KSTP-TV's 10PM News share?

51%

A stunning 51% of the available audience in the Twin Cities at 10PM is watching ABC Affiliate, KSTP-TV's 10PM EYEWITNESS NEWS. That's more viewers than ALL THE OTHER STATIONS PUT TOGETHER, even the ones programming something other than news!*

And if you want to reach 18-49's, reach for KSTP-TV's EYEWITNESS NEWS again. Because early and late, more 18-49's watch Channel 5 than all the other stations PUT TOGETHER, even the ones programming something other than news!**

When you want to reach the Twin Cities, do what MOST people there do. Reach for KSTP-TV!

#1 EYEWITNESS NEWS
Down to earth. Up to the minute.

For more information, call KSTP-TV sales at (612)646-5555 or your nearest Petry Office.

*KSOURCE: July 1980 Arbitron comparing metro 5 and 7 day averages. Subject to normal ratings qualifications.

**SOURCE: July 1980 Arbitron comparing ADI program audience averages. Subject to normal ratings qualifications.
MGM Television is proud to announce, that effective September 1, 1980, we will resume exclusive distribution of the Metro-Goldwyn-Mayer Motion Picture Library.

You'll be hearing from us.
What's one of the biggest discoveries in broadcasting in the last ten years?

Many of your colleagues—successful managers across the country—have discovered increased ratings and profits by finding out what the target audience really wants. It's called perceptual research, and it's our specialty.

Before you budget for 1981, wouldn't it be a good idea to investigate how market-exclusive research—strategic research, program or music research, promotion research and sales research—can help you maximize profits?

Just call. We'd be glad to answer your questions without any obligation.

The Research Group
1422 Monterey Professional Plaza • San Luis Obispo, California 93401 • 805/541-2838
The BOOM IN CABLE STOCKS □ Wall Street analysts believe buy-out possibilities have triggered market action and that the upward pressure has spilled over to stocks of equipment suppliers. There are warnings that start-up costs for new franchises could depress earnings in the short term, and that the rush for franchises could produce sticky local problems. PAGE 44.

SUMS IN THE SUN □ Money matters will again dominate the talk of broadcast financial managers at the BFM convention in San Diego next week. PAGE 44. Here’s a complete rundown of the four-day agenda. PAGE 46.

RESUSCITATION □ The House Commerce Committee is trying to breathe life back into the Swift crossownership bill that earlier had been crushed under the weight of various amendments that committee members tried to tack on it. PAGE 50.

AFTER THE PARTY □ There are misgivings about AT&T’s picking up the tab for an NTIA reception that capped a conference on minority women in commercial broadcasting and technology. PAGE 50.

CLOSING DOORS TO POLITICS □ Herman Talmadge introduces legislation that would exempt noncommercial stations from the reasonable-access provisions of Section 312 of the Communications Act. His action follows a Georgia primary incident in which an opponent got time on a state public TV network on the basis of the federal statute. PAGE 52.

D.C. BAR ALARMED □ Washington communications circles are upset about the possibility of an FCC move across the Potomac to Rosslyn, Va. PAGE 53.

CNN’S SCHONFIELD □ When Ted Turner found Reese Schonfeld, his search for a man to set up his Cable News Network and serve as its president came to a sudden halt. It also marked the start of a new career tangent for a man who for 25 years has scrapped in the “Front Page” tradition for television news. PAGE 77.

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Try a hands-on demonstration of the
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a real time video manipulator that allows
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HI TECHNOLOGY PRODUCT INNOVATORS
Brass under glass

Donald B. Smiley, former chairman and chief executive of R.H. Macy & Co., reportedly is heading committee of outside directors of RCA in study and evaluation of top management of company and its subsidiaries, including NBC. Smiley, recently retired from Macy’s, has been RCA director since 1970 and is also on NBC board.

Activation of outsiders committee apparently stemmed from internal stress manifested in abrupt firings of RCA President Maurice R. Valente and NBC Chairman Jane Cahill Pfeiffer earlier this summer (BROADCASTING, June 23, July 14). Smiley is reportedly being paid $250,000 for year’s assignment.

How the money rolls out

Storer Broadcasting has spent in excess of $100 million on cable expansion this year and hopes to spend as much in 1981 and 1982. Financing for outward push comes from $70 million in long-term loans, $100 million in revolving credit arrangement, $50 million from stock issue in April, and $30 million from sale of radio stations. Cash flow from seven television stations is also being poured into cable.

Additional financing may be necessary if Storer wins franchises for large urban markets. It has bids in for Philadelphia; Portland, Ore.; Dallas, and Fairfield county, Conn.

All the way

Former FCC Chairman Dean Burch, one-time chairman of Republican National Committee, is back in political harness as key aid to Republican vice presidential candidate George Bush. Burch, who had been Bush backer when former congressman, RNC chairman and ambassador was aiming for top spot on ticket, has taken what his partners call “partial leave of absence” from Washington law firm of Pierson, Ball & Dowd to serve as staff director for Bush until election.

Going up

Next Supreme Court fight over First Amendment issue is likely to involve Westinghouse Broadcasting’s effort to keep one of its reporters out of jail on contempt of court charge. Walter Roche of WAGS-TV Boston faces contempt charge for refusal to identify confidential sources used as basis of story about alleged misconduct by state district court judge. Report had led to investigation by Massachusetts Commission on Judicial Conduct—and, eventually, Roche’s citation by court for contempt. He had agreed to specify only those sources who had already been identified by other means.

Westinghouse lawyers, who hope Supreme Court will grant review, cite order of Justice William Brennan staying order to jail Roche. Brennan expressed view that majority of court recognizes at least degree of constitutional protection for newsgatherer’s confidence and would therefore vote to review. He also saw “fair prospect” court would reverse contempt ruling.

Carter calendar

White House choice of date to celebrate Carter administration’s assistance in “minority telecommunications development” (see “In Brief,” this issue) struck members of one minority as odd. Sept. 11 is Rosh Hashonah, start of Jewish new year and high holy day set aside for religious rites.

Getting ready

Although climate is regarded as improving for critical UNESCO sessions on world press in Belgrade beginning Sept. 23, Soviet Union and its adherents have served agenda notice supporting censorship and government controls that would impede free flow of information worldwide. But Western nations feel progress has been made largely through U.S. cooperation in ameliorating Third World problems, particularly that of “licensing” all journalists.

M. Amadou M’Bow, director general of UNESCO, at meeting in Paris within fortnight, told Armed Marks, Washington attorney and former head of USA, that World Press Freedom Committee, underwritten by U.S. publishers and broadcasters, had been of great help. He complimented committee, of which Mr. Marks is secretary-treasurer, for providing Third World nations printing presses, broadcast equipment and personnel to aid in installations. U.S. delegation of 25 to UNESCO is headed by Robin Duke, Elie Abel, former NBC commentator and dean of Columbia School of Journalism, is delegation member.

Everybody in the act

ABC is inviting its television network affiliates along on exploration of program market offered by new technologies. ABC Video Enterprises, division dealing with videotapes and videodisks, has passed word it is interested in any station productions that have sales possibilities outside broadcast market. It has expressed most interest in educational programing and public service. First arrangement has been made with WCBS-TV Boston and its B.B.I. Communications program arm (BROADCASTING, April 21).

Gaining audience

Viewership of Cable News Network is being scrutinized by number of cable systems, advertising agencies and research firms (“In Brief,” Sept. 1), and results should dribble out in next few months. Hardest figures are coming from Warner Cable system in Columbus, Ohio, which can poll subscribers with its two-way capability. Warner has worked out a deal with CNN to do research, but neither it nor CNN is releasing numbers. One senior Turner Broadcasting official, however, let it slip that after nine weeks of CNN, 33% of total subscribers watched CNN average of four hours per week. That compares, he said, with measurement taken after four weeks that showed less than 25% watching it two and three quarter hours per week.

Growing up

Rocker WABC(AM), for years hands-down New York if not national radio leader until recently outgunned by FM and disco, is changing with times. Contemporary music format will remain but with important differences: Yankee baseball has been picked up for 1981 season, and disk jockeys, formerly told to keep mouths shut, now will be encouraged to display personalities.

It’s effort to make station more information-oriented and broaden station’s audience to older demographics (where population is trending). Management denies writing off teen-agers, but with new 18-49 primary target, station clearly no longer wants image as teeny-bopper delight.


ITT Gwaltney □ Hot dogs. Begins Sept. 22 for four weeks in about 15 Southern markets. Day, fringe and weekend times.


Classic Laboratories □ Classic Nails and Topsy Tips artificial fingernails.


Jimmy Dean Meats □ Taco filler. Begins in late September for four weeks in 16 markets. Day and fringe times. Agency:

Phone service. Cunningham & Walsh, New York, has created two new commercials for AT&T's ongoing “First Step” campaign promoting Bell System Yellow Pages. Airings throughout fourth quarter on network TV, spots will push Yellow Pages as solution to variety of consumer problems. Commercial entitled

“New Arrival” focuses on nursery scene, where new parents depend on Bell for all baby supplies; from wallpaper to bottles. Other spot features wedding party singing “For food ... for the photographer ... for the chartered limousine ... we took the first step.”
The choice of New York's Number One station.

WABC-TV

"TO TELL THE TRUTH"

Goodson-Todman's all-new "To Tell The Truth" starts this September in New York and 65 other markets.
Specializing. Dancer Fitzgerald Sample, New York, has formed DFS/Corporate Advertising Group as subsidiary to handle agency's corporate advertising accounts. Some DFS/CAG executives are based in New York; some in San Francisco. They include Peter F. McSpadden, DFS president, who also heads DFS/CAG; David Hill, DFS executive vice president and partner in DFS/CAG (San Francisco), and Dennis Keane, DFS senior vice president and partner in DFS/CAG (New York). Among accounts are Boise Cascade, American Insurance Association, Collins & Aikman, Esmark, Glass Packaging Institute and Lane Publishing.

Fall line-up. In consumer awareness campaign promoting its Paramount line of lawn and garden tools, Allegretti & Co. will launch multimedia effort late this month. Utilizing spot TV in 107 markets, commercials feature Allegretti spokesman, Los Angeles Dodger Steve Garvey. Supporting TV are radio spots in selected markets plus magazine ads. Warner Advertising, Dearborn, Mich., created campaign.

Classic sponsor. ITT has signed as full sponsor of two-hour Little Lord Faunthor, new, produced-in-England adaptation of the classic novel by Frances Hodgson Burnett, on CBS-TV. Air date has not been disclosed but it's expected to be during Christmas season. Needham, Harper & Steers is ITT agency.

Collectively speaking. Heading American Dairy Association of Wisconsin's radio and TV push breaking Sept. 15, is jingle, "Taking Time for Milk." Aimed at audiences aged 6 to 34, theme features young adults enjoying milk as part of group activities, such as racquetball. CreatiCom Advertising handled campaign which runs in Wisconsin and Illinois markets. ADA of Wisconsin is cooperative of dairy farmers.


SUMMER & BERRY, DALLAS. TARGET: WOMEN, 25-54.


"The more you learn about our DC-10, the more you know how great it really is."

Pete Conrad
Former Astronaut
Division Vice President, McDonnell Douglas

"I've watched airplanes and spacecraft take shape for much of my adult life. I'm certain that nothing made to fly has ever been designed or built to more exacting standards than our DC-10.

"Eighteen million engineering man-hours were invested in this plane's development. That includes 14,000 hours of wind tunnel testing, as well as full-scale 'fatigue testing' for the equivalent of 40 years of airline service.

"I'm convinced that the DC-10 is the most thoroughly-tested jetliner ever built. Along with U.S. Government certification, the DC-10 has passed structures tests just as demanding, in their own way, as those required of U.S. Air Force fighter planes.

"The DC-10 fleet demonstrates its dependability flying more than a million miles a day and serving 170 cities in 90 countries around the globe."

To learn more about the DC-10, write: "DC-10 Report," McDonnell Douglas, Box 14526, St. Louis, MO 63178.
"What's the 'tie-breaker,' as one news consultant put it, for local news? The answer, according to BROADCASTING’s annual survey, is content." — Broadcasting Magazine, July 28, 1980

**N·I·W·S IS MAKING NEWS**

**CONTENT:** Topical, solid news content specially crafted for local news. N·I·W·S goes around America and the world to get the stories to touch your viewers.

**LOCAL STRENGTH:** Tip sheets, scripts, research and rundowns provide the building blocks for your station to localize our high impact stories and broaden your local news gathering capability. We will have comprehensive research input from McHugh & Hoffman, TV news consultants, on what your viewers want.

**PROMOTABLE:** Features and multipart series are delivered far enough in advance to build powerhouse promotion campaigns to give viewers specific reasons to watch your news.

**PROFESSIONAL:** Mounted by N·I·W·S professionals in news production, and supported by several of America's finest news operations: WDVM, WPAA, KOOL, KOMO, WNEW, WCSC, WBTV, CITY, and many more.

**STATION INVOLVEMENT:** Weekly N·I·W·S service is augmented by noteworthy stories produced by subscriber stations, which are generously compensated.

**COST EFFECTIVE:** First rate local news content at a fraction of the cost of producing it yourself, allowing you to further concentrate your energies and resources on localness.
WEEKLY MULTI-PART SERIES
Highly promotable, in-depth and investigative examinations of vital subjects that add an invaluable dimension to your newscasts.

DR. ART ULENE — "FEELING FINE"
Three weekly reports and special mini-docs by this Emmy winning health expert and "Today Show" regular.

BOB ROSEFSKY — MONEY
Author, columnist, lecturer and lawyer; Rosefsky uses his savvy to answer your viewers' financial questions.

CARL T. ROWAN — N·Y·W·SMAKER INTERVIEW
Nationally syndicated columnist Carl T. Rowan will throw the hardball questions at Washington's newsmakers.

DOUG LLEWELYN — ENTERTAINMENT
Hard news approach to exposing the behind-the-scenes secrets of the superstars the world over.

DR. ART MOLLEN — FITNESS DOCTOR
Shaping up and staying fit — your viewers will learn to work out with this expert as your ratings grow strong.

N·Y·W·SREEL
Tapping the Pathé library, today's headline stories are compared to yesterday's historical events.

ENVIRONMENT
On-location reports using the latest technology to illustrate the mysterious relationship between nature's phenomena and our quality of life.

SPORTS
No talking heads here — sports features with a human touch your whole audience will care about.

SINGLE STORIES
An assortment of hard-hitting reports on a wide range of topics, and fascinating people stories to punctuate your newscasts.

N·Y·W·S provides your station with all of the support materials that it takes to make these features important cornerstones of your local news dominance!

Exclusive Distribution by
Telepictures CORPORATION
New York: Lou Israel, Jody Shapiro 212/838-1122
Beverly Hills: Dick Robertson, David Salzman 213/657-8450
The Second Season: on 44 out of the top 50 markets. IT'S YOUR BUSINESS is now on 123 stations covering 82% of the country. The only national business public affairs series. Lively, informative programming that hits home with issues that hit your viewers right where they live.

Why draw a blank when you can fill your schedule with programming that really means business. Bette Alofsin can tell you more. Call her at (212) 557-9891.

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Cultivating the farmers with radio and television

Agricultural advertisers are investing more dollars than ever before in the broadcast media. This is evidence of a growing trend toward the use of television and radio to reach a special consumer segment—the farmer.

Agri-advertisers have traditionally weighted their media mix in favor of print media, concentrating the bulk of their ad dollars in specially targeted consumer farm magazines. While print still provides the most cost-efficient coverage of the consumer farm market, the broadcast media provide the farm advertiser with vehicles that dramatically build the reach, frequency and impact of its sales message during an ad campaign.

Radio expenditures for farm advertising have more than doubled since 1975, reaching an estimated $36 million in 1979. This growth is not surprising in light of the advantages that radio offers the agri-advertiser. From all indications, farmers depend a great deal on radio as a source of farm-related information, such as weather and market reports. One recent survey shows that farmers listen to the radio an average of 3.4 hours during a working day. The major tractor manufacturers are responding to this trend, increasing their radio installation rate up to about 65% to meet the demand. Farmer listening habits make radio an ideal medium for the agri-advertiser.

Through radio, farm advertisers can reach their specific target at efficient cost. Special farm radio programming provides selective coverage of the farm audience, while the multitude of farm-oriented radio stations enable advertisers to match their markets with relatively little waste coverage.

It is more difficult to eliminate the waste coverage inherent in television media buying. Because of the limited availability of special farm programming, many agri-advertisers resort to spot purchases during news, sporting events and even prime or fringe time slots to reach the farm audience.

Despite the waste, agricultural advertising expenditures for the medium have reached new heights. Farm television expenditures outpaced farm radio expenditures for the first time ever in 1979, hitting close to the $45-million mark.

The continued increase in spot television purchases by agri-advertisers may lead to a greater emphasis on farm programming. There have already been significant developments in this direction. Many stations feature early-morning local programming aimed at the farm audience, while others structure the midday news segment to include market reports and other farm-related information.

On a broader scale, there is now a network of 30 television stations carrying an early-morning farm program, The Country Day Show. The Hubbard Broadcasting program, represented by Media Communications Inc., Chicago, reaches an estimated 2.5 million nonmetro homes in an 11-state coverage area.

A brief case history will illustrate the advertising opportunities that a network of this type can generate. Keystone Group, manufacturer of Red Brand farm fence products, used the Country Day network to launch its first television commercials.

Keystone Group is one of the country’s largest manufacturers of steel, wire and wire products. Its trade name, Red Brand, is the most recognized name for farm fence and fence products among America’s farmers.

The Red Brand line of agricultural fence products as well as the MidStates Brand had been advertised traditionally through trade and consumer farm publications as well as radio. In fact, Red Brand was one of the first sponsors of the WLS(AM) Barn Dance from Chicago, which helped to make Red Brand a household word among Midwestern farmers.

The television promotion, designed by its agency, Grubb, Graham & Wilder Inc., provided advertising support for Red and fence dealers located throughout the Country Day coverage area. In addition, the program was meant to stimulate dealers to schedule and finance their own locally tagged television spots. Dealers received advertising packages containing newspaper ad slicks, national print ad schedules, radio scripts, television storyboards and schedules listing the air times and stations for the 13-week flight that ran from January through April 1980. Broadcast materials were available free of charge to dealers.

A self-standing in-store display piece, which advertised both Red Brand commercials and the local Country Day Show station, was given to each dealer in the network coverage area. To further coordinate the over-all effort, station representatives received a listing of the dealers in their area and were encouraged to call on them to arrange television placement on a local level.

The results were impressive. This coordinated effort generated 434 additional spots placed and funded by dealers, significantly increasing the reach and frequency of the campaign. Dealer-funded television purchases amounted to over 30% of the Keystone Group’s initial investment.

A farm-program network system provides a valuable alternative to spot television. Continued developments along these lines will enable agri-advertisers to capitalize on the cost efficiency of television directly targeted to the farm consumer. With an increased emphasis on farm programming in key agricultural markets, television is sure to capture a larger share of the agri-advertising media mix.

The availability of farm programming in television and radio has been an important factor in the continuous growth of farm broadcast advertising expenditures. It seems very likely that still more farm print dollars will be converted to television and radio in 1980, as farm advertisers opt for the reach and frequency power that only the broadcast media can provide.
Midwest regional convention. Hotel Leamington, Min- neapolis.


Sept. 20—Deadline for entries in annual U.S. Televisio n Commercials Festival. For first year, competition is open to spots from Australia, Ireland, and the United Kingdom in addition to U.S. and Canada. Information: U.S. Television Commercials Festival, 841 North Ad- dien Avenue, Elmhurst, Ill. 60126; (312) 834-7773.


Sept. 21-23—Nebraska Broadcasters Association annual convention. Midtown Holiday Inn, Grand Island. Former FCC Chairman Richard Wiley, now with Wash- ington, D.C. law firm, will receive Nebraska Broadcast Award.

Sept. 21-24—Texas Association of Broadcasters annual meeting. San Antonio Marriott hotel.

Sept. 23-25—National Association of Broadcasters board of directors meeting, NAB headquarters, Wash- ington.


Sept. 15—Deadline for entry for 12th annual Abe Lincoln Awards program sponsored by the Southern Baptist Radio and Television Commission. Information: Bonnie Sparrow, SBRTC, 6350 West Freeway, Fort Worth, Texas 76133.

Sept. 15—Deadline for submissions to Atomic In- dustrial Forum's Forum Award competition. Award carries $1,000 in prizes in both electronic and print media for excellence in reporting on peaceful uses of nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washing- ton 20014; (301) 654-9260.


Sept. 18-19—National Religious Broadcasters


Nov. 9-14—Society of Motion Picture and Televisi- on Engineer's 22nd technical conference and equip- ment exhibit. Hilton hotel, New York.


Nov. 19-22—Society of Professional Journalists, Sigma Delta Chi national convention, Hyatt hotel, Columbus, Ohio.


Dec. 10-13—Western Cable Show. Disneyland hotel, Anaheim, Calif.


Sept. 24-25—International Radio and Television Society annual convention, St. Regis Hotel, New York.

Sept. 24—Cable Television Administration and Marketing Society Southeast regional marketing semi- nars: Atlanta Hilton.

Sept. 24-26—Tennessee Association of Broadcasters annual meeting. Hert Age, Knoxville.


Sept. 26—Society of Broadcast Engineers regional conference/meeting show Syracuse (N.Y.) Hilton
No matter how small your station or how remote your market area, you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats—from Rock to Bach—a common thread of listeners of all formats is their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

AP Broadcast Services

INNOVATION for better news programming

Associated Press Broadcast Services
50 Rockefeller Plaza New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name
Station
Address
Phone
In compilation of top 10 radio stations in top 50 markets in Aug. 25 issue, Arbitron’s list for Birmingham, Ala., inadvertently omitted WATV(AM), which should have been shown with average quarter-hour metro-area audience of 5,200 persons aged 12+, Monday-Sunday, 6 a.m. to midnight, with average of 4,700. WATV thus would have tied with WJLD(AM) for seventh place, and WJIS(AM) would have replaced WRQX(AM) in 10th place.

Erratum


6-7 — National Religious Broadcasters Southeast regional convention, First Baptist Church, Dallas.

6-8 — Electronic Industries Association 56th annual fall conference. Century Plaza hotel, Los Angeles.

7 — National Association of Broadcasters broadcast town meeting. University of Wisconsin, Milwaukee.

7 — Radio Advertising Bureau co-op retail meeting, Holiday Inn South, Cincinnati.

7-10 — Pennsylvania Cable Television Association annual convention, Valley Forge Sheraton. Contact: Carolyn Smith (717) 232-1998.

8-9 — National Association of Broadcasters telethon conference. Hyatt on Union Square, San Francisco.


9-10 — Pittsburgh chapter of Society of Broadcast Engineers seventh regional convention and equipment exhibit, Howard Johnson’s Motor Lodge, Monroeville, Pa.

9-12 — Missouri Association of Broadcasters meeting, Holiday Inn, Joplin.


10-11 — Florida Association of Broadcasters meeting. South Seas Plantation, Captiva Island, Fort Myers.

10-12 — National Broadcasters Hall of Fame fourth annual induction ceremony. Caesars Boardwalk Regency Atlantic City.

10-13-14 — North Dakota Broadcasters Association fall convention, Ramada Inn, Grand Forks.


10-12-14 — North Carolina Association of Broadcasters annual convention. Pinehurst hotel and country club, Pinehurst, N.C.


14-15 — Advertising Research Foundation’s second conference on business advertising research and research thesis. Stouffer’s Inn on the Square, Cleveland, Ohio.

14-16 — Kentucky Broadcasters Association fall convention, Hyatt Regency Lexington.

15-16 — Society of Cable Television Engineers annual fall meeting on “Emerging Technologies.” Playboy Great Gorge Resort and Country Club, McAlpin, N.J.


16-18 — Radio Advertising Bureau co-op retail meeting. Denver Plaza.

16-18 — American Women in Radio and Television East central area conference. Bond Court hotel, Cleveland, Ohio.

16-19 — American Women in Radio and Television Southwest area conference. Airport Marina, Albuquerque, N.M.


20-21 — Radio Advertising Bureau co-op retail meeting. Minneapolis hotel, San Francisco.


22-23 — National Association of Broadcasters television code board meeting. Hotel del Coronado, San Diego, Calif.


24-26 — Fourth annual National Student Broadcasters Convention sponsored by WUMB, University of Massachusetts. Hotel Sonesta, Hartford, Conn.


26-28 — Kansas City CATV Association annual fall convention. Hyatt Regency hotel, Lexington.

26-28 — "Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by National Federation of Local Cable Programmers and University of Wisconsin Extension. Concourse hotel, Madison. Information: Dr. Barry Orton, 10 W. 810 Langdon Street, Madison 53706; (608) 262-3566.

26-30 — National Association of Educational Broadcasters 56th annual convention. Las Vegas Hilton.

27-28 — New Jersey Cable Television Associ-
Compact Video has pioneered video communications for almost a decade. Our user-oriented experience has earned us recognition as the experts in design, consultation and installation of broadcast and satellite transmission centers. We're also known as the foremost builders of mobile location vehicles.

For the broadcaster and cablecaster, Compact Video offers a choice of six standard mobile location systems to meet every production demand. Or we will custom design a mobile system to your exact specifications. From our two rugged ENG's to our one-of-a-kind transportable uplink Earth station, our mobile systems are engineered to deliver maximum efficiency, optimum performance and increased profitability.

Whether you're considering a broadcast or satellite transmission center, a television complex, editing or audio facilities, or just a simple screening room, Call on Compact Video today. We make state-of-the-art technology practical.
Editor: Congratulations on your Aug. 18 editorial, "A Little Late," regarding the FCC's hasty move toward 9 kHz. It was concise and brought this important matter into quick focus. I have sent a copy to my congressional delegation with additional pertinent comments. I hope every broadcaster will do the same.

Broadcasters may wonder why they don't get more of what they want from their congressman or senator. I can tell them why. They won't put their money where their mouth is and contribute with campaign funds, either locally or through the Television and Radio Political Action Committee at the national level. — Ted A. Smith, president and general manager, KUMA(AM), Pendleton, Ore.

November

Nov. 2-4 — Washington State Association of Broadcasters annual meeting, Thunderbird Motor Inn, Yakima.

