WE COVER AUSTIN WITHOUT ANY IFS, ANDS OR SCUTTLEBUTTS.

Because we're the only station in Texas with a year-round news bureau in the state capital. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. KPRC TV HOUSTON.
• Over 20,000 ITC cartridge machines purchased since 1969.

• Since 1975, ITC has outsold all other cart machines combined.

• One of every two radio stations uses ITC machines.

• Three of five stations planning to buy cartridge machines will buy ITC.

• ITC Premium cartridge machines have been improved continuously and now share advanced features with ITC’s exotic new Series 99 machines.

Broadcasters’ No. 1 Choice:

Premium Line

Cartridge Machines
EASTMAN RADIO

proudly announces
its reappointment
as national sales rep

KHOW-AM/FM

Denver
Doubleday Stations
BMI congratulates these writers of the 88 BMI Country Songs, most performed from April 1, 1979 to March 31, 1980.

JOHN ADRIAN
CURTIS ALLEN
JOE ALLEN
PETER ALLEN
BILL ANDERSON
MAE BOREN AXTON
HOMER BANKS
RANDY BARLOW
MAX D. BARNES
THERESA BEATY
STEPHEN BOGARD
WILLIAM BOLING
KARLA BONOFF
ROGER BOWLING
BOBBY BRADDOCK
PAT BUNCH
JOHNNY BUSH
MIKE CHAPMAN
KERRY CHATER
NICKY CHINN
JOHN CONLEE
PAUL CRAFT
TOMMY CRAIN
CLIFF CROFFORD
JERRY CRUTCHFIELD
IRVING DAIN
CHARLIE DANIELS
GAIL DAVIES
TAZ DIGREGORIO
DEAN DILLON
STEPHEN DORFF
JOHNNY DUNCAN
TOMMY DURDEN
FRED EDWARDS
SCOTT ENGLISH
DONNA FARGO
ANSLEY FLEETWOOD
KYE FLEMING
SNUFF GARRETT
LARRY GATLIN
HOWARD GREENFIELD
JOHN GUMMOE
MERLE HAGGARD
TOM T. HALL
CARL HAMPTON
GARY HARRISON
CHARLES HAYWARD
LARRY HERBSTTT
WAYLAND HOLLIFIELD
CHUCK HOWARD
RAYMOND JACKSON
WAYLON JENNINGS
STEVE JOBE
BERT KAEMPFERT (GEMA)
JACK KELLER
FRED KELLY
BUDDY KILEN
LINDA KIMBALL
LARRY KOLBER
KRIS KRISTOFFERSON
DENNIS LAMBERT
RED LANE
HARRY LLOYD
JOHN D. LOUERMILK
DAVID MALLOY
BARRY MANN
JIM MARSHALL
RANDY MCCORMICK
BOB MCDILL
CHRISTY MCIVIE
JOE MELSON
BUCK MOORE
DENNIS MORGAN
JOHNNY MULLINS
MICKEY NEWBURY
KENNY NOLAN
ROY ORBISON
JIMMY PENNINGTON
BEN PETERS
JAMES S. PINKARD
STEVE PIPPIN
DOC POMUS
BRIAN POTTER
ELVIS PRESLEY
DARELL PUETT
CURLY PUTMAN
EDDIE RABBITT
DON REID
HAROLD REID
GEORGE RICHEY
KENT ROBBINS
BRUCE ROBERTS
JOHNNY RODRIGUEZ
DAVID ROSSON
CAROLE BAYER SAGER
TROY SEALS
BILLY SHERRILL
MARK SHERRILL
MORT SHUMAN
CHARLES SINGLETON
GLORIA SKLEROV
JOHNNY SLATE
MARGO SMITH
EDDIE SNYDER
BOBBY SPRINGFIELD
VAN STEPHENSON
EVEN STEVENS
JOHN STEWART
DOUG TEASLEY
SONNY THRACKMORTON
TANYA TUCKER
MICHAEL UTLEY
RAFE VAN HOY
CYNTHIA WEIL
STERLING WHIPPLE
DON WILLIAMS
HANK WILLIAMS, JR.
LAWTON WILLIAMS
LEONA WILLIAMS
NORRO WILSON
BOBBY WOOD
TAMMY WYNETTE

* Writers of the Most Performed Song of the Year—"Suspicions"

What the world expects from the world's largest music licensing organization.
The Week in Brief

OPENING CHINA'S MARKETPLACE □ U.S. telecommunications products will be shown next year in Beijing at major trade show sponsored by Electronics Industries Association and National Council for U.S.-China Trade. PAGE 48.

NOW THERE'S MICRO-TV □ That's "flea-powered" television service proposed in study for FCC. PAGE 48.

REAGAN ON RFE/RL □ Republican candidate says it's vital to strengthen overseas broadcasts. PAGE 53.

ABC EARNINGS DROP □ Third-quarter profits decline 6.9% to $29.7 million. PAGE 56.

COLUMBIA PICTURES PRICE TAGS □ In meeting with New York analysts, Vincent reviews company operations, says ABC will pay in $20-million range for "Close Encounters" and $15 million, with escalator, for " Kramer vs. Kramer." PAGE 58.

THE 'BROADCASTING' YEARS □ FDR and his fireside chats become American institution. It happens while broadcasters have to cope with accelerated press-radio-war, and Washington starts to phase out Federal Radio Commission. PAGE 61.

PAST IS PROLOGUE □ Young & Rubicam's Jerry Baldwin last year supervised placement of about $250 million in radio-TV spot and network radio. He's not awed by magnitude of that figure since he sees even greater things down road with new media. PAGE 97.
Arizona proudly casts its vote for KTAR NewsRadio.

Detroit. New York. We were there...bringing home the Arizona perspective to all the Republican and Democratic convention news.

And when the polls close November 4th, we'll be all over Arizona with nearly 30 reporters and computerized results.

Because when more people cast their listening vote to KTAR than any other Arizona radio station, we know we have to perform.

Exempt or not?

Cable News Network’s scheme to videotape John Anderson into debate with President Carter and Ronald Reagan Tuesday (see page 27) raises legal question. FCC lawyers express befuddlement as to whether equal time law—which FCC has applied to cable systems as well as to broadcasters—would obligate CNN to afford other presidential candidates equal opportunities after tape-delay debate. Reese Schonfeld, CNN president, poo-poo idea, says 24-hour news service constitutes bona fide newscast and is therefore exempt. Commission lawyers say situation is without precedent.

Situation may be somewhat clearer for broadcasters picking up CNN-originated program. Several have told commission officials they regard broadcast of part-live, part-tape debate as on-spot coverage of bona fide news event and therefore exempt from equal time rule—and officials so far have not argued point.

Labor costs

Analysis completed by media/TV programming department of Ketchum, MacLeod & Grove, New York, on impact of performers’ strike puts average drop-off in TV network prime-time ratings during affected period at about 3%. Ketchum says that in slippage, ratings for some demographic groups sought by advertisers held up well, while ratings for others fared poorly. Make-goods will be made to prime-time advertisers whose ratings did not reach guaranteed levels.

View from top

FCC’s expected proposal to reassign channel 9 New York to city in New Jersey without moving antenna from New York’s World Trade Center Building (see page 33) is supported by computer study done by National Telecommunication and Information Administration’s Institute for Telecommunication Sciences, in Boulder, Colo. Study, not yet released, is said to conclude that that arrangement, from technical standpoint, is most feasible for improving television service to New Jersey. WOR-TV ch. 9 signal now reaches 79% of state’s population. Study says short-spaced VHF would not provide adequate service, statewide, but indicates that channel 8 drop-in, if directionalized, would be sensible way of meeting service needs in southern part of state.

Study was done at request of White House domestic policy staff member Rick Neustadt. He says he made request after drop-in idea was suggested in controversy that arose after Representative Andrew Maguire (D-N.J.) proposed legislation calling for reassignment of channel 9—legislation that later died.

On his own

Robert Howard, former president of NBC-TV, later general manager of WNBC-TV New York and since then vice president, television projects, NBC Stations (BROADCASTING, June 9), has left NBC after more than 25 years and has formed Citicom, firm set up to buy and manage TV-radio stations. Citicom’s first purchase is WBEC-AM-FM Pittsfield, Mass., for $1.2 million, subject to FCC approval. It also has entered into management contract with WOXO(AM) Albany, N.Y., with intention to buy station.

Digested

Digest-ible

Acquisition of about 5% of Storer Broadcasting Co. stock by Reader’s Digest Association, Pleasantville, N.Y., was “for investment purposes” rather than move toward operational involvement in television or cable broadcasting. So says high official of company.

Denied was report that Digest had eye on Ted Turner’s Cable News Network, in need of infusion of new capital. Nor was possible acquisition of troubled United Press International acknowledged.

Second-level shuffle

No matter who wins Presidency Nov. 4, these top echelon appointed officials at FCC are expected to leave to enter private sector, where money is: Frank G. Washington, deputy chief of Broadcast Bureau and former legal assistant to Chairman Charles D. Ferris; Philip Verveer, chief, Common Carrier Bureau, along with his deputies, William B. Ginsberg and Thomas J. Casey.

Republican victory would spell termination of tenures of general counsel, Robert R. Bruce; chief of Plans and Policy, Nina W. Cornell, another Ferris protege; and chief scientist and head of Office of Science and Technology, S.J. Lukasik.

Proficiency test

Although many broadcast engineers oppose FCC’s rulemaking to dispose of first-class operators’ license, National Association of Broadcasters is supporting it. NAB, however, is sensitive to need of broadcast managers to have some way of evaluating engineering job applications, and is considering ways to fill vacuum in testing and certification that will be created if FCC drops license. Under consideration: publishing standardized test that would be administered to job applicants and joining with the Society of Broadcast Engineers to beef up SBE’s existing testing and certification program.

FCC is broadening

Slogan for commissioners’ floor at FCC Washington headquarters: “Join the Telecommunications Committee and see the world.” Under Chairman Charles D. Ferris, committee, whose membership has been augmented on some trips, has been to Tours, France; The Hague, Netherlands; Dublin, and Montreal. On Tuesday, committee, comprising Ferris and Commissioners Joseph Fogarty and Robert E. Lee, will travel to Madrid to meet with representatives of European and Canadian telecommunications organizations in session that runs until Friday.

Added attractions

If, as some contend, football runovers gave CBS-TV just enough yardage for prime-time victory in ratings last season, could they be decisive factor again in 1980/81? Though it’s too early to tell, one thing seems clear: There probably will be as many NFL runover minutes to count in averages this season as last.

By last week, ratings observers could count 74 unscheduled football minutes since CBS and NBC-TV began televising afternoon games in September. Comparable period last season showed only 10 runover minutes on two networks. Last-season total of 181 extra minutes on CBS averaged 25.2 rating/42 share; 80 minutes on NBC brought 17.0/32.

Bumped

USA Network, cable program supplier owned by UA-Columbia and transmitted over Satcom 1, transmitter 9, has given C-SPAN, public affairs programer that buys several hours per day of time on its transponder (at rate of $200,000 per year), two years to find new satellite home. USA Network’s request brings into question future of C-SPAN. Brian Lamb, co-founder and president of C-SPAN, said “the jury is still out” on whether service remains as it is, essentially carrier of House of Representatives proceedings, or grows into full-fledged programing service.

“If the concept matters at all, it should go to its own transponder,” says Lamb.


Schoenling Brewing Co. □ Little Kings beer. Begins Nov. 1 for three weeks in 12

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**Reprinted from Broadcasting**, October 27, 1980

- **WOM-TV Oak Hill (Bluefield-Beckley), W. Va.: To Meeker Television from Spot Time Ltd.**
- **WFOS-AM/FM Suffolk, Va.: To Torbel Radio from Eastman Radio.**
- **WFGF/AM-WFIEFM Middletown, Ohio: To Lotus Reps from Fred Smith.**
Congratulations to our client

KFAB

America's #1 Rated Station... again.

(Arbitron April/May '80 Metro Area, Monday-Sunday,
6 AM-12 MId., Share of Persons 12+.)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue - New York, N.Y. 10022
(212) 686-4414
markets. Late fringe times. Agency: Byer & Bowman Advertising, Columbus, Ohio. Target: adults, 18-34.


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**CBS co-op ad plan.** CBS Entertainment has revised its co-op advertising plan for affiliates, starting today (Oct. 27) and replacing earlier plan that was postponed because of performers’ strike. Plan concentrates on first and second episodes of all new and returning prime-time series and contains 35% increases in dollar allowance for print advertising to be spent in any medium (except TV Guide). CBS also will place and pay for 100% of TV Guide advertising, starting today and continuing throughout November.

**Serious business.** Schieffelin & Co’s Blue Nun wine, which gained recognition through comedians Stiller & Meara’s radio spots, takes serious approach in new campaign breaking in mid-November. Two new commercials will illustrate theme “Blue Nun goes any time, any place with everything. Blue Nun goes everywhere”. Cunningham & Walsh, New York, created spots which run in 35 major TV markets and coast-to-coast on cable.

**Cheap but good.** Production budget for retail television commercials can be inexpensive, according to Thomas McGoldrick, vice president—retail, Television Bureau of Advertising. He cited three cases histories at National Retail Merchants Association seminar to prove his point. Peter A. Meyer Advertising, agency for Maison Blanche department stores in New Orleans.

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**Cable not special.** Young & Rubicam Inc., New York, which for several years handled buying of advertising on cable TV in its Electronic Media unit, says cable no longer needs special treatment. Henceforth cable TV advertising buying will be integrated into Y&R’s regular media department under supervision of Richard H. Low, senior vice president, director of broadcast programing and purchasing. William Donnelly, vice president, group supervisor of New Electronic Media, will become director of resource management for Communications Services Department and will be involved in new business activities.

**New message.** BBDO, new agency for Avis, Inc., has expanded “We try harder” theme created by Doyle Dane Bernbach, in “Leave your worries behind” campaign that broke this month on all three networks. Also using spot TV and radio in 21 markets, current advertising addresses concerns of business and leisure travelers with car rentals.

**Captioned Coke.** Hearing-impaired viewers will see for themselves what Mean Joe Greene has to say to his young fan when famed Glo-award commercial titled “Train” are aired for Coca-Cola Co. with closed-captions, beginning in November.

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**Nominations, please.** American Advertising Federation is accepting 1980 nominations for its Advertising Hall of Fame. Deadline for nominations is Nov 28. For information and to request nominating forms, contact AFA, 1225 Connecticut Ave., N.W., Washington, D.C. 20036. (202) 659-1900.
Christal

Congratulates two of its AM clients

WGY
WTMJ

who are again among America's Top 20 Radio Stations.

(Arbitron April/May '80 ADI, Monday-Sunday,
6 AM-12 MId., Share of Persons 12+)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414
Spots should inform, not just create viewer awareness

In a recent study conducted by Professor Jacob Jacoby, a consumer psychologist at Purdue University, 81.2% of viewers tested misunderstood some part of the commercials they watched. What is surprising is not that so many people misunderstood the commercials, but that 18.8% were able to understand them at all.

Traditionally, commercials have been attacked for all the wrong reasons. People rail against the inanity of a Mr. Whipple, the absurdity of the Jolly Green Giant or the blatant sexism of the "dumb" housewife vainly struggling to make a decent pot of coffee.

But the greatest failing of commercials lies in their inability to communicate. Most of them are textbook studies in illogic, a mishmash of irrelevant thoughts and barely articulated ideas. Commercials communicate with all the verve and clarity of a three-year-old.

This is most notably the case when the commercial is trying to sell a product that is at least mildly sophisticated—stereos, televisions, copiers and the like. One watches those spots and a minute later can remember only a jingle or a tag line; the message is ephemeral as the product's shelf life. Journalism's who, what, why, when and where are ignored by the commercial to the detriment of the viewer. The price is not given, the key characteristics of the product are not enumerated, and the places where it may be purchased are never mentioned. The name of the product, however, is repeated like a litany, as if that repetition alone conveyed some Zen-like essence.

Perhaps copywriters should borrow a page from their journalistic brethren and answer the five W's. If they did, commercials would be infinitely easier to understand.

But would they sell? The philosophy espoused by A. Eicoff & Co. provides the answer. That philosophy is rooted in a journalistic approach to advertising—an approach that has made Eicoff one of Chicago's largest agencies with billings upwards of $50 million annually. It is an approach that has turned products like Classic Nails, Tarn-X and Roll-O-Matic Mops into huge successes almost overnight.

The secret to success: The ability to make commercials which coherently give the consumer all essential information. Each commercial provides a product's price, where it may be found, and demonstrates how it works. They run the gamut—from two-minute direct-response spots to key outlet to straight retail commercials. Most of them will never win awards, dazzle you with visual imagery or contain a boffo song and dance number. What they will do is provide all the information relevant to a product, allowing viewers to make an educated buying decision.

And what the commercials never will do is foster "awareness." Awareness, that accursed buzz word, is the bane of advertising's existence. Too often, it is the measuring stick account executives trot out to judge a commercial's effectiveness. When their research shows a commercial achieved a high awareness level, they proudly tell the client all is well. Yet all is not well, because awareness often has nothing to do with sales. The correlation is tenuous at best. And at worst, it is merely an excuse the agency can use when a client's product does not sell. The agency will blame the salesmen, the distributors or any other convenient scapegoat. After all, the commercial fostered brand awareness.

Long ago, the Eicoff agency learned that the only measure of a commercial's success was the sales it generated. And so we created the journalistic commercial as the optimum selling tool. We found it worked whether we were making a direct-response spot or a retail one. And in recent years, we discovered that major advertisers are more than willing to use it—from Ohio Bell to Mattel to Time-Life Books. For a relatively small expenditure of advertising dollars, they get a commercial that's virtually guaranteed to sell their product. Because the journalistic commercial is so straightforward in approach, it does not normally require the large sums necessary to produce an "awareness" spot.

Of course, resistance to "journalistic" commercials runs strong and deep in the advertising community, especially on Madison Avenue. Agency creative types shrink from it in horror. What will become of their big budgets, their famous product spokesmen, their award-winning jingles? They will probably become things of the past. In their place will be an emphasis on language as a descriptive, dramatic selling tool. At the Eicoff agency, the two most important ingredients of a commercial are verbs and adjectives. A product doesn't simply do a job; it does it faster, better, cheaper. During the demonstration of a product, the announcer will describe it in vivid, visceral terms. When the commercial ends, the viewer has no questions. The product has been shown and described with such absolute clarity—with such power-packed words—that there is no chance of any misunderstanding.

Of course, the journalistic commercial works best with products that work best. Most commercials cloak products with so much razzamatazz it becomes impossible to determine their worth. If the journalistic commercial becomes the norm, that would cease to be the case. In fact, companies would be forced to manufacture quality products, no longer able to hide deficiencies behind advertising. When the souls of their products are laid bare, they had better have something they're not ashamed of the public to see.

It is quite possible that in the future, only the fittest commercials will survive, as well as the fittest products. At the recent convention of the Association of National Advertisers, Penelope Hawkey, senior vice president-creative group head of McCann-Erickson, explained that "zap buttons," devices that can automatically blank out commercials, might be a standard feature in homes in the coming years. If that happens, there must be a compelling reason for viewers to watch commercials. And that compelling reason certainly won't be dancing dogs and talking soup cans. Instead, it will be valuable product information laid out in clear, concise, exciting terms. It is something for agencies and advertisers to consider when they plan their commercials. It is a choice of the itchy-fingered people with hands poised above their zap buttons should make them consider it very long and hard indeed.
Congratulates five of its FM clients

WHIO
WNCI
KNIX
WSOC
KKNG

who are now among America's Top 20 Radio Stations.

(Arbitron April/May '80 ADI, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

Christal
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4415
This week


Oct. 25-26—“Cities and Cable TV: Local Regulation and Municipal Uses,” seminar sponsored by National Federation of Local Cable Programmers and University of Wisconsin Extension. Concours hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Longdon Street, Madison 53706; (608) 262-3566.


Oct. 27-28—Mid-America CATV Association 23rd annual meeting and show. Williams Plaza hotel, Tarrytown, N.Y.


Oct. 29-30—Ohio Association of Broadcasters fall convention. Speakers include FCC Commissioner Tyrene Brown, National Radio Broadcasters Association President Sid Kaplan and National Association of Broadcasters senior VP’s Larry Patrick and Ken Schanzel. Hilton Inn East, Columbus.


Oct. 30—Radio Advertising Bureau co-op retail meeting. Tarrytown Hilton, Tarrytown, N.Y.

Oct. 31-Nov. 1—National Translator Association annual convention, Hotel Utah, Salt Lake City.

Oct. 31-Nov. 2—Broadcasters Promotion Association board meeting. Hyatt Regency, Chicago.

Oct. 31-Nov. 2—Electronic Industries Association, Northeastern Group, distributor products division, an- nual fall conference. Dunley’s Hyannis hotel, Cape Cod, Mass.

Also in November

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

Nov. 3—FCC deadline for comments on notice of proposed rulemaking on adoption of postcard-size renewal application form (Doc. 80-253). FCC, Wash- ington.

Nov. 3—Supreme Court will hear oral arguments in radio format case. At issue is question of whether FCC has duty to review proposed changes in entertainment format if it is unique and members of public object to change, or whether, as commission says, it should look only to determination of broadcaster and market. Supreme Court, Washington.

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Nov. 3—Radio Advertising Bureau co-op retail meet-

Registry hotel, Minneapolis.

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

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

Nov. 5-7—Conference on electronic delivery of news (teletext and videotext) designed particularly for news executives and sponsored by Indiana University, Bloomington, Ind.


Nov. 6-9—American Advertising Federation western region conference. Heritage Inn, Great Falls, Mont.

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

Nov. 9-11—Television Bureau of Advertising’s an- nual meeting. Hilton hotel, Las Vegas.

Nov. 9-13—National Black Network affiliates ad- visory board meeting. Dorado Beach, PR.

Nov. 9-14—Society of Motion Picture and Television Engineers, 12th technical conference and equipment exhibit. Hilton hotel, New York.


Nov. 9-14—Society of Motion Picture and Televisi- tion Engineers, 12th technical conference and equipment exhibit, Hilton hotel, New York.


Nov. 9-14—Society of Motion Picture and Televisi- tion Engineers, 12th technical conference and equipment 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.


Nov. 9-14—Society of Motion Picture and Televisi- tion Engineers, 12th technical conference and equipment 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.


Represents the top ranked stations.

Eight of our clients are ranked in the top 20 in America...more than any other representative.

(see preceding pages)
ward Koch and panel of newsmen. Waldorf-Astoria hotel, New York.


Nov. 13-16 — National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City Mo.

Nov. 14 — FCC deadline for comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.


Nov. 16-17 — Tennessee Cable Television Association annual fall convention. The Maxwell Hotel, Nashville.

Nov. 17-18 — Society of Cable Television Engineers technical meeting and workshop. Ramada Inn, Philadelphia.


20-21 — Arizona Broadcasters Association fall convention and annual meeting. Doubletree Inn, Scottsdale.

Nov. 29-Dec. 3 — National League of Cities annual meeting. Cable franchising is on agenda. Georgia World Congress Center, Atlanta.

Nov. 30-Dec. 3 — National Association of Broadcasters joint board meeting with Canadian Association of Broadcasters. Williamsburg Inn, Williamsburg, Va.

Nov. 30-Dec. 4 — Institute of Electrical and Electronics Engineers National Telecommunications Conference on "Telecommunications in a New Decade." Sharmark Hilton hotel, Houston.

December

Dec. 2 and 6 — Radio-Television News Directors Association board meeting. The Diplomat hotel, Hollywood, Fla.

Dec. 3-4 — Advertising Research Foundation's second Western conference and research fair. Los Angeles Biltmore.


Dec. 9 — Deadline for comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

Dec. 9 — Cable Television Administration and Marketing Society Western regional marketing seminar. Dillards hotel, Anaheim, Calif.

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


Dec. 15 — FCC deadline for reply comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.

January 1981


Jan. 21-23 — Colorado Broadcasters Association annual winter convention. Four Seasons Motor Inn, Colorado Springs.


February 1981

Feb. 4-6 — Texas Cable TV Association annual convention and trade show. San Antonio Convention Center.

Feb. 4-9 — International Radio and Television Society faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 6-7 — Society of Motion Picture and Television Engineers annual television conference. St. Francis hotel, San Francisco.

Feb. 10-11 — Arizona Cable Television Association annual meeting. Adams hotel, Phoenix.


GOOD NEWS FOR SMALL STATIONS.

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.

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

March 1981


March 15-17 - North Central Cable Television Association meeting. Holiday Inn, Fargo, N.D.

March 16-17 - Society of Cable Television Engineers annual spring engineering conference. Opryland hotel, Nashville.


March 28-April 1 - Illinois-Indiana Cable Television Association annual convention. Hyatt Regency hotel, Indianapolis.

April 1981


April 12-15 - National Association of Broadcasters 59th annual convention. Las Vegas Convention Center.

April 23-24 - Oklahoma AP Broadcasters convention. Holiday Inn, Oklahoma City.

April 24-30 - 17th annual MIP-TV international TV program market. Palais Des Festivals, Cannes, France.

May 1981

May 1-3 - Texas AP Broadcasters convention. Marriott North, Dallas.

May 3-7 - National Public Radio annual conference. Phoenix.


May 27 - International Radio and Television Society annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.


May 29-June 4 - National Cable Television Association annual convention. Los Angeles Convention Center.

May 30-June 4 - 12th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 1981

June 4-6 - Associated Press Broadcasters annual convention. Washington Hilton.

July 1981


August 1981


September 1981


October 1981


Errata

Neither James A. Heavner nor Roland P. McClamroch have any ownership interest in WDBS(FM) Durham, N.C., as was reported in Oct. 6 "Changing Hands," item on WCHL(AM) Chapel Hill, N.C.

Comment deadline date on FCC proposal to revise annual financial report form (324) has been extended to Nov. 17, not Nov. 1 as reported in last week's issue.

Sept. 22 issue reported wrong number of USA Network affiliates. Satellite cable programmer has over 1,000. Also, it is distributed over Satcom I, transponder 9, not transponder 6.
YOU'D HAVE TO LOOK AWFULLY HARD TO FIND A PLACE WHERE DONAHUE ISN'T NUMBER ONE.

You may need a bloodhound to find Dogtown, California. But finding the answer to your programming is considerably easier.

Just put Donahue in the lineup.

Consider this: in 21 of the top 25 ADI markets, Donahue is number one in his time slot. And with Donahue kicking off the morning schedule, 80% of those affiliates dominate the crucial 9 to noon time period.

When a show fetches those kinds of numbers, no wonder it's the sales manager's best friend.

For more information, call Don Dahlman at 513-352-5955.

DONAHUE

Source: May 1980—NSI Viewers in Profile
AVA is a new, computerized video art system that will change the look of TV graphics. At $200,000 it represents a major buying decision. So we've asked ourselves the same question that you will ask. Why should I invest that kind of money in a new concept?

Local News. It's a way to own the market. If ratings are good for the 6:00 news, then the stage is set for the following programming.

With AVA, you'll open a new world of possibilities in news presentations. That unique “look” that means so much in the ratings race can belong to your station.

AVA allows the TV artist to “stretch out” with new, innovative techniques and allows him to perform a full range of video art tasks that, up until now, were extremely time consuming or just not practical for TV productions!

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We've given you just a few reasons why the smart broadcaster will invest in AVA from Ampex. The full AVA story is available to you. We've produced an informative videotape that we'd like to show you at your convenience. Call your Ampex Sales Representative or Ampex Headquarters today at 415-367-2911 or write Ampex Corporation Audio-Video Systems Division 401 Broadway, Redwood City, CA 94063.

GET THE AMPLEX EDGE
**First-50 fans**

EDITOR: October seems to be the month for anniversaries. While overseas helping the Australian Association of Radio Broadcasters celebrate their 50th anniversary on Oct. 15th, I thought of yours.

Now that I have returned, I want to formally salute you and Broadcasting magazine on your 50th anniversary, and thank you on behalf of the industry for your immense contributions during those 50 years.

The NAB was not quite a decade old when your presses began to roll. During the years that have passed, Broadcasting has become the bible of the industry—and for good reason. You have supplied us with fair reporting and you have displayed integrity in your editorial policy. We have depended upon you. In the coming years, as our job grows even more complex, the dependence will deepen.

Congratulations on 50 years of superb service. We wish you many, many more.—Vincent T. Wasilewski, president, National Association of Broadcasters, Washington.

EDITOR: I returned to the office today to find more than the normal interest in this week's issue of Broadcasting. First, the note from the chairman and editor was done in his usual and scholarly fashion and made me reach immediately for the story on page 79, "The First 50 Years of Broadcasting."

Aside from the fascination of the story itself, to which I shall look forward with continuing interest, I am reminded that your career has truly been phenomenal. I don't know anybody who has combined his life work and interest in such an accomplished and highly professional manner unabated.—Larry H. Israel, president, North American Broadcasting, Washington.

EDITOR: That was a super, superb, superior article on "The First 50 Years of Broadcasting." —Clifford Evans, vice president—Washington news bureau, RKO General Broadcasting.

**Wants waiver**

EDITOR: I was disappointed in studying the proposed low-power TV rules to learn that a cable TV company would be able to operate low-power TV stations, while local broadcasters would not. In fact, as I read it, cable operators will be able to operate as many low-power outlets as they wish. I feel this is most discriminatory. In order to allow low-power TV operations, many rules will have to be changed or waived. It would seem to me that the crossownership prohibition should also be waived.

After all, a "micro-station," as proposed, is hardly a full-service operation that should be considered in any monopolistic discussion. It is my position that a small town could never afford a normal television station, what with the costs involved and the ever increasing encroachment of cable systems and satellite technology. However, a low-power TV translator with local origination capability would satisfy that need very nicely. I feel that a natural extension of that would be the local radio broadcaster operating said facility. An existing broadcaster is in a position to share costs, personnel, equipment and facilities with the new (and marginal) TV operation. In addition, the broadcaster in a small town is in an excellent position to know the community needs, to know the advertisers who will support the fledgling operation and a multitude of other viable factors that a cable operator does not know, or even care about.

I respectfully suggest that the crossownership prohibition be removed completely. If that is not possible, perhaps it could be waived in populations of less than 50,000.—Lee Shoblon, president—general manager, KPWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.

**Accentuating the positive**

EDITOR: In your Sept. 22 issue, you presented a fine review of the FCC panels on deregulation. In citing NPR's discussion in these panels, however, our position was erroneously represented as being much more negative about deregulation than in fact it is. We have subsequently received several inquiries growing out of your article, and therefore would appreciate this opportunity to clarify the record with the pertinent quote from my testimony:

"In our preparation for this proceeding, we informally polled our member stations and asked them to estimate what effect the commission's proposals might have on the services commercially available to the audiences in their areas. Their projections varied according to the audience needs in their particular communities and to the response they expected from the local commercial broadcasters. Some indicated that commercial broadcasters were already programming for maximum profits, that news and public affairs were part of the success formula and that deregulation would result in little change in local service. Others projected a commercial withdrawal from public affairs programming should nomenclature restrictions be lifted."—Walda W. Roseman, senior vice president, national affairs and planning, National Public Radio, Washington.
TeleRep Now Represents:

WTVE
NASHVILLE 5

At the top of ARB & NSI rating charts (9AM to Midnight Sun.-Sat.), in America’s Music Capital—the Nation’s 30th largest television market.
"Slow motion for me is never decorative."

Robert Riger is a producer-director at ABC Sports exclusively involved in directing slow-motion inserts. Soon he will work with John Huston on sports sequences for Mr. Huston's new feature. Here Riger tells us how he has made the stadium his studio:

"I'm probably unique among the cinematographers and television directors in that I was trained as an artist. What I liked to do best was sports drawings. I had an appetite for teaching or learning how an athlete performs technically. I don't care what the final score is but rather about how the double play ended the inning. In six years with Sports Illustrated they published over 1,200 drawings on all sports. Then in 1960 I picked up a 16 mm camera for the second time. (The first time was when I was 9 years old and took neighborhood movies.)"

"In 1964 I went to Innsbruck for ABC. In those days there was no videotape equipment, no stop action, no slow motion. Using still photographs and drawings, I was actually able to show the skiers' ski-tips an eighth of an inch from the pole. This was a forerunner of today's technology. I took high-speed sequence pictures anywhere from 1-10-20 pictures a second in black-and-white stills. Then as now, I focused on the moment I thought would be the cux of the race.

"Different sports require different camera speeds. Most people don't realize that. For figure skating you need 100 frames. For a jumping horse, 200. For a race horse, 400. You have to balance the time you have to tell your story against the slow motion, and you need to record the action clearly. My success has been knowing how much slow motion to use. How much the eye needs to see something sequentially. The other half of my pictorial success is angle and position.

"Slow motion for me is never decorative. I use it for information. I'll never use it for a Bonnie and Clyde ending -- the ballet of death thing. Sports are very poetic and beautiful...the grace and movement of human figures and animals.

"I'm one of the few cinematographers who uses prime lenses in motion picture work. I very rarely use a zoom -- maybe one in thirty jobs. With my prime lenses, I get more sharpness and more light. And I've used only Kodak films. They are truly exceptional. I've used every motion picture film that Kodak has manufactured.

"The basic need for me has been clarity. What I do is combine all the qualities of creative filmmaking with hot-line journalism, not giving anything away and still getting the same emotional response. That's the key. The stadium is my studio, and my works are moments which have been achieved -- or not achieved -- by athletes. The most satisfying single scene I ever shot was in the Winter Olympics at Lake Placid. I'll set my camera at the most difficult gate of the downhill run. I knew that I would get the highest dramatic moment there, either success or failure. The stage was set. Then a favorite came down two miles of mountain, and his binding exploded right before my camera. In that moment a man had lost the medal. The film camera achieved a moment that no other camera on the course recorded. That's the challenge today: to show somebody something they have never seen before."

If you would like to receive our quarterly publication about motion picture production for television, Telek, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY 14650.

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1880 KODAK 1980
America's Storyteller
Do you know the score?

If you're involved in broadcasting systems you know us. But are you aware that in UHF we're now also the biggest as well as the best! The fact that this year a vast majority of all new UHF TV stations have gone on the air with a Bogner antenna is only part of the story. Since 1964 we have put into broadcast use more than 600 slot arrays, with over thirty 55kw to 200kw slot antennas during the past three years alone. Antennas that are all still meeting their promise—trouble-free, dependable operation with solid coverage.

Put together all the qualities you want in your antenna: exceptional performance, proven durability, economy and on-time delivery, and you'll know the score about Bogner. We have competitors but no equal.

Prove it to yourself. Talk to the stations listed above (or call Len King for the names of all TV stations using Bogner manufactured antennas). Find out first hand why Bogner is the champion of UHF antennas. Bogner Broadcast Equipment Corp., 401 Railroad Avenue, Westbury, New York 11590, (516) 997-7800.
Television, the medium for most of Campaign 80 all along, will carry what appear to be the most decisive moments on Oct. 28—a one-on-one between Carter and Reagan.

After the candidates had spent more than $30 million on advertising, and after the networks and local stations had devoted perhaps hundreds of hours to coverage of the campaign, the outcome of the Carter-Reagan contest may hinge on one 90-minute television spectacular tomorrow night (Oct. 28).

It will be the debate between President Carter and his Republican challenger, Ronald Reagan. The confrontation will enable the League of Women Voters Education Fund to salvage something from the schedule of three debates involving the major party candidates it had proposed last summer.

But more important to the candidates involved, the debate, originating in Cleveland’s Convention Center and scheduled to start at 9:30 p.m. EST, is seen as crucial to the outcome of the election next week.

Polls continue to show the race not only as extremely close among voters who say they have a choice but reveal as well large blocs of undecided voters in key states.

It was those factors that helped induce the candidates to agree on the debate. Each hopes the exposure will provide the additional support he needs to win. With the three commercial television networks, as well as the Public Broadcasting Service, carrying the debate live, the audience should be enormous—perhaps 120 million, according to estimates by league officials. (NBC will provide the pool coverage.) There also will be some 1,500 news media representatives on hand in Cleveland. As Robert Strauss, Carter’s campaign manager, said, “There are great stakes in it.”

Indeed, it seemed that the debate could be dominated as a news story only if the American hostages in Iran were released—as stories out of Teheran last week indicated was a possibility.

Beyond the closeness of the contest, the disappearance of independent John Anderson from the ranks of the “viable” candidates was another factor in making the debate possible. Carter had insisted on facing Reagan alone, at least in the first debate involving presidential candidates; he did not want to contribute to the attention paid to a man likely to draw votes away from him. Reagan, on the other hand, had insisted on Anderson’s appearance, as a matter of “fairness”—and thus had contributed to the stalemate. But when the league sent out its invitations, Anderson—who had faced Reagan alone in the only other league-sponsored debate, in Baltimore on Sept. 21—was not included. Because his standing in the polls had slipped below the 15% mark, the league said Anderson no longer met its criteria for participation.

