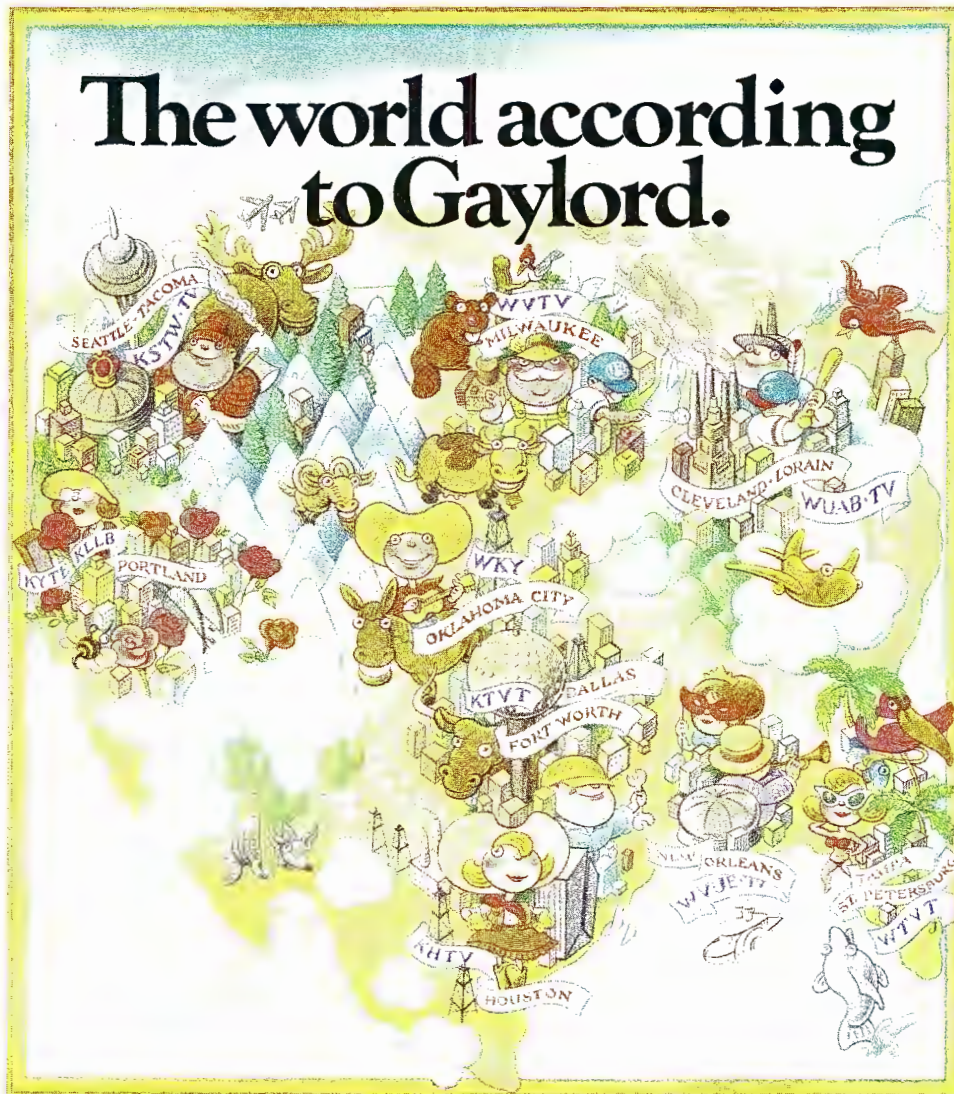


The new troika that will rise and fall with NBC  
 The upheavals that census caused in TV markets

# Broadcasting Aug 31

The News Magazine of the Fifth Estate □ Vol. 101 No. 9

50th Year □ 1981



## The world according to Gaylord.

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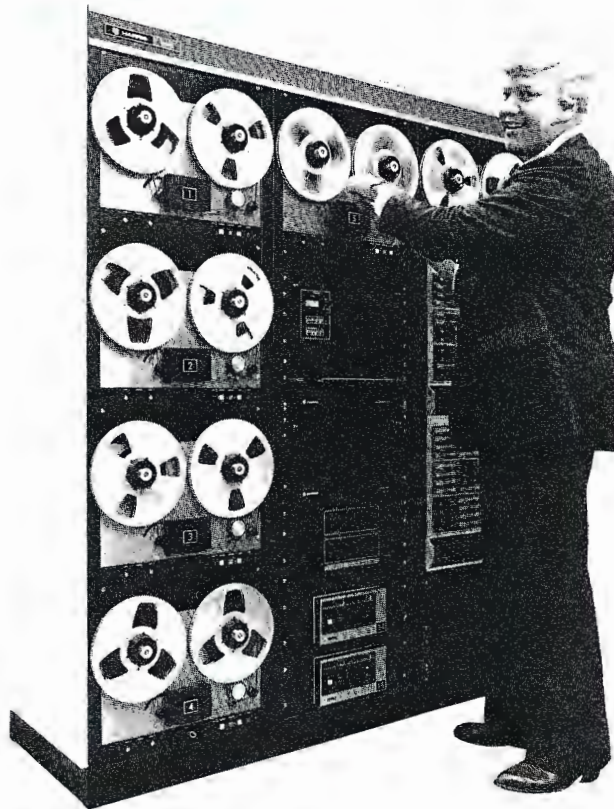
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The First  
  
 Years Of  
 Broadcasting

1976

□ PAGE 45

## Smooth Sound... For A Rough Market



Ronald Burgoyne: "The Harris 9000 System is an asset to any station."

CKLW-FM broadcasts in the highly competitive Detroit market. Program Director Ronald Burgoyne believes that the Harris 9000 Program Automation System is an essential element in programming strategy:

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Harris 9000 Program Automation are provided by a host of features, including ability to provide voice tracking; voice-over; time announce and back-timing; real-time program update for news, weather, EBS, contests, and more.

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COMMUNICATION AND  
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Visit the Harris display at the 1981 NRBA, Miami

**When it comes to automation,  
we mean BUSINESS...**



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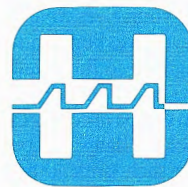
Harris now offers the most versatile, complete and expandable business automation system specifically designed for radio broadcasters. Four years of intensive field use prove that the Autotron™ Star System consistently performs a multitude of everyday station operations:

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**Visit the Harris display  
at the 1981 NRBA, Miami**

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**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

AN OPEN LETTER TO TELEVISION WRITERS AND PRODUCERS FROM THE

# "Clean Up TV" CAMPAIGN

## REGARDING SYNDICATED TV PROGRAMS!!

During the past several months thousands of churches and millions of individuals from every state in the Union have voiced their concern regarding the presentation of immoral, excessively violent, and profane television programs.

The nation-wide "Clean Up TV" Campaign and the resulting parallel programs by hundreds of other groups which it has generated, have now made it clear that the public is far more upset over such presentations than many within the television industry were originally willing to admit.

*After months of preliminary planning the almost explosive results which the Campaign was able to generate within a few weeks of its beginning, on March 16, 1980, came as a shock to many national sponsors. When more than 6,000 Churches of Christ almost immediately agreed to take part, and when, within just the first three months, nearly half a million individuals signed a solemn pledge to boycott companies sponsoring immoral presentations for a period of one year, if necessary, it became clear that by enlisting similar action by hundreds of other concerned groups, these figures could be multiplied many times over. We announced to the media at the June 17, 1980 news conference that these initial efforts were only the tip of the iceberg. The increasing number of groups now taking parallel action and other developments of the past several months we have now clearly demonstrated the total accuracy of that statement.*

Still another indication of this fact is the major national opinion survey published in the June 1, 1981 issue of Time Magazine which revealed that a whopping 60% of the American public now feel that television "presents a permissive and immoral set of values which are bad for the country."

While we are thankful for the numerous published reports stating that the new fall television season is now being cleaned up to a remarkable degree, one point should remain crystal clear: That is, that "lip service" to common decency will not be enough. The Fall monitoring period is now about to begin. If sponsors do not live up to their recently stated commitments and the Networks choose to defy the obvious concerns of the public, a far more massive Campaign with its resulting boycotts will be launched near the first of the year. If such action becomes necessary several additional groups, representing millions of additional people who are now quietly waiting to see the present outcome, will also launch major parallel programs to oppose such material.

*During the coming months the "Clean Up TV" Campaign will also be moving into a second major phase designed to deal with syndicated programs. Although we do not question your right as television writers and producers to provide the networks with any material you choose, we do want to make it clear that we have no intention of providing financial support to companies whether national or local who support immoral, excessively violent or profane presentations.*

While you have every right to decide for yourselves what you will or will not produce, you have no right whatever to expect morally decent people who are offended by indecent programs to financially support your decisions unless they feel these decisions are morally acceptable.

During the coming weeks the Campaign will be in contact with every local television station in the nation. Each of them will be asked to carefully consider the negative effects of such presentations before they are accepted for syndication. We believe the events of the past sev-

eral months have indicated that the majority of local stations are far more sympathetic to the moral concerns of the public than the networks have thus far demonstrated.

While we respect the right of local stations to decide for themselves what they will or will not broadcast and have therefore not resorted to legal action or to censorship, (as has been falsely charged) we do intend to fully exercise our Constitutional rights in expressing our concern publicly and in encouraging every morally decent person in the nation to refuse to buy the products of both national and local sponsors who are willing to undermine the moral fabric of the country for money.

We are keenly aware that the really big profits in television lie usually in the syndication of programs rather than in the original production of such material. If necessary, therefore, we intend to oppose the presentation of locally syndicated immoral material with even greater vigor than was true of our original efforts with network presentations.

During the coming months, if such material continues to remain a problem on a locally syndicated basis, the thousands of churches taking part in the Campaign will be asked to see that local sponsors are contacted and asked to refrain from such advertising. This will be encouraged by letter writing and telephone campaigns to such sponsors in preparation for a nation-wide series of local boycotts.

We believe local sponsors are even more sensitive to the concerns of the community than the multi-billion dollar national corporations which have occupied our initial efforts. Not only do most of them not have the massive financial "cushion" of the giant corporations but many also already share our views.

Other probable plans include asking participating churches and individuals to run local newspaper ads identifying all such sponsors publicly or to conduct a city-wide direct mail campaign to provide such information to the public.

*You, of course, remain completely free to produce the most degrading of material if you choose to do so, but while new shows are still being planned you should be aware that the ultimate syndication of such material will not be financially supported by a sizeable portion of the public.*

Although this announcement will undoubtedly be met with a chorus of "censorship" accusations from some within the television industry it is clear that the public is not nearly so naive as those opposing our efforts would apparently like to believe. Thoughtful people will be able to distinguish the difference between "censorship" (which involves authoritative restrictions) and the simple exercise of our basic Constitutional rights to say what we think publicly and to decide from whom we will or will not buy products.

While we remain seriously concerned over the effects of immoral television presentations, we are also deeply grateful for the many fine qualities which have characterized the television industry through the years. We believe television represents one of the greatest developments of the Twentieth Century. We hope you will take renewed interest in helping it to again become a positive and uplifting influence on the nation.

"Clean Up TV" Campaign Committee  
Joelton Church of Christ  
P.O. Box 218  
Joelton, Tn. 37080

# The Week in Brief

**TOP OF THE WEEK**

**SEGELSTEIN MAKES THREE** □ Chairman Tinker picks NBC-TV's president to be vice chairman, succeeding Salant who becomes general adviser to NBC management. Appointment rounds out top management team of Tinker, Segelstein and Mulholland. **PAGE 23.**

**'TIME' MARCHES ON** □ It agrees to buy UA-Columbia's half interest in the USA Network. And Time will go for 100% ownership if proposed partner in deal, Paramount, decides not to buy other 50% held by another Gulf + Western subsidiary, Madison Square Garden Productions. **PAGE 24.**

**NO PIGGYBACKING, PLEASE** □ Chronicle Broadcasting objects to NBC's attempt to eliminate PTAR entirely by enlarging on San Francisco broadcaster's petition for excision of off-network provision of rule. **PAGE 25.**

**NAB PLANNING** □ Executive committee works on positions it will take at October meeting with Canadian and Mexican broadcasters, authorizes directional antenna book, urges FCC action on AM stereo. **PAGE 25.**

**ARBITRON RERANKING** □ New market-by-market estimates of TV homes reflect extensive changes and some restructuring of ADI's. **PAGE 26.**

**CARIBBEAN CONFLICT** □ Talks about mutual AM interference problems between U.S. and Cuba are cordial. But American negotiators are upset about *New York Times* story that U.S. plans agency to beam special broadcasts to island nation. **PAGE 27.**

**BUSINESS**

**CTAM IN BOSTON** □ It was learning experience in building for tomorrow at conference of Cable Television Administrative and Marketing Society last week. **PAGE 28.** Keynote Daniel Bell warns against promising too much too soon. **PAGE 29.** Track Day offers sessions on advertising, addressability, tier marketing and potential information services. **PAGE 29.** Capsule reports on CTAM workshops. **PAGE 30.** Ted Turner vows fight to death in cable news. **PAGE 31.** Representatives of new technologies explain how they will interact with cable. **PAGE 32.**

**MEDIA**

**PFISTER'S GOALS** □ Selection of Dallas broadcaster as CPB president is well received. He says first objectives will be to bring more harmony into public broadcasting and create greater awareness of it in Americans. **PAGE 34.**

**MIAMI BEACH PLANNING** □ NRBA expects convention attendance to match last year's despite travel difficulties and slower economy. **PAGE 34.**

**TECHNOLOGY**

**RETURN FIRE ON DBS FRONT** □ Two applicants rebut STC's claim that their applications were incomplete and unacceptable for filing. **PAGE 37.**

**PROGRAMMING**

**DAY OF DECISION** □ Sept. 10 is when College Football Association votes on own TV package with NBC. It could mean whole new ball game for college rights. **PAGE 38.**

**ANOTHER SOUND** □ Satellite Music Network set to begin its 24-hour radio service today. **PAGE 38.**

**HARD LINE AGAINST HARD-R** □ Morality in Media turns its guns on cable material it considers indecent. **PAGE 40.**

**LAW & REGULATION**

**AT LOGGERHEADS OVER LOGOS** □ NAB contends new law mandates that FCC change rules allowing public TV to show symbols of corporate underwriters. NAPTS and PBS claim NAB is making false assumption. **PAGE 41.**

**ATLANTA CAMERA BAN** □ Local press club will ask state supreme court to alter basic guidelines that permitted ruling against TV coverage of Williams trial. **PAGE 42.**

**1976**

**THE 'BROADCASTING' YEARS** □ Jimmy Carter made it to the White House, thanks in part to TV debates with Gerald Ford. The family-viewing concept was vetoed in the courts and thrown back to the FCC. ABC-TV went from rags to riches in the prime-time ratings. **PAGE 45.**

**PROFILE**

**CHEERS FROM THE OUTPOSTS** □ Ray Timothy has served in the trenches at four NBC-owned outlets. That's one reason affiliates feel they will enjoy a special kinship with the new president of NBC-TV network. **PAGE 71.**

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# FINALLY. A TELEVISION SERIES THAT EXPLOITS SENSITIVITY AND GOOD TASTE.