Nov. 3 — Radio Advertising Bureau co-op retail meeting, Registry hotel, Minneapolis.

Nov. 3-4 — Cable Television Administration and Marketing Society direct sales seminar, Hotel Colonade, Boston.

Nov. 5 — Radio Advertising Bureau co-op retail meeting, Arlington Park Hilton, Chicago.

Nov. 7 — National Association of Broadcasters radio code board meeting, Scottsdale, Ariz.

Nov. 9-14 — Society of Motion Picture and Television Engineers, 1225 telephone conference and equipment exhibit, Hilton hotel, New York.

Nov. 9-11 — Television Bureau of Advertising's annual meeting, Hilton hotel, Las Vegas.

Another piece of the legend

Editor: In the piece on Gordon McLendon (Aug. 25), Don Keyes refers to the acquisition of WAKY(AM) as "the biggest coup that McLendon ever made." I happen to know how that coup came about.

He called and told me that he had bought the station for, as I recall it, $500,000. He asked how long he had been considering the purchase since he had never mentioned it to me. He said that the opportunity arose the day before and he decided within 24 hours to buy it. I asked him whether he had ever been in Louisville, or indeed, if he had inspected the station. He said he hadn't. I asked him how on earth he could buy a station he had never seen.

He told me it was quite simple. He knew (1) how many stations there were in the market, (2) what their formats were, (3) WAKY's coverage and (4) Louisville's retail sales. He then asked what WAKY's gross and net figures had been and were. He said he didn't know and couldn't care less. He said he knew what he could do with the station and that was the only thing that mattered.

Incidentally, he sold WAKY several years later for about five times what he paid for it. — Marcus Cohn, Cohn & Marks, Washington.
10 reasons why Katz delivers more sales power.

Client Stations. We're only as good as the clients we keep. Katz has the best. A third of our clients have been with us more than ten years. And they keep coming. Better than 30% joined in the last five years.


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HOUR MAGAZINE

GARY COLLINS, host
PAT MITCHELL, cohost

PREMIERE SEPTEMBER 8
Getting serious at the FCC over more TV outlets

Commission set to vote rulemakings on low-power stations and drop-ins

The FCC is expected tomorrow (Sept. 9) to initiate two rulemakings that look toward the creation of many new television stations targeted for minorities and for rural and commercial use. In addition, and for starters, the commission will approve four VHF drop-ins that have been hanging fire since December 1978.

One rulemaking will propose the authorization of "micro-stations," both UHF and VHF, operating at low power. The other is intended to make possible VHF drop-ins at less than prevailing mileage separations, provided interference protection standards are met.

The four pending VHF drop-ins that the commission is expected to approve are Charleston, W. Va. (ch. 11); Johnstown, Pa. (ch. 8); Knoxville, Tenn. (ch. 9); and Salt Lake City (ch. 13). There are said to be a majority of votes for all three actions.

The first rulemaking proposes to authorize experimentally operating 1 kw UHF and 100 w VHF television stations and will seek comments on a variety of technical questions, including potential interference problems and the impact on UHF service. Hand in hand with this rulemaking will be commission action on a request by minority-owned Community Television Network Inc. for authority to operate a network of low-power UHF stations in 10 cities (Houston; Memphis; St. Louis; Kansas City, Mo.; Denver; Indianapolis; New Orleans; Louisville, Ky.; Dallas and Tampa, Fla., with an additional four affiliates that would be locally owned in St. Petersburg, Fla.; San Antonio and Fort Worth, both Texas, and Seattle). Community Television, based in Washington, is owned by three former FCC staffers—Jim Winston, Booker Wade and Sam Cooper (BROADCASTING, April 14). A separate request for a 15th low-power television facility in Bemidji, Minn., will also be considered.

Commission staffers familiar with the low-power television inquiry speculate, however, that the commission may deny the 15 grants. They reason that to allow processing of the applications before the adoption of final rules would be to pre-judge the rulemaking. And it is this issue that is expected to generate the most discussion tomorrow.

The second rulemaking looks toward amending the television table of assignments to allow VHF drop-ins at less than the minimum mileage separations prescribed in the existing allocations plan for co-channel and adjacent-channel operation. The drop-ins would have to modify antenna height and power to provide interference protection equivalent to that assured by the standard mileage separations.

The drop-in issue has its origins in a 1973 rulemaking petition filed by the United Church of Christ. That filing sought to add as many VHF's to the spectrum as possible. The church's premise for the rulemaking petition was a study done by the Office of Telecommunications Policy, precursor to the National Telecommunications and Information Administration, which indicated that 96 channels could be added to the existing table of assignments in the top 100 markets.

The FCC put out that proposal for comment as a rulemaking in 1977, by which time it had reduced the number of prospective drop-in sites to four.

At that time, the proposal was strongly opposed by Commissioners Robert Lee and James Quello, who saw it as a threat to UHF expansion. The rest of the commission felt that extensive study was needed to establish proof of the feasibility of VHF drop-ins (BROADCASTING, March 14, 1977).

After several extensions of time for comments on the issue the commission, met on Dec. 19, 1978—only to decide that still more study and time were needed to resolve the issue (BROADCASTING, Jan. 1, 1979).

At that time, the commission staff had recommended that all four drop-ins be rejected—three on technical grounds and the fourth on policy grounds. Again, Lee and Quello were willing to terminate the proceeding because of the potential harm to UHF markets. Lee said UHF stations could provide better service than the proposed "bobtailed" VHF's and Quello cited the increasing "desirability and profitability" of UHF and warned against making "drastic changes" in the television table of allocations.

Weather-watching along the Potomac

Washington concerns, some centering around the election, others simply endemic to the regulatory-legislative hub, are occupying all segments of electronic communications in this political season; here's an across-the-board reading of priorities and worries among the highly placed

Radio deregulation and radio allocations head the National Association of Broadcasters' list of priorities for the next four months. NAB is anxious that the FCC enact its radio deregulation plan shortly after the commission holds hearings on the matter next week. And sources at the commission say NAB and radio broadcasters may get their wish; the FCC hopes to vote on the rulemaking in November.

On the other hand, NAB has been urging the FCC to move cautiously on the commission's various radio allocations proceedings. The association has pushed for, and will most likely be granted at a commission meeting on Wednesday (Sept. 10), a joint industry-government advisory group that will examine the interrelated aspects of the allocations proceedings.

NAB executives pushed hard for the formation of the committee. The association's senior vice president and general counsel, Erwin Krasnow, said: "It is essential for the FCC to have a nationally coordinated allocations plan." And John Summers, executive vice president and general manager, added: "Perhaps the commission is beginning to realize that some of the technical proceedings, with social objectives, are not as simple as when first conceived."

Tom Bolger, NAB's chairman, cautioned both Congress and the FCC against "rushing to get things out, overtaxing their resources without proper input from within as well as outside."

A major matter facing Bolger and his board when it meets the end of this month will be the formulation of a position on direct-to-home broadcast satellites. With the FCC ready to issue a notice of inquiry on DBS, and with Comsat planning to file its direct-to-home proposal with the FCC in November, the NAB must face the issues connected with this latest technology. The NAB is likely to urge Congress to initiate the regulation of DBS.

And there are a number of court cases in which NAB has a stake and would like to see concluded by the end of this year. Krasnow said perhaps the most important
is the pending Justice Department anti-trust suit challenging the commercial time provisions of NAB's television code. There were oral arguments at the U.S. District Court in Washington in May, and the NAB is hopeful that Judge Harold Greene will grant NAB's motion for summary judgment, thereby eliminating the need for a lengthy and costly trial.

Krasnow said the NAB is also looking toward a final resolution of the long-standing family-viewing case. NAB is hoping for Supreme Court denial of a rehearing requested by the five plaintiffs, including the Writers Guild of America and Tandem Productions.

Sources at the NAB agree with various communications groups that there is a rush on at the commission to launch a number of important rulemakings before the November election.

Whatever the election outcome, Summers agrees with a number of NAB staff members that no change is expected in NAB's strategy on any number of issues. "There are a number of basic issues we have always pushed for, like radio deregulation," Summers said. "I don't expect that to change."

Although all is quiet on the cable front, there is activity in the trenches and a shrugging-up of one's collar. The National Cable Television Association is not giving an inch on the advances it's made.

In July the FCC dropped its last two rules restricting cable systems' use of broadcast signals. It was a major victory, which NCTA will be forced to defend against motions for stays, petitions for reconsideration and court appeals in the months ahead.

The NCTA is also butting its defense of the Copyright Act of 1976, which sets the guidelines for the cable industry's payments for retransmission of broadcast programing. NCTA will battle the movie producers, NAB or anybody else who would push a law through Congress that would up the rates.

A more immediate battle—one that may start later this month—is the adjustment of the copyright rates to allow for inflation. It's a safe bet that the Motion Picture Association of America and others will try for more than even the high rate of inflation enables them to.

The present copyright rates should have no profound effect on the recent good fortunes of the cable industry. The Ferris commission and its deregulatory philosophy have been good to cable, and a Republican president and a more-to-the-right commission might only be better (deregulation is inherent in the Republican philosophy).

NCTA would like to see the Senate Communications Act rewrite with its provisions beneficial to cable become law, but, like the rest of the communications industry, has acquiesced to the fact that it won't happen this Congress. Referral of the House rewrite to its Judiciary Committee is indefinitely delaying action on that bill.

Since there is no crisis confronting cable at the moment, NCTA can afford to be contemplative. The centerpiece of its two-day board meeting in Washington next Monday and Tuesday will be a three-year plan that plots the industry's future and what role NCTA should play in that future.

And then there is the continuing problem of franchising, where cable has to defend against itself. NCTA's role has been to caution against excesses that could lead to scandal and cause Congress and the FCC to tighten the reins that have gone slack of late. Talks with the National League of Cities about drawing up a code of franchising ethics applies to both cities and cable companies, which were disrupted by NLC over the cable provision of the Senate rewrite bill, will be resumed ("Closed Circuit," Sept. 1). There is also concern that cable companies will not be able to fulfill their promises to build franchises. There has been such an explosion in franchising that there is simply not enough people and equipment around to do the job. Having awarded franchises on strict, specific building time-tables, cities are not apt to be lenient.

At the networks, as with the NAB and broadcasters in general, the focus for the final quarter of the year is on Washington.

Everett H. Erlick, senior vice president and general counsel of ABC Inc., finds his chief concern centering on the capital. "Over-all" he said, "a major general concern is what would appear to be an attempt in both regulatory policy and legislative policy, and in the administration's policy, toward favoring the new technologies against conventional broadcasting."

"We think the time has come to put all these things on an even basis—for example, look at the unfair results of the Copyright Act of 1976, giving cable virtually free use of the entire broadcasting inventory.

"We're not against competition, but everybody should start from the same gate and nobody should be given a headstart. There's a great need to equalize the competition between cable, pay cable, broadcasting and all the other means of program distribution."

A CBS executive who asked not to be

**In Brief**

Talks in eight-week-old SAG-AFTRA strike were suspended indefinitely last Thursday (Sept. 4). Breakdown in talks came after nearly week of bargaining that failed to resolve basic issues—formula for payment to actors from revenues generated by pay television, videodisks and cassettes.

What was only possibility has quickly become probability. FCC Washington headquarters will be relocated from present spot among thicket of communications law firms to Twin Towers office building in Rosslyn (Arlington), Va., immediately across Potomac (earlier story, page 53). Senate last week began pushing through riders on appropriations bills that will cut communications-related provisions in Continuing Resolution that requires that commission main office be in District of Columbia. It's expected that FCC employees currently housed outside principal 1919 M Street facility will move within year, those at 1919 M within two years.

Carter Mondale Re-Election Committee is seeking ruling from FCC that could require stations selling time to so-called independent committees for pro-Ronald Reagan commercial to make free and equal time available to President Carter. Carter/Mondale says commercial—offered by such committees as Americans for Change and Citizens for Reagan in '80—in which Reagan appears are clearly "use" by him under equal-time law. Only question, it adds, is whether use should be free or paid. In view of Federal Campaign Election Act, committee said, equal time made available should be free. Committee noted that under law, each candidate is limited to campaign expensively of $294 million and that none of money spent by "independent" committees can be controlled by candidate's organization. But Reagan, committee adds, will benefit from ads provided by pro-Reagan committees. And commission ruling that Carter is entitled to "paid" time would be "of no consequence." Commission, which regards question as novel, is inviting comments; they are due by Sept. 12. Reagan forces fear Carter/Mondale request for ruling is device to cause broadcasters to refuse to sell time to independent groups until ruling is issued—which could be weeks off.

Fred Silverman, NBC president and chief executive, has been given 18-month extension of employment contract, reportedly at same $1-million annual salary provided by initial agreement. First contract, for three years, would have expired June 8, 1981; now it runs to Dec. 31, 1982, giving him three more prime-time schedules to construct (including this year's, whenever it starts). Edgar H. Griffiths, chairman of NBC's parent, RCA, said Silverman "has accomplished a great deal in difficult circumstances and a highly competitive environment. We believe the extension will give him added opportunity to accomplish his goals." Silverman used to say he'd have NBC-TV in first place in prime time by Christmas this year; more recently he's said there would be ratings improvement by then, or he'd be prepared to resign.

Four public television stations that publish Dial, one-issue-old magazine that premiered two weeks ago (BROADCASTING, Sept. 1), were told by Postal Service last week that they could not continue to mail magazines at second-class rate. Ward Chamberlain, president of WETA Washington, one of magazine's publishers, said group is now confronted with higher mail rates. Chamberlain and publishers are appealing case to Postel Service. But Dial had some good news last week to go with bad. As promised, House Communications Subcommittee Chair-
Making contact. Since Ken Schanzer took office last February as the National Association of Broadcasters senior vice president for government relations, he has been conducting regional seminars to help local broadcasters deal more effectively with all levels of government. The latest of these get-togethers was held last Tuesday in Detroit; representatives of 16 Michigan licensees were on hand. The highlight of the meeting was the luncheon speaker, Representative John Dingell (D-Mich.), the probable next chairman of the Commerce Committee. In Detroit (left photo, 1-1): Gene Cowen, ABC Washington; Mike Lareau, woodwman Grand Rapids, Mich.; Robert McBride, WAKV-TV Detroit; Lee Hanson, WDRM Detroit, and Dingell. Right photo (1-1): Lowell Newton, WXYZ-TV Detroit. Hanson and Schanzer.

identified, but who like Erlick often finds regulatory and legislative matters—or the consequences of such matters—on his daily agenda, succinctly described his major concerns as: "Washington—the FCC, the Federal Trade Commission, the House, the Senate. Washington overshadows everything else."

He declined to say what effects he thought the re-election of President Carter or the election of Ronald Reagan, might have on broadcasting, cable and related fields. But he noted that congressional elections could affect the political composition of House and Senate and thus in the end affect legislation in these fields. He did not put the economy high on his list of concerns, he said, because "that affects everybody," and he omitted the current actors' strike because that would be relatively "short-term," whereas "Washington goes on forever."

Corydon Dunham, NBC executive vice president and general counsel, is also inclined to scan the Washington skies when identifying major concerns. "Broadcasting has always had legal problems," he said. "What is different about this period is that the commission seems determined to promote an elitist pay service at the expense of the general public—which for the most part, of course, depends on free broadcasting for its entertainment and information services."

"In programing," Dunham continued, "the FCC has shown some sensitivity to broadcaster discretion, but it hasn't hesitated to move when it wanted to. The children's television proceeding is one example and the Carter-Mondale decision is another, putting the commission in both the programing and political arenas."

"On the technical side, we'll learn more about the commission's attitude toward satellites fairly soon. But they've shown a willingness to degrade present signals by drop-ins, narrowing bandwidths and the like."

For the FCC, the last quarter of 1980 will be busy, with major items coming before the commission such as radio deregulation, children's television, direct broadcast satellite, VHF drop-ins, low power television (see story, page 23) and others.

How politically motivated is this packed agenda, especially in light of the presidential election campaign? One highly placed commission staffer believes it would be a "normal reaction when faced with the uncertainty of a longer tenure." For Chairman Charles Ferris to "get everything done that he can get done... he's going to push like hell" to complete new directives started during his chairmanship, the source said.

Commissioner Joseph Fogarty could not say whether the November election is hav-

man Lionel Van Deerlin (D-Calif.) along with Commerce Committee Chairman Harley O. Slaggers (D-W. Va.) and Representative John D. Dingell (D-Mich.), Commerce Committee member, sent letter to House Speaker Thomas P. O'Neill (D-Mass.) objecting to amendment attached to appropriations bill: "by Representative Robert Bauman (R-Md.) that they say would bar disbursement of federal funds to any public broadcasting station that publishes a program magazine containing advertising." They said at least one major function of public stations falls within jurisdiction of Commerce Committee and that for provision "to become law without due deliberation by the Congress would make a travesty of the legislative process." The congressmen said, however, that in response to questions from several publishers, their staff is reviewing plans for Dial. "We also intend to examine fully such subsidiary activities next year in connection with public broadcasting reauthorization legislation," they added.

White House will hold briefing and reception on Sept. 11 in honor of administration's minority program. Affair will celebrate doubling of minority ownership, from 62 to 124, since start of program in January 1978. FCC Chairman Charles D. Ferris and Henry Geller, of National Telecommunications and Information Administration, will be among those briefing guests, who will include minority owners, in old Executive Office Building. President Carter will attend reception in East Room of White House.

Bill that would make it crime for anyone, including news media representatives, to disclose identities of U.S. intelligence agents cleanse House Judiciary Committee last week by 21-8 vote. Bill, designed to protect identities of Central Intelligence Agency's covert agents, as well as government's other undercover operatives, is aimed particularly at publications such as Covert Action Information Bulletin, which regularly publishes names of alleged CIA agents working in U.S. embassies. Critics of legislation—similar to bill pending in Senate—say prosecution of media representatives and other unofficial persons would violate First Amendment.

'Incredible Hulk,' which will be entering fourth CBS-TV season after strike ends, has been placed in syndication by MCA TV/Universal, with more than 100 episodes for fall 1982 start. Series, starring Bill Bixby, has been time-period winner for network.

At the FCC: Rulemakings looking toward drop-in of four VHF's and establishment of low-power TV stations is expected Tuesday (see page 23). And, after four weeks of waiting for commissioners' signatures and two-week wait for duplication, further notice of rulemaking on AM stereo is scheduled to be released Thursday. On the Hill: House Commerce Committee Tuesday may revive Swift crossownership bill. There is also expectation that Maguire legislation to require FCC to give commercial VHF to New Jersey will be revived (see page 50). At the NAB: Executive committee will meet at Washington headquarters Tuesday and Wednesday. Also in Washington: League of Women Voters this week will decide Anderson eligibility to participate in presidential debates. In New York: Nippon Electric, Panasonic, QuanTel Ltd. and Vital Industries will be honored for contributions to TV engineering at NATAS awards ceremony tonight in Rainbow Room of RCA Building. In New York: ABC Inc. executives will confer with security analysts Tuesday at ABC headquarters. In Los Angeles: NBC President Fred Silverman will address Hollywood Radio and Television Society newsmaker luncheon Tuesday at Beverly Wilshire hotel.
ing a direct influence on the frenetic pace of commission activity this fall. He did say, however, that the commission will continue to "promote a pro competition policy," which he feels is quite "consistent with the public interest."

Commissioner James Quello believes that although there are many important items coming before the commission in the next two or three months, he would be hard put to prove that that is the case, "just because it's an election year."

Another high-level source, admitting that comments of this nature were "pure speculation," feels that the chairman, as a Carter appointee, wants to bolster the FCC record as much as possible, so "Carter can point to it as good.

In contrast to that reaction, another staff source with a Hill background is of the opinion that the presidential campaign has "no impact and no discernible effect" on commission policy. People working at the FCC "aren't very political," and are generally "nonpartisan," this source said.

- Time is running out for Congress to pass communications legislation before its scheduled Oct. 3 adjournment and the November elections. The House is closer to action on some matters; at last it has scheduled hearings and meetings on communications matters.

In the Senate, the low priority of S. 2827 is evidenced by Commerce Committee Chairman Howard Cannon's call for hearings that he has never scheduled. The bill contains revisions of the Communications Act. Down the list even farther is S. 3079, a bill that would exempt noncommercial stations from the reasonable access provisions of the Communications Act (see page 52).

The House Judiciary Committee has scheduled a hearing tomorrow on H.R. 6121, the Lionel Van Deerlin (D-Calif.) bill that has been approved by the House Commerce Committee, whose only communications-related provisions deal with common carriers.

The Commerce Committee meets tomorrow and may revive H.R. 6228, which codifies FCC crossownership rules (see page 50). The committee hopes to move the bill, which had been relatively noncontroversial before it was saddled with amendments.

The push to get reporters shield legislation seems to have slowed a bit since early August when the Senate passed its version, S. 1790, in the aftermath of the KBLI-TV Boise, Idaho, newsroom search. But House sources do expect H.R. 3468 to be scheduled for floor action before the Oct. 3 adjournment date.

- On Thursday Sept. 11, the Copyright Royalty Tribunal, under House Judiciary Committee jurisdiction, is scheduled to issue the final distribution formula among members of joint claims for 1978 cable royalties. The tentative formula CRT issued in July gave U.S. and Canadian broadcasters 3.25% of the $14.6 million pie (Broadcasting, Aug. 4).

- The Carter administration, as one of its officials put it last week, is stuck "in neutral," at least as far as telecommunications matters go, as it moves deeper into the election season. For the most part, that is a deliberate decision on the part of officials who feel they should delay new initiatives until they learn whether they will have a fresh mandate after Nov. 4. But in at least one case—that involving the Quello seat on the FCC—inaction seems to reflect indecision on what to do, or at least when.

Among White House staffers involved in screening applicants for the FCC seat now held by Commissioner James Quello, a consensus seems to have formed around Peter Lopez, a 31-year-old attorney who is a member of a large law firm in Los Angeles. Like Quello, a Democrat, Lopez is regarded as bright, articulate, and well versed in communications matters—he became interested in the field at UCLA law school, in a program that has been conducted by a series of former public interest lawyers—and has continued that interest in a law practice in which he has served clients in the entertainment and communications fields. He is also a Hispanic, a not insignificant matter in view of the pressure the Hispanic community has applied on the White House to name one of their own to the commission and the impact the selection of a Hispanic might have on the large number of Hispanic voters.

Many are convinced that no nomination will be made before the election. As a practical matter, it is said, it would be virtually impossible to secure Senate confirmation before Congress' scheduled adjournment, early next month. However, officials last week were saying a final decision on whether or not to send a nomination to the Senate before it adjourns has not been made.

For that matter, there are those who say Quello's chances of getting the nomination are not completely dead. He is said to have some support at the White House.

Of course, a Ronald Reagan victory would make all Carter administration plans for the future irrelevant. It was with that reality in mind that Henry Geller, who as head of the National Telecommunications and Information Administration is the administration's chief spokesman on telecommunications matters, said last week that there would be no new initiatives unless Carter is victorious. "We're working. We'll participate in what's going on," he said. "But new initiatives depend on a new mandate."

Geller indicated NTIA will be ready to use a new mandate, if given one. He said one area in which it will be prepared to recommend government action is cable television. "What should government policy in the area be?" is a question NTIA would address. "Is government policy consistent with sound considerations?" In search of answers, NTIA officials are reviewing a draft report on pay cable and cable television prepared by Technology and Economics Inc., of Cambridge. Geller also said NTIA is engaged in other projects, "a lot of them" involving broadcasting, and common carrier. One involves both fields—direct broadcast satellites. NTIA plans to participate in the DBS proceeding the FCC is expected to initiate, as well as to play a major role in preparing the U.S. position for the conference of western hemisphere nations on DBS scheduled to be held in 1983.

So there's plenty of work to do. Whether NTIA under Geller will proceed with it, is, in a real sense, up to the voters.

Man of the quarter century. Kenneth R. Giddens (l.), chairman and president of WKG-TV Mobile, Ala. (and its co-owned WKG-AM-FM), was honored last Thursday (Sept. 4) at that station celebrated its 25th anniversary. On hand for the occasion: James Rosenfield (c.), president of the CBS Television Network, with which WKG-TV is affiliated, and C.P. Persons Jr., executive vice president and general manager of WKG-IV, Giddens—a former director of the Voice of America—and his organization were honored by the Mobile Chamber of Commerce. In remarks on that occasion, CBS-TV's Rosenfield defended television's heavy concentration of money, time and manpower on political convention coverage. "In a society that prides itself on its openness, where people run for what is called 'public office,' it is our job to make it as public as possible," he said. Are the networks "overzealous" in their coverage? "If we are," Rosenfield answered, "what is the motive? Is it for profit? Certainly not. Is it for competitive reasons? If that includes wanting to perform better, move faster, get there first with the most news, then the answer is yes."

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26
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Get The Ampex Edge.
TV battle begins for the candidates

They're still arguing over the debates, but meanwhile, Reagan and Carter hit the air with contrasting commercials.

The question of whether presidential debates will be held this year—and if so, who will participate—last week continued to hang over the political landscape like a harvest moon. But while it did, another debate of sorts got under way—the one between the advertising agencies working for President Carter and his Republican opponent, Ronald Reagan. Their commercials are popping up all over the airwaves. The Anderson difference remains to be celebrated in 30's and 60's, but a ruling of the Federal Election Commission last week should make it easier for independent John Anderson to raise the funds needed for an advertising campaign. For a campaign opener, it wasn't a bad week.

The debates issue may be resolved this week, although not, perhaps, without the playing out of a game of chicken. The chief hangup continues to be whether Anderson will be included in the first of three presidential debates the League of Women Voters plans to sponsor. (The first is tentatively scheduled for Sept. 21, in Baltimore.) The Carter forces seem determined that he will not. ("We obviously think our best interests are served by a one-on-one meeting," said Carter's campaign manager, Robert Strauss, in a burst of candor while appearing on the MacNeil/Lehrer Report last week.) The Reagan forces insist that he will. (Reagan speaks of fairness, but a top aide in his campaign, James Baker, appearing on the same MacNeil/Lehrer edition, also spoke of the political advantage Reagan would gain in a three-way session.) The League of Women Voters' board of trustees meets in Washington this week to review the polls to determine whether Anderson has achieved the 15% standing the league has established as the criterion for inviting him. If he does not, the issue is settled.