Last week, however, Anderson seemed determined not to lose access to the audience the debate will draw. He had abandoned previously announced plans to buy 30 minutes of network time following the debate as “impractical,” according to an Anderson spokeswoman; she said that time period would be too late in the evening. But Anderson’s aides are considering other possibilities—shorter segments of time before tomorrow’s debate, as well as a possible “roadblock,” with a purchase on all three networks at the same time. He is certain to reach at least the viewers of Cable News Network, as part of the debate they will see. CNN will employ a tape delay system to present Anderson-speaking from Washington—as a participant (see below).

The league’s announcement last Tuesday (Oct. 21) of the debate agreement among the candidates’ aides and representatives of the league came after intense negotiations over the previous 48 hours. The only indication of disagreement involved the date and possibly the place. (Reagan aide James Baker III suggested election eve, Nov. 3, as the date, while Carter’s Strauss urged a date on the weekend. The President plans extensive travel this week.)

The debate will resemble others that have been held in that it will involve a

One-candidate-upsanship. While the rest of the nation tunes in to the Carter-Reagan debate tomorrow night (Oct. 28), viewers of the Cable News Network will have a chance to watch the Carter-Reagan-Anderson debate. Stuart Loory, vice president and managing editor of CNN (right), and Mitchell Rogovin, chief counsel of the Anderson campaign, announced at a hastily arranged press conference last Thursday that Anderson had accepted a CNN invitation to appear alongside his rivals through the magic of television. Appearing before an audience and the CNN cameras at Washington’s Constitution Hall, Anderson will respond to the same questions put to Carter and Reagan at their debate, being broadcast at the same time by the three major television networks and the Public Broadcasting Service. His responses will be inserted into a time-delayed videotape of the Carter-Reagan debate, and the package will be transmitted to CNN’s cable affiliates. The CNN program will start at the same time but, because of the Anderson inserts, will run two hours instead of 90 minutes. CNN senior correspondent Daniel Schorr will moderate. Loory said that the program will be made available “to television stations desiring it on a live or tape-delayed basis.” As of last Friday, two broadcasters had signed up for the CNN production: WORF-TV Rockford, Ill., the independent station in Anderson’s home town, and WTOP-Washington. WORF-TV will pick the feed off the satellite with one of its two earth stations.
moderator—reportedly Howard K. Smith (BROADCASTING, Oct. 20)—and a panel of four journalists, whose names were to be announced over the weekend.

But the format of the 90-minute program, which will conclude with statements from the candidates, reflects the special preferences of Carter and Reagan. During the first 40 minutes, each panelist will ask a question and a follow-up, and each candidate will have an opportunity to comment on the other’s answers. That satisfies Reagan’s preference for a “structured” format.

In the second 40-minute segment, the panelists will not be allowed follow-up questions; instead, each candidate will have to comment on his opponent’s answers and to reply to the rebuttals. That, together with Carter’s request for a “free-wheeling,” Lincoln-Douglas type debate.

The debate is timed to provide a kind of climax to issues that have been building. For Carter, it will offer an opportunity to demonstrate the mastery of complex details of issues of profound importance that his aids say he has. For Reagan, it will be an opportunity to demonstrate that Carter’s efforts to paint him as trigger happy are unfounded—and his aids are confident he has the presence and bearing to do just that. What’s more, he also is certain to attempt to regain the initiative by pressing hard on the issue of the economy.

Reagan, incidentally, is not relying on the debate alone to address those two matters. On Oct. 19 (a Sunday night), he bought a half hour of CBS-TV prime time to discuss defense and foreign policy in a speech entitled “A Strategy of Peace for the 80′s.” The following Friday (Oct. 24) he had bought a half hour of ABC-TV prime time to speak on the economy. Carter has used network radio to speak on the same and other matters; he was heard for 20 minutes at 12:10 p.m. on the Mutual Broadcasting System on each of the past three Sundays.

The debate may be climactic in terms of television’s coverage of the campaign, but it will be only part of the rushing torrent of news and comment that television and radio, along with the press, have been providing. Last week, the range of that activity on television, from the sublime to the ridiculous, was on view.

At the high end was the electronically

rigged debate CBS News arranged between Carter and Reagan. Walter Cronkite interviewed Carter on Oct. 17 and Reagan three days later, asking each the same questions on a series of issues, including defense and the economy. The interviews were then spliced together and edited into a series of mini-debates that concluded the last several minutes of the CBS Evening News with Walter Cronkite each night last week. Viewers saw one candidate answering a question as his opponent’s face was frozen on the other half of a split screen, then saw Cronkite summarizing the answer of each to another question. The series provided a quick survey of the views of each man.

On the other end of the TV scale was Carter’s appearance on Good Morning America last Tuesday. Steve Bell in the White House and David Hartman from the ABC studio in New York were interviewing Rosalynn Carter shortly before 8 a.m. as part of a series of interviews with the candidates’ wives when the President walked into the room. An ABC spokeswo-

man said he had an invitation to partici-

pate if he had time. But the President, led by his interest in the subject of why he was having a difficult re-election fight, fell victim in mid-sentence to a computer pro-

gramed to cut away to the station break.

The interview was scheduled to end at 7:55 a.m., after seven minutes. But Carter, who appeared at about 7:53, was only get-

ting warmed up at that point. He kept talk-

ing, forcing ABC to dump two commer-

cials scheduled for 7:55. By that time, viewers may have noticed that Hartman seemed a touch nervous, as he tried to in-

terrupt the President. The transcript shows the following:

Carter: “...I believe Americans will express their views clearly. They’ll make a judgment between two men...”

Hartman: “Mr. President...”

Carter: “...representing two parties and two futures...”

Hartman: “Mr. President?”

Carter: “And the fact that we are concerned about...”

Announcer: “This is ABC.”

Anderson takes to the airwaves as Carter, Reagan pour it on TV

Independent candidate turns to television to pick up sluggish campaign with 30′s, 60′s and five-minute piece funded by loans from supporters

Independent candidate John Anderson, in shirtsleeves and looking into the camera while at a table in what appears to be a booklined study, says the things that, since the days he was campaigning for the Re-

publican nomination for President, set him apart from other candidates: “Solu-

tions to our problems are going to be difficult.” He is against the “multibillion-dollar tax cuts” his opponents favor; “they will increase inflation.” He is against the MX missile and for a 50-cent tax on gasoline, for the Equal Rights Amend-

ment and gun control, and against the po-

titical preachings of the Moral Majority. All of which, he says, is not controversial but “a new realism.”

With the presidential election little more than two weeks off, Anderson’s fading campaign for the Presidency began getting the benefit of commercial programing. The five-minute program, produced by media consultant David Garth, Anderson’s campaign manager, began appearing on stations in six major markets the weekend of Oct. 18-19, and is now on all three networks. The time is being purchased with $1.1 million in small loans from supporters, and the Anderson cam-

paign—denied loans by banks—expects to raise close to another $1 million in the same manner. Three spots—a 30-second and two 60-second pieces—have also been prepared but not yet placed in a market or
An early retrospective on Campaign 80

Or: No man's a hero to his valet, or to the correspondents who follow along the campaign trail

The journalists' long march to the election is in its final week. And for most of the broadcasting correspondents involved—and their bosses in New York—it has not been a particularly inspiring campaign to report. Indeed, the 1980 presidential campaign may be the first in which journalists have had more complaints about the candidates than the candidates about reporters.

But wait. As ABC's Sam Donaldson said, in effect, last Thursday: The critical and decisive phase of the campaign has just begun.

Looking back, the presidential campaign began, really, with Roger Mudd's commentary on Ted Kennedy on CBS a year ago. Kennedy backers had hoped the program would get Kennedy off and running in his effort to wrest the nomination from President Carter. Instead, he fell on his face. There are those who would say Kennedy's performance set the tone for what was to follow.

Ask about the criticism being heard regarding coverage—the lack of attention to issues, for instance—and hear what the men in New York say:

"The main feeling [near the end of the campaign] is not fatigue but frustration, because of the level of the campaign and the quality of the candidates, which leave something to be desired."

—Ernest Leiser, CBS's vice president for special events and political coverage.

"We can't force the candidates; they have to set the tone."—Lester Crystal, senior executive producer, NBC News.

"In recent weeks, the candidates have been concentrating on issues—defense, the economy—and they're drawing distinctions that will be useful. But they're doing it in a complicated way."—Richard Wald, ABC News senior vice president.

The statements may be unnecessarily defensive, a conditioned reflex to the kind of criticism to which broadcast journalism has always been subject, and is, along with newspapers, subject again this year. New York Times columnist William Safire offered his view that "the television analysis should get out of the way of the reporting." And Washington Star columnist James J. Kilpatrick expressed wonder at the "foolish notion" that Reagan "has been avoiding the issues." He has actually "talked his head off" on them, Kilpatrick said, but no one is listening. A columnist who is friendly to Carter, if there is one, would probably say the same about the alleged lack of attention being paid to the President's discussion of the issues.

Then, too, there is the criticism of a slightly different sort—that the reporters have not been rigorous or tough enough in their scrutiny of the candidates. James P. Gannon, executive editor of the Des Moines (Iowa) Register, in a speech to the National News Council that was reprinted in the newspaper on Oct. 12, said, "We are overdosing on political detail and undernourishing on meaning. ... We editors more often ought to tell our guy on the bus, 'Don't write today if there is nothing really new—and please don't predict how Mr. Carlin is going to do in Grundy Center.'"

(That last remark would probably draw blood from any number of journalists. Crystal, for one, says, "All of us have gone heavy on the horserace aspect of campaigns. There is a preoccupation with it. No matter what you say about polls not being predictive, people look on them as predictive.")

CBS's Eric Engberg, the man on the John Anderson press bus, offered the defense of the medium usually heard in response to such criticisms. "It's very easy to criticize on the basis of a couple of newscasts," he said. "But if you watch us consistently, it's there." In that connection, he also put a knock on the candidates:

Whatever appeal Anderson's late TV campaign may have, it is up against some $18 million worth of commercials with which each of Anderson's two major opponents is flooding the airwaves. And last week, President Carter's and Ronald Reagan's media consultants and media buyers were not letting up. Both sides released new flights of spots and five-minute programs for airing on the networks and in major markets.

The Carter-Mondale Re-Election Committee is unveiling two new five-minute programs, as well as a score of 30- and 60-second spots, all produced by the Rafshoon advertising agency. One of the five-minute pieces is keyed to an issue Carter is attempting to emphasize in the campaign: It stresses the importance of arms control. The other is aimed at eliminating doubts among the party faithful that Carter is a committed Democrat. It features a number of prominent Democrats speaking well of Carter. Several of the spots emphasize the peace issue in one form or another—some are cut from the five-minute programs, and others deal with the uneasy situation in the Middle East and Carter's role in bringing about the Camp David accord.

For its part, the Reagan-Bush committee's advertising man, Peter Dailey, has produced a series of four five-minute programs hammering away at what Reagan considers the principal issue—the economy and the problems Carter's alleged mishandling of it has caused. Reagan is also featured in a 30-second spot discussing inflation.

The new flight of commercials also features a couple of supporting players the Reagan-Bush committee evidently feels have important constituencies of their own. Both had bashed Reagan for a presidential nomination. One is the present vice presidential nominee, George Bush. He is seen expressing concern about the state of America today. The other is former President Gerald Ford, who turned back Reagan's effort to denounce him in 1976 and who now attacks the record Carter accumulated—among other things, inflation went from 4% to, at one point, 18%—after defeating Ford.

Anderson's five-minute program does not try to obscure the difficulty of the independent's position. Indeed, it says a win for a "bipartisan government and national unity" would be "unprecedented" and "remarkable." But it closes on a note designed to appeal to the large number of voters said to be disappointed by the choice the two major party candidates offer: "How would it feel if your vote on Nov. 4 made possible not a lesser of two evils but a greater good—a new vision—a new chance for our country? You can make it happen."
"There have been a lot of shows on all three networks of what the three candidates think—if they think at all."

And all three networks have gone well beyond routine coverage in their evening news to report the election campaign. CBS and NBC are producing weekly late-night programs on the subject, and ABC is devoting a substantial amount of its nightly "Nightline" to campaign developments. CBS last week in effect scooped the League of Women Voters with a series of "mini-debates" between Carter and Reagan on controversial issues (see page 27).

The Leisers and Crystals and Walds are the generals, or at least the colonels, in the network news organizations. Talk to the men and women on the bus about issues and the quality of the campaign, and it's like talking to riflemen on the front lines about heroism and glory, a little embarrassing.

Bill Plante of CBS, who has been following Reagan for a year—full time since January—is turning aside questions designed to elicit serious evaluations of the candidate's performance—questions like: "Is he fulfilling Adlai Stevenson's charge of talking sense to the American people?"

Says Plante: "I saw no reason to hope there would be more enlightened discourse this year than in other campaigns."

And the Reagan campaign generally, he said, "wasn't much in terms of style. I can't remember any that did.

And it's not a matter of Plante being a burnt-out case after a year on the trail. CBS's man in the Carter camp, Jed Duvall, has been following the President for only eight weeks and seems happy as a bird. "I love it," he said last week. "I hope it never ends." But talk to him about issues, and he says, "I don't want to complain about issues not being addressed: they're never addressed. You don't sit down and discuss things as though it's a League of Women Voters symposium or a Council on Foreign Affairs meeting."

What are the themes of the campaign as divined by the correspondents covering it? What seems to stand out particularly vividly in the minds of most correspondents is Carter's attacks on Reagan—he's a warmonger, not too bright—and Reagan's attacks on Carter—incompetent. Duvall is right: it's not the sort of thing for a meeting of the Council on Foreign Affairs.

"This has been a nastier campaign than '76," says Engberg. But he has been following the one candidate who has been discussing the issues. For Anderson, however, it may be a matter of making virtue of a necessity; he lacked the funds for the kind of advertising campaign that would keep his name and face before the electorate. In discussing issues—and he is forever holding news conferences and making speeches—he has, Engberg noted, gotten the media's attention.

Understanding at least some of the criticism of the networks' coverage of the candidate is the tension that always exists between reporters and those they cover. While on the road, the candidates' handlers generally schedule two events a day—one in the morning, to make the headlines for the evening television news shows and evening papers, and another in the afternoon, for the morning news programs and the morning papers. "It's a question whether we accept their agenda, or decide to ask them to react to breaking news," says Plante.

But there is a time when the items on the candidates' agenda are simply too attractive—to perfectly packaged for a television crew's creative eye—to reject. Reagan's people are said to be particularly good at providing good pictures. There was the visit to the largely shutdown Jones & Laughlin steel plant in Youngstown, Ohio. NBC's Chris Wallace, who had been there when he covered Kennedy during the primary, recalls that the senator simply addressed out-of-work union members in a union hall. But he said Reagan, whom he has been following since the election campaign started, "goes to the deserted, shut-down plant—a shell of a building—walks off by himself, looks at it, comes back, and says, 'I'm angry.'"

"Isn't that media manipulation? Perhaps. But, in its way, it also addresses an issue. And Wallace says, "you've got to decide what's hype and what isn't."

The correspondents also seem to feel compelled to "put things in context," as more than one put it.

There was, for instance, Plante's near-classic piece of television journalism on Reagan's shift of position from the right to the center of the political spectrum since beginning his presidential campaign in 1980. Using clips of the candidate stating positions early in the year, Plante listed five examples—invoking proposals to abolish the Departments of Education and Energy, getting rid of inheritance tax, subjecting unions to the anti-trust laws, and opposing the Chrysler bailout—and sent to New York City.

"Which," asked Plante, "is the real Ronald Reagan? Does he plan to deliver on his conservative promises, or is he a closet moderate?" (The piece was a bit too strong, however. To stress the point that Reagan had abandoned a position, a large white X was superimposed on Reagan's face, which was frozen on the tape after he was shown stating his initial position on an issue. Viewers' comments about the use of the X's were so strong Cronkite apologized for the use of the "graphic.")

And last week, print and broadcast reporters made a point of cleaning up the record while reporting Carter's efforts, during a campaign stop in Waco, Tex., to ridicule Reagan for claiming, in Carter's

Counter commercials. Three 60-second spots, stressing that there is no one "Christian" way to vote, have begun airing in major markets in an attempt to counter the political exhortations of those evangelists who have become a controversial issue in Campaign '80 (Broadcasting. Oct. 13). Supported by the People for the American Way, a group of religious and lay leaders assembled by producer Norman Lear (who also took his case to the Today show last week), the spots use actors in everyday settings (such as the hard-hatted individual pictured here) to tell voters to follow their own consciences—not necessarily their ministers.

According to the supporting organization, spots have been bought in these markets and on the following stations: WNEW-TV and WPIX-TV New York; WTTV-TV Washington; KKBK-TV Dallas-Fort Worth; WAGA-TV and WSBK-TV Boston; WAGA-TV Atlanta; KTVU-TV, KLTV-AM and KJRH-TV Los Angeles; WJW-TV and WUPB-TV Cleveland; WJBK-TV Detroit; WATE-TV and WPCH-TV Pittsburgh; WCKG-TV Miami; KRIV-TV and KPRC-TV Houston; WFLA-TV Tampa, Fla.; KMPX-TV Minneapolis, and KPLR-TV St. Louis. with Des Moines, Iowa; Denver; Nashville; Birmingham, Ala.; Little Rock; Omaha; Phoenix, and Fargo, N.D., being pursued. Lear, in a press briefing last week, said the major TV networks turned down the spots because they "will not accept paid advertising that is likely to be controversial." On the radio side, the Mutual Broadcasting System was said to be starting spots last week.

Lear reported spending $300,000 thus far in the campaign, with his initial seed money and other contributions raised in meetings around the country. (Earlier reports put the over-all project cost between $1.5 million and $3 million). Frequency of the television spots was said to be 12-15 a week, with about half in prime time. Lear claimed that the People for the American Way, through spots and literature, will continue after the election. He explained that his initial contact with the new right came while he was researching a movie that was to satirize the movement. "It grew less amusing to me," he explained.
version, to have "a secret plan" to free the American hostages in Iran. Carter likened the language to Richard Nixon's talk in 1968 of a "secret plan" to end the war in Vietnam. Donaldson, who along with other reporters pointed out that Reagan was being misquoted—he had said only that he had "some ideas" on the issue—said that kind of clarification is a reporter's job. "We don't just pass along what a candidate says." Or as NBC's Wallace puts it, "We're not just a paid commercial."

But all of that, as Donaldson was saying last week, is part of the preliminaries. Neither candidate had yet demonstrated a greater appeal to the electorate than the other. The possibly climactic League of Women Voters-sponsored debate between the two candidates will be held tomorrow night. And, since the World Series is finally over, Americans can now turn their full attention to presidential politics. "So what the candidates and my colleagues do over the next several days," said Donaldson, "is extremely important." Indeed it is.

A 1980 SNAPSHOT

How public feels about news freedom

Public Agenda report on attitudes toward journalism shows people supportive of fairness doctrine and idea of diversity of programming; television seen as more trusted than newspapers; 70% see freedom of press 'working well'

A report on American attitudes about freedom of expression in the media, released today (Oct. 27) by the Public Agenda Foundation, has found that "the public rejects direct government censorship" but believes that regulation of television and major newspapers "can actually increase freedom of expression. . . ." The study, part of a two-year project funded by the John and Mary R. Markle Foundation, contends that "the media and the public share a common goal—a diverse marketplace of ideas. There is, however, a major disagreement about the means to the desired end.

"For most leaders involved with the media, the marketplace of ideas is best achieved by insulating the media and the press from governmental control or interference. In contrast, the public believes the government should act to insure that diverse points of view will be heard."

From individual interviews with 1,000 people and group sessions in five major cities, the Public Agenda Foundation reports the public attitude on various regulatory policy issues. Among the major conclusions:

- Because of its commitment to fairness, the public is not sympathetic to current efforts to deregulate the media. Such "traffic cop rules" as equal time and the fairness doctrine are supported for the electronic media and the public would like to see them extended to print as well.
- "Despite fears about the effect of TV sex and violence on their children, people oppose government regulation of program content." The public is for parental control of children's viewing but believes such tools as program scheduling at a later hour and program labeling are preferable to censorship.
- "The public has not taken a clear position on recent disputes between the press and the Supreme Court over the nature and extent of First Amendment protections." The public feels that the press is more free today than it has been in the past and will be freer still in the future. Therefore, the public thinks press/court conflicts can be handled "on a pragmatic, case-by-case basis." Philosophically, however, there is support for confidentiality of journalists' sources but against publication of national security secrets.

In preparing the report, the Public Agenda Foundation sees itself as a "communications broker," trying to "create a dialogue between decision-makers and the public." Improved communications between the two groups is taken as the best way to avoid "potentially drastic strains on our democratic institutions."

One particular attitude generally attributed to the public is shot down. The foundation disagrees with research and studies claiming that the public would eliminate the Bill of Rights if given the chance.

"The Public Agenda believes that many of these findings have been misinterpreted. If we re-examine the results from the perspective of the listener, the public's opposition and statements begin to reflect a very different outlook," the report says, adding, "There has been a tendency . . . to assume that lack of support for the autonomy of the media indicates a lack of concern for freedom of expression."

The report asserts that "the public does not accept these concepts in the same way. For most people, the principal concern is their ability to get the information they want and need. What is paramount is their right to hear all significant points of view. Fairness is a primary value; media freedom is secondary."

Throughout the report, in order to drive home the point, the public is described as the "listener" and the media as the "speaker." The report itself is titled "The Speaker and the Listener: A Public Perspective on Freedom of Expression."

The listeners' demand for all points of view is said to "transcend demographic and ideological categories." Specifically, the foundation says the public wants equal coverage for major-party candidates; coverage of "diverse points of view in controversial issues," and fair and full coverage of minority stances. However, the "fairness" demands are not meant to "imply a minute-by-minute, line-by-line standard"; the report says the public wants "a balance and diversity of points . . ."

Furthermore, the Public Agenda Foundation claims that the public only holds up those standards to major news organizations such as TV stations and daily newspapers, with "fringe groups [having] a right to cover the news from their own point of view" in smaller newspapers.

The report also shows the public in support of "some trade-offs" in having the government enforce "fairness." Sixty-two percent of those interviewed said they would be willing to give up a popular TV program so fringe candidates could have air time. Even if it meant news organizations would avoid many controversial issues, 55% said they would favor laws requiring that "both sides of an issue be covered." And the same percentage, the report says, would opt for equal-time laws "even if major party candidates received less coverage as a result."

But the support for trade-offs goes only so far. "The possibility of enforcing fairness by closing newspapers forced many of the respondents into a real conflict," the report says, "People want to increase the variety of the information they receive, but a law or an enforcement procedure that results in eliminating a source of news is the last thing they have in mind."

People are said to be "concerned about heavy-handed government intervention, and they do not want to impose a mechanistic impartiality on the media. For the most part, people are willing to delegate responsibility for finding a 'fair' way to achieve fairness to leadership."

The public, according to the report, sees the government "as an ally of freedom of expression by acting as a check on the media's power." As evidenced by the interviews, the report claims that "for many Americans, it is the media who may be the enemy of freedom of expression since the media have the power to select and limit the information available to the public."

When asked which medium, television or newspapers, is more guilty of unfairness and inaccuracy, 64% of those surveyed said newspapers are "not usually fair," compared to 58% of those who said television "usually is fair." Fifty-four percent of those surveyed thought newspapers "usually is fair" and 52% said "not usually accurate." The percentages for television don't show a unanimous vote of confidence but the negative quotient is lower.

On the subjects of violence and sex, the "findings suggest that people are calling for choice, not censorship." While 70% thought there was too much violence and
64% said too much sex, 65% said they would "object to the principle of restricting what can be shown on television." Scheduling, labeling and cable channels were among the possible solutions suggested by those interviewed.

Journalists may well be pleased with the public's reported support for confidentiality of sources but not for the reasons they might expect. "The main concern was the right to privacy," the report says, "for many people, confidentiality was an end in itself, not a means to enhance freedom of the press."

Over-all, 70% of the public said that "freedom of the press is working quite well as it is, compared to only 22% who believe that 'nowadays, the press has too much freedom.'"

In order to pick out the main areas of public/press controversy, the Public Agenda Foundation interviewed 57 communications professionals including publishers, broadcasters, journalists, government officials and public interest leaders. These professionals also were used to shape what was considered the leadership viewpoint.

Those interviewed ranged from FCC Commissioner Tyrone Brown and Donald Wildmon, head of the National Federal of Decency, to Erwin Krasnow, general counsel of the National Association of Broadcasters, and Richard Salant, vice chairman of NBC.

### NAB vs. NRBA: Detente possible?

Radio committee of senior broadcast organization takes initiative to resolve row caused by conflict in conference dates; move is seen as reflecting members' impatience with dispute

The possibility of combining the National Radio Broadcasters Association's annual convention with the Radio Programming Conference of the National Association of Broadcasters was raised in Washington last week.

That suggestion was one of several considered by the NAB Metro Market Radio Committee, chaired by Len Hensel, WSMA-FM Nashville, which subsequently recommended that the NAB executive committee "explore procedures to minimize the number of individual separate radio meetings throughout the course of the year and to eliminate meeting 'conflict of dates' problems."

Wayne Cornils, NAB radio vice president, described the recommendation as an important break. "These are members telling us, 'You're causing a problem; let's get it fixed,'" he said.

Notified of NAB's position, NRBA President Sid Kaplan said, "We're always willing to talk. We've had many discussions with them in the past, but NAB has always suggested that NRBA become a part of NAB."

Concurring with Kaplan was NRBA vice president, government affairs, Abe Voron, who said, "Past discussion about this has never gotten beyond initial stages. We're conditioned by the fact that NAB has always advocated absorbing NRBA."

Last week's initiative grew out of increasing dissatisfaction among broadcasters with the simultaneous scheduling of NAB's conference and NRBA's annual convention in 1981. Both are scheduled for Sept. 20-23, the NAB's in Chicago and NRBA's in Hollywood-by-the-Sea, Fla. NAB set the dates for its programming conference in February and discovered in late March it had settled upon the same period claimed years in advance by NRBA. NRBA maintains that NAB intentionally scheduled its radio programming conference simultaneously with NRBA's convention in an attempt to undermine NRBA.

NAB's Metro Market Radio Committee also addressed the basic problem of having two industry associations—often working at odds or in competition with each other. "For the good of the radio industry," it said in its recommendations to the executive committee, NAB should "take the initiative in bringing about a unified voice speaking for the radio industry as a whole."

**FCC says policy of advance notice that ABC requires of political candidates seeking to buy time on its radio network violates reasonable access rule, in case of federal candidates, and may have effect of denying candidates equal opportunity rights. Commission's Broadcast Bureau issued ruling in responding to complaint filed by Barry Commoner and LaDonna Harris, Citizen Party's presidential and vice presidential candidates. They had sought on Oct. 7 to buy two 60-second spots for now-famous "Bullshit" commercial on ABC Information Network on Oct. 14 and Oct. 20. But ABC said it would not sell time before week of Oct 27; it cited policy requiring commercial and political advertisers to give 17 days advance notice. That across-board policy has effect of circumscribing candidates' access to airwaves immediately before election, bureau said. ABC spokesman said policy is essential if commercials, which are delivered by mail, are to be cleared by affiliates and received in time for airing. Network is considering appealing decision. ABC earlier had sold Commoner/Harris time for spots on Oct. 27 and 31.

UNESCO biennial conference now approaching conclusion in Belgrade, Yugoslavia, has produced mixed-bag of results on global communications issues, in view of U.S. officials in Washington and members of U.S. delegation. U.S. officials are pleased about creation of international clearing house, whose function will be to identify and find ways of meeting needs of Third World countries in improving their press and broadcast facilities. Clearing house will have no control over content of news and. U.S. officials stress, will be independent of UNESCO secretariat, which is suspect in eyes of West on press freedom issue. Bad news was series of resolutions pushed through by Third World countries backed by Soviet Union that call for promoting ideas Western countries see as threat to press freedom. They include programs in UNESCO budget calling for international code of ethics for journalists and for universal definitions of "responsible" reporting, as well as for ways of strengthening propaganda capability of "liberation movements," including Palestine Liberation Organization.

**Anheuser-Busch Inc., St. Louis, has signed contract with Entertainment and Sports Programming Network, Bristol, Conn., which it calls "largest sponsorship commitment" on cable TV based on length of contract. It said pact was "multi-year" and pro-rata basis was larger than Bristol-Myers's 10-year, $25-million commitment to Cable News Network, meaning its investment was more than average of $2.5 million annually but contract was for fewer than 10 years. Agreement takes effect January 1981. Agency for Anheuser-Busch, which will advertise all its beer brands, is D'Arcy-MacManus & Masius, St. Louis and New York.

With certain affiliates up in arms over syndication of Tonight show in Canada, NBC-TV last week said that it had received assurances from the network that it would be "no further Canadian sales" beyond Toronto and Calgary and that "Johnny is working with us to resolve any problems." Strongly worded private letter had been sent to NBC President Fred Silverman from King Broadcasting President Ancil Payne criticizing network for allowing Carson to offer show north of border and claiming delayed broadcasts there could cause major competitive damage. Last Friday, Payne said "network has been responsive" and that "everyone," including affiliates and Carson, "is concerned."

Screen Actors Guild membership voted to accept three-year prime-time television contract with networks and producers, formally ending strike that began last July 22. American Federation of Television and Radio Artists earlier had ratified pact (Broadcasting, Oct. 20). Performers returned to work on Sept. 25 pending ratification of tentative agreement.

Last Tuesday's (Oct. 21) sixth and final game of 1980 World Series scored 40.0 rating and 60 share, highest-rated series game ever, according to NBC-TV. Six-game average of 32.5/56 didn't break record but network claimed new high in viewers; NBC research estimated 140 million people saw all or part of four games in prime time and two in daytime.

National Archives officials confirmed authenticity of Watergate tapes made available to broadcasters last week by Nixon-nemesis.
The FCC is expected to put out for public comment a proposal that, if adopted, would reallocate channel 9 New York—currently operated by RKO General (wor-ty)—to New Jersey. Commissioner James H. Quello is expected to join other Demo- crats, Chairman Charles Ferris and Com- missions Tyron Brown and Joseph Fogarty, in a majority favoring adoption of a notice of proposed rulemaking looking toward the proposed switch.

The proposal is to be considered on Thursday, Nov. 6—two days after the presidential election. The item had originally been tacked on to the agenda of a special common carrier meeting that will take place tomorrow (Oct. 28). However, Commissioner Anne Jones—in a memorandum to Ferris—raised serious concerns about considering the controversial RKO issue at the same meeting that the commission was already dealing with complex common carrier matters. She felt there was insufficient time to prepare thoroughly for the RKO item as well as the second computer inquiry and other complicated common carrier issues. Ferris deferred to Jones’s concern and postponed the item one week.

If the commission eventually adopts the proposal to move ch. 9, the critical ques- tion would be when the reallocation would take effect—before or after a final resolu- tion of RKO’s status as licensee of that facility. RKO’s ongoing appeal of the com- mission’s June 4 decision to deny renewal of RKO’s licenses for its Boston, New York and Los Angeles VHF outlets could take up to three years.

Republican Commissioners Robert E. Lee, Abbott Washburn and Anne Jones are expected to oppose the proposal.

According to one commission source, Chairman Ferris has been pushing to get the item on the FCC’s agenda for two months because of “a great deal of con- gressional pressure to do something for New Jersey.” That pressure has recently included legislation sponsored by Repre- sentative Andrew Maguire (D-N.J.) pro- viding that if the FCC revokes the license of a VHF television station in a state with more than one VHF, the channel, if tech- nically feasible, shall be assigned to a state without one.

Even if the channel is technically reallo- cated to New Jersey, the ch. 9 transmitter would remain in downtown New York City. According to the petition, the assign- ment would go to any city in New Jersey that would not require moving channel 9’s present transmitter site in New York.

Spacing requirements would preclude moving the channel 9 transmitter site more than 12 miles west of its present location because of a co-channel station in nearby Syracuse, N.Y., and an adjacent channel conflict in Philadelphia. Because of Federal Aviation Administration restric- tions, it would be difficult to move the transmitter—located atop the World Trade Center at 1,600 feet above average terrain—to a comparably elevated height.
Digital breakthrough

Worldwide standard may evolve from recommendations of CCIR subgroup; CBS and EBU play leadership roles

A subgroup of the International Radio Consultative Committee (CCIR) has issued draft recommendations that could form the basis for a single worldwide digital television standard. If they pass muster at a "final meeting" of the CCIR in September or October 1981 and a "plenary meeting" in early 1982, they will be published in the CCIR "green books" and effectively become the standards for the manufacture of digital production equipment.

Issuance of the recommendations, even though tentative and incomplete, is significant as it shows that the countries represented on the CCIR recognize the benefits to be gained from a universal standard and demonstrate that they can work together in developing it.

Ed Miller, head of the National Aeronautics and Space Administration and national chairman of the digital subgroup, said the "major elements" of the subgroup's work are recommendations for component coding, extensibility of standards and sampling characteristics.

The recommendations synthesize the work of many organizations throughout the world, particularly CBS and the Eurovision Broadcasting Union.

According to Richard Green, director of advanced television technology at the CBS Technology Center and a delegate to the CCIR, adoption of a universal digital standard would benefit both program producers and broadcasters. Producers would no longer have to struggle with converting their product from one standard to another. Equipment manufacturers would make one program and sell it everywhere. And manufacturers, working from the green book, would be able to enjoy and pass on to their broadcaster customers economies of scale by designing and building a single piece of equipment that could be sold everywhere. Green estimated such cost saving could be more than 10%.

Green noted that the only present incompatibility that could not be overcome by a move to universal digital standards would be in field necessity, necessitated by the 60-cycle electrical system common in the U.S. versus the 50-cycle systems in other parts of the world. That incompatibility, however, could be circumvented by manufacturing equipment that could be switched to accommodate systems using either 60 or 50 fields per second.

The key to making the digital standards universal, and the heart of the draft recommendation, is component encoding of the television signal. The signal emanating from the camera is encoded digitally before the peculiarities of the three television systems now in use around the world—NTSC, SECAM and PAL—are imposed upon it. This does not necessarily mean the encoding of the red, blue and green signals. Green said—a luminance and two color-difference signals would also suffice.

The subgroup also recommended "an extensible family of compatible digital coding standards." In other words, it recommended the development of several different digital systems capable of producing a different signal quality, that could be converted easily to any of the other standards. Thus a videotape recorded on a low-quality, ENG-type recorder could be played on a high-quality studio recorder.

One way of achieving this convertibility among the various standards of a "family" is to establish a simple binary relationship among sampling frequencies.

According to Green, the subgroup recommended that the sampling site on each frame be the same, thus eliminating the color-frame ambiguities and other picture irregularities that now make editing of analog pictures difficult.

Also recommended: that the number of samples per line be compatible for all television systems. That what number should be, Green said, depends on which sampling frequencies are finally adopted.

The crucial question of sampling frequencies will confront the CCIR delegates when they meet again next year. The European Broadcasting Union has done all its experiments with a 12-4-4 standard, but there is some concern, even within the EBU, over whether that is the best way to go. Green said the 12-4-4 standard may preclude a useful "family of standards" and would be insufficient for program production. Also, Green felt 12-4-4 might be selling the potential of digital technology a bit short. CBS, which would like to bring the full production flexibility of digital techniques to videotape, is testing higher frequencies.

The Society of Motion Picture and Television Engineers will aid in the understanding of the different sampling frequencies by contrasting them in a demonstration preceding the SMPTE television conference in San Francisco next February. The EBU technical committee will be on hand.

Three more seek low-power groups

Three more applications for low-power television networks have been put before the FCC—two for UHF systems, the other for a VHF system.

- **Applied Communications Technologies Inc.,** based in Roslyn, N.Y. proposes a 15-station low-power UHF television network programed for minorities in major Southern cities.
- **Bogner Broadcast Equipment Corp.,** a Westbury, N.Y.-based antenna manufacturer has applied for 25 translators nationwide to rebroadcast the signal of ch. 40 KTBV-TV Fontana, Calif. (Los Angeles).
- **Kingston, Tenn., radio broadcaster Edward Johnson has applied for four low-power VHF stations in Tennessee.**

Applied Communications—owned by Angela DeCock, an attorney who previously worked for FCC Commissioners Joseph Fogarty and Benjamin Hooks—had proposed for low-power television facilities in 10 cities last February, seeking experimental status. That application was rejected, however, and now applied was told to reapply on a nonexperimental basis.

DeCock reapplied in late September, this time seeking 15 1 kw UHF outlets, all in major Southern cities including Nashville; New Orleans; Jacksonville, Fla.; Houston; Atlanta, and Raleigh, N.C.

Her proposed programing format is "Afro-cultural, with each of the outlets rebroadcasting the signal of a "single production center," which would be located at the proposed Raleigh facility.

The company says it's prepared to spend more than $3 million for a satellite uplink and transponder time for the first year, but before such a commitment is made DeCock said she will wait to see how many of the applications get FCC approval. A microwave feed system might be sufficient if only a few of the applications went through the rigors of the FCC processing line. If all 15 applications were granted, the network would have a potential viewing audience of eight million, including four million minorities. Proposed construction cost for each facility is $71,000. Plans call for the use of Emcree transmitters, Bogner antennas and Andrew Corp. transmission lines.

The intent of the Bogner proposal is to enable that company to experiment further with circular polarized UHF antennas. Bogner's application states that it seeks to "engage in long-term observation of the electrical and mechanical performance of its products in actual service."

