movie or strip) and three miniseries, for this year. There was said to have been a concern over offering too much, since OPT stations have more runs of previous shows to offer as well. OPT also reportedly didn't want to rush forward and sacrifice quality by trying to do too much. In the meantime, however, it is gearing up for airing of Solid Gold, its first dual-form project.

Organizers are keeping eyes open for series possibilities from that and others. For PDG, the word was no definite commitment yet for the late-fringe strip 96 or the other projects said to be under consideration. PDG also is investigating the possibility of projects co-financed with advertisers.

### INTV rolls up the shirtsleeves in workshops

**Convention sessions range over number of topics dear to hearts and pocketbooks of independents**

Start with syndicated exclusivity and inflation. Add in research and news. Move on to program pricing, technology and subscription television—not to mention baseball and advertising agencies.

These—and more—were covered by panelists at last week's INTV convention. And though aimed at independents, the agenda represented a microcosm of the industry at large.

More specifically:

- The message from INTV's "New Independent Station Workshop" was the adage: "You've got to spend money to make money."

Earl Hickerson, president of General Media Corp. which late last year put KCNC-TV on the air in Oklahoma City, recommended that new operators be "conservative" about the results they expect but "liberal" about their cash needs.

David Murphy, vice president and general manager of KKKH-TV, another independent that just joined the Oklahoma City market, talked about soaring program costs with two independents now in that market. A previous price per title for a film package had been $1,000; now, he said, it's up to $4,000.

There was some disagreement, however, regarding the amount of money that a new independent should funnel into news. Donald Swartz, president of United Group Stations and general manager of KMPG-TV Minneapolis (which went from ABC-TV affiliation to independent status) warned: "Don't stuff off news" and claimed news has been an important image-builder.

Moderator Gene Adelson, general manager of KZTV in Tucson, Ariz., and general partner, Roadrunner Television and Southwest Television, said that news "does not pay for itself" in small markets. But he called it "very, very important" to
community service and image.

Hickerson, however, questioned how much money a new station can afford to put into news at the start and added that beefed-up efforts perhaps would come once a revenue base for the station had been adequately established.

Neither his nor Murphy’s Oklahoma City station has full-length news broadcast plans in the immediate future. Murphy, for example, said he’ll be counterprogramming with two minutes of news on the hour and weather on the half hour.

All participants, however, had optimistic words about the future for independents.

Swartz, in fact, said it would be a “very serious choice” for him if offered an affiliation—“the bottom line is pretty good,” he added.

For a panel on “Programming the Independent of Tomorrow,” INTV picked the brains of four broadcasters fighting it out in the country’s most competitive independent market. Representing Los Angeles were Wall Baker, vice president, programming, KHIP-TV; Anthony Cassara, vice president and general manager, KTLA; Robert O’Connor, vice president and program director, KTTV, and Evan Thompson, president, television division, Chris-Craft (KCOE). Shooting rapid-fire questions was moderator John Serrao, vice president and general manager, WPTF-TV Memphs.

Cassara warned against “emotionalism” in program purchases. The stakes are clearly higher. He explained that his programming budget jumped 20% from 1978 to 1979, and, basically due to purchases of Happy Days and Starsky and Hutch, will be up 45% in 1980. Cassara admitted this causes the bottom line to suffer but he added that the station has to go after the audience.

Baker said his 1979 budget was 37% higher than the previous year. Both O’Connor and Thompson cited a “slight increase.”

The independents reported viewing down in the 5-8 p.m. block since the Iranian crisis, which has been a strong draw for affiliated stations’ news. Prime time, however, was said to be up over the previous year. But the independents also said they were aware of growing competition from over-the-air subscription TV, the Public Broadcasting Service and Spanish-language television programming.

As for the price of film packages, Baker said that, with seven VHF stations in the market, “somebody always pays” and he wasn’t optimistic about stopping the spiral. Cassara, however, said he might be the one to refuse.

What (off-network) programs remain to be sold in the market? According to Serrao: Eight is Enough, Little House on the Prairie and Barnaby Jones.

Those participating in a “legislative-regulatory outlook” panel were far from cheering the situation in Washington. But they didn’t present a totally bleak picture.

Dean Burch, former FCC chairman now counsel and partner in the Washington law firm of Pierson, Ball & Dowd, said it was “a little early for sackcloth-and-ashes” when it comes to the syndicated program exclusivity issue. His belief is that the best course is for the FCC to get some experience with relaxed distant-signal importation before it thinks about dropping exclusivity.

Burch said he doesn’t put much stock in the theory that the consideration of these matters is being timed to coincide with the expiration of James Quello’s term as FCC commissioner in the second quarter of the year. “If the past is prologue,” he explained, a successor to Quello or his reappointment ranks low on White House priorities (and therefore may not be decided immediately). Burch, who wants Quello reappointed, said “you’d have an entirely different ballgame” over all at the FCC, if Quello hadn’t been serving there.

Larry Scharff, INTV counsel and partner, Pierson, Ball & Dowd, said that broadcasters were “beginning to experience light as well as heat” in the FCC children’s proceedings. The “specter” of more commercial-time cutbacks is gone, he explained. But he added that the threat of age-specific program requirements remains. Even there, however, he found reason for optimism, adding that a majority of commissioners at least are worrying about program regulation.

At the Federal Trade Commission, Scharff said, his partner, Bill D’Amico (who represents INTV there) doesn’t expect any action on children’s advertising until the Senate Commerce Committee votes on an authorization bill. That, Scharff said, could take away the FTC’s jurisdiction over allegedly “unfair” advertising and stop the trade commission in its tracks.

David Polinger, vice president/assistant to the president at WPX Inc. and chairman of the National Association of Broadcasters’ ad hoc committee on cable copyright protection, reported on the defeat of the NAB’s efforts to earn broadcasters a bigger piece of the copyright fund pool.

But he also used the INTV convention to announce that the NAB last week would be filing a petition for review of Copyright Tribunal findings and that tribunal hearings be deferred until the Court of Appeals in Washington considers it.

Among the outside observers looking in at the future financial position of broadcast stations was Tony Hoffman, vice president of Bache Halsey Stuart Shields. Using a “historical perspective,” Hoffman said he doesn’t expect things will get too bad in 1980. But he did warn broadcasters to figure on inflation and recession and not just assume growth from percentage increases alone.

For the first half of 1980, he projected, the inflation rate will be 12%. Therefore, he said, “doing 13% or 14%” over the previous year isn’t saying much. By the end of 1980, Hoffman believes the inflation rate will drop to 8%.

Over-all he said spot advertising should be up 13% in 1980 and local up 15%. In 1981, he expects spot to be up 14% and local up 17%. Inflation will be less then, but Hoffman stressed that broadcasters be...
prepared for the effect of recession.

Other advice from Hoffman: Broadcasters should do everything they can to avoid being displaced by alternative media as an advertising medium. And to UHF broadcasters in particular, he suggested bargaining with cable companies for a channel location on the cable between network affiliates. He said increased audience will follow.

Others serving on the INTV's investment panel were William S. Lear, vice president, First National Bank of Chicago, and Carl D. Thoma, president of the same bank's First Chicago Investment Corp. Lear said the bank was building its communications portfolio on a diversity of media—from the "broadest possible base." Thoma predicted 10%-15% growth for independent stations in the first five years of the 80's, rather than the 20% of past years. He also said that all independents, however they are run, would not be able to ride the wave of the 70's boom. He expects that some poorly managed stations might even be sold in the 80's for less than their purchase price.

Subscription television—a key subject for independents who see it drawing audience away from standard broadcasting and for those who might want to get into the business themselves—was covered in the final session.

Futures? Everitt A. Carter, chairman and chief executive officer of Oak Industries, predicted there would be 1.8 million STV subscribers by 1981 and 2.8 million by 1982. He expects seven new STV's to start up in 1980, with eight more for each of the following two years. Paul F. Kagan, president of Paul Kagan Associates, was more conservative about the growth, anticipating 850,000 in 1981; 1.4 million in 1982, but by 1983: 3.2 million.

John Reynolds, president and chief operating officer, Golden West Broadcasters (involved in both conventional and STV broadcasting), encouraged INTV members to keep an open mind and remain strong through innovation. At his KTLA(TV) Los Angeles, for example, he mentioned that prime-time movies are given a "pay-TV feel" with only two commercial interruptions. He said ratings have gone up 50% since the station began using the technique.

Rinaldo S. Brutocao, president and chief executive officer, Universal Subscription Television, reported a 1%-2% disconnect rate for his STV operation in Boston. Carter, too, said churn numbers were low.

Elsewhere in sessions:
• On the technological side, George A. Sperris Jr., vice president and general manager of Group W Productions' Television Syndication Center was there to talk about Vidsat, his company's satellite distribution plan which this fall will begin to transmit programming with coverage of the top-100 markets by the first quarter of 1982. A panelist too was John F. Bray, president of Blairsat, which already has been distributing commercials via the bird.

In news, Ted Feurey, general executive for broadcasting, UPI, gave an update on computerizing the newsroom. And in sports, Joseph F. Hennessey, partner, Lovett, Ford & Hennessey, said it might be the time for independents to give closer study to the contractual arrangements networks have with sports organizations. Meanwhile, Tom Villante, executive director of marketing and broadcasting in the Office of the Commissioner of Baseball, advised stations to negotiate for rights by pitching what they can do to promote stadium attendance.

Among those talking about sales was John King, INTV's director of marketing, Midwest, who said the "biggest challenge" in Detroit may be to convince Kenyon & Eckhardt to look more toward independents in planning its Chrysler campaigns. Abe Kent, senior vice president, Ideal Toy, outlined the importance of all-family programming for his commercials. And from the research side, Arbitron announced its new VTA (viewer tracking analysis) for stations to use for promotion. And researchers talked about a future of rating "personal viewing" rather than just households.
Gannett-Combined deal pushes money volume to record high in 1979; 64 TV and 581 radio facilities change hands

Given an afterburner boost by the merger of Gannett Co. and Combined Communications Corp., the total value of stations traded in 1979 soared over the $1-billion mark. Sixty-four television stations and 581 radio stations changed ownership during the year for cash, stock and other considerations amounting to $1,116,648,000. And even when the $370-million of the Gannett-Combined Communications merger is discounted, total dollar volume rose 14.5% over 1978, rising to $746,678,000 as compared to the previous year's record total of $651,728,000.

Although dollar volume was up across the board, five fewer radio stations were sold in 1979 than in 1978; 13 more television stations were sold. The average sales price of a television station was $6,757,042, an 18.9% increase over 1978. And the average price of a radio station was $614,646, 8.6% higher than 1978.

The big news of the year, of course, was the Gannett-Combined Communications merger, the biggest consummated transaction in broadcasting history. (The $500-million merger of Cox Broadcasting and General Electric is still under FCC review.) Gannett, in a deal that closed just hours after the FCC granted its approval on June 7, 1979, absorbed the entire Combined Communications portfolio that was just two stations shy of a full 21. As a result of the deal, Gannett now owns KTAR-TV Phoenix (ch. 12); WXIA-TV Atlanta (ch. 11); Koco-TV Oklahoma City (ch. 5); KBTV-TV Denver (ch. 9); WPTA-TV Roanoke, Ind. (ch. 21); WLKY-TV Louisville, Ky. (ch. 32); KARK-TV Little Rock, Ark. (ch. 4); KDOD(AM)-KEZL(FM) St. Louis; KISS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WVSN(AM)-WGCI(FM) Chicago, and WWWE(AM)-WDOK(FM) Cleveland. Also included in the purchase price were two newspapers and outdoor advertising operations. Prior to the FCC's approval of the merger, Combined Communications rearranged its holdings to grease the merger's passage through the FCC. It swapped KTAR(AM)-KBRC(FM) Phoenix and $2 million for Pulitzer Publishing's KSD(AM) St. Louis and bought KCFM(FM) St. Louis from Commercial Broadcasting for $3.2 million.

The merger forced Gannett to spin off its only broadcast property, WHEC-TV Rochester, N.Y. (ch. 10), to make room for the seven television stations. And as is befitting a spin-off of a deal of that magnitude, the sale of WHEC-TV to BENI Broadcasting of Rochester for $27.7 million was the largest deal involving a single station in 1979. The sale was also noteworthy as WHEC-TV became the first major-market network affiliate (CBS) owned by a minority group. (BENI is controlled by Ragan Henry, a black broadcaster.)

The other big deal consummated in 1979 was the merger of Rust Craft Greeting Card Inc. and Ziff Corp. The deal had been approved in the spring of 1978, when Rust Craft's radio stations were spun off to form Associated Communications Corp., but the merger and the transfer of the six television stations were held up by a dispute on Rust Craft's board of directors. It wasn't until March 1979 that the deal was closed with Ziff paying $89 million for Rust Craft's stock. Ziff had recovered $6.6 million through the radio spin-off. The Ziff stations include: WTSV(TV) (formerly WSV-TV) Steubenville, Ohio (ch. 9); WEYI-TV Saginaw, Mich. (ch. 25); WRDW-TV Augusta, Ga. (ch. 12); WJTS-TV Jacksonville, Fla. (ch. 17); WROC-TV Rochester, N.Y. (ch. 8), and WRCH-TV Chattanooga (ch. 3).

There were three lesser mergers in 1979. Shamrock Broadcasting, owned by the family of Roy E. Disney, took over Starr Broadcasting for $21.6 million; Viacom International bought the bulk of Sounderling Broadcasting for $32 million, and Western Sun Inc. took control of McCoy Broadcasting and its seven stations for $27.7 million.

Shamrock Broadcasting now owns KXL(R)AM North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBO(AM) New Orleans; KYK(AM) Houston; KULD-FM Kansas City, Kan.; WWW(FM)Detroit; KMGC(FM) Dallas; WTVQ-TV Lexington, Ky. (ch. 62), and KITV(TV) Honolulu (ch. 4), KAIK(AM) Hilo (ch. 13) and KMAU(TV) Wailuku (ch. 12), all Hawaii. Western Sun Inc., already the owner of
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Everybody loves somebody...

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Source: Nielsen Overnights, Dec. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by service noted.
"We're very pleased with Dean," says David Chase, PD at WDSU-TV, New Orleans. "Pleased enough to move the show from its 10:30 Sunday night position to an earlier prime time slot."

"Great counter programming!" adds GM Bob Krueger of KTVB, Boise. "Against the competition's movies, THE DEAN MARTIN SHOW is #1 in its time period."

And from Lionel Schaeen, GM at KHJ-TV, Los Angeles: "The best thing we've done this year has been to buy Dean Martin from NTA. The show continues to build."

That ever-popular crooner, Dean Martin, brightens the TV screen with music, variety, comedy and top guest stars. The most expensive variety show ever produced, THE DEAN MARTIN SHOW was a smash on NBC-TV, averaging a 37% Nielsen share over a 9-year run. Yes, nobody does it like Dean...with 26 hours of superstar entertainment.

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BUD GROSKOFF, CHIEF OPERATING OFFICER; ARTHUR S. GROSS, V.P., WORLD-WIDE SALES
WQAD-TV Moline, III., and WBA-AM-FM Madison, Wis., picked up KYX(AM)-FM Oregon City and KGON(FM)-Portland, both Oregon; KLAK(AM)-KPPL(FM) Lakewood, Colo., and KHON-TV Honolulu (ch. 2), KHAW-TV Hiilo (ch. 11) and KAIL-TV Wailuku (ch. 7), all Hawaii.

Viacom added eight radio stations and one VHF to its lone broadcast property, WVTI(TV) New Britain, Conn. (ch. 30); WMZQ(FM) Washington; WWR-L(AM)-FM New York; WDIA(AM)-WVUD(FM) Memphis, KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y. (ch. 13). Egmont Sonderling, the principal owner of Sonderling Broadcasting, held on to WOPA(AM)-FM Oak Park, Ill. Sonderling’s WOL(AM) Washington, whose license has been set for hearing, has been sold to a third party, subject to FCC approval.

Record-breaking sales for UHF and VHF stations were announced in 1979, but as the year ended neither had passed muster at the FCC. Outlet Co. agreed to buy KOVR(TV) Stockton, Calif. (ch. 13), for $65 million and Ted Turner sold WRET-TV Charlotte, N.C. (ch. 36), to Westinghouse for $20 million. Although these sales belong to 1980 upon consummation, plenty of high-priced trades were closed in 1979, WHEC-TV Rochester, N.Y., the spin-off of the Gannett merger, was the biggest. But American Family Corp., a diversifying insurance company based in Columbus, Ga., came close. It bought KFVS-TV Cape Girardeau, Mo. (ch. 12), from Hirsch Broadcasting for $22,235,984. And later in the year, American closed on its purchase of WTOC-AM-FM-TV Savannah, Ga. (TV on ch. 11) for $7.72 million from William T. Knight and family. (To comply with FCC rules, American spun-off WTOC-AM-FM to Bluegrass Broadcasting Co. for $1.25 million.) The 1979 buys combined with American’s buys of WYEA-TV Columbus, Ga. (ch. 38), and WAF(FM) Huntsville, Ala. (ch. 48), in 1978, suddenly placed the company prominently on the broadcast rolls.

The New York Times Co. was active too. It bought KFSM-TV Fort Smith, Ark. (ch. 9), for $17.5 million from Buford Television and agreed to buy WHNT-TV Huntsville, Ala. (ch. 19), for $12 million from North Alabama Broadcasters Inc. And John Blair & Co., a major station representative, among other things, purchased three television stations in 1979: KSBW-TV Salinas (ch. 8) and KSBY-TV San Luis Obispo (ch. 6), both California, from Central California Communications Corp. for $15,843,540 and KOKH-TV Oklahoma City (ch. 25) from the Independent School District No. 89 of Oklahoma county for $3.5 million.

The biggest UHF deal of 1979 was Taft Broadcasting’s purchase of WDCA-TV Washington (ch. 20) from Superior Tube Co. for $15 million. WDCA-TV was challenged for its record by Ralph C. Wilson Industries, which paid $14 million for KGSW-TV San Jose, Calif. (ch. 36).

Storer Broadcasting’s implementation of a plan to get out of radio and a couple of record-breaking deals kept things active in the radio portion of the marketplace. Storer sold KTNO(AM) Los Angeles to K-Love Broadcasting Inc. for $8 million; KHRT(AM-FM) Los Angeles to Greater Media Inc. for $4 million; WOBS(AM)-WLFT(FM) Miami to Jefferson Broadcasting Co. for $12.5 million, and WSPD(AM) Toledo, Ohio, to Wood Broadcasting Inc. for $3.3 million. All that remains of its once-formidable radio holdings is WHN(AM) New York, which has been sold to the Mutual Broadcasting System for $14 million, subject to FCC approval, and WLA(AM) Chicago, which will be sold after Storer fulfills the three-year ownership requirement of the FCC (it purchased the station in April 1978).

Mariner Communications paid the highest price ever for an AM-FM combination, laying out $17 million for WLW(AM) Cincinnati and WLWS(FM) Hamilton, Ohio. And Sandusky Newspapers Inc., which has bought a number of stations since early 1979, paid a record $6.7 million for KBPI(FM) Denver.

Mariner’s record may stand a while, but Sandusky’s won’t survive 1980. Metroplex Communications has already made a deal to sell KOAX(FM) Dallas for $7 million; Cecil Richards, a broadcast station broker, is working on an $8-million FM deal, and Jim Gabbert has been busy trying to put together a deal for his KHO(FM) San Francisco with a price in the $12-$15 million range.

AM deals closed in 1979 were topped by the $12 million the Mutual Broadcasting system paid the Chicago Federation of Labor and the Industrial Union Council for WCP(AM-Chicago. No other AM buyer got close to that. Among the runners-up were K-Love Broadcasting, which bought KTNO(AM) Los Angeles from Storer for $8 million; Southwestern Broadcasters Inc., which paid Retlaw Broadcasting Co. $7 million for KGOO(AM) San Diego, and Taft Broadcasting Co., which, eager to complement its WVTI(TV) Tampa, Fla., paid Roundtree of Tampa Inc. $5.5 million for WDAE(AM) there.

The following are summaries of the remaining VHF, UHF, and radio deals, valued at more than $1 million, that were approved by the FCC and consummated in 1979.

KSHK-TV Las Vegas (ch. 13) was sold by Channel 13 of Las Vegas Inc. to a subsidiary of The Journal Co., Milwaukee, for $13.5 million.

Joseph Amaturo sold KQTV(TV) St. Joseph, Mo. (ch. 2), to Malcolm Glazer, owner of two other television stations, for $9 million and bought KKGX-TV Kearney, Neb. (ch. 13), and its three satellite sta-
TV’s Happiest Hour, is now in its 11th year of all new programs and larger audiences.

We thank these friends at the HEE HAW family of stations who have made HEE HAW Happiness possible.

LEE D. HIRSCHLAND • WILLIAM E. HOBB • EVERETT HOLLE • DON HOLLEY • DON HOLMES • JIM HOLMES • TODD HOLMES • MICKEY HOOY • ALLEN HOWARD • JOHN HUBERSKY • EVERETT HUGHES • PAUL M. HUGHES • RICHARD HUGHES • THOMAS A. HUTCHINSON • HARVEY INGHAM • ROBERT A. INNES • BILL JACKSON • ROBERT P. JACKSON • JACK JACOBSON • RUSS JAMISON • BILL JAY • GEORGE W. JEFFREY • J. ALLEN JENSEN • PAUL JENSEN • JANE B. JOHNSON • KEN JOHNSON • DURY JONES • PHIL JONES • DON KASSNER • MICHAEL R. KASSNER • JULIAN M. KAUFMAN • HOWARD KENNEDY • VANN M. KENNEDY • DAVID KING • HARVEY KLEIN • LEWIS KLEIN • CONNIE KRANTZ • DONALD K. KRAUSS • PAUL KRISIERS • ROBERT D. KREUGER • ED LAMY • W. H. LANCASTER, JR. • JAMES D. LANHAM • JOHN LARKIN • OWEN D. LEE • DANNY L. LESMEISTER • ROBERT J. LEVY • BLAKE C. LEWIS, JR. • ROBERT LIEBER • JAY W. LLOYD • GENE LOOPNER • DIXON LOVON • KEVIN MCANDREWS • JACK MCCALL • JAC R. McCARTHY • HARRY MCLINTOCK • JAMES R. MCCORMICK • ROBERT McCOURT • EMERY MCGULLOUGH • ARCH H. MCDONALD • JOHN MCGHIE • TERENCE MCGUIRK • DON MCEELLY • HARRY MABRY • JOHN R. MAHONEY • JAMES MANSUCCI • AL MARA • JOHN MARTIN • LOU MARTIN • HOMER MASON • JAMES MATTHEWS • TOM MATTHEWS • JACK MEYER • HAROLD MICHIELS • BOB MILLER • VICTOR MILLER • JACK MOFFITT • WILLIAM G. MOLL • RICHARD MOORE • JAN MOSES • CHUCK MUNTEAN • C. MACK MURPHY • DON P. NATHANSON • ROBERT NELSON • RICHARD NEWMAN • GARY R. NIELSEN • GARY NIEMAN • EARL NOEL • JIM NOLAN • DENISE NOOBOO • TIM NOOBOO • EVANS A. NORD • WINNFRED NORTON • ALVIN E. O’KONSKI • ROGER OTTENBACK • MIKE PALMER • HARRY PAPPAS • ROBERT PAYSON • ROBERT PAYNE • GEOFFREY PEARSE • JOSEPH PERKIN • C. P. PERSONS, JR. • JOHN PHILLIPS • SAM PHILLIPS • JAC PILGRIM • LEVITT POPE • ROBERT PRICE • FRANCIS J. PROCEPO • JOHN PROFFIT • JIM PUTNEY • JOHN RADECK • TOMMY RAY • JOHN RENOCH • ROBERT E. RICE • LINDA RIOS • DAVID G. RIVENS • CHARLES ROSE • JON F. RUMPY • TERRY SAMS • DON SARACENO • JAMES SAUNDERS • HEIDI SCHMITZ • ARNOLD F. SCOFIELD • LEMUEL SCHOFIELD • EDWARD SCHULEIN • WILLIAM SCHWARTZ • JOSEPH SHAFL • JOHN J. SHAND • JOHN SHOTT • ROY D. SHOTT • HAROLD SHIVELY • STAN SIEGEL • J. A. SIMMS • DAVID SIMON • MARTHA SIMS • ROBERT J. SINNETT • VIC SKAGGS • MAX SKLOWER • E. BERRY SMITH • ELVIN SMITH • JULIAN SMITH • MARK SMITH • JERRY SMITH • DON SMULLEN • DONALD F. SNYDER • GARY E. SPEAR • GARY SPEARS • CARL STEPHENS • MONTY D. STOCK • ROBERT M. STOUGHTON • WILLIAM B. STOUGH • LYN P. STOVER • HARRY STRADER • FRANK STRUZZER • DONALD SWARZT • RICHARD J. SWEENY, JR. • AL TANKSLEY • AL TAYLOR • EVAN THOMPSON • WILLIAM THORSON • ROBERT TOOTHMAN • C. B. TURGER • GARY TYREE • DICK UNDERWOOD • JAMES A. UNDERWOOD • A. R. VAN CANTFORT • FRED VON STADE • CINDY L. WALKER • JAY WALLACE • DEAN WAR • W. CARROLL WAR • PHILIP C. WATERS • DONALD D. WEAR • RALPH WEBB • DORITA WELCH • CHARLES A. WHITEHURST • DAN WHITSETT • ROBERT WIEGAND • TONY WORLEY • DEBRA ZEYEN •
You're in good company when you use the services of THE TED HEPBURN COMPANY Cincinnati, Ohio
26 years of station transactions

Dollar volume of transactions approved by FCC

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Radio only</th>
<th>Combined Radio-TV</th>
<th>TV only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>$60,344,130</td>
<td>$10,224,047</td>
<td>$26,213,323</td>
<td>$23,906,780</td>
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<td>1955</td>
<td>$73,079,366</td>
<td>$27,333,104</td>
<td>$22,351,602</td>
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<td>1956</td>
<td>$115,878,893</td>
<td>$32,583,378</td>
<td>$25,212,055</td>
<td>$21,585,395</td>
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<tr>
<td>1958</td>
<td>$127,537,026</td>
<td>$49,868,123</td>
<td>$60,872,618</td>
<td>$16,769,285</td>
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<tr>
<td>1959</td>
<td>$123,496,581</td>
<td>$65,544,653</td>
<td>$42,724,727</td>
<td>$15,227,201</td>
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<td>1961</td>
<td>$128,804,167</td>
<td>$55,532,516</td>
<td>$43,103,708</td>
<td>$31,167,943</td>
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<td>1962</td>
<td>$101,742,903</td>
<td>$59,912,520</td>
<td>$18,822,745</td>
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<td>1963</td>
<td>$105,303,078</td>
<td>$43,457,584</td>
<td>$25,045,726</td>
<td>$36,799,768</td>
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<tr>
<td>1964</td>
<td>$205,756,736</td>
<td>$52,296,480</td>
<td>$67,185,762</td>
<td>$86,274,494</td>
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<tr>
<td>1965</td>
<td>$135,213,766</td>
<td>$59,933,300</td>
<td>$49,756,995</td>
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<tr>
<td>1966</td>
<td>$135,718,316</td>
<td>$76,633,782</td>
<td>$28,510,500</td>
<td>$30,574,054</td>
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<tr>
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<td>$172,072,573</td>
<td>$59,670,053</td>
<td>$32,086,297</td>
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<td>1968</td>
<td>$152,455,412</td>
<td>$71,310,709</td>
<td>$47,556,834</td>
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<tr>
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<td>$231,697,590</td>
<td>$108,866,538</td>
<td>$35,037,400</td>
<td>$79,794,732</td>
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<tr>
<td>1970</td>
<td>$174,875,442</td>
<td>$86,292,899</td>
<td>$1,038,465</td>
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<tr>
<td>1971</td>
<td>$393,547,924</td>
<td>$125,501,514</td>
<td>$750,000</td>
<td>$267,296,410</td>
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<tr>
<td>1972</td>
<td>$271,330,537</td>
<td>$114,424,673</td>
<td>$0</td>
<td>$156,905,864</td>
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<tr>
<td>1973</td>
<td>$230,381,145</td>
<td>$160,933,557</td>
<td>$2,812,444**</td>
<td>$66,635,144</td>
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<tr>
<td>1974</td>
<td>$307,781,474</td>
<td>$169,998,012</td>
<td>$19,800,000**</td>
<td>$118,983,462</td>
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<tr>
<td>1975</td>
<td>$259,485,961</td>
<td>$131,065,860</td>
<td>$0</td>
<td>$124,420,101</td>
</tr>
<tr>
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<td>$290,923,477</td>
<td>$180,663,820</td>
<td>$1,800,000</td>
<td>$108,459,657</td>
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<tr>
<td>1977</td>
<td>$289,871,604</td>
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<td>$0</td>
<td>$128,635,435</td>
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<tr>
<td>1978</td>
<td>$651,728,398</td>
<td>$331,557,239</td>
<td>$30,450,000</td>
<td>$289,721,159</td>
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<tr>
<td>1979</td>
<td>$1,116,648,000</td>
<td>$335,597,000</td>
<td>$463,500,000***</td>
<td>$317,581,000</td>
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<tr>
<td>Total</td>
<td>$60,787,750,984</td>
<td>$2,651,888,265</td>
<td>$1,155,769,838</td>
<td>$2,257,722,738</td>
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</tbody>
</table>

Note: Dollar figures represent total consideration reported to the FCC, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

**Two acquisitions of radio-TV combinations were approved in 1973 on waivers of FCC one-to-one-customer rule that became effective in 1971.

