


The November sweeps: Reagan, GOP wins
reorder Washington media politics

Broadcasting Nov 10

The News Magazine of the Fifth Estate □ Established 1931

Our 50th Year □ 1980




**WHAT'S
REALLY
BEAUTIFUL
ARE THEIR
NUMBERS**

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CHARLIE'S ANGELS

A Spelling/Goldberg Production  Available Fall 1981 from
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Source: NTL/NAD, Nov/Feb 76-80

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TIME-LIFE TELEVISION
presents

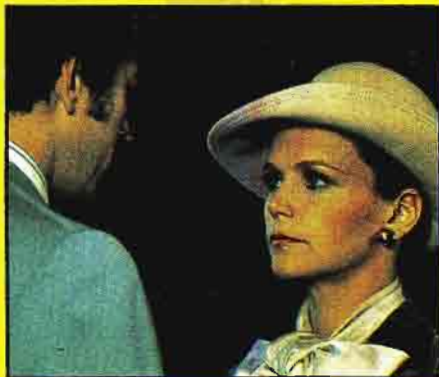
TIME LIFE
VOLUME 3
20 Major Movies



MEATBALLS
Bill Murray, Harvey Atkin, Kate Lynch,
Russ Banham



HARPER VALLEY P.T.A.
Barbara Eden, Ronny Cox, Nanette Fabray,
Louis Nye, Pat Paulsen



BREAKING UP
Lee Remick, Granville Van Dusen



DEVILDOG: The Hound of Hell
Richard Crenna, Yvette Mimieux, Victor Jory



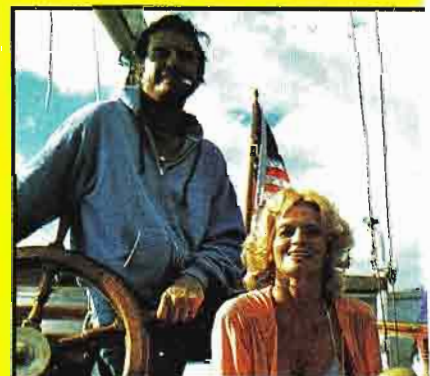
DIXIE DYNAMITE
Warren Oates, Christopher George



MURDER BY NATURAL CAUSES
Hal Holbrook, Katharine Ross,
Barry Bostwick, Richard Anderson



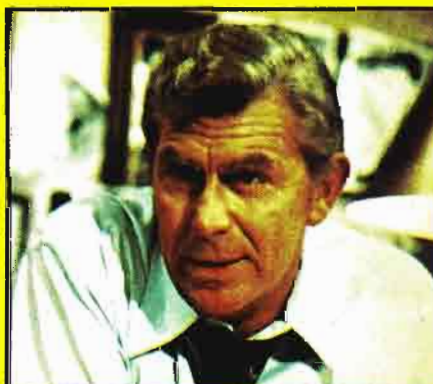
NIGHT CREATURE
Donald Pleasence, Nancy Kwan, Ross Hagen



OVERBOARD
Cliff Robertson, Angie Dickinson



STRANGER IN OUR HOUSE
Linda Blair, Lee Purcell, Jeremy Slate,
Carol Lawrence, Macdonald Carey



STREET KILLING
Andy Griffith, Harry Guardino,
Bradford Dillman



TELL ME MY NAME
Arthur Hill, Barbara Barrie, Barnard Hughes



THE TEN COMMANDMENTS
Charlton Heston, Raf Vallone,
Yvonne Page



STRANGERS:
The Story of a Mother and Daughter
Bette Davis, Gena Rowlands



THE WILD GEESE
Richard Burton, Roger Moore, Richard Harris,
Stewart Granger



THE GLASS MENAGERIE
Katharine Hepburn, Sam Waterston,
Anna Miles, Michael Moriarty



GOOD GUYS WEAR BLACK
Chuck Norris, James Franciscus
Dana Andrews, Jim Backus



THE GRASS IS ALWAYS GREENER OVER THE SEPTIC TANK
Carol Burnett, Charles Grodin, Alex Rocco,
Linda Gray



THE DAY AFTER TOMORROW
Laurie, Stuart Whitman, Roger Davis



SEE HOW SHE RUNS
Joanne Woodward, John Considine,
Barnard Hughes



THE SILENT PARTNER
Elliott Gould, Christopher Plummer,
Susannah York

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The Week in Brief

TOP OF THE WEEK

NEW BALL GAME IN WASHINGTON □ In wake of Republican landslide, there is general euphoria among broadcasters as they wait to see what incoming administration will bring. **PAGE 27.** Here's a rundown on those that Carter election brought in and Reagan election will put out again. **PAGE 28.** Tuesday's massacre puts different faces in power places on Capitol Hill. **PAGE 30.** Numerous telecommunications issues await next Congress. **PAGE 31.** Almost over before it began, election-night coverage cost broadcasters \$20 million and two years of preparation. **PAGE 33.**

NAB PLANNING □ Association says it will petition FCC to reconsider commission's low-power TV decision, which NAB claims is arbitrary. Also disclosed are projects in connection with proposal to reduce AM spacing, and NAB's executive committee changes dates of radio conference to eliminate conflict with NRBA annual convention. **PAGE 32.**

AT LARGE

A FREE MARKET IN NETWORKING □ FCC's Krattenmaker and Besen, co-directors of network inquiry report, tell why they took different tack in urging less regulation and more reliance on open marketplace. **PAGE 36.**

BUSINESS

SELLING IN THE 80's □ That is theme of TVB's 26th annual convention this week in Las Vegas and expected to draw 900 people. **PAGE 46.**

MORE HEAT ON ABC □ Rule's real estate investments are reported under SEC investigation, while *Fortune* article calls attention to rumor that Arledge pushed for ouster of ABC Inc. president. **PAGE 49.**

TURNER FUND-RAISER □ Atlanta-based company registers proposed sale of million shares in search of \$15 million to reduce its bank debt. **PAGE 50.**

TECHNOLOGY

NO 9 KHZ SURPRISES □ In first comments on proposal, ABC leads opposition, NAB is skeptical, and support for

reduced spacing comes only from NTIA, NPR and NBMC. **PAGE 54.**

PROGRAMMING

MARKING DOWN SECOND-HAND FILMS □ Thomopoulos says ABC-TV will pay less for pictures already shown on cable and STV and will rely more on mini-series and made-for-TV movies. **PAGE 60.**

LAW & REGULATION

TO THE MAT ON FORMAT □ Supreme Court hears FCC and broadcasters argue that commission is not empowered to make programing decisions. Public interest groups say that isn't so. **PAGE 71.**

EEO PROPOSALS □ In comments to FCC, broadcasters argue against what they feel is imposition of needless burdens, while citizen groups push for tougher controls. **PAGE 76.**

RKO CLAIMS FOUL □ In brief to appeals court, broadcaster charges FCC had no reason to deny renewal of three of its TV licenses. **PAGE 82.**

MEDIA

TWO BRASS RINGS □ ATC and Warner are leading contenders for cable franchise in Cincinnati. **PAGE 88.** And in Boston, field of nine vies for cable rights. **PAGE 91.**

1935

THOSE 'BROADCASTING' YEARS □ Facsimile becomes darling in eyes of many entrepreneurs, but Armstrong pushes for FM and Sarnoff puts million-dollar chip on TV. Under new chairman, Anning Prall, FCC promises some house cleaning in broadcasting. And radio gains ground in press-radio war. **PAGE 97.**

PROFILE

ON STAGE IN LAS VEGAS □ For members of TVB, it will be George Huntington, their executive vice president, operations. He again will be selling television with facts, figures and flair that stems from 34 years in broadcasting and allied fields. **PAGE 129.**

Index to departments	Closed Circuit	7	For the Record	104	Open Mike	23
Bottom Line	Datebook	15	In Sync	58	Playback	68
Business Briefly	Editorials	130	Monday Memo	14	Stock Index	127
Changing Hands	Fates & Fortunes	123	Monitor	58	Washington Watch	82

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Index to advertisers ■ ABC Radio 79 □ Associated Press 16-17 □ Blackburn & Co. 92 □ Broadcast Electronics 56 □ Broadcast Programming Inc. 76 □ CB Distribution 59 □ CBS News 103 □ Champion International 75 □ Columbia Pictures front cover □ Compact Video 57 □ Continental Electronics 60 □ Eastman Kodak 80-81 □ Enterprise Radio 87 □ Fuji 107 □ Gaylord Broadcasting Company 47 □ Gold Key 89 □ David Green 71 □ Harris 51 □ Hollywood Distributors 70 □ Information & Analysis 58 □ KING-TV 95 □ Katz 20-21 □ Lexington Broadcasting 77 □ Lorimar 11-13 □ Lutheran Television 83 □ MCA-TV 9 □ MGM-TV 4 □ McMartin 54 □ Meeker Television 101 □ Mitsubishi 48 □ NBC Television 128 □ National New Year's Eve Party 10 □ O'Connor Creative Services 86, 123 □ Panasonic 72-73 □ Paramount 52-53 □ RCA 22 □ RKO Radio inside back cover □ Radio Advertising Bureau 42 □ Cecil L. Richards 93 □ SFM Holiday Network 6 □ SFM Media Service Corp. 49 □ Sony 84-85 □ Southern Satellite Systems 90 □ State Farm Insurance 91 □ Storer 24-25 □ Joe Sullivan 46 □ William B. Tanner 124 □ Thomson-CSF 44 □ Time-Life Television inside front cover/page 3 □ Trident TV Associates 8, 15, 18 □ United Artists TV 62-67 □ United Press International 96 □ United States Chamber of Commerce 55 □ Viacom 35, 37, 39, 41 □ WIOD 26 □ Walsh Broadcast Placement Service 94 □ Ward Beck back cover □ Warner-Amex 69 □ Warner Brothers 19 □ Worldvision 61 □ Xerox 111 □

SFM Holiday Network

presents the 1980-81 Schedule

Ivanhoe

MGM - January 16, 17, & 18.

The Big Fisherman

Buena Vista - March 27, 28 & 29.

Jack and the Beanstalk

Columbia Pictures - April 24, 25 & 26.

Margie

20th Century Fox - May 1, 2 & 3.

Blood and Sand

20th Century Fox - May 22, 23 & 24.

State Fair

20th Century Fox - June 26, 27 & 28.

Thunderhead, Son of Flicka

20th Century Fox - August 28, 29 & 30.

Prince Valiant

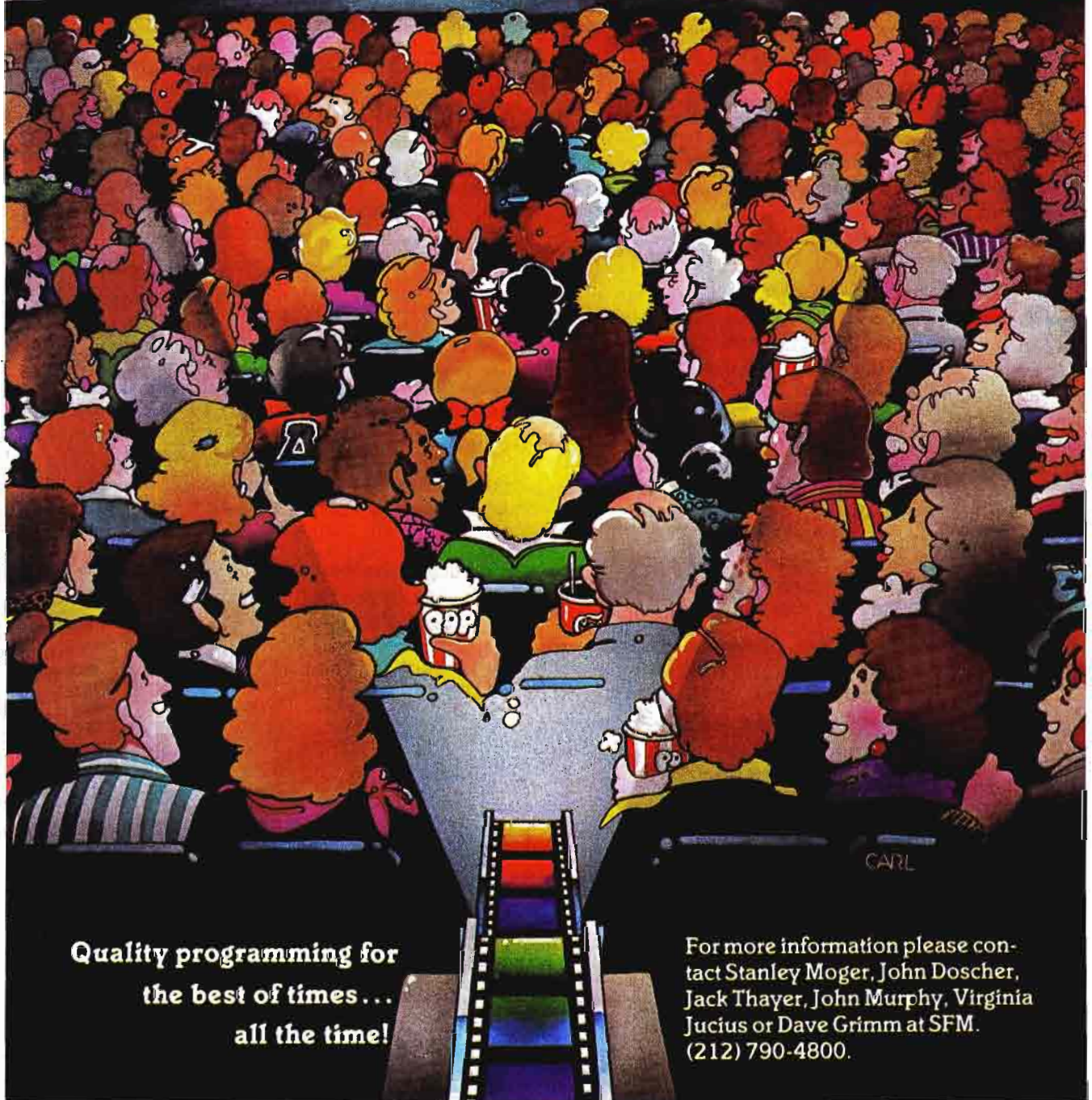
20th Century Fox - October 16, 17 & 18.

Flame Over India

The Rank Organization - November 13, 14 & 15.

El Cid

Time/Life - December 4, 5 & 6.



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Insider report: behind the scene, before the fact

Big draw

lection-night coverage and counterprogramming elsewhere on airwaves boosted HUT (homes using television) level about 12% above normal level this week of year. Nov. 4 prime-time HUT, according to A.C. Nielsen, came out 69.6; prime-time average during previous week as 61.9.

Parting over

onal Van Deerlin (D-Calif.), chairman of House Communications subcommittee, who was unexpectedly defeated in bid for re-election, is returning to journalism, his original career. He'll write column on national politics for San Diego *Tribune*. He's also considering offer of one-year professorship of communications at San Diego State University, post held in past by number of persons prominent in communications. Van Deerlin nemesis, Duncan Hunter, 32-year-old Republican lawyer who ran against Van Deerlin's record of economy defense spending and in closing days of campaign sent out mailing that imitated one company notice and linked Van Deerlin and President Carter with legislation that Hunter said would strip voters' telephone bills. Hunter wasn't taken seriously until polls three weeks before election gave him 50% of vote. Republican National Committee then sent him \$40,000 to spend in grand finale. Vote was Hunter, 77,819 (53.24%); Van Deerlin, 68,354 (46.76%).

Go in Chicago

ity of Chicago, with 1.25 million homes, about to set cable franchising machinery in motion. It has engaged pioneer cable consulting firm of Malarkey & Taylor, Washington, to draft enabling ordinance and request for proposals and to perform other advisory work. Aim is to complete franchising process by end of 1981.

Yet to be determined is whether city will be offered as single franchise or broken into separate franchise areas, and, if latter, whether to let applicants bid for more than one.

List

With upheavals expected at FCC after Ronald Reagan takes office as President (see page 28), there's speculation about likely candidates for Republican seat when one opens. Among those mentioned: John

W. (Jack) Pettit, now in private practice, FCC general counsel during former Republican regime; Ward H. White, minority counsel of Senate Commerce Committee and one-time aide to Senate Minority Leader Howard H. Baker (R-Tenn.); Vincent A. Pepper, Washington communications lawyer, and Richard Shibey, chief of FCC's Broadcast Bureau.

Teletext test

CBS is ready to begin major effort "to explore and develop new services using teletext" at its owned and operated KNXT(TV) Los Angeles and possibly at noncommercial KCET(TV) there during first quarter of 1981. Number of teletext services including news, sports and weather will be broadcast to evaluate appeal to consumers. Most important test will involve CBS's Antiope closed captioning system. Caption Center at WGBH(TV) Boston, which now captions ABC's *World News Tonight* for Public Broadcasting Service, will set up shop in Los Angeles to caption CBS programs for broadcast over KNXT. Details of project will be released at press conference this week at KNXT.

No man

Citizen movement may move into 1980's by adding new dimension to petition-to-denial technique it developed in 1960's and '70's in opposing broadcast-license renewals and transfers. National Citizens Committee for Broadcasting may oppose Westinghouse Electric Corp.'s proposed takeover of Teleprompter Corp. NCCB's Sam Simon, in statement on Cable News Network, said merger of two media "giants" should be opposed on ground merger would be anticompetitive. He did not say NCCB planned to try to block it. But it's known NCCB is considering such action, and will make decision after applications requiring FCC approval are filed.

Back to bar

One prominent Republican in Washington who will not be serving in Reagan administration is Dean Burch, former FCC chairman, one-time chairman of Republican National Committee and White House aide in Nixon and Ford administrations. He backed George Bush when he was seeking Republican presidential nomination, traveled with him as senior adviser when Bush was campaigning as vice presidential candidate, and is often involved in

Reagan-Bush strategy conferences. But although he will advise Reagan aides on communications matters over next couple of weeks, Burch plans to phase out of political activity and resume full-time law practice as partner in Washington law firm of Pierson, Ball & Dowd.

Opinion spot

With expansion plans under way to give ABC News's *Nightline* 30-minute slot five nights a week next year, new feature seriously being considered is "op-ed page of the air." Idea is to have regularly scheduled pieces that go beyond usual talking-head commentary. Visuals—tape, film and graphics—would illustrate opinions of guest contributors. Late-night news broadcast already is testing waters, having brought *Washington Post* television critic Tom Shales on-air few weeks ago.

Staying on

John S. Hayes, former president of Post-Newsweek Stations, Washington, and ambassador to Switzerland under Lyndon B. Johnson, will continue as chairman of Radio Free Europe/Radio Liberty for perhaps another year. Question of retirement at 70, which he reached Aug. 21, was raised by John A. Gronouski, chairman of Board for International Broadcasting, which has oversight responsibilities for RFE/RL.

Hayes has chaired RFE/RL since 1976. Number of broadcasters, both active and retired, serve on boards of stations, headquartered in Munich with mission to encourage "constructive dialogue" with peoples in Eastern Europe and Soviet Union.

Next spokesman

Who will be President Reagan's Jody Powell? Odds favor Lyn Nofziger, long-time press secretary to President-elect, if Nofziger wants job. Nofziger office would probably encompass larger duties than Powell's.

Half way

Enterprise Radio, Avon, Conn., has signed 17 radio stations as subscribers to its satellite feed of sports programming and expects to reach at least 35 in top 50 markets by start of operations Jan. 1. Christal Co., New York, is Enterprise's national representative.

Business Briefly

TV ONLY

Southern Bell □ Residential long distance. Begins Nov. 10 for five weeks in Florida, Georgia and the Carolinas. Day, fringe and prime times. Agency: Tucker Wayne & Co., Atlanta. Target: adults, 18 and over.

Mountain Bell Telephone □ Gift certificates. Begins Nov. 21 for five weeks in Phoenix and Denver. Day, fringe and prime times. Agency: Tracy-Locke, Dallas. Target: adults, 25-54.

Carnation □ Marshall Mallow cocoa mix. Begins Dec. 1 for five weeks in over 20 markets. Day, prime, fringe, weekend and children's programming. Agency: SSC&B Los Angeles. Target: children, 6-11, adults, 18-49.

Safeway stores □ Begins Dec. 1 for five weeks in about 20 markets. Day and fringe times. Agency: Botsford Ketchum, San Francisco. Target: women, 18-49.

Pizza Hut □ Fast food franchise (mid-central and north central regions). Begins

Nov. 13 for four weeks in nine markets. Fringe, prime and sports times. Agency: Valentine-Radford, Kansas City, Mo. Target: adults, 18-34.

Swanson □ Hungry Man dinners. Begins this month and runs in 20 spot markets, plus network TV. Features Pittsburgh Steelers Joe Greene and Rocky Bleier



who endorse "home style" meals. Commercial advises consumers to "Pull up a chair, America." Agency: Ogilvy & Mather, New York. Target: total adults.

Playboy Enterprises □ Gift subscriptions. Begins Nov. 24 for four weeks in over 20 markets. Prime, late

fringe and weekend times. Agency: A. Eicoff & Co., Chicago. Target: adults, 18-49.

Bone-Fone Corp. □ AM-FM radios. Begins this week for four weeks in under 20 markets. Early and late fringe times. Agency: G.M. Feldman & Co., Chicago. Target: adults, 18-34.

Signal Financial Corp. □ Home financing. Begins Nov. 10 for three weeks in Pittsburgh, Harrisburg, Pa., and Fresno Calif. Prime and fringe times. Agency: Weightman Advertising, Philadelphia. Target: adults, 18-34.

Elaine Powers □ Figure salon/two-for-one promotion. Begins this week for one week in 16 markets. Agency: CPM Inc., Chicago. Target: women, 25-54.

Agway □ Dog food. Begins Nov. 12 for two weeks in dozen markets. Fringe and prime times. Agency: Northrup & Teel, Pittsford, N.Y. Target: women, 25-49.

Michigan State Lottery □ Gift certificates. Begins Nov. 17 for two weeks in various Michigan markets. All daypart. Agency: Barkley & Evergreen, Southfield Mich. Target: adults, 25-54.

Hartford National Bank □ Retirement accounts. Began in early November in Connecticut markets. All day parts.

ASK ONE WHO OWNS ONE.

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BROOKE SPECTORSKY
Program Director, KTLA Los Angeles

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Murray Oiten, Vice President, Domestic Sales
Jim Kraus, Director, Syndicated Sales

Electronic sales tool. Television station representative, Harrington, Righter & Parsons will offer electronic availabilities and electronic mail to its 21 clients in 1981. Service, purchased from Data Communications Corporation, is called Buy Line and offers security of data base storage, control of



inventory, and electronically sent messages, all as sales aids. Sealing the deal are, seated: (l) John J. Walters Jr., HRP president, and Norfleet R. Turner, DCC board chairman. Standing: (l) Peter F. Ryan, HRP executive vice president, and Stephen H. Raffel, vice president research.

THE BIG WINNER ON ELECTION NIGHT WAS THE DEER HUNTER!!!



**In New York (WOR-TV) and Los Angeles (KCOP)
"The Deer Hunter" swamped each of the three networks,
and beat all independent stations—combined!***

**"The Deer Hunter," with its 5 Academy Awards
and now this record-breaking performance,
is ready to set records in your market.**

First run, never on any network!

MCATV

Source: NSI, Nov. 4, 1980. *Only markets where ratings were available. © 1980. Universal City Studios, Inc. All rights reserved.

AdVantage

Made in America. United Auto Workers of America, Detroit, is investing \$200,000 in radio and newspaper advertising campaign to promote sale of U.S.-made cars and to argue for restrictions on imported automobiles. Newspaper effort began two weeks ago and radio drive last week in 15 markets where union members are concentrated or where import sales are high. Month-long campaign will run in Detroit, Washington, San Francisco, Milwaukee, Buffalo, N.Y., and St. Louis, plus other markets. Radio jingle stresses quality of American-produced cars ("We make it better in the U.S.A.") and Americans' pride in their work ("We're the UAW people who care about jobs we do in shops and plants and offices from New York to L.A."). Creative aspects of campaign were performed in-house. Placement of radio advertising was through Waggener & Associates, Kansas City, Mo. UAW spokesman in Detroit said last week that campaign is first phase of continuous advertising undertaking by union. He said that television is being considered for use in 1981

Red hot revisited. Theme of 1981 industrywide radio advertising campaign sponsored by Radio Advertising Bureau will be modified from current "Radio: It's Red Hot" to "Radio: Red Hot Because It Works." RAB board announced after meeting in Phoenix last week. Trout & Ries agency will produce campaign's print advertising, which is expected to include business press again. Walt Kreemer Creative Services will produce commercials, and RAB President Miles David urged broadcasters to provide even more time for them — "in periods likely to reach the largest number of decision-makers" than provided in 1980 drive. Board also heard report from Richard H. Harris of Group W Radio, chairman of RAB Managing Sales Conference to be held in Dallas Jan. 31-Feb. 3. Harris said conference, "first of its kind in industry history" and keyed solely to "increasing sales management professionalism," will "have room for 400 attendees, and registration will be accepted on a first-come, first-served basis."

Big spenders. "Magic of diamonds" is heading for \$3 million advertising campaign created by N.W. Ayer ABH International for De Beers Consolidated Mines. Spots will run between Thanksgiving and Christmas in \$2-million network TV effort that is expected to reach over 34 million customers. Christmas promotion, intended to stimulate jewelry purchases for gifts, includes products from 43 manufacturers.

Who's listening? Analysis by McGavren Guild, New York, of spot radio availabilities for first nine months of 1980 shows that 25-54 age demographic was most sought by agencies, accounting for 20% of all requests. Other popular demographics were 18-49/18-44, with 16%, and 25-49/25-44, also 16%. MG said format most often requested was contemporary, amounting to 28% of contracts, followed by good music, 16%; adult contemporary, 15%, and country, 14%.

Wanted: top retail TV spots. Deadline in 13th annual Retail Television Commercials Competition, co-sponsored by Television Bureau of Advertising and National Retail Merchants Association (NRMA), is Jan. 26, 1981. Submissions of tapes may be made by department stores, specialty stores, retail chains and advertising agencies to NRMA, Sales Promotion Division, Television Competition, 101 West 31st Street, New York 10001. Entry blanks are available from TVB at 1345 Avenue of the Americas, New York 10019; fee is \$5 for single commercial and \$9 for two to three spots.

Agency: Ingalls Associates, Boston.
Target: total men.

Service Merchandise Oster Kitchen Center Co-Op. Begins Nov. 24 for two weeks in Boston, Detroit and Miami. Agency: Les Hart Agency, Nashville. Target: adults, 18-49.

Revlon Scoundral fragrance. Begins this week for two weeks in about 20 markets. Fringe and prime times. Agency: Leo Burnett Co., Chicago. Target: women, 25-45.

Evergreen Releasing Spirits of the Wind movie. Begins Nov. 10 for two weeks in Las Vegas; Spokane and Yakima, both Washington; Boise, Idaho, and Colorado Springs. All dayparts. Agency: International Communications Group, Los Angeles. Target: adults, 18-49; children, 6-11

RADIO ONLY

Skipper's Fish 'n' Chips restaurants Wine & Stein promotion. Begins Nov. 12 for six weeks in nine markets. Morning drive, midday and afternoon drive times. Agency: Seresco Advertising, Seattle. Target: adults, 25-49.

Elite Big E super premium beer. Begins Nov. 17 for six weeks in Oregon. Morning drive, middays, afternoon drive and evenings, plus weekends. Agency: Cunningham & Walsh, Los Angeles. Target: men, 18 and over.

Swisher Sweets Cigars. Began in early November for four to six weeks in 16 markets. Agency: Morgan & Associates, Richmond, Va. Target: men, 18-34.

Weisfield's stores Begins Nov. 19 for three weeks in about 25 markets. Morning drive, middays, afternoon drive and evenings. Agency: Cole & Weber, Seattle. Target: adults, 18 and over.

Best Products Co. Various products. Begins Nov. 10 for three weeks in 35 markets. All day parts. Agency: Webb & Athey, Richmond, Va. Target: teen-agers, 12-17; adults, 18-54.

Merrill Lynch, Pierce, Fenner & Smith Financial services. Begins Nov. 12 for two weeks in Rochester, N.Y.; Hartford-New Haven, Conn., Richmond, Va., and Nashville. Morning drive, midday and afternoon drive times. Agency: Wunderman, Ricotta & Kline, New York. Target: men, 35 and over.

Control Data Corp. Temporary employment. Begins Nov. 17 for two weeks in Minneapolis. Morning drive times and middays. Agency: E.H. Brown, Chicago. Target: men, 18 and over.

Gemco Discount department store opening. Begins in November in Arizona. All dayparts. Agency: Mark II Media, Los Angeles. Target: women, 25-49.

Roger Carroll and Mark Blinoff present

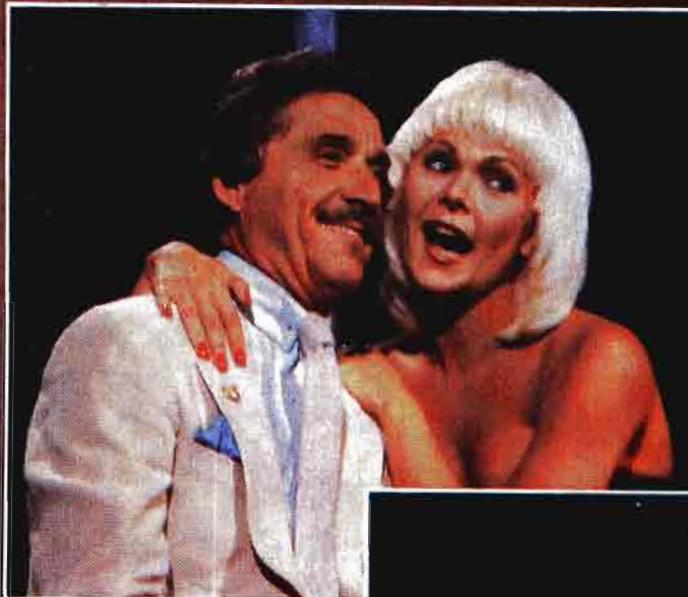
LIVE PARTY NATIONAL
NEW YEAR'S EVE

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originating from Disneyland and Walt Disney World.

Free, (barter).

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Monday Memo®

A broadcast advertising commentary from Sanford W. Moore, VP, director of account services, Lockhart & Pettus, New York

Recognizing and advertising to black consumers

It has been 20 years since *Amos 'n' Andy* was the only "ethnic" program available to black television viewers. Almost 10 years have passed since the late D. Parke Gibson published his landmark book, "The \$30 Billion Dollar Negro." And three years since *Roots* attracted the largest audience in the history of television programming.

During this time span, the black American consumer has become one of the world's largest market segments. In fact, it is the fastest growing consumer segment in America, currently spending in excess of \$80 billion annually or about 10% of all consumer spending. This consumer segment, numbering more than 30 million, represents America's largest minority group. More important, blacks represent a highly significant portion of the television viewing audience in most major markets.

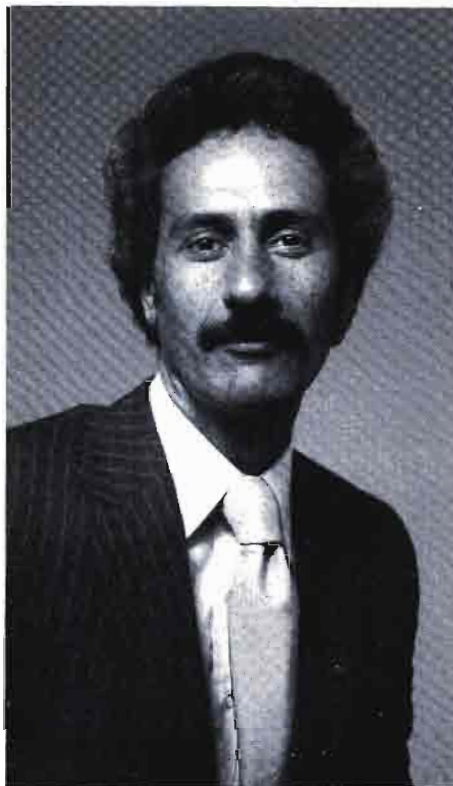
Thus after 20 years and in view of a preponderance of data, it is extremely difficult to understand the continued attitude of the television and advertising industries toward black consumers. For decades these industries have offered a most nebulous and ever changing list of rationales for the lack of black television programs, stars and advertising messages directed toward black viewers.

Among the sundry reasons offered by the networks was the fear that white viewers would be alienated by such shows. However, by 1980, the few black series and programs that have been permitted have clearly demonstrated that this fear was both slightly irrational and grossly unprofitable.

Such repeated concerns when voiced by today's network programming executives border on the inane. The biggest entertainment business and attraction in America is black creative and performing talent. Black performers are pre-eminent in professional sports, on Broadway and in the music and entertainment industries.

While the majority of the television industry has ignored black consumers, Madison Avenue has constructed its own sandbox in which to bury its collective head. For almost 20 years the advertising industry refuted the existence of a black consumer. He was not a second-class citizen or even a degraded stereotype; he simply did not exist.

The television and advertising industries have expounded the philosophy of mass marketing and its various techniques. Textbooks have been written, reams



Sanford W. Moore has spent 11 years in advertising agencies, with experience in both account management and creative services. He began his career with BBDO in 1969 in the agency's management program and later moved into account work. He later handled account assignments for Uniworld Group, New York, and in 1972 formed and operated his own agency, Black Perspectives Inc., New York, for four years before joining Lockhart & Pettus, New York, as VP, director of account services.

of articles published, volumes of research compiled and case histories documented to praise the effectiveness and ingenuity of the American mass marketer.

As has been said before by one of America's greatest figures, "You can fool some of the people some of the time, but you can't fool all of the people all of the time." Well in 1980, we are witnessing the demise of the mass marketing ideology and the vulnerability of its primary instrument, network television. As is becoming evident to even the most diehard proponent of this system, the American marketplace and society are not the "fabled" melting pot but a pluralistic grouping of various segments.

This reality of a multisegment marketplace is being further underscored by advances in television technology and the proliferation of specialized print and

broadcast media. It will be further punctuated by the rapid growth of the cable television industry. An additional factor has been the failure of the least common denominator strategy so popular at the various network programming departments.

If general market audiences are being turned away in droves by the current fare, then most assuredly black viewers need viable programming alternatives. Black television viewers, having little to identify with, would welcome quality black-oriented programming. Strangely enough, despite the overwhelming success of *Roots*, the networks have refused to develop new programs for black audiences except for a few special entries featuring time-worn stereotypes.

It must be concluded that the networks are neither going to underwrite nor undertake the development of quality product for blacks and incorporate it into their regular programming schedules. In the face of this vacuum and the need to create a quality programmatic and thematic environment in which to advertise products specifically designed for black consumers, Lockhart & Pettus and its client, Carson Products, are venturing into the area of television programming.

The expected growth of the cable industry and the resultant dramatic increase in black subscribers, as the major urban markets are established, will significantly increase the demand for quality black programming. The recently formed Black Entertainment Network and Black Television Network are only forerunners of what is to come from the opportunities afforded by cable television.

The segmentation of the national television system will have a pronounced effect upon advertisers seeking to reach the black consumer. This new environment of black television stations offering black-oriented and black-produced programming would demand that advertising be designed to appeal to black viewers. Specifically it would obviate the use of white-oriented advertising campaigns and the so called "black versions" of creative concepts developed with general market consumers in mind. The realities of black life style, culture and product usage as portrayed in this new environment will only make such attempts much too obvious to black viewers.

Thus not only will the 1980's witness the rapid growth of a viable black television system, but the proliferation of the independent black production companies to develop the needed software for these facilities. It will also call for the growth of black advertising agencies to create and produce the commercials to be aired on the black channels of tomorrow.

Datebook

■ Indicates new or revised listing

This week

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

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

Nov. 9-14—*Society of Motion Picture and Television Engineers*, 122d technical conference and equipment exhibit. Hilton hotel, New York

Nov. 11-12—Cable System Advertising Conference hosted by *Cable News Network*. Colony Square hotel, Atlanta.

Nov. 12—*Supreme Court* will hear arguments in *Chandler vs. Florida*, which involves question of whether broadcast coverage of court proceedings should be barred at request of defendants in criminal trial. Supreme Court, Washington.

Nov. 12—*American Women in Radio and Television* executive committee meeting. Sheraton Washington hotel, Washington.

Nov. 12—*Radio-Television News Directors Association* and *University of Illinois* region 7 management training seminar. University of Illinois, Champaign. Information: Eileen Goodchild, (217) 333-2880

Nov. 12—Second in series of luncheon meetings between representatives of business and journalists to discuss concerns about business/media relationships. Sponsor is *The Media Institute*. Guest speaker is Norman Isaacs, president, The National News Council. The University Club, Washington

Nov. 12-14—*American Association of Advertising Agencies* central region annual meeting. Ritz-Carlton, Chicago

Nov. 12-14—*Institute of Electrical and Electronic Engineers* engineering management conference. Colonial-Hilton Inn, Wakefield, Mass.

Nov. 12-14—*Oregon Association of Broadcasters* 40th annual convention. Marriott hotel, Portland

Nov. 12-15—*Unda-USA* annual general assembly of national Catholic association of broadcasters and allied communicators. Capital Hilton, Washington. Information: Jay Cormier, 153 Ash Street, Manchester, N.H. 03105; (603) 669-3100

Nov. 13—Fifteenth annual Gabriel Awards banquet, sponsored by *Unda-USA*. Capital Hilton hotel, Washington.

Nov. 13—*International Radio and Television Society* Newsmaker luncheon. Speaker: New York Mayor Edward Koch and panel of newspeople. Waldorf-Astoria hotel, New York.

Nov. 13—*Southern California Broadcasters Association* annual public service workshop. Kinsey auditorium, California Museum of Science and Industry, Exposition Park, Los Angeles.

Nov. 13-14—*Practicing Law Institute* seminar, "Communications Law 1980." Billmore hotel, New York. Information: Nancy B. Hinman, P.L.I., 810 Seventh Avenue, New York 10019; (212) 765-5700

Nov. 13-15—*American Women in Radio and Television* board meeting. Sheraton Washington hotel, Washington.

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. 14-15—*National Federation of Local Cable Programers* Northwest regional conference. Seattle

Nov. 14-16—*Loyola University* 11th national radio conference. Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611 (312)

670-2788.

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

Also in November

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

Nov. 17-21—*New York World Television Festival*. Screenings of international award-winning programs and seminars. Museum of Modern Art, New York.

■ **Nov. 18-20**—STV Industry Conference, sponsored by *Subscription Television Association*. Beverly Hilton, Los Angeles. Information: (213) 973-1100

Nov. 19—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 19—*National Commission on Working Women's* annual Women at Work Broadcast awards, honoring broadcasters for quality programming and news coverage of importance to women. National Press Club Ballroom, Washington

Nov. 19-20—*National Association of Broadcasters* broadcast leadership conference. NAB headquarters, Washington.

Nov. 19-22—*Society of Professional Journalists, Sigma Delta Chi* annual national convention. Banquet speaker: William Small, president of NBC News. Hyatt hotel, Columbus, Ohio

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

Nov. 21-23—*Intercollegiate Broadcasting System* West Coast convention, hosted by University of San Francisco's noncommercial KUSF(FM), Golden Gateway Holiday Inn, San Francisco.

■ **Nov. 25**—*Federal Communications Bar Association* noon luncheon for New York area members. Speaker: Jack Valenti, president of Motion Picture Association of America. Yale Club, 50 Vanderbilt Avenue, New York.

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

■ **Nov. 30**—Deadline for cable companies to file letters of intent with city of Tampa, Fla., for franchise.

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

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

December

■ **Dec. 2**—*Advertising, Broadcasting and Communications Industries Division of Anti-Defamation League Appeal* dinner honoring John A. Murphy, group

ASK ONE WHO OWNS ONE.

"Trident One will work very well for me. For a new company, Trident should be commended for coming out with such an exploitable made-for-television film package."

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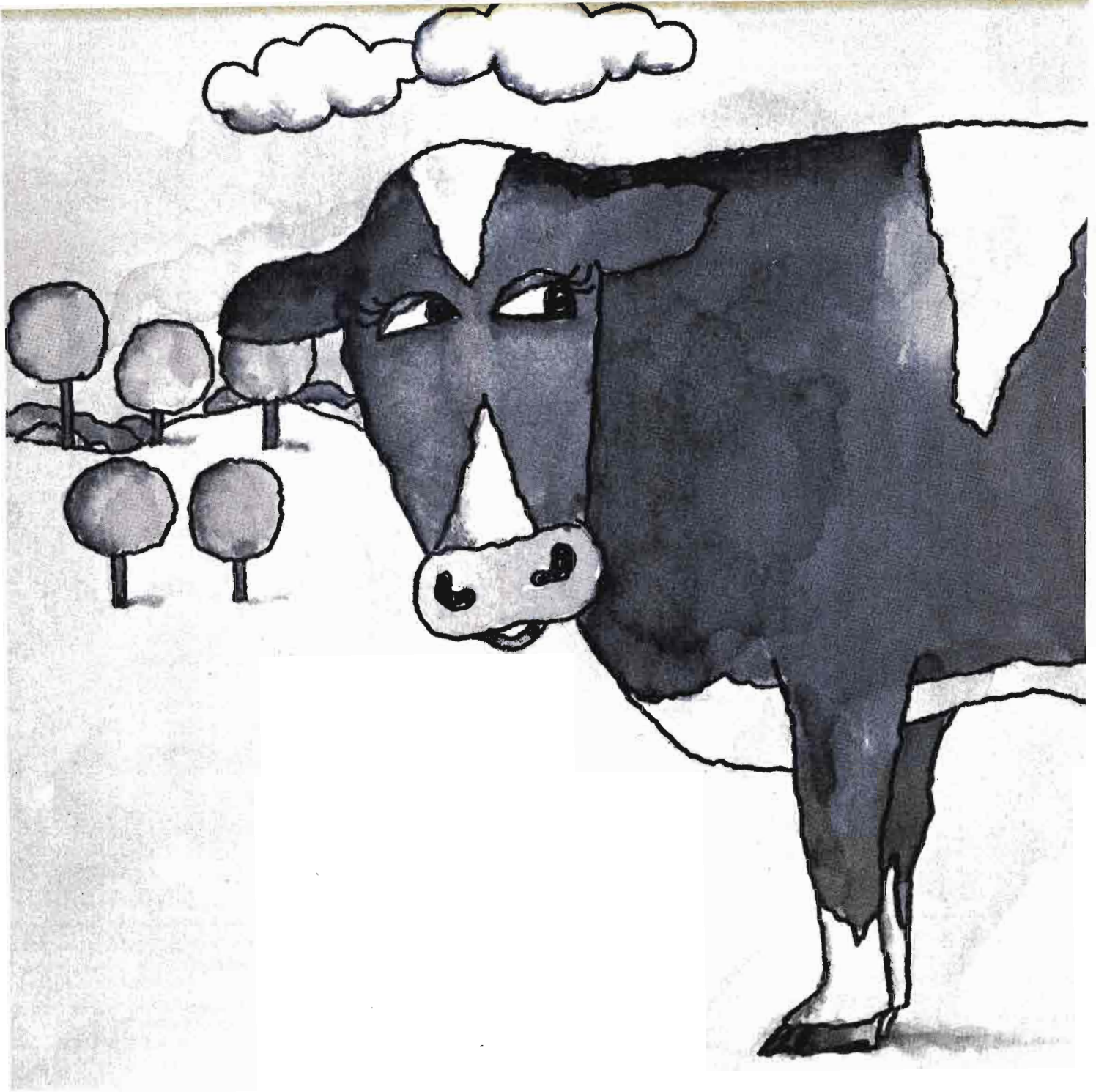
Program Director, KCMO-TV Kansas City

TRIDENT TELEVISION ASSOCIATES, INC.

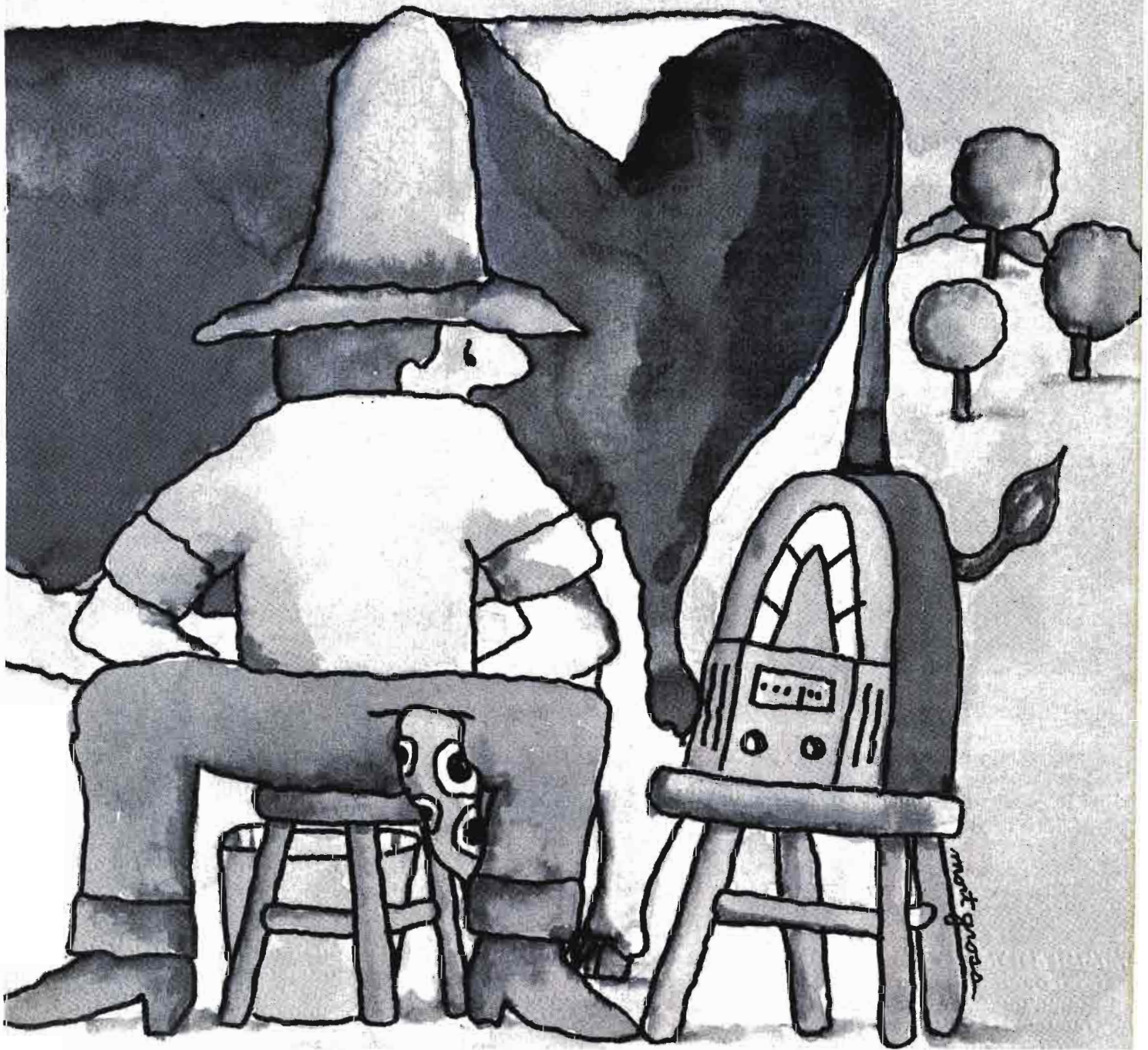
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**“THE COWS IN OUR AREA
LOVE COUNTRY MUSIC, BUT THEY
SEEM TO GIVE MORE MILK
WHEN THE NEWS COMES ON.
IS THIS POSSIBLE?”**



Oddball questions, on-the-nose questions, send us the questions you've always wanted to ask in a radio news and information listenership survey. Right now, we're framing up one of the most important radio research studies ever (it'll be ready to go in early 1981). And it will follow on our initial landmark radio research study of 3 years ago.

The last study brought a lot of favorable comment and additional questions, many of which we'll be asking

this time around.

So if you have a burning question about what the listener gets out of radio news and informational programming, let us hear about it. We're really interested—and that's no bull.

Write Jay Bowles, AP Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020.

AP Broadcast Services

INNOVATION for better news programming

Major Meetings

Nov. 9-11—*Television Bureau of Advertising* annual meeting Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

Nov. 9-14—*Society of Motion Picture and Television Engineers* 122d 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. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla.; Dec. 3-5, 1984, San Antonio, Tex.

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

Jan. 18-21, 1981—*Association of Independent Television Stations* (INTV) convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28, 1981—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

March 13-18, 1981—*National Association of*

Television Program Executives conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 24-30, 1981—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

May 3-7, 1981—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

May 5-9, 1981—30th annual convention, *American Women in Radio and Television*, Sheraton Washington hotel, Washington.

May 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New

Orleans, May 22-25, 1984, San Francisco; April 28-May 1, 1985, Las Vegas; 1986, Las Vegas.

May 30-June 4, 1981—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

June 6-10, 1981—*American Advertising Federation* national conventional. Hyatt Regency hotel, Washington.

June 10-14, 1981—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 16-19, 1981—*National Association of Broadcasters* annual Radio Programming Conference. Hyatt Regency, Chicago.

Sept. 20-23, 1981—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Sept. 20-23, 1981—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla.

executive vice president of Philo Morris Inc., for distinguished public service. Samuel Daisimer Human Relations award will be presented to Sidney Darion, executive producer-director and general manager public affairs, WABC-TV New York. St. Regis Roof, New York.

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

Dec. 3-4—*Advertising Research Foundation's* sec-

ond Western conference and research fair. Los Angeles Biltmore.

Dec. 3-5—1980 U.S./Southeast Asia Telecom communications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodoski, *Electronic Industries Association*, 2001 Eye Street N.W., Washington 20006, (202) 457-4934.

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

Dec. 4—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president Motion Picture Association of America. Touchdown Club, Washington. Information: Carolyn McArdie, (202) 857-6031.

Dec. 5-6—*Council of Communication Societies* annual seminar. Crystal City Marriott hotel, Arlington, Va. Information: Dr. Vernon Root, Applied Physics Laboratory, Johns Hopkins Road, Laurel, Md. 20810 (301) 953-7100.

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* cable operators programming seminar. Disneyland hotel, Anaheim, Calif. Information: (202) 296-4219.

Dec. 10—Third in series of luncheon meetings between representatives of business and journalists to discuss concerns about business/media relationships. Sponsor is *The Media Institute*. Guest speaker is Ford Rowan, Independent Network News. Washington correspondent. The University Club, Washington.

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

Dec. 12—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria hotel, New York.

Dec. 12—*Washington Area Chapter of Broadcast Pioneers* awards dinner. Kenwood Country Club, Bethesda, Md. Benefit for Broadcast Pioneers Library, Washington.

Dec. 15—FCC deadline for comments on notice of proposed rulemaking on VHF generic drop-ins (Doc. 21418). Replies due Feb. 15. FCC, Washington.

ASK ONE WHO OWNS ONE.

"Trident One is the strongest made-for-television film package that I can recall. It's to Trident's credit that their first offering is so well balanced and playable."

TERRY DOLAN

Program Director, WNEM-TV Saginaw

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Murray Oken, Vice President, Domestic Sales
Jim Kraus, Director, Syndicated Sales

Errata

Koplar Communications of California Inc.'s president is Edward Koplar not Harold as reported in Nov. 3 "Changing Hands" item on kmuv-tv Sacramento, Calif. Koplar has not ruled out possibility of STV service for kmuv-tv if purchase is approved by FCC.

Application for assignment of license of KNOT-AM-FM Prescott, Ariz., has been dismissed by request of parties, not granted, as reported in Oct. 13 issue.

ALICE

THE FOURTH HIGHEST RATED REGULAR NETWORK SERIES OF THE 1979-80 SEASON

*Network Prime Time Series Ranking—1979-80 Season
Through September 14, 1980*

Rank	Program	AA Rating Season Average
1.	60 Minutes	25.2
2.	Three's Company	24.5
3.	M*A*S*H	23.8
4.	ALICE	22.9
4.	Dallas	22.9
6.	Dukes Of Hazzard	22.1
6.	Jeffersons	22.1
8.	Taxi	21.6
9.	Eight Is Enough	20.5
10.	Archie Bunker's Place	20.2

...NOW BEING SOLD FOR 1982

Source: National Nielsen (NTI) average audience estimates from fall premiere through the 1st September 1980 report interval. Subject to qualifications which will be supplied upon request.

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All RCA cameras are built to extend your creativity, lighten your chores, and deliver the very best on-air product.

Our TK-76C is light, rugged and agile enough to go anywhere and start shooting right away.

Our TK-760 has enough heft for smooth studio work, yet is light enough for easy transport to the field as an EFP camera.

And with them all comes famous RCA TechAlert service to keep you on the air, come what may. Your RCA Representative can tell you more. RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.

SIMPLY FANTASTIC.



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

Dec. 15-16—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Diplomat hotel, Hollywood, Fla

January 1981

■ **Jan. 7**—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar. Shoreham hotel, Washington.

Jan. 8—Deadline for reply comments on FCC's further notice of proposed rulemaking on AM stereo

(Doc 21313) FCC, Washington

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference*, independent, voluntary membership organization. Ilika hotel, Honolulu.

Jan. 14—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria, New York

Jan. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 North State Street, Concord, N.H. 03301, (603) 224-3373.

Jan. 15—FCC deadline for comments on notice of proposed rulemaking on low-power television (Doc 78-253). Replies due March 1. FCC, Washington.

Open Mike®

Canadian capers

EDITOR: Your "In Brief" column of Oct. 27 reported that King Broadcasting and others were upset with the syndication of the *Tonight* show in Canada. The item reported that King's president criticized NBC's Fred Silverman for allowing *Tonight* show host Johnny Carson to syndicate his variety program within Canada, claiming major competitive damage.

If Canadian networks CBC and CTV were syndicating their most popular programs within the United States, would King Broadcasting be as eager to protect Canadian telecasters from this so-called major competitive damage, or would they purchase the syndicated Canadian shows?—*Richard Dodds, Knoxville, Tenn.*

Deletion debate

EDITOR: [Contrary to assertions by Richard C. Shepard of WKBW-TV Buffalo, N.Y. ("Open Mike," Sept. 29)] Rogers Cable TV has not done commercial deletion for many years, and all related differences with the Buffalo television broadcasters were thought to be resolved long ago.

Hopefully the new FCC deregulation policies will permit equality of opportunity for television stations outside of Buffalo to be now seen on Buffalo area cable systems.

We have no differences with WKBW-TV and hope to continue to work to improve and extend their signal to many thousands of newly cabled homes.—*E.S. Rogers, vice chairman/chief executive officer, Canadian Cablesystems Ltd., Toronto.*

13's the one

EDITOR: Regarding the story appearing in the Oct. 27 BROADCASTING: Why should New York's channel 9 be moved to New Jersey? The channel to move is 13. It was the original commercial allocation for New Jersey, WATV Newark. If it has now been determined that New Jersey is again entitled to a VHF commercial channel, then

channel 13 should operate commercially from Newark.—*Albert Bressler, Philadelphia.*

First things first

EDITOR: With much interest, I have followed your magazine's articles on the FCC's proposal to eliminate radio telephone first class operators licenses.

I must voice my opinion that the FCC has once again "blown it!" It would be ridiculous to eliminate this standard of qualification just because someone was not of "test taking ability." Perhaps the FCC should re-examine itself. Upon doing so, I wonder if they'll feel that elimination of the agency would benefit all?—*Ron Lambros, director of media, Dauphin Way Baptist Church, Mobile, Ala.*

First fifties

EDITOR: May I join the many who salute you on BROADCASTING's 50th anniversary as the "bible" of our industry.

I believe all of us in broadcasting have benefited from your in-depth reporting and analysis, which have truly become an indispensable tool of our business.

Thanks for the last decades, and best wishes for many, many more.—*Charles McGregor, president, Warner Bros. Television Distribution, Burbank, Calif.*

EDITOR: We've always had something in common. One more item. BROADCASTING started Oct. 15, 1931, and WKZO started Sept. 10, 1931. Only a month apart, we made our debut.