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One recent special was beamed to over 5 million households. And not just to the

young people in those homes. 60% of the total audience were 18 to 49 adults. 46% were women.\*

Which is one important reason why Multimedia's Young People's Specials have always proven highly saleable commodities.

We urge you to call Don Dahlman today, at (513) 352-5955. He can explain further why carrying this series is such a good decision for the family.

Your corporate family, as well as the ones at home.

## YOUNG PEOPLE'S SPECIALS

\*Source: NTL-Special Report 2/1/81



**MULTIMEDIA**  
Multimedia Program Productions, Inc.

## Potomac fever?

As things stand now, leading candidate for next statutory vacancy on FCC will be Republican incumbent, Abbott Washburn, whose present seven-year term expires next June 30. Washburn had thought about retiring from government at age of 67 (which he reaches next March) but is having second thoughts. He previously served as State Department and White House consultant on satellite communications—increasingly important field. He'll probably announce intentions before year end.

## Peace and progress

With their fight over 9 khz channel spacing behind them, National Association of Broadcasters and Daytime Broadcasters Association are joining forces in effort to find new ways to expand daytimers' broadcast day. Gregg Skall, counsel for DBA, on Tuesday conferred with NAB chairman, Edward O. Fritts (who owns daytimers in his station group), and NAB staffers John Summers, Erwin Krasnow, Chris Payne and Michael Rau on number of proposals each side put on table. Skall had laundry list of seven ideas, some of which paralleled NAB ideas, and later said he was persuaded NAB officials were "serious" in effort to help DBA.

Ideas discussed would require changes in international agreements as well as in FCC rules. For instance, DBA suggested permitting some daytimers operating on Mexican and Canadian clears to go full time as long as they protect stations across border. DBA is also interested in two hours of full-power operation presunrise and post sunset. NAB has proposed some more modest post-sunset operation (to 6 p.m. in winter) but is prepared to consider DBA's idea. NAB and DBA representatives will review these and other suggestions with FCC and National Telecommunications and Information Administration engineers at commission tomorrow (Tuesday). NAB will also discuss proposals affecting Canada at meeting with Canadian Broadcasters Association in Vancouver, Oct. 21-23 (see story, page 25).

## Quiet but busy

Fred Silverman, out of job since deposed as NBC chief June 30 (BROADCASTING, July 6), isn't letting grass grow. He's been combining vacation with job interviews both in New York and on West Coast, and he said last week he expected to be all set in month or six weeks. He wouldn't say what he'll be doing, except that "I plan to

stay in broadcasting."

Silverman downplayed recurrent reports that he might link up with former CBS President Arthur Taylor in RCTV, Taylor's new cable-programing venture. (So did representatives of RCTV and Taylor.) University association for Silverman is due to be announced shortly, but it's unrelated to career decision.

## Bird nests

RCA Americom is still trying to come up with transponder allocation plan, acceptable to FCC, that will permit it to award transponders on Satcom IV, cable satellite expected to be launched next December. RCA is considering three approaches: first-come, first-served, auction and sale. Although FCC rejected one auction plan last June, sources say RCA is leaning toward revision that it believes is more palatable. FCC source said: "If they are smart, there is a way to do it." RCA said it expects to file plan within next three weeks.

## Turning on spigot

First grants under Walter Annenberg's \$150-million gift to Corporation for Public Broadcasting to fund college-level courses delivered by telecommunications (BROADCASTING, March 2) are to be made in January. CPB staff is currently setting up criteria to determine where money should go and plans to announce criteria and start accepting grant applications immediately after CPB board's annual meeting Sept. 16-17. Robben Fleming, who turns over CPB presidency to Edward Pfister after board meeting (see story page 34), will continue on as acting director of CPB/The Annenberg School of Communications project until end of year.

## Cable confidentiality

National Cable Television Association is beginning to focus on need for privacy protection that increasing number of observers say developing videotext technology will require. NCTA officials for some time have talked about drafting industry code for cable systems that offer two-way service and, in process, collect in their computers considerable personal information about their subscribers. Until now, NCTA apparently did not view need for action as pressing, since only few systems were capable of collecting data. But with growth in number of such systems expected, NCTA president, Thomas Wheeler, said executive committee has directed him to focus on job of developing code.

## Wells on Dole

Degree to which demarcation between printed page and broadcast journalism is being erased was evidenced at last week's meeting of executive committee of National Association of Broadcasters (see story page 25). Discussed was so-called Dole Amendment to exempt from Freedom of Information Act clearance any documentation dealing with foreign intelligence over at least decade. Also drawn into play was *Alton* (Ill.) *Telegraph* case wherein confiscatory judgment was rendered because of purported libel contained in reporter's memo but not published in newspaper.

NAB for several years has monitored cases involving First Amendment and has intervened amicus curiae in half-dozen court cases implicating newspapers alone. Year ago NAB arranged First Amendment insurance to protect members. In case of FOIA amendment, ferreted out by Society of Professional Journalists, Sigma Delta Chi ("In Brief," Aug. 24), hope is expressed that Robert Wells, former GOP member of FCC (1969-71), now head of Harris Enterprises stations, chairman of Broadcast Music Inc., and vice president of AP Broadcasters, would use his good offices to dissuade his long-time friend, Senator Robert Dole (R-Kan.), from pursuing campaign to bottle up government information.

## Up for sale?

When Dan McKinnon assumes chairmanship of Civil Aeronautics Board, he also may opt to dispose of KSON-AM-FM San Diego, in which he holds controlling interest (77%) with his brother, Michael, holding remaining 23%. Michael McKinnon owns control of KBMT(TV) Beaumont and KIII(TV) Corpus Christi, both Texas, with Dan holding minority.

## Getting on cable

Leased-channel access to cable systems is uppermost concern of broadcasters watching common carrier legislation (S. 898) as it inches toward Senate floor. Last-minute amendments won by cable industry prohibiting federal, state or municipal rate regulation except for public access channels could allow cable operators to charge above-market prices for leased channels. Broadcasters, disinclined to cross Senate Commerce Committee Chairman Bob Packwood (R-Ore.) after his recent victory in extending their license terms, will wait to see where common carrier legislation goes in House (see story, page 25).

# Business Briefly

## TV ONLY

**Round Table pizza** □ Begins in September for about 12 weeks in 15 markets. Fringe time. Agency: RDR Timebuying Services, New York. Target: adults, 18-49; teen-agers, 12-17.

**Blueray Systems** □ Oil burners. Begins this week for 10 to 12 weeks in 21 markets. News, fringe and sports times. Agency: Modular Communications, New York. Target: men, 25-49.

**Sheraton hotels** □ Begins Sept. 7 for nine weeks in 14 markets. Day, news and sports times. Agency: Creamer Inc., New York. Target: men, 25-54.

**D&K** □ Ham and salami. Begins Sept. 21 for 14 weeks in eight to nine markets. Day, news and late fringe times. Agency: Della Femina & Travisano & Partners, New York. Target: women, 25-49.

*"The American Character" helps us achieve our goals for reporting positive aspects of American life. And mail from our listeners consistently praises this fine program."*

*— Rick Devlin, VP/GM,  
WOR Radio, New York*

Join WOR and more than 300 other fine radio stations broadcasting this award-winning series about contemporary Americans and their positive contributions to life in this country.

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**American Fur Industry** □ Begins Oct. 8 for eight weeks in over 10 markets. Fringe times. Agency: Leber Katz Partners, New York. Target: adults, 25-34.

**Owens-Corning Fiberglas** □ Begins this week for four to six weeks in 23 markets. News, late fringe and prime times. Agency: Ogilvy & Mather, New York. Target: total men.

**Welch's Foods** □ Begins in early September for four to five weeks in 80 markets. Agency: Jordan, Case & McGrath, New York. Target: adults, 18-54; women, 18-49.

**Hoky International** □ Carpet sweeper. Begins Sept. 28 for four weeks in Los Angeles, Denver, Salt Lake City and Wisconsin markets. Day and fringe times. Agency: NV Advertising, Minneapolis. Target: women, 25-54.

**Rudy's Farm** □ Meat products. Begins Oct. 5 for four weeks in 25 to 30 markets. All dayparts. Agency: Buntin Advertising, Nashville. Target: women, 25-54.

**Conotek** □ Sweater Fresh (dry cleaning product). Begins Sept. 7 for four weeks in under 10 markets. Day, late fringe and prime times. Agency: Allscope Services, New York. Target: women, 18-49.

**Frito-Lay** □ Cheetos snack food. Begins this quarter for varying flights in five markets. Agency: Young & Rubicam, New York. Target: total teen-agers; women, 28-49.

**CBS Records** □ "Escape" by Journey. Begins in September for varying flights in Atlanta, Cleveland and Seattle. Agency: Young & Rubicam, New York. Target: total teen-agers; adults, 18-24.

**Dri-beck** □ Beer. Begins this week for varying flights in four markets. News, prime, late fringe and sports times. Agency: Della Femina & Travisano & Partners, New York. Target: men, 18-49.

**Power Equipment Distribution/ Michigan** □ Portable heater. Begins in September for several weeks in Flint-Saginaw, Traverse City-Cadillac, Lansing, Grand Rapids-Kalamazoo, and Alpena, all Michigan. Agency: Young & Rubicam, New York. Target: total men.

**Dutch Boy** □ Paint. Begins Aug. 31 for two weeks in St. Louis. Fringe, prime access, prime and sports times. Agency: William B. Doner, Baltimore. Target: adults, 25-54.

**Air Florida** □ Travel. Begins Aug. 31 for two weeks in Miami, Orlando and Daytona Beach, all Florida. All dayparts. Agency: Romann & Tannenholz Advertising, New York. Target: adults, 25-54.

**Franklin Electric** □ Trade show. Begins Sept. 14 for one week in Kansas City. Agency: Bonsib Inc., Fort Wayne, Ind. Target: women, 25-54.

## RADIO ONLY

**Honeywell Corp.** □ Begins in October for 13 weeks in about 10 markets. Agency: Batten, Barton, Durstine & Osborn, Minneapolis. Target: men, 35 and over.

**Automatic Data Processing** □ Computerized bookkeeping/recordkeeping. Begins in October for eight weeks in over 40 markets. Agency: Schaefer Advertising, Valley Forge, Pa. Target: men, 35 and over.

**Commerce Drugs** □ Ora Jel D. Begins Sept. 21 for four weeks in over 25

**Big screen on small screen.** Motion pictures, which once considered television an enemy, have become the fastest-growing major advertising category on network television.

According to Broadcast Advertiser Reports figures released by the Television Bureau of Advertising, movie advertising on network TV in 1980 totaled an estimated \$103.1 million, up from \$64.1 million in 1979.

TVB said the upward trend continues in 1981. For the first six months of 1981, BAR data show motion-picture advertising on network television amounted to \$55.6 million, up 15% from the \$49.3 million reported in the comparable period of 1980. BAR also shows that in 1975 movie advertising on network TV totaled \$13,367,000, as against \$103.3 million in 1980.

TVB said that marketing executives at major studios cite these reasons for the trend to network television: effectiveness of television advertising in pre-selling consumers, more national releases for movies, and cost efficiencies.



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SAN FRANCISCO HAS  
WHAT SAN FRANCISCANS  
ARE LOOKING  
FOR.**

**AND BLAIR IS  
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THIS EXCITING  
CREATIVE FORCE IN  
THE BAY AREA.**

TV



SAN FRANCISCO



**Blair Television**

*A division of John Blair & Company*  
Reliable people, reliable data

## AdVantage

**New account.** National Public Radio announced last week it has selected Earle Palmer Brown, Washington ad agency, for its public radio promotion for fiscal 1982. Agency will be designing newspaper and magazine ads for member stations to adapt for local outlets and will help NPR design video promos.

**Quick course.** Latest edition of "Instant Background," Radio Advertising Bureau publication offering concise, two-page summaries of local businesses to help acquaint local radio salespeople with fields in which they're selling, was issued last week. Some 75 businesses are profiled, ranging from apartment houses to women's wear stores, with computers, video stores and day-care centers among those covered for first time. Among areas highlighted in each field: characteristics of business, best customers (by age, sex, region, etc.), high and low sales periods, percentage of sales by cash, percentage by credit.

**In progress.** Apparel manufacturer, Sasson Inc., New York, has its in-house agency finishing \$6-million broadcast campaign in which 55 commercials will be used in 15 markets coast to coast. Campaign debuts Sept. 7 in Los Angeles, New York, Chicago, Miami and San Francisco. Remaining spots start in November and are slated to run through next summer. "Catch them before they take off" is new slogan for Sasson campaign that features "runaway fashion show on simulated airport runway." Additional \$3 million will be spent on co-op advertising.

**Coke buy.** Coca-Cola, as part of \$34 million effort to funnel funds into black community, has agreed to spend more than \$200,000 yearly in advertising in black-owned radio stations, newspapers and public relations and advertising firms.

markets. Agency: The Media Department, New York. Target: women, 50 and over.

**Doxses Foods** Clam chowder. Begins in October for four weeks in seven

markets. Agency: Richardson, Meyers, Donofrio, Baltimore. Target: women, 25-54.

**Pan American World Airways** □

Begins Sept. 28 for four weeks in Houston. Morning and afternoon drive times. Agency: Cohen & Marino, New York. Target: men, 25-54.

**Michaud Trailways** □ Begins Sept. 28 for four weeks in three New England markets. Morning drive, middays and afternoon drive times. Agency: Casey Media, Boston. Target: adults, 18 and over.

**Pennsylvania Apple Marketing Board** Begins Sept. 14 for four weeks in three Pennsylvania markets. Agency: Tal Inc., Erie, Pa. Target: women, 25-54.

**General Foods** Sanka. Begins Oct. 12 for four weeks in Phoenix. Agency: Young & Rubicam, New York. Target: women, 50 and over.

**Taco Bueno** T-shirt promotion. Begins Sept. 2 for three weeks in Denver. Morning drive, middays and afternoon drive times. Agency: Saunders, Lubinski & White, Dallas. Target: adults, 18-49.

**Bell & Howell** □ Recruitment. Begins this week for one week in Atlanta and Columbus, Ohio. Morning drive times. Agency: Cunningham & Walsh, Chicago. Target: men, 25 and over.

**Pennzoil** □ Begins Sept. 28 for three weeks in about 40 markets. Agency: Eisaman, Johns & Laws Advertising, Houston. Target: men, 25-49.

**Borden** Creamettes (macaroni). Begins in October for varying flights in seven markets. Agency: Martin-Williams, Minneapolis. Target: women, 18-49.