***Figures represent purchases of Pacific & Southern's combination of four radio and one television station in Combined Communications Corp.

Number of stations changing hands

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio only</th>
<th>Combined Radio-TV</th>
<th>TV only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>187</td>
<td>18</td>
<td>27</td>
</tr>
<tr>
<td>1955</td>
<td>242</td>
<td>11</td>
<td>29</td>
</tr>
<tr>
<td>1956</td>
<td>316</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>1957</td>
<td>357</td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>1958</td>
<td>407</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>1959</td>
<td>436</td>
<td>15</td>
<td>21</td>
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<tr>
<td>1960</td>
<td>345</td>
<td>10</td>
<td>21</td>
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<tr>
<td>1961</td>
<td>282</td>
<td>13</td>
<td>24</td>
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<tr>
<td>1962</td>
<td>306</td>
<td>8</td>
<td>16</td>
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<tr>
<td>1963</td>
<td>305</td>
<td>3</td>
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<td>1964</td>
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<td>1966</td>
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<td>31</td>
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<td>9</td>
<td>30</td>
</tr>
<tr>
<td>1968</td>
<td>316</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>1969</td>
<td>343</td>
<td>5</td>
<td>32</td>
</tr>
<tr>
<td>1970</td>
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<td>3</td>
<td>19</td>
</tr>
<tr>
<td>1971</td>
<td>270</td>
<td>1</td>
<td>27</td>
</tr>
<tr>
<td>1972</td>
<td>239</td>
<td>0</td>
<td>37</td>
</tr>
<tr>
<td>1973</td>
<td>352</td>
<td>2*</td>
<td>25</td>
</tr>
<tr>
<td>1974</td>
<td>369</td>
<td>5**</td>
<td>24</td>
</tr>
<tr>
<td>1975</td>
<td>363</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>1976</td>
<td>413</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>1977</td>
<td>344</td>
<td>0</td>
<td>25</td>
</tr>
<tr>
<td>1978</td>
<td>566</td>
<td>3</td>
<td>51</td>
</tr>
<tr>
<td>1979</td>
<td>546</td>
<td>52**</td>
<td>47</td>
</tr>
<tr>
<td>Total</td>
<td>8,094</td>
<td>234</td>
<td>747</td>
</tr>
</tbody>
</table>

Note: Prior to 1978, a combined AM-FM facility was counted as one radio unit in computing total number of stations traded.

Includes single properties consisting of radio and TV stations.

McClatchy Newspapers, tired of fighting a group of local businessmen who had filed a competing application for KMI-TV's ch. 24, sold the station to the group, San Joaquin Communications Corp., for $13.5 million.

Retlaw Enterprises, seller of KOGO(AM) San Diego (see page 42), bought KMSG(TV) Salinas, Calif. (ch. 46), from Monterey-Salinas TV Inc. for $8.25 million.

WAPT(TV) Jackson, Miss. (ch. 16), was sold to Broadcasting Co. for $35 million.

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**Figure represents merger of Pacific & Southern's combination of four radio and one television station in Combined Communications Corp.

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We are pleased to announce the appointment of Larry C. Wood as Special Representative

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Broadcasting Jan 21 1980 48

sold by Television American Sixteen Inc. to Clay Communications Inc. for $7,905,-878.

Bernard Waterman and his wife, Edith, bought wbbh-tv Fort Myers, Fla. (ch. 20), for $7,887,240 from Broadcasting-Telecasting Services Inc.

Multimedia Inc., a major group owner, expanded into UHF in 1979 with the purchase of wztv-tv Nashville (ch. 17) from Reel Broadcasting Co. for $6 million. Jerry Perenchio and Tandem Productions bought wnju-tv Linden, N.J. (ch. 47), just before the year's end with plans to use it for subscription television. The seller was Columbia Pictures and the price was $5 million.

The minority stockholders didn't want to let go, but Henry Tippie and the other controlling shareholders did and they sold control of Kingskip Communications (ktytv) (ch. 36)-khfi-fm Austin, Tex. to LIN Broadcasting for $4.5 million.

The Toledo Blade Co., newspaper publisher, cable operator and broadcaster, bought wlfi-tv Lafayette, Ind. (ch. 18), from Richard and Harold Shively, brothers, for $3,153,750.

Omega Communications bought a dark wswb-tv Orlando, Fla. (ch. 35), from Sun World Broadcasters for $2,380,000 million, changed the calls to wofl-tv and put the station on the air.

wtap-tv Parkersburg, W. Va. (ch. 15), went from PMA Communications Inc. to Benedek Broadcasting Corp. for $2.2 million.

Binney Ines and family bought kdub-tv Dubuque, Iowa (ch. 40), for $1.5 million from the Lloyd Hearing Aid Corp.

Outlet Co. carried its aggressive buying habits into 1979. In addition to making a deal for kovv-tv Stockton, Calif. (see page 42), the diversified, publicly owned company bought wqof-fm Philadelphia from Que Broadcasting Co. for $6,425,000 and wows-fm Detroit from Fine Arts Broadcasters Inc. for $2 million.

Cecil Hefstel, the Hawaiian congressman, who was at one time on his way out of the broadcasting business is getting back in. He bought wlup-fm Chicago from Phil Chess for $3.25 million.

Guy Gannett Publishing Co. sold whyn-am-fm Springfield, Mass., to AFFiliated Publications Inc. for $5.1 million and bought kttt-am Davenport, Iowa, and wxlp-fm Moline, Ill., from Frederick Epstein for $2.3 million.

The National Black Network, headed by Eugene Jackson and Sydney L. Small, bought wdas-am-fm Philadelphia from Max Leon under the FCC distress sale policy, which allows stations with licenses designated for renewal hearing to be sold to minority groups or individuals.

Wvcm-am-wyor-fm Coral Gables, Fla., went from Independent Music Broadcasters Inc. to Insilco Broadcast Group for $4,850,000.

Another minority-owned group, Inner City Broadcasting, bought kttt-am Los Angeles for $1,550,000.
Ready and Rested for 1980

Fred Flintstone and Friends
Yabba dabba doo.

Hop on the Bandwagon! After a years' rest, Fred is back for 1980-81. Ninety-five half hours of Fred, Barney and such other great characters as Jeannie, the Partridge Family, 2,200 AD, Goober and the Ghost Chaser, Yogi and Pebbles and Bamm Bamm all produced by Hanna-Barbera.

A proven winner for two years in syndication, Fred Flintstone and Friends was consistently a top five kid show with a phenomenal 15 kid rating. Now Fred is back for 1980. Yabba Dabba Doo!

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Michael Bayer
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Towson, MD. 21204
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Firstmark Financial
Firstmark Financial Corporation
Communications Finance Division
110 E. Washington Street
Indianapolis, Indiana 46204
(317) 638-1331

Angeles, KUTE(FM) Glendale, Calif., from Tracy Broadcasting for $4.5 million. For $4.5 million and $500,000 for a covenant not to compete, the Journal Star Stations Group picked up KKEE-AM-FM Albuquerque, N.M. The seller was Gaylord Broadcasting.

Crawford Broadcasting Co., controlled by Ruth Crawford Porter, was busy rearranging its holdings in 1979. Most of the properties were sold to various family members, but KFMK(FM) Houston was sold to an outsider, First Media Corp., for $4.5 million.

KLIF(AM) Dallas sank from the top of the ratings to near the bottom during its eight years of ownership by Fairchild Industries, which finally gave up and sold it to Susquehanna Broadcasting Co. for $4.25 million, 40% of which it paid for it.

After a deal to sell to Cecil Hefstil fell through, Reeves Telecom, which liquidated all its assets last year, sold WITH-AM FM Baltimore to Scripps-Howard Broadcasting Co. for $3.9 million. Reeves also sold WKEE-AM-FM Huntington, W. Va., to Capitol Broadcasting Co. for $1.9 million.

Gordon McLendon sold the last of his broadcast properties, KNSU(FM) Dallas to San Juan Racing for $3,750,000.

WKBW Broadcasting Corp. purchased WAAM(AM) Ann Arbor, Mich., and WIMA-AM-FM Lima, Ohio, from Lima Broadcasting Corp. for $3.6 million.

WQOK(FM) Greensboro, N.C., was sold by Greensboro FM Inc. to WRQK Inc. for $3,475,000.

James Walter and Robert Weeks sold off some of their properties. WNOG(AM) West Palm Beach; WNO-FM Palm Beach, Fla., went to Fairbanks Broadcasting Co. for $3 million plus $300,000 for a covenant not to compete and WTNAT(AM)-WLWF(FM) Tallahassee, Fla., to Robert Ingsaid for $1.1 million.

Sentry Broadcasting, a division of Sentry Insurance of Wisconsin, purchased WTAX(AM)-WDBR(FM) Springfield, Ill., from Sangamon Broadcasting Co. for $2,790,000.

Sunbelt Communications Ltd. paid Stereo Broadcasting Corp. $2.5 million plus $216,000 for an agreement not to compete for KXEY(FM) Fresno, Calif.

Marathon Communications paid from Washington Telecasters Inc. to Obie Broadcasting Corp. for $2.6 million.

Beck-Ross Communications paid Jones College $2.5 million for WKTZ-AM-FM Jacksonville, Fla.

William McCormick and Technical Operations, a diversified, publicly owned company, bought WPAG-AM-FM Suffolk, Va., from Smiles of Tidewater Inc. for $2.4 million.

Stevie Wonder, the recording artist, has a chance to broadcast his own records. He bought KHLK(FM) Compton, Calif., from John L. Hill for $2.2 million.

KKUA(AM)-KQMU(FM) Honolulu went from KokUA Radio One Corp. to CCLA Communications Inc. for $2.2 million.

WKDR(AM) Manchester, N.H., was purchased by ENTERprises for $2 million from Granite State Broadcasting.

John Hicks and his wife, Madelyn, sold KLVH(AM) Beaumont, Tex., to their sons, Steven and Thomas, for $1 million.

Doubleday Broadcasting Co. bought WGNU-FM Granite City, Ill., from Charles Norman for $2 million.

Huliton Broadcasting Inc. bought KOCM(FM) Newport Beach, Calif., from Success Broadcasting Co. for $2 million.

KOQL(AM) Phoenix went from KOOL Radio-Television Inc. to Shaffer Communications Inc. for $2 million.

Mission East Co. broke up and sold its Miami combination; WWOK(AM) went to Metroplex Communications of Florida for $1,580,000 plus $200,000 for a covenant not to compete and WJOK(FM) went to Susquehanna Broadcasting Co. for $2 million.

CTW Communications, a subsidiary of the Children's Television Workshop, decided that it couldn't manage KACY(AM) Port Hueneke and KACY-FM Oxnard, both California, so it sold the two stations to a group headed by Franz Allina, a former CTW executive, for $1,940,000.

Cosmos Broadcasting, a subsidiary of Liberty Corp., bought WGRS(FM) Sarasota, Fla., from Sarasota Radio for $1.9 million.

KTXC(AM)-KXXY(FM) Oklahoma City went from Bonebrake & Co. to Summit Communications for $1.9 million.

Wiskes/Abaxis Communications paid $1,700,000 plus $250,000 for an agreement not to compete to Mountain States Broadcasting Corp. for KKOQ-AM-FM Manitou Springs, Colo.

Steve Agnew sold KFMQ(FM) Lincoln, Neb., to Telegraph-Herald Inc. for $1.8 million.

The American Broadcasting Companies sold KXYZ(AM) Houston to Slater Broadcasting Co. for $1.8 million.

Sunbelt Communications paid Wolverine Broadcasting Corp. $1.79 million for KVKR(AM)-KSZP(FM) Colorado Springs and later sold KLY(AM)-KUNA(FM) San Juan of Obispo, Calif., to Louis Obispo Broadcasting for $1,575,000.

Broadcasting Associates Inc. sold KELI(AM) Tulsa, Okla., to Philip R. Jonsson for $1.65 million.

KCEF-FM Tucson, Ariz., was sold by Strauss Broadcasting Co. to Arizona Lotus Corp. for $1.6 million.

Marathon Communications purchased WIBX(AM)-WIBQ(FM) Utica, N.Y., from Frederic C. Bowen for $1.2 million plus $300,000 for consultancy and noncompetition agreements.

Swanson Broadcasting purchased WSHO(AM) New Orleans from Americana Broadcasting Corp. for $1.5 million.

WHLI(AM)-WHLI(FM) Hempstead, N.Y., were sold by FM Broadcasting Corp. to Williams Broadcasting Corp. for $1,417,- 750.

General Communicorp Inc. bought WHLY(FM) Leesburg, Fla., for $1,380,000 plus $30,000 for a consultancy agreement. The sellers were Bernard Kaplan; his wife, Norma, and James Shipley.

John Hall and his wife, Mary, sold KCEY(AM)-KMI(FM) Turlock, Calif., to Behan Broadcasting Co. for $1,375,000.

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A BASIC SOURCE
Rochester, N.Y., Ragan Henry’s Broadcast Enterprises National Inc. bought WPDQ (AM) Jacksonville, Fla., from Mel- lin Inc. for $1,360,000.

Hecht S. Lackey sold control of WSON (AM)-WQDK (FM) Henderson, Ky., to his son, Henry, for $1,343,979.

Harte-Hanks Communications Inc. bought KMJK (FM) Lake Oswego, Ore., from Communco Northwest Corp. for $1.3 million.

Radio Ann Arbor Inc. sold WNRS (AM) Saline and WQBD (FM) Ann Arbor, both Michigan, to Lake America Communications Inc. for $1.6 million.

KBBQ (AM)-KKBY (FM) Ventura, Calif., went from Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for $1.2 million.

Eastern Broadcasting Corp. paid $1.2 million to Smith Communications for WPDC-AM-FM Elizabethtown, Pa.

For $1,190,000, Cordem Inc. bought WSHR (FM) Hilton Head Island, S.C., from Hilton Head Radio Corp.

WADC (AM)-WZBZ (FM) Parkersburg, W.Va., went from Randy Jay Broadcasting Co. to WADC/WZBZ Partnership for $1,024,000, plus $150,000 for covenant not to compete.

KEDO (AM) Eugene, Ore., went from Century Pacific Inc. to Community Pacific Corp. for $1 million.

Taft Broadcasting sold KODA (AM) Houston to Spanish Broadcasting Corp. for $1 million. (It has also sold KODA-FM there to Westinghouse Broadcasting for $5 million, subject to the approval of the FCC.)

Sterling Recreation Organization Co. bought KDKO (AM) Littleton, Colo., from Radio Station KDKO Inc. for $1.1 million. Lee Dixon and his wife, Iva Mae, sold WSON-AM-FM Salem, Ohio, to Rust Communications Group for $1.1 million.

Trenton Broadcasting Corp. bought WBUS (AM)-WBHZ (FM) Trenton, N.J., from WBUS Inc. for $1.1 million.

Evans Broadcasting Corp. purchased WAAA (AM) Winston-Salem, N.C., for $1,040,000. Robert B. Brown was the seller.

Triplett Broadcasting bought WCDR-AM-FM Lebanon, Tenn., from Andrew Jackson Hendrickson for $1,025,000.

Paul Neuhoff and Mary Forbes purchased WOJX-AM-WFJM St. George (Charleston), S.C., from Soudamérica Corp. for $1 million.

Capital Broadcasting Co. paid $1 million for WNLU (FM) St. Matthews, Ky. The seller was Summers Broadcasting Co.

For $1 million, Charmar Broadcasting Inc. bought KNPT-AM-FM Newport, Ore., from Yaqina Radio Inc.

WBMO (AM)-WRLX (FM) Auburn, N.Y., went from Auburn Media to Scott Broadcasting Co. for $1 million.

William H. Hernstadt and his wife, Judith, paid $1 million to WKAT Inc. for WKAT (AM) Miami Beach.

Robert D. Janacek and his wife, Mary Anne, sold KLON (AM)-KLPC (FM) Lompoce, Calif., to "N" T Broadcasting Inc. for $1 million.

Station buyers stood in line

Despite high interest rates, demand doesn’t soften, particularly for FM and UHF

Station brokers, who profit from a vigorous broadcast station marketplace as well as high prices, were not disappointed by 1979. The number of radio and television stations bought and sold kept pace with 1978, while the average price for a station increased (see story page 38).

The brokers saw 1979 as another in a string of similar years that began after the 1974-75 recession. Last year was marked by a high level of trading activity in all types of stations and by prices that moved ever upward. All agreed that it was a seller’s market in 1979, and none cast doubt that the current trends would carry over into this year and possibly beyond.

Although all types of broadcast properties increased in value in 1979, the brokers reported that UHF’s and FM’s made the biggest gains. Both were commanding prices that not only reflected greater audiences and revenues, but also the feeling that these services offer the most growth potential. The brokers conceded that a portion of the FM gain was made at the expense of AM, but they also conceded that most AM’s are still good buys and that the AM market should remain at least as strong as the general economy.

Most of the brokers felt that it was far too soon to calculate the effects on the market of the latest regulatory moves, and there was agreement that the efforts to increase minority ownership without creating new stations would add to the value of stations by introducing additional buyers into the marketplace. For example, the year’s 12.5% inflation rate and the year-end’s 15% interest rates may have discouraged some buyers—but not many.

Interest rates did little to hold down prices, while most brokers were able to circumvent the tight money supply by constructing seller-financing deals. As Clyde Haenhle of R.C. Crier & Co. said, “You have to have seller financing. If you’re going to have a term deal now I can’t get a buyer, go to the bank and get prime plus one or prime plus two, and make a go of it.”

Joseph Sirtick of Blackburn & Co. said there were “times when we wondered what was going to happen as the interest rates went higher and higher. We expected to see a softening of the market or the prices.” But, he said, “the high rate was overcome by sellers who took back paper at considerably less than the banks.” Consequently, he said, Blackburn was able to “sell just about everything that came along.”

Dick Shaheen, a Chicago broker, said that “the high interest rates caused a lot of situation hurts modest venturers trying to buy in small and medium markets. “The money is not hurting the big deal,” which usually involves big operators who can still get the cash, Ford said.

Cecil Richards, a broker based in Falls Church, Va., agreed with Ford’s assessment and with the consensus that it is the seller who is or should be making the concessions in a tight money economy. “High interest rates are resulting in sellers who are being more negotiable—if not in the price, then certainly in the kind of terms they are willing to give.”

Despite the general feeling among brokers that seller financing is one way and perhaps the best way around high interest rates, at least one broker feels that such sales are unwise. Ted Hepburn said that he does mostly straight cash deals, claiming it makes no sense for a seller to take back paper at 8% or 9% when inflation is running at a higher rate. The only kinds of stations that are seller financed, Hepburn said, are those where the “seller is trying to get a higher price than the station deserves, so he makes concessions,” and those where “the seller isn’t knowledgeable and doesn’t understand economics and that inflation will eat him up.”

An anticipated effect of high interest rates is a softening of demand for stations. However, as a couple of brokers pointed out, high rates can also encourage more brokers in the marketplace. Bill Prikrul of R. D. Hanna Co. said that because of the high rates “small operators

The year’s 12.5% inflation rate and the year-end 15% interest rates may have discouraged some buyers—but not many.

Broadcasting Jan 21 1980
are having difficulty getting operating money at a reasonable cost" and this fact coupled with the incentive of a reduced capital gains tax that went into effect on Jan. 1, 1979, is an inducement for them to sell. Richards said many owners who bought their stations with money with a floating interest rate also have to be thinking sell. "If a seller bought his station on a floating interest rate of two points above prime," Richards said, "the lender [now making 17% or 18% interest] may be making more off the station than the owner. In marginally profitable stations, the owner is losing money due to his high debt service and may be forced to sell."

The reason prices can rise in the face of tight money is just one more illustration of the over-all viability of broadcasting and its attractiveness to investors. The prices are also pushed higher by other factors. Howard Stark, a New York broker, said "very few individuals still own stations in the top-50 markets." And, Stark said, corporations are less apt than individuals to sell creating a situation of low supplies in areas where stations are most profitable and most desirable. Another factor boosting prices, is the broadcasters who put their stations on the trading block at high prices that are out of line with the stations' profits and revenues.

Ford said that he was asked to sell an AM-FM combination for what he felt was an "unrealistic" price of $800,000. He said that although the stations were "good facilities" they were "only grossing $200,000 or so a year" in a small market. "Nobody's bashful. They'll ask anything, hoping to get it and sometimes they do," he said. Reggie Martin, a Miami broker, also had an extreme example of inflationary pricing. Martin said a broadcaster in a growing medium market came to him with a station that grossed $150,000 annually, wanting to sell it for $2.5 million. Martin said that he "would be embarrassed to try to sell it at that price," but, he later noted, "Stations sold at incredibly high prices years ago appear today to be good buys."

When different types of broadcast ser-

services and their values are discussed, VHF's, of course, top the list, but UHF's, long the poor companions, came on strong in 1979. Noting that 1980 is both an election year and an Olympics year, Stark said: "It will be a hell of a year for television broadcasting." And, he added, it will be particularly good for UHF's. "Buyers have their five V's," he said, "and are now expanding into the U's." He also said that subscription television lends new viability to many UHF stations. "They're not really in competition with the V's."

The continued prosperity of television broadcasting and value of television stations may be affected by how broadcasting handles the competition from other video sources seeking time on the television set—cable, videodisks, videotape, and perhaps, satellite-to-home broadcasting. Frank Kalil, of Richter-Kalil & Co., doesn't feel the competition will have much effect on the station values and that opinion to the contrary has been heard in different forms before. "It wasn't long ago," he said, "that people were saying that CB radio was going to cut into the radio listening habits of people in automobiles. There seems to be room for everyone." Ted Hepburn and Clyde Haehnle were in accord with Kalil. Hepburn said the encroachment of new technologies "hasn't had the slightest effect on interest in purchasing." For whatever reason, he said, interest remains high in television among those entering broadcasting for the first time and among those broadcasters seeking to fill out their complement of stations. Haehnle said that some clients "are expressing concern about fragmentation of the audience by STV and cable; however, we don't feel this concern will adversely affect prices."

Regardless of what the future holds for television, no doubt that it's currently the hottest item in the spectrum. "Television is very strong," Richard

Minorities, said one broker, are getting serious: "We've had our share of tire-kickers, but what we're seeing now are qualified and sophisticated buyers."

Kozako, of Keith W. Horton Co., said: "We can't find enough TV properties. UHF, VHF; independent or network affiliated—finding a buyer doesn't seem to be a problem."

Although everybody wants a good television station, according to the brokers, long lines will form for most Class C FM stations too. Hepburn said that the 1970's were the decade of FM, when the buying emphasis gradually shifted from AM to FM. Haehnle said, "FM is maturing rapidly. It now has over 50% of the audience and revenues are bound to catch up. We anticipate FM to maintain its strong position throughout 1980." Haehnle, like most of the brokers, said that the most salable property he could get his hands on is an FM. Southern properties have a little extra appeal, he said, but "we'll sell it in Baltimore just as quickly." Bill Prikryl said that most FM listings are money in the bank. "Just give me the station; I've got the people to call. It's more attractive with an AM sister, but it will sell just as well without it."

There was some indication, however, that the buyer's infatuation with FM may be wearing thin. Kozako said that buyers "are looking a little more at performance than they were just a year earlier."

There was much talk among the brokers of a slackening of demand for AM stations and the flattening out of AM revenues and prices. But the theory was in the general sense and the brokers made clear that there are still a lot of good AM properties out there. As Frank Kalil pointed out: "A good AM is still a good thing to have." Kalil said that when he evaluates a station, he does so on the basis of its facilities, its market and its past performance. To him, the distinction between AM or FM is secondary. "It's still a matter of "reaching most of the people most of the time."

The brokers are aware that regulatory actions of governmental agencies can have a profound effect on station values. And while they agreed that some of the proposals of 1979 such as radio deregulation and 9 kHz spacing to create more stations on the AM band could have far-reaching implications—should they ever come to fruition or even close to fruition—they said that the moves have had little immediate effect. "Nobody knows about 9 kHz. It might be years away and it might be never. That's the way broadcasters and would-be broadcasters are looking at it—no immediate effect, no appreciable effect," said Paul Chapman of Chapman Associates.

Hepburn agreed that it was "far too
soon” to pass judgment on 9 kHz and said that there are a couple of proceedings at the FCC that are more imminent and perhaps more significant. The proceedings he was referring to address the question of whether Class IV AM stations should be allowed to boost nighttime power from 250 to 1 kw and double the size of their transmitting antennas. Hepburn said that Class IV stations are “currently very much out of favor,” but if the changes proposed in the proceedings are allowed, the Class IV’s could “become very valuable.”