Really, it's been a great half century. I only hate to see it fade away along with a lot of our mutual friends. It was a great circle when it held intact to do its pioneer job that the present generation is making so much of. More power to 'em. Same goes to you.—*John E. Fetzer, chairman, Fetzer Broadcasting Co., Kalamazoo, Mich.*

EDITOR: I second the "hearty salute!" Many happy returns of the day—and many, many more.—*Jack Hilton, Jack Hilton Inc., New York.*

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Founded in 1931 as *Broadcasting**—The News Magazine of the Fifth Estate. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933. *Teletest** in 1953 and *Television** in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ *Reg. U.S. Patent Office □ Copyright 1980 by Broadcasting Publications Inc.

in a good TV program.

How come good kids aren't good news?

Robbery, rape, fire, kidnapping, drug. They make good headlines, especially when they are involved.

Also, it's often the poor and disadvantaged, or students at risk, who are the story of the evening news.

WITI-TV's news station in Milwaukee looked to do a show about the poor and disadvantaged. So in 1976, they started a TV series called "The Young Ones".

"The Young Ones" is a series of short stories, and each story is about a young person who has a special talent or skill. And at the end of each story, WITI-TV not only presents the story, but a listing of places where the young person can get help.

Chicago's News 4 has also covered the lives of young people who get involved with their communities.

But then, the way we look at the news affects not only the news, but the way we see it. The more effective we are for our advertisers, and the more effective we can be for ourselves.

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The Class of '78 announces its first annual reunion.

The reunion of the Class of '78 is being held at the University of Wisconsin-Milwaukee. The reunion is being held at the University of Wisconsin-Milwaukee. The reunion is being held at the University of Wisconsin-Milwaukee.

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A brief editorial on a long overdue subject.

Recently, the Atlanta Public Library made an appeal for the return of books, films, recordings. All the things people had borrowed over the years and failed to return.

It was called an "amnesty" program. However, the library made no effort to return the things that were borrowed. It was called an "amnesty" program.

WAGA-TV, the television station in Atlanta, agreed to do a special report on the "amnesty" program. WAGA-TV, the television station in Atlanta, agreed to do a special report on the "amnesty" program.

The report was very revealing. The Atlanta Public Library received 25,027 items, worth approximately \$1 million. Many of the items returned had been borrowed for ten years or more. Some were out of print and impossible to replace.

Maybe this has already happened elsewhere. But it says something very good about the people and their community. And the Storer stations that get involved in solving their own problems.

Because the way we see it, the more effective we are for our advertisers, and the more effective we can be for ourselves.

Because the way we see it, the more effective we are for our advertisers, and the more effective we can be for ourselves.

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Some of the best programs on the air take their cues from real life. They're successful because they involve the people in the community. We think being part of the local scene is a great way for a communications company to do business. So for Storer stations, turning real events into good television programs is a way of life.

Our station WAGA-TV in Atlanta was recently involved in an Amnesty Program. As part of a total media effort, WAGA-TV helped the Atlanta Public Library retrieve 25,027 overdue books, films and recordings conservatively worth a quarter of a million dollars.

Or take station WITI-TV in Milwaukee. When heavy snows and cold temperatures froze Milwaukee in its tracks one recent winter, WITI-TV responded warmly with a program called Operation Snow Desk. And saw to it that over 1,300 elderly and infirm were helped during the storm.

Or station KCST-TV in San Diego. They held a four hour Telethon and raised over \$350,000 toward rebuilding the Globe Theatre, a city landmark destroyed by fire.

The story is similar at all Storer stations, because community programs like these rate very highly with us. The way we see it, the more involved we are in our communities, the more effective we can be for advertisers, and the more effective we can be for ourselves.

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Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WJF-FM
Baltimore

WWSH-FM
Philadelphia

Broadcasting Nov 10

Vol. 99 No. 19

TOP OF THE WEEK

New brooms are coming

Reagan election cheered by broadcasters; from one end of Washington to the other, media politics are expected to turn upside down; but some still caution that the more things change ...

"Euphoria" is not too strong a word to describe some broadcasters' reaction to Ronald Reagan's stunning presidential election victory. There were also feelings of anticipation as broadcasters contemplated what they saw as new opportunities in a Congress where Republicans, after 26 years, would control the Senate. But there was some uncertainty, too, over what a Reagan Presidency would bring—specifically to the FCC. And underlying all other speculation was the irony pointed out by some that at least the basic lines of telecommunications policy laid down under Jimmy Carter might survive; they had come from the free enterprise book to which Republicans subscribe.

Broadcasters, particularly, took grim satisfaction in the prospect of Charles D. Ferris and Michael Pertschuk being replaced as chairmen, respectively, of the FCC and the Federal Trade Commission.

Last week, in the wake of the election that will sweep him from the chairman's office and, almost assuredly, from the commission, Ferris was making no apologies; he was proud of what he had accomplished in his three years. "Some interests will disagree with what we've done," he said. "But we confronted every issue—some that had been hanging around here for 10 years—and didn't duck any. And the bottom line is that we turned out a quality product."

But there were all those pro-competitive policies, aimed at increasing the number of radio and television stations in cities across the country—policies aided if not stimulated by the National Telecommunications and Information Administration under Henry Geller. Clearly, they made broadcasters nervous. So did Ferris's increasingly tough stance on EEO.

Moreover, he is not quite ready to close the books. He said there were two more items on which he would like the commission to complete work by January—the radio deregulation and the children's television programming rulemakings. In any event, the date for Ferris's departure—and Pertschuk's, too, for that matter—are far from set; the machinery of government creaks more often than it whirs. Richard E.

Reagan on the record. Last March, BROADCASTING carried a story recalling that Ronald Reagan, then a candidate for the Republican presidential nomination, had made a number of pro-deregulation statements almost 13 years earlier (on June 15, 1967) when he received a distinguished service award from the California Broadcasters Association. Several weeks later, Reagan wrote the following letter to Sol Taishoff, editor of BROADCASTING, in which he reaffirmed that position and brought it up to date. The text of that letter:

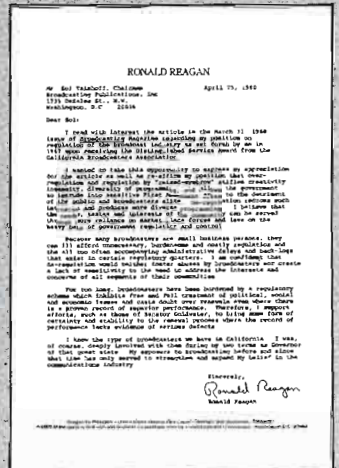
DEAR SOL: I read with interest the article in the March 31, 1980, issue of BROADCASTING magazine regarding my position on regulation of the broadcast industry as set forth by me in 1967 upon receiving the Distinguished Service Award from the California Broadcasters Association.

I wanted to take this opportunity to express my appreciation for the article as well as reaffirm my position that overregulation and regulation by "raised eyebrow" stifles creativity, ingenuity, diversity of programming and allows the government to intrude into sensitive First Amendment areas to the detriment of the public and broadcasters alike. Deregulation reduces such intrusion and produces more diverse programming. I believe that the needs, tastes and interests of the community can be served through more reliance on marketplace forces and less on the heavy hand of government regulation and control.

Because many broadcasters are small-business persons, they can ill afford unnecessary, burdensome and costly regulation and the all too often accompanying administrative delays and backlogs that exist in certain regulatory quarters. I am confident that deregulation would neither foster abuses by broadcasters nor create a lack of sensitivity to the need to address the interests and concerns of all segments of their communities.

For too long, broadcasters have been burdened by a regulatory scheme which inhibits free and full treatment of political, social and economic issues and casts doubt over renewals even where there is a proved record of superior performance. Therefore, I support efforts, such as those of Senator Goldwater, to bring some form of certainty and stability to the renewal process where the record of performance lacks evidence of serious defects.

I know the type of broadcasters we have in California. I was, of course, deeply involved with them during my two terms as governor of that great state. My exposure to broadcasting before and since that time has only served to strengthen and expand my belief in the communications industry.—*Ronald Reagan*.



The broadcasting connection. The President-elect has never fully severed an umbilical cord to broadcasting that has existed since the early 1930's, first as sportscaster Dutch Reagan for WOC Davenport, Iowa, and its sister station, who Des Moines. In his 1937 movie debut in Warner Brothers' "Love Is on the Air," he portrayed a radio commentator. And along the way there were other stints, such as director of CBS-TV's *General Electric Theater* in the 1950's. And from 1975 to 1979—until forced to suspend that activity in deference to the equal time law—he did more than 1,100 five-minute radio commentaries that were distributed by syndicator Harry O'Connor, with whom he's pictured at right.

Wiley, Republican, remained as FCC chairman for nine months after Jimmy Carter was sworn in as President.

Reagan could give the FCC an entirely new look. He may have as many as four seats to fill by next June 30 (see story below). But veteran observers of the commission urged caution in forecasting the direction the new commission will take. Erwin Krasnow, National Association of Broadcasters senior vice president and general counsel, said it would be "foolhardy" to attempt such a forecast.

Much of the NAB's interest last week was focused on Congress and the possibility for new initiatives offered NAB by the shake-up in both houses.

But it was on the prospect for new copyright legislation—legislation that would subject cable television operators to full copyright liability—that the NAB was focusing its hopes last week. "We hope to sell the idea of free and fair copyright liability for all users of programing, including cable and videodisks," said NAB President Vincent Wasilewski. "The time

is ripe for a new look at the copyright law."

The role that a new Reagan administration will play in these and other matters involving telecommunications remains to be defined. Dean Burch, the former FCC chairman who was senior adviser to Vice President-elect George Bush during the campaign and has had a role in Reagan-Bush advisory councils, said Reagan aides "are well aware" of the telecommunications issues. "Considerable attention will be paid to them in the next month or so," he said, adding that he would work on the matters himself. But for now, he said, speculation on Reagan attitudes in those areas is "premature."

Critical as many in the communications establishment have been of Ferris, several tended to agree with Geller that the policies between the two parties on telecommunications matters "are not different." Geller noted the Republicans supported the administration on common carrier issues in Congress. And John Eger, who served as acting director of the old Office of Telecommunications Policy, who

is now practicing law in Washington, said, "Telecommunications matters tend to be apolitical."

Fifth estate insiders are not the only ones wondering what the Reagan victory means in communications. There's also the citizen movement, which flowered in the Nixon days and generally welcomed the Ferris FCC. In the end, its members opposed many of the deregulatory moves that were initiated, but at least they had easy access to the decision makers. "That is now lost," said Sam Simon of the National Citizens Committee for Broadcasting. But he does not consider that entirely a negative. As in the early days of the movement, Simon said, "we will be engaged in an arms-length relationship with government. We will return to more traditional ways of affecting policy, through on-the-record pleadings." During the Carter administration, with so many ex-citizen-group allies in government, there was a tendency to hold back on complaints. "That feeling will be gone." And that, he said, will be healthy.

REVERSING THE FIELD

The outs who were in are back out again

Jimmy Carter's election brought to power a band of antiestablishment activists; his defeat will scatter them; Ferris, Pertschuk, Geller lead the long line into exile

Like guerrillas who had come out of the mountains after scoring a final triumph, they had taken over those areas of government they had once hoped only to influence. They were for the most part members of or supporters of the consumer movement, Ralph Nader types. And those were heady times, three and a half years ago. But as became evident last Tuesday when early election returns indicated a smashing win by Republican presidential candidate Ronald Reagan, they will soon be leaving government, or at least the positions of power they now hold.

It's not only the Henry Gellers and Mike Pertschuks and Al Kramers and Frank Lloyds and Tracy Westens who will be surrendering power, of course. Charles D. Ferris, the one-time top Senate and House aide who became one of the most activist chairmen ever to serve at the FCC, will likely be moving on, as will members of his immediate staff and some of those commission staff members who played key roles in agency policymaking. And among those leaving employment at the White House will be Rick Neustadt, a member of the Domestic Policy Staff who helped shape administration policy in the communications area.

But the impending changes in personnel at the FCC will be the most far-reaching of any in the government areas of concern to

broadcasters and others in the communications industry. Ferris, who will be replaced by a Reagan appointee, has told reporters he does not know whether he will serve out the remaining four years of his term as commissioner. No one who knows him expects him to.

But it isn't only Ferris's seat that will be available for Reagan to fill. The new President will have two, and possibly three, more FCC appointments to make by next June 30. James H. Quello's fate as a commissioner remains to be settled, four months after his term expired. (Quello, a Democrat, would have a better chance for the reappointment he wants if Ferris were to resign and afford Reagan the chance to name a fourth Republican to the seven-member agency.) And Commissioner Robert E. Lee, a Republican who has served on the agency 27 years, longer than anyone has served on any federal agency, plans to retire when his present term expires, on June 30.

The possible third seat is the one now occupied by Democrat Tyrone Brown, who joined the agency to fill an unexpired term three years ago but whose present term runs to June 30, 1986. He denied a spate of rumors last week that he planned to resign, but didn't rule out a resignation within the next several months. Brown indicated his decision would be influenced by the climate he finds at the FCC after a new chairman takes over. "I'll do the job as long as I enjoy it and feel useful in it," he said. Brown, who left a private tax law practice to join the commission, noted that he never made a commitment to serve a specific length of time. The cost of living

could also be a factor. Brown, who is married and has two young sons, one of whom has entered a private school, has told friends that living on a commissioner's salary of \$52,750 is a "struggle," although one he has said he could continue.

Speculation over whom Reagan would appoint as chairman began about the same time NBC projected Reagan as the winner Tuesday night. Commissioner Anne Jones's name was mentioned, and she allowed as how it "could be terrific" to serve as chairman. But she thought her selection "highly improbable." On the plus side of such speculation is that Reagan might feel such an appointment would be useful in mollifying those who have criticized him for his position on the Equal Rights Amendment. On the negative side are some of her votes that have concerned, if not frightened, some broadcasters—on the RKO General Inc. decision, for instance. But Jones took nothing back. "If I hurt my chances with that vote," she said last week, "then I hurt my chances. I'd do it again."

There also were reports that Reagan aides had approached Lee with a suggestion that he serve as chairman "on an interim basis" until his term ends next June. Lee said he "would be happy to serve on an interim basis"—but denied that anyone had made such a suggestion. And Dean Burch, the former FCC chairman who was a top aide to Republican vice presidential candidate George Bush during the campaign and is a key figure in the Reagan-Bush councils, scotched such speculation. Talk of FCC appointments, he said last week, is "premature." Reagan



Outward bound. FCC Chairman Charles Ferris was still smiling last Tuesday night at a CBS party at which 600 invited guests shared an elaborate buffet, plentiful spirits and the election returns. But, even as he posed with CBS Washington Vice President William Lillie III (r), he knew Carter had lost and change was on its way. Pictured below: FTC Chairman Michael Pertschuk (left) and NTIA chief Henry Geller, whose careers at the top of policymaking also are about to go into eclipse.

aides have yet to focus on the issue.

Apart from commissioners' departures are the almost certain departures of key staff people. Frank Lloyd, the one-time director of the Citizens Communications Center who is administrative assistant to the chairman, is expected to leave with the Ferris chairmanship. Then, there are Robert Bruce, general counsel; Nina Cornell, head of the Office of Plans and Policy, and Stephen Lukasik, who left a job as chief scientist of the Rand Corp. only 18 months ago to take over as chief scientist for the FCC and head its newly created Office of Science and Technology (formed from the old Chief Engineers Office). They are in noncareer status and therefore vulnerable to replacement for political reasons. Bruce, who left the Washington law firm of Hogan & Hartson to join the commission, and Cornell, a former senior economist at the Council on Wage and Price Stability, as well as Lukasik, as of last week had not yet begun fully to consider their next employment.

Nor are they all. Philip Verveer, the former Justice Department antitrust lawyer who has served as chief of the Cable Television Bureau, then chief of the Broadcast Bureau and is now chief of the Common Carrier Bureau, although not in noncareer status, is reported to be plan-

ning to leave. He declined last week to comment on those reports, other than to say he is not making "career decisions on the basis of the election." Two law firms are said to have expressed an interest in him.

One key staffer who is in a career status and plans to remain at the commission is Richard Shiben, chief of the Broadcast Bureau. And he would appear to stand a reasonably good chance of keeping his present job. A new chairman could ask him to stand aside for someone else. But Shiben is not only a Republican; he is a survivor. He has risen to his present post after 18 years of service under both Democratic and Republican administrations.

That kind of security is not known to others who have worked on communications and consumer type matters in Jimmy Carter's Washington.

Henry Geller, for instance, the one-time FCC general counsel who later became guru to a generation of public interest lawyers, said last week he was making "a few phone calls" to begin planning for the future. He is now assistant secretary of commerce for communication and information, a job that carries with it responsibility for running the National Telecommunications and Information Administration and for serving—through the secre-

tary of commerce—as the President's principal adviser on telecommunications matters. An august job, but, as he said last week, "I'm a dead duck." He has never had an appetite for private law practice: he would like to hook on with a foundation or university and do the kind of work he did before joining the Carter administration, when he was with the Aspen Institute—filing pleadings with the FCC and friend-of-the-court briefs with the courts.

Over at the Federal Trade Commission, Michael Pertschuk, the one-time general counsel for the Senate Commerce Committee and archetypal consumerist who drove broadcasters, advertisers and, finally, to his misfortune, Congress to distraction with activist policies, will see the chairmanship pass to a Reagan appointee—but not his seat. He plans to continue to serve on the five-member agency until his term expires in September 1984. "The purpose of the minority," he said, "is to keep track of the excesses of the majority."

Of course, since Pertschuk will remain on the commission, Reagan will not be able to name a Republican and thus give the agency a Republican majority until September, when Paul Rand Dixon's term expires. And that means Reagan will be limited to the two Republican members of the commission—David A. Clanton and Patricia Bailey—in searching for a candidate for chairman.

But when Pertschuk steps down, two old-time public interest communications lawyers whom he recruited for service in the agency will leave—Albert H. Kramer, who founded and was the first director of the Citizens Communications Center, and who is director of the FTC's Bureau of Consumer Protection, and his deputy, Tracy Westen, who ran the Stern Community Law Firm in Washington and then moved to Los Angeles where he headed the communications law program at the University of California at Los Angeles. Neither has plans for the future yet, but they know, as Kramer said, "I assume a new chairman [or chairperson] will insist on his [or her] own staff."

Rick Neustadt is similarly unclear about his future. A lawyer before he joined the Carter campaign in 1976—he was with Wald, Harkrader & Ross, a Washington firm—he would like to return to law, preferably to a firm where he could use the communications expertise he has picked up since he assumed responsibilities in that area for the Carter campaign.

But he is aware that he is not alone. There are many other veterans of the Carter administration who now know that politics, when it comes to jobs, is a two-edged sword. Contemplating the job hunting that lies ahead, Neustadt, *summa cum laude*, Harvard College, 1969, and *cum laude*, Harvard Law School, 1974, and, for what it's worth, assistant to Walter Cronkite in the CBS anchor booth at the Democratic and Republican conventions in 1976, remarked, "It will be a tough time."

Tuesday's massacre on Capitol Hill: Democrats out in Senate, Van Deerlin out on House side

There will be new players in all the key positions with which fifth estate deals

Last Tuesday's election altered dramatically the prospective make-up of congressional committees and subcommittees empowered to initiate legislation and oversee communications activity in the next Congress.

By reversing majority leadership in the Senate and eliminating eight leading members of the House Committee on Foreign and Interstate Commerce—including Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee—the election has opened new prospects for those working toward communications legislation.

On the Senate side Republicans will control the Committee on Commerce, Science and Transportation for the first time in 26 years. Bob Packwood (R-Ore.) is expected to chair that 17-member body, taking over from Howard Cannon (D-Nev.).

Ten Democrats and seven Republicans currently sit on the Senate Commerce Committee. In the next Congress, it could be nine Republicans to eight Democrats, unless majority leader Howard Baker (R-Tenn.) and the Republican Conference decide to change the size of the committee. On the House Committee on Interstate and Foreign Commerce, the ratio of Democrats and Republicans will be determined by Majority Leader Tip O'Neill (D-Mass.) and Minority Whip Bob Michaels (R-Ill.).

The Commerce Committee will lose one of its most powerful members (and a long-time former chairman), Warren G. Magnuson (D-Wash.), who was defeated last week. It also will lose Adlai Stevenson III (D-Ill.), who has retired. Democrats re-elected last week were Chairman Cannon and members Russell Long (La.), Ernest Hollings (S.C.), Daniel Inouye (Hawaii) and Wendell H. Ford (Ky.). Three other Democrats—Donald W. Riegle (Mich.), James Exon (Neb.) and Howell Heflin (Ala.)—were not up for re-election this year. Arizona Senator Barry Goldwater, who with Packwood was one of two Republican committee members up for re-election this year, won narrowly after a race that was undecided for two days. Republicans not up for re-election were Harrison Schmitt (N.M.), John Danforth (Mo.), Nancy Kassenbaum (Kan.), Larry Pressler (S.D.) and John Warner (Va.).

Chairmanship of the Senate's Communications Subcommittee could go to Goldwater, as he is currently its ranking

minority member. As a senior senator, however, Goldwater is said to be facing many options for committee and subcommittee chairmanships in the coming Congress.

If Goldwater should decide not to chair the Communications Subcommittee, Schmitt—who co-authored communications bills S. 622 and S. 2827 with Goldwater—is a possibility for that role. Contacted last week, Schmitt said he expects to continue on the Communications Subcommittee next year, but that he is also interested in chairing a subcommittee dealing with defense. As a member of the Senate Appropriations Committee, he feels he is in a position to do so.

Other Republican senators currently on the Communications Subcommittee are

SENATE



Packwood



in for Cannon



Goldwater (?)



or Schmitt (?)



in for Hollings

HOUSE



Dingell



in for Staggers



Wirth



in for Van Deerlin

Danforth, Pressler and Warner. Democrats are Hollings (the present chairman), Magnuson, Cannon, Inouye, Ford, Riegle and Exon.

The proportion of Republicans to Democrats on congressional committees is determined by the number of seats each of those parties holds in each house. The size of subcommittees is determined in the full committee caucus.

Although the election's major impact on the Senate Commerce Committee and Communications Subcommittee will be in handing control to a different party, it is a different story in the House of Representatives. There, leadership of the Committee on Interstate and Foreign Commerce underwent a considerable shake-up.

Committee Chairman Harley O. Staggers (D-W.Va.) has retired along with committee members David Satterfield (D-Va.), Samuel Devine (R-Ohio) and Tim Lee Carter (R-Ky.). Van Deerlin, John M. Murphy (D-N.Y.), Bob Eckhardt (D-Tex.) and Richardson Preyer (D-N.C.) were all defeated in re-election bids.

Representative John Dingell (D-Mich.) is expected to chair the Commerce Committee in the new Congress. He also would like to continue his chairmanship of its Subcommittee on Energy and Power. He told BROADCASTING last Thursday that he will not decide on whether he will pursue

both chairmanships until staffs have been organized and he is more knowledgeable about workloads involved.

Dingell also said the "need for a strong chairman on one of the other subcommittees" could influence his preferences in the full committee

caucus next year. Reorganization of the jurisdiction of the Communications Subcommittee may be a result of that caucus. Dingell said he hopes the full committee will look into finding a better structure and allocation of resources for the present Communications Subcommittee.

Last year, according to several committee and staff members, heavy demands from the Energy and Power Subcommittee overtaxed members, who were permitted to serve on two subcommittees. Combining communications with consumer protection and finance into a single subcommittee has been discussed, according to several sources.

Representative Timothy Wirth (D-Colo.) conferred late last week with Dingell and several other committee members and has decided to run for chairmanship of the subcommittee that will include communications. Wirth is expected to announce his intentions this week. Wirth is likely to remain a member of the Energy and Power Subcommittee as well.

Telecommunications issues await in the new Washington

On the Hill: GOP-led Senate, Democratic House will find number of key legislative possibilities left over from 96th Congress

There's little chance that communications legislation will be advanced during the lame-duck session of the Senate that opens this Wednesday (Nov. 12). The Republicans have nothing to gain by allowing Democrats to move on legislation introduced during the current session. They would rather wait for the new session and the arrival of their new colleagues and their ascendancy to the heads of all committees and subcommittees.

The majority staffs of committees were in disarray last week in the wake of election day events. Many staffers were more interested in finding new jobs than in pushing legislation. Minority staffs, meanwhile, were busy trying to make sense out of things and preparing for expanded roles in the future.

What work is done will probably have to do with budgetary matters that have been lingering for several months. And even there, the Congress could choose to defer hard decisions until conditions are more stable by passing a continuing resolution, which would fund the federal government for the next quarter at the existing level.

When the new Senate is solidly in place next year, it will confront a new reality. Not only will Republicans be in control of the flow of legislation through their roles as committee chairmen, but the Republican majority will give a new tilt to the Senate. What was unspeakable under the older order might be possible under the new, and vice versa.

The new Senate should brighten considerably the prospects of comprehensive telecommunications legislation from that side of the Congress. The existing bill, S. 2827, has foundered over the last several months. Although it enjoyed wide support, S. 2827 got nowhere after Commerce Committee Chairman Howard Cannon (D-Nev.) called for hearings, but never scheduled them.

The bill was co-sponsored by three powerful Republicans who have become even more powerful with the Republican takeover: Goldwater, Schmitt and Packwood. All three profess interest in communications legislation. If S. 2827 dies, it is expected to be reborn in the next session and to take on some of the characteristics of the more Republican, more conservative Senate. It also will have the endorsement of another important conservative: Ronald Reagan. In a letter to BROADCASTING, Reagan referred to S. 2827, declaring support for "efforts, such as those of Senator Goldwater" (see box, page 27).

Some think there could be some action on S. 2827 in this Congress. Robert Ross, senior vice president, law and govern-

ment, of the National Cable Television Association, said he "wouldn't be surprised" if Communications Subcommittee Chairman Ernest Hollings (D-S.C.) tried to move S. 2827, stripped of its broadcast and cable provisions and left only with its common carrier components. Senator Schmitt said he expects Cannon to hold hearings on S. 2827 this fall for the purpose of adding to the record information that might aid in the preparation of legislation next year when the Republicans move in.

The situation in the House, where the Democrats lost more than 30 seats but held a majority and the committee chairmanships, is more stable than in the Senate, but the immediate prospects for communications legislation look dim.

The most important communications legislation in the House when it recessed last month was the common carrier bill—H.R. 6121—of Representative Lionel Van Deerlin (D-Calif.), who lost his bid for reelection. The legislation was approved by the Commerce Committee July 31, but Representative Peter Rodino (D-N.J.), chairman of the Judiciary Committee, intercepted it on its way to a vote on the House floor and all but killed it by reporting it out of his committee "adversely without prejudice." Although no one was quite sure what that oxymoron meant, indications before recess were that the prospects for action on the bill were slim. After the recess, with the bill's chief backer gone, the prospects appear hopeless.

That is not to say that the bill will not be resurrected in some form next year. Van Deerlin's likely successor to the chairmanship of the Communications Subcommittee is Timothy Wirth (D-Colo.), who was much involved in the formulation of the Van Deerlin bill and worked hard for it. NCTA President Tom Wheeler said: "Whoever follows Van Deerlin will realize the need to update communications policy." Wheeler said Van Deerlin's defeat doesn't mean "the death of reform of communications policy." What it means, he said, "is the birth of a new approach." Wheeler was unwilling to speculate on what the new approach of Wirth and the other survivors and newcomers on the subcommittee would be.

Also affecting telecommunications legislation is the fate of the subcommittee, which has been the hatchery of ambitious communications legislation over the past few years. There is talk that the Commerce Committee will undergo significant reorganization, possibly directly affecting its Communications Subcommittee (see story, page 30).

One telecommunications bill has gone down the drain with its sponsor. Andrew Maguire's (D-N.J.) bill that would require the FCC to insure that each state have at least one commercial VHF station is headed for oblivion. Although the Commerce Committee approved the legislation

just before recess, it was never scheduled for action on the floor, and it is doubtful it will be during Maguire's remaining days. It is also doubtful that anyone else will pick up the controversial cause next session in Maguire's absence.

Representative Richardson Preyer (D-N.C.) also lost, but it is likely that his bill to outlaw unauthorized reception of radio transmissions will live on. The bill has been strongly opposed, but important advocates of the bill, namely pay cable and STV interests, who are troubled by piracy, are sure to find a new name to attach to it.

One of the big battles that may be fought in the next Congress could be over copyright law. Broadcasters and movie producers want a new bill. Cable operators want to preserve the Copyright Act of 1976. The House Judiciary Subcommittee on Courts and Civil Liberties headed by Robert Kastenmeier (D-Wis.) has called for hearings on possible new copyright legislation, and he and other key members of the subcommittee will be back next session.

There also is cause for optimism among new-law proponents, stemming from the Republicanism that will pervade the federal government. Ken Schanzer, National Association of Broadcasters senior vice president for government relations, said: "I would like to think that one of the elements of a conservative philosophy is the appreciation of the right to control one's property," a right that Schanzer and his allies argue is being trampled by the old copyright law.

Help for a new law might also come from Reagan, who has, as Schanzer said, "long-standing contacts in the movie and broadcasting businesses."

The cable industry doesn't see any reason for its opponents' optimism. NCTA Chairman Doug Dittrick doesn't think the changes in Congress or at the White House will affect the status quo. He predicted "no new bill" and commented that a leading advocate of such action—Jack Valenti, president of the Motion Picture Association of America—will not "have as much political strength" in a Republican Washington.

At the FCC: Broadcasters and cablecasters may have difference of opinion on 'conservative' orientation of Reagan-appointed leadership

In a Reagan administration the FCC is expected to become more "conservative." But conservative can be an ambiguous term, with different meanings for broadcasters and cablecasters, two groups often at odds at the FCC. Broadcasters are hopeful that a conservative FCC will put a halt to or at least slow down the proliferation of new technologies and ideas that threaten to undermine the present system of local broadcasting. They would hope

that conservative can be defined in its most literal way—to preserve the status quo.

Cablecasters, however, expect a conservative FCC to continue along the same course followed under Chairman Charles D. Ferris, as far as cable television is concerned. Steve Effros, executive director of the Community Antenna Television Association, said Ferris has a "strong bent for deregulation" and that many of the policies advanced by his commission were "inexorable."

Admittedly, the cable industry's view of the FCC is narrow. It has already made most of the gains it has sought and even an FCC most sympathetic to broadcasting would be hard pressed to reimpose cable regulations that the Ferris FCC has taken off. Cable will keep a close eye, however, on how the new FCC approaches telephone companies and their relationship with cable. That is one area where cable interests, too, might opt for the more literal interpretation of conservative.

In the past several months, Ferris has been, if nothing else, aggressive in pursuing his goals. When the new commission takes its place, a deceleration may be expected as the bureaucracy changes and policies are re-examined. Some of the issues and policies now on the agenda and how they may be affected by the change:

□ **Children's television**—A Reagan permeated FCC is less likely to follow Ferris's seeming inclination toward mandatory program requirements for children's television as an FCC rulemaking has proposed and as several public interest groups have advocated. FCC has displayed reluctance

to involve itself in programming content. That reluctance should continue and perhaps grow stronger under a Reagan administration.

□ **EEO**—Last June the FCC voted unanimously to initiate a rulemaking aimed at creation of more stringent EEO reporting requirements for all stations with five or more employees, and broadcasters have expressed their displeasure with many of that rulemaking's proposals (see page 76). With Reagan appointees, the FCC will probably pursue rulemaking, but the rules that finally fall out may not be as stringent. Politically, Reagan owes nothing to minorities or feminist groups; he won the Presidency without them.

□ **Low-power television**—The prospects are good that the low-power television rulemaking will lead to the creation of more stations but perhaps under some restraints not now in sight. The rulemaking was adopted by a unanimous FCC. There are, however, many rules to be considered in the proceeding that can be affected by a Reagan commission.

□ **Direct broadcast satellites**—Nina Cornell and her Office of Plans and Policy staff presented a model for DBS regulation that takes to the extreme the concept of marketplace regulation. In adopting a notice of inquiry that uses the model as the focus of comments, most of the commissioners made clear that they in no way endorse the nonregulation concept. Ferris, however, indicated that Cornell's approach was in accord with his own feelings. Without Ferris and Cornell, the advocates of easy-entry DBS and hands-off regulation have lost valuable allies.

□ **Radio deregulation**—There has been more talk than action. At the National Association of Broadcasters, Ken Schanzer, senior vice president of government relations, wants to know why Ferris has managed to move quickly on so many issues detrimental to broadcasting, but hasn't been able to get a rulemaking on radio deregulation, highly prized by broadcasters, ready for FCC adoption. Regardless of who is appointed to fill FCC vacancies, radio deregulation should move forward under a Reagan-oriented FCC.

□ **VHF drop-ins**—A single commissioner sympathetic to the conventional broadcast view could tilt the FCC away from such drop-ins. The commissioners approved the creation of four drop-in allocations and adopted a rulemaking proposing 139 more last September over the protests of Lee, Washburn and Quello. Another vote with those three could put drop-ins back on some dusty shelf—where NAB and the Association of Maximum Service Telecasters think they belong.

□ **9 khz**—The proposal to reduce AM channel spacing from 10 khz to 9 has proved unpopular with broadcasters, but what impact even a commissioner sympathetic to that point of view could have at this date is questionable. The United States has already proposed adoption of 9 khz spacing in North and South America at the Region 2 conference in Buenos Aires last March and reversing that position at this date may be sticky. The reluctance of other western hemisphere nations to go along with the channel-spacing reduction may in the final analysis be the U.S. broadcasters' greatest ally.

NAB-wise: Another shot at low-power, moving out of the way for NRBA

The National Association of Broadcasters will petition the FCC to reconsider its decision to authorize low-power television stations pending completion of the rulemaking on the issue. The NAB, which also will ask the commission to stay all interim authorizations already granted, will contend that the standards the commission has established for the interim operation are arbitrary and discriminatory.

NAB Senior Vice President and General Counsel Erwin Krasnow, explaining the decision to file—taken last week during the NAB's monthly executive committee meeting—noted that Sears, Roebuck and Co., which "is a larger company than CBS," is "free to apply for applications for 109 low-power stations, while the networks are barred from applying for any."

Krasnow also observed that radio station licensees may operate cable systems in the same market but may not apply for low-power outlets there. And he said minority-group members are given preference in a contest for a low-power authorization even if the community to be served does not contain minority groups.

Krasnow also said NAB will file an op-

position to FCC interim authorizations of direct broadcast satellite service. The commission, which has not yet begun to consider regulations for such service, said it would consider requests for authorizations on an interim basis as they are received. The NAB will argue that such authorizations would be premature until the commission deals with the major domestic and international issues involved.

In other matters, NAB officials disclosed several contract projects undertaken in connection with the U.S.'s proposal that the countries of the western hemisphere reduce AM channel spacing from 10 khz to 9. Dataworld Inc. of Washington was given a contract (not to exceed \$100,000) to do a computer study of the technical problems stations would face in moving their frequency a minimum of 5 khz and a maximum of 9 khz, as proposed in a Canadian plan. Frazier, Gross & Clay, a Washington economic consulting firm, was given a contract (for a price NAB officials declined to divulge) to do two studies. One is of the nontechnical costs involved in a frequency shift—advertising and lost air time, for instance. The other is

to aid NAB in preparing a report on the demand for and viability of stations that could be established, technically, under the plan to reduce channel spacing.

The NAB technical committee will study the technical possibility of establishing new stations in the top 25 markets under either the Canadian or U.S. 9 khz channel spacing plan. Canada says its plan, which would require stations to move a maximum of 9 khz, would permit the establishment of new stations in major markets. Some U.S. engineers say the U.S. plan, which would require stations to move no more than 4 khz, would not permit any new stations in the largest markets.

The executive committee also disposed of the conflict between the dates of the 1981 NAB Radio Programming Conference and the National Radio Broadcasters Association convention, and indicated again the NAB's determination to resolve what it considers the "dilemma of diverse representations of the radio industry" (BROADCASTING, Oct. 27).

The NAB rescheduled its meeting from Sept. 20-23 to Aug. 16-19 at Chicago's Hyatt Hotel. NAB Joint Board Chairman Thomas E. Bolger, president of WMTV(TV) Madison, Wis., said the committee's action was unanimous, and was taken "in the best interest of the radio industry."



ABC News Photo



NBC News Photo

Electronic anticlimax

Election night coverage, on which networks had spent two years and \$20 million, was almost over before it began; NBC's early calls controversial; CBS wins ratings prize in dull race

The major networks spent two years and \$20 million getting ready for an election night with a main event that was in doubt for no more than an hour or two.

The sweeping Reagan victory in what had been universally billed as a tight presidential contest was signaled at the outset of their coverage at 7 p.m.—in some cases earlier—in reports on results of the “exit polls” they had conducted among thousands of voters as they left their polling places.

NBC News formally projected a Reagan victory at 8:15 p.m. NYT—and drew flak from its rivals for doing so. CBS News did not formally project victory for the GOP nominee until after President Carter had conceded his defeat—and ABC's projection barely got under the wire of his concession.

ABC News projected a Reagan victory in New York and therefore Reagan's election at 9:52, moments before Carter's concession appearance (and later blamed its delay at least partially on a computer breakdown). CBS News officially called it at 10:32, almost 40 minutes after Carter conceded.

Both CBS and ABC were critical of NBC's early call, not only of Reagan's national victory but of the outcome of the presidential race in many states. NBC, they contended, relied essentially on the results of its exit polls, without waiting for enough actual returns. CBS claimed that in 19 states, NBC projected victory within two minutes after the polls had closed.

NBC itself said it was the first to project Reagan victories in 30 states. These included Connecticut at 8 p.m., when the

polls closed; Ohio at 7:31, a minute after the polls closed, and Florida at 7:02, when by some accounts some polls were still open.

An NBC spokesman also said NBC made no projections for any state until at least some of the state's polls had closed—and he charged that ABC, too, despite its claim of waiting till polls closed, had also made some projections in states where voting was still in progress.

But NBC officials contended they did not rely on exit polls alone in making their calls, but took voting returns in key precincts into account as well. The trend toward Reagan was “unmistakable,” an NBC spokesman said. “We felt it was news, and we don't withhold news.”

After NBC's John Chancellor (co-anchoring with Tom Brokaw, a substitute for David Brinkley, who was recovering from gall-bladder surgery and served as a commentator rather than co-anchor) projected the Reagan victory, both CBS and ABC took steps to tell their viewers—without mentioning the NBC projection—that it was too soon for a formal call.

ABC's Ted Koppel, co-anchoring with Frank Reynolds, told viewers that ABC was not projecting the outcome in any state before its polls closed. CBS's Walter Cronkite, anchoring his last election night before his retirement next year, also stressed that the outcome could not be projected until 270 electoral votes had been amassed by actual count or projection—but added that it appeared to be a Reagan landslide.

Whatever their projection times, all three networks let their viewers know almost from the beginning that it looked like a Reagan night. Well before its state calls gave Reagan the necessary 270 electoral votes, for instance, ABC was talking about his possible cabinet appointments. And CBS's Dan Rather was saying: “It's close to ‘turn out the lights’” for Carter, to which Cronkite added that it seemed “almost impossible for Carter to come

back.”

And almost two hours before its formal projection of Reagan's election, CBS had Bill Moyers on camera talking about possible effects of a Reagan Presidency. (Among Moyers's observations: “The Moral Majority will arrive in town waving the 10 Commandments instead of the Bill of Rights. Watch [for] some of them to show up on the FCC and in the Department of Education, if the Department of Education isn't declared a contaminated area.”)

This kind of talk on all three networks—and specifically the projections of a Reagan sweep—did not sit well in the West, where polls were still open. A host of complaints arose, charging that thousands had failed to go to the polls because they had been told the election was over.

President Carter also was criticized by political leaders in the West for the timing of his concession. Coming while voting was still in progress, they said, it imperiled if it didn't actually block the chances of many state and local candidates by keeping voters away from the polls. Between the network projections and Carter's early concession, one high California official said, “our turnout dropped to practically nothing” in the last hours.

California Secretary of State March Fong Eu estimated that 450,000 Californians had failed to vote as a result of the network projections and Carter's concession. And she backed a bill to do something about it. The bill would establish California voting hours as 4-8 p.m. (7-11 p.m. NYT) on the Monday preceding normal election day and 7 a.m. to 4 p.m. (10 a.m. to 7 p.m. NYT) on election day itself, which would close the California polls at about the time they start closing in the East.

In all, the networks made about 255 Presidential, Senate and gubernatorial race projections, with few misses. All three miscalled the Herman Talmadge Senate race in Georgia. Except for that, NBC said

it was right on all of its 78 projections, CBS claimed accuracy on all of its 76 and ABC on all but three others out of "about 100" projections.

Given the early Reagan tide, coverage for most of the night had to depend heavily on key Senate, House and gubernatorial races for its suspense. Many viewers said they seemed to sense a kind of letdown—a feeling of less urgency to push just a little harder—in the work at all three networks as the Reagan victory became more and more assured. As one ABC staffer put it about 8:45: "What are we going to do to sustain?"

Viewing seemed apathetic, even by election-night standards. The national Niensens showed 46.3% of the nation's TV homes tuned to one of the three networks during the average minute from 7 to 11 p.m., a drop from the 52.4% recorded in the same period in 1976's long-drawn and tightly contested battle between Carter and President Gerald Ford.

The three-network share of audience was put at 67%—far below the 85% or so normally recorded. Independent-station viewing was clearly up, as viewers went looking for entertainment.

Among the networks, CBS-TV was the clear winner in the 7-11 p.m. period with a 17.3 average rating and 25 share, as against NBC's 15.3/22 and ABC's 13.7/20. (Ratings for the 11:30 p.m.-2 a.m. coverage won't be available for another week.)

For the 8-11 p.m. period, ratings indicated that on the average, 51% of U.S. TV homes and 73% of actual viewing were focused on network election coverage, as compared with 56.4% of homes and 80% of viewing during the same period of election night 1976.

CBS led last Tuesday, 8-11 p.m. period with an 18.7/27, followed by NBC at 16.9/24 and ABC at 15.4/22. ABC researchers calculated that, compared with the same period of the 1976 vote-counting, ABC was up 13% in rating and 16% in share, while CBS was down 7% in both rating and share and NBC was down 25% in both.

Estimates of the number of people who watched some or all of the 7-11 p.m. coverage on one or more of the networks ranged from 105 million (NBC's estimate) to 120 million (ABC's) to 150 million (CBS's). In 1976 the estimate was 120 million.

Network sources unofficially estimated their combined costs for election night at about \$20 million. The figure included costs of two years of work by their respective election units, thousands of precinct workers in the field on election day, their share of the cost of the News Election Service and their vast layouts of hardware, software and manpower before and behind their TV and radio network cameras and microphones on election night. The figure did not include the coverage costs for the presidential debates or for the election campaigns. And it was approximately twice the outlay of 1976, when the comparable figure was put at \$10 million.

InBrief

James C. Dowdle, who began career as *Chicago Tribune* salesman, returns Jan. 1 as president and chief executive officer of Tribune Company Broadcasting Inc., new subsidiary that eventually will be responsible for all broadcast stations of Tribune Co., Chicago. He has been vice president and general manager of Hubbard Broadcasting's WTOG-TV Tampa, Fla. Tribune Co. stations include WGN Continental's WGN-AM-TV Chicago; KWGN-TV Denver; KDAL(AM) Duluth, Minn., and KGNR(AM)-KCTC(FM) Sacramento, Calif., as well as, through interlocking ownership with New York News Inc., WPix Inc.'s WPix-FM-TV New York and WICC(AM) Bridgeport, Conn. Daniel T. Pecaro and Leavitt J. Pope, president of those two groups, respectively, will report to Dowdle.



Collapse of Charter Media joint venture has **Karl Eller** leaving deal not only without *Philadelphia Bulletin* but minus KIOI-FM San Francisco, station acquisition he arranged prior to entering partnership with Charter Oil. Sole property retained from venture by man who had once built Combined Communications is New York Subways Advertising Co. When break-up was first announced, indications were Eller would retain all three units.

Erie, Pa., city council has awarded cable franchise to **American Television & Communications** in 4-3 vote. Teleprompter, one of five losing bidders, has filed lawsuit in county court citing violation of procedures. Teleprompter had seemed to have votes necessary for win at one time (BROADCASTING, Oct. 20).

FCC has started rulemaking proceeding on reallocating ch. 9 facility of RKO General's WOR-TV New York to one of 11 possible cities in New Jersey (Bayonne, Bloomfield, Clifton, East Orange, Elizabeth, Irvington, Jersey City, Newark, Passaic, Paterson, Union City). FCC emphasized it would not render final decision until outcome is clearly determined in RKO's appeal of commission's June 4 decision denying renewal of WOR-TV and two other TV's. If RKO loses appeal and commission's reallocation rulemaking is adopted, Multi-State Communications—which was first to file for ch. 9—would lose application cut-off protection that it now enjoys. Commission is seeking comment on possible ways to recognize Multi-States' "equity interests" in event of adoption of ch. 9 reallocation. Possibilities include reimbursement or some kind of preference for Multi-State application.

Associated Press has purchased \$4.5 million worth of earth stations from California Microwave, Sunnyvale, Calif., raising total number of stations in AP network from 400 to 900.

Motorola, one of five AM stereo system proponents, has filed for extension of deadline—from Dec. 9 to Jan. 9, 1981—on FCC's AM stereo rulemaking. FCC approval is likely.

National Citizens Committee for Broadcasting, often critical of broadcasters, is considering becoming licensee. NCCB, in filing with FCC last week, said it is "exploring possibility" of acting as principal in unspecified number of applications to be filed for low-power television (LPTV) authorizations, and is "particularly interested" in major markets.

With combined network share for election night of 67%, some independent stations were successful with their counterprogramming tactics. One of best was airing of Academy Award-winner "The Deer Hunter." Film gave WOR-TV New York Nielsen numbers of 20.6 rating/29 share and KOOP(TV) Los Angeles 19.6/27.

J. Kelly Sisk, 67, chairman of Multimedia and publisher of *Greenville News and Piedmont*, died Nov. 6 in Greenville, S.C., following apparent stroke. He did not survive neurosurgery. Sisk became head of Greenville-based group owner, TV syndicator and newspaper publisher in 1968, following death of Roger Peace. He relinquished presidency of Multimedia to Wilson Wearn three years ago. He is survived by his wife, son and daughter.

UpComing

At Supreme Court: Oral arguments are scheduled Wednesday in case challenging cameras in Florida courts. ■ **On Capitol Hill:** Congress comes back Wednesday for lame duck session. ■ **In New York:** Society of Motion Picture and Television Engineers continues its Nov. 9-14 technical conference and exhibit at Hilton. ■ **In Cincinnati:** City council expected to vote Thursday on cable franchise award (see page 88). ■ **In Las Vegas:** Television Bureau of Advertising holds annual meeting yesterday through Tuesday at Fontainebleau Hilton. ■ **At Cape Canaveral, Fla.:** Satellite Business Systems is to launch first of three domestic communications satellites Saturday (see page 93).

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Krattenmaker

Besen

Over the past four decades a succession of FCC's have expressed concern over—and have instituted investigations of—dominance of broadcasting by the major radio and TV networks. In the 1940's that process led to the chain broadcasting rules, in the 1950's to the Barrow report (named for its author, the late Dean Roscoe Barrow of the University of Cincinnati law school) and on into the 1960's and 1970's with the network study staff under Ashbrook P. Bryant. The first order of business when Charles Ferris took over as chairman of the FCC was to mount still another network inquiry—an initiative begun under his predecessor, Richard E. Wiley, and insisted upon by a Democratic Congress. FCC watchers fully expected the result to follow in the footsteps of predecessor reports, and to recommend still other ways to hobble network power. To the surprise of most, it didn't happen. Instead, the staff headed by co-directors Thomas Krattenmaker and Stanley Besen found 180 degrees to the contrary—that previous regulatory efforts at heading off the networks hadn't done so, and that similar efforts in the future were doomed to fail. Messrs. Krattenmaker and Besen—in a final report issued two weeks ago (BROADCASTING, Oct. 27)—argued for an open marketplace that would rely on competition rather than regulation to achieve the greatest benefits to the listening and viewing publics. This is their rationale, as discussed "At Large" with BROADCASTING editors.

The case for a free market in networking

Could you have anticipated when you began the inquiry that you would end up writing this kind of report?

Besen: Since I had been involved in the analysis of this industry for almost 10 years before I got here, I think the conclusions that we reached were not terribly surprising. But we did learn in a lot more detail precisely how the industry functioned and something about the way in which FCC policy affected that function. It was not some report that we could have written two years ago; that would not be accurate.

You covered the same ground that has been covered two or three times before in the last 30 or 40 years, and yet you came

out with conclusions or recommendations that were dramatically different from those that preceded you. Why do you suppose that is? Why were your evaluation and conclusions so different from Dean Barrow or Ashbrook Bryant?

Krattenmaker: You can't lump all the earlier ones together; you've got to look at them particularly. Certainly, for example, our conclusions about regulation of the network affiliation relationship are no different than those that the commission reached about radio networks in 1977, but they're very different than the commission reached in the same inquiry with respect to radio networks in 1941.

The difference between 1941 and 1977 is that

the FCC found that in the intervening years the allocation of a good deal more of spectrum space to radio and the parity that FM radio had achieved with AM had made a different competitive environment.

If you'll look at the situation back in the late 30's, the same questions that are now being asked about television networks—*precisely* the same questions—were being asked about radio networks. There were three networks. At that time they were controlled by two firms rather than three because NBC was running two, and ABC had not yet been "created." Therefore I think the difference between what we've concluded and what was concluded in the radio area is at best slight. That is, perhaps we have suggested that the commission need not wait 30

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never seen combined before!**



Summing up the staff. The FCC's Network Inquiry Special Staff began operations in June 1978. Two years and approximately \$1.5 million later it produced some 3,750 pages—"none of it duplicative," says co-director Thomas Krattenmaker—of data and analysis on the three television networks: their dominance of the television industry; their relationship with affiliates and program suppliers; and methods by which additional television networks could emerge.

The first order of business for Krattenmaker—and the other co-director of the network inquiry staff, Stan Besen—was to hire a staff. They had 12 "slots" to fill, most of which were assumed by academicians from outside the FCC having, as Krattenmaker put it, a "dispassionate and non-connected background," with the television industry.

The staff then began an extensive analysis of the notice of inquiry, examining network practices, all prior commission proceedings and literature on the question of network regulation and a further notice of inquiry which in "conjunction with the first notice became our charter," Krattenmaker said.

Next came the investigatory stage, when the staff gathered extensive data on the following subjects:

- Network-affiliate contracts (it examined 350 contracts)

- Affiliate program clearance practices.
- The amount of advertising time offered by the networks to affiliates for national and local spots (it examined 2,000 sales contracts).
- All programming run on the networks over the last 10 years (including an examination of all contracts made in conjunction with 47 programs offered in the 1977-78 season).
- Program suppliers and the costs of program production and over-all profit and loss statements of programs produced over the last 10 years.

Some 200 television industry representatives were interviewed during this phase of the network staff's research.

Krattenmaker and Besen used the staff's consulting budget to award contracts for studies on the structures and operations of businesses in the new technologies.

The last phase of the staff's work involved shaping the mountain of data into a comprehensive and rational form. This task was completed over the last year with the staff periodically issuing reports, each covering a particular aspect of the staff's research. Fifteen reports were issued in all. Krattenmaker and Besen are currently preparing a list of recommendations for the commission.

or 40 years until there are 10 equal networks before it moves in the same direction that it has in radio.

As to television, my perception of the Barrow report is that he and the people on his staff began their work in 1955, less than three years after the 1952 Sixth Report and Order. If you go back and re-examine what was occurring both at the FCC and on Capitol Hill, there was substantial debate about whether that '52 report had been proper, and Dean Barrow regarded it as something which he could not examine.

So the question the Barrow report people put to themselves was: Given the fact that the commission had just promulgated a spectrum allocation plan that would lead to at most three networks (at the time it was perhaps going to accommodate only two) and given the lack of any apparent alternatives (there was no cable; there was no multipoint distribution service; there was no satellite broadcasting; there was no means of broadcasting by microwave), how can we best stimulate competition among networks or competition with the existing two and a half networks which he faced at the time?

And I think that Barrow's basic analysis was that the best competition that could come for networks would be from the business of syndication, first-run and off-network syndication. And much of that report, it seems to me, rests on that fundamental proposition. And I think that the Office of Network Study's work during the 1960's was simply an outgrowth of that fundamental premise of Barrow's.

If I'm right about what happened in the past, then I can specify very particularly where we're differing. We don't believe that first-run syndication can provide a substantial competitive alternative to full-scale networking. We don't think the economics are there, and we think that everybody in the industry knows that. Perhaps the FCC didn't know it before, but anybody in the industry does.

And second—and most important—the commission is no longer constrained in its ability with respect to network regulation. It doesn't simply face the question of trying to stimulate some competition at the margin with the existing three networks or just leaving them to their own devices, but rather has the ability to make it possible for many networks to enter the field. This is partly due to the fact that new technologies have arisen, and it's also due

partly to the fact that it's not beyond the realm of the thinkable to talk about tinkering with the 1952 report and order.

Do you really think so? Do you mean overhauling or replacing the 1952 report? Isn't it too fundamental to be dealt with by "tinkering," if you're going to deal with it at all? What do you think could be done about it?

Krattenmaker: Well, I'm not an engineer, I don't know. What we try to point out to the commission is what adverse consequences it has caused, and to suggest that the expertise of the engineer should be brought to bear on the question of what sort of changes should be made that wouldn't be so terribly costly that they make the game not worth the candle.

One of the things we surely should examine into, it seems to me, are deintermixture—that is, not placing both VHF and UHF stations in the same market. It's hard for me to imagine what benefits accrue to the television viewers from intermixture of markets. Others are epitomized by actions the commission has taken recently—the so-called low-power question or the VHF drop-in question.

I wonder if the day hasn't passed for deintermixture? In the sense that, at the time it was a popular idea, you did have a tremendous UHF handicap; there was very little penetration by UHF. Now you have reasonably good penetration, and it still doesn't work—people still prefer VHF as the better technology.

Krattenmaker: Only in markets where they have a choice between VHF and UHF. You don't observe a UHF handicap in all-UHF markets.

May I ask if what is needed here is perhaps not an engineer but a politician—to effect a change of that magnitude?

Krattenmaker: That's the kind of judgment the network inquiry wasn't asked to make.

Besen: The clue here is a range of things that the commission might do to expand the number of networks and increase competition and reduce network dominance. And they range from things that are already happening or already have happened—the relaxation of the cable rules, for example, or the elimination of the pay cable rules. Further along the spectrum

are things like the VHF drop-in plan, which leaves undisturbed anyone's license, but—assuming engineering feasibility—creates the possibility for additional stations.

That's probably somewhat less thinkable, although the commission obviously is now seriously entertaining the drop-in proposal. At the extreme it involves a full-scale re-examination of the underlying premises of the original spectrum allocation plan based on new engineering knowledge and increased understanding of the economics of the industry. If one wants to get at the root of the existence of the three networks, such a fundamental re-examination is required.

Now, you're suggesting to us that some of these alternatives are more thinkable than others, and we would agree with you on that. It's simply our objective as a staff advising the commission to point out to them that, if they're serious about the question, all of these things are worthy of re-examination. It's not our job to produce the political consensus that will be required to generate the kind of change we're talking about here.

It is your job, or at least it fell within your mandate, to come to such conclusions as that it was an engineering problem and not an economic problem that set up three networks. Do you feel that if there had been enough VHF outlets to provide every city in the country with, let's say, seven of them, that there would be more than three networks today?

Besen: Our conclusion was there would certainly be four. There might well be five or six commercial, advertiser-supported, over-the-air networks based on affiliates that operated in the VHF band.

Could you give us the basic rationale for that conclusion?

Besen: One of the appendices to the report, done for us by a consultant, concludes that if a fourth network had coverage equivalent to the existing three—that is, covered the same number of markets with as many VHF affiliates as did the existing networks—that in fact such a network would almost certainly be viable. It gets to be more questionable when one talks about a fifth or a sixth network, but it's not entirely implausible that a fifth network might

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come into being.

One of the things that struck me, however, in reading your conclusion, is that you seem to have given up on the idea of advertising-supported fourth networks, or networks beyond the present three.

Besen: I didn't think we had done that.

Quoting from your report: "The near-term prospects for a fourth, over-the-air, advertiser-supported network are not bright. Moreover, absent another large increase in advertiser demand, it appears that only a radical revision of the commission's spectrum allocation plan would change this assessment. Nevertheless, the prospects for other kinds of networks, especially those relying on direct viewer support and using nonbroadcast technologies, appear brighter." I read that to mean that if you're going to get a proliferation of networks, you're going to get them in pay networks.