But what if he does? Strauss on several occasions has come close to a categorical statement that Carter would not participate in an initial debate in which both Reagan and Anderson take part. Anderson last week was not making things easier; he said he would not turn down an invitation from the league, even if it meant saving the debates. The league was being hardnosed, too. League officials insisted the debates will be held as long as two candidates—any two—show up. And the Reagan camp was not ruling out a Reagan-Anderson debate. Baker said it is "leaning" toward Reagan participating in such a match-up, but he was not about to lock Reagan into a commitment.

Thus, President Carter could face the prospect of sitting in the White House on Sept. 21, watching two other guys on television debate the issue of the presidential campaign, without him. Some observers do not think it would come to that. They note that Strauss has always left the door open to a change of heart on the President's part.

Meanwhile, the commercials and five-minute programs that have been produced by Raffshoon Communications for the President, and by Campaign '80, the agency established by advertising man Peter Dailey to handle the Reagan campaign, are chasing each other and spots for detergents, soap and cars across the airwaves, day and night.

So much for the presidential side.

The human side is shown in a couple of commercials filmed two weeks ago in northern Virginia—he is talking to a group of housewives in one and to residents of a senior citizens home in the other—and in a five-minute program on a presidential town meeting, which he is credited with inventing. In all, Carter is seen as warm, knowledgeable and concerned about citizens' feelings. (Although the material avoids mentioning Reagan, it contains a number of veiled digs at the Republican candidate. At one point, Vice President Walter Mondale is shown talking of the burdens and complexities of the job, and adds, "There's nothing 9 to 5 about the Presidency," a reminder of remarks that the 69-year-old Reagan likes to maintain a normal working schedule. Another commercial showing the President in a sweater, sitting alone at night in the Oval Office contains a voice-over remark that the President cannot avoid the responsibility for deciding alone—which recalls Reagan's stated preference for delegating authority and relying on advisers.)

The Anderson campaign's commercials are still under wraps. David Garth, the New York media adviser who is now running Anderson's campaign, has produced some commercials, but a lack of funds has apparently prevented the campaign from putting them on the air. But last week, Anderson received a boost in the form of a ruling from the FEC that his candidacy is the equivalent of a third-party movement and is entitled to a federal subsidy—provided Anderson receives at least 5% of the votes in the election. How much he receives will depend on the number of votes he gets in relation to the average number of votes received by Carter and Reagan. In any event, he can use the ruling in seeking to borrow money needed to fuel the campaign.

The ruling, he said, was "very significant" for his campaign. Similar good news from the League of Women Voters this week, on the question of his eligibility to participate in its debates, would be at least as significant.

And while the question of whether there is more than George Wallace's dime's worth of difference between the two candidates is something for the voters to ponder, there's no question there is substantial difference between the advertising approaches being taken, in mood and substance. The Carter ads, produced principally by Eli Bleich, a San Francisco filmmaker who produced the movie on Carter that was shown at the Democratic convention last month, use mood music and photography and show the President in a variety of locations, from the prosaic—a neighborhood backyard—to the majestic—the deck of a U.S. carrier at sea and the White House—to make their points. Reagan's producers, on the other hand, rely on a determinedly simple approach. For the most part, the candidate looks into the camera and says his piece, on the economy, jobs and peace, in three five-minute programs, one 60- and four 30-second spots. "There's no fancy dazzle," said Dick O'Reilly, of Campaign '80, last week. "The governor is his best advertisement. He speaks with honesty and is convincing."

Gerald Raffshoon, who heads Raffshoon Communications, describes the 20 Carter pieces thus far produced—they include 16 30's and 60's and four five-minute programs—as "positive." And most would agree. (Of course, the batch shown reporters last week were only the first to be...
Junior Achievement had a problem in South Florida. Although it is a primary resource for tomorrow's leadership in the business community, it had no identity on the growing and prospering Florida Gold Coast.

WAXY decided to get involved and in a rapid series of events, the RKO FM station developed a Hall of Fame Banquet and donated an automobile for JA activities. And to date, their on-air personalities have hosted two awards dinners honoring outstanding Junior Achievers in the Greater Miami area.

There is no lack of identity for Junior Achievement in South Florida today, all because WAXY tooled up to solve a crucial community problem.
Entrepreneurial spirit rising in public TV

PBS and member stations moving ahead with plans to develop revenue from satellite services, other program-related operations

A special task force formed by the Public Broadcasting Service and the National Association of Public Television Stations met last week in Washington and suggested that the parent organizations explore a variety of means to extend service and produce additional revenue.

Groundwork for the 13-member task force was done by the PBS staff, which laid out the options in an inch-thick document. In public meetings last Wednesday night and most of last Thursday, the task force discussed the staff's recommendations and adopted them with little alteration. The task force also approved a budget that recommends that $236,000 be earmarked for research and start-up costs.

The chief hopes for new revenues center on the PBS satellite network. Dan Wells, a senior vice president at PBS, said there are three ways public television can make money from the system: earth stations sharing with Western Union (there are 10-meter dishes at over 150 PBS stations), value-added services and relinquished transponder time. Wells said not only would Western Union pay for time on the PBS earth stations, but it would also install satellite receivers that could be used by the stations when not being used by Western Union. According to the staff report, Western Union "has guaranteed a minimum payment of $5 million by the end of 1985" for use of the earth stations.

The revenue, Wells said, would be split evenly between the Corporation for Public Broadcasting, which paid for the satellite system, and the participating stations. The report said Western Union began sharing the main PBS uplink in suburban Washington on July 1 and plans to begin sharing an additional 20 earth stations this month.

Value-added satellite service would consist of recording, duplicating and delivering television programing distributed by satellite for commercial broadcasters. The PBS stations would not market the services, but sell them to satellite syndication operations such as Blairsat and Vidsat.

Eric Sass, PBS's director of development, said 93 of 132 stations contacted have either signed contracts or otherwise expressed willingness to participate in the business. The report said Blairsat would like to start on Oct. 1, and that Vidsat would also like to begin some time in October. The report estimates stations would derive $3.9 million in the first year of service, while PBS would receive $191,000. Stations participating in the service will have to absorb some of the costs for the taping and duplicating equipment, but even this burden will be shared. Blairsat has offered to provide one-inch videotape machines or equivalent compensation to 23 stations, the report said.

Currently, PBS leases three full-time transponders from Western Union on Westar 1 under a special tariff. Come January a fourth transponder will be added. When that happens, Wells said, PBS will have unused time during early morning hours that can be turned back to Western Union, which will then sell the time—mostly to the syndicators who are dealing with the PBS stations—at regular occasional-use rates. And, Wells said, 90% of what Western Union collects for the time will be returned to PBS in the form of credits that will reduce the amount PBS pays for the four transponders.

Another revenue source that excited the task force was satellite teleconferencing. Although all saw the potential of teleconferencing, which is already done by some PBS stations and regional public networks, there was some discussion about who would profit from the business—PBS or member stations. That question was left unresolved.

An agenda item that promised no immediate return and, in fact, demanded spending money, was pay cable. The task force recommended that $100,000 be spent to investigate the possibility of establishing a pay cable service along the lines of PACE, a service proposed by the Carnegie Commission to produce and sell to cable subscribers highbrow cultural and performing arts programing.

There was some concern that it might be too late for PBS to create such a service. Richard Pinkham, a member of the board of directors of WNET (TV) New York, wondered if it wouldn't be "an exercise in futility" to develop that type of service now that CBS has indicated that it would include large doses of cultural programing in its planned advertiser-supported cable service. But PBS President Larry Grossman rejected Pinkham's suggestion, saying no one really knows in which direction CBS is going and that "to withdraw from the fray without investigating it would be inappropriate."

And Henry Cauthen, president of the South Carolina ETV Commission, was worried that if PBS doesn't pursue the cable market and somebody else does, PBS stations will be "losing a potential area of programing."

The discussion of pay cable led to one on the impact cable may have on public television. The task force adopted a proposal that the study on pay cable be broadened to include the larger question. The discussion also lead Grossman to urge public television to get involved in the local franchising processes to insure that some cable channels are reserved for public television. Cauthen said that in the cable system of the future, "if you only have one channel, forget it." He said public television stations should think in terms of "a dozen of them."

The task force also recommended that $12,000 be spent to look into ways of improving the reach of public television; that PBS consider buying a standards converter, a $250,000 machine that changes PAL and SECAM video to NTSC and vice versa, for use by its member stations and commercial stations, and that it investigate the marketing of videotapes and videodisks.

The task force was headed by George Gruenwald, chairman of the Campbell-Mithun agency.

Grossman Gruenwald Wells

Broadcasting Sep 8 1980 30
HEAR HOW THE SOUTHWEST IS WON, EVERY WEEK.

ONLY MUTUAL RADIO CARRIES ALL THE SOUTHWEST CONFERENCE AND DALLAS COWBOYS FOOTBALL GAMES.

Mutual Radio wins the attention of millions of football fans in the Southwest every week.

**Mutual scores big.**

The Mutual Southwest Radio Network reaches an average of 3.3 million* listeners each week for the college games and 3.7 million* fans who follow the Cowboys, over 200 stations in seven Southwestern states.

**Mutual makes the big plays.**

Mutual Radio carries more football than any radio network in America. Hear the best broadcasting team in the field, and win the Southwest every week on Mutual.

*Opinion Research, 1978

A MUTUAL BROADCASTING SYSTEM

Radio is our only business.
FORTY EIGHT HEADS ARE BETTER THAN ONE.

That's what the IGM Instacart gives you. Forty-eight playback heads, one for each cart in the machine.

That's a thousand times better than a rotating player with 48 trays and one head.

Because it frees you to do instant random access programming.

No search time.

You can program the entire day without ever repositioning a cart. Simply tell the Instacart what sequences to play and you've got it. In any order, even back to back.

Instantly.

It can even record sentence fragments from different carts and play them back as a single continuous sentence.

At the touch of a button.

It gives the "live" disk jockey or the prerecorded format programmer total control, speed, and freedom to do what they do best.

Creative programming, instead of wasting time juggling cartridges.

It's also an engineer's dream. Perfect fidelity.

Comes in modules of 12. And gives you plug-in electronics for easy maintenance.

It's no wonder the IGM Instacart has become the standard of the industry.

And no wonder it came from IGM. We've been in the radio equipment business since 1929. And nobody knows more about this kind of equipment than us. To find out more, return the coupon, and we'll get back to you.

Instantly.

Dear IGM:

☐ I'm interested. Send me your salesman.
☐ I'm curious. Send me your brochure.
☐ I'm not ready yet. But send me more facts next year.

Name ____________________________

Station __________________________

Position __________________________

Address __________________________

City __________ State __________ Zip ____

IGM COMMUNICATIONS
INSTACART
1410 Home Road Bellingham, WA Ph: (206) 733-4567
Praising PTAR

In letters to FCC commissioners, SRA tells of the value, successes of prime time access to counter the commission's staff's negative evaluation of the rule's effects.

The Station Representatives Association told the FCC last week that the prime-time access rule (PTAR) has, too, done what it was meant to do—and more—and that it should be retained.

Eliminating the rule, SRA Managing Director M.S. Kelner said in a letter to each FCC commissioner, would be a disservice to viewers, stations, independent program suppliers and local and regional advertisers.

The commission has not proposed eliminating PTAR, but an FCC staff report earlier in the summer treated it as a regulatory failure (BROADCASTING, June 23).

SRA's Kelner said that part if not all of the access hour created by PTAR for local programming—7-8 p.m.—would be taken over by the networks if the rule were removed. The 7-8 p.m. period would be "recaptured by the networks," Kelner wrote, and, in view of network interest in expanding their early-evening newscasts, the 7-7:30 period might be, too.

Despite PTAR, he continued, network program time has increased by 29 hours a week—from 253.5 hours a week, or 63.5% of all broadcast hours, in March of 1971, the last pre-PTAR year, to 282.5 hours a week, or 70.8% of all hours, in March 1980. "There is every reason to believe expanding network occupation of local station time will continue," Kelner asserted in the letter.

"PTAR," he continued, "has fostered the development of an independent syndication industry, has restrained total network domination of prime viewing time and, most important, has assisted local licensees in exercising their own judgment in choosing programs, local and syndicated, which best respond to the needs, interests and tastes of their communities."

Kelner said the FCC staff report "concedes the success of the PTAR in meeting each of its primary objectives" and yet concludes that it has failed to produce "the larger benefits the commission envisioned" such as a large number of "quality" programs.

He said the report acknowledges that some programs would not have been produced had there been no PTAR but that it mentioned only The Muppets and PM Magazine, plus some unidentified "locally produced and other programs addressed to local issues."

The report, he continued, could have mentioned such fine local-access-time productions as Miller's Court, House Call and Park Street Under on WCVB(TV) Boston; Weeknight on KCRA(TV) Sacramento; North Illustrated on WTOL TV, Toledo, Ohio; Probe on WSTM-TV Syracuse, N.Y.; Meeting House and City Lights on KTVX(TV) Philadelphia; Pacific Currents and All Together Now on KPRI(TV) San Francisco; Louisville Tonight on WHAS-TV Louisville, Ky.; Agronsky & Co., Everywoman and Harambee on WOXM-TV Washington, and Your Money and Your Life on WPLG(TV) Miami.

"Or the report might have discussed other syndicated and station group produced information and issue-oriented programs such as The Baxters and World of People; Post-Newsweek's Hittin' Home; Group W's Fight Back With David Horowitz; Hour Magazine and Wide World of People; Capacies' Family Specials and Runaway, and Multimedia's Young People's Specials, Mandy's Grandmother and The Last Prom."

More than that, Kelner added, "for all the derogatory remarks they suffer, the inescapable fact is that most access time game shows are nonviolent, family entertainment which, at the very least, cannot be said to be self-evidently less in the public interest than much of the network fare which follows them."

Kelner said PTAR not only had produced its intended benefit but also had brought some probably unanticipated advantages: By loosening the network hold on 7-8 p.m., he said, it enabled independent stations to compete more successfully with affiliates and thus "economically stimulates" them and "encourages the start-up of new independents."

"In assessing the importance of PTAR in this regard," he continued, "it is important to know that while 7% to 8% of the nonnetwork revenues of network-affiliated stations comes from the 7-8 p.m. hour alone (more than from any other hour), an even higher percentage of total broadcast revenues of independent stations (e.g., 19.9% San Francisco and 28% in Philadelphia) comes from that hour.

"Ironically, one of the goals approved by the network inquiry report—development of a fourth and fifth television network—is dependent on the viability of independent stations fostered in significant degree by PTAR."

In addition, Kelner said, the PTAR hour "is the period offering the largest nonnetwork full-family audience available for local and other nonnetwork advertisers. Thus, he said, "reoccupation of access time by the networks would substantially reduce the ability of local and regional advertisers to reach their customers with their advertising messages."

Planning stages. Ralph Guild of McGavren Guild, is helping Society of Radio Personalities and Programers plan its first annual convention and awards ceremony, scheduled for July 17-19, 1981 in Cincinnati. Convention planning committee plans to meet for first time November. Kansas City, Mo.-based society was formed in March and claims current growth rate of 30 members per month with total membership to date of 150.

Radio history. Best of Radio, weekly series highlighting old-time radio, is being offered by Pop's Creative Sound Services, new division of Media International Inc. of Chicago. Hosted by former air personality Jack Cripe, program is being distributed to small market stations and is sponsored by Media International's cassette tape division. For information: (312) 487-5430.

First lives. The top five songs in contemporary radio airplay, as reported by BROADCASTING's Playlist: (1) Uptight Down by Diana Ross on Motown; (2) Saunter by Christopher Cross on Warner Bros.; (3) All Out Of Love by Air Supply on Arista; (4) Give Me The Night by George Benson on Warner Bros.; (5) Late In The Evening by Paul Simon on Warner Bros. The top five in country radio airplay: (1) Misery & Gin by Merle Haggard on MCA; (2) Looking For Love by Johnny Lee on Asylum; (3) Heart Of Mine by the Oak Ridge Boys on MCA; (4) Do You Want To Go To Heaven by T.G. Sheppard on Warner/Curb; (5) Charlotte's Web by the Statler Brothers on Mercury.

BROADCASTING's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St., N.W., Washington, D.C. 20036. $12 each, annually.
Born into ENG, the HL-79A adapts beautifully to EFP. The accepted leader in ENG, the HL-79A, reinforced its position as the preeminent portable camera at the 1980 Winter Olympics. Scores of HL-79A’s covered the ski slopes, the bobsled and luge runs and the skating rinks for the ABC Network. Their performance brilliantly etched into the world’s visual memory, is history. But the industry already knows about the HL-79A’s capability.

Today, more and more broadcasters are learning that the HL-79A is a superior EFP color camera. Options such as 4 1/2-inch electronic viewfinder with return video, program and intercom audio plus genlock — among other features — transform it into the ideal camera for sports and special events, commercials and high quality production. Triax equipped, it ranges nearly a mile from its base station. Near-darkness is its frequent habitat; but it has knee control for brilliantly lit scenes too.

Of course, you may need some of its ENG flexibility for EFP too like its shoulder action shape, 11.2 pound weight, 6-hour clip-on battery.

The specs and automatic features of the HL-79A are equally outstanding. They’re yours, along with an eye-opening demonstration, at your Ikegami distributor. Or contact Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607. (201) 368-9171. West Coast: 19164 Van Ness Ave., Torrance, CA 90501 (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, TX 77006 (713) 445-0100; Southeast: 552 So. Lee St., Americus, GA 31709 (912) 924-0061.
Pay programers say the squeeze is already on by Premiere

HBO, Showtime and Warner Amex charge price dried up as soon as movie companies announced formation of their enterprise

Premiere, the joint venture through which four motion picture companies and Getty Oil Co. hope to enter the pay cable business in January, is already causing problems for the three program supply companies with which it intends to compete. Home Box Office, Showtime and Warner Amex Satellite Entertainment Corp. say Premiere is causing their supply of programs to dry up.

 Officials of the companies voice the complaint in affidavits the Justice Department filed in U.S. District Court in New York in connection with Justice’s request for a preliminary injunction to prevent Premiere from going into business. Justice claims the agreement under which the Premiere partners plan to operate violates the antitrust laws, in that it constitutes price fixing and a group boycott.

A key provision in the plan calls on the four motion picture companies—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp.—to deny their films to other program suppliers until nine months after they are made available to Premiere. And, with Premiere planning to begin operations in January, HBO, Showtime and Warner Amex say they are already feeling the effect of that provision. For each relies heavily on the product of the four companies involved in distributing pay programming to the nation’s cable television and other pay-TV systems.

Nicholas J. Nicholas Jr., chairman and chief executive officer of HBO, said in his affidavit: “Since the announcement of the Premiere consortium in April 1980, and continuing to the present, all attempts by HBO to acquire pay television exhibition rights to feature films recently released by each of the movie company defendants for exhibition by HBO in the first three quarters of 1981 have been flatly rejected by them.”

Indeed, he said the programing pinch is being felt at the present time. Because of the “boycott,” HBO’s 1981 schedule is “less than half full” and is missing such “essential blockbusters” as “All That Jazz,” Kramer vs. Kramer” and “Chapter Two.” Nicholas said. And “to fill the gaping holes in its 1981 schedule,” he added, “HBO has been forced to move films originally scheduled for a fall 1980 showing into 1981.”

Jules Haimovitz, Showtime’s senior vice president of programming and operations, expressed similar concern. He said the announcement of Premiere caused a breakoff of negotiations with 20th Century Fox for the rights to “All That Jazz,” as well as those with Universal Pictures, MCA’s subsidiaries for the rights to “The Jerk” and “Electric Horseman.” Haimovitz added that Universal subsequently informed him that those two movies, along with “The Last Married Couple in America,” “Little Miss Marker,” “Where the Buffalo Roam” and “Folkes” would not be available until the fall of 1981, since three of these films are currently being advertised by Premiere and ordinarily would have been available to Showtime in late 1980, Haimovitz said.

Haimovitz also said experience provides a grim lesson of what can happen if major suppliers withhold their product from the market. He said Showtime counted an “abnormally” large number of subscriber cancellations early this year, after “only two” majors—MCA and Paramount—“withheld part of their product” in the last quarter of 1979. MCA and Paramount acted out of frustration at what they considered the poor prices they were receiving from pay cable.

John A. Schneider, president of Warner Amex, in his affidavit, also spoke of an abrupt termination of negotiations for rights to movies. Warner Amex, seeking product for its new Movie Channel, which began operating late last year and is unique in offering 24 hours daily of nothing but movies, was in negotiations with Universal for rights to six films—“The Jerk,” “Little Miss Marker,” “Electric Horseman,” “Last Married Couple in America,” “Folkes,” and “Where the Buffalo Roam”—when the Premiere announcement was made. When that happened, Schneider said, “we received a letter advising us that these movies would not be available until the last quarter of 1981.”

Because of Premiere, Schneider said, “there has been a dramatic reduction in the supply of first-run, hit films which would normally be available for showing in late 1980 and early 1981.” Furthermore, he said, “we start planning our schedules seven months in advance, and the schedules go to press at least two months in advance. Our programming is suffering right now from the absence of the defendants’ films, and Premiere is not even in operation yet.”

The first court hearing in the case is scheduled before Judge Gerard Goettel on Sept. 19. It will deal with a procedural matter—the extent of discovery to be permitted. After he rules on that, Goettel will schedule a hearing on the request for a preliminary injunction.

Meanwhile, one new defendant has been named in the case. Goettel granted Premiere’s motion to enter the case alongside the five entities that constitute the joint venture.
Better communications between broadcasters and educators is a real need.

For 25 years, BEA has been bringing the academic world and what we call the “real world” together. At BEA, we don’t just talk about things ... we do things.

If you’re a member of NAB, you’re already a member of BEA.

Our Board of Directors meets September 18-20.

Our next major event is November 6, 7 and 8 — A Faculty Seminar at NAB Headquarters.

Want to become active in BEA? You may be missing something you already have!

Speak to Hal Niven at NAB

BROADCAST EDUCATION ASSOCIATION
or me,
Clint Formby, KPAN AM/FM, Hereford, TX President

WHY DON’T SCHOOLS TEACH THEM WHAT IT’S REALLY LIKE OUT HERE?

DON’T BROADCASTERS UNDERSTAND WE HAVE TO EDUCATE THESE PEOPLE, TOO!

As educators, we really want to deliver the kind of people broadcasting is looking for.

BEA helps — With industry-supported scholarships; with frequent faculty/broadcast seminars; and with publications like “Feedback” and “The Journal of Broadcasting.”

BEA wants your ideas and your participation.

Speak to Hal Niven at NAB

BROADCAST EDUCATION ASSOCIATION
or me,
Don Kirkley, University of Maryland, Vice-President
Under one roof

Taft Broadcasting Co., Cincinnati, has consolidated its TV and theatrical production activities under a single entity, The Taft Entertainment Co. Simultaneously, it was announced last Wednesday (Sept. 3) that Sy Fischer had been appointed president and chief executive officer of Los Angeles-based Taft Entertainment.


The activities of Taft Entertainment include production of all forms of programming and films for TV and theatrical exhibition, domestic and international distribution of motion pictures to theaters; the licensing and merchandising of characters and concepts; the leasing of specially equipped vehicles for location filming and motion picture completion bonding services.

Taft Broadcasting said that Worldvision Enterprises Inc., TV program distribution subsidiary that it acquired in 1979, will continue to operate as a separate company under Kevin O'Sullivan.

Fischer, who has held agent and management positions in the entertainment field since 1945, has been president of Sy Fischer Co. since its establishment in 1969 as part of Taft Broadcasting.

Sizing up a 9 kHz switch

NTIA study says move to smaller channel spacing could be done quickly and without much expense, trouble or interference.

If the U.S. and other countries in the western hemisphere decide to reduce AM channel spacing from 10 kHz to 9, the job could be done literally overnight in the U.S., without disrupting existing service and without undue strain on the country's consulting engineers. That was one of the conclusions reached in a study released by the National Telecommunications and Information Administration, the principal backer of the proposal aimed at opening the door to several hundred new AM stations. The study was also generally encouraging in its assessment of the interference problems the switch would cause.

The study, done by NTIA's Institute for Telecommunications Sciences, says that relaxation by the FCC of "some regulations...for the transition period" would make possible the overnight switch. And since the proposed frequency changes are small—some stations would not have to make any; none would have to move more than 4 kHz—station engineering personnel could do the necessary work "in most cases," according to the report. The services of consulting engineers would be required only in "some problem cases."

The study makes no estimate of the cost of making the change to the 9 kHz system; it says the cost would depend on the FCC requirement. However, a study commissioned by the FCC but not yet released says the cost for the 1,300 directionallized stations affected would average $10,000 each; engineers say the cost for most nondirectionalized stations would vary from $250 to $1,100.

Beyond those costs would be those of making input impedance measurements. (Impedance measures the relationship...
Once he’s turned on, so are family audiences!
From the very beginning, The Incredible Hulk has been a "must see" for family audiences! Last season—its big 36% share of 18-49 viewers—put it among the top of all TV shows.

And besides these young adults, Hulk draws large numbers of teens and kids. In fact, a giant 74% of its audience is under 50. That's a young all-family share of 74%!

And it happened on Friday night—the worst 18-49 viewing night of the week! Just image what the Hulk will do in early fringe with all those young adults, teens and kids available! Incredible!
Why the strong all-family appeal? First of all there's Bill Bixby. He has all the warmth and sex appeal young women flip over!

Then there are the stories: some of the best week-to-week writing and casting on the air.

And, of course, there's the Hulk (rousingly portrayed by Lou Ferrigno)—a force for justice—a magnet to every kid or teen who can turn on a TV set!

The Hulk is the rage! When it premiered, the Hulk was a big number one in its time period, moving CBS up nearly 50% from the year before! Since then, it has been winning season after season against all kinds of competition!

The Hulk is much more than a TV series! It is an institution that never stops working. The Incredible Hulk is an all-media star that delivers more than a billion extra individual exposures each year!
THE BIG GREEN FAMILY MACHINE!

THE INCREDIBLE HULK

Call your MCA TV representative for details and availability in your market.
among voltage, current and power in a particular load.) The NTIA study says they would range from $500 to $750, plus expenses. It says the time required for making partial proof of performance on the average directional array would be about six man-days—assuming no unusual problems—and a maximum of 21 man-days for the average station with a single directional antenna pattern.