Richard Kozacko said that the action that caused the most concern to the buyers and sellers was an FCC condition on the Gannett-Combined Communications merger that raised the specter of the FCC one day ordering the break-up of AM-FM combinations. Kozacko said that “a lot of deals were rocked” by that action. Buyers, he said, were backing away from combination buys, fearing that they would be forced to sell off either the AM or FM.

There was a big jump in the number of minority-owned broadcast properties in 1979 and most were the result of station buys. As far as the brokers are concerned, increased minority ownership is a trend that will continue far into the 1980’s, and they’re all for it. The brokers see minority groups as additional buyers who, as they play an ever increasing role will help insure that station values and trading activity remains high. They gave some of the credit for the rise of the minority buyer to the FCC and its tax certificate policy that allows sellers to defer capital gains tax if they sell to a minority-controlled group, but said that the availability of money to minority groups and an increase in the number of qualified minority buyers were far more significant.

Ted Hepburn said that there are instances where the tax certificate can be a real help, but it is not what people thought it would be. One of the problems, he said, is that “in almost every case the tax certificate requires a cash sale. It is hard to get the benefits if you sell on terms.” Hepburn said that far more beneficial to the minority buyers are the minority enterprises small business investment corporations (MESBIC’s), government-subsidized investment corporations that have made funds available to all sorts of minority-owned businesses.

Haehnle and Kamil felt that the key element in increased minority ownership is an increase in the number of qualified minority buyers. “We’ve had our share of tire kickers,” Haehnle said, “but what we’re seeing now is qualified and sophisticated buyers.”

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**Cable: Good-bye to mom and pop**

Big MSO’s become bigger, while many new-to-the-medium firms are buying in, eager to avoid costly franchise fights and geared to that allusive, cash flow that CATV can offer

The big fish who have been feasting on the little fish in the cable television pond had better keep an eye open. Bigger fish are on the way.

According to Rich Michaels, a broker with Communications Equity Associates, Miami, the cable industry can expect several of the medium-sized multiple system operators—in the 50,000-to-150,000-subscriber range—to be sold or absorbed by merger in 1980 either by bigger MSO’s or by outsiders.

Michaels’s list of outsiders, whom he knows to be interested in buying existing cable systems, includes Scripps-Howard, New York Times Co., 20th Century Fox, Prentice Hall and Capital Cities Communications. All have been actively seeking buys in 1979, but none has yet found the right one, he said.

To Michaels’s list, Robert Brown, vice president of Daniels & Associates; David Haehnle of Hill and Zitz, Davis Broadcasting. Brown said that many companies that “never looked before are now looking. People are coming from everywhere. If you get a big deal you can bring some heavy hitter to it.”

The entry of the outsiders is just one of many forces that pushed up cable prices in 1979. The readiness of investors to back cable operators, the arrival of experienced Canadian cable operators who can no longer find room for growth in their own country, the presence of acquisitive MSO’s with established lines of credit, the increasing costs of obtaining cable franchises, and, most important, the success of cable in the consumer marketplace, have all contributed to the quantum leap in prices over the last year or two.

According to lan Gilchrist of Warburg Paribas Becker, New York investment bankers, “It was a wild market” in 1979 as a price spiral that began a rapid rise in 1978 continued into 1979. He said that prior to 1978 “seven times operating income had traditionally been the going rate for a cable system, but during the past two years the price has jumped to 10 times or as much as 12 times operating income.” And, he added, the average price per subscriber shows a commensurate increase: from $300 to anywhere from $400 to $550.

Michaels, who called 1979 “a very intense seller’s market,” said that one reason the prices have increased in spite of high interest rates and tight money near the end of the year is due to the publicly owned MSO’s that, having arranged financing in 1978 and early 1979, have lines of credit at relatively low interest rates of 10%-10 5/8%.

He said, however, that this good fortune does not extend to the smaller companies without pre-arranged financing. They have to borrow from banks at prime
It's something to sing about!
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MUSIC COUNTRY U.S.A. is fresh, charming and pure magic. All 20 one-hour shows are guaranteed to give you and your audience a whole new feeling about country music.
plus two or prime plus three (17% or 18%) or from finance companies at even higher rates, he said.

The tight-money situation has had little effect on the outsiders. Michaels said that they are usually companies with substantial cash flow, and they have little need to borrow.

Gilchrist said that investors have been attracted to cable because it generates a predictable cash flow. This is particularly attractive to consumer or retail-oriented companies whose operating income often rises and falls with the season, he said. Such companies see cable as a way to level off corporate ups and downs by funneling cable money to other businesses, he said.

Investors also like the fact that a dollar of cable equity had far more leverage power than a dollar in most other capital-intensive businesses. Gilchrist said that most industrial companies can borrow no more than one dollar for each dollar of equity, but in cable, with its cash-flow predictability, two in and some cases three dollars can be borrowed on a dollar.

Speaking in a more general sense, Gilchrist attributed increased prices to increased demand and increased demand for cable’s improvement in service to its customers. Gilchrist said cable has benefitted from the advent of pay TV and the tiering of services and “software is better and more abundant.”

Gilchrist also said that demand has been fired by the great deal of attention the industry has received in the press. Michaels said that the high prices are primarily the result of the flood of new buyers into the marketplace. He pointed to the Canadian operators, who because of Canadian regulatory prohibitions against pay television and the fact that almost all areas worth wiring in Canada are wired, have run out of opportunities at home and must move into the U.S. to expand.

Another group Michaels feels has increased demand are the independent telephone companies. Michaels said there are quite a few that wish to become cable operators or increase their holdings. Michaels said the only regulatory restriction on them in terms of cable ownership is that they are not allowed to own systems in areas where they supply telephone service.

Michaels also noted that many companies find acquisition the easiest way to “get their feet wet and find out what the business is like” before investing tens of millions of dollars.

Brown also said that the high prices currently being asked and paid have produced a backlash among the smaller operators, who would like to sell but fear that prices haven’t yet peaked and that they might sell short. So, Brown said, they wait it out and further tighten up the market.

The year was positioned between two of the bigger deals in the history of the industry: In November 1978, Time-Life completed its purchase of American Television Communications, with its close to one million subscribers, for $145 million, and last month American Express closed on its buy of 50% of Warner Cable for $175 million.

The year produced some additional mega-deals. Tandem Productions, owned by Jerry Perenchio and Norman Lear, bought Communications Services Inc., which serves 100,000 customers in Kansas, Louisiana, Missouri, Oklahoma and Texas, for $35 million.

Times Mirror Co. bought out the three principals of Communication Properties Inc. (325,000 subscribers)—Jack Crosby, Fred Lieberman and Bob Hughes—for $86 million in February and then proceeded to buy out the remaining stockholder at the price of an additional $42 million.

Storer Broadcasting, which sold all but one of its radio stations to finance its cable venturing, bought or agreed to buy a number of systems in 1979. The biggest buy was General Television Inc. with its 30,000 subscribers scattered throughout Minnesota, Delaware and Maryland.

Tele-Communications Inc. bought Madison Tele-Communications Inc. from Bob Spiegel, Dick Landy and Whiticom Communications for a price in excess of $15 million.

Another major broadcaster, Multimedia Inc., bought the cable television division of Kansas State Network for $11 million.

"People are coming from everywhere.
If you can get a big deal, you can bring some heavy hitter to it"
Burke bows out

Radio ratings firm finds it can't cut it financially; service ends Jan. 25 with reports for 13 markets

Burke Broadcast Research didn't make it. After all.

The radio audience measurement firm, which had to take a breather last summer to gather new financial resources (Broadcasting, Aug. 6, 1979, et seq.), is closing after two and a half years of operation. Jan. 25 is the official closing date.

By then, officials said, reports on October-November-December 1979 measurements in its 13 broadcaster-client markets will have been published. Burke was also measuring seven other markets, but officials said broadcasters in those had paid nothing and the reports would not be issued.

Advertising agencies that pre-paid for reports will receive rebates for any they will not receive, Burke said.

Burke International Research Corp., Cincinnati, the parent company, said that when BBR resumed operations last September after a seven-week hiatus it was thought to have virtually adequate financial support, so that "only a small investment" would still be needed from Burke International.

But in the next three months, the parent company said, it became apparent that a "substantial" investment would be required to expand the service from the present 20 markets to a projected 50.

The statement didn't say how much additional investment might have been required, but other sources estimated the figure was probably close to $1 million. It was estimated that Burke already had invested about $3 million in the service.

BBR's departure follows by seven months the closing of another new syndicated radio audience measurement service, Audits & Surveys TRAC-7 (Broadcasting, June 18, 1979), also for lack of sufficient support.

It leaves Arbitron Radio, long the dominant force in syndicated radio audience measurement, with only two principal would-be competitors in the field. They are RAM Research, San Diego, and Media Statistics Inc., Silver Spring, Md. Their services are still best known as program aids but they hope to grow in syndicated measurement as well. With the departure of Burke, observers expected them to step up their solicitations to take over—and expand on—the segments that Burke is giving up.

Burke authorities estimated that about 100 people in Burke's Cincinnati headquarters were affected by the closing, but said that many of them were being moved into other jobs with the parent company. The New York and Los Angeles offices are to remain open until Jan. 25. Among those being let go, officials said, were Executive Vice President Lew Alpert and Bill Abbott in New York, Gordon Gredell in Chicago and Brescia Leonard in Los Angeles.

The markets for which October-December reports are being issued are Boston, Chicago, Cincinnati, Dallas-Fort Worth, Detroit, Houston-Galveston, Los Angeles, Miami-Fort Lauderdale, New York, Pittsburgh, Philadelphia, San Francisco and Washington. The markets measured but not being reported are Baltimore, Atlanta, Cleveland, Denver, Minneapolis, San Diego and St. Louis.

United Cable's turn with N.Y. analysts

Dramatic financial growth cited, along with problems of labor (availability and cost) and franchise wars

The bullish financial prospects of United Cable Television Corp. in particular—and of cable TV in general—were put before the Entertainment Analysis Group in New York's Harborsvile Club last week. It was a two-years-later return appearance for President Gene Schneider, who reported that, in the interim, revenues had grown 102%, net income 221% and earnings per share 216%.

Schneider—accompanied by vice president Bill Kingly Jr.—was citing the quarter ended Nov. 30, 1979, against the comparable quarter of 1977. Against 1978, the respective increases were 54%, 70.5% and 65.2%. According to Broadcasting's annual compilation of the top 100 companies in electronic communications, published Jan. 7, United Cable ranked 94th with revenues of $34,541,000, net earnings of $4,616,000 and earnings per share of $1.58 for the fourth quarter through the third quarter of 1979.

Discussing the increasingly critical area of pay subscribers, Schneider noted that United now has a pay-to-basic-subscriber ratio of 43% (basic subscribers number roughly 290,000 in 28 systems, out of 550,000 homes passed), at an average pay rate of $10.64 a month, with the basic rate averaging $7.84. These pay percentages and rates are higher than the industry average, he noted, saying that the company's philosophy of providing the "maximum service possible at a fair rate" enabled it to charge higher prices.

United's cash flow, according to Schneider, has grown to $14 million annually, and he noted that in two years the price of his company's stock has climbed about 600%, from $4.75 to a recent high of $33.25.

Schneider and Kingery said a shortage of labor is among the most serious problems hampering cable expansion. In that environment, the labor cost for a system has climbed, they said, from 35 to 50 cents a foot in the past year. It's a situation aggravated, they maintained, by a tendency of the subcontractors/construction crews to simply walk off a job before it's completed. The two men cited the example of their Connecticut operation which, they joked, saw the crews move down to other cable projects in Florida when winter set in. In fact, for the underground portion of United's new construction near Denver, the company has purchased its own trenching equipment and will run the project itself, although subcontracting the aerial work.

Schneider told the analysts that "the importance of rate increases can't be overemphasized" in assessing the potential of a cable operation. He pointed to his Tulsa, Okla., system, where, he said, a $1 increase in both basic and pay rates generated an increase of $1 million in operating.
income, and that fell mostly to pre-tax profit.

 Asked whether recession was fueling an increase in pay subscriber cancellations, or "churn," the United president asserted that two years ago pay churn was double what it is today, and that it now approaches the level of basic churn for a system. It's

Schneider's belief that "50% of churn is moves," people leaving the area, something that varies with the community. The company's Abilene, Tex., system experiences a 45%-50% churn rate because of moves, while a "sleepy community" might have a 10% to 15% rate, in Schneider's estimation.

Changshand

PROPOSED

- KBRT(AM) Avalon, Calif. (Los Angeles): Sold by Bonneville International to Keirtron Inc. for $4.1 million in cash or $4.5 million payable on terms. Seller is major group owner with four other AM's, seven FM's and two TV's. It is owned by Corporation of the President of the Church of Jesus Christ of the Latter Day Saints. Arch. L. Madsen is president of Bonneville. Buyer is owned by Donald Crawford, who also owns KBPC(AM) Dallas, WYCA(AM) Hammond, Ind.; WDCC(AM) Birmingham, Ala.; WDCX(AM) Buffalo, N.Y., and minority interest in WMUZ(AM) Detroit. KBRT is 10 kw daytimer on 740. Broker: Horgan-Feldman Inc.

- KSOK(AM) Arkansas City, Kan.: Sold by KSOK Broadcasting Co. to R.J. Communications Inc. for $370,000. Seller is subsidiary of Staufier Communications, group broadcaster with six AM's, three FM's and one TV and newspaper publisher. Oscar S. Staufier is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Wartell (60%) and his wife, Janet (40%). Wartell is Western station relations manager for Mutual Broadcast System. Neither he nor his wife has other broadcast interests. KSOK is 1 kw daytimer on 1280 khz.

- WVFV(AM) Dundee, Ill.: Sold by R.F. Broadcasting Co. to CLW Communications Group of Illinois for $315,000. Seller is owned by Ralph J. Faucher, who has no other broadcast interests. Buyer is owned by AMG International, nonprofit religious corporation, headed by Spiros Zodites. It also owns WSCW(AM) South Charleston, W.Va.; WRCI(AM) Jacksonville, Fla.; and WHYD(AM) Columbus, Ga. WVFV is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

- Other proposed station sales include: WACA(AM) Camden, S.C. (see "For the Record," page 70).

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1/21/80

Broadcasting Jan 21 1980 60

- KXOE(AM)-KIOG(AM) Mesa, Ariz.: Sold by Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for $2.5 million. Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife have purchased WRRD(AM) Bay City, Mich. (BROADCASTING, Oct. 22, 1979). Earlier deal to sell Mesa stations to black group for $1.85 million was called off by bankruptcy judge (BROADCASTING, Aug. 21, 1978). Buyer is owned by Peer Pedersen, Howard Warren and Richard and William Phalen (brothers), who own KZAP(AM) Sacramento, Calif.; KMJI(AM)-KLUC(AM) Las Vegas and KMIX(AM)-KQRR(AM) Tucson, Ariz. KXOE is on 1310 khz with 5 kw day, 500 w night. KIOG is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

- WADC(AM)-WIBZ(AM) Parkersburg, W.Va.: Sold by Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for $1,024,000 plus $150,000 for covenant not to compete. Seller is owned by Calvin Dailey Jr., who also has interest in WLT(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikita, Chicago investment broker and part owner of WKZK-AM-FM San Angelo, Tex. WADC is 5 kw daytimer on 1050. WIBZ is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain.

- WRRD(AM) Minneapolis: Sold by Metrocom to Minnesota Public Radio Inc. for $975,000. Seller is partnership headed by Robert G. Liggett Jr. Partnership acquired station in August 1977 for $2 million, but because of financial difficulties has sold station. (It was granted waiver of three-year rule.) Liggett has varying interests in WFMK(AM) East Lansing, Mich., WBUF(AM) Buffalo, N.Y., and WLQL(AM) Minneapolis-St. Paul. He was principal owner of WRRD(AM) Bay City, Mich., sold last October for $625,000 (BROADCASTING, Oct. 22, 1979). Liggett also owns 51% of corporation that has purchased WRNN-AM-FM Clare, Mich., subject to FCC approval. Buyer is nonprofit group broadcaster. It owns KSJR(AM) Collegeville, KSIN(AM) Minneapolis-St. Paul, KCCM(AM) Moorhead, WSCD(AM) Duluth, KRSR-FM Pipestone and KELS(AM) Rushford, all Minnesota. Minnesota is controlled by board of directors; William H. Kling is president. WRRD is on 1330 khz with 5 kw full time.

- KKA(AM) Ardmore, Okla.: Sold by Arbuckle Broadcasters Inc. to Oktex Inc. for $600,000. Seller is owned by Harold E. Cochran, who has no other broadcast interests. Buyer is owned by Harold G. McEwen (52%) and his wife, Kay (47%). McEwen owns Robinson, Okla., advertising agency and 4% interest in KCAM(AM) El Reno, Okla. His wife has no other broadcast interests. KKA is on 95.7 mhz with 100 kw and antenna 550 feet above average terrain.
FCC says lowest unit rate applies in Iowa caucuses

Commission finds events to be same as primary elections, and spots aired after Jan. 14 must be priced accordingly

The considerable importance that Iowa has achieved in the eyes of Republican and Democratic presidential hopefuls resulted in an FCC ruling last week that has some broadcasters in the state grumbling. The commission, in a 6-0 ruling, held that the section of the Communications Act requiring broadcasters to give candidates in primary and general elections their lowest unit rate applies to candidates in the Iowa precinct caucuses to be held today (Jan. 21).

The commission issued its basic ruling on Jan. 14, in response to a request of the Reagan for President Committee, holding that the Iowa caucus system functions as a primary election. On Tuesday, the commission staff, in response to a letter later received from the Carter-Mondale Presidential Committee, said the ruling applies to the Democratic caucuses if they are "substantially similar" to the Republican. And they are.

However, the commission said that the ruling applies only to advertising spots that began airing on Monday, Jan. 14. The Reagan committee did not ask for retroactive application, but the Carter-Mondale committee did, to Jan. 1. The commission said it would not be fair to apply the ruling retroactively since "many parties, including broadcast licensees," had reason to believe the lowest unit charge would not apply to the Iowa caucuses.

That portion of the ruling was welcomed by Iowa broadcasters, particularly radio licensees. Some had already been charging political rates but most had been charging earned frequency rates, and the difference could range up to 40% in the case of small stations. Officials at most television stations questioned said they do not charge on the basis of an earned frequency rate. Anyone, they say, candidate or long-time customer, pays the same rate for the same kind of spot. One exception was Darwin Wolfe of WHO-TV Des Moines. He said the station's political rates could be as much as 15% less than those that were being charged.

Most broadcasters who, like citizens throughout the state, did not regard the caucuses as a primary, were surprised by the commission's decision. And one, Lee Marts, vice president and general manager of WOC(AM), KXIK(FM), WOC-TV Davenport, and an officer of the Iowa Broadcasters Association, said he would ask the association to consider whether it should "take a position on it before the FCC." The commission had not sought comments on the requests for a ruling before responding to them. "We have a large question as to whether the caucuses here are comparable to New Hampshire's primary," Marts said.

He did not expect to persuade the commission to reverse its decision in time to affect receipts for the last week of the campaign. But, he said, "We'll have the problem every four years."

Until four years ago, the caucuses had been considered private affairs that attracted only party activists. But Jimmy Carter's success in the Democratic caucuses four years ago and the impetus it gave his eventually successful campaign for the nomination have transformed them into an event of considerable importance to candidates and the media (Broadcasting, Jan. 14).

The candidates bought radio and television time in amounts that, for the Iowa caucuses, were unprecedented. And the Reagan campaign sought its ruling after its timebuyer, Ruth Jones, learned the stations were charging at earned frequency rates rather than the lowest unit rate. She bought $11,000 worth of radio time last week, and was in the process of buying some $25,000 more for the final week. Last month, a local buying agency had purchased $8,000 worth of radio time.

The commission, in its ruling, noted that, in its 1978 primer on the subject, it had said that it would not apply the lowest unit rate to caucuses. But on review, the commission added, "we believe that the Iowa caucus is an integral part of a primary election" and the lowest unit rate applies.

Van Deerlin also going to put Comsat under examination

March hearings are announced; direct-to-home proposals to be one of prime focuses

The FCC is not the only arm of government looking into the structure and operations of the Communications Satellite Corp. The House Communications Subcommittee now has announced plans to hold hearings on Comsat in March.

Lionel Van Deerlin (D-Calif), chair-

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Broadcasting Jan 21 1980 81
The NRBA gives a cold shoulder to FCC’s ideas on deregulation

Board says things would be worse if proposals are adopted; it also goes on record opposing 9 kHz

While the FCC radio deregulation proceeding is a “commendable gesture,” it will only minimally lessen the burden-
some regulations that now exist and would ultimately lead to decreased license stability.

This is the gist of a resolution adopted by the National Radio Broadcasters Association board of directors at its annual meeting Jan. 10-11 in Scottsdale, Ariz. In NRBA’s view, “many of the FCC proposals and options would generate more onerous overregulation than now exists and would create an even greater lack of license stability than is provided under the present rules.”

The board also took a stand opposing 9 kHz spacing in the AM band. The resolution stated that NRBA “flatly opposes the 9 kHz proposal that will be considered at the Region 2 conference in Buenos Aires this March (Broadcasting, Jan. 7). NRBA believes that the adoption of 9 kHz spacing will “result in a loss of signal quality and degradation of service to the public, could prohibit the development of AM stereo and would forever limit AM from reaching a parity with FM.”

Sis Kaplan, of WAY(SAM)-WROQ(AM) Charlotte, N.C., NRBA president said, “it seems to us that the public and the radio industry are being asked to pay an exorbitant price for the dubious advantages claimed for 9 kHz spacing.”

The board also voted unanimously to form a “National Committee for Responsible Public Interest Groups.” The purpose of the group will be to evaluate the “public” in “public interest groups.” Abe Voron, NRBA executive vice president, said “though we recognize the need in our society for responsible public interest groups, we feel obliged to examine the motives, actions and representation of groups who presumably act in the ‘public interest’ to determine that they are acting in a responsible manner.”

First volleys fired in FCC’s network inquiry

Comments by ABC, CBS, NBC on staff paper refute claim that commission has jurisdiction over them or that there is anything improper with their relationships with affiliates;
Group W sees things differently

The three television networks agree that neither the Communications Act nor any judicial or administrative interpretation of it gives the FCC jurisdiction to regulate network practices.

Their comments came in response to the commission’s release, last October, of preliminary reports in its inquiry to determine whether present network practices permit adequate competition in the industry, given existing technological and legal constraints.

The staff concluded, in those initial reports, that the three commercial television networks and their affiliates are so successfully entrenched in their economic structure that any attempt by the FCC to regulate them—and it has the power to do so—would prove fruitless. It said the FCC should look elsewhere, “specifically to structural changes which affect the number of programing outlets, if regulation is to make a difference in the television service provided to the viewing public” (Broadcasting, Oct. 22, 1979).

The inquiry staff issued findings on network-affiliate relationships, FCC jurisdiction over network practices, the structure and business activities of network parent corporations and three background documents dealing with the history of the networks and FCC’s rules. The reports were based on the networks’ performance in 1977.

The networks centered the bulk of their comments on two reports: network-affiliate relationships, and FCC jurisdiction to govern them.

NBC said there is no reason for the FCC to “consider tinkering with the system and interfering with the reasonable workings of the free marketplace.” It added that “it would make no sense for the FCC to indulge in an attempt to tamper with the marketplace by stripping away those network functions which supposedly are not economically ‘necessary’ [in the staff’s view] to the operation of a system that is working in an excellent manner.”

NBC called the jurisdictional report an “abstract discussion of the commission’s possible power to regulate television networks.” NBC stated that an assumption of FCC jurisdiction must be based on a concept of ‘ancillary jurisdiction’ that re-

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man of the subcommittee, said “the hearings should help us consider the nature and necessity of any future legislation . . . Congress created Comsat, and Congress should make sure that the corporation continues to reflect congressional intentions.” Van Deering added that the hearing will complement the FCC Comsat study that is already under way (Broadcasting, Dec. 10, 1979).

One specific issue that the subcommittee will consider will be Comsat’s announced plans to enter the satellite direct-to-home broadcasting business. Jane Wilson, a spokeswoman for the subcommittee, said the purpose of the hearings would be to see if safeguards are needed to protect competitors from Comsat and its separate subsidiaries. “Comsat is similar to AT&T in that it is a designated monopoly,” she said, “and with its plans for domestic satellite operations it would in effect be doing what AT&T has been prohibited from doing.”
The line-up. With hearings set for Jan 29, witness list is being compiled for examination of bill (H.R. 5430) introduced by Representative Ronald Motl (D-Ohio) that would require FCC to reveal financial data on individual TV and radio stations (BROADCASTING, Oct. 1, 1979). One panel will include Thomas Bolger, National Association of Broadcasters joint board chairman; Sis Kaplan, president of National Radio Broadcasters Association; Wade Hargrove, president of North Carolina Association of Broadcasters; Wilhelmina Reuben-Cooke, staff attorney of Citizens Communications Center; and yet undetermined representative of General Accounting Office. Also expected to be present, serving as resource people to answer questions, if necessary, are FCC Broadcast Bureau Chief Richard Shiben and Joseph Sitrick of Blackburn & Co., media broker.

BIB nominee. Charles David Ablard, former general counsel of Army and old U.S. Information Agency, has been nominated by President Carter to be member of Board for International Broadcasting for term ending April 28, 1982. He would replace John T. Murphy, former head of now dismantled Avco Broadcasting, whose term has expired. Ablard, 49, native of Enid, Okla., has been in private practice since 1977 and is currently with Washington firm of vom Baur, Coburn, Simmons & Turtle.

Small's successor. William Lilely III, VP-government affairs for American Express Co., named CBS Inc. VP-Washington. He fills position formerly held by William J. Small, now president of NBC News. Before joining American Express in 1978, Lilely served for year as minority staff director, House Committee of the Budget. Earlier, he was deputy and then director of President's Council on Wage and Price Stability, and before that deputy assistant secretary for policy development, U.S. Department of Housing and Urban Development. He co-founded National Journal in 1969, was with publication until 1973; before that, he was instructor at Yale, from which he holds PhD.

quires close examination of the specific regulation at issue. NBC said this report was "erroneous" and [its] "inaccurate view" would "permit the FCC to regulate not only networks but virtually any entity that does business with a station as a supplier of programming, equipment, or supplies," regulation which goes "clearly beyond the authority granted by the Communications Act."

CBS agreed with NBC on this point saying "not only would it allow the FCC to engage in plenary regulation of the networks, their business practices and their relationships with other unregulated entities, but it would suggest also plenary power over the entire television production industry, electronic equipment manufacturers, television ratings services, advertising agencies and a host of other industries which might be claimed to have some effect on broadcast communications."

Speaking of the network/affiliate report, CBS stated that "a significant portion of the report is elevated to hypothetical discussion of a variety of practices and policies which [the staff posted] might theoretically be plausible for the networks to pursue." But, CBS stressed that the history of the networks and their contributions to the public constitute more than the economic evolution included in the staff studies. CBS not only advocated that the staff pursue the public interests involved in the network/affiliate relationship, but reminded the FCC that "the resources demanded for [contributions in programming and technology] require the kind of arrangement today provided by large, multiaffiliate networks."