### RADIO AND TV

**Haelen Medical Center** TV and radio campaigns begin Sept. 8 for four to eight weeks in Boston and Worcester, Mass., respectively. All dayparts. Agency: Provandie & Chirurg, Boston. Target: adults, 25-54.

## RepReport

KTZO(TV) San Francisco: To Blair Television (no previous rep). WSAV-TV Savannah, Ga., WISC-TV Madison, Wis., and KAPP(TV) Yakima, Wash.: To Blair Television from Peters, Griffin, Woodward.

WYSL(AM)-WPHD(FM) Buffalo, N.Y.: To Major Market Radio from Jack Masla & Co.

KSRO(AM) Santa Rosa, Calif.: To Buckley Radio Sales from Torbet Radio.

KWRM(AM) Corona and KQLH-FM San Bernardino; both Calif.: To Bernard Howard & Co. from Buckley Radio.

When the 18 to 34 age group  
is your target audience,  
you can't miss with

# Stereo Rock

The Most Successful  
Format in the Business.

Call TM Programming Collect at 214/634-8511.

# TM

Programming

1349 Regal Row, Dallas, Tx. 75247 214/634-8511

# NOW, ONE BUY, BUYS PROVIDENCE.

**WPRO AM/FM  
DELIVERS 4 times  
the 18-49s in  
morning  
drive time.\***

## MORNING DRIVE TIME 6 AM - 10 AM

ADULTS 18-49		ADULTS 25-54	
57,600	WPRO AM/FM	48,000	
12,700	Station X	13,500	
12,200	Station Y	9,500	
11,800	Station Z	8,600	

**WPRO AM/FM  
gives you over  
twice the 18-49s,  
afternoons  
3 PM - 7 PM.\***

## AFTERNOON DRIVE 3 PM - 7 PM

ADULTS 18-49		ADULTS 25-54	
30,300	WPRO AM/FM	20,400	
12,900	Station X	12,100	
10,200	Station Y	7,000	
9,200	Station Z	6,300	

**WPRO AM/FM  
beats out the  
next three stations  
put together,  
weekends  
10 AM - 3 PM.\***

## SATURDAY 10 AM - 3 PM

ADULTS 18-49		ADULTS 25-54	
44,500	WPRO AM/FM	33,700	
19,200	Station X	16,600	
14,200	Station Y	9,200	
13,800	Station Z	9,100	

## SUNDAY 10 AM - 3 PM

ADULTS 18-49		ADULTS 25-54	
51,300	WPRO AM/FM	37,300	
10,100	Station X	12,000	
7,800	Station Y	5,800	
7,800	Station Z	5,300	

**WPRO AM/FM  
knocks the  
competition cold,  
10 AM - 3 PM.\***

## MIDDAY 10 AM - 3 PM

ADULTS 18-49		ADULTS 25-54	
38,200	WPRO AM/FM	30,000	
15,600	Station X	17,300	
13,300	Station Y	8,800	
12,000	Station Z	8,000	

# WPRO AM FM COMBO

The new spring ratings are out and WPRO AM/FM is way out front! It's proof that Providence is turning on to WPRO AM/FM — morning, noon, nights and weekends. WPRO AM/FM is the answer when you're looking to reach Providence's

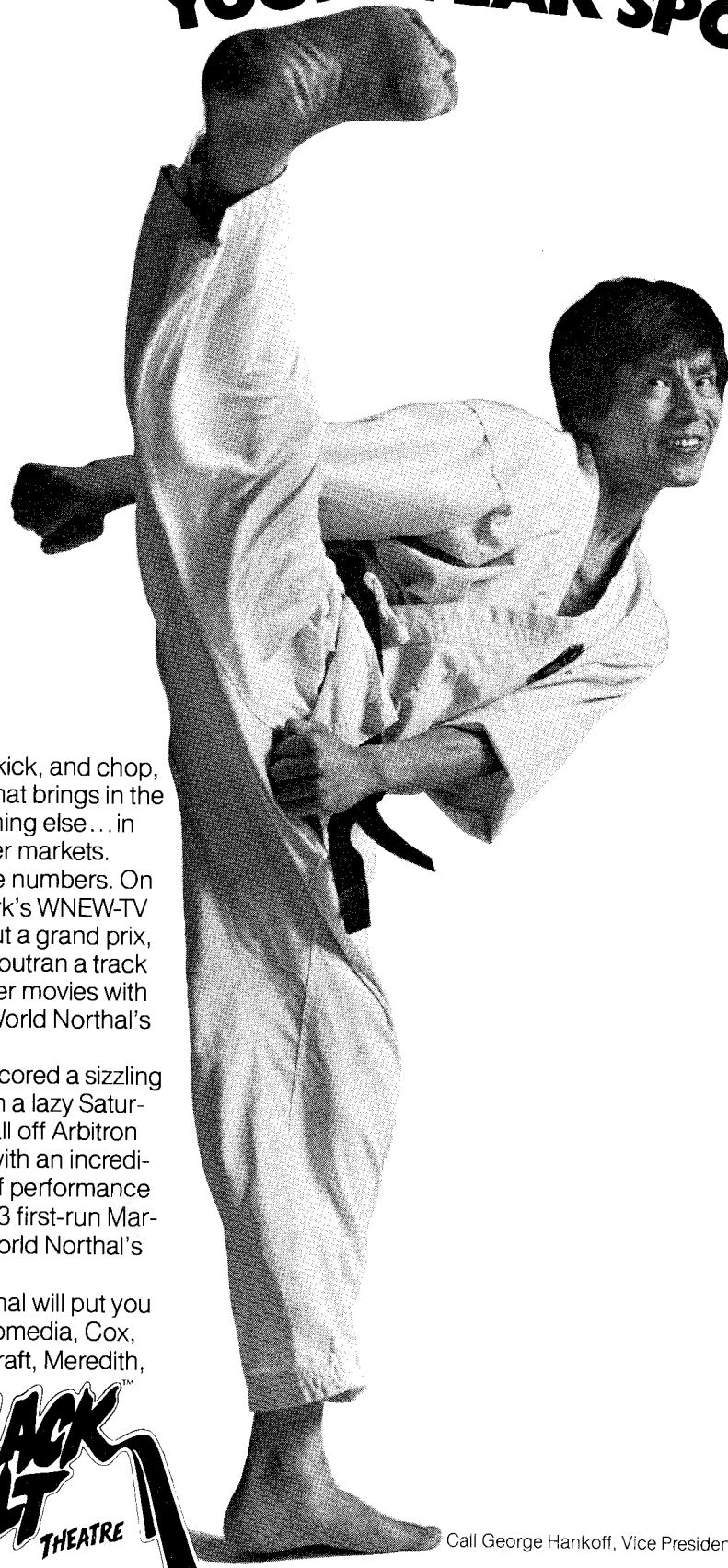
biggest audience. And the solution when you want to reach Providence's biggest buyers: Adults 18-49, 25-49 and 25-54. The WPRO AM/FM Combo has more of these listeners than any other two stations added together.

Contact your Blair representative to find out how one buy, the WPRO AM/FM Combo, can be your best buy in Southeastern New England.



REPRESENTED NATIONALLY BY BLAIR RADIO \* Average quarter hour estimates subject to qualifications of Arbitron Spring 1981 TSA.

**YOU CAN USE A GOOD,  
SWIFT KICK IN  
YOUR WEAK SPOT.**



A Kung Fu kick. The kind of kick, and chop, and fast action—adventure that brings in the young adult viewers like nothing else... in top markets as well as smaller markets.

You can't argue with the numbers. On Saturday, August 8, New York's WNEW-TV aced a tennis match, beat out a grand prix, sliced up a golf tournament, outran a track meet and clobbered two other movies with "The Chinatown Kid" from World Northal's BLACK BELT THEATRE.

This Kung Fu action flick scored a sizzling 14 rating and a 44% share on a lazy Saturday afternoon. And to top it all off Arbitron showed a rating peak of 17 with an incredible 51% share. It's the kind of performance you can depend on with all 13 first-run Martial Arts blockbusters from World Northal's BLACK BELT THEATRE.

A fast call to World Northal will put you in the action along with Metromedia, Cox, Taft, Storer, Gaylord, Chris Craft, Meredith, Post-Newsweek, and other big leaguers.

Do it today, you'll get a kick out of the results

**BLACK  
BELT**  
THEATRE

Call George Hankoff, Vice President / Television (212) 486-5722

## ALREADY IN ON THE ACTION:

**WNEW**—NEW YORK  
**KTTV**—LOS ANGELES  
**WTAF**—PHILADELPHIA  
**KTVU**—SAN FRANCISCO  
**WDIV**—DETROIT  
**WJKW**—CLEVELAND  
**WTTG**—WASHINGTON D.C.  
**KTVT**—DALLAS  
**WPXI**—PITTSBURGH  
**KRIV**—HOUSTON  
**KPLR**—ST. LOUIS  
**KCPQ**—SEATTLE  
**KRBK**—SACRAMENTO  
**KPTV**—PORTLAND  
**XETV**—SAN DIEGO  
**WXIX**—CINCINNATI  
**WUTV**—BUFFALO  
**KPHO**—PHOENIX  
**WPTY**—MEMPHIS  
**WTVZ**—NORFOLK  
**WGGT**—GREENSBORO  
**WAWS**—JACKSONVILLE  
**WUHF**—ROCHESTER  
**KITV**—HONOLULU  
**KAME**—RENO



Source: Arbitron Meter Service, 3-5 PM, Saturday, August 8, 1981.  
These reports are subject to qualification upon request.

# Datebook

■ indicates new or revised listing

## This week

**Sept. 1**—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

**Sept. 1**—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

**Sept. 1**—Deadline for entries in fourth annual Tokyo Video Festival, sponsored by *JVC of Japan*. Information: JVC Tokyo Video Festival, c/o Burson-Marsteller, 866 Third Avenue, New York 10022.

## Also in September

**Sept. 4-13**—*International Audio and Video Fair Berlin*. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

**Sept. 7-10**—*International Institute of Communications* annual conference. Speakers include Leonard Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee, and Delbert Smith, senior vice president of Comsat. Palais d'Europe, Strasbourg, France.

**Sept. 9**—Ohio Association of Broadcasters sales workshop. New Marriott, I-71, Columbus, Ohio.

■ **Sept. 9**—*New Jersey Broadcasters Association* sales and engineering conference. Cherry Hill Hyatt hotel, Cherry Hill, N.J.

**Sept. 9-11**—"Cable Television: An Advertising and Marketing Tool" national conference, sponsored by *University of Wisconsin-Extension*. Speakers include J. Leonard Reinsch, cable consultant, and Robert Alter, president, Cabletelevision Advertising Bureau. Information: Barry Orton; (608) 262-2394. Concourse hotel, Madison, Wis.

**Sept. 9-14**—*Public Broadcasting Service* development conference. Dutch Resort Inn, Orlando, Fla.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans.

**Sept. 11-13**—*Nebraska Broadcasters Association* annual convention. Lincoln Hilton, Lincoln, Neb.

**Sept. 11-13**—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

**Sept. 12**—Deadline for U.S. entries in 24th annual *International Film and TV Festival* of New York. Categories include commercials, TV programs, film, tape, slide and audio-visual productions. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

**Sept. 13-15**—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

**Sept. 13-15**—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Speakers include: FCC Chairman Mark Fowler; former FCC Commissioner Robert E. Lee; Senate Commerce Communications Subcommittee Chairman Bob Packwood (R-Ore.); Cecil Heftel (D-Hawaii), and radio pioneer Gordon McLendon. Fontainebleau Hilton, Miami Beach.

■ **Sept. 14-15**—1981 Editors' Seminar sponsored by United Nations Association of the United States for American Society of Newspaper Editors, AP Managing Editors Association, National Conference of Editorial Writers and Radio-Television News Directors Association. United Nations, New York. Information: William Powell or Ann Claxton, UNA-USA, (212) 697-3232.

**Sept. 14-17**—*Washington Journalism Center's* conference for journalists. "The Family Under Stress." Watergate hotel, Washington.

**Sept. 15**—Deadline for entries in 14th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, 76150, (817) 737-4011.

**Sept. 15**—Workshop on how to make issue advertising work on television, sponsored by *American Association of Advertising Agencies, Association of National Advertisers, Public Relations Society of America, Public Utilities Communicators Association and Television Bureau of Advertising*. Grand Hyatt hotel, New York.

**Sept. 15**—*Advertising Club of New York* forum on growth and direction of cable television. Panel members include Gustave Hauser, Warner Amex Cable Communications; Kay Koplovitz, USA Network; Gerald Levin, Time Inc.; James Perkins, Hearst-ABC Video Services, Dick Cox, CBS Cable, and William Baker, Group W Television. Sheraton Center hotel, New York.

**Sept. 16-18**—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, 20035, (202) 457-4996.

■ **Sept. 17**—Bench/Bar Media Conference sponsored by Kentucky Court of Justice, Kentucky Bar Association, Kentucky Press Association, Kentucky Broadcasters Association. Hyatt Regency, Louisville, Ky.

**Sept. 17-18**—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Information: Drew Larson, (703) 841-0500.

**Sept. 17-19**—*American Women in Radio and Television* East central area conference. Westin hotel, Cincinnati.

**Sept. 17-20**—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

**Sept. 18-19**—*South Dakota State University's* 15th annual South Dakota Broadcasters Day. University campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4191.

**Sept. 18-20**—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

**Sept. 19**—*Society of Broadcast Engineers* San Francisco Bay Area annual banquet, chapter 40. Concord Inn, Concord, Calif.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. George Will, syndicated columnist, will be Monday luncheon speaker; FCC Commissioner Anne P. Jones will address Tuesday luncheon; Sol Taishoff, editor of *Broadcasting*, will be Wednesday luncheon speaker. Sheraton-Washington hotel, Washington.

**Sept. 21**—*Advertising Club of New York's* 58th "Advertising and Marketing Course." Ad Club's Ballroom, New York.

**Sept. 21-23**—*Advertising Research Foundation's* seventh annual midyear conference and research fair. Hyatt Regency hotel, Chicago.

**Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

**Sept. 23-25**—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

**Sept. 23-26**—*National Broadcast Association for*

## Major Meetings

**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. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau hotel, Miami Beach. 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 conferences: Sept. 12-15, 1982, Riviera hotel, Las Vegas, and Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 5116 Paris.

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

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

**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 Beach.

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

**Dec. 2-4**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 23-27, 1982**—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

**Feb. 7-10, 1982**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**March 11-16, 1982**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 4-7, 1982**—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: 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, and Las Vegas, April 10-13, 1988.

**April 17-22, 1982**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29, 1982**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (Inter-

national Videocommunication Exchange).