Krattenmaker: I think the point is really quite a simple one. We conclude that, given the 1952 report and order, the prospects of a fourth or fifth advertiser-supported, commercial, over-the-air network are remote because such a network would be substantially handicapped in comparison to the existing three. We also conclude that there is sufficient advertiser demand for access to viewers that, given equivalent reach on an equivalent signal quality basis, there's room for a fourth network that looks indistinguishable from the existing three. There are two ways to achieve that kind of fourth or fifth or sixth network, as it may turn out to be. One is a revision in the spectrum plan which makes possible a fourth station of comparable signal quality in most markets. The other is with what we refer to generically as the new technologies—for example, the development of cable to the point where you find cable penetration being equivalent to that of the penetration of VHF-UHF broadcasting.

We tried to be clear about this both in the report and our presentation to the commission. We perceive the development of cable, were it to occur, as an alteration of the 1952 report and order. It changes spectrum allocation. That is, people can now receive more channels on a per community basis than they used to be able to receive. And I suppose that's why I have difficulty answering questions about how much a political difficulty there is in revising the 1952 report and order. It may be difficult to do deintermixture, and it might not be difficult to permit cable penetration to occur. It might be difficult to bring about VHF drop-ins, but it might not be difficult to continue with the present relaxation of antisiphoning rules and further allocation of spectrum space to MDS.

We see these problems as not only interrelated, but really as the same kind of question because the question the 1952 report and order addressed is how many television viewing signals our individual American viewer is going to be able to receive.

What about the VHF drop-in proposal? What promise does it hold for a fourth network?

Besen: It's very difficult to assess that at this point, and the reason is that we don't really know how handicapped each of those drop-ins will be because of the proposal that they provide equivalent protection to existing broadcast stations. It turns out that, according to the analysis carried out by the Broadcast Bureau, a

substantial number of markets which currently have only three VHF allocations might qualify for a fourth allocation on the drop-in basis, and so from the previous discussion that enhances the prospects for the fourth network by giving it VHF coverage in a substantially large number of markets than one currently would.

On the other hand, they may not be able to reach the entire markets, and the reason is, of course, that they're going to have to operate at less than full power. Whether there is enough coverage to tip the balance—to make a fourth network go from being not viable to viable—we're simply not in a position to say at this point.

Krattenmaker: I think that what we're saying is that that ought to be part of the question about any VHF drop-in proceeding; that is, whether it is likely to provide sufficient coverage, if adopted in the communities in which it's feasible, to make more likely a competitive network. We've tried to point out,



Krattenmaker

it seems to us, that economics of the industry and the history of the industry show that television programming is largely going to be mass distributed, that is, network programs. The economics of the industry are such that that is the kind of viewing which attracts viewers and can most profitably be offered by local outlets.

When do you see a cable network being developed that's comparable to the three existing television networks?

Besen: We told the commission, and anyone who's asked us, that we were not in the business here of forecasting the future. The objective of the inquiry was to analyze the fundamental economics of the industry and to point out the effects that alternative commission policies have on the ability of that industry to serve the viewing public.

Consequently our assessment of the effects of various commission rules, whether they involve cable or MDS or STV or spectrum allocation plans, has been concerned largely with identifying impediments the commission may have imposed on the ability of new networks to enter, without regard to the question of whether or not those networks are likely to be viable. It's our view that that decision ought to be left to the marketplace and

that the commission's role in this is to see that it does not place any unnecessary barriers to the creation of those networks.

None of our analysis is predicated on a belief that cable or any other technology is likely to emerge in the near future as a formidable competitor to the existing networks. It is, nevertheless, our belief that in a general sense there seems to be enough advertising revenue in the system and enough unserved viewer demand for television to suggest that some of these new forms of networks will in fact come into being. But we have no crystal ball here as to which, if any, of these new technologies will create a network "equivalent" to the existing three. There may be many kinds of networks, some small, some large, based on different technologies and different financing. It's really not important, it seems to us, to determine which of those is going to survive. What's important is to identify the effect that commission policy may have on their ability to survive, assuming they're economically viable.

Krattenmaker: It seems to me that underlying some of your questions may be a misperception about what it is we've tried to do. We don't think that it's our business or the commission's business to try to create a fourth network. We don't think that's what the commission should be worried about. Presumably what the commission should be worried about is whether or not the number of networks that television viewers receive and the amount of competition among those networks is what viewers and advertisers demand, viewers and advertisers being the people that pay for the system, viewers being the people that use the system.

The question is what the commission can do to see to it that it doesn't artificially constrict the number of networks below that which viewers would demand, which we think to be the case now. We think it has been artificially constricted. And second, what can the commission do to assure that the networks that now exist and those that later emerge do in fact compete with one another for viewer patronage and don't engage in either monopolistic practices or practices that exclude the ability of other networks to enter.

What we're trying to do is to point out what problems come when the commission does what it has done, which is to set up a system allowing for at most three networks, then devising rules that made it extraordinarily difficult for anybody to try to break down those barriers to entry, and then periodically, every five or 10 years, getting terribly exercised that these three networks behave like oligopolies.

Certainly those three networks have every incentive to behave in a fashion that would be exclusionary. Our inquiries suggested that they do not in fact do so. One reason they don't may have been that they had no need to behave in an exclusionary, monopolistic fashion. The commission had done that for them.

Should the FCC do anything about existing networks while we're waiting for the sixth report to be rewritten?

Krattenmaker: Oh, well, we suggested a number of things that might be done. I suppose the easiest is with respect to the behavior of networks—that is, the commission regulations of network contract terms with affiliates and with program suppliers. There are a couple of existing rules that probably are useful and ought to be retained, including the rule that prohibits stations from obtaining territorial exclusivity

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and the rule that prohibits networks from controlling the rates at which their affiliates sell advertising time. Perhaps other rules ought to be retained as well.

Most important, I think, the rules ought to be applied systematically: that is, like networks ought to be treated alike, so that there's neither discrimination against nor for those networks employing conventional technology. Present regulations affect only networks that employ VHF or UHF stations as outlets, and some of those regulations affect only ABC, CBS and NBC networks, and others affect smaller UHF and VHF networks as well. I think in that area the commission ought to act and ought to act soon.

Besen: Someone who expected to find in our report the basis for new initiatives to increase the regulation of the existing network contractual practices is going to be disappointed. "Can't we do something during this transition while waiting for whatever new networks may come into being?" is a cry we've heard on a number of occasions.

The answer to that is, probably, there isn't anything very good that you're likely to be able to do. After all, the people who came up with the chain broadcasting rules and the people who worked on the Barrow report thought seriously about a number of things that they thought might increase the extent of competitiveness of the broadcasting industry within the confines of a three-network system. We now have, in the case of the chain broadcasting rules, almost 40 years of history of how those rules work. It's our general conclusion that those rules work. It's our general conclusion that those rules or rules like them are not likely to make a substantial difference in the nature of the relationships among networks, advertisers, program suppliers and affiliates.

So, no, there are no initiatives simply because we don't think we ought to be recommending or suggesting to the commission that it ought to contemplate new rules that we don't think will make very much difference to the system.

This makes all the more important the focus on entry policy because our fundamental conclusion is that it's only through the creation of more networks, or—to put it more precisely—the relaxation of barriers to the entry of those networks, that the dominance of the existing three networks is likely to be dealt with effectively. The focus on entry is a natural corollary of our conclusion that the other sets of policies themselves have been largely ineffective in dealing with what the commission has perceived to be the problem.

Krattenmaker: We analyzed a number of possible regulatory initiatives. It's not that we just generally said there's nothing you can do. Our reports contain extensive analyses of questions like regulating the previewing practice, expansion of network schedules, network in-house production of programs, regulation of the network pilot process. There were a number of new regulatory initiatives suggested in the initial notice of inquiry, and we've devoted a number of pages of analysis and an awful lot of specific research to investigating those kinds of alternatives, and our reasons for rejecting them are laid out at length in the earlier reports.

Does that mean you think the commission ought to treat HBO as it treats ABC or CBS or NBC?

Krattenmaker: Correct. The commission's

network rules ought to be applied to an HBO to the same extent they're applied to an ABC unless it's a rule that makes sense only to be applied to a network which reaches the number of viewers in the number of states as many times a day as an ABC network does as opposed to an HBO network.

I want to go back to the question about how different your perception of the situation is and how different your recommendations are from past examinations. What about the Justice Department? It got very exercised apparently about the networks' alleged dominance.

Krattenmaker: No. Witness the fact that they settled the antitrust suit with the networks, and we have an extensive analysis that shows that they've changed almost nothing with respect to existing industry practice. The Justice Department may have confused you into thinking they were upset about network dominance, but when they enter into consent decrees with the networks that say: "It's perfectly fine with us if you continue to do almost exactly what you're doing," it's difficult for me to conclude that they in fact were upset by notions of network dominance.

Besen: We would have felt the same way had the FCC come up with the set of rules that are now contained in the consent decree. Rules like that fail to take into account the underlying efficiencies of the existing broadcasting system, and they fail to take into account the networks' ability in most instances to adopt alternative practices to achieve the same ends that the banned practices were designed to accomplish. Generally speaking, conduct-related rules are going to be ineffective, and that's why we've been forced to come back time and time again to the fact that the structure of the industry is the thing that one must focus on, and that gets back to entry barriers that exist at least in part as a result of the existing commission regulations.

We've all seen from your recommendations that you want to drop any barrier to the entry of existing networks to the new technologies.

Krattenmaker: That's correct.

You want to let them into cable?

Krattenmaker: I would only add that I don't think there are at present terribly substantial barriers to the existing networks entering those new technologies; that is, there has never been any inhibition on ABC, CBS or NBC starting a cable network. And it's our understanding that some or all of them are planning to do so.

I would add one thing that may have been missed in part before. I do think that the rather vague, almost self-contradictory wording of the financial-interest rule may have some inhibitory effects on the ability of existing networks to be involved in networking activities in some of the new technologies, and we try to explain a bit of that in the report. The financial-interest rule forbids a television network to acquire any financial or proprietary right or interest in the commercial use of any independently produced television programs except the right to network exhibition. Now, suppose that the network or a firm that owns the network—such as RCA—purchases videodisk rights to a program for which it has also obtained network exhibition rights on "free television." So suppose that CBS obtained

videodisk rights to a movie that had earlier been exhibited on CBS. The rule seems to prevent that, seems to say that's illegal—they have acquired a financial or proprietary right or interest in the commercial use of an independently produced television program beyond the right to network exhibition. Network exhibition is defined to include only transmission to your VHF or UHF affiliates, and we also explain that, even if the acquisition of the videodisk rights were accomplished by separately negotiated contracts, and even if one contract had been negotiated after the other had expired, the rule apparently seems to reach that.

How have you anticipated direct broadcast satellites as a specific new technology in the future, and what impact they may have on network dominance?

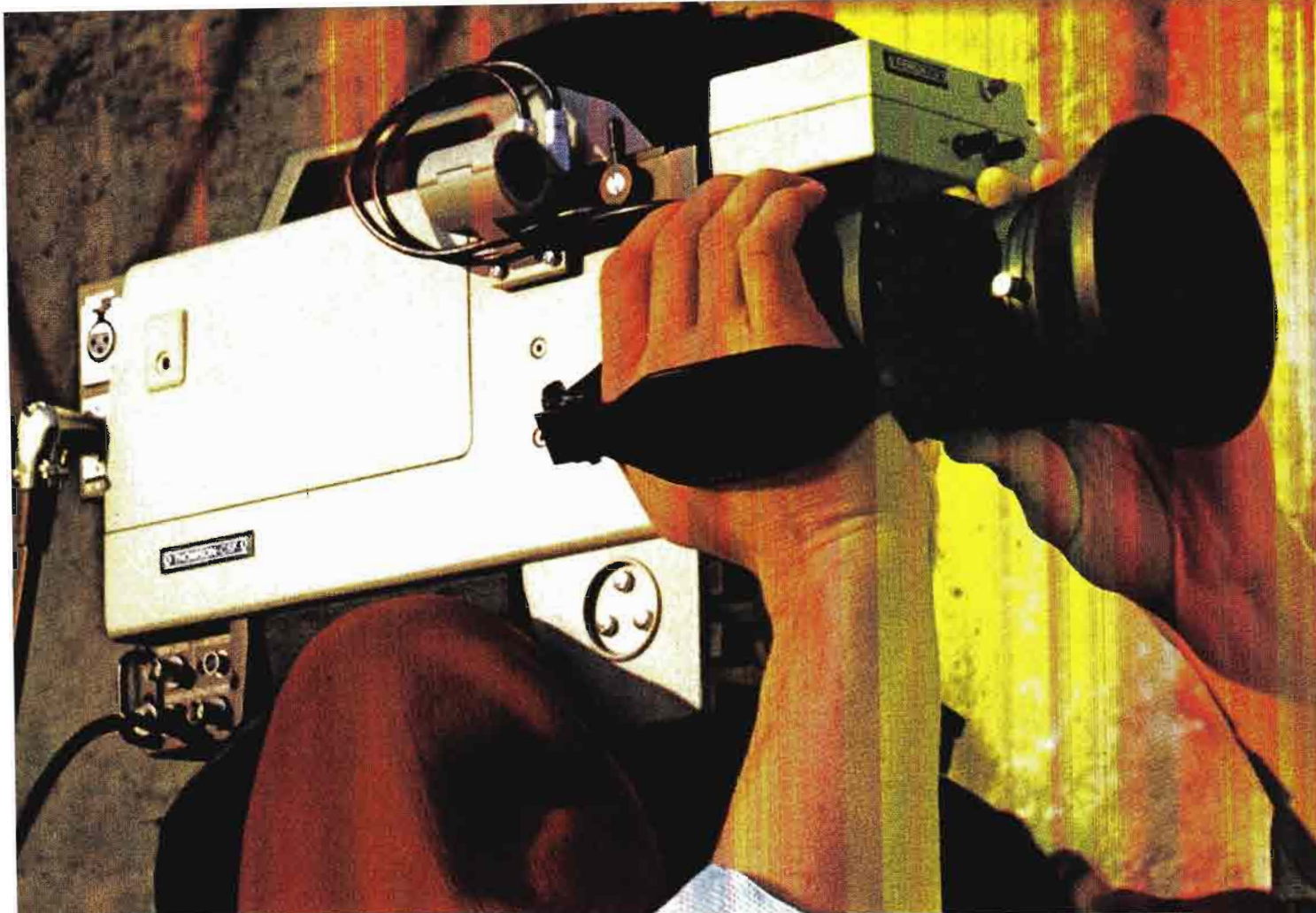
Besen: We regard DBS as simply one of a number of possible new technological means for delivering network programs. The commission staff has recommended that the FCC adopt essentially a policy of free entry for that new technology and that it pose no barriers of the sort the commission posed, for example, in its regulation of cable during the 1960's and '70's. In fact if one wants to create additional networks—again, without knowing in advance which particular networks are likely to be economically viable—what you conclude is that no barriers ought to be placed in the way of a DBS network any more than one would place barriers in the way of a network of MDS systems or pay cable operations or the like.

I'm not sure I agree with one of the premises of your question that it is natural to expect that a DBS system, if it emerged, would necessarily be one which the three existing networks would opt for in lieu of their existing affiliates. It's entirely possible that the national spot market is such an important part of the advertising revenue for any television network that you might not necessarily maximize your return by having all of your sales be to national advertisers over the network. In fact what would happen would be that you would opt for some mix of network and national spot advertising, and if the latter system is the desirable one that makes the largest profits, in fact, you opt for a system which will involve local affiliates.

If you posit that the FCC made a serious error in 1952 by setting up the system that created the present system with the network dominance that is a given of your report, how does it avoid doing the same thing in setting up DBS, for example?

Besen: Worrying about concentration in DBS by itself is a mistake. The whole point of our report is that what's important is that mass television distribution systems exist. What is unimportant is the precise technology through which they get to the home. It's possible that a network that comprises only cable systems as outlets may compete with a network that has only broadcast stations as outlets, which competes with DBS networks.

The market is a market for network television, regardless of the technology by which the programs are delivered. It's entirely possible that a widespread videodisk and videocassette market, which is not network television in the usual sense, may reduce network dominance by providing additional competition for programs against the existing networks. So it's absolutely critical not to get hung up on concentration in any particular technology but to view the mass



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distribution of television as one big market, regardless of the technology by which the programs are distributed to the viewers.

The point we're making is that there are many kinds of technologies to deliver network programs, and network dominance can be reduced in any of a variety of ways from any of a variety of technologies, and it's very difficult to anticipate precisely which of these will emerge in the future. But a policy of not erecting any unnecessary barriers to them; that's the best hope for reducing the dominance of the existing networks.

Several of the things we've discussed here, that you think networks are going to be able to go into, seem to parallel the speech Leonard Goldenson of ABC made at the National Press Club regarding the regulations under which networks operate today.

Krattenmaker: Let me backtrack a bit. If the commission is going to pursue a policy of furthering the ability of new networks to enter, which means furthering development of further local outlets, there's no reason to have, in our view, an ironclad rule that prohibits a firm from operating more than one network.

Again you can see this at work in the cable area. There are a number of firms that operate more than one network in the cable area, and it has not been alleged that they are dominating or monopolizing the business of cable networking. Why? There's room for more than three networks in cable. And so what we're suggesting is that a more discriminating judgment should be made.

We're not suggesting—and in fact we say directly to the contrary—we're not suggesting that there be no inhibition at all imposed by the commission or the Justice Department through the antitrust laws on the number of networks which any one firm can operate. What we're saying is that a rule that simply says you can't operate more than one is excessively simplistic and may deprive viewers of substantial benefits; that is, it may be that making it possible for a network, whether it be Home Box Office or ABC, to operate two different networks may provide some benefits to viewers. They may be able to run the networks more cheaply. They may be less likely to duplicate the programming of one network on the other, so that both may be able to deliver programs more cheaply and programs of more diverse sources.

Are you thinking of the present ABC network on cable or ABC running two broadcasting networks?

Krattenmaker: One effect of the present ban on dual networking is that it would prevent a merger of ABC and CBS or CBS and NBC or ABC and NBC and, given the present state of industry structure and competition, we think that's a salutary result. If ABC and NBC were to propose tomorrow to merge and the commission would ask us what we thought of it, I don't think we'd have to reflect very long.

With respect to the question of whether one of the three networks should be prevented from starting up a fourth commercial over-the-air network, that's a more complicated question. That would depend very much on the circumstances in which that network were to be started. I wouldn't necessarily oppose such activity. It would depend very much on the extent to which—if such a network were to be started—there would still be room for other firms to start additional networks that could be

competitive with this proposed fourth over-the-air network. It really would depend very much on whether we're talking 1985 or 1990, cable penetration of 20%, cable penetration of 80%, DBS yes, DBS no.

Besen: I want to emphasize that point one more time. Our general conclusions are fairly closely linked; that is, we probably would favor more restrictive policies respecting ownership, if the commission were to maintain existing barriers to entry. The more networks that are able to enter because of the relaxation of commission barriers, the less important become restrictions on joint ownership of networks. And so these things have to be regarded together

Krattenmaker: A good example of that would be that, if we were to revert back to 1970 and the commission had its anti-siphoning and anti-cable rules, and we didn't have MDS, and there was no technological prospect of DBS, and if you then asked me about one of the existing networks starting a fourth over-the-air network, I think my reaction would be quite different. And I think it would probably be no.

Considering the generous treatment of the networks in your report and given the reason you were working for the FCC in the first place—Westinghouse Broadcasting's bitter complaint about the networks—isn't the outcome kind of ironic?

Krattenmaker: I suppose people expected that if there were going to be a network inquiry then at the end of a couple of years there would be people telling the commission how it is they could better regulate those three networks and make them behave better. The irony is that people assumed—and I think it's just because the tradition of the commission has been that way—that we would say the way to make those networks behave better is to tell them what to do tomorrow. We think the way to make the networks behave better is to subject them to the disciplining forces of the marketplace, of competition. It works for BROADCASTING magazine. Why can't it work for ABC?

Besen: I actually quarrel with the premise of the question. I don't see how a report which suggests that the commission may well wish to eliminate entry barriers that remain to any of a large number of potential competitors to the

existing networks may be regarded as generous.

It would not surprise me that the existing networks will on many occasions point to our conclusions regarding the ineffectiveness of the regulation of their contractual practices as an argument for getting rid of them while conveniently forgetting suggestions that there may be important remaining barriers to the entry of new networks. I'd be rather doubtful that they'd be inclined to make much of the latter conclusions. So selective reading may lead to the conclusion that this has been generous, but I don't think by any means that it can be regarded as such, and I think that by the standards of history, if the commission were to pursue the kinds of policies this report suggests, that in fact the dominance of the existing networks may very well be reduced in a way that could never have been accomplished by regulations that have been pursued for the previous three decades.

We accept that your job was not to predict the future or structure the future but to analyze what has happened in the past. But I wonder, if someone knew how to approach all the research you did, he could produce a model for the future—how the future ought to be or how you could construct a network given the existing market forces?

Krattenmaker: Ideally, what the future should be, I believe, is an industry in which television programming—information and expression and entertainment—is offered to the American public in much the same way that magazine, newspaper or book information expression, opinion and entertainment is offered to the American public; that is, people are producing these kinds of communications and views, offering them to the public, whether for sale directly or through sponsors or advertisers, in a competitive fashion, and viewers are directly making the kinds of choices they want and through the exercise of their choice influence what's being offered.

That's my model for the future. My predictions about the future would be entirely personal, and I have to say that I think we don't know. The one thing I would say is that if we'll look far down the road, I'm quite convinced that somewhere in the next 50 to 100 years there will be another technological revolution and that all this will seem quite irrelevant and anachronistic. I think the history of communications, ever since Mr. Gutenberg invented movable type, has been one in which succeeding generations develop new modes of communication that render earlier techniques either obsolete or not as important as they might have seemed.

I do mean that point seriously. That is, we have to be careful not to take this kind of interstitial, temporary regulation too seriously. We have to be careful to put it in the context of the fact that we are dealing with and, in my view, always will be dealing with an evolving communications media. And perhaps one of the commission's most important responsibilities is to understand that fact of life and not to misapprehend the notion that substantial public benefits are gathered by trying to make the particular technology that stares us in the face today perform better tomorrow. It may be that the most important of all responsibilities the commission has is to facilitate the long-run development of communications technology and economics.



Besen

TVB in Vegas

'Selling in the 1980's' is theme of association's 26th annual convention; workshops, speeches look to attract record number

There may be one sure bet in Las Vegas today (Monday)—that the Television Bureau of Advertising's 26th annual meeting is the biggest ever. By last Monday, advance registration had hit the 700 mark in attendance, better than 8% over last year's record, and with spouses and guests TVB was expecting about 900 people to gather at the Las Vegas Hilton for the three-day event.

"Selling in the 1980's" is the theme that's attracted this crowd, with workshops and addresses today and tomorrow dealing with varied aspects of that subject. A cocktail reception Sunday evening was to give those attending a chance to meet old friends and familiarize themselves with the layout of the Hilton.

TVB Chairman Thomas Cookerly of



Cookerly

Rice

WJLA-TV Washington is to extend a formal welcome at 8:30 this morning. Half an hour earlier, however, TVB will hold its first workshop, an "MMP" session that promises an announcement of "an electronic breakthrough making media comparisons faster, easier and simpler." (MMP is the TVB calculator-assisted media planning program.)

The keynote address, "Megatrends of the 1980's," will follow Cookerly's welcome. It's to be delivered by John Naisbitt, publisher of *The Trend Report* and a senior vice president of the research

firm Yankelovich, Skelly & White.

Monday's morning session will also feature separate reports by TVB's national sales advisory committee, Chairman Cookerly, Treasurer Dave Johnson, the sales advisory committee and President Roger Rice. The final item on the pre-luncheon agenda is the nomination and election of new board members.

Starting at 15 minutes past noon, Monday's luncheon will feature an address on "Selling in the 1980's" by executive vice president of BBDO, Dr. Larry Light. Following lunch, there will be a 2 p.m. meeting of the Station Representatives Association, which is meeting concurrently with TVB.

Monday afternoon, TVB has scheduled workshops in earnest. At 2:30, meeting participants get to choose among sessions on time management, sales training and commercial production; at 3:30, among workshops on media clients, rating services and retail development. The two blocks of workshops will be repeated the following morning, allowing a chance to attend four.

"Time Management" will feature a presentation by David L. Schmidt of Management Development Associates that concentrates on "how to get more done faster." WKBW-TV Buffalo, N.Y.'s vice president/general manager, Philip R. Beuth, will be the host.

In "Sales Training," Clay Lafferty, chief executive officer of Human Synergistics, will examine the relationship between "thinking style" and human and managerial behavior. He will emphasize diagnostic measures, anxiety and its impact, and "the need for achievement." Metromedia Television President Thomas J. Tilson will serve as host.

"Commercial Production," with William E. Wuerch, president of WPRI-TV Providence, R.I., as host, will feature a three-member panel: Joan C. Carlton, creative services director of KLAS-TV Las Vegas; Robert B. Fox, general manager of KGMB-TV Honolulu's Hawaii Production Center, and David Summers, local sales manager of WTAJ-TV Altoona, Pa., discussing the use of local production facilities as an aid in the sale of broadcast time.

In the second group of workshops, one is being called a "once-in-a-lifetime opportunity." It's "Meet Your Clients," and is designed as a forum between broadcasters and ad chiefs of eight major corporations that are heavy television users. Representing the advertisers are William Alenson of United Airlines, Robert Bodeau of General Mills, Richard Butler of Lever Brothers, Joseph Daly of Norton Simon, Irwin Fleischer of Richardson-Merrill, Robert Turner of Bristol-Myers, Harry Way of Colgate-Palmolive and Gor-

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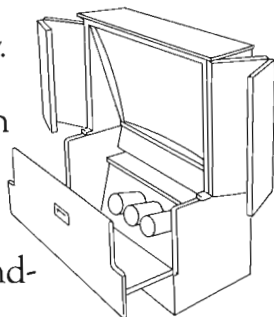
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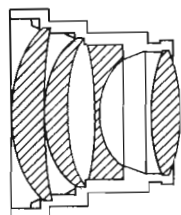
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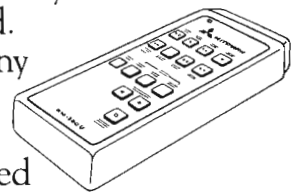


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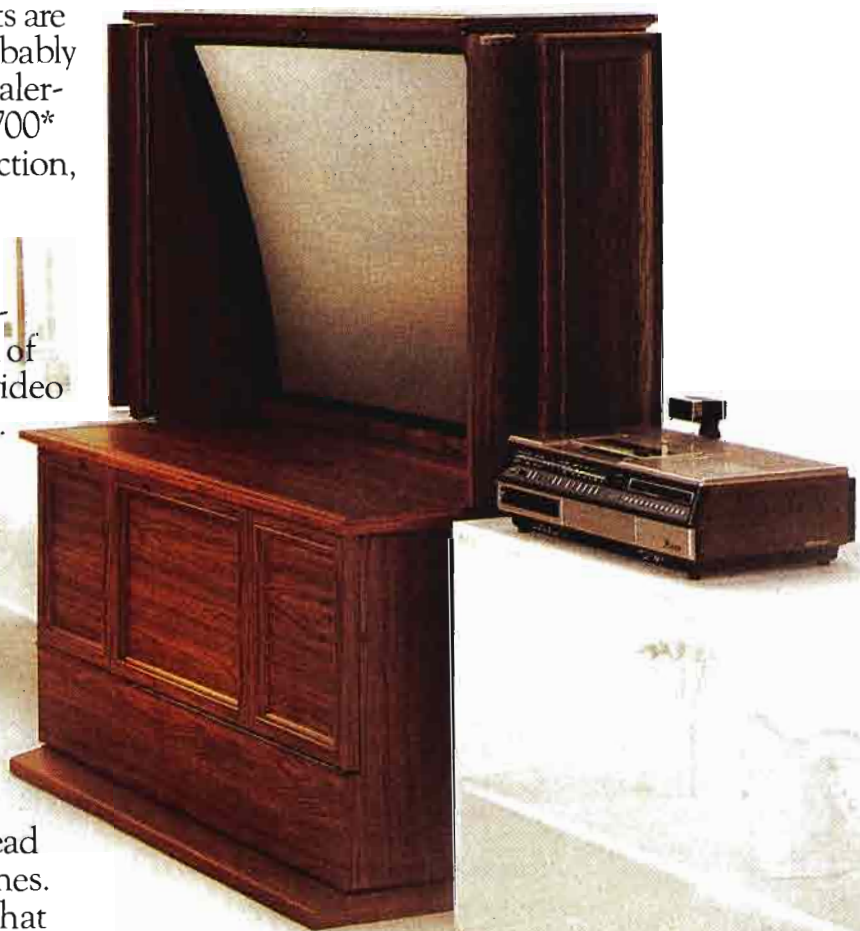
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don Young of Procter & Gamble. William McReynolds, executive vice president/television, Meredith Broadcasting, will be the host.

"The Rating Services," hosted by Blair Television President Walter A. Schwartz, will look at what the services "do for us, with us and to us." It features panelists Pierre Megroz, vice president of marketing for Arbitron Television, and David Traylor, vice president/national marketing manager, Nielsen Station Index.

The last of the half-dozen workshops is "Retail Development," which will be hosted by Outlet Broadcasting President David E. Henderson. Panelists for this session are Patricia Cheramie, sales manager of WBRZ-TV Baton Rouge; David B. Ludwig III, general sales manager of KATU-TV Portland, Ore., and Richard P. Hartwig, director of retail services at KTVU(TV) Oakland, Calif.

Monday's schedule has network and independent station meetings slated at 4:30 and the day will wrap up with a reception and buffet from 7 to 8:30.

Tuesday will start with the Territory Specialists' breakfast meetings at 8:30, to be followed by the repeated workshop schedule. The noon reception and luncheon will feature a premiere of TVB's new promotional presentation. Afterward, there will be a "replay for management" of the 1980 regional workshop. This 26th meeting will adjourn at 5 p.m. on Tuesday.

ABC takes more heat in Spelling-Goldberg matter

Rule's real estate investments are under SEC investigation while 'Fortune' article says network's news coverage was ordered by Arledge to help push Rule out of company

Fall-out on ABC and some of its top-level management continued to rain down last week—all of it stemming from the alleged improprieties between corporate officials and the production house of Spelling-Goldberg.

First, ABC Inc. President Elton H. Rule's investments in real estate transactions with a number of producers who supply programs to ABC-TV were reported to be under investigation by the Securities and Exchange Commission. And *Fortune* magazine suggested—and ABC vigorously denied—that the network news division's motivation in covering the alleged ABC/Spelling-Goldberg wrongdoings was based on more than news judgment.

■ An article published in last Monday's *Los Angeles Times* claimed that documents filed with the state and county there

show Rule's partners in three previously undisclosed real estate ventures include Leonard Goldberg and Aaron Spelling, whose company was a primary supplier of ABC-TV programs. Spelling and Goldberg also are under investigation by the Los Angeles county district attorney's office for possible criminal fraud as a result of charges that Natalie Wood and Robert Wagner were cheated of their share of profits in the *Charlie's Angels* TV series on ABC-TV which Spelling and Goldberg produced (BROADCASTING, May 5).

Although it is not illegal for officers of public corporations to make unrelated investment partnerships with outside suppliers, the *Times* said the SEC is looking into whether Rule disclosed the extent of his personal investments to the ABC board and shareholders.

SEC officials in Los Angeles and Washington refused to comment on the extent of the investigations but one unidentified SEC staff attorney was quoted as saying, "If you've got a supply relationship under the surface, you could make a strong argument that it ought to be disclosed."

Neither Rule nor other ABC officials were taking calls on the matter.

The *Times* quoted attorney Frank Rothman, who said he spoke for Rule as well as ABC, as saying that the network knew of the limited partnerships "and finds no conflict of interest to be involved."

■ Elsewhere, an article by Roy Rowan

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in the Nov. 17 issue of *Fortune* magazine reported rumors that ABC News and Sports President Roone Arledge may have pushed the news coverage of the Rule matter to put Rule in a bad light and therefore improve his own position in the company.

The article claimed that if Rule were out, Frederick Pierce, ABC Television president and ABC Inc. executive vice president, would be the likely successor, giving Arledge the chance to step into Pierce's current job.

"In the corridors of ABC," wrote Rowan, "where company power struggles cause endless conjecture, there is talk of Roone nudging this evolutionary process along by getting rid of Rule. . . . This talk has fueled rumors that the news division's aggressive coverage of the scandal was masterminded by Arledge and aimed at Rule."

That supposition was strongly denied as "utterly ridiculous and completely untrue" last week by an ABC News spokesman, who claimed that "people who know Roone know he has no interest in becoming president of ABC Television." And "if and when the time comes" that Arledge might be interested, the spokesman continued, "he would never have to use this methodology."

He added that Arledge is "obviously disturbed by what has been written." Another at ABC said that "Roone is steaming over that line of speculation."

The bulk of the article, "ABC Covers Itself: It's a mad, mad, mad, mad corporation since the news division started stalking a seeming scandal at the top," primarily described that "stalking."

It included reports of the secrecy of the news division in digging out the story of its own corporation, leading in fact with the line, "Steve Jacobs [an ABC News producer] flew in from Washington under orders not to tell anybody what he was doing."

It also mentioned that "even the cops saw the humor of the confrontation" when the office of Ron Sunderland, ABC Entertainment vice president, tried to get an ABC News team ejected and "how could an ABC News team be arrested for trespassing on ABC property?"

Pressure on the news department also was alleged.

Sunderland later was said to have been chased by an ABC camera crew. And, according to the *Fortune* article, when the chaser, correspondent Bill Greenwood, "returned to his office, [World News Tonight executive producer Jeff] Gralnick and Roone Arledge . . . had already got the word from on high: 'Try that again and your boys will be arrested.' Nevertheless, they were beaming."

After the news story involving Spelling-Goldberg and Rule was aired on *World News Tonight* in late August, ABC Chairman Leonard Goldenson, according to the article, "promptly telephoned Arledge to complain about the rough treatment—a reaction that other businessmen who feel they are pilloried by television may savor. Arledge didn't return the call."

Fund raiser

Turner Broadcasting offers million shares of stock in search of \$15 million to reduce its bank debt

"It's a necessary step—but probably just a first step." That's the way some members of the financial community are looking at Turner Broadcasting System's plans to offer an additional one million common shares of common stock.

On Oct. 31, TBS registered the proposed sale with the Securities and Exchange Commission. Pegged to market value, the offering is to be made through the Atlanta brokerage house of Robinson-Humphrey Co. With shares trading over-the-counter in the area of \$16 each, the sale is expected to yield TBS on the order of \$15 million, and the company said it would apply the proceeds to the reduction of bank debt. At the moment, according to TBS financial vice president William C. Bevins Jr., the company has been using short-term lines of credit for borrowings that total "\$11.5 million and are growing, obviously."

It has been generally estimated that

TBS's Cable News Network is losing \$2 million to \$2.5 million a month. Though offset to some extent by the favorable results of "superstation WTBS(TV) Atlanta (reportedly earning \$10 million in operating profit on an annual basis), there are also the estimated losses (\$4 million a year) of the TBS sports teams to consider. TBS owns 100% of the Atlanta Braves baseball team, 99% of the Atlanta Chiefs soccer team and 66% of the Atlanta Hawks basketball team. Third-quarter results aren't due until Nov. 17, but the TBS second-quarter figures show a six-month loss of \$4 million, compared with \$881,000 for 1979's first half. Figures like those are prompting the assumptions that TBS has to look for additional funding down the line.

Sources already indicate TBS is looking to arrange long-term borrowing commitments to replace the short-term lines it has been drawing on and which have total availability of \$17 million.

Debt isn't the only thing the million-share offering will reduce. Right now, Ted Turner holds about 87% of the approximately 10 million shares of TBS that are outstanding. Increasing the common by one million shares will effectively dilute his holdings to about 79%.

Bottom Line

Ampex acquisition cleared. Boards of directors of The Signal Companies and Ampex Corp. on Oct. 29 approved and companies signed formal definitive agreement for Signal to acquire equipment manufacturer (BROADCASTING, Oct. 20). Involved is exchange of 0.85% of Signal common share for each of 11 million outstanding shares of Ampex plus two million reserved for debenture conversion and stock options, putting worth of more than \$430 million on deal. Signal investments include Golden West Broadcasters.

MESBIC license. Sam Ewing, president of NAB's minority broadcast investment fund, Broadcap, says Small Business Administration will issue license for Broadcap subsidiary MESBIC (Minority Enterprise Small Business Investment Corp.) by "middle of this month." Applications for funds will be accepted after license is received, and MESBIC will begin making investments "by the end of the year," Ewing said. Broadcap currently has \$10 million in cash and pledges and will be eligible for matching funds from SBA, which will contribute \$4 for every \$1 raised by Broadcap.

August totals. Network television revenues in August totaled \$348.1 million, up 14.6% from August 1979, according to estimates compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising. The month's outlays pushed the total for the first eight months of 1980 past the \$3-billion mark, to almost \$3.2 billion, also up 14.6% from the same period of 1979.

	August		
	1979	1980	% Chg.
Daytime	\$109,368,000	\$122,518,100	+12.0
Mon.-Fri.	81,080,200	89,516,500	+10.4
Sat.-Sun.	28,287,800	33,001,600	+16.7
Nighttime	194,262,800	225,534,400	+16.1
Total	\$303,630,800	\$348,052,500	+14.6

	January-August		
	1979	1980	% Chg.
Daytime	\$946,978,900	\$1,090,228,800	+15.1
Mon.-Fri.	649,952,000	765,650,100	+17.8
Sat.-Sun.	297,026,900	324,578,700	+ 9.3
Nighttime	1,845,025,600	2,109,715,300	+14.3
Total	\$2,792,004,500	\$3,199,944,100	+14.6

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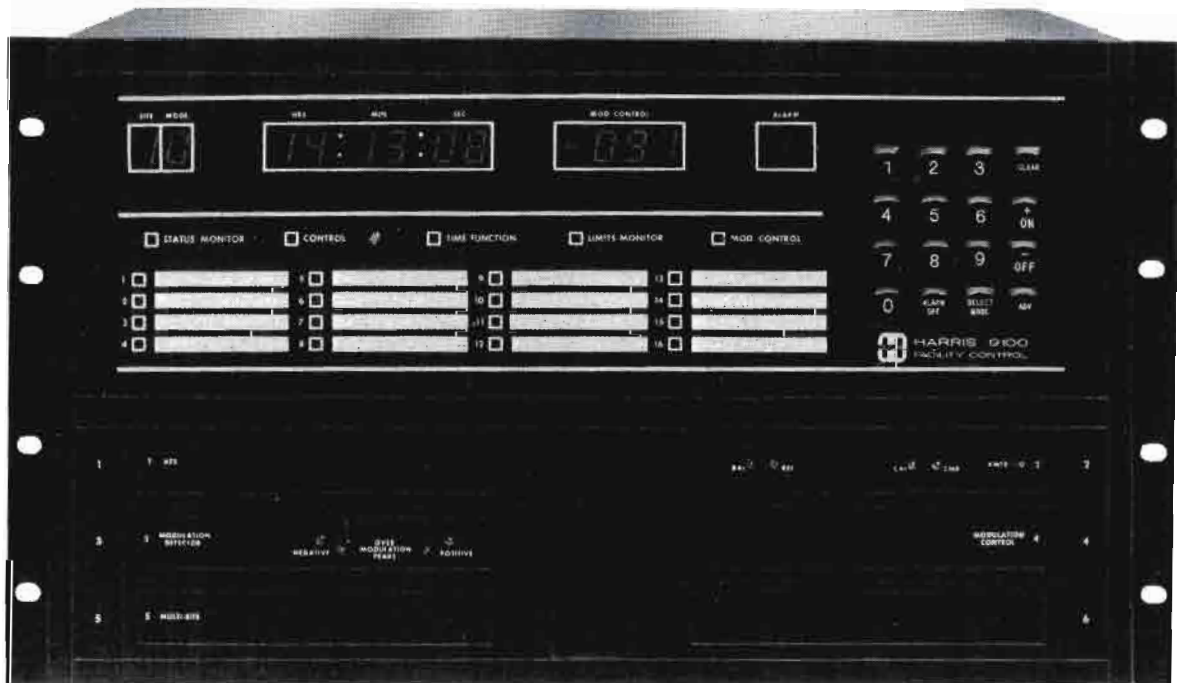
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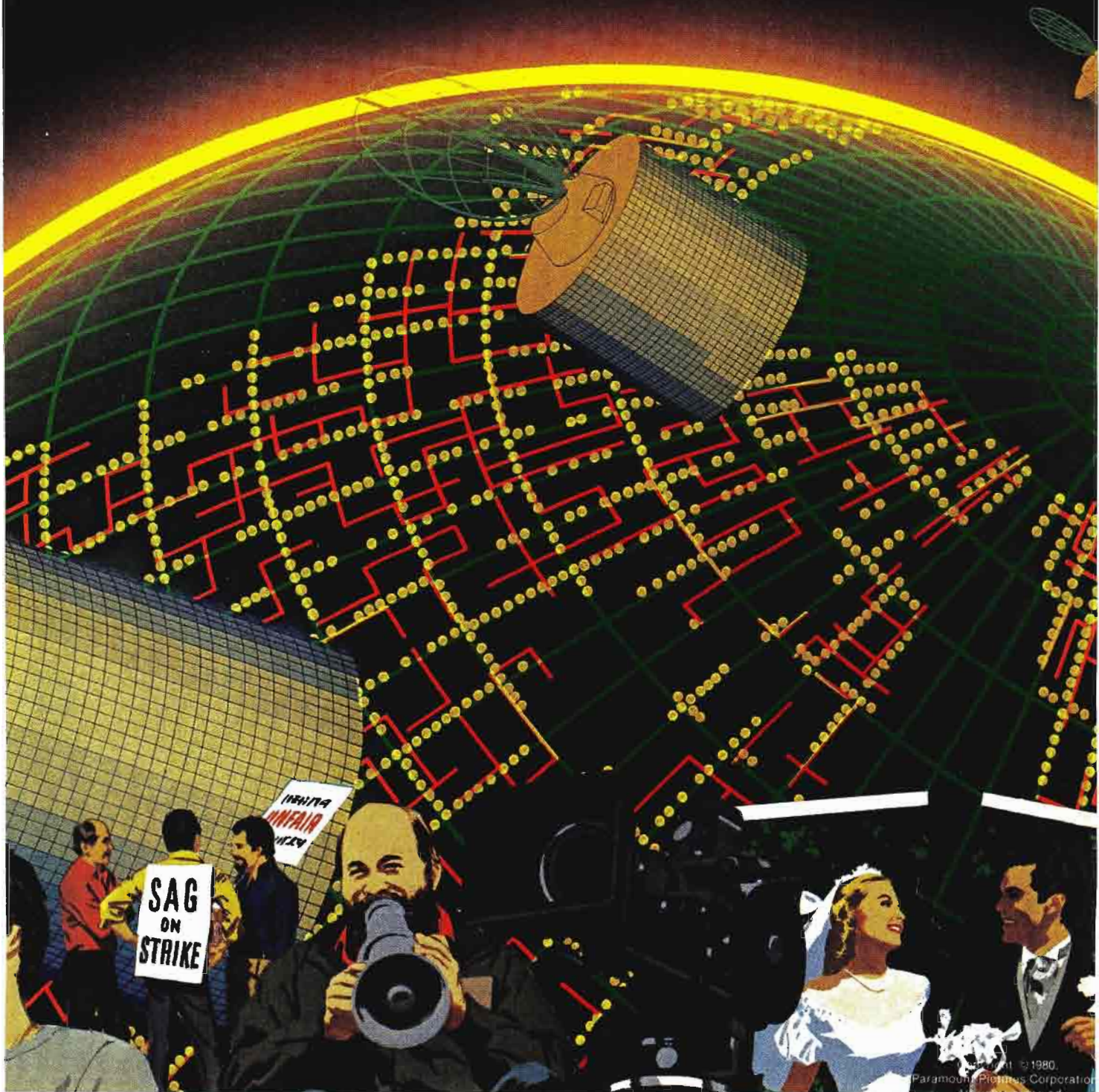
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Battle's joined on 9 khz proposal

First comments are in on U.S. proposal to increase number of AM stations by decreasing spacing between frequencies; ABC leads attack; NAB and ABES are skeptical; NTIA, NPR and NBMC are alone in favoring allocation plan

The first official comments deadline on 9 khz passed at the FCC last week with a flurry of filings but no surprises. ABC led the opposition. The National Association of Broadcasters and the Association of Broadcast Engineering Standards called for more studies. And the National Telecommunications and Information Administration, National Public Radio and the National Black Media Coalition led the cheering section.

ABC—in a 59-page document that held the FCC's approach to be “legally un-

sound”—said the proposal of reducing AM channel spacing from 10 to 9 khz “ignores central concerns about the availability, quality and viability of services received by radio listeners.” The FCC, ABC charged, is following a “more is always better philosophy.”

ABC cited the conclusion of the commission's special task force on 9 khz spacing—established in July 1979—that “the burden of proof [concerning the desirability of 9 khz spacing] rests more on those who advocate change than those who defend the status quo.” To date, that burden has not been met, ABC contended.

ABC pointed out several other task force concerns with implementation of a 9 khz plan which the network claimed have not been resolved:

- A 5% loss of existing service areas.
- Increased interference due to reduced channel spacing.
- The possibility that reduced channel spacing would limit future developments in AM stereo broadcasting.
- The fact that 9 khz spacing would

render a million existing receivers obsolete and result in “diminished performance” of several hundred million inexpensive receivers.

■ The fact that 9 khz is not needed to prevent interregional interference to U.S. broadcasters.

ABC also charged that the cost figures for the technical transition to 9 khz cited by a Moffet, Rich & Larson study are “understated”—at least in the case of ABC's owned and operated stations. The Moffet study concluded that nondirectional antenna AM stations would incur—on the average—costs of \$2,000 in making the transition of 9 khz in accordance with the so-called “U.S. plan” under which the frequency shift of any given station would be no more than 4 khz. Directional antenna AM's would have to pay anywhere from \$7,000 to \$40,000 to make such a transition (BROADCASTING, Oct. 20).

ABC claims that the costs of transition to 9 khz for each of its two nondirectional AM stations—WLS Chicago and WABC New York would be \$4,245. Its two stations with nighttime directional antenna pat-

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terns (WXYZ Detroit and KABC Los Angeles) would each incur costs of \$9,225 in switching to 9 khz.

The Moffet study estimates are for technical costs only and do not include costs associated with changes in promotional material or advertising and marketing efforts that might be incurred as a result of the switch.

ABC notes that under the "Canadian plan"—which would shift frequencies by as much as 9 khz—frequency shift costs for its stations would escalate astronomically. WMAL Washington—which would not be required to shift at all under the U.S. plan—would incur technical costs of \$149,500 in shifting to 9 khz as

prescribed in the Canadian plan. KGO San Francisco—which would also remain at its present frequency under the U.S. plan—would incur costs upwards of \$90,000 if it had to shift frequencies in accordance with the Canadian plan. KABC—which would be required to shift 7 khz under the Canadian plan—would only be able to do so at a cost of \$62,130, approximately \$51,000 more than would be necessary under the U.S. plan, according to ABC estimates. WABC, WLS and WXYZ would incur the same costs under both spacing plans.

NAB is funding a study of costs likely to be encountered in the event that a Canadian-type plan is eventually adopted for Region 2. It suggested that the commis-

sion's advisory committee on radio broadcasting ought to evaluate and compare the merit of the U.S. and Canadian plans "with respect to some defined objective for serving the American public with aural broadcasting. Until [such studies] can be made, a conclusion cannot be reached as to the plan which should be supported by the United States," concluded NAB.

ABES cited a study by the Canadian Broadcasters Association on the costs—both technical and nontechnical—of implementing the Canadian plan. According to ABES, the study concluded that the "nontechnical costs will actually exceed the technical costs." ABES said that nontechnical costs "are necessary to the stations affected and must be considered in determining the real costs stations will be called on to meet" if a 9 khz spacing plan is adopted.

ABES also expressed concern with the role the International Frequency Registration Board is playing in determining the domestic radio assignments within the United States: "For the first time [U.S. radio assignments] may be determined not by direct negotiations with our neighbors, where our relative needs can be accommodated, but by an international bureaucracy located at Geneva, Switzerland, [which has] but a vague appreciation for the needs of the United States and its people. How the United States got itself into this position is a question requiring the most sober consideration."

ABES also cited the need for more precise information on the following issues:

- Impact on the public of possible service losses and gains.
- Prospect for satisfying the demands for new stations and nighttime service for daytime station operators.
- Consideration of the "greatly added burden" on the commission to implement the changes necessary to bring a new 9 khz standard into effect.

NTIA has strongly supported the adoption of a 9 khz plan for Region 2 in the past and continues to do so. Implementation of that plan might be achieved most efficiently by adopting "hybrid plans that combine initial U.S. and Canadian proposals," suggested NTIA.

If such a plan is adopted, stations would shift as much as 9 khz in the 540 khz-900 khz and 990 khz-1170 khz portions of the AM band while stations in the 900 khz-990 khz and 1170 khz-1600 khz portions of the AM band would shift no more than 4 khz.

NTIA said the hybrid proposal "would minimize the moves required of U.S. radio stations," preserving "almost two-thirds of directional patterns" while "about three-fourths of the total stations would not be required to change their frequencies more than 4 khz."

NTIA suggested "that all reasonable hybrid plans be considered, since they may be preferable to the full 9 khz frequency plan."

NTIA also suggested that several technical problems involved with changing frequency and upgrading an antenna for

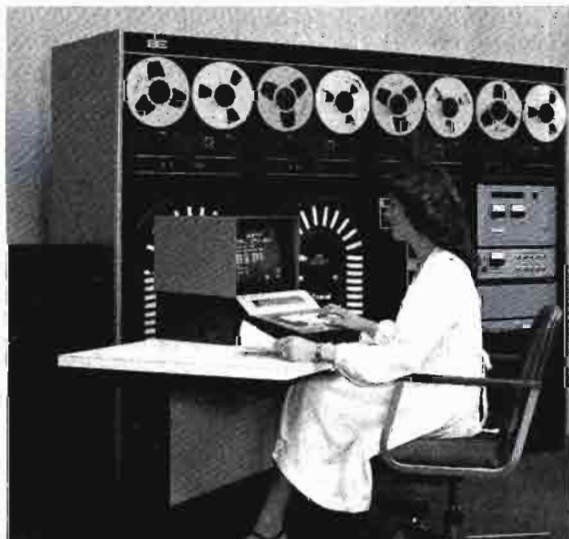
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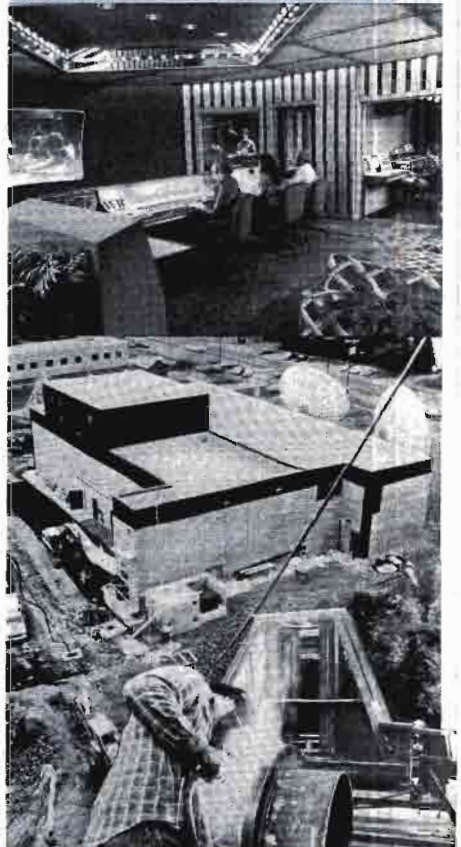
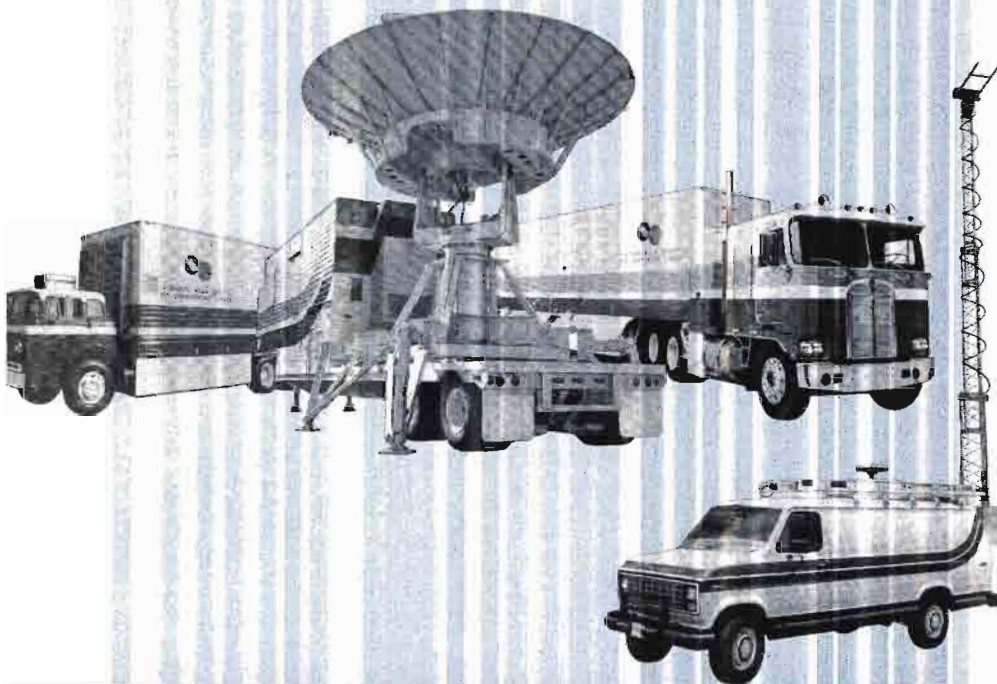
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stereo transmissions are "essentially the same." In light of this conclusion, NTIA urged the commission to "advise station owners of this factor and suggest to them that antenna upgrades for AM stereo transmissions include provisions for operating at the new frequencies determined by the 9 khz channelization plan to be adopted."

NTIA said the existing threshold requirements have "outlived their usefulness," and suggested that the commission adopt the following three "priorities" for evaluating applications under any adopted 9 khz plan:

- Minority ownership.
- Daytime station owners wishing to convert to full-time operation.
- Noncommercial operations.

National Public Radio viewed the 9 khz proceeding as an excellent opportunity to expand the country's public radio system and called for the reservation of six out of the 12 new channels which would be created for noncommercial use only. The National Black Media Coalition put in its request for 691 AM allocations based on its projection of long-term demand for new black-owned radio stations. NBMC looked toward increasing the number of black-owned stations per market so that when that number is "divided by the market's black population, it should equal the total number of stations in the market when divided by the market's total population."

NBMC endorsed the Canadian plan,

which it says could lead to the creation of "1,400 new stations"—almost five times the number of new stations that NBMC says would be created by the U.S. plan.

NBMC also said any attempt by the U.S. to trade Canadian access to U.S. clears for Canada's acquiescence to the U.S. 9 khz plan will harm minorities "on both sides

of the trade: fewer stations resulting from the clear channel proceeding and fewer stations in the 9 khz proceeding. The only beneficiaries of such an anti-public interest tradeoff would be the Canadian government, incumbent Canadian broadcasters and incumbent American broadcasters."