As for the effect of frequency changes of up to 4 kHz on radiation patterns, the study says that they are "minor." A computer-based comparison of interference levels that would exist at 1426 kHz and at 1434 kHz with the interference that now exists among stations on the 1430 kHz channel shows only "minimal changes" to any station, according to the report.

Experimental operations at three stations carried out in cooperation with the FCC showed greater changes in measured radiation than in the computed values. But the study says the discrepancy may have resulted from an initial misalignment of the array. The study says "it should be possible" to bring the measured fields within limits "with minor adjustments of the phasing equipment."

The nations of the western hemisphere will meet in Rio de Janeiro, in the fall of 1981 to consider proposals for switching to a 9 kHz system. The meeting will be the concluding part of a two-part conference on developing a hemispheric plan for use of the AM band. The first part was held in Buenos Aires last spring.

**Journalism**

**NIWS for TV news**

Latest syndicator enters field with feature-type reports; some will be generated in-house, rest will come from stations

Add NIWS to the list of acronyms representing the burgeoning field of news and information syndication.

Telepictures Corp. last week announced the formation of the News/Information Weekly Service for television and a $2-million commitment to bankroll development of the service.

NIWS, a joint venture of Telepictures and David E. Salzman's United Software Associates, will offer 15-20 feature news stories, about half of them generated in-house with the rest cherry-picked from "supplier stations." Salzman, former chairman of Group W Productions, is president of the new service, scheduled to be launched Nov. 3.

The NIWS stories, expected to range from one to four minutes in length, will be distributed weekly as "finished, ready-to-air pieces," according to Salzman. However, as he and Telepictures President Michael N. Garin stress, they also are intended to stimulate local production.

A representative "NIWS log," included among the promotion materials distributed last week, offered the following stories: plastic surgery, athlete nutrition, overweight teen-agers, "hard country," "Seems Like Old Times," ABSCAM, leg injuries, T-Bills, Agent Orange, long fingernails, beer hawkers (sports), Mount Vesuvius, swans (environmental), teenage drinking and a five-part series on transsexuals.

Principal NIWS reporters signed for the pieces the service itself will produce are columnist Carl T. Rowan; entertainment writer/producer Doug Llewelyn; the Today show's house doctor, Art Ulene, and Robert Rosefsky, financial columnist and KNXT(TV) Los Angeles "money editor."

Already on board as "supplier stations," giving NIWS the right to choose from their news broadcasts, are WNEW-TV New York; WDIV-TV Washington; WFAA-TV Dallas; CITY-TV Toronto; KOMO-TV Seattle; WBTV(CV) Charlotte, N.C.; KTVX(TV) Salt Lake City; Kool-TV Phoenix; WWBT-TV Richmond, Va., and WCSCTV Charleston, S.C.

Given the market-to-market variables, NIWS backers wouldn't comment on the cost of the service. However, the price paid for local-station efforts is said to be about the double the network syndication offer: NIWS will pay $300 per story or episode in a multiparter.

Both Salzman and Garin said they were not ready to reveal all the client stations on board so far but among the call letters they did claim are WDIV-TV, WFAA-TV and CITY-TV.

Each weekly tape distributed to stations not only is to include individual pieces but a multipart series as well. In addition, NIWS also will provide a newsreel feature from Pathé Pictures for headline stories of yesterday when they mirror today's events and a weekly environmental report.

Garin said the tapes will be in station hands no later than the Wednesday before the Monday when airplay begins, allowing for promotion by the station. When stories are bought from local stations, NIWS plans to edit them for national consumption.

**She knows the talent better than anyone in the business.**

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*The Wall Street Journal, 1977*
**Business**

Cable stocks booming along

Investors jump aboard for various reasons, although some analysts see a slide

Wall Street's analysis of the general, and in some cases dramatic, rise in the price of cable industry stocks over the past month and a half provides some interesting insights into the patterns of investor interest in the field and the implications they hold for the future.

The consensus is that the run-up was kicked off by the UA-Columbia Cable announcement that it had retained Morgan Stanley to investigate the company's "future financial prospects." Operating on the assumption that that meant an imminent buyout, investors pushed the stock's price up about $20 in two days. After some intervening ups and downs, UA-Columbia closed last Tuesday at $71.50, up from $51.50 on July 30.

The ripple effect caused through the industry was helped along by the close on-the-heels purchase by Capital Cities Communications of CableCom General from RKO General and the announcement of the finalized agreement for The New York Times's purchase of Irving Kahn's New Jersey cable systems. Capcities' payment of a price of close to $600 a subscriber was considered by many investors to be particularly significant because, says Tony Hoffman, analyst with A. G. Becker, they feel the company is "farsighted in terms of their acquisition policy."

The movement provided a boost to most companies in cable. Burnup & Sims shares, for example, went from $10.50 in this period to $14.875, Heritage Communications from $14.875 to $20.25. United Cable, whose recent million-share offering was initially mentioned when its shares were at about $32, was able to command over $37 a share by the time it reached the market, and the week after the sale was trading at $37.50.

As John Reidy of Drexel Burnham Lambert points out, the upward pressure has spilled over into the stocks of cable equipment suppliers, led by Scientific Atlanta and with Oak Industries and others following right along.

Reidy would add to the analysis of the upward pressure the optimism for cable's future growing out of the ongoing deregulation process. And Merrill Lynch's Bill Suter suspects there's some "evolutionary kind of thing" at work: As cable comes to an area, he suggests, even if it's the first stirrings of franchising, people become "aware" of the industry and "want to participate in its growth."

One thing that's obvious in the midst of the upwelling stock prices is that the trading is stepping out of line with yardsticks based on earnings performance. Several cable companies, in their recent earnings reports, noted that the costs of developing new franchises (particularly in urban areas) would depress earnings over the next several quarters. Teleprompter posted second-quarter cable division profit improvement of only 7%, specifically citing development costs; yet at $23.625 its stock is still $1.125 over its closing price the day before that July 31 announcement.

In some cases, of course, the market price reflects investors' making "an asset play," assuming a buyout of the business. Even where that isn't the case, Reidy doesn't believe investors are ignoring the earnings picture; his conclusion is that they simply don't care about the short-term prospects, because "their view is so far ahead." Tony Hoffman, on the other hand, thinks many will be surprised by the magnitude of the slowdown or outright slide of earnings growth he sees in the immediate future, sparking a significant drop in the cable market. "We may well be seeing a period now where some stocks are reaching their peaks for the next three to five years," he says. "Enthusiasm" over potential acquisitions is fueling the current drive in Hoffman's view, and should four or five months go by without any deals consummated, he thinks attention will start to focus again on earnings.

Another possible cause for a market slide that's mentioned by some analysts is a franchising scandal; indeed, some expect one, if for no other reason than the sums involved.

But no one suggests that the long-term future of cable isn't rosy. As Reidy puts it: "When [a cable system] gets written down, it's a big money machine."

Fiscally speaking in San Diego

BFM meeting Sept. 14-17 talks the language of broadcast financial managers

Close to 1,000 are expected to gather in San Diego next week for the 20th annual Broadcast Financial Management Association Conference. High on the agenda at the Town & Country hotel meeting Sept. 14-17 are sessions on "Stress Management" and "Time Management" prepared by the Center for Organization Development of Rochester, N.Y.

Those at the conference will also have a chance to hear featured luncheon speakers Robert King, senior vice president of Capital Cities Communications and National Association of Broadcasters television board chairman; Dwight Case, president of RKO Stations, and Kenneth DeShetler, vice president of corporate relations for Nationwide Insurance Companies, Columbus, Ohio. DeShetler's planned talk is titled "Who's at the Helm," a discussion of the role of business in politics.

General sessions (some of which run concurrently) include "Management Techniques from the Woman's Point of View," "Radio—the New Sound in Town," and sessions on television music license litigation, television programing, and proposed revisions of the FCC financial reporting form 324.

BFM's subsidiary, BCA-Credit Information Inc., has prepared five panels on credit and collections. Additional workshops are scheduled on budgeting, fraudulent billing, sales, new facilities, cash management, personnel record keeping, an FCC update, imputing interest, equal employment opportunity, internal controls, leasing versus buying equipment, union negotiations, wage-price controls, and insurance. Six of those workshops will be offered at two separate times during the conference.

The conference is expected to name William Key, assistant controller of RKO Broadcasting and controller of RKO's WHBQ-AM-TV Memphis, BFM president. The outgoing president is Capital Cities Communications Treasurer Ronald J. Doerfler.

Five new directors are scheduled to be added to the BFM board of directors during the conference: Jack M. Bradley, assistant general manager and business manager of KFMB-AM-FM-TV San Diego; Bill Hankins, business manager, KBMA-TV Kansas City, Mo.; Mary J. Harris, controller and assistant treasurer, KUTV(TV)

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Sunday, Sept. 14
Exhibit area open. Noon-5:30 p.m. Town and Country Room.
Reception. 6-8 p.m. Tikilpool area.

Monday, Sept. 15
Exhibit area open. 7 a.m.-4 p.m. Town and Country Room.
Opening session. 8:8:15 a.m. San Diego Room. BFM President Ronald J. Doerfler, Capital Cities Communications; VP and San Diego conference Chairman Bill Key, WHBA-AM-TV Memphis; Executive Director Bob McCauliffe.
General session. 8:15-10 a.m. San Diego Room. “Stress Management,” by the Center for Organization Development Joyce DeHaan and Gerard Fisher.
Break. 10:10-30 a.m.
General session. 10:30 a.m.-12:15 p.m. San Diego Room. “Time Management,” by the Center for Organization Development.
Open time. 12:15-12:30 p.m.
Luncheon. 12:30-2 p.m. California/Golden West Rooms. Speaker: Robert King, Capital Cities Communications and National Association of Broadcasters television board chairman.
Open time. 2-2:15 p.m.
Two concurrent sessions. 2:15-3:15 p.m.
Q&A with Center for Organizational Development, San Diego Room.
Management Techniques from the Woman’s Point of View. Council Chamber/Cabinet/Forum Rooms. Moderator: Betty M. Robertson, Cosmos Broadcasting. Participants: Erica Farber, McGavren-Guild; Lucie Salitchy, Taft Communications and National Association of Television Program Executives president; Amy McCombs, WXRTV Jacksonville, Fla.

Tuesday, Sept. 16
Exhibit area open. 7:30 a.m.-6 p.m.
BFM membership meeting and BCA update. 8:45-9:15 a.m. San Diego Room. BFM President Doerfler; Treasurer Bob Steinberg, Meredith Broadcasting; nominations Chairman Gene Anderson, Forward Communications; BCA President Bill Montouri, Harrington, Righter & Parsons.
Open time. 9:15-9:30 a.m.
Five concurrent sessions. 9:30-10:30 a.m.
The Painless Extraction of a Budget. Cabinet/Forum Rooms. (Repeated Wednesday, 11:30 a.m.). Participants: David Filz, Gulf Broadcasting Group; Willard Hoyt, Nationwide Communications.

Open time. 12:15-12:30 p.m.
Luncheon. 12:30-1:15 p.m. California/Golden West Rooms. Speaker: Dwight Case, KRO Radio.
Open time. 2:2-3 p.m.
Five concurrent sessions. 2:30-3:30 p.m.
Personnel Record Keeping. Cabinet/Forum. (Repeated Wednesday, 10:15 a.m.) Moderator: Frank Terry, WGH-P-TV High Point, N.C. Participants: Cynthia Ryan, MacDonald, Halsted & Laybourne; Jess Gonzales, California Department of Fair Employment; Mary Sullivan, KFMB-AM Los Angeles.
What’s Happening at the FCC Senate/Committee Rooms. Moderator: James E. Gleeley, BFM counsel; Gordon King, Post Newsweek Stations; Thomas Shattlen, Arent, Fox, Kintner, Plotkin & Kaun.
Break. 3:30-4 p.m.
Five concurrent sessions. 4-5 p.m.
This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

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Dean Witter Reynolds Inc.

Banca Commerciale Italiana
Crédit Commercial de France
Société Générale de Banque S.A.
Vereins- und Westbank Aktiengesellschaft

August 27, 1980

Break. 9:45-10:15 a.m.

Five concurrent sessions. 10:15-11:15 a.m.

BCA Credit Panel No. 4. San Diego Room. "Discrepancies: Are They Resolved As Quickly As Possible?" Moderator: V. William Montoucri, Harrington, Righter & Parsons. Participants: George Arnold, Ogilvy & Mather; Roy Muro, Vitt Media; Barbara Goodstein, WPIX-TV New York.

Cash Management. Council/Chamber Rooms. (Repeated from Tuesday, 2:30 p.m.)

Personnel Record Keeping. Council/Forum Rooms. (Repeated from Tuesday, 2:30 p.m.)

Internal Controls. Senate/Committee Rooms. (Repeated from Tuesday, 4 p.m.)


Open time. 11:15-11:30 a.m.

Five concurrent sessions. 11:30 a.m.-12:30 p.m.


Radio co-op coming on

An analysis of 1,500 radio cooperative advertising plans in the Radio Advertising Bureau's files shows that in 343 of them the manufacturer pays 100% of the retailer's advertising costs—an increase from fewer than 50 a decade ago.

A total of 1,220 permit the dealer to supply his own commercial copy, a substantial increase in the flexibility allowed, although many still require manufacturer approval of the dealer's copy.

Over half of the 1,500, or 860, provide commercial scripts and tapes from the manufacturer.

RAB released these highlights last week in pointing up its plans for 10 one-day meetings on co-op advertising and retailing, to be held over the next three months. RAB's co-op directory, "Co-Op Profiles: The Money Book," will provide a part of the foundation for the sessions, titled "Retail and Co-Op Confidential.

"Stations will get practical reports from specialists in every area of co-op and retailing, including retail sales promotion and merchandise executives, national manufacturers, as well as radio managers who are running successful co-op and retail sales operations," said RAB President Miles David. He noted that RAB's first "Co-Op Confidential" series, held last year, emphasized co-op from the station point of view. "This time," he said, "we offer inside information from retailers and manufacturers as well.

RAB has predicted that co-op will soon represent 30% of media's total volume, or more than $1 billion a year. David estimated that "co-op alone could add 3%-4% a year to any station's rate of growth—that is, if a station is doing 10% a year in local growth, it could do 13%-15% if it fully developed co-op potential.

"This means co-op could add $60 million to $100 million to radio's growth rate annually."


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Proudulent Billing. Cabinet/Forum Rooms. (Repeated from Tuesday, 9:30 a.m.)


Open time. 12:30-12:45 p.m.


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Open time. 12:30-12:45 p.m.

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Law & Regulation

Struggling to save Swift's legislation

Crossownership bill may get another chance to move up to committee, but amendments could doom its slim prospects

The House Commerce Committee is trying to breathe life back into Representative Al Swift's (D-Wash.) crossownership bill that was crushed two weeks ago by the weight of amendments that committee members tried to tack on it (Broadcasting, Sept. 1).

The legislation, H.R. 6228, would codify existing FCC crossownership rules but exempt challenges to multimedia licenses on crossownership grounds, if those licensees are in compliance with the law.

But the attempt to resuscitate the bill, possibly at a meeting of the House Commerce Committee tomorrow (Sep. 9), may be accompanied by the revival of a bill introduced by Andrew Maguire (D-N.J.) to obtain a commercial VHF television station for New Jersey. The Maguire bill, similar to one that has been introduced in the Senate, would require the FCC to ensure that each state has at least one commercial V and adds that if the commission revokes the license of a VHF TV station in a state with more than one, the channel, if technically feasible, shall be assigned to a state without one. The amendment was clearly targeted at WOR-TV New York, which the FCC has taken from RKO General. And, sources say, it is a political move to aid Maguire's bid for re-election from a state that has no VHF assignment. The bill was one of a number of amendments offered to the Swift bill at a committee session two weeks ago and was approved by a 25-to-17 vote before the whole package was sent back to the Communications Subcommittee for reconsideration (Broadcasting, Sep. 1).

The National Association of Broad- casters, for one, would like to see the Maguire amendment eliminated or, at the least, the language changed. NAB is concerned not only about the potential effect of the amendment on WOR-TV but questions whether Congress should get so deeply into frequency allocations.

Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, would also like to see the Swift bill get through full committee. But he too is concerned about the language in the Maguire amendment, and wants it to read less like a directive to the FCC on allocations.

Members of the Commerce Committee staff realize there are hurdles to overcome, even before the Swift bill can be placed on the meeting agenda. If it seems likely there will be attempts to hang further amendments on the bill and if no compromise can be reached among committee members, the bill will most likely stay in subcommittee.

Representative Timothy Lee Carter (R-Ky.) may be the first in line to add an amendment. Sources say he does not believe crossownership should be grandfathered under existing FCC rules, and he may propose an amendment to eliminate that provision.

The morning after

NTIA is wishing it hadn't let AT&T foot the bill for a party after minority women's conference; even though legal go-ahead was given at the time, Commerce is now having second thoughts

The National Telecommunications and Information Administration is suffering something of a hangover as a result of a party it gave more than a month ago. The Commerce Department, of which NTIA is a part, is looking into the propriety of NTIA's permitting AT&T to foot the bill for the affair. NTIA has a key role in shaping the legislative and regulatory framework in which AT&T operates.

The party, on July 9, capped a conference on minority women in commercial broadcasting and technology. It was held at
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AND
ALL NIGHT

We play our own soft rock, and have supplemented our news and information to satisfy San Diego. Our city wants to know about sun, surf, skiing, traffic conditions, and stimulating things to do on Saturday and Sunday or after 7. And serious subjects like what to do about substance abuse and saving energy.

We go live to church services on Sundays, and submit daily employment opportunities, one of our community's needs. We are the sound of the 18-49 year old lifestyle.*

Donald B. McCann
President. West Coast Media, Inc.

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Nationally, please call Selcom, Inc.
A business relationship we have enjoyed for four years.

*Based on 3-year average ARB, 18-49.
the Sheraton Carlton hotel, featured an open bar and hors d'oeuvres, was attended by some 150 persons, and cost about $8,000.

To NTIA officials at the time, what they said was AT&T's offer to finance a conference-ending reception seemed like a good idea. It would provide a social setting in which the women conferencegoes could exchange views with one another and with the representatives of the telecommunications industry who would be invited.

And NTIA's general counsel's office, when the question was put to it, said acceptance of the offer would not violate department orders covering such matters. Essentially, the office concluded the reception would advance a goal of the department-increased minority ownership in broadcasting — and would not compromise — or appear to compromise — NTIA or any of its employees in connection with any matter before NTIA affecting AT&T.

And the Commerce Department's assistant general counsel for administration, Alfred Meisner, did not quarrel with that opinion. But, the matter was presented to Meisner after the party — and after AT&T's role in financing it began receiving attention in the press ("Closed Circuit," July 14). He said last week he might have recommended a more cautious approach — to seek financial help elsewhere, for instance — if the matter had been presented to him before the event.

But, he said, "I'd be amazed if the inspector general found any impropriety. They might say, 'you shouldn't have done it because of how it might appear to some people' . . . But NTIA can make a good case to substantiate the judgment they made."

One NTIA official whose enjoyment of the party was dimmed by knowledge of AT&T's role as angel was Henry Geller, who heads the administration. He learned of the financing arrangements the day of the party. He thought it was a terrible idea. But to him, it was, and remains, a "PR" problem.

"It was legal," he said. He noted Commerce's Meisner agreed with that. "But it's bad policy. PR is important. Appearances are important." And since NTIA is so "involved" with AT&T, it should not have "accepted a gratuity" from the company. The relationship between NTIA and AT&T is currently on view in the congressional fight over legislation aimed at major changes in the Communications Act.

Commerce's investigation, begun in late July, after questions about AT&T's role were raised, is being conducted by the department's inspector general, Mary Bass. The IG office was created by Congress to investigate agency actions to prevent fraud, waste and abuse.

An investigator from the office, Nancy Deen, began questioning NTIA officials last week. Geller was on her list to be interviewed. So were Greg Skall, general counsel, and Ruth Reel, the attorney in his office who rendered the opinion paved the way for accepting AT&T's help. Darlene Palmer, manager of NTIA's minority development program, was the first to be questioned, on Wednesday.

Both Geller and Skall thought — and hoped — the investigation could be completed swiftly. They say no facts are in dispute. "It's an open-and-shut case," Geller said. "There's nothing to investigate."

AT&T, for its part, sees nothing wrong in the help it provided. James Billingsley, vice president of AT&T, who is said to have made the offer of assistance, in a conversation with Palmer, expressed that view in a letter to her, after AT&T's assistance began receiving attention in the press.

"We helped with the reception because it furthered a goal to which we are dedicated," he wrote. That goal, an AT&T spokesman said last week, is minority ownership in broadcasting.

**Talmadge wants to keep politics off public stations**

Georgia senator draws up bill after runoff opponent gets 30-minute program on state hookup under reasonable-access statute

Senator Herman E. Talmadge (D-Ga.) introduced legislation last week that would exempt noncommercial stations from the...
reasonable-access provision of Section 312 of the Communications Act ("Closed Circuit," Sept. 1).

The FCC treats commercial and noncommercial stations alike when applying the provision, which calls on broadcasters to give or sell time to candidates for federal elective office. But Talmadge believes citizens should have the right to pay to see political candidates on public TV, which is partly funded by taxpayers.

Talmadge's action stems from the Democratic primary runoff he won last month over Georgia Lieutenant Governor Zell Miller. Unknown to Talmadge, Miller had asked for and received 30 minutes of air time on the state's public television network. There is no requirement that stations inform opposition candidates of grants of time. Talmadge forces responded by demanding free time but later turned down an offer for 30 minutes on election eve.

Talmadge said he changed his mind on the principle that the public would be in effect paying for the air time. That was the basis for his legislation.

In a statement that accompanied the introduction of the bill (S. 3079), Talmadge said his "opposed freeloaders" and called the situation an "abuse of tax dollars." Talmadge said public broadcasting should be used for "educational purposes."

Talmadge said the legislation is aimed at closing the "loopholes" in Section 312.

In 1976, then New York Senator James L. Buckley wanted to buy political time on noncommercial WNET(TV) and later settled for a free 15-minute program (Broadcasting, Oct. 11, 1976). The station then had to offer 15 minutes to his opponent under Section 315, the equal-time law. The FCC at that time agreed that the law makes no distinction between commercial and noncommercial stations and maintains that position today.

The Talmadge bill has been referred to the Communications Subcommittee.

Thought of FCC’s moving to Virginia alarms D.C. bar

Attorneys who have located near present site see major disruption in plan—'Operation Exodus'—to cross over into Rosslyn

What some at the FCC are calling "Operation Exodus" is causing growing alarm in the Washington communications fraternity. It’s a plan to consolidate the agency’s operations under one roof—probably in Rosslyn, Va., across the Potomac river from downtown D.C. ("Closed Circuit," June 30).

The consulting firm of Julien J. Studley has been commissioned, for $42,166, to advise the FCC on office space availability in Washington and in the Gettysburg, Pa., area—the latter for the FCC’s amateur radio licensing division, which has citizen band radio to keep up with, among other things. The Studley report is due by mid-October.

Thomas Campbell, the FCC’s associate director of operations, who is directing the search, has tried to assure any preliminary fears. The Virginia proposal is "certainly a possibility at this point," he said, "but it is no more than that."

Nevertheless, the communications bar has already expressed its consternation, and Linda Cincotta, president of the Federal Communications Bar Association, has formed an ad hoc committee to look into the question. One communications lawyer said such a move would be "disruptive" and would cause a "myriad of problems and burdens for those who have located in the downtown area specifically to do business with the commission." Furthermore, he said, most of these firms could not think of relocating because of long-term leases.

Another attorney posed the problem of delays in filing briefs with the commission—not only in commuting from downtown D.C. to Virginia, but in having commission notices picked up and delivered.

The commission now pays about $61 million in rent, yearly, for the four offices it maintains in downtown Washington. The main building housing the commissioners—at 1919 M Street N.W.—has been occupied since 1967, when the area was
not considered the prime real estate it is now. Campbell said a number of factors would be considered before any move is proposed. A major cost, he said, would be installing telephone service and hooking up other electronic equipment. He said any proposal would be weighed against the initial start-up costs as well as the benefits, both financial and in terms of efficiency, that would accrue over the years.

Rosslyn seems likely for any FCC relocation because it is a growing business community with enough space for a staff. The FCC finds ever-growing—although it might not offer a great saving in rental costs.

### Handing it over

**FCC has given back $50 million in illegally collected fees**

After facing numerous setbacks caused by faulty computer programming, the FCC has finally started its fee refund program.

As of Aug. 31 the commission had returned more than $50 million to eligible broadcasters, common carriers, electronic equipment manufacturers, aviation and marine radio users and certain amateurs during the first phase of its fee refund program.

The program was developed in response to decisions by the U.S. Court of Appeals for the District of Columbia Circuit in December 1976. The court held that fees collected by the FCC between Aug. 1, 1970, and Dec. 31, 1976, exceeded commission costs and thus were unlawful. The FCC was ordered to recalculate those fees and make appropriate adjustments. Almost 58,500 refund requests, totalling $54 million, have been filed. The $43 million already refunded represents about 40,340 requests.

Affected licensees under this first phase will have until Dec. 15, 1982, to file for a refund. The second phase, which begins this summer, includes citizen band licensees and others who paid fees of more than $4 but less than $20 before March 1, 1975.

### Domino theory

Smaller Market UHF Television Stations Group has petitioned FCC for rulemaking requesting deletion of all related sections of cable TV rules requiring carriage by cable systems of "significantly viewed" distant signals. It claims data relied on by FCC to establish rules in 1972 is outdated and that "significantly viewed" signals that duplicate network programming of local stations "fractionalize" audiences of those local stations, "meaning a loss of audience, which has a direct relation on revenues, which in turn has a direct relation on the type of program services that the local station[s] can provide the viewers."

### Time disagreement

National Association of Broadcasters last week joined ABC, CBS and NBC in asking Supreme Court to review appellate court decision upholding FCC ruling that networks violated reasonable access provisions of Communications Act by refusing to sell President Carter's campaign committee half-hour of program time in December 1979. Networks had judged it too early in campaign to trigger equal-time provisions by selling to one candidate. FCC, and later appellate court, ruled that networks had to accommodate needs of individual candidates rather than adopting policies of broad application designed to meet needs of all candidates. NAB, in supporting networks, said lower court decision "topples the delicate balance established for broadcast coverage of the electoral process."