ABC picked up on this, saying that the staff does not provide sufficient information on the public interest factors of this relationship. "There is no consideration of whether the economic advantages of network affiliation contribute to the ability of local stations to provide local programming ..." ABC said.

Regarding jurisdiction, ABC said the "paper is not directed toward any particularly proposed regulation, [its] value lies principally in the identification of jurisdictional theories and limitations relating thereto." These "abstract principles," it said, "are insufficient in an area where clear-cut statutory authority is not present."

Westinghouse's Group W, which petitioned the FCC for the inquiry, said the staff should focus on those aspects of the network/affiliate relationship which constitute a threat to "our essentially local system of television broadcasting." Group W, which sought to portray the networks as dominating affiliates that have relatively little bargaining power, said "the commission should not simply defer to economic considerations in carrying out its responsibilities," but should answer other questions—such as the expansion of network commercial times, industry financial trends and syndicated news service contacts.
League gears up for debates

It announces schedule of forums across the country; first is set for Feb. 26 in Manchester, N.H.; so far it's uncertain which candidates will participate, but press and public have been included

The League of Women Voters last week went public with its hopes of repeating, if not surpassing, in 1980 the presidential candidate debates it presented in 1976. It announced the dates and locations of the full-fledged 1980 Presidential Forum, it will sponsor between February and May in four cities. It also said it will invite presidential nominees to participate in a series of debates next fall. And it said it would have an audience at each event and invite press, radio and television to cover them.

Not announced, however, were the participants. And that was not an oversight. A spokeswoman, Betsy D. Gutman, said that negotiations were under way with all candidates but that "we're not ready to say who has accepted." Among those who had not, as of last week, were the two stars who chose not to participate in the Democratic and Republican forums in Des Moines earlier this month (Broadcasting, Jan. 14).

The White House said President Carter, who cited the Iranian and Afghanistan crises in withdrawing from the scheduled confrontation with Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown of California and thus, in effect, killed a scheduled Democratic forum in Des Moines, Iowa, still is not ready to leave the White House for the campaign trail.

White House deputy press secretary Rex Granum said the president feels he "cannot ask for bipartisan support and at the same time participate in a very partisan forum." Granum said the White House has received many debate proposals but that they are being held in "abeyance" until the situation is clearer. And if the President does not participate, a Kennedy spokeswoman said, the senator won't. "We've indicated we're willing to debate at any time," she said. But, she made clear, Kennedy has no intention of participating in a debate with only Brown as an opponent.

On the Republican side, a spokesman for former Governor Ronald Reagan of California said there has been no change in Reagan's policy: He will not accept an invitation to an event if it involves "deviating from his 11th Commandment"—of not speaking ill of any Republican. And Reagan frequently receives invitations to participate in political forums with other candidates, the spokesman said.

Presumably, the six Republican candidates who showed up in Des Moines—Senator Howard Baker (R-Tenn.), George Bush, John Connally, Representative John Anderson (R-Ill.), Representative Philip Crane (R-Ill.), and Senator Robert Dole (R-Kan.)—would be willing to accept league invitations to as many forums as are held while they are still in the race.

The league's plans call for the first forum to be held in Manchester, N.H., in advance of the nation's first primary, on Feb. 26. The Democratic forum is scheduled for Feb. 19 and the Republican, on Feb. 20.

The other forums will be held in Chicago, on March 12 (Democrats) and March 13 (Republicans); Houston, on April 22 (Democrats) and April 23 (Republicans); and in San Francisco, on May 27 (Republicans) and May 28 (Democrats).

Ruth Hinerfeld, chairman of the league's Education Fund, said that in inviting members of the public to attend the forums and the media to cover them, "we hope to provide a sizable segment of the electorate with the opportunity to view the presidential primary contenders in face-to-face discussions."

The question remains, however, how much coverage the forums would get without a Carter or a Reagan. Thus far, only National Public Radio and PBS are committed to coverage.

Whether Carter and Reagan will participate is not the only question nagging the league. Another is whether the Federal Election Commission's proposed regul-

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Welcome mats for news doctors. Broadcast news consultants, viewed with reservations by most station news staffs in early 1970's, have become much more acceptable to news directors. That is one finding in surveys conducted by 1979 graduate broadcast journalism students at American University, Washington. One study of news directors in top-100 TV markets found overwhelming majority now regard news consultants as integral part of local TV business and offering valued advice. However, it was noted, news directors insist they retain editorial judgment. Companion survey of radio stations indicates radio consultants are following path already carved by their TV counterparts. Copies of research, "Broadcast News Doctors: The Patient is Buying the Cure," are available for printing and postal charges from AU School of Communications, (202) 342-0258.

Try again. Florida trial court's ruling barring still and television cameras from murder trial of defendant accused of torch-killing of fellow prison inmate has been reversed by district court of appeal. Appeal court, acting on appeal of Palm Beach Newspapers Inc., said trial court judge had not correctly interpreted guidelines laid down by state supreme court in responding to petition of Post-Newsweek Stations urging that courts be opened to such coverage. Trial court had banned cameras on motion of attorney for two other prison inmates called as witnesses who said they feared for their safety and would not testify if televised or photographed. Appeal court said trial court had failed to make finding that fear was justified. Trial court was directed to hold further hearing to obtain information it needs to exercise its discretion in case.

Braintrust. AP and New York Times Information Service announced joint venture called Associated Press Political Databank. Called "wide expansion of a databank developed by AP" for staff use in 1976, it will track candidates and issues in current presidential campaign, with files on each state providing background and summaries of congressional and statewide campaigns and issues. AP is responsible for content, and New York Times Information Bank is supplying hardware, with both companies marketing service. Commencing Feb. 1, databank will operate through Jan. 31, 1981.

Decision makers. Add to list of judges of prestigious George Foster Peabody broadcasting awards: Former FCC Commissioner Margita White and J. Leonard Reinsch, retired head of Cox Broadcasting and now co-chairman of Warner-Amex Cable. Others among two dozen on committee are: Tom Johnson, president Los Angeles Times-Mirror Co.; Dr. Harold Niven, vice president National Association of Broadcasters; John Charles Daly, former CBS news head and commentator, and Dr. William Harley, educational broadcaster. Annual awards for radio and television achievement in news, entertainment, education and international broadcasting are administered by Henry W. Grady School of Journalism, Athens, Ga.
hiked back more than two miles through rainy weather over rough terrain to a road where they could drive around to a company gate and then to a site set aside by the company for viewing the demonstrators' arrests. Stahl said they felt they would not make it back in time.

Judge David Allen Box, who heard the case without a jury, agreed with the defense on one key point—that the power company is so closely regulated and/or subsidized by local, state and federal governments, and had worked so closely with the sheriff's office in preparing to meet the demonstrators, that its activities were public and therefore subject to news coverage. The trespass charges, he said, raised a First Amendment issue.

But he also said that the media's right of access was limited and that the company had provided sufficient access in setting aside a viewing area, even though, he added, it had the "ignoble" intention of controlling the news by limiting reporters' movement.

Members of the journalists' defense team who met last week said appeals are a virtual certainty. But some lawyers pointed out that further litigation carries the risk of losing what they consider one of their victories in Box's decision—the holding that the company's activities are public.

Trespass convictions in Oklahoma set up precedent case

Newspapers follow protesters onto power-plant property and are arrested and convicted; some are expected to appeal

Nine journalists, including three from Oklahoma City television stations, who followed a crowd of protesters onto the construction site of a nuclear power plant in Inola, Okla., last June, were convicted last week of trespass. The case could become another in a series that sets national guides for the degree of latitude reporters have in pursuing stories if appeals expected from one or more of the defendants ultimately reach the Supreme Court.

The case, however, is not one in which the media in the area involved are united. KTVO(TV) Tulsa, a Detroit Evening News station, represented by a reporter and cameraman who were also arrested, had them plead guilty. "We decided they'd broken the law," said Ernie Schults, public affairs and information manager and former president of the Radio-TV News-Directors Association. "It was made quite clear that if they crossed the company fence they'd be arrested." And KTOK(AM) Oklahoma City's Bob Durgin editorialized that the reporters had no right to break the law.

But for Ron Stahl of Gannett Co.'s KOKC-TV, the question he faced when he reached the fence surrounding the property of the Public Service Co. of Oklahoma was whether to stop or to proceed with the demonstrators and face possible arrest. Along with his cameraman, Bill Collard, he was arrested. So was Vicki Jean Monks, of KTV(TV), who has since left the station, and KTVO's Tom Newcomb and Susie Wesh. Stahl, Collard and Monks were among the nine fined $25 last week.

Stahl said he and Collard could have
### Playlist Jan 21

**Shifting sands.** Andy Gibb's new single, *Desire* (RSO) bolts onto "Playlist" this week at 34, after being added "out of the box" at most of Broadcasting's reporting stations. Mason Dixon, program director at Wapo-
 Tampa, Fla., reports "immediate phones" in response to the single, which, after three days of airplay, ranked among the station's five most-requested records. Eighty percent of the requests, said Dixon, come from young, female listeners. But the swing among many top 40 radio stations, most notably in the Midwest, toward a slightly harder rock sound may dampen the single's over-all impact. Bobby Christian, program director at WAKW/Pittsburgh, reports: "We will not be a major station on that record. Gibb has failed to appeal to the 18-plus male, which is an audience we must have if we are to be a mass appeal station." And Palmer Stewart, program director at KHBN/Reno, comments, "It's going to be a top-10 record, but Gibb's image and sound draw negatives from too many of our listeners." *Desire* precedes Gibb's next LP, *After Dark*, scheduled for release sometime in February.

**Not hot, but not cold.** Continuing its upward movement on "Playlist" this week is Toto's "99" (Columbia) which bolts from 43 to 36. Jim Jordan, program director at WKAM/Lexington, Ky., reports good phone response to this week's #1 pick, "Heartbreaker" (Chrysalis), which is considered too hard for most contemporary radio, but is a major programming tool at rock-oriented top 40 stations.

### Last Week's Top Songs

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>Rock With You</td>
<td>Michael Jackson</td>
<td>Epic</td>
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<td>Do That To Me</td>
<td>Capt. &amp; Tennille</td>
<td>Casablanca</td>
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<tr>
<td>Coward Of The County</td>
<td>Kenny Rogers</td>
<td>United Artists</td>
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<td>We Don't Talk Anymore</td>
<td>Cliff Richard</td>
<td>EMI/World</td>
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<td>Escape</td>
<td>Rupert Holmes</td>
<td>Infinity</td>
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<td>The Long Run</td>
<td>Eels</td>
<td>Elektra</td>
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<tr>
<td>Deja Vu</td>
<td>Dionne Warwick</td>
<td>Arista</td>
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<tr>
<td>Cruisin</td>
<td>Smokey Robinson</td>
<td>Motown</td>
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<tr>
<td>Sara</td>
<td>Fleetwood Mac</td>
<td>Warner Bros.</td>
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<td>I Wanna Be Your Lover</td>
<td>Prince</td>
<td>Warner Bros.</td>
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<td>Babe</td>
<td>Styx</td>
<td>A&amp;M</td>
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<td>Crazy Little Thing</td>
<td>Queen</td>
<td>Elektra</td>
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<td>Don't Do Me</td>
<td>Tom Petty/Heartbreakers</td>
<td>Backstreet</td>
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<td>Yes I'm Ready</td>
<td>Teri Desario/H.W. Kasey</td>
<td>Casablanca</td>
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<td>Longer</td>
<td>Dan Fogelberg</td>
<td>Epic</td>
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<tr>
<td>Cool Change</td>
<td>Little River Band</td>
<td>Capitol</td>
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<tr>
<td>Working My Way Back</td>
<td>To You/Spinners</td>
<td>Atlantic</td>
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<tr>
<td>On the Radio</td>
<td>Donna Summer</td>
<td>Casablanca</td>
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<tr>
<td>Romeo's Tune</td>
<td>Steve Forbert</td>
<td>Nemperor</td>
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<tr>
<td>This Is It</td>
<td>Kenny Loggins</td>
<td>Columbia</td>
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<tr>
<td>Jane</td>
<td>Jefferson Starship</td>
<td>Grunt</td>
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<tr>
<td>Ladies' Night</td>
<td>Kool &amp; the Gang</td>
<td>De-Lite</td>
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<td>Dreamday Believer</td>
<td>Anne Murray</td>
<td>Capitol</td>
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<td>Why Me Styx</td>
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<td>A&amp;M</td>
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<td>American Dream</td>
<td>Dirt Band</td>
<td>United Artists</td>
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<td>September Morn</td>
<td>Neil Diamond</td>
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<td>Please Don't Go</td>
<td>KC &amp; Sunshine Band</td>
<td>TK</td>
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<td>No More Tears</td>
<td>Streak/Summer</td>
<td>Columbia/RCA</td>
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<td>Still Commodores</td>
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<td>Motown</td>
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<td>Don't Let Go</td>
<td>Isaac Hayes</td>
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<td>Third Time Lucky</td>
<td>Foghat</td>
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<td>Wait For Me</td>
<td>Hell &amp; Dates</td>
<td>RCA</td>
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<td>Better Love Next Time</td>
<td>Dr. Hook</td>
<td>Capitol</td>
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<td>Desire</td>
<td>Andy Gibb</td>
<td>RSO</td>
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<td>When I Wanted You</td>
<td>Barry Manilow</td>
<td>Arista</td>
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<td>Second Time Around</td>
<td>Shalamar</td>
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<td>Head Games</td>
<td>Foreigner</td>
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<td>Voices</td>
<td>Cheap Trick</td>
<td>Epic</td>
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<td>You Know That I Love</td>
<td>You/ Santana</td>
<td>Columbia</td>
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<td>You're Only Lonely</td>
<td>J.D. Souther</td>
<td>Columbia</td>
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<td>Too Hot</td>
<td>Kool &amp; the Gang</td>
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<td>Refugee</td>
<td>Tom Petty &amp; the Heartbreakers</td>
<td>Backstreet</td>
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<tr>
<td>Him</td>
<td>Rupert Holmes</td>
<td>Infinity</td>
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<tr>
<td>Send One Your Love</td>
<td>Stevie Wonder</td>
<td>Tampa</td>
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<tr>
<td>Lonely Eyes</td>
<td>Robert John</td>
<td>EMI/America</td>
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<tr>
<td>Pool In the Rain</td>
<td>Led Zeppelin</td>
<td>Swan Song</td>
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<td>Last Train To London</td>
<td>E.L.O.</td>
<td>Jet</td>
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<tr>
<td>Heartbreaker</td>
<td>Pat Benatar</td>
<td>Chrysalis</td>
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</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A † indicates an upward movement of five or more chart positions between this week and last.

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Broadcasting Jan 21 1980
Tartikoff in for Weinblatt at NBC

31-year old programmer takes over Entertainment Division; more shake-ups in prospect; Weinblatt to head Enterprises arm

Fred Silverman's hand-picked protege, 31-year-old Brandon Tartikoff, was named president of NBC Entertainment last week. In a surprise series of executive changes and division realignments at the number-three network, Tartikoff, vice president for programs, was named to replace Mike Weinblatt, who was shifted to head a new NBC Enterprises division, and the entertainment division's business affairs department, headed by Senior Vice President Irwin Moss, was put directly under Silverman's supervision.

Tartikoff—identified by Broadcasting (March 26, 1979) as the "wunderkind's wunderkind" at NBC—told the magazine last week that still more executive changes will be announced. Insisting that he had no plans for anybody to be leaving NBC, Tartikoff said that he and Perry Lafferty, senior vice president for programs and talent and the network's top-ranking West Coast executive, will be moving to fill a number of vacancies currently at the division. Although declining to name any candidates, Tartikoff said there would be a number of promotions within and additions to the division's ranks coming. Among the slots likely to be seeing new occupants is that of vice president for national programing and variety development, which until last month was held by former CBS Entertainment executive Jerry Golod (Broadcasting, Dec. 17, 1979).

Tartikoff's appointment was announced last Tuesday (Jan. 15), the day after Silverman, president of NBC Inc., announced that Weinblatt would be leaving the entertainment division to take the presidency of the new division. That 24-hour hiatus gave the Hollywood and New York rumor mills ample opportunity to suggest possible replacements. Although Tartikoff's name was prominent among likely candidates, others thought to have been in the running were Lafferty and Robert Wood, the former president of CBS-TV and currently the head of Hollywood-based Nephi Productions.

But Tartikoff was never a dark horse. He first caught Silverman's eye while Tartikoff was director of advertising and promotion at ABC-owned WLS-TV Chicago and Silverman was head of that network's programing. Silverman plucked Tartikoff out of Chicago in 1976 and named him manager of dramatic development for ABC. Three months later, Tartikoff again rose, that time to executive in charge of current dramatic programing. When Silverman moved to NBC, he took Tartikoff with him and placed the then 27-year-old in the position of director of comedy programs. Tartikoff was named vice president for programs, largely responsible for the network's prime-time schedule, in July 1978. In his new position, Tartikoff will be headquartered in New York, but will maintain an office at NBC's Burbank, Calif., complex—where he anticipates spending half of his time.

"Fred wanted somebody he could speak shorthand to," Tartikoff said of his new appointment last week. "We have very compatible philosophies of programing."

Tartikoff's appointment and the spin-out of the business affairs department suggest, Tartikoff agreed, that Silverman was looking for more of a showman than an administrator in the division presidency. "I have never seen myself as an administrator. I'm not somebody who'll sit around and write memos," Tartikoff said. "At some point in my life I'd like to see how the business side works. I get off on getting ideas for television shows and developing them."

Unlike Weinblatt, who matured in the NBC business affairs and sales departments before making the move to the entertainment division, Tartikoff has spent most of his career in the programing field. The spin-out of the business affairs department, which negotiates with program suppliers and, in effect, is the financial arm of the division, reflects Tartikoff's abilities, interests and limitations.

Under the new arrangement, business affairs will report directly to Silverman while programing and advertising will continue to report to the entertainment division president—Tartikoff. Moss, who took over the business affairs department last June, graduated from Harvard Law School, and his background includes positions with International Creative Management, Dancer-Fitzgerald-Sample advertising agency and CBS Inc.

"We have streamlined NBC Entertainment to make it a more creative division," Silverman said last week in a prepared comment on the new line-up. "By taking the administrative burdens of business
affairs off the creative people in programming, all of their energies will be directed toward what is going on the air. And Irwin Moss reporting directly to me will facilitate deal-making at every level."

Absent from that team, however, is Weinblatt, who was named president of the entertainment division when it was formed in 1978. Under his leadership, the network has generally improved its position in the three-way prime-time competition—not so much with major ratings gains (although those have come in some time periods) but in stemming a ratings slide that plagued NBC through the second half of the 1970's.

Weinblatt's new NBC Enterprises is charged with international and domestic sales of NBC-produced programming, television and radio, and for "developing other profitable uses" of NBC's product. Weinblatt will oversee foreign sales of NBC-made sports, news and entertainment shows and represent the network in the sale of NBC shows to companies syndicating programs in the U.S.

Weinblatt said last week that he had asked to be relieved of the entertainment division presidency largely due to the constraints it had put on his personal life. The changes, he said, had been in the offering for over a month. "It just got to be too much," he said. "The negatives were getting to be more than the positives. It's nice to walk into the house and have your children know who you are."

One major role in his new job, he said, will be to explore the role of NBC in providing programming for the new video technologies such as disks and cassettes. Other areas, such as in-flight films, school aids and the like will also be explored, he said.

**Ratings race: CBS within whisker of ABC**

**Just one-tenth of point separates front-runners as CBS takes seventh out of last nine weeks**

CBS-TV maintained its winning push in the week ended Jan. 13, pulling to within a tenth of a rating point of ABC-TV in the prime-time ratings for the season to date (from Sept. 17).

The weekly win, by 1.6 rating points over ABC and 3.7 over NBC-TV, in fact led CBS to claim that it had passed ABC by one yardstick—number of weeks won. CBS claimed it had finished first eight times this season to ABC's seven and NBC's two.

The score for the week: CBS 20.9, ABC 19.3, NBC 17.2. It was CBS's seventh weekly win in the last nine weeks.

For the 17 weeks in which all three networks were presenting 1979-80 programming, the averages are ABC 19.3, CBS 19.2 and NBC 17.7. (ABC, which started its season a week earlier, makes its calculations from Sept. 10, putting the averages at 19.4 for ABC, 19.0 for CBS and 17.6 for NBC.)

In the week ended Jan. 13, CBS took four nights—Monday, Thursday, Friday and Sunday—all with regular series programming. ABC took the rest, primarily with regular programming. CBS had the week's top three programs: NBC, counting one tie, took six of the top 10.

Among second-season introductions and changes, CBS's "House Calls" on Monday and "Knots Landing" on Thursday again did well, both pulling 34 shares. "Last Resort" on Monday again suffered, with a 26 share, and "Young Maverick" on Wednesday dropped to a 19 share.

CBS News's "60 Minutes" again outdistanced the other networks' magazine programs—and all but two other programs of the week—with a 27.6/43. ABC's 20/20 pulled a 15.8/27 on Thursday against CBS's "Knots Landing" (20.0/34) and NBC's "Rockford Files" (18.0/31). NBC's newly positioned "Prime Time Saturday" had a 9.6/16 against ABC's "Fantasy Island" (23.3/40) and the last hour of the "Outlaw Blues" movie on CBS (14.4/24).

The week's top 10 programs: CBS's "Dukes of Hazard" (30.5/47), "Dallas" (28.7/46) and "60 Minutes" (27.6/43); CBS's "Alice" (27.5/41) tied with ABC's "Three's Company" (27.5/40); CBS's "Jeffersons" (26.8/40) and "M*A*S*H" (26.3/38); NBC's "Little House on the Prairie" (25.3/36), ABC's "Happy Days" (25.0/37) and NBC's "CHiPs" (24.6/40).

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**Grossman: time to get back to the software**

PBS president says dollars spent on technology must now go to improving programing quality

"It's time for us to do less system-building and more program-making," Lawrence K. Grossman, president of Public Broadcasting Service, declared last Wednesday. Speaking in San Francisco at the 1980 PBS Program Fair, Public Information Conference and Festival '80 Workshop, he said public television should spend more of its resources to produce new and better programs.

Grossman pointed out that public broadcasting in the past two years had spent 40 million dollars for its satellite distribution system and that PBS had been reorganized into a multitenet network programming, promotion and distribution organization.

"But all those glittering new distribution technologies will not, by themselves, bring about what television needs," Grossman said. "If we make the programs the public needs, they'll find their way to the right distribution technology."

The PBS president put priorities on finding ways to get new programming dollars and on the need to rely less on foreign acquisitions of already-made product.

Grossman cited "two dangerous program policy trends which must be
reversed," he said, arises from well-intentioned pressures of special interest groups seeking to dictate program quotas and mandate procedures designed to redress injustices inflicted on some segments of our society. He termed such "bureaucratically imposed quotas a politically convenient response to the requirement that public television serve diverse needs."

Grossman's other concern was with the belief of some that public television must serve as the "untrammeled outlet for the personal expression and creative fulfillment" of individual producers. "This," he explained, "is the view that public television should provide full and open access to all without editorial interference and without the professional imposition of standards of taste, underwriting support, journalistic integrity, artistic quality or creative excellence."

The way has been cleared for public television to make this a decade of great programs, the PBS president concluded, and added: "Now all of us in public television have got to put aside everything else and produce— the words and music, the pictures and ideas that will enrich our civilization and insure our continued existence."

PBS's Chloe Aaro earlier had called for the development of an ambitious 26-week American drama showcase that would require a minimum capital investment of $15 million.

The senior vice president for programming, speaking Jan. 13 at the Program Fair, said the drama workshop should be the start of a major five-point initiative to create a "national dream schedule" for public TV over the next five years.

Aaron asked local stations to provide $5 million of the investment for the drama project, expressed the hope that the Corporation for Public Broadcasting would match that commitment, and then said the remainder of the budget should come from outside funders.

**Piracy protection.** Oak Communications Inc., subsidiary of Oak Industries, and Western Union Telegraph Co. last week announced successful demonstration of equipment for scrambling and unscrambling TV programing transmitted by satellite. Demonstration took place Jan. 9 at Lake Geneva, Wis., utilizing Westar III, satellite owned by Western Union. Oak Communications will market scrambling equipment. Equipment is said to be more advanced than encoder and decoders that Oak Communications presently produces for scrambled TV programing of subscription television and pay cable television services.

John Gwin, president of Oak Communications, cited need for security, especially since FCC had deregulated earth stations, and potential proliferation of earth stations increases opportunity for theft of services. Until now, companies said, cost-effective and secure scrambling-unscreaming system for satellite signals did not exist.

**Breaking ties with Iran.** Hatris Corp., Melbourne, Fla., has filed suit in federal court in Orlando, Fla., against government of Iran, claiming breach of contract and asking nearly $10 million in damages. Harris wants to close book on 1977 contract it had with Iran to install intelligence system for military and collect $2,314,934 in contract termination costs and $7 million in damages for lost profits. Construction on project was terminated by last February's Iranian revolution. Harris said that it has received payments for work completed, so that no out-of-pocket loss to company is involved. If court rules in favor of Harris, monetary award can be made from Iranian assets that were frozen by President Carter last November.

**Can't wait.** FCC has again been urged by Association of Maximum Service Telecasters to adopt standards now for assigning educational FM stations. In its further comments on proposed rulemaking for such action (Docket 20735), AMST said last week that meaningful relief for TV channel 6 (82-88 mhz) from adjacent noncommercial FM band (88-92 mhz) cannot wait years for effective filters and receiver designs to be developed, tested and marketed to nearly all households in country. AMST cited FCC tests of receivers last September and just-completed study of various receivers by A.D. Ring & Associates, for the association, to underscore seriousness of interference problem.
As compiled by BROADCASTING, Jan. 7 through Jan. 11 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. CH—critical hours. CP—construction permit. D-day DA—directional antenna. Doc.—Document. ERF—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. n-night. PSA—presrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitted. TPO—transmitter power output. UI—unlimited hours. vis.—visual. w.—watts. —non-commercial.

New Stations

AM action

FM actions


- Bellows Falls, Vt.—Broadcast Bureau granted WTJ Broadcasting Inc. 107.1 mhz, 650 kw, HAAT 570 ft. Address: Box 382, Bellows Falls 05101. Estimated construction cost not given; first-year operating cost not given. Format: public service; applicant is non stock corporation owned by Brian Dodge, president, and four others. No one has other broadcast interests. (BP780929AM). Action Dec. 31, 1979.

TV actions

Ownership Changes

Applications
- WVVF(AM) Dundee, Ill. (103.9 mhz, 3 kw)—Seeks assignment of license from R.F. Broadcasting Co. to CLW Communications Group of Ill. for $313,000. Seller is owned by Ralph J. Fausher who has no other broadcast interests. Buyer is owned by AMG International, nonprofit religious corporation. It also owns WSWC(AM) South Charlestown, W.Va., WSWC(FM) Northwood, Fla., and WCWC(AM) Columbus, Ga. Spiro Zodhatis is president of AMG. Ann. Jan. 9.