**May 2-5, 1982**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: 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 4-5, 1982**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 4-8, 1982**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto, Ontario; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**May 10-13, 1982**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 16-18, 1982**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**June 6-10, 1982**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

**July 22-24, 1982**—*Southern Cable Television Association Eastern* show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

**Aug. 29-Sept. 1, 1982**—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

*Community Affairs* annual conference. Manor Vail Lodge, Vail, Colo. Information: Marcia West, KOA-AM-TV Denver, (303) 861-4444.

**Sept. 24-25**—*National Association of Black Owned Broadcasters* annual broadcast management conference. National Association of Broadcasters headquarters, Washington.

**Sept. 24-26**—*American Women in Radio and Television* Western area conference. Marina City Club, Marina Del Rey, Calif.

**Sept. 25**—*TM Productions* commercial libraries workshop for Southern region. Airport Hilton, Kansas City, Mo. Information: May Moseley or Betty Newman, (214) 634-8511.

**Sept. 25**—*Society of Broadcast Engineers* central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNY-FM-TV Liverpool, N.Y. (315) 457-0440.

**Sept. 25-26**—*Society of Broadcast Engineers*, north Texas chapter, Southwest regional convention and exposition. Rodeway Inn, Arlington, Tex.

**Sept. 25-26**—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

**Sept. 27-29**—*Minnesota Broadcasters Association* fall convention. Guests will include Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis, and Jim Popham, VP-congressional liaison, National Association of Broadcasters, Washington. Holiday Inn Downtown, Rochester, Minn.

**Sept. 28-30**—*Nevada Broadcasters Association* annual convention. Elko, Nev.

**Sept. 28-30**—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

**Sept. 29-30**—*Arbitron Radio* workshop. Copley Plaza, Boston.

**Sept. 29-30**—*Louisiana Association of Broadcasters* license renewal-EEO seminars. One will be held at Travelodge North in Lafayette, La., on Sept. 29, and another at Holiday Inn in Natchitoches, La., on Sept. 30.

**Sept. 30**—*Iowa Cable Television Association* annual state convention. Marriott hotel, Des Moines, Iowa.

**Sept. 30**—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television*. Information: Ohio

State Awards, c/o WOSU Stations, 2400 Orlentangy River Road, Columbus, Ohio, 43210.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 24th annual meeting and show. Exhibition Hall, Municipal Auditorium, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, Leocompton, Kan., 66050, (913) 887-6119.

**Sept. 30-Oct. 2**—*Indiana Association of Broadcasters* fall conference. Downtown Holiday Inn, Fort Wayne, Ind.

### October

**Oct. 1-2**—*University of Illinois* sixth scholar-educator conference, "Education, Media for the Millions, and Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

**Oct. 2-3**—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

**Oct. 2-4**—*American Women in Radio and Television* west central area conference. Regency West, Omaha.

**Oct. 3-4**—*New Jersey Associated Press Broadcasters Association's* annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

**Oct. 4-6**—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

**Oct. 4-6**—*Kentucky CATV Association* convention. Executive Inn, Owensboro.

**Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Speaker: FCC Commissioner James H. Quello. Golden Nugget casino hotel, Atlantic City, N.J.

**Oct. 4-6**—*Pennsylvania Association of Broadcasters* fall convention. Seven Springs Mountain Resort, Champion, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101.

**Oct. 5-7**—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 5-9**—*Hughes Microwave Communications Products* technical seminar on its AML local distribution microwave equipment. Hughes facility, Torrance, Calif.

**Oct. 5-10**—23d National Radio and Television Week, "Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio y Televi-*

sion. Guests will include Vincent Wasilewski, president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

**Oct. 7**—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

**Oct. 7-8**—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

**Oct. 7-8**—*Society of Broadcast Engineers* tri-state convention. Indiana Convention Center, Indianapolis. Information: (317) 264-7992.

**Oct. 7-8**—*Kentucky Broadcasters Association* fall convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency hotel, Lexington, Ky.

**Oct. 7-9**—*Tennessee Association of Broadcasters* convention. Peabody hotel, Memphis.

**Oct. 8-11**—*National Black Media Coalition* annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

**Oct. 9-11**—*American Women in Radio and Television* Midwest area conference. New Marriott, Harrisburg, Pa.

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 75116 Paris.

**Oct. 11-13**—*National Association of MDS Service Companies* annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associates Inc., 4701 Willard Avenue, Suite 105, Washington 20015.

**Oct. 12**—*Louisiana Association of Broadcasters* sales seminar. Sheraton Inn, Alexandria, La.

**Oct. 13**—*Louisiana Association of Broadcasters* sales seminar. Travelodge North, Lafayette, La.

**Oct. 13-15**—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

**Oct. 13-15**—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706. (608) 263-2157.



We said we were taking the movies to America, and the numbers show that we have. Since we launched *The Movie Channel*, we've added over 1,000 affiliates and almost one million subscribers. *The Movie Channel* is the fastest growing major pay service in the business.\*

Why are cable operators turning to *The Movie Channel*? Because we make it easy to sell our service by showing what

subscribers want most: the finest movies available, 24 hours a day. And they are scheduled for maximum viewer convenience. Also, operators can earn high profit margins with *The Movie Channel*. That's because no matter how much money you charge subscribers, you still pay us the same flat rate.

We've come a long way so far, but we've just begun. Hook up with *The Movie Channel*, and see how far we can go together.

# AFFILIATE GROWTH SETS NEW RECORDS.

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What a way to grow.

NEW YORK  
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312/661-1670

ATLANTA  
Steve Adams  
404/320-6808

DENVER  
Carolyn McCrory  
303/741-3600

DALLAS  
E.A. "Buzz" Hassett  
214/241-1421

LOS ANGELES  
Peter Lauer  
213/506-8316



Warner Amex  
Satellite Entertainment Company

\*Based on percentage growth from 12/79 to 3/81.  
Source: Paul Kagan Pay TV Census, 12/31/79; Cablevision-1/20/81.  
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Oct. 13-16—Southern Educational Communications Association fall planning conference, Bahamar hotel, Fort Lauderdale, Fla.

■ Oct. 14—Louisiana Association of Broadcasters sales seminar. Gateway hotel, Metairie, La.

Oct. 14—Chicago Collegiate Broadcasting Day, sponsored by Illinois Broadcasters Association and Loyola University of Chicago's department of communication. Marquette Center, Loyola University of Chicago.

Oct. 14-15—Maryland/Delaware Cable Television Association annual fall meeting. Hyatt Regency, Baltimore.

Oct. 14-16—Kentucky Broadcasters Association convention. Marriott Resort hotel, Lexington, Ky.

Oct. 14-18—Women in Communications national professional conference. Stouffer's, Cincinnati.

Oct. 15—Fund-raising dinner honoring Sol Taishoff on 50th anniversary of Broadcasting magazine, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

Oct. 15—Connecticut Broadcasters Association annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.



**Squire Rushnell**, VP of *Good Morning America* and children's television for ABC Entertainment, based in New York, given additional responsibility for long-range planning of ABC Entertainment, reporting directly to president of ABC Entertainment, **will remain based in New York**, not Los Angeles as reported in "Fates & Fortunes," Aug. 10.

## Open Mike®

### Cable carriage correction

EDITOR: I should like to correct a statement in your account of my July 29, 1981, testimony at the Senate Judiciary Committee hearings on the cable television provisions of the Copyright Revision Act of 1976 (BROADCASTING, Aug. 3).

I was not suggesting that improvements in UHF transmitters and tuners have made cable carriage unnecessary to UHF stations trying to achieve market coverage equal with VHF. On the contrary, INTV has consistently testified that the mandatory local carriage rule is necessary for all local stations and for the public's ability to receive all local stations in cable homes.

Noting that some progress has been made toward ameliorating the UHF handicap, I asserted that "independent stations have discovered that, while cable improves their local reception, it [cable] has a significant negative impact on their local audience size" due to the importation of distant signals by cable systems and the resultant fractionalization of audience.

Cable carriage of local stations, clearly, is necessary both to the stations and to the viewing public, as the concluding portion of the BROADCASTING report did, indeed, note.—*Herman W. Land, president, Association of Independent Television Stations, Washington.*

### Magic number

EDITOR: When I read the editorial in the Aug. 10 issue (which referred to the fact that there are 9,042 radio stations and 1,022 television stations in operation today), I could not help but think back over a discussion at the FCC when it adopted the "rule of seven" which prohibited then and prohibits now any one person from owning more than seven AM radio stations. Subsequently that "rule of seven" was applied also to FM and television (five VHF and two UHF) stations.

At that time, there were approximately 700 radio stations in operation. The commissioners took the position that if anyone owned more than one percent of the radio stations, he would be a monopolist. Using that rationale as the basis for the prohibition, does it not follow that now the commission should permit a person to own 90 AM, 90 FM and 10 TV stations?

I leave aside completely the question that only a psychologist could answer: whether the "rule of seven" was also, somehow or another, related to the fact that there were then, as there are now, seven commissioners who made that decision.—*Marcus Cohn, Cohn & Marks, Washington.*

### History lesson

EDITOR: Some years ago there was an excellent television program, *The Armstrong Circle Theater*. It had a popular following. Armstrong was happy with it. The viewers were happy with it. But the network was not happy with it. It didn't have the ratings.

"Never mind the ratings," said Armstrong. "We don't need a quantity of viewers. We are selling a quality product and we are aimed at a quality audience."

But the network insisted that *Circle Theater* be dropped. The Armstrong Co. said that rather than lower its standards to the network's it would discontinue using television as an advertising medium and would advertise elsewhere. It did just that.

Reflecting on the networks' present fury at audience complaints about the low level of television programming, and remembering the Armstrong matter, it's obvious the problem is not so much the sponsors but the networks.—*Peggy Wink, Lantana, Fla.*

### Reference request

EDITOR: I am an inmate in the Alabama prison system, and a few years ago we were able to establish a radio-TV broadcasting school within the prison system. We get plenty of help from the FCC, but what we need the most is the latest book that you have on broadcasting. Send me the bill.—*William Simpson, Huxford, Ala.*

**Editor's note.** A 1981 BROADCASTING-CABLE YEARBOOK is on the way.

# Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a one-of-a-kind issue. We'll pay due court to the past in an "At Large" interview with Editor Sol Taishoff, filling in between the lines of stories published over the last 50 years, and in a year-by-year chronology that will be a standard reference to the magazine's—and the industry's—first half-century. But we'll also pay court to the future in an ambitious, wide-ranging look ahead to the next 20 years of the Fifth Estate. We call it our "2001 Story." We think you'll call it great.

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"HealthBeat," television's first and only health news magazine, has cleared over 60% of the country, including ABC O&O, Multimedia, Outlet, Capital Cities, McGraw-Hill, Hubbard, and Metromedia stations. And new stations are joining the lineup every day.

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## HealthBeat

Dr. Timothy Johnson, Harvard Medical School

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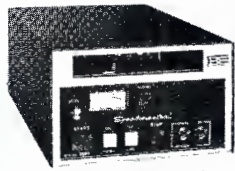
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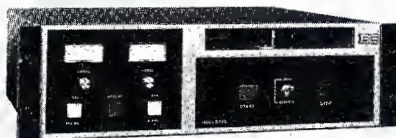
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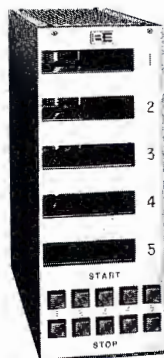
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# Monday Memo®

A broadcast advertising commentary from Gary Feider, VP-sales promotion/marketing, Frederick & Nelson stores, Seattle

## A different kind of spot for a different kind of product

In May of this year, Frederick & Nelson opened a revolutionary new concept in department store merchandising: the Arcade. It's exciting. It's entertaining. It's educational. And there's nothing like it . . . anywhere.

The 55,000-square-foot project represents a revolutionary new concept in department store merchandising. According to C. Arthur Henkens, Frederick & Nelson's chairman and chief executive officer and prime mover in this exciting project, the Arcade is designed to attract a broad base of customers by providing high-quality, value merchandise in space and environment that not only create a tone of fun and entertainment but also provide a dramatic connection of the housewares and food departments and flow smoothly into adjacent business of books, stationery, records and cameras. "It's really a people place," he explains, "a creative environment where new ideas will constantly be presented. We think people will want to shop the Arcade just to experience it."

A walk through the Arcade is like being transported to a European-style market. A circular walkway leads through a kaleidoscope of vivid color with interesting sights and sounds at every turn.

The Arcade's 20 different shops carry an infinite variety of unusual retail items including 225 cheeses, 40 varieties of beer, 1,000 magazine titles, 500 different kitchen gadgets, two restaurants and continuous "how-to" demonstration centers. For years a major manufacturer of candy and cakes, Frederick's moved some of our hand-dipping of chocolates and cake decorating down to the Arcade so people can see the best candy making and cake decorating in the Northwest.

The Arcade was designed to be a major repositioning of many store departments. It was designed to offer the shopper quality merchandise, high-fashion merchandise, in an unusual and entertaining environment. The Arcade was designed to be an innovative merchandising effort, aimed at entertainment and product testing as well as sales.

Because the project was so vast, so important to us as a store, and potentially the most significant way to match our mission statement to actual performance in the store, we were very conscious that it would take an innovative advertising approach.

Charleen Hassin, Frederick & Nelson's broadcast manager, began to work on an advertising concept as extraordinary as the Arcade itself. We decided that only television could convey the physical attributes



Gary J. Feider was appointed vice president, sales promotion and marketing of Frederick & Nelson stores in March 1979. A graduate of Washington State University, Feider has been with Frederick & Nelson for 18 years where he moved through several managerial positions in buying and merchandising in both home and fashion merchandise before being promoted to advertising manager and then to vice president, sales promotion and marketing.

of the Arcade and that television was the only medium that could tap the genuine excitement of what was happening there. With that in mind, Hassin went to Steve Rozov at KING-TV Seattle and the two of them began work on something to fit the occasion. What would we think, they asked, about live, 60-second commercials from the Arcade on opening day?

The risks were obvious. Live television on opening could send chills down the spine of any rational retailer. Further, Frederick & Nelson had a real need to translate the advertising expenditures for the Arcade grand opening into success for our seven other Washington stores. At the same time, the margin for dramatic success was high. Such a series of commercials could portray the Arcade as a shopping experience. No other vehicle could. With a sense of "group risk," we bought the concept.

During the final days of construction, KING-TV, with our in-house production team, recorded video of the entire 55,000 square feet of the Arcade. Hassin began the process of building a commercial package of 30-second announcements to air as regular commercial schedules in support of the grand opening. The night before the opening, the Arcade was wired for the broadcast. Our own staff wrote 12 one-minute commercials designed to feature key areas and departments in the Arcade as well as to cover special events scheduled for the opening.