### Don't agree

Seven groups have appealed FCC's July 18 decision affirming denial of Cosmopolitan Broadcasting's application for renewal of license for WIBR in Newark, N.J. Cosmopolitan, Bulgarian-American League, Columbia Lawyers Association, Congress of Portuguese People, Federation of Lithuanian Women's Clubs, Japanese American Association of New York and Yugoslav Consolidated Benevolent Association filed appeal in U.S. Court of Appeals for District of Columbia Circuit. Although appellate court had upheld FCC's original 1976 decision denying license renewal on number of grounds including promoting lottery, false and misleading advertising and improper logging, court remanded case for review. FCC concluded that Cosmopolitan's programming was not "sufficiently meritorious" to warrant renewal, nor were public service elements of what's foreign-language programming adequate to warrant appreciable weight.

### Getting tough

California Senate passed bill prohibiting manufacture or sale of profit of unauthorized subscription television decoders. Bill provides for up to $2,500 fine and imprisonment for constructing decoders designed to intercept S TV signals. It still must pass state assembly and be signed by governor. Meanwhile, ON-TV Los Angeles, nation's largest STV operation, reported that it had signed its 300,000th legal subscriber.

### Clear purpose

Capital Cities Communications, licensee of two clear-channel AMs—WJR in Detroit and WWL in New Orleans, asked same court to "set aside and vacate" FCC's decision (Broadcasting, Aug. 25).
When you position an ad in SRDS Spot Radio, you position your station in the market place.

It’s as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We researched. Our continuing in-depth research shows that buyers and planners of media don’t consider ONLY rates. In fact, they don’t even consider rates FIRST.

What advertisers and agencies do want from your station is an information base. THAT’S WHY THEY COME TO SRDS.

They want to know about your format, Your programming, Your audience. And its demographics. So that they may position their advertising most effectively within their market. THAT’S WHAT THEY GET FROM SRDS.

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying “Tell me everything you can about your station.” We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He’ll be glad to show you how to position your station advantageously.

WE'RE MORE THAN JUST RATES.

In SRDS, YOU ARE THERE, selling by helping people buy.
Sid Connolly, formerly President and General Manager of KGSC-TV, Channel 36 in San Jose, announces the opening of his new broadcast consulting firm.

Over 15 years of proven recent experience. If you have a problem, let us help you solve it. Available for television and radio consultation in all areas of the country except San Jose and San Francisco.

As compiled by Broadcasting Aug. 25 through Aug. 29 and based on filings, authorizations and other FCC actions.


New Stations

FM applications

Greenwood, Ark.—J. Robi Communications seeks 106.3 mhz, 3 kw, HAAT: 431 ft. Address: 1400 E. Center St., Greenwood, AR 72936. Estimated construction cost: $38,600; first quarter operating cost: $3,000; first year revenue: $41,600. Format: Contemporary. Principal: Margaret Crisler (100%).

Calexico, Calif.—Hispanic Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 190 ft. Address: Box 7942 Calexico 92231. Estimated construction cost: $82,000; first quarter operating cost: $22,000; revenue: $10,000. Format: Spanish. Principals: Rafael M. Santos (51%) and D. Andrew Leptich (49%). Santos is chairman of business department at Imperial Valley College, Imperial, Calif. Leptich is Durango, Colo., student. They have no other broadcast interests. Ann. Aug. 22.


Metropolis, Ill.—PML Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 1500 Dugdail Rd., Box 527, Murray, Ky. 42071. Estimated construction cost: $50,300; first quarter operating cost: $19,800; revenue: $2,200. Format: Beautiful. Principals: Sam J. Parker (45%), Terrell A. Mayton (25%), Ken Larkin (20%) and James Pullen (10%). Parker is general manager and part owner of WSJP(AM) Murray and owns Murray, Ky., grocery store. Mayton is marketing and promotion manager of WSJP. Larkin is engineer and owner of WTVF(TV) Nashville. Pullen is Metropolis banker. They have no other broadcast interests. Ann. July 3.


Belton, N.H.—Belton Broadcasting Co. seeks 103.7 mhz, 1 kw. Address: Belton. Estimated construction cost: $0; first year operating cost: $197,600; revenue: $230,000. Format: Contemporary. Principals: Michael W. Powell and wife, Nancy (25% each); Robert W. Smith, Jr. (20% each), wife, Elizabeth (20% each) and two others. Michael and Nancy own and operate Rochester, N.Y. printing firm. Smith is architect. Both are descendants of Elizabeth. Smith is executive assistant to Rochester, Conn., manufacturing firm. They are applying for facilities of WMOU(AM)-WXLO(FM) Belton now being operated on interim basis by Community Broadcasting Association of Belton. Michael and Robert Smith, Jr. are former members of the firm. Stepheen Powell, also son of Robert, Sr., is applying for facilities in separate application. None of Belton Broadcasting principals has other broadcast interests. Ann. Aug. 22.

Belton, N.H.—SICO Communications Inc. seeks 103.7 mhz, 1 kw. Address: Box 448, Nashua, N.H. 03061. Estimated construction cost: $100,000; first quarter operating cost: $26,800; revenue: $15,000. Format: Contemporary. Principals: Michael Siegel and Robert Cohen (50% each). SICO is interim licensee of WTOW-AM-FM Nashua, N.H. They are applying for facilities of WXLO(FM) Belton (currently operating on interim basis) to start up new FM applied for here. Ann. Aug. 22.


Elk City, Okla.—Oliver Broadcasting Co. seeks 96.5 mhz, 100 kw, HAAT: 631 ft. Address: 2208 West Third St., Elk City 73644. Estimated construction cost: $145,500; first year operating cost: $21,150; revenue: not given. Format: Rock. Principals: Howard McBee (72%), Joseph W. Tilton (23%) and two others. McBee is Frederick, Okla., attorney. Tilton is 30% owner of KHER-AM-FM Henryetta, Okla. McBee owns 33 1/3% of KRF(K)AM Anadarko, Okla. Applicant is licensee of KADS(AM) Elk City. Ann. Aug. 22.

Elk City, Okla.—Ronco Broadcasting Co. seeks 96.5 mhz, 10 kw. Address: 1300 W. 9th St., Clinton, Okla. 73601. Estimated construction cost: $170,400; first quarter operating cost: $27,800; revenue: not given. Format: C&W. Principals: Ronald R. Sewell (100%). Sewell owns 35% of Odessa, Tex., Ford dealership and has no other broadcast interests. Ann. Aug. 22.


Portland, Ore.—Benson Polytechnic School seeks 89.9 mhz, 8.7 kw, HAAT: 964 ft. Address: 545 N.E. 12th Ave., Portland 97233. Estimated construction cost: $98,700; first quarter operating cost: $2,100. For-
Facilities Changes

**AM applications**


- **KSIR(AM)** Egers Park, Colo.—Seeks CP to change ERP from 167 w to 5.0 kw; change ant. of station over license of族eb谰 arabic: 790 MHz, 25.0 MHz, 2.5 MHz; make changes in ant. sys. (800613AD). Ann. Aug. 26.

- **WNNS(AM)** South Miami, Fla.—Seeks CP to change frequency from 1170 kHz to 780 kHz; increase ERP to 50 w; add 10 kw, and make changes in ant. sys. (800801A). Aug. 26.


- **KDOM(AM)** Windom, Minn.—Seeks CP to increase ERP to 1 kw (800808A). Aug. 26.


- **KSPC(AM)** Spokane, Wash.—Seeks CP to increase day and night powers to 5 kw, install DA-2, change frequency from 1230 kHz to 1600 kHz; change TL: Government Lot No. 10, SW 1/4, SW 1/4, NE 1/2, SE 1/4, Spokane, SL and RC: 140 N. Ash St., Spokane, (800627A). Ann. Aug. 26.


- **WCUB(AM)** Two Rivers, Wis.—Seeks CP to change city of license from Maniowoc to Two Rivers; change hours of operation to U by adding 5 kw, DA-2; change TL Viehland and US 141 Maniowoc, and make changes in ant. sys. (800613AC). Ann. Aug. 26.

- **KULY(AM)** Cheyenne, Wyo.—Seeks CP to change frequency from 1530 kHz to 660 kHz and make changes in ant. sys. (800801AD). Ann. Aug. 26.

**FM action**

- **WULU(AM)** Oak Ridge, Tenn.—Granted CP to change TL to Henderson Road, 0.8 miles S of Bull run Creek, Tenn.; install new trans.; make changes in ant. sys. change ERP 1.827 kw; ant. height: 183.70 ft. (BPH-780927AA). Action July 31.

- **WLBX**—SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. —noncommercial. TV actions

- **WHBF-TV** Rock Island, Ill.—Granted CP to change ERP to 1000 kw. vis. 18.2 kw; change TL to adjacent to east side of Devil’s Glen City Park, Bettendorf, Iowa; change ant. height to 1,332 ft.; conditions (BPCT-80051KF). Action Aug. 11.

- **WMTV(AM)** Kansas City, Mo.—Granted CP to change ERP to 1050 kw vis. 105 kw; change TL to 125 E 31 St., Kansas City, Mo., and change type ant. (BPCT-80074K). Action Aug. 11.

- **KOED-TV** Tulsa, Okla.—Granted CP to change ERP to 100 kw vis. 18.2 kw; change TL to adjacent to east side of Muskogee Toll Road and S. 10th St., approx. 1.8 miles E of Oneta, Okla.; change type ant. and ant.; conditions (BPCT-799926K). Action Aug. 5.


- **KCQP-TV** Tacoma, Wash.—Granted CP to change ERP to 186 kw (H) vis. 31.6 kw (H) aur.; to Gold Mountain, 6.5 miles W of Bremerton, Wash.; type trans. and ant. and ant. height to 2,000 ft.; conditions (BPCT-800170K). Action Aug. 6.

- **Special temporary authorization**

**Summary of broadcasting**

**FCC tabulations as of July 31, 1980**

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*Special temporary authorization

**Includes air-licenses
Rifle, Colo.—In response to petition by Garfield County Broadcasters, proposed assigning 105.3 mhz to Rifle as its first FM assignment, comments due by Oct. 21 and reply comments due by Nov. 6 (BC Docket No. 80-526, RM-3599). Action Aug. 19.

Fort Walton Beach, Fla.—In response to petition by Fort Walton Beach Broadcasting Corp., proposed deleting UHF Translator Station in place ch. 50, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-519, RM-3649). Action Aug. 17.

Rushville and Virden, both Illinois.—In response to petition by Joseph Cerad and Randal J. Miller proposed assigning 96.7 mhz to Virden and in response to petition by Steve Waters proposing assigning same channel to Rushville; first FM assignment, channel can be assigned to both communities in compliance with mileage separation requirements provided community objections are posed to avoid short spacing to each other. comments due Oct. 24, reply Nov. 13 (BC Docket No. 80-541). Action Aug. 22.

Smith Center, Kan.—In response to petition by Ernest McRae and Jerry T. Venable, proposed assigning 94.1 mhz to Smith Center as its first FM assignment; comments due Oct. 21 and reply comments due by Nov. 6 (BC Docket No. 80-518, RM-3545). Action Aug. 15.

Owingsville, Ky.—In response to petition by Bath Radio Works, proposed assigning 107.1 mhz to Owingsville as its first FM assignment, comments due by Oct. 21 and reply comments by Nov. 6 (BC Docket No. 80-528, RM-3571). Action Aug. 19.


North Mankato, Minn.—In response to petition by Minnesota Valley Broadcasting, proposed assigning 96.7 mhz to North Mankato as its first FM assignment, comments due Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-517, RM-3572). Action Aug. 15.

Olivia, Minn.—In response to petition by Olivia Broadcasting Co., proposed assigning 101.7 mhz to Olivia as its first FM assignment, comments due Oct. 21 and reply comments by Nov. 6 (BC Docket No. 80-513, RM-3580). Action Aug. 15.


Columbia and Monroe City, both Missouri.—In response to petition by Al Germond, proposed assigning 101.7 mhz to Columbia as its third FM commercial assignment and substituting 106.3 in Monroe City; comments due Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-527, RM-3509). Action Aug. 19.

Heiena, Mont.—In response to petition by KCAP Broadcasting proposed assigning 99.5 mhz and 101.1 mhz to Helena in lieu of 92.1 mhz and 103.1 mhz respectively, and; ordered KBLL-FM to show cause why its license for 92.1 mhz should not be modified. Canadian concurrence must be obtained (BC Docket No. 80-223, RM-3534). Action Aug. 15.

Puerto Rico.—In response to petition by Auro Mato (WRFI-FM), Atlantic and Davis Associates (WREI-FM), Radio Musical Inc. (WBRQ-FM), and Enrique León, proposed assigning 104.1 mhz to Aguada in place of 105.5 mhz, 97.5 mhz to Cidra in place of 97.7 mhz, and 96.9 mhz to Guayama in place of 98.3 mhz; substituting 98.1 mhz for 106.5 mhz at Arecibo, 106.5 mhz for 96.9 mhz at Manati, 106.1 mhz for 99.5 mhz at Yauco, and 103.7 mhz for 104.1 mhz at Utuado; and ordered licenses of WNK-FM, WLMD, WIOA and WERR to show cause why their licenses should not be modified; comments due Oct. 24, reply comments by Nov. 6 (BC Docket No. 80-520, RM-3538). Action Aug. 15.


Orem, Utah.—In response to petition by Morris Jones, KABE-FM, proposed assigning it with 107.5 mhz at Orem and modifying Jones’ license to specify 107.5 mhz, comments due by Oct. 21 and reply comments by Nov. 10 (BC Docket No. 80-525, RM-3544). Action Aug. 18.

Tremonton, Utah.—In response to petition by Bear River Broadcasting Co., proposed assigning 100.7 mhz to Tremonton as its first FM assignment, comments due by Oct. 17 and reply comments by Nov. 6 (BC Docket No. 80-512, RM-3555). Action Aug. 18.

Kennecook and Richland, both Wash.—In response to petition by KUTI Communications Inc. proposed substituting 106.5 mhz for 106.3 mhz at Richland, Canadian concurrence must be obtained, comments due Oct. 24, reply Nov. 13 (BC Docket No. 80-540). Action Aug. 22.

Ravenswood, W.Va.—In response to petition by Rex Jones Associates, proposed assigning to Ravenswood as its first FM assignment, effective Oct. 3, and term; proceeding; Canadian concurrence has been obtained (BC Docket No. 80-26, RM-3332). Action Aug. 19.

**Translators**

**VHF actions**

K09PK Ruby, Alaska.—City of Ruby granted CP for new VHF translator station on ch. 9, to rebroadcast signal of KAMXT(V)MG(T)KTVAT(T)VENI-UHF. Docket No. 30-12, action Oct. 21. (BC Docket No. 80-511). Action Aug. 18.


K07KH Trinity Center, Calif.—Lake Trans- late Group proposed CP for new VHF translator on ch. 2, to rebroadcast signal of KTVL(TV) Medford, Ore. (BC Docket No. 80-513). Action Aug. 15.

K04KB Aguilar, Colo.—University of Southern Colorado granted CP for new VHF translator station on ch. 4, to rebroadcast signal of KTSC-TV(Pueblo, Colo. (BC Docket No. 80-514). Action Aug. 15.

K02JK Del Norte, Colo.—University of Southern Colorado granted CP for new VHF translator station on ch. 2, to rebroadcast signal of KTSC-TV(Pueblo, Colo. (BC Docket No. 80-515). Action Aug. 15.

K10NL East Elk Creek, Colo.—Garfield County granted CP for new VHF translator on ch. 10, to rebroadcast signal of KTVG(W) Denver (BC Docket No. 80-516). Action Aug. 15.

K08JS East Elk Creek, Colo.—Garfield County granted CP for new VHF translator on ch. 8, to rebroadcast signal of KTVG(W) Denver (BC Docket No. 80-517). Action Aug. 15.


K13QZ Grand Valley, Colo.—Garfield County granted CP for new translator station on ch. 12, to rebroadcast signal of KAMXT(V)Lakewood (BC Docket No. 80-519). Action Aug. 15.

K03FR La Vega, Colo.—University of Southern Colorado granted CP for new VHF translator stations on ch. 3, to rebroadcast signal of KTVAT(T)Venice, Colo. (BC Docket No. 80-520). Action Aug. 15.

K02KI San Luis, Colo.—University of Southern Colorado granted CP for new VHF translator stations on ch. 2, to rebroadcast signal of KTSC-TV(Pueblo, Colo. (BC Docket No. 80-521). Action Aug. 15.

K04KC Sutank and adjacent rural area, Colo.—Garfield County granted CP for new VHF translator station on ch. 4, to rebroadcast signal of KAMXT(V) Denver (BC Docket No. 80-522). Action Aug. 15.

K12MH Sutank, etc., Colo.—Garfield County granted CP for new VHF translator station on ch. 12, to rebroadcast signal of KAMXT(V) Denver (BC Docket No. 80-523). Action Aug. 15.

K22AB Panama City, Fla.—Board of Regents of Florida, acting on behalf of Florida State Univ. granted CP for new VHF translator on ch. 22, to rebroadcast signal of WPSU-TV Tallahassee, Fla. (BC Docket No. 80-524). Action Aug. 15.
VHF actions

K65CA Arvin and Lamont, Calif.—International Panorama TV Inc. granted CP for new UHF translator station to rebroadcast signal of KTVM TV, Fontana, Calif. (BPTT-791010D). Action July 30.

K65CC Susanville and Herlong, both California—Honey Lake Television Corp. granted CP for new UHF translator station to rebroadcast signal of KVIE-TV, Sacramento, Calif. (BPTT-8002212D). Action June 30.

K55CL Alamosa, La Jara, Manassa, Romeo and Antonito, Colo.—University of Southern Colorado granted CP for new UHF translator station on ch. 55, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-8002111D). Action June 30.

K49KH Hugo, Colo.—Lincoln County granted CP for new UHF translator station on ch. 49, to rebroadcast signal of KRMV-TV Denver. (BPTT-8001111C). Action July 30.

K69CW Rural Jackson County South West, Colo.—Jackson County granted CP for new UHF translator stations on ch. 69, to rebroadcast signal of KRMV-TV Denver. (BPTT-8001111B). Action June 30.

K53AR Salida, Buena Vista, Center and Monte vista, Colo.—University of Southern Colorado granted CP for new UHF translator station on ch. 53, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-7901211B). Action July 30.

K69CX Trinidad, Valdez and Hoehne, all Colorado—University of Southern Colorado granted CP for new UHF translator station on ch. 69, to rebroadcast signal of KTSC TV, Pueblo, Colo. (BPTT-7901211B). Action June 30.

K680M Walden, Colo.—Jackson County granted CP for new UHF translator stations on ch. 60, to rebroadcast signal of KRMV-TV Denver. (BPTT-7901111A). Action June 30.

W64AS Seafield, Del.—Delaware Citizens' Committee Inc. granted CP for new UHF translator stations on ch. 64, to rebroadcast signal of WHY TV, Wilmington, Del. (BPTT-790212AD). Action June 30.

K30AB Preston, Idaho—Franklin County TV Dist. No. 1 granted CP for new UHF translator station on ch. 30, to rebroadcast signal of KSTV TV, Salt Lake City. (BPTT-8001031F). Action June 30.

K69CV Carlsbad, N.M.—Regents of Eastern New Mexico University granted CP for new UHF translator station on ch. 69, to rebroadcast signal of KENV TV, Portales, N.M. (BPTT-7902010G). Action June 30.

K65CB Forest and McAllister, both New Mexico—New Mexico University granted CP for new UHF translator station on ch. 65, to rebroadcast signal of KENV TV, Portales, N.M. (BPTT-790210F). Action June 30.

K63BR Tucumcari, N.M.—Regents of Eastern New Mexico University granted CP for new UHF translator station on ch. 63, to rebroadcast signal of KENV TV, Portales, N.M. (BPTT-790210E). Action June 30.


W67AV Bryson City, etc., etc., etc.—Univ. of N.C. granted CP for new UHF translator on ch. 57 to rebroadcast signal of WUNF TV, Asheboro, N.C. (BPTT-7910201D). Action July 30.


K616B Blythe, etc., etc., etc.—Univ. of Cal. granted CP for new UHF translator on ch. 61, to rebroadcast signal of KUAT TV, Palm Desert, Calif. (BPTT-8002111D). Action June 30.


K578Z Riverside et al., Wash.—Television Reception District No. 1 of Okanogan County granted CP for new UHF translator station on ch. 57, to rebroadcast signal of KPSV TV, Spokane, Wash. (BPTT-791211C). Action July 24.


W55AP River Falls, Wis.—State of Wisconsin Educational Communications Board granted CP for new UHF translator station on ch. 55, to rebroadcast signal of WHWC TV, Menomonie, Wis. (BPTT-7906121C). Action July 8.
receive. There are 489 pending earth station applications. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING; Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

- Omega Satellite Products Co. for Lawrence, Tenn. (TN0224) new system.
- UA-Columbia of Weschechan for Irvington, N.Y. (NY0851) new system.
- Cablevision of Chicago Inc. for Mereonette Park, Ill. (IL0404) new system.
- Shenandoah Cable Vision for Shenandoah, Iowa (IA0112) new system.
- Northern Illinois Cablevision Inc. for Glendale Heights, Ill. (IL0404) new system.
- Service Electric Cable TV for West Hazleton, Con- yonnet, Pa. New service.
- Add 18 (1L0404) new system.

Other

- Taft Broadcasting Co. has filed with U.S. Court of Appeals for District of Columbia Circuit notice appealing FCC's June 11 action authorizing Board of Trustees of University of Alabama to construct new educational FM station at Tuscaloosa, Ala., and to change facilities of its existing Tuscaloosa station WWAL-FM. Taft, licensee of commercial station WRBC-TV Birmingham, Ala., had objected to applications contending Taft might result in objectional interference to reception of stations within areas of its grade B contour. Ann. Aug. 27.

Earth station applications:
- Raleigh, N.C.—ITT Telecommunications Corp. (10m; S-A; E2507).
- Coralville, Pa.—Astro Cablevision Corp. (4.6m; S-A; E2508).
- Little Rock, Ark.—TV Cable of Trinity Inc. (5.6m; GCC; E2509).
- Syracuse, N.Y.—New channels Corp. (5m; S-A; E2510).
- Atlanta—Newscable Communications Inc. (4.5m; S-A; E2513).
- Cooperstown, N.Y.—New channels Corp. (5m; S-A; E2513).
- Doylestown, Pa.—Home Vue Cable TV (4.6m; S-A; E2513).
- Madison, Minn.—Bee Line Inc. (6.1m; Harris; E2513).
- Pleasanton, Tex.—Aransas County Cable TV (5.6m; GCC; E2515).
- Harriston, Ont.—Warner Amex Cable Communications Inc. (5m; S-A; E2515).
- Scottsburg, Ind.—Warner Amex Cable Communications Inc. (5m; S-A; E2515).
- Ithaca, N.Y.—Ithaca TV Cable Corp. (4.6m; S-A; E2515).
- Owosso, Mich.—Owosso Cable Communications Inc. (5m; S-A; E2523).
- White Sands, N.M.—White Sands Cable Co. (4.6m; S-A; E2524).

## Call Letters

### Applications

**Call Sought by**

**New AMs**
- KBOY Cable Broadcasting Co., Cabot, Ark.
- WBCE Ballard-Carlisle Broadcasting Co., Wickliffe, Ky.
- **New FMIs**
  - KCAW Raven Radio Foundation Inc., Sitka, Alaska
  - KAFT-FM Independent School District No. 492, Austin, Minn.
  - WKJS Kenneth J. Croswith, Harris, Tenn.
  - WKGQ WGBB Corp., Palm Beach, Fla.
- **KSWK-TV** Board of Trustees Garden City Community College, Garden City, Kan.
- KFLX-TV Cypress Communications Corp., Alexandria, La.

### Existing AMs
- WCII WKJJ Louisville, Ky.
- WQXO WQUS Springfield, Mass.
- KOSC KEMM Marshall, Mo.
- KMOD KXXO Tuscaloosa, Ala.
- WYBS WPAR, Farrell, Pa.
- WWGJ WZDD Philadelphia.
- KDIT KARY Pueblo, Utah
- **KZMM** KBZB Bisbee, Ariz.
- KIKF KORJ Garden Grove, Calif.
- KOSC-FM KEMM-FM Marshallfield, Mo.
- WZKZ WCLI-FM Cicero, NY.
- WMYL-FM WIZR-FM Johnstown, N.Y.
- KCNR KPMF-FM Portland, Ore.
- WRAX WAKM Beckford, Pa.
- WWSW-FM WPEZ Pittsburgh.
- WGBS WRPH-LP Sharpsville, Pa.
- WNSC-FM WVRP Rock Hill, S.C.
- WUSW WOR-CM Lebanon, Tenn.

### Existing FMs
- KTMX KOMO TV Monahans, Tex.

### Grants
- **KRMX** Holiday Broadcasting Co., Bullhead City, Ariz.
- WSSL Western Mississippi Broadcasters Inc., Centerville, Miss.
- WGFE Missouri Radio Associates, Missouri, Mo.

**New FMs**
- WWUS Lower Keys Broadcasting Corp., Big Pine Key, Fla.
- WJEO Macomb Broadcasting Co., Macomb, Ill.
- KGCH-FM Sidney Broadcasters, Sidney, Mont.
- KAST-FM KAST Broadcasting Inc., Astoria, Ore.

**New AMS**
- WQAM WTRG Dunmore, Fla.
- WAUW WSNY Jacksonville, Fla.
- WLQV WZDY Delco.
- WRUA WPSL Morgantown, Pa.
- WWJJ WJAR Providence, R.I.
- WIVE WKOH Ashton, Va.

**Existing FMs**
- KMUA KAXX Flagstaff, Ariz.
- WAKU WAKU Jackson, Miss.
- WBJD-FM WCWFM Brazil, Ind.
- KMZK KGWV-FM Belgrade, Mont.
- WEAZ WDRV Philadelphia

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HELP WANTED MANAGEMENT

General Manager for midwest radio station. Must be aggressive having strong background in local and national sales. Equal opportunity employer. Send resume to Box H-263.