In Sync

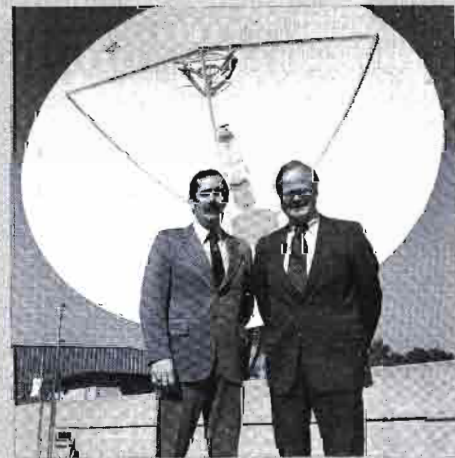
Harris counted for. In response to NAB effort to speed AM stereo rulemaking, Harris, one of five AM stereo system proponents, said it "will cooperate with NAB in meeting with the FCC and in establishing uniform criteria to be used in evaluating the various systems. It is also our view . . . field testing be done by all proponents at a common site and that testing be supervised by an impartial agent." Harris is also preparing to release survey of 100 radio stations, conducted by Weeks Associates, that found two-thirds of stations contacted favor FCC taking its time to insure that right system be chosen. Remaining stations favor quick decision regardless of which system is approved. Survey also found that 50% of AM stations were using pre-emphasis to boost hi-frequencies and more than half favored establishment of standard pre-emphasis curve for AM broadcasting, monaural or stereo.

VHD comes together. Groundwork for marketing of JVC's video high density (VHD) videodisk system has been firmed up with announcement of formation of three separate joint ventures uniting as partners JVC, Matsushita, General Electric and Thorn EMI. Three separate companies are being formed for program distribution and production (VHD Programs Inc.), disk manufacturing (VHD Disk Manufacturing), and player manufacturing (VHD Electronics.) Partners say marketing launch date is late 1981; they hope to have 200-title program library available at that point. VHD is not compatible with RCA or MCA systems.

Old soft sell. For those "who have never owned a computer system before," Hewlett-Packard, Palo Alto, Calif., has come up with accounting computer software package that, it says, is suitable for small radio and television operations. H-P says software (FIN/250), which operates on HP 250 computer, features "softkey" keyboard that guides users step-by-step through accounting procedures. Software package is available for \$7,500. HP 250 with integral keyboard, movable display screen, disk memory and operating system software is available for \$23,000.

Grand freer. Canada's Department of Communications Minister Francis Fox announced that government-developed Telidon teletext-viewdata service will be used to improve access to government information. Telidon will be installed in several government offices and in number of public places throughout Canada early next year in pilot project to judge its effectiveness in responding to questions from public.

New way in and out. Television and radio transmissions out of Los Angeles should be made easier with the installation of an 11-meter earth station by Wold Communications at ABC in Hollywood. The earth station is the first of two the resale carrier plans to install at a site leased from ABC and used to provide satellite interconnection services to broadcast and cable customers. William Hynes, director of traffic, ABC broadcast operations and engineering (left), and Robert Wold, president of Wold Communications' parent, Robert Wold Co., were among the representatives of the two companies on hand for the turn-on. Antennas are built by Scientific-Atlanta and earth stations are packaged and installed by Satellite Transmission Systems, a subsidiary of California Microwave. Both are capable of transmitting and receiving simultaneously five television signals and numerous audio channels and are linked by microwave to Wold's nearby operating center which is interconnected with telcos and with other satellite carriers. Wold plans to expand its earth station network into two other cities within the next few months—two earth stations are being installed in New York and one in Washington.



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Pay showing of films may decrease their worth says ABC's Thomopoulos

His network will pay less for movies already shown on cable and STV, will rely more on mini-series and made-for-TV films; says strike-delayed new shows will all be back on by Nov.

The ABC television network may back off from its movie purchases as a direct result of competition from pay cable and over-the-air subscription TV outlets, according to Entertainment Division President Tony Thomopoulos. Speaking at a Los Angeles news conference, Thomopoulos indicated that the network has already cut its purchase and production orders for motion pictures and will "be making careful judgments in the future" about theatrical releases.



Thomopoulos

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"There is no doubt that a frequently exposed movie [on pay cable and subscription TV] has less efficiency on network television," Thomopoulos contended. "This is going to have a direct impact on prices that are paid, prices that are already very high."

The ABC executive hinted that the network is already being affected by the new competition, and said the performance of new pay cable networks such as Premiere "will be closely watched."

"In the future we may decide not to buy a movie or may pay a lesser price if it has been shown on cable or pay TV," Thomopoulos said. In the short run, he predicted, ABC will at least be more selective in its movie buying and rely more on mini-series and made-for-television movies.

The actors' strike delayed the official start of the new season for ABC until Oct. 27, but Thomopoulos gave assurances that all of its regular series will return by Nov. 30. The network will rely on weekly shows as "the backbone" of its schedule, he said, along with "a healthy movie inventory plus some specials and two novelizations. There will be no reduction in the number of programs ordered for each series as a result of the strike, but ABC expects no "second season" either. Instead, new shows will be brought in on a staggered basis as needed.

Thomopoulos said the network had targeted Friday and Sunday nights as the main time periods it needs to do well in to stay competitive. Among others, ABC is

counting on *Benson* and *Those Amazing Animals* to pull high ratings and shares in those time slots.

Thomopoulos declined to comment on the pending investigation of the company that produces *Charlie's Angels* for the network, Spelling-Goldberg Productions, and allegations that ABC officials illegally transferred money from that series. The Securities and Exchange Commission and the FBI have been looking into the charges, and the Los Angeles district attorney is expected to release a 172-page report on its own investigation later in this month (see page 49).

'Morning' numbers

On the first anniversary of its "Morning Edition," National Public Radio announced that stations carrying the news program have had a "substantial" increase in listeners. Arbitron statistics in a joint NPR-Corporation for Public Broadcasting survey of 65 representative stations show that the majority of stations carrying "Morning Edition" for two hours or more doubled their audiences in the past 12 months.

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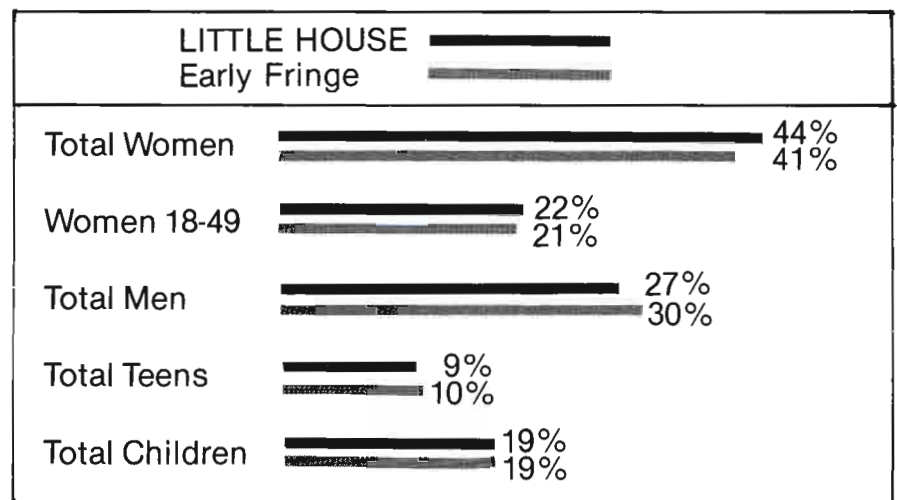
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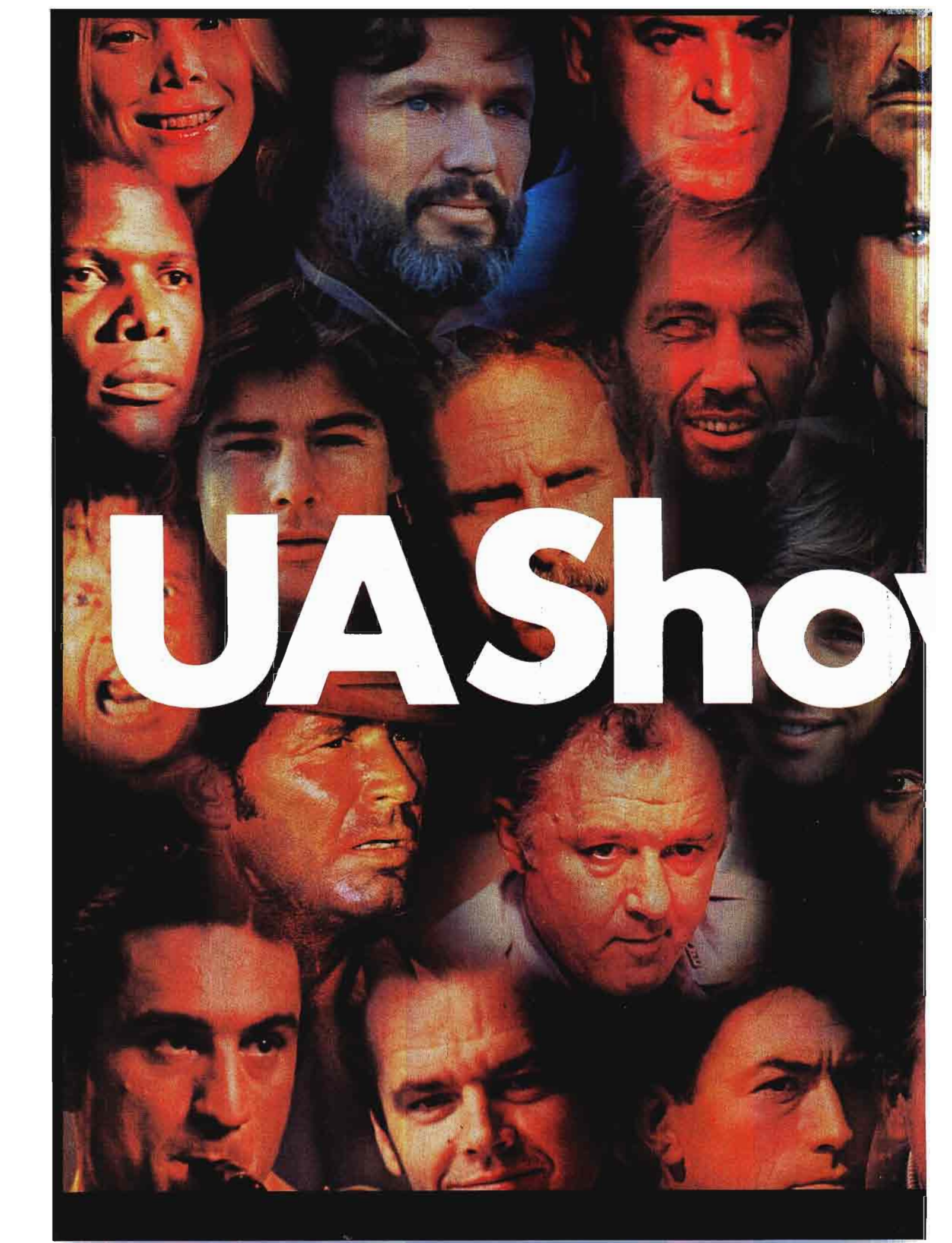
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Monitor

In the marketplace. Free 80-second *How About...* science reports with Don Herbert (formerly Mr. Wizard) will continue for another two years with equal grants of \$396,240 from National Science Foundation and General Motors Research Laboratories. Alcare Communications handles distribution.

NATPE notes. Keynoting National Association of Television Program Executives conference next March in New York will be Robert Bennett, president and general manager of wcvb-TV Boston. For convention March 13-18, NATPE has upped general registration from \$150 to \$275 and will be charging spouses \$100 each. And to deal with larger-than-normal number of participants expected, given New York site, one-day passes will be issued for \$100. NATPE follies, annual spoof revue, will be held at Radio City Music Hall, complete with Rockettes.

Silent programing. Sign Language Entertainment, programing directed toward hearing impaired, expects to begin national distribution via yet-to-be-named cable network first of year, according to Sheldon I. Altfield, executive producer. Programs produced by "The Silent Network" at its Los Angeles studios have already aired on KCET-TV and KABC-TV in that city, and NBC-TV has ordered 20-week series to be aired on its owned-and-operated stations. Altfield said programs will run full spectrum of entertainment, using sign language but with voice narratives possibility. He estimated 10% of population is hearing impaired, and that up to two million Americans use some form of sign language.

Black grid classic offered. Cable Associated Sports Enterprises, Altadena, Calif., has announced that Gold Bowl telecast from Richmond, Va., will open collegiate post-season play on Dec. 6. In addition to national TV exposure, game between top teams of Mid-Eastern Athletic Conference and Central Intercollegiate Athletic Association will be picked up by Armed Forces Television network for worldwide distribution. CASE is rights holder to Gold Bowl which was started in 1976 to provide opportunity for post-season bowl play for black colleges. CASE's James Hunter will be executive producer, with other production work by Mobile Video Systems, Los Angeles. Sales are being handled by Syndicated Sports Sales, Englewood, N.J., (201) 567-3736, and TVS Television Sales, New York (212) 949-3939. Latter is in charge of market clearances.

PlayBack

Saluting L.A.'s 200th. Los Angeles bicentennial is being commemorated by local CBS-affiliate KNXT-TV in form of 200 one-minute tributes, which will air about three times daily, seven days a week, through Sept. 2, 1981. Spots are modeled after CBS bicentennial minutes of 1976. Celebrities and civic leaders narrate vignettes of city's history. Among 105 who have taped segments are Johnny Carson, Ricardo Montalban, Frank Sinatra, Shirley Jones, Tommy Lasorda, and Mayor Tom Bradley.

New source. *Jewish Spectrum*, 30-minute weekly public affairs radio program has premiered on 12 stations, some in major markets. Produced by Jewish Broadcasting Service, program is offered on barter basis and has two minutes available for local advertising. For information: (212) 275-2546.

High-priced team. WRIF(FM) Detroit recently signed five-year contract with morning team of George Baier and Jim Johnson totalling \$1,000,000. Average salary for major market morning personalities ranges from \$40,000 to \$70,000, according to one consultant. According to Baier, amount, which is inflated by bonuses increasing at latter end of contract time, is not as significant as contract duration. Duration, says Baier, reflects increasing competition in personality radio.

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) *Lady* by Kenny Rogers on United Artists; (3) *He's So Shy* by the Pointer Sisters on Planet; (4) *Dreaming* by Cliff Richard on EMI/America; (5) *Another One Bites the Dust* by Queen on Elektra. The top five in **country radio airplay**: (1) *If You Change Your Mind* by Crystal Gayle on Columbia; (2) *On the Road Again* by Willie Nelson on Columbia; (3) *Lady* by Kenny Rogers on United Artists; (4) *Smokey Mountain Rain* by Ronnie Milsap on RCA; (5) *Hard Times* by Lacy J. Dalton on Columbia.

Ratings Roundup

A dozen new and returning series had their season premieres on CBS-TV and ABC-TV during the week ended Nov. 2. Reaction to the veterans was mixed, ranging from a 24.3 rating and 36 share for CBS's *Alice* to a 14.7/25 for the same network's *WKRP in Cincinnati*.

But it was a lukewarm ratings response at best for the three new entries introduced that week. All half-hour situation comedies, none scored above a mid-20's share, with CBS's *Ladies' Man* earning an 18.4/27 and ABC's *It's a Living* and *I'm a Big Girl Now* bringing only a 15.7/26 and a 15.3/26 respectively.

It was the week—Oct. 27-Nov. 2—that both ABC and CBS claimed as their "premiere week" as many strike-delayed series began showing up on the airwaves with original episodes. NBC, with the *Shogun* blockbuster already having swept the ratings and with the World Series behind it as well, has been maintaining the 1980/81 television season began as usual, in mid-September.

CBS, having staggered through the first weeks of NBC's "season," claimed victory on the first week of its own. Network averages were CBS: 19.8/32, ABC: 18.3/29, and NBC: 16.5/27.

The First 20

Rank	Program	Network	Rating/Share
1	<i>60 Minutes</i>	CBS	26.6/42
2	<i>Big Event The Gauntlet</i>	NBC	25.1/39
3	<i>Love Boat</i>	ABC	24.5/41
4	<i>Alice</i> (premiere)	CBS	24.3/36
5	<i>Jeffersons</i> (premiere)	CBS	24.0/35
6	<i>Jayne Mansfield Story</i> (movie)	CBS	23.7/38
	<i>Archie Bunker's Place</i> (premiere)	CBS	23.7/35
8	<i>Little House on the Prairie</i>	NBC	23.2/34
9	<i>Dallas</i>	CBS	23.1/40
	<i>Three's Company</i> (premiere)	ABC	23.1/33
11	<i>Rape and Marriage: The Rideout Case</i> (movie)	CBS	22.3/37
12	<i>Eight is Enough</i> (premiere)	ABC	22.0/34
13	<i>Fantasy Island</i>	ABC	21.1/39
	<i>M*A*S*H</i>	CBS	21.1/31
15	<i>Real People</i>	NBC	20.8/33
	<i>World's Most Spectacular Stuntman</i> (special)	ABC	20.8/31
17	<i>Body Human: The Sexes II</i> (special)	CBS	20.5/33
18	<i>Father Damien: The Leper Priest</i> (movie)	NBC	19.9/32
19	<i>Lucille Ball Special That's Incredible</i>	NBC	19.9/29

The Final Five

52	<i>NBC News Special Report: The Hostages</i>	NBC	8.3/14
51	<i>Smothers Brothers Special</i>	NBC	10.5/19
50	<i>The Omen</i> (movie)	NBC	11.2/18
49	<i>Tim Conway Show</i>	CBS	11.4/19
48	<i>The Legend of Sleepy Hollow</i> (movie)	NBC	12.9/22

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Supreme Court listens to arguments in format case

High court is told by FCC and broadcasters that commission is not empowered to make programing decisions; citizen groups argue that it must if FCC is to operate in public interest; decision expected from court in spring

The Supreme Court was left last week with the question of whether radio station licensees or the FCC have ultimate authority to decide—in the face of public opposition to a change—whether to drop, say, a classical music or a country-and-western format for one featuring hard rock. The question was posed in an oral argument that constituted the commission's last chance in a 10-year effort to establish that regulation of entertainment formats—in an age of more than 9,000 radio stations—belongs to the marketplace.

The issue has been a source of conflict between the FCC, on the one hand, and the U.S. Court of Appeals in Washington and a growing host of citizen groups, on the other, since 1970. And, as some of the justices indicated in questioning counsel last week, one of the key issues is whether the appeals court has, as the commission contends, improperly substituted its judgment for the commission's in deciding the public interest question involved.

The matter reached the high court on the government's appeal of the lower court's rejection of a policy statement the FCC issued on the controversy in 1976. It was an effort to persuade the appeals court to change its view that in some circumstances the commission must hold a hearing on a renewal or transfer application if the applicant plans to change the format. The commission held that its involvement in format decisions is inconsistent with its statutory duty to promote the public interest and that the marketplace is the best means for allocating formats in radio, whether the goal is diversity of programming under First Amendment freedom or maximizing the welfare of listeners (BROADCASTING, Aug. 2, 1976).

But the appeals court, standing by a series of decisions, held that the commission—to assure diversity of programming—must hold a hearing to resolve public interest questions if the format to be aban-

doned was unique and economically viable, and if its threatened loss had set off considerable "public grumbling."

The issue has attracted considerable interest on both sides. The commission is being supported by ABC, CBS, NBC, the National Association of Broadcasters, the National Radio Broadcasters Association and several individual licensees. And it is being opposed by 11 citizen groups and more than 70 additional parties—most of them music organizations—that are represented in three friend-of-the-court briefs.

The citizen groups and other organizations see the appeals court decision as the only bulwark between them and the loss of a right of redress in the event a preferred format is about to be lost. But the FCC's deputy general counsel, David Saylor, who argued the case for the commission, contended that the FCC simply lacks the ability to make the decisions.

The commission, he said, "feels it doesn't have the ability to determine which kind of entertainment is most in the public interest." And then Justice Thurgood Marshall asked: "How do you

decide between hard rock and jazz?" Saylor said the question is determining between one format and another, and added, "This is a difficult, subjective, esthetic value judgment, in which in most cases the commission and its law judges don't have the expertise."

Beyond those considerations is the First Amendment argument. Saylor said the commission viewed the possibility of a hearing on a proposed format change as "impermissible chilling" of broadcaster program innovation during most of the day. Broadcasters, the commission maintains, would be fearful to try a new format for fear of being locked into it, regardless of whether it proved successful. And "the more it [the commission] is entangled in value judgments," Saylor said, "the more the First Amendment is implicated." Timothy Dyk, counsel for CBS, who shared with Saylor the burden of arguing the commission's position, stressed that the appeals court was, on the format issue, pre-empting the commission's authority. Congress, in the Federal Radio Act of 1927 and the Communications Act of

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1934, he said, "charged the FCC with deciding what is in the public interest. This involves drawing delicate lines. When the commission reaches a policy judgment that it shouldn't examine [the content of programming], the court shouldn't substitute its judgment."

And, when Chief Justice Warren Burger asked if the commission shouldn't show an interest if the fifth radio station in a five-station market proposed to copy the rock format of the other four, Dyk had an opportunity to state what the commission says is the basis of its ruling: "That's not the way the market works. It's a very fragmented market, with stations always looking for new programming approaches, always trying to get an audience."

The justices got a different version of the law from Kristin Glen, counsel for the WNCN Listeners Guild. She said the controversy simply involves the commission's refusal to follow the statute. She said it requires the commission to make a public interest finding in ruling on broadcast applications. "And there has never been any question that this requires diversity," she said. "Yet," she added, "the commission says in this case, 'We will not look.' In this [policy] statement, the commission says, 'We won't make the public interest finding the statute mandates.'"

Apart from the statutory responsibility that Glen said the commission is trying to shirk, she said the marketplace is not infallible as a guarantor of program-format diversity. It does not, she said, assure fair treatment of the poor and others in whom advertisers are not interested. But, she said, they "own the airwaves as much as anyone." And broadcasters, she said at another point, "are not entitled to economic protection."

The format issue is not confined to differences of view regarding musical selections. "Unique" foreign-language formats are also a factor in the case. And Wilhelmina R. Cooke, representing the United Church of Christ and a number of Hispanic-American organizations, said abandonment of such formats without an opportunity for the audience to protest would be undemocratic. When Burger asked if Spanish-speaking residents, for instance, have a constitutional right to programming in that language, Cooke said no. But, she said, "the Communications Act requires primary service to all people of the United States—that's one factor the commission has to consider."

Throughout the two-hour argument, several of the justices interrupted counsel for both sides with questions and comments. But the most skeptical—particularly those from Justices William Rehnquist and Potter Stewart—were directed at Glen. On at least two occasions, for instance, when she talked of the commission's "statutory" responsibility to hold hearings on format changes, Rehnquist said she was referring to that responsibility as defined only—thus far—by the appeals court. And on that same point, Stewart indicated he remained to be persuaded of the lower court's version of the commission's responsibility. "The commission,"

he said, "says, 'We are following the statute.'" He also said at one point, in what seemed an echo of the commission's position, "The public views are known by the manner in which they tune in to various stations."

For the commission and many of the citizen groups arrayed against it, the high court's opinion—which is expected to be handed down in the spring—will be examined for a reading of the law that affects not only the format issue but the larger fight over radio deregulation generally in which they are engaged. A decision that goes against the commission would under-

mine the rationale for its proposed deregulation—that the play of the marketplace is sufficient to protect the public interest in radio service.

Even an opinion that proclaimed the commission a victor over the appeals court on the format issue could, if narrowly written, limit the degree of deregulation the commission would feel free to provide. And several of the justices last week seemed to want reassurance that the commission was not seeking judicial warrant to turn regulation of nonentertainment programming—news and public affairs—over to marketplace regulation.

Broadcast Bureau brouhaha

**Citing lack of 'creativity,'
Shiben fires facilities division
head Jacobs, who claims he was
recently given good rating**

At the FCC, personnel matters are usually handled quietly, particularly if someone would be embarrassed by public discussion. But Broadcast Bureau Chief Richard Shiben's "firing" of Broadcast Facilities Division chief Jerold Jacobs was the talk of the commission and a large part of the communications bar last week. And at least one member of the bar who considers Jacobs as something close to an ideal civil servant called reporters who might not have heard the news. It gave Democrats a chance to get their minds off the election results.

Neither Shiben nor Jacobs was completely reticent about the matter, though Shiben declined to reveal some details, out of, perhaps, a sense of delicacy, and Jacobs, a 12-year commission veteran who has been in his present job two years, said he did not want to stir the controversy any more than necessary. He hoped things might settle down and that Shiben would reconsider, though there was nothing in Shiben's demeanor last week to indicate that was likely. "I have to have faith in the people I assign leadership responsibilities to," Shiben said.

What triggered Shiben's action, ap-

parently, was the manner in which Jacobs handled a personnel matter. He had not, according to Jacobs, been as tough on the individual involved, in transferring him to another assignment, as Shiben had wished.

But Shiben said that incident was not the sum total of his unhappiness with Jacobs. He said he had been dissatisfied with Jacobs's performance on the job for some time. He said Jacobs was not as "creative" as he should be in devising ways to speed the processing of broadcast applications. "Can you live with the same procedures of 1934 in meeting the needs of 1980?" Shiben asked.

Shiben acknowledged that Jacobs's division had succeeded in reducing large backlogs of applications awaiting processing and in reducing the time required to process individual applications (BROADCASTING, Nov. 3). But, he said, Jacobs is not entitled to all the credit. "The front office," that is, his, "has kicked ass" and provided much of the leadership.

All of which puzzled Jacobs. He said that in September Shiben had given him a very high job performance rating and recommended him for a \$7,000 bonus. So, Jacobs said, his record speaks for itself.

Meanwhile, he is doing what he was told—he is looking for another job in the commission—but outside the Broadcast Bureau—as well as outside the agency.



Shiben



Jacobs

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Shiben has given him 90 days to find another spot.

But there's no chance Jacobs will wind up on the street. Shiben indicated he would relent at least to the point of finding a post for Jacobs in the bureau, if necessary. He mentioned the job of chief of Complaints and Compliance, which is now headed by an acting chief. It is also a division Shiben has indicated he would like to abolish.

And Jacobs seems to harbor no ill feeling toward Shiben. "He's a fine bureau chief," Jacobs said.

Meanwhile, Jacobs's apparent successor as chief of the facilities division is getting acquainted there. He is economist Larry Eads, formerly of the Policy and Rules Division. He is Jacobs's assistant chief for planning and evaluation.

EEO proposals put broadcasters, citizen groups in opposite camps

Industry feels plans requiring annual updating of EEO programs, reports on job applicants and other measures unnecessary; public interest groups feel plans don't go far enough

The FCC's latest EEO initiatives are unjustified (in terms of recent employment gains by women and minorities in the broadcasting industry) and beyond the commission's authority, and would impose a burden that far outweighs the benefits derived from them. So conclude most of the broadcasters commenting on the commission's second further notice of proposed rulemaking on revision and expansion of the equal employment opportunity record-keeping requirements applicable to broadcast licensees.

Public interest groups—while sympathetic generally to the commission's proposed EEO rulemaking—argued for even tougher controls.

The commission's latest EEO rulemaking sought comments on the following

amendments:

- Requiring broadcasters to update annually their model EEO programs and place them in their public files rather than submit them to the commission at renewal time every three years.

- Requiring broadcasters to maintain applicant flow and job-hire reports on all job applicants (for all specific job openings) with each report indicating job title, category, sex and race of applicant, referral source and disposition of application.

- Detailed record keeping on all promotions by race and sex, former and new job title and category.

- Annual updating of station employment list—by race, sex and job title and category—by all stations with five or more full-time employees.

- More detailed data on broadcast stations' dissemination plan to implement its EEO programs.

- Licensee "consideration" of a system of hiring goals and timetables should a station employment profile appear to be unsatisfactory.

- A method by which the FCC would determine which renewal applicants would undergo "in depth" reviews of EEO programs

- Exemption from most EEO program requirements for stations that employ women and minorities at a ratio equal to at least 80% of their presence in the area's labor force.

The National Association of Broadcasters suggested that the FCC's proposals to require applicant flow, promotion and employment record keeping are not significantly different from sanctions placed on stations with deficient EEO hiring records. It said that these reporting requirements remain as "genuine sanctions" that should be applied only to real "EEO transgressors." Applying them routinely to all stations, NAB said, would be taking a "punitive approach" to the goals of achieving minority parity in the broadcast industry workforce.

NAB suggested that stations continue to file an annual EEO form (395) and place an updated EEO program in their public files every three years. Stations with 50 or more full-time employees might be required to submit model EEO programs to the commission with their license renewal

applications along with stations that fail to meet the commission's EEO processing guidelines—employing minorities at a ratio of at least 50% to their availability in the area labor force and 25% in the top four categories for stations with five to 10 full-time employees and the more stringent 50/50 guideline for stations with 11 or more full-time employees.

Stations that fail to meet the commission's processing guidelines might be required to submit additional information but not of the "genuine sanction" type required of "stations that are truly EEO deficient."

In comments filed by ABC Inc., statistics were provided that the network claimed show significant women and minority employment gains in the last decade in the broadcast industry. The number of women employed in the top four categories over the last 10 years has more than doubled while the corresponding number for minorities has increased by "roughly 50%," ABC claimed.

ABC also expressed concern at the commission's "conspicuous silence" as to how the model EEO programs "would be subject to commission review as a part of the renewal process."

It also questioned the "propriety and legality" of the commission's proposed oversight of "individual hiring decision."

It said such matters were not within the "limited scope of FCC jurisdiction in the EEO field," but rather were the responsibility of the Equal Employment Opportunity Commission. Such reporting requirements would also "infringe upon the privacy of applicants and employees and impair the confidentiality of management employment decisions," ABC said.

Taking a somewhat more emphatic position, Metromedia Inc. said the proposals take the FCC "far beyond the limits" of its statutory authority to impose such EEO reporting conditions.

It cited the *Melody Music* case where the court held that if the FCC wants to impose differing requirements upon certain regulated entities it must list the differences between the entities and "explain the relevance of those differences to purposes of the Communications Act."

In light of this precedent, Metromedia suggested that broadcasters should not be subjected to EEO reporting conditions that do not apply to other communications technologies. "The proposed increase in broadcast affirmative action requirements is irrationally inconsistent with the commission's present and proposed treatment of similarly situated entities such as cable television operators, STV and pay-cable programers, low-power television licensees and direct satellite broadcasting operators."

NBC commented that even assuming there was "a rational basis" for the FCC's proposed EEO reporting requirements, they would not "be likely to achieve the purported goals of this proceeding," namely—verification of form 395 statistics, explanation of statistical disparities and "guidance" for licensees.

CBS Inc. opposed the notion of an ex-

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emption for any station from EEO reporting requirements. While most broadcasters endorsed the concept in principle—noting however that an exemption would be practically unobtainable under the current FCC proposal—CBS said that “such an approach will be read as a quota employment system,” and thus unacceptable.

All three networks opposed the annual updating of the model EEO program, preferring the current requirement of doing so at renewal time which as CBS noted, should satisfy “any public need for such information.”

The ABC Television Affiliates Association commented that the current EEO proposals present a “complete picture of the results of a licensee’s EEO program.”

The focus of the new proposals, the affiliates said, is on “how those results are achieved,” which can’t be justified in light of any “legitimate regulatory or public policy objective,” absent evidence that a particular licensee’s EEO program is deficient.

The National Radio Broadcasters Association said that the proposed EEO requirements might be applicable to specific cases where alleged deficiencies are involved but as a rule the commission’s proposals are “intrusive” and must be rejected.

A group of 21 stations, (including WSAV-TV Savannah, Ga.; KROY-AM-FM Sacramento, Calif., and KPRI(FM) San Diego) represented by the Washington law firm of Shrinky & Eisen commented that the current EEO program was only adopted in 1976 and has been in effect for only three years.

The stations called on the commission to cite evidence that the data collected so far “is inadequate to provide the requisite analytical base” in evaluating licensees’ EEO programs.

As far as the commission’s rationale for implementation of the EEO proposals—program diversity—is concerned, the group cited a remark made by Commissioner Anne Jones that that rationale “is largely a hope rather than a rational expectation.”

The group also suggested that the notion of “voluntary” goals and timetables are signals from the FCC “to conform or else.”

The Corporation for Public Broadcasting and the Hampton Roads Educational Television Association urged the commission to coordinate its EEO efforts with the Department of Health and Human Services which also has under way a proposed rulemaking on EEO reporting requirements for noncommercial stations receiving funding from CPB. Lack of coordination between the two agencies in their respective EEO initiatives “threatens to burden noncommercial stations with inconsistent affirmative action reporting requirements.”

Comments filed jointly by the Citizens Communications Center, National Association for the Advancement of Colored People, National Organization for Women and four other public interest groups

generally supported the rulemaking but felt it “does not go far enough.”

They said that all broadcasters—not just those with five or more full-time employees—should be required to develop model EEO programs. By relieving those stations with four or fewer full-time employees from EEO reporting requirements, the commission is giving “30%” of all broadcast licensees a “blanket exemption” from EEO obligations, the group said. Often these small stations have part-time employees “numbering in the dozens,” the group said.

The National Black Media Coalition was also generally supportive of the commission’s EEO rulemaking. NBMC said that EEO enforcement needs to be strengthened because minorities and women “continue to be victimized by exclusionary policies in an industry receiving its birth and protected oligopoly status from the government.”

NBMC proposed, however, that the applicant flow and job-hires reporting requirements include walk-in applications and resumes “where the bulk of minority applications are found.”

NBMC said voluntary goals and timetables would be meaningless and suggested mandatory goals and timetables for “all licensees with either total full-time or high-pay jobs at less than 50% of market workforce parity.”

The coalition is opposed to any exemp-

tions from EEO reporting requirements because stations reaching “statistical parity” would then be exempt from “scrutiny of job assignments, training, working conditions, pay promotions, evaluations, layoffs and terminations.”

It also recommended that the commission undertake a study of the quantitative relationship between minority employment statistics and minority program services offered by licensees.

The United Church of Christ said that the commission was attempting to shirk its responsibility to scrutinize its EEO practices: “The commission is offering additional, but not the most essential, information to complainants of licensee discrimination in exchange for a significant reduction in the commission’s over-all responsibility for EEO program enforcement.”

UCC said that if the decision not to require submission of the model EEO program with a station’s renewal application is adopted, the commission will not be able to carry out “even the threshold statistical evaluation it now relies on most heavily.”

The American Women in Radio and Television urged the commission to be realistic in its proposed employment rules for broadcasters. It said that simply requiring more paperwork “will not achieve a workforce which is representative of the proportion of women and minorities in the labor pool.”

Carter-Mondale case to be heard

At issue is whether networks were unreasonable in not selling time for political half-hour

About one year after plans for the launching of what proved to be President Carter’s ill-starred re-election campaign led to the controversy, the Supreme Court last week agreed to review the FCC ruling that the three television networks had been unreasonable in refusing to sell a half-hour of prime time to the Carter-Mondale Re-Election Committee early in December. The committee wanted the time to air a documentary on the President.

The networks had contended essentially that the first week in December 1979 was too early in the campaign season to sell political time; they were concerned about equal time requests from other candidates which, if granted, would disrupt their regular program schedules. ABC and NBC offered nothing; CBS offered to sell five-minute blocks. So Carter-Mondale went to the commission, which agreed, on a 4-3 vote, that the networks had violated Section 312(a) of the Communications Act, which requires broadcasters to afford federal candidates “reasonable access.”

And a panel of the U.S. Court of Appeals in Washington unanimously affirmed the commission in an opinion that left the networks shaken. One network lawyer said it was “as bad a decision as we could get” (BROADCASTING, March 24).

It held that political candidates have an “affirmative right of access.” It upheld the commission’s ruling that the FCC must consider individual candidates’ requests on an individual basis, not on the basis of an across-the-board policy. And it affirmed the authority of the commission in ruling—on the basis of “objective indicia”—that the 1980 presidential race, in November 1979, “was already in full swing.” The commission was said to be better suited than either candidates or broadcasters to decide when the campaign begins.

Adding to the networks’ uneasiness, the appeals court rejected the argument that the law itself violated the First Amendment because it impinged on broadcasters’ editorial freedom. The court said the law simply reallocates the “use” portion of the airwave from the licensee to the candidates. The broadcasters’ right to speak and editorialize, the court added, “is unimpaired.”

The three networks and the National Association of Broadcasters petitioned the Supreme Court for review. They argued that the decision gave the commission the right to intrude into editorial decision-making to an extent the First Amendment does not tolerate. NBC said the commission had been given a key role in the electoral process by being allowed to say when a campaign is under way.

There was, beyond the First Amendment and reasonable-access aspects of the ruling, an element that disturbed the net-

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"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 5-10-20 pictures a second in black-and-white stills. Then as now, I focused on the moment I thought would be the crux 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'd 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."

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works. It was the section affirming the commission's right to apply the law to networks as well as to individual broadcast licensees—seeming to lend weight to the argument that the commission has the authority to regulate the networks directly, at least in certain areas. That issue was not addressed in the petitions for review.

RKO cries foul in WNAC case

In brief to appeals court, it says FCC decision denying licenses of its three stations was done without adequate reason

RKO General Inc. says the FCC's decision denying renewal of three of its television licenses and putting in jeopardy its 13 other licenses is, in effect, Kafkaesque. It says the commission has taken away licenses that had repeatedly been renewed without the notice and hearing required by law on several of the essential issues involved.

RKO, in its brief asking the U.S. Court of Appeals in Washington last week to reverse the commission's action, said the record does not support "the sweeping judgment on RKO's fitness" that the commission made last June (BROADCASTING, June 9). Indeed, it says the commission's action on Sept. 30 on the 13 stations (BROADCASTING, Oct. 6) undermines the first judgment on fitness.

The commission, in the later order, said it would hold evidentiary hearings on the status of the 13 stations when judicial review of the commission's final decision on June 4 to deny renewal of licenses for WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles is completed. The commission, RKO observed, noted in the Sept. 30 order that it was not prejudging its final decision and would assign the matter to an administrative law judge to develop a record.

RKO said the action regarding the 13 stations—in which the commission will consider a full range of options, from grant of renewal to disqualification—"is irreconcilable with the notion that the disqualification of WNAC-TV automatically applies to other stations." The commission had linked the outcome of comparative hearings involving WOR-TV and KHJ-TV to the results of a contest in which two applicants were seeking WNAC-TV's license.

Then there was the lack of what RKO considered an adequate record for what the FCC did. A major factor in the commission's decision was a long list of illegal and improper practices on the part of RKO's parent, General Tire & Rubber Co., as detailed in a special report of that company's board of directors. Yet, RKO said, the commission "has improperly refused to hold" hearings on RKO's claims that the criticized conduct did not implicate RKO officials and had no impact on RKO's operations. And it said the com-

Washington Watch

Can't win them all. Three networks were turned down last week in bid to obtain videotapes that had been played in Abscam bribery trial of Representative John W. Jenrette Jr. (D-S.C.). U.S. District Judge John Garrett Penn, who presided over five-week trial, gave no reason for denying request of ABC, CBS and NBC to copy tapes government used in securing conviction of Jenrette and co-defendant, John R. Stowe, on bribery and conspiracy charges. Penn said he would give his reasons in later opinion. Three networks played excerpts from video tapes used in Abscam trial of Representative Michael J. Myers (D-Pa.), after Supreme Court rejected congressman's request for stay of appeals court order releasing tapes (BROADCASTING, Oct. 20)

McGraw stockholders denied. Six McGraw-Hill Inc. stockholders seeking to sue corporation's directors over American Express Co.'s failure to take over company were rebuffed by Supreme Court last week. High court refused to review lower court's ruling barring stockholders for suing for misconduct over money they say failure of takeover cost them. At issue was whether alleged conduct violated federal law making it crime for anyone to engage in fraudulent action in connection with tender offer. Although American Express twice in January 1979 offered to buy stock—first at \$34 per share then at \$40, when stock was selling for about \$26—it never made cash tender offer.

Campaign ad fallout. Among debris of Carter-Mondale Re-Election Committee's failed campaign is \$11-million libel suit filed against it by Moral Majority, religious, right-wing political action group headed by Jerry Falwell. Suit is in response to radio commercial prepared and placed on some 250 radio stations by Rafshoon Communications. Moral Majority said commercial, which was pulled two weeks ago, portrayed Falwell as disbelieving that God hears prayers of Jews. Moral Majority also complained that commercial, in alleging it wants to "purify America," suggested similarity to Nazism. FCC has denied complaint by Citizen's Party presidential candidate, Barry Commoner, that NBC violated no-censorship provisions of equal time section of Communications Act by advising affiliates that political spot paid for by Commoner to be fed to them by network contained "language that some may find offensive" (offensive word was bullshit). As result of warning—which Commoner said constituted network censorship—many affiliates did not clear spot. Bureau said network did not engage in conduct that could be construed as limiting Commoner's right of free expression. Bureau did say, however, that network's initial attempts to reject spot or convince Commoner not to air spot were clearly in error and that network's staff should be made fully aware of no-censorship requirements of law.

Brown's words of warning. FCC Commissioner Tyrone Brown—in speech at NAB Washington conference on minorities in broadcast management—said that "the little progress that has been made today" in employment of minority broadcast managers is "something the FCC cannot accept." He said number of minority managers in last three years has "actually begun to go backwards." Brown called on minority managers in industry to "educate your partners to the need and the obligation and the good business sense of utilizing minorities in the broadcast industry." Brown also called for establishment of minority support networks" within broadcast companies (similar to those that exist for whites) to "search out and find potential [minority] shining stars and get them on a fast track within companies." Without them, Brown said, "we'll be looking 10 years from now at the same levels of minority employment" that exist today.

mission denied renewal of three television licenses "with a scant and wholly inadequate explanation of why so draconian an approach was required." That failure to justify the remedy, RKO said, "renders the commission's choice unlawful."

Nor were those matters the extent of RKO's allegation of what amounts to a charge of unfair treatment.

Besides General Tire's activities, the commission had cited alleged misrepresentations in RKO's financial reports—dealing with the company's estimates of trade and barter revenues and expenses—and lack of candor, which involved RKO's opposition to reopening the record of the WNAC-TV proceeding and the question of whether RKO sought to conceal a related Securities and Exchange Commission report. RKO denied wrongdoing in connec-

tion with those matters.

But more than that, it said the commission made findings on them "without prior notice to RKO that they were at issue (much less that summary adverse findings might be made) and without meeting the heavy burden of demonstrating that nothing could be gained by a hearing . . .

"Instead," RKO added, "the commission simply asserts that there is a lack of dispute as to facts it deems vital and a lack of need for further information." It then "draws invidious inferences from documents not in the record, condemns accounting practices as knowingly false without inquiring into the method by which they were made, discredits sworn assertions without hearing testimony and makes findings as to knowledge and intent on the basis of conjecture and surmise."

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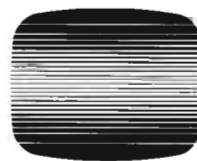
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Short-form renewal not very popular

Broadcasters object, saying they will still have to do the same amount of paperwork; citizen groups are afraid there would be no check on stations

The FCC's "simplified renewal application" (SRA) proposal—although heralded by the commission as a significant reduction in the "burdens and costs imposed on the licensees and the commission"—simply redirects that burden from the commission's files to the licensees' public files, according to many of the comments filed by broadcasters in the FCC's proposed rulemaking to reduce the standard license renewal form to the size of a postcard.

They also say the proposed random audits of approximately 16% of broadcast licensees per year by the Broadcast Bureau or the Field Office Bureau would be unfair. Public interest groups on the other hand feel that adoption of the rulemaking will result in "licensees running roughshod over commission rules and policies," to quote from Action for Children's Television.

Storer Broadcasting charged that "only the commission will gain substantially

from the proposed changes." It said that while the FCC "will relieve itself of the chore of reviewing most of the 500 'full scale' applications it receives every other month" from licensees, "the change means no more than placing in the public file information which was previously also submitted to the commission."

Storer also noted that the proposed random audits are "actually a means of reviewing even more closely [licensees'] compliance with present rules and policies," even though the over-all proposal is "billed as a move to lessen the broadcasters' burden."

Storer also noted that the commission's proposals "have a special irony for television licensees. Their adherence to the FCC's numerous and detailed programming and operating rules is to come under closer scrutiny at a time when virtually every other communications service—including those in direct competition for viewers—has been or is in the process of being deregulated [cable television, low-power television and direct broadcast satellite]." The real question to be addressed is whether "programming rules themselves are still viable in a world of increased video choices," Storer said.

NAB said that although the SRA concept was a "step in the right direction, the commission has proposed a plan which, in large part, would serve only to channel broadcasters' paperwork energies from renewal application preparation to public maintenance and updating."

NAB characterized the proposed random audits as "aberrant administrative practices," justified only under "extraordinary circumstances."

NAB also said the proposed audits were "at odds with the rationale of providing material in a station's public file so that interested citizens . . . may raise issues of service and public responsibility in a renewal proceeding."

The major networks agreed essentially with Storer that the commission's short-form rulemaking should be rejected on grounds that it lacks deregulatory substance.

The United States Catholic Conference commented that if the commission's short form renewal proposal was adopted "most broadcasters would be assured of renewal."

USCC said that since the only way the commission could regulate broadcasters under the new proposal would be "through fear of an audit," the commission should increase the proposed percentage of broadcast licensees that would be audited per year. USCC also suggested that some questions regarding nonentertainment programming and commercialization practices be retained in the renewal form.

It also suggested that before final adoption of the rulemaking, the short-form-random audit plan should be tried out on an experimental basis because if the audit procedure does not work, or "works at less than full effectiveness, the broadcast industry will essentially be unregulated."

ACT—like most of the commenting

broadcasters—rejected the short-form plan outright but for quite different reasons. It said the result would be the creation of an "indefinite broadcast license term without insuring that broadcast licensees be held accountable for their broadcast service." ACT said adoption of the proposal would result in the commission's failure to abide by its mandated obligation to renew broadcast licenses only upon "examination of such application and upon consideration of such other matters as the commission may officially notice and shall find that public interest, convenience and necessity would be served by the granting thereof."

The United Church of Christ, Citizens Communications Center and the Public Media Center were in basic agreement with ACT, charging that broadcasters would be granted—in effect—an indefinite license term if the commission adopts its short-form renewal proposal. National Public Radio "heartily endorses" the proposal. It supported the commission's intention to randomly audit a percentage of the industry, suggesting that such audits "would provide strong incentive for industry compliance since no licensee would have advance warning of its selection."

Supreme Court wants another opinion in per-use case

It asks Justice Department for its views before deciding whether to review CBS suit against ASCAP and BMI

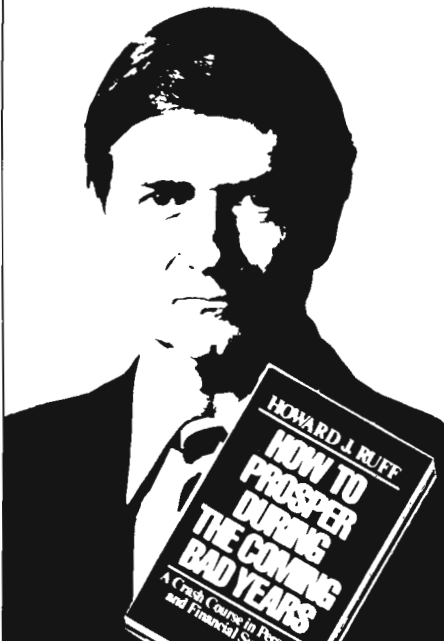
The Supreme Court asked the Justice Department last week for help in deciding whether to hear CBS's appeal in its 11-year-old "per-use" music license case.

CBS's suit, which has been to the Supreme Court once already, charges that the "blanket" music licenses issued by Broadcast Music Inc. and the American Society of Composers, Authors and Publishers represent an illegal restraint of trade and a violation of the federal antitrust laws. CBS wants to substitute a "per-use" form of license under which it would pay ASCAP and BMI only for music that it actually used.

CBS filed the suit in December 1969. It lost after a trial in federal district court, won in an appeals court and earned a mixed decision in its first trip to the Supreme Court—which held that the blanket licenses are not a per se violation of the antitrust laws but told the court of appeals to determine whether there is a violation under "the rule of reason" (BROADCASTING, April 23, 1979). The court of appeals then ruled against CBS, affirming the district court's dismissal of the suit (BROADCASTING, April 7).

CBS subsequently asked the Supreme Court to review the appeals court's ruling. In its action last week, the Supreme Court said it wanted the Justice Department's

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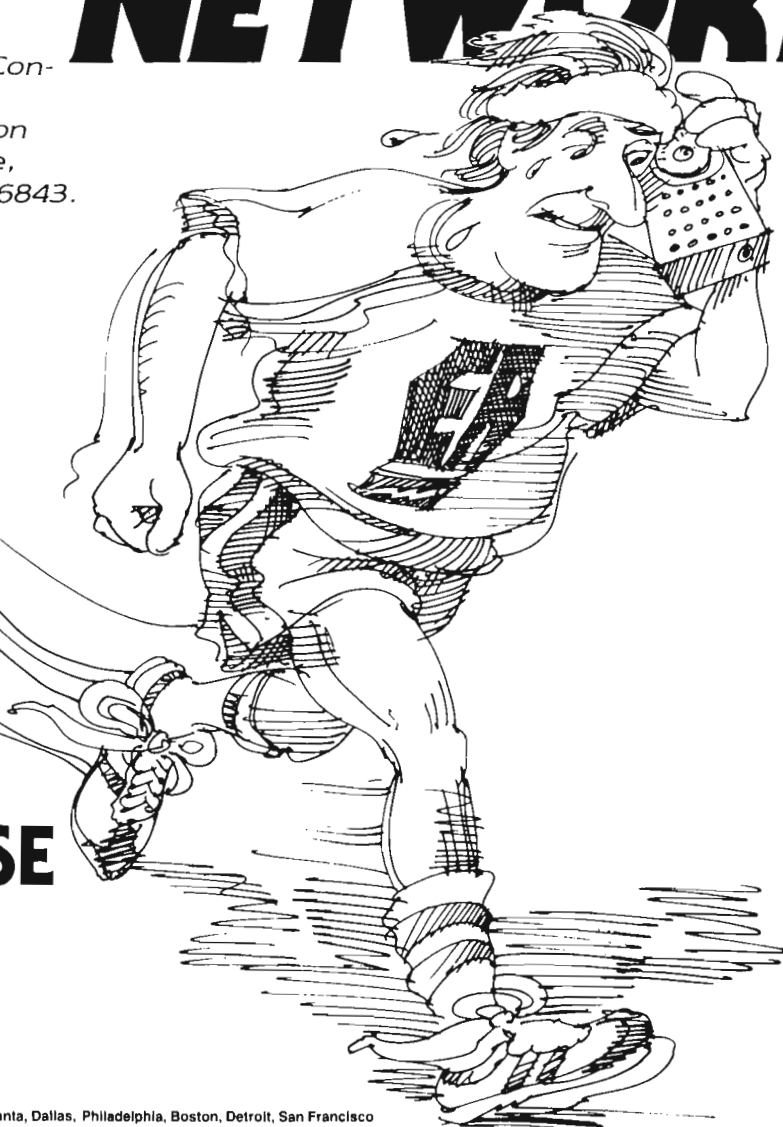
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views on the legality of blanket licenses before deciding whether to do so.

In earlier phases, according to CBS filings, the Justice Department "reluctantly" supported CBS's position. The Supreme Court set no deadline for Justice to submit its current views, but lawyers speculated it would probably do so within 30 to 60 days.

Hearing-impaired bring suit against Los Angeles stations

The hearing impaired of southern California are pressing their effort for recognition of their right to special consideration by television licensees. Class action petitions have been filed with the FCC urging denial of renewal of the licenses of eight stations in Los Angeles. And in the U.S. Court of

Appeals in Washington last week, counsel for the hearing impaired—Charles Firestone and Abraham Gottfried—argued that the commission decision three years ago renewing the licenses in the face of his clients' objections should be reversed.

The complainants—whose actions have implications for all television stations in the country—contend that the Los Angeles stations have failed to serve the needs of the hearing impaired and cannot be expected to do so in the future. They also say the stations are in violation of the Rehabilitation Act of 1973, which prohibits anyone receiving federal assistance from discriminating against handicapped persons. The legal theory underlying that allegation is that a broadcast license constitutes discrimination, a view the commission disputes. As for the closed captioning service that ABC, NBC and the Public Broadcasting Service is now providing, that is not sufficient, in the hearing impaired's view.

The commission, however, in the court case argues that the stations involved met the requirements then in force and that the commission saw no need to require anything more. However, commission counsel Randolph May noted that the commission is following developments in the closed captioning field and has left the door open to imposing additional obligations to meet the needs of the hearing impaired.

It wasn't clear what the hearing impaired believe would be sufficient. However, the stations involved, in their pleadings, interpreted the complaint as calling for open captioning or signing. And the petitioners never rejected that understanding.

The stations targeted by the hearing impaired are KNXT(TV), KNBC(TV), KABC-TV, KTLA(TV), KCOP(TV), KHJ-TV and KTTV(TV). The new class action petitions were filed by Sue Gottfried, who is deaf, on behalf of all the hearing impaired in southern California.

The Media

ATC, Warner take lead in Cincinnati

Final weeks before franchise award produce hard-sell media blitz centering on local ownership; but councilman sees institutional, two-way interactive and interconnection services as key issues

Subsidiaries of Warner Amex Cable Communications and American Television & Communications are the leading contenders to wire the city of Cincinnati, in a franchise process that has come down to comparison advertising.

After a final public hearing scheduled for tonight (Nov. 10), the city council expects to vote on the award Thursday. The winner will come away with the cable rights to the city's 160,000 homes. The other four bidders are Teleprompter, Cablecom, Metrovision and Cincinnati Cablevision.

What apparently caused the final advertising blitz, with Warner leading the charge using full-page newspaper ads and radio and television commercials, was the report of a citizen board that voted 8-3 in favor of ATC's Queen City subsidiary. An earlier consultant report from the Cable Television Information Center had rated Warner and ATC as the two best proposals. Both have 80%-20% MSO-local ownership splits.

Local ownership has been a strong point with all the companies, and was the heart of the stepped-up advertising campaign Warner undertook. Warner, after garnering only three of 11 votes from the citizen board, began running full-page newspaper ads, listing the 24 individuals that would

stand to gain if Queen City won and the 17 institutions in Warner's camp. The ad's headline asks, "Who's going to profit from cable television in Cincinnati?" It then lists "these individuals" or "these institutions." The key line reads: "Queen City Cable gave away 20% of their stock to the 24 people listed above for a token investment. Warner Amex offered their stock to the worthy institutions and organizations listed above."

Richard Aurelio, Warner's head of franchising, said the company felt the ownership question was a "pivotal issue." It was one, he said, that was "clearly ignored in all evaluations." Aurelio pointed out that Warner did not advertise until after the consultant's reports, a strategy the company feels is more useful.

Warner did not advertise in Dallas (where it recently won the award), Aurelio said. Warner, though, had the best rated proposal by the consultant in that city. "Wherever it seems appropriate," Aurelio said, is Warner's approach to advertising. Aurelio estimated Warner has spent less than \$25,000 on its advertising effort, including the 30-second TV buys that ran about six times.

The institutions Warner has lined up include various arts, health, religious and educational institutions, including Xavier University, whose vice president is chairman of the citizen board but who voted for Queen City.

Queen City has countered with full-page ads, costing \$3,000 in combination and running in both Cincinnati papers, for four days last week. Gayle Greer, director of

new market development for ATC, said the primary Queen City ad states: "Cincinnati should award the cable franchise on merit alone." Greer said 30-second and one-minute spots have also run on WCIN(AM) which programs to the city's minority population. ATC's advertising budget, Greer said, is \$15,000.

