

Bottom line on 1980 station trading:
Volume well off, prices well up

Broadcasting Jan 12

The News Magazine of the Fifth Estate □ Vol. 100 No. 2

□ Our 50th Year □ 1981



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The First

Years Of
Broadcasting

1943

PAGE 81

MGM has something

It's "MGM's That's Entertainment."



LEAF
LION

THAT'S ENTERTAINMENT • CAPTAIN NEMO AND THE UNDERWATER CITY • COMA • CORVETTE SUMMER NETWORK • THE ROUNDERS • SHAFT'S BIG SCORE • SKYJACKED • THE SUPER COPS • TELEFON • TICK...

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RANK	MARKET	POP. (000)
1	New York	17,187.5
2	Los Angeles	10,379.2
3	PULITZER	9,046.8
4	Chicago	7,884.1

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WLNETV 
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Providence
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KTAR & KBBC-FM 
Phoenix



Represented by Blair
Television & Radio

**the
Pulitzer
BROADCAST
STATIONS**

Touching the lives of over nine million Americans.

The Week in Brief

TOP OF THE WEEK

BROWN TO RESIGN □ Decision opens avenue for Reagan to appoint new chairman and may mean reappointment of Quello. **PAGE 23.**

LIMIT OF 15 □ FCC says that is most low-power TV's that will be allowed to single entity for time being. **PAGE 24.**

BAKER WANTS TV LET IN □ New majority leader offers resolution to admit television into Senate. **PAGE 25.**

NEW FACES □ Democrats Hollings, Inouye and Ford opt to serve on Senate Communications Subcommittee. **PAGE 26.**

RADIO DEREGULATION □ It's remaining major item on agenda of Ferris's FCC this week, but his enthusiasm for it isn't shared by all of his colleagues. **PAGE 27.**

NTIA REPRISÉ □ Geller agency again proposes radio deregulation package, but with a price tag for licensees. **PAGE 27.**

BRADY BUNCH □ Transition spokesman James Brady chosen White House press secretary with broadcast journalist Karna Small as deputy director. Larry Speakes from Hill & Knowlton expected to be another deputy. **PAGE 28.**

EXPANSION □ Time's Manhattan Cable plans \$20-million capital improvement program. **PAGE 30.**

SPECIAL REPORT

CHANGING HANDS IN '80 □ In dollar volume, \$876 million, it was second biggest year despite collapse of GE-Cox merger. BROADCASTING's annual report on station trading puts Times Mirror purchase from Newhouse at top. **PAGE 34.**

MEDIA

IN LAND OF SKY BLUE CABLE □ Decision on franchise winner in St. Paul expected this month with four applicants favored. State examiner about to make report on contested Minneapolis franchise. **PAGE 60.**

LAW & REGULATION

HEMISPHERIC CONCERNS □ American broadcasters express misgivings to FCC and advisory group about what broadcasters feel is lack of preparation for Region 2 meeting in November. Commission promises to review stance on nighttime standards at session in March. **PAGE 65.**

DISAGREEMENT □ Programers oppose, networks support CBS petition that seeks blessing on acquisition of rights to TV programs not produced by it for nonbroadcast purposes. **PAGE 66.**

PROGRAMING

FILM FLAP IN ENGLAND □ BBC and ITV accuse each other of offering record high prices for movie package. **PAGE 70.**

BUSINESS

COMPETITION OF NEW MEDIA □ American Marketing Association conference sees newcomers as supplements, not replacements. CBS's Blank says CATV and pay cable are only threats to network TV. **PAGE 74.**

TECHNOLOGY

ANOTHER SIDE TO QUBE □ Warner Amex begins experiment with information retrieval service at its Columbus, Ohio, system. **PAGE 76.**

1943

THE 'BROADCASTING' YEARS □ There was sparring between Congress and FCC over broadcast regulation for most of 1943. But commission went ahead with rule against duopolies, and Supreme Court affirmed FCC's power to regulate networks. Year also witnessed Edward Noble's purchase of Blue Network from RCA and escalation of broadcasting's contribution to World War II effort. **PAGE 81.**

PROFILE

ADVOCACY ADVOCATE □ Nabisco's Dick Creedon believes TV networks' refusal to accept issue advertising is violation of First Amendment. As new chairman of Association of National Advertisers, he plans to intensify efforts to remove that barrier. **PAGE 105.**

Bottom Line.....	75	Datebook.....	18	In Sync.....	76	News Beat.....	78
Business Briefly.....	10	Editorials.....	106	Intermedia.....	64	Playback.....	73
Changing Hands.....	62	Fates & Fortunes.....	99	Monday Memo.....	16	Stock Index.....	103
Closed Circuit.....	7	For the Record.....	85	Monitor.....	72	Washington Watch.....	68

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Index to advertisers ■ Accuracy In Media 50 □ Alan Enterprises 37 □ Ampex 44-45 □ Associated Press 19 □ Back to God Hour 10 □ Blackburn & Co. 42, 62 □ Broadcast Electronics 58 □ Colbert Television 46-47 □ Compact Video 17 □ Continental Electronics 68 □ R.C. Crisler & Co. 35 □ Delta Airlines 20 □ Enterprise Radio 38-39 □ Firestone Program Syndication 40-41 □ Gannett 31 □ Gold Key 67, 69, 71, 73, 75 □ HR&P 59 □ Harris 43 □ Dan Hayslett & Associates 53 □ Ted Hepburn & Co. 48 □ Keith W. Horton Co. 52 □ Ikegami 51 □ Katz front cover □ King World Productions 61 □ Lutheran Laymen's League 22 □ MCA-TV 6 □ MGM-TV inside front cover/page 3, 32-33 □ Magnetic Video 8-9 □ Robert O. Muhlman Inc. 36 □ Metromedia Producers Corp. 11 □ NBC Radio 80 □ Online Inc. 72 □ Panasonic 12-13 □ Pulitzer Broadcast Group 4 □ RCA 49 □ Reynell Associates 14 □ Cecil L. Richards 63 □ Scripps-Howard Foundation 77 □ Richard A. Shaheen 52 □ Sintronics 65 □ Tandem 54-57 □ William B. Tanner 101 □ WBBM-TV inside back cover □ Warner Brothers Television 15 □ Western Cities back cover □



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During its network run—directly opposite Disney—*The Hardy Boys/ Nancy Drew Mysteries* delivered 60% more teens, more 18-49 women and enormous children totals.

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Hot ticket

Pro football TV audiences, which had shown signs of slippage in recent years, are growing again. CBS and NBC combined ratings for National Football League Sunday games averaged 30.1 in 1980, best since 1976 (30.5) and up from 28.4 in 1979. With Thanksgiving and Saturday NFL games added in, average was 30.2, with CBS getting 15.3, up 1% from 1979, and NBC 14.9, up 6%, according to count kept by CBS Sports. ABC's *Monday Night NFL Games*, meanwhile, averaged 20.7 rating, best since 1977 (21.5) and up from 19.6 in 1979.

As eliminations leading to Super Bowl continue, records are being set. Wild-card games Dec. 28 drew ratings on both CBS (28.9) and NBC (25.1) that were highest in three years that wild cards have been played. In Jan. 4 playoffs, opener between Oakland and Cleveland on NBC (1-3:50 p.m. NYT) had 29.2, and followup between Dallas and Atlanta on CBS (4:30-7:15) came in with 34.8, highest in playoff history.

Journalism review

Televising Senate proceedings won't be only priority item on Senate Rules Committee agenda this year (see story, page 25). Committee plans to announce near end of January that it will hold hearings on federal election process, to examine, among other things, impact of political action committees and broadcast coverage. In looking into broadcasting, committee will focus on polling practices, campaign coverage and election day reporting.

Running scared?

Independent television stations, which long have relied heavily on children's advertising in late afternoon, are still puzzling over sluggish toy business in 1980 fourth quarter. They are wondering whether reduced advertising was caused by economic crunch only or whether Federal Trade Commission threats of toughened standards for children's commercials are prompting toy manufacturers and retailers to move into all-family TV advertising franchise where independents are not so strong.

More speculation

If, as is likely, minority lawyer is selected to fill one of at least three upcoming vacancies on FCC, odds are good that Clarence V. McKee, ardent Republican and former assistant to then Commissioner Ben Hooks, will be on list.

McKee, incumbent president of National Broadcasters Club, Washington, is partner in communications law firm.

Who will be named permanent chairman of FCC remained uncertain last week. Presumably eliminated is Wade Hargrove, North Carolina attorney, because his close identity, through trade associations, with both broadcasting and cable might raise questions about "second broadcaster" on FCC, assuming likely reappointment of James H. Quello. Mentioned frequently is Mark S. Fowler, former FCC attorney and member of GOP transition team.

Turnaround

Despite slow start for January, network sales staffs now are breathing easier and talking optimistically about first quarter of 1981. Level of enthusiasm may vary, but there's common talk about signs of improving prime-time marketplace as advertiser dollars come in for February and March. Financial picture for daytime hours also is understood to be looking up.

Staying put

Premature change in presidency of National Association of Television Program Executives won't be needed after all. Lucie Salhany, programing vice president of Taft Broadcasting, had been scheduled to resign from NATPE's top post because she was ticketed for general managership of WJAR-TV Providence, R.I., making her ineligible for NATPE office (BROADCASTING, Dec. 22, 1980). But she's decided to remain at Taft, with expanded programing responsibilities, and plans to retain NATPE presidency.

Under earlier timetable she would have been succeeded by Steve Currie of KOIN-TV Portland, Ore., NATPE first vice president, prior to NATPE's annual conference, March 13-18 in New York.

Venturer's venture

Despite FCC's new restriction on number of interim low-power stations single entity can operate (see "Top of the Week"), Turner Broadcasting System will proceed this week to file intended batch of applications, designating 15 of "40 or so" as those it wants FCC to process now.

Although there was speculation that TBS would use low-power stations to retransmit its Cable News Network, stations instead will carry advertiser-supported mix of news, public affairs and documentaries, produced by staffs of CNN and Turner's superstation, WTBS(TV) Atlanta. TBS will go ahead with filing, but officials say project may have to be

reconsidered in light of FCC's latest action to limit ownership.

Predilections

With all of Reagan cabinet-level slots filled, subject to Senate confirmation, speculation in transition-minded Washington turns to second-echelon selections. Of interest to communicators—aside from key FCC shifts—are where two former GOP FCC chairmen might light: Dean Burch, partner in Pierson, Ball & Dowd, and Richard Wiley, managing partner, Kirkland & Ellis, Washington, both members of transition team.

Burch, in senior GOP councils, has opted to stay in private practice. Wiley, on other hand, is believed receptive to call to major departmental status, for example, deputy attorney general, for which he has been mentioned.

Disassociation

FCC Commissioner Robert E. Lee complains to friends he's getting bum rap from those who say he has been too close to Chairman Charles E. Ferris ("playing footsie," as it's sometimes put). Such talk is used to downgrade Lee's prospects to take over as interim chairman once Ferris is eased out, probably on Jan. 20. Lee says he has disagreed with Ferris on many broadcast actions. Indeed, he says, his long dissent to majority's decision to strip RKO General of three television licenses is core of RKO's argument in court appeal of case. He also wrote vigorous dissent to drop-in of four VHF's at short spacing.

In speculation over interim chairmanship, Lee and Abbott Washburn have been main names, and third Republican commissioner, Anne Jones, is given little chance—despite having powerful friend in high place. William Casey, as campaign director, helped Ronald Reagan win White House and has been named director of Central Intelligence Agency. Casey was chairman of Securities and Exchange Commission when Jones was there in high staff job and is known to think highly of her.

No hit

Future of *Ralph Nader: For the People*, public affairs program produced for Showtime and starring consumer activist, is in doubt. Two pilots produced and aired last year have failed to impress Showtime brass. Don Davis, producer of show, said he has yet to get word one way or other from Showtime. There have been discussions about changing character of show—to address more mundane issues—but question is whether Nader will agree to changes Showtime wants.



We fight pirates

Today's video pirates arrive in the wake of a movie marketing campaign. A film is launched and consumer demand is at its peak. Consumers are ready to buy prerecorded videocassettes and discs, and if they are unavailable in the marketplace, they purchase pirated tapes.

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Business Briefly

TV ONLY

Hershey Foods □ Various products. Begins Jan. 19 for 15 weeks in over 20 markets. Day, early fringe, prime access, late fringe and children's programming. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49; total children.

Hanover Brands □ Klondike bars. Begins Jan. 19 for first quarter in Boston and Hartford-New Haven, Conn. All day parts. Agency: Montgomery & Associates, Bala Cynwyd, Pa. Target: total women.

Ralston-Purina □ Rye Krisp snack crackers. Begins Jan. 12 for 10 weeks in 15 markets. All dayparts. Agency: CPM Inc., Chicago. Target: women, 25-54.

Hormel □ Perma Fresh meat. Begins Jan. 19 for eight to 10 weeks in 15 markets. Day and fringe times. Agency: BBDO, Minneapolis. Target: women, 25-49; women, 25-49.

Crowley Foods □ Sour cream and cottage cheese. Begins Jan. 19 for eight

weeks in New York markets of Syracuse, Albany-Schenectady and Binghamton, plus 10 weeks in Rochester, N.Y. Early fringe, prime and sports times. Agency: Dick Levy & Associates, New York. Target: women, 18-49.

William H. Roher □ Maalox. Begins Jan. 19 for seven to nine weeks in 31 markets. Fringe and news times. Agency: Popofsky Advertising Inc., New York. Target: adults, 25-54.

ECP Inc. □ Auto Armor. Begins Jan. 19 for six weeks in Grand Rapids, Mich., and Sioux Falls, S.D. Fringe, news, day and sports times. Agency: BBDJ Inc., Chicago. Target: men, 25-49.

Crocker □ Retail banking. Begins Feb. 27 for five to six weeks in various California markets. Early fringe, fringe, prime access and prime times. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 25-54.

California Avocado Commission □ Begins Jan. 12 for five weeks in 13 markets. Fringe and prime times. Agency:

Rep Report



It's official. Walter A. Schwartz (l), president of Blair Television, and Robert L. Glaser, president of the Television Division of RKO General Inc. shake hands after signing contract under which Blair becomes the national sales representative for RKO's WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston (BROADCASTING, Dec. 1, 1980).

□ WOL(AM) Washington: To Savalli & Schutz from Bernard Howard.

□ WPRB(FM) Princeton, N.J.: To Lotus Reps (no previous rep).

□ WKLT(FM) Kalkaska, Mich.: To Lotus Reps from Pearse Sales.

SSC&B, Los Angeles. Target: adults, 25-54.

Uniroyal Inc. □ Tires. Begins Feb. 21 for five weeks in 35 markets. Sports and news times. Agency: Atwood Richards Inc., New York. Target: men, 25-54.

Star □ Pay TV. Begins Jan. 26 for five weeks in Alabama. Day and early fringe, fringe and prime times. Agency: Webb & Athey, Richmond, Va. Target: adults, 18-49.

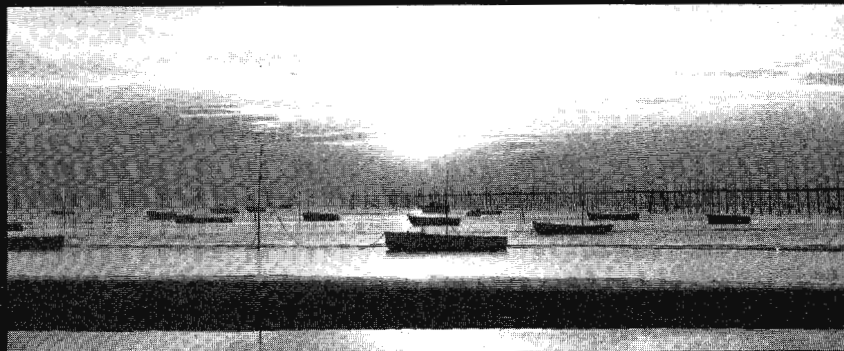
Friendly Ice-Cream Parlours □ Half-price sundaes. Begins Feb. 16 for four weeks in about 15 markets. Fringe, prime and weekend times. Agency: Quinn & Johnson, Boston. Target: women, 25-54.

Chardon □ Jeans. Begins Jan. 19 for 10 weeks in about 12 markets. All day parts. Agency: Media Buying Services, New York. Target: adults, 18-34.

E.I. DuPont □ Lexone herbicide. Begins in Jan./Feb. for nine weeks in about 40 markets. All day parts. Agency: Rumrill-Hoyt, Rochester, N.Y. Target: men, 25-49.

Wendy's Old Fashioned Hamburgers

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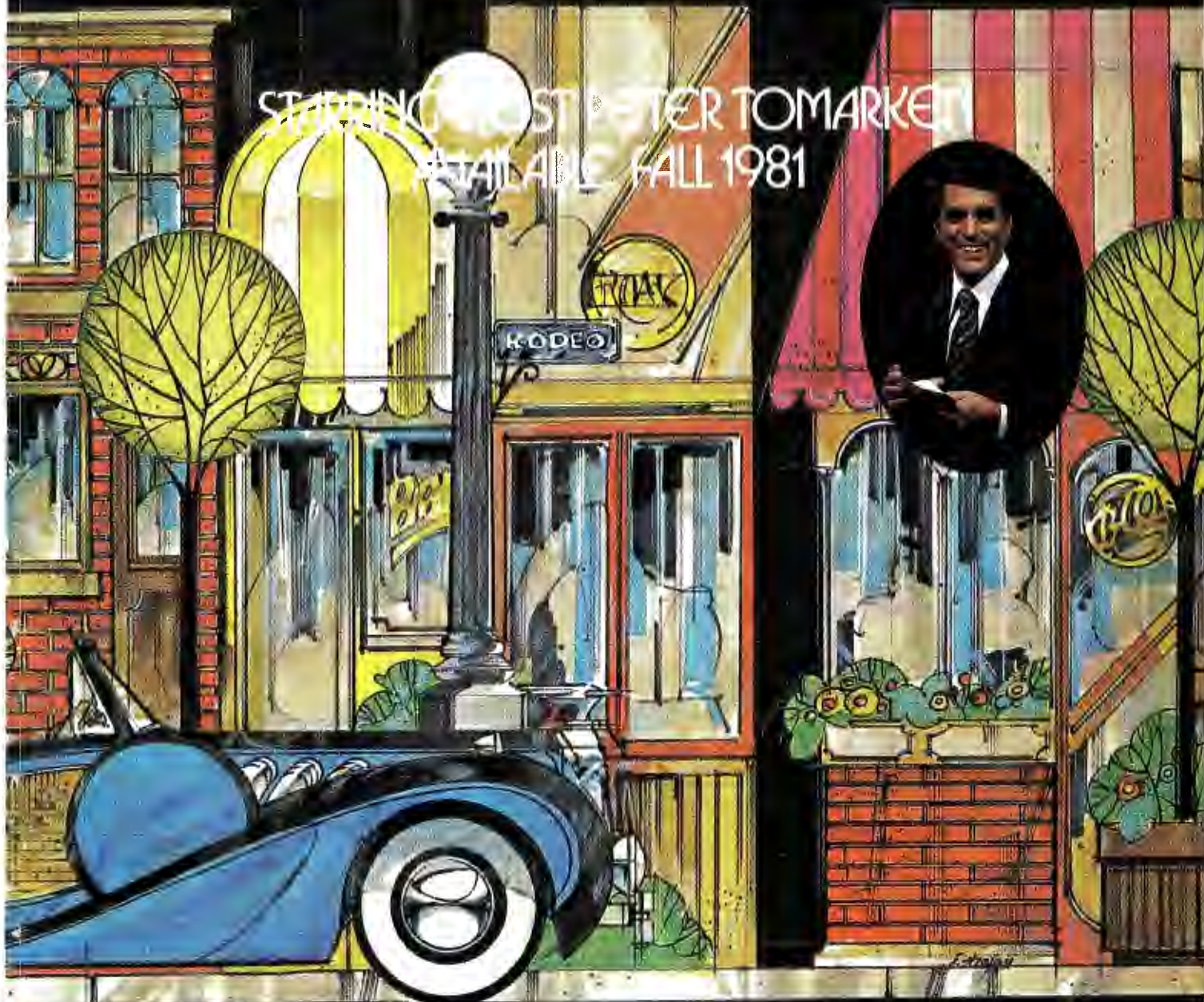
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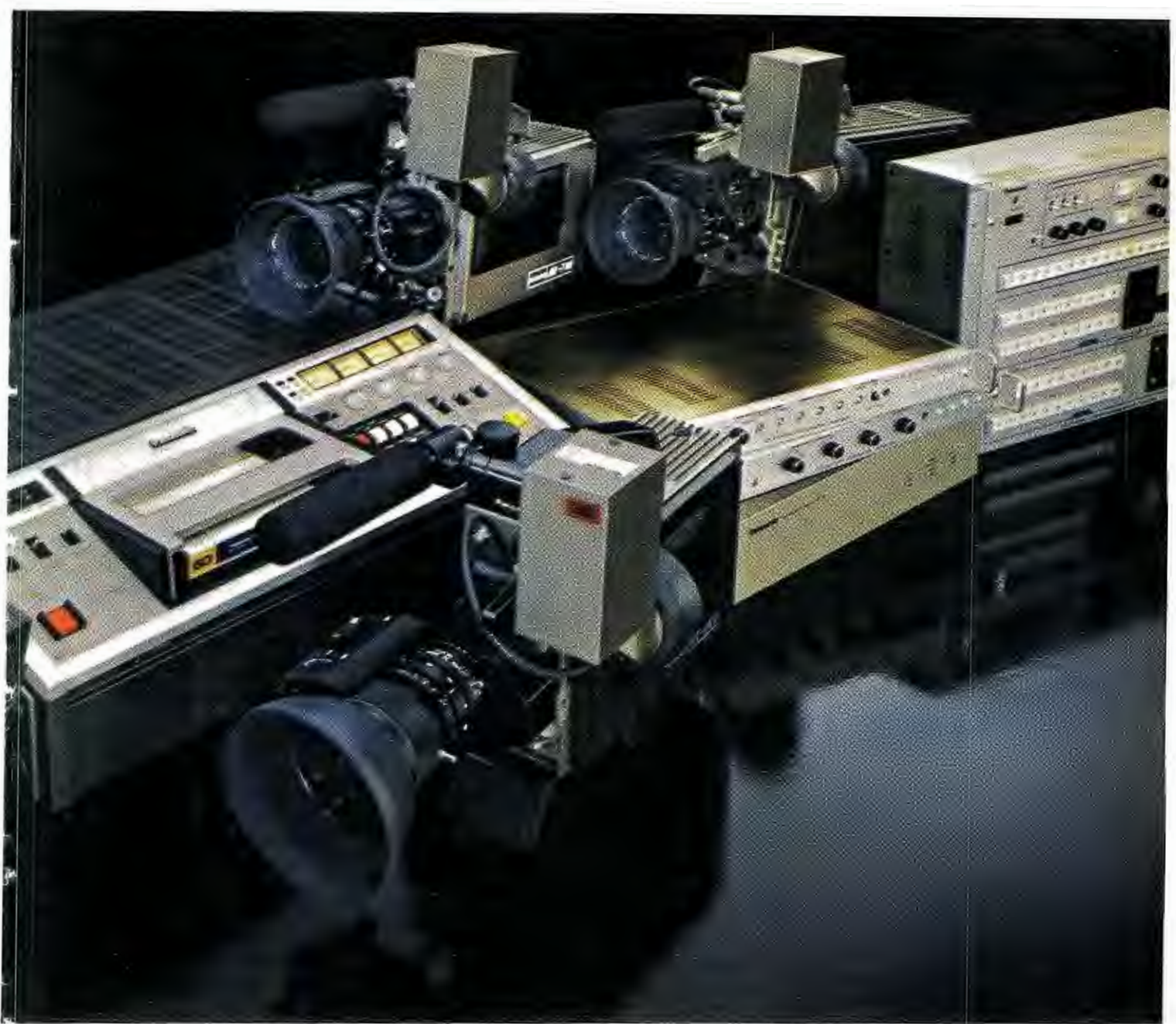
When one network executive first saw the special effects produced by the Panasonic AV-7000 video squeezer, he couldn't believe his eyes. But then he'd never seen a special effects generator that combines digital techniques with microprocessor technology. The members of the National Academy of Television Arts and Sciences were equally impressed. So impressed, they presented Panasonic with an Emmy.

The same innovative engineering that created the AV-7000 is available in a new line of Panasonic broadcast equipment.

Take the Panasonic 700 B-2 time-code editing system. The AU-700 editing recorder, the AU-A70 programmable editing controller and the AU-J10 multiple source adapter. Together they add speed and accuracy to $\frac{3}{4}$ " time-code editing by letting you do what other systems don't: Per-

form up to 20 automatic insert and assembly edits from multiple sources. How did we do it? By combining microprocessor technology with the precision of direct drive.

Another way Panasonic says innovation is with the AK-760 ENG/EFP camera. With its three diode-gun Plumbicon® tubes and built-in bias light, it offers incredibly high resolution (600 lines center) and extremely low lag. And with its feed-



back beam control, the AK-760 has the necessary beam current to stabilize scene highlights to the point where comet tailing is greatly reduced.

The Panasonic AK-750B also gives you three-tube Plumbicon performance along with a lot of extras that don't cost extra. Like two-line vertical enhancement, a \$2,000* option last year. Plus genlock, rechargeable battery with charger, microphone, and

VTR cable. All for \$16,000*

When it comes to electronic news-gathering, the AK-710 offers broadcast quality at a good news price of \$10,950*. By adding three Saticon® tubes to a high-index prism optical system, the AK-710 achieves horizontal resolution of 500 lines center and a S/N ratio of 52dB.

Panasonic also says innovation with the AS-6100 special effects generator, the AS-2000

chroma key generator and the AS-1000 color sync generator. And, of course, you can look forward to even more Panasonic broadcast equipment in the future. But take a good look at Panasonic broadcast equipment now. After all, you never know: Maybe the same innovative engineering that won us an Emmy can help you win one.

To audition the complete line of Panasonic broad-

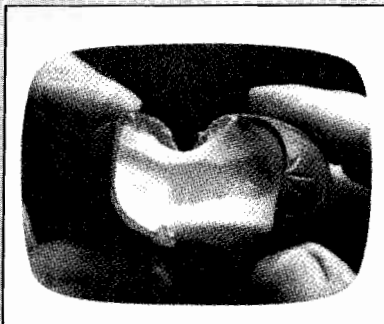
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Panasonic
VIDEO SYSTEMS DIVISION

AdVantage



Seasonal spot. Backed by \$1.8-million TV advertising campaign, Peter Paul Cadbury will introduce, on national basis, Cadbury's Creme Eggs. Available only during Easter season, product will be featured in spots for eight weeks breaking Feb. 9. Walter E. Cohan, vice president at Cadbury, attests that the "\$1.8-million budget for such a short period of time represents one of the largest advertising expenditures ever made for a single confectionery brand." Introduced on a limited scale last year, Cadbury's Creme Eggs offer unusual feature, creme center simulating yolk of real egg.

First time out. Coors Beer successfully concluded its first sponsorship of regional network TV syndicated sports properties with help from ad agency, Ted Bates. To mark occasion, Mike Vaughn, president of Pro Sports Entertainment Inc., exclusive syndicator of all NFL films in U.S., presented Coors Beer with official NFL autographed football.

Captioning continues. National Captioning Institute, organization that closed-captions television programs for hearing-impaired, announced that Xerox Corp. has joined list of over 40 broadcast advertisers whose commercials are captioned. Xerox will also have NCI caption future television specials it sponsors.

Names, not initials. DKG Advertising Inc., New York, has changed its name to Calet, Hirsch, Kurnit & Spector Inc., reflecting names of four top principals. Agency bills about \$60 million, of which approximately 65% is in broadcast. Principals are Shep Kurnit, chairman; Larry Spector, president and chief executive officer, and Neil Calet and Peter Hirsch, executive vice presidents and co-creative directors.

□ Franchise. Begins Feb. 2 for three weeks in Milwaukee and Indianapolis. Prime, early fringe, late fringe and weekend times. Agency: Clinton E. Frank Inc., Chicago. Target: adults, 18-49.

Cadillac Motor Cars □ Begins Jan. 19 for three weeks in about 35 markets. News programming. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: men, 35 and over.

Stanley Works □ Vemco garage door openers. Begins Feb. 16 for two weeks in about 40 markets. Fringe, prime, weekend and sports times. Agency: Humphrey Browning MacDougall, Boston. Target: adults, 25-54.

Energy Expositions □ Begins this quarter for one to two weeks in Louisville, Ky., Kansas City, Mo., and Oklahoma City. All dayparts. Agency: Shar, Jones & Litman, Kansas City, Mo. Target: adults, 25-49.

Grolier Enterprises □ Beginning Readers' Program book club. Begins Jan. 30 for three days in Salt Lake City; Seattle-Tacoma; Spokane, Wash.; Columbus, Ohio, and Minneapolis. Agency: Young & Rubicam, New York. Target: women, 18-49.

RADIO ONLY

Hardy Salt Co. □ Agricultural salt. Begins Jan. 19 for six weeks in Fargo, Bismarck and Williston, all North Dakota. Morning and afternoon farm times. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Target: men, 25-54.

Lowes □ Tidy cat litter. Begins Feb. 2 for three weeks in Philadelphia and Dallas. Agency: William B. Doner & Co., Southfield, Mich. Target: women, 25-54.

Wilferd Academy □ Beauty schools. Begins this month for varying flights in Philadelphia, New York, Hartford-New Haven, Conn., Boston and Chicago. Morning drive, middays and afternoon drive times. Agency: Richard H. Silver, New York. Target: women, 18-24.

RADIO AND TV

Papa Gino's □ Restaurants. Begins Feb. 16 for varying flights in Boston for TV, and in four New England markets for radio. Agency: Hill, Holliday, Connors, Cosmopolos, Boston. Target: adults, 18-49.

First National State Bank □ Begins Jan. 12 for three weeks on TV and Feb. 9 for four weeks on radio in New York. Agency: Bozell & Jacobs, Union, N.J. Target: men, 35-64.

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KGMC-TV	Oklahoma City
WOFL	Orlando-Daytona Beach

WAVE-TV	Louisville
WVTM	Birmingham
WHTM-TV	Harrisburg-Lancaster
WGHP-TV	Greensboro-Winston Salem
WVTR-TV	Richmond
WSTM-TV	Syracuse
WHEC-TV	Rochester
WKPT-TV	Bristol-Kingsport
WRAU-TV	Peoria
KTBC-TV	Austin
WMTV	Madison
WATU-TV	Augusta
WCSC-TV	Charleston, (S.C.)
WTVM	Columbus, (Ga.)
WTRF-TV	Wheeling-Steubenville
KCAU-TV	Sioux City
KVVU-TV	Las Vegas
WEVU-TV	Ft. Myers
WSAU-TV	Wausau
WECT	Wilmington
KOSA-TV	Odessa-Midland
WETM-TV	Elmira

Warner Bros. Television Distribution



A Warner Communications Company

Monday Memo®

A broadcast advertising commentary from Montgomery McKinney, chairman, Chiat/Day Inc., Los Angeles

Talking about TARPS

Although I now carry the exalted title of chairman of the board, Chiat/Day Inc. (while performing assorted less exalted advertising agency functions), I still consider myself primarily a management, account management or marketing type. So it is as an account guy that I mount this platform to inaugurate my one-man crusade in the sacred precincts of media.

It would be wrong of me to pretend that I am totally devoid of media experience and expertise. Quite the contrary. As I mentally review my media credentials, I find myself quite impressed, while recognizing the remote possibility that others might be less so.

Whatever the final verdict, let me outline those credentials.

I started in the agency business when "copy-contact" was a common occupational category. Most of us in that category also did much of our own media planning, calling on media specialists to apportion budgets among the publications or other media we evaluated, selected and specified.

Broadcast media consisted solely of radio. In fact, as a copy-contact man, I had a small client known as John Blair & Co. and wrote for Blair a book entitled "Spot Broadcasting for Sales." In retrospect, two facts seem significant about that book now. First, the word television appears nowhere in it because TV didn't exist then. And, second, the whole approach of the book was strictly expository, explaining and describing spot radio, a wholly new and virtually unknown advertising medium. On that basis, it could be said that I was—at that one point, at least—a leading expert in one entire segment of media.

But even that is not the only foundation for my claim of media expertise.

From the start of my agency career and up to the day before yesterday, I have attended 1,470 media presentations and 1,471 media luncheons, quaffing oceans of booze and assorted liquids and consuming 1,127 servings of chicken; 1,127 servings of peas (two with mushrooms); 340 platters of assorted meat entrees and two superb cuts of rare prime rib. I have also (to complete the record) dented two New York steaks and (with sheer abandon) absorbed 1,471 sinful desserts.

In the course of this selfless dedication to advertising, I actually have listened to several of the presentations—especially those featuring editorial stars of network program highlights. But in spite of this now-documented media professionalism, it is as an account man, not as a media



Montgomery M. (Monty) McKinney has rounded out 46 years in advertising business and now serves as board chairman of Chiat/Day Inc. Advertising, Los Angeles, which has more than \$60 million in billings. He has been with Earle Ludgin & Co., Chicago, as a vice president and account supervisor; Leo Burnett Co., Chicago, as account supervisor, and Doyle Dane Bernbach, Los Angeles, as senior VP and director of client services. McKinney has been chairman of Chiat/Day since 1975.

maven, that I inaugurate my crusade for change in media operations.

Stated broadly, the goal of my crusade is precise communication and the elimination of a minor but frequent confusion in media jargon. Stated with pinpoint precision, the goal of my crusade is to add the word, TARP or TARPS (my acronym for Target Audience Rating Points) to the lexicon of media and to get it used where applicable—along with GRPS where both are useful, or in place of GRPS where the latter isn't needed. It's as simple as that.

Our own media pros at Chiat/Day... including the stars in our Los Angeles, New York, San Francisco and Seattle offices... say that we *always* buy for Target Au-

dience Rating Points; that our clients and all our people know that that is how we buy; and that that is exactly what the numbers mean in the column headed "GRPS." No need for "TARPS," they say.

But I still have a problem. Sometimes I'd like to know *both* TARPS and GRPS.

For example, let's take Medallion, Olympia Brewing Co.'s new super premium beer, which Chiat/Day is now test-marketing in four cities. The primary target audience is men 18-34. So far, so good, and proper definitions and proper column headings would clearly set forth the numerical goals and performances expected. But, for me, there would still exist an important statistical gap for the thoroughgoing marketing man: What else will this media plan deliver?

No law (written or unwritten) says that men *over* 35 cannot buy Medallion. And no law (written or unwritten) says that women cannot buy Medallion. Furthermore the law of common sense says clearly and emphatically that our media buys are reaching 35-year-old men and women (of every age) as well. I'd like to know how many non-TARPS we are reaching (and, we hope, *selling*) as well.

For me, a familiar, available, useful figure like household GRPS would be a simple but valuable addition. And I don't believe this hopeful appeal arises solely because I started evaluating media plans when HH/GRPS were all we had and TGI still meant only, "Thank God it's..." Friday, or Monday or something similar.

Just for fun I recently went through my current file of media plans and documents for Chiat/Day clients. Most of them do have columns headed "Target GRPS" with the target audience described elsewhere. But a few have only "GRP" headings. And (for one new client) my files include a media recommendation from the previous agency with all of its similar columns headed "GRPS." I can't tell whether they meant "GRPS" or "Target Audience GRPS."

Also, if I went through historic documents—even those as recent as two, three and five years ago, I would not expect to find media documents universal in their use of Target Audience Rating Points as their standard measurement.

It just wasn't done. Many of us still do have a feel for HH/GRPS and for HH/GRP levels in reach and frequency. A significant extra dimension is added with target audience data. My plea is for *both*. And what with all our marvelous computer capabilities, it can't be any big deal to give us both... GRPS and TARPS!

So how about it? Do I get my TARPS?

One of the few things you and your accountant will agree upon.

Owning a Compact 40.

You demand a quality performance. Your accountant demands a profitable one. And, that's what our Compact 40 delivers.

We believe that it will become your next profit center. With tax savings and credits to please even the toughest accountant.

Your accountant may never set foot in the Compact 40. He may not appreciate its advanced design and engineering—or its big eight-camera, four-VTR record and re-play capability. He's only interested in it as a good investment... and that's how we've designed it.

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REGIONAL OFFICES: Eastern (215) 245-8886 Midwest (312) 337-5333 S. Eastern (404) 355-5255 S. Western (214) 783-0044 CMPVIDEO

Datebook

■ Indicates new or revised listing

This week

Jan. 11-13—California Broadcasters Association winter convention. Spa hotel, Palm Springs, Calif.

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

Jan. 12-15—Conference for Journalists on "Health and Environment," sponsored by The Washington Journalism Center. Watergate hotel, Washington.

Jan. 13—Federal Communications Bar Association luncheon. Speaker: Lawrence Grossman, president, Public Broadcasting Service. Touchdown Club, Washington.

Jan. 13-15—Communication Networks first national conference and exposition. General chairman, Richard E. Wiley, managing partner in Washington law firm of Kirkland & Ellis. Meeting will feature representatives of affected companies, investor and user interests, as well as government regulators in discussion of "The Future of AT&T: For Whom the Bell Tolls." Albert Thomas Convention Center, Houston. Information: Communication Networks '81, Registration Department, 375 Cochituate Road, Framingham, Mass., 01701, (800) 225-4698; in Massachusetts (617) 879-0700.

Jan. 14—International Radio and Television Society newsmaker luncheon. Salute to radio's 60th anniversary, hosted by Bert Parks. 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. 14-17—Special meeting of Electronic Industries Association's board of governors. Speakers include Dean Burch, senior adviser to Reagan-Bush transition and former chairman of FCC; Stanton D. Anderson, director of Reagan Economic Affairs Transition

Group; Senator John Tower (R-Tex.), incoming chairman of Senate Armed Services Committee, and William Baroody, president of American Enterprise Institute. Arizona Biltmore, Phoenix.

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

Jan. 15-16—Virginia Association of Broadcasters winter meeting. Richmond, Va., Hyatt.

Jan. 15-18—Alabama Broadcasters Association annual winter conference. Opryland hotel, Nashville.

Jan. 16—Utah Broadcasters Association convention. Airport Hilton, Salt Lake City.

Jan. 18-20—Louisiana Association of Broadcasters winter convention. Royal Sonesta hotel, New Orleans.

Jan. 18-21—Association of Independent Television Stations (INTV) eighth annual convention. Century Plaza, Los Angeles.

Jan. 18-21—Ohio Association of Broadcasters executive conference. Sonesta Beach hotel, Key Biscayne, Fla.

Also in January

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

Jan. 23-24—National Federation of Local Cable Programmers mid-Atlantic regional conference. Theme: "Franchising Process." Co-sponsored by city of Baltimore, Baltimore Cable Coalition, Metrovision and United Cable. Enoch Pratt Free Library, Baltimore. Information: Jerry Richter, Berks County Television, 1112 Muhlenberg Street, Reading, Pa., 19602, (215) 374-3065.

Jan. 24—Mississippi Broadcasters Association mid-winter sales seminar. Sheraton hotel, Jackson, Miss.

Jan. 25—Deadline for entries in 49th annual Sigma Delta Chi Distinguished Service Awards contest,

sponsored by Society of Professional Journalists, Sigma Delta Chi. Information: Society of Professional Journalists, 35 E. Wacker Drive, Chicago, 60601 (3 2) 236-6577.

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

■ **Jan. 26-27**—WARC '79: Issues and Impacts, sponsored by Institute of Electrical and Electronics Engineers and American Institute of Aeronautics and Astronautics, United Engineering Center, 345 E. 47th Street, New York, N.Y. 10017. Speakers: Kalmann Schaefer, foreign affairs adviser to FCC; Stephen Doyle, Office of Technology Assessment, Congress; Howard White, senior vice president, International Telephone & Telegraph Corp.; George Jacobs, PE., radio engineering consultant; Marvin Robinson, director of outer space division, United Nations, and Richard E. Butler, deputy director, General International Telecommunication Union.

Jan. 26-27—Public Radio in Mid-America board of directors and membership meeting. King's Airport Inn, St. Louis. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich. 48859, (517) 774-3105.

Jan. 26-29—National Association of Broadcasters joint board meeting, Scottsdale, Ariz.

Jan. 27-29—South Carolina Broadcasters winter convention. Carolina Inn, Columbia.

Jan. 27-29—36th annual Radio-Television Institute, sponsored by Georgia Association of Broadcasters in conjunction with Henry W. Grady School of Journalism and Mass Communication. Theme: "Creative Management." Georgia Center for Continuing Education, University of Georgia, Athens.

■ **Jan. 28**—American Women in Radio and Television executive committee meeting. Wilshire Hyatt hotel, Los Angeles.

Jan. 29—Federal Communications Bar Association seminar on "Tax Considerations in the Sale and Purchase of Communications Properties." National

Jan. 18-21—Association of Independent Television Stations (INTV) eighth annual 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—Joint convention of National Religious Broadcasters and National Association of Evangelicals. Sheraton Washington hotel, Washington.

March 13-18—National Association of Television Program Executives 18th annual conference. New York Hilton and Sheraton Centre. 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—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, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

May 4-7—ABC affiliates annual meeting. Century Plaza, Los Angeles.

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

Major Meetings

May 10-13—CBS affiliates annual meeting. Century Plaza, Los Angeles.

May 17-19—NBC affiliates annual meeting. Century Plaza, Los Angeles.

May 29-June 3—National Cable Television Association annual convention. Los Angeles. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

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

June 6-10—American Advertising Federation national convention. Hyatt Regency hotel, Washington.

June 10-14—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

1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 16-19—National Association of Broadcasters annual radio programing conference. Hyatt Regency, Chicago.

Sept. 10-12—Radio-Television News Directors Association international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla., and Dec. 3-5, 1984, San Antonio, Tex.

Sept. 20-23—National Radio Broadcasters Association annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

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

Oct. 25-30—Society of Motion Picture and Television Engineers 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Nov. 9—Region 2 conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11—Television Bureau of Advertising 27th annual meeting. Fontainebleau Hilton, Miami.

Nov. 11-14—Society of Professional Journalists, Sigma Delta Chi national convention. Washington.

GOOD NEWS FOR SMALL STATIONS.

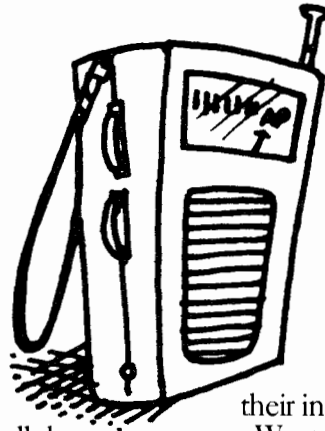
No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

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Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank



Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats —from Rock to Bach—a common thread of listeners of all formats is

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AP Broadcast Services

INNOVATION for better news programming

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

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

Name _____

Station _____

Address _____

Phone _____

Lawyers Club, Federal Bar Building, third floor, 1815 H Street, N.W., Washington.

■ **Jan. 29-30**—*American Women in Radio and Television* board of directors meeting. Wilshire Hyatt hotel, Los Angeles.

Jan. 30-31—*Broadcasters Promotion Association* board meeting. Caesars Palace, Las Vegas.

Jan. 30-Feb. 1—Television Lighting Workshop sponsored by *National Association of Educational Broadcasters Public Telecommunications Institute* and noncommercial *KLXV(TV) Las Vegas*. Studios of KLXV Las Vegas.

Jan. 31—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Sponsors are NPPA, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355. (805) 259-1136.

Jan. 31-Feb. 3—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

February

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, presented by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160, (617) 527-7870.

Feb. 2—Deadline for receipt of entries in *American Bar Association* Gavel Awards competition. Program recognizes media contribution "to public understanding of the American legal and judicial system." Address: American Bar Association, Committee on Gavel Awards, 77 South Wacker Drive, sixth floor, Chicago, Ill., 60606.

Feb. 3—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

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

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

Feb. 6—Deadline for submission of entries for *Overseas Press Club* 1981 awards competition. Presentation of prizes will be made at annual awards dinner at Waldorf Astoria hotel, New York, April 29. Information: OPC Office, 52 E. 41st Street, New York, N.Y. 10017, (212) 679-9650.

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

Feb. 7—*Florida Association of Broadcasters* mid-winter conference. Jupiter Beach Hilton, north of Palm Beach, Fla.

Feb. 8—New deadline for reply comments on FCC's cable-broadcast crossownership proceeding (Doc. 20423). FCC, Washington.

Feb. 10-11—*Wisconsin Broadcasters Association* annual winter meeting. Concourse hotel, Madison, Wis.

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

Feb. 12—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

Feb. 12—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff. Harbour House, Annapolis, Md.

Feb. 12-16—*Howard University's* 10th annual communications conference. Theme: "The Impact of Communications on the Family: Responsibilities and Strategies." Main campus, Howard University, Washington.

■ **Feb. 13**—Deadline for entries for Broadcast Preceptor Award and Broadcast Media Award, to be presented during 30th annual Broadcast Industry Conference at San Francisco State University April 28-May 2.

■ **Feb. 15**—Deadline for Clarion Awards sponsored by *Women in Communications*. Address: Box 9561,

Austin, Tex., 78766.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Speakers: B. Donald Grant, CBS Entertainment president; Brandon Tartikoff, NBC Entertainment president, and Anthony Thomopoulos, ABC Entertainment president. Waldorf-Astoria hotel, New York.

■ **Feb. 17-18**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

Feb. 17-19—*Electronic Industries Association/Industrial Relations Council* 28th annual conference. Canyon hotel, Palm Springs, Calif.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

Feb. 19-22—*National Association of Black-Owned Broadcasters* third annual winter conference. Hilton Inn, Clearwater Beach, Fla.

Feb. 20-21—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

Feb. 20-22—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

Feb. 23-25—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

Feb. 25—Deadline for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

Feb. 26—*Association of National Advertisers* media workshop. Luncheon speaker: Katharine Graham, chairman, *Washington Post*. Plaza hotel, New York.

■ **Feb. 27-28**—"Law and Television of the 1980's," sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geiler, head of National Telecommunications and Information Administration; Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox, attorney, Haley, Bader & Potts, Washington, and former FCC commissioner. Attendance by invitation only.

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Details of deal UPI makes with its subscribers for **installation of satellite earth stations** were incorrectly reported in Dec. 1, 1980, issue. Subscribers pay \$4,665 for dish plus about \$1,500 for installation, but UPI deducts \$100 per month from regular service charges for 60 months, returning station's initial investment. Station also gets depreciation allowance and investment tax credit.

In Dec. 22 listing of **1979 FCC market-by-market radio financial figures**, total broadcast income figure for **Wilmington, Del.**, should have been \$1,093,869. Also in that chart, FCC attributed figures for **Springfield, Ill.**, to **Springfield, Ohio**, and vice versa.

Joe Strauss, manager of studio and field operations, NBC-TV West Coast, not John Strauss, as reported in "Fates & Fortunes" of Nov. 24, 1980, issue, has been named manager of on-air operations.

Open Mike®

Rau remembered

EDITOR: The Broadcast Pioneers Library's members of the corporation and its board of directors mourn the death on Jan. 2, 1981, of Henry Rau, its treasurer (see "Fates and Fortunes").

Although Mr. Rau took on the "temporary" volunteer position of treasurer in August of 1978, he involved himself in the library and its future. He husbanded its dwindling funds as though they were his own—wisely investing them to yield as much as possible. In addition, he made personal financial donations to the library, the last just a few weeks before he died.

The board, members of the corporation, the library staff and I grew to depend on Henry Rau in the short time he was with us. He served the library admirably. We will miss his presence, his wisdom and his inimitable sense of humor.—*Wallace B. Dunlap, president, Broadcast Pioneers Educational Fund Inc., Washington.*

On the honorarium

EDITOR: Call it what you will . . . reimbursement, compensation, stipend or an honorarium . . . by any name it's a worthwhile investment for the National Association of Broadcasters if a subsidy for the chairman will provide the industry with a broader choice and enable independent, community broadcasters who have ability to serve in NAB's high councils.

There are good broadcasters on both sides of the issue. But I would support those who realize that our industry needs effective and articulate outside leadership. The NAB staff, however able and hard-working, is not able to speak with the same force and effectiveness as a working broadcaster.

The matter also goes to the larger question of the quality of the NAB board. It costs money and time merely to serve as a director. A serious member of that board spends countless hours and at least \$3,000-\$5,000 per year above and beyond the per diem and travel expenses provided by the NAB.

In recent elections, only four or five seats were contested and fewer broadcasters are willing even to certify themselves as eligible for election to the board.

At the very least, the sitting directors would be well advised to heed your own thoughtful counsel ("Editorial," Dec. 22, 1980) and provide some kind of financial support for the chairman. But I would go beyond the chairman and treat with the matter of compensation for individual directors as well.

And, incidentally, it's not just small-market broadcasters and entrepreneurial

types who are losing interest in serving. The recent decision by Bruce Johnson, president of Shamrock Broadcasting, not to seek another term is a great loss to the board. We also need the progressive leadership which enlightened group broadcasters or corporate types like Bruce Johnson can provide. But even many corporate comptrollers of the larger groups and major independents are beginning to question expenditures for services to industry trade associations.—*William O'Shaughnessy, president, WVOX/WRTN(FM) New Rochelle, N.Y.*

Editor's note. O'Shaughnessy was commenting on a proposal that NAB joint board chairmen be given \$50,000 a year plus expenses, beginning with the next chairman, who is expected to be Ed Fritts, now chairman of the radio board.

EDITOR: Ed Fritts at \$50,000 a year plus expenses? Ridiculous. He is worth twice that amount.—*Herbert Scott, president, Great Scott Stations, Pottstown, Pa.*

Likes 'clears' sound

EDITOR: I found it a bit amusing that an answer to AM radio's woes should come from an FM station. This was my impression after I read Gerald Cunningham's letter in the Dec. 8 issue.

I can offer the FM stations in the New York area as an example. Every station has started playing the same records over and over—and it doesn't matter if they're playing album rock or R&B or adult contemporary or whatever. That's only part of the problem. The other part is they're sounding so loud you can't hear them at a normal listening level without distortion. That is what's going to turn off people from FM radio.

On a good clear night, I can pick up [AM stations] CKLW, WLS and WKBW loud and clear in New Jersey. All three of these stations mix their music well, have a clean sound and still sound exciting. And they all happen to be 50,000 watt stations with wide coverage! I hope the FM broadcasters will take a cue from them.—*Charles E. Everett, Bridgewater, N.J.*

Localism

EDITOR: Regarding the item about the United Auto Workers' radio campaign to promote the sale of U.S.-made cars ("Ad Vantage," Nov. 10): Isn't it ironic that while the UAW would like us to support the product they design and build in Detroit, they turn around and place their media through an agency in Kansas City, rather than through one of the many fine agencies right in their own backyard?—*Jim Marshall, account executive, Eastman Radio, Detroit.*

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Lawrence B. Taishoff, president.
Edwin H. James, vice president.
Irving C. Miller, secretary-treasurer.

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Leonard Zeidenberg, chief correspondent (Washington).
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Harry A. Jessell, assistant editor.
Kathy Haley, Stephen T. McClellan, Matt Stump, staff writers.
Candace H. Stapen, contributing editor. (50th anniversary series).
Kim McAvoy, editorial assistant.
Pat Vance, secretary to the editor.