A spokesman for Bogner said that "if the opportunity arises"—that is, if the FCC eventually adopts its pending rulemaking on low-power television—the firm would see "no objection to pursuing low-power" capacity for its translators.

All of the Bogner translator applications propose 100 watt (although most have an effective radiated power of 1 kw or better) UHF service with an average construction cost of approximately $20,000 each.

Kingston, Tenn., radio broadcaster (wtnr@m) Edward Johnson has applied for three 10 watt VHF stations in Green- ville, Newport and Morristown, all Tennessee, and a UHF outlet at Knoxville. Proposed construction cost for each proposed station is $20,000.

According to Clay Pendarvis, chief of the FCC's auxiliary services branch, there are about 140 low-power TV applications pending. The Sears-backed Neighborhood TV Co. has 120 low-power applications before the commission (about 75% of the total). Applied Communications and Community Television Network are the second and third largest low-power television applicants.
NO OTHER 1" VTR SYSTEM GIVES YOU ALL
YOU GET WITH THIS RCA SYSTEM.

You won't find a 1" helical-scan VTR system anywhere that beats ours for performance, convenience and versatility. And none that comes with the total service backup you get only from RCA.

An advanced studio recorder.
The TH-200 studio VTR offers incomparable editing with ease and flexibility. Transparent picture quality. Built-in previewable editing. Shuttle and jog bi-directional search control for fast, accurate edit decisions. Optional Dynamic Tracking provides broadcast quality slo-mo, fast-mo and freeze-frame playback, incrementally from 1/5 reverse speed to two times normal speed. And there's a record confidence head.

An optional Digital Time Base Corrector.
The TBC-200 Time Base Corrector utilizes advanced digital processing techniques. It extends the VTR's capability and provides exceptional video performance. It enables the TH-200 to retain a fully-locked color picture at up to ten times normal speed, with recognizable monochrome pictures at more than 60 times speed. Equipped with a built-in drop-out compensator, velocity error corrector and a standard correction range of 12 horizontal lines.

A great portable VTR.
The TH-50 is a compact, light-weight recorder with up to 90 minutes of battery operation. Includes an auto-backspace editor and a built-in time code generator. All basic specifications are identical to those of the studio VTR, so you can record in the field, then edit directly on 1" tape without converting to another format.

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RCA protects your equipment better than anyone else. With 24-hour parts replacement service. And our famous TechAlert, for help as close as your phone, any time of the day or night. Plus emergency service. And service manuals and training seminars.

In the studio or in the field, for programming or production, no other system has as much going for it. And for you. Ask your RCA Representative to prove it. Or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

Cost-effective broadcasting: we make what it takes.
From the moment it appeared on the U.S. television scene in the early 1950's, UHF has become familiar with the territory between a rock and a hard place. The inheritor of second-class citizenship, technologically speaking, the lot of UHF broadcasters has been lean—made easier but not secure by the all-channel set legislation of the 1960's. Now, in many markets, UHF is beginning to sense the possibility of parity with VHF—and in some rare instances has even moved out ahead. To Don Curran, whose all-UHF Field Communications station group has been the medium's most conspicuous standard bearer for years, that's the good news. The bad: that just when things began to look upbeat, some unanticipated competition has appeared on the horizon. First of all, cable. Second, the prospect of VHF drop-ins. Third, an entire new category of competition from low-power TV, both VHF and UHF. Curran and his UHF colleagues are alarmed, as he describes in this interview with Broadcasting editors.

UHF broadcasting: Re-endangered species

Considering recent FCC decisions in the areas of low-power TV and VHF drop-ins, do you believe that the prospects for UHF are beginning to unravel? Well, I'll tell you, having been in the UHF end of the business for six and a half years now, you develop a bit of resiliency. In VHF, you take your signal for granted to a great extent. With UHF you have to battle for every little inch of clear picture. You soon take on the role of a soldier going into battle with a wooden rifle. Is UHF that bad, technically?

It varies. As an example, in Chicago, where there is flat terrain and we have height—and more important, where the VHF stations have been restricted in effective radiated power and we're allowed to transmit 2.5 million watts—we have pretty close to parity. Witness the fact that our ch. 32 WFLD-TV audiences have caught ch. 9 WGN-TV. So, given a reasonable opportunity, UHF can do the job. And we've been very encouraged by some of the technical developments that have occurred in the last year with transmission breakthroughs. The ability to use the transmitting devices that allow the transmitter to pulsate, to rest, to get more efficiency out of the same amount of power, to use the new klystron tube developments, which again, up efficiency and so forth—we're simply able to put out a heck of a lot better picture. But to say that there is parity with VHF would be foolish, because there simply is not. I couldn't help note that the FCC, after spending several hundred thousand dollars of the taxpayers' money, came out with a report that said what we all knew to be true, and that is that we have a definite disadvantage. On one hand they're saying that, while on the other they're saying...
LITTLE HOUSE: POWER HOUSE IN TOP 50 MARKETS

Number One Nationally And Locally

During February 1980, LITTLE HOUSE scored the highest household rating of any series on national television and also won the time period in 43 out of the top 50 markets.

SWEEPS SIT-COMS IN TOP 50 MARKETS

In the decisive February 1980 sweeps, LITTLE HOUSE ran against four different half hour sit-coms. The Results: LITTLE HOUSE is big city choice.

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The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
A Taft Broadcasting Company
UHF is fine, let’s not worry about it as it relates to these VHF drop-ins. They really do speak out of both sides of their mouth, simultaneously, when they’re dealing with UHF.

Do you agree with the staff report that improvement in home antenna systems would substantially reduce the differential between VHF and UHF?

I do. I think that’s a major frontier for us. The broadcasters themselves must do a better job of public education on proper antenna installation. That’s the market’s real problem. A fair shake, not the major factor. But I must tell you also that there is no question that better tuning equality in the sets would make a difference. But that’s coming. That’s coming because of the marketplace.

You know, I’ve talked to the Zenith people and others, and they readily recognize that to market an all-channel television receiver these days it must really be an all-channel television receiver. UHF—either through full service television stations, such as those we operate, or STV, or any of the other services—is simply driving the manufacturer to put out a better tuner for UHF.

But isn’t the fact that there are so many applications for UHF and so many people fighting for such, other than in comparative hearings to get a UHF—are there any signs that people believe that it hasn’t arrived yet, UHF is going to arrive tomorrow?

Well, that’s part of it, but if you look behind those applications, you will find that a heck of a lot of them are for STV operations.

But still they have to provide a good signal.

No question about it. But that’s a different business, because the STV people go in and install a one-channel receiving antenna directed right to that tower, and they can put in an optimum receiving situation for a subscriber. We’re looking for a consumer receiver antenna system that will receive two or three UHF television stations in a community.

But that has to do with the electronic aspects of UHF. I’ll tell you, when I first got into the business, I myself had a gnawing feeling of a lack of equality, of the inability to really compete. But I can sit here today and tell you that the big problem with UHF in this country any more is the technical side. I can tell you that there are still inequities, and that there should be things done to correct that—a good part of which I think rests on the shoulders of the broadcasters themselves.

But that’s our problem—it really isn’t. I think UHF is beginning, in fact, to deliver on the promise that the commission had for it—it certainly has in all of our markets. But at the very moment that UHF seems to be reaching those strides, the FCC is making decisions that without any question there’s no doubt are going to have the effect of undermining the UHF stations.

Could you be more explicit?

Well, to me, the real heart issue, and it’s the one that I find the greatest anger with as it relates to the FCC and their actions, is the matter of program exclusivity as it relates to cable TV. Now I’m speaking more from the standpoint of an independent UHF operator, but there are a disproportionate number of UHF operators that are independent. When we’ve committed as much as we have to programming—and in the case of my company, we have millions of dollars in future program commitments that we’ve obligated ourselves to. And we’ve bought those programs on the basis of acquiring a franchise for that show in a particular market. Let’s use, as an example, a San Francisco, where we’ve purchased Happy Days or where we just contracted for The Muppets. Now the problem is that shows are terribly expensive: in fact, I can tell you that both of those shows set all-time record cost factors for half-hour programs in the San Francisco Bay area. We’re acquiring that kind of programming to establish a revenue base for ourselves. An audience, now, that would show that revenue base—to allow us to get into other things, such as the expanded news that we’ve gotten into now, as compared to what we had before in San Francisco. Or children’s television productions that we’ve been very aggressive with. We’ve already had enough problems with erosion from adjoining markets. Sacramento is adjacent to us in one direction, and as a result, those programs have been coming in to a portion of our market via cable—and remember, San Francisco is a 35% cable-concentrated market. We’ve had the same program coming in, imported by cable, from San Jose, which is another separate DMA, and again, that’s been cutting into our market.

But even with that, because the basic marketplace has been our franchise for that program, we’ve been able to succeed and grow, and we’ve been expanding our audience base, and expanding our ability to provide better and better programming. Now I don’t have to tell you what will happen if all of a sudden the cable operator in San Francisco decides, or is allowed, to bring in a couple of Los Angeles independents. Add to that any other two or three superstations he may choose to do, and all of a sudden Happy Days starts showing up all over the schedule.

So that’s the thing that has me more concerned than anything else—the absolute failure of the FCC to recognize that the viability of local service depends on franchises of programing that stations acquire or develop for themselves, and if they no longer have that franchise exclusivity in those markets, how are they expected to succeed?

But that’s not particularly a UHF problem.

No, it’s an independent problem. However, I will remind you that the UHF operator is already competing with a certain degree of pressures against this operation in terms of signal strength. In terms of the fact that more often than not, he’s an independent, and it’s the independent that’s affected. I would remind you that the networks are still protected under this rule. It’s the independent guy that’s really taking it on the chin with this ruling, and it’s just blatantly unfair, in my opinion. And I think, ultimately, there’s going to have to be a remedy, and it may have to come from the Congress. I mean, this is an absolute do or die issue. Absolutely. It’s a heart issue to the independent segment of the business and to the UHF segment of the business.

You don’t think that you have viable recourse at the FCC, I take it?

Obviously, the appeals are in. But I don’t see a lot of smiles on the faces of the attorneys because I’m convinced the FCC has made its move. I will tell you that two of the dissenting commissioners have both told me that they realize that there are inequities in this decision as it relates to the independent and UHF broadcasters, but they think our remedy should be with the Congress.

When you go to Congress, what are you going to ask for? Retransmission consent or a change in the copyright law?

Well, really, to ask for a reaffirmation of the copyright laws. I mean, if you’ve acquired a franchise to perform a program in your marketplace, should you not have the protection and the rights to perform that franchise?

You know, when this thing first happened, I wrote a letter to our counsel, Sidney & Austin, here in Washington, and I said: “Let me suggest a scenario. Why shouldn’t we go to the commission now and petition for the right to carry cable produced programing on our stations and we’ll be paid the same royalty set by law for cable carriage of broadcast signals? Where’s there any difference? Why shouldn’t I be able to carry Ted Turner’s Cable News Network if I want? I’ll pay the copyright fees. Where is there any difference whatsoever?”

There’s no difference. And I think all we’re suggesting in this whole thing is a fair shake by the commission. A fair shake, not the slightest advantage. I’ll accept the electronic state of the art, because we know it’s constantly improving as it relates to UHF. But just give us a fair competitive battleground, and we’ll be fine.

But with the litany of rules that have come out in the last few weeks, I don’t know.

Are you speaking about the recent actions on low power . . .

Low power and the drop-ins, and the 9 kilohertz, and all the package of loading the spectrum.

But I could see where they could come up with those arguments, and I can disagree with it, and I think most broadcasters do, and I think, frankly, many congressmen do and I am hoping that there will be a reasonableness about all of that. But I can’t for the life of me see where they see the slightest degree of fairness in the cable decision whatsoever.

What about the VHF drop-in situation?

Well, there are two different aspects to that. Number one, in terms of the VHF, the 139 VHF full-service drop-in stations, the ones that are going to have to provide equivalent protection. There is no question in my mind that those facilities in certain markets are going to be superior to the existing UHF facilities. It depends on the market, certainly, but there is no question in my mind.

Does that apply to any of your markets?

Oh, I would certainly say San Francisco; that’s one of the markets involved. Chicago is the other one of our markets involved, and in that case, I would have to say no, I don’t think it will matter that much.

Given the opportunity, would you apply for that V in San Francisco?

I sure would. But that doesn’t necessarily mean that we’ll receive favored treatment. But I would tell you that if another VHF is allowed to light up an independent full service VHF station in San Francisco, that not only will I probably have to go out of business, but there will be one or two other UHF operators that will do the same thing. The economics are just not there to support us all.

Would you one V knock out two U’s?

Well, because of the economics. You know, the advertisers usually buy only so deep in a certain
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Are you willing to accept the principle of equivalent protection as not denigrating the service of the existing V's?

Well, I think you have to look at these things in combination. You have to look at it from the standpoint of whether the network stations have been provided protection now in terms of the cable deregulation, in that the networks are protected in their areas. Add to that, then, the drop-in situation, and in that case, they will be independent because the networks in 90% of these markets already are VHF-affiliated properties.

So the network affiliates are not going to be as greatly affected. They're going to be affected—in the first place, they're going to have chunks of their signals interfered with by other drop-ins. More than I think anybody in that commission can imagine. I think there's going to be an electronic nightmare in some of these situations. You can't just lay circles on a map and expect that that's what's going to happen. Propagation is a strange thing, and I think there are going to be a lot of problems for existing V's in this thing. It's not just a UHF problem.

What about the low-power V's and U's that the commission proposes to create, perhaps in the thousands?

That's probably the greatest tragedy of all. And that's not going to affect me as much as it's going to affect the people that get into it. You're talking with someone who knows what it's like to be operating with something other than a full stick. I know what it's like to be in there with a UHF against VHF powerhouses. I can't even fathom what it would be like to come in and try to make a station operate successfully with very, very limited power, and particularly in the major markets where they're going to have to be limited to a great extent, because of all the V's that are there and all the U's that are in operation.

And, as a result, they're going to be held down to that low, low power, and I think that's been sold as a bill of goods to potential minority owners in this country. I hope there can be some sense brought to that situation because they're going to find that they don't have the economic base to serve that community, and it's going to cost them an awful lot of money. Then we go to Phase One of the commission and then say, "Well, we can't make it on our audience base; we must be carried on all the cable systems in this metropolitan area." Now all of a sudden, with 100 watt transmitter, they're being carried in an entire DMA, by cable. I mean, that's a scenario that could well happen, and that's a single that becomes.

That worries me as much as anything else. It really doesn't worry me from a programing point of view. If I'm not satisfying a particular segment of the audience, and there could be more specialized programing developed, then it will be and it could be.

But I feel some real concerns for the people who are coming in. You know, I thought of a great political cartoon. There's this beautiful facade on a television building—it's called "Our Hope Television TV." And it's a nice, big facility, but in reality it's a Hollywood movie set, and it's sitting right on a precipice, and standing at the door is Charlie Ferris, inviting all of these people to come into the television business, and they open the door and step off into nothing. That's what this thing is to me: it's a hoax.

Do you think that your segment of the broadcasting business has peaked, or is about to?

No. Given fair treatment, I think it's just beginning. If we don't get fair treatment? Well, I still think we have some growth coming, because in the first place, whatever happens, it will take some time to happen. And we've seen tremendous growth over the last two or three years. Our company is reaching more people today than ever before, a bigger cumulative audience than ever before. And we are now seeing the benefit of the all-channel act in the sense that every new television set that comes on line has much better UHF reception than ever before, and more and more people are putting in better antenna installations. Or they are hooking up to cable, which gives us some franchise ability that we hadn't had without cable.

But the average commissioner says cable is your friend, but he doesn't realize that cable is bringing in 20 other guys against me in my market, and while they may not have sales people out calling on the advertisers, they're deleting my audience. Not necessarily the network stations, because they're protected. I'm not stating that I'm against the network protection; I'm suggesting there should be some copyright protection for all of us in our marketplace, you know? Including Ted Turner.

I, frankly, personally, have never been one to fight the distant-signal rule. I think if somebody can light up against me and bring in programings and compete successfully for my audience, then they ought to have the right to do that.

The problem I have is when they come in with my programing that I've had to pay a lot of money for, and they've paid nothing for. And compete against my station for audience.

Well, if you're not against the distant signal, then you're sort of hard put to be against another VHF facility in the market. Unless that facility in the market places me at a definite disadvantage. The distant signal comes in on cable. In a cable home, I'm equal to that home. I have an equal shot at that audience. But with a VHF operation, it's not necessarily true.

What sort of time frame do you give UHF broadcasting, over the air?

Well, I'm not trying to cry gloom at all. I mean, I'm trying to say that we're alarmed, don't misunderstand me. But we're alarmed primarily from the culmination of all of these decisions that have come out of this commission, and the fact that they seem—unknowingly, perhaps—to be on a steady track to dismantle UHF. Is it going to have its effect? You better know it's going to have its effect. How can I measure that? I can't really say. It's like trying to project what we're going to do as far in the future in terms of our revenues and our earnings. I think in the major markets, because of the impetus that independent UHF television stations have been able to generate, that that impetus will continue to carry and will continue to grow for another five, six, seven, eight, 10 years. Who knows?

I would be a lot more concerned if I were sitting in a smaller market somewhere, and many of them were listed among those 139 markets, with two or three possible facilities coming in. That's the guy who's going out of business very quickly, if in fact these other facilities light up against them.

You're talking about the economic competition?

Absolutely. It's something that, for whatever reasons, the commission just won't look at. They won't look at it.

But that's the fallacy of it all. The thing that's made this industry so good is the value of the scarcity of the spectrum. The fact that we have enough of a franchise, we're able to generate enough of an audience that we can sell that audience to advertisers and have the money to allow us to do the kinds of things we do in this country. When you eliminate that, the quality is going to have to go down.

You know, it's amazing—the one thing that suffers so much in all of this is that subject of localization. You get a bunch of broadcasters together, if you're out on tour or you go to the conventions or whatever, broadcasters invariably sit around and they talk about their news, they talk about their public service things, they talk about their service to the community. That's the thing that they really are proud of. That they really enjoy doing. That's what makes this business as great as it is. And you've got to have the ability financially to do those things and to succeed, to hold your head up.

We couldn't have done that a few years ago; economically, we could not have done it. How could you do those things when you're losing millions of dollars? What we were trying to do was stay alive then. Sure, now we're earning money; we're very profitable. Are we unreasonably profitable? I sure don't think so, because we're building better plants, we're competing better in our marketplaces, we're diversifying our investments, and acquiring other communications facilities to the benefitment of the public. And am I antithetic? No, we're going to get in the cable business, because I think cable has a place in this world. But should it have an unfair competitive advantage? I don't believe so, and I think that the people who are in both cable and broadcasting clearly understand that and can agree with that.
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**FCC’s allocations held to impede development of new TV networks**

That’s finding of FCC’s network inquiry staff after two years of investigation; multiple ownership rules called ‘arbitrary;’ prohibition of cable ownership by networks not ‘rational;’ commission asks for list of recommendations

The most effective way for the FCC to achieve its goals of added competition, diversity and localism in television is to open its existing allocations plan to many more local outlets so that new networks can be formed.

That’s the bottom-line conclusion of the FCC’s network inquiry staff which presented its final report to the commission last Monday (Oct. 20).

In addition to providing more broadcast outlets to the existing allocations plan, the network inquiry staff has concluded that the commission can foster the growth of more networks in the newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable.

The staff said the FCC should place no regulatory barriers in the way of new technological development.

The staff has determined that the biggest barrier to the entry of new networks into the television industry is the existing allocations plan—adopted in 1952—which does not provide for enough stations to support a fourth (or more) network even though, as FCC Chairman Charles Ferris noted, “the advertising dollars are there.”

In light of its re-examination of the entire network structure, the network staff also said that:

- The commission’s multiple ownership rules are “arbitrary and capricious.”
- Commission rules prohibiting the ownership of cable systems by television networks have no “ascertainable rational basis.”
- Commission regulation of contract terms between networks and their affiliates and program suppliers have proved to be largely ineffective in promoting the commission’s goals of competition, diversity and localism within the television industry.

At one point during the presentation, Ferris asked the co-director of the network inquiry staff, Stanley Besen, whether the implementation of VHF drop-ins and low-power television stations would provide the opportunities envisioned by the staff for development of additional television networks. Besen replied that both of these vehicles were “steps in the right direction,” although much would depend on “how handicapped” a given drop-in would be due to necessary power limitations.

As to the commission’s existing multiple ownership rules, Besen noted several “anomalies.” For example, no company is allowed to operate more than one television network, but there are no similar restraints for cable or multipoint distribution service networks. Broadcast station ownership is confined to a limit of seven AM, FM, and TV outlets, but no similar “magic numbers” restrict the number of cable or MDS systems a firm can own.

Commissioner Abbott Washburn was concerned about the concentration of market control that would be placed in the hands of the existing networks if they were allowed to own “two HBO-type cable networks with say, 100 cable systems.”

Thomas Krattenmaker, the other co-director of the network inquiry staff, responded, saying that if “ABC were to purchase a cable system in Chicago where it already owns one AM-FM-TV combination it would be one thing, but for it to purchase a system in Boise, Idaho where it has no properties, would be quite a different question.”

He added that the “level of bigness” that the commission can tolerate should be determined case by case. He said the commission should be concerned “a good deal less” about cable ownership by television networks per se than the “ownership of a large number of local outlets” by a single firm, which is where the real danger to competition and lack of diversity lies.

Besen said the staff had found that competition and diversity in the television industry suffer most from what he called, “horizontal integration”—the merger of two businesses in direct competition. On the other hand, when two firms in a buyer-seller relationship merge (vertical integration), it is usually done to promote cost efficiency,” Besen said, not market domination.

Conglomerate acquisitions usually have no adverse effect on competition or diversity either, the staff report concluded, as the commission recognized with its willingness to approve an ITT-ABC merger proposal that eventually fell through in 1968.

Besen pointed out that the cable system ownership structure generally has what he called “separations problems,” which the commission should consider along with network ownership of cable systems.

Existing cable television rules allow total program control of the system by the owner-operator. The staff report suggests the commission might want to consider adopting rules to force cable operators to lease one or more channels to outside programers if the demand were there.

The staff report also concluded that the “complement of fours” rule (requiring at least four “free” TV outlets in operation in a market before a pay TV station can operate in that market) poses severe limitations on the start of subscription television networks.

Regarding the commission’s efforts to regulate network contract agreements, the staff report suggests that the current regulations affect only profit distribution between networks and their station affiliates on the one hand and networks and their program suppliers on the other and do not touch at all upon the public interest which “may be completely unaffected by the manner in which these [profit] disputes are resolved.”

The network inquiry staff was not charged with making specific recommendations to the commission. At the presentation, however, the FCC decided that it wanted recommendations. Besen said a list would be drawn up by himself and Krattenmaker—“as soon as possible.”

Network reaction to the network inquiry staff’s final report was predictable. A spokesman for ABC said that since the staff had found many of the commission’s existing network-related regulations “undesirable,” the commission should repeal “at least some” of them. The spokesman said ABC would like to see the regulations barring existing networks from operating additional networks or cable systems repealed. CBS and NBC said they would like to see the commission repeal the prime-time access rule as well as the rules prohibiting networks from engaging in the syndication of or acquiring financial interests in programing.
ing SIN. He said SRBA's concerns regarding SIN "involve alleged anticompetitive practices," specifically in relation to its commercial practices.

Stiles regards the Justice Department investigation as further evidence of SRBA's effort to protect its member stations from the competition of Spanish-language programs relayed by SIN's affiliates, which now number 72 and include nine stations, six translators and 51 cable systems. In several cases, SIN aided the affiliates in starting their operations. But Stiles says nothing wrong in that, "We helped put a lot of people in business through affiliations with us," Stiles said.

And while he was reluctant to comment on the Justice Department's action until he heard from the department on it, Stiles said it was odd that, considering its size, SIN was the target of an antitrust suit. "I don't know how a company with $20 million revenues can be much of a monopoly," he said. If it is difficult for others to get into the business, he said, "that's the FCC's fault."

In another development involving SICC, a U.S. federal district court in Los Angeles deferred action on motions of minority stockholders that a receiver for the company be appointed and for a summary judgment in a suit that alleges mismanagement. The court set the start of trial in the three-year-old case for Feb. 3.

SICC's five stations are WXTV(TV) Paterson, N.J.; KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; KFTV(TV) Hanford, Calif.; and WLTU-TV Miami.

**FCC undertakes cable study**

**Office of Plans and Policy will examine ownership and other restrictions; commission also deletes channel regulations**

The FCC last week directed its Office of Plans and Policy—headed by Nina Cornell—to conduct a comprehensive study of the structure and ownership of the cable industry. And in a related action, the commission—pursuant to a Supreme Court ruling in *FCC vs. Midwest Video Corp.* (Broadcasting, April 9, 1979)—formally deleted its cable television two-way capacity, channel capacity and access-channel rules.

The OPP study will focus on:

- The general implications of telephone company ownership of cable systems.
- Separation policies within the cable industry— the relation of cable ownership to programming access on cable systems.
- "Horizontal integration" within the industry—the merging of cable systems that are in direct competition with one another.
- "Vertical integration" within the cable industry—the merger of cable system owners with programers (or with satellite firms). The FCC views access to cable system programming as an important issue. Cornell's staff will try to determine whether it warrants commission concern, and if so, to what extent, and how the commission should proceed in formulating policy regarding cable access.

The FCC's network inquiry staff also considered to some extent the last three aspects of the proposed OPP study—separations and horizontal and vertical integration (see page 42).

Cornell told Broadcasting that the OPP study made "such good sense," in light of the network inquiry staff's conclusions and recent FCC proceedings regarding telephone company ownership of cable systems.

One commission ruling—adopted just two weeks ago—will come under close scrutiny by OPP. That rule declared that all telephone company applications for cable systems in areas containing fewer than 30 homes per route mile will be determined on a franchise-by-franchise basis.

Commissioner Joseph Fogarty—who initially supported that ruling—said he did so with intent of "broadening" the scope of telephone company entry into the cable market. The net effect of the ruling, however, was to narrow the scope of telephone company entry into the cable business.

Fogarty said that as a result of the franchise-by-franchise ruling, 19 pending telephone company cable system applications stood no chance of receiving FCC approval.

Phil Verveer, chief of the FCC's Common Carrier Bureau, told Fogarty that was not the case and that each of the 19 applicants could seek a waiver based on other "good cause" showings.

As a result of Fogarty's concern, the commission decided that each of the 19 applications would be presented directly to the commission—as separate items—for disposition.

The cable rules which the commission officially deleted required cable systems with 3,500 or more subscribers to have a technical capacity for bilingual alarm-type services ("nonvoice return communications"); 20-channel capacity, and provide where possible cable channel space for public education and local governmental authorities.

In deleting the rules, the commission maintained the distinction between programming on access type channels, and programming controlled by the cable operator.

Cable-operator programming is bound by fairness doctrine and equal-opportunity provisions of the Communications Act. Access programers, on the other hand, will remain unaffected by these provisions if the programming they present is on "channels that inherently make possible equal opportunities for candidates and programming covering all sides of controversial issues of public importance."

From now on the FCC will determine on a case-by-case basis how to apply the fairness and equal-opportunity rules to access programers.

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Broadcasting Oct 27 1980
Justice Dept. joins line investigating SIN operations

New probe is looking into anticompetitive practices; ties with Mexico's Televisa already under FCC scrutiny

Spanish International Network is drawing additional attention from the U.S. government. First came the FCC's disclosure that it was beginning another inquiry into whether SIN—as a Mexican-controlled entity—illegally controls Spanish International Communications Corp., licensee of five television stations (Broadcasting, Sept. 15). Now the Department of Justice's antitrust division is conducting a "preliminary investigation" into SIN's operations.

Mark Sheehan, Justice Department spokesman, in confirming published reports, did not say the target of the "civil antitrust investigation" is SIN; rather, he said it is a "Spanish network." But SIN is the only full-time Spanish-language network in the U.S.

Sheehan declined to disclose any details of the inquiry other than to say it is aimed at determining whether the network's programming and advertising practices violate the Sherman Antitrust Act's provisions prohibiting restraint or monopolization of trade.

Bill Stiles, executive vice president of SIN, said he knew nothing of the Justice Department's investigation other than what he had read in the newspapers. He said Justice had not contacted SIN or its attorneys. But Stiles believes the investigation stems from the same source as the complaint that led the commission to institute its fourth inquiry since 1965 into whether SIN, now 75% owned by Televisa, a Mexican company, controls SICC in violation of the Communications Act prohibition against foreign dominance of broadcast stations.

SICC officials noted that the three previous inquiries ended without commission action. SRBA representatives, however, say the commission has never conducted a full-fledged inquiry into the issue; it had examined the question only when raised by parties in the context of adjudicatory proceedings.

Stiles apparently is correct. The complaint was filed with the FCC by the Spanish Radio Broadcasters Association in opposition to applications for experimental translator stations in Denver and Washington to relay SIN programs. The Denver application was filed by SICC, the one for Washington by a local group that would be aided by SICC. The commission granted both applications in April.

And Matthew Leibowitz, counsel for SICC, acknowledged last week that SRBA had "discussions with the Justice Department over a period of months" concern-
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FCC overturned on lowest unit rates for politicians

Appeals court says stations must give run-of-schedule rates to nonfederal candidates

Earlier this month, broadcasters were feeling good about an FCC decision holding that nonfederal candidates seeking the "lowest unit charge" to which they are entitled under the Communications Act could not claim a right to the economical run-of-schedule rates. But the grounds for the broadcasters' good feelings have now been removed—by the U.S. Court of Appeals in Washington.

A three-judge panel of the court lost little time in reversing the commission, on an appeal by Nevada state senator William Hernstadt, a Democrat. The panel heard arguments on Friday (Oct. 17), and issued its judgment the next day.

The court's opinion will be issued later, but the judges—in their unanimous holding that Hernstadt "must be afforded run-of-schedule rates"—rejected the commission's reasoning that nonfederal candidates are not entitled even to paid access to specific classes of time during primary and general election campaigns. Indeed, the commission, in a new definition, held that ROS as well as pre-emptible spots should be viewed as classes of time, not as "discount privilege." In the past, the commission had considered such spots as both.

At issue in the case was Hernstadt's effort to buy ROS time on Alpha Broadcasting Co.'s KTNV-TV Las Vegas in his primary campaign, in August. The station rejected the request and offered, instead, fixed-position spots, which are more expensive.

Hernstadt promptly complained to the commission. He cited a 1967 commission ruling that "ROS spots must be made available [to political candidates] on the same basis as to commercial advertisers." He cited as well a 1972 Federal Election Campaign Act amendment to Section 315 of the Communications Act which requires broadcasters to afford all candidates 45 days in advance of a primary and 60 days ahead of a general election "the lowest unit charge of the station for the same class and amount of time for the same period" and, "at any other time," the same discount privileges offered commercial advertisers.

The commission, however, rejected the complaint. It said another change in the law created by the 1972 campaign act guarantees a right of "reasonable access" to federal but not nonfederal candidates. As a result of that change, the commission in 1977 upheld a station's right to refuse to offer specific classes of time to a candidate while making other classes of time available. Since licensees are not required to sell nonfederal candidates broadcast time "in the first instance," the commission said in its Hernstadt decision, "it seems unreasonable to require licensees to make ROS and pre-emptible spots available to them," both during and outside the 45/60-day periods.

The commission's definition of ROS and pre-emptible spots as "classes of time" reinforced the intent to remove them as a category of time to which nonfederal candidates are entitled. The commission justified its redelineation on the ground of their "unique pre-emptibility and scheduling attributes." It said the rates for such spots "are lower than fixed position spots, since it is the nature of such spots which is determinative of their low costs."

The extent as well as the basis of the court's action in reversing the commission, "on the facts of this case," will not be known until the opinion is issued. Whether the commission seeks Supreme Court review of the decision depends on how "inhibiting" the commission regards it, according to commission attorneys.

In the meantime, Hernstadt last week was said to be buying ROS at KTNV-TV.

NAB request for stay in cable case denied by FCC

The FCC has denied requests by the National Association of Broadcasters and Field Communications Corp. for a stay of the commission's order of last July repealing the cable syndicated exclusivity and distant-signal rules. The stay was requested pending the outcome of an appeal filed by Malrite Broadcasting in the U.S. Court of Appeals in New York challenging the FCC's decisions.

Bill Johnson, who presented the FCC Cable Bureau's recommendations to the commission, said that Malrite's case was "relatively weak."

Johnson also said that allegations by the petitioners that broadcasters will suffer irreparable harm if the decision goes into effect is "greatly exaggerated." He admitted that some "private injury" may be incurred by broadcasters but that it did not justify depriving cable consumers of programming.

Johnson also said that "there would be some difficulties involved" if the commission is eventually overturned on appeal and ordered to rescind its repeal of the two cable rules.

The commission's order repealing the two will take effect on Nov. 14 unless stayed by court order. When the commission didn't act on its petition by Oct. 3, NAB petitioned the New York appeals court to stay the commission's decision.

Erwin Krasnow, senior vice president and general counsel for NAB, believes it has "a very good shot in the courts on the issue of a stay." His prediction is based on a precedent of the Richmond, Va., appeals court granting a petition for stay by Spartan Radiocasting regarding an earlier FCC decision repealing the rule that cable systems must carry "significantly viewed" distant network signals. Later, however, the commission was upheld.

The New York court will hear oral arguments on NAB's petition on Nov. 5.
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Opening China's telecommunications marketplace

EIA will sponsor exhibition in Beijing for equipment manufacturers; expects crowds of 80,000-100,000 over 10 days

To introduce the U.S. telecommunications industry to the Chinese market—one that could generate billions of dollars in sales in the coming decades—the Electronic Industries Association and the National Council for U.S.-China Trade are sponsoring a major trade show in China next year, which they say is the first of its kind.

The exhibition and seminar program will be held at the Beijing Exhibit Center in Beijing (Peking) Nov 3-13, 1981. The sponsors hope to fill the 7,400 square meters of the center with the booths of 75 to 100 exhibitors. The Chinese anticipate that 80,000 to 100,000 people from China will attend the show during its scheduled 10-day run.

The sponsors, eagerly looking to sign up exhibitors, announced the show at a Washington press conference.

John Sodolski, vice president of EIA's Communications Division, said the show will be the "first vertically integrated, high-technology" exhibit in China. He said several U.S. telecommunications companies have been dealing with the Chinese, but that it is "very difficult for a single company to go to China and see the right people." The exhibit, he said, enjoys an "economy of scale." At one time and at one place, he said, the "Chinese can see everything the U.S. has to offer."

Sodolski suggested that China is a prime market. China's current telecommunications system "is not the best in the world," he said, and like any country wishing to become a "modern nation" it needs a "telecommunications system to act as a nervous system." The Chinese, he said, must decide how to spend their resources and, he added: "We have a lot to offer."

Since the Chinese system is rudimentary, Sodolski said, China could decide to leapfrog "antiquated terrestrial systems" and start with the highest technology available. By doing that, he said, the Chinese might one day have the "most modern telecommunications system in the world."

According to Donald L. Miller, vice president, international electronics operations, Rockwell International, and chairman of the telecommunications committee of the National Council for U.S.-China Trade, because the Chinese do not have an extensive transportation system it is even more important that they have an extensive telecommunications system. China's major requirements now, Miller said, are for satellite, microwave, high frequency radio and television distribution systems, "things we take for granted but which the Chinese have very little of."

Sodolski said that of the 80,000 to 100,000 people who are expected to pass through the exhibit, not all will be technicians and engineers. The crowd will include the users and planners "who will decide where China is going to be in 10 or 20 years," he said.

Although Miller feels there are "billions" to be made by U.S. companies from the market, it will not all be made through exporting goods. Much will come through cooperative ventures and licensing arrangements with Chinese manufacturers, he said. And Sodolski stressed it is a market that will probably be shared with other countries, notably West Germany, Sweden, Holland, France, England and Japan.

"The elaborate seminar program," Sodolski said, "may be more groundbreaking than the exhibition itself." There will be "two levels" of seminars. Three general seminars, each a half-day long, will cover telecommunications management, network planning and network switching. In addition, each exhibiting company will be able to hold a seminar in its own product area. Sodolski said the sponsors will provide the rooms and interpreters for the product seminars of which they expect 70 or 80.

Exhibit space costs $55 per square foot, which Sodolski said "is in line with most international shows." But, he pointed out, that cost will be a minor portion of the total cost exhibitors can expect to pay. As with any show, each company must pay for the shipping, building and staffing of exhibits and for the technical people to conduct the seminars. EIA will contribute between $750,000 and $1 million to produce the show. The Chinese are putting up no money, but have promised "wide coverage" of the show and good attendance.

According to a press release, the scope of the exhibition will include telephone station, exchange and transmission equipment; satellite communications equipment and systems; microwave equipment and systems; broadcast equipment; mobile radio equipment and systems; digital and optical fiber transmission switching and terminal equipment; and communications-related computing equipment. The show will not include consumer products, parts, tubes, semi-conductors and distributors and representatives are not invited.

Although the show is a single event, Sodolski believes it could have multiple implications. "It may be that what we do will set the pattern for the next decade of U.S.-China high-technology relations."