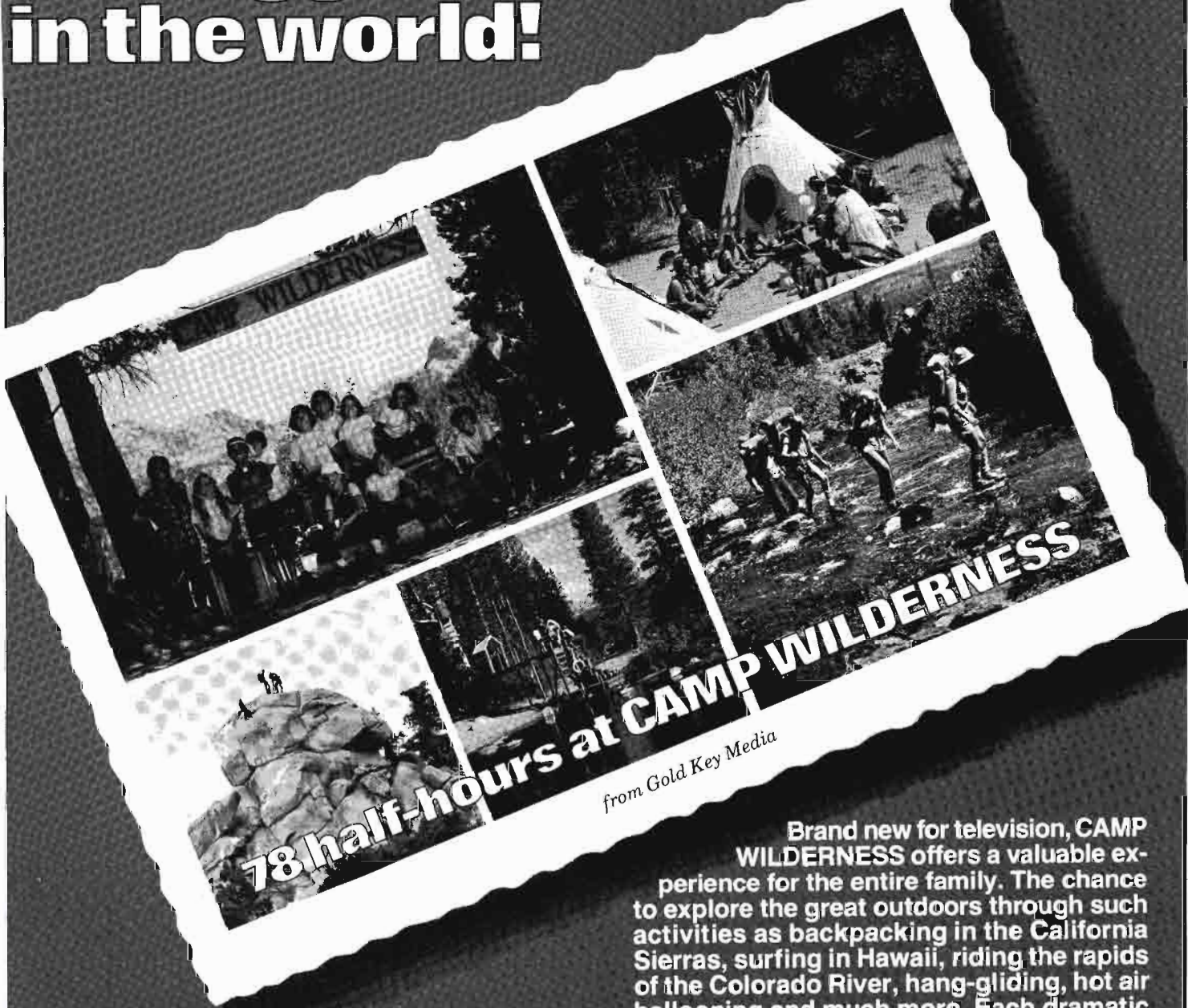
Queen City's individuals include business and political leaders, a state senator, television broker Richard C. Crisler and former NBA star Oscar Roberston. The list includes eight blacks and four women. According to Queen City, the highest investment of \$120,000 could yield \$851,000 over six years.

The other four companies have not been silent, Arnold Bortz, city councilman and chairman of the cable committee, said. All have taken out newspaper ads during the process to get their message across. Queen City had set up booths at neighborhood festivals during the summer and has advertised on billboards and bus posters and Warner bused Cincinnatians the 100 miles to Columbus to see Warner's Qube.

Bortz admits that Warner "has been more aggressive" but said it certainly "has the right to advertise." Bortz said some of the Queen City ads were hard to read and more low-key and maybe less effective from a public relations standpoint. He did say advertising has the potential to backfire and that the simple-mindedness of some advertising has not gone unnoticed by council members.

Even though Warner has lined up behind institutions and ATC behind 24 individuals, neither seems to be a crucial

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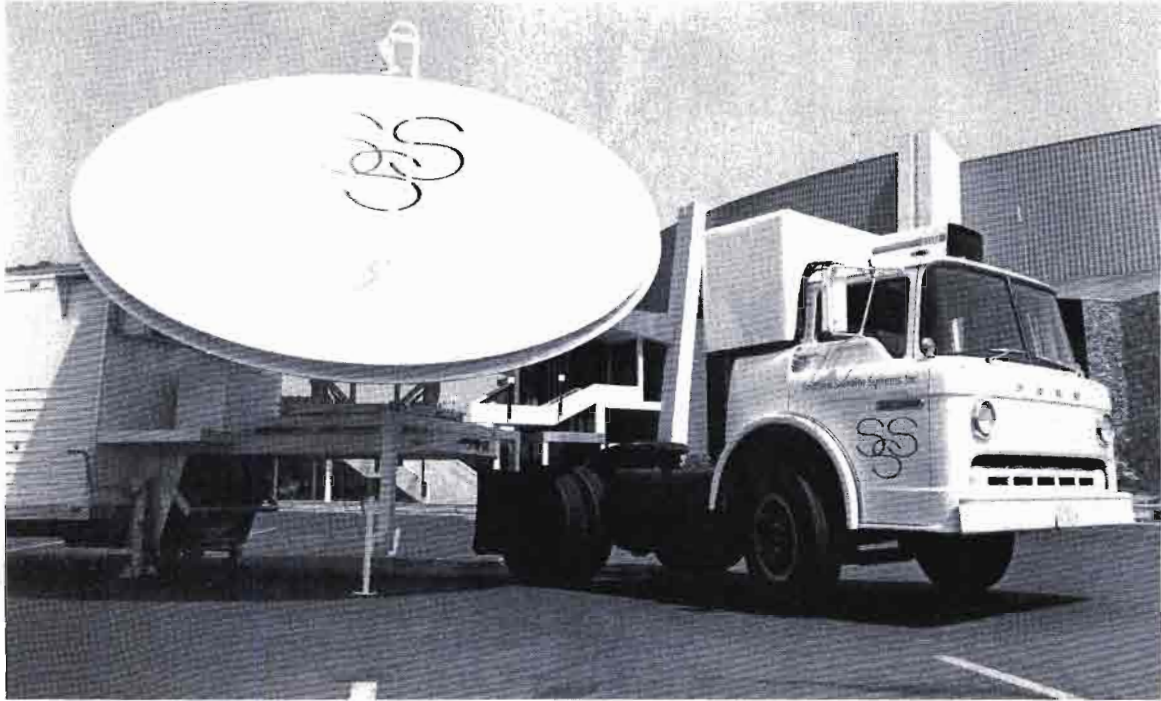
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point with the council. Instead, the issues have come down to public access channels, two-way interactive service and interconnection, according to Bortz. Both Warner and ATC have strengths in these issues.

The plusses for Queen City seem to be that it won the approval of the citizen board based on "human aspects" of its proposal, a member of Bortz's staff said. The citizen board rated the Queen City proposal better because of its promises to hire minorities and women. In addition, Queen City's first level of service of nine public access channels is free, a potential benefit for the poor.

For Warner, Qube and the franchises Warner holds in many surrounding communities weigh in its favor. Bortz said Warner was the only company to offer full two-way interactive service as part of its proposal. The other five bidders—ATC, Teleprompter, Cablecom, Metrovision and Cincinnati Cablevision—proposed systems however, that could be upgraded for interactive service.

Although smooth and successful negotiations have taken place to interconnect the systems of different cable companies, Bortz said, Warner's hold on many Cincinnati suburbs is seen as an advantage. Interconnection would take city resources such as schools, hospitals and libraries into the suburbs.

There are a number of smaller factors that may weigh into the council's decision. There was some concern in the CTIC report that Queen City might have to raise its rates sooner than Warner Amex. A

Bortz aide also pointed out that the city's hilly topography might help Warner in that its second tier gives the residents more channels for less money—more network channels without the interference and sometimes poor reception experienced from over the air reception. But the CTIC report calculated that Queen City would be the best buy, estimating the monthly costs

over 10 years to be \$9.88 for Queen City and \$11.37 for Warner.

As in all franchising, the reports of the consultants are not etched in stone. Sometimes cities have followed the advice, as in Dallas where Warner won; sometimes the council has a mind of its own and goes against advisory reports, as in Pittsburgh where Warner lost.

Boston bidding brings in nine

Among companies vying for the city's cable franchise are Warner Amex, N.Y. Times, Times Mirror; proposals call for access and two-way capability, between 60 and 140 channels

Sixty two-way channels, 10% nonprofit ownership and 20 hours of locally originated programming a week are among the promises made by the nine applicants for Boston's cable television construction rights.

Last week, after the application deadline, city cable TV coordinator Richard Borten pronounced himself pleased with the "very attractive" collection of applicants.

Filing thousands of pages of financial statements, engineering diagrams and expressions of goodwill toward one of the nation's top markets were Boston Cablevision Services; Warner Amex; New York Times Co.; the Los Angeles-based

Times Mirror Co.; Cablevision Systems of Boston; Abetta Corp.; American Cablevision of Boston; Rollins Media, and Tribune Cable of Boston.

Borten, who has predicted that steep investment costs may make some firms welcome the city's financial participation, says the city will now move ahead with a \$35,000 feasibility study to estimate the system's total construction cost.

Boston Cablevision Services, whose top officials are black lawyers Clarence Dilday, president, and Charles W. White and Joseph Dilday, vice presidents, estimates that Boston's 750 miles of streets make it "mere speculation" to estimate costs without a detailed engineering study. But it guesses nonetheless that a system would take three to four years to build and cost \$55 million. The group pledges to set aside 10% of the interest in its firm to set up a nonprofit access corporation and to contribute \$100,000 for access financing for each of the first two years of the system's

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Warner Amex promises Boston 86 channels, optional Qube two-way capability and up to \$76 million in investments.

The New York Times Co. pledges "at least" a \$50-million bond for the project, at least 14 hours of locally originated evening programming and free access channels and engineering services available from 8 a.m. to 10 p.m.

Times Mirror states that its \$1.35-billion worth of assets guarantees that it will be able "to build a first-class system on schedule, underground where required and without fear of financial incapacity." The company says it can be in operation within four years of getting the franchise, with 60 fully interactive channels. "If consumer acceptance warrants," says Times Mirror, the city can be one of the first in the country to use videotext and coaxial cable and telephone transmission. It promises 10 access facilities, and Spanish-language, black and community access channels.

Cablevision Systems of Boston foresees 80 channels, university-originated programming, and a variety of access "to give expression to all of Boston in its richness and variety." Abetta Corp., owned by the weekly *Boston Phoenix* publisher Stephen Mindich, made the least detailed proposal. Mindich said his application is not complete because the state Cable Antenna Television Commission has not ruled whether or not he can apply for the

cable television franchise.

American Cablevision of Boston, an American Television & Communications company, says there will be "something for everyone" on 40 channels: at least 50 hours a week of original programming and 20 hours a week of locally originated programming in cooperation with community groups. A \$50-million revolving credit term loan assures "ample funds" for the project, the company states.

Rollins Media, a venture of Rollins Inc., pledges 24-hour programming and six access channels.

Tribune Cable of Boston is owned by the owners of the *Chicago Tribune* and *New York Daily News*. It says it has a po-

tential for 140 channels, will let a "cross-section of Boston citizens" buy 30% ownership in the Boston franchise for \$1.5 million and will both donate \$1 million to a trust fund for access programming and seek \$3 million more to fund such programming.

Borten says the city learned a lot through meetings between Boston Mayor Kevin H. White and prospective applicants, held so White could brief firms on the city's ethical and access standards. Eight years ago Boston opted not to consider proposals for cable TV. Now, Borten says, he's "fairly encouraged" because such companies as the *New York Times* have applied "in quite a serious way."

Changing Hands

PROPOSED

■ WORO(FM) Corozal, P.R.: Sold by Jose Arturo Fernandez to San Juan archdiocese of Roman Catholic Church for \$1 million. Fernandez has no other broadcast interests. San Juan Archdiocese, headed by Archbishop Luis Cardinal Aponte Martinez, intends to continue commercial operation of station. It has no other broadcast interests. WORO is on 92.5 mhz with 50 kw and antenna 1,010 feet above

average terrain.

■ WVHI(FM) Evansville, Ind.: Sold by Valley-Hi Broadcasting Corp. to Beasley Broadcasting of Evansville Inc. for \$700,000. Seller is owned by Samuel M. Angel (49%), Ronald E. Goodin (33%), Donald L. Chagle (10%) and Donald R. Hooe (8%). Angel's wife, Betty, Chagle and Goodin own one-third each of WJOE(AM)-WGCV(FM) Port St. Joe, Fla. Hooe has no other broadcast interests. Buyer is owned by George G. Beasley (95%) and son, Brian (5%). Senior Beasley owns broadcast group that includes: WFMC(AM)-WOKN(FM) Goldsboro; WJNC(AM)-WRCM(FM) Jacksonville and WWMO(FM) Reidsville, all North Carolina; WKBX(AM)-WSGF(FM) Savannah, Ga., and WDMT(FM) Cleveland. He also owns 85% of WGAC(AM) Augusta, Ga.; 67.5% of WMOO(AM)-WBLX(FM) Mobile, Ala., and 60% of WFAI(AM) Fayetteville, N.C. Son has no other broadcast or business interests. WVHI is on 105.3 mhz with 50 kw and antenna 480 feet above average terrain.

■ WOBS(AM) New Albany, Ind.: Sold by S.S.S. of Kentucky to Eddie Sears for \$600,000. Seller is owned by Lawrence Picus (49%); son, Stanley (50%) and Stephen S. Macri (1%). Senior Picus owns WFME(FM) Forsyth, Ga., and WEHA(AM) Englewood, Tenn. Son and Macri have no other broadcast interests. Sears is general manager of WOBS and owns New Albany advertising, public relations and broadcast consulting firm. He has no other broadcast interests. WOBS is 1 kw daytimer on 1570 khz.

■ KLYX-FM Sioux Falls, S.D.: Sold by Sodak Broadcasting to Thomas E. Ingstad for between \$325,000 and \$375,000, contingent upon final terms of companion AM recently sold. Seller is owned by Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX(AM) Sioux Falls to separate buyer (BROADCASTING, Nov. 3). Ingstad owns KKXL(AM)-KKDQ(FM) Grand Forks, N.D.; KXIC(AM)-KKRQ(FM) Iowa City, and

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KKRC(AM) Sioux Falls. He also owns 33.3% of KOVC(AM) Valley City and KBMW(AM) Wahpeton, both North Dakota, and KWAD(AM)-KKWS(FM) Wadena and KKWB(FM) Breckenridge, both Minnesota. KLYX-FM is on 93.5 mhz with 3 kw and antenna 120 feet above average terrain.

■ Other proposed station sale is WELF(FM) Presque Isle, Me. (see "For the Record," page 105).

APPROVED

■ KMAC(AM)-KISS(FM) San Antonio, Tex.: Sold by The Walmac Co. to Capitol Broadcasting Inc. for \$4.65 million. Seller is owned by estate of Howard Davis. His widow, Maidell, is executrix. Estate has no other broadcast interests. Buyer is Raleigh, N.C.-based group owner of WHTN(AM)-WKEE-FM Huntington, W.Va., and WRAL-FM-TV Raleigh, N.C., and sports magazine and weekly newspaper, owned by James F. Goodman (48.87%), brother, Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodman is president and chief executive officer of Capitol Broadcasting. Ray Goodman is Raleigh attorney. KMAC is on 630 khz with 5 kw full time. KISS is on 99.5 mhz with 12.9 kw and antenna 570 feet above average terrain.

■ KIOE(AM) Honolulu: Sold by Da Kine Hawaiian Radio Inc. to Sunbelt Communications for \$1.1 million. Seller is owned principally by Everett James and family who have no other broadcast interests. Buyer is owned by Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each). Fried owns management consulting firm in Los Angeles. Sudikoff owns Santa Monica radio program production company. Baum is St. Louis law student. He is also vice president of Sudikoff's production company. They have no other broadcast interests. KIOE is on 1080 khz with 5 kw full time.

■ WBRE-AM-FM Wilkes-Barre, Pa.: Sold by WBRE Radio Inc. to Donald Wilks and Michael Schwartz (50% each) for \$850,000. Seller is owned by David Baltimore and family, who also own WBRE-TV Wilkes-Barre. Wilks and Schwartz own WIXY(AM)-WAQY(FM) Springfield and WKZE-AM-FM Orleans (Cape Cod), both Massachusetts, and two-thirds of WPET(AM) Greensboro, N.C. They have also applied for new UHF in Middletown, Conn. WBRE is on 1340 khz with 1 kw day and 250 w night. WBRE-FM is on 98.5 mhz with 6.9 kw and antenna 1,179 feet above average terrain.

■ WFAK(AM) Farrell-Sharon-WFAK-FM Sharpsville, both Pennsylvania: Sold by estate of Sanford Schafitz to Broadcast Service Communications Inc. for \$603,750. Seller has no other broadcast interests. Buyer is owned by Robert Kassi, president, and 14 others. Kassi is former owner of WKYX(AM) Utica-WYUT(FM) Herkimer, both New York. He has no other broadcast interests. WFAK(AM) is on 1470 khz with 1 kw day and 500 w night. WFAK-FM is on 95.9 mhz with 3 kw and antenna 285 feet above average terrain.

■ WCAI(AM) Fort Myers, Fla.: Sold by Lee Broadcasting to Ercona South Inc. for \$600,000. Seller is owned by Truman A. Morris (50.2%), Ronald E. Price (25.1%) and his wife, Helen (24.7%). It is applicant for new FM at Fort Myers but has no other broadcast interests. Buyer is owned by Charles H. Frank and his wife, Ethel (50% each). They also own Bellmore, N.Y., electronic and optics components sales company. They have no other broadcast interests. WCAI is 1 kw daytimer on 1350 khz.

■ WKAL-AM-FM Rome, N.Y.: Sold by Maurer Broadcasting Corp. to Wooster Republican Printing Co. for \$540,000. Seller is owned by Jackson B. Maurer and family, who have no other broadcast interests. Buyer is group broadcaster/newspaper publisher (Wooster [Ohio] *Daily Record* and others), which is owned by R.E. Dix and family, Dixes own WTBO(AM)-WKGO(FM) Cumberland, Md.; WWST-AM-FM Wooster, Ohio, and WRAD(AM)-WRIQ(FM) Radford, Va. WKAL is on 1450 khz with 1 kw day and 250 w night. WKAL-FM is on 95.9 mhz with 3 kw and antenna 105 feet above average terrain.

■ KLUE(AM) Longview, Tex.: Sold by Radio Longview Inc. to McLarty Communications Inc. for \$525,000. Seller is owned by H.A. Bridge Jr. (20%), wife, Jo Ann (30%), Edwin Mahone and wife, Mildren (25% each). They also own KMHT-AM-FM Marshall, Tex. Buyer is owned by

Thomas F. McLarty (50%) and brother, Francis, and wife, Nan (50% jointly). They operate family-held company that owns Ford dealerships in Hope, Ark., and Texarkana, Tex. They have no other broadcast interests. KLUE is 1 kw daytimer on 1280 khz.

■ Other approved stations sales include: KFFA(AM) Helena, Ark.; KLOQ(FM) Lyons, Kan.; WCEN-AM-FM Mount Pleasant, Mich.; KBCC(AM) Cuba, KJEL-AM-FM Lebanon and KTCB(AM)-KMAL(FM) Malden, all Missouri; KDXT(FM) Missoula, Mont.; KWKA(AM)-KTQM-FM Clovis and KSRC(AM) Socorro, both New Mexico; WCSL(AM) Cherryville, N.C.; WTWF(FM) Moncks Corner and WQKI(AM) St. Matthews, both South Carolina; KEES(AM) Gladewater (Longview) and KCAS(AM) Slaton, both Texas; KSVC(AM)-KJMC(FM) Richfield, Utah, and WCVR(AM) Randolph, Vt. (see "For the Record," page 105).

SBS satellite launch set for Nov. 15

Bird will be used for phone, electronic mail, computer and video teleconferencing

Satellite Business Systems, a joint venture of Aetna Life & Casualty, IBM and Comsat, will launch the first of three domestic communications satellites on Saturday,

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Nov. 15.

But SBS-I will carry no video programming. Instead it will provide integrated, all-digital telephone transmission, computer, electronic mail and video teleconferencing communications. The service is scheduled to become commercially active in January.

Robert Hall, SBS president, hailed the launch as a "significant milestone in the establishment of a new communications satellite system that will help revolutionize business communications."

Seven of the 10 companies that have signed as customers have been announced. They include Allstate, Aetna Life & Casualty, Boeing Computer Services, IBM, Insurance Systems of America Communications, Travelers Corp. and Westinghouse Corp. Each of the 10 transponders can serve many customers, SBS's Larry Weekley said, adding that the satellite's capacity has not been filled.

SBS's second satellite is planned to be an in-orbit back-up and the third will remain on the ground for future use. Each satellite's life span is seven years, with the second one scheduled for a 1981 launch. The third bird is to be carried into orbit by NASA's space shuttle in late 1982.

The private network offering SBS has created is called Communications Network Service (CNS). CNS-A is designed for firms with heavy communications traffic where costs justify the use of satellite business communications as compared to more expensive terrestrial links.

CNS-B allows organizations with smaller communications loads to share time on the satellite.

The CNS service not only provides companies with low-cost telephone transmissions but also gives them a foot in the door as other data business communication services expand in the future.

The satellite, built by Hughes Aircraft, will be stationed at 106 degrees west longitude. Each transponder has a 20 watt power output and a net usable bandwidth of 43 mhz, capable of relaying up to 48 million information bits (1 million words) per second.

Weekley said SBS has launch and in-orbit insurance, but did not disclose the amount, although he said the insurance covers the \$43-million investment costs.

KCET's Loper calls for reorganization of CPB and PBS; urges alliance with cable

Public broadcasting needs major restructuring and a new focus, according to James Loper, president of KCET(TV) Los Angeles.

Both the Corporation for Public Broadcasting and the Public Broadcasting Service must re-evaluate their functions or risk collapse, Loper said, "not only because of their own weight, but because of a lack of even the most remote sense of direction and leadership."

Loper made his remarks in a speech ("Who Needs Public Broadcasting?") to the Western Educational Society for Telecommunications in San Diego.

CPB has never developed its role as a "shield" against government interference, Loper said. "The heat now comes from all directions."

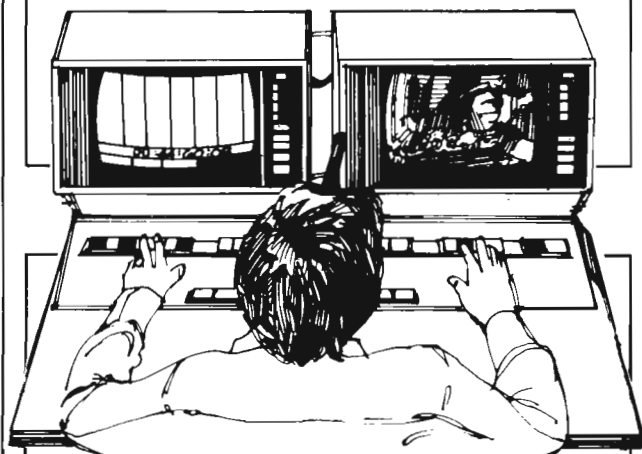
Loper said "an extra layer of bureaucracy" could be eliminated if funds were distributed on a simple formula basis and the CPB board were left to establish policy and to provide general oversight.

PBS's real function is to coordinate the national programming schedule and operate an interconnection system, Loper said. "Functions should be given back to the stations themselves," he said. Exchanges between stations, he said, "could be operated at a fraction of the cost of our pseudo-network."

PBS contends that money is saved by centralizing productions, and while centralization is expensive, member dues represent a lower direct cost to individual stations than if stations handled their own productions.

Loper also said public broadcasting should aim for the "strongest possible alliance" with cable. He believes cable will offer the U.S. "the diversity and variety of programming that was once the hope of public broadcasting," and the alliance between the two could either come on existing services, or on "a new upscale channel that would resemble the best of public television."

BROADCAST SYSTEMS PROFESSIONALS



WALSH

Broadcast Placement Service
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If you're involved in the growing field of broadcast technology, you know that only a handful of companies are responsible for decades of progress and innovation. Our client is at the top of that small group. Their name appears on broadcast equipment found almost everywhere in the world. Their tradition of excellence and imagination has been known and respected from the time the broadcasting industry began. With the help of talented people like you, they can continue to build on that reputation in the decades to come.

Our client has specific openings for **Design Engineers** who can design state-of-the-art camera and antenna systems. You will need either a BSEE or BSME, preferably with experience in broadcast equipment. They are also looking for **Field Project Engineers** for world wide assignments. You should be interested in directing technical projects in a field that extends around the world. You should be willing to travel at least 50% of the time. To qualify you must have an understanding of the latest generation of T.V. broadcast equipment.

You will receive an excellent compensation package with top salaries and a complete benefits program. If you are interested in working with a leading manufacturer of broadcast equipment in one of the positions described above, or if you are qualified in other broadcast equipment areas, contact us by calling collect (215) 968-0707, or send us your resume.

For interviews during the SMPTE conference call toll free 800-638-1915.

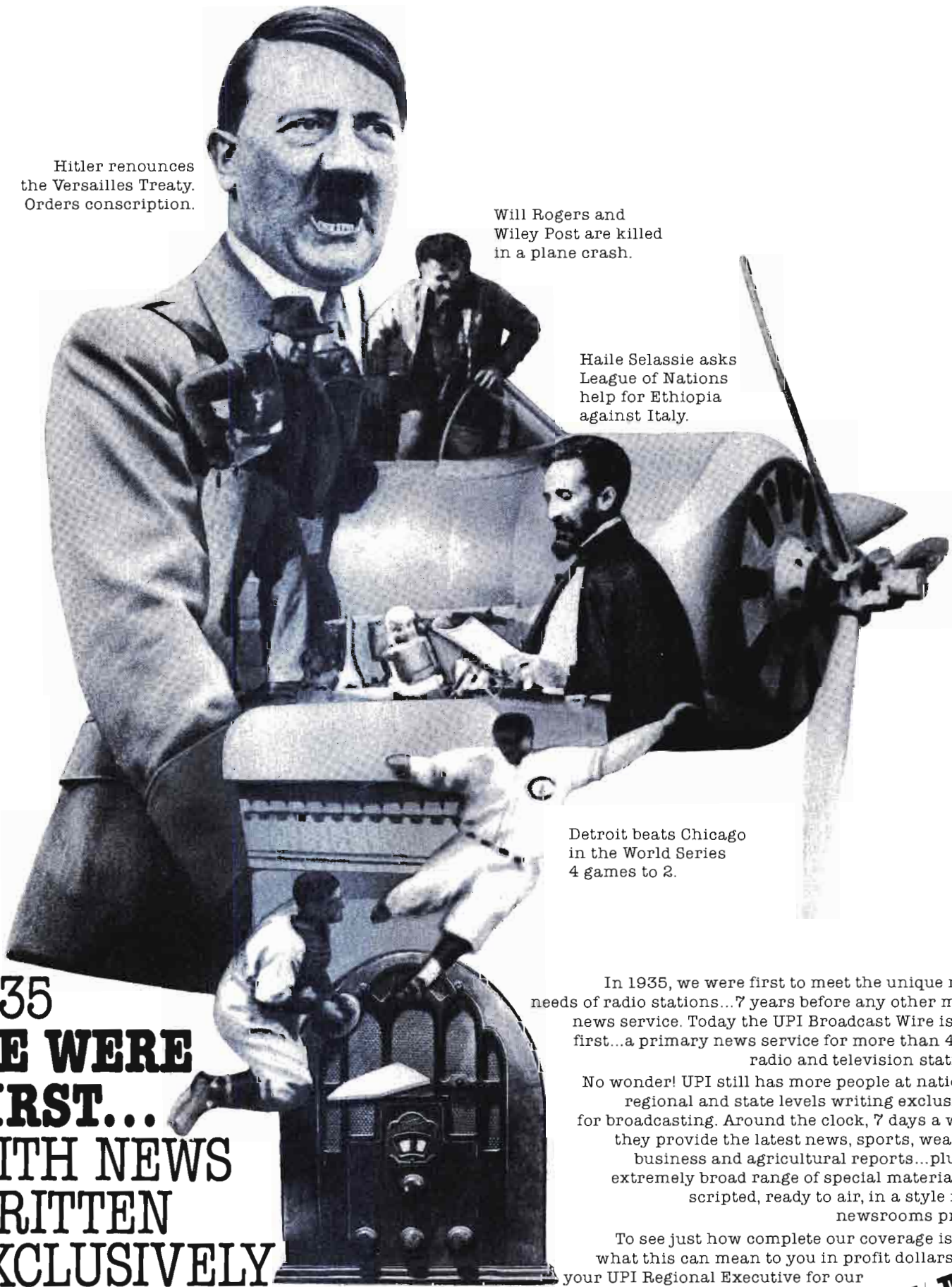


THANKS, GABRIEL WE'RE IN HEAVEN.

For the second straight year, KING TV is a winner of the Television Station Gabriel Award presented by the Catholic Broadcasters-Communicators for excellence in television programming.



KING TV SEATTLE. A DIVISION OF KING BROADCASTING CO.



Hitler renounces
the Versailles Treaty.
Orders conscription.

Will Rogers and
Wiley Post are killed
in a plane crash.

Haile Selassie asks
League of Nations
help for Ethiopia
against Italy.

Detroit beats Chicago
in the World Series
4 games to 2.

1935
**WE WERE
FIRST...
WITH NEWS
WRITTEN
EXCLUSIVELY
FOR BROADCASTING.**

In 1935, we were first to meet the unique new needs of radio stations...7 years before any other major news service. Today the UPI Broadcast Wire is still first...a primary news service for more than 4,000 radio and television stations.

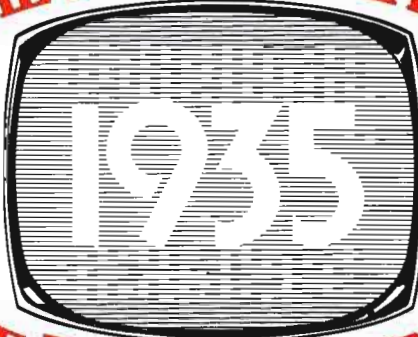
No wonder! UPI still has more people at national, regional and state levels writing exclusively for broadcasting. Around the clock, 7 days a week they provide the latest news, sports, weather, business and agricultural reports...plus an extremely broad range of special material. All scripted, ready to air, in a style most newsrooms prefer.

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UPI The
News
Company

THE FIRST 50 YEARS



OF BROADCASTING

A significant court victory for broadcasters in the last days of 1934 presaged a year in which they made considerable gain in the press-radio war. But on the music copyright front, radio made little progress in 1935, despite a move by the Justice Department to crack down on the American Society of Composers, Authors and Publishers.

Among other significant events of 1935, the FCC, under a new chairman, began to clean house in communications. On the technical side, RCA took television out of the laboratory for a \$1-million field testing program. And facsimile threatened to nudge FM into the background.

An insight into the status of TV was offered by Dr. O. H. Caldwell, a former member of the Federal Radio Commission and then editor of *Electronics* magazine. He reasoned that the only thing retarding the development of television in the U.S. in 1935 was the money "to finance the construction and equipment of image transmitters. To provide television programs throughout the country would require an initial investment estimated at \$50 million to \$200 million or more." Caldwell suggested that the government finance such a project in the public interest. He said: "Television transmitters really have a sounder claim to government financing, in the present unemployment situation, than do other enterprises that have received generous federal aid. Each television transmitter built will be the means of initiating the manufacture of thousands of television receivers, involving new factories, restoring employment and injecting new impetus into the machine of national business."

His plea went unanswered: No federal seed money appeared for television in the U.S. The British Broadcasting Corp., however, announced in February the allocation of between \$875,000 and \$1 million to build a TV station in London with a signal radius of up to 30 miles. It was to start in the fall.

Television in the U.S. got its big boost in May when RCA's David Sarnoff announced a \$1-million, three-point program to establish an experimental transmitting station, to manufacture a limited number of receivers and to develop a format for



The Social Security Act of 1935 was signed and FDR created the Works Progress Administration (WPA). Labor strife grew as bushy browed John L. Lewis became principal architect of the Committee for Industrial Organization, a CIO that was to have conflicts with the American Federation of Labor (AFL) before their eventual merger. Half-empty movie houses offered giveaway dishes and other attendance lures; those who did attend saw Victor McLaglen become a surprise Oscar winner for his role in "The Informer." A new reference tool for radio, the first BROADCASTING YEARBOOK, appeared in February. Will Rogers and Wiley Post perished in an Alaska plane crash on Aug. 15. Less than a month later Huey "Kingfish" Long (D-La.) was assassinated in Baton Rouge. Dutch Reagan was the top sportscaster at WHO Des Moines, and 11-year-old Jimmy Carter was attending the Plains, Ga., public schools. And in

BROADCASTING

television programs. But he cautioned the public that, "as a system of sight transmission and reception, comparable in coverage and service to the present nationwide system of sound broadcasting, television is not here nor around the corner." By mid-July, the RCA president-NBC chairman advised that "all that can be done with television short of actual and studied experience with it in the field, has been done." As opposed to the 30-line picture of a few years previous with a frequency of 12 per second, RCA engineers produced a 343-line picture with a frequency of 60 per second. Small images and a signal range of not more than 25 miles remained problems, as were the shadows on TV screens caused by airplanes overhead and the static caused by passing automobiles' igni-

tions as well as other disruptive electrical factors.

Harry Boyd Brown, national merchandise manager of the Philco Radio and Television Corp., said that Philco could begin production of a "perfected" TV set retailing at \$275 within 30 days. He added, however, that the market wasn't ready. "The sets would all be turned back to dealers within a week because the proper type of program has not been developed," he said.

With no short-range prospect for television development, other venturers searched for the next breakthrough in broadcasting. The hunt was on for a means to capitalize on the established radio audience in 21,455,799 U.S. homes, 69.4% of the nation's households (nearly 2.3 million of those homes having two or more sets). To that total could be added the 1.8 million car radios in 1935.

Some venturers placed their bets on facsimile, the transmission of fixed images to treated paper on facsimile receivers in the home and elsewhere.

The Radio Manufacturers Association in January formed a special committee to coordinate facsimile research and to consider its service possibilities as well as its "romantic appeal." William G. H. Finch, assistant chief engineer of the FCC, received patents for a facsimile receiver weighing only 14 pounds and capable of reproducing half-tones as well as black



Call to Prall. The resignation of FCC Commissioner Hampson Gary in December of 1934 enabled President Roosevelt in early 1935 to call on a close personal friend, former Representative Anning S. Prall (D-N.Y.), to finish Gary's term. Here Prall takes the oath of office, administered by FCC Secretary Herbert Pelley, on Jan. 19, 1935. Later in the year, Prall was reappointed to a full term and named commission chairman.

and white images.

In a Jan. 1 editorial, *BROADCASTING*, with more certitude than prescience, hailed facsimile as "a medium of practical picture broadcasting—a phase of the visual art that is destined to develop far ahead of the over-ballyhooed television. . . . To the advertiser, facsimile will provide a means whereby he can show his merchandise visually to all within the living room. There will be sound accompaniment too, so he can describe his wares while his audience views them." *BROADCASTING* also warned that the "broadcasters of today, naturally, should be the facsimile broadcasters of 1937 and 1938. . . . But there will be plenty of others who will try to elbow into this field, jealous of the progress of sound radio and the opportunities many of them muffed a decade ago."

There were several problems to be worked out in facsimile transmission, but its proponents were undeterred. Facsimile had been used to transmit weather maps to ships at sea. RCA, while investing heavily in television, hedged its bets by announcing in its annual report that it would plan a high-speed, ultra-short-wave facsimile circuit between New York and Philadelphia by the end of the year.

Broadcasters speculated about the day when entire newspapers could be delivered to readers by "radio-photography." In fact, in October RCA executives discussed that possibility with the managers of New York newspapers such as the *Herald-Tribune*, *World-Telegram* and *American*. With the entry of the Scripps-Howard newspaper

organization into the broadcast field in September, observers felt that the facsimile reproduction of newspapers was imminent. On Dec. 3 the FCC authorized two experimental facsimile stations: WOR Newark, N.J., and the Yankee Network, Boston. At the same time, RCA's Sarnoff blessed the technology with the assertion that "facsimile broadcasting into people's homes will be the next important development in radio. . . . In a relatively short time, facsimile transmission will be in practical use."

With all the attention to TV and facsimile, Dr. Edwin H. Armstrong felt FM was being elbowed aside. Just before Sarnoff announced his TV plans in April, he asked Armstrong to remove his FM equipment from RCA space on top of the Empire State building. With RCA heavily invested in television and in AM, the company lost interest in the perfection of FM.

To promote the capability of his invention, Armstrong staged a public demonstration of FM before a November 1935 meeting of the Institute of Radio Engineers. In a 17-mile transmission from Yonkers, N.Y., to the meeting in New York, the engineers heard, as Lawrence Lessing, Armstrong's biographer, described, "a life-like clarity never heard on even the best clear-channel stations in the regular broadcast band. . . . A glass of water being poured before the microphone in Yonkers sounded like a glass of water being poured and not, as in the 'sound effects' on ordinary radio, like a waterfall. A paper was crumpled and torn; it

sounded like paper and not like a crackling forest fire. . . . The secret lay in the achievement of a signal-to-noise ratio of 100-to-1 or better, as against 30-to-1 on the best AM stations."

As anticipated by Sarnoff, experimental FM radio and television soon began to fight for the same space in the broadcast band. In the fall of 1935 Armstrong won from the FCC space for 13 of his 200 khz channels but only five were suitable for existing transmission and the 13 channels were in three widely separated places in the spectrum.

The press-radio war in 1935 was characterized by a growing broadcaster offensive and some concession by newspaper groups. The position of the Press-Radio Bureau, the organization foisted on broadcasters in late 1933 as a so-called truce move, was weakened in late 1934 when Federal District Judge John C. Bowen in Seattle ruled that once news had been printed in newspapers, it could be broadcast without restriction. The Dec. 17 ruling dismissed an Associated Press suit against KVOS Bellingham, Wash., in which it was alleged that the station "pirated" news from AP members.

Despite some liberalization of Press-Radio Bureau rules, competing independent news services, particularly Herbert Moore's Transradio Press, continued to challenge the truce. In February, Transradio almost doubled its foreign news service by acquiring rights to news of Reuters, the British service. In addition, Transradio enhanced its journalistic image considerably by accurately reporting the verdict in the Lindbergh case when the Associated Press, through the Press-Radio Bureau, fed stations an incorrect verdict. The bureau incorrectly said the jury had appended a recommendation for mercy to its finding that Bruno Richard Hauptmann was guilty.

Radio's journalistic role continued to grow. By April Transradio received a significant number of offers to sponsor news. In May United Press and International News Service offered their news to stations. And the Associated Press relented and allowed its member papers to provide news for local, but unsponsored, broadcasts. In October, Esso signed to sponsor UP news on NBC owned-and-operated stations, but AP reaffirmed its ban against the use of its news on sponsored broadcasts.

With broadcast news being aired, one analyst, Gilbert Cant, reported that "the confusion was worse than ever before, and . . . the whole maneuver was dictated by jealousy of Transradio [which] had almost a monopoly on profit-making distribution of news to stations. . . ." To compete with Transradio, Malcolm Strauss announced plans to start Inter-Continental Communications Inc., an independent service based in New York. Also, to compete with the Press-Radio Bureau, Frank Wright announced plans to start the American Broadcasters' News Association in San Francisco as a news service exclusively for radio. And sportscaster Clem McCarthy in

A Thousand Dollars a Minute



No biz like radio biz. When KFWB Los Angeles celebrated its 10th anniversary in 1935, owner Warner Bros., dipped into its stable of movie stars to participate in "the highest-priced program ever broadcast" In a BROADCASTING ad, it showed part of its star-studded line-up (l-r): Mr and Mrs Pat O'Brien, Dick Powell, Joan Blondell, Phil Regan, Maxine Doyle (rear), Frank McHugh and Lyle Talbot

May organized Air-Sports Inc. of New York to supply radio stations with a daily sports bulletin service.

Transradio captured attention May 21 when it filed a \$1-million damage suit against the three major press associations, NBC, CBS, and the American Newspaper Publishers Association, claiming they violated the Sherman and Clayton Acts and the Communications Act in their press-radio actions of 1934. In answers filed in September, NBC and CBS denied a contention in the suit that between them they controlled almost half of the 40 clear channels. They also denied that the press-radio program committed them to a policy of not gathering their own news.

Over on the sales side, broadcasting in general, and the networks in particular, had record profits in 1935 despite the demise in April of Storer's American Broadcasting Co. (but not its stations). Together NBC and CBS had time sales of \$48,786,735 in 1935 as compared with \$42,659,461 in 1934. Mutual Broadcasting System grossed an average of about \$165,000 each month for October, November, and December and between \$58,000 and \$75,000 for July, August and September. Radio's total gross time sales equalled \$87,523,848, a 20% increase over the preceding year. Nationwide network advertising amounted to \$50,067,686, a 13% gain over 1934, while regional network advertising experienced the heaviest gains with a gross volume of \$1,110,739, a

54.7% increase over 1934. Local advertising increased by 20% over the 1934 figures. Compared to radio's 20% yearly gain, newspaper advertising revenues rose by 5.8%, and magazine advertising by 5.9% over 1934 figures.

With rising interest in broadcast advertising, broadcasters, advertisers and advertising agencies recognized the need for more accurate audience counts. Representatives of the National Association of Broadcasters, Association of National Advertisers and American Association of Advertising Agencies began work on an independent audit bureau. One of the first in-depth listener studies appeared in 1935 when the Yankee Network funded an experimental survey of program popularity in the Boston area. It was devised by Robert F. Elder and L. F. Woodruff of the Massachusetts Institute of Technology, and utilized meters attached to radios in 1,000 sample homes.

The Washington shadow lengthened over broadcasting in 1935 with more regulatory moves by the FCC, Federal Trade Commission and Congress.

Anning S. Prall, a personal friend of President Roosevelt, was named to the FCC in January. He succeeded Hampson Gary, who resigned. Following Prall's elevation to the chairmanship in March, the commission started to clean house. Citations were sent to 20 stations for broadcasting certain personal medical care products. There was a conference with net-

work heads on good taste in advertising. There was a call for a national meeting to work out better cooperation between broadcasters and networks.

On the advertising front, there was almost immediate effect: NBC and CBS, as well as a number of independent stations, refused to renew laxative accounts.

On Capitol Hill, further attempts were made to pass the Tugwell-Copeland bill that covered claims made in advertising but they stalled.

In October and November the FCC, which had permitted Crosley to experimentally operate its wLW Cincinnati with 500 kw, proposed a study of the feasibility of allowing 25 more superstations. The inquiry was to go on intermittently for years. High power was never authorized, and Crosley lost a fight to keep its superpower.

In other important federal rulings, a 0.5% tax on gross income imposed by the state of Washington on radio stations was declared unconstitutional, and in June the U.S. Supreme Court ruled the National Recovery Administration to be unconstitutional. With that, the NAB's embattled Code Authority disappeared, though James W. Baldwin, the Code Authority's executive officer, urged "all members of the radio broadcasting industry [to] . . . retain the status quo. . . . Otherwise, only chaos can result."

As in earlier years, chaos and charges were rampant in the copyright situation. New groups appeared regularly in 1935 to

Blending Fourth and Fifth Estates. When Governor James Cox dedicated WHIO(AM) Dayton, Ohio, affiliated with his *Dayton Daily News*, it was another step forward into the media world for the Cox company, better known in earlier days for its newspaper holdings.

THE SOUL OF RADIO

FOLLOWING is the address of James M. Cox, former governor of Ohio, 1920 Democratic presidential nominee, and now publisher of newspapers in Ohio and Florida on the occasion of the dedication of WHIO, affiliated with his *Dayton Daily News*, on Feb. 9:

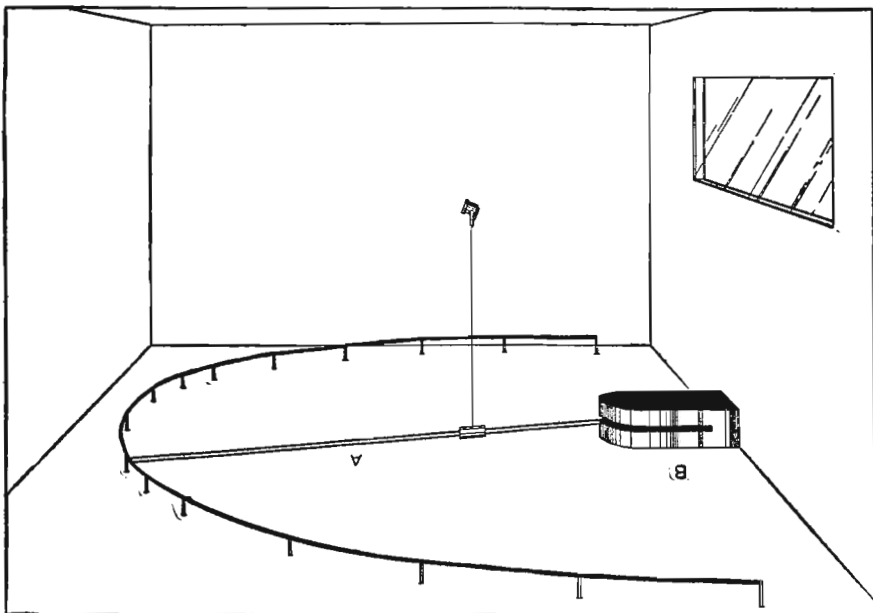


Gov. Cox

"The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennas of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it was that Tecumseh, the greatest Indian of all time—statesman, orator, warrior—followed the pursuits of peace and combat. Within sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

"In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

"Birth is always a solemn thing and our emotions are deeply stirred as WHIO is announced as a new thing of life. May I express this christening sentiment—that the voice of this Miami Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark; that it will build a love for goodness and beauty; that it will plant in the hearts of men a philosophy that will help them to see Divinity in sunshine and shadow; that it will sense its obligations to the more than a million people who are by common interest to be our immediate radio fireside. In brief, may WHIO in its long watches of the night and in its endless days be conscious ever of its duty to God and humanity."



An end to rigid mikes. Greater flexibility in positioning microphones was the result of a development described by Dramin D. Jones, chief engineer of WAAT Jersey City, N.J., in *BROADCASTING* Feb. 15, 1935. An accompanying diagram showed that repositioning could be accomplished by pushing buttons that would activate the turret assembly (B) which could move a mike either to the front or rear on a boom (A). For sideways movement, the boom could be turned 180 degrees on the semi-circular ceiling fixture.

claim "rewards" from broadcasting's golden age. In March the American Society of Recording Artists, reputedly headed by Al Jolson, argued that since broadcasters played 25 million hours of phonograph music, the society should receive fees from 5 cents to 30 cents for each use of a record. This would have meant a total royalty of between \$5 million-\$8 million as opposed to ASCAP's \$2 million.

Angered, but not unduly worried, broadcasters felt reasonably secure in the knowledge that there was "no legal right for such collections," especially since they already were paying ASCAP for the right to use its music whether live or on disk. Meanwhile, Fred Waring and a group of 100 radio artists established the National Association of Performing Artists to stop the broadcasting of their records without their permission.

On June 11 the federal antitrust suit against ASCAP went to trial. In July, the state of Washington issued an injunction against ASCAP to prevent the collection of royalties within the state on the grounds that ASCAP was a monopoly in violation of state law. But just when some broadcasters thought ASCAP was being brought into line, NBC and CBS buoyed ASCAP and embittered other broadcasters by signing a five-year extension of contracts under then existing ASCAP rates.

Warner Brothers added more music confusion when it announced in July that it would withdraw five of its music publishing firms, contributing 25%-40% of ASCAP's catalogue, from ASCAP as of Jan. 1, 1936. Broadcasters feared the need to choose between the Warner and ASCAP catalogue or that they might not have access to either. In a Dec. 1 editorial, *BROADCASTING* declared that "the worst has happened on copyright ... and little short of chaos prevails in Tin Pan Alley. ... It is impossible to foretell what the outcome of the music turmoil will be. It may mean the breaking of ASCAP. New litigation to test the validity of the Warner Bros. houses attempting to license music without the consent of its authors and writers, who happen to be ASCAP members, is a foregone conclusion. It seems anybody's guess now what will ultimately happen."

What continued to happen in other programming was the predictable repetition of the popular. News broadcasts increased, and radio maintained its prominence as a purveyor of political speeches. Besides President Roosevelt and his cabinet members, the Rev. Charles Coughlin and Senator Huey Long (D-La.) continued to reach America through radio. In March Coughlin claimed that eight million people had joined his League of Social Justice since its inception in late 1934 and by mid-1935 Long counted 8,000 Share-Our-Wealth clubs throughout the U.S.

Besides political content, 1935 had interesting developments in programming. As a result of the big band popularity, *Your Hit Parade* began in 1935 a run that eventually took it into TV with live perfor-

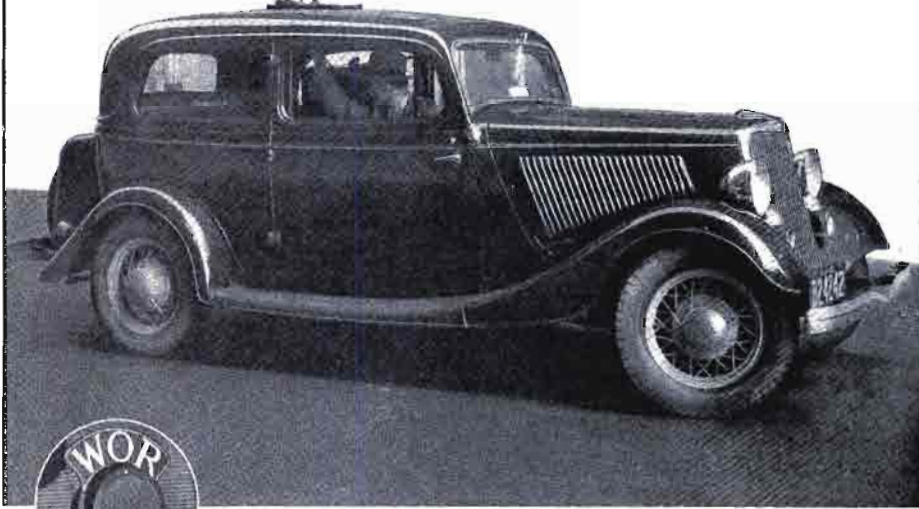


MEEKER TELEVISION is growing. We're proud to announce the addition of these stations to our client roster this fall: KLBK-TV-Lubbock, Texas, KTXS-TV-Abilene, Texas, WGTU-TV-Traverse City, Michigan, WOAY-TV-Beckley-Bluefield, West Virginia, and WPDE-TV-Florence, South Carolina. Exciting new developments are in store for us. We look forward to sharing our success with you.

6,436 MILES



—after 2 MILLIVOLTS!



The result of Mr. Felix' survey—combined with a mail analysis and sundry other information—will appear shortly in book form.

WOR

Edgar H. Felix, noted radio engineer, has completed a field intensity survey of the area served by WOR's new 50,000 watt high fidelity transmitter. It took him and his Ford (both are shown here) 6,436 miles and 4 months. Up hill and down dale he mapped the wily millivolt at hundreds of locations along the Atlantic Seaboard. An exhaustive hunt for facts—and an exciting map for buyers of radio time!

Bemberg Broadcasting Service, Inc. Eastern Member of the Mutual Broadcasting System... WGN, Chicago... WLW, Cincinnati... WOR, Newark... WXYZ, Detroit (starting Sept. 29) CKLW, Windsor-Detroit



Gear of the year. The engineers were busy in 1935 and used paid space in BROADCASTING to herald their accomplishments. At left, WOR Newark, N.J., spotlighted its field intensity survey of the area serviced by its new 50 kw transmitter. Above RCA's Victor's new velocity microphone is promoted with the added attraction of singer Harriet Hillard, accompanied by Ozzie Nelson's Orchestra. Other major broadcast equipment firms in 1935 included Amperite Corp., Blaw-Knox, Collins Radio, Western Electric's Graybar, IT&T's Federal Telegraph Co., Brush Development Co., Lapp Insulator and Gates Radio & Supply Co.

mances of orchestras and singers. *Major Bowes and His Original Amateur Hour*, begun in 1934, on WHN New York, moved to the NBC Red network in March 1935 and on to success as the most popular program on radio.

Prestige drama, or the presentation of works by poets and other literati, increased as did the action programs such as *Gangbusters* which recreated true crime stories. The soap opera, women's serial drama, significantly increased in popularity in 1935 bringing heartache and despair to ever-increasing daytime audiences. Daytime serials introduced in 1935 included *The Story of Mary Marlin* (which ran on NBC until 1945 and was revived in 1951-52 by ABC) and *Backstage Wife* (which began on Mutual before shifting to NBC in 1936 and continuing until 1959).

Radio Guide's listeners' poll chose Jack Benny as the most popular radio performer, *One Man's Family* as the most popular dramatic program, *Amos 'n' Andy*, George Burns and Gracie Allen, and Jack Benny and Mary Livingstone as the favorite teams, *Showboat* and *Rudy Vallee's Program* as the favorite musical programs, and Wayne King and Guy Lombardo as the most popular orchestras.

While stations and advertisers focused on measuring the quantity of listeners, groups emerged that felt obligated to comment on the quality of programing.

Besides educational groups, such as Joy Elmer Morgan's National Committee on Education, which met an unexciting demise in December due to a lack of funds, there was the Women's National Radio Committee which emerged with a program study plan and a group of awards. On the premise that mere popularity was not the end-all, the Women's National Radio Committee, chose General Motors' Sunday Night Symphony Hour on NBC as the best musical commercial program. *The March of Time* on CBS as the best non-musical commercial program, *Columbia Concert Hall* on CBS as the best musical sustaining program, and *You and Your Government* on NBC as the best non-musical sustaining program. In another attempt at program monitoring, the Philco Radio and Television Corp. founded the Radio Institute of Audible Arts to "further the advancement of radio and to secure for every listener the full benefits and satisfaction that can be derived from the radio."

NBC, in June, entered the transcription field with the establishment of Thesaurus, a recorded library service of musical numbers, dramatic skits, comedy teams and other entertainment to be offered to advertisers and syndicated to both affiliated and unaffiliated stations. The period engendered competition in that type of programing. By October the Associated Music Publishers Inc. offered its own transcription library to compete with those

of the World Broadcasting System, Standard Radio, as well as NBC's Thesaurus.

Everything—profits, programing, and competition—appeared to grow in 1935. In five years, NAB increased its membership from 42 stations to almost 400. The number of AM stations rose to 585 with FM stations becoming a distinct possibility. In 1935 the public bought over \$367 million worth of receivers and tubes and paid \$150 million for the electricity and batteries needed to operate the 28.5 million radio sets in use by the end of the year.

Stay Tuned

1. What amendment to the Communications Act was repealed and what did this empower?
2. Name the series of political sketches created by the Republicans for radio.
3. How did William Randolph Hearst retaliate against radio for CBS's airing of a speech by Earl Browder, Communist party secretary?
4. What network celebrated its 10th anniversary?
5. What senator began to talk about the "monopoly control of public opinion" in relation to newspaper ownership of radio stations?

The answers next week, in "1936."

America's Choice.



Left to right: Bruce Morton, Dan Rather, Bob Schieffer, Walter Cronkite, Lesley Stahl, Harry Reasoner, Bill Moyers.

Again!

On Election Night '80, more American households tuned to the CBS News Election team for a clear, total picture of the voting returns than to any other source. Their choice confirms that for coverage that's responsible, reliable and complete, the American people know a winner when they see one.

CBS NEWS

Source: Nielsen Television Index, SIA Preliminary Average Minute Household Rating Estimates, 7:00PM-11:00PM each network. Tuesday, November 4, 1980. Subject to qualification upon request.

As compiled by BROADCASTING, Oct. 27 through Oct. 31 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Pago Pago, American Samoa—Quality Media Corp. seeks 585 khz, 500 w. Address: 5650 Whitesville Rd., Suite 110, Columbus, Ga. 31904. Estimated construction costs \$256,000; first quarter operating cost \$28,300; revenue \$175,000. Format: Religious. Principal: William J. Kitchen (100%). He is owner and president of Columbus, Ga. broadcast equipment sales and consulting firm. His firm is also licensee of WBFJ(AM) Winston-Salem, N.C., applicant for CPs for TVs at Birmingham, Ala. and Colorado Springs; applicant for assignment of WMOC(AM) Chattanooga, Tenn., and owner of Cedar Key (Fla.) Cablevision. Ann. Sept. 22.