By 7:45 a.m. the day of the event, everything was in place. A main camera site had been established so many different shots

of the Arcade could be taken without changing locations. A remote camera was wandering through the Arcade picking up cut-a-ways for the live commercials. A microwave relay was established from an upstairs office to a remote van (parked several blocks away) with a line-of-sight to KING's tower. Burt Wolf, whose *What's Cooking* show appeared on KING-TV, sponsored by Frederick & Nelson, was in the store as talent for the live commercials.

The first live commercial aired at 7:58 a.m. Production was flawless. But Wolf talked about the day's events well in advance of the actual opening of the store. We showed scenes of the bakery, coffee and tea shops and people getting ready for the day's events. By midmorning, the television commercials had become events of their own. Crowds gathered at such a rate that a mime, hired initially as store entertainment, was pressed into service on the fringes of the commercial site to help control the crowds during the live telecast. Customers told store management that they had seen the commercials at home and had come down to the store to take part in the festivities.

The live commercials were excellent advertising vehicles. They accomplished all that we had wanted with a side benefit that those of us who planned things had never considered. The live commercials generated excitement among our own employees. The mission statement: providing high quality, value merchandise with a tone of fun and entertainment, had translated to our customers as a reality, and to our own people as well. After all, they are charged with carrying out that mission statement every day and their excitement was a tremendous benefit to us as a store.

In the month of May, all departments in the downtown Arcade experienced a 77% increase in sales. The sales performance for the same departments in our seven other Washington stores increased by 51%. The benefits that cannot be measured quantitatively, however, are even more interesting. If we managed to convey our image to the shoppers of the Pacific Northwest in a clear and understandable manner, Frederick & Nelson will reap the benefits of the Arcade experience many times over. At least we have the feeling that continued innovation in advertising is the message of the Arcade. And we are glad to have found a television station and an account executive who believe, as we do, that it is no longer acceptable to sell just "spots."

Concepts, ideas and for stores like Frederick & Nelson, innovation are important tools for the successful television campaign. When these tools are used by the broadcaster and the retailer, success is shared.

# THE 3/4" HISTORY OF THE WORLD



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Segments can add network quality to local news stories, provide visuals for commercial productions, and expand the horizons of locally produced programming.

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# Broadcasting Sep 7

Vol. 101 No. 10

TOP OF THE WEEK

## And Segelstein makes three

**He's Tinker's choice for NBC vice chairman and he rounds out network's top management team along with Mulholland; Salant to concentrate on new technologies and policy**

In what the network calls a "streamlining of its management structure," NBC Chairman and Chief Executive Officer Grant Tinker last week named Irwin Segelstein NBC vice chairman, replacing Richard S. Salant, who becomes a "general adviser to NBC management."

The Segelstein appointment, subject to pro-forma NBC board approval, completes the reorganization of NBC top management with Tinker at the top, Robert Mulholland, president and chief operating officer, and now Segelstein, vice chairman.

It also removes Salant from day-to-day operational responsibilities, enabling him to concentrate on long-range planning and policy issues. Salant explained that his work will involve "largely the new technologies." While Salant would not reveal just how long his contract now extends, he said it runs well beyond the previous April 1982 expiration date he had as vice chairman.

Segelstein, who joined NBC five years ago, has been president, NBC Television, since June 1980, having played a key role in the administration of Tinker's predecessor, Fred Silverman.

Salant has been vice chairman since 1979, having joined NBC from CBS where mandatory retirement at age 65 ended his long-time tenure as president of CBS News.

In a memorandum to "everyone at NBC," Tinker last week told employees that "our top management team is now in place." Although Segelstein's specific role wasn't announced until last Tuesday (Aug. 25), there was little doubt he would be part of a leadership troika ("Closed Circuit," Aug. 10).

A few weeks earlier, when Tinker announced the promotion of Robert Mulholland from president of the television network to president of the entire NBC organization, he also promised a "critical and most important assignment" for Segelstein (BROADCASTING, Aug. 3).

In his memo to employees last week, Tinker said that he expects the Segelstein news "will be our last top management



NBC's triumvirate. Tinker, Segelstein, Mulholland.

personnel announcement for some time." The NBC chairman explained that the organization now is "well-structured to meet NBC's present and future needs" and "perhaps more important ... we believe stability, continuity and credibility to be absolutely essential to the long-range success of our company."

Under the new structure, "staff" areas—business affairs, public information, corporate planning, law, personnel and labor relations and research—report to Segelstein. Mulholland has the "operating" areas of news, sports, television stations, television network, entertainment and radio.

Both Segelstein and Mulholland, as well as Robert Butler, executive vice president and chief financial officer, report directly to Tinker.

Reached at his Burbank, Calif., office after the Segelstein announcement, Tinker explained that his words about management "stability, continuity and credibility" applied beyond the Tinker/Mulholland/Segelstein team.

Since divisional presidents officially report to Mulholland and to Segelstein, Tinker would not answer questions about the occupational fates of the carry-overs from the Silverman hierarchy. However, he said he has heard of no changes coming.

NBC President Mulholland later confirmed that the operating heads now in place would continue. "They all get to remain," he said, adding that "there are no changes planned."

That settled the questions about NBC Entertainment President Brandon Tartikoff and NBC News President William Small—the two operating division chiefs who had been reported to be in jeopardy.

While Tartikoff officially reports to Mulholland, Tinker said that he is "allowed a strong dotted-line connection" with the president of NBC Entertainment. Tinker, formerly president of the highly successful MTM Enterprises TV production house, has said he will be working closely on programming matters.

Of the Tinker/Mulholland/Segelstein team, Tinker said he expects all three to be "interchangeable" and able to fill in for one another if necessary.

With Mulholland and Segelstein now in place (and based in New York), Tinker said he hopes to be spending more time on the West Coast, where he makes his home. Tinker said he has been averaging only about "one day in five" in Burbank since taking over the NBC chairmanship and now hopes a more even split between coasts will be the routine by the first of the year.

Fred Paxton, president of WPSD-TV Paducah, Ky., and chairman of the NBC-TV affiliates board, said he is "very much impressed" with the three-man top management team and expects a "healthy interchange" among them. "I believe it will work," he added. He also praised Salant.

Particularly heartening to Paxton were Tinker's words on management stability. Paxton said he's "glad it won't be disrupted" because that "slows momentum."

Fred Silverman, NBC's former president and chief executive officer, had been criticized in and out of the corporation for lack of executive stability there. Earlier this summer when Tinker was named to replace him, an NBC official estimated that some 80 executives (vice presidents or higher) out of about 150 over-all had been fired or allowed to leave during Silverman's tenure.

## Time to buy all or half of USA Network

**It sets up joint venture with Paramount for cable network; if motion picture firm backs out, Time will own 100%**

Time Inc. has agreed to purchase UA-Columbia Cablevision's half interest in the USA Network for \$15 million and operate the advertiser-supported cable network in a joint venture with Paramount Pictures Corp.

The partnership is contingent upon Paramount's takeover of Madison Square Garden Productions Inc.'s half interest in the network. According to a Paramount spokesman, a decision on whether to acquire the half share will not be made for two or three weeks.

If Paramount eventually decides not to acquire the MSG interest, the joint venture agreement will be nullified and Time will buy it and become sole owner of the network.

The decision to acquire or not to acquire the MSG interest is an intra-corporate one. Paramount and MSG are both subsidiaries of Gulf + Western Industries Inc.

Indications last week were that Paramount would go ahead with the acquisition and the joint venture.

A spokesman for Paramount said that "everybody is excited" about the prospects of the joint venture, but that Paramount is still unsure about "what role it should play" and is still evaluating the situation.

Thayer Bigelow, assistant to Time Video Group head Gerald Levin, said: "We expect to do it. We want to do it, but we haven't finally decided to do it."

If the venture between Paramount and Time materializes, it will mark one of the stranger pairings the joint-venture trend of the cable industry has seen—as a member of the ill-starred Premiere pay television consortium of movie producers, Paramount was a vociferous critic of Time's pay venture, HBO.

Time, which is the parent of Home Box Office Inc., the pre-eminent pay cable company, eyes the USA Network to cash in on the industry's increasing advertising revenues. Aside from the sale of local advertising by its individual cable systems, Bigelow said, Time's Video Group "isn't doing anything that is generating advertising dollars. We think it's important that we begin to do that." The television advertising market, he said, is huge—\$12 billion a year.

If Paramount becomes a joint venturer, it will bring to the network its tremendous film library as well as its prodigious production capabilities. *Business Week* lists Paramount's \$300-million library as one of the nation's eighth largest, even though the company sold all its pre-1948 films to Metro-Goldwyn-Mayer during the 1950's.

The company produced a number of re-

cent box-office hits and now has one hour and seven half-hour programs in productions for the major television networks.

Regardless of whether the new boss is Time or the joint venture, spokesman for the USA Network said that there will be no immediate shakeup of the network's management. Kay Koplovitz will continue as president, reporting to the board of directors. "We think they have a very fine staff," Bigelow said. "We don't think there are any changes needed."

Robert Rosencrans, president of UA-Columbia Cablevision, the nation's ninth largest MSO, said simply that UA-Columbia no longer wanted to be in the cable programming business. Keeping the USA Network competitive would have required "significant" capital investments that UA-Columbia did not want to make, he said. With the presence of ABC, Westinghouse and CBS, he said, the business is becoming one of "very large companies."

"We felt we would be better off applying our resources to the cable [operation]. That's where we are strong and that's where we want to put our funds," Rosencrans said.

Rogers Cablesystems Inc., the large Canadian MSO, has formed a joint venture with UA-Columbia's largest stockholder, United Artists Theater Circuit, to acquire UA-Columbia later this year. Rosencrans said Rogers, which will have control of the company, is, like UA-Columbia, principally a cable operator with little interest in programming.

Looking back on the network's four-year history—a long one for the business, Rosencrans said he is proud of what the network has accomplished. "We developed it from scratch and were the first proprietary basic cable network," he said. Cable News Network, Entertainment and Sports Programming Network and others have "followed our lead," he said, and the collective result has been "very beneficial to the cable industry."

The USA Network delivers a variety of programming to some 8 million cable subscribers nationwide via its transponder on Satcom. The programming schedule includes professional and collegiate sports, documentaries, feature shows and children's shows. The transponder is shared with the Cable Satellite Public Affairs Network (C-SPAN), Black Entertainment TV and the English Channel.

Of the ownership changes, Koplovitz said they will "accelerate our programming plans" without changing the direction of the USA Network. It will continue to be a variety channel, she said.

Since C-SPAN is looking for its own transponder time, the new owners may soon be able to help in the development of programming to fill the morning and afternoon hours vacated by C-SPAN. "We will have to wait until we talk with our joint venturer before we decide what to do with those daypart hours," Bigelow said. And, he added, the present management "has some pretty good ideas about what to do with them."

(Jana Dabrowski of C-SPAN said the network hopes to move to another transponder on Satcom III-R, the new Cable Net One, when it becomes operational in January 1982. The USA Network has told C-SPAN it has until Aug. 31, 1982, to find another home, but Dabrowski said it would "love to have us off today, to be perfectly honest.")

The USA Network spokesman said offers to buy the network were also submitted by ABC, CBS and other publishers besides Time.

The network, according to Bigelow, produces over \$10 million in revenues annually and is just about breaking even. "It really wasn't showing a profit," he said, "but it wasn't really losing a lot of money."

Bigelow said that Time will be ready to close on its deal with UA-Columbia during the first part of October.

## Broadcasting stocks dip

**Last two weeks bring paper loss of over \$300 million to top 10 industry firms**

The country's top broadcasters were looking some \$335.3 million poorer as the stock market went through its continuing slide during the last two weeks. That calculation is based on the market performance of the 10 top broadcasters on BROADCASTING's "Stock Index"—ABC, CBS, Capital Cities, Cox Broadcasting, LIN, Metromedia, Scripps-Howard, Storer Broadcasting, Taft Broadcasting and United Television (which was recently spun off from 20th Century-Fox).

For a group of companies that had closed the week ended Aug. 14 with a net worth of \$6.2 billion, the drop in capitalization based on the market prices of shares last Thursday was a paper loss of some 5.36%, actually somewhat better

than the performance of Standard & Poor's 400, which declined 6.85% in the same period.

There are, of course, different ways to look at the broadcasters' declines (none advanced over the two weeks). In absolute dollar amounts, Cox led the list, with the value of its stock sliding \$100 million; Capcities came in second, with \$66 million trimmed from its capitalization, and Storer was a close third, down \$64 million.

More significantly, on a percentage basis UTV was the front runner (or faller), off 13% in the fortnight, followed by Storer, with a 11.6% decline. Capcities shares, percentage-wise, declined 6.7%, just about pacing the market, while Cox's fall translated into a 9.9% slide.

The market's downturn has done the least damage to Taft, which was off just 1%. Fairly untroubled was Scripps-Howard, closing last Thursday in the over-



the-counter market at \$80 bid, down 1.8%. The two networks on the list, CBS and ABC, were respectively off 3% and 2.9%. Metromedia showed similar performance, down 3.4%; LIN shares fell 8.6%.

Analysts tracking the declines don't see any evidence of market concern for the broad fundamentals of the broadcast industry. Rather, what's noted is retrenchment in the values of some company's shares that had advanced ahead of the pack. Those that fell the least, Taft among the group broadcasters, and ABC on the network side, were those that had not been stellar performers of late, and some, perhaps, were underpriced. (And CBS, in the week or so before this tally, had already experienced significant realignment, dropping about \$4 per share, reflecting some analysts' concern about the fourth-quarter scatter market's potential for the company's earnings outlook.)

## Chronicle protests NBC attempt to eliminate PTAR

The Chronicle Broadcasting Co. made it clear last week it does not welcome NBC's attempt to piggyback on—and expand—Chronicle's petition to the FCC to eliminate the off-network provision of the prime-time access rule. Chronicle last week asked the commission to reject NBC's proposal to enlarge the proceeding to consider repeal of the entire rule (BROADCASTING, Aug. 17).

Chronicle, whose KRON-TV San Francisco is an NBC affiliate, thus becomes the first party formally to oppose the NBC proposal to recover up to one hour of prime time for the networks; NBC's aim, it indicated, is to expand its half hour of early evening news to one hour. But Chronicle's comments reflect the sharp divergence of interests between affiliates and their networks that NBC's petition is bringing to the surface.

Chronicle's petition was aimed solely at removal of that portion of the rule that prevents affiliates from carrying off-network programs in access time, 7-8 p.m. NYT. The commission, Chronicle said last week, should "reject NBC's attempt to turn the . . . proceeding into a general inquiry concerning PTAR or as a vehicle to further other of NBC's own corporate interests."

In Chronicle's view, the off-network provision "is by far the most onerous and constitutionally unsupportable provision of the PTAR—indeed, one which can claim virtually no present justification—and, thus, may be easily excised from the rule without doing damage to the commission's original intent in promulgating the rule." The provision, Chronicle said, does not further the goal of "correcting" network dominance.