First there were mini-TV's, now come micro-TV's

Study for FCC proposes very-low power stations with one or 10 watts; pay operation would be allowed

Translators, low-power television and now micro-TV? Yes, micro-TV—otherwise known as "very-low-power" television (or "flea-power broadcasting")—is yet another mode of television service that the FCC may implement in its efforts to expand and diversify existing television service.

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whom the commission engaged to study the idea—micro-TV would be a secondary television service that would operate on both the VHF and UHF bands at one watt and 10 watts, respectively. The low-power television task force—which drew up the notice of proposed rulemaking that the commission initiated last month examining the possibility of thousands of low-power television outlets (100 watt VHF and 1 kw UHF) (Broadcasting, Sept. 15)—relied on Teasdale’s final report in part in developing some of its own recommendations to the commission.

Teasdale based his findings on the experience of an existing micro-TV service in Canada, called the Northern Access Network, and upon a prototype micro-TV station (one watt VHF) in Lanesville, N.Y., which was on the air from 1972 to 1977.

He sees micro-TV as a “logical outgrowth of the low-power broadcasting tradition in this country, begun over 30 years ago with the initiation of the first TV booster systems. As part of that tradition, micro-TV would help to provide better TV service to more viewers throughout the United States.”

Except that micro-stations would be limited to a two-and-a-half-mile projected coverage area—as compared with the 12- to 15 mile area projected for a typical low-power television—Teasdale envisioned service similar to the low-power television service proposed in the commission’s rulemaking.

The micro-TV service would be assigned secondary status, requiring it to accept any interference from primary television stations and forbidding it to interfere with such stations.

Provisions for local origination are an integral part of the micro-TV concept as is the case with low-power television. Operators are encouraged to experiment with various programming and program distribution technologies such as videocassettes and disks and microwave and satellite links. Teasdale even suggested the possibility of a micro-TV operator “leasing” a signal from a cable TV company. He suggests this might be feasible in a situation where the cable operator is unable to profitably extend service to a sparsely populated area.

Teasdale sees subscription TV as the most viable means of economic support for the service and he recommended that micro-TV operators be authorized to broadcast pay programing with no restrictions.

Background report on AM stereo: NAB’s still trying to speed up the act

But it doesn’t want to go so fast this time that the FCC would be forced to rush into judgment; proponents are resisting joint testing at this stage of the game

The National Association of Broadcasters hasn’t received formal replies from all the AM stereo proponents to its letter offering to aid them in responding to the FCC’s AM stereo rulemaking. But it has gotten plenty of informal feedback, some positive and some negative.

The offer was made in a letter sent to Harris, Magnavox, Kahn Communications, Motorola and Belar Electronics (Broadcasting, Sept. 29). According to Chris Payne, of NAB’s engineering department, who has talked on the phone with all the proponents, they, “with some qualifications, are in favor of setting up a meeting with the FCC.” All agreed, he said, that a meeting with the staff would be helpful in clarifying the questions the FCC posed in its further notice of rulemaking and suggesting ways of answering them.

However, the proponents were not taken with the NAB’s proposal that it oversee their own testing of the five proposed systems, as called for by the FCC’s notice. Payne said that at least for the present they seem to prefer to do the “retesting, modification and improvement” of their own equipment on their own. He said that Magnavox, Motorola and Harris have all indicated that they will begin their testing at nearby AM stations “to satisfy their individual needs.” Payne believes, however, that after they have done their own testing, “we might be able to get them to test on a common station.” (In a second letter to the proponents, NAB informed them that two stations—WTAQ LaGrange, Ill., and WGAQ Cleveland—have volunteered.

Hazelteine Corp., a partner of Kahn Communications, is one of the two proponents that has replied to the NAB letter and the only one to make its reply public. Hazelteine liked the idea of a meeting but was concerned that it might be excluded—NAB’s letter was sent to Kahn—and that it would be inappropriate for the NAB to organize the meeting because it has strongly opposed the marketplace approach (the FCC’s approval of two or more systems). “We believe that such a meeting would most appropriately be convened by the FCC’s staff on a public notice basis with no restrictions on attendance or on portions of the notice to be discussed.”

Lewis Wetzel, the NAB’s senior vice president for engineering and author of the NAB’s letter, said Hazelteine’s fears are unfounded. What the NAB envisions, Wetzel said, is a meeting open to all interested parties and all ideas. “We just want to be a catalyst to get the thing moving. We just don’t want the thing to lie there for another year and have nothing be done.”

Payne said the NAB is advising all the proponents to use the same receiver in their individual tests—the Philips high-fidelity AM tuner.

Despite NAB’s best efforts, Payne is not sure that its efforts will succeed in speeding the introduction of AM stereo. He believes the comment deadline, now set for Dec. 9, will surely be extended and that the testing and comment period will go at least into next February. With that kind of time frame, Payne said, it is unlikely that AM stereo will be ready by NAB’s convention next April. And Payne doesn’t think it wise to press the FCC in analyzing the data once it has been received. “In a way, we were burned last time, trying to speed them up,” Payne said. “It might be best to let the FCC do its work in its own time.”

IIA idea exchange

The Information Industry Association has created an Electronic Media Committee to help businesses exchange ideas on the new technologies, videotext, teletext, viewdata, videodisks, two-way cable and other electronic media.

EMC also intends to provide member firms with ongoing business forums (one has been held in San Francisco where teletex/videotext hardware was discussed and displayed), information on public policy developments, on-site visits to existing facilities and periodic briefings on the industry.

Robert T. Quinn, vice president of ancillary business development for Warner Amex Cable Communications, has been named chairman.

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No noise. CBS Records claims "revolutionary noise reduction process," developed by CBS Technology Center, eliminates surface noise and greatly enhances dynamic range on audio disks—digital or analog—mastered with it. Process will require adapter to be fitted to existing stereo sets, but disks incorporating it are promised to be compatible with systems now in use.

New line-up. At fall meeting in Los Angeles, board of directors of Electronic Industries Association/Consumer Electronics Group elected new officers and formed new division and subdivision. Lud Hack of General Electric Television was elected chairman of EIA/CEG and William E. Boss of RCA Consumer Electronics was re-elected vice president. Jerry Berkowitz of Panasonic/Technics was elected chairman of audio division, while Jack Doyle of Pioneer Electronics was re-elected chairman of car audio subdivision. Tony Mirabelli of Quasar was re-elected chairman of video systems subdivision. New divisions: personal electronics division and blank tape subdivision.

Glass connection. Times Fiber Communications, Wallingford, Conn., has won contract to install two-mile fiber optics link between satellite earth station and headend for Falcon Communications in Los Angeles. According to A.C. Deichmiller, Times's director of technical services, no repeaters will be used in link; signal-to-noise is estimated at 50 db.

More lines. Mitsubishi Electronics America, Compton, Calif., has announced monitor capable of 1,800 lines of resolution. According to Mitsubishi, recently formed U.S. marketing arm of Tokyo-based electronics firm, prior to new C-8912 "the highest line rates available were in area of 1,200 lines."

Artifacts. Harry Lubcke, director of early television station in Los Angeles, wpxa, has donated three television sets, built in 1930's, to Academy of Arts and Sciences/University of California at Los Angeles television archives. Two of receivers were built of staff of wpxa in 1937 and 1938. Third is vintage commercial receiver: TRK-12, manufactured by RCA in 1939. Archives, located at UCLA, is eager to accept "historically significant equipment" and documentation.

New tower, new power. Some $2.5 million of RCA Broadcast Systems transmitters and antennas are on order by three Milwaukee television stations that are to share new transmitter building and 1,013-foot tower Gaylord Broadcasting's wtvmr is building 55 kw UHF transmitter for its ch. 18 signal. Milwaukee Area Technical College is picking up both 35 kw VHF unit for its ch. 10 wtvmr and 60 kw UHF transmitter for co-owned ch. 36 wtvmr there.

Need approved model. FCC has adopted rule requiring type acceptance of all transmitters used in television auxiliary broadcast stations including translators, low-power television stations and cable relay stations.


More time. Canadian Department of Communications has exercised option and extended its lease for all 14/12 ghz capacity on Telesat's Anik-B satellite for additional 19 months. DOC will pay additional $5.4 million. DOC has used satellite capacity for two years in number of experimental projects, most notable of which tests feasibility of direct broadcast satellite service. DOC has been transmitting programming through 18-watt transponder of Anik-B to 100 small-aperture earth stations scattered throughout country. That experiment is scheduled to end in February 1981 when original lease runs out.

Duty dispute. RCA's consumer electronics division was hit with $6.28 million suit by U.S. attorney's office in Indianapolis, where RCA division is headquartered. Government charges RCA improperly claimed customs duty exemption for parts company said (and U.S. disputes) were manufactured in U.S., then shipped to Taiwan for assembly into television sets imported from there. Civil penalty that government seeks is standard four times duty government claims was avoided. About $1.5 million, RCA calls suit "totally without merit," says it discovered and brought to government's attention some "mistakes" that were made in duty claims in 1972, and that with government's permission it corrected import documents and paid all additional duties owed.

Strands. Wire that Warner Cable Corp. of Pittsburgh will use to build that city will come from Times Fiber Communications. Warner awarded $5.5 million contract to Wallingford, Conn., firm to supply 20.6 million feet of coaxial cable for three-loop system.
Reagan wants to increase funding for RFE/RL

Candidate would strengthen International Communications Agency with more broadcasts to Afghanistan as part of peace plan

To Republican presidential candidate Ronald Reagan, America's capacity to transmit its message to the world—through official means—is one of the weaknesses in the country's foreign affairs and defense programs. "If we have not already remedied," he said, "it is one of nine steps in my strategy of peace for the 80's" that he outlined in the speech he delivered in a half hour of paid time Sunday night (Oct. 19) on CBS-TV."

"I will strengthen the United States' International Communications Agency, including the Voice of America, including the Voice of America," he said, adding, "We will also strengthen Radio Free Europe and Radio Liberty. Compared with other costs of our national security, the dollar amounts involved in this are small. What is needed most is a sense of conviction, the conviction that by carrying the American message abroad we strengthen the foundations of peace."

President Carter is seeking $448 million for ICA in fiscal year 1981, an increase of some $21 million over the funds Congress provided the agency in fiscal 1980. (The House has voted to increase that amount by $2.1 million to increase VOA broadcasts to Islamic countries.) He is also seeking an increase for the two Radios through the Board for International Broadcasting—$103,835,000, as against $89,470,000. The Senate is moving toward voting the full amount, while the House has appropriated some $4 million less.

Reagan said the administration has permitted the "vital efforts" of transmitting the American message abroad to "decline." As an example, he said the U.S. has been "unable to broadcast to a majority of the Afghan people during these critical years, yet all the while Soviet-sponsored broadcasts were stirring up hatred toward America throughout the Islamic world."

About five months ago, the VOA began organizing a program for broadcasting in Dari, described by Alan Baker, in charge of the VOA's Near East section, as the "lingua franca" of Afghanistan but a language understood only by Afghans who have been to school. A nightly, 30-minute program in the language was introduced three weeks ago; Baker said another 30-minute program to be aired every evening, is being planned.

Baker said VOA has been reaching Afghanistan since April 1979 with a program in Farsi, a version of Persian spoken in Iran but similar to Dari and understood in Afghanistan. Under consideration, he added, is the introduction of a program in Pushto, a language understood by about 50% of the Afghans and common among those in the hills who are fighting the Soviets. Whether a Pushto program will be aired depends on resources available in light of demands for other broadcast services, Baker said.

Reagan described the "communication of our ideas" as essential to our strategy for peace. We have a story to tell about the differences between the two systems now competing for the hearts and minds of mankind," said the Republican candidate.
other is Williams who applicant to purchase interests throughout Southwest. Armstrong, based manager advertising James (16.34% John Moore has Austin TV broadcast interests. (202) 331-9270

KXIS(FM) Killeen, Tex.: Sold by Accent Broadcasters to Independent Communications for $3.2 million ("In Brief," Oct. 20). Seller is owned by Lon Williams who has no other broadcast interests. Buyer is owned by Neal Spele, John P. Smith and Hagen McMahon (16.34% each), Ruben Johnson (15%); James C. Armstrong and Richard L. Moore (14.99% each) and Lowell Lebermann (6%). Spele owns Austin, Tex., advertising agency. Smith is former sales manager for Capital Cities Inc., New York-based group broadcast station owner. McMahon is executive director of Austin-based Independent Bankers Association of Texas. Johnson is Austin banker. Armstrong, based in Houston, and Moore, based in Midland, Tex., have oil interests throughout Southwest. Lebermann owns Austin car dealership. Spele is applicant for new AM in West Lake Hills, Tex. Moore has 51% interest in applicant to purchase KROQ(FM) Airdmore, Okla. Remaining buyer principals have no other broadcast interests. KXIS is daytimer on 1050 kHz with 250 w. KXIS is on 99.3 mhz with 100 kw and antenna on 520 feet above average terrain. Broker: Riley Representatives.

KCKN-AM-FM Kansas City, Kan.: Sold by Kaye-Smith Radio to Allbritton Communications for $2.7 million ("In Brief," Oct. 20). Seller, Bellevue, Wash.-based group owner of three AM's and four FM's, is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (10%). It has sold KJAM(AM) Seattle (BROADCASTING, Aug. 25). It has also sold, subject to FCC approval, WUBE-AM-FM Cincinnati (BROADCASTING, June 2). Buyer is owned by Joe Allbritton who owns WLA-TV Washington; WSET-TV Lynchburg, Va., and WCIV-TV Charleston, S.C., as well as daily newspapers in Paterson and Union City, both New Jersey, and in Westfield, Mass. KCKN(AM) is on 1340 kHz with 1 kw day and 250 w night. KCKN(FM) is on 94.1 mhz with 100 kw and antenna 460 feet above average terrain. Broker: R.C. Crisler & Co.

KLRA(AM) Little Rock, Ark.: Sold by First Communications Corp. to Philip R. Jonsson for $2.3 million ("In Brief," Oct. 20). Seller is owned by Tobias Coe and family. They have no other broadcast interests. Jonsson is president and principal owner of KELI(Tulsa, Okla. KLRA is on 1010 kHz with 10 kw day and 5 kw night. Brokers: Milton Q. Ford & Associates Inc. and Blackburn & Co.

WWSG(AM)-WCUP(FM) Tifton, Ga.: Sold by Ralph Edwards to WWSG-WCUP Partnership for $1.175 million. Edwards has no other broadcast interests. Buyer is owned by Jon Peterson (50%); Lester I. Levine and son, Bryan, Jay M. Cohen and David S. Albertson (12.5% each). Peterson owns Orlando, Fla., outdoor advertising company. Levine and Cohen are partners in Orlando law firm. Orlando attorney Bryan Levine is president and 60% owner of National Fitness Centers, Orlando-based health club chain. Albertson is owner of Orlando citrus fruit groves and processing business. Peterson has sold WYLD-AM-FM New Orleans (BROADCASTING, Feb. 4). Buyer group has no other broadcast interests. WWSG is on 1430 kHz with 5 kw day and 1 kw night. WCUP is on 100.3 mhz with 100 kw and antenna 650 feet above average terrain. Broker: Reggie Martin & Associates.

KXXX(FM) Galveston, Tex.: Sold by Beacon Broadcasting to Marr Broadcasting Co. for $650,000. Seller is owned by William Marr III, John Walker and Glendon Johnson (16.2% each) and 17 others. They have no other broadcast interests. Buyer is owned by Michael Benages, Allan Levine, Jaime Santillana, Enrique Lopez and Joseph Gomez (20% each). Benages and Levine are Chicago attorneys. Santillana and Lopez are Chicago radio and television producers specializing in Hispanic programming. Gomez is Chicago government employee. Benages, Santillana and Lopez are principals in Focus Broadcasting, CP holder for new UHF in Joliet, Ill. Levine and Gomez have no other broadcast interests. KXXX is on 106.5 mhz with 26 kw and antenna 195 feet above average terrain. Broker: Chapman Associates.

KPCG(FM) Joplin, Mo.: Sold by Pentecostal Church of God to Pat Demaree (90%) and Dwayne McChristian (10%) for $375,000. Seller has no other broadcast interests. Buyers own and operate KFAY(AM)-KKEG(FM) Fayetteville, Ark. Demaree also owns 50% of KRBB-AM-FM Sallisaw, Okla. KPCG is on 102.5 mhz with 100 kw and antenna 440 feet above average terrain. Broker: John Mitchell & Associates.

KSN(AM) Coos Bay, Ore.: Sold by Kerry Radio Inc. to Bay Radio Corp. for $500,000. Seller is owned by Cecilia Murphy (25%); Robert Walberg and former wife, Susan (18.75% each); and Michael Whitty and wife, Janet (37.5% jointly). They have no other broadcast interests. Buyer is owned by Arnold D. Sias, Arthur B. Hogan, John D. Feldmann and F. Robert Fenton (25% each). They also own KMVC(AM)-KRFD(FM) Marysville, Calif., and KCMX(AM)-KKCIC(FM) Ashland, Ore. Sias is vice president and general manager of KCMX-KKCIC. Hogan and Feldmann are

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partners in Encino, Calif., media brokerage firm. Fenton is president and 51% owner of  KFIV-AM-FM Modesto and KTON(AM)-KWTY(FM) Salinas, both California. In addition, Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido and KKKC(AM) King City, and have purchased, subject to FCC approval, KNOJ(AM)-FM Thousand Oaks, all California (Broadcasting, June 16). KHSN is on 1230 kHz with 1 kw day and 250 w night. Brokers: William A. Exline Inc. and Hogan-Feldmann Inc.

- Other proposed station sales include: WCDM(AM)-WISE(FM) Cumberland, Md.; WMRN-AM-FM Marion, Ohio; WSAN(AM) Allentown, Pa.; WSEW(AM)-FM Selinsgrove, Pa.; WCAY(AM)-FM Cayce, S.C.; WPVU-AM-FM Pulaski, Va., and KLYN-FM Lynden, Wash. (See "For the Record," page 73).

Wussler subs for Turner at IRTS, backs change in must-carry rules; Nielsen will meter WTBS


Asked to comment on what a questioner termed Broadcasting’s "scathing" Oct. 20 editorial concerning Turner’s petition to the FCC to "redefine" the "must-carry" rule for cable operators, Wussler reiterated the Turner position that such regulation is "unfair." Marketplace forces should determine carriage, he said, expressing his belief that in most instances carriage will continue. "We're looking," Wussler added, "at instances where there's a UHF not offering service equal to what we or some other cable programer offer."

Wussler also confirmed reports that the company is seeking outside underwriting for the CNN operation, saying "we are in the money market actively, . . . I can't say anything more, but that probably tells you enough."

Earlier in the day, Turner Broadcasting and A.C. Nielsen announced signing of a three-year agreement providing for continuous measurement of WTBS(TV) Atlanta’s national audience by the National Nielsen Television Index meters. Measurement will start in February 1981, with the proviso that WTBS by that time reach 15% penetration of television homes. The companies called it "the first time any continuous broadcast service other than the three networks" qualified for Nielsen national metered measurement.

Separately, Turner announced a $1.5 million, 11-month advertising commitment from American Home Products, $1.2 million of it going to WTBS, $300,000 to CNN.

TV’s ‘four crises’: Rosenfield says the latest is new media technology

CBS-TV president decry double standard that considers present medium dangerous while new ones are assumed to be harmless

James H. Rosenfield, president of the CBS-TV Network, pictured television last week as a medium that has survived three trials and is now approaching the fourth—"the trial of technology."

In a speech before the Atlanta chapter of the American Women Radio and Television last Wednesday (Oct. 22), Rosenfield said television’s first trial was acceptance as a medium. There was concern, he said, about whether people would or would not like television. "It was not as obvious a victory as it seems in retrospect," he observed.

He described the second crisis as dealing with the position television occupies within the cultural hierarchy. Early television, he said, was positioned well below such institutions as theater, literature, and the press.

"By the 1960’s this was changing," Rosenfield said. "And then a series of momentous events accelerated the process. From President Kennedy’s assassination through the civil rights struggle, the medium moved upward. It became, and continues to be, the most trusted as well as the largest source of information we have."

During the 1970’s television faced the third trial of "maturity," according to Rosenfield. The question for television was whether its own, created series could reach the seriousness and power that its realities coverage had achieved in the 1960’s. He said All In, The Family, M*A*S*H, Lou Grant, and The Selling of the Pentagon revealed different themes, different issues, different interests and different risks.

Addressing the fourth trial, Rosenfield pointed to an "amazing" regulatory double standard that has emerged regarding television and the new media. He claimed that the new media, which have no histories, are regarded as "neutral and harmless" and therefore entitled to freedom.

"The established medium, whose history has been misread, is considered to be dangerous and thus requires restraint," Rosenfield told his audience. "This means not only continued, if not increased, regulation, but the encouragement of unregulated competitors."
ABC earnings drop for third quarter

However, actors strike allows television network to post gain from lower production costs; over-all revenues rise to $491.2 million, profits dip to $29.7 million or $1.05 a share

The long-term effect of the recent actors strike may be debated for some time, but one theory on the short-term impact gained support at ABC last week. Although reporting third-quarter earnings that were below 1979 levels, ABC said the strike was the principal reason it achieved "somewhat stronger" results in the quarter than it had anticipated—the delayed start of the season permitting "the deferral of costly new programming." ABC indicated those costs would be deferred "into 1981," but the network parent didn't identify over-all savings that might accrue from ordering fewer than the originally planned number of episodes for individual series.

The strike benefit allowed the company's television network operations to report improved revenues and profits in the quarter, as compared with the year earlier, "despite a continuing sluggishness in the overall economy and in the network television advertising marketplace." Owned television station revenues and profits were both down, a decline attributed to "the recent slowdown" in national spot and local time sales. Meanwhile, ABC Radio was said to have had "higher administrative expenses" this year that trimmed profits on rising revenues. ABC had announced a reorganization of its four radio networks to "better position the group for the future expansion." The company doesn't provide more specific breakdowns for the results of its separate operations.

In the quarter, revenues were up 4.8% to a record $491.2 million, from $468.6 million. Earnings declined 6.9% to $29.7 million, $1.05 per share from $31.9 million, $1.14 per share. In keeping with earlier projections, ABC said "we continue to believe that 1980 will be the second best year in the company's history" (Last year's results topped the list at $5.67 per share.)

The anticipated decline has been pegged to a variety of factors—the general economy, network competition, election and Persian Gulf news coverage costs, developmental costs for ABC Motion Pictures and ABC Video Enterprises and the costs of Travel Network (sold in May).

However, the firm last week mentioned "the uncertainty of fourth-quarter results," which it says it expects "will be substantially less than the $1.59 we reported" in 1979, "largely due to the sluggish economy and its impact on broadcasting." And a further caveat was added—that "unless current economic conditions improve, however, the negative impact on the company's earnings will continue into 1981."

At other operations, ABC Publishing experienced an earnings decline on increased revenues, attributed to softening of advertiser demand. Leisure park revenues and profits both rose.

Nine-month figures reported last week were $162 million in revenues, a 14% rise, and net income of $107.8 million, a 5.8% decline from 1979's $114.4 million. Earnings per share slid from $4.08 to $3.82.

Bottom line

Big rise: Viacom reported net earnings increase of 77% for third quarter, to $4.2 million, 81 cents per share. Jump came on 48% revenue climb, to $42.5 million. Company also announced registration with SEC of proposed 750,000-share public offering. Slated for this month, offering would be second of that magnitude this year.

Buying Fish: Corporation for Entertainment & Learning Inc., announced acquisition of Fish Communications, its co-producer of several programs including Mario and the Magic Movie Machine. Sanford Fisher, Fish's founder, has been appointed vice president of CEL and company director subject to stockholder approval.

Slump: Fiscal first quarter, ended Aug. 31, saw net income hit skids for Chuck Barris Productions. Earnings plummeted 72% to $180,000, one cent per share, from $509,000 (five cents per share) year earlier. Decline came as revenues were off 33%, to $1,025,000. Company cited "traditionally" weak first quarter plus "lower than usual demand for our existing productions."

Healthy glow from video: Atari video game unit's performance was shining light of Warner Communications Inc.'s "excellent" third quarter, along with gains in recorded music. Total earnings climbed 31% to $32 million, $1.11 per share, on 33% revenue rise to $128 million. Consumer electronics and toy division logged 274% increase in operating income. filamented entertainment earnings declined sharply due to "disappointing" summer releases but theatrical downturn was partly offset by gains in films licensed to television which showed 25% revenue boost. Series revenues dropped by 27%.

Extraordinary difference: Thanks to extraordinary gain of $2.4 million (38 cents per share) from sale of interest in transit advertising company, Capital Cities Communications reported 18.3% net income gain for third quarter. Net was $17.5 million, $1.33 per share. Before gain, consolidated income rose 2% to $15.1 million, on revenue rise of 12%, to $513.9 million. Operating income was off 1% from 1979 quarter due to reduced advertising demand at publishing and radio operations and start-up losses in cable television and new publications. Company said advertising slowdown experienced in third quarter is running into fourth.

Columbia Pictures president reviews firm's operations

Vincent's meeting with security analysts covers prices, films bring from TV—$20 million for 'Close Encounters'—involvement in home video and Premiere

At a meeting with security analysts in New York, Columbia Pictures President Francis T. Vincent Jr. has thrown out some numbers of interest to those who track the price feature films bring from network licensing. Describing the company's methods of covering its risks for the negative costs of films, Vincent used the example of an upcoming Christmas release, "Star Crazy," featuring Richard Pryor and Gene Wilder. Putting the cost of the negative at $10 million, Vincent said Columbia has secured $2.5 million by selling an equity interest in the film, with another minimum $6.5 million to come from a network pre-sale that includes an escalator clause tied to box-office performance.

Reviewing the film company's major network availability, somewhat earlier in the session, Vincent gave price tags for two other Columbia releases: "Close En-
counters of the Third Kind—Special Edition" (which industry sources indicate ABC has picked up) is "in the $20-million license fee range" and "Kramer vs. Kramer" (acquisition of which ABC has announced) was sold "on an escalator for $15 million."

A good portion of Vincent's time was taken up with discussion of the claims and counterclaims between the company and major stockholder Kirk Kerkorian (Broadcasting, Oct. 6), with Vincent voicing confidence that Columbia's position will prevail.

Examining specific segments of Columbia's operations, Vincent conceded Columbia's lack of success in television programming, saying "we haven't made the kind of major breakthrough we'd like." Recent management changes there should, however, lead to success in the near future, he asserted.

Syndication operations, in contrast, are "a major source of profit" for Columbia, according to Vincent, and he's looking for them to "generate very substantial profits" over the next two to three years. Likewise, Vincent expects Columbia's "significant" involvement in home video to become "a major contributor ... in coming years." Radio broadcasting (the company owns five stations) is a field where Columbia remains "a rather modest participant" in Vincent's words, although the company is looking at possible acquisitions.

Columbia's participation in the Premiere pay cable joint venture also drew substantial analyst interest. Vincent said Premiere puts Columbia "in an attractive position to combat a market problem with a market solution" (a reference to alleged domination of the pay field by HBO). He's "confident, but not absurdly so" ("any litigation involves risk," he said) that the government challenge to Premiere will be resolved in the company's favor by Christmas, permitting it to commence in January.

Fractionalization a key word in the 80's, says Y&R's Ostrow

Media-related issues of the 1980's, including fractionalization of media, satellite transmission, advertising to children, advertising clutter and governmental activities, were discussed last week by Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, New York, addressing the New York chapter of the American Marketing Association.

Fractionalization, he said, will continue to expand in the 80's and can be either a negative or a positive development. He noted that a reduction in mass audience results in more selective communication, but that on the other hand it can be viewed as a potential loss in advertising efficiency.

The importance of satellite transmission, he said, is that cable systems, which are local in nature, can be linked together to create national networks producing audiences large enough to attract advertisers. He said that the development of satellite transmission will contribute to viewer fragmentation but will add to media choices and the total media audience.

Ostrow said it is difficult to predict future governmental activities in advertising, but that it is a certainty the government will be involved to some extent in all media. He cited as examples U.S. government involvement with TV programming via the prime time access rule, the ban on cigarette advertising in broadcasting and the government's challenge to the National Association of Broadcasters code on levels of TV commercialization.

With respect to advertising to children, he said there are pressures to regulate and/or limit such advertising not only in the U.S. but also in a number of foreign countries. But he ventured that proposals in the U.S. are not likely to become law especially any that require bans on television communications.

The issue of "advertiser clutter" is likely to persist in the 1980's, according to Ostrow, who said the primary concern is in the broadcast area but also can be applicable to print. He contended that the greater the amount of nonprogram material and the longer the string of commercials, the greater the chances that attention to the commercials will diminish.

With all the changes predicted for the 1980's, he said, emphasis must be put on refined media and marketing measurements criteria. He insisted there is a strong need for "media measurement sources that are both accurate and reliable" and "for data which provides more elaborate insights into consumer behavior and the evaluation and comparison of individual media forms."

NASH COMMUNICATIONS CORP. has acquired radio station WILD(AM) Boston, Massachusetts for the sum of $1,000,000 from Sheridan Broadcasting Corp.

The undersigned represented the Seller in the negotiations.

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Broadcasting Oct 27 1980 57
NBC sets up its premiere plans

It announces 'three-phase' schedule that will put new half hours on in Nov., hours in Dec. and returning series plus 7 new shows in Jan.

Enter the "post-strike, three-phase schedule."

Original plans for the 1980/81 television season were twisted, turned and protracted due to the now-ended performers' strike—have taken on yet another slant.

NBC-TV last week announced a three-stage series premiere effort, with half-hour comedies coming in November, hour variety and comedy set for late November and December, and seven new and returning series having their season debut in January.

According to NBC Entertainment President Brandon Tartikoff, the production hiatus during the strike allowed the network to refine programming plans. Shows, previously envisioned as midseason replacements, now will be among NBC's crop of strike-delayed premieres. Others, originally on the network's premiere roster, have been reassigned as back-ups.

NBC's "post-strike, three-phase schedule" adds the previously unscheduled new series titles of The Gangster Chronicles: An American Story about organized crime; Walking Tall from the movie about a Tennessee sheriff; Fitz and Bones with the Smothers Brothers as a San Francisco ENG (electronic news-gathering) team, and Number 96, a limited series about apartment-house residents spun off from an Australian hit.

Harper Valley PTA (cut from an hour to a half-hour), Sanford and Boom er have ceded their places on the schedule but NBC maintained that production continues for future use. Already canceled was Speak Up America. Elsewhere, NBC has given new times and days for some returning series.

Night-by-night, the new NBC schedule will filter in as follows, with certain premiers in expanded form.

Monday remains untouched with Little House on the Prairie leading into Monday Night at the Movies. The Little House series already has premiered and the movies continued during the strike.

Tuesday starts with original episodes of Lobo at 8 p.m. beginning Dec. 30, with Walking Tall at 9 p.m. added Jan. 13, then a limited run for the Steve Allen Comedy Hour at 10 p.m. starting Dec. 12. Allen, which had a special telecast earlier this month, is scheduled to give up its slot to Flamingo Road Jan. 6.

Wednesday will continue with Real People (already premiered); new episodes of Diff'rent Strokes at 9 beginning Nov. 12, Facts of Life at 9:30 (Nov. 19) and then Quincy (Nov. 12).

Thursday, it's NBC programming as usual with Games People Play and Thursday Night at the Movies.

Friday, Marie, variety with Marie Osmond, begins a limited run for an hour at 8 on Dec. 5 until Buck Rogers takes over Jan. 9. Number 96 has the 9 o'clock slot beginning Dec. 5, until Fitz and Bones moves in Jan. 23. NBC Magazine with David Brinkley continues its run at 10.

Saturday, BJ and the Bear starts Jan. 17, Gangster Chronicles follows at 9 as of Jan. 31. And a limited country music/variety series, Barbara Mandrell and the Mandrell Sisters, premieres Nov. 29. Hill Street Blues has been assigned the 10 o'clock slot beginning Jan. 10.

Sunday has the same shows: Disney's Wonderful World, CHiPs (with a new season of episodes starting Dec. 10) and The Big Event.

The new NBC strategy means that all new series will have their debuts by Jan. 31. ABC and CBS expect to have their series all on-air by Nov. 30 and Dec. 11, respectively (BROADCASTING, Oct. 20).

NBC's new schedule, three-part or not, wasn't believed to be cast in stone, however. If, for example, a limited series proved a ratings smash, it is unlikely that the network would trade it in for an unproved show to premiere later.

Harris sees more dross than gold in Premiere's immediate future

He'd trade exclusive franchise with four movie partners for HBO's present market position, Hollywood meeting hears; start is still planned for Jan. 2

A host of obstacles facing the new Premiere pay TV network gives it no "easy opportunity to develop as a profit center," despite its $200 million in start-up capital and "some exclusivity" of feature film product. That's the forecast outlined by Chairman Burt Harris to the Academy of Television Arts and Sciences last Tuesday (Oct. 21) in Los Angeles.

"It's Premiere that is " Elaborating, he cited "Premiere's problems in reaching cable systems with no free channels, using a satellite that cable systems can't receive and having no owned cable systems to take the service," as "just a few of the entry barriers that make Premiere's launch as precarious as the life of a premature baby.

And the Department of Justice would like Premiere to be stillborn."

Although he didn't go into detail about the Justice Department's lawsuit against Premiere's five joint ventures, Harris predicted a court decision by December on Justice's request for a preliminary injunction. Harris said Premiere still plans to launch its new service on Jan. 2, 1981, using Comstar D-2 for Eastern cable systems and Satcom 1 for the West Coast.

Harris said the network will use movies from its four film-producing partners for half of its service and acquire other movie product for the remaining 50%. Product from the partners—Columbia, Paramount, 20th Century-Fox, and Universal—will be exclusive to Premiere for nine
PlayBack

New resource. Chicago Programing Resources, six-month-old research firm, is offering services to radio stations including full-week competitive music monitors, artist preference studies, ratings of stations' attributes, focus group recruitment and moderating, customized computer programming, record request tabulations and consulting. For information: (312) 291-9200.

Football rights. Mutual Broadcasting System has acquired exclusive radio rights to all pre- and regular-season Kansas City Chiefs football games for five years. Network plans to feed broadcasts to regional network of 100 stations in Missouri, Kansas, Illinois, Iowa, Nebraska, Arkansas and Oklahoma, beginning with 1981 season. Mutual provides similar coverage of Dallas Cowboys and indicates it has other regional sports networking arrangements in works.

Information syndication. Sunbelt Network Inc., Dallas, is entering radio syndication competition with four daily 90-second informational programs. Current offerings are "Heloise" household tips, travel and food programs and news commentary. It distributes shows on tape on barter basis. For information: (214) 741-1198.

Winners. Country Music Association awarded Barbara Mandrell its "Entertainer of the Year" award last week. Other winners this year include: single of the year — "He Stopped Loving Her Today" by George Jones; album — "Gold Miner's Daughter"; motion picture soundtrack; song — "He Stopped Loving Her Today" by Bobby Braddock/Curly Putman; female vocalist — Emmylou Harris; male vocalist — George Jones; vocal group — Statler Brothers; vocal duo — Moe Bandy and Joe Stampley; instrumental group — Charlie Daniels Band; instrumentalist — Roy Clark; CMA disk jockeys of year: Larry Scott, (WOKK) Dallas; Bob Cole, (KOKE) Austin, and Lee Shannon, (WCHEAT) Punta Gorda, Fla.

Halloween concert. Starfleet Blair will originate live radio concert of rock group Utopia on Halloween night. Fifty-four major-market stations will carry special from 10 to 11:30 p.m. Utopia's "National List Radio Halloween Ball" will originate from Capitol Theater in Passaic, N.J. Starfleet Blair is currently formed subsidiary of John Blair & Co.

First fives. The top five songs in contemporary radio airplay, as reported by Broadcasting's Playlist: (1) "Woman in Love" by Barbra Streisand on Columbia; (2) "He's So Shy" by the Pointer Sisters on Planet; (3) "Real Love" by the Doobie Brothers on Warner Brothers; (4) "Lady" by Kenny Rogers on United Artists; (5) "Another One Bites the Dust" by Queen on Elektra. The top five in country radio airplay: (1) "On the Road Again" by Willie Nelson on Columbia; (2) "Believe in You" by Don Williams on RCA; (3) "Don't Let Us Get Crying" by George Jones on Epic; (4) "You Ever Change Your Mind" by Crystal Gayle on Columbia; (5) "Duke of Hazzard Theme" by Waylon Jennings on RCA.

months insofar as satellite networking is concerned. The fifth partner in Premiere is Getty Oil.

Harris argued that "Premiere is the best thing to come along for Hollywood in years," and said it would increase competition and mean more jobs. He said that "the dominant monopolistic program network" — referring to HBO — needs competition from other networks like Premiere. "Unless other networks can develop and compete in the marketplace, demand and pricing for Hollywood product is likely to be restricted, and the programming for the public will be limited," he said.

While complimenting HBO's parent company, Time Inc., for its foresighted entry into pay cable, Harris pointed out that competing systems such as Movie Channel, Showtime and Cinemax altogether do not equal half of HBO's market share. He estimated that HBO's inventory of movies to which it controls pay TV distribution rights is larger than that of Premiere's joint ventures combined.