■ Cornwall, N.Y.—Mid-Hudson Valley Broadcasting Inc. seeks 1170 khz, 100 w-D. Address: 45 Roe Ave., Cornwall-on-Hudson, N.Y. 12520. Estimated construction costs \$159,000; first quarter operating cost \$25,000; revenue \$150,000. Format: Adult contemporary. Principals: Richard S. Matta and Paul B. Benz (45.5% each) and six others. Matta and Benz are commercial air line pilots. They have no other broadcast interests. Ann. Oct. 30.

FM applications

■ St. Simons Island, Ga.—Dale Bell seeks 92.7 mhz, 3 kw, HAAT: 147 ft. Address: 522 Postell Dr., St. Simons Island 31522. Estimated construction cost: \$18,000; first quarter operating cost: \$24,000. Format: MOR. Principal: Dale Bell (100%). She is part time copywriter at WUFE(AM) Baxley, Ga. She is also 12% owner of cable operators in Baxley, Jessup and Blackshear, all Georgia. Ann Oct. 17.

■ Adjuntas, P.R.—Anibal Sotomayor seeks 101.1 mhz, 21 kw, HAAT: 1,507 ft. Address: Apt. 2303, Parque de las Fuentes, Hato Rey, P.R. 00918. Estimated construction cost: \$124,000; first quarter operating cost: \$28,050. Format: Popular. Principal: Anibal Sotomayor (100%). He owns San Juan insurance company, land development company, and resort hotel. He also has real estate investments. He has no other broadcast interests. Ann. Oct. 17.

■ Waterbury, Vt.—Masterpeace Communications Inc. seeks 103.1 mhz, .065 kw, HAAT: 1,965 ft. Address: P.O. Box 1377, Claremont, N.H. 03743. Estimated construction cost: \$28,100; first quarter operating cost: \$10,900; revenue: \$16,650. Format: MOR/Religious. Principals: Jack Hundley (40%), Steve J. Planata (24%), Brian Dodge (15%) and three others. Hundley is Wyckoff, N.J. minister. Planata is sales manager at cable television firm. Dodge is president and 100% owner of Westminster, Vt. electronics firm, and president and 33% owner of WTUJ-FM Bellows Falls, Vt. Ann. Oct. 29.

TV applications

■ Tucson, Ariz.—Tucson Telecasting Inc. seeks ch. 18; ERP: 692 kw vis., 69.2 kw aur. HAAT: 2,020 ft.; ant. height above ground: 195 ft. Address: 2302 E. Speedway, Suite 212, Tucson 85719. Estimated construction cost: \$485,000; first-year operating cost: \$1,171,000; revenue: \$1,141,000. Legal counsel: Cohn & Marks, Washington. Principals: Texas Telecasting (50%), Michael D. McKinnon (40%), and Robert A. Jones (10%). McKinnon is president and 70% owner of Texas Telecasting, through which he has interests in KIII-TV Corpus Christi, KBMT-TV Beaumont, both Texas and KSON-AM-FM San Diego, Calif. Jones is officer and minority stockholder of South Texas Telecasting Co., which has interest in KIII-TV. Ann. Oct. 17.

■ Wilmington, Del.—Delaware Valley Broadcasters Inc. seeks ch. 61; ERP: 1244.5 kw vis., 124.45 kw aur., HAAT: 963.25 ft., ant. height above ground: 990 ft. Address: 261 North River Dr., Pennsville, N.J. 08070. First-quarter operating cost: \$31,950; revenue: \$1,215,000. Legal counsel: George R. Douglas, Washington; consulting engineer: Robert L. Purcell, Washington. Principals: Lucile Lindale (25.5%), and husband, Elmer (26%), Valley Christian Concerns Inc. (a nonprofit corporation) (10%) and 14 others. Lucile is Pennsville teacher and with her husband, they own Pennsville car wash and fast food restaurant. Elmer is pastor at Pennsville church. He is also radio broadcaster and adviser to WJIC(AM)-WNNN(FM) Salem, N.J. They have no other broadcast interests. Ann. Sept. 22.

■ Wilmington, Del.—Ebony Broadcasting Corp. seeks ch. 61; ERP: 1533 kw vis., 154 kw aur., HAAT: 647.7 ft., ant. height above ground: 698 ft. Address: 8686 Michael Lane, Fairfield, Ohio 45014. Estimated construction cost: \$187,500; first-quarter operating cost: \$133,800. Legal counsel: William P. Bernston, Washington. Principals: Reginald J. Whitehead and James B. Marshall, Jr. (25% each) and Broadcast Management Corp. (50%) Broadcast Management owns WCNW(AM) Fairfield, Ohio; WNDB(AM) and WWLV(AM) Daytona Beach, Fla.; WWEG(AM) and WRKR(FM) Racine, Wis.; WABY(AM) Albany, N.Y., and WINF(AM) Manchester, Conn. The company, in which Whitehead and Marshall are stockholders, also has interests in UHF applicants at Dayton and Akron, both Ohio, and new FM at Clifton Park, N.Y. Whitehead and Marshall are vice presidents and 33.3% owners of Cincinnati consulting firm. Ann. Oct. 17.

■ Wilmington, Del.—Wilmington Broadcasting Co. seeks ch. 61; ERP: 5000 kw vis., 500 kw aur., HAAT: 990 ft.; ant. height above ground: 1,009 ft. Address: 1401 Market Tower, Box 391, Wilmington 19899. Estimated construction cost: \$3,402,000; first-quarter operating cost: \$853,000. Legal counsel: E. William Henry, Washington; consulting engineer: David L. Steel, Grasonville, Md. Principals: Earl L. Jones, Jr. (93.76%) and two others. Jones is vice president and sales director at Channel 21 Inc., Arlington, Tex. He has no other broadcast interests. Ann. Oct. 17.

■ Wilmington, Del.—Wilmington, Channel 61 Inc. seeks ch. 61; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,460 ft., ant. height above ground: 1,529 ft. Address: 3500 Parkdale Ave., Baltimore 21211. Estimated construction cost: \$235,000; first-year operating cost: \$540,000; revenue: \$500,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington. Principals: Julian S. Smith (49.9%), Commercial Radio Institute Inc. (39.1%), and five others. Smith is president and 21.8% owner of Commercial Radio, which is permittee of WPTT-TV Pittsburgh; applicant for new TV at Columbus, Ohio; and which has interests in applicants for new TVs at St. Petersburg, Fla.; Indianapolis, Buffalo, N.Y., and Hartford, Conn. Other individual principals also have interests in above stations. Ann. Oct. 17.

■ Wilmington, Del.—Wilmington Communications Inc. seeks ch. 61; ERP: 3090 kw vis., 309 kw aur., HAAT: 921 ft., ant. height above ground: 974 ft. Address: P.O. Box 885, Wilmington 19899. Estimated construction cost: \$3,047,000; first-quarter operating cost: \$274,000. Legal counsel: Cohn & Marks, Washington; consulting engineer: Cohen & Dippell, Washington. Principals: Arthur H. Richardson, Beatrice R. Coker, Judith Drexler, Claibourne D. Smith, Stacey J. Mobley, Dennis J. Savage, Edwin Golin, Anita V. Biondi, Lozelle J. deLuz (11.1% each). Richardson is marketing/financial manager at E. I. duPont de Nemours & Co., Wilmington. Coker is public relations director. Stanton, Del. Youth Program. Drexler is federal employee, Wilmington. Smith is E.I. duPont employee. Mobley is Wilmington attorney. Savage is director Wilmington Office of Economic Opportunity. Golin is president and owner of Wilmington public relations firm. Biondi is former bookkeeper. DeLuz is vice president and 40% owner of Delaware fast food restaurants. None of the principals have other broadcast interests. Ann. Oct. 17.

■ Atmore, Ala.—Alabama Native American Broadcasting Co. granted 1140 khz, 10 kw-D. Address: 501 N. Trammell St., Atmore 36502. Estimated construction costs: \$6,800; first-quarter operating cost: \$5,400; revenue: \$27,500. Format: Gospel. Principals: Martin E. Gehman and family. He owns Atmore furniture store business and has no other broadcast interests. Action Oct. 30.

AM action

■ Blue Ridge, Ga.—Blue Ridge Broadcasting Co.'s application dismissed for CP for new daytime AM on 1440 khz, 500 w (BP-780828AF). Action Oct. 3.

■ Aiea, Hawaii—Stanley David Cook, application dismissed for 1230 khz, 1 kw-D 250 w-N. Address: 98-1247 Kaahunanu St., Aiea 96701. Estimated construction costs \$19,300; first year operating cost \$30,000; revenue \$288,000. Format: C&W. Principal: Stanley David Cook (100%) who is employed at DELCOMS HAWAII electronics firm. He has no other broadcast interest. Action Sept. 30.

■ Somerset, Pa.—Norlin Broadcasters Inc. granted 1330 khz, 1 kw-D. Address: 858 Olim St., Johnstown 15904. Estimated construction cost: \$73,435; first-year operating cost \$45,400; revenue \$50,000. Format: adult contemporary. Principals: Ronald W. Lorence, William C. Boyer (40% each) and Gregory W. Guise (20%). Lorence is announcer for WJAC(TV) Johnstown. Boyer is employe of Windber, Pa., construction company. Guise is producer for WCMH-TV Columbus, Ohio. Action Sept. 29.

■ Somerset, Pa.—Somerset Broadcasting Inc. denied 1330 khz, 1 kw-D. Address: Box 36 Main St., Manns Choice, Pa. 15650. Estimated construction cost: \$98,636; first quarter operating cost \$10,325; revenue: \$75,000. Format: standard pops. Principals: George J. Sciranko (26%), Doris J. Lichtenfels (25%), Samuel M. Nastase (25%) and Thomas G. Dupnock (24%). Sciranko is announcer and salesman for WBF(AM)-WAKM-FM Bedford, Pa. Lichtenfels is sales and school board member in Johnstown, Pa. Nastase is guidance director at Johnstown high school. Dupnock is bookstore manager for University of Pittsburgh there. Action Sept. 29.

■ Hopkinsville, Ky.—Pennyrile Christian Community Inc. granted 89.3 mhz, 12kw, HAAT: 330 ft. Address: 1100 East 18th St., Hopkinsville 42240. Estimated construction cost \$126,020; first-year operating cost \$48,000. Applicant is non-profit corporation formed for purpose of operating station; Robert Amis is president. Action Sept. 26.

FM action

■ Augusta, Me.—Sterling Broadcasting Corp. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 104 Stratford Dr., Colonial Heights, Va. 23834. Estimated construction cost: \$48,000; first-year operating cost: \$1,800; revenue: \$24,000. Format: MOR. Principal: Sterling C. Livingston (100%) who is associated with Washington firm which creates teaching systems for businesses. He has purchased WDRO(AM) Augusta. Action Oct. 7.

■ West Union, Ohio—Bell Broadcasting Inc. granted 103.1 mhz, 1.4 kw, HAAT: 417 ft. Address: Box 425, West Union 45693. Estimated construction cost: \$86,500; first-quarter operating cost: \$24,000. Format: CW.

Principals: Joel M. Bell (51%), wife, Deean (44%) and Joel's father, Jerome (5%). Joel is sales manager for WHON(AM) Richmond, Ind. Deean is housewife. Jerome is sales representative, for Phillips Petroleum Co., Dayton, Ohio. They have no other broadcast interests. Action Oct. 7.

■ **Brownwood, Tex.**—Multi-Media Ministries Inc. granted 99.3 mhz., 700 kw, HAAT: 115 ft. Address: 114 Center Ave., P.O. Box 602, Brownwood 76801. Estimated construction cost: \$6,542, first-year operating cost: \$3,360; revenue \$13,800. Format: Religious. Principals: Herbert Ray Williams, David Joel Fair and Marion Lamar Bishop (1/3 each). Williams is grocery distributor. Fair and Bishop work for plastics manufacturing firm, all in Brownwood. They have no other broadcast interests. Action Oct. 9.

■ **Cody, Wyo.**—Wyomedia, Wyoming partnership, granted authorization for new FM over Shoshone Communications Corp., after comparative hearing on firms' mutually exclusive applications before ALJ Edward J. Kuhlman. Shoshone is licensee of KODI(AM) Cody. Wyomedia is also applicant for new FM at Casper, Wyo. Settlement agreement under which only other applicant would withdraw and Wyomedia would be granted authorization is pending before FCC (BC Docs. 80-58-59). Ann. Oct. 27.

TV action

■ ***Manistee, Mich.**—Grant Valley State Colleges' application for ch. 21 dismissed. ERP: 1,405 kw vis., 140.5 kw aur., HAAT: 1,189 ft., ant. height above ground: 999 ft. Address: College Station, Allendale, Mich. Estimated construction cost: \$1,239,000; first-year operating cost: \$120,000; revenue: \$120,000. Legal counsel: Bonner, Thompson, O'Connell & Gaynes, Washington; consulting engineer: John F. X. Browne & Associates. Principals: Board of Control of colleges. Applied to be satellite of WGVC(TV) Grand Rapids, Mich. (ch. 35). Action Oct. 24.

■ **Milwaukee**—Wisconsin Voice of Christian Youth Inc. granted ch. 30 (566-572 mhz.), ERP 550 kw (DA), 1070 kw (M) vis., 55 kw aur., HAAT 960 ft. Address: 2712 W. Vilet St., Milwaukee 53208. Estimated construction cost: \$190,041; first-year operating cost: \$50,000; revenue \$100,000. Applicant is nonstock, nonprofit religious corporation; Robert W. Gilman, president. Action Oct. 21.

Licenses

- WDLK(AM) Dadeville, Ala.
- WDLV(AM) Pinehurst, N.C.
- KPOK(AM) Bowman, N.D.
- KZAN(AM) Ogden, Utah.
- KMLE(FM) Chandler, Ariz.
- KIDQ(FM) Boise, Idaho.
- KORT-FM Grangeville, Idaho.
- KLER-FM Orofino, Idaho.
- KPND(FM) Sandpoint, Idaho.
- *KGLH(FM) Gerlach, Neb.
- *KNMI(FM) Farmington, N.M.
- KCGL(FM) Centerville, Utah.
- *KPCW(FM) Park City, Utah.
- WPCB-TV Greensburg, Pa.

■ **WOB(AM) New Albany, Ind.** (AM: 1570 khz., 1 kw-D)—Seeks transfer of control of S.S.S. of Kentucky from Stanley E. Picus et al (100% before, none after) to Eddie Sears (none before; 100% after). Consideration: \$600,000. Principals: Lawrence Picus (49%), son Stanley (50%) and Stephen S. Macri (1%). Lawrence owns WFME(FM) Forsyth, Ga., and WEHA(AM) Englewood, Tenn. Stanley and Macri have no other broadcast interests. Sears is general manager of WBOB and owns New Albany advertising, public relations and broadcast consulting firm. He has no other broadcast interests. Ann. Oct. 12.

■ **WELF(FM) Presque Isle, Me.** (FM: 101.7 mhz., 3 kw)—Seeks assignment of license from Jack F. Sieber to Weiner Broadcasting for \$75,000. Seller: Sieber has no other broadcast interests. Buyer: Allan Weiner (100%). He is chief engineer at WEGP(AM) Presque Isle and has pending application for new AM in Monticello, Me. Ann. Oct. 14.

■ **WORO(FM) Corozal, PR.** (FM: 92.5 mhz., 50 kw)—Seeks assignment of license from Jose Arturo Fernandez to Catholic Apostolic & Roman Church, San Juan Archdiocese for \$1 million. Seller: Fernandez has no other broadcast interests. Buyer: San Juan Archdiocese is governed by Archbishop Luis Cardinal Aponte Martinez. It has no other broadcast interests. Ann. Oct. 14.

■ **KLYX-FM Sioux Falls, S.D.** (FM: 93.5 mhz., 3 kw)—Seeks assignment of license from Sodak Broadcasting to Thomas E. Ingstad for between \$325,000-\$370,000. Seller: Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX(AM) Sioux Falls to separate buyer (BROADCASTING, Nov. 3). Ingstad owns KKXL(AM)-KKDQ(FM) Grand Forks, N.D., KXIC(AM)-KKRQ(FM) Iowa City, and KKRC(AM) Sioux Falls, S.D. He also owns 33.3% of KOVC(AM) Valley City and KBMU(AM) Wahpeton, both North Dakota and KWAD(AM)-KKWS(FM) Wadena, and KKWB(FM) Breckenridge, all Minnesota. Ann. Oct. 14.

Actions

■ **KFFA(AM) Helena, Ark.** (AM: 1360 khz., 1 kw-U)—Granted assignment of license from Helena Broadcasting Co. to Delta Broadcasting Co. for \$445,000. Seller: Sam W. Anderson who has no other broadcast interests. Buyer: Jamie M. Howe (76%), Thomas B. McBee (20%) and two others. Howe is Washab, Ark., farming consultant. McBee is former announcer with KATV(TV) Little Rock, Ark. They have no other broadcast interests. Action Oct. 3.

■ **WCAI(AM) Fort Myers, Fla.** (AM: 1350 khz., 1 kw-D)—Granted transfer of control of station from Lee Broadcasting (100% before; none after) to Ercosa South Inc. (none before; 100% after). Consideration: \$600,000. Principals: Truman A. Morris (50.2%) and Ronald E. Pierce (25.1%) and wife, Helen (24.7%). Lee is applicant for new FM at Fort Myers, Fla. They have no other broadcast interests. Buyer: Charles H. Frank and wife, Ethel (50% each). They own Bellmore, N.Y., electronic and optics components sales company. They have no other broadcast interests. Action Oct. 15.

■ **KIOE(AM) Honolulu, Hawaii** (AM: 1080 khz., 5

kw-U)—Granted assignment of license from DaKine Hawaiian Radio Inc. to sunbelt Communications for \$1.1 million. Seller: Everett James and family. They have no other broadcast interests. Buyer: Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each). Fried owns management consulting firm in Los Angeles. Sudikoff owns Santa Monica radio program production co. Baum is St. Louis, Mo. law student. He is also vice president of Sudikoff's production co. They have no other broadcast interests. Action Oct. 26.

■ **KLOQ(FM) Lyons, Kan.** (FM: 106.1 mhz., 62 kw, HAAT: 175 ft.)—Granted transfer of control from Chief Productions Inc. to Thomas L. Rairdon for \$400,000. Seller: C. Kay Hutchinson (51%) and wife, Elizabeth (49%). They have no other broadcast interests. Rairdon is Hutchinson, Kan., broadcast consultant. He has no other broadcast interests. Action Oct. 14.

■ **WCEN-AM-FM Mt. Pleasant, Mich.** (AM: 1150 khz., 1 kw-D, 500 w-N; FM: 94.5 mhz., 16 kw)—Granted transfer of control of Central Michigan Broadcasters from Raymond C. Cook (27% before; none after) to remaining stockholders (73% before; 100% after). Consideration: \$180,000. Principals: Cook has no other broadcast interests. Transferees are: Anthony Bielawski and S. Franklin Horowitz (37.14%) and Charles E. Anthony (25.72%). All have had interest in stations before transfer and are increasing holdings as a result of transfer of Cook's shares back into licensee company. Horowitz has 27.45% interest in WSTR-AM-FM Sturgis, Mich., and interest in cable system there. Bielawski and Anthony have no other broadcast interests. Action Oct. 20.

■ **KBCC(AM) Cuba, Mo.** (AM: 140.1410 khz., (permittee))—Granted transfer of control of Crawford Broadcasting from J. Cozart et al (75% before; none after) to Neal and Gail Stephens (none before; 75% after). Consideration: \$71,400. Transferees: John Cozart (25%), H.C. Packard (16%), Charles A. Kolb (16%) and James W. Cape (16%). They have no other broadcast interests. Transferees: Stephens (married) who own S&W Drilling Co., Leasburg, Mo. They have no other broadcast interests. Action Oct. 8.

■ **KJEL-AM-FM Lebanon, Mo.** (AM: 1080 khz., 250 w-D; FM: 103.7 mhz., 30 kw, HAAT: 255 ft.)—Granted assignment of licenses from Risner Broadcasting Inc. to KJEL Inc. for \$375,000. Seller: James L. Risner who has no other broadcast interests. Buyer: John C. Bussinger, O.L. Cooper, Ronald M. Sewell, Joe H. Hendricks Sr. and Larry E. Gilpin (20% each). Bussinger is store manager; Cooper is pharmacist; Sewell is banker, and Hendricks is owner of title and abstract office, all in El Dorado Springs, Mo. Gilpin is account executive with KYTV(TV) Springfield, Mo. They have no other broadcast interests. Action Oct. 8.

■ **KTCB(AM)-KMAL(FM) Malden, Mo.** (AM: 1470 khz.; 1 kw-D; FM: 92.7 mhz., 3 kw, HAAT: 193 ft.)—Granted transfer of control from Richard J. Weithan to Donald and Shelby Jones for \$57,000. Seller is retiring. Buyer Donald is president of Tri County Broadcasters, licensee of station and wife Shelby is secretary. Donald's mother Mary owns 1/6 while his aunt Mabel owns 1/3 of station. Buyer has no other broadcast interests. Action Oct. 3.

Ownership Changes

Applications

■ **WVHI(FM) Evansville, Ind.** (FM: 105.3 mhz., 50 kw [h], 13 kw [v])—Seeks assignment of license from Valley-Hi Broadcasting Corp. to Beasley Broadcasting of Evansville, Ind. for \$700,000. Seller: Samuel M. Angel (49%); Ronald E. Goodin (33%), Donald L. Chagle (10%) and Donald R. Hooe (4%). Angel's wife, Betty and Chagle and Goodin own one third each of WJOE(AM)-WGCV(FM) Port St. Joe, Fla. Hooe has no other broadcast interests. Buyer: George G. Beasley (95%) and son Brian (5%). Senior Beasley owns broadcast group whose stations include: WFMC(AM)-WOKN(FM) Goldsboro; WJNC(AM)-WRCM(FM) Jacksonville; WWMO(FM) Reidsville, all North Carolina; WKBX(AM)-WSGF(FM) Savannah, Ga., and WDMT(FM) Cleveland. He also owns 85% of WGAC(AM) Augusta, Ga., 67.5% of WMOO(AM)-WBLX(FM) Mobile, Ala., and 60% of WFAI(AM) Fayetteville, N.C. Brian has no other business or broadcast interests. Ann. Oct. 14.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses

■ **KDXT(FM)** Missoula, Mont. (FM: 93.3 mhz, 43 kw)—Granted assignment of license from Rex K. Jensen (52% before; none after) to Robert E. Instad (48% before; 100% after). Consideration: \$137,500 plus \$198,000 10-year noncompete and consulting agreement. Principals: Jensen has no other broadcast interests. Instad owns **KGF(XAM)** Pierre, S.D.; **KGRZ(AM)** Missoula; **WTNT(AM)-WLVW(FM)** Tallahassee, Fla.; **KBUF-AM-FM** Garden City, Kan.; 80% **KKLS(AM)-KKHJ(FM)** Rapid City, S.D.; and 49% of **KKOA(AM)** Minot, N.D. Action Oct. 15.

■ **KWKA(AM)-KTQM-FM** Clovis, N.M. (AM: 680 khz, 500 w-U; FM: 99.9 mhz, 100 kw)—Granted assignment of licenses from Creative Communications Corp. to Curry County Broadcasting Inc. for \$350,000 plus \$27,000 for covenant not to compete. Seller: Norman Peity, Lyle Walker, Tom Battin and Pauline Ridley (25% each). They have no other broadcast interests. Buyer: C. Hewel Jones (85%) and Robert D. Coker (15%). Jones is Ft. Worth, Tex. realtor. Coker is news correspondent for ABC Radio Network. They have no other broadcast interests. Action Oct. 24

■ **KSRC(AM)** Socorro, N.M. (AM: 1290 khz, 1 kw-D)—Granted transfer of control of station from Walter Shrode (100% before; none after) to Socorro Communications Inc. (none after) to Socorro Communications Inc. (none before; 100% after). Consideration: \$185,000 plus \$20,000 noncompete agreement. Principals: Shrode has no other broadcast interests. Buyer: Manual M. Olguin and family. He is congressional staff consultant, Washington. They have no other broadcast interests. Action Oct. 17.

■ **WKAL-AM-FM** Rome, N.Y. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3kw)—Granted transfer of control of station from Maurer Broadcasting Corp. (100% before; none after) to Wooster Republican Printing Co. (none before; 100% after). Consideration: \$540,000. Principals: Jackson B. Maurer and family who have no other broadcast interests. Buyer: Albert B. Dix and family who own chain of daily and weekly newspapers in Ohio and Kentucky. They also own **WST-AM-FM** Wooster, Ohio; **WRAD(AM)-WRIQ(FM)** Radford, Va.; and **WTBO(AM)-WKGO(FM)** Cumberland, Md. Action Oct. 20.

■ **WCSL(AM)** Cherryville, N.C. (AM: 1590 khz, 500 w-D)—Granted assignment of license from Mark Media Inc. to Spirit Publications Inc. for \$400,000. Seller: J. Ardeell Sink (75%) and his wife, Remelle (25%). They also own **WKYL(AM)** Burnsville, N.C.; and **WPKZ(AM)** Pickens, S.C. Buyer: Michael S. Jones, publisher of weekly newspaper and recording studio in Cherryville. He has no other broadcast interests. Action Oct. 3.

■ **WFAR(AM)** Farrell-Sharon-WFAR-FM Sharpville, both Pennsylvania (AM: 1470 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw, HAAT: 285 ft.)—Granted assignment of licenses from estate of Sanford Schafitz to Broadcast Service Communications Inc. for \$603,750. Seller has no other broadcast interests. Buyer is owned by Robert Kassi, president, and 14 others. Kassi is former owner of **WKYX(AM)** Utica-WYUT(FM) Herkimer, both New York. He has no other broadcast interests. Action Oct. 8.

■ **WBRE-AM-FM** Wilkes-Barre, Pa. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 98.5 mhz, 6.9 kw, HAAT: 1,179 ft.)—Granted assignment of licenses from **WBRE** Radio Inc. to Donald Wilks and Michael Schwartz (50% each) for \$850,000. Seller is owned by David Baltimore and family, who also own **WBRE-TV** Wilkes-Barre. Wilks and Schwartz own **WIXY(AM)-WAQY(FM)** Springfield and **WKZE-AM-FM** Orleans (Cape Cod), both Massachusetts, and two-thirds of **WPET(AM)** Greensboro, N.C. They are also applicants for new UHF in Middletown, Conn. Action Oct. 9.

■ **WTWF(FM)** Moncks Corner, S.C. (FM: 105.5 mhz, 3 kw)—Granted assignment of license from Double R Broadcasting Inc. to Nuance Corp. for \$325,000. Seller: Betty Roper and Carl Roach (50% each). Roper owns **WYMB(AM)-WTWE(FM)** Manning, S.C. Roach has no other broadcast interests. Buyer: I.S. Leevy Johnson (44.3%), J. Wade Degraffenreid (29.1%) and Elliott E. Franks III (26.6%). Johnson is member of South Carolina House of Representatives, and Columbia, S.C., attorney. Degraffenreid owns and operates Carrboro, N.C. car wash. Franks is general manager of **WOIC(AM)** Columbia, which buyer group owns. Action Oct. 20.

■ **WQKI(AM)** Matthews, S.C. (AM: 710 khz, 1 kw-D)—Granted assignment of license from Central Carolina Broadcasting Corp. to Radio Four Broadcasting Inc. for \$285,000. Seller is owned by Richard King

and family who have no other broadcast interests. Buyer is owned equally by Robert Newsham and Henry Chasse. Newsham is sales manager of **WRLM(FM)** Taunton, Mass. Chasse is Lakeville, Mass., banker. They have no other broadcast interests. Action Oct. 21

■ **KEES(AM)** Gladewater, (Longview) Tex. (AM: 1430 khz, 5 kw-D, 1 kw-N, DA-N)—Granted assignment of license from Ormand L. Kimbrough to Attaway Investment Corp. for \$450,000. Kimbrough has no other broadcast interests. Buyer: Wesley Attaway (president) and family. They own chain of small weekly newspapers in Houston area. They have no other broadcast interests. Action Oct. 20.

■ **KLUE(AM)** Longview Tex. (AM: 1280 khz, 1 kw-D)—Granted assignment of license from Radio Longview Inc. to McLarty Communications Inc. for \$25,000. Seller is owned by H.A. Bridge Jr. (20%), wife, Jo Ann (30%), Edwin Mahone and wife, Mildren (25% each) They also own **KMHT-AM-FM** Marshall, Tex. Buyer is owned by Thomas F. McLarty (50%) and brother, Francis, and wife, Nan (50% jointly). They operate family-held company that owns Ford dealerships in Hope, Ark., and Texarkana, Tex. They have no other broadcast interests.

■ **KMAC(AM)-KISS(FM)** San Antonio, Tex. (AM: 630 khz, 5 kw-U; FM: 99.5 mhz, 12.9 kw, HAAT: 570 ft.)—Granted assignment of licenses from The Walmac Co to Capitol Broadcasting Inc. for \$4.65 million. Seller: Estate of Howard Davis. His widow, Maidell, is executrix of estate. It has no other broadcast interests. Buyer: Raleigh, N.C.-based group owner of one AM, two FM's and one TV and sports magazine and weekly newspaper publisher, owned by James F. Goodman (48.87%), brother Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodman is president and chief executive officer of Capitol Broadcasting. Ray Goodman is Raleigh attorney. Action Oct. 21.

■ **KCAS(AM)** Slaton, Tex. (AM: 1050 khz, 250 w-D)—Granted transfer of control of station from Mrs. Elmer F. Smith (100% before; none after) to Star of the Plains Broadcasting Inc. (none before; 100% after). Consideration: \$35,000. Principals: Smith has no other broadcast interests. Buyer: Jerome Orr and wife, Margie (50% each) Orr is vice president of **KELD(AM)-KAYZ(FM)** El Dorado, Ark. Margie is junior high school teacher in Hobbs, N.M. Action Oct. 17.

■ **KSVC(AM)-KJMC(FM)** Richfield, Utah (AM: 980 khz, 5 kw-D; FM: 93.7 mhz, 24 kw)—Granted transfer of control of stations from James G. Clawson (100% before; none after) to Brent T. Larson (none before; 100% after). Consideration: \$235,000 including \$20,000 covenant not to compete. Principals: Clawson has no other broadcast interests. Larson owns **KUUZ-FM** Nampa, Idaho and 51% of **KOOS(FM)** North Bend, Ore. He is applicant for new FM at Rock Springs, Wyo. He has sold interests in **KXA(AM)** Seattle and **KCKO(AM)** Spokane, Wash. (**BROADCASTING**, Oct. 6) and **KODL(AM)** The Dalles, Ore. (**BROADCASTING**, March 10). Action Oct. 15.

■ **WCVR** Randolph, Vt. (AM: 1320 khz, 1 kw-D)—Granted assignment of license from Alfred W. Hill (trustee) to Edward H. Stokes for \$250,000. Seller: Hill is 12% owner of **WOCB(AM)-WSOX(FM)** West Yarmouth, Mass., **WDOS(AM)-WSRK(FM)** Oneonta, N.Y., **WLNH-AM-FM** Laconia, N.H., **WTMA(AM)-WPXI(FM)** Charleston, S.C., and **WCMF(FM)** Rochester, N.Y. Stokes is executive director of California Public Broadcasting Commission (Sacramento). He has no other broadcast interests. Action Oct. 14.

Facilities Changes

FM applications

■ **KNUJ-FM** New Ulm, Minn.—Seeks CP to increase ERP to 100 kw; HAAT: 358 ft., and make changes in ant. sys. Ann. Oct. 30.

■ **KNEB-FM** Scottsbluff, Neb.—Seeks CP to change TL to 11 mi. S. of Scottsbluff on state highway No. 17; increase ERP to 100 kw; HAAT to 680 ft., and make changes in ant. sys. Ann. Oct. 30.

■ **KRIZ(FM)** Roswell, N.M.—Seeks CP to increase ERP to 100 kw; HAAT to 353 ft., and make changes in ant. sys. Ann. Oct. 30.

■ **WDWN(FM)** Auburn, N.Y.—Seeks CP to increase ERP to 250 W; HAAT to 88.6 ft. Ann. Oct. 30.

■ **WCCE(FM)** Buies Creek, N.C.—Seeks CP to change freq. to 88.5 mhz; change TL to Hwy. 210, 1.33

mi. N. of Lillington, N.C., specify RC as Science Hall at Campbell University, Buies Creek; increase HAAT to 300 ft.; change TPO, and make changes in ant. sys. Ann. Oct. 29.

■ **WSMC-FM** Collegedale, Tenn.—Seeks CP to change frequency to 90.5 mhz. Ann. Oct. 30.

■ **KJKJ(FM)** Logan, Utah—Seeks CP to change TL to Cal Mountain near Logan, specify RC 21-B W. Center Logan, increase ERP to 34 kw, HAAT to 2,038 feet, and make changes in ant. sys. Ann. Oct. 29.

TV application

■ **WATU-TV** Augusta, Ga.—Seeks CP to change ERP to 933 kw vis., 93.3 kw aur., change type trans., type ant.; make changes in ant. structure; and HAAT to 1,590 ft. Ann. Oct. 28.

AM action

■ **KTIM(AM)** San Rafael, Calif.—Dismissed application for CP to change TL to St. Vincent's School, 4900 Highway 101, San Rafael. (BP-800312AK). Action Sept. 30.

■ **WHVL(AM)** Hendersonville, N.C.—Granted CP to increase power to 5 kw; and make changes in ant. sys. (BP-791119AI). Action Sept. 26.

■ **KRMG(AM)** Tulsa, Okla.—Dismissed application for CP to specify reduced theoretical RMS for D and N operation and specify MEOV's, correct co-ordinates (BP-21.105). Action Sept. 30.

■ **KAMX(AM)** Albuquerque, N.M.—Granted CP to make changes in ant. sys.; change type of trans., and increase height of tower; conditions (BP-790912AF). Action Sept. 30.

■ **WZYX(AM)** Cowan, Tenn.—Granted CP to increase power to 5 kw (BP-790920AG). Action Oct. 6.

■ **WTJS(AM)** Jackson, Tenn.—Dismissed application for CP to install new trans. (BP-20.806). Action Sept. 30.

■ **WEPG(AM)** South Pittsburgh, Tenn.—Granted CP to increase power to 1 kw (BP-791030AD). Action Sept. 30.

■ **WJJJ(AM)** Christiansburg, Va.—Granted CP to increase power to 2.5 kw (BP-790817AD). Action Oct. 7.

FM action

■ ***WRFG(FM)** Atlanta—Granted CP to increase ERP 24.5 kw; install new type ant.; and make changes in ant. sys. (BPED-781205AB). Action Sept. 29.

■ **WFXE(FM)** Columbus, Ga.—Granted CP to change TL to 11th Ave. and 7th Place, Phoenix City, Ala.; change SL and RC to 1115 14th St., Columbus; decrease ERP to 2.5 kw; increase ant. height to 290 ft.; and change TPO (BPH-800307AG). Action Oct. 3.

■ **KJYE(FM)** Kailua, Hawaii—Granted CP to increase ERP to 75 kw; conditions (BPH-800520AF). Action Oct. 3.

■ **WCNB-FM** Connersville, Ind.—Granted CP to increase ERP to 20 kw; ant. height 275 ft.; and change trans. (BPH-800402AF). Action Oct. 3.

■ ***WOES(FM)** Ovid-Elsie, Mich.—Granted CP to install new ant., make changes in ant. sys. (increase height); change ERP .55 kw; ant. height 170 ft.; conditions (BPED-790214AF). Action Oct. 1.

■ **KNUJ-FM** New Ulm, Minn.—Granted CP to increase ERP to 100 kw, ant. height 360 ft., and make changes in ant. sys. (BPH-791107AC). Action Oct. 20.

■ **WTYX(FM)** Jackson, Miss.—Granted CP to make changes in ant. sys.; change TL to Beasley Rd., .3 miles W. of North State St., Jackson; change type trans. and ant.; increase ERP 100 kw decrease ant. height 360 ft., and change TPO; conditions (BPH-800527AQ). Action Oct. 3.

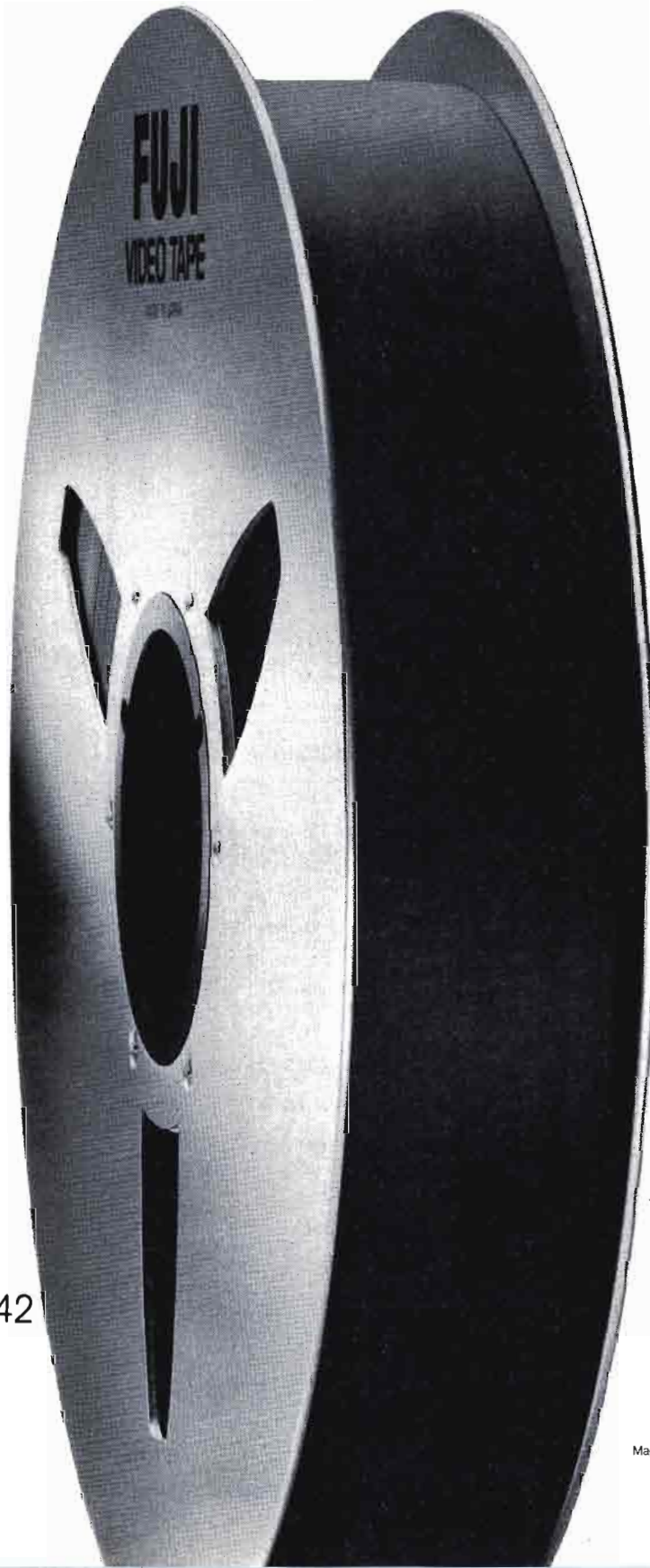
■ **KOZZ(FM)** Reno, Nev.—Granted CP to change TL to McClellan Peak, .38 mile W. of Tel. Co., Relay Station Nevada; increase ERP 80 kw, ant. height 2,120 ft., and make changes in ant. sys. (BPH-791217AJ). Action Oct. 1.

■ ***WDAV(FM)** Davidson, N.C.—Granted CP to make changes in ant. sys. and change TL to on' NC 115, 2 1/2 miles S.E. of Cornelius, N.C. (BPED-800304AP). Action Oct. 3.

■ ***WCSB(FM)** Cleveland, Ohio—Granted CP to increase ERP to .63 kw, ant. height 190 ft.; and install new type trans. (BPED-790122AJ). Action Oct. 1.

■ ***WARC(FM)** Meadville, Pa.—Granted CP to increase ERP to .115 kw; ant. height 175 ft., install new ant., and make changes in ant. sys. (BPED-790731AC). Action Oct. 1.

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■ WOFM(FM), Greenville, Tenn.—Granted CP to change TL to Greystone Mountain, Greenville; ant. height 1,090 ft., and make changes in ant. sys., conditions (BPH-791015AW). Action Oct. 1.

■ KWIQ-FM, Moses Lake, Wash.—Dismissed application for CP to make changes in trans. line (BPH-10953). Action Oct. 2.

TV action

■ KRDO-TV Colorado Springs—Application granted for authority to operate trans. by RC from 399 S. 8th St., Colorado Springs. Action Oct. 15.

■ *KTIN(TV) Fort Dodge, Iowa—Application granted for authority to operate trans. by RC from KDIN-TV, approximately 1 mi. S. of Alleman, Iowa. Action Oct. 16.

■ *KYIN(TV) Mason City, Iowa—Application granted for authority to operate trans. by RC from KDIN-TV, approximately 1 mi. S. of Alleman, Iowa. Action Oct. 15.

■ WBRZ(TV) Baton Rouge—Application granted for authority to operate trans. by RC from 650 Highland Rd., Baton Rouge. Action Oct. 15.

■ KTMA-TV Minneapolis—Application dismissed for authority to install subscription television equipment. Action Oct. 15.

■ KTVM-TV Butte, Mont.—Granted request to operate aux. trans. by RC from KECL trans. (BRC-CT-800716KE). Action Sept. 23.

■ KOAT-TV Albuquerque, N.M.—Application granted for authority to change SL to 3801 Carlisle Blvd. N.E., Albuquerque, and operate trans. by RC from SL. Action Oct. 15.

■ WPTE-TV Durham, N.C.—Application granted for authority to operate trans. by RC from 410 S. Salisbury St., Raleigh, N.C. Action Oct. 15.

■ WFMV-TV Greensboro, N.C.—Application granted for authority to operate trans. by RC from Phillips Ave. and White St., Greensboro. Action Oct. 15.

■ *WGTE-TV Toledo, Ohio—Granted CP to change ERP to 912 kw, MAXERP 1000 kw, ant. height 1,050 ft. (BPET-790604KF). Action Sept. 26.

■ KCEN-TV, Temple, Tex.—Granted CP to decrease ERP to 10 kw aurr.; change TL to 2.4 miles S.E. of Eddy, Tex., and ant. height to 1,866 ft. Action Sept. 22.

■ KTVX(TV) Salt Lake City—Application granted for authority to operate trans. by RC from 1760 Fremont Dr., Salt Lake City. Action Oct. 15.

■ WLYJ(TV) Clarksburg, W.Va.—Application granted for authority to change SL to 775 W. Pike St., Clarksburg, and operate trans. by RC from SL. Action Oct. 15.

In Contest

FCC decision

■ Sioux Falls, S.D. (Northwestern College, Midwest Radio Corp., and WXYZ Inc.) **AM Proceeding:** Authorized Northwestern to increase power of KNWC from 1 kw to 2.5 kw. FCC denied petitions to deny filed by Midwest Radio Corp., licensee of KWYR Winner, S.D., and WXYZ Inc., licensee of WXYZ Detroit, both of which said KNWC's proposal would cause interference in their service areas. FCC analysis showed proposed increase would not create new areas of overlap, as Midwest contended. FCC analysis also showed KNWC nighttime array not as unstable as WXYZ contended, and with appropriate monitoring, maintenance of authorized pattern can be achieved. Action Sept. 10.

Procedural rulings

■ Redding, Calif. (**FM Proceeding:** BC Docs. 80-222-23)—ALJ Joseph Chachkin granted motion by Redding FM Communications for leave to amend its application to reflect extension of Redding's bank loan commitment (Action Oct. 17); granted motion by Redding for summary decision and resolved the financial issue and issue regarding hiring and promotion practices in its favor, over Colgan FM Communications Corp. Action Oct. 21.

■ Columbus, Ohio (**TV Proceeding:** BC Docs. 78-395-96)—Chief, office of opinions and review granted petition by Commercial Radio for leave to amend its application to reflect that on Oct. 1 Wilmington Channel 61 Inc. filed application for new commercial UHF television station on channel 61 at

Wilmington, Del., Commercial Radio principals and stockholders have various interests in Wilmington Channel 61 Inc. and that on Sept. 12 representatives of Chesapeake Television Inc. and WBFF Television Corp. notified FCC of their agreement to withdraw parties' application for voluntary assignment of license of TV Station WBFF (ch. 45) Baltimore, Md., various Commercial stockholders hold interests in Chesapeake Television; and granted petition by Christian Voice for leave to amend its application to reflect that Christian Voice trustee O. Carl Sullivan was a defendant in two lawsuits, the Court of Common Pleas, Muskingum, Ohio, issued opinion in favor of plaintiffs and permitted plaintiffs to retain \$4,160 in installment payments from defendant Sullivan, suit was based on a real estate installment contract which the Court ruled as void and that Sullivan, defendant in unrelated civil suit to recover indebtedness, has entered into settlement agreement with parties in *Gulf Oil Corp. v. Sullivan*. Action Oct. 24.

■ Casper, Wyo. (**FM Proceeding:** BC Docs. 80-43-44.)—ALJ Joseph Stirmer granted joint petition by Energy Capitol Broadcasting Inc. and Wyomingedia for approval of agreement and dismissal of application, approved reimbursement of \$27,542.99 to Energy Capitol, dismissed Energy Capitol's application with prejudice, granted Wyomingedia's application and terminated proceeding. Action Oct. 22.

Designated for hearing

■ Santa Ana, Calif.—International Panorama TV Inc. (KTBN-TV) and Saddleback Broadcasting Co., for change in existing facilities and for new TV, respectively, at Santa Ana, to determine International's ascertainment efforts; which application would better serve public interest; and which application should be granted (BC Docs. 80-655-56). Ann. Oct. 27.

Allocations

Action

■ El Paso, Tex.—In response to joint petition by El Paso Public Television Foundation and Marsh Media of El Paso exchanged reservation for noncommercial educational use from ch. 7 to ch. 13 at El Paso, modified license of KCOS(TV), licensed by El Paso Public Television Foundation, to specify operation on ch. 13 instead of ch. 7 and modified license of KVIA-TV, licensed by Marsh Media, to specify operation on ch. 7 instead of ch. 13 (BC Doc. 80-72). Action Oct. 21.

Translators

UHF applications

■ Phoenix—Neighborhood TV Co. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 115 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Denver—Neighborhood TV Co. seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 90 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Louisville, Ky.—Neighborhood TV Co. seeks CP for new UHF translator on ch. 66 (TPO: 100w, HAAT: 130 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ New Orleans—Neighborhood TV Co. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 423 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Minneapolis/St. Paul—Neighborhood TV Co. seeks CP for new UHF translator on ch. 58 (TPO: 100w, HAAT: 55 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Kansas City—Neighborhood TV Co. seeks CP for new UHF translator on ch. 29 (TPO: 100w, HAAT: 440 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ St. Louis, Mo.—Neighborhood TV Co. seeks CP for new UHF translator on ch. 56 (TPO: 100w, HAAT: 484 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Portland, Ore.—Neighborhood TV Co. seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 247 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Houston—Neighborhood TV Co. seeks CP for new UHF translator on ch. 61 (TPO: 100w, HAAT: 609 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Norfolk, Va.—Neighborhood TV Co. seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 1,027 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

■ Milwaukee—Neighborhood TV Co. seeks CP for new UHF translator on ch. 58 (TPO: 100w, HAAT: 587.6 ft.) to rebroadcast indirectly KUSK(TV) Prescott, Ariz. Ann. Oct. 30.

VHF applications

■ Gate City and Weber City, both Virginia—Holston Valley Broadcasting Corp. seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 80 ft.) to rebroad-

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cast directly WKPT-TV Kingsport, Tenn. Ann. Oct. 30.

- Pennington Gap, Va.—Holston Valley Broadcasting Corp. seeks CP for new VHF translator on ch. 4 (TPO: 1 w, HAAT: 50 ft.) to rebroadcast directly WKPT-TV Kingsport, Tenn. Ann. Oct. 30.

UHF action

- K27AD Tucson, Ariz.—Roadrunner TV Limited Partnership granted CP for new UHF translator on ch. 27 (TPO: 1000w, HAAT: 50 ft.) to rebroadcast directly KZAZ(TV) Nogales, Ariz. Action Oct. 3.

- K56BQ Frederick, Okla.—Oklahoma Educational TV Authority granted CP for new UHF translator on ch. 56 (TPO: 100 w, HAAT: 215 ft.) to rebroadcast directly KWET(TV) Cheyenne, Okla. Action Oct. 3.

- K38AH Ukiah, Ore.—Blue Mountain granted CP for new UHF translator on ch. 38 (TPO: 20 w, HAAT: 15 ft.) to rebroadcast indirectly KPTV Portland, Ore. Action Oct. 3.

- K62BL Orangeville, Utah—Emery County granted CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 18 ft.) to rebroadcast directly KBYU(TV) Provo, Utah. Action Oct. 3.

Cable

- The following cable registrations have been filed:
 - Storer Cable of Connecticut Inc. for New Haven, Conn. (CT0049) add signal.

- Telecable of Columbus Inc. for Columbus, Ga. (GA0063) add signal.

- Rock River Cablevision for Rock Falls, Sterling, Coloma, Hopkins, and Mount Morency, all Illinois (IL0059, 062, 061, 058, 095, 129) add signal.

- Clinton Cablevision for Morrison, Erie, Fulton, Prophetstown, Albany, and Savanna, all Illinois (IL0329, 333, 250, 332, 331, 330) add signal.

- Clinton Cablevision for Clinton, Camanche, and DeWitt, all Iowa (IA0033, 062, 101) add signal.

- Community TCI of Kansas Inc. for Leavenworth, Kan. (KS0077) add signal.

- Fetzer Broadcasting Co. for Kalamazoo, Portage, Parchment, Oshtemo, Cooper, and Comstock, all Michigan (MI0039, 094-099) add signal.

- Taney Co. Cablevision for Branson and Hollister, both Missouri (MO0048, 229) new system.

- Central Cable Service Inc. for Geneva, Neb. (NE0071) new system.

- Cablevision of New Jersey for Norwood, Northvale, and Haworth, all New Jersey (NJ0449-051) new system.

- Sammons Communications of New Jersey Inc. for Hopatcong, Victory Gardens, Parsippany-Troy Hill, Mountain Lakes, Mount Arlington, Rockaway, Boonton, and Jefferson, all New Jersey (NJ0142, 154, 120, 121, 167, 175, 242, 243) add signal.

- Masa Cable Inc. for Raton, N.M. (NM0016) new system.

- Columbia Cablevision of Westchester Inc. for Hastings, N.Y. (NY0868) new system.

- Cablecom General Inc. for Hobart, Okla. (OK0016) add signal.

- Com West Inc. for Marlow, Okla. (OK0077) add signal.

- Southern Oregon Broadcasting Co. for Grants Pass, Josephine, Klamath Falls, Klamath, Medford, Ashland, Phoenix, Talent, Jacksonville, Eagle Point, Central Point, and Jackson, all Oregon (OR0110, 104, 114, 102, 117, 103, 122, 126, 113, 107, 106, 105) add signal.

- Johnstown Cable Television for Daiseytown, Pa. (PA1900) new system.

- Oxford Valley Cablevision Inc. for Upper Southampton and Tulleytown, both Pennsylvania (PA1898, 99) new system.

- Oxford Valley Cablevision Inc. for Falls, Morrisville, Bensalem, Warminster, and Lower Southampton, all Pennsylvania (PA0089, 1578, 1096, 1112, 1111) add signal.

- Acton CATV Inc. for Alpine, Utah (UT0056) new system.

- EMCO CATV Inc. for Manchester, Vt. (VT0036) add signal.

- Warner Amex Cable Communications Inc. for Fort Monroe, Va. (VA0243) new system.

- Metrovision of Wisconsin Inc. for Menomonee Falls, Wis. (WI0233) new system.

- Midwest Radio Television Inc. for Rice Lake, Wis. (WI0034) add signal.

Satellites

- Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Applications

- Hollywood, Calif.—Satellink of America, Inc. (11 m; S-A; E2565).

- Los Angeles—Satellite Business Systems (5.5 m; Hughes Aircraft; E2619).

- Sacramento, Calif.—Satellite Business Systems (5.5 m; Hughes Aircraft; E2649).

- Atlanta—Satellite Business Systems (5.5 m; Nippon Electric Co.; E2620).

- Philadelphia—Satellite Business Systems (5.5 m; Nippon Electric Co.; E2648).

- Barceloneta, P.R. American Satellite Co. (10 m; S-A; E2643).

- Austin, Tex.—Satellite Business Systems (7.6 m; Nippon Electric Co.; E2618).

- Bren Mar, Va.—Mutual Broadcasting Systems (11 m; S-A; E2651).

Grants

- Heritage Communications Inc., Red Bay, Ala.—E2497.

- Communications Systems Inc., Vernon, Ala.—E2451.

- Six Star Cablevision of Pomona, Pomona, Calif.—E2480.

- Cox Cable Communications Inc., Atlanta—E2511.

- Clearwater Communications, Pierce, Idaho—E2534.

- Sangamon Cablevision for Carollton, Roodhouse, and Petersburg, all Illinois—E2539, E2542, E2535.

- Gibson Cable TV Inc., Owensville, Ind.—E2519.

- VideoIndiana Inc., Indianapolis—E2534.

- Warner Amex Cable Communications Inc., Scottdale, Ind.—E2517.

- Word of Joy Inc., Swayzee, Ind.—E2467.

- Bee Line Inc., Madison, Me.—E2514.

- Liberty TV Cable Inc., Feenville, Mich.—E2542.

- Booth American Co., Glen Lake, Mich.—E2540.

- Cox Cable Communications Inc., Owosso, Mich.—E2523.

- Heritage Communications Inc., Charleston, New Albany, and Summer-Tutwiler, all Mississippi—E2498, 2501, 2496.

- Warner Amex Cable Communications Inc., Harrisonville, Mo.—E2516.

- TV Transmission Inc., Fremont, Neb.—E2470.

- Central Cable Corp., Schuyler, Neb.—E2531.

- Tele-Vue Cable TV, Ord, Neb.—KZ99.

- White Sands Cable Co., White Sands, N.M.—E2524.

- Newchannels Corp., Cooperstown and Syracuse, both New York—E2512, 2510.

- Madison Cablevision Inc., Morganton, N.C.—E2380.

- Golden West Broadcasters, Oklahoma City—E2530.

- Netarts Television Cable Inc., Brickyard, Ore.—E2520.

- American Television and Communications, Union, Ore.—E2494.

- TV Cable of Frisco Inc., Frisco, Tex.—E2528.

- TV Cable of Highland Village Inc., Village, Tex.—E2527.

- Iraan TV Cable, Iraan, Tex.—E2518.

- Atascosa County Cable TV Inc., Pleasanton, Tex.—E2515.

- TV Cable of Trinity Inc., Trinity, Tex.—E2509.

- Communications Technology, Bren Mar, Va.—E2505.

- Cox Cable Communications Inc. Hopewell and Norfolk, both Virginia—E2521, 22.

- Davis Communications Inc., Cheney, Wash.—E2526.

- Potomac Valley Television Co., Romney, W. Va.—E2541.

Call Letters

Applications

Call	Sought by
	New AM's
WRID	Ridge Communications Inc., Homer City, Pa
WADJ	NorLin Broadcasters Inc., Somerset, Pa.
	New FM's
*KCBB	South County Community College District-Chabot College, Hayward, Calif
WSCL	Sterling Broadcasting Corp., Augusta, Me.
WGTF	Home Service Broadcasting Corp., Nantucket, Mass.
*KHCS-FM	Ixoye Productions Inc. Round Rock, Tex.
	New TV's
WAVQ	Hess Broadcasting Corp., Mobile, Ala
WKNA	Southern Broadcasting Corp., Melbourne, Fla.
	Existing AM's
WACZ	WLBZ Bangor, Me.
WMZK	WJLB Detroit
KKAM	KSAX Lubbock, Tex
KFWY	KDFL Sumner, Wash
	Existing FM's
WJQY	WTUX Chickasaw, Ala
WLS-FM	WRCK Chicago
WJLB	WMZK Detroit
	Existing TV's
KSEE	KMJ-TV Fresno, Calif.
*WRET-TV	WRTS-TV Spartanburg, S.C.