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Joseph A. Esser, assistant editor.

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John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager (Washington).
David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager (Hollywood).
Charles Mohr, account manager (New York).
Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin K. Keenan, circulation manager.
Sandra Jenkins, Christopher McGirr,
Vanida Subpamong, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.
Don Gallo, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.
Doris E. Lord
Robin Smithers, secretary to the publisher.

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New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herring, assistant editor.
Karen Parhas, editorial assistant.
Marie Leonard, Mona Gartner, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
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TOP OF THE WEEK

First blood: Brown's exit leaves opening for GOP chairman

Democratic commissioner will enter private practice; Quello reappointment now seen assured; search for Ferris successor to quicken

Commissioner Tyrone Brown has become the first FCC casualty of the Republican capture of the Presidency. The Democrat who many thought would one day be named chairman if Jimmy Carter won reelection has submitted his resignation—effective no later than Jan. 31. The action is being welcomed by Reagan aides as an opportunity to move swiftly on plans to put Republicans in charge.

The commissioner, who was named to fill an unexpired term in 1977 and who was appointed to a full, seven-year term in 1979, disclosed his plans at a closed FCC meeting on Thursday. He will join the Washington law firm of Steptoe & Johnson, a large firm with a practice in many areas, including communications, as a general partner. The exact date of his departure will be settled after he confers with Chairman Charles D. Ferris and Robert E. Lee, the senior Republican.

Brown's announcement did not come as a surprise. He had said last month that he would make a decision early in the new year as to whether or not to remain a commissioner (BROADCASTING, Dec. 22, 1980). And few thought he would choose to stay. Not only had Brown, generally regarded as an effective commissioner, seen his chance of becoming chairman vanish in the election, he could not expect to have the same influence as a member of the minority as he did during the years of Democratic control. What's more, as he said last week, with the control of the commission changing hands, "the activity level" for the next several months is not likely to be as high as it has been. It seemed a good time to leave.

The Republicans thought so too. The vacancy will afford President-elect Reagan the opportunity to name a Republican chairman to the commission as soon as a decision can be made on who it is to be. Reagan aides last week said no decision had, as yet, been made. But no longer is there a problem of having to wait for



Tyrone Brown

Chairman Charles D. Ferris to resign—an act that Republicans along with most other observers do not expect until April. Remaining the next three months would provide Ferris, who has almost 25 years of government service, with substantial pension benefits.

The Brown resignation also clears the way for the likely reappointment of Commissioner James H. Quello, whose term expired on June 30; his seat would no longer be needed to accommodate a Republican chairman. Although he is a Democrat, the odds against Quello's reappointment seemed long under Carter. Some Carter advisers preferred one or another of several candidates to Quello. But Republicans advising Reagan on communications matters are very high on the former broadcaster, who was appointed by a Republican President, Richard Nixon, in the first place.

"He is compatible to a certain degree with the Reagan approach," said one. "In looking for a Democratic nominee, you want someone who is not disruptive—a friendly Democrat." Quello, he suggested, fits the bill.

The scenario most often heard calls for Reagan to appoint Quello to Brown's unexpired term, which has five and a half years to run, and then name the person he will designate as chairman to the term ending on June 30, 1987.

Reagan advisers in the communications

field expect—or at least hope—that the Brown announcement will, as one put it, "build a fire" under Reagan talent hunters searching for FCC replacements. "There is a chance to change things," one adviser said, "to create a solid majority on the commission."

The same opportunity does not exist at other agencies. The next vacancy at the Federal Trade Commission, for instance, is not expected until September. More than that, Reagan aides in the communications field see the FCC as a kind of showcase for Reagan's talents in staffing regulatory agencies. "Because of so many things happening at the commission in satellites, cable and the rest—there is a lot of interest in it," one aide said. "So the appointments will get a lot of attention."

There is also the added benefit, one adviser noted, of toning down the conflict between Republican Commissioners Robert E. Lee and Abbott Washburn over the interim chairmanship they both want. It seems inevitable that Reagan will name an interim chairman to take over the running of the agency from Ferris early in the new administration, if not on the first day. But with the possibility of a permanent chairman being installed in 60 to 90 days, the interim chairmanship might seem less of a prize than it once did, when the interim period seemed likely to stretch beyond that point.

The expectation that Reagan will fill the Brown vacancy with his first permanent chairman of the agency raises the question of whether he would name a black or some other minority-group member. The seat Brown occupied has been filled by a black since President Nixon named Benjamin L. Hooks, now executive director of the National Association for the Advancement of Colored People, as the commission's first black member, in 1972.

One Reagan adviser doubted that tradition would continue. None of those being mentioned as candidates for chairman is black. But the adviser did not rule out a minority-group member being named to the next vacancy, the one Ferris is expected to create in April.

While the Republicans are looking to the opportunities his resignation is creating, Brown last week was looking back over his years on the commission. "I liked it here," he said. "It was far more challenging and rewarding than I expected it to be. The work product and level of the staff and commission were much higher than I expected. It was a difficult decision to leave. I struggled with it for two months."

Brown says he feels he was with the

agency during one of the most exciting periods in its 46-year-history. "We accomplished more in the last three years than was accomplished in any comparable period since the first years of the agency," he said. "We didn't duck any issues."

Brown didn't credit the agency with establishing patterns of action. Rather, it "accelerated the pace of changes already in motion." He cited the commission's efforts across the board to provide for diversity in channels of communication. "I don't think the emphasis on diversity is going to change, no matter who takes over the agency," he said.

One element of the commission's work during his tenure brought Brown particular pleasure. "I've been particularly excited about the steps taken to emphasize minority ownership in broadcasting and in telecommunications generally," he said. "I'm proud that those efforts have had the unanimous support of the commissioners." Then he added, "I'd be surprised to see that change."

Brown's announcement was greeted with dismay in the citizen movement. "It's really unfortunate; I regret it," Sam Simon of the National Citizens Committee for Broadcasting, said of Brown's resignation. "It's a great disappointment. It means everything the Republicans want will happen. He's got a great mind; he's a hard thinker. He had the respect of people. I doubt Reagan will appoint anyone of that quality."

From the broadcasting establishment, there were words of respect if not the same degree of regret. "While we didn't always agree on the issues, Brown was very astute as a lawyer," said John Summers, the National Association of Broadcasters executive vice president and general manager. Summers also found Brown an "easy person to deal with; very available for discussions of issues."

FCC puts LPTV limit at 15 for the interim

Commission acts in face of number of applicants seeking large numbers of outlets before multiple ownership limitations are set in final report and order

The FCC has modified its rules concerning the interim processing of low-power television and translator applications—imposing a limit of 15 per entity until the commission makes a determination, in its final report and order in the proceeding, as to the makeup of multiple ownership rules for the low-power service.

When the FCC initiated the LPTV proceeding last September, no limits at all were proposed on the number of facilities for which a single entity could apply (BROADCASTING, Sept. 15, 1980).

For the larger applicants—such as Sears, Graphic Scanning Corp. and Bogner Broadcast Equipment Corp., which have each filed scores of applications for LPTV facilities across the nation—the decision means that if more than 15 of their respective low-power applications become grantable in the interim, the excess will be shelved (not granted) until a final report and order is handed down. If a multiple ownership limit—15 or some other number—is finally ordered, an entity's applications in excess of that number would then be returned. If no multiple ownership limit is imposed in the final order the commission would then process the remaining applications.

One FCC staffer suggested that the larger applicants which have filed on top of

one another in various cities will negotiate (if they haven't started already) to—in effect—divvy up those cities to avoid mutually exclusive situations and avoid the freeze.

The commission also revised the status of existing translators that apply for low-power features or subscription television authorization. Requests from such translators will now be considered "major change" applications and—although not subject to competing applications—will be subject to informal objections and petitions to deny.

Also, the commission ordered that any interim LPTV or translator permittee who fails to construct the proposed facilities within one year will forfeit its CP.

Low-power facility cut-off lists—which the commission had previously issued from "time to time," as the need arose—will now be issued bimonthly. The deadline to be included on the next list is March 1.

The commission dismissed the assertion of the National Association of Broadcasters that networks and full service broadcasters were precluded from entering the low-power television business. The proposed rules preclude those groups from doing so, but comment is being sought on the issue. Although those two groups cannot be granted low-power facilities during the interim, the commission said it would accept, and process through cut-off, applications submitted by networks and full-service broadcasters so as not to prejudge the issue of whether or not they will in the end be allowed to operate low-power television stations. As Commissioner Robert E. Lee said, those groups "are not ineligible" at this stage in the proceeding.

The contention of the Corporation for Public Broadcasting that noncommercial groups are being squeezed out of the LPTV picture also was dismissed as un-

InBrief

Special attraction at next week's convention of Association of Independent Television Stations in Los Angeles's Century Plaza hotel will be by-satellite appearance at Monday luncheon of senior members of incoming Reagan administration's **FCC transition team:** team chief Michael Gardner, advisers Dean Burch, Richard Wiley and Margita White. Some 500 are expected to attend Jan. 18-21 event, INTV's eighth annual. Organization announced last week that **Nicki Goldstein**, VP-operations, will resign after convention, having decided not to make move with association's headquarters from New York to Washington.

Presidential Inaugural Committee has generated flap among radio news directors with letter some have interpreted as threat.

Letter announces 24-hour newline service that provides 30- and 60-second actualities that promote sale of official goods—with proceeds used to defray costs of inauguration—and news actualities, including news events surrounding inauguration. Sentence causing trouble says that in case of station notifying committee it is taking service, committee will send "thank you letter to FCC's renewal file on your station." Some news directors read that as threat. But John Lengel, director of communications, who signed letter, said no threat was intended. "We thought it was common courtesy to offer to do that."

Department of Justice has opposed CBS's request for waiver of

FCC rule barring networks from ownership of cable systems

(BROADCASTING, Dec. 15, 1980). Justice rejected argument that public benefits would result from CBS "limited entry" into cable ownership since CBS is already engaged in developing programming for cable. It also said CBS's ownership of cable systems might inhibit competition; it said cable system would have little incentive to program against network programming being broadcast in same market.

In letter signed by Congressman Neal Smith (D-Ind.), **House Appropriations Committee reminded FCC** (via chairman Charles Ferris) that since commission opted to defer action on move to Rosslyn, Va., "any alternative location must be approved by this committee under our reprogramming procedure which is stated in the report on the 1981 appropriations bill. In addition the commission should not take any action which would place the commission in the position of renewing the current lease or entering into either a temporary or term lease at a greater cost."

Loews Corp., owner of Lorillard tobacco, major shareholder in insurer, CNA, and participant in various real estate ventures, **has informed SEC and ABC of its acquisition of 5% of ABC common stock.** Loews said it's been acquiring shares since November, has 1.5 million that cost \$43.5 million. Company stated acquisition was solely for investment, and has no intention of pursuing takeover of broadcaster. Loews chairman Lawrence Tisch, personal friend of ABC chairman Leonard Golden-son, is said to have called Golden-son to inform him of action.

More minority applications. Another minority-controlled company is about to make its move into low-power television. Despite the 15-station limit imposed last week by the FCC, this week the National Innovative Programming Network Inc.—owned principally by Japanese-American Dr. Benjamin Ichinose, a Hillsboro, Calif., orthodontist and entrepreneur (who at one time owned half-interest in Washington's Hyatt Regency hotel)—will file 38 applications for low-power stations in major markets including San Francisco, New York, Boston, San Antonio, Tex., and Detroit.

According to Richard R. Colino, the applicant's Washington attorney, the local programming emphasis will be "geared literally to the undersatisfied needs of the particular communities." He said in-depth market studies were conducted to determine those needs. The total cost of the project, Colino said, would be in the "\$10 million-plus range," with Ichinose himself investing about "\$7.5 million."

The group has been negotiating with RCA for transponder time on Satcom IV possibly to provide STV programming, although the emphasis will be on local origination. Minority ownership interests in the various applications will differ from city to city, made up primarily of Japanese- and Chinese-Americans, Hispanic-Americans and blacks. Colino said that Ichinose will "probably" negotiate with other applicants in mutually exclusive situations because "he is a businessman too, but very sincere about what he wants to put on the air."

Baker takes the initiative on admitting TV to Senate

New majority leader offers S. Res. 20, which would put all of Congress on same footing in television; battle lines aren't yet clear, but proponents see possible success by September

Senator Howard Baker (R-Tenn.) launched his term as majority leader last Tuesday (Jan. 6) offering a resolution (S. Res. 20) to open Senate proceedings to television cameras. Baker predicted it would be approved this year, despite opposition from both sides of the aisle.

The resolution will be forwarded to the Rules Committee, which must decide on such specifics as whether the Senate or the media will control cameras in the chamber and whether coverage will be permitted during all or only some proceedings. Although several resolutions for televised proceedings went to Rules during the 96th Congress, that committee—under the chairmanship of Claiborne Pell (D-R.I.)—failed to act on any of them.

This session's Rules Committee is putting Baker's resolution among its top priorities, according to a committee staff member participating in drawing up its agenda. Baker has indicated he wants early action and, according to a member of his staff, it is reasonable to expect the resolution to be out of committee by April and part of Senate rules by September.

Senator Charles Mathias (R-Md.), who now chairs the Rules Committee, believes the Senate, not the media, should control

substantiated. The FCC said that under the existing translator rules—which are being used to process interim applications—noncommercial applicants have an "absolute priority."

Initially, the staff had recommended a seven-station limit per entity during the interim. One staff member, however, said that even before the meeting at which the modifications were adopted, "the sentiment on the commission was for a higher number."

Commissioner Tyrone Brown—who first suggested that the application limit for the interim be set at 15 (Lee seconded the motion, noting that 15 equalled "the number of digits on a one-armed man")—inquired about "the processing burden itself." Broadcast Bureau Chief Richard Shibben responded that "We're going to have a heavy burden . . . the personnel I have to assign are not the right type." His main concern was that he had "an abundance of broadcast analysts and lawyers" to reassign to the LPTV application processing front but not enough "engineers

and technicians."

This being the case, Brown said the 15-application limit "makes good sense," in that it would insure an "equitable distribution of interim facilities."

Commissioner Abbott Washburn, concurring, opted for a seven-station limit (as he did in September when the low-power television proceeding was initiated) and said he never anticipated "requests for 150 stations connected by satellite to broadcast country music. I thought we were moving forward with total diversity [but this] is the absolute reverse of diversity."

The 15-station limitation will not reduce the processing burden on the Broadcast Bureau. Applicants are still invited to apply for an unlimited number of low-power facilities and, according to Michael Couzens, the Broadcast Bureau attorney who headed the commission's low-power television task force, only after the applications "have been through the cut-off process and are otherwise grantable," must an applicant decide which of the 15 he wants.

Scientific-Atlanta has announced new \$10-million order from **Cox Cable Communications**. Company calls it largest order for its line of 400 mhz cable products yet received. Equipment is to be used by Cox in new builds and for expansion of existing franchises. S-A also said it received \$1 million in 1980 orders from People's Republic of China, expecting steady business development in that market through 1980's.

CBS-TV late last week announced scheduling changes on Monday, Tuesday and Saturday. Canceled as of Saturday, Jan. 24, are *Freebie and the Bean* and *Secrets of Midland Heights* hours. New offerings are *That's My Line*, comedy-variety hour with Bob Barker and three reporters (premieres Tuesday, Feb. 3, at 8 p.m.), and *Concrete Cowboys*, "light-hearted adventure drama" hour with Jerry Reed and Geoffrey Scott (premieres Saturday, Feb. 7, at 10 p.m.). *White Shadow* moves to Monday at 8 p.m. on Feb. 2 and it's *Flo and Ladies' Man* on Saturday from 9 to 10 p.m. effective Feb. 7. At **ABC-TV**, *Breaking Away* had last outing last Saturday (Jan. 10) with *Charlie's Angels* moving into its 8-9 p.m. slot on Jan. 24. Replacing seasonal *NFL Monday Night Football* are *Dynasty* (premieres Jan. 19, at 9 p.m., with three-hour special week before) and *Foul Play* (premieres Jan. 26 at 10 p.m.)

Senator William Proxmire (D-Wis.) introduced bill Jan. 5 to abolish fairness doctrine and equal time law. Proxmire introduced similar legislation at beginning of last three Congresses. He plans to address Senate regarding bill (S. 22) on first day Senate is open to routine comments, probably Jan. 20.

Nominations are in for 13 radio and six TV seats opening up on **National Association of Broadcasters board of directors**. Approximately 50% of nominees have contacted NAB confirming willingness to run. Results will be released tomorrow (Jan. 13).



Charles E. Anderson, product planner in audio-video systems division of Ampex Corp., Redwood City, Calif., elected president of **Society of Motion Picture and Television Engineers**. Anderson, four-term SMPTE governor and most recently society's executive VP, joined Ampex in 1954 and was member of design team which developed first practical videotape recording system.

Phil Boyer, VP/general manager of ABC's WABC-TV New York, named VP/programming, ABC Owned TV Stations division. He succeeds **Roy Polevoy**, who left post to become VP/on-air promotion, ABC Entertainment. **Bill Fyffe**, VP/station manager, ABC's WLS-TV Chicago, succeeds Boyer as VP/general manager, WABC-TV.

Henry Geller, assistant secretary of Commerce for communications and information, has submitted resignation, effective Jan. 17. Geller, who heads National Telecommunications and Information Administration, has offered to remain on as consultant during first months of Reagan administration to aid in transition.

cameras in the chamber and that coverage should be limited to hearings on substantive issues and significant floor debates. He offered his views while appearing on Cable News Network's *Newsmaker* series on Jan. 2 and on ABC's *Issues and Answers* the following day.

On the majority side of the 12-member committee, Senators Baker and James McClure (Idaho) definitely favor televised proceedings. Senator Robert Dole (Kan.) is said to have "no objections" provided the method used is similar to that in the House of Representatives.

Senator Mark Hatfield (Ore.), in a letter to Brian Lamb, president of C-SPAN, a cable network that carries most proceedings in the House, admitted to "becoming more favorably impressed with the idea of television coverage in recent years, based in part on experience the House has had." Senators Jesse Helms (N.C.) and John Warner (Va.) could not be reached for comment last week.

There is more opposition on the minority side, where Pell continues to oppose the idea and Senator Robert Byrd (Va.), although unavailable for comment last week, was cool to the idea as majority leader in recent years.

Ranking minority member Wendell Ford (Ky.) said he is willing to consider televised proceedings and Harrison Williams (N.J.) is said to favor TV "in principle." Howard Cannon (Nev.) declined to comment.

Committee hearings are expected to focus on the technical challenge of televising the Senate and the impact being on air might have on Senate proceedings. In the

House, cameras focus on the speaker's desk and three places from which members address the body. In the Senate, members address one another from their desks, and providing lighting and audio could be much more difficult. "Senate proceedings are less formal than those of the House," said one staff member last week. "Many older senators are afraid of the change TV cameras might bring."

Although Democratic senators generally opposed televised proceedings during the 96th Congress, it is possible many of them will favor the idea now that they are no longer in the majority. Televised pro-

ceedings are believed to offer increased advantages to minority members. In the House, the number of speeches by minority members has risen dramatically since cameras were introduced.

Opposition from senior Republican senators including the president pro tempore, Strom Thurmond (S.C.), is expected to be the biggest challenge to eventual passage of Baker's resolution. But among senators favoring some form of televised coverage are Bob Packwood (R-Ore.), Charles Percy (R-Ill.), William Armstrong (R-Colo.), Spark Matsunaga (D-Hawaii) and Larry Pressler (R-S.D.).

Smaller lineup for Sencoms subcom

Communications Subcommittee will shrink from 12 to 7 under Goldwater; Republicans find communications a turnoff

A Senate Communications Subcommittee with seven members, roughly half the size of that of the 96th Congress, has been created for the 97th. Last Tuesday, Democratic Senators Ernest Hollings (S.C.), Daniel Inouye (Hawaii) and Wendell Ford (Ky.) opted to serve on that subcommittee.

They joined Republican Senators Barry Goldwater (Ariz.), Harrison Schmitt (N.M.), Larry Pressler (S.D.) and Ted Stevens (Alaska) who chose that subcommittee in mid-December (BROADCASTING, Dec. 22, 1980). Last year's subcommittee had 12 members, seven from the majority party and five from the minority side.

This year's subcommittee is smaller because fewer Republican senators chose it. When only four Republicans picked Communications, the majority-minority ratio in the Senate allowed three Democrats.

"Communications is a fascinating but frustrating subcommittee," said Pressler last week in speculating on this year's size. The subcommittee in the last Congress drafted three communications bills—S. 611, S. 622 and S. 2827—none of which ever left the parent Commerce Commit-

tee to receive full Senate action.

The size of the new subcommittee should not diminish chances for passage of communications legislation during the 97th Congress, according to staff members of the Commerce Committee, where rules dictate that much of the work, including markups, is done in full committee rather than in subcommittees.

Meeting last Tuesday under Chairman Robert Packwood (R-Ore.), the new Commerce Committee adopted rules similar to those of its predecessors. Packwood offered the only change adopted: The order in which members may question witnesses will be determined not by seniority, as in previous committees, but by the order in which members arrive at each hearing. The new rule is seen as more democratic and is intended to encourage punctuality.

Committee members will decide on a case-by-case basis whether to hold hearings in full committee or in the subcommittee. Packwood has said he favors holding hearings at committee level so its members, all of whom will be involved in marking up legislation, will be acquainted with the issues. He and Goldwater, who chairs the Communications Subcommittee, will decide on a case-by-case basis who will chair committee hearings on communications legislation.

Feedback from home. In examining possible effects of television cameras on Senate proceedings, the Senate Rules Committee will draw heavily on the experiences of the House of Representatives, where proceedings have been televised since February 1979. There, where TV's impact has not been formally evaluated, one of the major questions representatives ask is, "What do my constituents think?"

C-SPAN, a cable network that carries most House proceedings, and has been experimenting with a call-in talk format during the presidential campaign and transition, received a considerable number of calls last week from viewers commenting on the House telecasts.

The question most commonly asked was: "Why can't we see the electronic tally board while it records how representatives vote on a bill?" The second most common was: "Why can't we see the full chamber or a roll call before a vote, so we know whether our congressman is present?"

C-SPAN President Brian Lamb said he is surprised at how well informed most callers are about House rules and procedures. The network decided last week to make its call-in format permanent.



Chairman Goldwater

Democrats Hollings, Inouye, Ford

Deregulation still no cinch for Ferris FCC

Chairman's enthusiasm for radio item—up for consideration this week—isn't shared by all of his colleagues; result could be stalemate in final days of Democrats' majority

The FCC this week is scheduled to take up what will probably be the last major item it will consider under the chairmanship of Charles D. Ferris, and one which he feels may be counted a major accomplishment of his administration. It is the proposal to deregulate radio, at least to some degree. But it appeared last week that the chairman will not have an easy task in marshalling a majority.

On balance, most commissioners, at least, favor some form of deregulation. But the disagreement among the seven on how the commission should proceed—which was evident when the rulemaking was initiated, in September 1979, and five separate statements were issued—seems not to have abated very much. Several commissioners last week noted that they have conflicting views on different aspects of the proposal. And while one expressed confidence that “the basic thrust” of the proposal would be approved, another talked of the need to seek further comment from the public because of changes in the item from the time it was issued as a rulemaking. Thus, the uneasiness among the commissioners who are moving into an uncharted area was evident.

Many of the provisions follow the outlines of the proposal issued more than a year ago:

- It would eliminate application-processing guidelines indicating minimum allowable percentages of nonentertainment programming. But a general obligation to provide programming responsive to local issues would be retained.

- Guidelines used to suggest maximum limits on commercial time—18-20 minutes an hour—would be abandoned.

- So would formal procedures broadcasters must follow in ascertaining community needs, in completing both new and renewal applications, and the program-logging requirements for commercial stations. Political broadcasting and technical logging rules would be retained.

However, there are some changes. Throughout the proceeding, the rationale for deregulation has been that the marketplace would impose all the regulation needed. That is the rationale underlying the proposal to eliminate commercial time standards, for instance. But the staff would abandon the so-called “marketplace failure” concept in considering complaints about a station’s alleged lack of service.

“If we found that the marketplace had failed to serve the public adequately,” the commission said in its notice of proposed

rulemaking, “we would have to be prepared to take appropriate action to remedy the situation.” Inability to devise a standard for measuring the performance of a market as well as the legal difficulties in regulating a market rather than individual stations reportedly persuaded the staff to seek an alternative.

The option being proposed is faithful to the marketplace regulation concept, however. Although licensees would continue to operate under the public interest standard, a station charged with failing to meet the programming needs of a particular segment of its audience could use as a defense the fact that one or more other stations in the market are meeting that need.

“This would give stations flexibility in carving out segments of programming of interest to specific audiences—minorities, young people—in a market where there are enough stations,” one commission official said. “But in one- or two-station markets, broadcasters would have a broad spectrum of responsibility.”

Another change in the original proposal involves both a substitute for the ascertainment requirement and a device to obligate broadcasters to provide some public interest programming. In an adaptation of the present problems-programs list required in the ascertainment process, the commission would call on stations to list and include in their public file annually up to 10 issues of importance to their community or to their specific audiences and the programming offered to deal with them. The issues need not be controversial matters of public importance; a classical music station, for instance, could concern itself with matters of concern to classical music

fans. On the other hand, while broadcasters would have final say on the programs offered, the commission would expect them to make “a good faith effort” to be open to suggestions from the public.

This provision is only one of several on which spirited debate is expected this week. Commissioner Tyrone Brown has backed away from his original proposal that the commission establish a fixed percentage of local public service programming that broadcasters would be required to meet. But he will argue that the commission should make clear that, in addressing their 10 issues, broadcasters be required to offer in-depth explanations for the selection of the issues and the programs employed. He wants to guard against simple “rip and read” treatment of issues.

Other commissioners have expressed reservations about the principle of the 10-issue requirement. Some, like Abbott Washburn, have opposed elimination of the commercial guidelines on the ground that the commission needs a weapon to deal with broadcasters who ignore generally accepted limits on commercial time.

All of which led one commissioner last week to ponder the need for action this week. “It’s important,” he said of the item. “But I don’t see any point in putting out something that we’re not all enthusiastic about and that will be challenged in court.”

Ferris, who is not expected to survive as chairman many hours after Ronald Reagan is sworn in as President on Jan. 20 and who has made clear he wants work completed on radio deregulation during his chairmanship, is likely to favor a greater sense of urgency.

NTIA proposes radio dereg—with a price

Agency white paper again calls for elimination of most rules, granting long-term licenses in return for 1%-2% of station revenues to help minorities and public broadcasting

The National Telecommunications and Information Administration, in a farewell white paper by its outgoing administrator, Henry Geller, has called for sweeping deregulation of radio, though at some price for licensees. The proposal, NTIA acknowledges, is not new; it has made it in other forms in the past. But NTIA is dropping the idea again in hopes it will take root and flower, perhaps in the new Congress. And it has reason to hope for some industry support for the idea.

Essentially, the proposal calls for elimination from radio of the public trustee programming scheme, which, NTIA contends, has not worked and imposes serious First Amendment costs. In return, broadcasters would pay a “lease charge” of 1% to 2% of gross revenues, which the government could use to help support minority ownership and public broadcasting—thus achieving “more directly and

effectively congressional goals of diversity of programming.”

NTIA is calling for legislation to effect the proposal. It says the FCC, which is scheduled to take up a radio deregulation plan of its own this week, is “necessarily limited in what it can do by the terms of the Communications Act. “Congress can and, we believe, should act to change drastically the law,” NTIA says.

The proposal does not deal with television. NTIA suggests that Congress await the experience of radio deregulation “and the arrival of a ‘TV of abundance’”—in the form of cable, cassettes, disks, direct broadcast satellite, multipoint distribution service and low-power television—before considering television deregulation.

NTIA feels that, with some 8,400 radio stations in the country and with a number of large cities having a “plethora” of outlets, the radio of “abundance” has arrived. It also notes that the commission has taken, and is considering, actions that could lead to greatly increased numbers of AM and FM stations. But, it says, deregulation is warranted by the present situation.

The NTIA proposal has generated little

support among industry forces in the past. The National Association of Broadcasters, for instance, has argued that deregulation should be implemented because it is correct policy but that it should not be tied to a trade-off of a fee, and NAB officials last week said there was no reason to think the association has changed its mind. However, the National Radio Broadcasters Association, whose officials had discussed the deregulation proposal with Geller before it was issued, have been won over by a commitment broadcasters would be given.

Under the NTIA plan, radio broadcasters would be free to program as they please, without government review. License renewal would be eliminated, along with such public trustee-related regulations as the fairness doctrine. Broadcasters would receive a long-term license—perhaps 25 years—which they could assign as they saw fit, simply notifying the commission after the fact. The fee would be written into what would be a long-term contract between broadcasters and the commission, and thus would not be subject to change.

NRBA's objection to fee proposals in the past, Abe Voron, NRBA executive vice president, said last week, was based on the ground they were subject to "change and escalation." (Voron was referring to legislation proposed by former Representative Lionel Van Deerlin (D-Calif.), then chairman of the House Communications Subcommittee.) "We don't object to broadcasters paying a nominal fee," he said. "It's the possibility of escalation." In return for that fixed payment, he noted, the NTIA proposal would assure broadcasters "security in their license; they wouldn't be subject to malicious challenges at renewal time or to onerous regulation." NRBA, he said, would support the proposal if it is introduced as a bill in Congress.

(Comparative hearings would also be eliminated for new applicants. NTIA suggests that the commission choose among competing applicants on the basis of congressionally mandated criteria—diversification and minority participation, for instance—or by lot if there are no differences among them.)

Not all regulations would be abandoned. The NTIA proposal would continue technical or power requirements, equal employment opportunity policies, multiple ownership limitations, and uncensored equal opportunities for candidates.

Although the fee that NTIA is proposing as the quid pro quo for deregulation has caused many broadcasters to oppose the proposal, NTIA insists it is an integral part of the plan. It would be "a substitute for the public trustee obligation" broadcasters now shoulder when given permission to use the airwaves for "overall commercial gain," NTIA says.

The monies raised would go to the general treasury and would not constitute a dedicated tax. But, NTIA says, Congress and the President "could take them into account in appropriating sums to accomplish the import social aims."



Brady



Small

Reagan picks his press team

Appointment of James Brady as press secretary is generally viewed with favor by reporters; he will be helped by Larry Speakes and Karna Small, ex-TV journalist

His background is politics and public relations, not journalism, and he is not likely to have the same access to his boss that Jody Powell had to his. But reporters covering the Reagan transition last week were generally pleased when the President-elect finally named his transition spokesman, James S. Brady, as White House press secretary.

President-elect Reagan announced Brady's appointment personally, at a news conference, in what was seen as an effort to invest the new press secretary with added prestige. At the same time, Reagan named a broadcast journalist, Karna Small, as deputy press secretary.

And the top level of what may come to be called the White House Brady Bunch is expected to be rounded out this week by the appointment of Larry Speakes, a former vice president of the Hill & Knowlton public relations firm in Washington, as another deputy.

"Affable" and "easy going" are words usually used to describe Brady. "Irreverent" is another. CBS News's Jed Duvall, who met Brady when the latter was still press secretary to John Connally, during Connally's ill-fated run for the Republican nomination, had a heavier phrase: "He's a fan of truth."

It didn't seem to matter, either, to Brady, who is 40, that he was not the President-elect's first choice. The job had been offered to and turned down by half a dozen journalists. Brady had never been reticent about indicating his interest in the job.

Brady said last week he will have access



Speakes

to the President. And Small and Speakes, who will share with Brady the responsibility for daily press briefings, also expect to sit in on meetings with the President. However, Brady will report to James Baker, who will be White House chief of staff, and reporters do not expect Brady to speak with the same degree of authority as Powell. "When you talk to Powell"—who has been a confidant of Jimmy Carter for 10 years—"it's almost like talking to the President," said Duvall.

The precise manner in which Reagan will communicate with the public is still being worked out. But aides say he will use television frequently and will hold regularly scheduled television press conferences, as well as smaller, informal ones, and engage in one-on-one sessions with reporters. Each of the commercial networks has asked for exclusive interviews with Reagan during the first month. (A commission formed by former Virginia Governor Linwood Holton and Ray Scherer, vice president of RCA Corp. and a former White House correspondent for NBC, has prepared a report designed to help the new Reagan administration

remove some of the chaos that now attends formal press conferences, in which reporters jump up and shout in efforts to be recognized (BROADCASTING, Sept. 29, 1980; "Closed Circuit," Dec. 1, 1980).

Under review is the manner in which the executive branch will get its message across. Brady said the present Office of Media Liaison which coordinates public relations activities of executive branch departments and services the needs of newspapers and broadcast stations outside Washington will be retained. Although the office—which he referred to as the Office of Communications—now operates under the authority of the press secretary, Brady said it would be "a separate office" that would "coordinate" with him.

Brady also said an effort would be made to organize the executive branch's information officers as a "team." The aim, he said, would be to have the executive departments' assistant secretaries for public affairs, the office of the press secretary in the White House and the Office of Communications "work in concert." There will be regular meetings of those officers, he said.

One decision not yet made is whether Reagan—a professional actor and speaker—will have a television adviser.

Brady, who joined the Reagan campaign as director of research when the Connally campaign collapsed, became Reagan's spokesman after Lyn Nofziger, the former governor's long-time press secretary, resigned after the election.

Brady, a native of Centralia, Ill., received a BS degree in 1962 from the University of Illinois, where he majored in communications and political science. And those have been the fields in which he has labored. He served on the staff of the late Senator Everett Dirksen (R-Ill.), when he was minority leader in 1961 and 1962. Later he worked in advertising and public relations in Chicago, and served as director of legislation and public affairs for the Illinois State Medical Society. He

became a communications consultant to the U.S. House of Representatives in 1973, and later served as a top aide to a number of Republican office holders—James T. Lynn, as secretary of housing and urban development and director of the Office of Management and Budget; Donald Rumsfeld, as secretary of defense; and Senator William V. Roth (R-Del.).

Small will provide the experience in journalism that Brady lacks. When picked for the deputy's job, she was moderating the U.S. Chamber of Commerce's syndicated television program, *It's Your Business*, and was conducting a weekly three-hour program on economics and politics on WRC(AM) Washington. She was with WTTG-TV Washington from 1976 to 1978 and with KGO-TV San Francisco, from 1972 until 1976. Previously, she had worked as a weather reporter on KRON-TV San Francisco and did news reports for KNBC-TV Los Angeles.

Speakes, a native of Mississippi, where he once operated weekly newspapers in three cities, brings White House experience to the Reagan team. He served in the White House press office under Presidents Nixon and Ford.

But it is Brady who will be facing the lions most days, and the question is how long he can retain his present equanimity. Last week, Nancy Reagan's reported remark that a reasonably good looking man should be named press secretary—a remark Reagan said was "a total invention"—subjected Brady to inevitable ribbing. Portly and balding, he could not be considered good looking by most standards. But he appears to have an inner strength.

On the morning after the announcement of his appointment, he greeted reporters attending his daily briefing with his customary, "Good morning, breakfast clubbers." To which a reporter responded, "Good morning, good looking." "Thank you very much," said Brady.

this year with the projected increase in pay subscribers. The networks wouldn't be able to make up that difference—they simply couldn't command that much more in advertising revenues per film.

John Reidy of Drexel Burnham Lambert calculates that at most the networks could only reasonably consider such exclusivity to be worth a scant 10% more per film than they're paying now. He figures the current top price for several network showings of a film to be \$4 million—a 10% boost, \$400,000, is only a third of the revenues lost by eliminating pay cable.

And both analysts note that, in any case, all networks have been talking most recently of controlling cost escalation, with a prime tactic being cited as a shift in mix away from theatrical releases to made-for-television product.

A likelier scenario, in the minds of a number of analysts, is for movie companies to decide what a given film is worth, per subscriber, and put it up for bid. Liebowitz thinks that with the development of dual pay, and the growth of Showtime and Warner Amex's Movie Channel, HBO may no longer be able "to afford to stonewall it." Should the others pay up for films, HBO would simply look less attractive and be faced with disconnects. Two years ago, says Liebowitz, a producer didn't have a pay sale without HBO's 75% market share. But even now, half the market's revenues can be realized from a sale just to Showtime and The Movie Channel (thanks in part to their growth, in part to their currently paying several cents more than HBO on a per subscriber basis).

Several analysts, citing the ventures into cable by ABC and CBS, say they wouldn't be surprised to see come deal struck in that quarter that would result in either of them offering pay movies to cable. Joe Fuchs of Kidder Peabody thinks it just requires "one of the networks to put on its thinking cap."

Getty Oil, of course, could conceivably fill such a role by going it alone with Premiere. After all, there's already the Premiere uplink just waiting in Bristol, Conn., at Getty's ESPN operation. But Stuart Evey, Getty's vice president for diversified operations, says there is "no consideration" of Getty taking that route, "unless I had six million subscribers." (HBO's last public claim was five million.)

For the short term, the analysts don't expect prices to escalate. They cite the backlog of product the four majors have held off the market in anticipation of licensing it to Premiere. As the films age, their values rapidly diminish, say the analysts. Reidy calculates the Premiere partners together lost roughly \$15 million in revenues last year by withholding product—they'll have to get those films back on stream fast to recover any of that money. The "outflooding" of titles the analysts expect could be more than the market needs this year, a glut that would serve to depress prices for the immediate future.

Weird twists of the Premiere tale

Analysts knock down notion that movie companies might avoid licensing to pay cable in wake of court injunction; compounding Hollywood's setback, film prices should fall in short run when/if dam breaks

A principal conclusion reached by Judge Gerard Goettel in making his decision to grant a preliminary injunction blocking the Premiere joint venture of Getty Oil and its four motion picture partners (BROADCASTING, Jan. 5) was that "the implementation of the Premiere venture has a high potential of raising prices." But conversations with analysts of the entertainment industry reveal a consensus that prices are going to rise, Premiere or no—and that's not just allowing for inflation.

The movie companies have made it

clear they're dissatisfied with the returns they get from pay cable, and are said to be considering various mechanisms to achieve greater revenues should Premiere fall by the wayside. One report making the rounds is that the producers are planning to offer films first to the over-the-air broadcast networks, for a boost over current licensing fees, possibly cutting out pay cable altogether.

If that's the case, say the analysts, the producers are in for a rude awakening—the proposition doesn't make business sense for either the producers or the networks. As Dennis Liebowitz of Donaldson Lufkin Jenrette figures the situation, cutting pay cable out of the distribution picture would mean a sacrifice of \$1.2 million in revenue on the average film (assuming about 15 cents per subscriber), a figure that would rise to an average of \$1.7 million

Time cable unit starts expansion

Its Manhattan Cable will spend \$20 million to increase to 35 channels, offer more pay fare, install new earth station

Manhattan Cable, the New York franchisee owned by Time Inc.'s MSO, American Television & Communications, last Wednesday announced a \$20-million capital improvement program that will upgrade the system (now serving 120,000 subscribers) from 26 to 35 channels. Key to the expansion is a \$5-million order for 50,000 "Total Control" addressable converters from Oak Industries and a \$1-million computer-controlled master control room that can monitor each channel and offer automated operation of 10 channels.

Manhattan's president, John F. Gault, took the opportunity of the press conference announcing the expansion to sign the Oak contract, and those in attendance also witnessed a live broadcast from the new master control that featured an inaugural ribbon cutting by Manhattan Borough President Andrew Stein and Gerald Levin, group vice president-video of Time Inc.

Along with the channel expansion, Gault also announced that Manhattan would begin offering both Cinemax (the "complementary" service offered by Time's Home Box Office unit) and Showtime. Manhattan already has 68,000 HBO subscribers.

Expansion of this one of the two systems currently serving New York has implications beyond that municipality: some observers have theorized that the growth of the cable industry, particularly its advertiser-supported segments, may have been adversely affected by restrictions on channel capacity, and consequently cable programming, in the presumed media capital of the country.

As described by Gault, the expansion program will occur in stages over the next

five years, with the new converters first being offered to those subscribers who sign up for either of the two additional pay services. That phase alone would take two years, he estimated after the meeting.

The occasion suggested something of a Time Inc. family reunion, with Levin later joining the conference in the flesh, company Chairman Ralph Davidson putting in an appearance, and HBO Chairman Nick Nicholas and President Jim Heyworth on hand. Heyworth described the Cinemax service Manhattan would be offering under the expansion. And Mike Weinblatt, president of HBO's rival, Showtime, summarized the offerings his service would have for Manhattan subscribers. Also at the conference was Oak's Bob McRann, who accepted the converter contract from Gault and presided over a demonstration of the Oak equipment.

Gault described other elements of the expansion program, which included the establishment of a receive-only earth station, expected to be on-line by April at a cost of under \$500,000; the already completed installation of a 5.5 kilometer fiber optic trunk (which Gault called the longest trunk without repeaters now in service); use of a mobile studio van for local origination coverage, and the construction of a new on-site studio at Manhattan's headquarters. The cable operator intends the system to have up to three-satellite capability, although the decision hasn't been made whether to use a single broadband antenna or separate dishes.

Once the earth station is established, Gault later indicated, the system would be ready to offer additional program services to subscribers.

According to Gault, the Oak converters being ordered provide the basics for two-way interactive service on the system, which is targeted for availability "in the near future," said to be in late 1981.

A question directed to Levin at the meeting elicited the reply that Time Inc. is considering offering a "new form of video publishing" soon, which he described as "a consumer service" distinct from those of other firms that are targeted to the business community.

Cox settles on renewal right with programming, hiring promises

Cox Broadcasting has agreed to fill one out of four job vacancies at its Atlanta broadcast stations, WSB-AM-FM-TV, with minority individuals and spend \$10 million to promote public access television on its cable systems as part of a three-year pact with two Atlanta civil rights groups.

For their part, the Atlanta chapters of the National Association for the Advancement of Colored People and the American Civil Liberties Union agreed to withdraw a petition against renewal of the licenses filed in 1976. The terms of the agreement, which were announced last week, become effective when the FCC renews the licenses.

In its petition, the groups charged the stations with racial and sexual discrimination in employment practices, said they failed to produce programming for minority groups and that Cox dominated the local media. (Cox owns the city's two daily papers and, until the FCC ordered it to sell under its crossownership rules, the cable franchise for the city.)

According to Fred Barber, vice president and general manager of WSB-TV, the agreement requires the stations to maintain a level of minority employment consistent with the percentage of minority workers in the Atlanta metropolitan area. The stations also have promised to fill 25% of all job vacancies in the top four job categories (as defined by the FCC) with minority individuals.

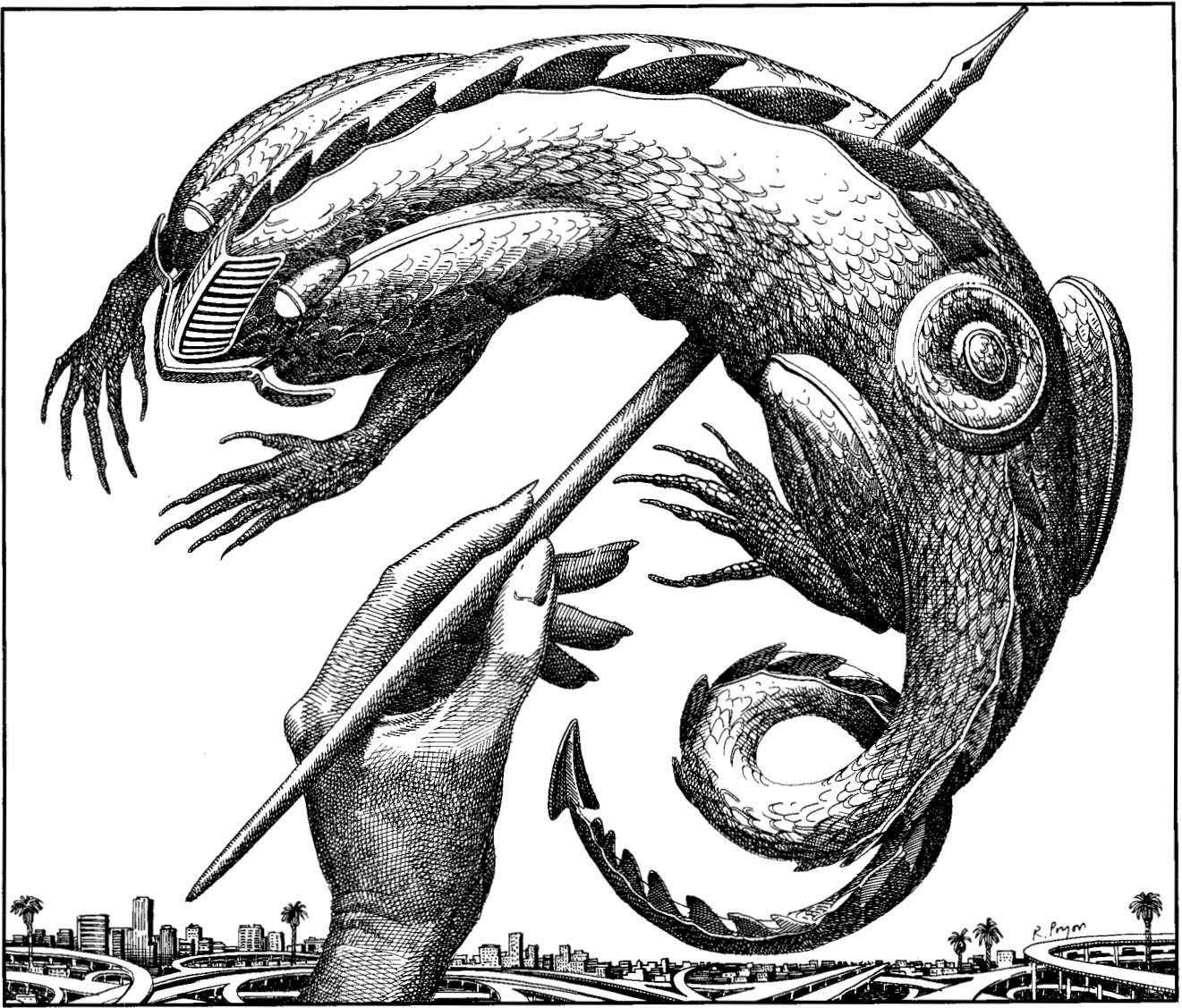
Gene Guerrero, executive director of the local ACLU chapter, said Cox made a number of other promises concerning public affairs programming and community involvement. Cox will donate, he said, an additional \$300,000 to Clark College, a black school, earmarked for the establishment of a broadcast training center.

Guerrero also said all the stations promised to air short public commentaries and that WSB-TV promised to air programs of independent minority producers four times a year. Except for these two commitments, Barber said WSB-TV has already met or exceeded all the programming and employment terms of the agreement.

Even though Cox no longer owns cable in Atlanta, the agreement encompassed all the systems owned by the Cox cable subsidiary, Cox Cable Communications. Guerrero said Cox must provide a full-time access channel and supply equipment for access production on all its systems of more than 12 channels. Systems with more than 12 channels and more than 25,000 subscribers are also required to provide an access studio and technical staff to assist in production, he said. Cox has also agreed to commit \$10 million, spread over the next four years, to promote public access and local origination production.



Expansionists. John Gault (center), president of Manhattan Cable Television, announced the expansion program for the system during a press conference at New York's 21 Club. Flanking Gault are (l-r): Nick Nicholas, Home Box Office chairman; Jim Heyworth, HBO president; Bob McRann, executive vice president of Oak Industries, and Mike Weinblatt, president of Showtime Entertainment.



DRIVING AUTO INSURANCE FRAUD OUT OF BUSINESS

LOS ANGELES—Hundreds of unsuspecting drivers on the freeways of Los Angeles have been victims of accidents staged to defraud insurance companies.

This pattern of deceit was disclosed by reporter Lori Lerner in a six-part investigative series on KIIS, a Gannett radio station.

Lerner described the activities of

one gang of defrauders blamed for 700 accidents. They forced innocent drivers into collisions with vehicles driven by their accomplices, who padded injury and repair bills that grossly overstated monetary damages.

These conspirators helped make auto insurance fraud a \$500-million business in Southern California. And motorists are paying for it in higher insurance premiums.

The KIIS radio series revealed that the accident ring carefully kept each claim under \$5,000, to avoid calling their fraud to the attention of the insurance companies.

As a result of the KIIS investigation, public awareness of the illegal practice has risen. The District Attorney of Los Angeles reports it has helped close doors once open for auto insurance fraud. The California State Bar Association and the California State Board of Medical Quality Assurance are probing violations of professional conduct. The courts are handing down tougher sentences to convicted defrauders.

And Lori Lerner and KIIS radio won

the Golden Mike award for the best radio news documentary in Southern California.

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WVON, WGCI-FM Chicago	WPTA-TV Fort Wayne	WLKY-TV Louisville	WCZY-FM, WLQV Detroit	KSD AM-FM St. Louis	WWEV, WDOK-FM Cleveland	KOCO-TV Oklahoma City



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Station trading in 1980: \$876 million-worth of properties changed hands

That total was second only to 1979 which included Gannett-CCC merger; the year also saw the potentially biggest deal, between Cox and GE, fall through; average price for radio station rose 30%, for TV station, 125%

In dollar volume, 1980 was the second biggest year of station sales in broadcasting history. It would have been far and away the biggest if the Cox-GE merger had not fallen through last May.

The record was second only to that of 1979, when the volume was abnormally inflated by the merger of Combined Communications Inc. into the Gannett Co., a \$370-million deal approved by the FCC in June of 1979.

Despite the collapse of the Cox-GE agreement, valued at \$560 million under original terms and reportedly sweetened

by another \$100 million or more in subsequent negotiations that failed, the value of station trading in 1980 reached \$876,084,000. The figure was 21.6% below that of 1979—\$1,116,648,000, if the Gannett-Combined transfers are included. Without the inclusion of that history-making deal, 1980 sales would have bettered 1979 by 17.3%.

Although the number of transactions in both radio and television was down in 1980, prices per station rose dramatically in both categories. Only 424 radio stations changed hands in 1980, 157 fewer than in the previous year. In 1980 35 television stations were sold, 29 fewer than in 1979. But the average price for a radio station in 1980 was \$801,023, an increase of 30.3% over the 1979 average of \$614,646. The average price for a stand-alone AM was \$765,000, for a stand-alone FM, \$1,493,000 and for an AM-FM combination

\$1,147,670.

The average price for a television station was \$15,261,428, more than double 1979's average of \$6,757,042. Breaking down the television station sales by UHF and VHF (excluding the \$82-million package sale of five television stations—three UHF's and two VHF's—from Newhouse Broadcasting Co. to the Times Mirror Co.), the average price of a VHF station in 1980 was \$17,461,766 while UHF stations were commanding an average of \$9,328,571.

The dollar volume of radio station trades in 1980 was \$341,934,000. Single AM's totalled \$111,777,000; single FM's, \$111,947,000, and AM-FM combinations, \$118,210,000.

The dollar volume of television station sales in 1980 was \$534,150,000—consisting of \$321,550,000 in VHF-only deals, \$130,600,000 in UHF-only and the \$82-

27 years of station transactions

Dollar volume of transactions approved by FCC

Number of stations changing hands

	Total	Radio only	Combined Radio-TV*	TV only		Radio only	Combined Radio-TV*	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000**	267,296,410	1971	270	2**	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	1973	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	1974	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	1978	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	1979	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	1980	424	3	35
Total	\$6,954,834,984	2,991,522,265	1,182,769,883	2,791,872,736	Total	8,515	NA	782

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

*Prior to 1971 figures represent total number of deals involving both radio and television stations. **Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

million Times Mirror buy. (All calculations are based on sales approved by the FCC in 1980.)