"I'd trade the money and exclusive product we have in a minute for HBO's 5,000,000 subscribers and probably throw in a lot of extra dollars," Harris added.

The Premiere executive warned the motion picture industry that attempts to obtain more payment for its product could upset "the delicate balance" needed "to sustain a long-lived 'golden goose' ... to fill these networks, Hollywood will be busier than ever. Although you hear concern from the movie producers that the cable companies keep too much of the gross dollar and "do not pay enough for product," he said, "it has been that allocation that has moved the cable industry into its current frenzy."

Harris predicted that the number of pay cable subscribers will increase from about eight million to 20 million by 1985.

Baseball scores big for NBC

World Series baseball during the week ended Oct. 19 gave NBC-TV its third-highest prime-time average ever, scoring almost 10 rating points more than CBS-TV and ABC-TV.

Buoyed by the first three Philadelphia-Kansas City games scheduled for prime time and a 38-minute runner from a daytime broadcast, NBC pulled a 25.5 rating and 40.5 share. CBS and ABC tied at 15.9/25.

For the first two games of the series, NBC was claiming record numbers: the best opening-game performance, with a 32.9/51 and an estimated 68 million viewers, and the best second-game, with a 34.4/53 and some 70 million tuned to the network. The third game may not have broken previous highs but scored an impressive 32.0/53.

As expected from World Series telecasting, the prime-time games were the strongest draws of the week, with the top-10 shows being: Wednesday's Game Two, Tuesday's Game One and Friday's Game Three; NBC's Big Event presentation of "The Outlaw Josey Wales" (23.9/44) and CHPs (25.4/41); ABC's "That's Incredible" (25.0/38), NBC's Pre-Game One (23.5/39) and Pre-Game Two (23.1/30), and CBS's Country Music Association Awards (22.9/34) and M*A*S*H (22.0/33).

Whether or not the 38-minute runner of Sunday's game (36.1/61) should be counted as the top-rated show of the week was a subject of disagreement among the networks. NBC claimed it at the top. CBS and ABC did not, since it wasn't scheduled for prime time. The point, however, is moot in ratings reality because all three networks score runovers in prime-time averages.

With the World Series games which were played that week, NBC easily took Tuesday, Wednesday and Saturday. But the network also proved strong on Thursday, as Games People Play (18.4/31) and the movie, "Piranha" (21.1/34), won the night, and on Sunday, with the runner-up (36.1/61) leading to high scores for CHPs (25.4/41) and "Josey Wales" (27.9/44).

ABC took the remaining two nights of the week, scoring the best on Monday, with That's Incredible (25.0/38) and Monday Night Football: Washington versus Denver (20.9/33), and Saturday with back-to-back episodes of Love Boat (18.0/32, 21.7/37) and Fantasy Island (19.6/36).

Considerably below the top-rated shows was NBC's Steve Allen Comedy Hour (14.2/26, in position 43 out of 66). Allen joined the NBC schedule with a limited series run beginning Dec. 2 (see story, page 58). The week added substantially to the NBC average since mid-September when television seasons conventionally begin.
In the tough times of 1933, it took vision, imagination and a good measure of courage to launch a radio station rep company or a magazine. But John Blair and Sol Taishoff both had faith in the future of broadcasting. Today, forty-seven years later, that commitment to broadcasting’s growth is stronger than ever.
the clout of ASCAP. In December 1932 the National Association of Broadcasters had started fighting back by encouraging the Department of Justice and the Federal Trade Commission to investigate ASCAP for possible violations of antitrust laws. In January, Oswald F. Schuette, the NAB's director of copyright activities, began a campaign to unite all of ASCAP's "victims," including broadcasters, hotels, restaurants, dance halls and amusement parks. At that time ASCAP demanded and received royalties from radio receiving sets in hotel rooms, small business establishments, drug stores, barber shops and bootblack stands.

An article in the January issue of Fortune and summarized in Broadcasting revealed that ASCAP, before its rate hikes in 1931, utilized a budget of $1,971,000 of which radio furnished $939,000, motion pictures $665,000, dance halls $135,000, hotels $89,000, restaurants $79,500 and parks, carnivals, circuses and steamships $63,000. NAB's Schuette felt that radio not only bore an inordinate share of ASCAP's financial burden, but also had undertaken an unfair portion of the battle. In unity, he hoped, lay victory.

Besides ASCAP's copyright demands, broadcasters now encountered problems with the Music Publishers Protective Association, a transcription copyright organization that insisted broadcasting stations should acquire MPPA licenses and pay fees for MPPA records and transcriptions. MPPA, however, maintained that those recordings be played only on stations with ASCAP licenses. The NAB objected to that restriction and felt it was another attempt at control by ASCAP, many of whose board members also were directors of MPPA. Schuette and the NAB retaliated by asking for government studies of MPPA's structure and fees.

The MPPA countered in January by labeling its records "Not licensed for radio broadcast." A. E. Garmaze, counsel for the Columbia Phonograph Co., rationalized MPPA's action: "The broadcast of our records places at the disposal of the public the labor, skill and money investment of [our company] ... for the sole benefit of the broadcaster, so that the broadcast of our records is a use of our property rights without our consent for the benefit of someone else without any com-

World leadership was changing in 1933. January saw Adolf Hitler assume power as chancellor of Germany. In March, Franklin D. Roosevelt brought his New Deal to the White House. In April, 3.2% beer was legalized and in December Prohibition went down the drain with ratification of the 21st Amendment. Chicago was host to The Century of Progress World's Fair.

America's bravado toward the Depression was epitomized by the hit song "Who's Afraid of the Big Bad Wolf?" On Broadway, "Tobacco Road" began its amazing run of 3,182 performances, and Maxwell Anderson won the Pulitzer for drama. The Chicago Bears beat the New York Giants, 23-21, at Wrigley Field in the first National Football League championship game. And in Broadcasting...

The sporadic snipping of newspapers at radio broke into wide-open warfare in 1933. And a so-called truce in December only served to make broadcasters all the more rebellious about the terms dictated.

In addition, it was the year in which there were definite indications that the Federal Radio Commission was destined to be supplanted by yet another communications regulatory agency, the Federal Communications Commission.

For broadcasters and America, 1933 also brought the "fireside chat"—Franklin D. Roosevelt's recognition of radio as a catalyst to reunite an economically depressed nation.

It was a role that broadcasting willingly assumed, as exemplified by this headline in the Jan. 1 BROADCASTING: "Broadcasters Accept Challenge of 1933; Business Prospects Held Favorable, Competition Keener, Improvement in Technique and Programs Foreseen." The word was "opportunity" and the hoped-for condition, "improvement." Optimism prevailed in the broadcasters' statements about the coming year, and, as Broadcasting noted, this feeling "should prove a tonic to broadcasters, agency radio executives and radio advertisers" who suffered through 1932, "the first year that radio really felt the effects of the Depression."

Radio entered 1933 with clearly defined adversaries. Not only was the dispute with the American Society of Composers, Authors and Publishers escalating but bad feelings had developed between radio and the newspaper and film businesses, both of which blamed radio for their shrinking revenues. Radio was by now so large that it attracted hyperbole in comments on its functions. Commercial broadcasting was described as venal, boorish, corrupt, tiresome. That was the picture that emerged from "American Broadcasting," published early in 1933 by the Ventura [Calif.] Free Press. However, equally detailed documentation showed that commercial broadcasting was varied, educational, cultural, magnanimous. That was the picture that emerged from "Broadcasting in the United States," published in 1933 by the National Association of Broadcasters.

While newspaper publishers and movie house owners were complaining about radio, radio executives warily contemplated...
pension accruing to us, the owners of the property rights. Broadcasting stations probably are not aware that they are violating our rights by the broadcast of our records, so that in order to give them notice that we reserve our rights and do not desire them to be violated, we have placed on the labels of all of our records the notice "not licensed for radio broadcast."

Unconvinced by this reasoning and suspecting MPPA to be an ally of ASCAP, Schuette and the NAB maintained that MPPA’s ban was illegal and was an attempt to force broadcasters to use transcriptions instead of records. If an advertiser or station used a transcription, MPPA collected 25 cents per number and 50 cents for a restricted number, but if a record were used, MPPA collected only two cents.

The NAB fought on. On Jan. 18 ASCAP announced willingness to reopen negotiations, but refused “under any circumstances” to deal with the NAB’s Schuette. To facilitate continued discussions and to fortify its position, the NAB retained as its counsel Newton Baker, Cleveland attorney and secretary of war in the Wilson administration. Calling this “the biggest step forward in NAB history,” BROADCASTING said that “it brings to radio fully as strong representation against the arbitrary onslaughts of ASCAP as that organization has had. ASCAP now has a foe worthy of the respect it has hitherto denied broadcasting, and radio now has an advocate who can really test and bring to task the legalistic shroud which Mr. [Nathan] Burkan [ASCAP counsel] has woven around his organization.”

With radio programming proliferating and diversifying, music was becoming an even more integral part of broadcasting. This much fought-over element provided what David Grosch, vocal instructor and radio personality in Kansas City, called “the essential atmosphere” of a program as well as an “excitement with music,” wrote Raymond Paige, then music program director at KU Los Angeles, “has gradually come into its own.” “The modern trend in radio programs,” said BROADCASTING in March 1933, “is to let music do most of the talking that was recently done by long-winded announcers. ... Whereas, in the old days an orchestra and perhaps a soloist were linked with a commercial announcement more or less haphazardly, today the progressive program manager tries to adjust every program, even to the music, to the tastes of his audience.”

These careful efforts to improve the effectiveness of programming and advertising worried newspaper publishers. Even though BROADCASTING’s Jan. 15 editorial, “Can’t Blame Radio,” argued that the Depression and not radio was responsible for the losses suffered by other advertising media, BROADCASTING also noted “radio’s steady progress, even through the Depression, ... [because of its] fundamental soundness as an advertising medium.”

Radio’s growing commercial acceptance prompted still other newspaper publishers to seek protective measures. James G. Stahlman, publisher of the Nashville Banner and president of the Southern Newspaper Publishers Association, urged newspaper publishers to try to gain control of the Federal Radio Commission. Stahlman warned that “newspaper publishers had better wake up or newspapers will be nothing but a memory on a tablet at [just opened in New York] Radio City.”

While publishers, like Stahlman, fought radio, others, like William Randolph Hearst, sought to capitalize on radio’s power. To boost circulation, the Hearst papers sponsored two 15-minute transcribed programs per week. Broadcasts included opera, jazz and romantic stories, as well as dramatizations of outstanding works.

At the NAB helm. At its October 1933 convention in White Sulphur Springs, W.Va., the National Association of Broadcasters voted not to change its leadership. That meant the re-election of Alfred J. McCosker (l), of WNX Newark, N.J., for a second term as president, and the continuation of Philip G. Loucks (r) as NAB managing director.

of radio news reporting on a magnificent scale, with the networks sparing no effort nor expense to provide an intensive coverage of the Washington scene.” NAB President Alfred J. McCosker added that besides providing facilities, stations must “radiate calm, confidence and good humor in our attitude and in our broadcasts [so that] the listening public—60,000,000 of our citizens—[will] become infused with the same spirit.”

Radio’s range and importance increased further with Roosevelt’s “fireside chats” broadcast on March 12, May 7, July 17 and Oct. 27. The first, in which he announced the closing of banks to preserve the nation’s economy, set the tone by projecting a new FDR.

While bringing the nation into the White House, Roosevelt also brought importance to radio as a news medium. Quoting from a CBS summary of the event, BROADCASTING said: “It remains for radio to thank the President. ... What else could have won a radio such gallant praise from the press? ... It is hard to believe that any other drama could have called radio so urgently into the council and conference rooms of America—its force suddenly revealed, its promise newly seen, its influence on social and on business thinking so swiftly accelerated overnight.”

Also, the Depression helped to accelerate radio’s development as a major source of entertainment. Broadcasters were discovering new techniques in production. Tarzan of the Apes, a transcription program that first aired on Sept. 12, 1932, gained great popularity in 1933. The show, broadcast five times a week in 15-minute segments, made novel use of special effects.

According to Barton A. Stebbins, president of Logan & Stebbins, the agency responsible for Tarzan, the show’s “sound effects are synchronized to a degree that could never be achieved before the studio microphone. All the birds and beasts of the jungle appeared in their own voices. Sound equipment was taken to zoos in all parts of the country where suitable animals were available. There, the operator waited hours and days recording the voices of tiny birds, lions or trumpeting elephants in all of their various moods. A tremendous collection of these sounds has been assembled and appropriate portions were synchronized on the transcriptions with fraction-of-a-second exactitude and with emotional quality that fit the story. ‘Tarzan on the air was the jungle made audible.’

Other popular shows included Caswell Coffee’s weekly sponsorship of hour-long Gilbert and Sullivan operettas and WLS Chicago’s Saturday night broadcasts of the National Barn Dance before a capacity crowd at the Eighth Street Theater.

Broadcasts of baseball and football continued to arouse interest as well as ire as to professional club owners and college groups and broadcasters argued over whether radio reduced or boosted box-of-

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features from the American Weekly, the Sunday supplement in Hearst papers. The newspapers’ unhappiness with broadcasting continued to grow as radio increased its stature in news, both at the network and station level. Locally, for example, WIL St. Louis claimed the distinction of becoming the first station to broadcast daily news from Washington, gathered by an accredited Washington correspondent.

Electoral returns, inaugural ceremonies, major events and “fireside chats” provided networks and stations with important material that proved radio’s special accessibility and unique powers. Both NBC and CBS utilized the largest staff of commentators, announcers and technicians in each of their histories to cover President Roosevelt’s March 4 inauguration with broadcasts from the Capitol, the White House and from various points along the Washington parade route.

During the March banking crisis broadcasters placed radio’s facilities at the disposal of the Roosevelt administration. BROADCASTING reported: “It was a period
PRESENTING 60 YEARS OF BROADCAST HISTORY IN JUST ONE PICTURE...
American broadcasting was born November 2, 1920 with KDKA's historic reports of the 1920 elections. Since then, Group W's history has been a significant part of broadcasting history.

But we aren't looking back, because ahead of us we see a future filled with promise and challenge.

There's so much history yet to be made. We plan to be among those who will make it.
fice receipts. Most club owners felt certain that radio caused a significant drop in attendance, but a few believed radio's spur-ring of interest in the games helped.

No one, however, was pleased with the drop-off in box office receipts. But there were those who perceived that the cause was more the Depression than radio. One such observer was David Driscoll, program director for KGO of Fergus Falls, Minn. "A diagnosis of the attendance slump is hardly necessary," he wrote in the Feb. 1 BROADCASTING. "Baseball was hard hit for the simple reason that the boys who ordinarily packed the grandstand and bleachers were out of work or simply could not afford the expense of entertainment. Baseball owners, like everybody else, cannot collect dollars when there are no dollars to collect. . . . Club owners are pricing down expenses right to the bone. Salaries of players will be cut as much as 40%." Baseball, regarded as distinctly a luxury, was in for a bad season.

Like business generally, the networks also had a bad season financially. Throughout the beginning of the year, network revenues continued to drop, reaching a new low in July. NBC and CBS had combined incomes for April 1933 of $2,462,970 as compared to $4,004,484 for April 1932, itself a bad year. Network revenues continued to decline. In June 1933 the networks collected $2,065,195 as opposed to $2,997,296 for June the year earlier, and in July 1933 the network revenues totaled $1,809,473, down from $2,416,616 in July 1932.

Because of the economy, and despite shrinking network budgets, radio's popularity increased. For people who had little or no money to spend on sports events, shows and movies, radio grew in importance as a source of entertainment.

L.B. Wilson, president of WCKY Cincinnati and owner of the Wilson movie chain, a "showman of 23 years experience"—analyzed the situation. "Radio," he said in the March 15 BROADCASTING, "is successfully competing with the theater. Hard times have added millions of persons to the radio audience, while taking millions from the [theater] audience. You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theater. You may need the 50 cents for food or clothing. So the theater loses a patron and the radio gets a listener. In previous depressions, the theater was not so badly affected. There was no radio, and people had to have something to get their minds off their worries."

The more people listened to radio, the more other issues entangled themselves with the simple pleasures of entertainment and news. In late February, the secretary of the Navy, Charles Francis Adams, banned Navy and Marine band broadcasts because of pressure from the musicians' union. While thousands of musicians were without work, the service bands played without pay. In March, Adolf Hitler banned American jazz from Germany's airwaves, particularly the work of black orchestras and singers, because he felt such music was detrimental to his intended goals.

In America, the proponents of educational radio still felt themselves to be the guardians of American cultural standards despite a Federal Radio Commission report to the Senate stating that educational broadcasting could be entrusted to commercial stations. From 1927 to 1933, there had been a steady decline in the number of exclusively educational stations—95 to 39—with 12 selling time.

According to BROADCASTING, the decline was caused by a lack of financial support and listener interest. According to Joy Elmer Morgan, the forces of commercialism, if not greed, had won out. Although admitting defeat, Morgan's National Committee on Education by Radio would not accept defeat. In April the committee formed the American Listeners Society intended to "supply machinery through which listeners might exert an influence in determining the nature and content of radio programs."" implying that this group had little power and less reason for existence. BROADCASTING reported that "the most prominent of educators now are associated with the National Advisory Council on Radio in Education, directed by Levering Tyson, which has cooperated with stations throughout the country in offering educational features."

The radio Presidency. FDR's White House years were an era of close rapport with America via radio. It started with his March 4 inaugural broadcast and his first "fireside chat" March 12. The photo above was taken on May 7, 1933, when Roosevelt broadcast his second fireside chat, a report on the state of the nation and a thank-you to the radio audience for the unexpectedly large amount of mail that flooded the White House after his first fireside chat. The fireside chat term is generally attributed to Harry Butcher, then director of the CBS Washington office at WSSV (now retired in Santa Barbara). In a discussion with CBS Washington newsman Ted Church, Butcher felt it would be more friendly to use that description than to say the broadcast originated from the diplomatic reception room. Marvin McIntyre, FDR's appointments secretary, later said that the President was captivated by the term. Bob Trout, then a CBS newsman (and now with ABC Radio), was the first to use the phrase on the air. The photo at right shows the specially designed microphone stand that was presented by CBS to FDR and used for the first time at his inauguration. Herbert Glover, CBS director of news broadcasts, grips the side bars that supported the disabled President.
wrote: "That educational stations, by and large, are misfits in American broadcasting, commanding little financial support from their own institutions and having negligible listener appeal, is reflected in the official records of the radio commission. . . . How can Joy Elmer Morgan . . . and his group of misguided pedagogues justify their silly demand for more wavelengths for educational stations . . .? How can they have the audacity to oppose commercial broadcasting when some 30 educational stations have sold out voluntarily to commercial groups . . .? It is one thing to present well-organized educational programs over commercial stations which have the audience. It is another to attempt to cram education down the public's throat over more stations that have no listener appeal, as is proposed by Mr. Morgan's National Committee on Education by Radio."

Network receipts from time sales continued to decrease. In January, Frederic R. Gamble, executive secretary of the American Association of Advertising Agencies, urged that broadcasters provide agencies with a cash discount for bills paid promptly. As a result of decreased revenues, many stations tried unusual plans to increase sales. For example, KOI, Omaha created business by selling time not just to individuals but to groups of tradesmen such as barbers, beauticians, florists and grocers. With revenues down, some broadcasters looked to the legalization of beer as a potential source of new advertising.

In an economy move in April, NBC implemented its second pay cut by decreasing all employee salaries of over $1,000 a year by 10%. NBC's first salary cut had been in September 1932. Also in April 1933, NBC discontinued its Pacific Coast Gold network to save line costs and had its Orange network absorb some Gold programs.

Comedian Ed Wynn, whose Texaco-sponsored hour on NBC was declared the most popular program, announced in January that he would head a third network, the Amalgamated Broadcasting System, which would revolutionize the handling of commercial programs and station relations. Originally scheduled to begin Feb. 15, the network encountered financial and organizational problems, but finally started in September.

Wynn, who deplored the increase of commercialism on radio, aspired to "bring the theater to the air," and to return some of the business he felt radio had taken from newspapers and magazines. "What I am going to do," he said, "is throw millions of dollars back to the newspapers and magazines." Wynn called his new network the "new deal" in radio and planned to limit commercial credits to 30 words at the beginning and end of each program, to prohibit price mentions, and to refer listeners to sponsors' ads in newspapers and periodicals.

Curtis B. Dall, President Roosevelt's son-in-law (he was married to FDR's daughter, Anna), became chairman of the board and on Sept. 25 Wynn's network began a four-hour inaugural program with a 14-station hookup.

Others besides Wynn wanted changes in radio. Some were motivated by anticommercialism and others were moved by hopes of economic improvement in a continuing Depression. In February, with the support of the Roosevelt administration, Representative Sam Rayburn (D-Tex.) proposed a bill to abolish the FRC in favor of creating a federal agency that would have jurisdiction over all communications. This bill, however, was withdrawn for rewriting. Also in February Representative Hampton Fulmer (D-S.C.) introduced a bill, sponsored by interests opposed to commercial radio, that requested a two-year inquiry into "the future administration, management, control and financing of radio broadcasting."

During a March special session of Congress, Representative Rayburn reintroduced his bill although it appeared unlikely that any radio legislation would be enacted at that session. Also reintroduced at that time was the so-called Davis omnibus bill which had passed both Houses but had been pocket vetoed by President Hoover. (The earlier bill had been offered by Representative Edwin L. Davis [D-Tenn.], chairman of the House Merchant Marine, Radio and Fisheries Committee. The new bill was submitted by his successor as chairman of that committee, Representative Otis Bland [D-Va.].) Among other amendments to the Radio Act of 1927, the bill would have allowed the licensing of stations under 100 watts without regard to quota restrictions and would have required that rates charged by stations to political speakers not exceed the rates charged to commercial advertisers.

Other changes affecting radio were proposed by Secretary of Commerce Daniel C. Roper, who at the request of the Roosevelt administration submitted a plan to Congress for providing a single communications body. Roper's recommendations formed the basis for the abolition of the FRC and the creation of the FCC under the Communications Act of 1934.

Among the other changes on Capitol Hill with the new Roosevelt administration, Clarence C. Dill (D-Wash.) became chairman of the Senate Interstate Commerce Committee. Also new to that committee was Wallace H. White Jr. (R-Me.), prominently identified with previous radio legislation in both branches of Congress.

On May 8 the U.S. Supreme Court conferred upon the FRC absolute jurisdiction over the "overquota" areas, and established the 560 kc regional channel to WJS Cary, Ind.

While many broadcasters rallied against the perceived injustice of the commission, many newspapermen rallied to fight what they perceived to be the injustice of radio's encroachment upon news reporting.

Throughout 1932 and 1933 radio stations had broadcast news of important events—the election returns, the Roosevelt inauguration, as well as the President's speeches. Krox Long Beach, Calif., for example, kept broadcasting throughout an earthquake. When the Navy dirigible Akron crashed in early April, the networks provided immediate coverage, Newspapers became anxious.

In Sioux Falls, S.D., a judge granted the Associated Press a permanent injunction against the unauthorized broadcasting of its news dispatches by KSOO there.

As a result, broadcasters felt the need for their own news services, and a tenuous truce between newspapers and radio was shattered. A headline in the May 1 Broadcasting read: "AP and ANPA [American Newspaper Publishers Association] Declare War on Radio," and the story reported: "An open break between broadcasting and the press, with newspaper publishers in general castigating the entirely the proved fact that they can use radio cooperatively to their own promotional ends and profits, appears to be the design of the radio resolutions adopted by the Associated Press April 24 and the American Newspaper Publishers' Associations on April 26 at their annual meetings in New York."

The AP membership voted to ban network broadcasts of AP news and to limit local broadcasts to brief bulletins that credited the member newspaper. The ANPA recommended that newspaper listings of radio programs would now be considered as advertising and printed only if paid for.

Despite these actions, radio news broadcasts were not drastically affected. The United Press and the International News Service did not follow AP's example, and the networks established their own correspondents in key cities. A May 15 editorial in Broadcasting summarized the situation as having "not very greatly altered the functions of either the networks or stations. Radio listeners seem quite indifferent about the actions taken at the recent press meetings. The networks and their commentators have found legitimate ways of getting what they want and need without press association help, for the press by no means can have a monopoly on news."

Radio's efficacy as a news medium was further demonstrated on May 7 when Roosevelt used radio to deliver another fireside chat. Broadcasting wrote, "That the President should again use radio as the primary medium for contacting his 'American family' is another great tribute to radio for which the broadcasters owe the chief executive their heartfelt thanks."

Besides recognizing radio as an important political vehicle, Roosevelt's New Deal utilized broadcasting, and his National Recovery Administration (NRA) affected the industry. In June Roosevelt signed the industrial recovery public works bill which was intended to revive business and to aid employment. Each industry was
to design its own plans for organization and self-regulation. In addition, the bill authorized a $3.3-billion public works project.

"Every element in the business of broadcasting," wrote Broadcasting, "and that includes agencies, stations and allied enterprises as well as the world of industry generally ... becomes immediately and vitally affected by President Roosevelt's gigantic industrial recovery program." The program was presented by President Roosevelt over a nationwide radio hookup on July 24. As businessmen, broadcasters felt that the NRA would stimulate business and create renewals of advertising accounts. As employers, broadcasters pledged to create more jobs and to negotiate contracts that complied with NRA guidelines. As media representatives, broadcasters offered the practically unrestricted use of radio facilities to promote the NRA campaign.

In August and September the networks experienced increased advertising business which George F. McClelland, executive vice president in charge of sales for NBC, attributed to Roosevelt's industrial recovery drive. Delighted, broadcasters continued to help by contributing more time for NRA messages. NBC and CBS established regular NRA broadcasting periods, NBC at 10:15 on Sunday nights and CBS at 10:30 on Thursday nights. W.B. Dolph, radio director of NRA's public relations bureau (later to become a broadcaster and manager of a prominent radio commentator, Fulton Lewis Jr.), considered broadcasters' backing to be "100%.

Another sign that the Depression might be easing was the FRC's termination in August of the short broadcast day. Previously, stations, upon application, could operate less than the minimum two-thirds of their licensed hours; about 40 stations had taken advantage of the waiver. After August, the FRC cut off applications for this privilege.

The NRA continued to affect broadcasting. A new broadcasting code was drafted in September by the NAB. It was the subject of an NRA hearing in September, revised in October, signed by President Roosevelt in November and enforced starting Dec. 11, and provided for the adoption of a 48-hour week for technical personnel and outlawed ratecutting, lotteries, songplugging and the acceptance of per inquiry business. The code also created a minimum wage of $40 a week for technicians, $20 a week for announcers and program-production employees, but $15 a week if there were fewer than 10 such employees at a station.

Broadcasting analyzed the code as "dramatically lifting the industry by its bootstraps out of objectionable and unfair trade practices. ... The code is unquestionably the most drastic and far-reaching measure ever devised for regulation of broadcasting."

While these regulatory discussions proceeded, the FRC prosecuted 60 unlicensed Texas stations that had challenged the FRC's right to regulate them. The 60 "outlaw" stations, as they were called, argued that since they broadcast entirely intrastate they were outside federal jurisdiction. The NAB's spokesman, Philip G. Loucks, its managing director, urged the FRC to prosecute the stations, arguing that they violated the law, competed unfairly with licensed stations and created interference. In August, the Department of Justice filed a suit against 18 persons in connection with the outlaw stations, and in November, George B. Porter, acting general counsel of the FRC, promised that federal authorities would actively prosecute the outlets.

Besides such domestic issues of channel allocations, there were international problems as well. The first North American Radio Conference on allocations, held in August, aborted when Mexico refused to compromise its demands for 12 AM clear channels with the American delegation's offer of three or four channels. Broadcasting analyzed the situation: "Broadcasters are hearing sighs of relief, though mingled with regret. They are relieved because the immediate danger of a reallocation here is eliminated. They regret the failure because the way is open for more and bigger Mexican stations to preempt channels and cause even more serious interference with American stations. All things considered, it is fortunate that the conference agreed to disagree."

While the international conference created no changes in the broadcasting structure, other issues such as the warfare with ASCAP and with newspapers as well as the cumulative effects of New Deal reforms on employment and advertising portended change. To counter ASCAP, the NAB created the Radio Program Foundation, NBC acquired 123,000 compositions of the Ricordi catalogue which it offered to members for monthly royalties between $2.50 and $25. Broadcasting called this the "first tangible step toward releasing the broadcasters from the ASCAP grip."

Just as ASCAP's demands led to the
day evening program on that network. A lull in the press-radio war came when a truce was declared in December. But the terms were so restrictive that broadcasters almost immediately rebelled and in the early months of the next year began establishing their own news organization.

In 1933, Tugwell declared that the Dec. 11-13 meeting in New York that drew up the truce was called "in a spirit of friendly cooperation and mutual recognition of one another's place in the economic sphere."

A 10-point plan, to be submitted to AP's board of directors, proposed that the press associations (AP, INS and UP) drop their policies of refusing to provide service to broadcasters, furnish a five-minute daily summary to radio, and protect broadcasters with special bulletins. In return, radio was to agree to broadcast one morning summary after 9:30 a.m. and an evening summary after 9 p.m. Also, news broadcasts were not to be sold.

The plan further called for CBS to withdraw from the news agency field and dissolve the Columbia News Service corporation as well as for NBC to agree not to enter the news collection field.

The services to radio were to be provided by a new organization, the Radio-Press Bureau, composed of representatives from newspaper groups and broadcasters. The bureau got under way in March of 1934, but under heavy fire not only from broadcasters but from Capitol Hill.

Newspaper publishers felt threatened by radio competition not only for news but also for advertising—and with reason. Malcolm Muir, deputy administrator of the NRA, expected a renaissance in advertising, but with radical change in its distribution. He wrote: "Old market evaluations, old methods of distribution and old advertising agencies are out. The New Deal ... means new consumers, new trading areas, new merchandising methods. It means specifically that advertising as a great and constructive force in merchandising should at last come into its own. You and I know that the price-cutter was the biggest builder of profitless prosperity. ... I know of no better advertising than that which can be used more effectively to re-create confidence ... to unlock the pocketbooks of those who have been afraid to buy, to tap the resources of those new income classes created by the New Deal. I am not referring to a "buy-now campaign" or any other such "ballyhoo" but to that intelligent, constructive force 'advertising' which can do so much to create demand through an awakened and revitalized America.'"

Others, too, had their eyes on advertising, but from another perspective. Rutherford Guy Tugwell, assistant secretary of agriculture, encouraged the Food and Drug Administration to prepare a new bill calling for precise information in ads about food, drugs and cosmetics.

The advent of the bill initially came more from the manufacturers, and then from broadcasters. Broadcasting's Sept. 15 analysis conceded that the bill sought to place responsibility on the advertiser or manufacturer rather than on the medium. Broadcasting also expressed the belief that the elimination of "chislers" from the food, drug and cosmetic fields would benefit advertising in the long run, despite short-term losses. Tugwell, himself, defended the legislation in Broadcasting, arguing: "this bill would put responsibility where it belongs, in the advertising business. The man who knows best whether a product is truthfully or falsely represented is the manufacturer or advertiser himself. Any attempt to raise standards by federal legislation must place responsibility on the shoulders of the manufacturer." Since revenues from food advertisements provided networks with their number-one source of income, and revenues from drugs and toiletries number-two, broadcasters paid attention to the bill. Advertisers and drug manufacturers soon began to pressure broadcasters on the evils of the new bill. For example, Frank Blair, president of the Pharmaceutical Association (drug manufacturers), introduced his refutation in Broadcasting with the following: "Radio broadcasters must be deeply interested in legislation, which, if enacted, would cripple or destroy industries—food, drug and cosmetics—from which is derived a large part of radio broadcasting's revenue and profit sources. The NAB declared war on the Tugwell bill, and opposition to it mounted so much that by December the bill was revised. Broadcasting's Dec. 1 editorial stated that "these developments are reassuring. Only by a united front on the part of the groups affected can safe and sane legislation be obtained." Others, however, felt that the bill's revisions rendered the proposed legislation powerless. Meanwhile, November brought two other developments related to advertising: Ed Wynn's Amalgamated Broadcasting System went bankrupt from lack of advertising, and George F. McClelland, former NBC executive vice president, announced plans for another network, probably to be called the Associated Broadcasters Inc., to start in the fall of 1934.

Another development concerned the possibility of hard liquor advertising on radio following passage of the 21st Amendment. William S. Paley, CBS president, decided that CBS would advertise wine but not hard liquor because the network felt advertising of the latter was inappropriate in a "medium which enters the homes of so many millions of persons and which carries its messages to groups of listeners of every conceivable assortment."

Precisely because radio was a medium that entered the homes of millions, it enjoyed increasing prestige and power in 1933 despite copyright, news and other problems. NBC moved into its new headquarters at Radio City in New York during October and November. M. H. Aylesworth, first NBC president who inspired the project, characterized the move into the 400,000 square feet of space, the world's largest broadcasting plant, as "the passing of another milestone in radio progress."

In his congratulations to NBC, President Roosevelt wrote: "Radio is an invaluable instrumentality for public service. It has adhered that the country are manifold—educational, recreational, entertaining, and serving the common needs of the people and the government. ... Despite the splendid advancement made in recent years in the science of radio, I do not concede that it has yet been developed to the point where it approaches a full utilization of opportunities that it has in store for service to mankind. It is my judgment that nothing since the creation of the newspaper has had so profound an effect on our civilization as radio."

With such praise and with such promises came inevitable conflicts. "In the public interest" was destined to remain a tricky phrase to be defined by broadcasters, public interest groups, legislators and others to their mutual satisfaction.

The year ended with hints of important changes as President Roosevelt studied Secretary Roper's report recommending that all communications activities be consolidated under one government agency. With Roosevelt's NRA backed by radio and designed to encourage economic growth, broadcasters felt, as an editorial title in Broadcasting suggested, that "Radio [was] Doing Its Part." An editorial pointed out: "Business is getting better in radio. ... From the high tides that ran in 1932, to the ebb of the first six or seven months of 1933, the ship bearing revenues into radio's coffer now seems to be running into flood tides. ... It looks as though the best winter season in radio's brief history is here.

Looking ahead to better times, it concluded:"... Radio can count more friends than ever. Radio is doing its part, with its earnings, its satisfied employees and its improved and improving methods. Its record in Depression and recovery is one of which it may well be proud."

Stay Tuned
1. What were the basic provisions of the Wagner-Hattiefield broadcasting bill that "threatened" radio's structure?
2. Name the seven initial members of the FRC.
3. Who began Transradio Press and why?
4. What four stations formed Mutual Broadcasting System?
5. Name two top male singers and two top comedians.

The answers next week, in "1934."
As compiled by Broadcasting Oct. 14 through Oct. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications, ALJ—Administrative Judge, alt.—alternate, ann.—announced, ant.—antenna, aux.—auxiliary, CH—critical hours, CP—construction permit, D-day—directional antenna, Doc.—Docket, ERP—effective radiated power, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, m—meters, MEDV—maximum expected operating value, mhz—megahertz, mod.—modification, N—night, PSA—presure service authority, RCL—remote control location, SH—specified hours, SL—studio location, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—waits, —noncommercial.

New Stations

**AM applications**

- Williamsburg, Ky.—Williamburg Broadcasting Co. seeks 710 kHz, 250 w-D. Address: 373 Bold Runner Trail, Corbin, Ky. 40701. Estimated construction cost $25,400; first quarter operating cost $9,600; revenue $88,000. Format: Adult Contemporary. Principals: Faye L. McIntyre (90%) and Howard E. Watkins (10%).

- Lewiston, Idaho—Seaport Broadcasters Inc. seeks 106.9 mhz, 100 kw, HAAT: 1,227 ft. Estimated construction cost: $171,000; first quarter operating cost: $35,000; revenue: $20,000. Format: CW. Principals: John H. Gayer (51%) and Gaydy G. (25%), and Jeannine Harrington (25%).

**FM applications**

- Yuca Valley, Calif.—Catalina Desert Radio Inc. seeks 106.9 mhz, 50 kw, HAAT: 500 ft. Estimated construction cost: $67,000; first quarter operating cost: $37,700. Format: MOR. Principals: Bill Dawkins Evangelical Assoc., a non-profit corporation (51%).

- Derry, N.H.—Contemporary. Principals: Ronald Haynes (51%) and wife, Judith Haynes (49%). Format: MOR, estimated construction cost: $30,000; first quarter operating cost: $19,000; revenue: $15,000. Format: Adult contemporary, Principals: Rod Campbell (50%), and Rita Leon (50%).

**Broadcasting**

- Bellingham, Wash.—Broadcasters Inc., seeking 94.5 mhz, 5,000 kw, HAAT: 300 ft. Address: Bellingham radio consultant. They have no other broadcast interests. Ann. Sept. 22.