General Manager for dominant Gulf Coast AM/FM stations using separate formats. Must be strong on emphasis for maximum impact. Salary plus override and motivation. These prestige stations require exceptional managerial expertise and dedication. Box J-12.

Growing company needs manager. One of the largest general sales chains is looking for a General Manager that can sell Gospel radio. Eleven stations in Major Markets in only 15 years! We’re still growing! Contact: Dick Marsh, Vice-President, Universal Broadcasters, 1944 E. Foothill Blvd, Pasadena, CA 91107 213-577-1224.

First Class Sales Manager wanted to lead, train, and motivate very productive sales force. Must be excellent salesperson. Will be given top account list. Our well-programmed radio station is No. 1 in this market. We promote big and successfully. We provide the tools you need to close sales. Must be proven producer accustomed to earning big bucks. Box J-35.

Station Manager for group owned small market automated and profitable class 4 AM in northern New England. Must be sales oriented with strong sales experience. Salary plus strong incentives, other fringe. Box H-248.

Alabama medium market station needs station sales manager. Must be experienced with a heavy emphasis on new business, and ability to motivate. This is a good position for somebody who wants to earn and work with a good radio station. Equal opportunity employer. Box H-187.

Major market group needs sharp, aggressive sales manager for large market. Must be able to motivate sales staff of four and carry a strong personal list. Salary, commissions, bonuses, override, gas, company car, and growth for the right person. Current Sales Manager is purchasing his own radio station! Sell us in your first letter. Reply Box J-53.

HELP WANTED SALES

Senior Account Executive sought for Dubuque Superior’s new and only AOR station. First class situation. A very experienced sales person who has record results will see this fabulous opportunity. He or she will find all the tools and promotion they need. Dubuque is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. This top market where beautiful living abounds is ready for a radio pro at a station staking claim to “number one”. Resume to General Manager, KOEG, Box 6167, Dubuque, IA 52066.

Imagine selling the only FM station in a metro market of 189,300! Further imagine selling in a market with no TV competition! Rapidly growing Salem in the beautiful Willamette Valley in Oregon is the place. 100,000 watt KSKO is an offering for sales pros—two years continuous radio sales experience required. Rush resume to: Ty Bentham, General Sales Manager, KSKO Radio, Box 631, Salem, OR 97308.

FM radio station looking for aggressive salesperson. Excellent opportunity. Salary plus override and experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

Great opportunity for super sales person for a great radio market, Dubuque, Iowa. EOE. Call Mgr. 319-557-8886.

100,000 watt stereo FM with sister AM needs aggressive salesperson. Opportunity to advance to sales management in short order. Will consider person to do board shift also. Good pay EOE. Don only 918-825-0070. 316-421-0101.

AM Daytimer in rapidly growing single station market looking to expand sales force. Excellent opportunity for aggressive sales person to grow with the station. Affirmative action. EOE. Send resume: Station Manager, WAGE, Box 1290, Leesburg, VA 22075 or call 703-777-1290.

HELP WANTED ANNOUNCERS

A 3-Market operation in Colorado/Nebraska has openings for Engineer/Announcers. Sales and Announcers. Must have excellent morning personality and tape recording ability. Send resume to Ray Lockhart, Box 509, Ogallala, NE 69153 or call 308-284-3633.

Suburban Washington-Adult Contemporary seeks full time announcer with strong production/ Tapes and resumes to Johnny Long, WPRW, Box 1460, Manassas, VA 22119, 703-368-3100 EOE.

Experienced morning personality for top rated adult-contemporary station. Box must be smooth and creative with strong production ability. Excellent Station with good pay and professional climate. Send resume and tape to Gerd Card, WLIR, PO Box 659, Kenosha, WI 53141, EOE.

WAAY is looking for an experienced morning personality for our 50,000 watt contemporary station. Must be willing to make a commitment and get involved with the community. Number One ratings but minimum part time need to improve. Rush tape & resume to Fred Holland, Box 2041, Huntsville, AL 35804, EOE.

Wanted: Announcers for Mid Texas Small Market Station One year experience. C&W format. Send resume, KVLG, Box 609, Llano, TX 78645 or call 713-968-3173 Equal Opportunity Employer.

Wanted—Combo sports director/personality announcer, heavy play-by-play experience a must. Ability to capture the market on a regular air shift, MOR-contemporary station in sunbelt. EOE. Send resume today to Box J-73.

Monterey, California, Outstanding MOR AM has opening for experienced announcer with creative production ability. Tape and resume to Mark Ward, Box 2108, Monterey, 93940, EOE/MM.

Smooth, informative, creative morning jock needed for modern country AM. Must also be very good at production, Immediate opening. Contact Doug Walker KD, WUNI Radio, 1257 Springhill Ave, PO Box 2587, Moline, IL 61265, 295-438-4514, Male, female. WUNIX is an equal employment opportunity employer. Division of Kirk Broadcasting, Inc.

50,000 Watt FM, Top 40 seeks qualified drive time air personality Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHJ, PO Box 758, Ocean City, MD 21842. No phone calls. EOE.

Experienced Announcer for drive time and production. Anchor/Distributor. WXYL, PO Box 403, McMinville, TN 37110, Phone 615-473-6355, EOE.

Controversial Sports Talk Master needed for Top 15 market FM radio station. Must have ability to generate call-ins from listeners. Equal Opportunity Employer. Send resume to Box J-76.

HELP WANTED TECHNICAL

Wanted: assistant chief engineer for major. Southwest broadcast company. Experience in contemporary audio, digital, and transmission a must. First phone necessary. BSEE helpful. No beginners. Send resume and salary requirements to Box H-249.

Chief Engineer—University CBPNPR public radio station in Northeast Texas. Responsible for full technical operation of 7KW Stereo FM and instructing one college course. Valid FCC First Class Radio Telephone license required and Master’s degree preferred. Send resume, references, and salary requirements by Sept. 20 to Dr. Gideon T James, Vice President for Planning and Institutional Advancement, East Texas State University Commerce, TX 75428, ETSU is an Equal Opportunity/Affirmative Action Employer.


Chief Engineer for KKOJK/SST in St. Joseph, Mo. New studios with new equipment. AM-fulltime 5KW directional. FM-100KW. You would be in charge. Steve Dinkel 816-279-6346.

$22,000 for the right engineer! AM/FM group needs an innovator to open the midwest area near fantastic recreation. Call Tom Greenleek, SBS Broadcasting of Utah, 801-392-7535, EOE.

Chief Engineer/Announcer for quality minded Beautiful Music FM in West Texas. Some announcing required but heavy emphasis on promotion. Send resume to Guy Smith, Manager, KVEQ, Albuquerque, NM 87103, or call 505-884-5833.

Chief Engineer—Eastern Shore of Maryland AM & FM combo need technician. Your ear and experience needed for this forward looking company. Stations are ENG equipped, microwave remote, RCA. Gates. Strong preventive maintenance a must. Resume and salary requirement to Box J-32.

Growth-Minded Chief Engineer needed to build a fulltime station out of a long term daytime operation! Definitely not a hands-on opportunity required. Good salary, benefits, and long term growth potential as part of management team. Send resume and references, and salary requirements to Doug Collins, WQOI, Box 9260, Canton, OH 44711. Do not phone EOE.

HELP WANTED NEWS

Best small market station in America will have news director opening. Midwest replies only Commercial experience and college degree preferred. EOE Box J-24.

WMZQ, Washington, DC has immediate opening to morning anchor. Duties include street reporting Creativity welcomed; intelligence essential; previous experience required. Send tape and resume to WMZQ News, 5513 Conn. Ave. NW, Washington, DC 20015. Viacom Radio is an Equal Opportunity Employer.


Competent newswoman to work in the Arkansas Ozarks at station with strong news and public affairs commitment. Looking for a high caliber journalist to place in this exciting position. Send resume to News Director, KHQZ, Box 670, Harrison, AR 72601 EOE.

Radio Newscaster—major midwestern radio station has an opening for an experienced broadcast news person with a good voice, authoritative news delivery, and a superior appearance. An excellent opportunity. Please send tape and resume to: Gene Hirsch, News Director, WILL Radio, St. Louis, MO 63101.

Classified Advertising See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED NEWS CONTINUED

A news/talk/information radio station wants to expand its staff with experienced, mature sounding persons willing to share in growth and able to assume responsibility. Both news and news/talk persons will be considered. Ability to be accurate on the air and to meet deadlines will be accepted. Send to WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Radio News Director. We need a dedicated News Director/Reporter to assume the administrative and anchorman duties of this high energy, conversational delivery complete with solid Broadcast Journalism. Salary range $14,000 - $23,000 plus benefits, depending on experience. Write to Wayne Drummond, Send Tape / Resume to Buster Pollard, General Manager, PO Box 547, Huntsville, AL 35804.

News Director: If you’re looking to relocate in one of the fastest growing cities in America, you could be the person we’re looking for. If you’re aggressive, work well with others, and can manage successfully, be accurate on the air and to meet deadlines, we would be interested in discussing the opportunity with you. Send a complete resume and tape to General Manager, WVLK AM/FM, PO Box 1559, Lexington, KY 40502. An Equal Opportunity Employer.


Immediate Opening for AM/FM news reporter at this top rated network in NJ with strong commitment to news. High energy, good writing skills, copywriting / newsroom staff. Send tape / resume to: WRNJ. Box 1000, Hackensack, NJ 07640.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Music Programmer: For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer. Must be able to select and coordinate recorded music and melodic currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. Send resume with salary history to Box H-89.

Coordinator of Development and Public Relations for FM Radio station. Bachelor’s Degree (Master’s preferred) for position with new 90KW public radio station. Duties will include fund-raising, involvement with performing arts community, promotion of station, production and development of station. Writing and speaking talent essential; marketing, promotion, and public relations experience desirable. Experience in radio (preferably public radio), knowledge of classical music, the arts, and public affairs, plus layout, design and graphics experience helpful. Must be a self-starter, team player, and have a minimum 6-month face-to-face commitment. Salary $12,000.00, depending on qualifications and experience. Send samples of audio and print work, plus complete resume with names of at least three references to David T. Wilkinson, Station Manager, WKYU-FM, Academic Complex 135, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.


WANTED-Program Director—Heavy experience in news/information and personality radio with MOR-contemporary format. CBS affiliate in sunbelt. EOE. Send resume today to Box J-59.

Eastern Massachusetts medium market. 5 kw full-time XO. Looking for Program Director, experienced PD. Production, automation, all phases of broadcasting. Call Pauline Yates 617 - 454-0404. EOE.

Production Manager: Write copy and produce for AM/FM. One year experience/copywriting preferred. Contact Robert Hill, KEKX/K-JS, Box 1, Nacogdoches, TX 75961. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

I’m seeking promising opportunity with small-medium market stations. Working honest, well-regarded ownership, in attractive, creative atmosphere. Recent in-terest arrangement considered. Sixteen years experience . . . management, sales, or air including 50 kw AM country stations. Educated, first phone, excellent grassroots management skills. Presently in Northwest. 907 - 344-9290.

Turn your station around! Increase billing overnight! New, unique format commands large, active audience including high school and college students. Recruitment and packaging, and grandchildren. A.D. Smith, 771 WOCX, PO Box 306, Detroit, MI 48231. Excellent opportunity for RNDA active. H 302-712.

General Manager: in search of new challenge with above average opportunity. 17 years in management as successful professional broadcaster. Aggressive sales motivation. Experience includes all markets all formats. Desires dedicated association with a growing and progressive company. Excellent credentials available. Box J-58.

SITUATIONS WANTED ANNOUNCERS

Very creative funny morning personality with 3rd looking for new home in medium market. Station must care about ratings. Send for tape, resume and X-lent refts. Dave Jesse PO Box 2616, Riviera, AZ 86442.

Male D.J. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Ill. Southeastern Wisconsin, and Northwestern Indiana. Deke Rivers 312 - 864-3304.

"Coming home!" to relocate in the USA, after 14 years with family in Europe (W. Germany). I have 22 years combined experience in radio and films, 3 years drive time at 50 kw (AM), American Forces Network, Munich; 4 years as announcer/translator with the North America English Shortwave Service of Radio Deutsche Welle, Cologne, 7 years as freelance announcer/translator for industrial, documentary, and business films. Some news experience. Excellent voice, broad national and international production and announcing at all BiL. Music or MOR format in a medium or major market with a chance to move up to PD or OM. I prefer NC or VA but will consider other areas. Box K-579, PO Box 185, Westlake Village, CA 91361. December 1989.

Top-notch Florida easy listening, beautiful music. Looking for a station with strong production and a great announcer with 16 months experience. Good voice, automation, board and production skills. Box H-254.

Young chick ready to kick! Jumpin' top 40 show tape, resume available. Diana Marzano, 10812 LaPorte Oak Lawn, IL 60432. 312-539-4530. Salaries 363-0925.


Expert PBP in hockey, football, basketball, & base-ball. I am ready to relocate immediately in the USA, or Canada. Have resume & audition tape available. Call after 5 PM. & ask for Joe at 312-852-2452.

Creative Personality needs medium market contemporary AM or FM. Strong production and writing skills. Willing to come in early and leave late. Bet 303-718-1802.

King Cooper. A young black ambitious DJ that appreciates all kinds of music. Jazz, R&B, Disco, Spiritual, Rock etc. 1431 5th Ave, Chicago IL, 60411 312-757-7341 or 333-2758. Tape and resume upon request.

At last! Something to look forward to—clean cut, FCC 3rd Class. College Announcing experience. Graduated with Honors from Vassar. A.D. Smith, 771 WOCX, PO Box 306, Detroit, MI 48231. Call 212-434-0356.

Family man with 4 years experience is seeking medium market country or oldies station on the east coast. BA degree, 3rd endorsed, currently morning drive at metro suburban. Box J-61.

Experienced Pro now available after being out of radio for the past few years. Mature, responsible with successful management and announcing background. Looking for position with a future leading to participation in station programming and management. Prefer Illinois location, but will equally consider all areas. Please reply to Box J-50.

Three Times, in July I came in second; it’s time for a first. Dan Sanders, 617-523-4012, after 5 p.m. 104 Charles Street—Box 368, Boston, MA 02114.

SITUATIONS WANTED TECHNICAL

San Francisco Bay Area. Competent maintenance and/or production engineer with good management skills. Experienced as C.E., state-of-the-art audio and RF digitalists, etc. Bill Motley, 231 Harford, San Francisco, CA 94114.

SITUATIONS WANTED NEWS


Sports caster promises intelligent reporting and hard ball work. 30+ College grad, family man-10 years experience in major market sports. Sports Director, Sportstalk, PBP experience including Pac 10 baseball. College football-basketball. Knowledgeable on all sports. Cordial inferences and references—will make your sports department click. News/sales experience also. Prefer major-medium market but all offers considered. Let’s talk. John Rebenshtik 714-793-8823.

Experienced reporter, good voice, currently employed in another field, but anxious to return to radio news. Prefer California or southwest. Box J-57.

Network radio deskperson, MSJ, newspaper background, seeks street reporter’s job in medium/major market. Call 212-686-1449.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking Responsibility to build Top 40, AOR operation. Prefer Pacific Northwest, will consider all. Extensive automation, music and audience research experience, creative production. Sharp attention to detail, staff supervision, FCC. Includes airshift, References, employed, 702-733-8540 mornings, late afternoons.

Attention—Experienced PD. has developed a window into the Asian Market. Contact Mike 312-492-400 evenings.

Program/Operations Director. Solid, organized, hard worker with over 9 years radio experience. Staff supervision, copywriting/production, pbv, live and automation programming. Good opportunity but for right company will do top notch air shift. Box H-216.

Small, medium market news director seeks to relocate. Prefer radio/national or large news team but others considered. I am a pro who hustles. RTNDA active. Public affairs and telephone talk experience. Let’s get together if you have a strong news commitment. Box H-247.


Exiting WAAF Promotion Director seeks creative production copywriting/air position. Familiar with TV graphics. Dave Pottori, 212-687-6402.


Program-Music Director/Announcer seeking similar position with good company. 8 years experience in station operations. Proven No. 1 Arbiton record. Lest form an effective management team to enjoy profits/high ratings. Bill McCowen 803-226-1408.


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SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Medium Market PO ... looking for medium or major market or out of RWRP. Excellent experience and high maintenance background. EOE. Send resumes/references to Box B-7.

HELP WANTED TECHNICAL

West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and high maintenance background. EOE. Send resumes/references to Box G-7.

Aast. Chief for UHF in South Texas coastal city FCC First combined with minimum of five years extensive transmitter and studio maintenance experience is required, competitive salary, benefits. Send resume to KORO-TV, 600 Leopold St., Corpus Christi, TX 78473.

Technicians wanted for maintenance and operation of major television facility. Formal training in electronics and First Phone. Previous experience desirable. Send resume and salary requirements to: Jack Venner, 1018 West Peachtree St., Atlanta, GA 30309. An Equal Opportunity Employer.

Chief Engineer—Major TV, group-owned and affiliated in Florida. Strong technical management background desirable. Salary and benefits. Send resume and salary requirements to Tom Shealy, PO Box 17000, Jacksonville, FL 32216. EOE.

Top salary for experienced Engineer capable of doing heavy digital maintenance for the latest state of the art television facility. Positions are available at both our Ft. Lauderdale and Atlanta Facilities. Call: Michael Orsborn, Director of Engineering, Video Tape Associates for appt. 305-593-3600.

Maintenance Engineer—needed for an eastern large market successful station. We are looking for an aggressive and self starter with 3-5 years experience in studio and/or transmitter maintenance. Good salary and benefits. EOE. Send resume to Box J-30.

Assistant Chief Engineer: Opening for an assistant Chief Engineer to support the Studio and Maintenance operation. Experience with RCA TCR-100 and TR 70s, Norcool PC-70s and other related studio equipment. A strong working knowledge of studio and a challenging opportunity. Salary open. EOE. Reply to Box J-5.

Seton Hall University, Department of Communication, Seton Hall University seeks candidates to fill the position of Television Coordinator. The coordinator is responsible for television maintenance. Responsibilities include repair and maintenance of B/W, closed circuit television, and television production. Qualifications: Prefer a 1st Class technical school graduate, but a talented, energetic beginner would be considered. Salary: $15,000-$18,000, dependent upon qualifications and experience. Send letter and application to: Chairperson, Department of Communication, Seton Hall University, South Orange, NJ 07079. An EEO/AA employer.

Studio Maintenance Engineer: A Florida network affiliate has an opening for a Studio Maintenance Engineer. Most equipment is RCA, Grassvalley, and Norcool. In process of extensive remodeling of master control and studio facilties. Applicants should have a minimum of 3 years experience. Salary open. EOE. Reply to Box J-28.

Transmitter Engineer: for new UHF-STV operation. Requires self starter with transmitter experience and first class FCC license. Salary and fringe benefits competitive with market. Send resume to Chief Engineers, WOTV-TV 166, 390 Commonwealth Avenue, Boston, MA 02215. EOE.

Assistant Chief—Major Market—Here is a chance for a small market chief or assistant chief maintenance Supervisor to move up to an eastern major market place. We need someone with a strong studio transmitter maintenance background and managerial potential. Good salary and benefits. EOE. If you are interested in working in our modern facility send resume to Box J-43.

Engineer Assistant Chief: Instructional TV. The Instructional Television Department of a central N.J. university is now seeking an educationally oriented and creative individual as assistant chief engineer. The position requires a Bachelor's degree or equivalent experience in electronics or related field, plus extensive knowledge of a balanced closed circuit or broadcast color television facility. Benefits include three weeks vacation, sick leave, free hospitalization and medical care for employee and children. Annual salary in the mid-teens. Send resume, indicating salary requirements and Ref. No. 231, to: Division of Personnel, Rutgers University, New Brunswick, NJ 08903. An Affirmative Action/Equal Opportunity Employer.

Chief Engineer—Top 50 Market, group owned WVE ABC. Network Affiliated in Huntington, WV. Strong technical management background required. Call Dick Kline at 814-944-2031. An equal opportunity employer.

Television Engineering—Experience in electronic trouble-shooting techniques and technical school training should be demonstrated. Pay TV and transmitter operators preferred. Salary commensurate with experience and knowledge of same. Send resume, references to 35th Street Drive, Arboor, MI 48104. Attn: A1 Life.

Asst TV Chief Engineer: Pacific NW CBS affiliate seeking individual with TV Engineering mgmt exp, career-minded, self-motivated, EOE. Degree preferred. For application write to KIRO-TV Personnel, 3rd and Broad Street, Seattle, WA 98121. EOE.

South Florida Television needs maintenance engineer with 3-5 years experience with all aspects of television equipment, installation and transmission. E.N.G.-installation and digital and microprocessor experience desired. EOE. Please send resume to Box J-54.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. We are seeking an aggressive and self starter with 3-5 years experience in studio and/or transmitter maintenance. Good salary and benefits. EOE. Send resume to Box G-50.

Producer—Anchor for a four-state southwest television news network. Excellent news organization and beautiful country. Send resume and photo to: MTN News, Box 1331, Great Falls MT 59403.

Reportor. Unique opportunity with tropical island cable TV system. Winner of national award for cable news. Tapes and resumes to: Claiborne Clark, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Producer for award-winning, nationally recognized, New York State public affairs program, "Inside Albany." We need a creative individual with TV news background and an ability to work with government. Will supervise two camera crews. Must provide creative input and work well under deadline. Requires Minimum five years experience in broadcast journalism. Should be experienced in ENG and 3/4 editing. On-air experience desirable. Reports to Executive Producer. Starting salary: $15,000-20,000. Send resume to: Personnel Department, WMHT, Box 17, Schenectady, NY 12301. EOE.

Immediate opening for a news reporter, videographer with an aggressive, growing news staff that is reaching its peak potential. Must be able to gather and creatively shoot, write and edit stories for air presentation, as well as operate as a one-person unit transporting news with ENG equipment. Previous degree in journalism and an ENG camera operator's license is required. Contact A.R. "Sims" Munzeli, News Director, WCBD-TV-PO Box 875, Charleston, SC 29402, $844-4141. An equal opportunity employer.

Major Market Station in the sunbelt seeking a dynamic weekend anchor/reporter. The successful candidate will have a solid sports background in television and have the ability to produce highly visual, concise, sales-oriented, recreational reports in both sports and news formats. Respondence not essential for this entry level position, but must be a fast learner. Contact News Director Susan Silver or Chief Meteorologist Gary Shore at 918-743-2222.

News Producer for medium-market NBC affiliate 6 & 11 p.m. News. Excellent opportunity. Must have in-depth knowledge of ENG systems and ability to write and block a highly visual newscast. Weekend and back-up anchors with producing experience encouraged to apply. Send resume only to J. Beecher. News Producer, KTVT-TV, Sioux City IA. EOE.

HELP WANTED MANAGEMENT

General Sales Manager—Top 30 Market. Prefer prior GSM experience, must have strong local experience. EEO Employer. Send resume to Box J-79.

T.V. Station Manager—VHF station, small market in Sun Belt. Opportunity for equity position for top notch GM. Send resume and salary requirements to Box B-8.

Producer/Director: Duties: Produce and direct TV programs, both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research important. Experience in television production with functional reps. Knowledgeable in pricing techniques. Consider experience AE with leadership potential and experience as associate apartment. Autos to: GM, WTVE Box 3248, Reading, PA 19604. (Equal Opportunity Employer)

Producer/Director: Duties: Produce and direct TV programs both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research important, B.A. or equivalent, professional resume. Women and minorities encouraged to apply.

Executive Opportunity: Executive Director ETW-PTV station, MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage school districts stations. Channel management experience—up to $340,000. Superintendent of Schools, Terminal Annex Station, Box 5538, Denver, CO 80227. Applications must be received by September 30, 1980.

Sales Manager: Direct and motivate Sales Department activities and conduct direct mail sales writing. Requires: B.A. in communications, full functional reps and experience as associate apartment. Autos to: GM, WTVE Box 3248, Reading, PA 19604. (Equal Opportunity Employer).

Producer/Director: Duties: Produce and direct TV programs both in studio and in the field. Requires: Knowledge of community, public, cultural and minority affairs as special interests; writing and research important, B.A. or equivalent, professional resume. Women and minorities encouraged to apply.

Promotion Manager with experience in on-air, program production for dominant N.E. regional VHF station. Good writing skills, creativity, print layout and buying capabilities are necessary. Minimum two years experience. Knowledge of promotion manager required. Excellent benefits. EOE. Send resume and salary requirements to Box J-67.

Director of Development: Public television network serving Vermont and southern Quebec, 2 million dollar budget, seeks proven fund raiser to take full responsibility for generating income. Send professional resume and writing sample to Hope Green General Manager, WPTV, Eohan Avenue, Winoooco, VT 05404. Deadline October 3, 1980.

Research Director (Television/Radio): Major group broadcaster seeks Research Director/Senior Research Analyst. Minimum 3 to 5 years experience, or equivalent, for qualification. Key role in research support for production and sales station. Should demonstrate experience in analysis of ratings for programming and sales support and survey research dedicated to facets of station operation. Equal opportunity employer. M/F Send resume/salary requirements to: Box J-70.

HELP WANTED SALES

Promoting from within makes room for experienced sales person. Established list, good benefits at group NBC affiliate. Strong leader in market makes selling fun. Home to David Horn, WKKW-TV, Waterloo, IA 50703. An EEO employer.

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ENG Camera Operator—needed fulltime ENG camera operator. Must be thoroughly familiar with news photography. At least two years prior experience. No expenses. All replies should be sent to 5111 East McKinley Avenue, Fresno, CA 93727.

Meteorologist: Growing weather company servicing radio-TV operation has unique opportunity for knowledgeable, forecastable individual with the personality to get to the heart of the story. M.S. degree in C.A.S. AMS Seal. Must operate switchboard, be self-starter, and be thoroughly knowledgeable of current state of technology. All replies should be sent to Personnel Department, KMOL-TV, R.O. Box 2641, San Antonio, TX 78209.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Promotion Manager: Need aggressive promotion person in excellent mid-west market. Need person with strong working knowledge of all areas of promotion, especially on-air. All replies confidential. Not an entry level position. Salary $17,000 range. An Equal Opportunity Employer. Box J-18.