The biggest broadcast trade of 1980 was Times Mirror-Newhouse. Times Mirror—the Los Angeles-based publisher of the *Los Angeles Times* and other publications—now owns the maximum number of television that the FCC permits—seven. Stations acquired from Newhouse were WAPI-TV Birmingham, Ala. (ch. 13); KTVI(TV) St. Louis (ch. 2); WSYR-TV Syracuse (ch. 3) and its satellite, WSYE-TV Elmira (ch. 18), both New York, and WTPA(TV) Harrisburg, Pa. (ch. 27).

Times Mirror also owns one of the largest cable MSO's—Times Mirror Cablevision—which has in excess of 500,000 subscribers.

Newhouse Broadcasting Co.—a Syracuse-based newspaper publisher owned by the family of the late Samuel I. Newhouse—is retaining ownership of WAPI-AM-FM Birmingham, WTPA-FM Harrisburg and WSYR-AM-FM Syracuse.

The second biggest deal of last year featured the highest price ever paid for a single television station—the sale of McClatchy Newspapers' KOVR(TV) Stockton, Calif., to the Outlet Co. for \$65 million. The deal went through after the FCC waived its crossownership rules in March and approved the transfer of control of McClatchy Newspapers' 11 radio and television stations from the late Eleanor C. McClatchy to her nephew, Charles K. McClatchy.

McClatchy requested the waiver to maintain its "grandfathered" status for the broadcast-newspaper crossownership situations existing in Stockton-Sacramento, Modesto and Fresno, all California. Without a waiver, a transfer of control strips a company of its grandfathered protection. By preserving that protection, McClatchy was also entitled to—and received—a tax certificate for voluntarily breaking up its media combination in Stockton.

Last November, the FCC also granted final approval of the sale of another McClatchy station, KMJ-TV Fresno, Calif., to San Joaquin Communications Corp. for \$13.5 million. In so doing, the commission denied a petition to deny the sale filed by the National Land for People Inc., which claimed San Joaquin was unfit to be a licensee because of alleged violations of the Federal Reclamation Act of 1902 and because the buyer principals already exerted "concentrated economic power" in the Fresno area.

San Joaquin Communications—owned by 14 local businessmen, farmers and ranchers and headed by R. W. Millard, president—had filed a competing application for the KMJ-TV facility. McClatchy sold the station to avoid a long and costly hearing.

The Outlet Co.—a Providence, R.I.-based group owner of four AM's, three FM's and five TV's—also initiated the most complicated deal of 1980, involving three radio stations and resulting in the

first minority-controlled broadcast station in Rhode Island. In granting its approval, the FCC granted a waiver of the one-to-a-market rule that let Outlet acquire WSNE(FM) Taunton, Mass., which is in the same market as its WJAR-TV Providence.

The transaction saw the license for Audio-Air Inc.'s WRLM(FM) Taunton assigned to Franks Broadcasting Co. for \$2.2 million. Franks in turn assigned its license for WHIM(AM) Providence to minority-controlled East Providence Broadcasting Co. for \$900,000 and received a tax certificate for so doing. Concurrently, Franks, to avoid any snag on the three-year rule, exchanged WRLM for Outlet's WJAR(AM) Providence, the radio half of its grandfathered AM-TV combination.

In requesting the waiver of the one-to-a-market rule—which forbids an owner from acquiring a radio station in a market where it already owns a television station or vice versa—Outlet successfully argued that the only significant change would be the advancement of the commission's policy of furthering broadcast station ownership by minority groups. As far as its own grandfathered combination was concerned, nothing would really change, Outlet contended. An FM would simply be exchanged for an AM. In effect, Outlet argued, there were two choices: an AM-TV combination in Providence with no minority-controlled stations in Rhode Island or an FM-TV combination in Providence competing with a minority controlled AM in Providence.

The principal owner of East Providence Broadcasting—buyer of WHIM—is Henry Hampton, a black and founder and president of Blackside Inc., a Boston-based television and film production company.

The other big VHF deal of 1980 was the \$45-million merger of Black Hawk Broadcasting Co. into American Family Corp.—a Columbus, Ga.-based insurance conglomerate. Of the seven Black Hawk properties, only two were retained by American Family—KTIV(TV) [ch. 4] Sioux City and KWVL-TV [ch. 7] Waterloo, both Iowa—while three AM's, one FM and one TV were spun off.

KAAL(TV) [ch. 6] Austin, Minn., was spun off to St. Joseph, Mo., newspaper publisher David R. Bradley and family for

\$11.5 million. Bradley is president of a company that owns WSAV-TV Savannah, Ga., as well as a St. Joseph cable television system.

KWWK(AM)-KFMW(FM) Waterloo, Iowa, went to Forward Communications Corp.—a Wausau, Wis.-based group owner of six AM's, six FM's and six TV's—for \$3,477,500. KLWW(AM) Cedar Rapids, Iowa, was sold to Cedar Rapids Broadcasting Co.—owned by G. Dale Cowle—for \$760,000. Cowle also owns KASI(AM)-KCCQ(FM) Ames, Iowa; 85% of KQCR(FM) Cedar Rapids, and 27.7% of KOKX(AM)-KIMI(FM) Keokuk, Iowa. KCBC(AM) Des Moines, Iowa, was spun off to Des Moines Broadcasting Co.—owned by Paul Olson (who owns KLEM(AM) Le Mars, Iowa) and others—for \$500,000.

In addition to the two television properties acquired in the merger, American Family owns WYEA-TV Columbus and WTOG-TV Savannah, both Georgia; KFVS-TV Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala.

On the UHF side of the television coin, Ted Turner—who can't seem to keep out of the news—sold WPCQ-TV (formerly WRET-TV) Charlotte, N.C., to Westinghouse Broadcasting Co. for \$20 million, a record price for a single UHF. Turner sold the station to finance operations of his Cable News Network, a 24-hour cable news service. Consummation of the Charlotte station sale came into doubt last spring after the FCC had granted approval of the sale. Certain EEO restrictions and a short-term renewal had been placed on the license for the station. Westinghouse insisted that the conditions be resolved by Sept. 16, 1980, or the deal would be off as the sales contract called for the transfer of a "valid and regular license." Last summer Turner's lawyers convinced the commission to remove the EEO reporting conditions and grant the station a full-term license. The deal was then closed in July.

In addition to the \$20 million it paid for WPCQ-TV, Westinghouse, on an acquisition binge in 1980, paid a total of \$18.4 million for separate buys of three major market FM's and contracted to buy a fourth, KOSI-FM Denver, for \$7.5 million. It also announced an agreement in principle to ac-

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quire Teleprompter Corp.—one of the few cable MSO's with more than 1 million subscribers—for \$646 million, by far the biggest cable deal in history.

Last January, Westinghouse purchased KODA-FM Houston from Taft Broadcasting Co. for \$5 million. In February it acquired KOAX(FM) Dallas from Metroplex Communications for \$7 million. Early last month the FCC granted its application to buy KJQY(FM) San Diego from Hefstel Broadcasting Co. for \$6.4 million.

Other stations in the Group W portfolio of seven AM's, five FM's and six TV's include WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WIND(AM) Chicago; WOWO(AM) Fort Wayne, Ind.; KYW-AM-TV Philadelphia; KDKA-AM-TV and WPNT(FM) Pittsburgh; KFVB(AM) Los Angeles; WINS(AM) New York, and KPIX(TV) San Francisco.

Also on the radio front, Storer Broadcasting sold its WHN(AM) New York to Mutual Broadcasting System—owned by Ada, Mich.-based Amway Corp., mass marketer of home products—for \$14 million. Mutual acquired its first broadcast property—WCFL(AM) Chicago—in June 1979 for \$12 million.

The second biggest AM deal of 1980 was the acquisition of KJR(AM) Seattle by Metromedia Inc. from Kaye-Smith Enterprises for \$10 million. Metromedia, a Secaucus, N.J.-based publicly traded group owner of six AM's, seven FM's and

seven TV's, in turn sold KNEW(AM) San Francisco to Malrite Broadcasting Co. for \$5 million. Malrite, a Cleveland-based group owner of six AM's, four FM's and three TV's, is challenging the FCC in a New York appeals court regarding the Commission's decision last summer to delete the syndicated exclusivity and distant-signal cable rules.

Kaye-Smith—owned by actor Danny Kaye and Lester Smith—also sold WUBE-AM-FM Cincinnati for \$3.9 million. The buyer was Plough Broadcasting, subsidiary of Memphis-based Schering-Plough Corp., a manufacturer and distributor of consumer products and pharmaceutical drugs. It owns five other AM and five other FM properties.

The biggest FM deal to date occurred in 1980 with the sale of KIOI(FM) San Francisco by Jim Gabbert to Karl Eller for \$12 million. Subsequent to the agreement in principal made by those two in March, Eller and Charter Oil Co. formed a joint venture, Charter Media Co., to operate media and broadcast properties already owned by Charter as well as acquisitions such as KIOI, the *Philadelphia Bulletin* and New York Subways Advertising Co. Six months later, however, Eller and Charter parted ways, with Charter hanging on to everything acquired during the short-lived venture with the exception of the New York advertising company.

In addition to KIOI, Charter—a Jacksonville, Fla.-based oil conglomerate—owns WOKY(AM)-WMIL-FM Milwaukee; WDRQ-FM Detroit; KCBQ(AM) San Diego, and KSIQ-FM St. Louis. It is negotiating to buy KITT(FM) San Diego for \$6 million.

Gabbert sold off all of his radio properties in 1980 to finance the development of KEMO-TV San Francisco which he acquired from Leon Crosby for \$9.85 million. Rene DeLarosa, former station manager of KEMO-TV, bought Gabbert's KIQI(AM) San Francisco for \$3 million. KIKI(AM)-KPIG(FM) Honolulu went to John Parker and his wife, Kathleen, for \$1.2 million. The Parkers also own KOWL(AM) South Lake Tahoe, Calif.

The biggest nondeal of all time also occurred in 1980—the proposed GE-Cox merger that never came off. That merger would have involved 28 broadcast stations and 57 cable systems—17 of the broadcast stations and 44 of the cable systems belonging to Cox. The original asking price was \$560 million, and GE had reportedly offered as much as \$130 million more to keep the deal alive, but in the end Cox bowed out.

The FCC issued an order approving the Cox-GE merger on April 28, 1980, one month and two days before the contract deadline expired. In the last week of May, Cox filed a petition for reconsideration of the commission decision granting the merger, thus blocking the issuance of a final order. Cox was then free to terminate and did.

The \$62.9-million merger of the Kansas State Network into Standard Communications Inc., owned by George Hatch and family, was approved by the FCC on Dec. 30, 1980. That deal—announced in August of 1979—is not expected to be closed until later this month at the earliest. An FCC hearing case (concerning price-fixing allegations) involving KSN's KTVJ(TV) Joplin, Mo., and other stations in the market has been resolved in that station's favor.

In addition to KTVJ, KSN owns KGLD(TV) Garden City, KCKT(TV) Great Bend and KARD-FM-TV Wichita, all Kansas, and KMOC(TV) McCook, Neb. The Wichita FM is being spun off to John Price, a Salt Lake City real estate developer, and family for \$1.25 million.

The Hatch family owns KGEM(AM)-KJOT(FM) Boise, Idaho; KGHL(AM)-KIDX(FM) Billings and KYSS-AM-FM Missoula, both Montana; KALL-AM-FM-KUTV(TV) Salt Lake City and KVEL(AM)-KUIN(FM) Vernal, Utah. These properties, when added to the KSN stations, will give the Hatches a broadcast portfolio of five AM's, five FM's and six TV's.

Several other major station sales were initiated in 1980 but still await FCC approval. Cosmos Broadcasting Corp., Columbia, S.C., bought the four television and three radio stations of Orion Broadcasting Corp., Louisville, Ky., for \$110 million. Gulf United Corp., Dallas, bought San Juan Racing's nine radio stations for \$62 million plus \$5 million in liabilities. Knight-Ridder, Miami, bought

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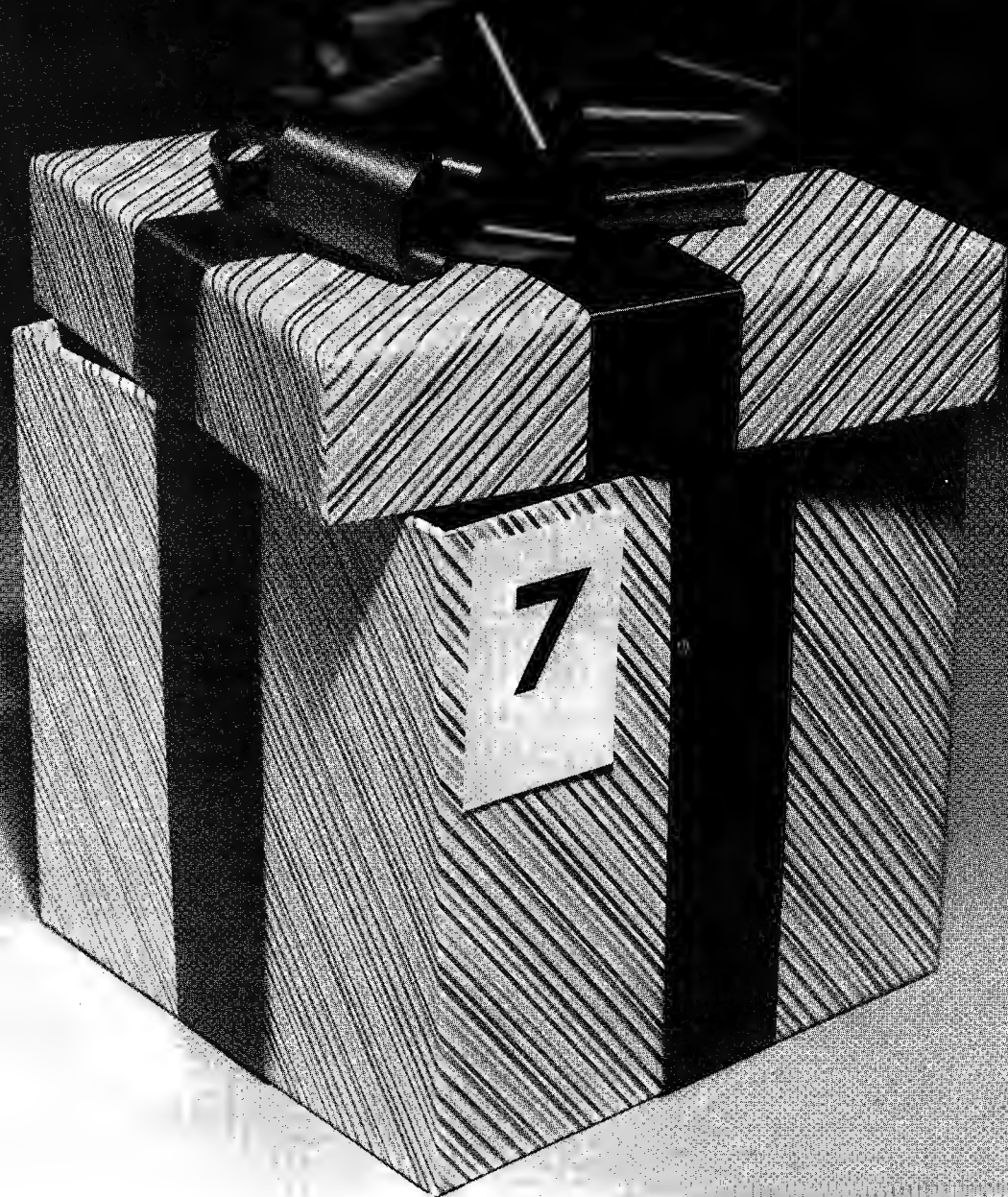
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Landmark Communications' WTAR-TV Norfolk, Va., for \$48 million. The Hearst Corp., New York, bought WDTN(TV) Dayton, Ohio, from Grinnell (Iowa) College for \$47 million.

Following are summaries of the remaining television and radio deals valued at more than \$1 million that were approved by the FCC and consummated in 1980.

VHF

WVEC-TV Norfolk (Hampton), Va., owned by Thomas P. Chisman and family went to Corinthian Broadcasting for \$31.2 million. The deal included six cable systems in Virginia and North Carolina with a total subscriber count of 3,497. Corinthian is owned by Dun & Bradstreet and owns five other CBS-affiliated TV's.

Chronicle Broadcasting Co., a subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of KRON-TV San Francisco, WOVT(TV) Omaha and Wester Communications Inc., a cable MSO, acquired KAKE-AM-TV for \$27 million. It spun off the AM to Misco Broadcasting Corp. for \$2.3 million. Misco is owned by S.O. Beren.

Fuqua Industries sold its three television stations, and its chairman, J. B. Fuqua, sold a fourth. Its AM's, WROZ Evansville, Ind., and WTAC Flint, Mich., are also for sale.

Dale G. Moore bought two of the Fuqua stations—J. B. Fuqua's personal station, WJBF(TV) Augusta, and WTVM(TV) Columbus, both Georgia, for \$25 million and \$19.5 million, respectively. Moore is also principal owner of KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana; KSEI(AM)-KRBU(FM) Pocatello and KMVT(TV) Twin Falls, both Idaho, and WAPA(TV) San Juan, P.R.

Charles Woods bought Fuqua's WTVM(TV) Evansville, Ind., for \$21.5 million. Woods also owns WTVY-AM-FM Dothan, Ala.

Belo Broadcasting Corp. bought Fuqua's WTVC(TV) Chattanooga for \$19.5 million. Belo Broadcasting is a subsidiary of the A.H. Belo Corp., a privately held publisher of the *Dallas Morning News* and owner of WFAA-AM-TV and KZEW(FM) Dallas and KFDM-TV Beaumont, Tex.

KTVB(TV) Boise, Idaho, was sold to King Broadcasting by Georgia M. Davidson and family for \$14 million. King is owned by Dorothy S. Bullitt and family who also own KYA-AM-FM San Francisco; WRTH(AM) Wood River (St. Louis), Ill.; KGW-AM-TV-KINK(FM) Portland, Ore.; KING-AM-FM-TV Seattle and KREM-AM-FM-TV Spokane, Wash.

KTVN(TV) Reno was sold by Washoe Empire to Sarkes Tarzian Inc. for \$12.5 million. The Tarzian family also owns WTTS(AM)-WGTC(FM) Bloomington,

WATI(AM) Indianapolis and WPTH(FM) Fort Wayne, all Indiana.

Grayson Enterprises Inc. disposed of four television stations via FCC distress sale. KBLK-TV Lubbock and KTXS-TV Sweetwater-Abilene, both Texas, went to Prima Inc. for \$11.1 million. Prima is owned principally by John Robert E. Lee, Robert L. Dudley and Daniel H. Neviasser. Dudley also owns 15% of both WSME(AM) Sanford, Me., and WNBP(AM) Newburyport, Mass. His brother, Richard D. Dudley, is president of the Forward Communications station group based in Wausau, Wis.

The other two Grayson TV's—KMOM-TV Monahan and its satellite, KWAB(TV) Big Spring, both Texas—went to Permian Basin Television Corp. for \$3 million.

KIMT(TV) Mason, Iowa, was sold by Lee Enterprises to Hugh I. Shott and family for \$9.5 million. The sale was made in compliance with the FCC's 1975 action ordering the breakup of "egregious" concentrations of media control. The Shotts also own WHAJ(FM) Bluefield, W.Va., and WBTW(TV) Florence, S.C.

KCOY-TV Santa Maria-Santa Barbara, Calif., was bought by Stauffer Communications from Helen Pedotti, Mile Acquistapace, Burns Rick, Robert Burris and others for \$7 million. Stauffer is a Topeka, Kan.-based publisher and group owner of 10 radio stations, seven AM's,

Put Our Experience To Work For You!

The purchase of television station
KAAL-TV
Austin, Minnesota
for
\$11,250,000
by
News-Press & Gazette Co., St. Joseph, Mo.
from
Black Hawk Broadcasting Co.
has been consummated as of October 1, 1980.
We are pleased to have served
as broker in this transaction.

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American Family Corporation
has acquired by merger
Black Hawk Broadcasting Company
license of
KWWL-TV
Waterloo-Cedar Rapids, Iowa
KTIV-TV
Sioux City, Iowa
and
CATV systems serving nine
suburban communities
in the Dallas-Ft. Worth area
plus affiliated outdoor advertising
and food service companies.
The transaction is valued
at approximately
\$45,600,000
We are pleased to have initiated
this transaction and to have served
as broker throughout
the negotiations and consummation.

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Susquehanna Broadcasting Co.
has acquired
KLIF-AM
Dallas, Texas
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\$4,250,000
from
Fairchild Industries
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The sale of
WWOM-FM
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\$800,000
from Metroland Broadcasting Corp. to
Liberty Communications, Inc. has been closed.
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The sale of
WZZK-FM
Birmingham, Alabama
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from Johnston Broadcasting Company to
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The sale of
KIKI-KPIG
Honolulu, Hawaii
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\$1,200,000
from James J. Gabbert to John and Kathleen Parker
has been closed.
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The sale of
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three FM's and two TV's.

UHF

Buford Television Inc. acquired KDNL-TV St. Louis from Evans Broadcasting Corp. for \$17 million. Buford owns KLTW(TV) Tyler and KTRE-TV Lufkin, both Texas. It also owns cable systems serving 16 Indiana communities and five serving Florida communities. Buford sold KF5M-TV Fort Smith, Ark., to the New York Times Co. in 1979 for 17.5 million.

Earlier last year, the New York Times Co. acquired WHNT-TV Huntsville, Ala., from North Alabama Broadcasters Inc. for \$12 million. In addition to the two television properties, Times also owns WREG-TV Memphis and WQXR-AM-FM New York.

Trinity Broadcasting Network, a non-profit religious corporation based in Santa Ana, Calif., acquired WHFT-TV Miami from the Lester Sumerall Evangelistic Association Inc. for \$10 million. Trinity also owns KTBN-TV Fontana, Calif., and KPAZ-TV Phoenix. TBN programming is carried on 300 cable systems.

Larry Israel, the head of the communications division of Coca-Cola Bottling Co. of New York which owns 51% of WIXT(TV) Syracuse, N.Y., and Steven Kumble purchased WICS(TV) Springfield, Ill., for \$10.7 million. They had also applied to purchase WBFF(TV) Baltimore in mid-1979 but that deal fell through last year.

A.S. Abell Co., publisher of the *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, sold WBOC-TV Salisbury, Md., to Thomas H. Draper for \$8 million. Draper is the principal owner of WTHD(AM)-WAFL(FM) Millford, Del. In a separate transaction, Abell Co. also sold WSBY(AM)-WQHQ(FM) [formerly WBOC-AM-FM] Salisbury to the Evening Post Publishing Co. for \$2.5 million. The Evening Post Publishing Co., based in Charleston, S.C., also owns KDBC-TV El Paso, Tex., and KOAA-TV Pueblo-Colorado Springs, and a cable system in Aiken, S.C.

Tandem Productions Inc., Norman Lear's TV production company, and subscription television entrepreneur Jerry Perenchio teamed up to buy KMOV-TV Sacramento, Calif., last July only to sell it three months later, subject to FCC approval, to Koplal Communications Inc. for \$7.6 million, roughly what they paid for it. They are seeking a waiver of the three-year trafficking rule, citing changes in the Sacramento market (cable expansion and MDS operations) which, they contend, prevent the successful operation of STV service there. Koplal, owned by Edward Koplal and family, owns KPLR-TV St. Louis.

Oak Industries Inc., a publicly traded electronics and communications firm based in Rancho Bernardo, Calif., acquired a 49% interest in WSNL(TV) Chicago from Video 44 Inc. for \$7.3 million. Oak also owns 50% of KBSC-TV Corona, Calif., an STV station. Oak also purchased WKID(TV) Fort Lauderdale, Fla., from CB

TV Corp. for \$4.1 million. It plans to use that station to provide STV service to the Miami-Fort Lauderdale Market (15th ADI).

Augusta Telecasters sold WATU-TV Augusta, Ga., to Shurz Communications, a South Bend, Ind.-based publisher/group broadcaster, for \$5 million. Shurz also owns WSBT-AM-TV/WWJY(FM) South Bend, WDBJ(TV) Roanoke, Va., and cable systems in Hagerstown, Md., and Carl Springs, Fla.

Wometco Enterprises, a publicly traded group owner of one FM and six TV's based in Miami, was the principal buyer of a group that acquired WSNL(TV) Smith-

town, N.Y., from Suburban Broadcasting Corp. for \$3.6 million. In granting the sale, the FCC waived its duopoly rule because of the buyer's intention to convert the station into an STV satellite, rebroadcasting Wometco's WWHT-TV Newark, N.J., with which there is a grade B overlap.

RADIO

Most station brokers note that buyers are looking first for a stand-alone class C or B FM with the second choice being an AM-FM combination while a stand-alone AM is a distant third choice. These choices are reflected in the prices buyers paid in

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Designed specifically for FM stations using an STL Link, the MSP-95 FM Audio Composite Processing Unit delivers studio program fidelity to your remote FM transmitter and listeners. Engineered to match high-performance studio equipment to an STL Link, the MSP-95 increases listener satisfaction.

The Harris MSP-95 inherits the finest family traits: DSM (Digitally Synthesized Modulation) and DTR (Dynamic Transient Response) circuitry from the MS-15 exciter and MS-15R remote stereo generator. Superior field-

proven operation from the MSP-90 FM stereo limiter. And there's more. Active transformerless inputs for best transient response. True peak reading LED displays of all stereo functions. Precision switches to control all important functions tailoring individual sound. A rare blend of utility and technology for management and engineering priorities.

For more information, contact Harris Corporation, Broadcast Products Division, P. O. Box 4290, Quincy, Illinois 62301. 217-222-8200.



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COMMUNICATION AND
INFORMATION PROCESSING

AT \$200,000 AVA FROM AMPEX IS A SMART INVESTMENT FOR PROFIT-ORIENTED BROADCASTERS.

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

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

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

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

Furthermore, AVA lets the artist work entirely in the TV medium. With all graphic tie-ins—maps, symbols, prominent people, free hand compositions, any original art—your news department will realize greatly improved turnaround time.

Fast-breaking news stories will not be a problem. If necessary, original art can be turned out in minutes and fed immediately to your news program.

Local Commercials Are Bread and Butter. AVA has some nice tricks in store for your commercial and program producer. As the artist creates on the AVA screen, a computer remembers each stroke of the "brush."

That means AVA can recall each action created and replay the creation of that picture in an animated fashion.

Add to this the ability to introduce almost any visual effect into your commercial production, and you'll begin to see profit potential. Your sales staff will have an unbeatable sales tool, as well. AVA can produce hard copies of any art work desired. Thus, your sales people can make custom presentations to potential clients.

Station promos. How good should they be? Your creative people will love the possibilities AVA brings to promotions. That unique, quality look AVA brings to news and commercials will also bring a new, fresh look to promotion.

Since AVA opens up creative possibilities, you'll find your staff eager to produce exciting new video art for station promotion.

AVA will reduce costly mistakes. Video art slides have been known to disappear moments before air time. And a last minute search of the art files often turns up an original graphic that, to put it kindly, is a mess. AVA's computer storage system will reduce those types of error.

Recall of often-used graphics is built-in with the AVA system. The operator simply recalls the desired art work by selecting the name or number assigned. When the recalled artwork appears on the AVA screen, it can be broadcast as shown, or last minute changes made!

With AVA your image is consistent and always professional.

AVA lets people do their best. Getting the most out of your best people can make the difference between mediocrity and success; between profit or loss!

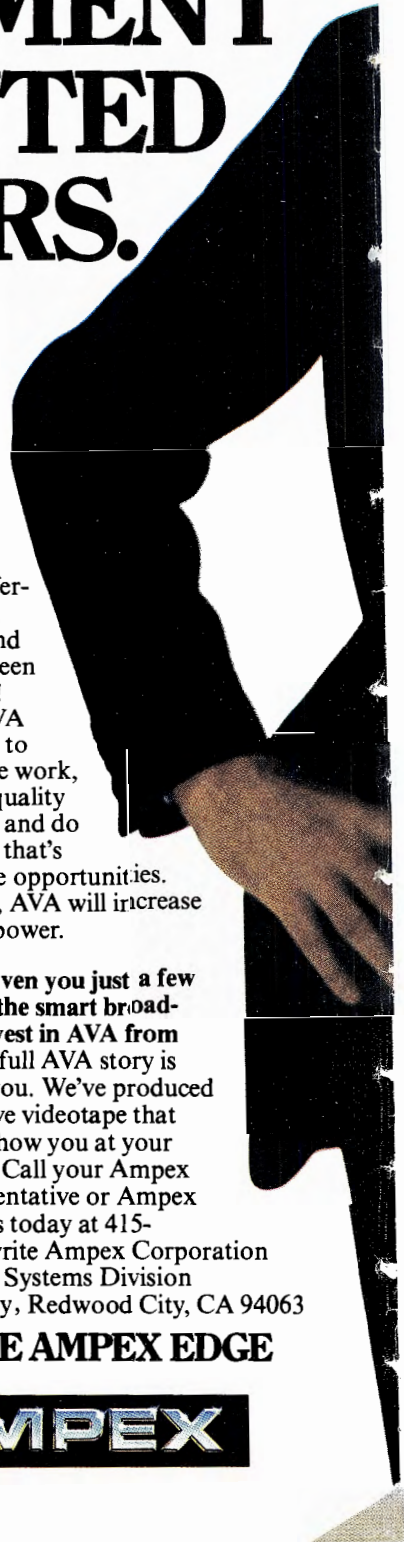
With AVA you'll be able to produce more work, increase the quality of that work, and do it with a staff that's excited by the opportunities.

In short, AVA will increase your people power.

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

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AMPEX





FOR SEPTEMBER 1981

Full five-part pilot now available for screening



The title 'TALES OF THE HAUNTED' is rendered in a large, white, stylized, gothic-style font. The word 'TALES' is at the top, 'OF THE' is in the middle, and 'HAUNTED' is at the bottom. The letters are interconnected and have a slightly jagged, hand-drawn appearance. Behind the title, there is a circular orange sun with a white bat flying across it. Below the title, there is an illustration of an open book with handwritten text on its pages. The entire graphic is set against a black background.

TALES OF THE HAUNTED

The unique late night alternative

Your host
Christopher Lee



from Barry & Enright Productions
in association with

Global Television Network and Gaylord Productions

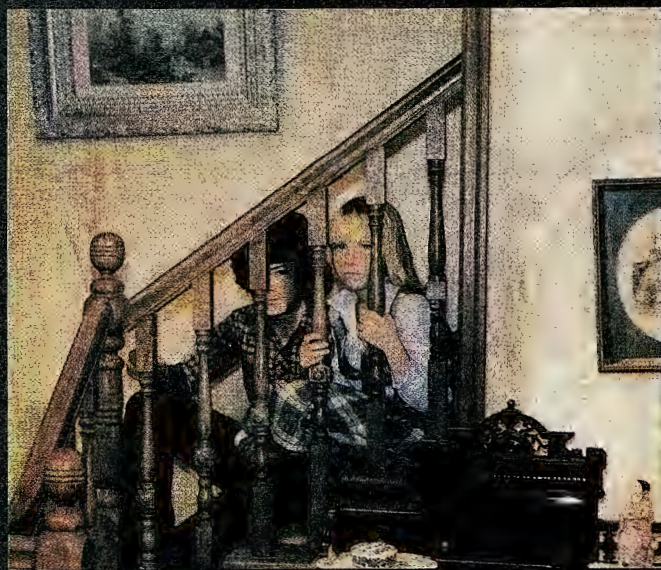
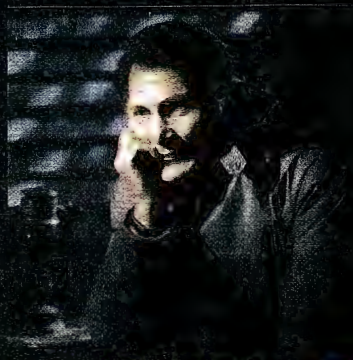


With "Tales of the Haunted" late night television will, at last, provide viewers with a real choice.

Unlike anything ever offered, "Tales of the Haunted" will tell a complete, frightening story each week over the course of five nights. Lovers of chills and suspense will return each evening for the next thrilling half-hour, captured by four consecutive cliff-hangers and Friday's climactic finale.

For even greater programming flexibility, each fright-inspiring five-part tale will also be available to stations as a weekly two-hour movie.

Major guest stars will be featured in each "Tales of the Haunted" story. Jack Palance stars in the first serialized mysterioso drama, "Evil Stalks This House," written by Louis ("Deke") Heyward and directed by Gordon Hessler, two masters of the genre.



Call now if you wish a private screening of "Tales of the Haunted" in your city. INTV members attending their convention in Los Angeles are urged to phone immediately for special screening appointments to be scheduled only during the non-working, non-meeting hours of INTV.

CTV COLBERT TELEVISION SALES • 1888 Century Park East • Los Angeles CA 90067 • (213) 277-7751
KING WORLD PRODUCTIONS • 480 Morris Avenue • Summit NJ 07901 • (201) 522-0100 **HARVEY REINSTEIN** • (516) 499-8382

June 8, 1979

BENI Broadcasting of Rochester, Inc.
has completed the sale of the assets of television station
WHEC-TV
Rochester, N.Y.
from
Gannett Co., Inc.

The undersigned initiated the transaction and acted as consultant to the buyer in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

July 31, 1979

Storer Broadcasting Company
has completed the sale of the assets of radio station
KTNQ
Los Angeles, California

The undersigned represented the seller in this transaction.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

September 4, 1979

Storer Broadcasting Company
has completed the sale of the assets of radio station
KHTZ (FM)
Los Angeles, California

The undersigned represented the seller in this transaction.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Dec. 31, 1979

Storer Broadcasting Company
has completed the sale of the assets of radio stations
WGBS (AM) and WLYF (FM)
Miami, Florida
to
Jefferson Pilot Broadcasting Company

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Jan. 1, 1980

Storer Broadcasting Company
has completed the sale of the assets of radio station
WSPD
Tolledo, Ohio
to
WSPD Incorporated
an affiliate of Wood Broadcasting, Inc.

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Jan. 9, 1980

Storer Broadcasting Company and Multimedia, Inc.
has completed the exchange of radio stations
WBIR (AM/FM)
Knoxville, TN
to Storer from Multimedia
and **WVEZ (FM)**
Louisville, KY
to Multimedia from Storer

The undersigned initiated the transaction and acted in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Jan. 31, 1980

Raymar Communications, Inc.
has completed the sale of the assets of radio station
WMOH
Hamilton, Ohio
to
raKel Inc.

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Feb. 29, 1980

Storer Broadcasting Company
has completed the sale of the assets of radio station
WHN
New York, N.Y.
to
Mutual Broadcasting System, Inc.

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

April 8, 1980

METROPLEX COMMUNICATIONS
has completed the sale of the assets of radio station
KOAX
Dallas-Ft. Worth, TX
to
Westinghouse Broadcasting Company

The undersigned initiated the transaction and acted in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

July 1, 1980

Fairbanks Broadcasting Company
has completed the sale of the assets of radio station
WZZD
Philadelphia, PA.
to
Communicom Corp. of America

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Sep. 26, 1980

Metroplex Communications
has completed the acquisition of the assets of radio station
WOKF (FM)
Now **WCIX-96.9KX**
Clearwater/St. Petersburg, Fla.
from
BENI of Florida

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

October 8, 1980

SARKES TARZIAN, INC.
has acquired the assets of television station
KTVN
Reno, Nevada
from
Washoe Empire

The undersigned initiated the transaction and represented the buyer in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

Oct. 30, 1980

Billboard Publications, Inc.
has completed the sale of the assets of radio stations
WLAC-AM and WKQB-FM
Nashville, Tennessee
to
Sudbirtk Broadcasting

The undersigned initiated the transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY
Cincinnati, Ohio

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1980, with FM's on the average costing about 25% more than combinations and almost double the cost of AM's (48.8%).

On the FM side, Trinity Broadcasting sold WBFM(FM) Detroit to Doubleday Broadcasting for \$8.25 million, the second highest price paid for an FM (second only to the price paid for K101). Doubleday is a subsidiary of the New York-based publishing company of the same name.

KDDC(FM) Denton, Tex., was acquired by Hicks Communications and Jim Stansell from Mel Wheeler for \$4.6 million. Hicks also owns KLVI(AM) Beaumont and KYKR-FM Port Arthur, both Texas.

Combined Communications Corp., which merged with Gannett Co. in 1979, picked up its seventh FM, WJYW Tampa, Fla., from the Rounsaville station group for \$4 million. Combined also owns six AM's and seven TV's.

WZZK(FM) Birmingham, Ala., was sold by Rose Hood Johnston and family to Park City Communications, Bridgeport, Conn.-based licensee of WEZN(FM) Bridgeport and WFTQ(AM)-WAAF(FM) Worcester, Mass., for \$2.5 million.

KFAT(FM) Gilroy, Calif., was sold by Wheatstone Bridge Engineering Co. to Harvey Levin for \$2.5 million. Levin also owns KUIC(FM) Vacaville, Calif.

WKSS(FM) Hartford, Conn., was sold by Broad Street Communications Corp. to Sturgeon Corp. for \$2.2 million. Sturgeon is owned principally by Howard P. Tanger who also owns WTMJ(FM) Miami.

WAJB(FM) Pensacola, Fla., was purchased by Colonial Broadcasting Co. from Barba Broadcasting Co. for \$1.4 million. Colonial also owns WLWI(FM) Montgomery, Ala.

LIN Broadcasting Corp., a New York-based publicly traded group owner of four AM's, four FM's and four TV's, sold KHFI-FM Austin, Tex., to Central Texas Broadcasting for \$1.5 million. LIN's acquisition of KHFI-FM and KTVV(TV) Austin in May 1979 was approved by the FCC on the condition that it divest itself of one of them within a year.

Patrick Henry sold KJAZ(FM) Alameda Calif., to Lionel Wilson and Ronald Cowan for \$1.4 million. Wilson is the black mayor of Oakland, Calif.

Megamedia Inc., owned principally by Robert Liggett Jr., acquired WZZR-FM Grand Rapids, Mich., for \$1.38 million. Liggett was also the principal buyer of WCAY(AM) Cayce, S.C., for \$290,000 and, still subject to FCC approval, WZLD(FM) Cayce for \$1 million.

Sunbelt Communications bought KTLS(FM) Oklahoma City from Thomas Lynch for \$1.35 million. Sunbelt, based in San Luis Obispo, Calif., has also purchased, subject to FCC approval, an FM in Utah, KQPD Ogden for \$1.15 million.

Eastern Broadcasting Co. purchased WFMB(FM) Springfield, Ill., from Capital Broadcasting Co. for \$1,275,000. Eastern also owns WCVS(AM) Springfield; WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State Col-

Make news with our lightweight new TK-86. It's a worthy successor to RCA's trusty TK-76, the ENG/EFP veteran that's served beyond the call of duty on newsfronts around the world. Through hell and high water.

It has the same basic electronics as the celebrated TK-76, but uses 33% less power. And there's the same ruggedness, reliability and serviceability. But shoulder the TK-86, and feel the difference.

With its form-fitting base, it nestles comfortably and securely on the shoulder. It's nicely balanced. And it can remain conveniently upright when you set it down.

It has an improved optical system, with a totally-sealed f/1.4 beam splitter. It's available with low-capacitance versions of the Saticon® or Plumbicon® tubes. And with a full range of remote control devices. Of course, it's backed by incomparable RCA Tech-Alert service. See your RCA Representative. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

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afford less?

MEDIA MONITOR

Advertisement

TV Must Do a Better Job of Correcting Errors

By Reed Irvine
and
Cliff Kincaid

Many weeks ago ABC made the headlines when it announced that it had agreed to give Kaiser Aluminum and Chemical Corporation four minutes of air time to correct what Kaiser said were erroneous statements made about one of its products on the air. It was stipulated that ABC would not edit Kaiser Aluminum's statement.

This caused something of a sensation in the broadcasting industry. Never before had a critic of a network program been given the opportunity to make an unedited reply on the air. Spokesmen for the other networks grumbled. This was setting a dangerous precedent, it was said.

It's strange when you think about it. We have been accustomed to reading letters to the editor criticizing articles in our newspapers all our life. Sometimes those letters are edited, but most often they are published without change if they are well written and don't exceed the word limits set by the newspaper. Broadcasters claim that they are part of the press, just like newspapers and magazines. Many of them insist that the modest restraints imposed upon them in an effort to maintain some semblance of fairness should be lifted. They say that they should be just as free as newspapers to be unfair if they so desire. The experience of Kaiser Aluminum shows what's wrong with that.

ABC aired a program seen by millions of viewers that attacked aluminum electrical wiring as unsafe. Kaiser Aluminum believed the program to be inaccurate and damaging to one of its product lines. It demanded that it be permitted to reply on the air. Months passed before ABC agreed to do what Kaiser asked. Since that decision was announced, additional months passed without the Kaiser reply being aired. This is reported to be because of footdragging on the part of ABC. It has been revealed that ABC

agreed to air the Kaiser reply only because the company was threatening to file a potentially costly lawsuit.

Any good newspaper would have agreed to run an unedited letter from Kaiser under similar circumstances. If the newspaper didn't want to allow as much space for the letter as Kaiser wanted, the company could have purchased all the space it wanted to make a fuller reply. All of this could have been arranged within days of the appearance of the story the company found objectionable. It is true that the newspaper would not *have* to print Kaiser's letter. The paper would not *have* to sell the advertising space. But refusal by a paper to do either would be exceptional.

If the broadcasters want to be treated like the newspapers, they must do a better job of providing for the right of reply and the correction of errors. Even Kaiser Aluminum has found it difficult to get fair treatment from ABC. It is little wonder that the ordinary viewer feels that there is little chance that anyone will pay attention to his complaint. What he needs is a friend within the network who knows what buttons to push and who will deal with him not as an enemy or a nuisance, but as a valued customer. It is time for the networks to leave the stonewall age and make room in their structure for an ombudsman, a specialist who will really do something about viewer complaints.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.

lege, Pa.

Shore Broadcasting bought WPAP-FM Panama City, Fla., from Deltona Co. for \$1,050,000. Shore also bought WTAN(AM) Clearwater, Fla., for \$575,000.

Burbach Broadcasting, owned by Robert Burstein and John Laubach, purchased WXIL(FM) Parkersburg, W.Va., from Electrocom Inc. for \$1 million. The buyers also own WESA-AM-FM Charleroi and WWGO(AM)-WCKK(FM) Erie, both Pennsylvania.

KGRI-AM-FM Henderson and KSPL-AM-FM Diboll, both Texas, were sold by William Walling to Lynda M. Ruby and family for \$1 million.

The biggest AM-FM combination deal of 1980 was the sale of WLAC(AM)-WKBQ(FM) Nashville by Billboard Publications Inc. to Sudbrink Broadcasting for \$5.3 million. The Sudbrink portfolio now consists of four AM's and three FM's.

WHYN-AM-FM Springfield, Mass., was sold by Guy Gannett Publishing Co. to Affiliated Publications Inc. for \$5.1 million. Affiliated is the publicly traded publisher of the *Boston Globe* and owns KRAK(AM)-KEWT(FM) Sacramento, Calif.; KMP5-AM-FM Seattle; WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati.

KMAC(AM)-KISS(FM) San Antonio, Tex., was bought by Capitol Broadcasting Inc. from the Walmac Co. for \$4.65 million. Capitol is a Raleigh, N.C.-based group owner of one AM, two FM's and one TV with publishing interests as well.

KMEO-AM-FM Phoenix was sold to Scripps-Howard Broadcasting by B&D Broadcasting Inc. for \$4 million. Scripps also purchased WITH-AM-FM Baltimore for \$3.9 million and spun off the AM to Broadcast Enterprises National, owned principally by Ragan Henry, for \$750,000.

Robert Duffy, president of the Christal Co., a New York-based radio representative, was the principal of a group that purchased KPAM-AM-FM Portland, Ore., from Romito Corp. for \$3.5 million.

Country singer Charlie Pride and Jim Long purchased KEYN-AM-FM Wichita Kan., from Mr. D's Radio Inc. for \$3.5 million.

Davis & Weaver Broadcasting acquired, from separate sellers, KARM(AM)—owned by Lincoln Dellar and his wife Sylvia—and KFIG(FM) Fresno, Calif.—Kadota Wireless Co., seller—for \$1.5 million each. Buyer also owns KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California.

KQXE(AM)-KIOG(FM) Mesa, Ariz., was sold by Al Rau (receiver) to Western Cities Broadcasting Inc. for \$2.5 million. Western is a group owner of three AM's and four FM's, based in Las Vegas.

WMRN-AM-FM Marion, Ohio, was sold by Marion Broadcasting Co. to Sandance Corp. for \$2 million. Sandance is owned principally by Robert C. Kanuth Jr.

WNDR(AM)-WNTQ(FM) Syracuse, N.Y., was bought by WN Broadcasting Inc. from Wechsler Coffee Corp. for \$1.8 million. WN is owned by Ralph C. Guild and the employee-owned radio representative firm

A detailed black and white photograph of an Ikegami HK-357A professional video camera mounted on a tripod. The camera is the central focus, showing its various components including the lens, viewfinder, and control panel. The brand name 'IKEGAMI' is visible on the front of the camera body. The background is a plain, light color, making the camera stand out.

Ikegami's third microprocessor-controlled camera reduces registration set-up time and cost

The ideal camera for field broadcast television assignments must meet three major criteria. It must be air-ready moments after arrival at the camera site. It must deliver pictures of studio-quality color, crispness, and clarity. And it must be consistently reliable.

The Ikegami HK-357A meets those criteria in the field and is equally suitable as a studio camera. And it allows the camera crew to concentrate on creative aspects of their assignment instead of on time-consuming set-up and readjustment tasks.

Once on-site, the HK-357A requires hook-up to only three cables and power source. Then, a push of the microprocessor activate button automatically cycles it

through a check and recheck of all set-up and registration adjustments. This takes approximately 45 seconds per camera (up to six cameras can be handled). No external registration and chip charts are necessary because a test pattern projector (diascope) is built into the lens. Camera distance from the compact base station can be nearly a mile with triax, or 2,000 feet with TV-81 multi-core cable.

Because the HK-357A optimizes the capabilities of the newly developed Diode Gun Plumbicon[®], the picture output is of very high resolution, low lag, low noise and wide dynamic range. Dynamic Beam Stretch to reduce corner tiling; Geometric Correction for near-perfect registration; auto iris and auto white balance — all contribute to the superior color picture program output of this camera.

The HK-357A is notably versatile too. It offers selectable contrast compression levels; built-in chroma keyer; gen-lock to Sync and SC or VBS/BBS; and several other features, including an unusually compact CCU, optional RCU, tiltable and rotatable 7-inch high-resolution electronic viewfinder.

The performance record of Ikegami cameras at the major networks in the United States and around the world attests to their consistent reliability and long, trouble-free service life.

If you are upgrading, a demonstration may well reveal that the other cameras you've considered may already be obsolete when compared against the HK-357A.

Ikegami HK-357A

Broadcast Products Division, Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607; (201) 368-9171. West Coast: 19164 Van Ness Ave., Torrance, CA 90501; (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, TX 77060; (713) 445-0100; Southeast: 522 So. Lee Street, Americus, GA 31709; (912) 924-0061.

of which Guild is president, McGavren-Guild. Guild is also the principal owner of KFAC-AM-FM Los Angeles.

WCXL(AM) Peoria-WZRO(FM) Pekin, both Illinois, were sold by Peoria Valley Broadcasting to Louisiana Television Broadcasting Corp. for \$1.75 million. The buyer is owned by Charles P. Manship and family who also own WJBO(AM)-WBRZ(TV) Baton Rouge and KRGV-AM-TV Weslaco, Tex.

Michael M. Rea sold WKBO(AM) Harrisburg-WRHY(FM) Starview, both Pennsylvania, to J. Albert Dame for \$1.7 million. Dame was general manager and 25% owner of the stations before the purchase.

KKLS(AM)-KKHJ(FM) Rapid City, S.D., was sold by Robert Ingstad to G. David Gentling for \$1.5 million. Gentling owns three other AM-FM combinations.

WKXL-AM-FM Concord, N.H., was sold by Frank Estes to seven station employees for \$1.5 million. Estes also owns 80% of WKXR-AM-FM Exeter, Pa.

KGAM(AM)-KGFM(FM) Bakersfield, Calif., was sold by Raymond O. Thompson (principal) to Kern Broadcasting Corp., owned by Cleveland Outdoor Advertising, which also purchased KAGO-AM-FM Klamath Falls, Ore., for \$1.1 million.

KSMA-AM-FM Santa Maria, Calif., was purchased by John Bayliss, former presi-

dent of Gannett Co.'s broadcast group, for \$1.4 million from James Hagerman and Nona M. Groom.

WWWQ(AM)-WPFM(FM) Panama City, Fla., was sold by William G. Brown and Clifton G. Moor—owners of WTIF(AM) Tifton, Ga.—to Media South Inc. for \$1.2 million.

KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz., was sold by Behan Broadcasting to media broker Edwin Richter and others for \$1.2 million.

Pappas Electronics, owned by Mike Pappas, sold KGEN(AM) Tulare, Calif., to Henry Walls and Barney Sharp for \$700,000. Pappas sold that station's companion FM, KBOS Tulare, to John T. McCarthy, owner of KMAK(AM) Fresno, Calif., for \$1.1 million.

Butler Communications acquired WHLD-AM-FM Niagara Falls, N.Y., from Hilda C. Hull for \$1,036,000.

WDEN-AM-FM Macon, Ga., was sold by the estate of J. Martin Elliott to Thom E. Smith and a group of businessmen from Montgomery and Birmingham, both Alabama, for \$1,026,500.

Ross Beach and Robert Schmidt purchased KVOP(AM)-KATX(FM) Plainview, Tex., from Plainview Broadcasting Co. for \$1 million. Beach and Schmidt also own KAYS-AM-TV Hays, and KLOE-AM-TV Good-

land, both Kansas; KFEQ(AM) St. Joseph, Mo., and KCOW(AM) Alliance, Neb., they also own cable systems in Norton and Oberlon, both Kansas.

KWKC(AM)-KORQ(FM) Abilene, Tex., was sold by Frontier Broadcasting Inc. to Adams-Shelton Communications for \$1 million.

KTIM-AM-FM San Rafael, Calif., was bought by Platt Communications Inc. from Jack Kraemer and Wishard A. Brown—owners of KSPO(AM) Spokane, Wash.—for \$1 million.

KBRT(AM) Avalon (Los Angeles), Calif., was sold by Bonneville International to Donald Crawford, owner of KPBC(AM) Dallas; WYCA(FM) Hammond, Ind.; WDJC(FM) Birmingham, Ala., and WDCX(FM) Buffalo, N.Y., for \$4.5 million.

Kenneth E. Palmer, owner of WWDJ(AM) Hackensack, N.J., bought WZZD(AM) Philadelphia from Richard Fairbanks for \$4,025,000.