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$100,000. Format: Popular. Principal: Clint Formby and uncle, Marshall Formby (30% each). Grady Tunnel and Don R. Chaney (20% each). They are also principals of Chairman, 21,000. Legal counsel: Van Lewis, Washington; Consulting engineer: Sargent Broadcast Service, N.J. Principals: Edgar M. Dunn (20%), and Donald B. Holton, Samuel R. Bell, Robert L. Viges, Samael G. Dunn, Susan S. Root, Merrel C. Lloyd, Lonnie T. Brown, and Margaret M. Dunn (10% each). Edgar Dunn is brother of Samuel and husband of Margaret. Ed Dunn is Daytona Beach attorney. Holton is 100% owner of Ormond Beach. Fl. antique aircraft firm and 33.3% owner of real estate trust. Bell is Daytona Beach attorney. Viges is vice president and 25% owner of Daytona Beach broking firm. Samuel Dunn is vice president and 35% owner of several Florida lumber stores. Lloyd is 80% owner of Daytona Beach electrical service. They have no other broadcast interests. Ann. Sept. 29.

Daytona Beach, Fla. —Lifestyle Broadcasting Inc. seeks ch. 26: ERP: 5000 kw. vis., 500 kw. HAAT: 1983 ft. Address: 1025 Volusia Ave., Daytona Beach 32215. Estimated construction cost: $5,400,000 first-quarter operating cost: $280,000. Legal counsel: Cohn and Marks; consulting engineer: John Mofett Principals: E.J. Daniels and Henderson Bell (18% each), J. Karmel Cobic (10.8%), and 13 others teach less than 10%.

Cole is Daytona Beach attorney. Daniels is president of Orlando, Fl. publishing company. Bell has no other broadcast interests. Gayer is president in Halifax Cable TV Inc., operator of cable system in Daytona Beach. Ann. Sept. 22.

Key West, Fla. —Key West Television Inc. seeks ch. 16: ERP: 564 kw vis., 1129 kw. kw; alt. above ground: 359 ft. Address: 4897 NW 6th Ct., Plantation, Fl. 33317. Estimated construction cost: $990,000; first-year operating cost: $435,000; revenue: $464,000. Legal counsel: Cordon & Jacob, Washington, Principals: Don S. Sundquist and Leonard R. Harris (150 each). Sundquist is 100% owner of Plantation commercial printing firm and 50% owner of Hollywood, Fl. broadcast time broker firm. Harris owns Plantation broadcast engineering firm and is director of Ft. Lauderdale, Fl. National Description TV. They have no other broadcast interests. Ann. Oct. 2.

All the other principals have no other broadcast interests. Ann. 29.


Daytona Beach, Fla. —Dayton Beach Television Corp. seeks ch. 26: ERP: 1820 kw vis., 363 kw. kw, alt. above ground: 1690 ft. Address: Suite 800, 444 Stacier Blvd., Daytona Beach 32218. Estimated construction cost: $3,716,000; first-quarter operating cost: $250,000. Legal counsel: Welch & Johnson, consulting engineer: Sargent Broadcast Service, N.J. Principals: Ed Dunn (20%), and Donald B. Holton, Samuel R. Bell, Robert L. Viges, Samael G. Dunn, Susan S. Root, Merrel C. Lloyd, Lonnie T. Brown, and Margaret M. Dunn (10% each). Edgar Dunn is brother of Samuel and husband of Margaret. Ed Dunn is Daytona Beach attorney. Holton is 100% owner of Ormond Beach. Fl. antique aircraft firm and 33.3% owner of real estate trust. Bell is Daytona Beach attorney. Viges is vice president and 25% owner of Daytona Beach broking firm. Samuel Dunn is vice president and 25% owner of several Florida lumber stores. Lloyd is 80% owner of Daytona Beach electrical service. They have no other broadcast interests. Ann. Sept. 22.
New Smyrna Beach, Fla.—WTWV Inc. seeks ch. 26; ERP: 3000 kw vis., 500 kw aur., HAAT: 990 ft; ant. height above ground: 1024 ft. Address: PO. Box 3434, Fort Pierce, FL 33451. Estimated construction cost: $1,750,000; first-quarter operating cost: $339,500. Legal counsel: Arent, Fox, Kintner, Plonkin & Kahn. Washington, D.C. Presidents: Jeannette Banach (15%), James E. M. Homan (9%), Richard S. Miller (9%), Margaret H. (35%) Elisha S. Matson, mother of K. F. Speck (20%), and Perris Purvis (10%). They also own 9.9% of Des Moines, IA, and 12.8% of Susquehanna, PA. Address: 2629 SE. 1st Ave., Ft. Pierce, FL. Speck is also 70% owner of Central Television, Inc., licensee of WHTV Meredith, Miss., and applicant for new satellite television broadcast station affiliate WHTV, Tenn. sept. 27.

Wichita, Kan.—Greater Wichita Telecasting Inc. seeks ch. 24; ERP: 2994 kw vis., 2994 kw aur., HAAT: 1,023 ft; ant. height above ground: 1069 ft. Address: 4151 S. 20th St., Wichita, KS 67218. Estimated construction cost: $2,255,000; first-quarter operating cost: $355,000; revenue: $725,000. Legal counsel: Fons, Wright, & Mauney. Principals: Richard L. Morris (50%), John H. Wright (30%), and Thomas D. Wright (15%). Freeman is 1% owner of BSN, Wichita and 1% owner of Meridian Corp., Pittsburgh. Wright is president of Meridian Corp., Pittsburgh. Freeman is also 1% owner of Meridian Corp. They also apply for TV stations in Akron and Dayton, both Ohio; Portland, Me.; and Charleston, W. Va. Sept. 30.


Akron, Ohio.—Akron Telecasting Inc. seeks ch. 55; ERP: 1038 kw vis., 1038 kw aur., HAAT: 957 ft; ant. height above ground: 969 ft. Address: 1655 W. Market St., Akron, Ohio 44313. Estimated construction cost: $2,430,000; first-quarter operating cost: $134,000; revenue: $800,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington, Principals: Henry P. Blackshear (25%), William H. Fick Jr. (20%), Samuel G. Wright (15%); and Fred W. Schatz (1%). Pers is 51% owner of Pittsburgh real estate and investment company. Holtz is president and 90% owner of WBBM, Chicago. Cortez and W. C. McCullough, Inc. of Kansas City, Mo. Principal: Jeanette Allen, 1/2; Leelaabathee C. McCullough and Janis-Roten Peri (15%) each, and 15 others less than 10% each. Allen has less than 5% interest in applications for new TV stations in Illinois, Missouri, Minnesota, and Wisconsin. He is general partner of KCM McCullough, Inc. and principal of McCullough McCullough in Kansas City. Sept. 22.

Norfolk, Va.—Focus Broadcasting Inc. seeks ch. 49; ERP: 2026 kw vis., 2062 kw aur., HAAT: 1020 ft. Address: 3301 East River Waterfront Drive, Norfolk, VA. Estimated construction cost: $2,213,000; first-quarter operating cost: $114,000; revenue: $105,000. Legal counsel: Nix, Capps and Olencenter. Washington, D.C. Principal: Howard M. Robinson, 30% and 70% owner of WOR-TV (New York) and NBC. He is 51% owner of ABC. Sept. 23.

Norfolk, Va.—Tidewater Community Broadcasting Inc. seeks ch. 49; ERP: 2796 kw vis., 280 kw aur., HAAT: 1005 ft; ant. height above ground: 1029 ft. Address: 2424 W. 5th Ave., Norfolk, Va. Estimated construction cost: $2,213,000; first-quarter operating cost: $114,000; revenue: $800,000. Legal counsel: Miden & Reddy, Washington; consulting engineer: E. Harold Moon & Associates, Inc. Principal: V. H. Donofrio (18%), Earl C. Allen (20%), Lesselabathee C. McCullough and Janis-Roten Peri (15%) each, and 15 others less than 10% each. Allen has less than 5% interest in applications for new TV stations in Illinois, Missouri, Minnesota, and Wisconsin. He is general partner of KCM McCullough, Inc. and principal of McCullough McCullough in Kansas City. Sept. 22.

Vancouver, Wash.—KLRR, Broadcasting Corp. seeks ch. 26; ERP: 1000 kw vis., 200 kw aur., HAAT: 577 ft; ant. height above ground: 1029 ft. Address: PO. Box 1153 Camas, Wash. 98607. Estimated construction cost: $1,834,000; first-quarter operating cost: $420,000; revenue: $2,000,000. Legal counsel: Lester W. Wright, Portland, Ore. Principal: Robert McClanathan, Portland, Ore. Principal: Richard L. Schwartz, Duane D. Wilson, Albert C. Angelo, Donald E. Polluck, Richard Bolton, Dr. R. R. Copple, Winifield A. Fletcher, Gerald R., Williamson, and James H. Hambleton (10%) each. Schwartz is president of KLRK Broadcasting Co. Wilson owns several furniture dealership franchises; Polluck is general manager and chief operating officer of Haynesville, La. and 25% owner of Haynesville Broadcasting Corp., limited partnership holding KLUV AM (Haynesville). La. and 25% owner of Haynesville Broadcasting Co., applying for new FM station in Dumas, La. His wife is registered nurse. Sept. 23.


Nantucket, Mass.—Home Service Broadcasting Corp. granted 93.3 mhz. 3 kw, HAAT: 445 ft; Address: 24 West Central St., Nantuck, Mass. 01760. Estimated construction cost: $10,000; revenue: $20,000. Format: top 40. Principals: John H. Garabedian (42%) and five Groups. Also own ERP: 65 kw, 1000 ft; revenue: $6,720. Broadcasting Co., limited partnership holding KLUV AM (Neutral) is also applicant for new FM at Newport, RI. Sept. 23.

Boston, Mass.—D.A.H. Broadcasting Inc. granted 101.1 mhz. 3 kw, HAAT: 300 ft; Address: Main St., Stamps. Estimated construction cost: $9,000; first quarter operating cost: $19,000; revenue: $20,000. Format: top 40. Principals: Joseph P. Talbot (49%) and wife, Elizabeth (1%). Talbot is department store owner in Stamps. Robb is owner of Haynesville Broadcasting Corp., limited partnership holding KLUV AM (Haynesville). La. and 25% owner of Haynesville Broadcasting Co., applying for FM station in Dumas, La. His wife is registered nurse. Sept. 23.


Cheyenne, Wyo.—The Cheyennean Corp. seeks ch. 27; ERP: 1170 kw vis., 117 kw aur., HAAT: 760 ft; ant. height above ground: 635 ft. Address: 300 N. Center St., Cheyenne, Wyo. Estimated construction cost: $1,129,000; first-quarter operating cost: $169,000. Legal counsel: Brown, Bernstein & Longstreet, Washington, Principals: Robert Zipay and Henry Orton (20%) each; and Charles E. Stark (18%). Daniel M. Burke and Vincent J. Horn Jr. (12%) each. Burke is president of Daniel. Zipay is general manager and chief operating officer. Orton is president and 6% owner of Casper two-way radio service company. Brown J is 51% owner of Casper livestock and land companies. Burke is 50% owner of Casper ranch and 16.6% owner of Casper real estate company. Daniel Burke is Casper attorney and 33-1/3% owner of company construction. Casper is is John S. Zipay's, wife's, Parr, and Orton's wife, Annabel's, is registered nurse. Sept. 23.
Applications

WCDM (AM)-WISE FM) Cumberland, Md. (AM: 1234 kHz, 1 kW, D 250 w-n; FM: 102.9 MHz, 3.5 kW) – Seeks assignment of license from Greater Cumberland Broadcasting Inc. to Community Service Broadcasters Inc. for $150,000. Selected contractor: J. Crossley (31%). They have no other broadcast interests. Interested: Buyer: C. Alfred Dick (100%).

WMRN-AM-FM Marion, Ohio (AM: 1940 kHz, 1 kW-D, 250 w-n; FM: 106.9 MHz, 25 kW) – Seeks assignment of license from Marion Broadcast Co. to Sandance Corp. for $2 million. Selected contractor: J. Crossley (31%). They have no other broadcast interests. Interested: Buyer: Robert C. Kanuth (51%), John P. Courtwright (29%) and Donald B. Shackelford (20%). Kanuth is chairman and 90% owner of Columbus. Ohio investment banking corporation. Courtwright is owner of Marion, Ohio-based real estate investment corporate. Shackelford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. Interested: Ann. Sept. 23.

WSAN (AM) Allentown, Pa. (AM: 1470 kHz, kW-D, 500 w-N) – Seeks assignment of license from Lehigh Valley Broadcasting Co. to WSAN Inc. for $1.5 million. Interested: Estate of B. Mason Greis and J. B. McFarland (50%) and W. S. Greis (50%). They have no other broadcast interests. Interested: Seller: Harold G. Fulmer III (100%). They own Wescosville, Pa.-based chain of McDonald's fast food restaurants. Also owns attention to its current license company. He has no other broadcast interests. Ann. Sept. 25.

WCAW (AM) Selinsgrove, Pa. (AM: 1240 kHz, 1 kW-D, 25 w-N) – Seeks assignment of license from B & K Broadcasting Co. to RBI Radio Inc. for $240,000 plus assumption of liabilities ($240,000). Selected contractor: William Mahoney (51%), Jimmie C. George (49%) and three others. Interested: Buyer: Douglas W. George (51%), father, Jimmie (49%) and three others. Junior George is associated with Baltimore, Md., media planning company. Senior George owns Carlisle, Pa., florist shop. They have no other broadcast interests. Ann. Sept. 23.

crease ERP to 0.44 kw; HAAT: 10 to 605 ft. Ann. Oct. 9.
- WNSL(FM) Laurel, Miss.—Seeks CP to change TL to 2.5 mi. E of McComb. Miss.; increase ERP to 30 kw; HAAT to 400 ft.; and make changes in ant. syst. Ann. Sept. 22.
- KOOZ(FM) Great Falls, Mont.—Seeks CP to change Salem, 3 kw and make changes in ant. syst. Ann. Sept. 22.
- KNEV(FM) Reno, Nev.—Seeks CP to change TL to summit of McClellan Peak, 17 mi. S.S.E. of Reno; SL to 1,500 ft.; increase ERP to 60 kw; HAAT to 2269 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 2.
- KFMK(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; install aux. trans. and make changes in ant. syst. Ann. Oct. 9.
- KIKK-FM Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- KILT-FM Houston, Tex.—Seeks CP to change TL to Senior Rd., 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- KLEF(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- KLOL(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- KOTA(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- KKB(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- KSR(FM) Houston, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; and make changes in ant. syst. Ann. Oct. 9.
- KUFO(FM) Odessa, Tex.—Seeks CP to change TL to intersection of Rd. 1787 & 1788 near Odessa; increase ERP to 100 kw; HAAT to 359 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 14.
- KYD(FM) Pasadena, Tex.—Seeks CP to change TL to Senior Rd. 2.2 mi. S.E. of Missouri City, Tex.; increase HAAT to 1425 ft.; change type trans. and make changes in ant. syst. Ann. Oct. 9.
- AM action
- WCCAM(FM) Hartford, Conn.—Granted CP to increase power to 5 kw; change TL to approximately 1/2 mile S.W. of Glastonbury Tpke., Glastonbury, Conn.; install DA; conditions (BP-79001AE). Action Sept. 18.
- WM4K(FM) Kissimmee, Fla.—Granted CP to make changes in ant. syst.; change TL to 0.5 mile E. of highways 17, 81 and 92, 0.88 mile N. of Kissimmee; and change type trans.; conditions (BP-800702A). Action Sept. 25.
- W2ZAM(FM) Williamsburg, Ky.—Granted transfers of control from House Shan to Paul Eades; consideration $50,000 which includes a satisfactory non-competitive agreement (BTC-800718H). Action Sept. 18.
- KJOE(FM) Shreveport, La.—Granted CP to make changes in ant. syst.; change TL to 2 miles N. of Shreveport between Red River and Twelve Mile Bayou, Shreveport (BP-800807A). Action Sept. 15.
- WSPE(FM) Hickory, N.C.—Granted CP to increase CH from 1 kw to 2.5 kw; conditions (BP-800124A). Action Sept. 18.
- WMTN(FM) Morristown, Tenn.—Granted CP to change to non-directional ant. D; conditions (BP-800102A). Action Sept. 15.

FM action
- WZLY-FM Gordon, Ga.—Granted CP to change TL and SL to 575 Menton St., Gordon; change ERP 2.7 kw, ant. height 320 ft.; and make changes in ant. syst.; conditions (BP-800516A). Action Sept. 17.
- WEEM(FM) Pendleton, Ind.—Granted CP to change ERP to 1.2 kw; ant. height 155 ft.; change type trans. and ant.; make changes in ant. syst. (increase height); add RC (intersection Indiana Routes 38 and 67, Pendleton). (BPED-780929AN). Action July 31.
- WSLSM(Salem, Ind.—Granted CP to change TL to Salem Reservoir State Rd. 60, Salem; increase ant. height 360 ft.; and make changes in ant. syst. (BP-900928A). Action Sept. 16.
- WRTR(FM) Visalia, Calif.—Granted CP to change TL to 404 State Rd., 67 N Vincennes; ERP 1.85 kw, ant. height 370 ft.; and make changes in ant. syst.; conditions (BP-791009A). Action Sept. 17.
- KQCR(FM) Cedar Rapids, Iowa—Granted CP to change ERP to 100 kw; channel changes in ant. syst. and make changes in ant. syst. (increase height); add RC (intersection Iowa Routes 42, Iowa 42, and 9, Cedar Rapids). decrease ant. height 65 ft. (BP-800402A). Action Sept. 18.
- KFMD(FM) Dubuque, Iowa—Granted CP to increase ERP to 100 kw; ant. height 470 ft.; and make changes in ant. syst. (BP-800516A). Action Sept. 17.
- KSIFC(FM) Winslow, Kan.—Granted CP to change frequency to 103.3 mhz.; increase ERP 0.1 kw; and make changes in ant. syst. (BP-800512B). Action Sept. 19.
- KRRV(FM) Alexandria, La.—Granted CP to increase ERP 100 kw; ant. height 495 ft.; change TL to intersection of Broadway and TP RR, Alexandria; and make changes in ant. syst. (BP-791006A). Action Sept. 16.
- WGAFM(FM) Franklin, Mass.—Granted CP to increase frequency to 88.3 mhz.; increase power to 12 w and ant. height 173 ft.; condition (BPED-790914A). Action Sept. 24.
- WBBM-FM Forest City, N.C.—Granted CP to increase ERP 100 kw and change height 300 ft.; condition (BP-800424A). Action Sept. 16.
- WCL(D-FM) Ponca City, Okla.—Granted CP to change TL to W of U.S. Highway 77, 5.5 miles N. of Ponca City; increase ant. height to 290 ft.; and make changes in ant. syst. (BP-800303A). Action Sept. 18.
- KSCL(FM) McMinnville, Ore.—Granted CP to increase ERP to 0.320 kw; ant. height 46 ft.; condition (BPED-790910C). Action Sept. 12.
- WKBX-FM Mayaguez, P.R.—Granted CP to increase ERP to 5.0 kw; channel changes in ant. syst. and make changes in ant. syst. (BP-800213A). Action Sept. 16.
- WFHCFM(CM) Henderson, Tenn.—Granted CP to increase ERP to 3.3 kw; change type trans. and make changes in ant. syst. (BP-800213A). Action Sept. 16.
- KGOL(FM) Lake Jackson, Tex.—Granted CP to make changes in ant. syst.; change type trans. and ant.; increase ERP 100 kw; change height 940 ft.; and change TPO (BP-800318A). Action Sept. 17.
- WEZR(FM) Manassas, Va.—Granted CP to increase ERP to 36 kw and change TPO (BP-800318A). Action Sept. 17.
- WQFM(FM) Milwaukee, Wis.—Granted CP to change TL to 0.3 miles W. of Milwaukee Rd., and Capitol Dr., Milwaukee; ERP 14 kw, ant. height 940 ft. (BP-791026A). Action Sept. 12.
- WPRF(D-FM) Prairie Du Chien, Wis.—Granted CP to increase ERP to 1.025 kw; change type trans. and ant.; make changes in ant. syst. (BP-791026A). Action Sept. 17.
- WDCR(FM) Sturgeon Bay, Wis.—Granted CP to change type trans.; increase ERP 77 kw; and change TPO (BP-800520A). Action Sept. 17.

In Context

FM hearing decisions
- Durango, Colo. (Broadcast Management, Inc., etc.) FM Proceedings: (BC Docs. 79-303-33) Granted joint request for settlement agreement, approved payment of $10,000 from Mountain States Broadcasting Investments Corp. and M.M.G. Broadcasting Corp. to Hotass Christian Broadcasting Inc., payment of $28,059.21 from Mountain to M.M.G., including $5,000 for reimbursement for sum to be paid to Hosanna, payment of $13,000 from Mountain to Broadcast Management Inc., dismissed with prejudice applications to Broadcast Management, M.M.G. and Hosanna, granted Mountain’s application and termin-
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HELP WANTED MANAGEMENT

Experienced Sales Manager or top producer who feels he has Management ability Successful Central Minnesota Station, excellent earnings and good future advancement. Box K-28.

General Manager—With strong sales background wanted. Male or female. Station broadcasting AOR Self-starter target. Solid background General Sales competitive compensation package. Producer who has had experience in radio. College degree, preferably in music or journalism, plus NPR on-air/production work desired. Women and minorities encouraged to apply. Salary: $10,800. Contact: Box K-108.


Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well-experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately, EOE, Box K-167.

Three of our clients (two midwest, one southeast) have unusual radio sales positions open. All three require goal-oriented people capable of dealing at the highest levels of the market's largest accounts. Creative and organizational skills a must. Good appearance and education assumed. Send resume in confidence to: Continental Broadcast Consultants, Inc. 31113 Manchester, Bay Village, OH 44140.

Radio Sales/Account Executive—Opening available for Account Executive. Must have prior broadcast sales experience. Salary & commission. Send resume to: WOXM Radio/WSIW, PO Box 29, Clearwater, FL 33315, An Equal Opportunity Employer, M/F.

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume and references. Personnel Manager, WLPQ/WMJX, PO Box 215, La Salle, IL 61341. An Equal Opportunity Employer, M/F.

A self-motivated hustling sales personality who can close. Area experience in radio sales will present sales manager possibility. Salary, commission, plus benefits. Ideal candidate must: 23-46-1230, for interview. EOE.

KLEB Broadcasting Inc., has an immediate opening for a sales person. Contact Frank Landry at 504-755-1411. KLEB is an affirmative action, equal opportunity employer.

Billboard's station of the year is seeking professionally minded men and women who want to move up in broadcasting. We need a competitive self-starter who has the tools to succeed. Full-time co-op department, marketing support materials and research are here to help. Good writing skills, imagination and media degree or experience preferred. Send resume and personal presentation now to: Rob Kemper, WDFI Radio. PO Box 10, Marion, OH 43002, EEO.

New England station with new format seeks salespeople who wish to grow with new, exciting group. Experience and college helpful, but not necessary. Above average pay plan. Box K-150.

Salesperson, northwest high power country FM station seeking salesperson to assume active list. Send resume and references to Jay Conlin, Box 346, Twin Falls, ID 83301. Or call 208-733-7512.

Dynamic Sales Person. Management a possibility. Excellent 450,000 mid-western market. Resume, earnings history, salary requirements to Box K-172.

KMJ Radio, Central California network affiliate is looking for a person with background in broadcasting. Sales to sell AM-FM. Draw against commissions. Five day week, liberal employer paid benefit package. Send resume, data to Mel Watkins, Sales Manager, KMJ-AM-FM, 3636 North 1st Street, Fresno, CA 93726. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Religious Radio: In Georgia's second largest city City air shift, supervise announcers, work on promotions, under: General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William J. Jarrell, WYHD, 1415 Wynnton Road, Columbus, GA 31907. EOE/Affirmative Action Employer.

Full and part time announcers: Prior on-air contemporary radio experience required, preferably in a top 50 market and 3rd class FCC license required, HS diploma. Salary open. Send resume with air check to WOX Radio/K9 Rock, PO Box 4809, Clearwater, FL 33755. An Equal Opportunity Employer, M/F.

Experienced announcer with creative production abilities. Previous sports/entertainment helpful. Send tape, resume, WCVL, Box 603, Crawfordsville, IN 47933.

KLEB Broadcasting Inc. has an immediate opening for an affiliate director of sales. Contact Randy Charette at 504-475-5141. KLEB is an affirmative action, equal opportunity employer.

Top rated Northern Indiana station looking for midday personality who can entertain. Will need at least 2 years commercial experience to handle this MOR format. EOE. Send air check and resume to Allen Strike, WTRV. Box 669, Elkhart, IN 46515.

Contemporary rock FM needs down to earth, no-nonsense announcer. Some experience necessary. EOE, Tape and resume to Ed Klimke, KMKE Box 1350, Manhattan, KS 66502.

Producer/Announcer. Duties: Announce classical and jazz programs; produce arts features. Requires: High school diploma and 2 years experience in radio. College degree, preferably in music or journalism, plus NPR on-air/production work desired. Women and minorities encouraged to apply. Salary: $10,800. Contact: Send resume and audition tape to Robert Calvert, Program Director, WUWF, University of West Florida, Pensacola, FL 32504.

Dropping automation—going live. Modern country station, looking for someone with experience to take over. Must have the ability to work on-the-air. Solid pay Midwest. Send resume with references. Tape will be required at a later date. Box K-190.

Jazz Announcer/Producer for N.Y.'s only jazz station. Must have government license, experience, personality, plus MC. Send resume and reel tape to Al Pryor, PO Box 8, Newark, NJ 07101. EOE.

California: Schlake Beautiful Music station seeks an evening announcer. Radio experience, although not necessary. Beautiful Music needs someone bright and personable and can read scripted continuity, news, and live copy with a fresh conversational approach. Resume. Tape will be requested at a later date. EOE, Box K-188.

Would you like a 25 share? This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family individual looking to settle down. An equal opportunity employer. M/F Immediately contact Box K-37.

HELP WANTED TECHNICAL

Chief Engineer for AM and FM facilities. Group ownership in Michigan. Send resume and salary. PO Box 1776, Saginaw, MI 48605, EOE.


Chief Engineer for high-power, duo-FM, full-time public radio facility. Requires First Class License and experience as Chief or assistant chief engineer. Public radio experience desirable. $12,625.60. Send resume, including two references, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Application deadline: November 13, 1980. EOE.

Engineer/Announcer: well equipped small AM/FM. Send resume, PO Box 1023, Tappanwannock, VA 22560, EOE.

Experienced Chief Engineer for well equipped Michigan AM/FM operation. Need self starter with automation experience, belief in heavy preventive maintenance. Duties 100% technical. Above average compensation with fringe. EOE. Resume and requirements to Box K-134.

Chief Engineer—NY suburban AM/FM facility seeks full-time technical engineer with transmitter, studio equipment & automation repair/maintenance background, Salary commensurate with experience. Contact S. Spengler. 914-241-1310.

$2,000 for the right engineer! AM/FM group seeks innovative Chief Engineer to direct top rate radio recreation. Call Tom Greenleigh, SGS Broadcasting of Utah, Inc. (801) 392-7553. EOE.
HELP WANTED TECHNICAL CONTINUED

Chief Engineer wanted for AM/FM in Glenns Falls, N.Y. Must be familiar with Audio, Transmission and Digital Logic. Contact Jay Scott between 9-5. 518-762-2151. EOE.

Northeast technical service for radio stations desires 1st phone technician for field and shop work. Limited travel, some overtime. Salary commensurate with experience. Must be expanding, requiring several skilled persons. CATV experience helpful. Reply in confidence to Box K-198.

Chief Engineer, AM/FM Radio. Must have extensive experience AM directions and FM stereo. FCC first class engineer's license preferred. Resumes only. Contact Don Kidwell, Vice President & General Manager, WONE-WTUE, PO. Box 98, Dayton, OH 45402. An Equal Opportunity Employer.

Chief Engineer to handle two northern Vermont AM and FM stations of each. Must have knowledge of automation and keep on top of maintenance of good equipment. Send resume, references immediately to: WKE, Box 377, Newport, VT 05855.

Engineer. Modern establishment, immediate opening. Contact Bob Baldicia, WPTL-WEOZ, PO. Box 5533, Port Lauderdale, FL 33010. 305-465-4111. EOE.

Rocky Mountain Station seeks chief engineer with FM, automation, directional, maintenance, and construction experience. Best of benefits. All replies in confidence. EOE. Box K-149.

Chief Engineer—experienced with studio and antenna engineering. Experience with transmitter maintenance. 36 hour week good pay and fringe benefits. Contact John Frankhouse, Vice Pres/GM, KLLI AM/FM, 540 S. Lubbock, TX 79412.

Chief Engineer—Northeast Class IV fulltimer must be dedicated to top flight maintenance and able to handle any RF or audio problems. Totally adult professional working atmosphere. No air work required. $10,000 plus paid Blue Cross. Resume to Box K-179.

HELP WANTED NEWS

Expanding all-news radio network operation looking for aggressive reporter to fill slot now open. A minimum of three (3) years radio news experience is required. Salary negotiable. EOE. Send tape and resume to: News Director, 200 S, President, Suite 618, Jackson, MS 39201.

Radio/Television Reporter—Person to do on-air announcing and daily reporting for radio and television. Must have excellent production and public address skills. Familiarity with audio and ENG equipment preferred. $10,500. Contact Karen Hasby, WSKP Public Radio, PO. Box 97, Endwell, NY 13760. EOE/AA/F/FM.

Seeking qualified reporter for inside and outside work. $200 per week. Contact Mike Piggott, WASK, Lafayette, IN 317-447-2186.


Full time station in town of 30,000 in Southeast New Mexico needs a news director immediately. Must have experience in supervising, writing, editing, and air delivery of news. Contact Bob Goff, PO. Box 605, Alamogordo, NM 88310. 505-887-7563, or send resume and tape to: Box 1538, Carlsbad, NM 88220.

New England small market AM/FM station seeks experienced news director to handle all aspects of news. Must be able to produce five original stories a day with sound, cover local meetings, and handle a 30 hour per week board schedule with an automated system. Send resumes only by air service. Respond and resume to: Dawn P. Galika, Operations Manager, WSME, PO. Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

News Director, Georgia's second largest market. Dynamic power house AM/FM operation will give you the opportunity to maintain our news dominance and credibility. Self starter with strong leadership capabilities. Resume and date to: Bernie Barker, VP-GM, WDAR/WEIZ, PO. Box 1840, Columbus, GA 31904. No calls please. An Equal Opportunity Employer.

News and Public Affairs Director for a regional CPB-NPR Public Broadcasting station. Strong air personality, ability to supervise other talent and student assistants. Master's degree in Mass Communications preferred. Send resume and references to: John A. Regnelli, Director, WSIE-FM, Box 73, Southern Illinois University, Edwardsville, IL 62026. Affirmative Action Employer.

Vermont's Information Station needs an assistant news director. Send tape and resume to: WDEV, Box 295, Waterbury, VT 05676. Attention Craig S. Parker. 1 year experience required. E.O.E.

WAAV Radio is looking for an experienced news director 50,000 watt station with an award-winning news department. Top 10 market and a station with a real commitment to news. not just music. Rush tape and resume to Jerry Dean, Program Director, Box 551, Huntsville, AL 35804. Equal Opportunity Employer.

Successful small market AM in North Dakota seeking news director/announcer. Good future growth opportunity. Send resume to: KNKD Radio, Hwy 1 N, Langdon, ND 58249.

Wanted: Busy North East small market news room wants a producer who can handle traffic, field, and then a air good news story. If you think you qualify, contact Box K-144.

13-KOY wants news person with enterprise/ability. Let us know all about you. Send letter, tape & resume to James Banzer, News Director, 13-KOY, 101 E. 28th Street, Oklahoma City, OK 73105.

Music Programmer: For Top-40 and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer with the ability to select among the current melodric currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. Send resume with salary history to Box H-89.

Religious Radio: In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager; Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHYD, 1415 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

 Experienced Program Director for major market 50,000 watt facility needed. Must have thorough knowledge of modern country music programming skills. Prefer resume with complete Arbitron results (both day parts and ARB numbers) immediately to General Manager. WYDE, Post Office Box 3326-A, Birmingham, AL 35225. Phone calls not accepted. EOE.

Music Director—Needed: a take-charge classical programmer who can grow with the station. Duties: Preparing program guide listings; supervising other programmers and record librarians: daily announce shift. Requires: Broad knowledge of classical music and proper on-air presentation; smooth announcing techniques: capacity to work harmoniously with students. Send resume and recent Arbitron to: Program Director, WUDG, Davidson College, Davidson, NC 28036 before Nov. 3rd.

Program Director, WTRJ Radio, Norfolk, VA is seeking a Program Director to lead Virginia's most respected radio station. Adult Contemporary format with heavy community involvement. Applicant should have major/market medium market programming experience with winning record. Send applications and resumes to: Frank Hirshey, General Manager, WTRJ Radio, 720 Boush St., Norfolk, VA 23510. EOE/AA/FM.

Looking for personality MOR morning DJ and program director: 3-5 years experience. Top notch station, top market. Looking for someone to help us get the day started right. Call 319—524-5410.

Audio Producer/Designer—See our ad under Allied Fields/Help Wanted Programming, Production & Other October 20 issue. Studio Center.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

General Manager: Young, assertive broadcaster seeks new challenge in management position. Experience must include both CPB & G.M. Creative and successful. Prefer south. Box K-77.

CEO/General Manager of successful non-commercial FM seeks to return to commercial broadcasting. Smart, resourceful, 29, strong in organization, innovation. Moving to Maine, WHL, Box 160326, Mobile, AL 36616.

GM, 20-year pro, all phases; Seeking return to small market, Midwest or West. Confidential. Box K-145.

GM/GSM presently San Diego County looking for return to small market AM/FM. 23 years all phases radio. Looking for end result to make $$$$. For both of us. Reply: Box K-151.

Attention Owners! If your ambition includes building a dynamic broadcast group, you're our man. Team play and community involvement organization are my specialties. Sales, engineering, programming, promotion, renewal, and acquisition. My references will show you I'm a good chief because I learned to be a good Indian! Box K-143.

Successful, promotion-minded executive, 15 yrs. experience all phases of broadcasting. Seeks management position. Box 2218, West Monroe, LA 71291.

General Manager, 22 years broadcast experience, includes: Programming, Sales, Regional Sales Managers, Retail Sales, National Sales Manager, General Sales Manager, National Account Manager and Owner. Previous business experience qualifies me to cope with problems of unpredictable economy. I will get the job done whatever the format. Currently employed. Good position, but need to advance. Reply to Box K-175.

GM or GSM, strong sales, 14+ years experience, excellent track record and rel., Jennings, RAB, college. Results, 503—370-9288.

General/Station/SALES MANAGER. Have 16 years radio & TV experience. 10 on talent/program side, 6 in radio & sales. 10 years in top 15 market. Mix program and sales skills plus ability to handle and motivate people. Group position would be considered as would earned-interest situation. Box K-195.

GM and/or GSM—Made a bad move and let the competition steal me away. Transfer me to another top 100 market and then out to pasture—now I look like a job-hopper. 36 years old, successful track record in local and national sales management. Major market background. High professional presentation and image. Good trainer, motivator and listener. Well organized, business degree, bottom line oriented. Combination Jennings/NY/ProHopper/Dixie/Kennegy. Good programming skills and on-air numbers. Super in Arbitron research, numbers, positioning and presentation. Seeking position. We are a solid company. I'll make you money. Call Rick at 915—584-6385.

SITUATIONS WANTED

ANNOUNCERS

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Callan—312—764-6226 or 312—929-0776.


I Love Radio, Honest, experienced, hard working jock looking for new home. Tape and resume available Tim Garde, 5244 Lawn, Western Springs, IL 60558 or call 312—246-4758.


10 years exp., 1st Phone, without tape. Looking for a small to medium market in a warm climate. Also would consider announcer/SALES. For more information, call Bob Peacock, 214—327-1090 or write PO. Box 140246, Dallas, TX 75241.

Solid, Stable, successful pro looking for something better. Modern country or MOR formats. Box 2218, West Monroe, LA 71291.

Broadcasting Oct 27 1980 78
SITUATIONS WANTED ANNOUNCERS

Personality, production, great voice! Female, 3-1/2 yrs. ex. (1-1/2 as MD) BA. NY area 212-336-7198.


Broadcast Artist. Classically-minded. From programing to announcing—copywriting to production and feature reporting. For background, have work. will travel to Thompson, 1508 Vallejo Drive, San Jose, CA 95130.

Get ready for basketball season. Experienced sportscaster excellent jock and sales skills will relocate. Milk 212-594-5824.

Calling Texas ... annunc/copy/production with three years ex. Address Box 5010, 1000 Post Oak Blvd., Houston. Will go before the snow! 715-832-1754, Bobby Booker.

Re-employment job needed. Radio or TV 8 years experience. Been out 15 years. Adult format. Jay-Dee, PO. Box 826, St. Point, Wis.

At last something to look forward to. Clean cut FCC third class college. Announcing experience. Graduate announcer training studio N.Y.C. Call James 212-528-7421.


College grad, 1 year experience. seeks jock and sports position. Bob 516-221-2498.

Good voice, good reader, good attitude. That's what my broadcaster friend tells me. Listen to my tape, perhaps you'll agree. Gary Thompson. N90 W14842 E. Lindsay Dr., Tucson, AZ 85712 or 602-296-5655 evenings and weekends.