- KSOK(AM) Kansas City, Kan. (1280 kHz, 1 kw-D)—Seeks assignment of license from KSOK Broadcasting Co. to R.J. Communications Inc. for $370,000. Seller is subsidiary of Staufuer Communications, group owner and publisher of number of newspapers in South and Midwest. Oscar S. Staufuer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Warnell (60%) and his wife, Janet (40%). Warnell is Western station relation manager for Mutual Broadcasting System. Neither he nor his wife have other broadcast interests. Ann. Jan. 4.

- WACA(AM) Camden, S.C. (1590 kHz, 1 kw-D)—Seeks assignment of license from Camden Broadcasting Corp. to Walteree Broadcasting Inc. for $80,000. Seller is principally owned by H.S. Bowden Sr. who has no other broadcast interests. Buyer is owned by John R. Parker (75%) and Don Mack (25%). Mack is former sales manager at WPUT-AM-FM Camden. Parker is a Camden businessman with no interests in other broadcast interests. Neither has other broadcast interests. Ann. Jan. 4.

Actions
- KOXE(AM)-KJOG(FM) Mesa, Ariz. (1310 kHz, 5 kw-D, 500 w-N; FM: 104.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for $2.5 million. Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife bought WRDD(AM) Bay City, Mich. (BROADCASTING, Oct. 22, 1979). Earlier deal to sell Mera stations to black group for $1.85 million was called off by Broadcast Bureau (BROADCASTING, Aug. 21, 1978). Buyer is owned by Peer Pederson, Howard Warren and Richard and Phalen (brothers), who owns KZAP(FM) Sacramento, Calif., KMMJ(AM)-KLUC(FM) Las Vegas and KMGX(AM)-KRQQ(FM) Tucson, Ariz. (BAL790830HV, BAL790830HU). Action Jan. 7.

- WWRD(AM) Minneapolis (1230 kHz, 5 kw)—Broadcast Bureau granted assignment of license from Mecom to Minnesota Public Radio Inc. for $975,000. Seller is partnership headed by Robert C. Liggens Jr. Liggens acquired control of station in August, 1978 for $2 million, but because of financial difficulties is now selling station. He has asked FCC for waiver of three other broadcast interests. Liggens is owned by Harold G. McEwen (25%) and his wife, Kay (48%). Harold owns Robinson, Okla., advertising firm and 4% interest in KCAN(AM) El Reno, Okla. Kay is housewife with no other broadcast interests (BAL791107EL). Action Dec. 31.

- KKJF(AM) Ardmole, Okla. (95.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Arbuckle Broadcasters Inc. to OKTEX Inc. for $600,000. Seller is owned by Harold E. Cochran, who has no other broadcast interests. Buyer is owned by Harold G. McEwen (32%) and his wife, Kay (48%). Harold owns Robinson, Okla., advertising firm and 4% interest in KCAN(AM) El Reno, Okla. Kay is housewife with no other broadcast interests (BAL791007GX). Action Dec. 31.

- WADC(AM)-WIBZ(FM) Parkersburg, W.Va. (1500 kHz, 5 kw-D, 99.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for $1,024,000 plus $310,000 for covenant not to compete. Seller is owned by Calvin Dailly, Jr. who also has interest in WLBL(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikita, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., and partnership of bankruptcy judge (BROADCASTING, Dec. 21, 1979). Seller has been owned by John D. Spanbauer, Spangdahlem, Tex. (BALT791019HN, BAPL791019HO). Action Dec. 18.

Facilities Changes

AM actions


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Irving Kristol
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Designated for hearing

• Placerville, Calif.—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Hangtown Broadcasters, Placerville Broadcasting Inc. and Kidd Broadcasting Co. for construction permits for new FM station on 92.1 mhz Placerville to determine with respect to each of applicants: whether Hispanic-Americans are significant minority group within Placerville, and if so, whether each applicant has interviewed leaders of that group; with respect to Placerville's ascertainment efforts, whether it has interviewed leaders of agriculture and labor in Placerville and whether it has adequately ascertained problems outside its community of license; whether applicants are financially qualified to construct and operate as proposed, which of proposals would, on comparative basis, best serve public interest, and which application, if any, should be granted; granted to extend indicated above petitions by Kidd to specify issues against Hangtown and Placerville (by Hearing Designation Order) [BC Docket Nos. 79-344-46]. Action Dec. 21, 1979.

Procedural rulings

• Carpinteria, Calif. (Pacific West Broadcasters et al.) FM Proceeding: [BC Docs. 79-293-96]—ALJ Lenore G. Ehrig granted request by Broadcast Bureau and extended to Jan. 30 time for filing responses to various motions to which applications may be referred by Broadcast Bureau no later than 10 days after. Affidavits must contain: a) description of number and job levels of persons who provided professional services; b) description of services rendered; c) hourly or other rate charged for services of each person for each type of work and indication as to whether and to what extent rate is greater or less than person's standard rate; and d) where out-of-pocket expenses are involved, reasonably detailed itemization of such disbursements. Action Jan. 3.


• Hudson, Wis. and Zambrosa, Minn. (Curnwall Broadcasting Corp. and John I. Hanten and Carol A. Hanten) AM Proceeding: [BC Docs. 79-283-84]—ALJ Thomas B. Fitzpatrick granted requests by Broadcast Bureau and extended to Feb. 15 time for filing comments on joint request for approval of settlement agreement, and continued prehearing conference from Jan. 15 to Feb. 20 at 9:00 A.M. in Washington and hearing new scheduled for Feb. 20, without date. Action Jan. 7.

FCC decision


Fines

• KQLF(AM) San Bernardino, Calif. Notified of apparent liability for forfeiture of $700 for repeated violation of rules, including failure to make equipment performance measurements once per calendar year, with maximum of 14 months between measurements. Action Jan. 3.

• KRLC(AM) Lewiston, Idaho—Notified of apparent liability for forfeiture of $300 for repeated violation of rules in that station has been operating at or in excess of 105 percent of 1080 watts authorized during directional mode for last year. Action Jan. 7.

• WMIC(AM) Sandusky, Mich.—Notified of apparent liability for forfeiture of $250 for repeated violation of rules in that no calibration for pretest authorization was done for months of Jan., Feb., March, April and June of 1979. Action Jan. 3.

• KRIS-TV Corpus Christi, Tex.—Notified of apparent liability for forfeiture of $350 for repeated violation of rules for failure to calibrate waveform monitor at remote control point against waveform monitor maintained at station. Action Jan. 7.

• KXXS(AM) Salt Lake City, Utah—Notified of apparent liability for forfeiture of $250 for repeated violation of rules in that station was operated by Robert Gerald Saltzer, whose third class radiotelephone operator permit had expired on Feb. 22, 1979, and period of approximately two months. Action Jan. 3.

Translators

Applications

• Boonsville and Philo, both California—Anderson Valley Television Inc. seeks CP for new UHF translator on ch. 69 (TPO: 20W, HAAT: 14 0') to rebroadcast directly KQED(TV) San Francisco. Ann. Jan. 11.


Other

• FCC has extended from Jan. 25 to March 25 deadline for filing comments and from April 25 to June 25 deadline for reply comments in its radio deregulation proceedings. Extensions were granted in order to permit interested parties sufficient time to study and to comment on new and additional materials being released by FCC Broadcast Bureau. Action Jan. 7.
**Summary of broadcasting**

**FCC tabulations as of Nov. 30, 1979**

<table>
<thead>
<tr>
<th>License</th>
<th>On air</th>
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<th>CPSs not on air</th>
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*Special temporary authorization  
**Includes off-air licenses

**Satellites**

- The following earth station applications have been granted.
- Osborne Cable TV Inc. for Osborne, Kan. (000308-DSE-L).
- Sound Electronics Inc. for LaFayette, La. (000313-DSE-L).
- Rocky Mountain Cable Television Inc. for Eagle, Colo. (000328-DSE-L).
- Signal Cable TV Inc. for Golden Valley, N.C. (000329-DSE-L).
- Metrovision Inc. for St. John, La. (000330-DSE-L).
- San Saba Cablevision Inc. for San Saba, Tex. (000331-DSE-L).
- Southern Oklahoma Cable Inc. for Carter, Okla. (000333-DSE-L).
- Union Plaza Hotel and Casino for Clark, Nev. (000345-DSE-L).
- Guernsey Community Television System for Platte, Wy. (000350-DSE-L).
- Navajo Community College for Apache, Ariz. (000351-DSE-L).
- Karat Inc. for Clark, Nev. (000364-DSE-L).
- SKM Enterprises Inc. for Walsh, N.D. (000366-DSE-L).
- New View Cable TV Inc. for Walsh, N.D. (000368-DSE-L).
- Burron Antenna Co. for Floyd, Ky. (000237-DSE-L).
- Hi-Net Communications Inc. for Allen, Ind. (000297-DSE-L).
- Hi-Net Communications Inc. for Cook, Ill. (000299-DSE-L).
- Hope Cable TV Inc. for Barralomew, Ind. (000301-DSE-L).
- Hi-Net Communications Inc. for Abbermarle, Va. (000323-DSE-L).
- Hi-Net Communications Inc. for Franklin, Pa. (000324-DSE-L).
- Hi-Net Communications Inc. for St. Joseph, Ind. (000328-DSE-L).
- Davis Cable Co. for LaFlore, Miss. (000341-DSE-L).
- Clear Vision Cable Co. for Newton, Miss. (000342-DSE-L).

**Cable**

- South Western Cable TV Inc. for Troy, Ill. (IL0334) new system.
- St. Joseph Cablevision for Savannah, Mo. (MO0715) new system.
- L.B. Cablevision Inc. for Blair, Sharpsed, Restaurant, and Island Creek, W.V. (WV0016) new system.
- United Cablevision of Roanoke for Roanoke and Anson, both Texas (TX0025,161) new system.
- UA-Columbia Cablevision of New Jersey for Wood Ridge, N.J. (NJ0026) new system.
- Cardinal Cable Inc. for Kimball, Tenn. (TN0065) new system.
- Orange County Cablevision Inc. for Highland, N.Y. (NY0019) new system.
- Beehive Cable Construction Corp. for Bayamon, P.R. (PR0008) new system.
- UA-Columbia Cablevision of Westminster, Inc. for Rye and Greenwich, both New York (NY0143) new system.
- Comcast Cablevision of Wallington and Wallington Twp., N.J. (NJ0382) new system.
- Cablevision for Solana Beach and San Diego, both California (CA0797,8) new system.
- Cross Country Cable TV Inc. for Union Beach, N.J. (NJ0401) new system.
- Cablevision of Chicago et al for Willow Springs, Ill. (IL0338) new system.
- Ultracom of Montgomery County Inc. for Montgomery, Pa. (PA1833) new system.
- Cablevision of Chicago et al for Forest View, Ill. (IL0340) new system.
- Gonzales Cable TV Services Inc. for Gonzales, Tex. (TX0024) add signal.
- Clearcom General Inc. for Memphis, and Lampasas, both Texas (TX0023,2) add signal.
- Cablevision of Bayonne et al for Bayonne, N.J. (NJ0381) new system.
- United Cablevision Corp. for Chambless, Doraville, Ga. (GA0003-DSE-L) new system.

- Clear Vision Cable Co. for Newton, Miss. (000343-DSE-L).
- Gem Communications Inc. for Putnam, Ga. (000348-DSE-L).
- Noblesville Cablevision Inc. for Hamilton, Ind. (000370-DSE-L).
- Frederick Cablevision Inc. for Frederick, Md. (000370-DSE-L).
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General Manager for AM/FM in Colorado. Must be sales oriented. Send resume and references to Kim Love, Box 5086, Sheridan, WY 82801. EOE.

Sales Manager for FM/AM/television station. Growth opportunity for right type of person. Send resume and references to Rollie Rogers, KAOH, Box 6167, Duluth, MN 55806.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced Station Managers and Sales Managers. Excellent benefits. Please send resume. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garnet, PO Box 529, Laurinburg, NC 28352—919—276-9686 or 919—276-2911.

General Manager/Sales Manager for AM/FM in growing medium market in Southwest. Excellent opportunity for experienced person. EOE. All replies in confidence. Send resume and salary requirements to Box A-58.

General Sales Manager—New Beautiful Music FM Top-Fifty Market: Intermountain-West. We have format and promotion. Stable group ownership. Excellent starting salary and fringes, no gimmick override can earn you $50,000 yearly area even before station matures. That's the kind of person we're looking for. Streetfighter looking for first management, who has sold and delivered will be considered, same deal to those who qualify. SeeGull Radio, Box 388, Salt Lake City, UT 84110. Call 801—292-5245. Jack Stuart, EEO.

Group owner is in need of a Sales Manager capable of applying research in local sales. "Rep' background helpful, but not essential: You must be able to mold a cohesive listener base and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box A-86.

General Manager—Major market—sales leadership qualities and experience necessary. Salary commensurate with experience. Box A-105.

Manager/Sales Manager for Country ABC Santa Barbara, CA. Box 30, Ojai, CA 93025. 805—983-5986 evenings 805—964-3094 non-smoker.

General Manager—Investor group seeks self-starting general manager with sales orientation to operate AM/FM station in major Northeast market. Candidate should be willing to work with acquisition team in structuring pro formas, selling format and financing. Attractive compensation package and equity participation available for right person. All replies held in strict confidence. Send resume and salary history to Box A-115.

General manager opening for Wheeling WV-WKWK AM and FM, the leading contemporary station, and Muzak. Excellent compensation and profit sharing program. It's an outstanding opportunity for a person ready to grow into top management. EOE. Excellent radio facilities. Be part of a good group—send resume to: President, Community Service Broadcasting, Inc., PO Box 1209, Mt. Vernon, IL 62864. EOE./MF.

Assistant Director for Contracts and Distribution, WHA Radio TV: Responsible for assisting in the marketing of WHA broadcast materials for further distribution to all radio stations and other markets for WHA production capabilities. BA required. MBA or demonstrated knowledge of broadcasting and telecommunications. Excellent opportunity to work in a beautiful environment. Annual salary of $15,000. For information and application, write: Randall J. Peirce, 821 University Blvd, Madison, WI 53706. Deadline for completed applications: February 15. An equal opportunity affirmative action employer.

Station Manager, 50,000 watt public radio station serving San Joaquin Valley. Must have good business, personnel, broadcasting and organization skills. Salary negotiable, and salary requirements to KVPR-FM, 1515 Van Ness, Fresno, CA 93721. Deadline February 15, 1980.

Sales Manager for full-time station in growing Central Oregon market where the living is great. Successful applicant must have ambition, drive, intelligence and successful radio sales background. Attractive compensation package for right person. Send resume to John Stenkamp, General Manager, KBND, PO Box 5037, Bend, OR 97701 or call 503—382-5630 EEO.

Southeastern Major Market AM is looking for a talented sales manager. Must be able to train and direct local staff. Excellent salary and benefits. Send resume to: Box A-146.

FM Program Manager: 24-hour concert music NPR station seeks experienced administrator with classical music background, programming experience. Excellent opportunity for management buy with strong interest in this unique format. Send resume and salary history to Personnel, WMHT-TWFM, Box 17, Schenecady, NY 12301. EEO (MF).

Man and wife team for Midwest AM/FM. He will be selling general advertising. Not a "feel upon the desk" job. She must be experienced in all phases of office work and able to write copy. This is a growing company in the process of adding two more stations. Couple chosen will receive excellent salary, new home in a family area in which to live plus other salary incentives based upon gross billing. Station in small, pleasant community within short driving distance of major recreation area and metropolitan area. KWRT-KDDB, Box 127, Boonville, MO.

GM for small market station near Twin Cities. Liberal incentive program. Must have strong sales background. EOE. Reply Box A-151.

HELP WANTED SALES

Colorado Sales opportunity: immediate opening; experienced or beginner, business must be aggressive. Don Costa, KAVI, Box 632, Rocky Ford, CO 81067 EOE.

Experienced Radio Sales Person wanted for Florida's most powerful country station. Preferably with knowledge of Central Florida market. Good opportunity and company benefits. An equal opportunity employer. Contact WGTQ, PO Box 123, Cypress Gardens, FL 33880. Phone 813—324-5400.

Florida No. 1 Arbitron rated 100,000 watt FM wants experienced salesperson. S300-500 guaranteed weekly salary against commission. Tremendous growth in place. Rapid income expansion. Delightful place to live by the sea and one of lowest cost of living areas in U.S. Excellent medical program. Opportunity for advancement. Send resume: Hudson Millar, WOVV/WVIRA, Box 3032, Ft. Pierce, FL 33440, Equal opportunity employer.

Exciting ground floor opportunity with new beautiful music FM (major-group broadcaster's 7th station). Excellent guarantee up to ($20,000) yearly for the right individual. Send resume to KCGL, Radio, PO Box 388, Salt Lake City, UT 84110 EOE.

Florida-Sales Manager—Equity possible—Key list, growth market, expanding company, E.O.E. Call 305—783-8660 evenings.

Central Illinois. If you'd like to earn big commission checks while enjoying the benefits of small town living, join our highly successful team. Resume. WSMI AM-FM, Litchfield 62056.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced sales managers and sales persons. Excellent benefits. Please send resume. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garnet, PO Box 529, Laurinburg, NC 28352. 919—276-5686 or 919—276-2911.

Assistant Sales Manager. Successful person eventually to take over entire sales operation. Organization and strong sales a must. Pemex. 5000 Watt Daytime NBC affiliate. Send resume and earnings to Box A-46.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp $16K to $18K first year. Expense allowance. Liberal commission plan on billing. Write Walter C. Maxwell, WGHQ, CPO 1880, Kingston, NY 12401. EOE.

Unusual sales opportunity if you're only the slightest unhappy with your current job don't hesitate to contact us. All replies will be confidential. We're a growing 9 station group that needs self motivated, professional sales reps on east coast only. We offer unlimited growth potential. What have you got to lose? Reply now…Box A-89.

We want another sales person on our station. You are now an announcer and want to move into sales. You'll need to work. Salary, commissions and car allowance. Mr. Burns. PO Box 749, Los Alamos, NM 87544. EOE.

Sunbelt opportunity for a proven professional radio salesperson. If you'd like to live and work in the sunny south, an aggressive SW counties Country station has an immediate opening. Phone Homer Mann, GSM, WCCJ-AM, 501—582-0365. EOE.

Additional Sales Person needed for dynamite new market. Must be a proven sales rep and have experience in the Sunbelt. Contact Rollie Johnson, WBBW, 304 State Road 448, Bloomington, IN. EOE.

Norfolk, VA. WFOG is looking for a fantastic person to train and develop. Put together an impressive presentation on yourself and send it to Paulie Ray Baydush, WFOG, 330 W. Brambleton, Norfolk, VA 23510. An equal opportunity employer.

Immediate Openings for experienced salespeople. Must be aggressive and hard working. Excellent compensation and benefits package. Send resume to WLEE Radio, PO Box 6477, Richmond, VA 23226.

Sales Position for experienced, aggressive, street fighter. Single station market. The person selected should make $20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resumes to Box A-131.

Experienced Radio Salesperson, Salary based on track record. WBRM, Box 219, Marlton, NJ 08052. EOE.

Florida (Central-Small) 30% commission for right person—station already a winner. Come get your share of the previous sales experience. Contact Paulette Baydush, WFOG, 330 W. Brambleton, Norfolk, VA 23510. Reply in confidence. Box A-161.

HELP WANTED ANNOUNCERS

Central Pennsylvania. We are looking for an air personality. Need a communicator. Good voice a must. Experience required. Let us hear from you. E.O.E. Tape, resume, salary needs in first package. To: Manager, WRTA, PO Box 272, Altoona, PA 16603.

See page 76 for Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED ANNOUNCERS CONTINUED


Full time, experienced, mature and stable O.J. with warm, personable, friendly touch for MOR/adult cont. format. Immediate availability. By production schedule and some newscasts. No loafers. Excellent benefits including health insurance and retirement plan. EOE. Respond and send recent check to Ed Hunt, WKBW Radio-TV-Park, Salisbury, MD 21801. 301-749-1111.

Looking for a one to one communicator and copywriter for small market FM. Automation experience helpful. E.O.E. Reply to Box A-81.

Opportunities with growing broadcast group located in the beautiful coastal Florida paradise. We are looking experienced Radio Announcers. Excellent benefits. Please send resume and tape. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Gehard, PO Box 329, Laurinburg, NC 28352. 919-276-9898 or 919-276-2911.

10K Beautiful Music FM. 10K Beautiful Music & Total Information AM in Eastern North Carolina is seeking an Announcer. First ticket is a must. For-ward resume to Reeves Fowler, WNCT Radio, Box 7167, Greenville, NC 27834. An Equal Opportunity Employer.

Qualified Announcer, news and play by play helpful, advancement opportunity. M/F. EOE. Jimmy Young, 806-872-2404, KPET, Box 30, Lamesa, TX 79331.

Replacement needed for 20 yd institution. Modern country station in beautiful SC coastal area needs morning man. Salary commensurate with talent. All info first contact to Park Roberts, WBEU, 3040 Boundary St., Beaufort, SC 29902, EOE.

Medium market FM AOR in Pennsylvania has openings for enthusiastic jocks. Box A-89.


Wanted: Three-time winner. Morning personality, music director, continuity/production ace. Generous salary for hard-working professional broadcaster. Five and a half day week. We're News, Information, Traditional MOR. Send resume in complete first letter. Come grow with us. Chicago metro region. EOE. Box A-93.

Immediate opening for Announcer. We offer above average salary and working conditions for our area. Send tape and resume to Buddy Peeler, KPAN, Drawer 1757, Heflin, AL 36264. Phone 806-644-5454.

South Central Michigan … Brand new Adult-Modern Country station needs top-notch Morning Drive Personality. Person selected will also handle music and programming responsibilities. Good pay and benefit to the right person. Letters and resumes to Box A-111.

Florida — 90 miles from either coast, 72 lakes totally. Avon Park-Sebring no. 1 WAPB needs experienced major market sounding jock—big pipes—big moments. Call Dale Robert 813-453-3139 or send tape and resume to WAPB, PO Box 1390, Avon Park, FL 33825.

Morning personality/talk show host, Midwest Market. Experienced only. An Equal Opportunity Employer. Send resume and salary history to Box A-104.

Great Afternoon Personality wanted for top rated ARB station which wants even higher ratings. If you've got the track record and are tops in production, send your tape and resume to Rick Jacobs, WHDC, PO Box 104, Canton, OH 44701. No phone calls. Equal Opportunity Employer.

Beautiful Central Oregon. AM, country needs announcer for any daytime shift. Production exp. helpful. Send tape/Resume to Nat Shaw, KPRB, Box 787, Redmond, OR 97756. EEO.

If you're a strong, community oriented communicator with at least 3 years experience, this may be your logical step. East Texas Adult MOR Power Station with roots in the community is looking for you with an opportunity to establish your future. Segments of time and time-people needs not apply. Exactly checked references required. Box A-135.

Professional announcer needed. Must have 3rd phone, and be dependable worker. Adult Contemporary. Applicants send tape and resume to Gary Laing, Program Director, WDOV, PO Box B, Dover, DE 19901. Females and minorities encouraged to apply. EEO.

The Voice of America, English Division, is seeking an experienced announcer for international radio broadcasting. Position requires expert ability to voice a variety of programming: news, political analyses, drama, music, and readings, etc. Voice and diction must be suitable for shortwave broadcasting. Starting salaries from $20,611 to $24,703 annually depending on qualifications. Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171 to: International Communication Agency, Employment Branch (code PDE 83-80). Washington, D.C. 20547. Applications received by January 31, 1980 will receive first consideration. Equal Opportunity Employer.

North Carolina small market AM/FM adult contemporary needs communicator with creative production ability. Send tape and resume to: Program Director, WTSH/WGSS, PO Box 393, Lumberton, NC 28358, EOE.

 Seeking air personality, news and PA. Experience helpful, but not required. Good opportunity. EEO. Tape, resume to MD, WHRZ, Providence, KY 42450, 502—667-2044.

Immediate opening at area's leading stereo station. Tape, resume, KSLS, 1104 South Kansas, Liberal, KS 67901.


Morning Entertainer Personality needed for our coastal Florida paradise 100,000 watt contemporary dominant station. Salary open. Good benefits. Great climate. Send air check, resume and salary needs to Gary Beck, WOVV Box 192, Fort Pierce, FL 33450 immediately.

HELP WANTED TECHNICAL

Chief Engineer wanted for outstanding Midwest AM/FM facilities. Must be experienced in directional, automation, AM/FM and stereo/2-channel audio equipment. Must have 3 years experience, resume and long range goals to General Manager, KEWK/SWTS, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

KW-AM in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801—972-3449. Must have references.

Chief Engineer for smaller market AM/FM in Oregon Cascades. EOE. Building directional and ready for proof. Exceptional facilities for market size. West Coast applicants preferred. Call Mr. Smith, 503—882-8833.

Chief Engineer for leading AM/FM in one of the world's most beautiful cities—San Juan, PR. Modern, dynamic, growing company needs a professional. Spanish abilities, excellent management, etc. Send resume and salary history to Radio, Box 1626, San Juan, PR 00903.

Chief Engineer. Immediate opening Northeast AM/FM. Studio and transmitter maintenance experience primary. Send resume, references, and salary requirements. Box A-106.

Assistant Chief Engineer—WTRY/WWSH, in New York’s Capital District has an immediate full-time opening for an individual with 1 to 3 years maintenance experience. Five KW directional AM and Class B FM. Contact No. 1. Chief Engineer, WTRY Road, Schenectady, NY 12309.

Chief Engineer for dominant Midwest medium market AM and FM. Experience must have been gained in DAS, FM, audio, automation, remote control, maintenance, design, construction, news and sales and related responsibilities. Must be committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resumes with references and Equal application with salary requirements to: Box A-39.

Growing company looking for an aggressive Chief who is experienced in directional antenna work, management abilities and hard work for 5kw AM station in Southern Michigan. AM facilities have just been constructed. EOE, Box A-50.

Assistant Chief—Major Market Group AM/FM. S-157-17K. Jeff Gulick, C.E., WKXQ WHWZ, Broadcast Plaza, Pine Avenue, Pittsburgh, PA 15220. 412—531-9500. EOE/M/F.


Chief Engineer for construction and operation of new 3kw FM broadcast station and system of VHF TV translators in Haines, Alaska. Applicant must have: 1st Class Radiotelephone FCC License, at least 5 years experience in constructing and maintaining FM broadcasting and VHF TV facilities, a thorough knowledge of FCC rules and regulations, a background in overseeing the work of others, and the desire to settle in a small, interesting rural Alaskan community whose major industries are fishing, lumbering, and tourism. Salary depending upon experience. together with salary requirements to: Paul Davis, Engineer, Alaska Public Broadcast Commission, Box 178, Anchorage, AK 99501. Lynn Canal Broadcasting is an equal opportunity employer. Applicants will be accepted for this position through January 31, 1980.