Metroplex Communications, which sold KOAX(FM) Dallas to Westinghouse Broadcasting Co. for \$7 million, kicked in another \$1 million and bought three radio properties on the East Coast: WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia, from Carl L. Lindberg for \$4 million, and WCKX(FM) (formerly WOKF) Clearwater, Fla., from Broadcast Enterprises National (Ragan Henry, president) for an additional \$4 million. Metroplex is owned by Norman Wain and Robert Weiss.

KUJ(AM) Walla Walla, Wash., was acquired by Patrick Prout from James C. Nelly for \$1.7 million.

WCHL(AM) Chapel Hill, N.C., was purchased by James A. Heavner from Roland P. McClamrock for \$1.3 million. Heavner owns 62.7% of WKQQ(FM) Lexington, Ky., and 47.14% of WDBS(FM) Durham, N.C.

Harold G. Fulmer III bought WSN(AM) Allentown, Pa., from Lehigh Valley Broadcasting Co. for \$1.5 million.

WTOW(AM) Towson, Md., WZIP(AM) Cincinnati and WGOR(AM) Toledo, Ohio, were sold by Gore Broadcasting Inc. to a group controlled by Terry Jacobs for \$1.5 million. Jacobs owns 10% of KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque, N.M., and owns a cable system in Inglewood, Calif.

Strauss Broadcasting, owned by Robert Strauss, President Carter's former campaign manager, and family, sold KCEE(AM) Tucson, Ariz., to 790 Inc. for \$1.4 million.

KXA(AM) Seattle was purchased by O'Day Broadcasting from Rune F. Goranson and Brent Larson for \$1.14 million. O'Day also owns KORL(AM) Honolulu.

KLAR(AM) Laredo, Tex., was sold by John H. Hicks and others to Hicks's sons, R. Steven and Thomas, for \$1.1 million. Hicks brothers also bought KDCC(FM) Denton, Tex. (see above).

Salem Media of Oklahoma bought KAKC(AM) Tulsa, Okla., from Mark/Way Inc. for \$1.1 million.

KIOE(AM) Honolulu was sold by Everett James and family to a company owned principally by Franklin Fried for \$1.1 million.

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Brokers and Consultants to the Communications Industry

Brokers see sunnier skies in '81 trading forecast

'Broadcasting's' annual canvass finds optimism that new year and administration will bring upbeat business climate and lower interest rates after last year's economic slowdown

Coming off an \$876-million year in broadcast station trading, surpassed only by the volume of 1979, station brokers, the middlemen who match the buyers to sellers, are optimistic about the trading prospects for 1981. Some express concern about the high cost of borrowing money, but others note ways of circumventing that problem with creative forms of financing. They feel the change in national administration will be a boon to the general business climate, and they predict sharp declines in interest rates.

Minorities, brokers noted last week, are making gains, but still lack that all-important equity base (with a few exceptions). Some brokers offered suggestions for improving that situation.

Ted Hepburn, a Cincinnati-based broker who had nine closings in excess of \$50 million in 1980, not unexpectedly described his year as "very good." The number of deals he signed, however, slacked off "due to the high cost of money—in the 20% range—during the spring and the latter part of the year."

Hepburn said it was difficult to generalize on the prices that broadcast properties will bring. The rule of thumb is that radio properties are selling for eight or nine times cash flow, slightly higher for a good FM and lower for an AM. Hepburn's definition of cash flow is "operating income before taxes, depreciation and interest."

Each station has to be considered on its own merit and "each station is unique," said Hepburn, noting that each operator has a "different way of adjusting the books . . . You really can't compare."

"The majority of stations I handle," said Hepburn, "are stations that don't really have any multiple at all." What sellers try to get is "what the marketplace will bear," and they find that out by "throwing out an arbitrary price to test the waters." A seller "might end up taking 50% less than he originally asked for," Hepburn said.

When asked what effect the decline in profits for radio broadcasting in 1980 had on that year's station trading volume, Hepburn said that "the profit picture for radio is meaningless and depends on the mood of the large players in the market." He explained that private companies tend to minimize the pre-tax profit figure "by loading up the expense side," to pay less taxes. In television, Hepburn said, profit figures "are more meaningful," because more publicly

traded companies are involved and they are measured by investors by the size of profits.

Howard Stark, who brokered the \$49-million WDTN(TV) Dayton, Ohio, deal that awaits FCC approval, said that high interest rates have had a "big effect," on station trading. Potential buyers are thinking, "'Let's wait and see what happens,'" Stark said.

Stark noted that the number of individuals owning television stations has diminished "from 50 to 60 to only a handful, like the Hubbards, and they are not going to sell because the stations are doing so well . . . They will be placed in family estates."

"Radio is so fragmented," said Stark, "that it's difficult to get the top price because a station can be easily knocked off," with the advent of new programming trends. "Television is different," he said, "because you only have three in a market and you're OK, but in radio a small local station can compete with a high-powered one if it can come up with an innovative programming idea. Everybody in radio has a chance."

Stark expects a good year in the station trading business in 1981 because "businessmen will be running the new administration instead of politicians."

Dick Crisler of R.C. Crisler Co., Cincinnati, noted that station sellers "are willing to take terms at lower rates because most buyers won't pay 20% for money." He said that sellers—having to face the fact that buyers are confronted with an abnormal money market—are willing to hold paper at "10% or 12%."

Dick Shaheen of Richard A. Shaheen Inc., Chicago, agreed that in 1980 "buyers saw relief in the form of terms," although many deals—more than usual—were for cash.

"In the last few years," Shaheen said, "bankers have been willing to look at broadcast deals because they have seen the industry mature to the point where it's not just a game but a serious business—especially since television has come of age."

Shaheen noted that although the fastest growing markets were located in the sun belt—a trend that has continued for several years—the profit centers, based on 1979 financial statistics, were in the snow belt. Ranked in order of profit per station, Shaheen said, "of the top 20 markets, 14 were located in the snow belt, two in the far West, two in the Mid-South and two in the South." The indication is that there "have been a lot of start-ups in the sun belt, but development is necessary . . . they have a lot more work to do."

"Buyers," Shaheen said, "are not looking for profitability" in a station when they buy it, but rather, one that will carry itself, "pay off the balance without having to put

more money into it."

As for minority entry into broadcast ownership, Shaheen noted the "age-old problem," that minority buyers are confronted with "a lack of sufficient equity." Shaheen, who brokered the \$3.5-million sale of KEYN-AM-FM Wichita, Kan., to black country singer Charley Pride and Jim Long, said the FCC's tax certificate policy can work only "with a cash deal because the money has to be reinvested within three years."

Arthur Hogan, a partner in the Encino, Calif.-based brokerage firm of Hogan-Feldmann Inc., noted a "fundamental optimism" on the part of buyers and sellers alike despite the high interest rates. "Buyers," he said, "are prepared to purchase a station on the basis of what they can project the future results to be over a five- to seven-year period as against the recent history of the station."

Sellers are financing smaller deals "with 10- or 15-year paper at 10% and chipping off 15% into a noncompete agreement with a balloon on the fifth or sixth year, lowering the burden on the first end," said Hogan.

It is Hogan's experience that banks are still wary of financing many broadcast sta-

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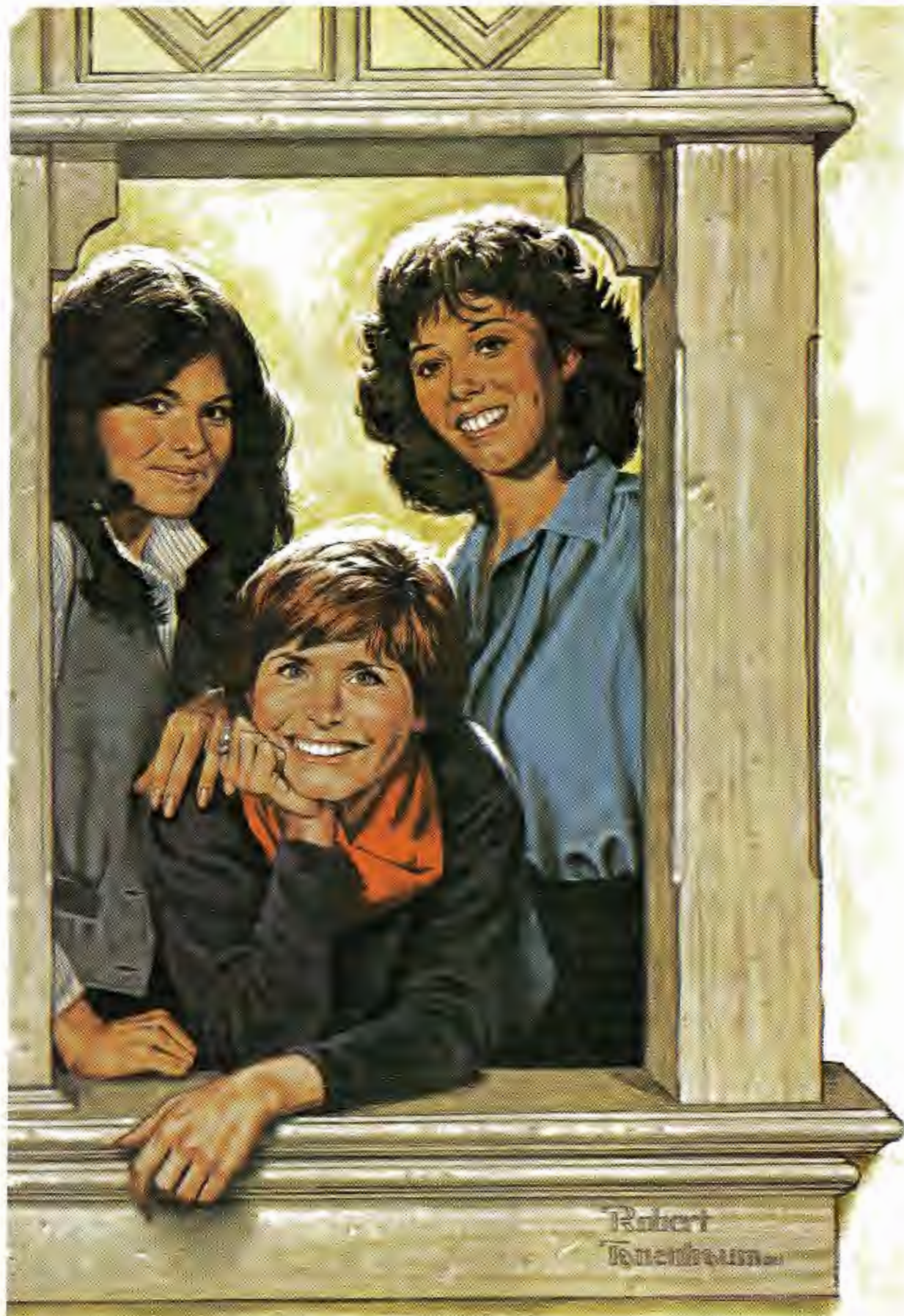
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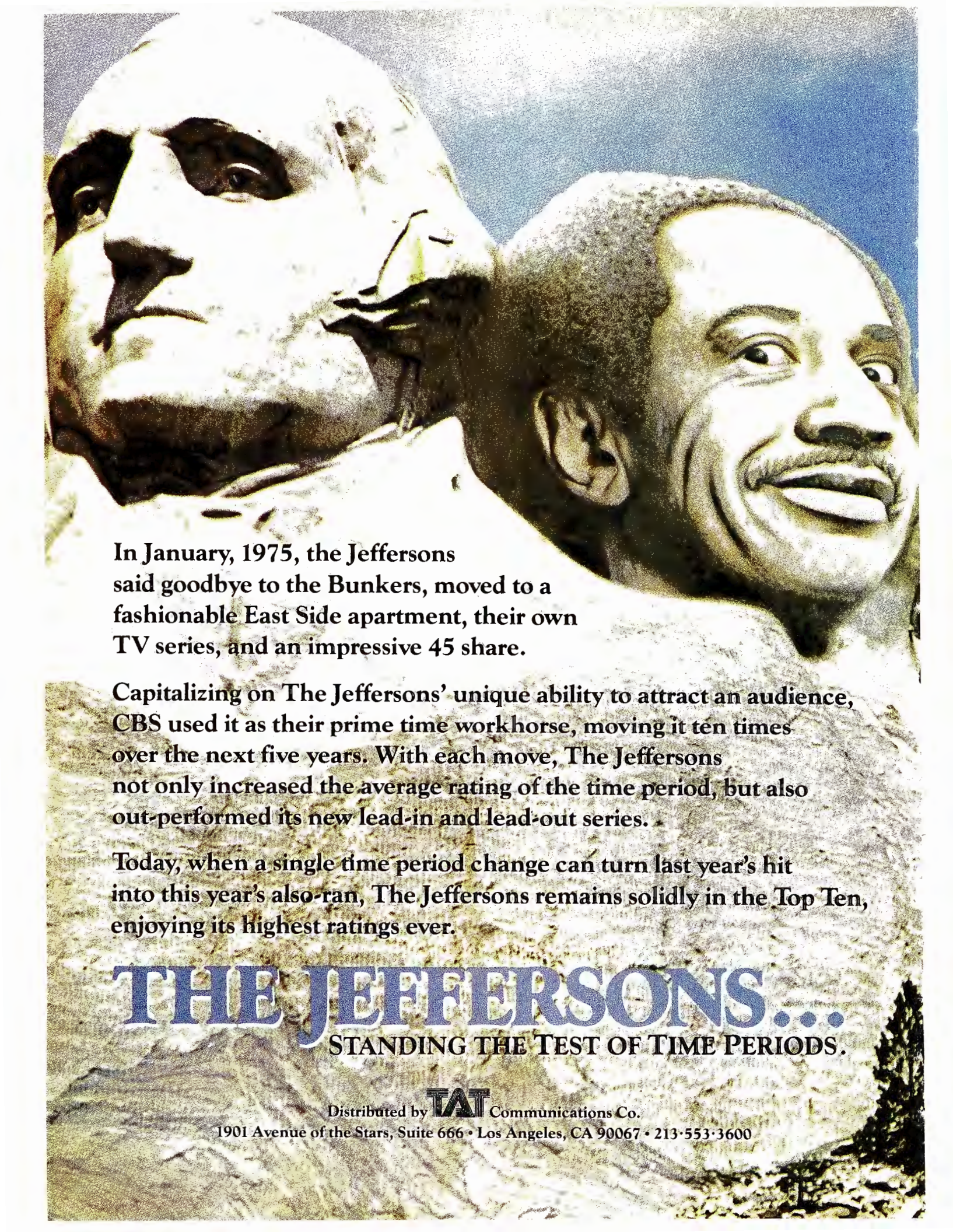
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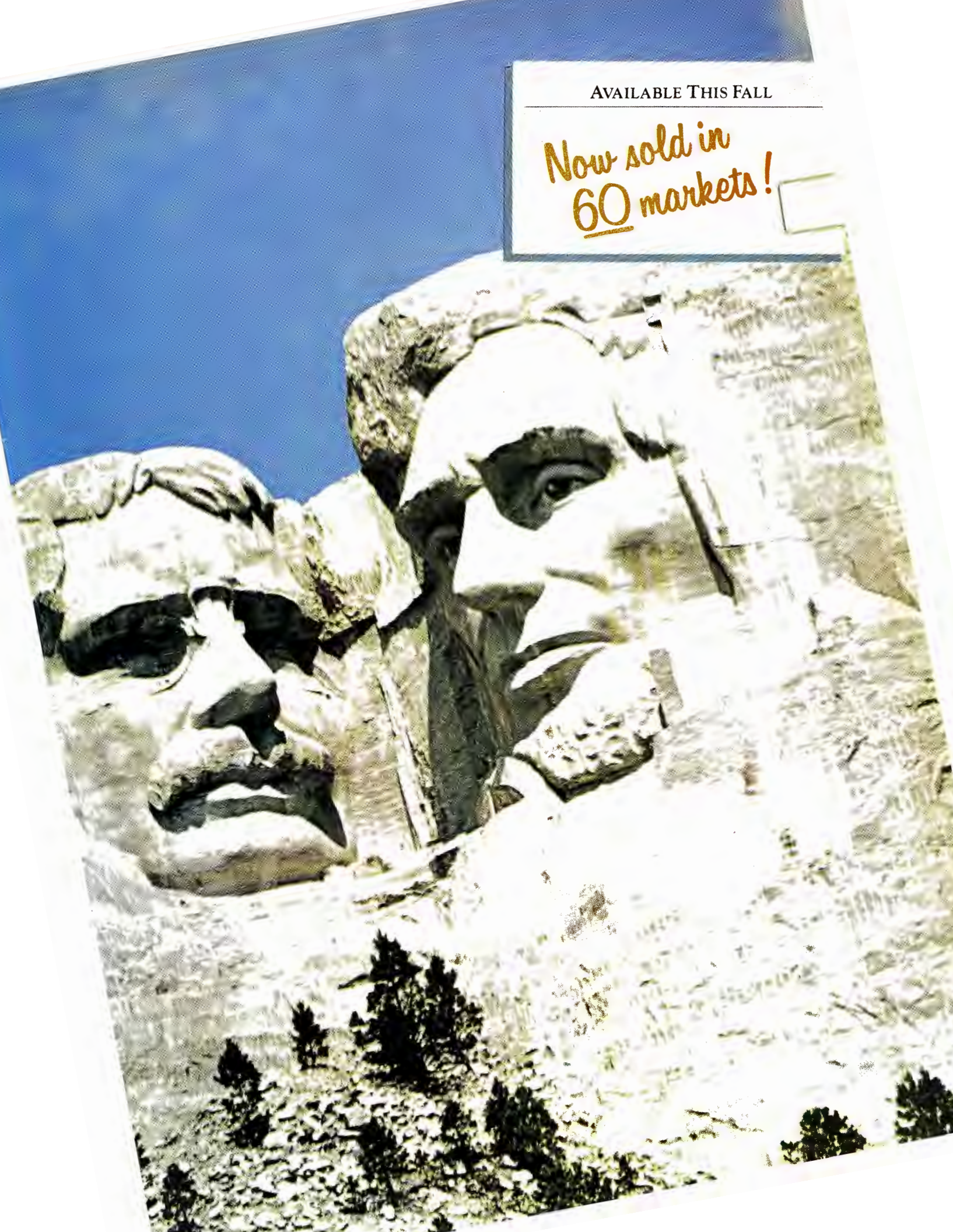
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tion deals unless "they can pay off the present owner and have first position on the station" should the buyer default. Also, in bank-financed deals, the prospective buyer must "convince the bank" that his projections as to how well the station will do are credible.

According to Hogan, television trading activity in 1980 was "a little softer because buyers were aware of the changes in the state of the art," such as the prospect of direct broadcast satellite technology and the possibility of the FCC adding up to 140 drop-in VHF assignments to the existing TV table of assignments.

Dan Hayslett, of Dan Hayslett & Associates, Dallas, suggested that increased

trading activity in the last quarter of 1980 was at least partly stimulated by a change in the tax laws that permits sellers to pay taxes on term deals as payments are made.

"Television property sales," Hayslett said, "just don't come along that often, even though there are a lot of buyers out there, because those properties are such profit makers."

Frank Kalil, of the Tucson, Ariz.-based broadcast brokerage firm, Richter-Kalil & Co., said that even though interest rates are high, "the money is still there, it just costs more."

In the sun belt cities, Kalil said, "many stations are jammed into a few markets," and it is difficult "to find good properties

in good markets" for sale.

He is optimistic about this year's trading outlook and suggests that, "we will see a single-digit prime rate within the next 12 months."

Philosophizing on the nature of the broadcast business, Kalil said, "buying a radio station is like buying a cow. One may expect milk, meat or both. In other words, the property may produce good earnings. However, if a good facility is purchased in a good market it seems to appreciate in value even without earnings and therefore gives meat in the form of a capital gain after three years."

Jim Blackburn, of the Washington-based Blackburn & Co., said that the high interest rates "are not a problem if you're flexible." He suggested two forms of seller financing that can be used to offset the high cost of outside money. "First," he said, "the seller can finance the buy at a 20-year rate with a balloon at the end of five years. Or, a deal can be paid for half in cash, "with the balance due within a year."

W. John Grandy, a media broker based in San Luis Obispo, Calif., said inventories seem to be tighter than a year ago, "but it continues to be a seller's market, and there are a lot of strong buyers out there." Buyers are selective, however, he said, "and negotiations are tougher."

Although the buyers are looking for FM deals, Grandy doesn't see that trend continuing indefinitely: "Programming trends will change that. Rock is perceived to be better on FM, and that's the 'in' fad," he said. However, "country seems to be somewhat stronger than rock on AM as are the special formats such as religious and ethnic programs."

Grandy said that although "the FCC's tax certificate policy isn't as effective as its originators thought it would be, minorities are now learning their way around ... They're learning how to buy."

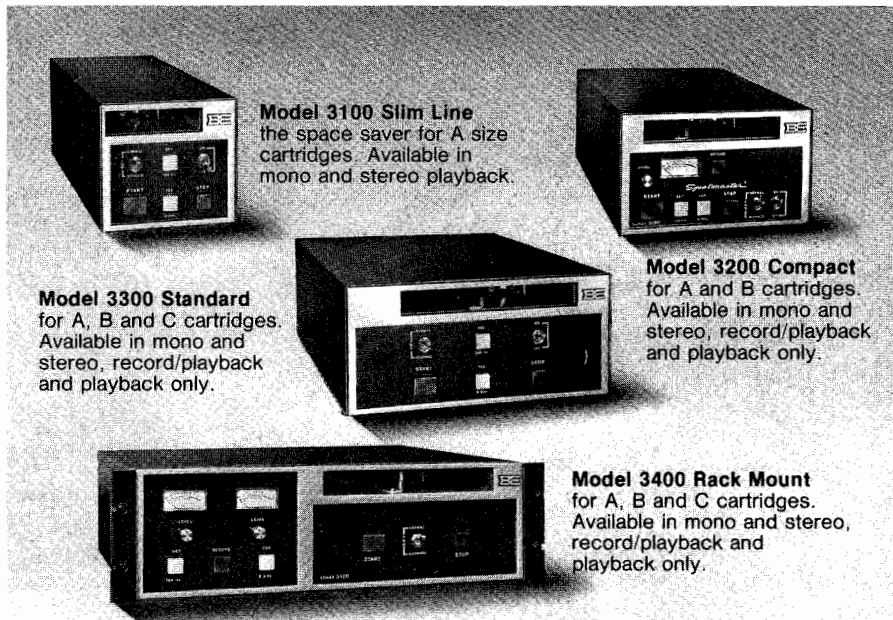
Minority ownership could be expanded further, Grandy said, "if the commission were to make the tax certificate a truly tax-free transaction. All it does now is defer the capital gains tax ... inhibiting deals where a seller may want to retire and not put the gain back into a broadcast property."

Echoing the feelings of other brokers, Grandy said, "there aren't that many TV deals because they are extremely profitable in the major markets" and "the impact of the new technologies hasn't depressed the value of stations."

Norman Fischer, a media broker based in Austin, Tex., has a different view. Potential buyers of television stations "will sit back and look at what the future of television holds" before making a decision to buy.

In general however, Fischer said, "TV's are not for sale. You have to go out and find them."

"UHF demand is up considerably," said Fischer, "because there are so many usages for it, such as religious programming and subscription television, and there is also more syndicated programming available," than in the past.



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Cable in the north country

St. Paul is ready to go, with the list narrowed to four by the consultant; Canadian wins five suburban towns; report on Minneapolis about to be issued

It is the homestretch of the cable franchise race for St. Paul's 180,000 homes, and the winner may be known as early as the end of this month.

Of the seven applicants, American Television & Communications/Heritage, Canadian Cablesystems, Teleprompter and Warner Amex Cable Communications have been designated the strongest candidates by the city's consultant, the Cable Television Information Center.

The city council has scheduled final public presentations by the companies and public comment for this week. Barring a need for further comment, the council could vote two weeks later on the franchise, according to Linda Camp of the city's cable staff.

CTIC, in its final report released last month, broke its analysis into four areas. For two—organization structure and financial ability to construct the system—rankings were not given although analysis was provided and "important differences" were raised, according to cable consultant Anita Benda. (Benda, an independent cable consultant, was engaged by CTIC to work on its St. Paul report). In the other two categories—engineering/technical and services/rates—CTIC provided rankings.

In engineering/technical, the four MSOs that were considered strong by CTIC's final recommendation were in first place. In second were Viacom and Capitol City Cablevision (50% Metrovision, 50% local investors). In third was the final applicant and the only company run wholly by local investors, St. Paul Co-op.

In the services and rates category, Cablesystems St. Paul, Canadian's subsidiary, came out on top. In second were ATC/Heritage (60%-40% split), Capitol City, Teleprompter and Warner Amex. Viacom was third.

In a number of areas, the city council did its own investigating, including equal employment opportunity and affirmative action compliance along with local origination channels. One unusual feature of St. Paul, said Benda, is the 17 planning districts in the city. The major contenders have designed their systems to allow for, in effect, narrowcasting to each of the sections. If six districts have local government meetings on the same night, the

people in each district will be able to see or participate in their respective government's meetings.

In fact, ATC/Heritage has promised \$100,000 to the 17 districts for the first two years and \$50,000 yearly or 1% of its yearly gross revenues, whichever is higher, thereafter, if it wins the franchise.

Some of the leading companies already have a presence in Minnesota. Teleprompter operates systems in Duluth and Rochester; ATC/Heritage runs five including Mankato, and Warner runs four, but the biggest winner recently has been Canadian Cablesystems.

Canadian, which still hopes to win the contested Minneapolis award, has won the franchise for five cities that comprise 65,000 homes west of Minneapolis. Last week, the city councils of Hopkins and Eden Prairie joined Minnetonka, Edina and Richfield in approving Canadian as the franchise winner.

Previously, the five communities banded together to form a commission to award a cable franchise. According to Bill Craig of Canadian, bids also came in from Teleprompter and Northern Cablevision, Storer's subsidiary. Craig said the council members from the commission (made up of one councilman and the city manager from each city) voted 4-1 for Canadian last fall. The lone dissent, Minnetonka, Craig said, voted for Northern, but when the city council of Minnetonka as a whole

voted, it went unanimously with Canadian's proposal.

Canadian's proposal in the five towns calls for 54 channels with seven pay services to be built at a cost of \$21.5 million. The system includes two-way capability, Canadian's teletext service, Telidon, and three service tiers, ranging from the basic free service to full interactive capability for \$10.95.

Craig said a 5% fee to be returned to the local government entity will be split five ways, based on total subscribers or total revenue for each community.

Meanwhile in Minneapolis, where the cable award to Storer's subsidiary, Northern Cablevision, has been challenged by a public interest group, a state hearing examiner is scheduled to make his recommendation to the state board of cable communications next week.

The state board must give final certification to any franchise awarded in the state. It is the last approval Storer needs before it can build its promised system.

The board can reject certification on two grounds: if procedures were not followed or minimum state standards were not met. After receiving the recommendation, the board will set up public comment periods, and is expected to make a decision in between 60 to 90 days. The city has also reactivated its cable advisory committee to discuss the possibility of awarding a second franchise.

Budget, reports on new media to highlight NAB board meeting

Closer ties between association and ANPA likely as newspaper group is invited to Scottsdale gathering where most controversial item will be honorarium proposal for joint board chairman

The National Association of Broadcasters board of directors has invited the American Newspaper Publishers Association to its next meeting, scheduled for Jan. 26-29 in Scottsdale, Ariz. That was one of few actions taken by NAB's executive committee while meeting in Washington last Tuesday and Wednesday.

Although the NAB-ANPA meeting is expected to be mainly an information exchange, it is likely to result in a closer relationship between the two associations, according to NAB staff members present at last week's executive committee meeting. NAB and ANPA share interests in common carrier, crossownership, First Amendment and other issues, but they have never formally united in lobbying efforts concerning them.

"I doubt you'll see the board taking a

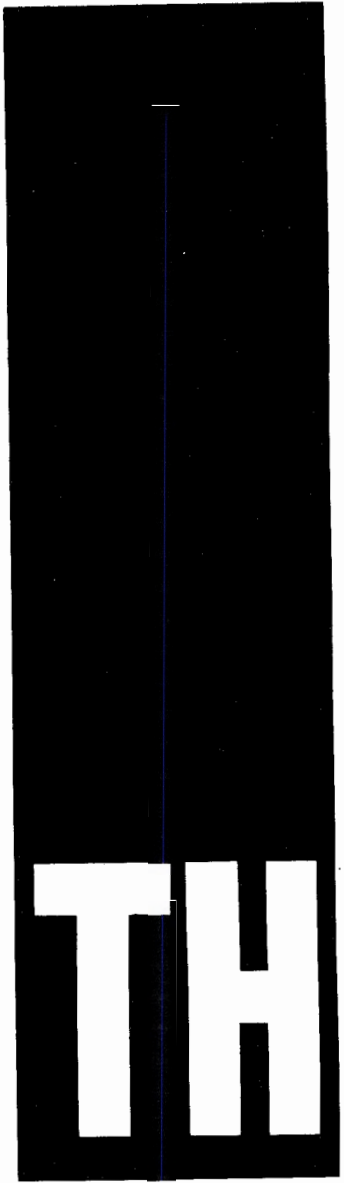
position on it in Scottsdale," said Ken Shanzer, senior vice president, government relations, "but this is the beginning of a new relationship between the two associations." NAB and ANPA currently maintain a joint Washington Media Committee which met regularly during 1980. Representing ANPA will be Robert Marbut, Harte-Hanks Communications and Scott Prescott Low, Quincy, Mass., *Patriot Ledger*, co-chairmen of ANPA's Broadcast Media Committee.

Most of the remaining discussion at last week's meeting was speculation about Washington's changing political climate and NAB's 1981 budget. Although "no action" resulted from political briefings, the committee added four budget-related items to the agenda.

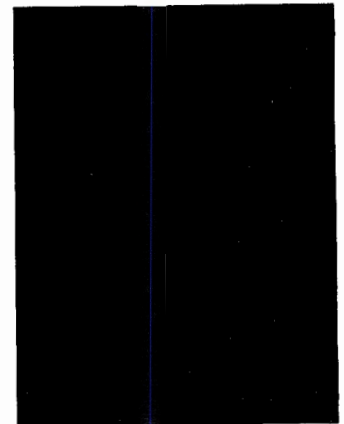
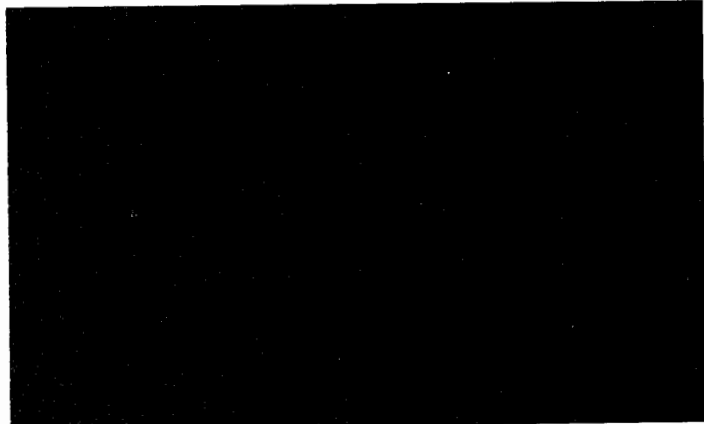
First of those items is a proposal for increased reimbursement to the joint board chairman, a controversial issue among board members in recent weeks (BROADCASTING, Dec. 22, 1980, and Jan. 5). The executive committee chose not to take a position on the issue last week, and discussion, according to several committee



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members, was brief.

Also added to the agenda were proposals to increase employe benefits and to increase NAB's annual contribution to the Inter-American Association of Broadcasters, a group representing broadcasters in South America and the U.S. NAB usually contributes \$15,000 to that organization, and will consider upping the amount to \$25,000 this year, according to Thomas Bolger, joint board chairman and president of WMTV(TV) Madison, Wis.

The fourth budget-related proposal would continue the existence of NAB's Radio Allocations Task Force, an industry panel created a year ago to consult the FCC's Government-Industry Advisory Committee on Radio Allocations.

"The task force has lived up to its commitment to the FCC, and they want to continue their work," said Bolger. The board of directors will consider a financial commitment of "over six figures" to continue the task force, according to Bolger.

Although radio deregulation and the 9 khz issue are on the agenda for the meeting in Scottsdale, new technologies will likely receive greater attention.

Last week, the executive committee instructed NAB staff to broaden the materials it plans to present to the board on direct broadcast satellites. The board will also hear a report on new technologies from Science and Technology Committee Chairman Bill Lilley of CBS.

Cullie Tarleton, vice chairman, radio

board, proposed last week that the executive committee recommend that the board form a special panel to examine broadcast coverage of national elections. Tarleton believes such a panel should include members outside as well as inside the broadcasting industry. The executive committee took no action on his proposal.

Finally, Bolger discussed NAB's con-

tinuing position on funding for the Corporation for Public Broadcasting. Bolger has been discussing NAB's position with CPB President Robben Fleming. According to NAB staff members present at last week's meeting, NAB will continue to advocate full funding for CPB and insulation from government influence on programing.

Changing Hands

PROPOSED

■ **KTLK(AM)-KDAX(FM)** Denver: Sold by Welcome Radio Inc. to Denver Great Empire Inc. for \$4.1 million ("In Brief," Jan. 5). Seller is owned by Harrison Fuerst (president) and group of Cleveland businessmen. They also own WSLR(AM) Akron, Ohio. Buyer is subsidiary of Great Empire Broadcasting Inc., owned by FF (Mike) Lynch (75%) and Michael C. Oatman (25%). They also own KEDI-AM-FM Wichita, Kan.; KWKH(AM)-KROK(FM) Shreveport, La.; KITS-AM-FM Springfield, Mo.; and KYNN-AM-FM Omaha, Neb. KTLK(AM) is on 1280 khz with 5 kw full time. KDAX(FM) is on 105.1 mhz with 100 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WLYC(AM)-WILQ(FM)** Williamsport, Pa.:

Sold by Paul H. Rothfuss and Kerby E. Confer (50% each) to Grit Publishing Co. for \$2.3 million. Sellers each own 38% of WHUM(AM) Reading, Pa.; 35% of WKRT(AM)-WNOV(FM) Cortland, N.Y., and 25% of KSSN(FM) Little Rock, Ark. Buyer is family-owned publisher of *Grit*, national weekly newspaper based in Williamsport. Andrew Stabler is president. It owns WCBY-TV Bristol, Va. WLYC(AM) is one kw daytimer on 1050 khz. WLIQ is on 105 mhz with 3.5 kw and antenna 1,300 feet above average terrain. Broker: The Keith W. Horton Co.

■ **KOAM(AM)** Pittsburg, Kan.: Sold by Pittsburg Broadcasting Co. to American Media Investments for \$1.6 million. Seller is owned by Lester L. Cox and estate of E.V. Baxter. They have no other broadcast interests. Buyer is owned by Robert D. Freeman, Lowell Dennison and Frank Carney who owned and operated KEYN-AM-FM Wichita, Kan., before selling properties last year to Charley Pride and Jim Long (BROADCASTING, June 16, 1980). KOAM is on 1060 khz with 10 kw day and 5 kw night. Broker: Don Dailey.

■ **KATI(AM)-KAWY(FM)** Casper, Wyo.: Sold by Modcom Corp. to Stuart Broadcasting Co. for \$1.5 million. Seller is owned by Patrick H. Meenan (president) and family. They have no other broadcast interests. Buyer is owned principally by James Stuart who is also principal owner of KOEL-AM-FM Oelwein, Iowa; KSAL(AM)-KYEZ(FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo.; KRGI-AM-FM Grand Island and KFOR(AM)-KFRX(FM) Lincoln, both Nebraska. KATI is on 1400 khz with 1 kw day, 250 w night. KAWY is on 94.5 mhz with 65 kw and antenna 1,908 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KNAC(FM)** Long Beach, California: Sold by Harden Broadcasting Co. to Wright Communications Group of Long Beach Inc. for \$1,350,000 plus \$650,000 non-compete agreement. Seller is owned principally by James Harden who has no other broadcast interests. Buyer is controlled by Wright Communications Group Inc., owned equally by Edward W. Wright (president), and brothers Paul and Virgil. Edward Wright is former vice president of KAGB-FM Inglewood, Calif. Paul and Virgil Wright are Oakland physicians. KNAC is on 105.5 mhz with 3 kw and antenna 400 feet above average terrain. Broker: Chapman

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■ **KOKX(AM)-KIMI(FM)** Keokuk, Iowa: Sold by KOKX Inc. to Withers Broadcasting of Iowa Inc. for \$950,000. Seller is owned by Gertrude Flambo and son, John (54% jointly); Dale Cowle (28%) and Ronald D. Westby (18%). Cowle owns KASI(AM)-KCCQ(FM) Ames and KLWW(AM)-KQCR(FM) Cedar Rapids, both Iowa, and KKJO(AM)-KSFT(FM) St. Joseph, Mo. Flambos and Westby have no other broadcast interests. Buyer is owned by W. Russell Withers who owns WMIX-AM-FM Mount Vernon, Ill.; WDTV-TV Weston, W. Va., and 56% of KGMO-AM-FM Cape Girardeau, Mo. KOKX(AM) is on 1310 khz with 1 kw day and 500 w night. KIMI(FM) is on 95.3 mhz with 3 kw and antenna 175 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WIYD(FM)** Palatka, Fla.: Control (85%) sold by Hall Broadcasting Co. to Ronette Broadcasting Corp. for \$725,000. Seller is owned by Ronald G. Tumlin (66.37%) and mother, Georgia Hall Terwilliger (33.33%). Sellers will retain aggregate 15% interest in station. They also own WIYD(AM) Palatka. Buyer is owned equally by Ronald Samuels and Annette M. Tuter. Samuels is general manager of WDOQ(FM) Daytona Beach, Fla. Tuter is Daytona Beach real estate agent. They have no other broadcast interests. Broker: Reggie Martin & Associates.

■ **WKDJ(FM)** Winchester, Ky.: Sold by WKDJ Inc. to Bayard H. (Bud) Walters for \$275,000. Seller is owned by Richard Albright (president) and six others. Albright owns 25% of WSLV(AM) Ardmore, Tenn., and has 50% interest in applicant for new AM at White Bluff, Tenn. Walters is Nashville investor who owns WKCM(AM) Hawesville, Ky., and WPFR(FM) Terre Haute, Ind. WKDJ(FM) is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

APPROVED

■ **WCHL(AM)** Chapel Hill, N.C.: Control (50%) sold by Roland P. McClamrock to James A. Heavner for \$1.3 million. McClamrock also owns 30.83% of WKQQ(FM) Lexington, Ky., and 47.14% of WDBS(FM) Durham, N.C. Heavner is president and 37.8% owner of WCHL and is partner with McClamrock in Chapel Hill real estate holding company. He also owns 62.75% of WKQQ and 47.14% of WDBS. WCHL is on 1360 khz with 5 kw day and 1 kw night.

■ **KWKC(AM)-KORQ(FM)** Abilene, Tex.: Sold by Frontier Broadcasting Inc. to Adams-Shelton Communications for \$1 million. Seller is owned by Raymond O. Mithun Sr., who has no other broadcast interests. Buyer is owned by Charles K. Adams and James D. Shelton (50% each). They are Amarillo, Tex., magazine publishers and own KYXX(AM) Odessa and KKYN(AM) Plainview, both Texas. KWKC is on 1340 khz with 1 kw day and 250 w night. KORQ is on 100.7 with 100 kw and antenna 1,280 feet above average terrain.

■ **KDEO(AM)** Waipahu, Hawaii: Half-interest sold by Westwood Broadcasting to

KDEO Associates for \$529,000. Seller will retain 50% interest in station as venturer in KDEO Associates. Seller is owned by Ronald Jacobs (85.4%) and Wesley T. Park (14.6%). They have no other broadcast interests. Buyer is joint venture owned by Westwood (50%) and Archipelago Broadcasting Corp. (50%). Archipelago is owned by Jerold H. Rubenstein, Arthur Mogull, Jeff S. Wald, Lester Warshaw, Saul Brandeman and Irving L. Azoff (16.66% each). Rubenstein is consultant for Capitol EMI Industries, Los Angeles-based record manufacturer and distributor. He is former chairman of ABC Records, Los Angeles. Mogull and Rubenstein are partners in several Beverly Hills, Calif.-based music recording and publishing firms. Wald is Beverly Hills television producer. Warshaw owns Los Angeles export company. Brandeman is owner of several Los Angeles clothing manufacturing companies. Azoff owns Los Angeles personal management firm. They have no other broadcast interests. KDEO is on 940 khz with 10 kw fulltime.

■ **WIVI-FM** Christiansted, St. Croix, Virgin Islands: Sold by Leisure Time Communications Inc. to CDI Communications for \$510,000. Seller is owned by Richard M. Messina and Henry A. Berliner (50% each). They also own WWFL(AM) Clermont, Fla. Buyer is principally owned by Gerald P. Mikitka, Chicago investment broker. He is also principal owner of KIXY-

AM-FM San Angelo, Tex.; WKZN-AM-FM Zion, Ill., and WADC(AM)-WBIZ(FM) Parkersburg, W. Va. WIVI-FM is on 99.5 mhz with 4.9 kw and antenna 205 feet above average terrain.

■ **KWBG-AM-FM** Boone, Iowa: Sold by Ken Kilmer Broadcasting Co. to Dennis A. Borwick for \$508,476. Seller is owned by Kenneth Kilmer, who has no other broadcast interests. Borwick is vice president and station manager of KWBG-AM-FM. He also has 10% interest in cable system serving Boone. KWBG(AM) is on 1590 khz with 1 kw day and 500 w night. KWBG-FM is on 98.3 mhz with 3 kw and antenna 210 feet above average terrain.

■ Other approved station sales include: KDEW-AM-FM Dewitt, Ark.; WLKN-AM-FM Lincoln, Me.; WALM(AM) Albion, Mich. (see "For the Record," page 85).

CATA beefs up its member services; hires engineer

The Community Antenna Television Association, expanding its member services, has opened an engineering office and appointed Ralph A. Haimowitz to head it.

The office, in Vero Beach, Fla., will disburse technical advice to CATA members free of charge. It will also set up a technical

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seminar to be held in various parts of the country.

Haimowitz, who joined CATA as only its fifth fulltime staff member, is the former general manager and chief engineer of Indian River Cablevision, Sebastian, Fla. He is already familiar with seminar planning; for the past two years he has coordinated the technical sessions for CATA's annual meetings.



Haimowitz

According to CATA, the 1981 technical seminar will deal with practical cable television, touching on system testing and measurement, quality control and measurement. Thus far, the five-day seminar has been scheduled for Dallas (April 6-10); Portland, Ore. (May 4-8) and Philadelphia (June 1-5). Haimowitz said he is trying to set up four more dates in the last quarter of the year for Minneapolis; Columbus, Ohio; Atlanta and San Francisco.

'The Dial' gets nonprofit status

'Washingtonian' publisher's challenge to tax status of public TV program guide is turned down by IRS; civil suit on matter is still pending

The Internal Revenue Service has ruled that Public Broadcasting Communications Inc., publisher of *The Dial*, a monthly program guide for public television, is a non-profit, tax-exempt corporation.

The IRS ruling rejected a challenge to the corporation's tax status by Philip Merrill, publisher of *Washingtonian*, a monthly "city" magazine based in Washington.

Merrill has opposed *The Dial* since it was first published in October 1980. Why? In an Oct. 27 letter to David Carley, president of the National Association of Public Television Stations, Merrill wrote that the magazine put the "federal government squarely into the publishing business, and in a big way. The government as publisher is unfair competitively, unwise constitutionally and is a direct threat to the independence of the press."

Public Broadcasting Communications is controlled by five public television stations: WNET-TV New York; WETA-TV Washington, D.C.; WTTW-TV Chicago; KCET-TV Los Angeles, and WTVS Detroit. The magazine, which has a circulation of 685,000, sells advertising space, carries articles on upcoming programs and includes local public television program listings. It is sent to those who contribute to the public TV stations in the cities mentioned above.

The IRS said the corporation qualified for exemption under Section (c) (3) of the Internal Revenue Code. That section says corporations organized exclusively for religious, charitable, literary or education-

Intermedia

Good year. National Radio Broadcasters Association attracted 412 members in 1980 including 149 independent stations and 28 groups. Among larger groups were Golden West Broadcasters Inc., Chartcom Inc., First Media Corp., Meredith Broadcasting, Shamrock Development Corp., and SJR Communications. Membership is 38% higher than that of 1979, and growth may be attributed in part to new NRBA membership VP, Jack Christian, hired early in 1980.

Cable's place. Cable is one emerging mode of local data distribution, official of National Telecommunications and Information Administration says, but operators "are afraid that if they offer certain interactive digital services... they may inadvertently invite common carrier regulation." Speaking at Institute of Public Utilities Conference, Dale Hatfield said such regulation poses two dangers: "The rate-of-return usually applied to common carrier could spread to their very lucrative pay television services" and even if rate-of-return regulation were confined to data distribution services, it would limit profits and discourage risk taking. Since most cable systems are being built for one-way video "with little or no thought to local interconnection... it will be difficult to obtain a technologically advanced local distribution system optimized for other than downstream video," Hatfield said. Another barrier to development of local distribution systems are public access channels and other services not demanded by market, which must be subsidized by pay cable revenues. "Further technological and service developments that would undercut the cross-subsidy," Hatfield said, could "produce strong opposition."

Cable culture. Home Box Office announced its selection as sole pay cable representative in U.S. Film and Video Festival in Park City, Utah (Jan. 12-18). Angela Schapiro, VP program services for HBO and VP programming for company's Cinemax service, is to participate in two video seminars. HBO plans entry of four original programs in non-competitive video category.

Goodbye pirates? Labeling their justifications "a sham and a fraud on the public," chairman of Subscription Television Association last week predicted imminent demise of pay TV pirates. STA's Ron Brutoco was applauding U.S. Sixth Circuit Court of Appeals reversal of Detroit trial court's earlier decision construed as giving local pay TV pirates "a clear road." Appellate decision interpreted Section 605 of 1934 Communications Act as banning manufacture, sale and use of unauthorized pay TV decoders. Similar case is pending in Los Angeles before U.S. Ninth Circuit Court of Appeals, with oral arguments expected later this month.

Hearty response. Public television viewers pledged record \$11 million during December 1980 fund raising conducted by most stations from Nov. 29 to Dec. 7. Contributions ran 57% higher than during similar effort in 1979. Average pledge this year was \$39.35, 16.3% increase over year-before average. Response to direct mail and other non-broadcast fund-raising methods could bring total viewer support received during December pledge period to \$14 million.

al purposes, or for public safety or to promote sports competitions are tax exempt.

On Dec. 4, the FCC denied a petition from *Washingtonian* asking that four of the stations—WNET-TV, KCET-TV, WTTW-TV and WETA-TV (the original members of the corporation)—be prohibited from promoting the magazine on the air. The decision said the commission's rules didn't forbid on-air announcements in which *The Dial* was mentioned in conjunction with fund-raising activities. The commission also said there wasn't sufficient evidence to support the charge that promotions of *The Dial* had been anticompetitive and left the burden of proof on *Washingtonian* to prove otherwise.

Nonetheless, according to Frank Wiggins, an attorney for WETA-TV, Merrill and *The Dial* have still not gone their separate ways. Still unresolved is a civil suit Merrill and another WETA-TV member filed in Superior Court of the District of Colum-

bia last year.

According to Wiggins, in that suit, Merrill and his co-plaintiff alleged that they—as members of WETA-TV—would be injured by WETA-TV's becoming involved with *The Dial*. How? According to Wiggins, the two alleged that publishing *The Dial* was outside WETA-TV's corporate authority. By becoming involved with the magazine, the two said, WETA-TV risked losing its ability to stay in service—a service the two had paid for.

Specifically, the two alleged that WETA-TV's involvement with the magazine would leave WETA-TV vulnerable on three levels: 1. The FCC would take away WETA-TV's license (a scenario that failed to materialize). 2. The District of Columbia government would take away the station's not-for-profit status. 3. WETA-TV would lose access to federal funds.

Wiggins said a status conference on the case has been scheduled for Jan. 21.

Law & Regulation

Region 2 plans raise concerns of broadcasters

ABES comments to FCC warn of 'incompatibilities' between two 9 khz plans; advisory committee doesn't like U.S. allowing 50% interference; ABES and others feel U.S. delegation should include more broadcast representatives

For the nation's radio broadcasters, the Region 2 (western hemisphere) conference on AM broadcasting continues to be viewed as a considerable danger to the U.S. broadcasting service. In pleadings filed with the FCC and at a meeting last week of the Advisory Committee on Radio Broadcasting, broadcasters expressed concern about what they see as the U.S.'s inadequate preparations for the second conference, beginning in November,

and about policy initiatives of other countries the U.S. has accepted.

But on one point, the broadcasters last week persuaded FCC officials with responsibilities for developing U.S. strategy to take another look at a decision made at the first session, in Buenos Aires in March. The issue involves nighttime interference standards. Next month, FCC officials will meet with broadcasters who think the U.S. should try to get a better deal.

There was no give, however, in the government's most controversial proposal—to reduce AM channel spacing from 10 khz to 9. And on that matter, the U.S. was running into difficulty with Canada. The northern neighbor has not yet decided whether it prefers 10 or 9 khz channel spacing, but it has informed U.S. officials it wants the comparative study of the systems that the International Frequency Registration Board will do to be based on the "Canadian" plan which would require stations to shift up to 9 khz in frequency; it says such a plan would provide the additional spectrum room it needs for stations in large cities. The U.S. favors a comparison based on a plan requiring a

shift of no more than 4 khz; it has done cost-benefit studies on that plan but none yet on the Canadian proposal.

Wilson LaFollette, chief of the FCC's technical and international branch and deputy chief of the U.S. delegation to the conference, appeared confident the U.S. would prevail on the issue, when a so-called panel of experts of Region 2 countries meets with the IFRB in Fortaleza, Brazil, in a week-long session beginning Jan. 27. (That session will be preceded by one of a working group preparing for the conference that will start on Jan. 20.) LaFollette noted that the conference at the first session directed that the study be based on the 4 khz plan, unless the U.S. agrees to the use of another. However, the U.S. would not object to a "supplementary" study involving the 9 khz shift if that is feasible. IFRB has said it lacks the funds to do more than one study.

Regardless of the plan, the Association for Broadcast Engineering Standards says there is a danger that the U.S. would gain little if anything if a 9 khz channel spacing plan is adopted at the second session. The reduction in spacing would increase by 12

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the number of channels available for new assignments. But ABES, in comments filed in the commission's further notice of inquiry, and its executive director, Wallace E. Johnson, at last week's meeting, warned that much of the potential to be gained from the change would be needed to resolve "incompatibilities" among the five-year inventories of operating and proposed stations to be submitted by the countries of the hemisphere next May.

"We may end up not being able to use the new channels in the U.S.," Johnson said. "So why change [channel spacing] only to accommodate new stations in other countries? The whole range of incompatibilities should be resolved before a decision on 9 khz is made." He also said the U.S. should argue that in the creation of a new AM plan, greater weight be given to existing than to proposed stations.

LaFollette sought to reassure the broadcasters. "We're moving to establish priorities for existing stations," he said. "None of that is being ignored." And as for the "incompatibilities," he said that once they are identified, studies will be done in an effort to resolve them. "We'll work those out," he said. Indeed, he said the advisory committee will be involved in that effort. He said a list of the incompatibilities would be submitted to the committee for recommendations on dealing with them.