College graduate, meteorologist. Seeks position for radio, John Hughes, 39 Nikisch Avenue, Roslindale, MA 02131. 617-327-7973.

All Purpose. News, Sales, Sports. R/T. Currently in Sales and PPB Big Ten football. Four years major college sports. Past University and high school R/T. There's more interest in R/T. Call 217-443-4048.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

18 years programming country. Supervision promotions, copies, production and sales in major markets. Seeking medium market operations manager or complete program/music director position. Challenge and long term only! Box K-142.


South Texas needs AOR. And as an experienced person in the area, I can make it happen. I have the sound and contacts to build a station. The Rio Grande area—one of the lastest growing markets—which has no AOR. Yet, We can make it happen together. Contact: Rick Rockwell, 1709 South Schurer No. 1003, Edinburg, TX 78539 or 512-381-8623.

Wanted: Medium market position. Two decades experience as on-air talent and host spots. Programs 308-254-7389. George.

I'll program your FM-rock station. My A/R format will bring you numbers. It's been proven. Call Jim Bunn 404-327-9608.

Programming Magician. I'll transform your station from no. 2 (or lower) to no. 1. Results guaranteed! Box K-150.

A sixteen year broadcast veteran desires a position in radio/newsmens management in a southwestern medium market. Have small, medium and large market experience in gathering, processing and broadcasting news, public service programing, commercial and public broadcasting. B.A., numerous speaking and seminar appearances. Located in Tuscon, Ariz. 521-842 E. Lindsay Dr., Tucson, AZ 85712 or 602-296-5655 evenings and weekends.


Director of Administration: State Public Network seeks aggressive, self-starter to direct its business management and support activities. Includes planning, coordinating, and supervising activities as budgeting, accounting, payroll, purchasing and atten- dant analyses and reports. Degree plus four (4) years experience in business management, accounting, personnel and closely related areas required. Experience in public broadcasting administration may be substituted for the required college training or a year-long assistant, starting salary ranging to $15,000. Contact to A. Fred Frey, Executive Director; Louisiana Educa- tional Television Authority, 2616 Woodward Blvd., Baton Rouge, LA 70808. Deadline: November 17, 1980. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Development Specialist for a Colorado PTV station. Responsible for all fundraising activities including program underwriting, memberships, grants, and special events. Needs person with community development auction. Individual may supervise station public relations and information activities. Requires two years' fundraising experience. Strong personal selling ability and favorable salary which is commensurate with experience. Deadline: November 10. Send letter of interest, resume, and three references names to: Search Committee, KTSOTV, 2200 Bonforte Boulevard, Pueblo, CO 81001. An Equal Opportunity Employer.

General Sales Manager. Successful sales and sales management record in small-medium market TV a necessity. We offer an opportunity for growth with outstanding net affiliate in highly competitive market. Responsible for national as well as total sales effort. An equal opportunity employer M/F. Send resume and references to Box K-148.

Operations Manager: Responsibilities include traffic, sales service and data processing activities. Television operation experience required. Contact Gretchen Zimmer, Personnel Manager, WJXT, 904 399-4000 or by resume to Box 5270. Jacksonville, FL 32207. WJXT is a Post-Newsweek Station and an Equal Opportunity Employer.

General Sales Manager- TV: Network affiliate in Southeast seeks General Sales Manager who can get out from behind his desk to provide personal leadership, persuasive presentations and effective inventory control. Reply Box K-182.

General Manager—For prominent middle-market community PTV in western Massachusetts. WGBY-TV Chairmanship required with extensive experience in production/administration facilities. Seeks experienced administrator with strong fiscal management skills and a reputation for achievement. Seeks to expand excellence in local and national production and to capture opportunities from emerging communica- tions technologies. Position available immediately. Contact, in confidence, Joan Steiger, WGBY-TV, Box 2380, Springfield, MA 01101. WGBY-TV, a division of the WGBH Educational Foundation, is an equal opportu- nity employer.

Local Sales Manager—Group owned West Coast network affiliate seeks excellent sales track record, supervisory experience and desire to grow within organization. We are an Equal Opportunity Employer. Please send resume to Box K-178.

HELP WANTED SALES

National Sales Manager. Executive sales position available with KXTV effective immediately. Excellent opportunity for experienced individual with broad background at national level either as station sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer desired but not a requirement. KXTV is an equal oppor- tunity employer. Contact: Richard P. Kettle, General Sales Manager KXTV Channel 10, PO Box 10, Sara- cumo, CA 95831 916-441-2345.

TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business man- age. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sen- sitivity about areas of station operation. Equal oppor- tunity employer. Send resume and salary require- ments to: Box H-120.

Program Director. Aggressive PTV station seeks outstanding individual to plan and execute stations programming effort. Requires BA and three years ex- perience in television broadcasting. Salary $20,000. Deadline November 7, 1980. Contact William E. Glaeser, Station Manager. WILL-TV, 1110 West Main St. Urbana, IL 61801.

KHAS-TV in Hastings, Nebraska, is now accepting applications for a General Manager. The current Manager is retiring after 25 very successful years. His replacement must have a strong background in all aspects of TV Operation. Some experience in personnel, finance, and accounting. This is an excellent oppor- tunity for the right individual. Address your reply to Mrs. Gladys D. Seaton, President. Nebraska Television Corporation c/o KHAS-TV 35th and Fm. P.O. Box 578, Hastings, NE 68910. KHAS-TV is an Equal Opportunity Employer.

Major TV group seeks general manager for VHF net- work affiliate in growing northeastern market. EOE. Box K-141.
HELP WANTED SALES

Continued

Promotional Representative Seven Representatives, headquartered in: Philadelphia, Chicago, Austin, San Francisco, will promote carriage of multicultural children’s series by commercial TV stations. Requirements: five years promotion or related sales; self-starter; meet deadlines; must travel. Salary: $25,000 annual plus incentives. 9-month assignment commences September. For more information and applications encouraged. Send resume: Pearl Banks, MCTV, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103. Deadline: November. 7.

Sales Manager: Local/Regional TV Sales experience and management required to aggressively lead our sales team. Exceptional opportunity: present and future with a Zip-Davis Station. Bob Craig, GSW, WJKS-TV, PO Box 1700, Jacksonville, FL 32216. An Equal Employment Opportunity Employer.

Midwest television station looking for experienced salesperson to handle previous broadcast sales experience requested. Contact: Frank Hawkins, WFFT-TV, PO Box 2255, FL, Wayne, IN 46801. WFFT-TV is an equal opportunity employer.

HELP WANTED TECHNICAL


Chf. Engineer: For new PTV station in Denver area. Interested in good knowledge of electronics principles, transmitters and studio gear. Up to $25,000 to start. Right person to send resume to KBSI-TV POB 8060, Bloomfield, CO. An equal opportunity employer.

Top Dollar's for Top Engineer. Fast growing TV production company is adding to engineering staff to work in all technical facets of operation. Knowledge of CMX, RCA Quad “a”, and cameras important. A motivated millennial person will be very happy here. Phone: 215-568-4134. Jordan Schwartz, or write: Center City Video, inc., Phila., PA 19102.

Video Maintenance Engineer: Minimum ten years experience in maintenance or design of TV Production equipment, cameras, video tape and disc switching, sync, and computer. Send resume to Personnel Director: Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Maintenance Engineer: Independent production/syndication/non-syndication. Top 70 markets has immediate opening for a TV maintenance engineer. Minimum of 3 years experience, 1st phone, familiar with Sony 1st and 2nd Camera, CMX computer editors; Thomson CSF microcams. Located in Lincoln-Omaha, NE 402-475-3300.

Video Tape Editors & Sound Engineers. Applications are being accepted by Jefferson Productions, a full service production facility from experienced computer Video Tape Editors and Sound Engineers. State-of-the-art facilities and expanding business requires the addition of qualified craftsmen. Reply in confidence to Personnel Department, Jefferson Pilot Broadcasting Company, Charlotte, NC 28208, 704-374-5603. An Equal Opportunity Employer.

Maintenance Engineer: Heavy studio maintenance all day. Experience with TRT0-TRC100, VTR, also knowledge state of art studio cameras and 3/4” editing equipment. Salary negotiable—good benefits. Contact Chf. Engineer, WTHE, PO Box 337, Readington, NJ 08865, Equal Opportunity Employer.

Director of Engineering is seeking Assistant Chief Engineer to work in major market television station/produnon company Only those with 5-10 years experience need apply. Send resumes to Box K-189.

Maintenance Engineer Tucson, Arizona: Minimum requirements—FCC 1st Phone, 3-5 years TV maintenance experience. Duties include maintenance and routine alignment of studio equipment. Experience on ACR25, AVR2, VPR1, TR60 is desirable. If you want to drive to work this winter in shirtsleeves, this might be the job for you. Send resume to Chief Engineer, Box 50307, Tucson, AZ 85703. An Equal Opportunity Employer.

HELP WANTED REMOTE


TV Engineer: Install, maintain, repair, design TV equipment. Experience in color, ENG, 3/4U editing, 1/2 inch, studio mixers and switches. Salary $10, 800-16,000 for 35 hrwk. Contact Personnel, County College of Morris, Randolph, NJ 07869. Tel: 201-361-5000.

Video Engineer—Expanding production facility needs quality minded, production oriented ENG Engineer. Salary commensurate with technical ability. Write or call: Duane Cuff, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, FL, Lauderdale, FL 33312. 305—857-9477.

Engineer: For professional/technical society in Scrardale, New York. Excellent salary and benefits. Requirements: degree in engineering or science; practical experience in film or video systems; good command of English and grammar with the ability to prepare written reports of technical meetings. Duties include administrative and standards responsibilities. Forward resumes and salary requirements to D.F. Breidt, Society of Motion Picture and Television Engineers, 862 Scarborough Ave, Scarsdale, NY 10583.


WEATHERCASTER

Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Contact Dennis Smith, KARD-TV, Box 333, West Des Moines, KS 50211.

Weekend Sports Anchor—Midwest top 100's market. We want a bright, knowledgeable person who is an anchor two weekend sportscasts and do sports reporting three days a week. Equal Opportunity Employer. Send resume to Box K-78.

Reporter position in 39th market for aggressive, creative reporter! Minimum 2 years experience and 2 years TV reporting experience. Send resume and tape to Ann Underwood, KWTV, PO Box 14159, Oklahoma City, OK 73113-1EO.

Co-anchor: Midwest network affiliate seeks a real communicator to join the leading news operation in a second 50's market. No readers or beginners. You must be experienced and an outstanding reporter. Our anchors cover all aspects of news as well as deliver it. Equal opportunity employer. Send resume and salary requirements to Box K-67.

News Photographer—experienced in film, ENG and editing. Contact: Brian Zelezisk, Chf. Photographer, KBWTV, 7 Broadcast Pl, Buffalog, NY 14202. EOE.

ENG Photo/Editor. Salary commensurate with experience. Send tape, resume to News Director, KTBS-TV, PO Box 44227, Shreveport, LA 71104, Equal Opportunity Employer.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502, Equal Opportunity Employer.

Assistant News Director. Will anchor late night newscasts; produce mini programs; some reporting. Send resume to News Director, Rich Callaghan, News Director, KCWW-TV, Casper, WY 82601—2734-1111-EOE.

Producer. woman or man, for 6 and 10 news need in very progressive ENG market in sunbelt. Station has second city bureau with microphone and editing facilities. Seeking ambitious, experienced producer with background reporting. We will surprise you with what we can offer! EOE. Send resumes to Box K-171.

Reporter with aggressive news operation. Need someone who can work creatively on the "beat" system. Degree and experience required. Resumes only EOE. Contact Bill Perry News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Assignment Editor. Aggressive CBS affiliate in the Southwest needs an organized, self-starting person with previous desk or producing experience. Heavy live and reporter involvement with a "humanized" approach to delivering news. Group-owned, 50's market. EOE.EE.O. Box K-159.

Photographer. We need an experienced shooter who can effectively utilize both film and ENG. Fast, decisive editing is a must for this aggressive news operation. Degree preferred. Resumes only EOE. Contact Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Top 20 Sun Belt Station looking for weeknight meteorologist. The person should have an excellent station attitude with lots of enthusiasm and a creative approach to delivering weather information. An Equal Opportunity Employer. Send resumes to Box K-163.

Anchorperson: To report the news each evening to 340,000 people eating dinner and make them forget dessert. Journalist who wants to be the market’s best can bring real experience and resume to WLK TV, PO Box 7711, Green Bay, WI 54303. EOE.

Meteorologist for small northwest market. This area is for the outdoorman, Fishing, hunting, and the like at its best. Salary is open. Call Ken Christensen, News Director, KID-TV, Idaho Falls, ID 83401. 208-522-5100.

Group owned stations in Five Midwestern Markets looking for self-motivated TV people... possible openings for anchors, reporters, producers. Excellent benefits, good pay growing company with room to move up. We are an equal opportunity employer: M/F. Send resume to Box K-176.

News Director: All-ENG department needs strong leader to continue recent growth in numbers. Need experienced manager. Send resume and one page letter stating interest/with lots of enthusiasm and a creative approach to delivering news. An Equal Opportunity Employer, Contact Manager, WCHS-TV, Box 1153, Charleston, WV 25324.

Assistant News Director—PJS station at Texas A&M University. Co-anchor, assistant producer for WACO TV news. Must have ENG experience required. BA or MA in Journalism; 1/4 time teaching in Broadcast News. Salary $11,585. Contact: Assistant News Director, Personnel Department, Texas A&M University, College Station, TX 77843. 713—845-5149. AA, EEO/A.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Cinematographer/Editor familiar with commercial production and documentary production. Excellent presentation skills. Director/Producing and mini-cam experience required. Immediate start. Send resume and tape to Bob Jones, Program Director, WLKY-TV, 1916 Mellwood Avenue, Louisville, KY 40206.

Producer/Designer: Applicants must have a minimum of three years full time experience producing/directing studio and location production. Send complete resume and portfolio to: Chuck Wears, Production Manager, KTHV, Arkansas Eleven, PO. Box 258, Little Rock, AR 72203. KTHV is an equal opportunity employer.

Promotion Manager for WTRF-TV Responsible for developing and executing campaign strategies to gain exposure and grow audience. Experience and qualifications: four years promotion experience required. Excellent writing and communication skills, proven ability to work effectively in a creative team. Also need excellent writing skills and familiarity with production techniques in all media. Send resume and cover letter to: General Manager, WTRF-TV, 981-16th Street, Wheeling, WV 26003, an equal opportunity employer.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

PM Magazine Producer | Position open for producer of new on-air show. Position requires experienced energetic individual dedicated to a quality program. Send tape, resume and current salary to Gerald Badeaux, WNTH-TV, 918 Ohio St. Terre Haute, IN 47803, c/o EOE. 

Producer/Director | Plan, produce, and direct live and film/tape recorded programs and series for KTEH public television. $22,289/year. Start date: 10/1/80. Contact: Larry Condlin, Personnel Commissioner, 100 Skyport Drive, San Jose, CA 95110. 408-299-2754.

Producer/Director, Cultural Affairs | Small active station in New England seeks P/D for programs in music, dance, drama and fine arts. Primary assignment will be local programming, some national. Requires 3 yrs. exp. in studio, remote and ENG film production. Prefer background in writing and music. Must be self-starter experienced in all aspects of TV production. Resumes: Joanne Magdaisenki, WGBY-TV, 44 Hampden Street, Springfield 01101 - EOE.


Cultural Affairs Director | WMVS/WMVT, Milwaukee, W.I. Must be knowledgeable and experienced in all phases of television production, including audio, video, lighting, and film camera work, including EFP. Should be familiar and experienced in ENG and Sony VUT editing systems; and have proven track record of producing cultural affairs programming. Should be able to read music well enough to block scores for television. Must have at least two years' full-time experience in both producing and directing with a Bachelor's degree. Salary is $19,000-$25,000, plus excellent benefits. Send resume, references, and videocassette of work before October 31, 1980. M/F. Equal Opportunity Technical College Office of Employee Services, 1015 North 6th Street, Milwaukee, WI 53203.

Film/Television Production Manager | Director, familiar with dramatic and documentary production, needed at PBS national production center. Must know state-of-the-art TV technology; prepare and implement budgets and shooting schedules; order technical facilities; work with staff and freelance personnel on national productions. Please send resume and salary requirements to Personnel Department, Metropolitan Pittsburgh Public Broadcasting, 4405 Fifth Avenue, Pittsburgh, PA 15213. Equal Opportunity Employer.

Commercial/Producer | KMI-TV, Fresno, California, is looking for an experienced, creative person to write and direct commercial production. Experience in network and cable TV is a plus. Must know state-of-the-art TV technology; be capable of creating interesting stories and formats. Good understanding of modern broadcast equipment and its capabilities is a must. Salary $3775.00/week; attractive employee-paid benefit package. Send resume, other relevant information to: Personnel Manager, KMI-TV, PO Box 12027, Fresno, CA 93779. An Equal Opportunity Employer.

WRCB-TV, Ziff-Davis Broadcasting | seeks Pro- Motion Manager. Send resume to 900 Whitehall Road, Chattanooga, TN 37405. EOE.


HELP WANTED TECHNICAL

TV-FM-AM-Field Engineering Service | Established 1976, installation-maintenance-system design, survey and critique-interim maintenance or chief engineer available by the day or week of duration. Phone Bruce Singleton 913-968-2889.

SITUATIONS WANTED NEWS

Sports Anchor/Reporter | with savvy, know-how, enthusiasm, ability to make up & run a story, rating top numbers count. Contact Sal Urban 609-845-8717.

Intelligent, ambitious black female with producing and reporting experience, looking for first TV job. Good writing and research skills. Resume, tape and excellent references. Same time. 622-796-6383 or 624-2477 mornings.


Can prove he is an asset to your dept., hard working ENG photographer with 500 hours over time this year. TV experience Top 100 market, some live, remotes, creative, quality oriented photographer. Box K-153.

News Anchor | with small and medium market background. Excellent on-camera presence and television experience. This applicant also has successful management experience in both radio and television. Available for personal interview and audition. Write Box K-157.

Fast, accurate reporter, experienced, mid-20's, seeks permanent position in 50-100 market. Strong writer, references; prefer Midwest or South. Box K-158.


Iraq Crisis Archivist. Professional with network TV experience seeks position in radio/television news production, research, archives or education. Box K-192.

Navajo Pro, five years experience, seeks reporter, producer, assignment desk position, Masters. Formats: reporter/producer: TV talk show, radio anchor, reporter, talk host. Larry Hudson, 895 Caniff, Columbus, OH 43221. 614-451-3722.

Aggressive, hard working recent graduate, willing to relocate and ready to strengthen your newsroom. Experienced in a large market newsroom in Cincinnati, Ohio. I know how to get the story. Also experienced in spots, community-play-by-play and interviews. Can start immediately. Call Marc at 608-261-0684.

Weatherman, informative presentation, plenty of fresh ideas, the one the others copy Box K-185.

HELP WANTED PRODUCTION, PRODUCTION, OTHERS

Radio, TV Production Experience | Desire Southeastern, preferably Alabama. Call Russ 915-672-5097.

Production Coordinator | Experience producing documentaries, public service announcements, television shows, tape slide shows, soundtracks, films, and photography. Desires position in northeast. For resume contact: Nancy Yake, 89 Darby Road, Pott., PA 19301. 215-644-2110.

Production man | Experienced in directing, editing, lighting, mini-cam, sports coverage, documentaries, news. Nationwide and regional credits. Seven years experience in public and commercial. Seeking position with production experience. Market OS 279-3945.


The Yonge St. cowboy writes with range-of-topics material. J. Travis, 15 Bunty Lane, Westcliff, Ont.

Creative, talented person seeking position in all production/public broadcasting. Over 6 years experience. Producer, writer, actor, puppet-maker, puppeteer, mime, set designer, graphic artist. Call Tyler Curran, 305-422-8840, or write at 627 E. Robinson No. 3, Orlando, FL 32801.

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ALLIED FIELDS

HELP WANTED SALES

Sales/Marketing Representative | Must be experienced in broadcasting or broadcast related products. This is a high income, professional business. Regional travel is required. We provide leads, income guarantee, training and expenses. You must provide energy, enthusiasm, intelligence, willingness to adhere to professional practices and ethics, and ability to work independently. Send resume including references to Box K-189.


HELP WANTED TECHNICAL

Broadcast Systems, Inc. is a rapidly growing company serving the television industry with quality equipment and service. We represent first line equipment manufacturers, and have extensive stock of several other lines of equipment in our warehouse for immediate delivery. We are looking for experienced representatives in several parts of the country. This is an excellent opportunity to travel extensively with both sales and dental insurance, and paid vacations. We pay an attractive guaranteed salary plus a direct sales commission on all sales. We expect each representative to earn in excess of $60,000 per year. Management of the company are persons who have been television Chief Engineers, and have had successful careers as RCA Field Salesmen. We are looking for professional people who are presently successful equipment representatives, or who are in Television Engineering Management. If you are interested, contact us at 602-531-5232 or 512-636-6011, or write, Broadcast Systems, Inc., 8222 Jamestown, Austin, TX 78758.

Maintenance & Production Engineer | Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting project by an established professional firm. West Coast location. Resume (and tape?) along with salary requirements. M/F—EOE. Box K 1502, Studio City, CA 91604.
HELP WANTED PROGRAMMING PRODUCTION, OTHERS CONTINUED

Editors — 3/4": Naft Synd. Reality Strip looking for two additional EFP Editors to expand our editing staff. Experience and type of program type must. Highly creative working environment. Great benefits. Send resume at once! Box K-105.

Tired of the rat race? Come "retire" with us. Stable professional company needs News/ Production and Sales Coordinator. If you believe you can handle it, you’re more valuable to us. We’re located near a major media center where you are encouraged to pursue your creative outlets (cannibals, acting, etc.) in your spare time. Medium-market majors pros only please. Salary, like they say, is commensurate with experience. Please send tape, resume and salary history in your first correspondence. M.F.—EEO. PO Box 1502, Studio City CA 91604.

HELP WANTED INSTRUCTION


Assistant Director: Materials Development and Media. Design, write, edit, layout and produce multimedia educational materials. Coordinate with curriculum supervisor the development of Inupiaq language and regional social studies materials, supervise print shop, plan, budget for and coordinate scheduling of all materials production. Master's degree in instructional media or curriculum and 2 years experience in supervising curriculum projects which include layout and production of materials within the framework of a community-oriented curriculum development process. Instructional and interpersonal skills required. Manage, coordinate and maintain a TV, studio and control room, plan, and organize teleconferencing and cultural and instructional programs for K-12. Determine required equipment. Develop instructional media curricular materials and curricular materials System on a regional level. Degree in instructional television or television program production and 3 years experience in the operation, maintenance and repair of T.V. equipment. Send resume to Janice Aycock, Northwest Arctic School District, PO. Box 51, Kongiganak, AK 99752, 907-442-3472. Equal Opportunity Employer.

Instructor or Assistant Professor: Teach courses in radio and television law, criticism, theory and research. Conduct research. Doctorate degree or equivalent in radio/ television or closely related field required. Salary: Competitive. Send letter, resume, and two current letters of recommendation to: Dr. H.H. Herbert, School of Journalism and Mass Communication, University of Oklahoma, Norman, OK 73019. Deadline for applications is January 1, 1980. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.

Associate or full professor, teach courses in radio/television production, news, law and Hernandez-Edward Journalistic Communication. The University of Oklahoma, Norman, OK 73019. Experience in teaching and research in mass communications is necessary. Salary: Competitive. Send letter, resume, and at least three current letters of recommendation to: Dr. H.H. Herbert, School of Journalism and Mass Communication, University of Oklahoma, Norman, OK 73019. Deadline for applications is December 1, 1980. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.

Assistant Professor: Teach courses in radio/television law, criticism, theory and research. Develop the existing graduate program. Doctorate in radio/television or closely related field and experience in commercial broadcasting are required. Send letter, resume, and three current letters of recommendation to: K. S. Sitaram, Departmental Executive Officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Instructor to teach variety of courses in Broadcast Journalism and Journalism. Professional experience and teaching ability preferred. Masters required. Salary: $14,000 or more for nine months. Position available January or August 1981. Applications accepted until position filled. Department has new multi-million dollar production facilities. Send letter, resume, and three current letters of recommendation to: Ralph Carmode, Head, Department of Journalism and Broadcasting, Mississippi University for Women, Columbus, MS 38701. EEO/AA employer.

Assistant Professor, Teach courses in radio and television law, criticism, theory and research. Conduct research. Doctorate degree or equivalent in radio/television or closely related field required. Salary: Competitive. Send letter, resume, and three current letters of recommendation to: Ralph Carmode, Head, Department of Journalism and Broadcasting, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Broadcasting: Tenure track position, rank and salary negotiable depending on qualifications and experience. Must have recent professional experience preferred. Duties include advisement of R-TV majors, curriculum and facilities development, teaching lower level and upper level R-TV courses. Choose from major level R-TV, broadcast journalism, broadcast writing, directed projects and internships. Position available August 1981. Applications accepted until position filled. Send letter of application, vita, original transcripts, placement credentials and three current recommendations to: Dr. Peter Consacco, Head, Department of Broadcast Journalism, University of Tennessee at Chattanooga, Chattanooga, TN 37402. Affirmative Action, Equal Opportunity Employer.

Oral Roberts University seeks Assistant Instructor, Instructor or Assistant Professor to teach broadcast journalism, broadcast writing, and perhaps related coursework. A Master's degree preferred. Broadcast news experience helpful. Begin August 1981. Salary $12,000-$20,000. AA/EEO/Equal Opportunity Employer. Contact, Communication Arts, ORU, Tulsa, OK 74171.

Assistant Professor, Doctorate or its equivalent in Radio-Television or closely related field and experience in public and/or commercial broadcasting required. Teach courses in radio and television production and directing-work closely in cooperation with the SIU-C Broadcasting Service-conduct research and/or creative activities. Deadline for applications: December 1, 1980 or until filled. Appointment date: January 1, 1981 or August 15, 1981 depending upon the availability of the appointee. Salary: $11,000 plus benefits for full-time teaching, plus maximum available, depending upon qualifications. Letter of application, credentials, and at least three letters of recommendation required. Application to: K. S. Sitaram, Departmental Executive Officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

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Wanted 250, 500, 1,000 and 5,000 watt AM FM transmitters, Guarantee Radio Supply Corp., 1314 Ribitcuse Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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FOR SALE EQUIPMENT


FOR SALE EQUIPMENT CONTINUED


1 KW AMS-RC A 81R1, Collins 20V3. 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215-379-6555.

1 AM-RF 85 McMartin Amplifier. Brand new $450. 450 foot unopened spool of Phileph-Dodge live five-inch wave guide with end connectors and strap-lites $1200. 2 six foot scale parallelors for 851 mhz. still in crates with hardware, $600. General Manager. Don Keyes, WTAI, Tallahassee, FL AC904-398-3145.

1 kw, 5 kw and 10 kw AM and FM transmitters in stock ready for delivery. Collins RCA Syntronics. All units in top condition. Besco International. 5945 Club Oaks Drive, Dallas, TX 75245. 214-630-3800.

5 KW FM RCA BTF 5B, good working order w/vertical output. M. Cooper 215-379-6555.


5 KW AM Cobra, 820 E1. 4 yrs old. w/proof. many spares. M. Cooper 215-379-6555.


Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5222 or 512-836-6011.

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Free sample of radio's most popular humor service! O'LINERS, 149-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds reviewed! Freebie! Contemporary Comedy 5804-B Twinning, Dallas, TX 75227.

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Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-439-6050.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 777, Fort Payne, AL 35967.

The Chicago Professionals will review, edit, and critique, your tapes and resumes—we'll pull no punches! Rush materials and $20 to Air Check/Resume Critique Service. Box 87112, Chicago IL 60680.

Production Library Closeout—Selling out surplus Image and Commercial production discs from one of the most versatile libraries in the country. Many full 50 disc sets available for lifetime use at only $995. Don't miss out on this one time opportunity! Nashville Sound Studios, 615-242-2551.

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Where are the Jobs? Subscribe to "Job Openings" and find out! The most extensive current job listings available anywhere! Send $25 for 13 weeks/ $45 for 26 weeks to: Job Openings, Box 87112, Chicago, IL 60680.

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“Photo Tips” radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5985 ext. 181. Reynali Associates, Inc. Box 10250, Chicago, IL 60610.

An exciting three hour Beatles special that will make money for your station. Free tape... write Mike Miller, PM. Box 9705, Savannah, GA 31412.

Disc-Jockey and News openings—all formats—many markets—rush your tapes and resumes—Air Talent Placement. Box 87112, Chicago, IL 60680.

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REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577. 913-953-6922.

RADIO

Help Wanted Annunciators

WQXR SUBSTITUTE ANNOUNCERS WANTED

WQXR is looking for qualified announcers for its substitute announcers list. Must have knowledge of classical music, facility in foreign pronunciation and professional broadcasting experience. Contact Hugh Morgan at (212) 558-1144 and leave message. Equal Opportunity Employer.

Help Wanted Technical

EXPERIENCED ENGINEER

wanted as chief. Challenging opportunity. Excellent salary and solid future. Contact Gary James, WARE Radio, Ware, Massachusetts 01082. Phone 413-967-6231.

Help Wanted News

EXPERIENCED NEWS DIRECTOR

is needed by KEKE/KQO Radio in Jacksonville, Florida. Community minded operation with large highly professional staff. Three person news team. One of state’s best equipped facilities. Comfortable work areas, ideal working conditions, excellent growth potential in beautiful east Texas lake country. Applicant must have good writing skills, strong delivery. Some play-by-play and day-to-day sports coverage available but not required. Send tape and resume immediately to Dudley Weller, P.O. Box 1848, Jacksonville, TX 75766. Equal opportunity employer.

NEWS REPORTED NEEDED IMMEDIATELY AT WTTS/WGTC

Bloomington, IN. Permanent full time position. Applicants must have previous professional experience gathering, writing, editing and reporting local news. Strong delivery essential. Professional environment provides opportunity for growth. The last three people holding this position have graduated to major markets. Salary negotiable depending on qualifications and experience. Send tape and resume to Charlotte Webb, WTTS/WGTC 535 S. Walnut, St. Bloomington, IN 47401. For equal opportunity employer, send resume including P.O. box and resume to Dudley Weller, P.O. Box 1848, Jacksonville, TX 75766. Equal opportunity employer.

OPERATIONS DIRECTOR

Priority of expanding operation postponed filling this position. Now we're back on track for solid pro with successful adult program background to join historic market leader. Organizer. Back-up air work a possibility. Some sales experience helpful. No phone calls, please. Tape, resume, salary requirements to: Hugh Barr, GM, WSVR, 1030 James Street, Syracuse, NY 13203. An equal opportunity employer.

Program Director

KZLA AM & FM. Major market programming experience in a competitive environment. On-air experience desirable. Country or MOR background. A broad musical knowledge and ability to select, train and motivate people are essential. Send resume, 5700 Sunset Boulevard, Los Angeles, CA 90029. EOCA Cap Cities Station.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

wanted for Radio Station in one of New England's Major Markets. Putting in new format "Music of your Life. Must take on a shift. Individual must be mature and responsible and have ability to inspire and encourage broadcast staff. Work with Sales Department and Management. Excellent salary desired with resume. Send resume to Box K-170.

Broadcasting Oct 27 1980
Help Wanted Programming, Production, Others

WE'RE THE BEST KEPT SECRET IN廣BASTING

...we can offer you a stable position in a pleasant environment with good pay and a 5-day week. We're looking for a full-time production director who has experience with state-of-the-art, multi-track equipment, can do character voices and work with talent. Box J-108. An Equal Opportunity Employer.

Situations Won't
incredibly
in Attention

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Searching for news producer for fast-paced, highly visual newscast in twentith market. You have all the latest state-of-the-art equipment with which to work, including several mobile microwave units, live helicopter and weather radar. We need an aggressive person who can motivate, push and produce. Journalism degree preferred plus two years commercial television production. EEO/AA: Box K-154.

Help Wanted News

NEWS DIRECTOR—PLUS
Now available for the first time in years. An all-around broadcasting professional, with a knack for getting the most out of people. Looking for major or medium market station with a strong management commitment to both the station and to news excellence. First phone, know FCC, and with 20 years sold experience, I can produce an award-winning news operation. Let's talk! Box K-168.

Situations Wanted Announcers

MEDIUM MARKET STATIONS
EXPERIENCE/QUALIFICATIONS:
- MAJOR MARKET NIGHTS
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- CREATIVE CLEAN PROFESSIONAL PRODUCTION
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- PROMOTION DIRECTOR
- NEWS
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- COLLEGE
- EXCELLENT REFERENCES

CAN YOU OFFER ME:
- A DRIVE POSITION (hopefully mornings)
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CALL FOR TAPE AND RESUME ANYTIME
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Currently Employed

Situations Wanted Management

Management

STATIONS SOLD.

Help Wanted

Help Wanted News

TELEVISION
Help Wanted Programming, Production, Others

WJZ-TV Creative Services Dept.

AUDIENCE PROMOTION MANAGER
Responsibilities: write and produce creative on-air promotion spots, radio commercials and print ads, supervise writer/producer and assistant, manage daily on-air promo schedule.

WRITER/PRODUCER
CREATIVE SERVICES
Responsibilities: write and produce, daily, specific on-air promos and radio commercials. Interested candidates should send letter, resume, and sample reel (do not phone) to: Ralph Cole, Human Resources Manager, WJZ-TV, TV Hill, Baltimore, Maryland 21211 (E.O.E./M/F/H)

WJZ-TV | Baltimore, Maryland

Help Wanted Sales

SALES MANAGER
for Malrite's newest UHF Independent. Experience and strong leadership ability desired. Rush resume to Bill Luchtman, WAWS-TV, 6875 Hogan Road, Jacksonville, Florida 32216. An Equal Opportunity Employer.

Help Wanted Technical

TELEVISION TECHNICIAN
Major market station seeking TV techni-
cian. Must have FCC 1st class license and technical school background. Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD 21212
E.O.E. M/F

Broadcasting Oct 27 1980
ON-AIR TECHNICAL MANAGER

The National Broadcasting Company has an exceptional opportunity for an On-Air Technical Manager.

Responsibilities will include: direct supervision of technical facilities, activities, and personnel for on-air operations; insuring proper utilization and condition of equipment and reporting on outages or other operating irregularities; insuring conformance to terms and conditions of NBC agreements with collective bargaining agents (NABET, DGA and AFTRA); and the overall conduct of activities in accordance with approved policies, standards and procedures.

Qualified candidates should have extensive experience in broadcast management with a major broadcast facility, along with a Bachelor's Degree in engineering, business or communications. Knowledge of broadcast-oriented collective bargaining agreements highly desirable.

NBC offers an excellent salary and benefits package along with the opportunity for career advancement. Send resume with salary history to:

Ms. V. Branker/OTS, Staffing Specialist
NBC, 30 Rockefeller Plaza
New York, N.Y. 10112
We are an equal opportunity employer m/f

Help Wanted News

PHOTOGRAFER

needed to join TV news film department. Requires sound knowledge of 16 MM film equipment and techniques. Sharp single system editing skills a must. College degree in film preferred. Previous TV news photography experience required. Submit resume and recent examples of your photography to:

NANCY FIELDS
PERSONNEL MANAGER
WMAR-TV
6400 YORK ROAD
BALTIMORE, MD 21212
E.O.E. M/F

Help Wanted Management

Assistant Controller

Position available with large broadcasting/newspaper group. Background should include both broadcasting and newspapers, preferably with a group operation. Also, experience in financial reporting and analyst, budgeting and forecasting required. Send resume with salary history to Box K-183.

Help Wanted Management Continued

JOIN CHANNEL 21 IN DALLAS AND CHANNEL 20 IN HOUSTON

We need experienced television broadcast professionals with a minimum of 5 years experience who want the challenge of building the new exciting Channel 21, serving the Dallas/Ft. Worth community. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television venture, please write to: Milton Grant, Channel 21, Inc., 2225 East Randol Mill Road, Suite No. 223, Arlington, Texas 76011. Opportunities are available for:

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- PROMOTION MANAGER
- PRODUCTION MANAGER
- ACCOUNTING PERSONNEL
- ART DIRECTOR
- WRITERS

ALL CONTRACTS WILL BE STRICTLY CONFIDENTIAL.

Situations Wanted Management

EMPLOYED, YOUNG STATION VP

Experienced in news, programming, sales, production, promotion, etc. Seeks station mgr. or ass't GM post. Box K-187

Situations Wanted News

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Contact: Howard Dorf
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FOR RESUME, DEMO VIDEOTAPE
BOX K-174

Public Notice

The City of Sheboygan, Wisconsin is accepting proposals for cable television service until 2:00 PM., January 15, 1981.

Proposals must utilize the official "Request for Proposals" form provided by the city. A refundable filing fee of $3,500 must be included. The service area is a city of approximately 50,000 people.