Chronicle also made it clear it opposes

**Policing itself.** Pay-programmer Showtime Entertainment has hired a vice president, program standards—creating a job that is veteran to network broadcasting but perhaps a first for cable programing services. Named to the new Showtime position last week was Jim Van de Velde, Teleprompter Corp.'s director of programing, who will be responsible for "evaluating program policy and the suitability of program material." Showtime President Mike Weinblatt said he knows of no other program-standards post at any other national cable programing service.

"As we keep increasing elements [in the Showtime programing mix]," Weinblatt said, "we've got to be responsible about it." He added, however, that "I'm not looking to operate under the exact standards of broadcasting."

Weinblatt denied that the job creation was in any way related to pressure groups seeking to "clean-up" programing (see page 40). It is a "reaction to responsible programing," Weinblatt said.

Home Box Office, a competitor to Showtime and the largest pay TV service, last week said it has no plans to create such a position. According to a spokesman there, an "ad hoc" group meets occasionally to "review sensitive properties" and "the programers themselves are sensitive."

NBC's additional proposal for a parallel rulemaking aimed at repealing rules barring networks from gaining domestic syndication and financial rights in programing they acquire for exhibition. It said the other rules and provisions of PTAR "may be especially important in light of NBC's avowed purpose: to 'offer,' as NBC euphemistically puts it, a one-hour 'early evening national news program to affiliates.'"

The purpose of its petition, Chronicle said, "was to give individual affiliates—rather than the networks—the maximum freedom to program the access period."

## NAB prepares for meeting with Canada, Mexico

**Executive committee works on positions on daytime broadcasting to be raised at Vancouver meeting; it urges FCC action on AM stereo**

International issues, daytime-only stations and AM stereo took the lead last Monday and Tuesday when the National Association of Broadcasters executive committee held its monthly meeting in Washington. No major actions were taken, but the committee sharpened its focus on an upcoming meeting with the Canadian and Mexican Broadcasters associations in Vancouver, B.C., and reasserted its concern to the FCC that action must be taken soon on AM stereo.

A broader look at the problems of daytime-only stations appears to be in the works as the agenda for the Vancouver meeting, set for Oct. 21-23, shapes up. The executive committee has been planning to meet with Canadian and Mexican broadcasters ever since it did so less than a year ago (BROADCASTING, Dec. 8, 1980) in Williamsburg, Va., and initiated discussion on a number of issues, including

post-sunset operating hours for U.S. daytimers on Canadian clear channels.

NAB had been planning a series of studies aimed at convincing Canadian broadcasters to permit U.S. daytimers to operate a few more hours each day. The Canadian Association of Broadcasters, however, has indicated those studies will produce no significant new information and in phone conversations with NAB staff last week, asked for a different set of studies, including one on skywave interference between the hours of 6 a.m. and sunrise and 6 p.m. and sunset.

John Summers, NAB executive vice president and general manager, plans to meet with representatives of the FCC and National Telecommunications and Information Administration on Tuesday, Sept. 1, to discuss the possibility of those agencies conducting studies looking toward an extension of U.S. daytimers' operating hours. Those studies could answer many of the Canadian broadcasters' concerns. Mexico already permits some U.S. daytimers to broadcast until 6 p.m. on its clear channels.

Other items on the agenda for Vancouver are satellite broadcasting, teletext, tax laws discouraging Canadian advertisers from buying time on U.S. stations, proposals by UNESCO to license foreign journalists and greater involvement by the Canadian and Mexican broadcast associations in the InterAmerican Association of Broadcasters.

Turning its sights to South America, the executive committee directed the NAB engineering staff to complete a booklet on directional antennas to be published in Spanish in time for distribution at a meeting to be held Sept. 21 in Mexico City on the use of directional antennas. NAB anticipates spending \$10,000 to publish that booklet.

The executive committee approved a letter sent to the FCC last Wednesday by Erwin Krasnow, NAB general counsel, urging the FCC to give "highest priority" to completing its proceeding on AM stereo. "NAB's most recent survey of station revenues and profits (for 1980) documents the fact that AM radio is lagging

behind FM," said Krasnow, who also cited results from a recent listeners survey presented at NAB's Radio Programming Conference (BROADCASTING, Aug. 24).

As expected, the executive committee canceled the meeting NAB's joint board of directors had tentatively planned to hold this month. It set Oct. 18 for a Capitol Hill reception for Edward O. Fritts, NAB's new joint board chairman.

## Changes abound in Arbitron rankings

**In latest market-by-market list of TV homes, top 13 remain the same, but after that there's much switching; four ADI's no longer measured separately**

Arbitron Television's new market-by-market estimates of TV homes, released last week, result in extensive changes in market rankings, some large and some small, throughout the 211 areas of dominant influence, or ADI's ("Closed Circuit," Aug. 24).

The new estimates, developed from total-homes estimates provided by Market Statistics Inc. and based on 1980 census data, are projected to Jan. 1, 1982, and will be used by Arbitron in its local audience measurements starting in October. They replace estimates made as of Jan. 1 of this year and used in Arbitron's May and July sweeps (BROADCASTING, June 15).

The new estimates total 81,486,300 U.S. TV homes, 2.9% more than those used in May and July.

Four ADI's that were in the earlier list are missing from the new one. Anchorage, which had ranked 170th, is no longer being measured by Arbitron. Charlottesville, Va., which had been 198th, is now part of the Richmond, Va., ADI (56th). Dubuque, Iowa, which was 200th, becomes part of Cedar Rapids/Waterloo (77th). And Flagstaff, Ariz., which was 209th, becomes part of the Phoenix ADI (25th). One new ADI emerges this year—Sarasota, Fla., which had previously been included in the Tampa-St. Petersburg market.

Rankings of the top 13 markets remain unchanged from the earlier estimates, but four others in the top 20 do change, two by two positions, two by one position. In the 21-30 ADI group there are six changes. Between 31 and 40 there are four, and between 41 and 50 there are six. In each group of 10 ADI's from that point on, changes predominate (see table).

A.C. Nielsen Co. is currently developing its new market-by-market estimates, which officials said will be ready shortly after Sept. 1.

In the following table, "old" rank is from the estimates used for the May and July sweeps. The "new" rank and estimates are those to be used beginning in October.

New rank	Old rank	Market	New TV Households	New rank	Old rank	Market	New TV Households
1	1	New York	6,410,900	70	71	Albuquerque, N.M.	333,500
2	2	Los Angeles	4,140,000	71	70	Rochester, N.Y.	329,900
3	3	Chicago	2,968,100	72	76	Portland-Poland Spring, Me.	322,300
4	4	Philadelphia	2,385,800	73	72	Davenport, Iowa-Rock Is.-Moline, Ill.	322,000
5	5	San Francisco	1,959,000				
6	6	Boston	1,878,600	74	74	Paducah, Ky.-Cape Girardeau, Mo. Harrisburg, Ill.	320,900
7	7	Detroit	1,661,400				
8	8	Washington	1,465,800	75	73	Spokane, Wash.	320,300
9	9	Cleveland	1,394,800	76	75	Springfield-Decatur-Champaign, Ill.	314,000
10	10	Dallas-Ft. Worth	1,360,800	77	79	Cedar Rapids-Waterloo, Iowa	313,500
				78	82	Bristol-Kingsport-Johnson City, Tenn.	286,000
11	11	Houston	1,276,400	79	83	Lexington, Ky.	285,700
12	12	Pittsburgh	1,224,900	80	77	Chattanooga, Tenn.	280,300
13	13	Miami	1,106,200				
14	16	Minneapolis-St. Paul	1,094,200	81	81	South Bend-Elkhart, Ind.	277,200
15	15	Seattle-Tacoma	1,087,000	82	85	Springfield, Mo.	274,900
16	14	Atlanta	1,085,800	83	78	Johnstown-Altoona, Pa.	274,400
17	18	St. Louis	1,024,300	84	80	Jackson, Miss.	271,300
18	17	Tampa-St. Petersburg	937,800	85	88	Tucson, Ariz.	255,600
19	19	Denver	874,900	86	84	Lincoln-Hastings-Kearney, Neb.	247,700
20	20	Baltimore	862,900	87	96	Columbia, S.C.	242,100
				88	90	Evansville, Ind.	240,900
21	21	Sacramento-Stockton, Calif.	811,400	89	94	Baton Rouge, La.	240,300
22	22	Indianapolis	796,700	90	89	Huntsville-Decatur-Florence, Ala.	239,500
23	23	Portland, Ore.	788,300				
24	28	Hartford-New Haven, Conn.	785,000	91	91	Youngstown, Ohio	233,300
25	24	Phoenix	731,000	92	86	Austin, Tex.	229,300
26	27	Cincinnati	702,800	93	92	Springfield, Mass.	227,000
27	29	Kansas City, Mo.	696,700	94	97	Ft. Wayne, Ind.	219,400
27	25	San Diego	696,700	95	87	Peoria, Ill.	218,600
29	26	Milwaukee	678,700	96	93	Lansing, Mich.	213,900
30	30	Nashville	655,700	97	98	Sioux Falls-Mitchell, S.D.	209,400
				98	104	Fargo, N.D.	209,300
31	31	Buffalo, N.Y.	608,000	98	95	Waco-Temple, Tex.	209,300
32	32	Charlotte, N.C.	606,400	100	100	Burlington, Vt.-Plattsburgh, N.Y.	207,700
33	34	Orlando-Daytona Beach, Fla.	597,500				
34	37	New Orleans	588,400	101	99	Greenville-New Bern-Washington, N.C.	203,300
35	35	Columbus, Ohio	580,600	102	101	Colorado Springs-Pueblo	197,900
36	36	Memphis	570,200	103	111	Savannah, Ga.	192,500
37	39	Grand Rapids-Kalamazoo-Battle Creek, Mich.	565,900	104	103	Madison, Wis.	190,800
38	38	Greenville-Spartanburg, S.C.-Asheville, N.C.	551,000	105	107	Las Vegas	190,200
39	33	Providence, R.I.-New Bedford, Mass.	548,900	106	102	El Paso, Tex.	187,200
				107	105	Augusta, Ga.	187,100
40	40	Raleigh-Durham, N.C.	548,400	108	106	Rockford, Ill.	185,600
41	41	Oklahoma City	533,100	109	109	Columbus, Ga.	183,300
42	42	Louisville, Ky.	524,000	110	114	Monroe, La.-El Dorado, Ark.	179,300
43	43	Charleston-Huntington, W.Va.	521,600				
44	44	Salt Lake City	513,100	111	113	Charleston, S.C.	178,900
45	50	San Antonio, Tex.	491,900	112	108	Salinas-Monterey, Calif.	178,500
46	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	485,900	113	120	Lafayette, La.	178,000
47	48	Birmingham, Ala.	480,700	114	112	Amarillo, Tex.	174,600
48	49	Dayton, Ohio	472,500	115	110	Duluth, Minn.-Superior, Wis.	173,400
49	46	Wilkes Barre-Scranton, Pa.	461,900				
50	52	Albany-Schenectady-Troy, N.Y.	457,400	116	115	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	170,100
				117	117	Joplin, Mo.-Pittsburg, Kan.	168,900
51	51	Greensboro-Winston Salem-High Point, N.C.	451,700	118	117	Wheeling-Steubenville, W. Va.	166,500
52	45	Harrisburg-York-Lancaster-Lebanon, Pa.	445,500	119	123	Montgomery, Ala.	165,700
53	54	Flint-Saginaw-Bay City, Mich.	442,400	120	128	Eugene, Ore.	163,500
54	53	Little Rock, Ark.	440,400	121	124	Yakima, Wash.	163,300
55	56	Shreveport, La.-Texarkana, Tex.	429,700	122	122	Ft. Myers-Naples, Fla.	161,700
56	59	Richmond, Va.	428,300	123	116	Terre Haute, Ind.	161,200
57	57	Tulsa, Okla.	422,900	124	119	Beaumont-Port Arthur, Tex.	160,300
58	58	Wichita-Hutchinson, Kan.	408,400	125	120	Wichita Falls-Lawton, Tex.	157,900
59	55	Toledo, Ohio	401,200	126	130	Wilmington, Del.	157,000
60	60	Knoxville, Tenn.	395,700	127	126	La Crosse-Eau Claire, Wis.	156,500
				128	134	Tallahassee, Fla.	156,000
61	61	Mobile, Ala.-Pensacola, Fla.	387,500	129	132	McAllen-Brownsville, Tex.	154,700
62	63	Jacksonville, Fla.	369,100	130	131	Corpus Christi, Tex.	154,200
63	65	Des Moines, Iowa	359,600				
64	67	Fresno, Calif.	358,900	131	125	Sioux City, Iowa	152,800
65	62	Roanoke-Lynchburg, Va.	352,200	132	127	Wausau-Rhineland, Wis.	151,200
66	66	Syracuse, N.Y.	350,500	133	129	Binghamton, N.Y.	147,500
67	69	West Palm Beach, Fla.	349,000	134	137	Traverse City-Cadillac, Mich.	146,600
68	64	Green Bay, Wis.	347,800	135	135	Reno	146,000
69	68	Omaha	336,800	136	142	Bluefield-Beckley-Oak Hill, W. Va.	145,800
				137	136	Erie, Pa.	145,400