Major Market Station—in the sunbelt searching for a creative and experienced producer-director in news and commentary. Must be able to operate switchboard, be self-starter, and be thoroughly knowledgeable of current state of technology. All replies should be sent to Personnel Department, KMOL-TV, R.O. Box 2641, San Antonio, TX 78209.

HELP WANTED NEWS CONTINUED

Weekend Sports caster/Sports Reporter. Someone who not only has strong on-air background, but also capable of interesting sports features and stories. Send tapes to Ray Depa, News Director, KAKE-TV Box 10, Wichita, KS 67201. Previous applicants need not reapply. EOE.

ENG Photographer for top rated prime time magazine in a top ten market. EOE. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-51.

Field Producer with magazine/news or public affairs background to work on one of the nation's first and finest locally produced, nightly Public Affairs magazine programs. "Louisville Tonight!" Must have full working knowledge of everything involved in a self-starting situation and a desire to work long and hard to continue the high standards of quality of this number one-rated, award winning and nationally recognized prime-time series. Please provide resume. Call George Golabek, Executive Producer, WHAS-TV, Box 1084, Louisville, KY 40201. 502-582-7840. EOE.

On-air Promotion Director: Looking for experienced person to head on-air promotion effort. Strong writing, photography and production abilities must. Responsibilities include creation, production and scheduling of high quality promos for both Radio and TV. Send resume and salary requirements to Guy Hempel, WOC, 805 Brady St., Davenport, IA 52808. An EEO employer.

Technical Assistant for top rated prime time magazine in a top ten market. Work in the field with BUV recorder and audio. Please send resume with audio background looking for TV experience. EOE. Box J-77.

SITUATIONS WANTED MANAGEMENT

Currently in management. Experienced in programing, news, promotion, traffic, production, sales, FCC. Ready for small/medium market manager. All replies considered. Preferred East Coast Box J-11.

Co-op/Sales Training Specialist: Successful Radio/TV sales and sales management experience. Co-op experience.核查和 research teams for major groups and independents who want to add big bucks from co-op and retail. Strong leader and motivator for looking for a permanent group situation in Southeast. If you’re a group owner who recognizes the huge potential and needs someone with know-how to help your stations, contact Box H-33.

SITUATIONS WANTED TECHNICAL


25 Year Old Female veteran. FCC 1st class radio...telephone license. Experience in Army radio & communication. No broadcast experience, will need training. Quick learn. Mary Jarecki, 805-526-6750.

SITUATIONS WANTED NEWS


First Edward R. Murrow Fellow in broadcast journalism. Award-winning, bright, aggressive, energetic woman looking for entry level reporting position with first rate news operation. I'm a talented, competitive professional with two years' experience. Resume/tape available. Call Kelly Frederickson 714-835-8855.

You'll be glad you called if you need a hard-working, young reporter-anchorman with ENG photography and field assignmenting skills for a self-starting, self-sufficient position in real news-sports information. Excellent writing and tape and resume available. Phone 309-688-2874.

Female Reporter with 5 years experience seeks position with top 75 TV station. Box J-41.

TV Meteorologist, currently working for a number one, middle market station. Good presentation. Box J-52.

Meteorologist, two years on air experience, young, optimistic, high energy, knowledgeable and informative. Good with visuals. Box J-64.

Experienced Investigative Reporter: Knowledgeable in all phases of putting together hard hitting single stories and series on both traditional and biz news. Investigative journalist. Proven track record. Currently with 50 market affiliate. Write Box J-66.

Attractive, lean, athletic, 34 year old with groomed beard seeking position of TV on-the-air newscaster/anchor/sports announcer. Doctor in Psychology; good understanding and strong interest in world affairs, human behavior, politics, sports, health, and music. Enthusiastic and energetic to gain experience, serious minded and responsible. Currently broadcasting after school sports on FM, AM, TV. Phone, voice tape, and resume upon request. Tom Golabek, 405 W. Jackson St., Stockton, CA.

I make it happen. Network assignment editor looking for saner place with dedication to news. Box J-68.

SITUATION WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Director, currently with large teleproduction center seeks position with emphasis on production. National program credits, strong background in sports, live and remote telecasts. CMX editing. Box J-6.

For Fast Action Use BROADCAST'S Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

We seek an aggressive, imaginative, take charge Sales Manager for a computer logging and billing service to radio stations. Must have experience with computer usage in radio stations and radio station management. Salary + commission + stock options. You will have full managerial responsibility for which time we would expect results. Send background & experience to: President, Groton Computer, PO Box 1024, Groton, CT 06340.

HELP WANTED IMMEDIATE

Immediate openings for tech supervisor: Mobile Production Company seeking supervisor for mobile truck, Maintenance required for quad tape, one inch tape, Grass Valley Norelco PC-70 cameras. Contact: John Crowe, MCI Productions, NO. 10 Greenwood Plaza, Houston, TX 77046 713-527-8270.


HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Producer: Are you as sharp as your razor blade? The team in our audio division has won 30? awards and is looking for an additional producer/director ready to go for another hundred. Must have experience in multitrack production, ability to direct and work long hours toward a rewarding future and Virginia Beach lifestyle. Immediate expansion opening. Send resume and tape of your five greatest spots to: Robert J. Lindsley, Studio Director, 200 West 22nd Street, Norfolk, VA 23517. EOE.

Production Person/Announcer, Chicago. Talented announcer wanted ... with solid experience in production. Real opportunity for an idea person who is enthusiastic and wants an environment oriented agency. Complete responsibility for modern studio. If you're good! We want to hear from you. Resume, tape and salary requirements to: Harold Best, oversite, 624 S. Michigan Ave., Suite 800, Chicago, IL 60605, 312-663-0900.

HELP WANTED INSTRUCTION

Instructor/Vocal Coach. Must be proficient in correcting regional accents. Should have knowledge of phonetics and oral interpretation. Call for interview before 10:00 AM weekdays or send resume to: Deborah Ratcliffe-Sullivan, Voice Coach, KISS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.
HELP WANTED INSTRUCTION CONTINUED

Broadcast Teaching Position. Search for qualified, experienced, knowledgeable individual for three-year position, with emphasis on advanced techniques. Interested persons should contact contact person.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM transmitters, guaranteed. Reasonable offer will be considered.

Instant Cash For TV Equipment. Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271.)

Transmitters. The Transmitter Company Ellis Road, Rossville, GA 30741 404-866-3855.

FOR SALE EQUIPMENT


RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares. $5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 11, $2,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Channel 11, $1,200.

Sony 2850 3/4" Video Recorder—Good condition, $1,500 ea.

Sony 2860 3/4" Video Recorder—Excellent condition, $2,500 ea.

Basic Camcorder 3/4" Editor—works with 2850 or 2860, $3,000 ea.

Complete Film Island—PE 240, Eastman 285's, T7, Eastman 1600, $30,000.

IVC 500A Color Cameras—complete, beautiful pictures, ea. $7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. $4,000.

GE PE-240 Film Camera—Automatic gain & blanking, $5,000.

CDL VSE-741 Switcher—12 input, chroma key, $4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, $12,000.

RCA TP-8 Projectors—Reverse, good condition, ea. $1,000.

Ampro 1200 A VTR'S—Amtec, Colorloc, one with editor, ea. $22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens interchangeable scope, monitor, 2 available, new list price, ea. $4,000.

New Edutron CCD-2H Time Base Corrector—Broadcast specs, $5,000.

Westinghouse Antenna—RCA Batwing. Available now, $8,000.

UHF Antennas—Various Models and Prices, 30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008: Columbus, GA 31908.


Collins 820E-1 AM Transmitter. 5KW with matching 2-tower phaser and antenna coupling units, frequently on the air and available for inspection. Contact Tom C. Doxt, KVXL, Inc., 214-369-2711, Suite 902, 7515 Greenville Avenue, Dallas, TX 75211.


For Sale Minivan-Dodge Tradesman 200—3 years old. 11,500 miles. Air-conditioned, insulated, carpeted, ideal for cable TV or data gathering or remote production. 2 Ikegamis HL-35 mini-cams. 1 CDL Switcher. Good viewfinders, four color monitors, VDAs, PAs, lights, tripods. Completely wired and ready to go, extras. Best offer over $500. Call: Ennie Panos 9 to 5:00 p.m. 312-236-5535.


Tektronix 465M Oscilloscope, $1,900. TRI EA-3 Edit Control system with DDT-1 Digital Reader, $1,000. Singer-Graflex 93-OR 16mm Film Projector like new, with TV shutters, mirrors and remote control. $1,500. RCA Color Film Chain: includes camera, multiplex, RCA TP 7 slide projector, RCA TP 88ilm projector... $29,000. Write, wire or phone International Cinema Equipment, 6750 NE 4th Ct. Miami, FL 33138. 305-568-0786.

Remote Truck: without cameras. 2" recorder, 2-1/4" recorders, lights. 2 audio boards, microphones, Grass Valley support gear. 2 Omtron generators. Ready to go. 312-972-0078.


COMEDY

Free sample of radio's most popular humor service! OURLERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funny! Hundreds renewed! FREEWAY Contemporary Comedy. 5804-B, Twining, Dallas, TX 75227.

"Phantastic Hunnies"—month's 400 hilarious, topical hunnies... $2.00! 1343-B Stratford, Kent, OH 44213.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA, Air Force.

"Comic Relish!" Just for laughs. Bi-weekly Free sample. Whidle Creative Services, 20016 Elkhart, Detroit, MI 48225.

RADIO

Help Wanted Sales

Local Account Executive

We are seeking an individual with 2+ years experience selling retail for an FM station in NYC for a major broadcasting company. Excellent growth potential. On-air/in-studio opportunity. Send resume to: BOX J-75.

Help Wanted Technical

RADIO TECHNICIAN

KNX-FM, Los Angeles, needs a Broadcast Maintenance Technician. Should have five years broadcast maintenance experience and be strong on digital, I1 class CDQ license required. Please send resumes to: CBS, INC., Placement Office, 1800 Beverly Blvd., Los Angeles, CA 90026. M/f/Women of all races desired.

Help Wanted Programing, Production, Others

SUNBELT

Top position in major sunbelt market needs a take charge traffic manager. Applicant must have full knowledge of computerized traffic system as well as creative ability to apply ideas to traffic functions. Supervise department and keep solid out station running effectively. Only hard working career person need apply. Will discuss income an EOE. Send resume to: BOX J-27.
Help Wanted Programming, Production, Others

PROGRAM COORDINATOR
Major Market Talk Station
This is an administrative position; we're not looking for an air personality (we already have the top ones in the nation). We want a shirt-sleeve diplomat who knows how to work with talk show hosts and their guests, who can coordinate promotional activities, and handle the day-to-day complexities of talk station programming.

We're the number one talk station in Philadelphia. If you have broadcasting savvy and the guts to use it, send resume (with salary requirements), to Ed K., Station Manager at WWDB, 3930 Conshohocken Ave., Phila., Pa., 19131. No phone calls, please.

An Equal Opportunity Employer: M/F

Help Wanted Management

GENERAL SALES MANAGER
The No. 1 contemporary station in a top 10 Sunbelt market is seeking a dynamic motivator who can manage the finest sales team in the city. We are an aggressive group broadcaster that offers unlimited growth potential. Reply in strict confidence to Box J-71.

An Equal Opportunity Employer.

Situations Wanted Management

NORTHEAST OWNER!!
G.M. PRO now available to bring your station LEADERSHIP, SALES, PROFITS, IMAGE, EXPERIENCE. After a year as California entertainment marketing executive I miss radio and the northeast. Impeccable credentials. If you have hopes for your station let's talk now. Box J-58.

Employment Service

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47136

Radio Surveys

100 CALLS $395.00 TERMS
500 CALLS $795.00 TERMS

S-A-M-S
PO. Box 2585, Augusta, Ga. 30903 (404) 733-0842. Dick Warren, President.

Help Wanted Announcers

Disc Jockey/Announcer—Overseas Assignment

OSAKA FM BROADCASTING CO., LTD., with head offices in Osaka City, Japan, is desirous of employing one skilled and qualified male announcer of United States citizenship (native English speaking). As an associate of the company, he will work under the following conditions:
Place of work: Osaka City, Japan.
Working hours: 40 per week.
Monday through Friday.
Annual salary: $25,000.00 U.S.
(paid in Japanese yen).
Tenure of service: one year, starting March 1, 1981, with renewal possible — renegotiated annually.
Furnished housing: 3-room apartment, approx. 60m² (standard housing accommodations in Japan).
Furnished travel: round-trip airfare and travel expenses.
Qualifications:
(a) must be a graduate of a recognized university.
(b) age: 25—35 years old.
(c) must have worked a minimum of five (5) years as an announcer with U.S. broadcasting companies.
(d) must be well-versed in the modern, popular music of both the U.S. and Europe.
No particular knowledge of Japan or the Japanese language is required. Applicants are required to send a 30-minute demo tape (reel-to-reel or cassette) of an actual, on-air performance, along with a brief resume which includes the following: name, age, address, place of birth, name and dates of graduating university, major field(s) of study, military service, name and date(s) of employment, positions held, superiors' names, additional information on professional experience, awards, etc. Family background, hobbies, interests, etc., along with a brief assessment of your own character strengths and weaknesses would also be helpful in determining qualifications. A recent photograph and current health certificate is mandatory. Documentation and demo tapes will not be returned. Applicants are cautioned to be both specific and accurate in all details as college, military service, employment and law enforcement records will be carefully checked. Screening of documentation and tapes will take place immediately upon receipt of same. Deadline for applications: October 15, 1980. Successful candidates will be informed of personal interviews to be held in New York City and Los Angeles to choose the single successful applicant.

Background data of the market and facility: FM OSAKA broadcasts at 10KW output, covering three major metropolitan areas of Japan: Osaka, Kobe and Kyoto, with a population of 17.65 million persons and 11.2 million FM sets (32.3% in autos). Station format is primarily musical programming; 76% modern music (popular), 6.4% classical, 13% Japanese popular songs and 4.6% news and other programs.

Replies are to be directed to:
Mr. Kuniohi Tanaka Manager, General Affairs
OSAKA FM BROADCASTING CO., LTD., 3-2-4, Nakanoshima Kita-ku, Osaka 530 JAPAN

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TELEVISION Help Wanted Management

Group Operations V.P.
Established TV group seeks professional broadcast executive qualified for group management. Must supervise and work effectively with station managers on all facets of operation from budgeting to sales and P & L analysis. Need a hands-on executive with answers and ability to lead and help. All replies confidential. Phone Barry Nathanson, Richards Consultants, (212) 682-6880.

Help Wanted Sales

Northeast station
has an immediate opening for a local television time salesperson. Prior broadcasting experience, preferably with another television station, is required. Duties include soliciting new accounts and handling current accounts. Qualified applicants send resumes to Box J-65.

Help Wanted Technical

International Opportunities for Audiovisual Services
The King Faisal Specialist Hospital and Research Centre has current openings in its Audiovisual Department. The Hospital is a 250-bed specialty referral facility with a rapidly expanding Audiovisual Department.

The following positions are available:
Television Engineer—B.S. Degree in Electrical Engineering with 5 or more years practical experience in maintenance and repair of television and video systems. Thorough understanding of system set-ups and use of test equipment.
Television Technician—Associates Degree in Electronics or 2 years trade school and 5 years relevant experience including 2 years in maintaining and repairing television and video systems.

Both positions offer exceptional benefits including 30 day annual vacation, transportation, furnished housing, bonus pay and more.

Interested, qualified candidates should submit a resume with current salary to:
Linda Hogen
Hospital Corporation International
One Park Plaza
Nashville, TN 37202

WEATHER PERSONALITY
Experienced weathercaster with lots of personality wanted for aggressive news operation. Send resume, tape and salary requirements to: Bill Jenkins, WCTI-TV, PO Box 2325, New Bern, NC 28560 E.O.E. M/F.

A Malheite Station

CO-ANCHOR
Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box G-133. E.O.E., m/f.

WEEKEND WEATHER ANCHOR
Top 10 West Coast station. Looking for meteorologist with good on camera ability or someone good on camera with scientific skills. No beginners and no phone calls. Send tape and resume to Bill Applegate, KPX News, 855 Battery Street, San Francisco, CA 94111. E.O.E.

REPORTER
Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box H-226. EEOE, m/f.

HOSPITAL CORPORATION INTERNATIONAL
An Equal Opportunity Employer

Help Wanted News

TV NEWS
WTVS, Detroit public TV is seeking applicants for nightly newscast commencing in October, including: news director, night editor, producer/reporter, national news coordinator, support staff. Experience in active broadcast newsroom essential. Send resume and tape to: Personnel, 7441 Second Blvd., Detroit, MI 48202 E.O.E.iml.

Help Wanted News Continued

WEATHER PERSONALITY
Experienced weathercaster with lots of personality wanted for aggressive news operation. Send resume, tape and salary requirements to: Bill Jenkins, WCTI-TV, PO Box 2325, New Bern, NC 28560 E.O.E. M/F.

A Malheite Station

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Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box G-133. E.O.E., m/f.

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Help Wanted Programing, Production, Others

Photographer/editor
for PM Magazine show open. Must have experience with magazine-type show, be totally familiar with ENG equipment. Tape will be requested from those considered. Box H-236.

PROMOTION MANAGER
WHAS-TV is looking for a first rate person with strong creative and writing skills. Must have experience in all facets of promotion. Send resume/tape to Steve Steinberg, WHAS, Inc. PO. Box 1084, Louisville, Kentucky 40201.

AN EQUAL OPPORTUNITY EMPLOYER

ALLIED FIELDS
Help Wanted Programing, Production, Others

NEWS AND DOCUMENTARY TYPE PRODUCTION
We are broadcast journalists using our skills and ENG technology to write and produce motion pictures for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Four years TV news experience minimum. Send resume and tape to: VIDEA, LTD. 200 Guaranty Building Cedar Rapids, Iowa 52401 Equal Opportunity Employer: M/F
Public Notice

NOTICE TO APPLICANTS

Notice is hereby given that the Board of Public Works and Safety of the City of Laporte, Indiana, will receive applications in the office of the Clerk-Treasurer, Suite 1001, Michigan Avenue, Laporte, Indiana, until the hour of 5:00 A.M. on November 3, 1980, for a franchise for operation of a Cable Television System in the City of Laporte, Indiana.

Applications must be submitted in accordance with the provisions of Ordinance No. 1605 of the City of Laporte, Indiana, copies of which are available from the Clerk-Treasurer.

BOARD OF PUBLIC WORKS AND SAFETY
CITY OF LAPORTE, INDIANA
By: Florence C. Chooback
Clerk-Treasurer

Dated this 12th day of August, 1980.

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
RANDOLPH, MA

The Town of Randolph will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications shall be delivered to the office of the Board of Selectmen, Town Hall, Randolph, Mass., in a sealed envelope marked “Application for Cable T.V. License” and shall be received until 3:00 p.m. on Monday, Nov. 10, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the Town of Randolph. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. This is the only period during which applications may be filed.

All applications received will be available for public inspection in the Town Clerk’s office during regular business hours and for reproduction at a reasonable fee.

The Board of Selectmen of the Town of Randolph shall issue the application authority and reserves the right to waive formalities, to reject any and all applications, or to accept the application deemed best for the Town.

BOARD OF SELECTMEN
Thomas M. Sullivan, Chairman
Joseph J. Semerisi, Vice Chairman & Clerk
Paul J. Conners
Alvin J. Yorra
Maurer A. Dunn

NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Worthington, County of Nobles, Minnesota, invites 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” both of which are available from the undersigned. Applications will be accepted until October 26, 1980, at 7:00 P.M. All applications received will be available for public inspection during normal business hours at the City Clerk’s office, Worthington, Minnesota. Each such application shall be accompanied by a One Hundred and no/100 Dollars ($100.00) non-refundable filing fee payable to the Clerk of the City of Worthington, Minnesota.

RALPH C. WERNER, City Clerk
City Hall
303 4th Street
Worthington, MN 56187
(507) 378-3161

Radio Programing

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PROGRAMS WEEKLY
Program Distributors
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Consultants

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A Full-Service Broadcast Consulting Firm
offering professional services in...

PROGRAMMING
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SALES
CREATIVE SERVICES
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ask for the president.

Wanted To Buy Stations

16 Yrs Management
between just two stations. Wish to purchase small Mkt Radio Station in Indiana, Illinois or Kentucky, or invest as partner.

Call Robert A. Kincaid
Greensburg, Indiana
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COLORADO
Most beautiful America. Class IV AM. Price 2 1/2 times gross $375,000. Includes Xmt Real Estate, new downtown studios leased.

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For Sale AM-FM

Central Michigan, Small AM-FM station $250,000.00 cash. No Brokers. Send to Box J-10.

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Media Broker
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Lexington, Mo. 64067
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AM - FM COMBO
100,000 WATT FM, REGIONAL FULLTIME AM, SOUTHEAST. PRICED TO SELL AT 10 TIMES POSITIVE CASH FLOW -- $1,800,000.00 UNBELIEVABLE POTENTIAL. ATTRACTIVE TERMS.

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Specializing in Individual & Corporate VIDEOTAPE INVESTMENT
Representing over 500 Clients & 1,100 Episodes
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INVESTORS MANAGEMENT SERVICES, INC.
306 No. 8th St., Jericho, NY 11753 516/358-5567

WANTED TO BUY STATIONS

For prompt service contact
Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607) 733-7138
Bob Kimel’s office: P.O. Box 270
St. Albans, VT 05478
24 hr Phone: (802) 524-5963
Brokers and Consultants

Miscellaneous

FOR SALE
Full day individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeovers, among the topics. Find out how to buy your next or last station through my personal experience.

Rob B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017 212-599-3303.

Broadcasting Sep 8 1980 69
REGGIE MARTIN & ASSOCIATES
TENN.—Sm AM/FM covers exc med mkt $550 terms.
No. CAR.—A sleeper!! Exc 1 kw daytimer in sm mkt area abi to bloom with gigantic new industry. $186 terms less for cash.
So. CAR.—Profitable 1 x daytimer in good sm mkt on int St, hiway Exc equip incl automation. $395 terms.
FLA.—Coastal resort dominant Ft AM $260 gross. $750 terms.
S.E.—Suburb 5 x daytimer cov lg metro mkt. Gross $185, incl nl eg $450 terms.
FLA.—Btl med growth mkt 100,000 W FM. $3 x gross 2 MM cash.
Fla.—Reggie Martin Va.—Ron Jones (305) 381-2181 (804) 758-4214

FOR SALE:
Located in the Sunbelt. Profitable, full-time AM station low dial position, 5000 watts. Also class C FM—stereo 100,000 watts. Terms available to credit worthy buyer. Reply to Box J-83.

Call 901-767-7980
In Complete Confidence!

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H.B. La Rue, Media Broker
RADIO- TV- CATV- APPRAISER

BROADCASTING’S CLASSIFIED RATES
Payable in advance. Check or money order only (Billing charge to stations and firms: $2.00).
Deadline is Monday for the following Monday’s issue. Orders and cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted.)
Replies to ads with Blind Box numbers should be addressed to Box number c/o BROADCASTING. 1735 DeSales St., N.W., Washington, DC 20036.
Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: $6.00 per word. $50.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.
Rates: Classified display: Situations Wanted: Personal ads $30.00 per inch. All other classifications: $60.00 per inch. 1/4 page display, $275.00. For Sale Stations. Wanted To Buy Stations. Employment Services. Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.
Media

Edward Spray, program manager, WBBM-TV Chicago, named director of broadcasting.
Named VP’s of CBN Continental Broadcasting Network stations: David Williams, general manager, wXANTV Atlanta; William Knight, general manager, WNEV-TV Boston; Roger Baerwolf, general manager, KXXT-AM Dallas, and Thomas Smith, general manager, WYAN-TV Portland, Va., and wXRJ(FM) Norfolk, Va.
Tim Robertson, assistant operations manager, WNEV-TV, named operations manager.

Maurice Loewenthal, VP-general manager, WTMJ(FM) Milwaukee, named president and general manager.


Sue Kaufman, formerly with noncommercial WGG1-FM Houston, Mich., and WMPL-AM-FM Hancock, Mich., joins WACJ(AM) Terre Haute, Ind., as assistant general manager.


William Knudsen, sales manager, KSEAF(FM) Seattle, named station manager.

Len Hart, general sales manager, WNYK(AM)-WZEO(FM) Rochester, N.Y., named station manager.

Robert A. Howard, national director of public affairs, American Red Cross, named VP and managing partner of KSSL-AM-FM Helena, Mont.


Delano Washington, former head of Baltimore drug rehabilitation program, joins Corporation for Public Broadcasting as associate director for policy and administration.

J. Bruce Irving, secretary of Wometco Enterprises, Miami, elected VP and associate general counsel. He will continue as secretary of company.

Marlene Doerns-Goldman, broadcast buyer, Silton/Turner Advertising, Boston, joins wNATV there as research manager.

Timothy Neher, VP-general manager of Michigan operations of Continental Cablevision, Boston, named VP-treasurer of Continental.

Harvey Lee Gard Jr., accounting manager, WTAQ-TV Norfolk, Va., named business manager for WTAQ(AM)-WREZ(FM) there.

Jayne Levy, former business manager, WFL(AM)-WUSI(FM) Philadelphia, named controller, wXXY(FM) Fort Lauderdale, Fla.

Doris Rowley, from position with University of Missouri, Columbia, named business manager for its noncommercial KEBR(AM) Columbia.

Karl Eller, president of Charter Media Inc., named "Media Person of the West, 1980" by The Advertising Center of Los Angeles. He will receive award at Western Conference on Marketing and Media, Sept. 26-27.

Richard W. Russell, president and general manager of noncommercial WCNY-FM-TV Syracuse, N.Y., named chairman of Association of Public Broadcasting Stations of New York.

New officers, Greater Portland (Me.) Radio Broadcasters Association: Robert J. Gold, WPOQ-FM Portland and WFEA(AM) Manchester, N.H.; president; Bob Caron, WBLM(FM) Lewiston, VP; Rick Snyder, WBOI(AM) Westbrook, treasurer, and Bob Clark, WGAN-AM-FM Portland, secretary.

Advertising

Donald C. Robertson, son-in-chief executive of J. Walter Thompson Australia Pty. Ltd., Australian executive VP, corporate development, J. Walter Thompson Co., New York, with primary responsibility including corporate development and strategic planning for JWT and JWT Group Inc. Jeffrey Earl Warren, creative group head, and Arthur Wilkins, research director, JWT, named VP’s.