Copies of the RFQ documents and technical ordinance may be obtained from E.J. Pulaski, Director of City Development, City Hall, 528 Center Avenue, Sheboygan, Wisconsin 53081.
ENGINEERING PROFESSIONALS

Our client, a pioneer in the field of broadcast technology, can offer field engineering careers in sound recording and TV broadcast equipment. If you are a professional with field project experience in magnetic sound reproduction and television equipment, we want to talk with you about projects, advancement, travel opportunities and more. For complete details call us collect at 215/968-0707, or send us your resume.

Since we are specialists in executive and technical search for the broadcast industry, we also have other opportunities available. Our client companies pay all placement fees.

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30-minute programs from the golden age of radio: Variety - Drama - Comedies - Mysteries - Science Fiction - included in each series

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Employment Service

Business Opportunities

THE THREE BIGGEST WORDS IN TELEVISION
CABLE - CABLE - CABLE
There are more than 4,200 cable television systems in operation throughout the country. Hundreds more are being built or in the planning stages. What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized TV magazine. Each locally owned and operated magazine is acquired advertising for insertion in another local edition. TV Tempo supplies all scheduling and information about the happenings in TV.

You will receive complete training. An investment of $12,500.00 is required. Call 800-241-7089 for complete information or write TV Tempo, Inc., PO Box 5443, Athens, GA 30604.

BROADCAST. SCHOOL DISTRIBUTORSHIP
COLORADO
Write Box K-140

ALLIED FIELDS
Help Wanted Technical

Help Wanted Sales

TV COMMERCIALS SALES

We need 2 Account Representatives. One in our North-Central sales territory... One in the Southwest... to sell our national quality TV commercials during our 7-month year.

Spend 5 months off. You must be bright, a self-starter, quick to learn with 1-on-1 sales experience helpful. If you think you’re right for the job call collect: Mel Jones, president, or Harlan Schillinger, national sales manager, at 203-435-2551. An equal opportunity employer.

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WANTED

AM and or FM station in southeastern New England. Small or medium market preferred. Write to T. Goldstein, 64 Main Street, Taunton, Mass. 02780.

WOULD LIKE TO BUY

Am interested in AM, FM or combo in Midwest. Prefer Minnesota or Wisconsin but all responses will be considered. Would consider buy in or buy out. Reply in confidence. Box K-180.

For Sale Stations

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AM Daytime Resort Area $150,000 Terms
AM 5 kW Daytime $800,000 25% Dn, Terms
Metro AM Fulltime $12M 20% Dn, Terms
Bill-David Associates, Inc.
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TELEVISION

Leading Class IV and Class B FM. Excellent equipment-physical plant including 20 acres. Principals only. 3½ x gross. Write Box K-156.

For Sale Stations

Fulltime AM.


Fulltime, West Virginia. $275,000.

Daytimer. Middle Tenn. Medium size town. $200,000.

Daytimer. Fort Worth powerhouse. $1,000,000.

AM/FM Eastern Kentucky. $360,000.

Daytimer, N.C. Missouri. $380,000.

AM/FM in Northwest Mississippi. $350,000.

Fulltimer near Charlotte, N.C. $600,000.

Daytimer. Good dial position. Central Florida. $280,000.

UHF-TV-C.R. In the Deep South. At cost. $250,000.

1,000 watt daytimer. Southern Utah. $350,000. Term.

UHF-TV in Central Iowa. "Turn key job." $320,000.

1,000 watt daytimer. SE KY. $300,000.

NW Florida. C.R. - $100,000 at cost.

Atlanta area. 5,000 watts. $250,000.

3,000 watt FM. Southern Arkansas. $360,000.

Class C in single FM market. Montana. $510,000. Terms.

AM/FM in NE Oklahoma. $1,100,000.

AM/FM in NC Louisiana. $320,000.

Class C. Near city. Midwest. $700,000.

250 watt daytimer. NE La. $250,000.

Cable TV Southern Alabama. Small. $110,000. Terms.

AM/FM. N.E. Louisiana. $25,000 down.

500 watt daytimer. Single market station. CA resort area. $430,000.

Fulltimer. Major market Idaho. $660,000. Terms.

Daytimer. NC. About 50 miles from coast. $240,000. Terms.

Two AM's. CA. Fulltimer and daytimer.

AM/FM in No. Mich. $190,000.

Louisville area daytimer. Terms. Small DP.

Eastern Kentucky AM/FM. Bargain. $990,000. Terms.

VA. Coastal. Attractive. $500,000.

Powerful daytimer in Northern Michigan. $430,000. Terms.

Fulltimer. Dominant. Metro. TX. $1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7535 24 HOURS

Small Market

V.H.F. TV Station in Western U.S. with plenty of potential. Box K-146.

MEDIA BROKER, APPRAISER...
318-797-8668

Single market, combo, complete with FM class C, in a very productive farming area of the mid-west, priced, 750k

TELEVISION

Construction Permit Metro market. Real estate and equipment included. Good reason for selling. Box K-147.

SUNBELT STATIONS

FOR SALE

FLORIDA low frequency AM daytimer in good medium market. $900,000 with only $125,000 down. Excellent owner financing.

GEORGIA major market AM daytimer. $450,000.

GEORGIA 5 kw Fulltime AM in medium market. Well equipped with real estate included. $575,000 with $250,000 down. Owner financing.

NORTH CAROLINA AM/FM combo in medium small market. $840,000 with $240,000 down and good owner financing.

MacMillan Broadcast Services Inc.
P.O. Box 76024, Atlanta, GA 30328 404-256-3866

Broadcasting Oct 27 1980 87
For Sale Stations Continued

NEW ENGLAND RADIO
Several fine northern properties currently available:
- Fulltime AM & FM Small Mkt. $325,000 Terms
- Fulltime power AM Metro $425,000 Terms
- Daytime AM & FM Small $400,000 Terms
- Fulltime AM + Class B Medium $600,000 Cash/Terms

Contact Bob Kimel for details.

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WV Daytime AM 160K Small
OK AM & FM 975K Small
IL Daytime AM 680K Suburban
FL Daytime AM 400K Medium
MI Daytime AM 370K Small
CO Daytime AM 300K Small
MS Daytime AM 295K Medium
NJ Daytime AM 300K Small
SC AM—Down payment $25,000
FL AM—Down payment $35,000
VA AM—Down payment $35,000
TN AM—Down payment $30,000

Sleeping Giant
Class C FM $400,000, terms.
Les Cunningham, Box 104, The Dalles, OR 97058

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2 AMs and blue-chip 10 station news network. $250K for 25% and management control with option to acquire all. 907-274-1591.

H.B. La Rue, Media Broker
44 Montgomery Street, 5th Floor, San Francisco, California 94104
(415) 434-1750

West Coast:
544 Luther Ln., Suite 505, Dallas, Tex. 75225
(214) 855-1022

PRIME STATION XMTR SITE
TAUNTON, MASS.
50 acres near Routes 24 & 140. 1500' frontage. Zoned broadcasting, 5 urban areas within 20 miles. Priced at $300,000.

N.Y. STATE FM
Small market, limited competition, good billing. Priced less than $150,000. Box K-165.

Broadcasting Oct 27 1980 68
CBS NEWS & COLUMBIA SPECIAL PRODUCTS present a novel and exciting recording first, a rare and invaluable professional production tool...

THE CBS LIBRARY OF CONTEMPORARY QUOTATIONS
10-RECORD SET with printed transcript

417 quotes by 193 world-famous politicians, scientists, athletes, soldiers, inventors, lawyers, activists, musicians, economists, religious leaders, opinion makers, explorers and others...in their own words! Alphabetized, indexed and cross-referenced!

There has never been a record set like this in the entire history of recorded sound...Never!

Here's what you get:
• Ten twelve-inch LP discs, containing 417 quotations by 193 famous personages—in alphabetical order, and identified as to date and location.
• A complete and accurate verbatim transcript of all the quotations contained on the records (109 pages) in a sturdy three-ring loose-leaf binder.
• A complete index, by speaker and subject matter, listed alphabetically.
• Deluxe packaging: the ten vinyl LP's are protected in poly-lined sleeves through which the labels can be read, then collated in proper sequence into a sturdy double slipcase.
• Produced by CBS NEWS—by professionals for professionals—utilizing the very highest standards of engineering.

Now, Columbia Special Products offers every producer who works in news, actualities, radio or television production documentaries or education...THE CBS LIBRARY OF CONTEMPORARY QUOTATIONS...for the extraordinarily low price of $350. No extras, no surcharges, no license fees, no royalties, no handling, no shipping charges. $350 complete.

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BROADCASTING'S CLASSIFIED RATES

Rates: Classified listings (non-display) Help Wanted: 75c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: $0 per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count such abbreviations, initial, single figure or group of figures, or letters as a word. Symbols such as $35 mm, COD, P.O., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted)

 Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable and are returned to the sender.

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BOOKS

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—including over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder

T423. MANAGING TODAY'S RADIO STATION by Jay Hoffer. Outlines principles evolved by the author during his 39 years as a broadcaster. 299 pages, illustrated.

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BROADCASTING BOOK DIVISION
1735 DeSales St. N.W.
Washington, D.C. 20036

Payment must accompany order.

Name ____________________________
Address ____________________________
City ____________________ State ________ Zip ________

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CBS NEWS & COLUMBIA SPECIAL PRODUCTS

CSP A Service of CBS Records

Marcas Reg. Printed in U.S.A.

Columbia Special Products, "CQ" • P.O. Box 5300, Terre Haute, Ind. 47805

Please ship The CBS Library of Contemporary Quotations @ $350.00 to:

Name ____________________________
Address ____________________________
City ____________________ State ________ Zip ________
Call letters or firm name ____________________________
Telephone ____________________________

Authorized Signature ____________________________

Check enclosed. Please bill me.

Make checks payable to "CBS". Price includes postage and handling. You pay no extras. Please allow 4-6 weeks for delivery.

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Broadcasting Oct 27 1980
On the occasion of the 60th Anniversary of Group W Television Advertising Representatives proudly announces that we will remain the leader in Television Station Representation.

Only our name will change.

Introducing:

GROUP W TELEVISION SALES

Representing:

WJZ-TV, Baltimore, Md.
WBZ-TV, Boston, Mass.
WPCQ-TV, Charlotte, N.C.
KYW-TV, Philadelphia, Pa.
KDKA-TV, Pittsburgh, Pa.
KPIX (TV), San Francisco, Ca.

Media

Sue Williamson, business manager-controller and station manager, KMUV-TV Sacramento, Calif., named general manager.


David R. Van Valkenburg, VP, plant and facilities, American Television & Communications Corp., Los Angeles, joins United Cable Television Corp., Denver, as executive VP and chief operating officer, new office formed to handle firm's expansion.

Nathan Snyder, VP, acquisitions, CBS Inc., New York, named VP, planning and acquisitions.

Tyrone E. Dickerson, certified public accountant, named president and general manager, WNZL(AM) Richmond, Va.

William L. Oellemann, director of news and public affairs, Southern Illinois University, Edwardsville, joins noncommercial KETR(FM) Commerce, Tex., as general manager.

Carole L. Muchmore, budget and management analyst for city of Durham, N.C., joins WRAL-TV Raleigh, N.C., as business manager.

Larry N. Wangberg, VP and general manager of Warner Amex's QUBE system in Columbus, Ohio, appointed to newly created post of senior VP, metro division, Warner Amex Communications Inc., New York, responsible for all Warner systems that are to provide QUBE service.

Charlie Winner, coach with Cincinnati Bengals football team, named municipal relations manager of Warner Amex Cable Communications of Greater Cincinnati.

Richard L. Garcia, air personality and account executive, KDEC(AM) Espanola, N.M., named station manager.

Michael J. Anziano, field engineer controller, Auto-Trol, joins Mountain States Video, Englewood, Colo., as business manager, Mountain States Video is cable TV system planning to serve 14 communities surrounding Denver. Auto-Trol is manufacturer and retailer of interactive computer graphics.

Neil H. Haman, former city manager, Brownsville, Tex., joins Valley Cable TV there as general manager. Valley Cable TV serves 20 communities in south Texas and is subsidiary of Heritage Communications Inc., Des Moines, Iowa.

Lucia Pauzzii, traffic manager of RKO Radio Network, New York, named director of affiliate services.

Randel Stair, VP-controller, Park Newspapers Inc., Lihaca, N.Y., assumes additional responsibilities as VP-controller, co-owned Park Broadcasting, which owns seven television stations and 14 radio stations throughout country.

New board members, National Public Radio: James H. Irwin, general manager, noncommercial WFSU-FM Tallahassee, Fla.; George S. Klinger, assistant director of broadcasting and general manager, noncommercial KSUI(FM) Iowa City; Dale K. Ouzts, director of Telecommunications Center, Ohio State University, Columbus, and Wallace A. Smith, general manager, noncommercial KUSC(FM) Los Angeles.

Advertising

Ronald W. Monchak, senior VP-creative director, and Richard P. Monlely, senior VP-management supervisor, D'Arcy-MacManus &

Masius, Bloomfield Hills, Mich., named executive VP's, Raymond R. Rhamey, VP-creative director, DM&M, Chicago, named senior VP.

Terry Convey, recently appointed creative director, J. Walter Thomson/Washington, named senior VP of parent, J.W.T/U.S.A.

Al Kristensen, studio manager, and Jon Gullner, associate creative director, Benton & Bowles Inc., New York, named VP's.

Michael R. Dodge, senior writer, Bozell & Jacobs, Minneapolis, joins Rumsey, Knutson & Oberprillers there as agency principal and VP.

R. Stephen Harman, account supervisor, Keitchum MacLeod & Grove, Pittsburgh, named VP.

Albert J. Barr, public relations director, Glass Packaging Institute, Washington, joins Henry J. Kaufman & Associates there as VP-account supervisor.

Michael Drazen, senior VP and associate creative director, Seid, McCabe, Stoves, New York, joins BBDO there as creative director.

Sven Mohr, VP-senior art director, and Peter S. Tannen, senior copywriter, Campbell-Ewald, New York, named associate creative directors.

Bill Glrvin, advertising manager for furniture company, and formerly with Mass Motivators, advertising, marketing and public relations firm in Sacramento, Calif., rejoins Mass Motivators as account supervisor. Judi Healey, former newspaper columnist and creative director with Ronald Wren, San Francisco, joins Mass Motivators as creative director.

Lorna L. LePage, with Winius Brandon Advertising, Houston, joins W.B. Doner Co. there as media assistant.

Anthony C. Alfiero, former chief of inventory control, Dial Media Inc., Warwick, R.I., television direct-response advertising agency, named general manager.

Cynthia McAra, with J. Walter Thompson's Chicago office, joins Tracy-Loke Advertising, Dallas, as account executive.

Tony Gruber, VP, American Association of Advertising Agencies, New York, named senior VP in charge of new operations services division, which oversees membership activities and coordination of agency's meetings, seminars
Radio stations can make more money.

Did you know the William B. Tanner Company offers the broadcaster complete music programming and formatting for any station in any market? It is the Tanner Musical Spectrum. Name your need — Middle of the Road, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time. Tanner computers match our music with your audience. Every service is tailored for your needs, and day-parted for your convenience. Announced or Unannounced . . . for automated or live-assist operations. The Tanner Musical Spectrum can be profitable for your station. Write for a free demonstration of the Tanner Musical Spectrum. Or call Dick Denham collect (901) 320-4342. Tell him you want the very best for your station . . . Today!

The William B. Tanner Co., Inc. 2714 Union Extended, Memphis, TN 38112

Name __________________________ Title __________________________

Station __________________________ Format __________________________

Address __________________________

City __________________________ State __________ Zip __________________________

Broadcasting Oct 27 1980 92
same capacity.

Bob MacRae, formerly with WKBW(AM) Buffalo, N.Y., joins WZIF(FM) Niagara Falls, N.Y., as program director.

Lori Dale, former air personality, WWZI(AM) Sarasota, Fl., joins WKEF(AM) Newport, Va., as program director.

Sarah Scott, with Cable News Network, Atlanta, joins WIBQ-TV Memphis as PM Magazine producer.

Kim Jones, administrator, film operations and program services, KNXT(AM) Los Angeles, named associate producer. Steve Wasserman, segment producer on PM Magazine on KTTL(AM) Los Angeles, joins KNXT as segment producer of 2 Of The Town.

Cleo Sediacek, general assignment reporter, WBRE-TV Wilkes-Barre, Pa., named executive producer of special projects.

Mike Hartnett, assistant sports director, WTVQ-TV Lexington, Ky., named sports director.

Rick Snow, sports director and anchor, KRCH(AM) Colorado Springs, Colo., joins KGUN-TV Tucson, Ariz., as weekend sports anchor.


Gordon Mills, announcer, WIAF(AM) Danville, Ill., named music director.


Bonnie Roberts, auction coordinator and director of special projects, noncommercial WNYT(AM) Goldsenv, Va., named director of development.


Bill Brittain, former air personality, WHAS(AM) Louisville, Ky., joins WVEZ(AM) there in same capacity.

Scott Lawrence, with WYSI(AM)-WCEZ(AM) Jupiter, Fla., joins WPRW(AM) Manassas, Va., as midday air personality.

News and Public Affairs

Henry Heilbrunn, director of information technology, AP, New York, named deputy director of AP broadcast services. He succeeds Gerald B. Trapp, who left to join Intermountain Network, Salt Lake City, as VP (Broadcasting, Sept. 29).

Betsy Hyle, executive news producer, WBAL-TV Baltimore, named assistant news director.

Douglas Neilsen, news photographer, WBAL-TV.

Inflationary expert. John Stossel, Emmy-award winning consumer editor for WCCS-TV New York, joins ABC News "Investigative and consumer reporter" for 20/20 news magazine, with additional assignments for Good Morning America and World News Tonight. Seven-year news veteran Stossel will continue to work on program until WCCS-TV contract expires in May. Salary for Stossel's new three-year contract with ABC was not disclosed, but he denied reports that it exceeds $400,000, claiming that he will be earning "considerably less than that".

James Shipley, with WABC-TV Birmingham, Ala., joins KHOU-TV Houston as photographer and ENG editor.

Robert Harris, formerly with WLS-TV Chicago, joins WBAM-TV there as news writer.

Miriam Schaffer, news producer, WNET-TV Wilkes-Barre, Pa., joins KPIX(TV) San Francisco as noon news producer.

Mark Thayer, broadcast executive for southern California and southern Nevada, Associated Press cable services, named national cable executive for Western U.S. Steve Crowley, broadcast executive for Iowa and Nebraska, AP cable services, named national cable executive for Eastern U.S.


Promotion and PR

June Shelley, marketing coordinator-associate, ABC Pictures International, New York, named manager, advertising and promotion, ABC Video Enterprises Inc.

Geoffrey Pond, director of news operation systems, NBC News, New York, joins Bozell & Jacobs Public Relations there as senior VP for national account services.

Jane R Miller, public relations manager, National Captioning Institute, Falls Church, Va., named public relations director.

Barbara Worby, recent graduate, Florida International University, Miami, joins WCKT(TV) there as publicity director.

Deborah Schuler, with Maryland Center for Public Broadcasting, Baltimore, joins WTVX(TV) Norfolk, Va., as copywriter-promotion assistant.

Jerry Harpstrite, southern Colorado district director, Muscular Dystrophy Association, joins KOKA-TV Pueblo, Colo., as station promotion and public relations director.

Barbara Rothstein, former intern, WWHI(AM) Princeton and co-owned WPST(FM) Trenton, both New Jersey, named assistant promotion director.

Susan Whitley, creative services writer, WOLT-AM Toledo, Ohio, named assistant promotion director. Janet Sims, floor director, WOLT-AM, replaces Whitley as creative services writer.

Jan Wade, with WLKY-TV Louisville, Ky., named assistant promotion manager.

Rosie Mills, announcer, WIAF(AM) Danville, Ill., named promotion director.

Linda Wise, promotion director, noncommercial KOKH-TV Oklahoma City, joins KGMC(TV) there as promotion assistant.

Technology

Gilbert R. Kesser, board chairman, Microtime Inc., Bloomfield, Conn., named president and chief executive officer. He succeeds David Acker, who resigned. Microtime manufactures equipment for educational, industrial and broadcast television.

Richard Clevenger, director of engineering, Cablecom General, Englewood, Colo., joins Mountain States Video there as VP-engineering.

Tom Mizuno, general manager, Panasonic finance division, Secaucus, N.J., named VP Stan...
Hametz, assistant general manager, Panasonic consumer video division, named acting group general manager, Panasonic consumer video group and general manager of newly formed video home systems division.

Philip A. Rubin, director of engineering, research and development, Corporation for Public Broadcasting, Washington, named chief scientist and director, new office of science and technology.

John J. Lorentz, chief engineer, WLAQ(AM-WKQR(FM)) Nashville, joins J-Star Broadcasting Corp. of Tennessee, as technical director. J-Star Broadcasting is licensee of WXUF(FM) Paris, Tenn.

Logen Enright, district sales manager, West Coast office of U.S. JVC Corp., named West Coast regional sales manager for professional video division of JVC.

Bill Wolfenbarger, marketing director, Time & Frequency Technology Inc., Santa Clara, Calif., joins Marcom, Scovis Valley, Calif., in Northwest office as radio sales manager.

Theresa L. Zarish, with United Artists, New York, joins Greater Media Inc., East Brunswick, N.J., as administrative assistant to technical director.

Allied Fields


Vincent Candilora, executive director of affiliations, SESAC, New York, named VP

David C. Driscoll Jr., senior assistant attorney, Montgomery county, Md., and Frederick W. Finn, former VP, Microband Corp., of America, New York, and associate general counsel, National Cable Television Association, join Washington communications law firm of Brown, Bernstein & Longest. Microband is multipoint distribution service.

Barry J. Cronin, director of captioning operations, National Captioning Institute-East, Falls Church, Va., named executive director of marketing and business development. Sharon Earley, director of captioning operations, NCI-West, named executive director of operations. Deborah Popkin, production manager, NCI-West, succeeds Earley as director of captioning operations. NCI-West. Thomas M. Watchorn, director of finance and administration, NCI, named executive director of finance and administration.


Randy A. Washburn, media director, Boylat-hart, Lovett & Dean, Inc. (western division-Doremus & Co.). Los Angeles, joins Arbitron Radio advertiser-agency sales there as Western manager. Joan E. Schwartz, Chicago-based radio station account executive for Arbitron Radio advertiser-agency sales, named Midwest sales manager for company.

Michael J. Dorfsman, VP-public affairs, Charnas Inc., Hartford, Conn., named executive director of Connecticut Cable Television Association. Dorfsman will continue his duties at Charnas Inc., which is advertising, public relations and research agency.

Bruce Fohr, former VP-director of research, Frank N. Magid Associates, Marion, Ill., and Ken Dennis, general manager of Magid's radio division, have formed new research and consulting firm in partnership with Surrey Broadcasting. Kent Nichols, VP of Surrey Broadcasting, is third part of Communications Research Ltd., which will provide market research and programing consultation for radio. It will be based in Tucson.

Bill Moses, former partner, Dilworth, Paxson, Kelath & Levy, Philadelphia, joins Time-Life Films, New York, as VP general counsel.


International

Aisdaill Milne, managing director, BBC Television, London, takes on additional duties as deputy director-general of BBC. He replaces Gerard Mansell, who retires at end of year. Alan Lafferty, engineer with BBC research department, named manager, engineering promotions. Peter Rosier, publicity officer, BBC Television, named chief publicity officer for radio.

Ken Barratt, technical director, Sony Broadcast Ltd., United Kingdom, named to board of directors.

Bill Loyd, head of film and studio operations for Granada Television, United Kingdom, named general manager.

Deaths

David J. Hopkins, 66, former VP-general manager, McCann-Erickson, Los Angeles, died Oct. 12 of heart attack at his home in Warawee, New South Wales, Australia. Hopkins, son of Harry Hopkins, secretary of commerce under Franklin D. Roosevelt, joined M-E in mid '50's and in 1962 moved to Australia as regional manager for Pacific area. Later he was named director of operations, M-E, Tokyo. He retired in 1973. Survivors include his wife, Deirdre, two sons and eight daughters.

Eleanor Grace McClychtay, 85, former board chairman and president, McClychtay Newspapers Inc., died Oct. 17 at her home in Sacramento, Calif., following earlier accident in which she broke her hip. McClychtay headed newspaper and broadcasting empire which include KMI-AM-FM Modesto, KFPR(AM)-KAEI(FM) Sacramento, all California, and KOHAMI-KNEV(FM) Reno. McClychtay newspaper chain includes nine papers in California, Alaska and Washington and percentage of Idaho paper. She inherited newspaper chain from her father, C.L. McClychtay, in 1938. Her grandfather, James Mc-
clychtay, started his first newspaper, Sacramento Bee, in 1857. Among survivors are nephew, C.K. McClatchy, who succeeded her as president in 1978.

Blayne R. Butcher, 77, founder and former general manager of WXUR-AM-FM Media, Pa., died Oct. 13 of heart attack at Ridge Memorial hospital in Middletown, Pa. Butcher was officer of Roberts Broadcasting Corp., which is seeking license for WXUR(FM). He originally founded station in 1962, but it was sold to Rev. Carl McIntyre in 1964. FCC stripped McIntyre of license in 1973. Since then Roberts Broadcasting and two other applicants have sought station. Butcher's broadcasting career began in 1949 with WATARI(AM) Norfolk, Va., in 1927. He moved on to WCAL-TV Philadelphia and later worked for advertising agencies in New York and Hollywood. He is survived by his wife, Kathryn, and daughter.

Georg Goubet, 67, inventor of message-transmission system for television and telephone calls, died on Oct. 17 of heart attack at Monmouth Medical Center in Long Branch, N.J. While working for Army Signal Corps Laboratories in early 1950's, he invented transmission system which became known as "G string," single strand of wire that could carry large volume of messages to isolated areas otherwise reached only by coaxial cable. Survivors include his wife, Ilse Elizabeth, and daughter and son.

Charles V. Wayland, 70, Washington communications attorney, died Oct. 20 of heart attack at Montgomery county (Md.) hospital. Wayland practiced communications law with Fisher, Wayland, Southmayd & Cooper in Washington for 40 years. Wayland, of Silver Spring, Md., was member of D.C. Bar Association. American Bar Association and Federal Communications Bar Association. He is survived by his wife, Viola, and two daughters.

Robert W. Toothman, 53, operations manager, WBYW-TV Clarksburg, W.Va., died Oct. 16 in Franklin, W.Va., of heart attack while on vacation. Prominent radio, television sports personality in West Virginia for 30 years, Toothman, had been with station since it opened 23 years ago. He was also instrumental in formation of Mountaineer Sports Network which broadcasts West Virginia University football and basketball games. He is survived by his wife, Madeline.

George C. Biersack, 57, former chairman of communications arts department, and general manager, wvud-FM University of Dayton, Dayton, Ohio, died Sept. 1 of heart attack at his home there. Biersack founded department and station in 1964, and was also television producer. He is survived by his wife, daughter and son.

### BROADCASTING

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### WITH OTHER MAJOR INTERESTS

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### CABLE

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**Notes:** A = American Stock Exchange, B = Boston, N = Midwest, N = New York, P = Pacific, O = over the counter (bid price given, supplied by Shearson Loeb Rhoades, Washington, DC). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor’s or as obtained by Broadcasting's own research.

**Earnings figures are exclusive of extraordinary gain or loss. Footnotes: ** *Stock did not trade on given day.* price shown is last traded price. **No P/E ratio computed, company registered net loss.** **M/A Com split stock two for one.* Stock traded at less than 12.5 cents.
Added Attractions

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:

Nov 17 Annual special report on the state of the art in broadcast equipment and technology. A snapshot of the first year in a new decade that, among its other accomplishments, will fine-tune three technologies: satellites, digital television and radio and ENG.

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. 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.

Dec 8 Western Cable Show. Coverage of the exhibits and seminars that make up cable's second largest convention.

Dec 22 The top 100 records on contemporary radio playlists in 1980, plus the top 100 in country. Just in time for yearend countdowns.

Jan 5 Annual double issue. Among the highlights: Broadcasting's exclusive report and analysis of the top 100 companies in electronic communications.

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.

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* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Profile

Y&R’s Baldwin: New technologies offer a challenge as well as an opportunity

Jerry Baldwin, a man quick with facts and figures on the broadcast media, envisions vast changes emerging in the marketplace as a result of the new technology. But he is not disconcerted.

Not at all. He has been witness to many changes in the 25 years that he has been active in advertising and broadcasting. Now, as vice president and director of local broadcast purchasing and network radio for Young & Rubicam, New York, Baldwin feels he is prepared for the future because the past and the present have taught him to adapt to shifts in the media universe.

"It would be dull if the way of doing business remained the same," he ventures. "What makes media exciting is that there is change. For media specialists, the new technology will be an opportunity as well as a challenge." Baldwin’s job at Y&R is a tall assignment. His agency is the largest in the U.S. in terms of total domestic billings and in television and radio expenditures. It invested almost $675 million in television and radio in 1979. Approximately $250 million of the total was in spot television and radio and network radio—the areas under Baldwin’s jurisdiction. He supervises a staff of more than 30 in New York and in 11 branch offices, including five regional broadcast supervisors who regularly visit their assigned geographical locations.

Twenty-five years ago when Baldwin was seeking his first post-college job he wasn’t sure what he wanted to do. But he knew he wanted “something to do with figures.” He had majored in mathematics and statistics at New York University.

“I had to wait more than two years after college to look for a job because I served in the Army for two years and had no opportunity to use my education there,” he says good-humoredly. “The Army taught me to be a radio teletype cryptograph repairman.”

In the fall of 1954 he landed a job with the Medimetric Institute, a New York pharmaceutical research firm, and remained there five or six months. In early 1955 he joined ABC as a research analyst for the television network. His supervisor at the time was Julius Barnathan, who has since climbed the corporate ladder to president of ABC operations and engineering.

“A young fellow who worked with me in the research bullpen,” he says, “was Fred Pierce. And you know what’s happened to him.” (Pierce is president of ABC Television and executive vice president of ABC Inc.)

After two-and-a-half years with ABC, he left to join WNBC-AM-TV New York, NBC-owned stations, as research manager. Eighteen months later, he got an offer that he could resist but didn’t, and later wished he had.

“My father-in-law asked me to join him in a retail business,” he recalls. “I realized almost immediately it wasn’t for me, and stayed there five or six months.”

Fired with a desire to return to broadcasting, he called his old boss at ABC, Barnathan, who arranged an interview for Baldwin at Young & Rubicam. He landed the job and has been with Y&R ever since.

Barnathan remembers Baldwin as a person who had “a great feel for audience dynamics—he knew how an audience would respond to a particular program.” Barnathan says that early in his job at ABC, Baldwin showed that he could handle people as well as figures and these skills undoubtedly were helpful in his career.

Baldwin joined Y&R as assistant research director for broadcast media and filled that slot for about three years. In 1962 he was switched to the media depart-

ment as associate media director. After seven years in that post, which involved the supervision of planning and execution of media plans for such clients as Procter & Gamble, General Foods and Bristol-Myers, Baldwin was advanced to vice president and director of local broadcast purchasing/network radio.

Baldwin considers the availability of the computer to media specialists as the single most important change in the past 10 or 15 years. And he considers this tool both an asset and a hindrance.

“Very quickly I can find out how much money we have spent at a station, the number of homes reached and the rating it delivered,” Baldwin says. “But I think it’s been a hindrance in that reps today primarily just give the agencies the availability sheets filled with various breakouts and a lot of demographic information. It makes the job of the buyer a lot more complicated. And the salesmen no longer is creative. What the salesman should be doing is being selective, giving the buyers some information or background that can be helpful in making the buy for a particular client at a particular time.”

Baldwin is confident that spot television and radio and network radio will continue to flourish despite the anticipated growth of the new media.

As a purchaser of media, Baldwin believes that it’s advantageous to have more advertising outlets available to advertisers. He anticipates that there will be a splintering of the audience as the new forms develop, but that will mean that media specialists will have to work harder to make the most advantageous buys.

He is particularly interested in proposals to grow low-power TV stations to the spectrum but warns there could be pitfalls.

“I just wonder if there will be enough decent programing to make these new stations viable,” Baldwin remarks. “In certain markets I think they can succeed—in Columbus, Ohio, for example, where there are only three V’s. But in places like Chicago, another station could only hurt the UHF’s thrive.”

One of the developments that Baldwin projects for the future is the emergence of a national representative TV network along the lines of the rep-radio networks that have mushroomed in recent years.

Baldwin is a visible figure at meetings of various broadcast associations and of national representatives. He also regularly visits the agency’s 11 branch offices.

“Getting out to these meetings is an excellent way of knowing what’s going on in the marketplace,” he observes. “People tell you things they may not want to discuss in a regular business session.”
Anything goes

The timing and probable outcome of the vote the FCC originally scheduled for tomorrow (Oct. 28) on the proposed transfer of channel 9 from New York to New Jersey were traceable to campaign politics of a particularly cynical kind. The timing has been changed, but the taint remains.

If the Charles D. Ferris scenario had been performed as written, the New Jersey Democratic organization would have been given a home-state victory to claim in the last week before the Nov. 4 election.

The postponement of action to Nov. 6 removes the element of certainty, but still gives New Jersey politicians reason to predict that the Democratic majority on the FCC will perform on cue. What the politicians will not emphasize is that despite the proposed reallocation of channel 9 to Newark or whatever post office the FCC decrees, the physical facility of the channel 9 occupant will remain on top of the World Trade Center in New York. The FCC is to agree that the site is the best from which to serve populous northern New Jersey.

Maybe so. The site has also proved best from which to serve the whole New York metropolitan area. Some time ago, when there was talk of VHF drop-ins inside the state of New Jersey, Ferris wondered whether electronic curtains could be lowered to keep drop-ins from interfering with New York. The same level of technical proficiency is evident in the present proceeding.

All this leaves aside the question of who is to operate channel 9 as a New Jersey facility. The commission, of course, has written off WOR-TV, the incumbent, although the courts may have another word on that. But then who cares about little details on the eve of a critical election?

Perilous course

The National Association of Broadcasters has succeeded in injecting economic considerations into the government’s proposal to reduce AM channel spacing from 10 kHz to 9. At the first meeting of the government-industry advisory committee on radio allocations, and at the NAB’s insistence, the “viability” of new stations that may be created in the AM squeeze was added to a study of probable demand. The NAB presumably believes that a showing of potential financial failures may puncture the FCC’s plans. The question here is whether the NAB has thrown a harpoon or a boomerang.

NAB members and other broadcasters are understandably concerned about the economic effects of a proliferation of radio stations. They argue, with the facts on their side, that radio competition today is vigorous, if not vicious in some markets. A rush of newcomers, it is said, will find the territory already overcrowded. There is inherently a chance that the promise of wealth and status to be realized by minorities from new radio grants will turn into a cruel illusion for them and an unnecessary hardship for established broadcasters, to the inevitable detriment of radio service.

Still the NAB is risking unintended consequences when it asks the government to appraise the viability of the creatures of its proposed creation. It is one thing for the government to estimate how many new radio stations may be physically accommodated by compression of the AM channels and to guess at how many applicants may appear to contest for them. It is quite another for the government to decide how many stations a given market’s economy can support—if that is what the NAB is talking about.

Assuming the FCC had the resources and vision to forecast economic potentials with precision, an assumption that history discourages, the venture, if undertaken, could not easily be stopped there. A government that determines market entry by its estimate of the market’s absorption power is unlikely to stand by and watch things turn out differently from its expectations. If market entry is regulated by economic standards, regulation of the market itself is almost certain to be next.

Is that a price existing broadcasters are willing to pay for retention of their 10 kHz channels?

A few questions

If the U.S. and other nations of the western hemisphere eventually adopt the 9 kHz standard for AM channels, who is to pick up the considerable bill for conversion of existing facilities? As reported here a week ago, the cost of shifting stations no more than 4 kHz either way will run to a total of $19,836,119 in the U.S. alone—if the shifts are more extensive, as probable.

Is the tab to be presented to the 4,100 established U.S. broadcasters who must give up a tenth of their spectrum space at no benefit to their effectiveness and indeed at probable loss? That is apparently the assumption of the government. Does it have to be that way?

Would it be unreasonable to distribute the expense more evenly, certainly including in the assessment the presumed beneficiaries of the 9 kHz plan, the new broadcasters or those whose facilities may be improved by conversion to 9 kHz? As to the latter, whatever happened to all those daytimers’ hopes for full-time authorization in 9 kHz?

Why go on?

A final reckoning must await more detailed analysis than was obtainable last week, but it looks as if the West lost more points than it won on questions of journalistic freedom at the UNESCO conference in Belgrade, Yugoslavia, last week. At the very best, the West succeeded in putting off some of the more disquieting proposals that had been advanced by Third World countries and their Russian mentors.

There is no doubt that the Third World and Eastern bloc can outvote the U.S. and other countries where the principle of separation between the state and the press is understood. The decision last week to enlarge UNESCO’s budget was made over the opposition of the U.S. and the other countries that pay most of UNESCO’s bills. Things are probably destined to go on that way. Perhaps it is time for the U.S. to reconsider the value of UNESCO membership.

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JOCK AROUND THE CLOCK with Enterprise Radio. Sports Updates 48 times a day, a 13-hour National Sports Talk Show, Sports Features and more.

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