New rank	Old rank	Market	New TV Households
138	138	Lubbock, Tex.	145,100
139	140	Macon, Ga.	144,300
140	141	Boise, Idaho	141,500
141	149	Topeka, Kan.	139,600
142	138	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,500
143	144	Columbus-Tupelo, Miss.	138,400
144	142	Chico-Redding, Calif.	131,400
145	145	Minot-Bismarck-Dickinson, N.D.	131,300
146	146	Quincy-Hannibal, Mo.	128,500
147	132	Columbia-Jefferson City, Mo.	124,700
148	148	Odessa-Midland, Tex.	124,300
149	147	Ft. Smith, Ark.	120,700
150	151	Bakersfield, Calif.	120,300
151	154	Bangor, Me.	119,300
152	155	Medford, Ore.	115,800
153	152	Missoula-Butte, Mont.	112,200
154	153	Abilene-Sweetwater, Tex.	111,500
155	150	Albany, Ga.	109,100
156	156	Utica, N.Y.	100,700
157	160	Florence, S.C.	98,800
158	—	Sarasota	95,000
159	158	Idaho Falls-Pocatello	93,300
160	157	Tyler, Tex.	92,000
161	166	Rapid City, S.D.	87,600
162	161	Laurel-Hattiesburg, Miss.	83,000
163	159	Elmira, N.Y.	82,000
164	169	Alexandria, La.	81,800
165	165	Panama City, Fla.	80,400
166	164	Alexandria, Minn.	79,300
167	162	Salisbury, Md.	79,200
168	174	Billings-Hardin, Mont.	75,800
169	163	Clarksburg-Weston, W. Va.	75,500
170	168	Dothan, Ala.	74,600
171	167	Watertown-Carthage, N.Y.	74,500
172	173	Lake Charles, La.	71,600
173	176	Gainesville, Fla.	70,300
174	175	Ardmore-Ada, Okla.	69,100
175	181	Greenwood-Greenville, Miss.	66,600
176	172	Jonesboro, Ark.	66,000
177	177	Great Falls, Mont.	63,900
178	178	El Centro-Yuma, Ariz.	58,000
179	180	Biloxi-Gulfport-Pascagoula, Miss.	57,400
180	183	Eureka, Calif.	54,900
181	181	Palm Springs, Calif.	54,600
182	171	Meridian, Miss.	54,300
183	184	Casper-Riverton, Wyo.	53,000
184	182	Marquette, Mich.	52,400
185	187	Roswell, N.M.	52,300
186	186	Grand Junction, Colo.	49,900
187	179	Cheyenne, Wyo.	49,500
188	188	Tuscaloosa, Ala.	48,700
189	185	St. Joseph, Mo.	47,600
190	195	Harrisonburg, Va.	46,200
191	189	Jackson, Tenn.	44,000
192	193	Lafayette, Ind.	41,200
193	199	Bowling Green, Ky.	40,800
194	190	Anniston, Ala.	40,700
195	192	Lima, Ohio	39,400
196	194	Mankato, Minn.	37,400
197	197	San Angelo, Tex.	34,900
198	196	Parkersburg, W. Va.	34,500
199	204	Ottumwa, Iowa-Kirksville, Mo.	30,400
200	203	Twin Falls, Idaho	30,300
201	200	Zanesville, Ohio	30,000
202	205	Presque Isle, Me.	29,100
203	202	Laredo, Tex.	28,900
204	206	Farmington, N.M.	26,000
205	211	Selma, Ala.	25,500
206	207	Bend, Ore.	24,000
206	208	Victoria, Tex.	24,000
208	212	Helena, Mont.	16,700
209	210	North Platte, Neb.	15,800
210	213	Alpena, Mich.	15,100
211	214	Miles City-Glendive, Mont.	10,800

## U.S.-Cuba hold AM interference discussions

**Talks in Washington seem to be proceeding in 'friendly' manner; U.S. team upset over 'Times' article on proposed station to broadcast to Cuba**

U.S. and Cuban officials met at the State Department last week in delicate and difficult talks involving problems of mutual AM interference. The talks, which began on Monday and ended on Friday, were described by U.S. officials as encouraging, and as being carried on in a "friendly" atmosphere. But a *New York Times* report on Thursday that the U.S. is considering the establishment of a radio station to broadcast to Cuba about its internal developments for a time had members of the U.S. team in the talks worried.

The talks were the second between the two countries as they prepared for the western hemisphere conference to begin in Rio de Janeiro in November on developing a regional plan for use of the AM band. Cuba poses a particular problem for the U.S. because it proposes to establish 188 new AM stations, many of them of high power, and many apt to cause interference to U.S. stations.

The initial bilateral talks, in Havana, in April, provided the Americans who participated no grounds for optimism. Proposals that the Cubans lower power and employ directional antennas were received coolly. The Cubans contended that the "only" solution to the interference problem was adoption of the proposal to reduce AM channel spacing from 10 khz to 9 khz and thus open up 12 new channels (BROADCASTING, April 13). Increasing the pressure on the Americans as the date for the new talks approached was the fact that the U.S. has now turned its back on the 9 khz proposal.

Nevertheless, the talks last week were said to have gotten off to a good start. The opening statements, by Kalmann Schaefer, who is assistant to FCC Chairman Mark Fowler for international communications and who will lead the U.S. delegation to Rio, and Manuel Yepe, who headed the Cuban team, set what was described as a cordial tone. Schaefer on Thursday said "both delegations have been receptive and forthcoming in identifying viable technical options for resolving or minimizing mutual interference problems."

Thus, the Cubans have complaints about interference as do the Americans. Although officials declined during the talks to discuss the contents in any detail, it was understood the Americans were continuing to suggest that lower-power, directional antennas and realignment of stations are among the answers to how Cuban stations could cover the island

without interfering with stations in the U.S. and elsewhere in the hemisphere. One of the Americans involved said proposals "go far beyond those." He also indicated that suggestions offered by the Cubans would mean changes in the service of some U.S. stations. "To what extent U.S. stations will be affected [to deal with interference to Cuban stations] will be set out later," he said.

No decisions were made during the talks. But, Schaefer said, "to agree on options [for resolving incompatibilities], you need a common technical language. We're developing that language." A member of the U.S. team agreed: "Both sides have a desire to improve the situation, and progress is being made. We'll take this a step at a time." A press release to be issued today (Monday) simply described the talks as "constructive and in many ways encouraging."

But clouding the generally sunny attitude was the story in the *Times*, attributed to Reagan administration "officials," regarding the consideration allegedly being given to the creation of "a separate agency for broadcasts to Cuba about internal developments and other news being censored in the Cuban press." The story even reported a possible name for the station—"Radio Broadcasting to Cuba." (Senator Jesse Helms [R-N.C.], who is chairman of the Senate Foreign Relations subcommittee on the western hemisphere, introduced legislation in June to designate all Voice of America broadcasts to Cuba "Radio Free Cuba.")

The leaking of the story during the week in which the talks with the Cubans were under way (it appeared on a day when the talks were in recess) dismayed and shocked the Americans involved. "It sure doesn't help prospects for the discussions," one official said. Even apart from the possible impact on the talks with the Cubans, one State Department official said it was "stupid" to have aired talk of the new enterprise once plans were evidently in a very early and tentative stage. He said the project could be derailed by any of a number of obstacles. "And if you don't do it, you look foolish."

The *Times* said the proposed broadcasts to Cuba would be similar to those of Radio Free Europe to Eastern Europe and Radio Liberty to the Soviet Union, and are "one of the priority projects under study to demonstrate firmness toward Cuban activities in the western hemisphere and elsewhere."

However, the Americans were breathing easier following the final session on Friday. The *Times* story had not been discussed. U.S. officials in the Cuban talks feared word of the project could torpedo efforts to resolve a problem that is of major concern to U.S. broadcasters. They note that Cuba has made clear its annoyance with the current level of VOA broadcasts to the island. VOA's 50 kw station on Marathon Key, in Florida, is frequently mentioned by the Cubans when Americans express concern about Cuba's plans to put two 500 kw stations on the air.



**In command.** The reins of authority were passed last Tuesday, as outgoing CTAM President Ernie Olson of Metrovision (l) relinquished the organization's top spot to this year's newly elected president, Jerry Maglio, president of Rainbow Programming Services Inc.

## CTAM in Boston: Building for tomorrow

*It was billed as a "learning experience" for the 860 people who overflowed the CTAM '81 conference of the Cable Television Administrative and Marketing Society last week in Boston. The crowd gathered at the Copley Plaza looking, to borrow the words of conference chairman Gail Sermersheim (vice president, Home Box Office), to "build from the knowledge of today" in trying to solve the increasingly complex management and marketing problems facing cable, and in trying to build the additional sources of revenue the industry knows it will need for the future. And it wasn't simply four days of dry and dusty academics—Ted Turner generated all the electricity of an old time revival meeting at his Monday press conference (see page 31). Selling was officially verboten, but then, how can true marketers be stopped from selling? More than one hospitality suite with tapes of a programmer's wares were evident amid the Copley's low-keyed elegance. Pat answers were in short supply in Boston. Many of the sessions made it clear that there are broad disagreements over the best ways to handle some of cable's problems—but it seems equally clear that many of those leaving Boston last week went away with a surer sense of just what some of cable's questions are.*

# Don't oversell, cable industry is cautioned

**CTAM keynoter Bell warns of promising too much and then not being able to deliver**

"The cable industry might do well to hold back on the gee-whiz" attitude prevalent in some quarters. That was the message the industry received from the keynote speaker at CTAM '81—Dr. Daniel Bell, Harvard's Henry Ford II Professor of Social Science. The future of the cable industry "may not be as easy, or as extensive" as predicted by a number of futurists, Bell suggested, and he cautioned the industry against "the seduction of gadgetry," something he said has in the past been reflected in optimistic predictions of widespread consumer use of such technologies as facsimile machines and picturephones.

Bell cited three "decisive variables" that he said govern the "rate of diffusion" of any social change—cost, convenience and continuity of use. Looking at cable, he asserted that "a large number of unreal expectations about cable are being made today." In Boston's recent franchise award, Bell said, cable is seen as a unifying force for the city. That's an unreal expectation, he said. "More and more, cable breaks down" whatever unity is in a society. In contrast, he said, are broadcast newscasters like Walter Cronkite who have been a unifying force in the country "as political figures have become discredited."

Other predictions Bell finds unreal are that cable will bring "instant democracy" or that cable will find much in the way of consumer demand for information retrieval services. And public access uses of cable, according to Bell, are "a delusion" that "will attract relatively few persons."

At the same time, cable isn't without its advantages, said Bell. Cable can generate "a sense of kinship," much in the way citizen band radio did among its adherents—it can "knit people together in a more intimate way."

Following Bell's address, which came at the conference's opening session, CTAM heard comment from a three-member panel composed of Gregory Liptak, executive vice president of Times Mirror Cable Television; Jenifer Stewart, senior vice president/research director at Ogilvy & Mather, and Hirotaka Takeuchi, assistant professor of business administration at the Harvard Business School. The panel was moderated by J. Leonard Reinsch, cable consultant. Liptak "respectfully disagreed" with some of Bell's points, saying, "I hope you're not selling the industry short" and citing what he saw as the potential for consumer information services, largely motivated by the scarcity of time to which Bell referred. Liptak included interactive transaction services

among such uses, such as banking and travel arrangements. Takeuchi urged cable operators to "define your product" and develop "a clear sense of strategy"—lest they fall into the mistakes of the railroad and motion picture industries, the one believing it was in the railroad and not the transportation business, the other seeing itself in the business of supplying films to theaters as opposed to the entertainment business.

## CTAM tracks cable

**Concurrent sessions cover advertising, addressability, tier marketing and potential of information services**

In the space of nine hours last Tuesday, there was more to be learned than might possibly be absorbed about any one of four of the hottest topics in the cable industry—advertising, addressability, marketing tiered services (pay and basic), and the generation of revenue from information-based services. It was CTAM's Track Day, the organization's first experiment with a broad array of concurrent panel discussions, a format CTAM hopes to use again in future meetings.

And the "learning experience" CTAM said it was looking for wasn't confined to the one-way flow of information from panel members during Track Day. The extensive questions and comments from those attending the sessions highlighted some of the hottest debates in the industry—among them research in advertising-supported cable services, and the competition between competing pay services.

If attendance at the various sessions is any guide, the interest of the cable industry right now is directed toward advertising and tier marketing—those were the sessions that drew standing-room-only crowds, while addressability and information sessions were sparsely attended.

With Cabletelevision Advertising Bureau President Bob Alter coordinating the advertising track, and moderating three of its sessions, the efforts of local cable operators to sell advertising occupied the two morning sessions. Keith Lucas, regional vice president, Times Mirror;

Jack Clifford, president of Colony Communications; Trudy Miles, central regional marketing manager for Storer Cable, and Merrit Rose, director of advertising with Cox Cable, detailed their experiences. Among topics they stressed were the importance of promoting local-origination channels that carry advertising (trade arrangements with local radio stations received significant attention), pricing structures, providing commercial production for local advertisers and the selling of avails in satellite network programming.

Following lunch, Jordan Rost, Warner Amex Satellite Entertainment's research vice president, moderated the at times spirited session on research, with operators expressing their concerns over the necessity, cost and formatting of research. On the panel, Gabe Samuels, vice president, U.S. media resources and research, J. Walter Thompson (and chairman of the ad hoc committee studying cable research methodology), asked operators and cable programmers to "give us in the advertising industry credit" for recognizing the differences between cable and broadcast television programming and not to worry that advertisers would focus on audience size alone.

In the final advertising track session, various forms of cable networking—both satellite delivered and interconnects—were examined, with an eye to the advertising revenue potential they hold for local systems.

Edward Bennett, Viacom senior vice president, coordinated the tier marketing track, which in its separate sessions looked at multipay offerings in new-build situations, multipay introductions in mature markets, basic tiering, and what kind of follow-up systems must do once they have started multipay efforts.

Among the panelists in the new-build session, Continental Cablevision's director of marketing, Frederick Livingston, described the compensation system, based on step commissions, that his operation uses to motivate his local sales force to pursue the 25% of people in a territory Livingston considers "hard sales" for cable. Once they are sold, however, they will boost pay unit levels and, consequently, revenue unit levels in a system.

The mature market session became the



Opening panel (l-r): Bell, Liptak, Stewart, Takeuchi.

scene of some debate, in part from the floor, of the extent to which systems should be concerned about drop-offs in subscribers to their existing pay service once others are introduced. The discussion at one point prompted Comcast Cable President Chris Derrick to comment from the audience that "I have a problem with the perceived obligation to maintain the foundation service. . . . I want the service that's best for me," in terms of total system revenues.

Basic tiering, the concept of placing basic cable services in some package for which the cable customer would have to pay an added fee, came under scrutiny in

the third meeting of the marketing track. In the final session, the continued promotion efforts that will have to be maintained after a multipay launch were discussed. In that session, Viacom's Bennett, as moderator, noted that other industries such as the packaged goods industry "spend half their advertising dollars against their current customer base."

The "building" of pay services in marketing packages and the merits or demerits of "smudging" the distinctions between pay channels were recurring themes throughout the track.

Sheldon Satin, of Sheldon Satin Associates, New York, coordinated the ad-

dressability track, which in its sessions discussed the choice of addressable converters; the interaction of marketing, tiering and addressability; billing in systems with addressable capability, and the staffing implications of addressability.

The information track, which had been coordinated by Gary Weik, vice president/general manager, Western division of Cox Cable, reviewed the state of information services today and their potential, took a close look at security services, and in its two afternoon sessions, explored two approaches to providing subscribers with program guides—the use of outside suppliers and internal production.

## CTAM '81: WORKSHOPS

### How much pay is too much in the world of tiering?

CTAM '81 moved its attendees into the here and now of cable early Monday morning, with its opening session on "The Tiering Decisions: Strategic and Tactical Issues," coordinated by Cox Cable's vice president of marketing and programming, Arthur Dwyer.

Looking with Dwyer at tiering issues were John Sie, senior vice president of sales marketing for Showtime; Larry Carlson, director of sales, planning and development for Home Box Office; Rupert Walters, executive vice president of marketing and programming, Warner Amex Cable Communications; Martin Lafferty, director of programming for Cox Cable; Douglas Wenger, director of marketing, Storer Cable, and Robert Bedell, vice president of marketing with Home Box Office.