Chief Engineer for new FM Station in New Orleans. Send resume and references to Dr. McLellan, PO Box 4409, New Orleans, LA 70115.

Chief Engineer for Class IV group owned AM suburban New York station. Applicant must be experienced in all engineering areas, rules, regulations, maintenance, etc. Excellent salary and benefits. Call Gil David, WGBB Radio, 516—623-1240. EOE.

KC101 and 13/WAVZ New Haven looking for chief engineer. We are looking for an experienced AM and FM transmitters, solid state, digital, directional antenna systems, STL & RPU. Contact Tom Obenshaw, Chief Engineer, 203—776-6012.

We are seeking a chief engineer for our AM and FM radio stations and background music operation. Automation equipment required of state the art engineer. A real opportunity in the background music field is all alone. Some people think the background music field would be helpful, but not required. We are located in beautiful Northwest Arkansas close to excellent schools including college and university. We offer an equal employment opportunity. Box A-123.

Chief Engineer — 5 kw DA, 100 kw FM Stereo. Construction experience required. Ambitious, hard working pro needed for major group operation in Phoenix, AZ. Box A-125.

WBZ/WQX-AM, Glens Falls, NY is looking for Engineering Announcer. Qualifications: Familiar with standard studio, transmitter, STL, remote, and automation (digital) equipment. Permanent position for person with good voice and air personality, basic computer and technical knowledge and skills, and ability to get along with staff. Glens Falls is located in the foothills of the Adirondack Mountain. If qualified, apply to: Lee Kautf, Manager Administrative Affairs, PO Box 928, Glens Falls, NY 12801 518—792-2151. EOE.
HELPED TECHNICAL CONTINUED

WSM AM/FM is seeking an experienced, energetic Radio Engineer to supervise, improve and maintain our Radio Studio facilities. This position requires previous years of experience in these areas, as well as knowledge of state-of-the-art equipment and techniques. Supervisory ability a must. Send resume, references and salary requirements to the Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Chief for AM-FM must be experienced with stereo STL and cart machines. Lowell Jack, KMAN/KMKF, Manhattan, KS 66502

HELPED WANTS NEWS

We need a news editor/reporter. Broadcast news experience required for a station with a heavy news commitment. Must be a competitor. Good voice a must. Long hours, but it's a great opportunity. Tape, resume, salary requirements first package, To: Manager WRTA, PO Box 272, Altona, PA 16603.

Area's number one and two stations need newsperson immediately for AM-FM newsroom. Rush tape, resumes and willing examples to Ron Russell, WHYN, Springfield, MA 01101.

WBDC has a news opening, EOE. Send Tapes and Resume to: Paul Knis, WBDC, PO Box 191, Huntingburg, IN 47542.

Newsperson: Experienced, good salary, WQFX-BM, Box 357, Grenada, MS 38841. EOE.

WFNC/WQSM Fayetteville, N.C. needs anchor/reporter. Some experience preferred. All applications considered. Minorities and women encouraged. Tapes and resumes to Doug Fellows, News Director, PO Box 35297, Fayetteville, NC 28303. EOE.

Soo: West Coast 50,000 watt going newstalk. Experienced talkhost and newscasters send on cassette unlabeled airchecks of your newscasts or talkshows. Box to 167, San Jose, CA 95103. EOE M/F/H/V. All replies confidential.

Good position for news-minded person. Gather, write and air news in a department which has won 30 awards in the past six years. Pro needed who will be creative and aggressive. No beginners. Send tape and resume to Gary Leing, News Director, WOVO, PO Drawer B, Dover, DE 19901. Females and minorities encouraged to apply. EOE.

Immediate Opening for news person at small news organización which offers talent opportunity to grow. Send tape and resume to: General Manager, KMRF, Grand Lake, CO 80447.

News Person for Illinois’ most powerful FM and CBS affiliated AM. A real pro needed to join award winning, four person staff. Tape and resume to ND, WSOY AM-FM, Box 2250, Decatur, IL 62526.

Wanted: Award winning news station looking for solid newsperson both on air and street work. No locking, no commercials just news and public affairs. Equal Opportunity Employer. Box A-150.

Broadcasting Services: University of Northern Iowa, KUNI/KKHK, Public radio seek Produc-

WANTED NEWSPERSON - Minority Programming. Position is funded in part from Corporation for Public Broadcasting Minority Opportunities. Involve the black person in news, general production in the area of public and cultural affairs. Position incorporates built-in training program. Requires producer experience, some travel. 100 KW KUNI and 10 KW KKHK, dual service public radio stations have new 12,000 sq. ft. facilities. $12,000-$14,000 plus liberal fringe benefits. B.A. or equivalent. B.A. in communications required. Send resume, show board experience, and good delivery required. Submit application, resume, audition tape (news), and references by February 4, 1980 to: Raymond Harris, Personnel Services, 225 A & B, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Somewhere out there is a news director dedicated to small market local news gathering, editing and reporting. This person may be news director in a tiny market or a top person in a medium market ready for a take charge position. Come take over the one person news department of this highly respected CBS affiliate in a college town of 20,000 on Interstate 75. Send tape and resume to: Al Cohen, WTVF, PO Box 968, Tifton, GA 31794.

Wanted: Aggressive, intelligent young newsperson. College degree. Good experience for next move up. Midwest replies only. Good staff and salary. Call 502-927-8121, E.O.O.

Radio Anchor/Reporter. Experienced applicants only, please. Strong writing skills and delivery a must. We are an adult contemporary station with a serious commitment to news and information. Send tape and resume to Neil Carman, News Director, WSPD Radio, 125 S. Superior, Toledo, OH 43602. An Equal Opportunity Employer.

HELPED WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager. New position for KAKE, Wichita. We’re full-service Adult Contemporary, successful, and planning for continued growth. We’re searching for the person to take this leadership detail and resolve. Will need experience in all phases of station operation except sales and news to step into this position. Contact Frank Gunz, Box 1240, Wichita, KS 67201, An EOE.

Program/Music Director for adult contemporary AM in small market. Must have good reference. Resume and salary requirements to Linda Madson, KLTZ, Box 671, Minneapolis, MN 55290, Ph 406-228-9236.

WBDC is accepting applications for a program director and announcer for a country format, EOE. Send tapes and resume to Paul Knis, WBDC, PO Box 191, Huntingburg, IN 47542.

Program Director for rapidly growing Pennsylvania AM. If you’re a “take charge” type who knows Adult Contemporary, understands research methods and can manage people, this may be your opportunity. An Equal Opportunity Employer-M/F. Send resume, references and salary requirements to Box A-797.

Radio Program Director for AM/FM radio stations in the beautiful Napa Valley, California. Current Time magazine features this wine area and its perfect climate. Positions immediately available from San Francis-

Winn Louisville, C&W, seeking air personnel. Strong production necessary. PD slot open. Tapes/resume: Jack Jones, Winn, 660 S. Broadway, 40202, EOE. Hurry!

Successful Midwest Group seeks experienced PO; AM adult contemporary format with heavy emphasis on News and information. Responsibilities to include Drive Jock, Leadership, Music, Production. Leaders only-career minded organization. Box A-113.

Top-notch West Central Indiana AM/FM looking for creative self-motivated individual to build local sports department into production. Automation experience, play-by-play helpful. Send tape, resume, WCVL/WLFG, Box 603, Crawfordsville, IN 47933. E.O.E.

One of America's premier MOR, Big Band stations is auditioning for morning personality. Must be comfortable with 1930-1970 Mor. Need board with news and information ability. Powerhouse facility and top staff. Send resume, audition tape to Paul Berlin, K-QUE, Box 188, Houston, TX 77001.

Owner of two stations, 1 medium market, 1 small market, seeks experienced, mature programoperations director knowledgeable in MOR, news and information formatted stations. Must have substantial commercial experience and a good set of pipes. Offering large long term future and stability. Individual preferred. Send resume, Box A-144.

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative on air presentation, experience at motivating people, strong management skills, experience in medium market radio. Salary range $14,000-$18,000. Must have local market experience. Tape, resume and philosophy to Wayne Fuller, 22 Ma-

Come to Texas—Direct programming for the top station in a six station market. Must have good references and good shows. Must be able to set an example both on the air and in production. Detailed resume. Box A-141.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programming as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-87.

Looking to burn medium of major market daytime into profit maker for you. Reply Box A-24.

Station owners, group owners. Gen. Mgr. looking for a real chance. 15 years experience all in management level, AM-FM and combinations, small, medium, and major markets. A dedicated professional with heavy sales and sales promotions background. Have credentials to back it up. Box A-47.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

Executive Vice President, General Manager—age 35, degree, 10 years experience in all phases of radio, especially management and top flight record in earnings. Has reached potential in present market. Looking for midwest opportunity with major responsibility in stable organization. Willing to consider investigating Requirements: Top 10 Markets, income based upon performance. Box A-96.

San Francisco General Manager (36) Aggressive, strong on sales and marketing. Excellent track record, Seven years same station, Seeking new challenge and opportunity. Box A-142.

Experienced General Manager of profitable AM and FM In major market seeks comparable position in a medium market due to sale of stations. Over five years manager for same owner where developed into company’s number one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and financing giving large return on capital. B.A. Business Administration. Box A-158.

New Team In. Station sold. Available now for long-term opportunity. Major market (Boston) and medium markets (Charlotte, North Carolina and Jacksonville, Florida) G&M (17 years). Great track record. References and resume on request. 904-269-3950. Joe McCloskey.

A common sense, thinking manager, married—children-homeowner. Twenty five years experience in all phases of radio and television. Specialty, Sales, Sales Management and General Management. Phone: 414-458-3962 after 5:00 p.m. C.S.T.

SITUATIONS WANTED SALES


WANTED ANNOUNCERS

Serious minded young black male, M.D. is pawning the game. Using his talents and energy: Will work within your budget. I will relocate. Ben Shumake 609-387-2095 after 5:00 P.M. 215-922-2530 any-

Need someone with experience, who is creative, hardworking, and reliable? 3rd endorsement. For air check: resume, box. 6:00 p.m., or write Jim Mulvany, 12632 May, Chicago, IL 60643. Within 200 miles of Chicago preferred but not necessary.
SITUATIONS WANTED: PROGRAMMING, PRODUCTION, OTHERS

Top-Flight PD, Morning man seeks change and challenge, BA and Ten years experience. Midwest only. Box A-65.

Program Director—Top 100—Presently employed. 15 year track record, Knowledge of adult contempor-ary and country formats. 18K now—when the talk book is re-launched, the price goes up. Tomorrow has arrived, let’s go for it! Box A-4.

Operations Manager in top 50 market. Brought present-station from 2.2 to 9.9 in last ARB breakthrough. Knowledge of FCC rules and regs, sales experience. Excellent references, proven track record, BA and working toward MBA. Experience in all formats. Run a light ship, ready to build your station. Let’s talk. 216-493-4755.

Colorado Early 90s, PD, MD, 24, 1st Ticket married, good voice, creative production, 5 years experience, stable, ready to move up. Prefer T-40, Contemporary in good small, medium, large market. Currently employed as PD, MD, and CEO. Call Rick before 9 AM or after 4 PM, 303-368-7467.

Production Specialist! My spots sell! And are easy to sell. You must have excellent sales skills to be considered. Box A-160.

TELEVISION

HELP WANTED MANAGEMENT

Development Director: Growing Southern Minne-so-ta Public Television Station (US) needs a crea-tive and experienced development director. Person hired will be responsible for total supervision and operation of station’s financial development department. Assist general manager in system planning, generate station income, and maintain strong volunteer and public information communications. Minimum requirements: bachelor’s degree with three years experience in development or related skills. Candidate must demonstrate creative writing skills, be a self-starter and have strong interpersonal communicative skills. Salary $15,000 to $19,500 (depending on experience) plus excellent benefits package. Send resume and cover letter to Barry G. Baker, General Manager, KAVT-TV, Austin, MN 55912. Position will be open until filled, KAVT and its owner I.S.D. No. 492 is an equal employment opportunity employer.

Program Director: With proven administrative ex-perience and technical competence in production, to fill some big shoes at a group VHIF affiliated rank-ar-oo. The successful applicant will be people-oriented without sacrificing programming quality. Send detailed resume and salary requirements in con-fidence to Lyn Stoye, G.M., Box 87, Sioux City, IA 51102. An EOE Employer.

TV Station Controller/Assistant Manager: Desirable top West Coast market. Excellent staff. Supervision of all financial affairs. Oversee account deposit collections, budgets, and expenses. Key advisor to general managers. Ideal candidate now controller at TV station in markets 10-30. EOE M/F. Resumes to Box A-159.

Contracts and Grants Administrator: Requires 5 years in Accounting position, of which 3 yrs, exp. in financial management or budgetary capacity preferably with background in TV production. Responsibilities will include negotiation and management of all PBS program and non-program related grants and contracts and preparation of financial reports. Must possess strong business/accounting skills. Competitive starting salary and excellent benefits package. Interested individuals should submit résumé, salary require-ments and the names of 3 referees to Carole Dickerson/Personnel Director PBS, Public Broad-casting Service, 475 LEnPlaza West, SW, Washin-nton, DC 20024, EEO/AEA Employer.
HELP WANTED MANAGEMENT CONTINUED

Local Sales Manager WISH-TV, Indianapolis, Ind. Must have excellent written and oral presentation skills. A proven track record in sales management. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

Chief Engineer for WISH-TV, Indianapolis, Ind. Must have excellent oral and written communication skills. A proven track record in sales management. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

HELP WANTED TECHNICAL

Maintenance Engineer for WISH-TV, Indianapolis, Ind. Must have excellent oral and written communication skills. A proven track record in sales management. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

Televisions Technician/Remote Supervisor for WISH-TV, Indianapolis, Ind. Must have excellent oral and written communication skills. A proven track record in sales management. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

Assistant Engineer for WISH-TV, Indianapolis, Ind. Must have excellent oral and written communication skills. A proven track record in sales management. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

HELP WANTED SALES

Salesperson needed to take over active list. Must have 1 year minimum broadcast experience. Previous traffic, sales service or promotion background can be helpful. Located in the Southeast, our WVH, ABC affiliate offers a tremendous opportunity for growth and advancement. Excellent opportunities. Send resume,满意的 salary, and benefits package to: John Smith, WVH-TV, 123 Main Street, Richmond, VA 23201.

HELP WANTED NEWS

News Anchor: superb opportunity for mid-career成熟 professionals. Successful applicant must be a well-equipped and well-staffed news operation. Superb opportunity to work on a significant new project. Must have excellent writing, reporting and editing skills. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

Radio Reporter: excellent opportunity for mid-career成熟 professionals. Successful applicant must be a well-equipped and well-staffed news operation. Superb opportunity to work on a significant new project. Must have excellent writing, reporting and editing skills. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

Television Sportscaster: we are seeking a full-time sportscaster with a minimum of 1 year experience in the field. Must have excellent writing, reporting and editing skills. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

HELP WANTED PRODUCTION & OTHERS

Art Director for WISH-TV, Indianapolis, Ind. Must have excellent writing, reporting and editing skills. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

HELP WANTED DIRECTOR

Director of Sales for WISH-TV, Indianapolis, Ind. Must have excellent writing, reporting and editing skills. Salary competitive. Please apply in writing with resume. EOE. Box A-110.

We have an excellent opportunity for a sales director for WISH-TV, Indianapolis, Ind. Must have excellent writing, reporting and editing skills. Salary competitive. Please apply in writing with resume. EOE. Box A-110.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Magazine Producer/Reporter, WHA-TV, Madison, Wisconsin. Award winning statewide news magazine seeks producer/reporter for field producing and on-air work. Must be able to handle a variety of producing and reporting assignments, and be good on camera communicator. Three years television reporting/producing experience needed. Salary $15,000 negotiable. Excellent fringe benefits. Autonomy in producing and reporting. Must live in the Madison area. Bachelor's degree preferred. Reply to: Box A-149.

Program Manager: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James Armstrong, Vice President & General Manager WDRV-TV/Drawer 1212, Augusta, GA 30903, A Ziff-Davis Station, EOE.

Producer/Writer: Group broadcaster seeking creative self-starter to replace director who left us for network O & O. Two years solid news experience, communications major preferred. Resume, sales, salary requirements to: Don Lundy, WTOL-TV, Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employer.

Promotion Manager: Major market group-owned network affiliate needs strong promotion manager for creating and implementing creative, effective advertising person who is interested in career growth. Bachelor's degree preferred. Salary $16,000-$17,000. Respond to: Promotions Manager, WTAE-TV, 41st Street and Boulevard, Pittsburgh, PA 15212.

Producer/Writer: Assignment writer/producer for children's programming. Knowledge of children's television and ability to script one half-hour show a week. Salary $18,000-$20,000. Working hours flexible. Send resume to: Program Manager, WNET/TV, 111 West 57th Street, New York, NY 10019.

Program Manager: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James Armstrong, Vice President & General Manager WDRV-TV/Drawer 1212, Augusta, GA 30903, A Ziff-Davis Station, EOE.

Producer/Writer: Group broadcaster seeking creative self-starter to replace director who left us for network O & O. Two years solid news experience, communications major preferred. Resume, sales, salary requirements to: Don Lundy, WTOL-TV, Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employer.

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Producer/Writer: Assignment writer/producer for children's programming. Knowledge of children's television and ability to script one half-hour show a week. Salary $18,000-$20,000. Working hours flexible. Send resume to: Program Manager, WNET/TV, 111 West 57th Street, New York, NY 10019.
CABLE
HELP WANTED TECHNICAL
Director of Engineering: High versatility industry position. Washington, D.C. Excellent opportunity as Director of Engineering for ARTEC’s 72,000 home cable television franchise in Arlington, Virginia across the Potomac River from Washington, D.C. Successful candidate must have extensive working and theoretical knowledge, experience and interrelationship understanding in the following areas: one-way, two-way interactive system design; System aerial and under-ground construction practices; feed of performance and design assistance practices: 35 channel, interactive, multi-sub-channel system operation and maintenance; Design, construction, operation of CARS and common carrier microwave; Apartment pre-wire design and construction. Supervisor responsibilities and service practices; Satellite receiving and transmitting technology and operations; Fiber optics technology and practices. Successful candidate will, in addition, have good interpersonal skills: To manage engineering department personnel and subcontractors: To effectively communicate and operate within a results oriented, high achievement expanding corporate environment: To assist in representing the National industry to regulatory legislative, industry international and local groups interested in and learning about cable television; To assist with technical presentations of franchise applications. Excellent compensation package. Reply: John G Evans, Vice-President and Chief Operating Officer; Arlington Telecommunications Corporation, 2707 Wilson Boulevard, Arlington, VA 22201, An Equal Opportunity Employer.

HELP WANTED INSTRUCTION
Wanted: Full-time broadcast instructor/Studio maintenance engineers, minimum five years experience. Good salary Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KII Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

Wanted: Full and part time broadcast instructors. Must have minimum six years experience in all phases of broadcast. Send resume to: Glen Goodwin, TV Prod. Cables, 1220 N. Highland Avenue, Hollywood, CA 90038.

Broadcast news assistant professor, Turn- track position. Begin September, 1980. Television experience required. Ph.D. preferred. $15,000 to $18,000 for nine-month appointment. Will teach broadcast journalism courses, television. Apply by February 15, 1980. Director School of Journalism, The Ohio State University, Columbus, OH 43210, an equal opportunity employer.


The University of Arizona is seeking a faculty member to broad spectrum of broadcast management, advertising and sales, policy and regulation. Ability to teach production an asset. Rank and salary open, depending on teaching and professional experience and record of creative activity Ph.D. or appropriate terminal degree required. Broadcast experience a must. Position available in August 1980. Send letter of application, resume and list of references by February 15, 1980 to: William T. States, Head, Department of Radio, Television, University of Arizona, Tucson, AZ 85721. The University of Arizona is an Equal Opportunity/ Affirmative Action Employer.


Mass Communications Department—Opening for faculty member to teach in broadcast news sequence. Extensive experience preferred. Must have audiovisual teaching experience and experience with audiovisual teaching. Ph.D. preferred; prior teaching experience desired. Rank and salary to be determined by candidate’s qualifications. Apply by February 15, 1980 to: George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

Youngstown State University seeks instructor to teach courses in speech communication, television, announcing, and broadcast courses. Ph.D. preferred with commercial news experience. Nine month salary commensurate with educational experience. Send credentials to: Daniel J. O’Neill, Department of Speech Communication, Youngstown State University, Youngstown, OH 44555 by March 1, 1980.

University of Nevada-Reno seeks faculty member to develop TV/radio news sequence beginning in fall 1980. Should have at least master’s degree and years of full-time professional experience, with emphasis in broadcasting. Salary and rank depend on qualifications and experience: Applications: Feb. 1, 1980. Write to: Prof. W. Gilleland, Chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED ANNOUNCERS
PT Announcer Needed for radio spots. Should be able to use various voices. Please send audition tape to: T-8000, 12276 Wilkins Avenue, Rockville, MD 20850.

HELP WANTED TECHNICAL
Engineers and Technicians—Wilkinson Electronics, Inc., near Phila., Pa needs AM, FM, RF and Audio Engineers: Opportunities for design and/or test and sales of its full line of Broadcast equipment. Plenty of growth potential with excellent salary and benefits. Send resume to P.O. Wilkinson, PO Box 738, Trainer, PA 19013.

AM/FM Transmitter Design Engineer; Rapidly-expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM and TV and Receiver Design. Excellent salary open commensurate with qualifications. Reply in strict confidence to Box A-156.

HELP WANTED ANNOUNCEMENTS
Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTR’s, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1277.)


Non-Profit Organization badly in need of Studio TV equipment. Phone 307-874-1016.

Paul Schafer wants to buy 5 and 10kw AM transmitters. Call Schafer International 714-454-1154 or write 5801 Sodered Min. Rd. Lasjoal, CA 90207.

FOR SALE EQUIPMENT


Amper TASSB UHF Transmitter—55 kw, Good condition, $15000.00.

GE TTA2A 35kw VHF Transmitter—Low band, fair, $12000.00.

GE PE-400 Color Cameras—Pecielasts, Racks, like new, ex $14000.00.

GE PE-550 Color Cameras—All accessories, good condition, ex $7500.00.

GE PE-240 Film Camera—Automatic Gain & Blanking, $5800.

IWC 500 Color Camera—Lens, cabs, encoders, like new, $5000.00.

RCA TK-27A Film Camera—Good Conditions, TP 15, Available, $12000.00.

Eastman 285 Projectors—Reverse, good condition, ex $6000.00.

RCA TVM-1 Microwave—7GHZ, Audio Channel, $15000.00.

RCA Hi-Band refurb. Heads—RCA Warranty, ex $5500.00.

AMPEX VR 7000 VTR’s—1” Format, 3 available, ex $15000.00.

AMPEX 12000A VTR’s—Loaded with Options, ex $24000.00.

Norelco PC-70 Color Camera—16” 200MM Lens, ex $18000.00.

Norelco PCP-7 Color Camera—Portable or Studio Use $15000.00.

Norelco PC-60 Color Camera—Updated to PC-70, new tubes, $12000.00.

Norelco PC-7 Color Camera—Now on the air and playing. Also, High Definition Monitor. Super quality low price. New.

Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used equipment to sell or buy, call toll Free 800-241-7878. Bill Kitchen, KC1, McHan, Quality Media Corporation. In GA call 404-324-1271.

Audio Carousel: 5 Sonomag model 250-25 and Daihatsu 25-25, on a bid for the air and playing. Also, 2 Houston-Fears color chrome pan heads. Priced right for fast sale. Contact: Director Engineering, Dovery Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-2421.

1 KW AM, 250-2C-1T Early ’60’s current proof, complete set spare tubes.

1 KW AM RCA BTA-1R, 1962, on alt, excellent condition, SS rectifiers.

1 KW FM WEL GEL, mid ’60’s, excellent condition, proof, spares, manuals.

10 KW FM Collins 830-F18, 30122 exciter, stereo, spares, on air Call M. Cooper, (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.


FOR SALE EQUIPMENT CONTINUED

Major Market TV station closing out entire inventory of 16mm film equipment, CP 16 As. B&H 70 DR's, meters, editing equipment, and processors/spar parts. Inquiries to: WOXT-TV, Miami, FL 305-751-6692 Dave Segal.

Remote Control? Ask Broadcast Systems, Inc. for a complete Remote Control package for your transmitter. Call 800-531-5232 or 512-836-6014.


Mono 250 carousel, $500. Gates 1 kw FM-1B transmitter with exciter & stereo generator. 208-743-2282.

COMEDY

Free sample of radio’s most popular humor service: O’LINERS. 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funniest! Hundreds renewed! Freesbie! Contemporary Comedy 5804-B Twining, Dallas, TX 75227.

Phantastic Phunnies—400 introductory topical one-liners...S2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio information, daily calendar, more! Total personality bi-weekly service. Write (or letterhead) for sample: Galaxy Box 20083-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-844-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Byn Maw, PA 19010. 215-525-9873.


The Beatles. A rare and special radio promotion at no cost to you. Call for details: R. M. Rund & Co. 212-988-6810.

RADIO PROGRAMMING

Bill’s Car Care. Remarkable, concise. Daily Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training, A.T.S. 152 W. 42nd St., N.Y.C. Phone 212-221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave, Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401, 703-379-1441.


SOUTHERN CALIFORNIA

MORNING PERSON—IMMEDIATE OPENING

KWIZ—Orange County, Disneyland, Newport Beach Area

Send tapes to Bill Weaver:
KLOK PO. Box 21248, San Jose, Cali. 95151

WMGK-FM in Philadelphia is looking for the best morning personality it can find. You must be creative as well as relate, talk, and entertain people listening to an adult-contemporary format. Send tape and resume to:
Bob Craig
Program Director
WMGK-FM
1 Bala Cynwyd Plaza
Bala Cynwyd, Pa. 19004

EOE MF

A Greater Media Station

Help Wanted News

NEWS DIRECTOR


Help Wanted Technical

Chief Engineer

First Class for excellent facility in Denver, Colorado. Comprehensive knowledge of all phases of radio station technical systems and FCC regulations required. Send resume and salary requirements to A-109.

An equal opportunity employer

EXPERIENCED IN SPORTS

Award winning S.D. looking for excellent opportunity. Reporting, sportscasts, talk and top notch exciting PHP. Major Market experience. Knows how to talk with athletes and management. Will work behind the scenes for the right sports conscious operation. Box A-60

RADIO

Help Wanted Announcers

CHIEF ENGINEER

First Class for First Class AM/FM stereo operation. Must be experienced, responsible, hands on type engineer with an ear for only the best quality broadcasting. Send resume to Bill Dutcher, General Mgr., WHBA Radio, Box 22000, St. Petersburg, Fl. 33742.

Situations Wanted News

TALK/ONE ON ONE/MUSIC

Excerpts of a letter written by a now-retired CBS Vice President (and ‘pre-Cox’ VP and G.M. of KFI/Los Angeles) TO the chief operating head of a major market network O&O:

"—for whatever it is worth, Rennie is as good or better than any talk show host I’ve heard in L.A. or New York—a couple of us were interested in buying the station—Carson was responsible for the lion’s share of the billing (on the station)! I hope you can use him."—Ed Bunker
Ponte Vedra Beach, Fl.
12/18/79

Seeking an opportunity and association with a professional and financially solvent organization. Additional material, tape(s), resume, el al., upon request; all the references will be positive except one.