Grants

Call	Assigned to
	New AM
WSVQ	Harrogate Radio Co., Harrogate, Tenn.
	New FM's
*WVUA-FM	University of Alabama, Tuscaloosa
*WOMR	Lower Cape Communications Inc., Provincetown, Mass
	New TV's
WGTR-TV	66 Corporation, Marlborough Mass
WGGN-TV	Christian Faith Broadcast Inc., Sandusky, Ohio
WRHP-TV	Neighborhood Communications Corp., Richmond, Va
	Existing AM's
KOSC	KEMM Marshfield, Mo
KWIP	KROW Dallas, Ore
WKRZ	WBRE Wilkes-Barre, Pa.
WMKE	WBCS Milwaukee
	Existing FM's
KOSC-FM	KEMM-FM Marshfield, Mo
WKHK	WRVR New York
WRAX	WAKM Bedford, Pa.
WSEG	WMDI McKean, Pa
WKRZ-FM	WBRE-FM Wilkes-Barre, Pa.
*WNCS-FM	WPRV Rock Hill, S.C.
*WRJA-FM	WMPR Sumter, S.C.
WUSW	WCOR-FM Lebanon, Tenn.
WBCS	WBCS-FM Milwaukee
	Existing TV
WJTM-TV	WGNN-TV Winston Salem, N.C.



You just paid \$20 to hear Beethoven.

These days, lots of people are more than happy to trade on someone else's good name. That's why brand names and trademarks are more important than ever.

Because when everyone uses trademarks incorrectly, they may stop being trademarks. And then anybody can use them. Which means you can't be sure of getting the quality you expect. That's true, whether you want a certain cola to drink, a certain tissue to sneeze in—or a certain copier to copy on.

That's why we'd like to remind you that Xerox is a registered trademark of Xerox Corporation, and is properly used as an adjective, followed by a noun describing our product.

As long as you use our good name correctly when you want a Xerox product, you'll get a Xerox product. Not some copy that won't perform as expected.



XEROX

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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

General Sales Manager sought to lead and motivate very productive sales force. Must be proven producer who has had record results as a sales manager or sales person. Applicant can be top salesperson where working now! He or she will find all tools and promotion they need. Station No. 1! First class compensation package and opportunity! Box K-194

Management position for newly acquired station in midwest. Group owner looking for strong sales manager to run sales department and understudy current manager. Great earning potential. Reply to Box M-35

Small market expert needed for upper South Carolina single station market. Manager needed with heavy sales ability plus all phases of radio. Join growing group with future. Send resume, references, salary history. Equal Opportunity Employer. Box M-26

Major FM station in top 50 market is looking for creative, innovative sales manager with future G.M. potential. Salary \$50,000 plus. An equal opportunity employer. Please rush resume and description of successes to Box M-22.

General Manager—Your hard work is needed in a small midwest market. Upper Twenties salary and stock bonuses and options. A great place for you to start building that equity for the future. Box M-61

Experienced Sales Manager needed for medium southeastern AM/FM facility. Must have strong sales background, good with collections, able to handle national sales contacts and lead local team of experienced salespeople. Equal Opportunity Employer. Resume with salary history and references to Box M-66.

Sales Manager for Middle Atlantic Rock FM. Proven local producer will earn salary plus incentives. GM possibility. EOE. Send resume and phone number to Box M-69.

General Manager wanted for small midwest market. Welsh experience preferred. Your hard work will result in a good salary and ownership, so we expand together. What will it take? Box M-80

General Sales Manager to lead, train and motivate a large local staff, plus supervise national and regional sales. This AM/FM combination is one of the oldest and most solid in mid-atlantic with excellent history. You will work hard—and you will be rewarded. If your current potential is restricted and you think you are ready to face this rewarding challenge, send a complete resume to: Box M-94.

General Manager—with strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary requirements. Box M-100.

General Sales Manager wanted for growing group owned AM and FM stations in Pennsylvania. Must be able to lead, train and motivate separate sales staffs. Will be given top account list. Salary, commissions, bonuses, override, gas, company car and other benefits. Position available immediately. Send resume to Box M-17

HELP WANTED SALES

Like to Snow Ski? We have an immediate opening for an experienced account executive in a 300,000 plus market. Must have minimum of two years experience in Agency and Direct Sales. Opportunity for advancement with growing chain. Contact Rick Welch 303-632-1561

Your Sales Opportunity! Full time ABC Salary, commission. Tell all. KFRO, Longview, TX 75606. E.O.E.

Sales Manager. To lead and build. Rapidly growing small market in four season recreational area. Established successful AM, new FM. Application, resume, confidential references to M. Nescot, WWNH AM/FM, Rochester, NH 03867

One of Ohio's great radio stations has immediate opening for a Local Sales Manager to plan, direct, and train our five-person sales staff. Two years sales management experience. Top compensation for qualified individual. Send resume to J.D. Williamson, II, WKBN, Youngstown, OH 44501. No phone calls. An Equal Opportunity Employer.

Unusually high income opportunity for aggressive experienced sales person in S.E. most prestigious resort area. New Class C adult contemporary FM. Excellent opportunity for ambitious sales person seeking growth potential. Contact Robert E. Powell, General Manager, WBEU, 3040 Boundary Street, Beaufort, SC 29902

Central New York: Top rated AM/FM (50,000 watt FM). Medium market—excellent opportunity: Enthusiastic, self-motivating. Full company benefits. Write General Sales Manager, WTLB AM/FM, Box 781, Utica, NY 13503. Equal opportunity employer.

National Gospel Rep—looking for an aggressive, creative and self-motivated Account Executive. Experience in radio sales preferred. Salary—\$1,300 per month plus commissions. Excellent growth potential. Friendly southeastern community will be home base. Call 912-883-4908.

Small Market upstate New York needs experienced Announcer/Salesperson. Eventual managerial possibilities in a growing organization. Box M-9

Looking for a place in the mountains with fishing, hunting, and the best vacation spot. If you are experienced and a good worker, contact Dennis Pepper, KERR Radio, Polson, MT. 406-883-5255. 50 KW Station covering Northwest Montana. EOE.

Account Executive-Sports. Midwest market. Good active account list. Heavy play-by-play responsibility. Some Big Ten. Must be self starter and able to sell self. An Equal Opportunity Employer. Send resume to Box M-99.

Salespersons (2 positions). WTOP Newsradio 15 needs 2 salespersons with experience in one or more of the following areas: Radio Time sales, Co-operation Advertising sales, related media sales (i.e. newspapers, magazines). Automobile and college degree required. If you're an aggressive self-starter, please submit your resume to: Business Manager (Re: Sales Positions), WTOP Newsradio 15, 4646 40th Street, N.W. Washington, DC 20016. EOE M/F

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 for success. RAB, full-time co-op department, marketing support materials and references 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 10,000, Marion, OH 43302. EEO

South Florida sales opening for experienced professional. Warm climate, good growth market. Approximately 200,000 population in rated trading area. Excellent guarantee, commission, and car expense. Send resume and salary requirements to Randolph Millar, WIRA/WOVV-FM, Box 3032, Fort Pierce, FL 33454. We are an equal opportunity employer.

Play-by-play Sportscaster/Salesperson for AM station Sunbelt. Excellent: income, opportunity, future, life-style. Send resume immediately to: Box M-92.

Houston—Top station has rare sales opportunity due to recent promotion. Established high income list for aggressive, proven, professional. EOE. Write Box M-84

HELP WANTED ANNOUNCERS

Top rated Northern Indiana station looking for mid-day 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, WTRC, Box 699, Elkhart, IN 46515

Looking for Midwest beginner with adult sound for all-night Good Music program. Must have good reading ability and follow instructions to keep this CBS station No. 1. Good benefits. EOE. Tape & resume to Larry King, WSOY, Box 2250, Decatur, IL 62526. No phone calls

All-classical 105,000-watt WNED-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Non-returnable tape and resume, including references, to Peter Goldsmith, Program Director, WNED-FM, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

Wanted Announcers for country format. Salary up to 1250 per month. Send tape and resume to KSOX, 345 S 7th, Raymondville, TX 78580. E.O.E.

Live, learn and grow with community oriented FM in Virginia's Shenandoah Valley. We need a talented, versatile morning person. Good pay, excellent facilities, great people. Write for a personal interview. EOE. Box M-21

North Carolina growing broadcast group seeking experienced announcers. Excellent benefits. EOE. Contact: M. Garner, P.O. Box 529, Lenoir, NC 28352. 919-276-2911.

Here is an outstanding opportunity to join a well established top rated pop/adult operation, which also emphasizes news/information and sports. The opening is for someone who can handle professionally an important production shift and evenings on the air. Rush tape and resume to Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605

South Florida MOR seeks strong personality with excellent voice. Minimum two years experience. Send resume, tape and salary requirements to WIRA/WOVV to Randolph Millar, PO Box 3032, Fort Pierce. We are an equal opportunity employer.

Still seeking that "certain sound", immediate opening for smooth & mellow sounding Staff Announcer for non-automated "Beautiful Music". Evening shift & production. Tape & resume to WSRB, West Side Station, Worcester, MA 01602. EOE.

Opportunity—Morning Announcer—Experienced only apply. You'll be part of an established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTTR/KZNN, Rolla, MO 65401. 314-364-2525.

Modern Country Personality Jock, with production capabilities. Permanent slot. Send tape, resume. KCIN, Victorville, CA 92392.

Spanish Announcer. West Texas Station has immediate opening for Bi-lingual Announcer that can type, translate English into Spanish and have broadcast experience. Send resume to Box M-67

Experienced all night person for solid southeast AM/FM easy listening stations. Must be able to do news and production. Tape and resume to Charley Neeld, Program Director, WHLG, 1000 Alice Avenue, Stuart, FL 33494. E.O.E.

Play-by-play Sportscaster/Salesperson for AM station. Sunbelt. Excellent: income, opportunity, future, life-style. Send resume immediately to: Box M-92.

Small market Rocky Mountain resort area AOR station needs full-time announcers strong on production. No smokers. No phone calls please. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE.

HELP WANTED TECHNICAL

Chief Engineer to handle two northern Vermont A.M.'s within 40 miles of each other. Must have knowledge of automation and keep on top of maintenance of good equipment. Send resume, references immediately to: WIKL, Box 377, Newport, VT 05855.

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 \$17,000 plus paid Blue Cross. Resume to Box K-179

Transmitter Technicians—Voice of America has overseas positions available at supervisory and operating levels for experienced transmitter technicians. Duties include operation and maintenance of high power VOA transmitters and related facilities. Applicants must have 3 to 5 years "hands-on" experience in technical operation of broadcast, TV or military fixed-station transmitters. Must be available on a worldwide basis to serve in VOA's radio relay station system. U.S. citizenship required. Starting salary commensurate with qualifications, plus housing and overseas allowances. Full federal fringe benefits apply. Qualified candidates should send standard Federal application form SF-171 to International Communication Agency, MGT/PDE, 1776 Pennsylvania Ave., Washington, DC 20547. An Equal opportunity Employer.

Chief Engineer for well equipped, maintained, professional operation. Secure position on management team. Job description provided on request. Submit complete resume to Manager, WALE, Box 208, Fall River, MA 02722.

Central Oregon: Prineville AM with FM coming in December need chief engineer/announcer. Call: J. Kendall, 503-447-6239

Chief Engineer needed for AM/FM facility in southeast. FCC 1st and experience with DA's automation and installation required. Strong maintenance background, FCC R&R and good record keeping. Doug McKay, WTVR 3314 Cutshaw Avenue, Richmond, VA 23230. 804-355-3217, Equal Opportunity Employer

Beginner Engineer must have first class license willing to be trained AM-FM operation medium market northeast. Must have technical knowledge with maintenance ability. An EOE employer. Send resume immediately Box M-87

Growth Opportunity for experienced broadcast technicians with solid teaching experience. The Ohio School of Broadcast Technique has three full time openings in the technical departments of its Cleveland and Nashville schools. Requirements: 1st Class License and extensive broadcast background and experience. Responsibilities include design and maintenance for up to twelve radio broadcast studios and course development, as well as classroom and lab supervision for the nationally accredited electronics program. Openings must be filled by January 1, 1981. Apply to: Director of Education, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, OH 44115 EOE/MF.

Director of Engineering and Technical Operations—Voice of America has a Senior Executive Service position available in Washington, D.C. Incumbent directs all phases of engineering and technical operations of VOA broadcasting system worldwide. Applicants must have broad managerial experience and extensive professional engineering and technical knowledge and experience in the operation of a large audio broadcasting system. U.S. citizenship required. Salaries range from \$47,889-\$56,500 (current cap limits maximum salary to \$50,112). For a copy of the vacancy announcement (listing detailed duties and qualifications) and application materials, contact Dorothy Flaak, 202-724-9468. Qualified candidates should submit all application materials no later than November 24 to International Communication Agency, MGT/PDE, 1776 Pennsylvania Ave., Washington, DC 20547. An Equal Opportunity Employer.

Engineer. FCC 1st Class. 4 years experience \$17,784 Personnel, City Hall, 200 East Wells, Milwaukee, WI 53202 414-278-3360

HELP WANTED NEWS

Reporter Wanted to help us maintain number 1 market rating. Tape, resume and salary desires to WKTY, Box 1148, LaCrosse, WI 54601. EEO

Expanded coverage area means two new opening at one of Midwest's finest broadcast operations. AM-FM News Leader wants experienced broadcaster with skills in news and programming. Some sports included, but this is a news and information position. E-E-O Box M-34.

Akron's hottest stations WNIR/WKNT are looking for experienced newperson, with strong delivery and personality. Join this growing communications company with new building, new studios, excellent salary and benefits. Hiring now. Call Bill Klaus 216-673-2323. EOE/Affirmative action.

Newsperson to join two others in gathering, writing, reporting in resort market. Good voice and appearance. send tape and resume to: Bill Henneey, Grand Strand Broadcasting, P.O. Box 2005, Myrtle Beach, SC 29577.

Still looking for the right people to fill two vacancies at our highly rated all-news station Voice, reporting and interview skills are major requirements. Anchor candidate will handle weekday air shift. Producer will be responsible for live lines and producing and hosting weeknight public affairs half hour. Non-returnable tape, and resume to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

Multi-skilled Newperson: If you can deliver professional local news during morning drive, sell \$200 per day and offer a positive, enthusiastic attitude 5½ days a week, then we will pay you \$18,200 per year, furnish your gas and provide an exciting fringe benefit package. Only multi-talented professionals need apply. Resume to: General Manager, WKUE-92FM, P.O. Box 996, Orange Park, FL 32073

Upcoming opening for News Director, college play-by-play combo. Competitive market in Rocky Mountain region close to some of the country's best skiing and outdoor recreation. Salary based on experience EOE/MF. Send resume and salary requirements to M-73.

New Hampshire's largest and most aggressive radio newsroom is expanding. WGIR wants another reporter who prefers New England and can write, interview, dig and deliver. Applications from experienced female reporters especially welcome. Send tape and resume to Barry Birr, News Director, WGIR AM-FM, Box 610, Manchester, NH 03105. An Equal Opportunity Employer and Knight Quality Group Station.

Jr. College FM Station, KPCC, NPR Affiliate-News & Public Affairs Director. To gather, write, edit and report local news, and to supervise News Room operations. Beginning salary to \$1355 (\$16,260). Closing date to submit District application is Nov. 21, 1980. Pasadena Community College, 1570 E. Colorado Blvd., Pasadena 91106 213-578-7388. EOE/AA.

Leading Midwest information station is looking for Sports animal to consume local sports. Two major casts per day, plus 50 play-by-play events annually including local high school football and basketball and local hockey. We expect a lot and are prepared to deliver the same. Replies to Box M-76

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Program Director for major market 50,000 watt country facility needed. Must have thorough knowledge of modern country music programming. Send tape and complete resume (with ARB numbers) immediately to General Manager, WYDE, Post Office Box 3326-A, Birmingham, AL 35255. Phone calls not accepted. EOE.

KS-KX and KSWT in Topeka need an excellent copywriter. Experience in radio or agency copywriting is necessary. Applicants must be able to work with 15 aggressive sales and programming people. Your ego should not get in the way. If you are interested, send examples of your work, salary history and resume, to J.R. Greeley, Box 4407, Topeka, KS 66604. KS-KX and KSWT are equal opportunity employers.

Traffic/Operations Director for 50 kw University FM in Northeast Kentucky. Degree in broadcasting or related field required. Experience as board operator necessary. Supervisory background in public radio preferred. Salary based on qualifications. Letter of application, resume and tape by Nov 15 to Mr. Larry Netherton, General Manager, WMKY Radio, Morehead State University, UPO Box 903, Morehead, KY 40351. MSU is an Equal Opportunity. Affirmative Action Employer.

Versatile, experienced man or woman with production skills and a professional attitude. Community involvement necessary. Send resume if ready for long term commitment. E.O.E. Box M-63.

Wanted Immediately: Experienced program director. Good commercial voice required. Prefer someone with football play by play experience. Send resume, audition tape, and salary requirements to William B. Hilton, WBUY Radio, PO Box 668, Lexington, NC 27292. EOE

Radio Production person with extra helping of creativity and dedication needed. Golden opportunity to work with winners you know and excellent facilities in Southwest. Send resume only without delay to Box M-90

SITUATIONS WANTED MANAGEMENT

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

Million Dollar Producer can help turn it around! Blue-Chip manager/administrator/promoter. Idea-oriented and money-motivated. Currently GSM top 10 market. Sunbelt only. Reply: Moneymaker, Box 217, Nederland, TX 77627

General Manager: A self-starter with the ability to set both short and long range goals and then reach those goals. Excellent track record in sales, programming and administration in major and small markets. For a results oriented GM, write Box M-72.

Atlantic Coast pref Florida: Small, Medium. One man gang or right hand man. 15 plus years management, sales, programming, announcing, sports, news. Want stable situation sunbelt. Family man. College. Hard worker. quick study. I'll make you money. Box M-74.

General Manager—Qualified professional with 20 plus years of experience in management, sales, programming and engineering. Will consider any size market. Looking for challenge and reward. Box M-93.

Twenty year broadcast pro, left radio for public relations. Want to return to Texas-Oklahoma small/medium market, as station manager, news director or p.d. If you can offer good benefits and \$1500 minimum, let's talk. Gary Moore 405-226-4505.

Sales Manager—ready to move into general manager's position. 25 years sales experience. First phone. Prefer medium market. Boxholder: Post Office Box 8214, Rochester, NY 14617

Experienced, 29, family man, seeks position as O/M, air shift and PBP eastern market, 15,000 plus. Box M-102

SITUATIONS WANTED ANNOUNCERS

Professional sounding beginner. Dependable, integrity. Single. Willing to travel. Michael Reuter, 8901 W. Capitol Drive, Wauwatosa, WI 53222, 414-463-1880.

Experienced First combo man. Full-time position. Washington-Metro area. Box K-200.

Broadcast Artist. Classically-minded. From programming to announcing—copywriting to production and feature reporting. NPR background. Have vox, will travel. Wire Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Honest, hard working Air Personality-Music Director looking for stable situation to grow. 3 yrs. plus real experience, currently working Medium Market. Excellent references. Call Jim 607-433-2213.

Lucrative offers sought now—Carolinas only. Versatile professional: copy, production, news, announcing, automation skills. 201-295-4656.

Experienced Agency Executive Would like to return to Radio or TV personality slot. 25 years experience. Worked with WLW Radio-TV Cincinnati, and WDSU Radio-TV New Orleans, and other leading stations. Only interested in 50,000 watt personality slot, or TV Host show. Will answer all replies. Write: Dick Bruce, PO. Box 7025, New Orleans, LA 70186.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Experienced, workaholic Disc Jockey looking for soft rock, Top 40, AOR, oldies format. Call Kevin after 6 PM 312-889-3349

I won't whisper! Experienced top 40 personality, good deep voice and production savvy. East preferred. Bill Houston 516-423-0167

Pilgrim is searching for a medium market country station on east coast. Tell me my search has ended!! Family man, 29, 4 year professional. Mark Anderson, Tudor Gardens B8, Port Jervis, NY 12771 914-856-5425

You won't need Amy Carter's advice when you hear my audition tape. Possibly the best performer on this whole page. Smooth polished trained young broadcaster prefers working 24 hours a day. Call Dwight at 516-422-3599

Ten Years Experience with live board and automation. Seeking adult contemporary or MOR format. Former morning drive announcer. Willing to relocate. Call Leo 312-336-4571 nights.

Part time experience DJ looking for full time work. Prefer Top 40 format. Charles Domingue, 6052 S Michigan, Chicago 60637 312-684-2837, 312-461-3361.

Available immediately to do air shift and production. 2 years of cable, and 1 year non-commercial FM experience. Good voice. Don Pendergrass, 33 S Spelling, Dayton, OH 45403 513-254-8031

Small market. Seeking air shift/sports/news. One year experience, college grad. Bob 516-221-2498

College educated announcer, who's also a writer, programmer & knows music. Available now. Limited experience with the willingness to learn. Prefer Midwest or New England states. Call Alan Katovich, 313-939-8063 or write 34788 Fargo, Sterling Hts, MI 48077

Frankie Crocker, Robert W Morgan type D.J. is available. 5 year with major. Love country, soul and adult/contemporary. Box M-55

I Don't Need a Break—You do! You're running a business not a broadcast kindergarten right? I paid my dues with excellent training, good character—"No Problem Personality"—professional sounding tape available. Phone Marv 212-996-4181

You want dependable hard worker? Then send for me. 3 FCC Ann DJ. Good production. Will relocate. Box M-96

SITUATIONS WANTED TECHNICAL

Chief Engineer, AM-DA, FM stereo. prefer mid-south, will consider all replies. Box M-60

Very aggressive, almost young Chief Engineer desires new challenge with stable, professional organization. Experience includes, but is not limited to, high power AM and FM, automation, STL, design, and construction. Box M-62

SITUATIONS WANTED NEWS

Sportscaster-PBP. Currently own sports production company originating college football Midwest. Looking for sportscaster-PBP position medium-major market. 28, 7 years exp. M.S. Communications Tom 316-231-9200 Box K-197

Entry level reporter seeks broadcast news position. Single female. Will travel. Box K-155.

Lucrative offers sought now—Carolina only. Versatile professional: copy, production, news, announcing, automation skills. 201-295-4656.

Experienced sportscaster seeks new position. Base-by-play heavy basketball, also football, hockey, baseball. Call Bob at 612-235-2915

Available, basketball, now: 7 yrs PBP/NCAA all sports. Dan Lee 316-231-6205

Small Market News/Sports Director—Assistant Manager. Seven years experience. Prefer small to medium market in Northeast-Southwest. Will consider others. Box M-7

News Director Solid professional broadcaster, with more than 20 years experience. Seeking major-medium market station with strong management commitment to staff and news excellence. First phone, know FCC, can produce results. Box M-70

Small Market News Director seeks advancement opportunity. Top flight news gathering skills, and a proven ratings booster. Two years experience. Box K-124

Sports/News/DJ—Ten years experience. PBP. Prefer sports but will do news. Prefer Tennessee or surrounding states. Box M-86.

News-Sportscaster—available immediately—N.E., Southeast, Midwest. Station sold, Hank Holmes 617-679-6957

Strong Background and voice. Presently, ninth year, Network, New York City. Desires return to Florida. Experienced as News Director, Anchor, Reporter, Interviewer, Radio and Television. Box M-91

Journalist, Six years commercial radio and TV experience, looking to join pro news team in top 75 market. I offer street savvy, lots of tape, investigative reporting, telephone-talk experience, and smooth adult delivery. Currently medium market ND, BA, married, 25, stable and not cheap. Call 317-284-9914.

**SITUATIONS WANTED PROGRAMING
PRODUCTION, OTHERS**

My experience can work for you in management! Announcer with 16 years experience in various formats, live and automated operations, seeks position as Program/Operations and/or Production Director. Box M-24.

Lucrative offers sought now—Carolinas only. Versatile professional: copy, production, news, announcing, automation skills. 201-295-4656.

Business oriented Program Director with 8 years experience. Extensive experience in airstaff supervision, creative promotions, music, community involvement, and copy/production. Seeking long term relationship with quality organization. Bill 803-226-1408

Communicator: Grew up in radio family. First promo recorded at age 5. Past 10 years on FM/AM, some TV. I can do all things in all formats. Ops. Mgr., Production Dir., Mus. Dir., News and Public Service Dir., duties with sales know how. BA plus graduate work in Communications. Call Dan Rion 217-528-3119. Let's communicate

TELEVISION

HELP WANTED MANAGEMENT

Major TV group seeks general manager for VHF network affiliate in growing northeastern market. EOE. Box K-141

Director of Administration: State Public Network seeks aggressive, self-starter to direct its business management and support activities. Includes planning, coordinating, and supervising such activities as budgeting, accounting, payroll, purchasing and attendant analyses and reports. Degree plus four (4) years experience in business management, accounting, personnel or closely related work required. Experience in public broadcasting administration may be substituted for the required college training on a year-for-year basis. Starting salary \$21,700. Send resume to A. Fred Frey, Executive Director, Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, LA 70805. Application deadline: November 17, 1980. Louisiana Educational Television Authority is an Equal Opportunity Employer

Top ten affiliate seeks experienced business manager. 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 sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120

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-162.

Public Television Executive Director Position Available. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Executive Director. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board, staff, and Friends of IPBN is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit, no later than December 1, 1980, a complete resume detailing experience and credentials along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy as it relates to the operation and administration of a public television network funded by state sources. All correspondence should be addressed to: Jolly Ann Davidson, Chairman, Search Committee, Iowa Public Broadcasting Network, PO Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Assistant Business Manager—Group owned network affiliate in top 50 sunbelt market is searching for the right "number two" financial and administrative person. Very challenging position with company which is expansion and growth-oriented. Hard work and ambition will bring quick reward. Promotion likely within one year. Excellent benefits. An Equal Opportunity Employer. Send resume with salary requirements to Box M-20.

Position with a future Enthusiastic TV Manager wanted. Offering an opportunity to grow with Broadcasting firm, in one of the fastest expanding markets in the West. Requires local TV sales experience, recruiting, supervisory background, strong management. We are an Equal Opportunity Employer. Affirmative Action Program. Contact Box M-95.

Vice President-Broadcast Operations. Public Television and Radio stations seek highly qualified candidate to administer all programming, production and technical operations. Broadcast management experience in both television and radio of at least five years required. Direct experience in production and technical areas highly desirable. Bachelor's degree required. Salary negotiable. Deadline: November 14th. Resumes to: Personnel Asst., WCNY/Syracuse, 506 Old Liverpool Road, Liverpool, NY 13088. An Equal Opportunity/Affirmative Action Employer

HELP WANTED SALES

Florida network affiliate has an opening for a local sales Account Executive. Marketing or business degree preferred, along with on the street sales experience. Must know today's television marketing concepts. E.O.E. Reply to Box M-36

TV Sales. ... a major market TV station is looking for a salesperson who has experience in broadcast sales, preferably television sales. Person must be organized, have a good personality, knows all forms of media, likes and understands marketing aids and research, and who is willing to work hard towards sales objectives. An Equal Opportunity Employer, M/F. If interested and qualified, write to: Box M-59.

Retail Services Director—Top 40 southeastern market VHF television station seeking talented, creative, production oriented person for new retail services unit. Serve as compliment to local sales efforts by selling through creative concepts. Required skills: TV production/creative background, understanding of TV sales and retail sales, good with clients, marketing knowledge and service oriented. Inquiries confidential. An equal opportunity employer M/F. Send resume or personal presentation to Box M-78.

HELP WANTED ANNOUNCERS

Announcer/Weathercaster—Expanding midwest network affiliate needs good, experienced television weathercaster/commercial announcer. EOE. Send resume to Box M-32

HELP WANTED TECHNICAL

Engineer/Maintenance-I (PTV/ITV). Qualifications—First Class FCC License. Minimum of three years of technical broadcast maintenance experience. Digital, solid state, UHF, microwave and remote control. Apply KMTF-TV Fresno County Dept. of Education Personnel Office-Room 330, 2314 Mariposa Street, Fresno, CA 93721, Phone 209-488-3018.

HELP WANTED TECHNICAL CONTINUED

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 Tucson station would like to hear from you. Send resume to Chief Engineer, Box 50307, Tucson, AZ 85703. An Equal Opportunity Employer.

Video Engineer—Expanding production facility needs quality minded, production oriented EFP Engineer. Salary commensurate with technical ability. Write or call: Michael Orsburn, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312. 305—587-9477

TV Engineer. Associate degree in electronics or equivalent experience. Must have 1st class FCC license. Send resumes ONLY to Personnel, WXIX-TV, Taconic Terrace, Cincinnati, OH 45215. No resumes accepted after November 14, 1980. WXIX-TV, Metromedia, Inc. is an Equal Opportunity Employer M/F

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91

Need the right person to help WIPB-TV install a new transmitter, antenna, STL, and remote control into a new building. Ball State University needs a take-charge individual to supervise 3 engineers and several students and to assist the Chief Engineer. New studio construction in the future plus the many remote telecasts we do will give you valuable experience to prepare you to move up in television engineering management. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

Television Engineer. Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studio and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance is. Contact: Thaine Lyman, Columbia College of Chicago, 600 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

First Class phone. TV Maintenance Engineer Experienced in studio and ENG. equipment. Salary open Contact WCBI-TV, PO. Box 271, WCBI-TV, PO Box 271, Columbia, MS 39701

TV Broadcast Engineer. Position open at growing Southern Minnesota public television station for a TV Broadcast Engineer to operate and maintain modern television production studio and transmitting equipment. Renewable 12 month contract with a base salary of \$11,000 to \$11,500 plus excellent benefits. Minimum requirements: 1st class FCC license, two (2) years of formal electronic schooling, two (2) years of experience in maintenance of television systems (including operation of a TV master control and trouble shooting), and experience with Sony BVU equipment highly desirable. Send cover letter and resume to Mr. Wendell Nelson, Chief Engineer, KAVT-TV, 1900 8th Avenue, N.W., Telephone 507—433-6000. Austin, MN 55912. KAVT-TV, owned and operated by Independent School District No. 492, is an equal opportunity employer.

Television Maintenance Engineer for nationally recognized, quality-minded Public Teleproduction Center utilizing RCA quad and 1 inch VTRs, RCA and CEI cameras, and CDL switching equipment. FCC 1st class license plus experience independently maintaining professional broadcast equipment at a beginning salary of \$18,400. Apply to Pam Thornburg, Personnel Office, University of Wisconsin-Stout, Menomonie, WI 54751. An Equal Opportunity Employer.

Broadcast Engineer TV—with first class license Experience preferred. Working knowledge ENG. 3/4 inch VCR, 2-inch VTR, studio cameras, audio systems, switchers. Familiarity with transmitters helpful. Good opportunity for right person. Send resume and salary requirements: PO. Box 7428, Shreveport, LA 71107. Attn: Engineering. Equal Opportunity Employer.

Wanted: CMX operator/engineer for expanding full service production company. Knowledge of CMX, digital effects and Amoex 1" important. Excellent career opportunity for self motivated person dedicated to quality production. Send resume to Mark Hanson, Spectrum Video, 3930 Sunset Blvd., Youngstown, OH 44501 or call: 216—782-1144.

Electronics Technician: Experienced in video equipment, needed for maintenance position at Newark Studios of New Jersey Public Television. Applicant should have training and experience in maintenance of 3/4-inch VCR, studio and field TV cameras. TV broadcast experience preferred, but will consider equivalent experience in closed-circuit or educational TV system. Apply to: John Appleton, New Jersey Public Television, 980 Broad St., Newark, NJ 07102 (EEO).

TV Technical Operations Manager. Requires a dedicated, innovative manager whose experience and training (at least five years in the TV broadcast industry, preferably in a supervisory position) have prepared the applicant for network level responsibility and challenge. Washington, DC, location. Excellent benefits; salary range \$31,000 to \$38,000/annum to start; ample room for growth, equal opportunity employer. Resumes should be sent to Box M-106

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

We're in the market for a qualified studio and transmitter maintenance technician. We're a growing CBS VHF station in sunny Texas with a commitment to engineering excellence. Send resume and salary requirements to John Schilberg, Chief Engineer, KFDD-TV, PO Box 1400, Amarillo, TX 79189. An Equal Employment Opportunity Employer.

Chief Engineer, Public TV/FM Station. First class FCC license, hands on experience in both FM and TV broadcasting. Inquiries must be postmarked by 11/20/80. Write KUAC, University of Alaska, Fairbanks, AK 99701 for information and application. An EO/AA employer and educational institution.

Remote Truck Supervisor needed for New Jersey Public Television. Excellent opportunity for person experienced in remote technical operations and light maintenance to join four-station television network, headquartered in Trenton. Contact: John Lupack, New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Trenton, NJ 08638 (EEO).

Television Engineers: Competitive independent in sunny South is seeking maintenance and operations engineers with minimum 5 years TX or MC/STU experience with RCA equipment; digital experience desirable. Send resume and salary requirements to Manuel Marquez, WANX-TV, PO Box 98097, Atlanta, GA 30029. EEO/AA employer.

Do you want a challenge??? Major market east-coast television station is seeking an Assistant Chief Engineer to work with busy in house production company. Starting salary mid 20's. Send resume to Box M-68.

Maintenance Supervisor: Expanding southern Minnesota Public Television Station needs an individual to do supervision and maintenance of radio and television equipment. Minimum requirements: First Class FCC license, two (2) years of formal electronic schooling, four (4) years of experience in television maintenance. Experience with UHF transmitters and Sony BVU equipment highly desirable. Base salary \$13,000 plus excellent benefits. Send cover letter and resume to Mr. Wendell Nelson, Chief Engineer, KAVT-TV, 1900 8th Avenue N.W., Austin, MN 55912. Telephone 507—433-6000. KAVT-TV, owned and operated by Independent School District No. 492, is an equal opportunity employer.

HELP WANTED NEWS

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-TV3, Box 333, Wichita, KS 67201

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

Assignment Editor for aggressive news department in top 100 southeastern market. Applicants must be good journalists first, possess organizational skills and direct and motivate staff of 25. Excellent benefits and good salary for the right person. EEO. Write Box M-29.

Producer, for six and ten o'clock half hour news blocks. Must know film and ENG editing, writing to visuals, handling assignments and talent, and the 900 things that make a successful news show. ABC affiliate in a competitive, Upper Midwest Market. An Equal Opportunity Employer. Send letter and resume to Box M-1.

News Photographer—Top 100 CBS affiliate in southeast seeks ENG News Photographer—experience preferred; M/F EOE employer; send resume to Box M-11

Photographer, for ABC affiliate, Upper Midwest, competitive market. Must have experience in ENG and film, shooting and editing. Live remote experience helpful. You will become part of an eight person photographic staff. We are an Equal Opportunity Employer. Send letter and resume to Box M-13.

Assignment Editor. Aggressive Corinthian-owned CBS affiliate. Must be organized, an "idea person" with the ability to motivate news staff and coordinate news coverage. Considerable TV news experience required. Resume to: Robert Allen, News Director, KOTV, PO. Box 6, Tulsa, OK 74101. Equal Opportunity Employer M/F.

News Photographer. Seeking qualified News Photographer with minimum of two years experience with ENG; a steady hand, creative mind, and dependability a must; must be able to work well with people in the field as well as newsroom situations; salary DOE; submit resume and tape to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/MF.

TV News Director: WLBT, Mississippi's award winning news operation is looking for a top notch person to direct our News Department. This person must be a strong motivator and teacher for a young staff that is gifted with talent and potential but limited in experience. Must have a solid knowledge of News, both gathering and producing. Send resume and salary requirements to: General Manager, WLBT-TV, Box 1712, Jackson, MS 39205. No phone calls accepted. An Equal Opportunity Employer.

News Positions—Weekend News Anchor and Morning News/Weather Anchor. Send resume and tape to Mike McDonald, KSWO, PO. Box 708, Lawton, OK 73502. EOE.

Reporter immediate opening for aggressive knowledgeable creative general assignment reporter for growing E.N.G. news operation. Experience preferred. Tape and resume to Jerry D'Amico, News Director, WMTW-TV, Box 4075, Portland, ME 04101

Television Co-Anchor: outstanding person as co-anchor for 6 p.m. and 10 p.m. television newscasts at station with major commitment to quality news in medium-sized midwestern market. Must have B.A. in broadcast journalism, 5 years current commercial television news reporting, producing and anchoring experience. Salary \$25,000 minimum, depending upon experience and education. E.O.E./A/A/E. By November 21, 1980 send complete and specific resume to Box M-58

Director of News Programs. Leading news station in the Intermountain West has an opening for an experienced person to direct production of live news shows and other related programs. Send resume and tape to Lucy Valerio/Personnel/EOE, 2185 South 3600 West, Salt Lake City, UT 84119.

HELP WANTED NEWS CONTINUED

Producer/Reporter No 1 Midwest CBS Affiliate needs creative combo who can turn out top-notch field reports in the late afternoon and produce the 11:00 Solid journalist only. ENG experience a must, live experience preferred. Send a tape of a show you have produced along with sample field reports to: Kirk Winkler, News Director, WTOL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Network affiliate in top 100 seeks an experienced news director to lead and administer a 35-member television news staff. EOE/MF Send your resume to Box M-81

TV Meteorologist: Station with total commitment to the best in weather reporting and casting looking for top meteorologist. Latest equipment, including enterprise radar. Must be able to generate up-to-the-minute forecasts, prepare and deliver weathercasts, including graphics. Minimum requirements: Professional meteorologist with BS and AMS certification with 3-5 years current TV weathercasting experience. Salary negotiable, depending upon experience and training. Send current resume and tape to Dick Vohs, News Director, WOI-TV, Ames, IA 50112, by November 21, 1980. E.O.E./A/A/E

News Director. California station (top 30 market) seeking highly creative, innovative News Director who has produced magazine or entertainment program. Send resume: Box 47035, Dallas, TX 75247

Two positions available. General assignments reporter with experience in TV news and ENG. Chief photographer experienced in all phases of ENG camera operation and editing. Send resume and salary requirements. EOE employer. Box M-85.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art Director. The seasoned pro we're looking for knows an art director's responsibilities. We need a graphic designer to be part of our creative team while handling the administrative and directional efforts of the department. If you are looking for an interesting, challenging opportunity, contact: Jeff Bell, Promotion Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. WVIT is an Equal Opportunity Employer.

General Assignment Reporter—Minimum one year experience. Send tapes and resume to Personnel Director-Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

The Mississippi Authority for Educational Television is seeking a Writer/Producer. Incumbent should have the ability to write television scripts for instructional, public affairs and cultural programs. Requirements include B.S. degree with 12 plus hours in radio/television/film and script portfolio or High School Diploma and 4 years experience as a writer in radio/television/film with script portfolio. EEO/AF Employer. Call or write to Personnel Manager, PO Drawer 1101, Jackson, MS 601-982-6228

TV Director. Major market PTV VHF in Pacific Northwest seeks creative professional to plan, stage and post produce programs for local, regional and national release. Minimum qualifications: BA or equivalent experience in broadcasting, demonstrated ability directing music, drama, interview, panels, news with three years experience as full time television director with verifiable credits. Salary \$14,724-\$1,048 plus liberal benefits. Deadline November 21. Resume and cassette to Selection Committee 80-P-10E c/o Wilson, KCTS/9, 4045 Brooklyn Ave NE, Seattle, WA 98105. AA/EOE. Women and minorities encouraged to apply.

Production Manager—Public television station WIPB needs an experienced producer-director to plan and oversee the technical activities for special events programming and remote broadcasts. You will supervise full time and part time employees. Salary commensurate with experience. Excellent fringe benefits. 18 days paid vacation. Send resume to Personnel Services Office, Ball State University, Muncie, IN 47306. Application deadline: 12/2/80. An Equal Opportunity/Affirmative Action Employer.

Television director needed. Prefer someone with experience in directing news, regular programs and commercials. Send application and resume to Merv Jones, WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44501, promptly. An Equal Opportunity Employer.

Television Director/Producer. Heavy emphasis on directing multiple camera, real-time productions. Prior experience with remote and studio live, live on tape and tape for computer editing required. Major market experience preferred. Send resume only to: Vice President Program Production, WTTW, 5400 N. St. Louis Avenue, Chicago, IL 60625. WTTW is an equal opportunity employer.

Talk show co-host for live morning show in 22nd market in Northern California. Must articulate and produce lively program. Experience necessary. Send resume and cassette to: Henry Urick, Program Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer/M-F

Graphic Artist—No 1 Station in market seeks top-notch artist. Minimum three years TV art experience, skilled in illustration, design, film and videotape animation, typography, scenic design and photography. Degree in commercial art preferred. Person selected must join union. Resume and samples to: Larry Viviano, KCRA-TV, 310-10th St., Sacramento, CA 95814. EOE

Promotion Manager, creative person for fast growing UHF medium market. Skilled in writing, production techniques, and knowledge of all media important. An Equal Opportunity Employer. Send resume to Box M-101

Television Arts Series Producer/Director. Duties: Produce arts magazine series; including planning and researching, coordinating recording of remote and studio segments; writing scripts and copy, remote and studio direction, 3/4" 1" and 2" videotape editing supervision, budgeting; possible on-camera work. Requirements: At least four years television production experience; two years producing experience, two years directing experience, two years experience in arts activities. Send resume, demo tape and sample scripts to: Chris Cochran, KVIE Executive Producer, PO Box 6, Sacramento, CA 95801. Salary Range: \$15,000-\$20,000. Deadline: November 28, 1980. EOE/AA

ENG Photographer/Editor for top rated prime time magazine in a top ten market. EOE. If you have a minimum of one year experience with highly-produced features, can work well with music, care about quality and have a tape to prove it, send your resume to Box M-57.

Producer/Director. Number 1 market UHF TV station with brand new production facility needs seasoned pro with minimum 5 years experience in commercial production lighting and EFP. Candidate will handle busy commercial production, schedule direct daily live news show, supervise or shoot major remote production. Excellent salary and benefits. Rush resume and reel to Production Manager, WWHT-TV, 390 West Market St., Newark, NJ 07107. EOE

On-Air Promotion Coordinator. Metromedia's Cincinnati Indy seeks On-Air Promotion Coordinator. You must be a creative self-starter with minimum one to two years experience in commercial television promotion or production. Write, produce, and schedule on-air announcements and handle special projects from concept to conclusion. Ability to work under deadlines a must. Tape and resume to Personnel Director, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. No resumes will be accepted after November 14, 1980. WXIX-TV, Metromedia, Inc is an Equal Opportunity Employer M/F

SITUATIONS 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, week or duration of project. Phone Bruce Singleton 813-868-2989

Facility design, construction, maintenance, field engineering services. Twenty years experience: TV, FM, AM, international shortwave. Will consider responsible permanent position. Jim Cason, POB 1254, New Bern, NC 28560. 919-638-5956 or leave message 919-745-3367

SITUATIONS WANTED NEWS

Print Journalist, 2 years experience as Washington Post news aide. Rolling Stone Magazine researcher, seeks beginner spot as TV reporter-deskman. Age 24, degree, college background in radio, film, video. Mike Maloy, 8313 Meadowlark, Bethesda, MD 20034, 301-365-8065.

Dynamic Reporter, national award, seeks new challenges in TV Journalism. Strong background as troubleshooter and investigative reporter. Currently general assignment reporter in number one market. Looking for growth opportunity perhaps as combination weekend anchor/weekday enterprise reporter. Married, bilingual (Spanish/English), established credentials in law and legal education. Box K-192

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182

Experienced T.V. news writer seeks reporting position in entry level market. M.A. Journalism, ENG reporting, talented and aggressive. Box M-10.

Looking for a pro who can deliver a complete sports package? Radio background. Wish to make jump to TV. Box M-88.

Sports Anchor/Reporter whose knowledge is unsurpassed seeks position in major league city. 5 years sports reporting experience in Los Angeles. Larry Kahn, 18047 Collins St., Encino, CA 91316. 213-343-6629.

Attractive, Outgoing radio news reporter seeks entry level TV reporting position. Will relocate. Top university graduate. First-rate writer, reporter, anchor. 405-360-5708

Desk Assistant. '79 Syracuse broadcast journalism grad seeking entry level position. Have ENG experience. Contact Patrick Manturi 201-647-3396 anytime or 201-234-0062 mornings.

Top Pro News Director seeks new challenges. Boosted Nielsen's at current top 50 station from poor three to one in two years. Excellent news background includes 10 years as network correspondent. An aggressive staff motivator and competition beater. Box M-98.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Production Technician. Thoroughly experienced in every aspect of EFP studio production. Extensive lighting and audio production plus design. Will relocate. If you need total dedication call Gilbert Hammer 914-277-3948.

Aggressive college graduate, with four years of television production experience, seeks entry level position in television production. Box M-64.

Japanese-English Bilingual female with film and ENG experience available for freelance work as correspondent, editor, or research assistant in U.S. West Coast and Japan. Box M-79.

CABLE

HELP WANTED MANAGEMENT

Cable System Manager—Diversified broadcasting company looking for an experienced individual to manage a medium sized cable system located in New England. Background in cable operations, construction or programming preferred. If you are interested in a management opportunity with a progressive, growth oriented company, please forward your resume and salary requirements to Box M-19.

ALLIED FIELDS

HELP WANTED SALES

Marketing/News—Multinational news organizations is seeking experienced salespersons to market its services to radio, television and cable television. We're looking for general managers or sales managers who know how to make money with news programming, news directors with some sales experience or marketing specialists now working in the cable television industry. A high degree of organization and extensive travel are required. We are an Equal Opportunity Employer. Send resume, including salary history to Box M-65.

Sales Management. Leading internationally known electronics firm seeks experienced personnel in radio broadcast sales and broadcast sales management. We offer an excellent compensation package and very desirable locations. For immediate consideration please forward resume with salary history to Box M-83

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER

Creative Radio Pro. Advertising concepts, copy, jingles, 1-24 track production, syndication and management experience. Sales and contact experience also. Many national awards. New York based, would consider relocation. Box M-18.

HELP WANTED INSTRUCTION

Broadcast Journalism Assistant Professor for position beginning Sept. 1981. Ph.D.—earned or near completion—and news media experience required. Ability to teach news writing and reporting for broadcast but able to handle basic news writing for print too. Opportunity to teach in area of research interest. Department has on-air, 2000-watt FM station for news laboratory. Salary: \$17,964-\$21,600 for the academic year, paid in 12 equal installments. Applications close Dec. 10, 1980. Write Dr. R.L. Murray, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407 Affirmative Action/Equal Opportunity/Title IX Employer

Journalism Assistant Professor to teach news writing and editing, magazine writing and other courses in area of research or professional interest. Position begins Sept 1981. Ph.D.—earned or near completion—and news media experience required. Knowledge of layout and visual aspects of printed page desirable. Salary: \$17,964-\$21,600 for the academic year, paid in 12 equal installments. Applications close Dec. 10, 1980. Write Prof. Randall Murray, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative Action/Equal Opportunity/Title IX Employer.

Public Relations/Journalism Assistant or Associate Professor to join department of 270 majors, lead popular PR concentration. Begins Sept 1981. Teach public relations principles, writing, media production, advertising principles, other courses depending on personal interests and departmental needs. Able to direct students enrolled in PR agency/news bureau activity. Some knowledge of public opinion research methods helpful. Minimum requirements: master's degree and professional experience in responsible PR or information position(s). Preference given to Ph.D. or Ph.D. candidates, and those with teaching experience. Salary: \$19,692-\$24,828 for the academic year, paid in 12 equal installments. Applications close Dec 10, 1980. Write: Chair, Search Committee, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407 Affirmative Action/Equal Opportunity/Title IX Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331

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

1 BTF-20E-1 20kw FM Transmitter. Must be in good condition with power supply. Contact Martin Hadfield or Wally Nelskog 206—623-6910.

Christian Organization (IRS Non-Profit) seeks contributions of equipment (especially studio) for new FM. We document top dollar value for end of year donation receipts. Old is OK but please no junk. We pay shipping. Maranatha! Dr Stan Little, Rejoice Fellowship Inc., Box 1172, Palm Desert, CA 92261.

One KW Stereo FM transmitter. Call Jeff Woodruff at 307—733-4500 or write to KMTN-FM, Box 927 Jackson Hole, WY 83001

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

5" Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 1" and 5/8" also available. BASIC WIRE & CABLE 860 W Evergreen, Chicago, IL 312—266-2600.

FM Equipment, Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers. Revox A77. M. Cooper 215—379-6585.

Satellite Television Equipment. Antennas, receivers. Low noise amplifiers in stock. Immediate delivery. Delstar Systems, 713—776-0542

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215—379-6585

Tektronix 465M Oscilloscope, \$1800 TRI EA-3 Edit Control System with DDT-1 Digital Reader, \$1700. Singer-Graflex 93-OR 16mm Film Projector, like new, with TV shutter, mirrors and remote control, \$1400 Buhl Mobile Multiplexer, \$600. ITE P/3/7 Camera Pedestal, \$225. Contact: National Video Industries, 15 W. 17 Street, NY, NY 10011. 212—691-1300.

1 KW AMS-RCA BTA IR1, Collins 20V3, 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215—379-6585.

5 KW FM-RCA BTF 5B, good working order w/versicount exciter. M. Cooper 215—379-6585.

Ampex VR 2000 Video Tape Machine, (4) GE Camera Chains, (6) Vectorscopes, (6) PC-70/60 Phillips Cameras, (1) 35 Ft. Mobile Unit with 5 PC-70 Cameras, capabilities for 2 additional Hand-Held cameras, inventory list available. Contact: Jim Richards, ABC, 40 West 66 Street, New York, NY 10023. 212—887-4906

5 KW AM Collins, 820 E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215—379-6585

Broadcast Systems Inc. Television System Planning and Equipment. For technical assistance or quotations call 800-531-5232 or 512—836-6011.

Mini-Van Dodge Tradesman 200-3 year old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV, for news gathering or remote production, 2 Ikegami's HL-35 mini-cams, 1 CDL Switcher, syng gen., 1 color monitor, four 9" conrac monitors, VDA's, PDA's, lights, mikes, tripods, completed wired ready to go, extras. Best offer over \$50,000. Call: Ernie Panos 9-30 to 6-00 p.m. 312—236-5535.

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New Marti STL, microwave remote control unit for transmitter. \$1,500. Model RMC AXS purchased 2 years ago, but never installed. Call J. Justin in Vancouver, WA. 206—573-7651

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Minimum 5 years major market sports broadcasting experience required, preferably including play-by-play coverage for professional sports team(s).

Outstanding opportunity to gain maximum exposure in a diverse sports market. For prompt and confidential consideration, send resume to Box M-51.

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50,000 Watt KSTP-Minneapolis/St. Paul is conducting a nationwide talent search for an experienced talk personality with proven track record.

Send tape and resume to:

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Help Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR FOR TOP COUNTRY FM

KSCS, Dallas-Fort Worth one of America's highest rated country music radio stations is seeking a Program/Production Director. If you have three years of programming experience, a solid knowledge of Country Music, are skilled at managing people, have a flair for creative writing, understand ratings, and can create effective outside/off-air promotions, send resume, tape of production samples, and track record to Vern Ore, Station Manager, KSCS, 3900 Barnett St., Fort Worth, Texas 76103. An EOE.

Situations Wanted News

Attention Major Market Radio Stations!

Please hire my husband, Gene Steinberg! He's an incredibly talented newsman and talk-show host with 12 years of multi-media experience. You won't be disappointed.

*Sincerely,
Barbara Steinberg*

P.S. You can call Gene at 212-631-9290. Thanks!

TELEVISION

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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 analysis, budgeting and forecasting required. Send resume with salary history to Box K-183.

WANTED TELEPHONE TALK SHOW HOST

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Resume's & Salary Req.

Box M-103

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We can offer you a stable position in a pleasant environment with good pay and a 5 day week. We're looking for a fulltime production director who has experience with state of the art, multi-track equipment, can do character voices and work with talent. Box J-109. An Equal Opportunity Employer M/F.

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Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

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Production, Others**



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PROMOTION ASSISTANT

WFLA-TV, NBC affiliate in Tampa, Florida, needs promotion assistant with strong writing and on-air production skills. Experience in news promotion preferred. Qualified applicants send resume and tape to:

Richard W. Roberts
Corporate Personnel Director
P.O. Box 1410
Tampa, Florida 33601

WFLA-TV

An equal opportunity employer M/F

Help Wanted News

REPORTER/CO-ANCHOR

needed immediately for station in 38th market. Excellent benefits. Person must have solid journalistic background, good communicative abilities, creative background. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, Mich. 49501 EOE.

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Strong reporting and anchoring credentials, warm and personable. A communicator. For M-F, 6 & 10, 25th market, news leader. Resume and audition cassette to Ridge Shannon, N.D., KMBC-TV, 1049 Central, Kansas City, MO 64105.

**Help Wanted News
Continued**

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Great facilities in a competitive top 10 market. Interested in joining our team, send resume and tape to Peter Leone, News Director, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

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The opening is a unique opportunity for personnel with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, company car and paid travel expenses.

For further information send your resume, in confidence to:

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Attn: John Barker
Vice President
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One of the nation's leading journalism schools with more than 1,000 undergraduate students, and graduate programs awarding master's and doctoral degrees, a prestigious faculty and full accredited sequences in newspaper, magazine and broadcast journalism, advertising and public relations, is seeking an outstanding administrator from the communications or academic professions to lead its rapid growth and enhance its national reputation.

Journalism is the largest school on the 14,000 student campus located in the beautiful hill country of Southeastern Ohio. It is one of three major units of the University's nationally acclaimed College of Communication. Salary up to \$40,000 plus many benefits. Resume before January 15, 1981 to Professor Melvin Helitzer, Journalism Search Committee, Ohio University, Athens, Ohio, 45701.

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Major Midwest Utility seeks experienced News Reporter to join the Media Relations Section of its Public Affairs Department.

Duties involve preparing news releases and background papers, handling inquiries from news representatives, arranging press conferences and making recommendations on public relations programs. Must have excellent writing skills. Require degree in Journalism or English and at least 3 years of media experience. Must be a self starter.

Salary is competitive and benefits are excellent. Good opportunity for professional growth and advancement. Send resume and clips to: Box M-107

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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 acquired advertising for insertion in his/her local edition. TV Tempo supplies all scheduling and information about the happenings in TV.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write TV Tempo, Inc. PO Box 5443 Athens, GA 30604.

Public Notice

NOTICE

The City of Tampa will accept Letters of Intent from prospective applicants interested in providing cable television and communications services to the residents of Tampa. Letters of Intent shall be the sole indication of eligibility to receive any further information concerning the franchise. Letters of Intent shall include the following: The name of the company, both local and parent organization, name of contact person and title, address, phone number, and a non-refundable cashier's check made payable to the City of Tampa in the amount of \$10,000. The non-refundable fee shall be utilized to defray franchising expenses.

The City of Tampa, Florida, Cable Television Committee will only accept certified return receipt requested letters postmarked no earlier than November 1, 1980 and no later than midnight, November 30, 1980.

Letters shall be addressed to:

City of Tampa, Florida
 Cable Television Committee
 One City Hall Plaza, 8N
 Tampa, Florida 33602
 Attention: Robert B. Morrison, Jr.

PUBLIC NOTICE

The Finance Committee of National Public Radio will meet on Monday, November 17, 1980, in Washington, D.C. at the Embassy Square Hotel, 2000 N Street, N.W. The meeting will be held in the Board Room from 9 a.m. to 1 p.m. The primary item of business will be discussion of the FY 1982 NPR budget.

For further information concerning this meeting, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

November 17, 1980 Public Broadcasting Service, PTV-3 Program Service Committee, 5:00-6:30 p.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Receive reports on CPB-PBS interconnection contract, PTV-3 Advisory Committees, status of Annenberg grant, meetings of Distribution & Support Service Committee, Executive Committee and Task Force on Technology Applications. Consider policy on ancillary materials to PBS programs.

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November 19, 1980 Public Broadcasting Service, Transponder Allocation Committee, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Consider future transponder requirements, structural responsibility for transponder allocations, priorities and guidelines for transponder allocations.

November 17-18, 1980 Public Broadcasting Service, Board of Directors meeting, Shoreham Hotel, 2500 Calvert Street, N.W., Washington, D.C. Election of General Directors; President's Report; Chief Financial Officer's Report; Board Committee Reports; announcements, underwriting and advertising, interconnection, new ventures; SPC reform, services to members and nonmembers, responsibility for transponder allocations; CPB Program Fund Panels; PBS pension plan; PBS/Ford Scholar Program; delegations of authority. Discuss PBS/PTV financial perspective and budget process.