A matter that seemed of even greater concern to the advisory committee than the 9 khz issue was the one involving time value for nighttime interference. The conference at the first session adopted a standard permitting interference among stations up to 50% of the time instead of the 10% standard urged by the U.S. Following the session, U.S. officials professed not to be disheartened since they had reached an agreement with Canada and Mexico to continue to adhere to the 10% standard now contained in agreements to which they are signatories.

However, broadcasters attending the meeting last week and in the comments they filed made clear they were not satisfied with that arrangement. They were particularly concerned about Cuba, which has submitted an inventory of existing and proposed stations that would flood the airwaves with high-power emissions. U.S. broadcasters feel the effect, particularly on stations in the Southeastern U.S., would be devastating.

LaFollette said, in defense of the U.S. position, that "all other countries in the region opposed the 10% standard. We were fortunate to get a subregional agreement on 10%." But Harold Kassens, a former deputy chief of the commission's Broadcast Bureau who is now a consulting engineer, said the U.S.'s "image looks bad" if it gives up on 10% simply because it is the only country supporting that standard. "You should fight for it even if you lose." He said the U.S. did not let lack of support deter it from pushing for 9 khz channel spacing.

At that point, the State Department's William Jahn suggested that an effort be made to resolve the issue. (He said he,

personally, could be persuaded by either side.) He asked Kassens to make available studies on the issue he said he had done for clients, and suggested they could be useful in talks with Caribbean countries that U.S. officials plan to visit in March or April. But a key task, he said, would be to identify the countries that could be persuaded that their self interest lies in joining the U.S., Mexico and Canada on the 10% standard.

Broadcasters concerned about the issue will have an opportunity to contribute to the discussion. The advisory committee scheduled a meeting on the subject for Feb. 3.

Some of the pleadings filed in the further inquiry reflected even more unease than did the broadcasters at last week's meeting with the manner in which the U.S. is conducting itself in conference matters. ABES, for instance, said the U.S.—"pre-eminent" in the world in its AM service and in developing broadcast technical standards—was not only inadequately prepared for the first session; it "declined to exercise its traditional role as first among equals in international broadcasting negotiations." ABES said such countries as Canada, Mexico and Argentina seized the initiative. It said the State Department should give the U.S. delegation a greater degree of support than it did during the first session.

More than that, ABES, along with the

National Association of Broadcasters and ABC, in separate pleadings, said the delegation itself should be strengthened by including a strong contingent from the broadcasting industry (the 19-person delegation to the first session included six industry representatives) and by making greater use of the advisory committee. They also urged, as they have previously, that the U.S. press for a postponement of the channel-spacing issue. The commission has already rejected that suggestion, but the parties continue to insist that the U.S. is unprepared to deal with the issue at the second session.

Although the advisory committee has continued to focus on the Region 2 conference even after its charter was broadened several months ago, it was clear last week it would begin to deal with FM matters. Erwin Krasnow, NAB senior vice president and general counsel, noted that the committee was reconstituted to address commission proposals to increase the number of FM stations as well as AM, and said that the NAB is beginning to prepare studies in that area. He asked that the commission provide information on work it is doing on FM matters and to indicate projects on which industry contributions would be useful. Henry L. (Jeff) Baumann, chief of the commission's Policy and Rules Division and chairman of the committee, promised a report at the next meeting, on Feb. 18.

Programers oppose, networks support, CBS petition for program rights

NAITPD says network request for declaratory ruling to let it buy shows for nonbroadcast uses is beyond commission's right to grant; NTIA says rule should be changed, but through rulemaking

Television industry programers—led by the National Association of Independent Television Producers and Distributors (NAITPD) and Viacom—have let the FCC know that they strongly oppose CBS Inc.'s petition to the commission for a declaratory ruling that would allow that network to acquire rights to television programs not produced by it for non-broadcast purposes. Not surprisingly, the other two networks—NBC and ABC—supported the CBS petition. The National Telecommunications and Information Administration agreed that the rule needs clarification, but said it should be done through a rulemaking process since a decision in favor of CBS would involve a "substantive" policy change (BROADCASTING, Jan. 5).

In its petition filed last November, CBS specifically requested that the commission's financial interest rule "be construed to permit CBS to acquire rights in non-broadcast uses of a television program, where such rights are not acquired, directly

or indirectly, in connection with the negotiation for or acquisition of, network exhibition." Although CBS favors repeal of the rule altogether, its petition in effect seeks only a waiver for itself.

The network has recently entered into the production and distribution of videocassettes and has announced plans to produce and distribute videodisks and to offer an advertiser-supported performing arts and cultural channel of cable programming.

In support of its petition CBS relied heavily on the conclusions of the FCC's Special Network Inquiry Staff which found that one of the effects of the rule has been "to deny networks and suppliers a variety of arrangements for financing program development and production which appear to have been mutually beneficial." The staff also said that the rule has done little to further the commission's goals of diversity or increased competition in the program supply market. Last month the staff recommended that the commission repeal the rule (BROADCASTING, Dec. 22, 1980).

In opposing the CBS petition, NAITPD argued that while CBS claimed to be seeking an "interpretation clarifying" the rule, what it really wants is "a categorical exemption of nonbroadcast uses," from the rule's "absolute proscription on net-

work acquisition 'of any financial or proprietary right or interest in the exhibition, distribution, or other commercial use of any television program produced wholly or in part by a person other than such television network, except the license or other exclusive right to network exhibition.'

On procedural grounds as well, NAITPD contended the CBS petition does not hold water. "Whether it be called interpretation, clarification or waiver," NAITPD said, "what CBS seeks is a partial repeal of the financial interest rule. Accordingly, since that rule was adopted as the result of notice and comment rulemaking so too must be its repeal," as required by federal statute.

Viacom agreed that since the financial interest rule prohibits the activities proposed by CBS it can only be amended by the rulemaking process and not by a declaratory ruling. The rights CBS seeks to acquire, Viacom said, "are plainly financial or proprietary interests," encompassed within the specific prohibitions of the financial interest rule.

Viacom also dismissed CBS's reliance on the network inquiry staff's conclusions to support its petition as "inappropriate." The staff's conclusions, Viacom noted were based on a proceeding that, in the commission's own words, "addresses the identification of problems, not the consideration of possible remedies for any abuses that might be identified."

Viacom also cited an FCC decision in 1979 declining to issue a declaratory ruling on the scope of the financial interest rule at the request of the Motion Picture Association of America Inc. Then, the commission said that in lieu of the requested ruling it would instruct the network inquiry staff "to report to the commission on the matters specified herein at the conclusion ... of its inquiry. The commission will then be able to direct a prompt, formal resolution of these issues by rulemaking or other appropriate processes." Thus, Viacom concluded, the CBS petition is premature because the network inquiry staff conclusions have not yet been fully evaluated and analyzed by the commission.

Relying on trade press accounts, Viacom expressed its opinion that in all likelihood CBS engaged in extensive ex parte contacts with several commissioners and other FCC personnel which if true, Viacom said, would call for a rulemaking proceeding on the issue. In an effort to substantiate the press accounts, it has filed a Freedom Of Information Act request for all memoranda and other documents submitted by CBS, in respect to its financial interest rule petition.

In addition, Viacom has filed with the commission a "motion to create a record of ex parte contacts," requesting that "all documents produced in response to its FOI request be placed in the public record in this proceeding and that each discussion by CBS personnel with commissioners or staff members also be summarized and placed in the public record in the proceed-

The ex parte angle. CBS has rejected as completely unfounded the allegations it engaged in illegal ex parte contacts with commission officials in connection with its petition for clarification of the financial interest rule. First of all, it said in reply comments filed in the proceeding, there are no ex parte requirements applicable to requests for declaratory rulings, unless the commission specifically imposes them. But in any event, CBS added, it has complied with the ex parte requirements that govern informal rulemaking proceedings.

CBS said the only contact between its officials and commission personnel involved a meeting in which CBS President Thomas H. Wyman, James K. Parker, CBS general counsel, and William Lilley III, CBS's Washington vice president, called on Chairman Charles D. Ferris to discuss matters limited to those "set forth in the CBS petition." The meeting occurred on Nov. 2, on the day the petition was filed. And immediately afterwards, CBS said, it filed with the commission a notification of the meeting.

"There has been no presentation by CBS to commission personnel thereafter concerning the merits of the CBS petition which went beyond the matters urged in the petition itself," CBS said.

"There has been no unfairness here since all of the matters presented to the commission appeared in the CBS petition, and other parties were given the opportunity to respond," CBS went on.

CBS specifically rejected "suggestions" of several opposing parties—who based them on trade press reports—that the CBS petition was discussed at a CBS ADCOM meeting, on Oct. 22-23, at which Ferris was present. Not so, CBS said. The subject matter of the CBS request was not discussed, it said, adding that Ferris was only one of several persons who addressed the conference.

CBS's Lilley, in discussing the flap involving the ex parte charges, expressed himself with more vigor than did CBS in the filing. "There is absolutely no basis in fact for any of the allegations that we made improper contacts or ex parte contacts with any official at the FCC" he said. "I can't say it strongly enough."

ing."

In support of the CBS petition, NBC commented that none of the intended objectives of the rule will be adversely affected—1. To prevent networks from acquiring and reselling syndication interests.

2. To enhance producers' ability to operate profitably. 3. To prevent networks from forcing producers to relinquish subsidiary rights as a condition of acquiring network exhibition rights.

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petition—emphasized that the antitrust consent decrees restricting program ownership entered into by the three networks include similar provisions modeled after the commission's financial interest rule. The consent decrees however contain "an explicit exception for the acquisition of nonbroadcast rights where such rights are not acquired, directly or indirectly, in connection with the . . . rights for network exhibition," says ABC. "The rule interpretation urged by CBS," said ABC, "avoids inconsistency between similarly intended regulatory restraints imposed by different arms of the government."

NTIA agreed in principal with the CBS contention that they should be able to acquire rights to television programs—never exhibited over the network in question—for nonbroadcast purposes. But as a procedural matter, NTIA said that for the commission to render a decision on the scope of the financial interest rule in the form of a declaratory ruling is "inappropriate." It said that "any such change of policy should be effected only through a notice of proposed rulemaking. We recommend that the commission issue such a notice; that it set forth tight filing deadlines, and that it expeditiously resolve this important matter."

As far as the consent decrees entered into with the Justice department are concerned, NTIA said the decrees "do not control the construction of the commission's financial interest rule. Rather it is up to the commission to supply the definitive construction."

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Washington Watch

Lining up. Senate Commerce Committee will have three senior counsel in addition to Bill Diefenderfer, named chief counsel two weeks ago (BROADCASTING, Jan. 5). Ward White, formerly chief minority counsel, will oversee activities of Communications, Merchant Marine, Consumer and Tourism Subcommittees; Matthew Scocozza, formerly minority staff counsel, will oversee Surface Transportation and Aviation Subcommittees, and Dennis Barns, former professor at University of Virginia, will oversee Space, Science, Technology and National Ocean Policy Subcommittees. Ray Strassburger, previously named chief counsel to Communications Subcommittee, will depart for job with Times Mirror Co. as Washington lobbyist. Mary Jo Manning, chief counsel to subcommittee under Democratic majority, will return to private practice in Washington.

Killer satellites considered. Senator Larry Pressler (R-S.D.) plans to hold hearings on foreign "killer" satellites, said to be growing threat to U.S. communications systems. As chairman of Arms Control Subcommittee of Foreign Relations Committee and member of Communications Subcommittee, Pressler hasn't decided whether to seek hearings held jointly or in Arms Control Subcommittee only. He has enlisted support of Senator Charles Percy (R-Ill.) who chairs Foreign Relations Committee. Senator Barry Goldwater (R-Ariz.), chairman of Communications Subcommittee and Select Committee on Intelligence, has expressed concern about increasing satellite communications and impact on national security (BROADCASTING, Dec. 15, 1980).

Trimming down. This year's federal budget cut will result in smaller staff for Senate Commerce Committee. Breakdown was: majority staff—67; minority—27. This year's will be closer to 40-16. House Democratic caucus decided to put off electing committee chairman until this month, leaving staff lineup undetermined.

KITV strike settled. Fifty-six-day strike by members of American Federation of Television and Radio Artists against Honolulu's KITV-TV was settled Dec. 29. Newsroom strikers won new contract providing pay increase of 30% through May, 1983. Union did not receive closed-shop agreement and agreed to drop its legal actions against station, including charges of unfair labor practices and sex discrimination. Striking reporters went back to work Jan. 5 with immediate 10% pay hike.

Home videotaping suit. Ninth Circuit U.S. Court of Appeals in San Francisco has set Feb. 6 as hearing date for oral arguments on appeal of home video ruling brought by Universal Studios and Walt Disney Productions. Federal judge had ruled in October 1979 in favor of Sony Corp. in so-called "Betamax trial," involving producers' legal challenge of home videotaping practices.

Trance endorsement. Former gubernatorial hopeful in Georgia came out loser in court suit he filed against WTCC-TV (now WTBS) Atlanta for refusing, during 1978 primary campaign, to run his commercial featuring hypnotist urging voters to support him. Nick Belluso claimed that Turner Communications Co. violated his First Amendment rights and violated Communications Act. But U.S. Court of Appeals in New Orleans, in upholding lower court's order dismissing damage suit, held station could not be sued for refusing hypnotist ad. Station had acted without benefit of declaratory ruling it had sought from FCC. Commission staff had recommended that FCC rule hypnotist presented "clear and present danger"—psychiatrists had advised staff that some susceptible viewers might be put in "profound trance"—and that station need not carry spot. Commission, however, decided against issuing any ruling (BROADCASTING, July 31, 1978). Later, Belluso complained to commission about three stations that refused to air spot, but dropped matter after being asked to supply additional information. One station did carry spot, he reported—WATV-TV Augusta, Ga.

Grandfather waiver. FCC has waived rules in two similar cases involving proposals for intrafamily transfers of stock in licenses with "grandfathered" media combinations where crossownership conflict existed. First involved transfer of control of Summit Communications Inc.—Winston-Salem N.C.-based group owner of four AM's and four FM's—from Gordon Gray to his four sons, Gordon Jr., Burton, C. Boyden and Bernard. Summit is licensee of WSJS(AM)-WTQR(FM) Winston-Salem and Grays have interest in company that publishes two daily newspapers there—*Winston-Salem Journal* and *Winston-Salem Sentinel*. Second case involved transfer of control of WKBN-AM-FM-TV Youngstown, Ohio from Warren P. Williamson Jr. to sons, Warren III and Joseph. Commission reasoned that since transferees are family members, are involved with broadcast operations and that holdings could be legally transferred upon execution of will, that grant of application was warranted.

BMI suit. Broadcast Music Inc., music-licensing organization, said last week it had filed suit against Jack Lee Payne, owner of WJPM(AM) Rockford, Mich., charging copyright infringement in broadcasting BMI music without authorization. Suit, filed in U.S. District Court in Grand Rapids, Mich., seeks statutory damages plus attorneys' fees and court costs.

Citizens to merge into Georgetown University unit

Leading public interest law firm will become part of Institute for Public Representation; Charles Halperin will head it, Bowie will consult for two months

Citizens Communications Center, one of the first and, for a time at least, the most active public interest law firm in the communications field, is disappearing as an independent entity (BROADCASTING, Jan. 5). Its two remaining staff attorneys have moved into the offices of the Institute for Public Representation, Georgetown University's clinical law-teaching and public interest law program, and Citizens will become a part of IPR.

The move was made necessary by the vagaries of public interest law funding. The Ford Foundation, which had provided most of Citizens' financing over the years, had conditioned its last grant on the firm's finding a stable organization with which to merge. It was pulling out of funding of unaffiliated public interest law firms.

The IPR, which was established in Georgetown in 1971 and which operated for its first seven years under Victor Kramer, is now headed by Charles Halperin. Its function has been, as Halperin puts it, to "represent the unrepresented interests," primarily in the area of administrative law. That function, combined with its teaching program, for Georgetown University students, made IPR a good match with Citizens, Halperin said. Citizens has long operated a teaching program for law students. The merger is not yet complete; the papers effecting the agreement are expected to be signed later this month.

Halperin, who is a member of the Georgetown law faculty, will serve not only as director of IPR but as head of the Citizens program it will incorporate. Nolan Bowie, currently director of Citizens, will serve as consultant to the merged organization for two months during the transition. Citizens' staff attorneys, Wilhelmina Cooke and Jeffrey Olsen, will join an organization that now includes, besides Halperin, two senior attorneys and five graduate fellows. Cooke and Olsen will also become adjunct professors at Georgetown Law Center.

Halperin said IPR, which is funded by the Georgetown law center and foundations, operates on an annual budget of some \$300,000. The Citizens operation will add roughly \$180,000 to the IPR costs, and Halperin is optimistic that, in view of Citizens' new status, Ford will provide most of the additional financing.

Citizens was established in 1969 with the aid of the Robert F. Kennedy Memorial, and with funding provided by Gordon Sherman, president of Midas International (BROADCASTING, Oct. 13, 1969). Its first director was Albert H.

Kramer, then a 30-year-old veteran of two years service of antitrust law practice with Covington & Burling, who is now director of the Federal Trade Commission's Bureau of Consumer Protection. Its second director was Frank Lloyd, now administrative assistant to FCC chairman Charles D. Ferris.

Under Kramer, Citizens, which rarely operated with more than a handful of full-time lawyers, became known as a force for broadcasters and their lawyers to reckon with. Acting as a kind of private attorney general, seeking to enforce commission rules and policies, Citizens represented hundreds of citizen groups across the country in petitioning the commission to deny renewal and transfer applications on grounds ranging from illegal discrimination in employment to undue concentration of media control. Many applications were modified to meet complaints contained in Citizens-drafted petitions; some were denied by the commission. As a result, it's probably not too much to say Citizens made its mark.

Halperin, who claims no expertise in communications law, expects Citizens to continue in the work it has been doing. Besides the two Citizens lawyers, there will be overlap of Citizens and IPR in the form of several members of the IPR governing board. Abe Chayes, a member of the Harvard Law School faculty who is chairman of the Citizens board and a member of IPR's, will become chairman of the latter.

California judge says exclusive franchises are unconstitutional

In a ruling that may have an impact on cable systems throughout the state, a California Superior Court judge has ruled that an exclusive city franchise near San Diego is unconstitutional.

Judge Anthony Joseph declared Dec. 23 that he is prepared to dismiss a suit brought by Times Mirror Cablevision, the Times Mirror Co.-owned cable TV firm, which charges Pala Mesa Cablevision of Vista (Calif.) with violating an exclusive franchise granted Times Mirror by the city in 1966. Pala Mesa seeks to provide cable service to a new housing development being built within Vista's city limits.

Times Mirror is asking for a court order barring Pala Mesa from offering its services to Vista residents, as well as unspecified damages. Vista is one of seven California cities that have granted exclusive cable franchises to various firms for varying lengths of time.

Judge Joseph asserted in a pretrial hearing that Article XI of California's constitution provides for competition in such fields as communications, and "unquestionably precludes monopolies in those fields." If the judge carries out his intentions as stated in the hearing, it is believed it would be the first such ruling in the state.

Charlotte has

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Film bidding flap erupts in England

BBC and ITV accuse each other of offering record high prices for movie package

In the usually sedate and gentlemanly world of program purchasing in Britain, a storm has erupted with claims and counter-claims over how much the two television networks are bidding for the rights to feature films.

The public argument began when Alasdair Milne, managing director of BBC Television, accused the commercial ITV network of being "profligate with its spending on sporting contracts, feature films and a huge wage settlement."

Milne referred to a report in the *London Financial Times* newspaper saying that ITV had offered \$30 million for a package of films consisting of "Star Wars," "The Empire Strikes Back," "Jaws," "Jaws II," "Apocalypse Now," "Alien" and "Gone With the Wind."

But Leslie Halliwell, chief program buyer for ITV, said the report was totally inaccurate. He said he had made no such bid on the films quoted in the report and doubted if some were even available for UK television.

Paul Fox, director of Yorkshire Television, one of the ITV companies, denied that the network was responsible for bidding up the price of purchased films.

"Alasdair Milne has been misled and is bringing up a story that is totally and utterly untrue," he said. Fox also charged that the BBC was actually responsible for unprecedentedly high bids.

He pointed to "The Sound of Music," purchased two years ago by the BBC for a record \$4.25 million. According to Fox, "they went over the top and astonished everybody in the film industry. The people in Hollywood gasped."

The *Financial Times* report said the ITV bids included an \$11.5-million bid for "Gone With the Wind." But Halliwell told BROADCASTING that no bid had been made, and he was under the impression that negotiations on the film had been put off until mid-1981.

Halliwell said he was seeking clarification from MGM on whether the film was currently available after the BBC had announced that it was bidding \$8.4 million for "Gone With the Wind" plus re-issues of 55 other films.

Halliwell said that "Gone With the Wind" had become a "ridiculous five-year story," and he said MGM had been playing hard to get. Some observers believe the reports of high bidding for films by ITV are part of a campaign by the BBC to induce



Things are hopping in Bristol. The Entertainment and Sports Programing Network is well under way with construction of its new \$3-million, 42,660-square-foot administration center (left). The three-story building is to house all administrative offices and commissary for ESPN, and will be connected to the existing broadcasting center (right) by a second-floor skywalk. The leftmost satellite disk was intended to be an uplink for the Premiere pay cable network whose existence is being litigated. The new facility is slated for July 1981 occupancy and was designed by Geoffrey Brey of New Britain, Conn.

the government to change its taxing policy on the commercial network.

At present, the ITV broadcasters must pay a special 66% levy on all profits from the stations.

In his statement attacking ITV "profligacy," Milne said that the tax results in the government's effectively paying two-thirds of any major ITV expenditure.

"If the ITV companies were successful in the reported bids of \$30 million for

American films the cost to the companies themselves would only be \$10 million and the levy would be reduced by \$20 million. Whereas if the BBC were to buy these same films it would have to pay the full price of \$30 million."

The BBC wants the commercial broadcasting levy to be changed to a tax on total sales rather than profits. Milne charged that the current system "is plainly a threat to the continuation of a balanced and healthy industry."

Snyder finds some faults with NBC

In 'Playboy' interview, host of 'Tomorrow' criticizes network's handling of programing and news decisions, says he doesn't want to do any more regular series

"I see it from within: the positioning, the jockeying, the politics, the duplicity, the phoniness, the chaos. If I wrote it all down, nobody would ever believe some of the things that went on."

So Tom Snyder is quoted on the subject of NBC in the February issue of *Playboy*. In a wide-ranging "Playboy Interview," the veteran broadcast journalist and host of the *Tomorrow* show had strong words on the news department as well.

"Right now, there is a CBSization going on at NBC News . . . I would say that anybody who was with NBC News prior to the arrival of the new management is a dead fish. I think one by one we're all gonna be weeded out. You know, they got me out of there . . . From where I sit, anybody who's

worked for CBS News is now the bearer of the Holy Grail in the eyes of NBC management."

Snyder, in his interview with Nicholas Yanni, *New York Post* television critic and freelancer, said that he no longer has a desire to be a news anchor ("I feel as if a great weight has been lifted from my shoulders"); that he has decided against any more prime-time shows ("I can't compete with Suzanne Sommers's tits for ratings"), and that *Tomorrow* will be his final regular television assignment ("I think that is enough for me and the people who watch me").

Asked if he would want to be president of NBC, Snyder answered—admitting immodesty—yes, "because I think I know what to do." For one thing, Snyder said he wouldn't "gather up executives and go to a meeting in Hawaii" to discuss network problems. He said he would "go to the lots and to the TV studios and sit around and watch what is happening and talk with

the cast and crew"—something he said NBC President Fred Silverman hasn't done. Snyder added that "we know how things should be handled far better than do those who've been in the executive suites for 25 years."

Citing the dismissals of a few top NBC executives, Snyder said "NBC historically has a way of handling things badly." And at another juncture, he criticized NBC News President Bill Small for not telling him he was losing the anchor job with *Prime Time Saturday*. "I didn't like reading [the first rumors] in the paper that he, in fact, would be doing it . . . I felt that if Bill Small didn't like my work, goddamn it, come down here and say so."

O&M tracks viewing

An Ogilvy & Mather Inc. study concludes that purported viewer dissatisfaction with prime-time television has not materialized but acknowledges that viewing is changing because of the growth of cable television and the increased popularity of independent stations.

Using the A.C. Nielsen Co. as their source, Ogilvy & Mather researchers, headed by John Hunt, associate director of media research, found that the percentage of homes using TV in prime time grew from 59.6% in the 1972-73 season to 60.8% in 1979-80. The combined network share, however, slipped from 91% to 89%. Actual audience delivery increased because total TV households continue to grow, Ogilvy said.

Ogilvy's analysis shows that in daytime there was a network loss in both homes using television (from 27.2% in 1972-73 to 26.5% in 1979-80) and in combined network share (from 83% to 75%). O&M cited social changes as the reason.

Ogilvy observed that viewing patterns are changing, partly because of new technology. It said pay cable households view more prime-time television than noncable and basic cable households, but they watch less network programming. They watch the pay channel about the same



New year, new network. Scott W. Rasmussen, president and founder of Enterprise Radio, Avon, Conn., leads a toast in honor of the new 24-hour-a-day sports radio network's debut on New Year's day at 7:06 p.m. Enterprise has 40 affiliates.

number of hours each week, regardless of the season. In daytime television, Ogilvy said, the strongest competition to the networks comes from independent stations rather than from cable television.

AVCO sets up new TV production arm

Avco Embassy Pictures, the feature production arm of Avco Corp., has announced plans to implement "a full-fledged television production" division to be known as Avco Television Entertainment. In making the announcement, Avco president and chief executive officer Bob Rehme appointed Doug McHenry to the new position of executive in charge of production for the new division. McHenry's duties will include overseeing all aspects of project development and production, with emphasis on motion pictures for television, mini-series, and specials for both network and cable buyers.

McHenry joined Avco in June 1980, working in business affairs and feature film development. He previously served in a similar capacity at Polygram Pictures.

Rehme also announced that Avco Embassy has concluded an exclusive agreement with International Creative Management to represent Avco Television Entertainment in the packaging of properties, talent, writers, producers and directors.

BBC-Rockefeller deal spells end to relationship with Time-Life in U.S.

BBC Enterprises, the sales arm of the network, said in London that the agreement with Rockefeller Center to supply programs for a new cable channel (BROADCASTING, Dec. 15, 1980) means that Time-Life is unlikely to have any future role in distributing BBC programs.

The BBC announced last May that it was giving Time-Life two years notice on its exclusive distribution agreement for the United States. At the time, the announcement was seen as part of a negotiating move to gain some changes in the contract.

But the new cable channel is to have first refusal on BBC programs, meaning that any distributor would have only the rejected programs and reruns. A BBC spokesman said there had been discussions with Time-Life on handling special areas of distribution, but said "It is fair to say that Time-Life will not stay on."

It is not clear if the cable rights will include co-production programs. In the past, the BBC has given away U.S. rights in exchange for badly needed production money. This happens especially with many of the prestigious BBC productions.


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Dates: March 2, 3 & 4, 1981

Attendees: Executives from communications companies, videotext developers, newspaper and magazine publishers, database producers, ad agencies, retailers, banks, manufacturers of personal computers, VCR's, videodiscs and electronic mail systems.

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Speakers: Over 90, drawn from actual creators of information utilities, trade publications and research organizations.

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Monitor

In the marketplace. With Metromedia Producers Corp. now syndicating 13 episodes of *I Claudius*, actress Anne Bancroft is series host. Story of Rome and its fourth emperor, produced by BBC-TV and London Films, previously aired in U.S. over Public Broadcasting Service. . . . Six half-hour Capital Cities family specials, cleared in more than 160 markets, will be closed-captioned for hearing impaired; so will commercials from Bristol-Myers and Nabisco. . . . New to Teleworld Inc. film library for distribution are seven "Spiderman" movies, with domestic rights acquired from Charles Friss Productions. Superhero fare aired on CBS-TV in 1977-79. . . . MCA TV has placed *Hardy Boys/Nancy Drew Mysteries*, 46 one-hour programs carried on ABC-TV from 1977 to 1979, into syndication on advertiser barter basis. MCA TV said series has been cleared in 33 markets.

CBS wins Globes. CBS-TV has obtained rights to broadcast Jan. 31 Golden Globe Awards presentation of Hollywood Foreign Press Association. New contract, which follows two-year network blackout, provides four-year option for repeats. Telecast will be shown live on East Coast from 9 to 11 p.m. (EST) and by tape-delay during same time slot for Pacific states.

Redgrave controversy hurt CBS. *Playing for Time*, CBS-TV's controversial dramatization of concentration camp victim's life, resulted in "enormous" financial loss to network, according to programming vice president Harvey Shephard. In Hollywood press conference last week, Shephard said "most advertisers refused to sponsor the show" which starred Vanessa Redgrave. Shephard confirmed that those who did advertise paid below normal rates, but did not go into specifics. It's been speculated that 30-second spots on program may have sold for as little as \$30,000. Three-hour movie scored 26.2 rating and 41 share during last October's broadcast.

Next day replay. NBC Sports will provide an early morning videotaped replay on Jan. 26 of Super Bowl for those fans who miss live coverage on Jan. 25. Replay, scheduled from 1 to 4 a.m. EST, is first in 15-year history of the football classic.

Down but not out. Although its long-running *Wonderful World* series has been dropped from NBC-TV schedule for next year, Walt Disney Productions will be active as program supplier in new season. Disney president Ron Miller said last week his company has contracted to produce five major specials for 1981-82, and has dozen pilots in development. Disney vice president Len Rinkist said new Disney product could easily wind up on ABC or CBS, now that exclusive deal with NBC is being allowed to lapse. Disney executives have been meeting with all three networks and have suggested there will be major expansion in television arena, possibly including new weekly comedy and drama series.

Circus and Gene Kelly. Pilot of *World's Greatest Circuses*, series of six television specials, has been completed by MCA TV Enterprises and will be shown at National Association of Television Program Executives conference in March. Specials will spotlight actor Gene Kelly as host, presenting acts from circuses all over world. Pilot was produced in Copenhagen and features acts of Royal Danish Circus. Other programs will be produced on location in Europe, Asia and South America.

Peacock plumes. NBC-TV's "Project Peacock" series of young people's specials gets three new titles into production - *The Electric Grandmother*, adaptation of Ray Bradbury's science fiction tale *I Sing the Body Electric* by Highgate Pictures; *Skeezee*, true story of dog who aids emotionally disturbed kids, from Margie-Lee Enterprises and Blue Marble Co., in association with Marble Arch Productions; *How To Eat Like a Child*, MTM comedy/musical based on Della Ephron's book of same title about manners, language and logic of children; *Phil Donahue and Kids*, *The Big Stuffed Dog*, written by Peanuts-creator Charles Schultz; *Grandpa, Will You Run With Me?* with Jack Albertson, and *Gunther Gebel-Williams and Son*, filmed on location with circus animal trainer. "Project Peacock" series begins in February.

Three from Warner. Warner Home Video is releasing three one-hour videotapes featuring music and performance of Fleetwood Mac, Rod Stewart and Gary Numan. Stewart and Fleetwood Mac releases will sell for \$40 each, and Numan tape, \$35.

Tryout. Pilot program of half-hour musical comedy series, *Bowzer!*, has been cleared by Lexington Broadcast Services New York, in 140 markets for telecasting twice during two-week period in January. Full-fledged series is being offered for September 1981 start on barter advertising basis. No advertisers have been signed.

Ratings Roundup

The new year's first weekly prime-time average, Dec. 29-Jan. 4, brought good news to both CBS-TV and NBC-TV. CBS, with a 19.7 rating and 31 share, continued in first place; NBC, winning Monday through Thursday, came out of the basement with an 18.6/30 for a solid second. ABC-TV, with mid-20's shares every night but Saturday, slipped to a 16.4/25.9.

Pivotal in the CBS victory was the network's Friday line-up of *Incredible Hulk* (19.3/30), *Dukes of Hazzard* (29.0/47) and *Dallas* (36.1/59) for a nightly average of 28.1/45. If not for that night, first place would have gone to NBC, whose ineffective Friday counterprogramming—*Marie* (14.5/23), *Number 96* (10.9/18), both canceled and *Run America* special (5.4/9)—took its toll on the weekly average.

Elsewhere, however, NBC generally earned good numbers. Highlights included Wednesday night's Orange Bowl, which ran through prime time to 11:36 p.m., and earned a 24.1/38. Two repeat movies, introductions to new NBC series, also scored well, with a 22.7/35 for *Flamingo Road* and a 23.3/34 for *Harper Valley PTA*.

ABC's performance as a whole was lackluster, among the only strong points being Saturday's *Love Boat* (26.5/42) and *Fantasy Island* (23.5/40), which pulled out the night despite a poor score for the opener, *Breaking Away* (12.8/20), which has been canceled.

The First 20

Rank/Program	Network	Rating/Share
1. <i>NFL Playoff Game: Dallas vs. Atlanta</i> (14-minute runover)	CBS	41.4/62
2. <i>Dallas</i>	CBS	36.1/59
3. <i>NFL Playoff Postgame</i> (runover)	CBS	36.1/55
4. <i>60 Minutes</i>	CBS	33.7/48
5. <i>Dukes of Hazzard</i>	CBS	29.0/47
6. <i>Love Boat</i>	ABC	26.5/42
7. <i>M*A*S*H</i>	CBS	24.8/37
8. <i>Archie Bunker's Place</i>	CBS	24.7/34
9. <i>Orange Bowl Game</i>	NBC	24.1/38
10. <i>Fantasy Island</i>	ABC	23.5/40
11. <i>Harper Valley PTA</i> (pilot)	NBC	23.3/34
12. <i>One Day at a Time</i>	CBS	22.9/32
13. <i>Alice</i>	CBS	22.9/31
14. <i>Flamingo Road</i> (pilot)	NBC	22.7/35
15. <i>WKRP in Cincinnati</i>	CBS	22.3/36
16. <i>House Calls</i>	CBS	22.2/34
17. "The Boys in Company C" (movie)	NBC	22.0/35
18. <i>The Jeffersons</i>	CBS	21.8/31
19. <i>CHiPs</i>	NBC	21.7/30
20. <i>Knots Landing</i>	CBS	21.5/32

The Final Five

62. <i>The Secrets of Midland Heights</i>	CBS	11.2/18
63. <i>Number 96</i>	NBC	10.9/18
64. <i>ABC News Closeup: Matter of Survival</i>	ABC	10.5/17
65. <i>CBS Reports: Embassy</i>	CBS	9.0/15
66. <i>Run America</i> (special)	NBC	5.4/9

PlayBack

It's the real thing. Pasadena-based Real Radio Co. is set to launch new syndicated country-western format in nine Arbitron-rated markets on Feb. 1. President John Price reports air personality lineup that includes Don Henson, Gene Price and Harry Newman, all with KLAC-AM, Los Angeles, and former KHJ-AM announcer Bob Shannon. Real Radio is offering daily voice tracks with localization, one-liners, time and temperature checks. Music reels include current hits, recurrenents, oldies and speciality libraries. Format service will provide stations with up to 24-hours of music/personality programming.

Hat tip to Autry. Six-hour *Gene Autry Special*, which premiered Dec. 17 over cowboy-turned-broadcaster's own KMPC-AM in Los Angeles, is now being syndicated by Autry-owned Golden West Broadcasters. Tribute was produced by KMPC sportscaster Scott St. James and includes many of Autry's recordings, reminiscences and interviews with numerous celebrities and sports figures. Golden West owns eight radio properties in four states.

Network plus syndicator. Mutual Broadcasting System will begin airing *Forbes Magazine Report* daily, four-and-a-half minute financial news program as of Jan. 26. Radio Works, Hollywood, Calif., produces program, which is represented by Doyle Dane Bernbach.

Like father, like daughter and son. President-elect Ronald Reagan's older daughter, Maureen, has returned to the airwaves as weekend talk show host over KABC-AM Los Angeles. Three-hour interview/call-in program is not her first; she had similar program on same station several years ago. Meanwhile, Michael Reagan, President-elect's older son, is taking over his father's syndicated radio commentary soon. Michael Reagan, Los Angeles-area businessman, told *Los Angeles Times* he may use program (offered by O'Connor Creative Services) as possible stepping stone for political career.

Capital idea. Jameson Broadcast Inc., radio marketer and syndicator whose programs include "The Mother Earth News Radio Network," has opened office in nation's capital. Address is 2311 Connecticut Avenue, N.W., Washington.

New Orleans has

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Speculating on new media's effects

AMA conference sees pay cable as threat to network TV but latter as major medium through 80's; radio predicted to flourish

The emergence of the new electronic media was described by speakers at a media/marketing conference last week as a development that will offer additional advertising opportunities rather than supplant existing media.

The conference presented by the New York chapter of the American Marketing Association heard Dr. David Blank, vice president and chief economist of CBS Inc., give a status report on the various forms of electronics media in development and offer an assessment of their impact on network television.

Blank pointed to cable television and pay cable as the only media that pose some threat to network television during the 1980's. He felt that pay cable, which has grown at a rapid rate, has helped make basic cable viable in many major markets.

He projected that by the end of the 1980's, network television will have suffered a decline of about 10% of its share of audience but maintained that the medium will continue to be dominant. He acknowledged that some markets, in which cable will have made substantial inroads, may suffer more than others.

Blank was asked at the end of his talk if the television networks can take steps to counteract the effects of cable and pay cable, and replied: "That's not easy to answer. But one thing they can do is to expand the number of made-for-TV movies and, in that way, enhance their product. Made-for-TV movies have done well on the networks."

Sharing Blank's view that network television will still be the leading medium was Bill Tenebruso, senior vice president and corporate media director, Kenyon & Eckhardt, New York. Tenebruso said he considered himself "one of the more enthusiastic supporters" of the new electronic media, but added:

"While I believe the future holds all of the potential and challenge that many others see, I believe strongly that the media forms and the relationship to the traditional media have to be placed in proper perspective . . . The new electronic media will not replace the traditional media—they will complement them and offer more advertising opportunities."

He believes that other media will react to the challenge of the new media with innovations that will have a mutual benefit

to the established media and to advertisers.

Bob Cambridge, director of marketing, ABC Radio, cited radio as a medium that can flourish in the 1980's and give value to its audience and advertisers because it reaches specific targets, is a high-frequency medium and has relatively low cost in a period of escalating costs. Cambridge argued that advertisers should use radio in their media mix.

"A study done in Los Angeles a few years back demonstrates and quantifies the value of a mix," Cambridge continued. "Using the same budget, a combination of media strategies was used to reach new car buyers. In all cases, the addition of radio increased impressions as much as 100%."

Hard times for commercial TV in Britain

Recession is causing advertisers to cut back their commitments on 15 regional ITV stations

The 15 regional stations of Britain's commercial television network (ITV) are facing serious financial troubles, even though each enjoys a monopoly on television advertising in its area.

Roy Addison, spokesman for the largest of the stations, Thames Television, said that August and September were "disastrous." October and November revenues were much better, but he said the outlook for the new year remains uncertain.

Britain is in the middle of a major economic recession, and this has badly affected advertising demand. Thames is undergoing a series of budget cutbacks, including a reduction in program production. The regional stations produce the programs that appear on ITV.

London Weekend Television, another of the larger stations, has found its profits halved from the previous year, for the 12 months ending in July.

Part of the squeeze has been caused by a strike of the entire ITV network in the fall of 1979 that went on for 15 weeks. But officials make it clear that future demand from advertisers is the real problem.

The companies are also weighed down by high payroll costs. During the boom years of the late 1970's, ITV lured away experienced people from the BBC, offering lucrative salaries, and the companies are now locked into these contracts. Some of these people are doing little work be-

cause of the program production reductions.

Another concern is that ITV has been losing the ratings race with the BBC, despite the latter's own financial woes. In October, the BBC took 57% of the overall audience, leaving 43% for ITV.

Demographically, the situation is even worse, because much of the ITV audience comes from northern England and Scotland, where the recession has hit the hardest and disposable income is lowest. Advertisers are more interested in the relatively affluent southern part of the country, where the BBC is strong.

ITV executives also worry about the financial drain that will result from the fourth television channel. The nationwide channel, due to come on the air in 1982, will be a second commercial network. If the current economic climate continues, there is little chance that advertising demand will be enough to finance both networks, and the current ITV network is sure to lose at least some revenue to the new system.

In addition, the start-up costs of the new channel will be largely paid for by the ITV companies, through special levies incurred by the controlling body of commercial broadcasting, the Independent Broadcasting Authority. The initial cost for the channel is projected to be \$100 million, much of which will come from the regional broadcasters.

The slump has also hit the 24 stations of the commercial radio network, due, to some extent, to rate card slashing by the television companies. Revenue is now 30% below last year, and an ad agency has been called in to boost radio's image as an advertising medium.

RAB conference covers the sales waterfront

The results of three major studies dealing with radio sales will be revealed at the Radio Advertising Bureau Managing Sales Conference to be held in Dallas from Jan. 31 through Feb. 3.

One study focuses on agency and advertiser executive perception of media salespersons, which compares the selling styles of radio, TV and print sales personnel. A second examines radio station sales departments, based on what RAB believes is the largest survey of radio-station management. The third project attempts to answer the question of why some radio salesmen succeed and others fail. It was conducted by Personality Dynamics, a sales and management evaluation firm.

Fifteen outside management specialists

BottomLine

and broadcasters will participate as panelists, guest lecturers and discussion leaders in the meeting, which RAB said is the first in industry history to concentrate solely on radio sales management. Among the speakers will be Sam Cook Digges, retiring president of CBS Radio, who will give the keynote speech; Bill Harris, vice president, advertising, Sanzer Harris Department Stores; Joseph Sullivan, president, Joe Sullivan & Associates, recruitment and interviewing firm, and Ron Fischmann, president of Fischmann Radio Sales Seminars.

Miles David, president of RAB, said registration is expected to exceed the original goal of 400 and arrangements have been made to accommodate a larger attendance.

Seeking union ties

Two leaders of the American Federation of Television and Radio Artists have urged once again that AFTRA and the Screen Actors Guild undertake new efforts to consolidate the unions.

The two performer organizations have fruitlessly discussed a merger from time to time over the past several decades.

The latest proposal for a consolidation was made by Bill Hillman, national president, and Sanford I. (Bud) Wolff, national executive secretary, in an article published in the *AFTRA* magazine. In the article, they suggest that the coordinating committee of the two unions be augmented; that the augmented committee accelerate efforts to draft a merger proposal and that the findings be submitted as soon as possible to the national boards of the unions.

In the interim, AFTRA proposed that SAG and the federation effect closer coordination during a strike.

New post for Cash

Norman E. (Pete) Cash, who left the vice chairmanship of the Television Bureau of Advertising at the end of 1980, has joined In-Person Communications Inc., New York, as executive vice president.

In-Person Communications, founded four years ago by President Charles E. Reilly Jr., specializes in executive development with strong emphasis on personal communication skills. Its clients include Exxon, Roche Labs, Corning Glass Works and the New York Stock Exchange. TVB has been among its clients in the past.

Cash will work on developing and dealing with clients, concentrating especially on management of broadcasting stations and station groups.

One of TVB's original five staff members, Cash helped develop from the bureau from \$50,000 seed money to its present budget of approximately \$5 million. He was president for 18 years, starting in 1957. As vice chairman since 1974 he has worked full time on membership development, a job in which by all accounts he was eminently successful.

Inaugural bucks. Presidential Inaugural Committee could net close to \$2 million on televising of its "All-Star Inaugural Gala: The Beginning of a Great New Beginning" on Jan. 9. Committee will pay ABC \$580,000 for two hours of time—10 p.m. to midnight—and will pay \$400,000 in production costs, plus \$75,000 for rental of Capital Center where Gala will be staged. But it will have 12 minutes of commercial time to sell, and is pricing time at \$250,000 per minute.

Tandem's foxy moves. Tandem Productions, holder of 5% of Twentieth Century Fox, has filed two proposals for consideration by stockholders at next annual meeting. First would approve "cumulative" voting for directors (practice that gives smaller holders better chance of getting at least one director on board); second would require approval by two-thirds of shareholders for transfer of Fox property valued at over \$10 million to directors or officers. Fox has already talked of such transfer proposal, but said going-private deal contemplated would require two-thirds approval anyway. Tandem in past explored takeover of company, has recently agreed to buy 9% of Filmways and been rebuffed in effort to pick up 16% of Caesar's World.

Sharing wealth. Grey Advertising announced approval by directors of open market and other purchases of up to 25,000 shares of company's common stock. Grey said it contemplates using shares for employee stock programs and general corporate purposes.

Note sale. Post Corp. of Appleton, Wis., announced sale of \$10 million in 15-year notes to Teachers Insurance & Annuity Assoc. Notes carry 13.25% interest, no principal payment first five years. \$1 million annual principal payment each of next 10 years. Post said it will use proceeds to retire bank debt, with small portion used to increase working capital.

Technological tax break. Recent IRS ruling may ease cost to hearing-impaired of decoder hardware for closed captioned television programs. Tax agency has decided cost of decoding adaptor or incremental cost of television receivers that incorporate decoders is deductible medical expense.

Baltimore has

Good Vibrations

(ON CBS AFFILIATE WMAR-TV)

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Titles include "Goodbye Franklin High," "Starhops," "Malibu Beach," and "The Van."



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Another side to the Qube package

Warner Amex Columbus system begins experiment with information retrieval service

Warner Amex Cable Communications introduced a developmental information retrieval service on its two-way Qube system in Columbus, Ohio, last week.

The service, which involved only 15 subscribers at start-up, is a joint project of Warner Amex; Atari, a manufacturer of home computers, and CompuServe, a national time-sharing computer house based in Columbus. It enables the subscribers, equipped with home computers, to summon textual information from CompuServe computers, stored there by a variety of information providers, including eventually major daily newspapers.

The subscribers use the home computers for free, but must pay \$5 per hour (a little over 8 cents per minute) to tap into the computers. The service is available only on weekday nights (6 p.m. to 5 a.m. NYT) and all day weekends, times the CompuServe computers are not being used by business customers.

The service was demonstrated for the press in the office of Columbus Mayor Tom Moody last Thursday, the day the service was turned on.

According to Robert Sullivan, Warner's senior vice president of business development, the project is a combination technical and marketing experiment. There are technical problems in interconnecting the cable system with the CompuServe computers which still have to be worked out, he said, and Warner Amex has no idea how and to what extent such a service will be used by subscribers or how fast it will grow.

In concept, "it makes a lot of sense," Sullivan said. Cable "could be and should be" the highway for bringing information services to the public, he said. "Hopefully, [the service] will be able to grow into something useful and profitable for all involved," he said.

The information available to the Warner Amex subscribers will grow as rapidly as CompuServe can find it and feed it into its computers. According to CompuServe spokesman Rich Baker, the current subscribers can call up Associated Press news stories and "family information," ranging from tips on freezing food to automobile maintenance, supplied by a number of sources. There will also be a full complement of video games, some of

which were developed by CompuServe and others by outside entities, Baker said.

The service also makes possible electronic mail. Qube subscribers can store messages in the computer to be retrieved by another Qube subscriber or another home-computer owner who may tie into the CompuServe computer by telephone. Messages can also be exchanged in "real time," Baker said.

Warner and CompuServe hope that the attractiveness of the information available will increase when the editorial content of major daily newspapers becomes available.

Beginning last July, the *Columbus Dispatch* has been placing its stories in the CompuServe computers, making them available to telephone-linked users for the same \$5-per-hour charge (BROADCASTING, July 7, 1980). At the time the *Dispatch* came on-line, it was announced that 10 other Associated Press newspapers, including the *New York Times* and *The Washington Post*, would gradually add their contents to the computer pool. According to Baker, the *Dispatch* is still the only one on-line, but the others will all be

added by next fall.

The *Dispatch*, however, is apparently having trouble coming to terms with Warner over the use of its material, over which it retains certain control. Jim Hammock, director of marketing services for the *Dispatch*, said the paper had agreed only to allow Warner to use the newspaper's material "for demonstration for a limited time." The paper and CompuServe are, however, "talking about a more permanent agreement," he said.

Some of the other papers that will be submitting material to CompuServe are more amenable to the idea of participating in the cable project. Speaking of the *Times* and *Post*, Baker said "unless something comes up, we don't see why they wouldn't definitely be a part of it."

The 15 charter subscribers of the service were selected from a group of about 100 who volunteered to participate by pushing a button on their Qube terminals during a feature on the service last December on *Columbus Alive*, a video-magazine show produced by the system.

Atari's only participation in the project

InSync

If bigger is better . . . "Cable television industry's largest headend" is way Scientific-Atlanta bills order it has from Warner Cable Corp. of Pittsburgh for installation it plans in that city. Unit will consist of 38 cabinets of receivers and electronics capable of providing subscribers and area institutions with up to 121 channels of service, with 60 earmarked for subscriber use.

Return of 3-D. After spending four years and \$3 million on its development, United Artists Theater Circuit says it has perfected and patented "revolutionary" new 70 mm panoramic 3-D production and exhibition process. New system, dubbed StereoSpace, will be used in theatrical feature yet to be named, but targeted for release in mid-1982. StereoSpace involves filming with fail-safe synchronization using two cameras on common base, one representing left eye and other right eye. It requires two interlocked standard 70 mm projectors for screening. United Artists says it plans 12-track Dolby sound accompaniment, employing six tracks on each of two reels. Announcement follows start-up of 3-D movie screenings on Los Angeles area STV system last month.

Northern sights. Seven RCA TK-47 automatic color cameras will be traveling to Canada to equip two Toronto television studios being renovated by Canadian Broadcasting Corp. RCA Broadcast Systems units are to be installed by next summer.

Teletext installation. U.K. computer company, Logic Ltd., has installed teletext computer system at headquarters of Austrian network, ORF System is Ceefax-Oracle format, in use in Britain. It consists of three computers, providing up to 16 separate "magazines" each with 100 pages. ORF has been operating a trial service for the past year, and 15,000 teletext receivers are in use in country.

Captioned inauguration. ABC News has announced that its live TV coverage of presidential inauguration ceremonies on steps of Capitol at noon Jan. 20 will be closed-captioned for hearing-impaired viewers. Working with advance texts to be supplied that morning, National Captioning Institute will encode inaugural benediction, speeches and language of swearing-in. ABC said this would be first use of closed-captioning in live news coverage.

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- Must be postmarked by February 3, 1981.