CARSON RENNIE
1839 Seminole Road, Atlantic Beach, Fl. 32233

(904) 248-7204

Broadcasting Jan 21 1980 83
Situations Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR
Successful program director available for challenging position with growing or dominant facility. Bottom line conscious. Fifteen year pro; seven years as pd of present station. Heavy on promotion, community involvement, staff motivation, sales, EOE/AA, FCC, engineering, annual budgeting. All markets considered, including small markets with equity arrangement. Box A-48.

TALK SHOW HOST
There is an election year coming. Be prepared. I understand the issues and can bring them to your audience in an entertaining way. Currently working full time in Top Ten Markets. Seeking new challenge. B.S. & M.A. in Broadcast Journalism. I can help you in these complicated times put together the best talk format possible. Box A-108

TONY STONE
(206) 778-6177
Successfully programmed KYXX-FM, Seattle is available for major market contemporary programming position. Promotionally creative, research oriented, group motivator.

Situations Wanted Management

SEEKS PRESIDENCY/GENERAL MANAGERSHIP OF A GROUP OR A MAJOR RADIO PROPERTY

Jack Magan
Unparalleled credentials: "Jack Magan has to be the hardest-working station promoter/General Manager in the Southwest" (BILLBOARD Magazine, August 16, 1979); one of only twelve broadcasters from across the nation—and the only one from the Southwest—featured in BROADCASTING Magazine's special Radiol's July edition (September 10, 1979).
3830 Parkdale, San Antonio, TX 78229. 512-699-0079

TELEVISION
Help Wanted Technical

Broadcasting Electronics Engineers and Technicians Mechanical & Electrical Engineers

Why endure winter when you can enjoy an ideal climate all year round in South Africa?

The South African Broadcasting Corporation uses the most sophisticated television equipment in the world, and makes extensive use of video techniques. They have stimulating career opportunities for the following people:

Electronics Engineers & Technicians
Experience in a broadcasting environment will be an advantage. Duties will encompass the planning, installation and maintenance of studio and transmitter equipment for our second television network due to commence shortly.

Mechanical & Electrical Engineers
A knowledge of air conditioning, ventilation, acoustic requirements, electricity distribution, electrical generation and illumination of studios, transmitter buildings and offices.

The SABC offers permanent appointments but two or three year contracts would also be considered.

The salaries are competitive, all household effects will be paid and the fringe benefits including a housing-loan scheme are excellent, whilst the lifestyle is second to none.

Don't delay!
Send your detailed resume to: Austin Knight Incorporated, Suite 832, 50 Rockefeller Plaza, NY10020, New York.
Interviews will be conducted in the USA when wives will be welcome to attend.

SABC

TELEVISION TECHNICIAN
Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:
Chief Engineer WMAR-TV 6400 York Rd. Baltimore, Maryland 21212 E.O.E. M/F

TV TRANSMITTER TECHNICIAN
Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary.
Please send resume to Personnel Department.

WKAC-TV BOSTON
A CBS AFFILIATE
An Equal Opportunity Employer M/F/H/Vs

Broadcasting Jan 21 1980 84
NEWS ANCHOR

Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staffed news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203.

Equal Opportunity Employer
PRODUCER
Outstandingly successful Bureau Chief in major overseas news center. Experienced every phase film & video, from operating camera to 6-figure budget control. Competitive, creative award winner. Seek news exec., magazine show, any challenging opportunity anywhere. Box M-175.

OPERATIONS/NEWS DIRECTOR

SALES SERVICE REPRESENTATIVE
ATLANTA OFFICE
Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station experience would be helpful as well as sales aptitude. Duties will include extensive telephone contact and correspondence with clients. Promotional opportunities are available. If you are qualified and have the initiative to work your way up, send a resume with salary requirements to

THE ARBITRON COMPANY
a research service of
CONTROL DATA CORPORATION
5775 Peachtree Road, N.E.
Atlanta, GA 30326
An Equal Opportunity Employer MF

CABLE
Help Wanted News

NEWS PRODUCERS
great opportunity for young aggressive TV news producers and writers. Must have experience. Those hired will work with top news professionals inaugurating first all news television network. Send resume, news broadcast tape, and script to Cable News Network, 1015 Peachtree St., Atlanta, GA 30309.

ALLIED FIELDS
Help Wanted Sales

SALES SERVICE REPRESENTATIVE
ATLANTA OFFICE
Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station experience would be helpful as well as sales aptitude. Duties will include extensive telephone contact and correspondence with clients. Promotional opportunities are available. If you are qualified and have the initiative to work your way up, send a resume with salary requirements to

THE ARBITRON COMPANY
a research service of
CONTROL DATA CORPORATION
5775 Peachtree Road, N.E.
Atlanta, GA 30326
An Equal Opportunity Employer MF

National Accounts Executive
For Growing Tvb
Contact national advertisers to create or increase television budgets. Use Tvb research, creative and videotape facilities to show advertisers how to use television more effectively. Must have sales experience and knowledge of national advertisers and the media they use. Send resume to: Richard Severance, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, NY 10019.

PRODUCT/SALES MANAGEMENT—UHF/VHF
PRODUCT MANAGEMENT
INTERNATIONAL SALES—AM/FM
CCA, a rapidly growing major broadcast transmitter manufacturer seeks highly motivated and successful individuals to join our expanding marketing team.

The individuals should have TV or Radio experience in either marketing, sales, or product management, and a technical knowledge of broadcast equipment.

Outstanding compensation package plus good benefits in an exciting atmosphere.

For immediate consideration send complete resume and salary history to: Lloyd Bashkin, Vice-President—Marketing.

CCA Electronics Corporation
Box 3500
Cherry Hill, NJ 08034
Equal Opportunity Employer

Help Wanted Technical

VIDEO SYSTEMS MAINTENANCE SPECIALIST
XEROX
GET IN THE PICTURE

Xerox Corporation has an immediate opening at its International Center for Training and Management Development for a Video Systems Maintenance Specialist.

You will have major responsibilities for video systems engineering, maintenance and production support within a large scale industrial color TV production facility. A minimum of 5 years recent experience with studio and ENG/EFP production equipment maintenance, SMPTE timecode editing systems and large color production switching and distribution systems is required. Experience with production support activities including camera shading, VTR and film chain operation, audio mix and unsupervised video tape editing is also helpful.

Our training center is part of The General Services Division of the Xerox Corporation and our location can't be beat. Just 5 miles east of Leesburg, Virginia on Route 7.

We offer an excellent salary, profit sharing, and an exceptional benefits package. For immediate consideration, please respond in writing or call: Larry Allen, Personnel Department, (703) 777-8000, XEROX CORPORATION, PO. Box 2000, Leesburg, VA 22075. Xerox is an affirmative action employer (male/ female).
Ampex, the world leader in professional audio-video recording equipment, has an immediate opening for an individual thoroughly knowledgeable in the field of Broadcast Television Cameras.

You'll become involved in the final quality audit of Ampex cameras. Other work includes some traveling into the field and customer interface.

Ampex's television camera operations are located in Cupertino, California on the lower, beautiful San Francisco Peninsula.

We offer a highly competitive salary and benefits program.

For further information please write or send a resume to D.M. Channing, 10435 North Tantau Avenue, Cupertino, California 95014. (408) 255-4800. An equal opportunity employer M/F/H/V.

MAJOR MIDWEST VIDEO TAPE COMMERCIAL PRODUCTION FACILITY IS EXPANDING.

Looking for outstanding personnel in the following areas:

- Videotape Editor—experience in computer operation, with creative skills-client oriented.
- Audio Technician—Experienced in facility design and multi track mixing operations.
- Film to Tape Transfer Technician—Experienced in 35 and 16mm Transfer Techniques.


MULTI-MEDIA

Computer company in Rockville needs person with AV background, video tape editing experience, good resonant voice for radio spots. Must have stable work record. Salary negotiable. Call Gene 301-468-6355 for interview.

Our rapidly-expanding pay-TV company has need of a Manager of Engineering to supervise a staff of engineers servicing our affiliates nationwide.

MICROWAVE and SATELLITE EARTH STATION experience should include: (1) survey, (2) system design, (3) equipment selection, (4) cost analysis, (5) installation.

CATV SYSTEM experience should include: (1) cassette operations, (2) security devices.

Candidate should have supervisory and administrative experience.

Exciting opportunity in fast-paced organization; medium travel. Please send resume with salary requirements in confidence to: DEPT S

WE CAN PROVIDE YOU WITH:

- 192 minutes of new 3-M 400 video recording tape for $520.00. The tape is on 4-48 minute split hubs. There are four hubs per carton.

Phone: (717) 824-1161
62 South Franklin Street
Wilkes-Barre, Pa. 18703
Help Wanted Management

THE SPOT FOR A HOT SYNDICATED SALES EXECUTIVE!

WHO ARE WE? The leading, independent, syndicated television program distributor—New York headquartered.

WHAT DO WE WANT? For an immediate opening—a "hot", knowledgeable experienced sales executive. A self-starter. A "closer". One who can work under pressure, and take direction. Someone with drive and ambition and a desire to make a bundle.

WHAT DON'T WE WANT? A radio-only experienced person...nor a know-it-all, old-line syndicated salesman who "pitches" by rote and hopes to take orders. No, our need is for a media-oriented, and program-savvy sales person, with a strong background in the rep. station or buying service fields.

OUR PROPERTIES ARE GREAT. THE OPPORTUNITY IS EVEN GREATER. THE OPENING IS NOW.

Write today, in complete confidence. Give complete details: your specific experience...your references...your key station contacts...your near and long-term career goals...and your compensation goals.

Box A-162

Help Wanted Programming, Production, Others

DO YOU HAVE IDEAS THAT SELL?

THE MONEY MACHINE COMPANY IN NASHVILLE, ONE OF LARGEST SUPPLIERS OF PRODUCTION AND SALES LIBRARIES IS EXPANDING ITS CREATIVE STAFF!

We want an individual who is thoroughly experienced in creating sales and promotional ideas for radio and/or TV on a consistent basis. The person we seek should be a creative writer...preferably with a good voice...who will be able to think up sales and promotional concepts. Person selected will also be responsible for their production in our studios.

If you're in broadcasting now or in a similar field to ours, send a tape featuring your ideas and production skills along with a resume to:

THE MONEY MACHINE
Box 23355
Nashville, TN 37202

WE WILL NOT BE ABLE TO ACCEPT PHONE CALLS!

Television Programming

TV BATER FISH SHOWING
Nation's Number One Half Hour Fishing Show

Contact Fritz Lisec
Lisec Productions, Inc.
225 Gateway Two
Kansas City, Kansas 66101
913/281-5600

Radio Programming

BRING SUNDAY MORNINGs BACK TO LIFE

Dramatic increase in Sunday listeners! Theme personality each hour. Top notch music tailored to market. Programming sold successfully. Immediate sponsored audience interest. Quarterly updated programming.

SRC "matched-flow" music is for you!
Stereo Religious Communication, Inc., Box 10323 Atlanta, GA 30319

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio—variety, dramas, comedies, mysteries, science fiction...included in each series.

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

LUM and ABNER
5-15 MINUTE PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401

Public Notice

TOWN OF SWAMPSCOTT
CABLE TV BIDDERS

Amended and additional applications for the community antenna television license for the Town of Swampscott, Massachusetts, will be received by the Board of Selectmen, Elihu Thomson Administration Building, Monument Avenue, Swampscott, Massachusetts 01907. Applications should be filed with the Massachusetts C.A.T.V. Commission Form 1907. All applications shall be received no later than 4:30 p.m., February 20, 1980. At least eight copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission. The issuing authority report accompanies application. The Town of Swampscott will not give any further notice of the time or place of the hearing. Time and place of the hearing will be posted at the town hall and on the bulletin board of the Selectmen.

On February 21, 1980, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and by reproduction at a reasonable fee.

SWAMPSCOTT BOARD OF SELECTMEN

By: Lawrence Greenbaum
Chairman

INVITATION TO APPLY FOR CABLE TELEVISION FRANCHISE

As provided in City-County General Ordinance No. 125, 1979, notice is hereby given that the Consolidated City of Indianapolis has determined that applications for cable television franchises for portions of the Consolidated City will be accepted. Applications may be submitted to the Clerk of the City-County Council, Room 241, City-County Building, Indianapolis, Indiana 46204, on or before April 7, 1980. Persons or firms wishing to apply may obtain the prescribed application forms from the Clerk.

Beverly S. Rippy
Clerk of the City-County Council
Indianapolis, Marion County, Indiana

February 7-8, 1980, Public Broadcasting Service Board of Directors meeting, O'Hare Hilton Hotel, Chicago, Illinois. Meeting begins at 9:00 p.m. on Friday, February 7 and reconvenes at 9:00 a.m. on February 8. Recommendations on development of multiple program services, status of interconnection contract negotiations, PBS response to CPB Minority Task Force recommendations, audited FY 79 financial statement.
**PUBLIC NOTICE**

The Technology Committee of National Public Radio will meet on February 12-13, 1980, at Birmingham, Alabama. The meeting will be held in Room 101 at the Sheraton Mountain Brook Inn, 2800 U.S. Highway 280, Birmingham, from 9:30 a.m. on February 12 and 9-3 p.m. on February 13. The primary item of business will be the operational and technical planning for the public radio satellite system.

The Long-Range Planning/Legislation Committee of National Public Radio will meet on February 14, 1980, in Santa Barbara, California, at the Sheraton Santa Barbara, 1111 E. Cabrillo Blvd. The meeting will be held in the Fiesta Room from 11 a.m. to 6 p.m.

The purpose of the meeting is to discuss planning activities for public radio.

For further information concerning these meetings, please contact: Emilio T. Sanchez, NRFB General Counsel, at (202) 785-5369.

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**NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE**

The City of Appleton and the portion of the Township of Neenah within one-half mile of the city limits, Court of Swift, Minnesota, is offering application for a cable communications franchise. A standard application form shall be completed and submitted in accordance with the system design and services as specified in the invitation for applications. Applications shall be accepted until March 27, 1980, at 5:00 p.m. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Appleton, Minnesota. Each such application shall be accompanied by a $50,000 non-refundable filing fee payable to the City of Appleton, Minnesota.

City Clerk
333 W. Scheidt Ave.
Appleton, MN 54910
Phone: (920) 269-1363

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**AM/FM - CATV - TV CURRENT INVENTORY**

**SHERMAN and BROWN ASSOC.**

**MEDIA BROKER SPECIALISTS**

(305) 371-9335  (904) 734-9355

GORDON SHERMAN  ROBERT BROWN

110 Brickell Ave.
Suite 430
Miami, Fla. 33131

Deland, Fla. 32720

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**Businesst Opportunity**

**BROADCAST EQUIPMENT MFG.**

Very skilled broadcast engineer seeks investors with $10,000 min. for startup. 100% solid state AM transmitters, consoles, and units. etc. Also need one excellent design engineer. Box A-117 or (415) 751-1974 Mr. Gottesman (est.)

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**USED TOWER WANTED**

Top dollar for heavy duty 1,000 foot (or more) television tower. Needed immediately. Box A-42.

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**TELEVISION STATION**

Great opportunity in top 100 market

Box A-155

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**STATION & COMMUNITY**

WANTED

Broadcasting Jan 21 1980

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**MID-ATLANTIC FM**

Stereo station. Well-known resort area. Good year round population; huge summer influx. Excellent potential. Beautiful facility; building and land included. $350,000 cash. Box A-114.

---

**THE KEITH W. HORTON COMPANY, INC.**

P.O. Box 948
Elmwood, NY 14902
(607) 733-7138

Brokers and Consultants to the Communications Industry

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**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers

213/328-0385
Suite 214
11581 San Vicente Blvd.
Los Angeles, CA 90049

202/223-1853
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

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**TOP 50 MARKET**

Maximum power Stereo FM with excellent ratings, $1.1 million plus in revenue, and $450,000 plus in operating cash flow. Available for $3,000,000 cash. Include financial references in first letter. Box A-51.

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**RALPH E. MEADOR**

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

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**MAJOR MARKET**

Mid Atlantic States. AAA equipment. Top management will stay 5 times cash flow. $1 million cash. Send financial qualifications. Box A-134.

---

**MEDIA BROKERS APPRAISERS**

RICHARD A. SHAHEEN

425 North Michigan - Chicago 60611

312-467-0040
For Sale Stations Continued

REGGIE MARTIN & ASSOCIATES
VA very profitable AM/FM comb $1.5 mm terms.
Tidewater 1K daytimer. Only sta $750 terms.
Scenic area hi profit AM/FM comb.
S1,050 terms.
Fla resort area AM/FM comb. Profitable $1.2 mm terms.
Dominant FT AM coastal $750 terms.
3 coastal daytimers S350 to S750 terms.
Fla:-Reggie Martin Va.-Ron Jones
(305) 361-2181 (804) 758-4214

STATIONS
W Small FM S250K SOLD Corky Carlwright (303) 741-1021
W Small AM S310K 29% Bill Whitley (214) 387-2303
MW Medium FM S1000K SOLD Bill Hammond (213) 367-2303
CA Medium Fulltime S2300K Cash Ray Stanfield (213) 363-5764
MW Metro FM S550K S160K Jim Mackin (312) 323-1545
S Metro AM/FM S375K Cash Bill Chapman (404) 458-9226
E Major FM S4000K Terms Art Simmers (617) 848-4893

To receive offerings of stations within the areas of your interest,
write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341.

“UNDERADIOED” MIDWEST MEDIUM MARKET
Fulltime class TV in a Top 75 market with
1979 revenue of $425,000. Owner leaving
business. Asking $500,000 but want

H.B. La Rue, Media Broker
West Coast:
44 Montgomery Street, 5th Floor, San Fran-
cisco, California 94104
(415)434-1350

H.B. La Rue, Media Broker
East Coast:
500 East 77th Street, Suite 1909, New York,
NY 10021
(212)288-0737

BROADCASTING’S CLASSIFIED RATES
Payable in advance. Check or money order only
including service charge of $2.00
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 informa-
tion is not included.
Deadline is Monday for the following Monday’s issue.
Orders and cancellations must be sub-
mitted in writing. (No telephone orders and/or can-
cellations will be accepted).

Reprints to ads with Blind Box numbers should be
addressed to Box 1835, BROADCASTING,
1735 DeSales St., N.W., Washington, DC 20035.

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 forward-
able and are returned to the sender.

Rates: Classified listings (non-display) Help
Wanted: 70c per word. $10.00 weekly minimum.
Situation Wanted: (personal ads) 40c per word.
$5.00 weekly minimum. All other classifications:
80c per word. $10.00 weekly minimum. Blind Box
numbers: $2.00 per issue.

Rates: Classified display. Situations Wanted:
(per person) $3.00 per inch. All other classifications:
$6.00 per inch. For Sale Stations,
Wanted To Buy Stations, Employment Services,
Business Opportunities, and Public Notice adver-
tising require display space. Agency Commission
only on display space.

Publisher reserves the right to alter Classified
copy to conform with the provisions of Title VII
of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of
city (des Moines) or state (New York) counts as
two words. Zip code or phone number including
area code counts as one word. Count each ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as $5mm, COD,
PO, etc. count as one word. Hyphenated words
count as two words. Publisher reserves the right to
abbreviate or alter copy.

FOR SALE STATIONS

Controlling Interest
in 1000 watt clear channel
daytime AM station in fast grow-
ing community in Tennessee.
Write Box A-137

R.D'HANNA COMPANY
BROKERS - APPRAISERS - CONSULTANTS
5944 Luther Lane, Suite 505 • #340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7675

$5 MILLION CASH
Available for right AM or FM. I am
a principle. Replies in confi-
dence. Wayne Overland (714) 481-6627

AM/FM COMBO IN SUNBELT
Revenue of $1,500,000 and cash flow of
$500,000 make this pair very attractive,
even at the firm price of $5,000,000 cash.
PLEAse include financial qualifications

ILLNESS—MUST SELL
2-Program able AM’s plus 14 yr. Income note.
Both have FM allocations plus new equip.
1-Class A. 1-Class C
Total Price $2,500,000 with long term
debt assumption of $200,000.
No brokers please. Box 75B, Gatesville, TX,
76528.
George T. Herr- reich, 77, chairman of board of Henrech Broadcast- ing Stations, Fort Smith, Ark., retired Jan. 5. Robert Henrech, president and chief executive officer, named to succeed his father as chairman. Darrell Cunningham, VP-general manager of Henrech’s KAIT-TV Jonesboro, Ark., assumes additional duties as president and chief operating officer of company, responsible for its two other TV stations, its two AM and one FM, all in Arkansas.


Thomas F. Hartman, VP-general manager of WIRT-TV Flint, Mich., and VP of licensee, Knight-Ridder Broadcasting, named president of WIRT-TV.

William E. Wuerch, VP-general manager of WPRF-TV Providence, R.I., named president.

James M. Keelor, news director, WAVE-TV Louisville, Ky., named president and general manager. He succeeds H. Lee Browning, who has been named VP of licensee, Orion Broadcasting. Browning will have corporate responsibility of news, programming, operations, research and personnel recruitment.

Bob Zipay, former Casper, Wyo., chief of police, named executive VP-general manager of KCWY-TV Casper, scheduled to go on air May 1.

Larry Pavilionis, former station manager for KTVL-TV Medford, Ore., named station manager and operations manager for KCWYTV.

Bill Williams, general manager of WREC/WMXRF-FM Memphis, elected VP of licensee, Summit Communications of Tennessee.

Donald R. Hodges, general sales manager, KEMX-FM Oklahoma City, named general manager.

George L. Francis Jr., VP-general manager of Multimedia’s WAKY/AM Louisville, Ky., assumes additional duties as manager of WAVE(FM) there, recently purchased by Multimedia.

Dan Leonard, assistant general manager of KDON-AM-FM Salinas, Calif., named general manager. He will also act as group VP of Forrest Broadcasting, owner of stations. Scott Brody, assistant general manager of Forrest’s KBQO-AM/KBQO-FM Ventura, Calif., named general manager and group VP of Forrest.

Beth McTigue, manager, special projects for Viacom and Teleprompter’s joint venture, Showtime, named associate director, international administration for Viacom in New York.


Diana C. Brainerd, director of corporate and financial communications, Metromedia, Secaucus, N.J., assumes additional duties as assistant treasurer.

Chuck Bushong, account executive, KORK-AM-FM Las Vegas, named station manager of co-owned KPSA/AM Fort Smith, Ark.

George Wymer, VP-managing news editor, WING/AM-WHA/AM Dayton, Ohio, named VP-operations manager, responsible for on-air activities including air personalities, news staff and supporting activities.

Robert Goldfarb, former head of corporate budget project for National Public Radio, named general manager of noncommercial WFCR-FM Amherst, Mass.


Wally Gair, president of Gair Public Relations and Advertising, Springfield, Ill., named executive director of Illinois Broadcasters Association, Springfield.


Bruce Beach and John Dunnar, management supervisors, Compton Advertising, New York, elected senior VP’s. Justin Harrington, James Lomonosoff and John Daghlian, account supervisors, and Judy Lederer, supervisor of Compton’s motivation and qualitative research, named VP’s.

Wilma Epstein and Tony Nacinovich, VP’s and associate media directors, and Alice Greenberg, VP and associate broadcast director, Ogilvy & Mather, New York, named senior VP’s.


Henry Kornhauser, president of Clyne Co., New York, and John Calane, executive VP of firm, have resigned, effective April 30, at which time they will form their own agency, Kornhauser & Calene Inc., New York.


A. Thomas Tebbens, VP of Jack List and Associates, Cleveland, named executive VP. Ronald Brennan, account executive, named VP.

Alan Tempest, account supervisor, J. M. Korn & Son, Philadelphia, named VP.

Named VP’s of Diener/Hauser/Bates Co.: Robert Katz, general manager of Fort Lauderdale, Fla., branch; Vincent Aniano, senior art director in Los Angeles division; Paul Crifo, designer, illustrator and art director in New York.

Surely in a class by herself.

Sherlee Barish. Executive recruiter. The best there is, because she’s been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.

BROADCAST PERSONNEL, INC. 527 MADISON AVENUE NEW YORK CITY, 10022 (212) 355-2672
York, and Ed Harrisdell, associate executive art director in New York.

Michael Kosewicz, senior art director, Botsford-Ketchum, San Francisco, joins Grey Advertising there in same capacity.

Philip Wallace, with Michael R. Eilison Advertising, Bellingham, Wash., named VP-account management.

Pattie Moreland Mels, VP-media, Lowe Runkle Co., Oklahoma City, joins Strong/High Advertising there as associate and VP-media director.

James Werbel, from Lord, Sullivan & Yoder, Marion, Ohio, joins Faheigen & Ferriss, Parkersburg, W. Va., office, as account manager.

Robert Wallace, media director, Russell T. Gray Advertising, Chicago, joins Grant/Jacoby there in same capacity.

Laura Tourin, from Este-Hoover Advertising, Newport Beach, Calif., joins Greg Smith & Associates Advertising/Public Relations in Santa Ana, Calif., as production manager.

Carolyn Randles, production assistant, John M. Rose & Co., Knoxville, Tenn., advertising agency, named production manager.

Dennis Paul, assistant VP and production manager, Maxwell Sorge Co., Chicago, joins Kobs & Brady Advertising there as production supervisor.

Patricia Bryan, VP and office manager of Kossack Advertising, Tucson, Ariz., and past president of Tucson Advertising Club, named director, Western region services for American Advertising Federation.

Robert Dahl Jr., sales planner, CBS Television Network Sales, New York, named manager, news and late night sales proposals. Peter Storer Jr., manager of computer development, named manager of daytime sales proposals.

Christine Thirnott, sales planning analyst, named manager of sports sales proposals.

Claude Hulet, account executive, Tenison Envelope, Los Angeles, named CBS-FM National Sales account executive there.

John P. Fendley, VP-sales manager, WGN-TV Chicago, named executive VP and director of sports sales-special projects for WGN Continental Sales Co. Skipp Moss, VP-national sales manager for WGN-TV, succeeds Fendley as sales manager.

Robert A. Illjes, with Turner Television Sales, New York, named VP.

Donald Cote, general sales manager, WPNB-TV Traverse City, Mich., joins Adam Young Inc. as manager of Chicago office. He succeeds Joan Barron, who has been named account executive in New York office. Rich Schwartz, account executive for Adam Young in New York, transferred to Chicago office in same capacity.

Gerard J. Forr, account executive with Katz Agency in Los Angeles, appointed account executive in RKO Radio Sales office there.

Ron Pali, national sales manager of WDRG-AM-FM Hartford, Conn., joins Buckley Radio Sales as New England regional manager, based in Bloomfield, Conn. He succeeds Ron Wayland (see page 91).

Susan Egan, executive secretary to Jack Fritz, president of John Blair & Co., New York, named to new post of administrative assistant to president of company.