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Full day individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Properly selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.
Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017. 212-599-3303.

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\$100,000 down payment for profitable or near-profitable FM station in medium-size sunbelt market. Provide details and asking price in absolute strictest confidence to: Attorney, Box M-82.

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PLACE OF SALE: First Citizens Bank and Trust Company of South Carolina, 1230 Main Street, Columbia South Carolina Telephone (803) 771-8700

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DATE: November 17 1980

TERMS: Cash

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- 1000 fulltimer. Tenn. Chattanooga area. \$350,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- UHF-TV-C.P., in the Deep South. At cost—\$250,000.
- 1,000 watt daytimer. Southern Utah. \$330,000. Terms.
- UHF-TV in Central Iowa. "Turn key job." \$320,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- 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 Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
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- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
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W	Metro	Fulltime	\$850K	Cash
S	Metro	Fulltime	\$1100K	29%

CONTACT

JT Malone	(404) 458-9226
Bill Cate	(904) 893-6471
Paul Crowder	(615) 298-4986
Ray Stanfield	(213) 363-5764
Bill Whitley	(214) 387-2303
Bill Chapman	(404) 458-9226

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Fulltime AM

Class C FM in major Texas market—Priced 2 1/2 times gross revenues—\$2,500,000.

Box M-71

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South Texas border AM-FM. Only station of license in twin cities population of 125,000. AM all spanish. FM all english Golden opportunity for minority investment. \$700,000 cash or \$750,000 terms. Box M-89

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Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted, 70c per word. \$10.00 weekly minimum. Situations Wanted, (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers \$200 per issue.

Rates: Classified display Situations Wanted, (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Lobo

Dick Lobo, program director, NBC-owned WMAQ-TV Chicago, named station manager, WNBC-TV New York

Robert George, program manager, KPIX(TV) San Francisco, named station manager.

Alan McLaughlin, air personality, KENO-AM-FM Las Vegas, named operations manager.

Arthur Gillick, VP, broadcast operations, non-commercial WCNY-FM-TV Syracuse, N.Y., joins noncommercial WLIV(TV) Garden City, N.Y., as president-general manager.

Norm Hankoff, VP-general manager, KTHO-AM-FM South Lake Tahoe, Calif., resigns after 14 years of service. No future plans have been announced.

Robert Owens, area manager, new market development, Teleprompter, Boston, joins American Cablesystems there as VP-corporate development, responsible for coordinating efforts to compete for cable franchises in Massachusetts.

Marla Dorrel, systems operation coordinator, Wometco Communications, Miami, named VP-director of government relations. **Richard Dorsey**, former controller, Chanute Technical Training Center, Rantoul, Ill., joins Wometco as business manager.

Robert (Kip) Scripps, associate director, financial control, ABC Owned Television Stations, named director of financial planning for unit. **Irma Morales**, manager, program budgeting and administration, ABC Owned Television Stations, succeeds Scripps.

Advertising

William Baker, executive VP-executive creative director, Foote, Cone & Belding, Chicago, named to new post of executive VP-director of creative services for agency's offices outside U.S. He will be based in New York. **Albert Ler-man**, senior VP-creative assistant to FC&B's president, named executive director, Foote, Cone & Belding International, New York.

With gratitude. John Brooks Fuqua, who started his career as radio engineer and broadcast station owner, now chairman of Fuqua Industries of Atlanta, has donated \$10 million to Duke University, Durham, N.C. The donation, in the form of stocks, cash and real estate, was made by Fuqua to show his appreciation to the school for lending him library books through the mail when he was a Virginia farm boy. Fuqua is major conglomerate which is liquidating its broadcast properties.

Kaye Hughes, director of client accounting, Dancer Fitzgerald Sample, New York, named senior VP. **Marvin Press**, media director, DFS, Torrance, Calif., named VP, West Coast broadcast manager. **Lois Held Miller**, account executive, DFS, Torrance, succeeds Press. **Sheryly Connors**, senior media planner, Ogilvy & Mather, Los Angeles, joins DFS there as account executive.

Clifford Helfrich, VP, D'Arcy-MacManus & Masius Worldwide, based in St. Louis, elected corporate senior VP. **Joanne Michels-Bennett**, broadcast production manager, and **Ken Krauth**, print production manager, DM&M's San Francisco office, named VP's. **Martin Choinski** and **David Irvine**, media supervisors, DM&M, Bloomfield Hills, Mich., named associate media directors.

Bruce Nelson, creative group head and copywriter, and **Eli Tulman**, art director, McCann-Erickson, New York, elected senior VP's.

Mitchell Silver, creative supervisor, Grey Advertising, New York, named VP.

Marschalk Co.'s new VP's in creative department, New York: **Bob Anastasio**, senior art director; **Fifi Jacobs**, creative administrator; **Harold Karp**, senior copywriter; **Ed McCabe**, senior art director; **Toni Pagano**, senior copywriter, and **Mel Rustom**, senior art director.

Phil Mandel, account supervisor, Sive Associates, Cincinnati, named VP, marketing and planning. **Michael Leary**, director, broadcast production, Willis-Case-Harwood, Dayton, Ohio, advertising agency, joins Sive as audiovisual manager and broadcast producer. **Suzanne Louiso**, production manager, Michael Maloney Advertising and Photography, Cincinnati, joins Sive as assistant producer. Sive is advertising, marketing and public relations firm owned by Young & Rubicam.

Ilene Waksler, head of media department, and **Janet Weisman**, creative director, FitzGerald-Toole and Co., Providence, R.I.-based advertising and public relations firm, named VP.

George Bragg, executive producer, BBDO, New York, named to new post of associate director, TV production.

Sue Caille, senior media buyer, McDonald & Little, Atlanta, joins Tatham-Laird & Kudner Advertising, Chicago, as media supervisor.

Merry Johnson, senior media planner and network buyer, Campbell-Mithun, Minneapolis, joins Rumsey, Knutson & Oberprillers there as manager of media services.

Leslie Amozig, media planner, Rosenfeld, Sirowitz & Lawson, New York, named assistant media director.

Ruth Nash, sales assistant, Storer Television, Chicago, joins Kelly, Scott & Madison, media buying service there, as assistant media buyer.

Rosalinde Estes, broadcast business affairs manager-associate producer, Allen & Dorward, San Francisco advertising agency, joins Chiat-Day-Hoefler there as broadcast production man-

ager. **Mary MacGuire**, from D'Arcy-MacManus & Masius, San Francisco, joins Chiat-Day-Hoefler as copywriter.

William Panko, former account supervisor, Marvin Frank Advertising, Chicago, joins Kenyon & Eckhardt there as account executive.

Don Belt, senior copywriter, Newman, Saylor & Gregory, Columbia, S.C., advertising agency, joins Henry J. Kaufman & Associates, Washington, as copywriter.

Pam Montgomery Davis, copywriter, First Marketing Group, Houston, joins Weekley & Penny there in same capacity.

Sharon Munzert, writer, UPI, joins Engel Marketing, Tucson, Ariz., advertising agency, as specialist in client services.

Doug Ferguson, from Wichita (Kan.) State University, joins Associated Advertising Agency there as account service assistant.

Jim Hunt, VP, sales manager, American team, Peters, Griffin, Woodward, Chicago, appointed director of marketing development-Midwest, Chicago, for Katz PROBE Marketing staff.

Dan Hudson, manager, Eastman Radio's Philadelphia office, transfers to Eastman's New York office as account executive. **Jim Harder**,

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account executive, Eastman, Chicago, succeeds Hudson in Philadelphia.

Lynnette Figley, sales assistant, HR Television, Detroit, named account executive. **Michael Stropas**, media buyer and account administrator, Ross Roy, Detroit, joins HR's sales team there. **Lois Hamelin**, account executive, TeleRep, Chicago, joins HR's sales team there.

Jeannine Jewett, from KTLA(TV) Los Angeles, joins Bernard Howard & Co. there as account executive.

Chuck Cunningham, sales manager, WFMS(FM) Indianapolis, joins co-owned KLIF(AM) Dallas as general sales manager.

Donald DeCarlo, general sales manager, WGN(AM) Chicago, named VP of licensee, WGN Continental Broadcasting Co.

Ronald Goldberg, from WLVI-TV Cambridge, Mass., joins WJYE(FM) Buffalo, N.Y., as general sales manager. **Sid Ehrenreich**, regional sales manager, WJYE, assumes additional duties as local sales manager.

Bert Toledo, account executive, WRHC(AM) Miami, named general sales manager.

Vic McGill, Iowa sales representative, WNAX(AM) Yankton, S.D., joins WMT-AM-FM Cedar Rapids, Iowa, as general sales manager.

John Norden, regional accounts manager, KIRO-TV Seattle, named national sales manager.

Jeffrey N. Sales, account executive, KENS-TV San Antonio, Tex., joins WPMY-TV Greensboro, N.C., as national sales manager.

Jay Reynolds and **Kevin Aufmann**, sales representatives, WFMS(FM) Indianapolis, named

local and national sales managers, respectively.

Steve Morris, on sales staff of KOCO-TV Oklahoma City, named local sales manager.

Lorrie Oberlin Daube, account executive, WMET(FM) Chicago, joins WIND(AM) there as sales manager.

Vincent Lee, salesman, KDES-AM-FM Palm Springs, Calif., named sales manager.

Dennis Ryan, former general manager, WLPW-FM Lake Placid, N.Y., joins WIBQ(FM) Utica, N.Y., as sales manager.

Linda Stephens, account executive, WOKX(AM) High Point, N.C., named sales manager.

Craig Lundquist, air personality, KBAY(FM) San Jose, Calif., joins KBHK-TV San Francisco as account executive.

Sandra Holmes, sales manager, WIND(AM) Chicago, joins WLS-TV there as account executive.

Bill Lage, director, account management, Raider Advertising, Washington, joins WJLA-TV there as account executive.

Maria Del Rio, account executive, KSOL(FM) San Mateo, Calif., joins KFRC(AM) San Francisco in same capacity.

Lee Ballard, from WIOQ(FM) Philadelphia, joins WEAZ(FM)'s sales department there.

Steven Weyrick, from KEX(AM) Portland, Ore., joins KEZX(FM) Seattle as account executive.

Ronald Kruman, account executive, Suburban Communications Corp., Detroit newspaper owner, joins WXYZ(AM) there in same capacity.

Rit Heaman, VP and co-owner of Stumbo & Redman Advertising, Columbus, Ohio; **Teresa Fodor**, sales representative, WKLC-FM Charleston, W.Va., and **Michael Huffstetter**, account executive, wowk-TV Huntington, W.Va., join WCMH-TV Columbus as account executives.

Larry Blum, from WBBG(AM)-WVWM(FM) Cleveland, joins WCUE(AM)-WKDD(FM) Akron, Ohio, as regional account executive.

Howie Leonard, former executive director, Hampton Beach Chamber of Commerce, Hampton Beach, N.H., joins WKXR-AM-FM Exeter, N.H., sales staff.

Brian Fallon, marketing consultant, WEEL(AM) Fairfax, Va., named senior marketing consultant. **Oscar Warren**, from Labero Advertising, Washington, and **Ann McLean**, account executive, WPRW(AM) Manassas, Va., join WEEL as marketing consultants.

Curt Johnson, account executive, KBBC(FM) Phoenix, joins KNIX-AM-FM Tempe, Ariz., in same capacity.

Jamie Pruitt, manager of gift shop, Searcy, Ark., and **Linda Bonilla**, account executive, KAAY(AM) Little Rock, Ark., join KXLR(AM) Little Rock as account executives.

Programming



Schwab

Shelly Schwab, VP-director of sales, MCA TV, New York, named senior VP-marketing. Before joining MCA TV in 1978, he was station manager at WAGA-TV Atlanta.

Ted Butcher, assistant head of television production, 20th Century-Fox, Los Angeles, named VP, film production, ABC-TV, Los

Angeles.

Joan Barnett, producer, NBC Entertainment, Los Angeles, named VP, casting, for TV miniseries and movies.

Jack Willis, freelance writer-producer for television movies, joins CBS Cable, New York, as VP, programming and production.

Margot Wain, editor, program practices division, CBS Entertainment, Los Angeles, named manager, daytime programs. **Gary Barton**, associate director, talent and casting, CBS Entertainment, named director of casting for TV motion pictures.

Charles Jeffrey Calman, from Harper & Row, New York, joins Warner Bros. Television there as manager of planning and development for East Coast. **Eric Frankel**, concert coordinator, Syracuse (N.Y.) University, and sales representative, Upstate Cable, Syracuse, joins Warner Bros. as advertising and publicity supervisor.

Peter Diamond, associate producer, Olympics research, NBC, New York, joins ABC Sports there in newly created post of director, Olympic planning, with major responsibilities for coordinating coverage of 1984 summer and winter games.

Alfred Monacella, former director, series development, Aaron Spelling Productions, Los Angeles, joins Home Box Office there in newly

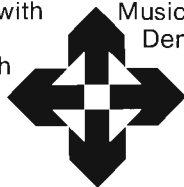
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created post of director, programing, West Coast. **Peter Ryus**, national account director, HBO, New York, transfers to HBO's Los Angeles office as regional director for metropolitan Los Angeles and Southwest. **Seth Kittay**, regional manager, HBO, New York, named regional director of newly created Mideast one region, based in New York. **Robert Maxwell**, director, program and audience research, HBO, New York, named director of research.

Beverly Irby, program director, Wometco Home Theater, New York, joins Oak Communications, Rancho Bernardo, Calif., in new post of director, program acquisitions, based in Los Angeles. **Kenneth Papagan**, director, program operations, Warner Amex Satellite Entertainment, New York, joins Oak as director, programing operations. Oak Communications, division of Oak Industries, operates ON-TV in Phoenix, Miami-Fort Lauderdale, Chicago and 51% interest in ON-TV, Los Angeles.



Hough

Bruce R. Hough, assistant to director, Bonneville Productions, Salt Lake City, named manager of new subsidiary, Bonneville Satellite Corp.

Stacy Valenza, secretary to Eastern sales manager and contract administrator, MGM Television, New York, named contract administrator there.

Jane Schramm, with Time-Life Films, New York, named manager of traffic operations for motion picture division.

Larry Goebel, with Avco Embassy Pictures's nontheatrical sales division, Los Angeles, named director of pay television for Avco.

Michael Berk, **Douglas Schwartz** and **Paul Radin**, writers-producers for their own production company, BSR Productions, Los Angeles, have signed contract to produce long-form programs for Columbia Pictures Television there.

Kenneth Mellgren, operations manager, WJIB(FM) Boston, joins Schulke Radio Productions, South Plainfield, N.J., as VP. **Laurence Adams**, VP, stations, Pacific division, Katz Radio, joins Schulke as VP, marketing.

Linn Reily, sales representative, Container Corp. of America, Cleveland, joins TPC Communications, Pittsburgh television production company and industrial films producer, as industrial sales representative.

Gerard Ferri, former RKO national advertising representative, Los Angeles, joins TM special projects division there with responsibilities for dealing with national advertisers for its special event programing syndication.

Julie Sommars, television and movie actress, joins Montanus Productions, Los Angeles, as director of development.

Vince Hedges, director, personnel relations, The Burbank Studios, Burbank, Calif, named director of studio services.

Dave Williams, associate producer, Focus on Youth, syndicated radio program producer, Princeton, N.J., and producer of its *Radio Magazine*, named president.

Robert H. Cirace, freelance cameraman and

producer, forms own video production company, Cirace Video Inc., Arlington, Va.

Dick Bartley, assistant program director and air personality WFYR(FM) Chicago, named program director.

Al Caldwell, air personality, KLVJ(AM) Beaumont, Tex., named program director.

Doug Paul, air personality, WKZL(FM) Winston-Salem, N.C., named program director. **Sharon Paul**, with WKZL, named music research director.

Michael Armour, creative director, L.J. Sands, Seattle advertising agency, joins KIRO-TV there as director, special projects.

Kathryn Bradley, from Media Associates, consulting agency in Dallas, joins WAFF(TV) Huntsville, Ala., as special projects producer.

Tim Holt, production manager, noncommercial WGBY-TV Springfield, Mass., named director, telecommunications services, which leases WGBY-TV's video production equipment, studio facilities and mobile production unit. **Michael Nathanson**, production supervisor, WGBY-TV, named production director in charge of scheduling of equipment and personnel, station's student intern program and remote and studio productions.

A. Gregory Snow, production director, WABI-TV Bangor, Me., joins WLNE(TV) New Bedford-Providence, R.I., as producer-director.

Ken Strayhorn, sports reporter-weekend sports anchor, WXEX-TV Richmond, Va., named sports director.

Bob Wagner, general assignment reporter, WCJB(TV) Gainesville, Fla., joins WETM-TV Elmira, N.Y., as sports director and anchor.

Bryan Keehane, air personality, WKXR-AM-FM Exeter, N.H., named music director.

Bill Lenkey, air personality, WTIC-FM Hartford, Conn., joins KFRC(AM) San Francisco in same capacity.

Stan Major, talk show host-producer, WNWS(AM) Miami, joins WWDB(FM) Philadelphia in same capacity.

Gordon Mills, announcer, WJAI(FM) Danville, Ill., named music director.

Mark Campbell, announcer, KAFM(FM) Dallas, and **Allen Farmer**, announcer, KXTQ(FM) Fort Worth join KMGC(FM) Dallas in same capacities.

Bob Del Giorno, air personality, WWL-AM-FM New Orleans, joins WKQX(FM) Chicago in same capacity.

John Stevens with WYSP(FM) Philadelphia; **Tom Robinson**, air personality, WFBQ(FM) Indianapolis, and **Meg Griffen**, music director, WPIX-FM New York, join WMMR(FM) Philadelphia as air personalities.

Ray Cooper, announcer, WBMX(FM) Chicago, joins WTLC(FM) Indianapolis as air personality.

Craig Worthing, air personality, WKAT(AM) Miami, joins WINZ(AM) there in same capacity.

Teleprompter Corp. has named eight "distinguished Americans" to new national program advisory board: **Lou Brock**, former St. Louis Cardinal outfielder and board member of Teleprompter Training Institute; **Fletcher L. Byrom**, chairman of Koppers Co. and chairman of Committee for Economic Development; **Lawrence A. Cremin**, president, Teachers College, Columbia University; **Marian Wright Edelman**, president, Children's Defense Fund;

Dr. Willard Gaylin, president and founder of Institute of Society, Ethics and the Life Sciences; **Richard D. Heffner**, professor of communications and public policy, Rutgers University, and **Lloyd N. Morrisett**, president, John and Mary R. Markle Foundation and chairman of Children's Television Workshop. Teleprompter president, **Russell Karp**, will chair program board; cable division president, **William J. Bresnan**, is to be vice chairman. Board's mandate is "to help realize new opportunities for broadband communication program development."

News and Public Affairs

Marsha Bryant, former news and public affairs director, WIGO(AM) Atlanta, joins WWRL(AM) New York as news director.

Fred Walters, executive editor, WINS(AM) New York, joins WXYZ(AM) Detroit as news director.

Donna Penyak, newscaster-reporter, WKYS(FM) Washington, named news director. **Robert Hailey**, from WASH(FM) Washington, joins WKYS's news department.

William Golden, technical director, KWGN-TV Denver, joins WFRV-TV Green Bay, Wis., as on-air director of news.

Cynthia Samuels, assistant bureau chief, CBS News, New York, named writer-field producer for NBC News's *Today* program.

Dennis Herzig, producer of 10 p.m. edition of *Eyewitness News*, KSTP-TV St. Paul, named executive producer of station's entire *Eyewitness News* operation.

J. Edward Wilson, news and public affairs director, WDAK(AM)-WEIZ(FM) Columbus, Ga.,

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Title/Position _____

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3 years \$120 2 years \$85 1 year \$45
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joins McClure Broadcasting Radio Group there as corporate news director of licensee's five Georgia stations: WRCG(AM)-WCGQ(FM) Columbus; WAGQ(FM) Athens, and WCHK-AM-FM Canton.

Mark Dulmage, day editor, Cable News Network, Atlanta, named overnight supervising producer.

Jack Curran, with WCSH-TV Portland, Me., joins Maine Information Radio Network there as bureau chief.

Bob Kelly, supervisor, UPI's Dallas technical center, named communications manager there.

Alan Smith, anchor, WJZ-TV Baltimore, joins WMAR-TV there as reporter.

Tony Leita, news director, noncommercial KCMU(FM) Seattle, joins KXLY-TV Spokane, Wash., as reporter-weekend anchor.

Dan Hayes, reporter, WTVT(TV) Tampa, Fla., joins KOMU-TV Columbia, Mo., as executive assignment editor.

Robert Hadlock, anchor-producer, KPLC-TV Lake Charles, La., joins KSLA-TV Shreveport, La., in same capacity.

Bob Ratliff, former assistant radio-TV editor, Mississippi Cooperative Extension Service, joins Progressive Farmer Network, Starkville, Miss., as assistant farm director. Progressive is network for business news of agriculture and has 43 affiliated stations in five states.

Ed Bradley, correspondent, CBS-TV, will be honored Nov. 22 at Capital Press Club awards dinner in Washington. Bradley will receive National Media Award for outstanding achievements in broadcasting.

Marsha Nye Wice, director, special legislative projects, office of federal relations, National School Board Association, Washington, joins Marston & Rothenberg Public Affairs there as account executive.

Timothy C. Weis, general sales manager, WCBM(AM) Baltimore, joins Metro Networks there as VP, marketing. Metro Networks is national independent news and information service.

Promotion and PR

George F. Schweitzer, director of communications, CBS/Broadcast Group, named VP, CBS Sports, responsible for on-air promotion, print advertising, public relations and publicity.

Pat Pattison, director, advertising, KTTV(TV) Los Angeles, joins co-owned WTTG(TV) Washington as director, advertising and promotion.

Sam Dalton, creative director and assistant director of advertising and promotion, KMGH-TV Denver, joins KTVX(TV) Salt Lake City as promotion manager.

Mary Zuzze, assistant promotion manager, WXEX-TV Richmond, Va., named advertising and promotion manager.

Dave Orrell, account executive and sales manager, KXAS-TV Dallas-Fort Worth, joins Texas State Networks there as director, affiliate relations.

Craig Williamson, manager, Telecommunications Systems Headquarters, business operations, IBM's systems communications division, White Plains, N.Y., joins Satellite Business

Systems, McLean, Va., as director, human resources and communications.

Technology

Robert Smith, systems engineer, Wometco Communications, Miami, named VP-chief engineer. **Louis Wolfson III**, with Wometco, named VP and cable TV construction coordinator.

E. Oran Brigham, VP-general manager, E-Systems, Melpar division, Falls Church, Va., assumes same duties at ECI division, St. Petersburg, Fla. **Talbot Huff**, VP, E-Systems, Melpar, replaces Brigham there.

John McGuire, president-general manager, Kentrox Industries, Portland, Ore., microwave equipment manufacturer, joins TerraCom, San Diego, as executive VP. TerraCom specializes in portable microwave systems.

Linc Reed-Nickerson, former chief engineer, WOWK-TV Huntington, W.Va., joins WXEX-TV Richmond, Va., in same capacity.

Greg Virtue and **Mike Cappi**, engineers, KTXL(TV) Sacramento, Calif., named night operations supervisor and engineering maintenance supervisor, respectively.

David Sanford, producer-director, WJBK-TV Detroit, joins noncommercial WTTW(TV) Chicago as operations manager, engineering division.

Meryl Valnes, chief engineer, KLOQ(FM) Lyons, Kan., joins Sorenson Broadcasting, Pierre, S.D., as group engineer. Sorenson is licensee of seven South Dakota radio stations and one in Minnesota.

Allied Fields

Larry Pfister, VP, marketing, Station Business Systems, New York, joins Arbitron there as cable marketing manager.

Peter Banulis, client service account manager, A.C. Nielsen, Hackensack, N.J., named associate director, research and development, for Nielsen's Marketing Research Group U.S.A., Northbrook, Ill.

Susan Ferguson, broadcast manager, non-commercial WGBY-TV Springfield, Mass., joins Public Broadcasting Service, Washington, as director, scheduling.

New Jersey Broadcasters Association new officers: **Peter Arnow**, president-general manager, WMTR(AM) Morristown and WDHA-FM Dover, (re-elected) president and **Herbert Saltzman**, president-general manager, WVNJ-AM-FM Newark, VP.

North Carolina Association of Broadcasters new officers: **Jim Goodman**, Capitol Broadcasting Co., Raleigh, president; **Wally Ausley**, WPTF(AM)-WQDR(FM) Raleigh, president-elect; **Tom Campbell**, WGAH(AM) Elizabeth City, VP for radio; **Dick Paul**, WITN-TV Washington, VP for television, and **Jack Starnes**, WQRB(AM)-WBAG-FM Burlington, secretary-treasurer.

New officers, Missouri Broadcasters Association: **Tom Gray**, general manager, KOMU-TV Columbia, president; **Steve Shannon**, KCMO(AM)-KCEZ(FM) Kansas City, president-elect; **Laurel Thompson**, KWPM-AM-FM West Plains, secretary-treasurer.

Electronic Industries Association elected **W.**

Bennett Conner, AMP Inc., chairman of EIA board of governors; **Sidney Topol**, Scientific-Atlanta Inc., vice chairman, and **William F. Tait**, RCA Corp., treasurer, all effective Jan. 1.

New officers, Tennessee Association of Broadcasters: **Dave Thomas**, WEZL(FM) Memphis, president; **George DeVault**, WKPT-AM-FM-TV Kingsport, **Len Hensel**, WSM-AM-FM Nashville and **Jim Hoppers**, WTJS(AM)-WKIR(FM) Jackson, VP's; **Reggie Honey**, WRKM-AM-FM Carthage, secretary-treasurer, and **Jack Mayer**, WDXM(AM) Clarksville, past president.

Ralph Stoddard, manager, systems information, Young & Rubicam, New York, joins Telmar Group Inc., New York-based computer consulting firm, as VP, administrative systems.

Lieutenant Colonel Robert P. Bubniak, U.S. Army, assigned to American Forces Network, Europe (AFNE) as commanding officer.

Dr. Harold E. Morse, former director of education, Appalachian Regional Commission, Washington, appointed president, Appalachian Community Service Network there. **Linda Resnik**, marketing and communications consultant, Dallas, joins ACSN as director of marketing.

International

Alan Kaube, former managing director, EMI Records, United Kingdom, joins Magnetic Video Corp. UK, London, as general manager.

T.E. (Tom) Darling, former president and general manager, CHML(AM) Hamilton, Ont., retires after 50 years in Canadian broadcasting. Darling put several stations on air and was well known air personality. He originated city council broadcasts in Hamilton, talk-show format in Canadian radio and helicopter traffic reports. Stations Darling helped start include: CKGB(AM) Timmins; CJKL(AM) Kirkland Lake, and CHML, all Ontario. In 1974 he was named Canadian Broadcaster of Year.

Gene Lawrence, production director, Provincial Educational Media Center, Ministry of Education, British Columbia, Canada, joins educational network of Ontario Educational Communications Authority in Toronto as general manager, educational media division.

Ralph Parker, president and chief engineer, CFPA(AM) Thunder Bay, Ont., retires with sale of station to Leader Broadcasting Co.

Deaths

Rudy Frank, 67, assistant to president of Insilco Broadcast Group, New Haven, Conn., died Nov. 3 of complications after brain surgery at Yale New Haven hospital. Frank, 45-year veteran of Insilco's WELI(AM) New Haven, also served as assistant to station's general manager. He is survived by wife, Sadie, two sons and one daughter.

Sheila Rather, 50, who in 1960's was casting director of *To Tell the Truth* and assistant to producer of *Name That Tune*, and previously was with BBC and Associated Television in her native England, died Nov. 1 at Patchogue, L.I., after long illness. At her death, she was executive VP of Brook Street Bureau of Mayfair Ltd., British employment agency, and headed its New York branch. Survivors include her husband, Hal Evans Rather, two sons and her parents.

Stock Index

Exchange and Company	Closing Nov. 5	Closing Oct. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	31 1/4	29 7/8	+ 1 3/8	+ 4.60	6	875
N Capital Cities	61	59 3/4	+ 1 1/4	+ 2.09	12	803
N CBS	50 1/4	48	+ 2 1/4	+ 4.68	7	1,400
N Cox	52	49 1/2	+ 2 1/2	+ 5.05	8	702
A Gross Telecasting	28 3/4	26 1/4	+ 2 1/2	+ 9.52	8	22
O LIN	62 3/4	62 1/4	+ 1/2	+ .80	13	174
N Metromedia	104 1/4	105 3/4	- 1 1/2	- 1.41	11	442
O Mooney	8 1/2	8 1/2			11	3
O Scripps-Howard	56	55	+ 1	+ 1.81	9	144
N Storer	31 3/8	31	+ 3/8	+ 1.20	10	409
N Taft	30 1/2	29 1/8	+ 1 3/8	+ 4.72	9	298

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	19 1/8	19	+ 1/8	+ .65	15	35
A Affiliated Pubs.	27 3/4	27 1/4	+ 1/2	+ 1.83	11	143
N American Family	7 5/8	7 1/2	+ 1/8	+ 1.66	3	80
N John Blair	17 7/8	18	- 1/8	- .69	6	66
N Charter Co.	18 3/4	18 7/8	- 1/8	- .66	1	512
N Chris-Craft	23 7/8	24	- 1/8	- .52	12	64
N Coca-Cola New York	6 1/2	6 1/4	+ 1/4	+ 4.00	15	114
N Cowles	29 5/8	26 1/4	+ 3 3/8	+12.85	20	117
N Dun & Bradstreet	54 3/4	55	- 1/4	- .45	16	1,527
N Fairchild Ind.	29 1/4	27 3/8	+ 1 7/8	+ 6.84	9	333
N Fuqua	15 5/8	17	- 1 3/8	- 8.08	3	198
N Gannett Co.	55 1/4	55	+ 1/4	+ .45	14	1,944
N General Tire	21 1/4	19 1/8	+ 2 1/8	+11.11	9	502
O Gray Commun.	53	59 1/2	- 6 1/2	-10.92	11	25
N Harte-Hanks	31 3/4	30	+ 1 3/4	+ 5.83	15	299
O Heritage Commun.	23	22 3/4	+ 1/4	+ 1.09	12	83
N Insilco Corp.	19 1/2	19	+ 1/2	+ 2.63	8	210
N Jefferson-Pilot	25	25 1/4	- 1/4	- .99	6	548
O Marvin Josephson	11 3/4	12	- 1/4	- 2.08	8	29
O Kansas State Net.	30	30			24	56
N Knight-Ridder	29 3/8	30	- 5/8	- 2.08	11	952
N Lee Enterprises	25 3/4	25 1/8	+ 5/8	+ 2.48	12	184
N Liberty	13 5/8	13 3/4	- 1/8	- .90	5	173
N McGraw-Hill	41 3/8	37 7/8	+ 3 1/2	+ 9.24	13	1,027
A Media General	32 1/4	30 3/8	+ 1 7/8	+ 6.17	9	229
N Meredith	45 3/4	44 5/8	+ 1 1/8	+ 2.52	7	143*
O Multimedia	29 1/4	30	- 3/4	- 2.50	15	293
A New York Times Co.	35 1/2	31 3/8	+ 4 1/8	+13.14	11	426
N Outlet Co.	29 3/4	27 1/8	+ 2 5/8	+ 9.67	43	74
A Post Corp.	15 3/4	16 1/2	- 3/4	- 4.54	8	28
N Rollins	35 3/4	34 1/2	+ 1 1/4	+ 3.62	15	489
N San Juan Racing	21	20 1/2	+ 1/2	+ 2.43	24	52
N Schering-Plough	38 1/4	38 3/8	- 1/8	- .32	9	2,029
O Stauffer Commun*	44	44			11	44
A Tech Operations	17 5/8	18	- 3/8	- 2.08	19	24
N Times Mirror Co.	41 1/4	42 3/8	- 1 1/8	- 2.65	10	1,400
O Turner Broadcasting	15	16	- 1	- 6.25		150
A Washington Post	23 3/4	23 3/8	+ 3/8	+ 1.60	9	334
N Wometco	24 3/4	25 1/4	- 1/2	- 1.98	11	219

CABLE						
A Acton Corp.	17 1/2	16 5/8	+ 7/8	+ 5.26	12	52
N American Express	34 3/4	32	+ 2 3/4	+ 8.59	7	2,477
O Burnup & Sims	13 3/4	13 3/8	+ 3/8	+ 2.80	17	122
O Can. Cablesystems	12 3/4	13 3/8	- 5/8	- 4.67	25	242
O Comcast	27 3/4	28 1/2	- 3/4	- 2.63	31	70
O Entron*	5	5			5	4
N General Instrument	85 3/8	86	- 5/8	- .72	14	741
O Geneve Corp.	51	49 5/8	+ 1 3/8	+ 2.77	36	57
O Tele-Communications	26 1/2	25 3/4	+ 3/4	+ 2.91	25	610
N Teleprompter	33 1/2	33 5/8	- 1/8	- .37	28	569
N Time Inc.	57 1/8	54 3/8	+ 2 3/4	+ 5.05	11	1,606
O TOCOM	18 1/2	18 3/4	- 1/4	- 1.33		55
O UA-Columbia Cable	79 1/2	79	+ 1/2	+ .63	58	266
O United Cable TV	44 1/2	43 3/4	+ 3/4	+ 1.71	31	180
N Viacom	50 1/2	49 7/8	+ 5/8	+ 1.25	19	213

Exchange and Company	Closing Nov. 5	Closing Oct. 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	4	3 7/8	+ 1/8	+ 3.22	4	12
N Columbia Pictures	32 7/8	32 3/8	+ 1/2	+ 1.54	9	331
N Disney	44	42 3/8	+ 1 5/8	+ 3.63	11	1,429
N Filmways	7 5/8	8	- 3/8	- 4.68		48
O Four Star	1 3/8	1 3/8				14
N Getty Oil Corp.	88 3/4	87 7/8	+ 7/8	+ .99	10	7,291
N Gulf & Western	17 1/2	17 3/8	+ 1/8	+ .71	4	978
N MCA	51 3/4	51 1/2	+ 1/4	+ .48	9	1,216
O Medcom	6 1/4	6 3/8	- 1/8	- 1.96	22	10
N MGM Film	8 1/8	7 3/4	+ 3/8	+ 4.83	5	262
O Reeves Commun.	29 1/2	36 1/2	- 7	-19.17	21	73
O Telepictures	5 3/4	5 7/8	- 1/8	- 2.12	26	13
N Transamerica	18 5/8	18 1/2	+ 1/8	+ .67	5	1,216
N 20th Century-Fox	36 1/4	36 1/8	+ 1/8	+ .34	6	381
O Video Corp. of Amer.	13 1/2	12	+ 1 1/2	+12.50	28	13
N Warner	58	58 1/4	- 1/4	- .42	14	1,650
A Wrather	30 1/2	29 3/4	+ 3/4	+ 2.52		70

SERVICE						
O BBDO Inc.	43 1/2	43 3/4	- 1/4	- .57	9	109
O Compact Video	22 5/8	23 3/8	- 3/4	- 3.20	21	58
N Comsat	44 5/8	43	+ 1 5/8	+ 3.77	9	357
O Doyle Dane Bernbach	40 1/4	39	+ 1 1/4	+ 3.20	11	105
N Foote Cone & Belding	34 1/2	34 1/4	+ 1/4	+ .72	9	92
O Grey Advertising	62	61 1/2	+ 1/2	+ .81	6	37
N Interpublic Group	35 1/4	35 3/4	- 1/2	- 1.39	7	157
O MCI Communications	13 1/8	12 7/8	+ 1/4	+ 1.94	66	473
A Movielab	7 3/4	7 7/8	- 1/8	- 1.58	6	12
A MPO Videotronics	6	6 1/2	- 1/2	- 7.69	17	3
O A. C. Nielsen	34 5/8	36 3/4	- 2 1/8	- 5.78	14	380
O Ogilvy & Mather	27 1/2	28 3/4	- 1 1/4	- 4.34	8	113
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	7 5/8	7 1/2	+ 1/8	+ 1.66	54	6
N J. Walter Thompson	34 3/4	35	- 1/4	- .71	8	106
N Western Union	26 1/2	26 1/4	+ 1/4	+ .95		402

ELECTRONICS/MANUFACTURING						
O AEL Industries	16 3/4	16 3/4				28
N Ampex	30 7/8	29 1/2	+ 1 3/8	+ 4.66	15	355
N Arvin Industries	15	14 3/4	+ 1/4	+ 1.69	8	116
A Cetec	6 3/4	6 3/4			8	14
O Chyron	13 1/2	12 3/4	+ 3/4	+ 5.88	22	16
A Cohu	7 1/2	7 3/8	+ 1/8	+ 1.69	10	12
N Conrac	17 3/8	16 7/8	+ 1/2	+ 2.96	7	36
N Eastman Kodak	70	67 3/8	+ 2 5/8	+ 3.89	11	11,297
B Elec Missile & Comm*	7 1/4	7 1/4			91	20
N General Electric	55 3/4	53 1/4	+ 2 1/2	+ 4.69	9	10,290
N Harris Corp.	53	51 1/2	+ 1 1/2	+ 2.91	20	1,613
O Intl. Video*	5/8	5/8				1
O Microdyne	28 1/4	27 3/4	+ 1/2	+ 1.80	21	75
N M/A Com, Inc.	26 1/8	24 3/4	+ 1 3/8	+ 5.55	23	872
N 3M	58 3/4	56 1/2	+ 2 1/4	+ 3.98	10	6,842
N Motorola	61	67 3/8	- 6 3/8	- 9.46	11	1,741
O Nippon Electric	68 3/4	68 7/8	- 1/8	- .18	52	2,257
N N. American Philips	35 3/8	35 1/2	- 1/8	- .35	6	425
N Oak Industries	45 7/8	42 3/4	+ 3 1/8	+ 7.30	15	246
A Orrox Corp.	7 3/4	7 7/8	- 1/8	- 1.58	25	12
N RCA	29 5/8	29 1/8	+ 1/2	+ 1.71	8	2,218
N Rockwell Intl.	37 3/4	31 1/8	+ 6 5/8	+21.28	10	2,801
A RSC Industries	5	5 1/8	- 1/8	- 2.43	13	11
N Scientific-Atlanta	40	36 3/8	+ 3 5/8	+ 9.96	35	415
N Sony Corp.	15 1/2	14 1/2	+ 1	+ 6.89	25	3,342
N Tektronix	62 1/8	62 1/2	- 3/8	- .60	14	1,134
A Texscan	20 5/8	19 5/8	+ 1	+ 5.09	40	22
N Varian Associates	27 3/4	27 3/4			13	213
N Westinghouse	29 1/4	28 1/2	+ 3/4	+ 2.63	7	2,481
N Zenith	19 3/4	19 1/4	+ 1/2	+ 2.59	18	372

Standard & Poor's 400 Industrial Average 149.94 145.64 - 4.30

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhodes, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split + Stock traded at less than 12.5 cents

NBC NEWS WAS RIGHT ON THE BUTTON.



AGAIN.

The call was made at 8:15 p.m., Eastern Standard Time. Long before either of the other networks, NBC News went on record projecting Ronald Reagan as the next President of the United States.

It was a triumph of careful preparation and hard work, the culmination of an effort that began many months before. It was the same kind of preparation that had paid off all through the primaries and at both political conventions.

It was a tribute to the stamina and professionalism of a remarkable group of journalists. And NBC is proud of their work. Just as millions of

people were counting on us, we were counting on them.

Their performance Election Night was exemplary. John Chancellor, David Brinkley and Tom Brokaw in our New York Election Center with Jessica Savitch, Garrick Utley and Special Political Correspondent Theodore H. White. Tom Pettit

in Milwaukee. Chris Wallace and Heidi Schulman with the Reagan campaign. Judy Woodruff and John Palmer with President Carter. Bob Jamieson, Carole Simpson, Jim Cummins and so many others—too many to list.

NBC thanks them all. They didn't keep America waiting.



John Chancellor
David Brinkley
Tom Brokaw
Tom Pettit
Garrick Utley
Jessica Savitch

NBC NEWS



JOURNALISM THAT MAKES A DIFFERENCE.

TVB's Huntington: selling TV with facts, figures and flare

Research people are not generally thought of as creative, or creative types as researchers.

The conventional wisdom is in for a jolt, however, if applied to the Television Bureau of Advertising's George Huntington. For years he has merged creative and research responsibilities—and a lot more, too.

When TVB holds its 26th annual meeting this week in Las Vegas, Huntington won't be the senior staff executive there. But he'll come close. The bureau commenced operations Jan. 1, 1955; Huntington joined Jan. 1, 1956. And he has been at or near the center of operations ever since, with current responsibility not only for TVB's creative and research activities but also for its public relations, technical/videotape, sales training and member services departments.

Huntington reached TVB by way of advertising agencies, broadcasting, media research, college teaching and the study of psychology—with a dash of hypnotism thrown in.

He brought with him a quick mind, a quick and sometimes whimsical wit, patience, good humor, knowledge of the business and a desire to get the job done, whatever it might be. Those are among the attributes cited by long-time associates.

His sense of humor is almost always in evidence, and has been credited by colleagues with keeping him relaxed under pressure. "George can joke with you about almost anything," says one. "I've almost never seen him terse or abrupt with anybody about anything. Nothing seems to bother him."

Huntington says he "sort of grew up" with advertising: His father was art director and later creative director and a principal in an advertising agency in Utica, N.Y., where he grew up. He got his BA degree in psychology at Colgate University, where he also distinguished himself by getting accepted for a summer of graduate work, at Bread Loaf School of English, at the end of his freshman year.

At college, Huntington majored in psychology because, he says, he had "always been interested in people and how they work and why." In addition, the head of the Colgate psychology department was a friend of the Huntington family. This friend was also "one of the biggest hypnotists of his day," which further captured young Huntington's interest.

After college, he entered the Air Force, rising to staff sergeant and serving in India—where for a year he also taught psy-



George Gove Huntington—executive vice president, operations, Television Bureau of Advertising Inc., New York; b. April 26, 1921, East Milton, Mass., Bread Loaf School of English, Middlebury, Vt., 1940; BA, psychology, Colgate University, Hamilton, N.Y., 1942; staff sergeant, Army Air Force, India, 1942-45, including instructor, psychology, University of Calcutta, 1944; instructor, psychology, Colgate University, 1946; research analyst, Daniel Starch & Staff, New York, 1946; manager, copy research, Benton & Bowles, New York, 1946-49; manager, media research, Kenyon & Eckhardt, New York, 1950-52; director, sales development, ABC Radio, 1952-53, and same post at ABC-TV, 1953-55; director, media research, Dancer Fitzgerald Sample, New York, 1955; with TVB since 1956, as director, sales development, 1956-57; assistant to president 1957; vice president, 1958-67; executive vice president, 1967-78; present position since May 1978; m. Lois Goldschmitt, March 20, 1948; children—Geoffrey, 28; Michelle (Corsett), 26.

chology to U.S. troops.

After World War II was over, he returned to Colgate to teach psychology, but left after two semesters "because I saw the PhD's coming." He had planned to get a PhD himself, and had his application ready for Harvard, but had waited when Colgate invited him to teach. Now, with two semesters of teaching behind him, he no longer wanted to go back to school.

He went instead to New York, where he got a job as assistant to Daniel Starch of the Daniel Starch & Staff research firm, for which he had done some interviewing. His first choice in New York had been Benton & Bowles, but the only suitable opening there was being saved for a returning serviceman. When the call came telling him that the serviceman had decided not to return, Huntington left Starch to become manager of copy research at B&B. Three years later he moved to Kenyon & Eckhardt as manager of media research.

He was hired twice by Oliver Treyz, then head of sales development at ABC and later president of TVB. The first hiring

took him to ABC radio and TV sales development work; the second, after he had left ABC for Dancer Fitzgerald Sample, took him to TVB, again to work in sales development.

Each year, TVB creates a major presentation for showing to advertisers. For 23 years, Huntington has been responsible for writing and directing these "epics," as they are known around the TVB offices. Writing them can be tricky, for each must be useful both to TVB's station rep members in dealing with national advertisers and to its station members in dealing with local accounts.

The new one, "A New Perspective on the Changing 80's," which will be previewed at the Las Vegas meeting this week, takes a look at the new electronic media and the effect they may have on broadcast commercial TV. The expected effect? Not much. "We believe that many of the new media, like cable, may be very important to the viewer," says Huntington, "but not as an advertising medium . . . Many of the gadgets will probably become more competitive for other media than for us."

The presentation typifies a Huntington preference for looking ahead rather than backward. He recalls a line from his mother: "Don't show me your diary, show me tomorrow's calendar."

"I don't think I spend my time looking back," he says, "and I don't think TVB does. My thought has been—and I think the company's is: 'Hey, what are we going to do next year?'"

In his job, Huntington doesn't do much traveling—except two hours of daily driving each day between home and office, a chore he professes to enjoy. The enjoyment is enhanced, friends say, by an attraction to gadgetry, exemplified in his car by AM-FM, tape deck, TV sound and a CB unit—the last used to signal TVB colleague Harvey Spiegel, who lives en route, that he'll be picking him up shortly.

Asked to define the biggest change at TVB over the years, Huntington puts it this way:

"In the 18 years Pete Cash was president and the bureau was growing up, our size made us concentrate on doing just one thing at a time. We did some very good things. Roger Rice [Cash's successor] as president brought greater member involvement and with their support, we can now do more good things—faster.

"We've been fortunate to have so many professional broadcasters serve on our board and advisory groups—people willing to take the time to help set TVB's directions and then help us get there. That's why I think today's TVB is so exciting: We're doing something we believe needs doing, we're doing more of it and we're doing it right."

Casualty list

The voters may not have known it, but when they turned out Jimmy Carter last Tuesday, they also turned out all of the principal administrators in communications regulation. As Carter appointees, Henry Geller, Michael Pertschuk, Charles D. Ferris and their circle of like-minded friends have dominated the Washington regulatory scene. The town won't be big enough for them and Ronald Reagan.

□

Geller's departure will be particularly poignant. The job and the organization that he will be leaving were largely his creations. Retired from service at the FCC, including a term as general counsel, Geller had been indulging in scholarly research for the Aspen Institute, a haven for Democratic thinkers between serious jobs, when summoned by the Carter administration to manufacture a successor to the Nixon and Ford Office of Telecommunications Policy. The National Telecommunications and Information Administration was Geller's design, although embellished in the legislative process. He was the inevitable choice to head it as assistant secretary of commerce.

Carter was right to order the dismantling of OTP, which was grossly used as a political instrument in the Nixon tenure and as make-work for civil servants under Ford. The NTIA, however, is an equally fit subject for Reagan review. Under Geller's imaginative direction, it has busied itself in social engineering in the guise of technical adjustments. In search of ownership opportunities for minorities, the NTIA has been advocating a proliferation of broadcast facilities, with only perfunctory attention to the physical disruptions expansion may create. If economy in government is to be a Reagan policy, he could make a start by cutting the NTIA budget from its present \$18 million to more realistic size.

□

Pertschuk was Carter's choice for chairman of the Federal Trade Commission after establishing a reputation that had endeared him to the Ralph Naders from whom the new President was taking his personnel selection cues. As chief counsel of the Senate Commerce Committee, Pertschuk had become the darling of the anti-business movement. As chairman of the FTC, he was put in charge of administering legislation he had been influential in drafting. No wonder circumstances went to his head.

A series of punitive assaults on various business practices finally cost Pertschuk some of his power, but only after Congress shut off the FTC's money. The agency's attempt to eliminate children's television advertising that it judged to be "unfair" was an example of Pertschuk's excesses.

Last week Pertschuk was talking of staying on the FTC, as an ordinary commissioner, after the inevitable selection of another chairman. In that role, if he assumes it, his influence is certain to be further diminished by the equally inevitable selection of successors to key members of his staff, Albert Kramer and Tracy Westen, whose destructive inventiveness is perhaps the equal of his.

□

At the FCC things promise to be considerably different. It may take a while for Charles Ferris's successor to dislodge the solid body of Ferris appointees that now control agency policy and operations. There is, however, little doubt that there will be a successor early in the Reagan administration.

Whether Ferris remains as a commissioner may depend on whether that is the best job he can find. The employment market for lame-duck regulators of unswerving Democratic fealty took a rapid dive at about 10 o'clock last Tuesday night. If he remains at

the FCC, his role will be comparable to Pertschuk's, especially after his palace guard has gone.

Broadcasters, however, ought not to expect regulatory euphoria under a de-Ferrised FCC. Some of the initiatives of his administration have been products of their time. Cable de-regulation, for example, is unlikely to be undone unless found to be illegal by the courts. Movements toward the creation of more competition in a freer marketplace may be brought into reasonable perspective, but they will go on. The most agreeable expectation that broadcasters may entertain is a change in FCC attitude. Ferris and his immediate advisers have been motivated by unconcealed hostility to broadcasting. Surely Reagan will look for more open minds.

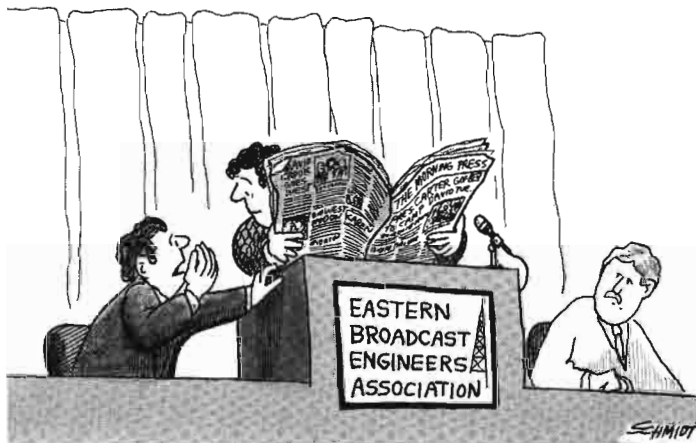
Rerun

A side result of last week's elections was a howl of protest about network projections of the outcome of the presidential race. Calling it for Reagan while polls were still open in Western states, the complaints ran, kept many eligible voters at home, thinking it too late for their votes to make a difference, forgetting that they might indeed make a difference in other races.

It should be noted that Carter himself projected a Reagan victory at about the same time as ABC and before CBS. A loser's concession must carry more weight than a network's projection.

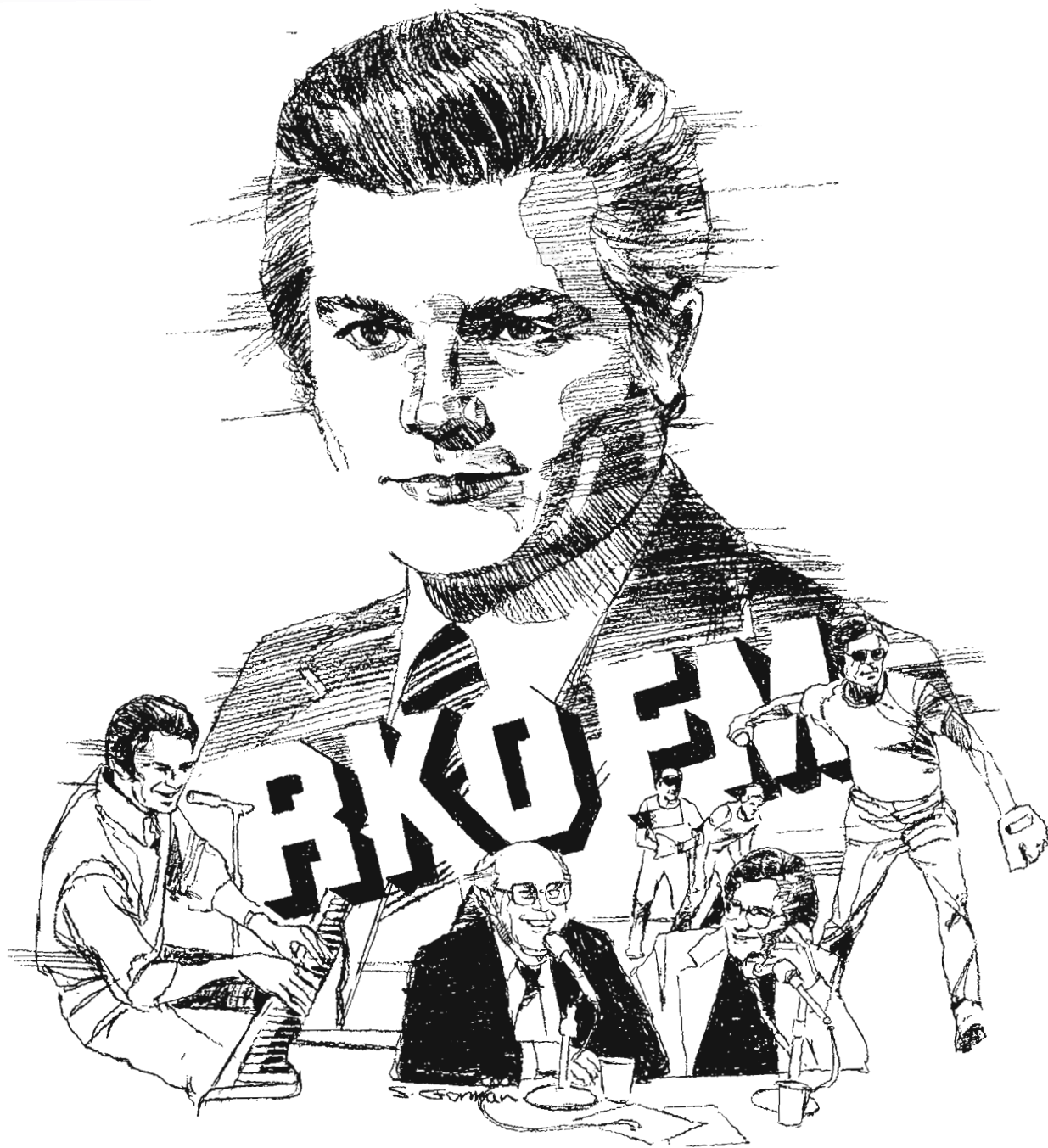
Fifteen or so years ago, when projections were becoming established in election-night reporting, the same questions were raised. CBS underwrote some studies that concluded that projecting the outcome does not influence the voting. Last week's howls demonstrated that public doubts still remain.

The California secretary of state last week proposed a bill to change the state's voting hours to minimize the impact of projections. Perhaps there is a better way. In the mid-1960's there was a much-discussed proposal for a uniform, 24-hour period to be considered election day throughout the country. Polls everywhere would open and close at the same times. Nothing came of the idea then, but is it worth reconsideration? With uniform voting hours there would be no early returns from which anyone—including an incumbent President—could project victory or defeat while polls were still open anywhere.



Drawn for BROADCASTING by Jack Schmidt

"When we asked you to read a paper at the seminar, what we had in mind was . . ."



Meet Jerry Lyman

RKO FM Division
WGMS AM-FM Washington, D.C.

To function as General Manager of the most prestigious classical music station in America is a job in itself, but when you add the responsibility of serving as Senior Vice-President and Director of the industry's most exciting and innovative FM group, you have a monumental task. And Jerry Lyman fits his impressive six-and-one-half-foot frame into both positions with ease and skill.

A career RKO Radio employee, Jerry has served impressively in a number of capacities within the stations and RKO Radio Sales over the past decade.

His present goal is to build the RKO FM Division into a group of full-service Adult oriented stations keeping pace with the amazing projected growth of FM in the eighties.

A curious and inquisitive individual, Jerry has traveled the world on behalf of RKO to better inform and alert himself to the cultural effects of broadcasting in all societies. At home he has been honored by the Freedoms Foundation, the Congressional Record and with the George Foster Peabody Award. He served the nation's capital as Chairman of the Washington Area Broadcasters Association, on the boards of the National Symphony, the National Ballet and the Children's Hospital of the National Medical Center. He is also co-founder of the WGMS Radiothon, an annual fund-raising event for the symphony.

Out of the stations, Jerry is interested in photography, history, politics, playing the piano, pitching softball and putting golf balls.

RKO is proud to have such a man as Jerry Lyman on its corporate staff and is equally as proud of giving you this chance to meet him.



RKO RADIO

WRKO • WROR Boston/WFYR Chicago/WAXY Fort Lauderdale-
Miami/KHJ • KRTH Los Angeles/WHBQ Memphis/WOR • WXLO New York/
KFRC San Francisco/WGMS AM-FM Washington, D.C.

Contemporary reflections!

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