Michael G. Turner, director of Southern operations, Ogilvy & Mather, Houston, elected executive VP Bruce O’Dza, general manager of Houston office, named managing director, post formerly held by Turner. Paul Pracilius, associate creative director, Veronica Nash and Roger Proulx, copy supervisors, and Grant Parrish and Alan Sprules, art supervisors, Ogilvy & Mather, New York, named VP’s.

Robert D. Brown resigns as executive VP and chief operating officer of Trace-Locke Advertising, Dallas. President Norm Campbell takes over as chief operating officer as well as chief executive officer, and other key executives will be assigned broader responsibilities.

William E. Holmes, manager of marketing services, Doyle Dane Bernbach, New York, elected senior VP.

Named VP’s, Leo Burnett, Chicago: Dick Col- elitz, account supervisor, Norry Nelson, ex-
Minz & Hoke, Avon, Conn., named media buyers-planners.

Doug Fisher, art director, Lord, Sullivan & Yoder, Marion, Ohio, named creative director-art.

Charles Gabelmann, account executive, ABC Television Spot Sales, Detroit, named VP, sales development, ABC-TV Network, New York.


Lou Morlino, account executive in San Francisco office of Petty Television, joins TeleRep as sales manager of its new Seattle office.

Eugene Cunningham, assistant research director, ABC-green and independent sales team, Blair Television, New York, named research director of that sales unit. Susu Mauhood, administrative assistant, Blair Television, named senior program coordinator, sales strategy division.

Kenn Devane, account executive, Peters Griffin Woodward, Detroit, joins Petty Television there in same capacity.

Sharon Bernstein, account executive, Peters Griffin Woodward, New York, joins MMT Sales, New York, in similar capacity.

Kerry Andrews, from sales position with Independent TV Sales, joins KBHK-TV San Francisco as sales manager.

Valdo Conte, director of commercial operations, WCVB-TV Boston, named VP, commercial operations. Bonnie Hiramoto, research analyst, named research-sales promotion manager.

Carole Mailoux, manager and sales manager of WNBQ(AM) Newburyport, Mass., joins WBOS(FM) Boston as general sales manager.

Sam Rosenblatt, general sales manager, WTMX(FM) Miami, named VP.

E. Kerah Walters, formerly with KHS Broadcasting Workshop, Los Angeles, named general sales manager of KKSU(FM) Santa Monica, Calif. Jon Widenheft, formerly with KBBO(AM)-KBXY(FM) Ventura, Calif., joins KSF as account executive.

Don Propst, former VP-West Coast manager, H.R. Stone, named VP-sales for East-West FM Group Inc., licensee of KKNJ(FM) Fresno, Calif. David Milian, former general manager of KEY-FM Minneapolis, joins KRNU as sales manager.

Richard Rosiow, local sales manager, WWWA-AM-FM St. Petersburg, Fla., named general sales manager.

Willard Dougherty, director of retail and local sales, WAXY-TV Atlanta, named local sales manager.

Brian Holmes, account executive, KDKM-TV Portland, Ore., named local sales manager.

Larry Burak, who has held sales positions at WNCN(FM) and WRX(FM), both New York, joins WRX-FM there as coordinator of retail sales.


Rhoda Horwitz, sales traffic manager, WBBM-TV Chicago, named sales planner.


Cindy Deis, who formerly coordinated commercial traffic at KMHT-TV Tulare, Calif., joins KJEO-TV Fresno, Calif., as client relations coordinator.

Penny Hatt, account executive, Air Time International, New York, joins WOR-TV there as account executive.

George Bleug, VP-international sales operations, Columbia Pictures Television, named VP-international special projects. Anne Stewart Page, director of Middle East sales, assumes additional duties as director of international sales administration. Mark Kener, member of London office, named director of international sales operations. Hans Proppe, director of series program development, CPT, Los Angeles, named director of movies for television.

George Mitchell, VP-domestic sales manager, Warner Bros. Television Distribution, Los Angeles, will retire at end of year.

Wayne Baruch, VP-programming, Robert Wold Co., Los Angeles, named president of newly formed division, Wold Entertainment, which develops and produces programming and secures television station air time for ad hoc custom networks.


Charles Mitchell, former producer of Soundstage at noncommercial WTTW(TV) Chicago, and former music director at WBRK(FM) New York, named director of special programs for RCA SelectaVision videodisks, to acquire and develop programming, especially in music and sports.

Lee Blackwell, from Litton Industries, joins Universal Subscription Television as VP of StarCase, Boston subscription television service.


John J. Agoglia, VP, program and talent negotiations, NBC, appointed senior VP, business affairs, responsible for all program and talent negotiations for NBC Entertainment, based in Burbank, Calif. He succeeds Irwin H. Moss, who resigned to join Marble Arch Productions (Broadcasting, Sept. 1).

Mike Perez, Latin American sales manager, ABC Sports Syndication, joins NBC Enterprises as manager of worldwide sales.


Henry Schafer, associate director, program analysis, ABC-TV, named director, program and research. Stephen Yause, associate director, audience analysis, named associate director, program research.

Lou Frederick, associate director with ABC Sports, retired Aug. 31 at age 62 after 29 years with ABC and two Emmy Awards for work on ABC-TV Olympics coverage.

Gary Vautin, program director, KJEO(TV) Fresno, Calif., named KXTV(TV) Sacramento, Calif., in same capacity. George (Monk) Henry, producer-director of special projects, WTMJ-TV Milwaukee, joins KXTV as production manager. Diane Dedoshske, chief production assistant, KXTV, named production-director.

Don Drilling, production manager, KJEO(TV) Fresno, Calif., named program director, succeeding Gary Vautin (see above). Abe Espinosa, director of daily newscasts, KJEO, named production manager, succeeding Drilling.

Bob West, production director, WFEF-TV Evansville, Ind., named director of newly created operations department.

Ted Carson, air personality, KSRR(FM) Houston, named program director.

Bill Cochran, producer and air personality, WXR(FM) Chicago, named production director.

Tom Marker, program director and announcer, WKLI(FM) Elgin, Ill., joins WXRT as air personality.

Donald Wright, former program director, KSJO(FM) San Jose, Calif., joins KCBS-FM San Francisco as weekend air personality.

Keith Gunther, program manager, KSOK(TV) St. Louis, named VP-program development for licensee, Pulitzer Broadcast Stations. Rebecca Goodrum, assistant director of public affairs, named program manager KSOK.

Davis Allison, program director, WXXY(AM) Sarasota, Fla., named operations manager, WWZ(AM) Sarasota.

Tom Brock, production operations coordinator, noncommercial KPTS(TV) Hutchinson, Kan., named production manager. David Owens, producer of bimonthly series, named senior producer.

Mike Stevens, music director, WTR(AM) Muskegon, Mich., named program director.

Terry McAllister, announcer and producer, WAXU-AM-FM Georgetown, Ky., joins WSM(AM) Eminence, Ky., as assistant manager and program director. Frank Horency, graduate, Eastern Kentucky university, Richmond, joins WSTL as sports director.

Kelly Winder, graduate, School of the Ozarks, Point Lookout, Mo., joins noncommercial KBAI(FM) Columbia, Mo., as production manager.

Kim Lemon, reporter, WGG-AM-LTV Lancaster, Pa., and Josh Hooper, field producer, PM Magazine on WTVH(TV) Syracuse, N.Y., named co-host of PM Magazine on WGG-AM-LTV.

Greg Russell, air personality, WDXC(FM) Detroit, joins WKBK-TV there as “tipster” for PM Magazine.

George Kay, account executive, KTWO(AM) Casper, Wyo., named sports director for KTWO-AM-TV.

David Povero, public relations associate-broadcast media, The Children’s Museum, Indianapolis, joins noncommercial WFYI(TV) there as producer-director.

News and Public Affairs


Cliff Kappler, producer, special broadcasts, NBC News, named producer on Today program, where he will share day-to-day responsibilities with producer Marty Ryan.

Steve Shepard, general assignment reporter, WBBM-TV Chicago, joins ABC News as general assignment correspondent, based in Washington.

Richard Schlesinger, general assignment reporter for Post-NewswEEK’s WPLG(TV) Miami, named Washington bureau chief for Post-NewswEEK stations.

Bill Kietzer, former managing editor, KSDK(AM) St. Louis, named news director, WFAA(AM) Dallas. Phil Rozen, former news producer, noncommercial KBIAT(FM) Columbia, Mo., joins WFAA as morning news editor-producer. Jim Fry, from Missouri Times, joins news staff of WFAA.


Bob Brill, anchor and reporter, KUZZ(AM) Bakersfield, Calif., named news director.

Raymond Swiderski, former announcer with WZEE(FM) Richmond, Va., and WDFL(AM) Chester, Va., joins WAVE(AM) Ashland, Va., as
Joins

Barbara Geddle, Sujay Johnson, former of Washington, joins radio department WTEV(TV) Stockton-Sacramento, Calif., as 5 and 11 p.m. co-anchor.


Kathleen Grey, anchor, wvar(fm) Boston, joins wtev(tv) New Bedford, Mass. ( PROVIDENCE, R.I.), as general assignment reporter.

John Segelbaum, deputy prosecuting attorney, Snohomish county, Washington, joins kiro-tv Seattle as investigative producer-writer.

Bob Goodman, newswriter, kpntv San Francisco, joins kiro-tv in same capacity.

Charlotte Ottley, manager of community affairs department, kmox-tv St. Louis, named director of community affairs.

Angela Burnett, instructor in television and radio department of Howard university, Washington, joins wttg(tv) Washington as director of community affairs.


Barbara Geddle, "tipster" for pm magazine on wkkw-tv Cleveland, and helicopter traffic reporter on wgar(am) Cleveland, named weekend weather person on wkw-tv.

Paul Nuffer, producer of public affairs programs and special news projects, noncommercial wab(tv) Berrien Springs, Mich., named news editor.

Promotion and PR

Kate Steed, who has assisted in national marketing of this was america for BBI communications, Boston, and former White House aide, named public relations manager for wcvb-tv Boston. WCVB-tv and BBI are co-owned.

Val Nicholas, assistant to community relations director, kcrb-tv Sacramento, Calif., named news promotion coordinator.

Gene Lyons, director of press and publicity, wttg(tv) Washington, assumes additional duties as on-air promotion producer-writer.

Michael Stopnick, assistant promotion manager, wtsptv St. Petersurg, Fla., named promotion manager.

Walter Blower, formerly in public relations at University of Colorado, Boulder, joins noncommercial wmu-tv Huntington, W. Va., as community relations director.

Sandy Dempsey, formerly with wvcc(am)-wyor(fm) Coral Gables, Fla., joins waxy(fm) Fort Lauderdale, Fla., as director of creative services.

Technology

Gary J. Worth, president of Robert Wold Co.'s satlink of america, vice president of the mutural broadcasting system, named president of newly formed division of company, Wold communications, which handles electronic delivery of radio and television programs.

James Fischer, vp-technical development and planning, Warner Amex Cable communications, named senior vp-technical director, responsible for long-range technical planning and exploratory engineering development.

James Birchfield, assistant director of investor relations department of Harris Corp., Melbourne, Fla., named director of investor relations.

A.R. Pignoni, vp, northrop/page communications engineers, joins fernsheik inc., new video corporation formed by bell & howell and Robert beech, Salt Lake City, as director of commercial sales.

Robert McRann, vp-general manager of Gibson instrument division of Norton corp., lincolnwood, Ill., joins cable division of oak communications as vp-operations, based in crystal lake, Ill. He will be responsible for design, marketing, sales and manufacturing of cable products.

Robert Belcher, general manager, vidtronics co., los angeles, assumes additional duties in sales and service as vp-general manager.

Pat Capainolo, assistant service manager for brookhaven township, N.Y., cable system, Viacom cablevision of long island, named installation manager for Viacom cablevision if long island. Lawrence Rutter, senior technician, named installation field foreman.

Peter Moody, former manager of technical and quality control, General Cable Co., Greenwich, Conn., named manager of product safety and reliability.

John Shaver Jr., maintenance crew chief, non-commercial wemh-tv Durham, N.H., named WNAC-tv Boston as technician.

Allied Fields

Sheldon Cooper, WGN-tv Chicago, and Harold Proctor, KPLR-tv St. Louis, re-elected to second two-year terms on board of association of independent television stations, and five new board members elected: Alan J. Bell, KTUU-tv San Francisco; Anthony B. Cassara, Golden west broadcasters; James C. Dowdle, WTOG-tv St. Petersburg, Fla.; Joseph Lott, 760kgy broadcasting, and Elmer Snow, WTIV(tv) Indianapolis. Seven board members continue for another year, and Bob Womington of KMA-tv Kansas City, Mo., current chairman, remains on board ex officio for one year. Board will elect officers at meeting Oct. 23-24 at lake of the ozarks, Mo.

W.N. Fleischman, national production manager, a.c. Nielsen Co., North Brook, Ill., named director of operations for Nielsen's marketing research group usa.


Deaths

Duncan Renoaldo, 76, who played title role in "Cisco Kid" in long-running television series, died Sept. 3 in goleta valley (Calif.) hospital. Cause of death was not revealed, but he had surgery for removal of part of one lung in 1978, and suffered stroke that year. Renoaldo starred with late leo carrillo ("pancho") in Cisco Kid during 1950's. They made 156 television episodes. Survivors include his third wife, Audrey.

Martin F. Bennett, 73, who coordinated RCA's distributor activities for decades and was one of key members of RCA sales and marketing team in introduction and growth of color TV in 1950's, died Sept. 1 at his home in huntington, L.I. With RCA since 1946, he held number of posts, including vp for merchandising and vp for distribution, and was vp, distributor and commercial relations, from 1960 until he retired in 1973. Survivors include daughter, Mrs. Peter Fallon, and son, father Martin Bennett, Maryknoll priest.

Richard Kellerman, 56, director of public relations for abc in late 1960's and before that in production and public affairs posts at both CBS and NBC, died of heart attack Aug. 31 at his home in new york. He also had been New York deputy police commissioner for public affairs, and at his death was public affairs director of Hebrew immigrant aid society. Survivors include his wife, Regina.

Willis C. Beecher, 64, retired consulting engineer in Washington, died Sept. 2 in Arlington (Va.) hospital. He had been in coma for nine days. Beecher had been consulting engineer for over 30 years. Survivors include his wife, Roberta, two sons and daughter.
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**Notes:** American Stock Exchange, Boston, Chicago, New York, Philadelphia, over the counter (bid price shown, supplied by Shepard, Haydon, 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.

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**Notes:** Shares traded, in thousands. 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.

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**Stocks Index**

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**Electronic & Manufacturing**

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**Standard & Poor's 400 Industrial Average**

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**Earnings figures are exclusive of extraordinary gain or loss. Footnotes:** *Stock did not trade on given day price shown is last traded price ** P/E ratio computed, company registered net loss. *** Stock split + Stock traded at less than 12 1/2 cents.*
BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects.

Sep 15 The siren song of DBS. As if there weren't enough to worry about, and work with, in the expanding world of telecommunications, still another new medium may be just beyond the horizon—or above the atmosphere, as it were. It's the direct broadcast satellite, a possibility looking less like science fiction with every passing day. The assignment of this special report is to put into beginning-of-the-decade perspective what may be a functioning reality by its end.

Oct 6 Advance report on the NRBA Convention. Full listing of agenda events, full display of equipment, program and service exhibitors, and full coverage of what's on the aural medium's mind as the National Radio Broadcasters Association assembles in Los Angeles.

Oct 13 The beginning of BROADCASTING magazine's celebration of its own first 50 years— with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in BROADCASTING's 50th Anniversary issue on Oct. 12, 1981.

Dec 1 On the eve of the annual convention of the Radio-Television News Directors Association, BROADCASTING will report the state of the art on all sides of the electronic journalism profession. Nationally and locally. The content. The competition. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting—Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emption by other breaking news developments.
Independent all the way—CNN's Schonfeld

When Ted Turner looked over the broadcasting industry to find a man to lead his 24-hour-a-day news enterprise, he found Reese Schonfeld and looked no farther. "My search showed me he was the best man," Turner says. "When I called him, we talked and we hit it off about as well as you can."

Schonfeld, after nearly a quarter century of scaring for television news, was perhaps uniquely qualified to create and then manage the Cable News Network, the satellite-delivered service that now reaches nearly 2.4 million homes through 343 cable systems.

He had successfully competed with the major television networks on budgets a fraction of the networks'. He had created or helped create two television news services. He had foreseen the benefits of satellite technology and had been one of the first domestic television users of it.

Had his father had his wish, Schonfeld would be a lawyer today. But Schonfeld chose the road less traveled. As a law student at Columbia University in 1956, he was presented with two options for summer and part-time work: general executive training at CBS or copyboy at UPi Movietone, a maker and syndicator of newsfilms. Figuring news would "be a hell of a lot more fun," he took the job with UPi Movietone, rising to reporter and then to producer by the time he graduated from law school in 1960. And by that time it was too late for jurisprudence. "I had really fallen in love with film," he says.

Even as he was rising at UPi Movietone, the company and the business were falling apart. With the advent of videotape and coaxial cable, Movietone realized as early as 1960 that UPi Movietone could no longer compete with the networks. The networks' AT&T distribution system made UPiMovietone's delivery by air "totally obsolete," he says. But instead of discouraging him, he says, the realization made him more competitive.

Schonfeld quit the company in 1963 over an editorial dispute, but when UPi Movietone fell apart, he was lured back into the business by Burt Reinhardt, who was putting together a new organization, UPi Newsfilm, out of the rubble. "That was fun," Schonfeld says. "That was the first time I ever really helped set up an organization." He says, however, that the service "was doomed from the start" and even after the consolidation with Independent Television News, a British counterpart, and a new name, UPITN, the company "was barely making it."

The position of UPITN eventually became untenable and the domestic assets of the company—Schonfeld included—were sold to Television News Inc., a short-lived competitor, backed by Joseph Coors. Schonfeld says he spent a fairly unhappy year with TNV, during which he proposed a satellite distribution network as an alternative to the costly land lines that had sunk UPITN domestically and were sinking TNV. The Coors moneymen, he says, refused to back a plan to rent earth stations to clients at low rates and the whole idea was scrapped. His troubles with management resulted in his being fired in June 1975, a month before his resignation date.

Sensing the demise of TNV, Schonfeld, convinced that any independent news service should be nonprofit and delivered by satellite, talked to "every independent station in the country" and founded the Independent Television News Association, based on his convictions. On Nov. 3, 1975—three days after TNV's last day of service—ITNA commenced operation serving seven charter members over a Westar satellite network, set up by Robert Wold.

It was during these years at ITNA that he felt the idea of a 24-hour-a-day cable news service first came to his attention. Time-Life talked to ITNA about it, but neither it nor the ITNA board of directors was ready for it. Schonfeld remembers one Metromedia general manager vociferously objecting to the Time-Life proposal on the ground that cable was the enemy of broadcasting. "I thought they might be his enemy," Schonfeld says, "but they weren't mine. He was in the broadcasting business and I was in the news business. It was at that moment that I became very conscious of the difference."

So when Turner called, Schonfeld was prepared to answer. He wiggled out of his contract with ITNA and joined CNN in August 1979. Nine months later—on June 1, 1980—CNN began its continuous service.

Since entering the news business Schonfeld has fought two enemies: a lack of resources and the major television networks. And to Schonfeld they often appear as one two-headed monster. "I have always felt," he says, "the networks stole the birthright of journalists by using networking as an entertainment medium rather than a news medium. Traditionally, people had paid for entertainment and news was supported . . . money by advertising. Networking, first in radio and then in television, stole advertising money away from journalists to give free circuses to people."

Schonfeld revels in his having survived so long in the television news business without the patronage of the networks. During his years at UPITN, he says he felt "prouder" working against the networks than with them. "I was really in the news business and they were just taking handouts from a rich corporation."

His reputation as a journalist of the "Front Page" school—get the story and bother with the frills later, if at all—clashes with his background. It was filmmaking—not journalism—that fascinated the young man so much that he gave up a career in law in 1960.

But he stayed in New York and the competitive environment sucked him deeper and deeper into the news business. He did, however, make some films that gave him a chance to flex his creativity. He produced the official biographical film of John Kennedy. (He made the film for UPi, but following Kennedy's election, the United States Information Agency adopted it.) And one of his great pleasures at UPITN was a film he made each year for the Encyclopaedia Britannica.

The Atlanta headquarters and studio of CNN is a second home for Schonfeld, made so by the long hours he puts in there and the presence of his wife, Pat O'Gorman, a former film editor at CBS, who now oversees CNN's videotape operations. "She's very good and a very valuable asset" to CNN, her husband says.
Wrecking crew?

According to the scenario crafted by FCC Chairman Charles D. Ferris, his like-minded colleagues and his obedient staff, the commission tomorrow (Sept. 9) will vote for radical revisions in the television allocations plan that created the present television broadcasting system. The scenario starts with four drop-ins of short-spaced VHF’s and ends with low-powered VHF’s and UHF’s strewn coast to coast. The objectives have been repeatedly stated: to create a profusion of new stations for minority occupancy. The technological disruptions can only be surmised, but the prospects of interference to existing television service are everywhere.

True, the major portions of the new TV allocations plan will be issued in the form of rulemakings to which objections can be raised if warranted. There is no assurance, however, that this FCC will heed technical warnings, however soundly based. So far its attitude toward television engineering has ranged from dismissal to contempt.

The four drop-ins, for example, will be done against overwhelming evidence that three will create extensive interference to existing television signals and that the fourth will probably diminish the service of UHF’s that are just getting footholds in the market where it is to be placed. The staff that reached those conclusions, when the subject came up in December 1978, has been replaced by Ferris appointees who were given all this time to invent amendments to the laws of physics. No doubt Ferris and friends will cheer results, above the sound of gagging from professional engineers.

The motives of the manipulators of this enterprise are utterly transparent. It is politically popular to carry out promises that the President himself has made, and hang the larger consequences. Ordinary citizens may hope that in the rulemaking the FCC will be saved from breaking up the world’s biggest and most diversified television service.

Excess baggage

For purely political reasons one bad piece of broadcast legislation may be attached to a better piece in an effort to make the combination savory enough for the House Commerce Committee to swallow. The bad piece is the bill introduced by Representative Andrew Maguire (D-N.J.) to get a commercial VHF television station for New Jersey. The better piece is Representative Al Swift’s (D-Wash.) bill to codify the FCC’s crossownership rules and to protect incumbent licensees against the kinds of challenge that have imperiled multimedia broadcasters since the FCC’s WHDH-TV decision of a decade ago.

Broadcasters want the Swift bill. The incorporation of existing FCC ownership rules in the Communications Act would eliminate the threat of harsher restrictions emanating from the commission. Stability in license renewals would be restored by the bill’s prohibition against challenges based on an incumbent’s multiple ownership or the absence of owners from day-to-day operation of a station. The bill would eliminate risks that large multimedia operators now run from rival applicants who lack other media ties and promise integration of ownership and management.

Desirable as the Swift bill may be, the Maguire bill is too big a price to pay for it. It would require the FCC to allocate at least one commercial VHF television facility to every state. If Congress were to intrude that far into the FCC’s allocation authority, there would be no stopping it from intruding farther to force allocations to particular districts. The concept makes the absurd assumption that television signal contours should be made to recognize state lines.

Part two of the Maguire bill is a bold attempt to move the channel 9 now occupied by WOR-TV New York to New Jersey, a proposal that has the smell of cronyism about it.

As national policy, the Maguire bill makes no sense whatever, but it plays well in New Jersey, and that is all that matters to a congressman who is said to be facing serious opposition in his re-election campaign. Fellow Democrats in the House may be tempted to heed Maguire’s call to go to the aid of a colleague in trouble. Their obligations to the country are beyond that, as the broadcasters among their constituents will surely remind them.

Extra innings

Fred Silverman last week was renewed for two future seasons, or at least through the start of the second, the kind of deal every program producer for NBC-TV dreams about. No one should be surprised. Jane Cahill Pfeiffer had signaled the probable extension of his contract when she was being fired as NBC chairman a couple of months ago. The last thing that NBC’s parent, RCA, needed was the messy publicity of another high-level departure so soon after Pfeiffer’s and, a few weeks earlier, that of RCA President Maurice Valente.

To outsiders, yet another million and a half for another year and a half may seem excessive compensation for the president of a network that is still in third place in prime time and worse off, competitively, in some other dayparts than it was when he took over. The pay, however, will look like pocket change if the program schedule can improve its ratings at a time when, as reported a week ago (“Closed Circuit,” Sept. 1), one rating point for a national network equals 778,000 television homes.

It was not realistic for anyone, Silverman included, to expect him to take NBC from a poor third to first in the slightly more than two years he has been on the job. Indeed the first television season of his tenure had been fashioned before his arrival. Silverman clearly needs more time. So does NBC, which, given the extension of his contract from June 1981 through December 1982, must be presumed to have no better candidate in mind for his replacement. There is no intention here to speculate whether Silverman and his team can do in four and a half years what he has failed to do in two. Their work will be intriguing to watch.
Meet
Lee Simonson
WXLO-FM NEW YORK

When you look at New York, you look at America. "The Big Apple," a bustling, dynamic city populated by peoples from all over the world. Each bringing their own culture and influence to create the most diverse community in the nation.

If there is one quality necessary to manage in this polyglot environment, it is clarity. And General Manager Lee Simonson brings this vital attribute to WXLO. A career RKO Radio employee, Lee joined the company in 1971 as continuity director of WGMS in Washington, D.C. From there he moved to sales and was promoted to Sales Manager of WJYR in Chicago before being named manager of the highly successful RKO radio FM station in New York.

Lee is clear on his community responsibilities as well, serving on the Board of Directors of the New York Market Radio Broadcasters Association and with the local chapter of the American Cancer Society. He and his wife, Nancy, are foster parents with the Save the Children Foundation.

An avid baseball fan, Lee plays softball with the WXLO team. Devoted to his family he spends as much time as his demanding schedule allows with his wife, Shetland Sheepdog and new baby daughter, Laura. In these times of crisis and confusion it is valuable to have leadership with Lee Simonson's clarity of purpose. RKO is pleased to have given you this opportunity to meet him.
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 KOLN tradition of total community involvement.