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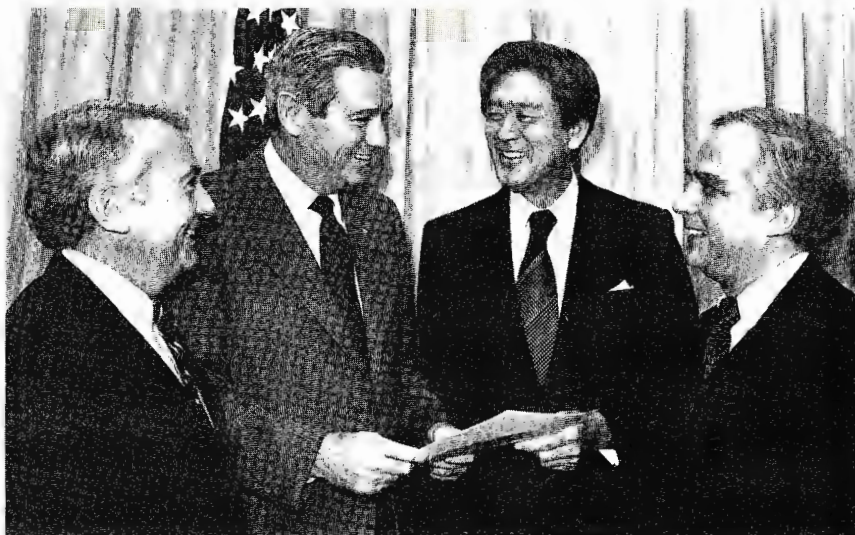
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The open door. The United States and Japanese governments have reached an agreement by which the Nippon Telephone and Telegraph Co. (NTT) may buy equipment for the first time from U.S. manufacturers. The Electronic Industries Association played a role in the negotiations leading up to the accord. On hand for the signing were (l-r): Peter F. McCloskey, president, EIA; Reubin Askew, U.S. trade representative; Yoshio Okawara, Japanese ambassador, and John Sodolski, EIA vice president. Although the EIA said the accord "can be considered a victory for fair and open trade policy" and "a major step in attempting to rectify the current trade imbalance" between the two countries, it warned that the accord is complex and relies heavily on the good faith of the Japanese. "The real test of the agreement as signed will be whether it works."

NewsBeat

CBS White House additions. New to White House beat for CBS News are correspondents Bill Plante and Neil Strawser, who join veterans there, Lesley Stahl and Jed Duvall. Plante has followed Reagan campaign and transition; Strawser, who will report primarily for CBS Radio, has covered Washington. Lee Thornton, who has been covering Carter White House, returns to general assignment in Washington bureau.

Eastern projections/Western voting. Early projections by television networks apparently persuaded more than a quarter-million persons in California to stay away from polls in presidential election. That is estimate of Raymond Wolfinger, political science professor at University of California at Berkeley, who served as election night consultant to NBC. And he said voters most likely to be discouraged from voting were well-educated, with higher-than-average incomes. Wolfinger based his findings on data in monthly current population survey of the United States Census Bureau, which questioned 90,000 persons about their voting in 1972 and 1974. He estimated that some 280,000 Californians were discouraged from voting in 1972 because of early projections, and said same held true for 1980. NBC was first to project Reagan victory, calling it at 5:15 p.m. PST. Almost three hours before polls closed in California. Less than two hours later—still well before polls closed—President Carter conceded.

Joining experiment. Arkansas began one-year experiment with cameras and microphones in all but juvenile courts on Jan. 1. This brings total of states experimenting to 11. States with rules allowing broadcast coverage of trials number 19. Arkansas experiment, which allows broadcast coverage only upon consent of both parties in case, witnesses and judge, is one of most restrictive being conducted and is similar to that of Maryland. According to Steve Nevas, National Association of Broadcasters attorney, 12 other states are considering implementing experiments with broadcast coverage. NAB has distributed booklet to members outlining rules in effect in various states and steps broadcasters may follow to respond to closure attempts.

TV pays. Median weekly salary for TV news directors in summer of 1980 was \$460, up 15% from year earlier, but median salary for radio news directors last summer was \$225, just 2% above 1979. That is part of findings in study by Professor Vernon A. Stone, director of Southern Illinois University School of Journalism and chairman of Radio-Television News Directors Association research committee. Based on returned questionnaires from stations, study also found that typical top-paid anchorman at TV station made \$450 last summer, up 17% from 1979, and highest paid anchor or newsmen at typical radio station earned \$226 last summer, about same as year before. Complete findings with other breakdowns (by region, market and length of service) of survey are published in *RTNDA Communicator*.

is selling the home computers to Warner Amex, which has installed them in subscriber homes free. Sullivan said the computers cost about \$800 or \$900 each. Because of the high cost, Sullivan said, one "logical" way of introducing the computers into the marketplace is by leasing them. Although Warner Amex is using computers made by Atari, which is a subsidiary of Warner Communications Inc., an associated company, Sullivan said any intelligent computer such as those made by Radio Shack and Apple would do the trick.

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Today we have 149 stations, representing 117 markets, with Source stations ranked 1, 2 or 3 in half of those markets. And a rock-hungry audience of 15,000,000 with 7 out of 10 of those listeners 18 to 34.* Who says no one listens to a one-year-old?

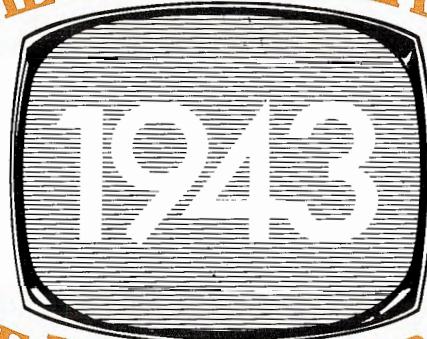
Want more info? Write to: The Source, NBC Radio, 30 Rockefeller Plaza, N.Y., N.Y. 10020. Or call (212) 664-5757. No baby talk. We promise.



NBC Radio's Young Adult Network

*Arbitron, April/May 1980 MSA, adults 18-34, AQH audience, M-5, 6 AM-midnight. NBC estimate projected from Arbitron, April/May '80, persons 12+, cumulative audience, M-5, 6 AM-midnight.

THE FIRST 50 YEARS



OF BROADCASTING

With World War II intensifying at the outset of 1943, the nation's attention was concentrated on survival. But the broadcasters' battleground was Washington. For a while it looked as if Congress would come to the broadcasters' rescue from an FCC that had been threatening and imposing harsher and harsher controls.

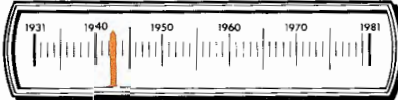
On the first day of Congress, Representative Eugene Cox (D-Ga.) strode to the podium, called the FCC a "gestapo," accused it of seeking "terroristic control" of all media, and demanded an investigation. The House approved the Cox resolution and Cox, chairman of the investigation, appointed Eugene L. Garey as chief counsel for the probe.

Garey made no pretense of objectivity. He denounced the FCC as "the nastiest nest of rats in this entire country," and labeled FCC Chairman James Lawrence Fly as the "worst bureaucrat" in Washington. Representative Frederick Bradley (R-Mich.) decried the FCC as a "hotbed of communism" under Fly's leadership.

"Dead cats aplenty will be thrown during the Cox Committee inquiry," BROADCASTING predicted in a January editorial, and then threw some of its own by saying: "The FCC has run a reckless course under the chairmanship of James Lawrence Fly. . . . Now Mr. Fly must face the music, along with his majority colleagues who have rubber-stamped these unrelenting grabs for power."

Congress, like many broadcasters, felt the FCC under Fly had overstepped its jurisdiction. Cited were such actions as the commission's investigation of the networks' power in their dealings with stations as well as the FCC's constant probing into joint ownership of newspapers and broadcast properties. Cox sought to investigate the FCC's "assumption of power in fields never contemplated [for it] by Congress."

Cox and his cohorts demanded not only the minutes of the FCC's executive meetings but also the personal financial records of every FCC commissioner from 1937 on. All complied except Clifford J. Durr who not only refused but also called for Cox's dismissal because of "bias . . . prejudice . . . and personal interest" in the outcome of the investigation. Charges of incompetence and impropriety on both sides grew



FDR, Churchill and Stalin met in Teheran to plan a second front in Europe against the Nazis. Earlier, in February, the German army had withdrawn in defeat from Stalingrad and was driven from Africa in May. Italy deposed Mussolini in July and surrendered in September, as Allied troops invaded the Italian mainland. At home, the President froze prices and wages to combat inflation and Americans were introduced to the withholding tax. The military and civilian war workers were kept on their toes by the Senate Special Committee Investigating the War Effort, chaired by a peppery Democrat from Missouri, Harry S Truman. "Casablanca" won the Oscar for that year and the hearts of Americans in TV replays ever since.
And in BROADCASTING . . .

louder and louder by midyear.

Fly answered the assaults by reminding the House that after he had the "unfortunate duty" of reporting that Cox had received a \$2,500 fee for obtaining a station license for a client, Cox joined the anti-FCC group and called for an investigation. The FCC chairman declared: "Cox immediately joined forces with the radio monopoly and Wall Street interests on the one hand and the military on the other, all moving in for the kill. The aim has obviously been to wreck the commission, the only agency representing the public in this important field, to set up monopolistic control by commercial interests and to estab-

lish actual and coercive surveillance of the nation's most significant mechanism of free speech."

Durr, in September took his allegations of Cox impropriety to Eugene Meyer, editor and publisher of the *Washington Post*. The next day, the *Post* ran a front-page editorial declaring: "In the opinion of no qualified and dispassionate observer has this investigation proven anything but a mockery of basic American traditions of fair play. It has been a star chamber; it has been black with bias; it has sought to terrorize those who exposed the chairman's [Cox] corrupt practices."

With such guns on the other side, Cox resigned his chairmanship of the investigation, which continued into 1944. Cox said he resigned to free the committee of "any possible embarrassment of my personal problems or controversies." It was also understood that Cox made the decision after he received assurances that the probe would continue. Other FCC targets of those House-FCC wars included Commissioner George H. Payne (whose renomination for another seven-year FCC term was precipitously withdrawn by President Roosevelt just 24 hours after it had been submitted) and FCC staffers Dr. Goodwin Watson and Dr. William E. Dodd. Watson and Dodd, who served on the FCC's Foreign Broadcast Intelligence Service, were accused as communist sympathizers by the House UnAmerican Activities Committee headed by Representative Martin Dies (D-Tex.). Fly retained Watson and Dodd at the FCC, despite congressional threats against FBIS funding.

Despite this intra-Washington feuding that some observers called "crippling," the FCC made some constructive moves.

RADIO'S FIRST DSC HERO

BY DIRECTION of President Roosevelt, First Lt. Thomas E. Knode, former Washington news editor of NBC, has been awarded the Distinguished Service Cross for extraordinary heroism in action, the War Dept. announced last Friday.

Now recovering in a military hospital in Australia from wounds received Dec. 5 [BROADCASTING, Dec. 21] Lt. Knode, on recommendation of Gen. MacArthur, has been given the second highest honor this country bestows on its soldiers. It is topped only by the Congressional Medal of Honor.

Radio's First Hero

Thus Lt. Knode, who was called to active duty last March as a reserve second lieutenant, becomes radio's first man to be decorated with the distinguished service cross. The citation follows:

"The Award of the Distinguished Service Cross, by Direction of the President, Thomas E. Knode, 1st Lt., 126th Inf., USA, for extraordinary heroism in action near Buna, New Guinea, on Dec. 5, 1942.

"During an attack on Buna Village, 1st Lt. Knode led his platoon with conspicuous bravery. When wounded in the leg he disregarded the wound and continued to lead his platoon in the attack. When he was again wounded in the foot and was unable to go on, he refused to be evacuated until he had given final instructions to his platoon."

With the citation for heroism, it was disclosed that Lt. Knode



LT. KNODE

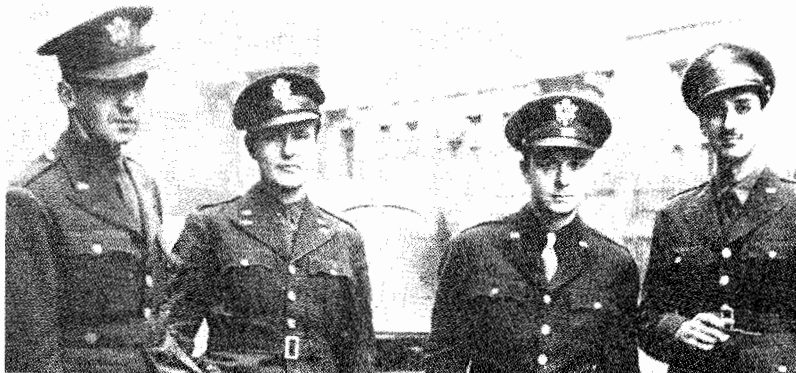
battlefield, not at a desk in Washington."

Later, when he arrived in Australia, Lt. Knode turned down an assignment to the public relations staff of Gen. MacArthur. He preferred to go into battle with his men.

Just two days before the War Dept. notified his wife, Mrs. Catherine Knode, former Washington NBC employe, of the citation, Mrs. Knode received a letter from her husband in Australia. He said nothing about his exploits in action, but told his wife that he had been shot in the right foot. The bullet entered at the ankle and came out through the sole of the

— *Broadcasting*, Jan. 11

Editor's Note. Because of his injuries, Knode was retired from the Army in November 1943 with the rank of captain. He rejoined NBC in Washington, then transferred to New York where he served in several posts, including director of the press department and director of affiliate relations. He left in 1955 to become vice president in charge of television for the Edward Petry & Co. station rep firm but returned to NBC and was vice president in charge of station relations for about 10 years until 1967. Since then he has been a broadcast consultant, based in New York. **Below.** Edward R. Murrow, CBS European news chief, home for a brief visit in New York, brought with him this picture of the London news staff (l to r): Murrow, Paul Manning, John Daly and Robert Trout.



— *Broadcasting*, June 14

They included extension of broadcast license terms to three years, the placement of FM and TV applications in a "pending file" to expedite their processing after the war, and adoption of a plan for the use of four-letter calls for FM stations.

(Although the Radio Act of 1927 and the Communications Act of 1934 had authorized radio licenses up to three years, initially licenses were issued for six months, later for one year, and then (in 1941) for two years.)

However, the FCC created waves in November when it banned multiple ownership of standard broadcast stations in the same area. This surprised an industry that thought the FCC had packed that pistol away. Even though the ruling affected only 40 out of 900 owners, BROADCASTING in an editorial, "Kick in the Teeth for Congress," decried "the FCC's utter disdain of Congress," citing the FCC's lack of warning and lack of precise definition as to what kinds and degrees of multiple ownership were to be outlawed.

The loudest cries of dismay on the Washington frontier, however, came from the networks when the Supreme Court, in a 5-2 decision in May, upheld the right of the FCC to regulate broadcasting policies and to compel compliance with its chain broadcasting rules.

BROADCASTING declared that "American broadcasting has a new business manager—the FCC. . . . It is a neat victory—its greatest—for the FCC majority. We think it constitutes the most dangerous blow yet struck to the freedom of American broadcasting." Niles Trammell, NBC president, called the Supreme Court decision "of grave concern to American broadcasters. . . . [since] the FCC may endeavor to extend its regulations to cover practically every phase of the business relationship between the networks and the stations." CBS President William S. Paley, in a terse statement to the network's affiliates, reaffirmed the belief that "we are more than ever convinced that the commission's areas of authority, and the broadcaster's areas of freedom should be redefined by the Congress in a new radio act." But Miller McClintock, MBS president, praised the ruling: "Finally the radio industry is to have a practical application of the broadcasting rules promulgated by the FCC and confirmed by the Supreme Court. We welcome their application without apprehension. . . . The . . . rules will have no revolutionary effect upon advertising practices, upon the operations of Mutual, nor . . . upon the operations of the other networks."

One result was that the government dropped its antitrust suits against CBS and NBC, and MBS dropped its suit against RCA-NBC.

The other important change in the network business came in August when the Blue Network was sold to Edward J. Noble for \$8 million, a sale for which RCA had been preparing itself for some time. Noble, chairman of the board of Life Savers Corp. agreed to sell his WMCA New York to



LANDLUBBERS were these "beachcombers" at the penthouse party Monday evening at Paul H. Raymer's, in Chicago. Guests of the station representative in this unconventional setting were (l to r): Clair McCoullough, Mason-Dixon Group; Edgar Kobak,

executive vice-president, BLUE; Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co., New York; Herbert V. Akerberg, CBS vice-president; Reggie Schuebel, Duane Jones Co., and Margaret Wylie, J. Walter Thompson Co., Chicago.

— Broadcasting, May 3

conform with the FCC's feelings about multiple ownership in one community. Blue Network holdings included WJZ New York, WENR Chicago and KPO San Francisco, transfers of which were subject to FCC approval.

Noble then sold WMCA for \$1,225,000 to a company headed by Nathan Straus, former administrator of the U.S. Housing Authority. The transaction was announced as Donald Flamm—who had sold WMCA to Noble in 1940 for \$850,000—sought unsuccessfully to have the 1940 sale rescinded on the grounds that it had been made under duress. Flamm said he was influenced by reports of White House pressure for the sale as well as fear of FCC reprisals for his conduct of the station's operation. The issue resurfaced the next year (1944) in Flamm's testimony to congressional probers of the FCC.

Since the war-born limits on newspaper and magazine size brought new advertisers and added revenues to radio, the industry gained, as BROADCASTING wrote, "an opportunity to diversify, so the industry isn't dependent upon the business of only a handful of national accounts and agencies who buy practically wholesale."

The war also created an awareness of the future potential of broadcasting. FCC Commissioner T. A. M. Craven urged planning for the "entirely new radio horizon . . . open to the public. Progress in radio development in World War II has been and will be of tremendous significance. . . . Let us resolve now to coordinate our planning before embarking on a wild scramble of equipment manufacture for the use of new radio channels."

Despite shortages and rationing, the war created record revenues for radio, with \$228.1 million in net time sales in 1943. At the same time, broadcasters continued to donate huge amounts of time, talent

and energy to the war effort. By midyear, the Office of War Information placed the value of broadcast time and talent since the war's inception at more than \$100 million.

Through radio, government also sold psychological warfare, an image of "truth." In October CBS President Paley accepted an overseas assignment from the Office of War Information and became radio chief, psychological warfare, at General Eisenhower's headquarters for the Allied forces. The psychological unit, created by OWI in December 1942, at first consisted of five people with no stations or equipment. One year later the Psychological Warfare Branch operated three broadcasting stations in the U.S., beaming broadcasts overseas, and three in the Mediterranean and programed five other stations with 15-minute news programs in English, German, French and Italian. Besides delivering those programs, the radio division of the Psychological Warfare Branch transmitted radiophotos, monitored all European foreign broadcasts and published a daily report of these broadcasts in order to "truthfully [inform] the people of the Axis, Axis-occupied and liberated countries, both civilian and military."

Through radio, the government and the networks sought to shore up morale. As always, comedy eased the worry. Chester A. Riley's (William Bendix) "What a revoltin' development this is" regularly drew laughter on *The Life of Riley*, which first appeared on NBC in the summer. Comedian Fred Allen's "Allen's Alley," which first appeared Dec. 6, 1942, gained great popularity in 1943 with its characters, Mrs. Nussbaum, Titus Moody, Ajax Cassidy and Senator Beauregard Claghorn.

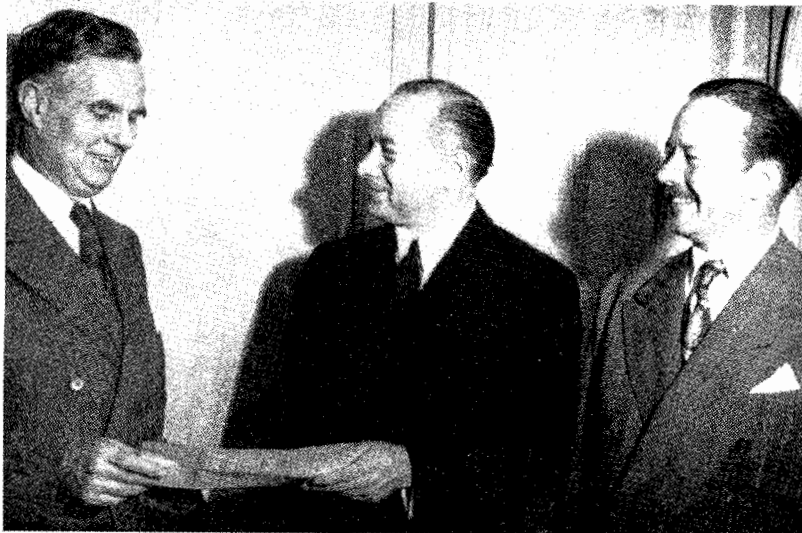
Increasingly, the war became the background and theme for shows as divergent

as juvenile adventure, medicine and music. Superheroes asked children to collect and conserve items needed for the war.

Pacific Story, an 11:30 p.m. NBC semi-documentary inaugurated in July, explored, as the episodes' titles indicated, the impact of such events and people as "The Burma Road," "Hirohito," and "Jinnah: Head of the Moslems of India." *For This We Fight*, produced under the guidance of the NBC Inter-American University of the Air, The Twentieth Century Fund, and The Commission to Study the Organization of Peace, discussed, in a 13-week series, the bases for peace.

Music at War, a six-part series under the guidance of the NBC Inter-American University of the Air, presented songs associated with the various branches of the armed forces. As Samuel Chotzinoff, manager of the NBC music division said, "Almost all great music represents the conflict between good and evil and the inevitable triumph of the former. There can, therefore, be no question that music in wartime is one of the most important aids to morale." General Hap Arnold ordered Gene Autry (inducted into the Army over radio in July 1942) to produce a wartime version of his popular *Gene Autry's Melody Ranch*. Autry, promoted to sergeant, broadcast *The Sergeant Gene Autry Show* on Saturday nights over CBS. Autry also produced recruitment material that proved to be especially effective for high school boys.

In 1943 the U.S. Army Morale Service Division greatly enlarged the Armed Forces Radio Service, established in 1942, and created the Armed Forces Network. Both groups had the similar function of broadcasting to Army personnel the radio shows provided for free by the networks. Although the shows were sent overseas to



A NETWORK IS SOLD, and delivered, for the first time in history, with David Sarnoff, president of the Radio Corporation of America, handing to Edward J. Noble, purchaser of the BLUE, a certificate for 1,000 shares—the entire stock—of the BLUE Network Co. Inc. Mr. Sarnoff had previously received \$7,000,000 in cash, which with the \$1,000,000 Mr. Noble paid down, constituted the purchase price. Mark Woods, president of the BLUE, looks on at the right of the picture.

Broadcasting, Oct. 18

remind the soldiers of home, the shows aired without the commercials that would remind the GI's of things they could not have. Low-power transmitters were constructed at bases overseas. By the end of 1943, the AFRS had 306 outlets in 47 countries.

The AFN, which appeared in England in mid-1943, soon included more than 50 low-power stations on bases throughout the United Kingdom. While AFN used AFRS programming to fill its 20-hour day, AFN broadcast announcements, orientation shows, and its own message-oriented commercials about rationing, the conservation of "Jerricans" (gasoline containers) and health. One often repeated slogan was "VDMT: Venereal Disease Means Trouble: For a moment of play, you may have to pay."

Such were the power and hope of government advertising which, along with the hopes of private citizens, came to include the selling of blacks and women as important war contributors. The government needed to change the perception of black soldiers in a segregated army from second-class to heroic, and the government needed to change the perception of women in uniform from unladylike and incompetent to capable. Radio became the vehicle. Special shows focused on black bravery. Norman Corwin wrote several radio plays featuring black heroes. William N. Robson produced and directed the series, *Man Behind the Gun* about the true story of the all-black personnel of a Coast Guard cutter, the U.S.S. Campbell, that sank six enemy submarines. The Navy produced *Men O' War*, an all-black musical, from its Great Lakes training center in Illinois, which became a weekly feature on CBS by the war's end. Mutual

broadcast *Fighting Men* in which black servicemen related their war experiences. Black war correspondents, to commemorate the 116th anniversary of the black press, reported, for the first time over shortwave, from war zones in Europe and North Africa.

To encourage women to enlist, the government turned to radio to sell its new Women's Army Corps, at first called the Women's Army Auxiliary Corps and established in 1942. WAC's became a part of soap operas and minor characters in established serials. Under the direction of WAC Captain Ruth Thompson, CBS broadcast *WAC's on Parade*.

Womanpower was in ascendancy at broadcasting stations at home as well. Because of the decided shortage of male labor, women manned newsrooms, control rooms and sales forces.

During 1943 the American Federation of Musicians won concessions from transcription firms. Unmoved by the War Labor Board's pleas for the nation's morale, the AFM stood firm. In September Decca Records and the World Broadcasting System agreed to pay royalty fees for records directly to the union. By the end of October four transcription firms—Associated Music Publishers, Lang-Worth, C. P. MacGregor and Standard Radio—signed with AFM.

The National Association of Broadcasters denounced the new principle of payment as "vicious." BROADCASTING explained in an October editorial: "Now that Jimmy Petrillo [the AFM president] has 'revolutionized' the employer-employee relationship through introduction of his system of private taxation, look for the next epoch-making step. . . . Jimmy claims he is setting up his own system of private

'unemployment relief' at a time when unemployment is nonexistent and the manpower shortage is the worst in history . . . radio . . . has become the 'fall guy' for these shake-downs. . . . From the radio standpoint there's only one answer, unless the government steps in. That's the simple, American way. *Stand up and fight.*"

While music users were losing the battle with Petrillo, radio technology won a superweapon: Radar, "the wartime miracle of radio" appeared. In the spring when the government allowed some information about radar to be released, BROADCASTING editorialized: "Jot down in your little notebook the legend: 'Radar—April 23, 1943.' Because that word will become as commonplace in radio's lexicon as radio itself. . . . this radio electronic development for radio detecting and rangefinding, traveling with the speed of light, has taken the gamble out of blind flying, and has been used on land, sea and in the air to detect approach of the enemy and to measure his distance."

When the government froze the commercial production of radio receivers in 1942, it was to switch parts and personnel to the manufacture of such wartime equipment as radar. Because of this, only 700,000 radio sets were sold in 1943 (350,000 new and 350,000 used) compared with 4,400,000 in 1942; only 17,000,000 tubes were sold compared with 87,700,000 in 1942, and no car radios were sold, compared to 350,000 in 1942.

It was radio's war as much as anyone else's. When the government needed to inform, arouse, cajole, warn, or motivate the most people in the shortest time, radio became the vehicle. In September General Dwight D. Eisenhower broadcast the news of Italy's surrender. In December President Roosevelt's Christmas Eve broadcast was carried on the greatest worldwide hookup to that date, and, in a precedent-breaking move, was rebroadcast by transcription over the four major networks. Radio carried the image and focused the energies of a nation at war.

Stay Tuned

1. Who was the veteran broadcaster who served as radio director of the Democratic National Committee in 1944?
2. What news magazine publisher and former ad agency executive each bought 12.5% interests in the Blue Network?
3. Who became interim FCC chairman when James Lawrence Fly resigned? And whom did Roosevelt later appoint as permanent chairman?
4. In what way did Petrillo's AFM lock horns with NABET and IBEW?
5. Who was the dog whose frugality was cited by FDR in a memorable campaign broadcast?

The answers next week,
in "1944."

As compiled by BROADCASTING Dec. 29 through Jan. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM grants

■ Eloy, Ariz.—Zona Broadcasters granted 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 587, Lamar, Colo. 81052. Estimated construction cost: \$50,892; first-quarter operating cost: \$14,125; revenue: \$100,000 (year). Format: MOR. Principals: Daniel Linden, Robert J. Patterson, Patricia C. Williams and David L. Williams (25% each). Linden is news director at KBZZ(AM) La Junta, Colo. Patterson is legal counsel to Phoenix Indian Center. David and Patricia Williams (married) both work at KLMR(FM) Lamar, Colo. He is music director; she is FM traffic director and programmer. Action Dec. 17, 1980.

■ Cortez, Colo.—Rex K. Jensen granted 98.7 mhz, 100 kw, HAAT: 440 ft. Address: P.O. Box 8080, Missoula, Mont. Estimated construction cost: \$73,200; first-year operating cost: \$30,069; revenue: \$25,000. Format: CW. Principal: Rex K. Jensen (100%), who owns Jensen Broadcasting which has 52% interest in KDXT-FM Missoula. Jensen is GM of KDXT-FM and has 33% interest and Calnevar Broadcasting, applicant for new FM in Needles, Calif., along with two brothers, Jack H. and Lamont N. Action Dec. 3, 1980.

■ Starke, Fla.—Starke Christian Educational Radio and TV Commission granted 88.3 mhz, 4.5 kw, HAAT: 159 ft. Address: Corner of Clarke & Jefferson Sts., Starke 32091. Estimated construction cost: \$11,500; first-year operating cost: \$1,000; revenue: none. Format: Religion. Principal: Non-profit religious organization. Ben P. Bryant is pastor. Action Dec. 17, 1980.

■ Ida Grove, Iowa—The B.F. Broadcasting Inc. granted 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 17 Mid Oaks Lane, Roseville, Minn. 55113. Estimated construction cost: \$98,200; first-quarter operating cost: \$16,100; revenue: \$170,000. Format: MOR/CW. Principals: Paul A. Green, half brother, Warren V. Nelson, Richard L. Peterson, brother, Donald (25% each). Green is St. Paul, Minn., jr. high school teacher. Nelson is Long Lake, Minn., jr. high school principal. Richard Peterson is rigging foreman for Minneapolis trucking co. Donald Peterson is employed with *KTCL-TV and *KTCA-TV, both St. Paul. They have no other broadcast interests. Action Dec. 17, 1980.

■ Anadarko, Okla.—Anadarko Broadcasting Co. granted 103.7 mhz, 1 kw, HAAT: 231 ft. Address: 115 West Broadway, Anadarko 73005. Estimated construction cost: \$79,441; first-quarter operating cost: \$9,650. Format: CW. Principals: G. Harold Wright, Howard McBee and Allan Page (one-third each). Page owns KGWA(AM) Enid, Okla. Wright is vice president and 33% owner of KHEN-AM-FM Henryetta, Okla. McBee is Frederick, Okla., attorney and 72% owner of KADS(AM) Elk City, Okla. Anadarko Broadcasting is licensee of KRPT(AM) Anadarko. Action Dec. 3, 1980.

AM licenses

■ KSVA Sierra Vista, Ariz. (BL800611AB). Action Dec. 16, 1980.

Ownership Changes

Actions

■ KDEW-AM-FM Dewitt, Ark. (AM: 1470 khz, 500 w-D; FM: 96.7 mhz, 3 kw)—Granted assignment of license from Dewitt Broadcasting Inc. to James Moore and John Green (35% each), Willie R. Harris and Lowell Jumper (15% each) for \$253,175. Seller: Edward Moory (45%), his wife, Ruth (4%), Everett E. Coit (25%), Kay Buford and Ruthy Mushrush (13% each). They have no other broadcast interests. Moore is England, Ark., dentist. Green is salesman for drug company in England. Harris is England physician. Jumper is weatherman for KARK-TV Little Rock, Ark., appearing as Ron Sherman. Harris and Jumper have purchased KCCL(AM) Paris, Ark. (BROADCASTING, June 16, 1980). Harris owns 30% and Jumper 51% of KELC(AM) England, Ark. Action Dec. 16, 1980.

■ KDEO(AM) Waipahu, Hawaii (AM: 940 khz, 10 kw-U)—Granted assignment of license from Westwood Broadcasting Corp. to KDEO Associates for \$529,000. Seller: Ronald Jacobs (85.4%) and Wesley T. Park (14.6%). They have no other broadcast interests. Sellers will retain 50% interest in station as venturer in KDEO Associates. Buyer: Joint venture owned by Westwood (50%) [see above] and Archipelago Broadcasting Corp. (50%). Archipelago is owned by Jerold H. Rubenstein, Arthur Mogull, Jeff S. Wald, Lester Warshaw, Saul Brandeman and Irving L. Azoff (16.66% each). Rubenstein is former chairman of ABC Records, Los Angeles and is currently consultant for Capitol EMI Industries, Los Angeles-based record manufacturer and distributor. Mogull is partner with Rubenstein in several Beverly Hills-based music recording and publishing firms. Wald is Beverly Hills television producer. Warshaw owns Los Angeles export company. Brandeman is owner of several Los Angeles clothing manufacturing companies. Azoff owns Los Angeles personnel management firm. They have no other broadcast interests. Action Dec. 18, 1980.

■ KWBG-AM-FM Boone, Iowa (Des Moines) (AM: 1590 khz, 1 kw-D, 500 w-N; FM: 98.3 mhz, 3 kw)—Granted transfer of control of Ken Kilmer Broadcasting Co. from Kenneth Kilmer (99% before; none after) to Dennis A. Borwick (1% before; 100% after). Consideration: \$508,476. Seller: Kilmer has no other broadcast interests. Buyer: Borwick is vice president, station manager and 1% owner of KWBG-AM-FM. He also owns 10% of cable television system serving Boone. Action Dec. 16, 1980.

■ WLKN-AM-FM Lincoln, Me. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 1.75 kw)—Granted assignment of license from Frank A. Delle to Tully-Warwick of Maine Inc. for \$200,000. Delle has sold WDM(AM) Dover-Foxcroft, Me. Buyer is owned principally by C. Edward Rowe. He is Athol, Mass., judge and principal owner of WGAW(AM) Gardner and WSRO(AM) Marlboro, both Massachusetts. Action Dec. 18, 1980.

■ WALM(AM) Albion, Mich. (AM: 1260 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Triad Stations Inc. to WALM Inc. for \$300,000. Seller: C. Wayne Wright, president (41.1%) and 46 others, all with less than 5%. They also own WELL(FM) Marshall, Mich. Buyer: William C. Gaines (60%) and wife, Nellie (40%). Gaines is former reporter with *Chicago Tribune*. Nellie is housewife. They have no other broadcast interests. Action Dec. 16, 1980.

■ WCHL(AM) Chapel Hill, N.C. (AM: 1360 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of station from Roland P. McClamrock Jr. (56.69% before; none after) to James A. Heavner (37.80% before; 87.28%

after). Consideration: \$1.3 million. Principals: McClamrock also owns 30.83% of WKQQ(FM) Lexington, Ky.; 47.14% of WDBS(FM) Durham, N.C. Heavner is president of WCHL and is partner with McClamrock in Chapel Hill real estate holding company. He also owns 62.75% of WKQQ and 47.14% of WDBS. Action Dec. 15, 1980.

■ KWKC(AM)-KORQ(FM) Abilene, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Granted assignment of license from Frontier Broadcasting Inc. to Adams Shelton Communications for \$1 million. Seller: Raymond O. Mithun Sr., who has no other broadcast interests. Buyer: Charles K. Adams and James D. Shelton (50% each). They are Amarillo, Tex., magazine publishers and own KYXX(AM) Odessa and KKYN(AM) Plainview, both Tex. Action Dec. 16, 1980.

Allocations

■ Anchorage, Alaska—Policy and Rules Division, Broadcast Bureau, substituted 104.1 mhz for 103.9 mhz, effective Feb. 16 (Doc. 80-67). Action Dec. 29, 1980.

■ Denair and Delhi, both California (FM proceeding: BC Doc. 80-403, 405)—ALJ Walter Miller, by two separate actions, granted joint motion by applicants, Denair Broadcasting Company Inc. and All-American Broadcasting Company, for approval of settlement agreement, approved reimbursement of \$3,670.76 to Denair, dismissed Denair's application with prejudice, granted All-American's application and terminated the proceeding (By MO&O, Action Dec. 15) and dismissed as moot motions by Denair to accept further supplement to joint petition (By Order, Action Dec. 16, 1980).

■ WKAT(AM) Miami, Fla.—Broadcast Bureau granted CP to change TL to Julia Tuttle Causeway, Miami; conditions (BP-791217AS). Action Nov. 6, 1980.

■ WDCF(AM) Dade City, Fla.—Broadcast Bureau granted mod. of CP to make change in ant. system (change design and standard pattern); conditions (BMP-800627AG). Action Dec. 16, 1980.

■ WCAP(AM) Lowell, Mass.—Broadcast Bureau granted mod. of CP to modify the nighttime standard pattern; conditions (BMP-801014AU). Action Dec. 16, 1980.

■ WGFA-FM Watseka, Calif.—Broadcast Bureau granted CP to decrease ERP to 9.0 kw (H&V); increase antenna height to 370 ft. (H&V); condition (BPH-800703AF). Action Dec. 15, 1980.

■ *WMEM(FM) Presque Isle, Maine—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz (BSCA-801201AT). Action Dec. 15, 1980.

■ KLIN-FM Lincoln, Neb.—Broadcast Bureau granted CP to change TL to 0.5 mile W of intersection of 84th and Yankee Hill Road, Lincoln; increase ant. height to 550 kw (H&V); and make changes in ant. system (BPH-791203AC). Action Dec. 11, 1980.

■ KMRE(FM) Dumas, Tex.—Broadcast Bureau granted CP to increase ERP to 3.0 kw (H) and change type trans.; condition (BPH-800128AM). Action Dec. 3, 1980.

■ KRPM-FM Tacoma, Wash.—Broadcast Bureau granted CP to increase ERP to 100 kw (H&V), ant. height 700 ft. (H&V), and change type trans. (BPH-800417AF). Action Dec. 3, 1980.

■ WIAJ(AM) Saltville, Va.—Broadcast Bureau granted mod. of CP to make changes in ant system; change TL to Highway 610, 0.7 miles W of Highway 107, Saltville; and increase height of tower; conditions (BMP-800814AL). Action Dec. 15, 1980.

■ WKTX(AM) Aiken, S.C.—Broadcast Bureau granted CP to increase power to 1 kw; conditions (BP-800418AK). Action Dec. 15, 1980.

■ WGRO(AM) Lake City, Fla.—Broadcast Bureau

granted mod. of CP to change TL to 1.2 miles NNE of intersection of Highways US 90 and I-75, Lake City; conditions (BMP-800922AS). Action Dec. 15, 1980.

■ **KBJT(AM)** Fordyce, Ark.—Broadcast Bureau granted CP to make changes in ant. system; change TL to 1.35 mile SW of Court House, Fordyce, Ark.; change studio and remote control location to 303 Spring St., Fordyce (BP-800326AP). Action Dec. 15, 1980.

■ **WOPP(AM)** Opp, Ala.—Broadcast Bureau granted mod. of CP to make changes in ant. system; conditions (BP-800911AJ). Action Dec. 15, 1980.

■ **WOKT(AM)** Newport News, Va.—Broadcast Bureau granted CP to add nighttime operation with 1 kw DA-N; change hours of operation to unlimited; change coordinates; conditions (BP-20, 403). Action Nov. 18, 1980.

■ **KPEL(AM)** Lafayette, La.—Broadcast Bureau granted CP to change TL to Dugas and Guilbeau Roads, near Lafayette, La.; and make changes in ant. system; conditions (BP-800206AC). Action Dec. 15, 1980.

■ ***WAHS(FM)** Auburn Heights, Mich.—Broadcast Bureau granted CP to increase ERP 1 kw (H&V), ant. height 140 ft. (H&V); conditions (BPED-791226BW). Action Dec. 15, 1980.

■ **Ponca City, Okla.**—Broadcast Bureau, in response to petition by Music Sound Radio Inc. proposed assigning 100.1 mhz to Ponca City as its third FM assignment, comments due Feb. 10, replies March 2 (BC Docket No. 80-764). Action Dec. 12.

Facilities Changes

FM actions

■ ***WJCT-FM** Jacksonville, Fla.—Granted CP to make changes in ant. sys.; change TL 400 ft. N of Hogan County Road and Old County Road Intersection, Jacksonville; change type ant. and TPO (BPED-800610AG). Action Dec. 10.

■ ***WCYC(FM)** Chicago—Returned application for CP to increase power of noncommercial educational Class D FM station as unacceptable for filing (ARN-791231BC). Action Dec. 10.

■ ***WCRP(FM)** Guayama, P.R.—Granted mod of CP to make changes in ant. sys.; change TL to 2 miles SE of Cerro La Santo, 2.3 miles SW of La Plaza, near La Plaza, P.R.; decrease ERP to 27 kw, increase ant. height 1,890 ft. and change TPO (BMPED-800630AI). Action Dec. 11.

Translators

VHF applications

■ **Redstone, Colo.**—Roaring Fork TV Association requests CP for new VHF TV translator station on ch. 7 (TPO: 10 w, HAAT: 35 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Dec. 23.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	—	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231	—	—	—	—	—
Educational TV						
VHF	—	—	231	90	321	—
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	—	—	339	184	523
UHF						
VHF	2,567	—	—	2,567	259	2,826

*Special temporary authorization

**Includes off-air licenses

Satellites

Applications

■ **Vern's TV and Radio Inc.** for Limon, Colo. (4.6m; S-A; E2791).

■ **Hi-Net Communications Inc.** for Jones, Miss. (5m; AFC; E2795).

■ **Hi-Net Communications Inc.** for North Miami, Fla. (5.6m; Gardiner Comm.; E2796).

■ **Hi-Net Communications Inc.** for San Jose, Calif. (5m; AFC; E2797).

■ **Hi-Net Communications Inc.** for New Orleans (5m; AFC; E2798).

■ **Hi-Net Communications Inc.** for Denver (4.6m; S-A; E2799).

■ **Hi-Net Communications Inc.** for Fort Myers, Fla. (5.6m; Gardiner Comm.; E2800).

Grants

■ **Western Union** for Bren Mar, Va. (E2445).

■ **ITT Telecommunications Corp.** for Raleigh, N.C. (E2507).

■ **Spanish International** for Little Falls, N.J. (E2548).

■ **Storer Broadcasting Co.** for Springfield, Va. (E2564).

■ **Coleville TV Cable Co.** for Chewalah, Wash. (E2658).

■ **Teleprompter Corp.** for Duluth, Minn. (E2668).

■ **Video Vision Inc.** for Lancaster, S.C. (E2669).

■ **Television Enterprises Inc.** for Eden, Tex. (E2674).

■ **TV Transmission Inc.** for David City, Neb.

■ **Cablevision of Lincoln County**, for Alto, N.M. (MN0056) new system.

■ **Cablevision**, for Mescalero Apache, N.M. (MN0056) new system.

■ **Miami County Communications Inc.**, for Tipp and Monroe, both Ohio (OH0832-3) new system.

■ **The Communications Group Oregon Ltd.**, Gresham, Ore. (OR0240) new system.

■ **Grenada Video Inc.**, for Grenada, Miss. (MS0032) add signal.

■ **Cablevision of Lincoln county Co.**, for Captain, N.M. (MN0055) new system.

■ **Midcontinent Cable Systems Co.**, for Sharwin Estates, S.D. (SD0052) new system.

■ **Global Cable TV Inc.**, for Lancaster, N.Y. (NY0730) add signals.

■ **Padre Island Cable TV Inc.**, for Port Aransas District, Tex. (TX0723) new system.

■ **Warner Amex Cable Communications of St. Louis Inc.**, for Brentwood and Olivette, both Missouri

(MO0238-9) new systems.

■ **Grenada Video Inc.**, for Grenada, Miss. (MS0106) add signal.

■ **Willow TV Cable Co.**, for Willow Springs, Mo. (MO0051) new system.

■ **Community Tele-Communications Inc.** for South Coffeyville, Okla. (OK0209) new system.

■ **Satellite Communications Services Inc.** for Peabody, Kan. (KS0257) new system.

■ **Blueridge Cable TV Inc.** for Monroe, Pa. (PA1654) add signal.

■ **Columbus TV Cable Corp.** for New Hope, Miss. (MS0160) new system.

■ **Blueridge Cable TV Inc.** for Noxen, Pa. (PA1653) add signal.

■ **Community Cable Services Inc.** for Logan, Ohio (OH0027) add signal.

■ **Southwestern Satellite Inc.** for Harris, Tex. (TX0722) new system.

■ **Coulee Cable TV** for Nespelem and Elmer City, both Washington (WA0247,032) new system.

■ **Huron Cablevision** for Verona, Mich. (MI0462) new system.

■ **Cablevision Lincoln County Co.** for Ruidoso, Ruidoso Downs and Lincoln, all New Mexico (NM0018,32,1) add signal.

■ **Marion Cablevision Inc.** for Marion, Ill. (IL0424) new system.

■ **Pendleton Community TV Systems** for Umatilla Indian, Ore. (OR0237) new system.

■ **Southeastern Cablevision** for Trainer, Pa. (PA1710) add signal.

■ **Peoples Cable Co.** for Fairport, N.Y. (NY0887) new system.

Call Letters

Applications

Call	Sought by
	New AM
WANC	Aberdeen Broadcasters Inc., Aberdeen, N.C.
	New FM's
KAAT	California Sierra Corp., Oakhurst, Calif.
WNKJ	Pennyrile Christian Community Inc., Hopkinsville, Ky.
KHBQ	Canyon Broadcasting Co., Canyon, Tex.
	Existing AM's
WKZX	WAGM Presque Isle, Me.
KEWI	KGMO Cape Girardeau, Mo.
KDRM	KDQQ Albuquerque, N.M.
	Existing FM's
WQMF	WQHI Jeffersonville, Ind.
WFMI	WKDJ Winchester, Ky.
WOZI	WELF Presque Isle, Me.
KGMO	KGMO-FM Cape Girardeau, Mo.
WQDK	WRCS-FM Ahoskie, N.C.
WJYN	WKQB Nashville
	Existing TV's
WIHT	WRHT Ann Arbor, Mich.
WPBY-TV	WMUL-TV Huntington, W.Va.

Grants

Call	Assigned to
	New AM
KRRP	James G. Bethard, Coushatta, La.
	New FM's
KDKS	Benton Broadcasting Corp., Benton, La.
KPSM	Multi-Media Ministries Inc., Brownwood, Tex.
	New TV's
WPMI	Hess Broadcasting Corp., Mobile, Ala.
*KLPA	Louisiana Educational Television Authority, Alexandria, La.
	Existing AM's
WDLF	WKXK DeLand, Fla.
WXVO	WETO DeLand, Fla.
	Existing FM's
WANJ	WTRF Wheeling, W.Va.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Handsome paying sales manager's job for you if you can produce. Money and compensation are not a problem at our number 1 AOR station if you understand bottom line. Need terrific sales manager who can lead our 5 person sales staff by example. Programming and promotion have made us leader in market. Box P-150

Station manager needed for small market AM/FM in fast growing part of Florida. \$15,000 plus incentives. Programming and sales experience a must. Immediate opening. Send detailed resume to Roger Ball, PO. Box 2440, Vero Beach, FL 32960. No phone calls.

Sales Manager—Top 50 market, only country station on the AM dial must be able to teach, train & motivate sales staff. Person chosen will be given his own strong list. Contact George Geib, GM, WOKO, 12 Colvin Avenue, Albany, NY 518-449-1460.

Sales Manager Position worth over \$20,000. One of America loveliest areas Napa Valley California 45 miles from San Francisco. Perfect climate. Sunshine 320 days a year. Market size 150,000. Write George Carl, PO Box 2250, Napa CA 94558.

Program Director. Chief station programming officer for 100,000 watt NPR affiliate. Establishes programming goals, budget, policies and schedules. Coordinates all programming with NPR and other program sources. Maintains community contacts and consults with CAB. Supervises Traffic Manager and assures station programming adheres to FCC rules and Federal copyright laws. BA/BS required; 5 yrs. Mgt. exp.; 2 yrs Public Radio preferred. Salary negotiable, \$14,500 min.; Deadline: Jan. 23; Contact: Search Committee, WUFT-FM; College of Journalism and Communications, Gainesville, FL 32611. Resume and 3 letters of recommendation required. Women and Minorities encouraged.

Can you do it? Prove it and make yourself eligible for a new sales managers position with our young aggressive chain of stations. New AOR FM formatted station with state of the art equipment. Programming and promotional budget top shelf. All sales tools and beautiful compensation package will be given to person chosen to lead new sales staff. Send resume and salary requirements first letter. Box A-51.

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 A-63.

General Manager for dynamic Spanish language station in major western city. Must be strong in both selling and administration. Send resume to Western Radio Recruiters, 2425 Alamo S.E., Albuquerque, NM 87106.

Manager for 20 Kw N/C FM, the principal classical station serving Charlotte, NC. Experienced programmer and fund-raiser compatible with small-college atmosphere. Duties include supervision of operation, three full-time staff, several paid student announcers; fund-raising and promotion; budget and accounting. Knowledge of CPB/NPR preferred. Salary negotiable, excellent benefits. Send resume and references to Director of Communications, Davidson College, Davidson NC 28036. EOE.

Key positions open within our organization for aggressive and productive personnel. Experience and top references required. Positions available immediately. South and Southwest. Call Harry Morgan 615-949-4695 or 615-523-1616.

Experienced Manager, strong in sales, for well established AM station located in Southern Virginia. Call 804-792-2133.

Station Manager. Rapidly growing, well established broadcast group seeking a station manager for one of its properties. We are seeking a male or female who is bright, mature and inquisitive. He or she will be knowledgeable in sales, programming and be aware of FCC rules and regulations. He or she will also be the type of person who makes things happen. If you are this type of person, we will provide you with a well established slot to manage, an excellent income, great company benefits, including stock ownership at no cost to you and the opportunity to grow as quickly as you wish. This station is located in a new facility in the South. We also have an opening for a sales manager at another of our stations. Please send a resume to Box A-69.

AM-FM GM opening. Good opportunity for general manager to operate an AM-FM combination in a significant midwestern market. Good background in Sales preferred. Previous top management experience a plus but not essential. Good pay and excellent opportunity for advancement with growing broadcasting company. An equal opportunity employer. M/F. Send full resume to Box A-78.

HELP WANTED SALES

Michigan resort area powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

Outstanding opportunity in aggressive growing West Coast medium market. Need accomplished Sales Account Executive with play by play and sports news capability. Great compensation package. High rated AM/FM combination. Call Jim Magnuson at 503-364-8433 for full details.

New Jersey Powerhouse, WKXW, Trenton, 50 kw Adult Contemporary FM, 5 kw Adult Standards AM. Super career opportunity to advance, learn and make good money. Call Bill Musser, GM, 609-882-8471. EOE M/F.

Excellent opportunity for persons with successful sales experience to grow with major market radio station. Great Southeast location. Send resume to: Sales Manager, PO. Box 9466, Charlotte, NC 28299. EOE.

Sales Manager for a fast growing small market station. Write: W.S. Hearst, WWCH, Box 391, Clarion, PA. 16214.

Tired of the snow? Beautiful Southeastern Coastal City. Top 100 Market. Group Broadcaster will Jennings train. 18K-30K first year. Dynamic opportunity leading to management. Box A-93.

Account Executive. KRDR-AM, highly successful suburban community station licensed to Gresham, OR (Portland market). One position open for local retail salesperson. 2-3 years experience required. Liberal commission structure. Fastest growing market in the state. Opportunities for advancement within a 5-station Northwest radio chain. Call or send resume to Charles W. Banta, Community Pacific Broadcasting, PO. Box 32, Gresham, OR 97030. 503-667-1230. EOE.

Small market Arkansas station needs Sales Manager with RAB, Welch, or Jennings training. Must be experienced and able to lead present staff. Prefer middle age family person, with southern background, willing to be community involved. Position could lead to Manager-Sales Manager with buy in opportunity. Based on performance, first year's salary should be between 28 and 32 thousand. Box A-77.

Minority owned broadcasting searching for educated, hard working salesperson. Opportunity in one of the south east's fastest growing metro's. All candidates including EEO candidates urged to send resume in confidence to: Continental Broadcast Consultants, 1113 Manchester Lane, Bay Village, OH 44140.

North Carolina—AM/FM looking for strong closer with killer instinct. Must be experienced self-starter. Active account list. Station sales up 43% in 2 years. We want more! Box A-83.

Long Island Adult Contemporary station looking for aggressive experienced sales people. Leadership qualities could lead to management immediately. Top list, excellent compensation. Resume to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E.

Sales Manager, AM and FM southeast top 100 market. Good group benefits. Equal Opportunity Employer. Box A-84.