Tom Arnost, account executive for Petry Television, New York, joins KTAT-TV Los Angeles as national sales manager. He will be based in New York.

Deborah Sinay, account executive, WCVB-TV Boston, named national sales manager.

Homer Griffith, independent sales and management consultant, joins KTSR-TV San Francisco as sales manager.

Carl Tillmanns, CBS-TV VP, West Coast sales, took early retirement effective Jan. 1 after 20 years with CBS, including 15 years as VP and general sales manager of network. Tillmanns, 57, plans to open sales consultancy. Charles Martin, account executive in West Coast sales, will succeed him as VP, West Coast sales.

Ron Jones, assistant general sales manager, WBAI-TV Raleigh, N.C., named general sales manager.

Robert Krieghoff Jr., from WELI-TV Saginaw, Mich., joins WROC-TV Rochester, N.Y., as general sales manager.

David Elmore, account executive, WBAI-TV Baltimore, named local sales manager.

Dwight Gregory, former account executive for office products division of IBM Corp., named general sales manager for KWY-TV Casper, Wyo., scheduled to go on air May 1.

Milt Ledet, local sales manager, WEUV-WTV Naples, Fla., named general sales manager.

Mark Prather, account executive, KTVT-TV St. Joseph, Mo., named local sales manager.

Earl Waldo, account executive for regional accounts, WFLA-TV Tampa, Fla., named local sales manager. Thomas B. Watson, former VP-general manager of WLYC-AM Tampa, joins WFLA-TV as account executive.

Jim Moore, account executive, WFEI-TV Evansville, Ind., named national sales manager.

Peter Lauer, national sales manager, KNX-FM Los Angeles, named to newly created post of local sales manager.

Sharon Petersen, marketing officer for South Bend, Ind., American National Bank, joins WSBT-AM-FM and co-owned WWYF-FM there as director of co-op advertising.

Skip Stow, local sales representative, KBCI-FM Oklahoma City, named assistant sales manager.

Robert Dahstrom, VP of Forrest Broadcasting, Ventura, Calif., named VP of Forrest's KOON-AM-FM Salinas, Calif., and director of national sales for KOON and co-owned KBQI-AM-KBLY-FM Ventura.

Cuppy Manos, assistant sales manager, WING-AW-AM-FTM Dayton, Ohio, named VP.

Charlie Hoskins, general sales manager of KBIG-FM Tulare, Calif., assumes additional duties as general sales manager of co-owned KCKI(AM) there.

Deborah Shay, account executive, WSOO-TV Charlotte, N.C., joins WTAI-FTM Pittsburgh in same capacity.

Sharon Wenkman, from WWQM-AM-FM Madison, Wis., joins WISC-FTM there as sales representative.

Tricia Zigkrell, from WZKRF-FM Fairfax, Va., joins WRQX-FM Washington as account executive.

James Douglas Allmendinger, account executive, KSTI(AM)-KSTI-FM Tacoma, Wash., joins sales staff of KPLZ-FM Seattle, handling both agency and

In a major restructuring, Blair Radio, New York, the representative firm, has been organized into five separate divisions. The spot sales division is now headed by George R. Wolfson, who moves up from vice president and general manager to executive vice president. He will be responsible for all 13 Blair Radio sales offices, including direct day-to-day managerial involvement for New York sales. Robert J. Lobdell, vice president and national sales manager, becomes senior vice president and manager of the creative sales division. This unit will focus on the development of new radio advertising revenues, particularly from accounts new to the medium. A new specialized sales division will operate under Gerald Gibson, who has been vice president/sales strategy and has been promoted to senior vice president of the division. His operation will develop and implement sales strategy to produce maximum sales, particularly in the area of state radio networks and in other specialized sales areas. Robert E. Galen, vice president and director of research and media planning, becomes senior vice president of the research and media planning division. He remains in charge of Blair Radio's program for the development of computer-based media planning systems. David R. Klemm, vice president and director of marketing operations, has been elevated to senior vice president of the division. He will continue to serve as consultant to Blair-represented stations in programming and performance quality control.

Broadcasting  Jan 21 1980
direct business responsibilities.

Nancy Challie, from advertising agency in Charlotte, N.C., Gary Smith, from marketing positions with McDonalds and Burger King, and John Cullen, former marketing manager for Mutual Savings and Loan in Charlotte, join WSOE-AM-FM Charlotte as account executives.


George Yokas, in sales position with WQUAMI Moline, Ill., named senior sales consultant.

Programing


Al Rabin, one of directors of NBC-TV's daytime series. Days Of Our Lives, named executive producer.

Jay Walkingshaw, VP of corporate development for Home Box Office, subsidiary of Time Inc., New York, named VP of Time-Life Films and general manager of video division. Kate Bonnwell, circulation director of Time's Money magazine, named VP of Time-Life Films and director of consumer marketing for video division.

Andy Coscia, VP and director of sales strategy for Adam Young Inc., New York, joins United Artists Television there as VP-marketing.

Arnold Huberman, VP-film programming, Home Box Office, New York, resigns to become partner in independent film production company. Successor has not yet been named.

Stan Greason, president of Harlem Globetrotters, comic basketball team wholly owned by Metromedia Inc., has resigned to open independent television and film production firm, PeralProductions Inc.

Meredith Lifsan, research director, KTNQ(AM) Los Angeles, named executive producer, Weedock Corp., radio syndicator there.

Dale Tucker, district manager for Broadcast Division of Cete Corp., Minneapolis, joins Concept Productions, Sacramento, Calif., as director of marketing.

William Kelley, II, production manager, KXAS-TV Fort Worth, named operations director. Alice Kelly, in programming department of KXAS-TV, named program administrator.

Robert J. Miller, former production manager with WTLV-TV Toledo, Ohio, joins WROC-TV Rochester, N.Y., as program manager. 

Mayer Davis, program manager, WTAL-TV Altoona, Pa., joins WXIT(TV) Winston-Salem, N.C., as program director.

Henry Ulric, program manager, WIRT-TV Flint, Mich., named director of operations, responsible for programming, production, promotion and news.

Michael Williams, production manager, WJTL-TV Johnson City, Tenn., joins WABC-TV Chattanooga as operations manager.

Dan McGrath, operations consultant, KCKX(TV) El Paso, Tex., joins KTSP-TX San Francisco as production manager.

Gene Chrusiell, morning air personality, KYD(AM) Houston, named operations director.

Ken Warren, music and programming director, WING(AM)-WAAH(FM) Dayton, Ohio, named VP-program manager.

Bill Bowman, audience promotion manager, KYW-TV Philadelphia, named field producer for Evening Magazine on KYW-TV.

Craig Cornwall, director, WTVQ-TX Lexington, Ky., named assistant production manager.

Larry Gebert, reporter, KFBT-TV Great Falls, Mont., named sports director.

Khambre Marshall, sports reporter and anchor, WDTV(TV) Detroit, named sports reporter for co-owned WFSB-TV Hartford, Conn.

Brant Miller, producer and weekend air personality, WLS(AM) Chicago, named night air personality.

News and Public Affairs


Jeff Rosser, news manager (assistant news director), WNBC-TV New York, joins WJZ-TV Boston as news director. Jennifer McLogan, anchor and reporter, WHDH(AM) Boston, joins WJZ as reporter.

Jim Schultz, news director, WTTQ(TV) Washington, joins Cable News Network, Atlanta, as assistant bureau chief in Washington.

John Hambrick, anchor, KRON-TX San Francisco, and former anchor with KABC-TV Los Angeles, joins WNCN-TV New York as weekend co-anchor with Carol Jenkins.

Mike Parker, general assignment and investigative reporter and anchor for CBS-owned KNXT(TV) Los Angeles, named weekend anchor and reporter for CBS's WBBM-TV Chicago.

Bob Palmer, producer, WTVN(TV) Columbus, Ohio, joins WSAX-TV Savannah, Ga., as news director. Ralph Price, 11 p.m. anchor on WOCT-TV Savannah, joins WSAV-TV as managing editor.

Mary McCarthy, news director, WIFR-TV Freeport (Rockford), Ill., joins WROC-TV Green-ville, S.C., in same capacity.

Mark May, assignment editor, KFBF-TV Great Falls, Mont., named news director. Duane Burgess, reporter, KFBF-TV, named city editor.

Paul Rasmussen, from KEINT(AM) Great Falls, and Sally Nult, from Montana Air National Guard in Great Falls, joins KFBF-TV as reporters.


Bruce Hodgen, night supervisor for Associated Press Broadcast, New York, named deputy broadcast editor for AP. He succeeds Charles Montella, who transferred to AP's foreign desk.


Steve Rondinario, from WROC-TV Rochester, N.Y., joins WKTU(TV) Miami as Broward, Fla., news anchor.

Paula Drew, reporter, assignment editor and producer for WVTU(TV) Toledo, Ohio, joins WKMZ-TV Fort Worth as reporter. Rhonda Glenn, formerly with WAVY-AM Portsmouth, Va., and who recently has been freelancing with LPGA golf commentary for ABC-TV, joins WKMZ as sports reporter.

Don Schrack, news director, KPH(AM) Los Angeles, named to same post with KKKX(AM) San Jose, Calif.

Rica Duffer, anchor and reporter, noncommercial WHHY-FM Wilmingon, Del., joins KYW(AM) Philadelphia as education and urban affairs reporter.

Cynthia Heath, former reporter for KQOK(AM) San Diego, joins KYW(AM) there as anchor.

Dave Schnuckel, producer-director, KTVB(TV) Boise, Idaho, joins KOMO-TV Seattle as director, primarily responsible for weekend newscasts.

David Parrett, reporter, KBCF(AM) Oklahoma City, named assistant news director.

Namiyo Oshima, producer of Midday program on WCCO-TV Minneapolis, named associate director of community affairs.

Art Barrett, news editor, WING(AM)-WAI(FM) Dayton, Ohio, named managing news editor.

Gerald Casbolt, public information specialist, U.S. Department of Agriculture, joins WQAT(AM)-WQX(FM) Horseheads (Elmira), N.Y., as reporter and morning anchor.

Susan McLean, former reporter with KLM(AM) Gigissor, Wyo., joins WKNE(AM) Keene, N.H., in same capacity.

John Patrick Gall, production manager, WSSR(AM) Rochester, Mass., joins WSB(AM) South Bend, Ind., as morning radio news editor.

Ann Marie Grynca, from WRFD(AM) Columbus, Ohio, joins noncommercial WOUB-AM-FM Athens, Ohio, as producer-reporter.

Chris Dudley, public affairs producer for noncommercial WSPR-FM Grandview, W. Va., joins noncommercial WMPE-TY Orlando, Fla., in same capacity.

Promotion and PR

Ron Neesen, press secretary to former President Gerald Ford, and former NBC News correspondent, joins Marston and Rothenberg Public Affairs, Washington, as senior VP. He will also be senior associate of New York-based
Robert Marston and Associates, public relations firm.


Dennis Mollenkamp, manager of public affairs for Metropolitan Atlanta Rapid Transit Authority, joins Cox Cable Communications there as director of public relations.

Kathlene McGarry, publicity editor in promotion department of WPIX-TV Buffalo, N.Y., named promotion coordinator.

Helene Wanchick, executive secretary, WCN(WMH) Detroit, named advertising and promotion assistant.

Frank Grispi, operations manager of Dallas office of Carl Byor & Associates, joins Popejoy & Fischel Advertising there as manager of public relations.

Technology

Gordon Batten, assistant director, finance, network transmission facilities, CBS-TV, New York, named director of network transmission facilities. He succeeds Charles Gadesky, who retired.

John Swanson, director of broadcast engineering for Buflord Television Inc., Tyler, Tex., named VP, responsible for BTI’s four television stations.

George Tokar, chief engineer with KXLA-TV Los Angeles since 1967, retired at the end of December. Earlier he worked for KFIV(IN) there, which he joined in 1935.


Mike D’Amore, Midwest region sales manager for Hitachi, joins Ampex Corp.’s audio-video systems division as Midwest region sales manager, based in Elk Grove Village, Ill.

Harold Rabinowitz, engineering and quality assurance manager, McMartin Industries, joins Sintronic Corp., Lionville, Pa., as director of operations, responsible for manufacturing and industrial engineering.


Randy Wesner, former national CATV sales manager with MSJ Television in Salt Lake City, joins Computer Video Systems there as director of marketing.

John Paulick, fiber optic project engineer with Central Telephone Co. of Nevada, Las Vegas, joins Valtec Corp., West Boylston, Mass., as application engineer for its Communication Fiberoptics. Marguerite Shapill, project manager and writer with Niberg Corp., Framingham, Mass., joins Valtec as marketing services coordinator.

Rocco Lupo, project engineer with Welch Allen, named supervisor of quality assurance for Magnavox CATV Systems, Manlius, N.Y.

Anthony Orsichio, Northeast regional sales manager for Microform Data Systems, Sunnyvale, Calif., joins Drakez Engineering Laboratories, South Plainfield, N.J., in same capacity.

Jane Rudden, from association management firm of Smith-Bucklin & Associates, joins Society of Cable Television Engineers, Washington, as director of meetings, sites and services. Susan Queeney, director of communications for Engineers Associates, Washington association management firm, joins SCTE as director of publications and publicity.

Allied Fields


Renato M. Pachetti of RAI Corp. and Ralph C. Franklin of MCA TV reelected council chairman and vice chairman respectively. James Shaw, ABC-TV, named treasurer, and George Movshenson, NBC, named executive vice president.

Deaths

Walter Kaitz, 63, executive secretary, general counsel, chief lobbyist for California Community Television Association and widely known spokesman for industry in Sacramento as well as Washington, died Dec. 29, 1979, in Oakland after long illness. He had prolonged heart condition. At Western Cable Show last December—two weeks before his death—Kaitz was guest of honor at closing banquet and received lengthy standing ovation. He is survived by his wife, three daughters and son, Spencer, assistant executive secretary and general counsel of CCTA. Walter Kaitz Foundation has been established as nonprofit organization to provide internship in Sacramento for work with state legislative and to study communications policy in California.

John J. Boyle, 77, former manager of WJAR-TV Providence, R.I., died at his home in Warwick, R.I., Nov. 20. During 1930’s and 40’s, he was manager of WJAR(IN) Providence, before WJAR-TV went on air in 1949. He retired in 1967 after 43 years with Outlet Co., licensee of WJAR. Survivors include his wife and daughter.


Raymond M. Beem, 78, founder of number of radio stations in Southwest, including noncommercial KSLUC(FM) Keene, Tex., died Dec. 28 in Malvern, Ark. He received his broadcast license in 1924, three years before Federal Radio Commission (predecessor to FCC) was voted into existence. Survivors include his wife, Anna, of Malvern.

Stanley Wiegolinski, 27, announcer and air personality for WBBX(BF) South Bend, Ind., died Jan. 10 at University of Chicago Billings hospital, of kidney and heart failure. Survivors include his parents and sister.

Broadcasting Jan 21 1980 94
**Stock Index**

<table>
<thead>
<tr>
<th>Exchange</th>
<th>Closing Wed.</th>
<th>Closing Wed. 9</th>
<th>Net % Change in Week</th>
<th>P/E</th>
<th>Market Capitalization (M)</th>
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**Notes:** A-American Stock Exchange, B-Boan, M-Midwest, N-New York, P-Pacific, O-over the counter bid price shown, Supplied by Shearson, Hayden Stone, 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. ****Price as of Jan. 15. +Stock traded at less than 12.5 cents.

**Service**

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**Stock by Index**

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**Broadcasting Jan 21 1980**

95
You get a TOWER OF STRENGTH When you buy Utility

Better engineering, better construction, better installation — you get all these when you buy Utility.
Utility Towers are easier to tune, easier to maintain.
And these money-saving extras cost you no more from Utility.
There are Utility Towers in every state in the nation . . . in Canada, South America, Puerto Rico, Europe and Korea.
Choose Utility — known the world over as the "Tops in Towers."
Al Swift: keeping up the consciousness level on telecommunications

Allan Swift has a problem. The freshman congressman, who drew an assignment on the Communications Subcommittee, worked long and hard last year to make his mark—which he did. So what’s the trouble? “I’ve played a key role in telecommunications legislation,” Swift says, “and I can’t even figure out how to write a press release to tell my constituents about it.”

But if the folks back home in the state of Washington don’t know the difference between a common carrier and a Common Cause, a lot of people around Washington, D.C., do, and the 44-year-old Democrat has given them notice that he’ll be actively involved in that area for some time to come.

Telecommunications is not a new area of interest for Swift; he lists 25 years of broadcasting industry experience. His last assignment before taking up residence in the Longworth Office Building was as director of news and public affairs at KVOS-TV Bellingham, Wash. But if broadcasting is where Swift’s past lies, he sees those common carrier issues—at least while he remains in Congress—creeping more and more into his future.

He admits it’s been a difficult learning process: a new vocabulary, a new technology and a whole set of industry concerns. But heading into mark-up of Representative Lionel Van Deerrin’s (D-Calif.) common carrier bill, Swift thought he had gained the upper hand. It was, in fact, at his urging, that Van Deerrin held a series of briefings on common carrier matters last November, and Swift thinks those three days of discussions not only helped educate subcommittee members, but also helped to breathe new life into an issue in which his colleagues were rapidly losing interest.

Still, even with the time spent in this area, Swift realizes that it may not score any points with his constituents. He believes you can get a high profile focusing on fairness doctrine matters or on children’s television, but working in the trenches on industrywide telecommunications regulations—well, “it’s not a sexy issue,” he says.

And although he knows the voters are more concerned with inflation and energy prices than with core networks and value-added carriers, in time, he says, these matters will also be of recognized importance.

Similarly, Swift believes, most of the population has little interest in nitty-gritty broadcast legislation, but it’s an area he knows, and one where he can make some difference. “I think it’s a place I can make a real contribution,” he says. “Whether radio stations should renew their licenses every three or five years doesn’t matter to [the voters], but in the long run, it will affect them.” And knowing his work will make a difference, he adds, makes it enjoyable.

Communications issues aside, Swift gives the impression that the entire job is enjoyable. Even with a hectic schedule, he looks relaxed, seemingly enjoying the wheeling, dealing and constant running.

And if he feels comfortable in this role, it is one he expects to stay with for a while. Exactly how long, however, is still uncertain. “I don’t believe in 10-year plans,” he says; “I’d rather look at a two-year plan.”

The next two-year plan—if all goes as planned—is actually a three-year plan; with a year left to this term, it’s time to begin thinking about re-election, and Swift has hopes of joining the sophomore class. As yet, there is no opposition, but he’s sure there will be. He anticipates his chances for re-election will be good, but he’s not taking anything for granted. “I’m keeping my nose to the grindstone,” he says.

Even as a freshman, however, Swift is no newcomer to Washington. He first went there in 1965, putting in four years as former Representative Lloyd Meeds’s (D-Wash.) administrative assistant.

But if the political seeds had been planted, the broadcasting roots had already long since taken hold. While attending college, he began his broadcasting career, working part time at KUJ(AM) Walla Walla, Wash., and then full time at KXLE(AM) Ellensburg, Wash. So it was no surprise when he left Meeds’s employ and headed back cross country to the KVOS stations where he had worked immediately following his graduation from college, to take on the position of public affairs and news director.

This time around, however, Swift had a chance to pursue both broadcasting and, at least intermittently, public broadcasting. His job led to a number of awards, including an Emmy for a show on the communications gap between generations. He also managed to stay on the political fringe with activity in community affairs, working to rewrite Bellingham’s city charter, chairing the citizen advisory committee to the city’s schools, and serving on the Bellingham Housing Authority.

He again went back to work for Meeds, but Meeds announced his retirement, leaving a vacant seat in Washington’s second congressional district. Swift threw his hat into the ring and, after winning the Democratic primary, went on to carry the general election.

With his broadcasting background, Swift hopes to take the lead on legislation that would affect the industry. He expects to survey members early this year on what sorts of broadcasting provisions they want to see, and he plans to put together some sort of comprehensive broadcast package.

But for all of the rewards politics can offer, Swift admits that radio is his first love. He speaks with enthusiasm about his record collection—which, now numbers about 2,000—and he says that with his stereo system and cassette deck he still enjoys playing disk jockey.

At times, the quieter life of broadcasting obviously seems attractive. When asked how he’d spend a free month, he takes a long time to answer, as if he can’t get work off his mind. He finally replies that he enjoys traveling, but what he’d really like is to go back to his home town and spend a week with friends, sit down and have a drink with them, talk peacefully, “without having to be on the run.”

Just how long Swift plans to remain in Congress is still uncertain, but he seems to know exactly what he’d like to do when he leaves Washington for good. “When I retire I’ll buy a little radio station in Sun City and play Frank Sinatra records.”
Olympic gamesmanship

The increasingly unsettled question of American participation in the 1980 summer Olympics is reviving all the old and high-blown references to athletic purity, political insuluation and virginal quarantines from commercialism. Whatever the ultimate decision about this year’s games, everyone ought to realize by now that the old talk has for years been irrelevant.

Since the introduction of satellite transmission capability, during the Mexico City games of 1968, the Olympics have developed into a television event of unparalleled dimensions. ABC paid $13.5 million for rights to the 1972 summer games in Munich and $25 million (a little of it later rebated) for rights to the 1976 summer games in Montreal. NBC won frantic bidding for rights to this year’s games in Moscow with a guarantee of $87 million. ABC in the fall of 1979 committed $225 million for rights to the 1984 games in Los Angeles. Somewhere along that line, the Olympic organizers lost their amateur standing.

The evolution of television technology has also sharpened some nations’ perceptions of the propaganda value of the games. The vigor of preparations that have been going on in Moscow bespeaks the Russians’ avid desire to come off screens around the world as proprietors of the supreme society. The model is the Nazi propaganda coup of 1936 but exponentially magnified by international television coverage.

All the disparate ambitions for these and future games are now subject to amendment. Indeed the winter games to be held at Lake Placid, N.Y., next month are not beyond the range of fallout from a dislocation of the Moscow games next summer. ABC-TV’s stake in Lake Placid, however, is smaller than NBC-TV’s in Moscow. More than a year ago it reported its 50½ hours of winter Olympic programming sold out for a total of some $48 million. It paid $15.5 million for the television rights. NBC plans 152½ hours of summer Olympics for its $87 million in rights. It has said its advertising time was 96% sold for more than $150 million. To the rights figures in both cases must be added the large expense of producing all that programming.

The networks and their affiliates will, of course, be innocent victims if the values of their Olympic properties are diminished by action of the U.S. government or retaliation by Russia or its satellites. They may take some consolation in the knowledge that if the U.S. and others boycott the games, the Russians brought it on themselves and have even more to lose.

The rising opposition

In the past couple of months the professional citizen groups that profit most from intercession in FCC affairs have succeeded in spreading an alarm about the FCC’s hesitant ventures toward radio deregulation. The shopworn cast of regulars, Ralph Nader, Nick Johnson, the good Dr. Everett C. Parker, Pluria Marshall, to name four, has recruited larger resources than it usually commands. As reported here a week ago, the National Catholic Conference is stirring up a nationwide propaganda campaign, and already the faithful are writing the FCC to profess a fear of godless broadcasters let loose.

The commission is feeling the heat. In response to petitions by the United Church of Christ and American Civil Liberties Union, it has released staff documents that were previously withheld and extended by two months the time for preparation of comments. This is escalating into the sort of case that weakens knees around the FCC. Not that all the knees were sturdy at the outset of a rulemaking that was voted with stated misgivings or objections of most commissioners.

Both the purpose and probable effect of the modest deregulation that the FCC has proposed are being grossly distorted. The Catholic warning to parishioners, for example, asserts that “much religious broadcasting will be discontinued” if the FCC goes through with this, and not only that, “the public will lose its control over radio.” Advertisers, it is said, will dominate broadcasting policy.

Such fanciful forecasts are made in ignorance or disregard of facts. The FCC’s own survey of station operations found that standards now are generally higher than the FCC requires. There is every indication that a relaxation of government controls would encourage innovation, diversity and closer interactions between broadcasters and the public.

Broadcasters may expect the propaganda to get worse. It is up to them to make a case strong enough to counteract it.

Vindication

The decision by Iranian authorities to expel the whole American journalism corps is no more bizarre than other eccentricities emerging from that troubled country since the seizing of the U.S. embassy. We are left to the word of foreign journalists to find out what is going on in the murky councils of Iran.

It is, of course, an unintentional testimonial to the professionalism of the Americans that they are now kicked out. They were invited there to show the world the Iranian image that Khomeini followers see. That was not the image that was transmitted in undistorted pictures and dispatches. In frustration that the American people were not drawn to Khomeini’s cause, his minions have dismissed the reporters who disappointed them.

Last week’s expulsion is also a refutation of criticism, heard in some councils in the U.S., that television was manipulated to the advantage of the Islamic revolutionaries. Such criticism implies a fear that knowledge distributed to a witless public will unnecessarily disturb the national tranquility. Exactly that same thinking was reflected last week in the remarks of some Iranian officials who complained that the “slanted” American coverage was getting back to Iranians who might be susceptible to foreign influence.

Once again, this time by satellite from Tehran, the American public has been proved intelligent enough to understand what it sees and hears in its free media. Score another point for the First Amendment.
WHAT A SWITCH!

WTKV - CHANNEL 26 GAINS BIG AS NEW NBC AFFILIATE!

<table>
<thead>
<tr>
<th>Time</th>
<th>1978* w/ABC</th>
<th>1979** w/11</th>
<th>% of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Fri 7-9 AM</td>
<td>7</td>
<td>20</td>
<td>up 185%</td>
</tr>
<tr>
<td>Mon-Fri 10-12 N</td>
<td>8</td>
<td>22</td>
<td>up 175%</td>
</tr>
<tr>
<td>Mon-Fri 12-4 PM</td>
<td>6</td>
<td>27</td>
<td>up 350%</td>
</tr>
<tr>
<td>Mon-Fri 4-5 PM</td>
<td>14</td>
<td>20</td>
<td>up 43%</td>
</tr>
<tr>
<td>Mon-Fri 5-6 PM</td>
<td>9</td>
<td>16</td>
<td>up 78%</td>
</tr>
<tr>
<td>Mon-Fri 6:30 PM (Metro News)</td>
<td>3</td>
<td>8</td>
<td>up 166%</td>
</tr>
<tr>
<td>Mon-Fri 6:30-7 PM</td>
<td>3</td>
<td>10</td>
<td>up 233%</td>
</tr>
<tr>
<td>Mon-Fri 11-11:30 PM (Metro News)</td>
<td>8</td>
<td>10</td>
<td>up 25%</td>
</tr>
<tr>
<td>Mon-Fri 11:30-1 AM</td>
<td>11</td>
<td>19</td>
<td>up 73%</td>
</tr>
<tr>
<td>Sun-Sat 8-11 PM</td>
<td>18</td>
<td>18</td>
<td>EVEN!</td>
</tr>
<tr>
<td>Mon-Sun</td>
<td>12</td>
<td>17</td>
<td>up 42%</td>
</tr>
</tbody>
</table>

TALK ABOUT BEING PROUD!

*Nov. 1978 ARB  **Nov. 1979 ARB — ADI Shares
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