Schulke Account Executive in Texas Gulf Coast sought by expansion oriented broadcaster. In Corpus Christi, Texas "The Place to Relax" is KITE and we're looking for the best beautiful music radio salesperson in America to sell it in one of the most beautiful cities you've ever seen. If you would enjoy starting off 1981 by selling the top rated format in the country (Schulke) in the 13th ranked national per capita market call/write Ron Whitlock, KITE, The 600 Bld., Corpus Christi, TX 78473. 512-888-8555. EOE.

HELP WANTED ANNOUNCERS

WSTU-AM & WHLG-FM, Stuart, FL are seeking experienced a-nouncers well versed in air work, news and production. Send air check and resume to Hamp Elliott, WSTU, Stuart, FL 33494. Equal opportunity employer.

Our midwest group needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

Talk, Talk, Talk. We want an exciting, personable and witty telephone talk show host. We're a top rated major market, talk oriented station. Excellent salary, benefits and location. Send resume. E.O.E./Affirmative Action. Box A-34.

Experienced announcer needed. Send tape and resume to: Aaron Durham, WAKI Radio, Box 409, McMinnville, TN 37110. EOE.

Tired of beating your head against the wall in cut-throat markets for slave wages? Do you sound good and do good production? Would you like some fresh air? Production/air shift open at WADR, Utica-Rome (Contemporary Country), starting salary \$300 + benefits. Tapes, resumes to WADR, Box 1480, Remsen, NY 13438.

Creative, talented morning jock. Ability to draw numbers. Great personality. Entertainer. No Jokesters. Doug Hamilton, WAAM, 4230 Packard Road, Ann Arbor, MI 48104. Detroit Metro.

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, PO Box 727, Rolla, MO 65401. 314-364-2525.

Suburban Washington, D.C. Adult Contemporary seeking personality with good voice and strong production. Tapes and Resumes to: Johnny Long, PD., WPRW, PO. Box 1460, Manassas VA 22110. 703-368-3100. EOE.

Jazz News Announcer/Producer (Radio Announcer II) WUSF Tampa, Florida. Requires High School diploma and two years experience as radio announcer, FCC restricted permit. Salary: \$10,210. Send tape and resume by 1/22/81 to: James Lewis, Office of Personnel Services, University of South Florida 33620. The University of South Florida is an affirmative action, equal opportunity employer.

**HELP WANTED ANNOUNCERS
CONTINUED**

West Michigan leader looking for strong informative MOR personality. Great opportunity for the right communicator. Tape and resume to Bill Struyk, Director of Broadcast Operations, WOOD, 180 N. Division, Grand Rapids, MI 49503. Equal Opportunity Employer.

Excellent position open with advancement opportunities. Fast growing exciting West Texas City ... ideal living conditions. Top rated station ... good equipment. EOE. Rush resume to KBAT, 3306 Andrews Hwy., Midland, TX 79703.

KBOX, Dallas needs good dependable announcers. Ability to get along with others and the desire to work are the most important requirements. No superstars or drifters desired. Please do not call. Send tapes and resumes to Jack Weston, KBOX Radio, Dallas, TX 75238. EOE/M-F.

WRGI, G93—the station who has turned all of South-west Florida upside down with personalities from Green Bay, Minneapolis, and Miami markets is looking for an air personality with heavy talk (natural humorist) experience. You will host the all night show, back in the sunshine all day and earn big bucks if we sell and you keep the sponsors happy. The talk must be interesting, entertaining, adult, and comprise 60% of the show, along with adult contemporary music. Five years minimum experience. Send audition tapes to Roger Bald, General Manager, 950 Manatee Road, Naples, FL 33942. No phone calls. EOE.

Announcer-Sales position for Country station in Nebraska, sign on. Good voice and experience required. Excellent opportunity and benefits, no phone calls. Send tape and resume to: Randy Optiz, General Manager, KODY-FM, Box 1085, North Platte, NE 69101.

Announcer. Country music station. Also, sales opening or combo announcer—sales. WMJS, Box 547, Prince Frederick, MD 20678.

Growing company wants dependable, experienced personality. Strong production; Mature sound. No drifters. Send tape and resume to Post Office Box 1290, Cumberland, MD 21502.

Texas Panhandle City of 30,000 seeking announcer, with strong production background. One year experience, minimum. Send: Tape and resume to: Brad Mink, KGRO Radio, Box 1779, Pampa, TX 79065. Or call 806—669-6809.

Beautiful music can be fun! Flagship stations of successful midwestern group need beautiful music personality with production abilities. Excellent pay for the right person. Robots need not apply. Tapes and Resumes to Paul Hemmer/Loras Sabers, KIWI Box 1280, Dubuque, IA 52001. Call 319—556-5494.

Attention Morning DJs. 50,000 watt adult contemporary WAAY radio is looking for an experienced morning DJ. If you sound adult, want to get involved in our community, want to be promoted heavily on our TV station and are looking for a secure place to settle down and grow with a progressive company, then this is the job you've been looking for. Needed immediately. The first good tape gets the job. Rush tape, resume with references to Jerry Dean, Program Director, WAAY Radio, Box 551, Huntsville, AL 35804. We're willing to make an investment in you.

AM Drive, production, MOR, people talking to people format. 5 years commercial experience. Resume and references. Midwest medium market. Box A-54.

AM Drive Entertainer needed for 5,000 watt regional Adult contemporary station halfway between Pittsburgh and Cleveland in Youngstown metro. You should be bright, humorous, professional and community oriented. Send tape, resume, references to: Joe Taylor, General Manager, WHHH, Second National Bank Building, Warren, OH 44481. An Equal Opportunity Employer.

Experienced Announcer/Production combo needed in the near future, at a personality oriented Pop/Adult station. The area is competitive, and so is the pay. An outdoor, mountain lover's area. EOE/MF. Send complete resume and salary requirements to Box A-65.

WGLD, 100KW in 47th Metro needs an announcer. Beautiful Music experience not necessary, but talented style is. A great opportunity to join the flagship of a young dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

HELP WANTED TECHNICAL

Chief Engineer needed for AM/FM station in Southern West Virginia. Experience required with DA's automation. Salary negotiable. Send resume and references to Box P-161.

Broadcast Systems Maintenance Engineer. 2-5 years experience professional equipment. Texas location. Good company. Send resume and salary to Communications Personnel Service, 4138 Emerson, Dallas, TX 75205. 214—526-2577.

Chief Engineer for growing group broadcaster. To supervise new AM/FM located in scenic Piedmont area of North Carolina. New 25 K Sintronics transmitter, Harris 9002 automation system. Should have knowledge of FM DA, prefer ability to do some studio work, production. For preliminary details, call 305—628-8862.

WBT Engineer Southeast 50 kw Directional AM Station seeks Engineer. First Class license preferred. State-of-the-art; previous experience in broadcasting or allied fields or recent college graduate. Good salary and benefits with recognized multiple ownership broadcasting company. Send resumes to Personnel Dept., WBT, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Chief Engineer for New England 5 kw with DA Automation, good maintenance background. Contact Ike Cohen, WCAR, Lowell, MA 01852. 617—454-0404 EOE.

Wanted Assistant Chief Engineer for growing broadcast company. Required experience in handling 5 KW AM facility with additional background in production and supervision of personnel. Contact: Richard J. Fixaris, Harnstadt Broadcasting Corporation, Radio Station WKAT, 1759 Bay Road, Miami Beach, FL 33139. 305—531-8181.

Experienced Chief Engineer wanted for 50,000 watt FM AOR, 1,000 watt AM News-Talk. Must be available immediately. Rush Resume to Larry Yuridin, WTWN - WLAV, 101-C Waters Building, Grand Rapids, MI 49503.

Chief engineer needed for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to: WIKE Box 377, Newport, VT 05855 E.O.E.

Duluth, Minnesota AM desires local area experienced, quality conscious engineer for maintenance on part-time contract basis. First Class FCC required. Contact Church Borchard, 218—728-6421. 9AM-5PM, Monday-Friday. EOE/MF.

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living. All replies in strictest confidence. E.O.E. Box A-82.

Chief Engineer—1st class ticket needed. AM directional/FM automated. Suburban Atlantic City location. call 609—399-1555 Jack Ryan. Send resume WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08226.

HELP WANTED NEWS

One P.B.P. person for class A Minor League Team in N.C. Send tapes and resume to the attention of Mr. Howard Wilcox, P.O. Box 2126, Durham, NC 27702.

Experienced news broadcasters for medium market station with heavy news commitment. Strong on-air ability is a must. Male/Female. EOE. Minimum 2 years experience. Nice location in Pennsylvania. Box M-177.

WFMB/WCVS needs energetic, quality news person for our hard-working capitol city staff. Must be experienced in gathering, writing, editing and delivery. Tapes and resumes to: Greg Thomas, PO Box 2989, Springfield, IL 62708. EOE/MF.

WMAS looking for solid news voice to handle afternoon drive. Upbeat delivery with personality to make stories "come alive!" Tape and resume to Ron Russell, 101 West Street, Springfield, MA 01104.

Help Wanted: News and Sports Director. Must have play by play football and basketball. E.O.E. Reply: General Manager, KIOQ, P.O. Box 1388, Bishop, CA 93514. Calls ok to 714—873-5861.

Wanted immediately: News Director, must be experienced administrator. Qualified with good news judgment and research and investigative reporting ability. Send tape and resume to Station Manager, Box 70, Fort Knox, KY 40121. EOE Employer.

Immediate opening for take charge newperson to gather, cover and report news for aggressive local news station. Send tape and resume to: Aaron Durham, WAKI, Box 409, McMinnville, TN 37110. EOE.

Morning anchor/reporter ... for Toledo's newscaster WOHO. We're looking for an aggressive journalist with enough desire to work on local stories ... and enough personality to get along with people. Send tapes and resumes to: Tom Waniewski, WOHO, 2965 Pickle Rd., Toledo, OH 43616.

Immediate opening. Newscaster, newscaster. Evening hours. Reporting, gathering, news announcing, and general newsroom duties. 3 person newsroom. Resume and tape to: John Montone, News Director, WSUS, PO Box 102, Franklin, NJ 07416. Personal interview will be required of all final applicants. M/F E.O.E.

Creative person with at least 3-years experience. Must be able to write conversational news and deliver it in a person-to-person manner. Excellent opportunity to join top notch air staff at a Capital Cities station. Send tape and resume to Henry Brach, News Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

Experienced News Director for Western Michigan's only full time News-Talk operation. Dynamic, programming oriented news heavy. Must be skilled at integrating news with conversational talk. Production skills a must—on air skills not essential. Call Larry Yuridin WTWN, Grand Rapids 616—456-5461.

Newscaster needed by major Orlando radio station. News background with strong air voice essential. Send resume, salary requirements and tapes to News Director, WDBO, PO Box 158, Orlando, FL 32802. We offer liberal company benefits, and we are an equal opportunity employer.

KBOX, Dallas strong Morning Drive Anchor. Must have excellent air sound and writing skills to match. Be street wise. Send Tape & Resume to Dave O'Brien, KBOX, 9900 McCree, Dallas, TX 75238. EOE.

Newsperson needed immediately to gather, write and air local news for country music station in Delaware. Call 302—422-7575. EOE.

Exciting AM/FM operation in Fresno California is looking for creative Male/Female News Director. Must have the ability to write and deliver interesting digest news. Send tape/resume to Sean O'Callaghan, KARM/KFIG radio, P.O. Box 4265, Fresno, CA. Equal Opportunity Employer, M/F.

Wanted, Newsperson, Experience necessary, must be aggressive and should have production abilities. Salary open with good benefits. Send tape and resume to Fred Caso, News Director, 2692 Staley Road, Grand Island, NY 14072.

Mid-Atlantic station looking for experienced dedicated news director. Emphasis on gathering, writing, and producing local newscasts. Good salary and benefits, excellent location. Small market but we require absolute professionalism. EOE Resume, writing samples, and salary requirements to Box A-89.

Detroit Suburban station has immediate opening for experienced afternoon anchor/reporter. Excellent one-to-one communication essential. Tape/Resume to WAAM News, 4230 Packard, Ann Arbor, MI 48104. EOE M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for promotionally active AOR station near N.C. Must be strong in AOR format, able to supervise and train jocks, plan and execute on and off air promotions. Can be Music Director, or Promotion Director on the way up. EOE. Send complete qualifications, references and salary requirements to Box A-29.

Production Director for 50 KW university FM in Northeast Kentucky. Bachelors degree in broadcasting related field required. Masters preferred. Good writing and variety of production skills required. Must train and supervise student interns for production and board work. Recording music in stereo from recital hall and on location is priority. Documentary, modular features and spot production important. Air shift in magazine or music block. Salary based on qualifications and experience. Letter of application, resume and production samples by January 17 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.

Program Director: need for KNIN, Wichita Falls, Texas. KNIN is a 10 kw Adult Contemporary station with a heavy local news schedule. Applicant must have prior experience in programing, production and music. No floaters need apply. Send resume and tape to Dick deButts, KNIN, P.O. Box 787, Wichita Falls, TX 76307 or call 817-855-6924. E.O.E.

Major FM facility in Southern Connecticut has immediate opening for creative writer—commercial copy and station promotion. Radio copywriting experience necessary, degree and print background helpful. Send resume and samples to Jim Morley, WEZN, Park City Plaza, Bridgeport, CT 06604 or call 203-366-9321.

Operations Director—A midwestern AM & FM powerhouse in a medium market is seeking a qualified person to fill the Operations Director slot. Both stations are dominant in the market and need a take charge person who is knowledgeable in organization programming and FCC regulations, and who is able to attract and lead air staff. This is a great job with top pay and benefits for the right person. Equal Employment Opportunity Employer. Send complete resume and salary history to Box P-177.

Board operators with production experience for Southern Florida radio station. Experienced only. Send resume, salary requirements first letter: EOE. Send to: Vice-President, Operations, Radio Station WKAT, 1759 Bay Road, Miami, FL 33139.

SITUATIONS WANTED MANAGEMENT

Seeking General Managers position in medium/small market. 22 years experience in broadcasting. Call 1-216-826-1988.

Qualified temporary management available for interim operations, startups, turnarounds. Sales and programming expertise. Box P-166.

Successful Manager seeks competitive challenge in medium, large market. Able to set, reach goals for each department. Can operate independently. Familiar all phases. Active leader, good motivator. Turnarounds accomplished. Will consider television. Box P-175.

General Manager available. Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

Operations/programming. Ten years commercial radio. Programming, promotions, ascertainment, public affairs, TV/radio talk producer-host. Detailed resume/references. Box A-19.

Fifteen year programing pro desires first General Manager position. Excellent track record and references. Box A-24.

"Super" sales and management team. Programming/Operations and sales management want station to manage and/or work to own. Resume/qualifications available on request. Box A-79.

Winning Program Director. 8 year PD. experience. Presently No. 1 from 4th place. Other turnarounds include No. 1 from 11th and 1 from 4th in million market. Also have handle on good available contemporary and adult contemporary talent. Box A-73.

Operations/Programming. Detailed ten year track record/references. Box A-88.

Southeast pref. Florida: Manager or right hand man for your broadcast property. Good background. Degree. Management, programming, sales, sales management, announcing, news, sports. Medium or small preferred. Hard worker, quick study looking for long term relationship. Will make you money. Box A-60.

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 A-91.

SITUATIONS WANTED ANNOUNCERS

Sinatra/Bennett—Elvis/Beatles jock available emphasizing 25 + demographics. Tape available is Country Rock, because of current format. 32, 1st, 10 yrs. Comm'l radio. Box P-189.

Former Los Angeles D.J., PD., G.M., and T.V. news. First phone. Details, salary to Box A-18.

L.A. Area—Part Time, announcing nights or weekends. First phone. Experienced. Working days in radio media. Write, I'll come see you. Box A-42.

The night time is the right time: Looking for evening shift in Northeast area. AOR, Top-40, you name it. Michael: 212-752-0764 anytime at all.

Triple Threat—Top flight announcer, newsman, copywriter. Can prove tall claim. Tape and resume available: S.G. Quast, 312-848-3314, 1952 N. Seminary, Chicago, IL 60614.

Give a listen. AOR or Top-40. Will travel. Tape and resume available. Victor Kaye, 5714 S. Talman, Chicago, IL 60629. 312-984-2271 or 436-9480.

Experienced announcer. Good voice. Good reader. Cooperative, hardworking, stable. Want to move up. Call Bob Long 414-547-0748.

The Weasel wants a job in radio. Creative, hard-working, serious, intelligent. For resume and tape call or write Ron Wenzel (The Weasel) 15224 S. Millard Ave., Midlothian, IL 60445. 312-371-3951.

Creative, lots of personality ready to roll! Tape and resume available. Rick Canton, 1727 W. Thorndale, 1A, Chicago, IL 60660 or 312-728-5312 after 7 p.m.

DJ—AOR, Top 40. Tight board. Live and automation, 3rd, news, production, intern WBZ Boston. Double B.A.—Government, Communications. Graduate work Emerson College. 3/4" video. References. Jeff 617-784-2084.

D.J. with on air experience seeks job within 150 mile radius of Buffalo, N.Y. A.C., M.O.R., Top 40, Progressive format preferred. News, Sports, Weather, Production, Third Phone. Tim Evans 1-716-834-2092 or 1-716-898-3355.

I'm hungry and have a craving to rock. I'm hard working innovative and dependable. Satisfy my hunger. Johnny Rock 312-525-4614.

Plop! Plop! Fizz! Fizz! Here comes the Wiz! Top 40 Wiz-style! If you don't call, you'll Wiz you did! Show some Wizdom by sending for Wiz-tape and Wiz-resume to: The Wizard, Rte. 1, Box 200, Antioch, IL WIZcode 60002; Wiz connection 312-395-2605.

Black, male announcer excellent educational background 3rd good delivery will go anywhere 312-477-2318 Doni Reed, 558 West Aldine, Chicago, IL 60657.

Seek news or sports position at your station 5 1/2 years experience. Currently in Dallas-Ft. Worth market. Box A-61.

Female 22 AOR. Dependable hard working. 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2pm-8pm Monday thru Friday. 4354 So. Kedvale Ave. Chicago, IL 60632.

I love radio—experienced, bright, articulate, dependable person seeking employment. I have a very good knowledge of music. Tape and resume available. Call 317-482-7771 after 6 PM Tom Gibson, 417 1/2 E. Main, Lebanon, IN 46052.

Twenty-Four year old single male itching to relocate to your small market operation. College degree, plus broadcast school training, plus commercial experience. Box A-55.

Young announcer with one year experience longing to work in Minnesota or Wisconsin. For tape and resume, call Randy 605-845-2724.

Program/Music Director. Station and sales promotions. (country). Box A-74.

SITUATIONS WANTED TECHNICAL

Engr 30 yrs. exp. needs PT. under S.S., also 2 yrs TV. Phone 301-939-3414.

Communication School Graduate 1st phone seeking entry level position in broadcast engineering. Box A-67.

SITUATIONS WANTED NEWS

Newsman seeking position on west coast. Excellent articulation, experienced. Tape, resume available. Call 312-345-1315 between 12 and 7 p.m.

Sportscaster/Talk Host 9 years experience, some PBP Bill Douglas (Douglas Nagy) 313-534-0251.

Medium market news director at Philadelphia's number one suburban station available immediately. Proven track record. Solid writing, reporting, and professional delivery. Young, experienced workaholic offering lots of tape, digging, and a genuine commitment. Leo 215-542-9062.

Seven year radio female news veteran seeks "on air" announcer/news anchor gig in Atlanta only. Tape, resume, references available upon request. Box A-58.

Sportscaster, ten years experience, large market news/sports director, PBP Dave Ochs, 75 South Ingalls, Lakewood, CO 80226. 303-237-6764.

Female Radio Anchor/Reporter seeking full-time news gig in Wash., D.C. area only. Afternoons preferred. Tape, resume, references available. Box A-64.

Good voice, appearance, degree looking for airshift in news, sports, some experience. Joel Stern 516-869-8076 57 Cricket Drive, Roslyn, NY 11576.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced MD, top 50 market, looking for program director position in medium market or music director in larger market. Experience in contemporary, MOR, and adult contemporary formats. Prefer Southeast but will consider others. Box A-13.

Program Director/Operations Manager available. Extensive experience, including motivation, administration, planning and marketing. Good references and ratings. Profit oriented. Looking for a long term dedication. Box A-35.

You want good "sound" production, dependable worker, not afraid to learn more? I'm the one. 1-212-735-7805.

Young, experienced programmer, on air at legendary AC wants return to medium AC or country programming. Arbitron, research, promotions, excellent references, reasonable price. 602-779-2631 mornings.

Hello Out There! Need a highly experienced pd/om, air personality, crack copywriter, top notch production and first phone who will tear your competition to shreds and get you your market dollars? The number to call is not BR549. It's 512-222-2886. Oh! One thing more... I'm affordable!

Nostalgia-Bound? Let knowledgeable radio vet produce/host your big band, OTR music/talk show! Box A-85.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager—Challenging position available as part of the management team with TV/AM/FM operation in the Southeast. Accounting degree with broadcasting experience required. Management skills a must. Send resume with salary requirements to Box P-123.

Development Director: Supervisory responsibility for auction and membership staff, goals, budget; direct responsibility for local underwriting; coordinate all with radio co-licensee. Three-year minimum fundraising experience, preferably in PTV. Salary \$20,000 up. Call or send resume to Stephen M. Steck, President, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817 305-273-2300. Equal Opportunity Employer.

News Director. Control news and public affairs programming with budgetary and content responsibilities for Public TV station. Provide leadership to full-time staff and instruct students in production of daily news show. BA required, MA preferred. 5 yrs. Broadcast Journalism experience, including management. High ethical standards. Salary negotiable. Contact: Rich Lehner, WUFT, Univ. of FL, Gainesville, FL 32611, 904-392-5551.

National Sales Manager—Top 75 CBS affiliate, group owned TV station seeking an individual with a minimum of 2-3 years successful local or national TV sales experience. Previous management experience. Equal opportunity employer. Send resume to Box A-76.

HELP WANTED SALES

Professional Sales Person needed to take over established account list. One to two years of television sales experience required. Must be well versed in all facets of local direct and agency selling. Tremendous opportunity for growth and advancement within this group owned VHF ABC affiliate. Contact or send resume to Eric Zitron, WXEX, T.V. PO Box 888, Richmond VA 23207. Equal Opportunity Employer.

AE position open—Jan. Looking for intelligent, motivated person, who has been buying or selling TV time. Around \$25 M 1st yr. Midwest—Top 100. EOE. Box A-75.

Local Account Executive, Top 20 Sun Belt Market, established list. Min. 1 year experience in Media Sales. Send resume to Box A-80.

Account Executive wanted for expanding CBS affiliate. Excellent benefits. If you are an enthusiastic, go-getter interested in helping others succeed in business, send resume to Bob Bradley, General Sales Manager, KCOY-TV 12, 1503 N. McClelland St., Santa Maria, CA 93454. EOE/AA.

HELP WANTED ANNOUNCERS

Play-by-Play and Color Announcer to do major league baseball. Must have previous radio and/or TV major or minor league experience. Send resume. All inquiries will be handled in a confidential manner. Equal Opportunity Employer. Box A-87.

HELP WANTED TECHNICAL

Operating Engineer. 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact Chief Engineer KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. EOE.

Transmitter Engineer. Minimum two years experience with TV transmitters. Minimum of two years formal training in digital, microprocessors and basic programming. Position involves maintaining and repairing TT50 FH, earth station up link/down link, remote control equipment and ancillary equipment. \$18,250 to \$22,500 depending on experience. Equal Opportunity Employer. KPTV PO. Box 3401, Portland, OR 97208 503-222-9921.

TV Broadcasting engineer: Experience in maintenance of UHF transmitter and Ampex VTR, salary negotiable. Send resume to Director of Engineering, WKPC-TV, PO. Box 1515, Louisville, KY 40201.

Resumes being accepted for Studio Supervisor position at UHF Independent in Southwest. Heavy on maintenance and 1st phone required. Excellent place to work. Reply to Box P-178.

Chief Engineer Wanted—well equipped new sunbelt television station with all new equipment seeks chief who is strong in UHF and video maintenance. Contact Box P-162.

Electronic Maintenance Engineer and studio engineers. First phone license. Experience preferred but not necessary. Major market in the N.E., openings to be filled early 1981. We are an Equal Employment opportunity Employer. Resume to Box P-186.

Maintenance Technician. Excellent opportunity for experienced person to work with large progressive group owned station. Advancement possibilities. Good state of the art equipment. Starting salary range \$20 to \$24K. Write or call Arthur Bone, B.P. Engineering, WPRI TV, 25 Catamore Boulevard, East Providence, RI 02914. Telephone number 401-438-7200. An E.O.E.

Southern California Opportunity—Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's, and CMX editing systems required. Salary negotiable. Send resume or call Dick Wellman, the Post Group, 6335 Homewood Avenue, Hollywood, CA 90028, 213-462-2300.

Production engineer for expanding sunbelt production house. Technical and operating familiarity with current production and post-production equipment important. System design experience useful. Send resume, objectives and salary requirements to Box 643, Birmingham, AL 35201.

Beautiful VHF station in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702-383-0245. An equal opportunity employer.

Maintenance Engineer—Rocky Mountain area. Familiar with studio and transmitter maintenance. First phone. Contact Ken Renfrow, KOAA-TV, 2200 7th Ave. Pueblo, CO. 303-544-5782.

ENG Maintenance Engineer, to repair and service Electronic News Gathering equipment, editors and receive "live" microwave feeds. Must have maintenance experience and 1st or 2nd class FCC license. Major Market EEO employer. Box A-8.

Operations and Maintenance positions open at network affiliate VHF in Miami, FL. Top equipment, top company, top benefits. Positions require experience with state-of-the-art broadcasting equipment: Ampex VPR, AVR & ACR, Vital, CDL, Norelco, Ikegami, Sony, Adda. License preferred. Resumes to Tom Weems, Director of Engineering, WPLG-TV, 3900 Biscayne Blvd., Miami FL 33137. EOE/AA Employer.

WTOV-TV has an opening for a television maintenance engineer, Studio, ENG, Transmitter maintenance experience preferred. Applicant must hold a valid first-class Radio-Telephone License. Send resume and salary requirement to: Chief Engineer, WTOV-TV, Box 9999, Steubenville, OH 43952. An equal opportunity employer.

Chief Engineer for KQCD-TV, Meyer Broadcasting Company, Dickinson, North Dakota. Seeking individual with a First Class FCC License and at least 3 years operating experience. Responsible for all technical operations of studio, transmitter, microwave and department budgets. An Equal Opportunity Employer. Send resume to: Steve Skjelvik, Station Manager, KQCD-TV, Box 1577, Dickinson, ND 58601.

Maintenance Technician: Immediate opening. Maintenance technician for Upstate N.Y. Independent UHF. Must be a self-starter with strong maintenance background. Career opportunity with company paid benefits. Send resume to Chief Engineer, WUHF-TV, 360 East Avenue, Rochester, NY 14604. An Equal Opportunity Employer.

Chief Engineer for Chicago UHF. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references, and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 20 North Wacker Drive, Chicago, IL 60606.

Technical Operations Coordinators. KPTS, a PBS Affiliate, seeks qualified personnel to assume leadership positions in master control and transmitter areas. First Class Radiotelephone license required. Minimum two years experience. \$16,000-\$22,600. Applications accepted until January 16, 1981. Send resume: Director of Administration, KPTS, 320 W. 21st St., Wichita, KS 67213. EEO-AA employer.

Electronic Technician (Three Positions). Duties: Electronics technician will be responsible for the maintenance—under the supervision of the Chief of Maintenance—of all electronics or mechanical equipment owned by KIMO. In addition he/she may be required to repair or maintain the physical facilities at KIMO. This includes but is not limited to: plumbing, painting, carpentry, and set construction. He/she may be required to perform other duties as assigned by the Chief Engineer. Qualifications: Must have a First Class Radio-Telephone License and be experienced in the maintenance of complex electronics and electro-mechanical equipment. Experience with the specific equipment around and used at KIMO is desired but not required. Must be able to lift and carry 130 lbs. a distance of 200 feet. Must have normal hearing and color vision with vision correctable to 20-30. Must be able to operate a motor vehicle and be insurable. Hours: May be required to work at any time of the day, on weekends, or holidays. May be required to work extensive overtime. Normally, assigned a specific shift. Applications accepted until January 31, 1981. Send applications to: KIMO Television, 2700 East Tudor Road, Anchorage AK 99507, Attn: Chief Engineer. KIMO Television is an Equal Opportunity Employer and encourages minority and women applicants to apply.

Studio Engineer. Job requires a First Class FCC license. Experience with ampex and RCA Video tape machines... knowledge in maintenance repair a must. Southeast, middle market region. EOE. Box A-57.

Operations Engineer: Master control operations. FCC First Class License required. Training and experience desired. Good pay and benefits. Call or send resume to Lee Watkins, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. 305-273-2300. Equal Opportunity Employer.

CMX Editor. Phoenix Video Center, an Arizona based electronic editing facility seeks 340 CMX editor wishing to relocate. 602-263-8866.

Maintenance Engineer—To maintain broadcast television equipment in Seattle production/post-production facility. Contact Sterling Davis, 206-623-5934.

Engineering-Television Technician—A minimum of 2-5 years experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV Boston. A CBS Affiliate, RKO General Building, Government Center-Boston, MA 02114. An Equal Opportunity Employer/M/F/H/Vets.

Hollywood production company needs a Field/Studio engineer. Responsibility includes operation and maintenance of state of the art Eng. equipment and multi source editing from 3/4" to 1" using TBC's. Good opportunity to grow with small company known for quality work. Benefits and good starting salary. Rush resume to Group Visionary Productions, 10850 Riverside Drive, Suite 203, North Hollywood, CA 91602.

Studio Engineer: Great opportunity for advancement as Assistant Chief Engineer. Do the job and become Chief in less than a year. We offer great sunbelt living and the challenge of a rapidly growing station. Experience in studio maintenance and planning essential. Apply Box A-86.

HELP WANTED NEWS

News Director. We are seeking an outstanding person to direct a staff of 20 producing four daily newscasts and a monthly magazine. We are group owned and number one in the ratings. A solid background in news and management is essential. EOE. Resume and salary requirement to Box P-172.

HELP WANTED NEWS CONTINUED

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.

Producer for expanding news operation in a challenging Top 70 Midwest market. Excellent opportunity for an assistant seeking number one spot. EOE. Resume and salary requirement to Box P-159.

Reporter willing to do own shooting. \$9500. Previous applicants need not apply. Send video tape with first letter to Jon Janes, KAAL Television, Austin, MN 55912. EOE.

Anchor/Reporter, for Midwest group owned network affiliate. EOE. Resume and salary requirement to Box P-170.

TV news reporter with weathercasting experience. Looking for qualified reporter with 1-2 years current experience as field reporter, writer, ENG., plus on-air capability for medium-sized midwestern market. Must have B.A. in broadcast communications or related degree. Salary \$14,000 plus. E.O.E./A.E. Before January 10, 1980. Send complete and current resume to Box A-5.

Medical Reporter, health news leader in top market needs reporter to specialize in health/science field. Only aggressive, enthusiastic medical reporters need apply. Please send resumes to Box A-15.

Sports Director. Must be bright personable and articulate. Minimum two years commercial TV experience. Aggressive CBS, Corinthian owned affiliate. Tape and resume to Robert Allen, News Director, KOTV, PO Box 6, Tulsa, OK 74101. Equal opportunity employer M/F.

Photographer. We're expanding, and we need an experienced ENG photographer who can tell a story with pictures. We're beautifully equipped, and need a "pro" to join 7 other full-time photographer/editors. Minimum 1 year commercial TV Photographer experience. Tape and resume to: Steve Schroeder, Chief Photographer, KOTV, PO. Box 6, Tulsa, OK 74101. EOE/MF

News Producer: Minimum one year broadcast news experience. Must be able to produce highly visual, fast-paced newscast. Send resume, writing samples, tape to: Steven D. Hammel, News Director, WHTM-TV, PO Box 2775, Harrisburg, PA 17105. WHTM-TV is an Equal Opportunity Employer M/F.

News Director/Reporter needed for network-affiliate in Northern New England. We're looking for someone who can handle the daily assigning, producing, and reporting of stories. On-air work part of the job. Our department is a group of hard-working, growing professionals. If you are, too, we're interested. Send tape and resume to: Operations Manager, WNNE-TV, Box 906, White River Jct., VT 05001. This is not an entry-level job! M/F. EEO.

Small Midwest ABC affiliate looking for reporter/photographer with potential for anchoring early morning casts. Must be aggressive self-starter. Box P-164.

Accepting applications for experienced reporters who are energetic and creative. Mail cassette and resume to Gary Long, PO. Box 748, Little Rock, AR 72203. An Equal Opportunity Employer. Male and female.

Anchor/Reporter—need additional anchor/reporter, preferably with ENG, on-air experience. Send resume/tape to: Doug Grimm, General Manager, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Reporter/anchor. If you can do stories that our viewers will still be talking about the next day, and have tape samples to prove it... and if you're a good, but-not-yet-great anchor, who wants to tackle a week-end air shift, then write News Director, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. No phone calls, please.

Producer for aggressive midwest net affiliate to handle both early and late newscasts. Must know news and how to use television. Resume and salary requirements to Ken Keller, ND, WHBF-TV Telco Bldg., Rock Island, IL 61201.

News anchors: For WLEX-TV, Lexington, Ky—the 85th market. Action News format. Top equipment, including "live". An excellent professional opportunity with stable, locally-owned NBC affiliate. Anchor experience required. Vitality essential. Smaller market comers encouraged to apply. Send tape and resume immediately to: John Duvall, WLEX-TV, PO. Box 1457, Lexington, KY 40591. An EOE employer. Female applicants urged to apply.

Reporter. We're expanding, and we need someone who can humanize news stories, do extensive live reporting, and who wants to grow with a Corinthian-owned, CBS Affiliate. Minimum 1 year commercial TV News reporting experience. Tape and resume to: Robert Allen, News Director, KOTV, PO. Box 6, Tulsa, OK 74101. EOE M/F.

TV News Director. Excellent opportunity with growing communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary, on-air skills secondary. An equal opportunity employer. M/F. Send resume to Box A-50.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Director/Newscasts: We're looking for leadership skills along with the ability to direct a top-rated news show. You'll switch on a Grass Valley E-Mem 1600 board with live on-location feeds, Vidifont, and plenty of action. Experience, enthusiasm, and talent are a must in this Southeast medium market network affiliate. EOE. Box P-183.

Self-starter wanted as Promotion Assistant in expanding Top 70 Midwest market. Production background preferred, writing and lay-out experience helpful. EEO Employer. Send resume to: Box A-27.

Production Assistant: Small midwest station looking for a creative person who can shoot, edit, and switch, EOE. Box A-38.

Development Director for Indiana University Public radio and television stations. Design and administer fund drive, underwriting, membership, audience research, and grant-writing activities. Salary \$20,000-22,000. For information and job description, contact Herbert Seltz, Radio-TV Building, Indiana University, Bloomington, IN 47405. Deadline January 23, 1981.

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. Three years' experience full time television director with verifiable credits. \$14,724-\$21,048 plus liberal benefits. Deadline January 23, 1981. Resume and cassette to Selection Committee 81-P-2E c/o Fujita, KCTS/9, 4045 Brooklyn Ave. NE, Seattle, WA 98105 AA/EOE Wpomen and Minorities encouraged to apply.

Promotion Manager: Hands-on experience required in all aspects of TV promotion: On-air news/programming, print, radio, media, budgets. 3/4" editing highly desirable. Send resume/tape to Anne Coleman, WAVE-TV, PO. Box 32970, Louisville, KY 40232. EOE.

WPLG, Miami, A Post Newsweek Station, is seeking an experienced Producer/Director. Applicants should have a minimum of three (3) years commercial television experience with an emphasis on news. Duties include local news/weather/sportscasts, public affairs, public service, promotion, and special projects. Contact: Linda DesMarais, Program Manager, 3900 Biscayne Blvd., Miami, FL 33137. An Equal Opportunity Employer.

Senior Producer/Director, Albany area, New York State. PTV Station seeks creative, experienced individual with national credits to play key role in developing quality local, regional, and national productions. Excellent benefits, including dental plan. Send resume by February 15th to: Personnel, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Graphic Designer, WPLG—10 Miami, Post Newsweek Station. Position immediately available for experienced Graphic Designer/Illustrator with full range of design production skills. Design Manager, WPLG TV, 3900 Biscayne Blvd. Miami 33137 305—576-1010. An Equal Opportunity Employer.

Producer-Nova. NOVA, PBS' science documentary series, seeks an experienced Producer/Writer/Director for a six month project contract. Knowledge of state of the art electronic field production techniques and computerized "1" video editing an absolute must. Position will require working out of Boston office to research, write, produce, and direct one hour science documentary. Requires 2-5 years experience producing documentaries and a demonstrated interest in science and allied fields. Send resume and tape to: Personnel Department (A-74), WGBH-TV, 125 Western Avenue, Boston, MA 02134. Deadline: February 2, 1981.

Director of Operations—Programming. Prefer Production background and Programming experience. Must be responsible for film buying and scheduling, license renewals, ascertainment, FCC reports. E.O.E. Resume to Bob Southard, WFRV-TV, PO. Box 1128, Green Bay, WI 54305.

TV Assistant Director. Duties include timing, preparing shot sheets and prepping cameramen from them, organizing and conducting elements of telecine and videotape work, and conducting occasional program assemblies. Two years television studio or control room experience minimum. Resume to Chuck Waggoner, KTCATV, 1640 Como Avenue, St. Paul, MN 55108. An Equal Opportunity Employer.

Radio and TV Specialist—University of Southern California News Service seeks strong writer with broadcasting savvy to package academic features for broadcast media. Degree in journalism and professional news experience desired. Salary: \$18-\$19K. Send resume to Director, USC News Service, University of Southern California, Los Angeles, CA 90007.

Experienced videographer/editor wanted. Head up EFP production and post production facilities at busy PBS affiliate. Two years experience desired. Range \$9,000-\$12,300. Closing date, January 16, 1981. Send resume and tape: David Owens, Production Manager, KPTS-TV, Box 288, Wichita, KS 67201. EEO-AA Employer.

TV Writer—International firm seeks full-time experienced writer to prepare instructional videotape scripts on accounting, management, and business subjects. Minimum experience: 3 years (or 20-30 TV or film scripts). Must have demonstrable analytical skills and above average creativity. We are an Equal Opportunity Employer. Qualified writers only should send resume to Box A-96.

SITUATIONS WANTED MANAGEMENT

Top New York Station Executive desires return to small market where he can utilize fifteen years experience in all phases of the business. Prefers sun belt station whose owner is committed to excellence and profits. Box A-52.

SITUATIONS WANTED ANNOUNCERS

Experienced Announcer available for booth, movie host, weather—Bill Bennett, 2743 Caminito Verdugo Del Mar, CA 92014. 714—755-2387.

SITUATIONS WANTED TECHNICAL

TV-PM-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.

1st Phone Broadcasting school graduate college degree interested in maintenance, production and engineering operations. Box A-68.

Tech School Grad. with First class FCC license. Will relocate. Send replies to Steve Sincoff, 360 Hilltop Ave., Leonia, NJ 07605.

Young, dynamic east coast female with 1st class ticket. Available immediately—Phone 201—583-5480 or write Box A-71.

Heavy maintenance and supervisory experience. Over ten years broadcasting and edit facilities. Speciality video tape. All quads, 3/4", 1", CMX, DPE, Chyron, Grassvalley, etc. Several manufacturer's schools. Currently a maintenance supervisor at one of the big three network's Los Angeles facility. 34 years old. Seek supervisory or responsible position in New York City. Box A-90.

SITUATIONS WANTED TECHNICAL CONTINUED

Video tape operator. 1st phone. 2 and 3/4 inch editing. Some experience with Ampex one inch. Must relocate due to high cost of living in Alaska. Hard worker. Call Mary. 907-277-2095. Days.

SITUATIONS WANTED NEWS

Anchor/Reporter: Female. 26. Currently anchoring number one noon news in competitive, medium market. Consumer reporter. Co-creator, producer, host of prime time news magazine show. Looking for a challenging job in a larger market. Box A-14.

Information—Looking for a person who can research, write, investigate and assist producers? Not a useless fifth wheel but a valuable spare. Excellent references. Internship at ABC's O&O in Detroit; grad work at the University of Michigan, and college radio newscaster. No problem relocating. Rick Eyley 313-661-2782.

Aggressive Reporter with commercial radio news experience wants television news position. College anchor experience. Good writer. Mark Schirripa 616-349-9500.

Sportscaster, 10 year pro seeks warmer weather. Thawed out tape upon request. All offers. Box A-59.

Reporter/Photographer, recent graduate (BS in Radio-Television-Film) eager to start working. Seeks entry level position in TV news. Will relocate to any market to join your news team. David Strobel 317-966-7220 or 317-935-4019.

Sports Director. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

Woman lawyer currently working as reporter-anchor in small market; numerous reports have been on national cable news; seeks larger market. Box A-70.

Aggressive/enthusiastic beginning female reporter w/some experience in Nr. 3 market seeking medium to small market station to expand and refine skills. Assets: news reporting/writing, editor/researcher-assignment desk, producing, ENG editing. Will consider internship. Carmen Carter 202-363-7515.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Creative Editor Producer-Director. Technical Director, Cameraman seeks to put thirteen years experience to work in challenging growth position. Commercials, sports, news, more. 904-744-1137.

Magazine/Talk Host. Experience: Major Market Emcee/Commercial Announcer, Medium Market. News Director, Anchorman/Host. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014.

CABLE

HELP WANTED MANAGEMENT

KVIE is searching for applicant for the CPB Women's Training Grant for the temporary position as Special Assistant to the President for Cable Television. Public television station seeks person to assist management in planning for multi-channel public television cable service. Duties will include working with community organizations, city and county government and potential cable franchisees to develop a major public service component for the cable system being planned for Sacramento, CA. Also, develop and implement demonstration project with existing cable system. Experience in both broadcast and cable production and programming desirable. Salary: \$20,000 to \$25,000 plus benefits. Send resume to: Horst Bruenjes, Director of Administration, KVIE/Channel 6, P.O. Box 6, Sacramento, CA 95801. No phone calls please. Deadline: January 23, 1981. EOE/AA.

ALLIED FIELDS

HELP WANTED SALES

Director of Development/Marketing. Successful educational film production company seeks a qualified person to aggressively represent it to potential funding sources to raise funds for new productions, pilots, or series. Also would manage the marketing and distribution of completed programs in various media formats worldwide. Must have minimum of five years experience in major product development and marketing to corporations, government agencies, schools, and libraries. Degree required; master's degree preferred. Must be able to communicate very effectively and make good written and oral presentations to upper management level people. Salary commensurate with skills and experience. Relocation required. Send resume and salary requirements in confidence by February 27 to Ed Meell, Media Management Services, Inc., 865 South Crescent Boulevard, Yardley, PA 19067.

HELP WANTED INSTRUCTION

Part-time and weekend instructors wanted. Minimum 5 years experience in all phases of radio broadcasting. Los Angeles area people preferred. Tapes and resumes to Tommy Goodwin, Director, KHLS Broadcasting Workshop, 1220 N. Highland Ave. Hollywood, CA 90038.

The University of Iowa School of Journalism and Mass Communication is accepting applications for two tenure-track assistant professor positions for the fall of 1981. Candidates will teach in their respective areas of scholarly interest at the graduate and undergraduate levels and in one or more of the following undergraduate professional areas—broadcast journalism, community video, photojournalism and news-editorial. Preference will be given to candidates whose research area is telecommunication policy, mass communication law or popular culture. The Ph.D. is preferred; the M.A. with exceptional professional or academic experience will be considered. Salary is dependent on the selected individual's qualifications. Letter, vita and references should be sent to Joseph Ascroft, Chair, Faculty Search Committee, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242. Screening of applicants will begin January 15, 1981. The University of Iowa is an Equal Opportunity/Affirmative Action Employer.

Broadcast instructor with routine maintenance ability. Three years "on air" working experience in commercial station required. First ticket not necessary. Five day work week July 1981 start. Phone: Trans American Broadcasting, Wausau, WI 715-842-4141.

Two tenure track faculty openings in September, 1981. Teaching emphasis in one vacancy will be in print journalism writing and editing courses (certain vacancy), and in the other in visual communications and broadcast journalism (possible vacancy). (VDT and ENG equipment available). The two faculty members will also have an opportunity to teach in another area, such as mass media issues and ethics, advertising public relations or topical seminars in print or broadcast journalism. Professional experience essential. Ph.D. preferred, but master's degree with extensive appropriate professional experience may be accepted as sufficient preparation. Application form and additional information available from Roger Hamilton, Chair, Mass Communications Department, Moorhead State University, Moorhead, MN 56560. Application deadline: February 2, 1981. Moorhead State University is an equal opportunity, affirmative action employer.

Assistant professor sought to teach news-editorial and broadcast news courses beginning Aug. 20, 1981. Candidates must have substantial professional media experience, a demonstrated ability to teach effectively and a specific research interest. Ph.D. in journalism or mass communication preferred; master's required. Tenure-track position. Apply by Feb. 13, 1981, to Dr. Robert Drechsel, chairman, search committee, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523. CSU is EEO/AA employer. E.O. Office: 314 Student Serv. Bldg.

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.)

Mirror in the lid and other pre-1946 television sets wanted for historical collection. Especially interested in RCA TRK-5 and 359 test set, General Electric "HM" series. Parts and literature also wanted. Arnold Chase, 9 Rushleigh Road, West Hartford, CT 06117. 203-521-5280.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.

RCA TT-10AL VHF Transmitter—\$5,000.

RCA TT-35CC VHF Transmitter—\$20,000.

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Complete film island—\$30,000.

Sharp XC-700 Color Cameras—\$11,950 (New).

IVC 500A Color Cameras—ea. \$7,500.

Panasonic AK920 Color Cameras—\$15,000.

GE PE-350 Color Cameras—ea. \$4,000.

GE PE-240 Film Camera—\$8,000.

CVS 520 Time Base Corrector—\$8,500.

CVS 504B Time Base Corrector—\$5,500.

CDL VSE-741 Switcher—\$2,500.

RCA TK-27A Film Camera—\$12,000.

RCA TP-6 Projectors—\$1,000.

Ampex 1200 A VTR's—ea. \$22,000.

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UHF Antennas—Various Models and Prices.

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30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

3—Norelco PC70S cameras with 10 x 1 zoom lens, waveform and picture monitors, pan heads, instruction manuals, 45K. Contact King Harrison 703-823-2800.

1,750 feet TV81 camera cable \$850. Contact King Harrison 703-823-2800.

1 KW AM CSI T1A, 1 1/2 yrs. old, mint condition. M. Cooper 215-379-6585.

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Russco 505-S Stereo production board Half new price \$700. RCA 16" TTS (2) \$50 each 813-323-0866.

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Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

Audio Console. 5 channel stereo BE. Gates remote amplifier. Ampro cart recorder. Box 213, Dunkirk, MD 20754.

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MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

FM Frequency Search, \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611 call collect 312-944-3700

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From Jerusalem to you—including live Q&A with news people at your station. One of Israel's most respected English-language radio journalists—proven track record in major markets such as Boston, Los Angeles and Washington, D.C. First come get the exclusive for market area. Rates and tape from The Israel Connection, Box A-92.

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REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

KIIS Broadcasting Workshop in Hollywood Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top LA, radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212-462-5600. "Where tomorrow's broadcasters are today."

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Please put it all in your letter, together with your personal profile. Strictest confidence; no background calls on you until you're informed.

Box A-6

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GM/SM

... or corporate officer. Florida preferred. If you can afford me, I'm the answer to your P&L. Aggressive, highly motivated, profit oriented, creative leader, proven pro with experience as G.M., Owner, G.S.M. and on-the-street salesman. (305) 945-4672. Box A-56.

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Needed for KWIZ Radio located in the Disneyland/Newport Beach area of Orange County in Southern California. Send tape and resume to Bill Weaver, KLOK Radio, PO Box 21248, San Jose, CA, 95151. KWIZ Radio is an equal opportunity employer.

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Hello Major Market TV & Radio Stations! Please hire my husband, Gene Steinberg! He's an incredibly talented newsmen and talk-show host with 12 years of multimedia experience. You won't be disappointed.

Sincerely,
Barbara Steinberg

P.S. You may call Gene at 212-631-9290. Thanks!

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Extremely creative Editors, Writers, Researchers, Photographers and Producers for nationally syndicated daily magazine show premiering in the fall of 1981.

Must have minimum two years experience on a magazine-type program. Must be willing to relocate.

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We offer an attractive salary commensurate with experience, excellent benefit program including profit sharing, growth opportunity, and relocation to desirable Western Michigan area. Please send your resume with current salary information in confidence or call 616-676-6003.

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Immediate opening for an experienced technician to maintain news ENG cameras, tape recorders and microwave equipment. Knowledge of tape editing desired. FCC First Class license required. Two positions available. Miami & Ft. Lauderdale bureau. Send resume to:

Manager of Employment
P.O. Box 010787
Miami, Fla. 33101.

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Northern California independent has management opportunities available for the experienced broadcaster. Upon approval by the FCC, the new owner of channel 31 will hire management personnel in the areas of sales, traffic, graphics, technical, and promotion. Send resume, in confidence, to: Box A-94. EEO/affirmative action employer.

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You want to live in the San Francisco Bay Area? You want to work at the nation's leading independent station KTVU Channel 2? You want to do on-air promotion? You want to produce and write? Do you have at least 2 years experience in a television station promotion dept.? If you've answered "Yes" to all those questions, congratulations, you've become eligible for the best job available in on-air promotion. Now, write all the words on why you should get the job and do a storyboard. After all, everyone has a fantastic sample reel. This way, we'll see if you can write and if you understand the medium.

First come, first served. Salary commensurate with conversation. Copy and storyboard must accompany resume. Please do not just send resume. An equal opportunity employer. No phone calls. Send materials to:

Personnel Dept.
KTVU-TV
One Jack London Sq.
Oakland, Ca. 94607

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San Francisco/Oakland

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TV ACCOUNT EXECUTIVE

Minimum two years experience in TV Broadcast Sales or five years other media sales experience required. Contact Larry Hogue at WTVR-TV, 3301 West Broad Street, Richmond, Virginia 23230.

VIDEO PRODUCTION SPECIALIST

Piper Aircraft Corporation seeks talented individual who can write, direct, and produce quality industrial video programs for marketing and training. This is a "hands-on" technical position. Applicant should have 3-5 years experience in broadcasting or related field; some college and a private pilot's license is preferred. Piper Aircraft is located in Central Pennsylvania which offers year round recreational opportunities. Send resume and salary requirements to:

Howard Russell

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Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
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Baltimore, MD. 21212
E.O.E. M/F

NEW INDEPENDENT UHF NEEDS IMMEDIATELY:

Chief Engineer, Station Operations Manager, Sales Manager, Production Manager, News Director. Contact: Personnel Director, WKFT-TV 40, 230 Donaldson St., Fayetteville, N.C. 28301. 919-323-4040. EOE.

Help Wanted News

ON-AIR SPORTS DIRECTOR

Major market sun belt station needs experienced, energetic, innovative sports director with exceptional presentation, production and writing skills.

EOE M/F

Send resume and tape to:
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TV News Producer/Writer Corporate Communications

A major midwest energy company has an immediate opening for a creative TV news producer/writer to join its public affairs staff.

The position offers high visibility and opportunity for professional growth. Initial assignments will emphasize newswriting and producing videotapes and films. Familiarity with technical aspects of production is desirable.

Strong television news and documentary writing experience is essential, as are hard news reporting skills. Corporate employee communications and/or newspaper experience would be a big plus.

For consideration, please forward your resume, in complete confidence to

Box A-98

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METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.

Sunbelt—West Coast Television News

Top 25 market, network and group station planning additions to quality news operation. Interested in experienced, professional on-air talent, primarily anchor. If you are strong and personable, present position, market size and ratings results are secondary. Unusually pleasant constructive working conditions and sound financial opportunity for a solid contributor. An equal opportunity employer, M/F. Complete, careful details first letter to Box A-95.

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who still knows how to be a reporter. Good communicative skills and a solid journalistic background a must. We have an expanded staff, an hour news and all the electronic tools to do a first rate job. Competitive salary. Send resume and tape to Wayne Doolittle, News Director, WSBT-TV, 300 W. Jefferson, South Bend, Indiana 46601. EOE.

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Top 20 market station seeking experienced reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box P-27. EEOE, m/f.

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Situations Wanted News

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**Help Wanted Sales
Continued**

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Two CP-16 film camera with lens, magazines, cases, etc. One complete Jamieson "COM-PAC" film processor with extra parts, tanks, chemistry, and mixing tank. Available January 15, 1981. Call Carolyn Newland, WLIO-TV, 419/228-8835.

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- 1,000 watt daytimer—New Jersey. \$615,000.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- S. Ala. 1000 watt fulltime. \$200,000. Terms
- 1000 watt daytimer. SE KY. \$300,000.
- 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.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- AM/FM in NE Oklahoma. \$1,100,000.
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- 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.
- Fulltimer. Major market Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
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Lee Wilkins AND ASSOCIATES
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SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
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CO	Daytime AM	300K	Small
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SC	AM—Down payment	\$25,000	
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S	Small	AM/FM	\$487K	\$141K	Dan Rouse (214) 387-2303
W	Small	AM/FM	\$1060K	29%	Ray Stanfield (213) 363-5764
S	Metro	Fulltime	\$400K	\$116K	J. T. Malone (404) 458-9226
S	Metro	Fulltime	\$1100K	Terms	Bill Chapman (404) 458-9226

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Books

T421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**

T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$12.95**

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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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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

Robert Buford, president of Buford Television Inc., Tyler, Tex., named board chairman and retains position as chief executive officer.



Buford



Bowker

Charles Bowker, executive VP and chief operating officer, BTI, succeeds Buford. **Beryl N. Berry**, with BTI, named treasurer. BTI is licensee of KLTW(TV) Tyler, and KTRE-TV Lufkin, both Texas, and WBTI(TV) Cincinnati. It also has cable operations in Indiana and Florida and owns Cincinnati Subscription Television. BTI is also currently applying for license of KTMA-TV Minneapolis.

John G. Conomikes, VP-general manager of Hearst Broadcasting Corp.'s WTAE-TV Pittsburgh, named to newly created post of executive VP of corporation and general manager of television, with responsibility over WTAE-TV, WBAL-TV Baltimore, WISN-TV Milwaukee and soon-to-be acquired WDTN(TV) Dayton, Ohio. Succeeding him as VP and general manager of



Conomikes



Young

WTAE-TV will be **Fred I. Young**, who has been assistant to Franklin C. Snyder, VP of Hearst Corp., and responsible for news and public affairs of Hearst television and radio stations.

Don Boyles, general manager, WSUN(AM) Tampa, Fla., joins WKHK-FM New York, in same capacity.

Michael Harvey, general manager, WWSW-AM-FM Pittsburgh, named president.

John Dew, VP-general sales manager, KENR(AM) Houston, joins co-owned KRBE(FM) there as general manager.

Frank Tenore, VP-general manager, WHUE-AM-FM Boston, assumes same duties at co-owned WFI(FM) Philadelphia.

Robert Eolin Jr., program director, WBNG-TV Binghamton, N.Y., named general manager, of

co-owned WLYH-TV Lancaster-Lebanon, Pa.

Michael Day, from KIRO(AM) Seattle's sales department, joins KJAZ-FM Alameda, Calif., as president-general manager.

Robert Farrow, general manager, WEYI-TV Saginaw, Mich., and **John West**, general manager, WRDW-TV Augusta, Ga., named VP's of parent, Ziff-Davis Broadcasting, New York.

William Rock, director of national program development, Insilco Broadcast Group, New Haven, Conn., and **Joseph Kelly**, director of national sales development for Insilco and operations manager of its WELI(AM) New Haven, named VP's.

John Sander, general manager, WTOL-TV Toledo, named VP of its parent company, Cosmos Broadcasting, Columbia, S.C.

Copeland Guice, general manager, WNDB(AM)-WWLV(FM) Daytona Beach, Fla., named VP of parent, Raceway Broadcasting.

Dr. H. Rad Eanes III, consultant with Rohrer, Hibler & Replogle, Dallas, joins Harte-Hanks Communications, San Antonio, Tex., as VP-human resources, succeeding Floyd Whellan, who was named senior VP-human resources for Harte-Hanks's newspaper operations.

William Spiesel, director of human resources, Cox Cable Communications, Atlanta, named VP-human resources.

George Payette, executive producer, non-commercial WNYC-FM-TV New York, named VP-broadcast operations.

George Barber, VP-station manager, WQSA(AM) Sarasota, Fla., joins Mutual Broadcasting System, Washington, as regional manager of station relations for Southeast.

Richard H. Miner, broadcast operations supervisor, WOR-TV New York, appointed continuity, clearance and acceptance manager for station.

Jeff Dippel, production manager, KAPP(TV) Yakima, Wash., named operations manager.

Kenneth Barthelman, production manager, Prestige Engraving Division of White Advertising, Wichita, Kan., joins noncommercial KPTS(TV) Hutchinson, Kan., as director of administration.

Gerard Appy, VP-director of communications, noncommercial WNET(TV) New York, joins Oregon Educational and Public Broadcasting Service, Portland, as executive director.

Barbara Wilson, fiscal and business affairs supervisor, Television for All Children, Los Angeles, joins Shamrock Broadcasting there as financial analyst.

Mary Carroll, acting district supervisor, affiliate relations, CBS-TV, New York, and **Ged Young**, director of public relations for CBS affiliate, WTRF-TV Wheeling, W.Va., named district supervisors for affiliate relations, CBS-TV, New York.

Richard Shay, assistant treasurer, King Videocable Co., Seattle, named VP-operations and planning.

Gabe DeFranco, new model programs coordinator, Ford Motor Co., Mahwah, N.J., joins UA-Columbia Cablevision, Oakland, N.J., as managing director.

Marketing representatives named to regional manager posts for United Video, Tulsa, Okla., are: **Diane Flournoy**, Western region; **Cheryl Lambert**, Midwest region; **Leanne Knowles**, Southern region, and **Karen Attig**, Eastern region.

Hope Parker, advertising manager, noncommercial KCET(TV) Los Angeles, named associate director of program underwriting.

Advertising

McCann-Erickson has combined its domestic and international operations into McCann-Erickson Worldwide. New management for New York-based McCann-Erickson Worldwide: **Willard Mackey Jr.**, president-chief executive officer, McCann-Erickson International, New York, assumes same post; **James Agnew**, president-chief executive officer, McCann-Erickson U.S.A., named chairman of executive committee, and **Barry Day**, vice chairman responsible for international operations, McCann-Erickson International, named to same post at M-E Worldwide.

Irene Levy, assistant media director, Grey Advertising, New York, named VP.

Charles Brandt, account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named VP. **Dwight Williams Jr.**, research account executive, DM&M, St. Louis, named associate research director.

Donald Riesett, with W.B. Doner & Co., Baltimore, named senior VP.

Bruce Goldman, group creative director, Marsteller Inc., New York, named VP. **Charles Blood**, creative director, Marsteller, named group creative director.

Cynthia Burks, secretary-receptionist, Cox Advertising, Atlanta, named assistant media buyer.

Joan Franklin, manager of media computer resource group, Lee King & Partners, Chicago advertising agency, assumes additional duties as media supervisor.

Robert Ingham, senior copywriter, Stiefel/Raymond Advertising, New York, named copy chief. **Patricia Van Kirk**, copywriter, Chalek, Dreyer, Comerford & Lubalin, New York, joins Stiefel/Raymond Advertising there in same capacity.

Ken Courtright, news editor, WWWE(AM) Cleveland, joins Paul Sciria & Associates Advertising there as account executive.

Gordon Hastings, VP, Katz Agency, New York, named senior VP. **Suzanne Benson**, research analyst, ABC, New York, joins Katz American Television there in same capacity.

Ernie Rizzuti, account executive, Petry Television, San Francisco, named sales manager.

Hal Gessner, program executive of feature films for CBS Entertainment since 1977, named manager of audio-visual communications, marketing services, for CBS-TV network sales in New York.

Jeff Trumper, account executive, WLS(AM) Chicago, joins co-owned KSRR-FM Houston as general sales manager.

Richard Grove, sales manager, Bernard Howard & Co., New York, joins WITS(AM) Boston as general sales manager.

Peter Devereaux, general sales manager, WPTF-TV Raleigh-Durham, N.C., joins WXEX-TV Richmond, Va., in same capacity.

Bruno Sardi, national sales manager, WUAB-TV Cleveland, named general sales manager.

Robert Epstein, national account executive, TeleRep, Chicago, joins WTLV(TV) Jacksonville, Fla., as local sales manager.

Jack Gallo, account executive, WISN(AM) Milwaukee, named local sales manager.

Fritz Reynolds, account executive, KSWT(FM) Topeka, Kan., named sales manager.

Les Christian, account executive, WWOL-AM-FM Buffalo, N.Y., joins WECK(AM) there as sales manager.

Mark Paoli, Becky Farmer, and Keith Yarber, with WKQQ(FM) Lexington, Ky.'s sales department, named senior account managers.

Thomas Perryman, general sales manager, KEZK(FM) St. Louis, joins KPLR-TV there as director of special projects for sales department.

Jeffrey Price, graphic designer and animator, WJLA-TV Washington, joins KPLR-TV as art director.

Robert Walton, former general manager, WRBL(TV) Columbus, Ga., joins WYEA-TV there as sales consultant.

Bobbie Brockmeyer, broadcast media buyer, Kalish & Rice, Philadelphia, and **Michael Gillespie**, advertising manager-Northern sales division, *Philadelphia Bulletin*, join WPHL-TV Philadelphia as account executives.

Debra Polk, media planner, Ted Bates & Co., New York, joins WXLO(FM) there as account executive.

Bob Twibell, local sales manager, XHRM-FM Tijuana, Mexico, joins KMBC-TV Kansas City, Mo., as account executive.

Mike Moore, from KATT(AM) Oklahoma City, joins KGM(TV) there as account executive.

Daniel Cowdrey, graduate of University of Maryland, College Park, joins WIYY(FM) Baltimore as account executive.

Kay Schlaitzer, media director and copywriter, Grant Jensen & Associates, Seattle, joins KING-FM there as account executive.

Dennis Leonard, account executive, WGHP-TV High Point, N.C., joins WTVQ-TV Lexington, Ky., in same capacity. **Ellen Farra**, with WTVQ-TV's production department, named copywriter.

Peter Duran, sales manager, Peters Griffin Woodward, Boston, joins WSMW-TV Worcester, Mass., as account executive.

Cynthia Martin, advertising representative, *Times-Press-Recorder*, Arroyo Grande, Calif., joins KSBY-TV San Luis Obispo, Calif., as account executive.

Programing

Marvin Bader, sports director for special projects, ABC Sports, New York, named VP of Olympics operations. **Robert Iger**, manager of program planning, ABC-TV's *Wide World of Sports*, New York, named director.

Stephen White, literary agent, Major Talent Agency, Los Angeles, joins ABC Entertainment there as executive producer of motion pictures for television.

William Harris III, host of syndicated Los Angeles radio program, *Harris in Hollywood*, named producer of West Coast entertainment reports for ABC-TV's *Good Morning America*.

Daniel Cohen, financial analyst, CBS Entertainment, New York, named manager of administration, advertising and promotion. **Mary Ann Zimmer**, associate director of business affairs, CBS Entertainment, named director of business affairs and music operations.

Ron Harrison, general manager, Radio Arts, Los Angeles syndication firm, joins Drake-Chenault there as VP-general sales manager.

Don Haney, host of WXYZ-TV Detroit's *Haney's People*, joins Detroit Cablevision as executive VP-creative programming.

Robin Rosen, associate producer of Group One Television Inc., New York, named VP, with responsibility in program development, talent coordination and production.

Dennis Gresham, sales manager for Television Representatives, Los Angeles, joins Metromedia Producers Corp. there as sales manager for Western region.

Joella Mathis, broadcasting and accounting coordinator, Frye-Sills, Denver advertising agency, joins Rainbow Programming there as affiliate services coordinator. **Laurie Riddell**, from United Cable Television of Colorado, formerly Mountain States Video, Denver, joins Rainbow there as district affiliate manager for Northeast region. **Stacy Nutile-Zinke**, office manager, Rainbow, named sales administrator for its programming services.

Lee Jackoway, sales manager, Multimedia Program Productions, Cincinnati, named general sales manager. **Bruce Johansen**, sales representative, MPPI's Western division in Los Angeles, named sales manager.

Tony Masiello, manager of broadcast services, ABC Radio, New York, joins Enterprise Radio, Avon, Conn., as director of operations.

William Wolkey, credit analyst, Safeco Credit Co., Seattle, joins Broadcast Programming International there as program consultant.

Kent Green, technical director, WSM-TV Nashville, joins Scene Three Video, full service video production company there, as production supervisor. **Mike Duncan**, broadcast production director, Les Hart Agency, Nashville advertising firm, joins Scene Three Video as producer.

Dillon Smith, editorial director, WMAQ-TV Chicago, named program director.

Dave Waters, production director, KEWI(AM)-KSWT(FM) Topeka, Kan., named program director.

Harold Pontious, from WPHL-TV Philadelphia's programming department, joins KPLR-TV St. Louis as assistant program director. **Randy Palubiak**, commercial production manager, KTHV(TV) Little Rock, Ark., joins KPLR-TV as producer-director.

Eugene Dubrow, news director and talk show host-producer, WBVD(AM) Beverly, Mass., joins WHDH(AM) Boston as executive director of *David Brudnoy Show*.

J.R. Russ, from WLOI(AM) LaPorte, Ind., joins WECK(AM) Buffalo, N.Y., as production director.

Scott Gibb, air personality, WWTR-FM Bethany Beach, Del., joins WPRW(AM) Manassas, Va., in same capacity.

Jeremy Godwin, London story editor for MGM and 20th Century-Fox and head of scripts and interviewer-host for *London Weekend Television*, joins KAYO(AM) Seattle as talk show host.

New staff for WJXT(TV) Jacksonville, Fla.'s *PM Magazine*: **Michael Canella**, field producer, KOLD-TV Tucson, Ariz.'s *PM Magazine*, program producer; **Sarah Smith**, with WJXT's production department, assistant to producer; **Bob Bates**, reporter-weekend anchor, WLKY-TV Louisville, Ky., and **Pam Thomson**, feature reporter, WDBO-TV Orlando, Fla., co-hosts and producers; **Jennifer Meeker**, news editor, WJXT, and **Ray Hays**, remote director, noncommercial WJCT(TV) Jacksonville, Fla., videographer editors.

Jeff Lipsitt, former associate producer and promotional photographer, WBZ-TV Boston, joins WTVZ(TV) Norfolk, Va., as associate producer.

Kathy Lyle, producer-photographer for WTVB-TV Buffalo, N.Y.'s *PM Magazine*, joins WKBW-TV there as photographer-editor.

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Bob Bateman, air personality, WDAE(AM) Tampa, and **Chuck Benson**, former air personality, WIND(AM) Chicago, join WFYR(FM) Chicago in same capacities.

Scott Burns, air personality, WRKO(AM) Boston, joins KJR(AM) Seattle in same capacity.

News and Public Affairs

Bobby Ray Miller, deputy foreign editor, UPI, New York, named international editor in charge of news services distributed overseas. He succeeds **Donald Dillon** who retires. **Katharine McGinnis**, editor and assistant to manager of international features division, UPI, New York, named manager, replacing **John Allius**, who retires. **Ronald Riechmann**, New England editor, UPI, Boston, named general news editor for its New England division.

Steven Hammel, assistant news director-senior producer, WTPA(TV) Harrisburg, Pa., named news director.

David Ulmer, news director, WPXN(AM) Rochester, N.Y., joins WTOP(AM) Washington in same capacity.

Mike Hartnett, sports reporter-anchor, WTVQ-TV Lexington, Ky., named sports director. **Ken-ny Rice**, sports director, Conley Cable Television System, Floyd county, Ky., succeeds Hartnett.

Rick Taylor, anchor, WOI-TV Ames, Iowa, joins WLWT(TV) Cincinnati in same capacity.

Thomas Campbell, news director-reporter, KSBY-TV San Luis Obispo, Calif., joins KBMT(TV) Beaumont, Tex., as reporter-weekend anchor.

James Wieder, from WCJB(TV) Gainesville, Fla., news department, joins WEAR-TV Pensacola, Fla., as morning anchor-reporter.

Lloyd Patterson, anchor-reporter, WAVE-TV Louisville, Ky., joins WFMV-TV Greensboro, N.C., in similar capacity.

Greg Risch, correspondent for Independent Television News Association's Washington bureau, joins KPIX(TV) San Francisco as general assignment reporter.

Cindy Wright, reporter-assignment editor, KTRH(AM) Houston, joins KHOU-TV there in same capacity.

Laurie Tayama, reporter-producer, KTVI(TV) St. Louis, joins KPLR-TV there in same capacity.

Jeffrey Pylant, from WHBQ-TV Memphis, joins KPLR-TV as weather-sports reporter.

Frank Kracher, reporter, KAAL(TV) Austin, Minn., joins WCPO-TV Cincinnati in same capacity.

Lana Naegel, with KAKE-TV Wichita's *Kansas Scene*, named reporter.

Bill Lambdin, anchor, producer and reporter, WRCB-TV Chattanooga, joins WAST(TV) Albany, N.Y., as reporter-assignment editor.

Pamela Rittenhouse, reporter, Florida TV Cable, Melbourne, joins WTLV(TV) Jacksonville, Fla., in same capacity. **Les Montgomery**, from noncommercial WJCT(TV) Jacksonville, joins WTLV as ENG editor.

Rex Daugherty, photographer, reporter and assignment editor, KOTV(TV) Tulsa, Okla., joins WRAL-TV Raleigh, N.C., as assignment editor. **Chrystal Harris**, reporter, WIS-TV Columbia, S.C., joins WRAL-TV in same capacity.

Fran Riley, news and sports reporter, KSTT(AM) Davenport, Iowa, joins WHBF-AM-FM-TV Rock Island, Ill., as weekend sports anchor-reporter. **Jeff Michaels**, Kokomo bureau chief, WLFI-TV Lafayette, Ind., and **Steve Olson**, reporter-photographer, WXOW-TV LaCrosse, Wis., join WHBF-AM-FM-TV as general assignment reporters.

Fay Kaufman, producer for 11 p.m. news at WJLA-TV Washington, joins ABC-TV there as associate news producer.

Drew Scott, freelance editor, writer and reporter, joins Independent Network News at its Washington bureau as correspondent.

Cokie Roberts, general assignment reporter, National Public Radio, Washington, named correspondent.

Gail Sutton, from WPSD-TV Paducah, Ky., joins WBKO(TV) Bowling Green, Ky., as anchor-general assignment reporter. **Brad Hughes**, news director, WKCT(AM) Bowling Green, joins WBKO as general assignment reporter.

New writers-editors, Associated Press Broadcast News Center, New York: **Matt Vita**, from AP's Montpelier, Vt., bureau; **Nancy Jaycox**, reporter, WLBK(AM) DeKalb, Ill.; **Mike Hammer**, from WGCH(AM) Greenwich, Conn., and **David Shapiro**, news director, WNYG(AM) Babylon, N.Y.

Randy Baker, news director, KATY(AM) San Luis Obispo, Calif., joins KSBY-TV there as assignment editor. **Missie Pires Hobson**, assignment editor, CBS Network News, Los Angeles, joins KSBY-TV as co-anchor. **Rick Martel**, former anchor, XETV(TV) Tijuana (San Diego), joins KSBY-TV as anchor-producer.

Joe Duke, photojournalist, WVUE(TV) New

Orleans, named reporter.

Bob Cook, producer, KTXL(TV) Sacramento, Calif., named executive producer of station's *Newsplus*.

Carol Meyers, with WPTV(TV) West Palm Beach, Fla., news department, named executive news producer.

Rich Klos, associate producer, WISN-TV Milwaukee, joins WHNT-TV Huntsville, Ala., as news producer. **Regina Colston**, photographer, WCBI-TV Columbus, Miss., and **Ron Simmons**, photographer, WIBW-TV Topeka, Kan., join WHNT-TV in same capacities.

Laura Carter, anchor-producer, KESQ-TV Palm Springs, Calif., assumes additional duties as executive producer-host of its public affairs program, *It's This Way*.

William Rusher, publisher of *National Review*, New York, joins Group W Radio there as commentator.

Stephen Irmo, news reporter, producer and photographer, WBBH-TV Fort Myers, Fla., joins KGW-TV Portland, Ore., as general assignment reporter.

Steve Miller, anchor-reporter, KHQ-TV Spokane, Wash., joins KOIN-TV Portland, Ore., as reporter.

Kathryn Goertzen, special projects unit, KOMO-TV Seattle, named general assignment reporter-trainee.

Cynthia Tepp, with WLS-TV Chicago, joins KTVK(TV) Phoenix as sports reporter.

Isabel de Quesada, reporter, co-anchor and host, noncommercial WPBT(TV) Miami, joins

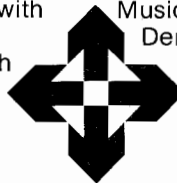
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WCKT(TV) there as general assignment reporter.

Eric Sumlin, general assignment reporter, WLOX-TV Biloxi, Miss., joins WKEF(TV) Dayton, Ohio, in same capacity.

New officers, North Carolina Associated Press Broadcasters Association: **Mike Fenley**, WGNI(AM) Wilmington, president, and **Leslie Wolfe**, WSOC-AM-FM Charlotte, and **Roy Hardee**, WITN-TV Washington, VP's.

William Roswell, news editor, Suburban Newspaper Group of Camden and Burlington counties, N.J., joins KYW(AM) Philadelphia in same capacity.

Bob Morrison, news director and morning news anchor, KVIL-AM-FM Dallas, joins RKO Radio Network News, New York, as newscaster-correspondent. **John Bisney**, anchor-reporter, WRC(AM)-WKYS(FM) Washington, joins RKO there as correspondent.

Becky Bryson, producer-host, noncommercial KNCT(TV) Belton, Tex., and program director, noncommercial KNCT(FM) Killen, Tex., joins WTVZ(TV) Norfolk, Va., as anchor.

Paul Johnson, former sports director, KYTE(AM)-KLLB(FM) Portland, Ore., joins KJR(AM) Seattle as sports anchor.

Paul Ladwig, with WTVQ-TV Lexington, Ky., production department, named news photographer.

Neil Kastor, meteorologist, WHBF-AM-FM-TV Rock Island, Ill., joins WISN-TV Milwaukee, in same capacity.

Lou Prato, news director, WDTN(TV) Dayton, Ohio, named treasurer of Radio-Television News Directors Association.

Technology



Swanson

John Swanson, VP-broadcast engineering, Buford Television, Tyler, Tex., named senior VP-engineering, in charge of all technical activities for company.

Roland Renaud, VP-operations, Midwestern Relay Co., Milwaukee common carrier that provides radio, television and broadband services in Illinois,

Wisconsin, Minnesota and Iowa, named VP-general manager.

Sezer Soylemez, director of technical engineering, research and planning, for Federated Department Stores, Cincinnati, joins Scientific-Atlanta, Atlanta, as VP-information management.

Irv Joel, president of Irv Joel Associates, Teaneck, N.J. engineering consulting firm, joins Schulke Radio Productions, South Plainfield, N.J., as director of field engineering.

Jenny Puckett, sales coordinator, Sony Video Communications, Atlanta, named district sales representative responsible for Georgia, eastern Tennessee and northern Florida.

Marty Barrett, former operations manager, Incom International, Boston, joins U.S. Video at its entertainment cassette duplication division, Burbank, Calif., in same capacity. **Shellie Yassen**, regional sales representative, ST

videocassette, New York, joins U.S. Video Corp., Los Angeles, as manager of corporate services.

Mark Voorhis, chief financial officer, treasurer and assistant secretary, Datatron Inc., Tustin, Calif. videotape editing systems manufacturer and designer, named VP-administration. **Frank Blaha**, director of operations, named VP-operations.

Tim Bowring, marketing director, WCLR(FM) Chicago, joins co-owned Radio Data Systems, Lawrence, Kan.-based manufacturer of market monitor, as regional manager. Market monitor is computer that provides instant stock information.

Promotion and PR

Dale Pon, entertainment marketing manager, WNBC(AM) New York, joins parent company, NBC AM Radio there as VP-audience development in charge of advertising and promotional efforts.

Nancy Newhouse, air personality and producer-engineer, KSAN-FM San Francisco, joins WMCA(AM) New York as promotion director.

Charles J. Smith, manager of news and information department, RCA Corp., named director of news and information in RCA's corporate affairs department.

Selma Perelman, director of public information, noncommercial WHA-AM-TV Madison, Wis., joins National Public Radio, Washington, as deputy director for promotion and public affairs.

Janet Hubbard, assistant to VP of marketing for Community National Bank, Pontiac, Mich., joins American Advertising Federation, Washington, as manager of information.

Gary Carlson, promotion and program manager, KAPP(TV) Yakima, Wash., joins WBZ-TV Boston as promotion manager.

Jane Hoyt, promotion director, KEX(AM) Portland, Ore., joins KOIN-TV there in same capacity.

Joyce Hammond, sales promotion manager, KJR(AM) Seattle, named promotion director.

John Lyons, creative services director, WPTF-TV Durham, N.C., joins WDTN(TV) Dayton, Ohio, as promotion manager.

Allied Fields

Philip Verveer, chief of FCC's Common Carrier Bureau, Washington, joins Pierson, Ball & Dowd, Washington communications law firm, as partner.

B. Thomas Hoyt, WLUP(FM) Chicago, and **Perry Ury**, WTIC(AM) Hartford, Conn., elected chairman and vice chairman, respectively, of Arbitron Radio Advisory Council, succeeding George Nicolaw, KNX(AM) Los Angeles, and Edward Christian, WNIC(FM) Dearborn, Mich. **Alan Tobkea**, from Eastman Radio, New York, named to two-year term as council's research adviser, succeeding Robert Galen of Blair Radio.

William Viands Jr., VP-general manager, WIOD(AM)-WAIA(FM) Miami, named chairman of Miami Creative Screening Panel for 21st annual International Broadcasting Awards, sponsored by Hollywood Radio and Television Society.

Deaths



Rau

Henry Rau, 76, owner of Rau Radio Stations, Washington-based station group, died of heart attack Jan. 2 at his winter home in Naples, Fla. Rau formed chain, then called Washington Broadcasting Co., in 1953. Company also has interest in Colonial Cablevision Ltd., Anne Arundel county, Md. Broadcast group includes WDOV(AM)-WDSO(FM) Dover, Del.; WNAV-AM-FM Annapolis, Md.; WARK(AM)-WWCS(FM) Hagerstown, Md.; WBBB(AM)-WPCM(FM) Burlington-Graham, N.C.; WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and WPDJ-AM-FM Clarksburg, W.Va. Rau was former owner of WOL(AM) Washington. He is survived by his wife, Marion, and two daughters.



Carlisle

William Carlisle, 57, who retired last October as vice president, government relations for the National Association of Broadcasters, died Jan. 8 in St. Augustine, Fla., of cancer. He was 26-year veteran of trade association, having joined staff in 1954 after radio career with number of stations in New Hampshire from 1947 to 1953 and World War II service as Marine Corps aviator. Carlisle had remarried last March after death of first wife, Bonnie, in April 1979, discovered four months later that he was suffering from cancer that proved terminal. He is survived by his second wife, Evelyn.

Robert Sher, 77, retired pioneer in communications law practice of Oppenheimer & Sher, died of heart ailment Jan. 1 at Georgetown hospital, Washington. Sher was primarily known as antitrust lawyer and had retired in 1978 from firm of Sher & Harris, Washington. He is survived by his wife, Pearl, son and daughter.

Clair Farrand, 85, inventor of cone radio loudspeaker, died of heart attack Jan. 7 in Palm Springs, Calif. Farrand, who also had patents on roughly 250 other inventions, entered broadcasting by working as wireless operator for Marconi Corp. at its Wanamaker department store station in Philadelphia. He was working there in 1912 when Titanic sank in North Atlantic. Farrand left Marconi in 1918 to work on cone loudspeaker which eradicated need for horn type of speaker known for poor fidelity. He also worked for Warner Bros. on sound, color and cine photography. Farrand was president and founder of Farrand Industries, Valhalla, N.Y., manufacturer of variety of products ranging from electronic equipment to defense products. He is survived by wife, Vera and four sons.

Frank Petraglia, 66, director of field exploitation for Buena Vista Distribution Co., New York, died in his sleep Dec. 29. Petraglia had worked for promotion departments of RKO Radio Pictures and Columbia Pictures and joined Buena Vista in 1958 where he was responsible for national promotional tours and East Coast publicity.

Stock Index

Exchange and Company	Closing Tues. Jan. 7	Closing Wed. Dec. 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	27 3/4	26 1/8	+ 1 5/8	+ 6.22	5	777
N Capital Cities	59 1/4	57 3/4	+ 1 1/2	+ 2.59	12	780
N CBS	48	47 1/2	+ 1/2	+ 1.05	7	1,337
N Cox	57	55 3/4	+ 1 1/4	+ 2.24	9	770
A Gross Telecasting	26 7/8	27 3/4	- 7/8	- 3.15	7	21
O LIN	28	30 1/2	- 2 1/2	- 8.19	6	155
N Metromedia	96	100	- 4	- 4.00	10	429
O Mooney	7 3/4	7 3/4			10	3
O Scripps-Howard	53	54	- 1	- 1.85	8	136
N Storer	30 1/2	29 1/8	+ 1 3/8	+ 4.72	10	400
N Taft	27 3/4	26 5/8	+ 1 1/8	+ 4.22	8	271

Exchange and Company	Closing Tues. Jan. 7	Closing Wed. Dec. 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	28 3/4	26 3/4	+ 2	+ 7.47	23	52
A Affiliated Pubs.	28 1/2	28 1/4	+ 1/4	+ .88	12	146
N American Family	7 7/8	7 1/4	+ 5/8	+ 8.62	4	82
N John Blair	17 1/4	17 1/2	- 1/4	- 1.42	5	64
N Charter Co.	18 5/8	19 1/2	- 7/8	- 4.48	1	509
N Chris-Craft	32 1/2	33 1/4	- 3/4	- 2.25	16	90
N Coca-Cola New York	8 3/4	8 7/8	- 1/8	- 1.40	20	154
N Cowles	28 3/4	29 1/2	- 3/4	- 2.54	19	114
N Dun & Bradstreet	57 1/8	56 1/2	+ 5/8	+ 1.10	17	1,593
N Fairchild Ind.	30 3/8	32 1/4	- 1 7/8	- 5.81	9	346
N Fuqua	13 7/8	14 1/4	- 3/8	- 2.63	3	176
N Gannett Co.	56	55 1/4	+ 3/4	+ 1.35	15	1,970
N General Tire	19 1/8	18 3/4	+ 3/8	+ 2.00	8	452
O Gray Commun.	58	59 1/2	- 1 1/2	- 2.52	12	28
N Harle-Hanks	31 3/8	31	+ 3/8	+ 1.20	15	296
O Heritage Commun.	25 1/4	26 3/8	- 1 1/8	- 4.26	13	91
N Insilco Corp.	20 1/2	21	- 1/2	- 2.38	9	220
N Jefferson-Pilot	26 1/4	25 1/2	+ 3/4	+ 2.94	6	575
O Marvin Josephson	11 1/4	10 1/4	+ 1	+ 9.75	7	28
O Kansas State Net	31	31 1/2	- 1/2	- 1.58	25	58
N Knight-Ridder	27 3/8	27 1/8	+ 1/4	+ .92	10	887
N Lee Enterprises	23 1/8	23 1/2	- 3/8	- 1.59	11	165
N Liberty	14 3/8	14	+ 3/8	+ 2.67	6	183
N McGraw-Hill	43 5/8	44	- 3/8	- .85	14	1,083
A Media General	29 3/4	28 1/2	+ 1 1/4	+ 4.38	8	214
N Meredith	54 1/2	54	+ 1/2	+ .92	8	171
O Multimedia	30	29 3/4	+ 1/4	+ .84	16	301
A New York Times Co.	32	34	- 2	- 5.88	10	384
N Outlet Co.	29	30 7/8	- 1 7/8	- 6.07	42	73
A Post Corp.	21 1/4	16 5/8	+ 4 5/8	+27.81	10	38
N Rollins	35 1/8	35 7/8	- 3/4	- 2.09	14	479
N San Juan Racing	18 1/2	18 1/4	+ 1/4	+ 1.36	21	46
N Schering-Plough	40 5/8	40 7/8	- 1/4	- .61	9	2,155
O Stauffer Commun.	44	44			11	44
A Tech Operations	16	16 3/4	- 3/4	- 4.47	17	22
N Times Mirror Co.	42 1/2	41	+ 1 1/2	+ 3.65	10	1,442
N Turner Bcstg	15 1/2	16	- 1/2	- 3.12		155
A Washington Post	22 1/2	22 3/4	- 1/4	- 1.09	9	315
N Wometco	17 1/8	16 1/2	+ 5/8	+ 3.78	8	227

Exchange and Company	Closing Tues. Jan. 7	Closing Wed. Dec. 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	17	18 1/2	- 1 1/2	- 8.10	12	51
N American Express	44	40 1/8	+ 3 7/8	+ 9.65	9	3,136
O Burnup & Sims	13 7/8	14 5/8	- 3/4	- 5.12	17	123
O Can. Cablesystems	12 3/8	13 3/4	- 1 3/8	-10.00	24	235
O Comcast	29	29 1/2	- 1/2	- 1.69	33	74
O Entron*	5	5			5	4
N General Instrument	93 1/4	92 3/8	+ 7/8	+ .94	16	809
O Tele-Communications	28 3/8	28 7/8	- 1/2	- 1.73	27	676
N Teleprompter	31 3/4	31 5/8	+ 1/8	+ .39	26	540
N Time Inc.	59 1/2	62 7/8	- 3 3/8	- 5.36	11	1,672
O TOCOM	15 1/4	16 1/2	- 1 1/4	- 7.57		50
O UA-Columbia Cable	61 1/2	60 3/4	+ 3/4	+ 1.23	45	208
O United Cable TV	30 1/2	30 3/4	- 1/4	- .81	21	246
N Viacom	57	55 1/4	+ 1 3/4	+ 3.16	21	254

Exchange and Company	Closing Tues. Jan. 7	Closing Wed. Dec. 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 1/2	3 1/2			3	11
N Columbia Pictures	41 5/8	42	- 3/8	- .89	12	422
N Disney	50 5/8	51	- 3/8	- .73	13	1,645
N Filmways	6 3/8	6 1/4	+ 1/8	+ 2.00		40
O Four Star	1 3/4	2 1/2	- 3/4	-30.00	18	
N Getty Oil Corp.	85	91	- 6	- 6.59	10	6,983
N Gulf + Western	16	15 5/8	+ 3/8	+ 2.40	4	896
N MCA	45	47 5/8	- 2 5/8	- 5.51	8	1,057
O Medcom	6 1/2	6 1/2			23	11
N MGM Film	8 3/8	8 7/8	- 1/2	- 5.63	5	272
O Reeves Commun.*	31	31			22	112
O Telepictures	4 3/8	4	+ 3/8	+ 9.37	20	10
N Transamerica	18 1/4	18 1/2	- 1/4	- 1.35	5	1,192
N 20th Century-Fox	53 3/8	52	+ 1 3/4	+ 2.64	9	575
O Video Corp. of Amer.	15	15 3/4	- 3/4	- 4.76	31	14
N Warner	78 7/8	77	+ 1 7/8	+ 2.43	19	2,269
A Wrather	28 1/8	28 3/4	- 5/8	- 2.17		65

Exchange and Company	Closing Tues. Jan. 7	Closing Wed. Dec. 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	39 1/4	38 3/4	+ 1/2	+ 1.29	8	98
O Compact Video	21	20 3/4	+ 1/4	+ 1.20	19	65
N Comsat	46 1/4	47 3/4	- 1 1/2	- 3.14	10	370
O Doyle Dane Bernbach	34 1/2	36	- 1 1/2	- 4.16	10	84
N Foote Cone & Belding	30	29	+ 1 1/2	+ 3.44	8	82
O Grey Advertising	58 1/2	58	+ 1/2	+ .86	6	35
N Interpublic Group	30 7/8	31 3/8	- 1/2	- 1.59	6	138
O MCI Communications	12 3/4	13 1/8	- 3/8	- 2.85	64	459
A Movielab	6 1/4	6 1/8	+ 1/8	+ 2.04	5	10
A MPO Videotronics	5 1/4	6	- 3/4	-12.50	15	3
O A. C. Nielsen	33 1/2	32	+ 1 1/2	+ 4.68	14	376
O Ogilvy & Mather	25 1/4	25 1/4			7	104
O Telemation	2	1 3/4	+ 1/4	+14.28	12	2
O TPC Communications	6 1/2	6 1/2			46	5
N J. Walter Thompson	36 1/4	36 3/8	- 1/8	- .34	8	110
N Western Union	23	24 7/8	- 1 7/8	- 7.53		349

Exchange and Company	Closing Tues. Jan. 7	Closing Wed. Dec. 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	15 1/8	14 7/8	+ 1/4	+ 1.68		25
N Ampex	34 5/8	35 3/4	- 1 1/8	- 3.14	17	402
N Arvin Industries	13 1/8	13 1/2	- 3/8	- 2.77	7	102
A Cetec	6 7/8	5 7/8	+ 1	+17.02	9	14
O Chyron	16 1/2	17 5/8	- 1 1/8	- 6.38	27	20
A Cohu	9 3/4	9 3/4			14	16
N Conrac	17 3/4	17 1/2	+ 1/4	+ 1.42	8	37
N Eastman Kodak	73 3/4	70	+ 3 3/4	+ 5.35	12	11,902
O Elec Missile & Comm*	7	7			88	19
N General Electric	63 1/2	60	+ 3 1/2	+ 5.83	10	11,720
N Harris Corp.	50 1/2	52 1/8	- 1 5/8	- 3.11	19	1,537
O Intl. Video*	5/8	5/8				1
O Microdyne	20 1/2	14	+ 6 1/2	+46.42	15	81
N M/A Com, Inc.	27	31 3/4	- 4 3/4	-14.96	24	901
N 3M	62 1/8	58	+ 4 1/8	+ 7.11	11	7,235
N Motorola	88 7/8	71 7/8	- 3	- 4.17	13	1,965
O Nippon Electric	71 3/4	68	+ 3 3/4	+ 5.51	55	2,356
N N. American Phillips	38 1/2	37 1/2	+ 1	+ 2.66	6	463
N Oak Industries	50 1/2	46 1/2	+ 4	+ 8.60	17	274
A Orrox Corp.	7 1/8	7	+ 1/8	+ 1.78	23	11
N RCA	31	29 1/4	+ 1 3/4	+ 5.98	8	2,321
N Rockwell Intl.	41 1/4	44 7/8	- 3 5/8	- 8.07	11	3,061
A RSC Industries	4 7/8	4 7/8			12	11
N Scientific-Atlanta	38 3/4	37 3/4	+ 1	+ 2.64	34	403
N Sony Corp.	15 1/4	15 1/2	- 1/4	- 1.61	25	3,288
N Tektronix	59 1/2	60 1/2	- 1	- 1.65	13	1,086
A Texscan	23 3/8	22 3/4	+ 5/8	+ 2.74	46	34
N Varian Associates	28 1/2	27	+ 1 1/2	+ 5.55	13	219
N Westinghouse	30 1/8	29 1/4	+ 7/8	+ 2.99	7	2,559
N Zenith	17 5/8	19 1/4	- 1 5/8	- 8.44	16	331

Standard & Poor's 400 Industrial Average 152.39 154.04 -1.65

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 Rhoades, 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.

Added ⚡ Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Jan 19 ⚡ As the television universe gets larger and larger, so do the elements within it. That applies conspicuously to the nation's **independent TV stations**, which find life without network affiliations increasingly easier to take. The Association of Independent Television Stations (**INTV**) will celebrate that fact of life, and others, at its 8th annual convention Jan. 18-21 in Los Angeles. BROADCASTING will mark the occasion with a special report backgrounding the independent marketplace, its leaders and its prospects.

Jan 26 ⚡ BROADCASTING's 29th annual survey of the **top-50 advertising agencies** in broadcast billings. The accounting includes a breakdown of each of the agency's 1980 broadcast billings by TV and radio, network and spot, and a comparison to the year before.

Mar 9 ⚡ **Pre-NATPE**. Getting ready, getting set and ...

Mar 16 ⚡ **NATPE** ... going on the year's largest program marketplace. This year, in New York, March 13-18. More than 4,000 delegates from all over the world—and a full contingent from BROADCASTING—will be there.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting ⚡ Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Profile

Nabisco's Creedon: ANA's new chairman is service oriented

High on the list of priorities for Dick Creedon and the Association of National Advertisers in 1981 is a continuing effort to persuade the television networks to accept issue advertising.

Creedon is the new chairman of the ANA, whose 300-plus members account for a considerable portion of the \$50 billion spent on advertising in 1980 in the U.S. And what rankles Creedon and the ANA is that network television, which he considers "such a powerful ad medium," has constantly rejected overtures for issue advertising.

"The ANA is going to take a strong position urging the TV networks to accept properly documented and properly signed advertisements," Creedon says. "The television medium is a great forum to communicate ideas to the public. Denying advertisers the right to advertise runs counter to the First Amendment."

Though Creedon allots a good portion of his time to the affairs of the ANA, his regular job is with Nabisco Inc. where he is a senior vice president with responsibilities for corporate planning, development and communications, and he also has responsibility for a subsidiary, the J. B. Williams Co., which manufactures proprietary drugs. Under the communications umbrella fall advertising, public relations, consumer services and media relations.

Creedon says he was always "business-oriented," even as a youngster when he took on all sorts of part-time jobs. He knew he would not become part of a profession or of academia. But even before college, he took on other challenges. At 17, during World War II, he volunteered for service in the merchant marine from 1944 to 1946.

"I just felt I wanted to do something during the war," he recalls. "After the war ended I went into the Navy for two years."

In 1948, out of the Navy, Creedon enrolled at Colby College in Waterville, Me. ("a small, but good liberal arts college," he says). He specialized in history, government and economics.

Armed with his BA degree in 1952, Creedon accepted a post with the Vick Chemical Co. (now Richardson-Merrell) in its training program for packaged goods brand management. He became a brand manager in 1955 and remained with the company until 1957 when he joined Ted Bates & Co., New York.

It was during this association with Bates from 1957 until 1963 that Creedon became intimately involved with broad-



Richard Singleton Creedon—senior VP, Nabisco Inc., East Hanover, N.J., and chairman of Association of National Advertisers; b. Dec. 10, 1927, Pittsburgh; served in U.S. merchant marine, 1944-46 and U.S. Navy, 1947-48; BA in history, government and economics, Colby College, Waterville, Me., 1952; management trainee, Vick Chemical Co., New York, 1952-54, field manager, 1954-56, brand manager, 1956-57; account executive, account supervisor and group head, Ted Bates & Co., New York, 1957-67; VP and general manager of E. R. Squibb U.S. Consumer Goods Division, 1967-71, VP in charge of commercial development, Squibb Corp., 1971-73; student, Harvard University's Kennedy School of Government, 1973-74, MA in 1974; group VP, Nabisco, 1975; senior VP for corporate planning, corporate development, corporate communications and responsible for Nabisco's subsidiary, J. B. Williams Co., 1979; m. Joann Leader, 1954; children—Laurie, 24; Duncan, 23; Kerry, 21; Chris, 18.

casting, especially television. During that period Creedon was an account executive and later an account supervisor for a group of clients that included the broadcast-active Warner-Lambert Co. and the American Chicle Co.

Creedon moved out of the advertising arena in 1967 to take on a job with broader responsibilities with the Squibb Corp. He served initially as vice president and general manager of E. R. Squibb's U.S. Consumer Goods Division and later as the corporate officer responsible for commercial development.

At age 45, in 1973, Creedon decided to interrupt a highly mobile business career. Again he was motivated by a desire to serve his country—this time in the national political arena. He matriculated at the Harvard's Kennedy School of Government and earned a master's degree in 1974.

"I had been active for years in local politics in Connecticut and in community organizations," he explains. "But at that

time of my life I felt I wanted to do something for my country at the national level." It never happened. "You must remember that 1974 was the period of Watergate, and Connecticut Republicans were not in favor in Washington."

He shelved his political ambitions and returned to the business sphere, joining Nabisco in 1974. He stresses that responsibility for copy and media strategy rests with Nabisco's individual divisions, but his advertising role is to coordinate the activities of the division with its foreign and domestic agencies.

Creedon estimates that the various divisions spend about \$80 million annually and a large portion is allotted to television, particularly network. Radio, he adds, is used when it meets the needs of some of the company's brands. Creedon is not overly concerned about increases in TV costs though his company takes strict measures to keep rises in check. "It's true TV costs have gone up considerably," he comments, "but it remains for us a highly effective medium nevertheless. What does concern us more is the TV programing environment. For some time there seemed to be an excessive amount of violence on TV programs. Now there seems to be an emphasis on sexually oriented programing. This is not a suitable environment for our products."

Creedon sees similarities between his interest in politics and public service and his activities with the ANA. In both sectors, he adds, there is a desire and willingness to serve a constituency.

Peter Allport, the paid president of the ANA, who has known Creedon for several years, calls the new association chairman "extremely bright, conscientious and thoughtful."

"It can't be said of Dick," said Allport, "that he can't see the forest for the trees."

Creedon pays warm tribute to the ANA's full-time staff and to members who work on a large number of committees to advance the goals of the association, which are, basically, to protect and advance the interests of national advertisers.

"We have a dedicated and experienced staff at ANA, and it makes the jobs of the rest of us so much easier," Creedon says with a smile.

Creedon has a long ride from his home in Stamford, Conn., to his office in East Hanover, N.J., but he manages to get in early each day (about 8:30 a.m.). He remains until 4:30 or 5 p.m. and reserves weekends for his family.

For relaxation, Creedon jogs every other day and reads avidly. He enjoys books on history and political science and magazines dealing with advertising and marketing.

Last word

The white paper on radio deregulation that floated out of the lame-duck pond at the National Telecommunications and Information Administration last week will probably attract little attention. Works issued by political casualties as they depart for private anonymity tend to be ignored as bureaucratic litter in a Washington giddied by the transition of power.

Henry Geller's white paper deserves a better fate. As its author says, it contains little that is new, but in sum it outlines legislation that comes as close to emancipation as any broadcasters now alive can reasonably expect.

As detailed elsewhere in this issue, radio broadcasters could run their stations just about as they pleased, subject only to technical standards and—a Geller gesture to political reality—the obligation to afford equal access to candidates for public office. They could buy and sell properties at will, subject only to multiple ownership limits. The fairness doctrine would be eliminated. License terms would run as long as 25 years. Nirvana, or next door to it.

There is, of course, a catch. Broadcasters would be subject to a "lease charge" of 1% to 2% of gross revenues for the privilege of making money from the spectrum. At that point some broadcasters, acting out of habit if nothing else, may recoil.

Broadcasters in the past have justifiably recoiled when fees of larger proportions have been proposed. A couple of years ago the House Communications Subcommittee was talking about collecting \$267 million a year from radio and television.

But is it unreasonable to suggest that a tax-deductible, nominal fee be paid for liberated operation in a virtually unregulated marketplace? The thought here is that an affordable fee would be preferable to the federal program quotas that the National Association of Broadcasters was almost ready to accept a year ago as the price of considerably less deregulation.

The Geller white paper would have received a more attentive reading if it had emerged when his party was in firm control of everything in Washington. Whatever its source, its contents are worth preserving.

Faint victory

It should have been no surprise to learn that, as was reported last week, the UN General Assembly has approved without dissent a resolution suggesting that when nations are framing communications policy, they should "take into account" the famous—or infamous—MacBride Commission report on international communications problems. Certainly the U.S. failure to dissent should have been no surprise, because the U.S. delegation engineered a resolution taking an almost identical position at the UNESCO conference in Belgrade, Yugoslavia, last fall, and delegation leaders counted it one of their two principal accomplishments there. They said it was a good thing because it headed off "efforts to rush into indiscriminate implementation" of the MacBride report (BROADCASTING, Nov. 3, 1980).

Well, we were dismayed then, and we're dismayed now. The MacBride report, now a key element in the effort of developing countries and the Soviet bloc to break down what they see as Western dominance of international news gathering, is heavy with recommendations that go against the grain of press freedom. It advocates free access to news sources and professes to oppose censorship, but at the same time it urges news media to support—not simply report on, but support—social, cultural, economic and political goals set by governments. There is a proposal

that UNESCO monitor media. The report implies advocacy of licensing newsmen and reveals bias against private ownership of media and against advertising.

No doubt the U.S. delegation is right in saying a resolution inviting attention to the MacBride report is better than one commanding it. But as critics were saying last week—and as others said at Belgrade—the resolution that was adopted could be cited as justification for all sorts of crippling actions against a free press. That thought does not make it any easier to take.

The nub of the problem, of course, is that the developing countries and the Eastern bloc in UNESCO can outvote the U.S., Britain and other members of the Western bloc. In that case, as we have said before, perhaps the U.S. should reconsider the value of its UNESCO membership.

For starters

Now that Ronald Reagan has chosen the key people who will run the White House press office, attention will turn to how they will run it and how Reagan himself will, well, meet the press. As is surely understood by a President-elect who has spent his life in the limelight, he will also have a lot to do with how the press meets him. The press hasn't been meeting Presidents very well since Jack Kennedy, cannily sensing the advantage to be gained, opened White House press conferences to live television in 1961.

Reagan has a chance to introduce reforms—if he wants to. It will take an act of selflessness to abandon a format that has repeatedly made Presidents look good and reporters look boorish, while draining the event of meaningful substance. In its present form, the televised news conference prevents intelligent pursuit of answers through related questions and encourages reporters to demean themselves in the heated competition for recognition.

If the new President is of a mind to bring order out of chaos, he has a resource ready made for consultation. A commission independently appointed to appraise presidential news conferences and suggest improvements (BROADCASTING, Sept. 29, 1980) has a report ready for inspection by James Brady, the new press secretary. The commission, headed by former Virginia Governor Linwood Holton and RCA Washington Vice President Ray Scherer, who used to cover the White House for NBC, awaits Brady's call. Scherer's number in Washington is 558-4242.



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