Much of the session was devoted to a detailed analysis by Paul Kagan Associates of pay revenues data for new builds and traditional systems. The figures clearly indicated the revenue advantages of increasing pay opportunities, but it was evident at this session, (and in subsequent ones as well) that there was significant difference of opinion, particularly among pay program providers, over just how many new services should be added in a system, and what level of concern should be devoted to holding down churn for the foundation service that was incumbent on the system.

Carlson of HBO noted that churn rates for the incumbent dramatically rise when two new services are introduced, as op-

posed to one. He asserted that those increases in churn offset the increase in pay revenue per home passed in systems that went to three pay options. (Demonstrating that one set of numbers can yield many results, Sie announced after the session that a separate analysis of the Kagan study showed that when Showtime was the second pay service in systems moving to two pay options, the system performed better than the industry average.)

The tiering issues session further explored the pay programmer's view of multipay packaging, program guides, brand name advertising, affiliate support and research as well as the operator's view of packaging, duplication, selling and retaining customers, program guides, subscriber life and basic tiering.

Bedell of HBO summed up the session by noting the differences of opinion on adding levels of pay and the philosophical differences between basic cable program providers and operators over basic tiering. But he saw consensus on two points—that cable in general has underpriced its pay services, and that operators and providers "must work together on selling the whole package."

### Facing tiering decisions caused by cable rebuilds

Given the competitive pressures at franchise renewal time and the lure of revenues from added services, many of the estimated 70% of all cable systems that offer only 12 channels are devoting increased attention to the questions of rebuilding and increasing channel capacity.

But how many channels to offer? How to tier the service? Whether to use traps, to scramble, or to install one of the types of addressable converters? If converters are used, should everyone get them, or only those subscribers taking added pay services?

CTAM '81 attempted to address that subject in a panel composed of Byron Jarvis, president of Jack Barry Cable; Claude Baggett, manager, advance systems engineering, Cox Cable; James Cavanaugh, vice president, finance, Tribune Co.; Chris Derrick, president of Comcast, and Alex Papagan, director of marketing, Colony Communications. The panelists reviewed how they approached the decisions outlined in what CTAM called a "tiering tree"—a series of subscriber and financial projections based on various alternative methods of rebuilding one classic rural 12-channel system.

Faced with the choices of 24-, 36- or 54-channel rebuilds, all but Derrick opted to go with 36—Derrick said his sense of the rural area forced him to reject system flexibility considerations in favor of return on investment criteria, and that, he said, meant 20 channels.

And as the panel made clear, even among the 36-channel advocates, the various rationales cable managers bring to system operation can greatly influence the rebuild decisions. Jarvis, for example, would look to maximize cash flow, at the minimum investment, his eye toward maximizing system valuation for a possible buyout, where others would look to maximize pay to basic subscriber ratios as a first priority.

### An alignment for the future: cable television and newspapers

Cable operators were urged to form alliances with newspapers in their franchise areas during Monday's trio of luncheon sessions at CTAM '81. Representatives of three different publishers—Leonard Boulton, advertising director of the Florida Publishing Co.; Noble Rather, research director of the Mayfield, Ky., *Messenger*; and Donald Soldwedel, president/publisher of the Yuma, Ariz., *Daily Sun*, provided separate groups of conference attendees with their thoughts on



Tiering decisions (l-r): Dwyer, Sie, Carlson and Warner Amex's Rost.

such relationships and case histories of their own.

"Our product isn't just printed paper," Soldwedel told his audience. "Our product is information," reflecting the kind of thinking Harvard's Professor Hirotaka Takeuchi had urged on cable operators the day before (see page 29). The *Daily Sun's* way of moving that product into the future was to lease four channels on the local UA-Columbia Cablevision system almost three years ago.

Leasing multiple channels was an idea seconded by Rather of the *Messenger*, who suggested one channel isn't enough to realize the potential of newspaper-cable interaction.

Among common notes struck by the newspaper man was the lack of industry-wide communication between cable and newspapers (with the exception, in Soldwedel's view, of lobbying efforts on Senate bill 898). The clear suggestion of the luncheon sessions was that the time is ripe for further growth in this area.

The publishing representatives also indicated that newspapers don't consider themselves ready to produce live studio news broadcasts. For the present they're comfortable with text service. At the same time, the newspapers see themselves as the logical agency to conduct local advertising sales, and Rather went as far as to suggest the newspapers could produce spots to help fill the 30,000 local avails that are currently contained on satellite-delivered basic cable services.

In delineating some "problem areas," Soldwedel noted what he found an unwelcome attitude on the part of some system operators who look at such "marriages" on an experimental basis. Papers cannot make the necessary investments without some guarantee of more stability than a two-to-three-year experiment, he maintained.

And Soldwedel pointed to the potential for conflict over "high rents" for leased channels calculated on per subscriber bases. His suggestion for avoiding that problem is to base payment on a percentage of the leased channels growth; he suggested 20%.

Another potential problem identified during the sessions is the possibility of adverse legal implications in such relationships. But the consensus seemed decidedly upbeat, for combinations that Soldwedel called the marriage of the "most knowledgeable source" in the local market.

### Getting closer to the blue sky with new cable TV services

Monday night computer sports, gambling and shopping via cable, home security services and cable advertising were subjects covered in CTAM '81's exploration of "New Business Frontiers for the '80's."

There are bright prospects ahead for those services, the CTAM conference was told, but at the same time, caution was advised for cable operators looking to them as revenue sources.

Security services have a big future, ac-

ording to James Crocker, executive vice president of Chartcom. He said that as crime rates and the perception of crime rise, security services could become a billion dollar business by 1990. But Crocker also warned that telephone interconnection could take a chunk of that business away from cable. Cable's presumed technological advantage in this area is "nonexistent," he maintained. Marketing and the development of a low-cost security "appliance" (he drew a comparison with smoke alarms) will be critical factors in cable's success in home security, according to Crocker.

Cox Cable's Robert Wright, looking at two-way data services, also cautioned cable operators—this time against making false assumptions about what consumers will want from such services, lest they make the sort of mistake Polaroid did with "Polavision" instant home movies. But on the other hand, he warned them against waiting "for a \$3 box from IBM" before familiarizing themselves with the potential of data services. "Think gambling, think big-ticket shopping, think teletext," Wright told the operators.

Shopping via cable was looked at more closely by John Cooke, senior vice president, Times Mirror Satellite Programing.

Innovation by the cable industry can overcome potential consumer resistance to this new shopping form, Cooke said, and the linking of cable and retailing can be "the foundation of a new industry." Reviewing some considerations that have to be kept in mind, Cooke listed programing and product mix, comparative pricing, order fulfillment and revenue generation.

Robert Alter, president of the Cabletelevision Advertising Bureau, looked at the potential for cable advertising against a background of expanding national advertising expenditures. Instead of making projections, Alter said the cable industry should be setting goals for what it wants from advertising. And Alter pointed out that, of the four revenue sources cable can expect in the '80's—basic subscription fees, tiered services, pay services and advertising—advertising is the one that "doesn't bump up against the discretionary buying power" of consumers.

PlayCable vice president and general manager, Gary Stein, gave the CTAM conference a look at the history and potential of video games, adding the caveat that those looking to provide such services "never be dazzled into believing the consumer will be dazzled by technology for technology's sake."

## Turner on the stump at CTAM

**Cable news pioneer blasts ABC/Group W NewsChannels service; he says his own headline service, CNN 2, will be free to current CNN users, 5 cents per subscriber per month to non-CNN viewers**

"Your battles have been my battles," Ted Turner told the cable industry last week in a familiar display that has come to be known as "pure Turner." And if the ovation he received at the end of his Monday press conference is any indication, not only has "Terrible Ted" won the hearts and minds of most of that industry, but he's not going to be abandoned wholesale by operators looking to pick up the joint-venture cable news network announced by Group W and ABC (BROADCASTING, Aug. 17).



Turner

"Anybody who goes with them goes with a second-rate horse-shit service," Turner told the cable operators attending CTAM '81 in Boston, as he provided some elaboration of his own plans to launch CNN 2, a "headline" 24-hour news service that will compete more directly with the primary Group W/ABC Satellite NewsChannels. Giving his analysis of what he called the "flaws" in NewsChannels, Turner said "their concept of regional news is insane" and that cable has more local news potential than will be served by the "regional" Group W/ABC news providers. (Turner will give each local operator five minutes per half hour for a local insert.) And drawing on several trade reports, Turner alleged that the structure of the Group W/ABC effort is such that "ABC will be holding the news for its seven o'clock news"—"withholding" news from the American viewing public, as Turner expressed it.

Turner also detailed the rate structure for CNN 2—free to all systems that take the original CNN, while those who don't will have to pay five cents per subscriber per month for the second channel alone. The CNN founder also detailed a change in that service's rate structure, where 15 cents and 20 cents per subscriber rates are currently in effect. Any system with over 10,000 subscribers, Turner said, will be able to turn back to CNN the local advertising avails in the CNN feed, and then "CNN will only cost the chiselers in this business five cents (per subscriber)."

Further announcements from Turner were that "commencing immediately" he'll spend \$50 million over the next 12 months to promote CNN, and another \$30

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JEFF L. WALD, Executive Director

million to promote his superstation, WTBS(TV) Atlanta. Following the conference, Turner declined to specify whether those expenditures would come before or after the \$40-million to \$50-million positive cash flow he predicted for CNN next year, or the \$23-million positive cash flow he predicted for WTBS. He had indicated during the session that "a lot" of that advertising would be placed on the Turner Broadcasting services in cross-promotions, and he later suggested he'd have more to say on advertising in the coming weeks. Also promised for the next few weeks was the announcement of a 24-hour CNN radio network and a plan for "the partial use of our footage on a selective basis by broadcasters."

Group W Satellite Communications scheduled its own press briefing following Turner's, giving itself an opportunity to rebut some of his charges. NewsChannels President Bill Scott insisted that any limitations on the use of ABC raw footage, the point on which Turner based his charge of "withholding news," would not stop NewsChannels from "covering the news fast . . . a heck of a lot faster than CNN." And Scott repeatedly referred to the efforts of the NewsChannels partners to guarantee it will be a "quality" news service. Those Group W officials present insisted on remaining silent on the marketing plan that will be implemented for NewsChannels, suggesting that they were waiting for the "major marketing meeting" of the cable industry planned for New Orleans Oct. 4-6, the Cable Software Symposium and Exposition to be sponsored by CTAM and the National Cable Television Association at the Hyatt Regency.

## Sizing up the competition

**CTAM hears representatives from new technologies explain how they will interact with cable**

Competition, cooperation or coexistence? All three views of the future interaction between cable and an assortment of other "new" technologies were voiced at one of the final CTAM '81 sessions last week, en-

titled "The Run for the Money."

George Billings, executive vice president of Comsat, provided a perspective on his company's direct broadcast satellite plans. Peter Kuyper, vice president, ancillary rights division, MGM (and chairman of MGM/CBS Home Video) represented the film and home video industries; Phillip Glasgow, of NCP security, talked on the security services; Mark Foster, president of Microban, spoke about MDS, and SelecTV President George Stein gave his view of the potential of STV.

The panel was grilled by Anthony Hoffman, security analyst with A.G. Becker, and Andrew Goldman, executive vice president, Spanish International Network.

Billings sees no direct competition between DBS technology and cable. Comsat's intention, he said, is to serve rural and other areas that cable would find uneconomical to wire. And he suggested there will be plenty of room for direct cooperation between DBS and cable operators, with Comsat planning to make its three channels of service available for cable carriage.

NCP Security will be in direct competition in the provision of security service in Dallas against Warner Amex, but in other markets Phillip Glasgow sees advantages for both his firm and cable companies in cooperative relationships. Still, he asserted, where cable companies enter into competition with established security firms. "We'll whip the pants off of you."

Microban's Foster at first sounded the noncompetition theme as well, saying MDS would look to fill in uncabled holes in markets, and couldn't directly compete because of the high relative cost for single-channel MDS versus that for up to 30 or more channels on cable.

And George Stein made no bones about spoiling for a fight. "STV isn't going to go away and die" because cable moves into a market, he said, although he conceded STV growth may slow. But, Stein said, STV operators utilize advertising better.

Stein also reminded the cable operators of one other source of competition he thinks they're likely to find in the near future: pay television delivered by low-power television stations. Stein has 15 applications in for LPTV allocations; Foster noted Microban has 136.

## Bottom Line

**Going public.** A.H. Belo Corp., Dallas-based station group owner and publisher, said it has filed notice with Securities & Exchange Commission of intention to go public. But spokesperson said that SEC restrictions would prevent it from issuing prospectus or identifying underwriter of public offering until late September or early October. Belo publishes *Dallas Morning News* and owns WFAA-AM-TV-KZEW(FM) Dallas, KFDM-TV Beaumont, Tex., and WTVC(TV) Chattanooga. Belo is principally owned by families of Joe Dealey, chairman and chief executive officer; Jim Moroney, president and chief operating officer, and Robert Dechard, executive vice president.

**Time split.** Time Inc. stockholders have approved increase in common stock shares from 70 million to 150 million. Two-for-one split of common had been proposed by Time board in mid-June, and will be in form of 100% distribution to common stock holders of record Sept. 1. Distribution is expected about Oct. 1.



# Stock Index

Exchange and Company	Closing Wed. Aug 26	Closing Wed. Aug 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	28 5/8	29 1/8	- 1/2	- 1.71	6	801
N Capital Cities	70	71 3/4	- 1 3/4	- 2.43	13	921
N CBS	50 1/2	51 1/8	- 5/8	- 1.22	7	1,407
N Cox	68 1/4	72 1/4	- 4	- 5.53	19	922
A Gross Telecasting	27	27 1/8	- 1/8	- .46	8	21
O LIN	32 1/4	34 1/4	- 2	- 5.83	11	178
N Metromedia	144 1/2	146 3/4	- 2 1/4	- 1.53	13	646
O Mooney	7 1/4	7 1/2	- 1/4	- 3.33		3
O Scripps-Howard	80	82	- 2	- 2.43	13	206
N Storer	30 1/8	31 3/4	- 1 5/8	- 5.11	19	395
N Taft	30 3/8	30 3/4	- 3/8	- 1.21	11	297
O United Television	6 7/8	7 1/4	- 3/8	- 5.17		82

Exchange and Company	Closing Wed. Aug 26	Closing Wed. Aug 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	22 3/8	24	- 1 5/8	- 6.77	21	74
A Affiliated Pubs.	28 3/8	29 3/4	- 1 3/8	- 4.62	10	146
N American Family	7 1/8	7 1/2	- 3/8	- 5.00	6	88
N John Blair	22 1/2	23 1/2	- 1	- 4.25	8	83
B Charter Co.	9 7/8	10 1/2	- 5/8	- 5.95		270
N Chris-Craft	32 3/8	33	- 5/8	- 1.89	10	102
N Coca-Cola New York	10 1/4	10 1/8	+ 1/8	+ 1.23	14	180
N Cowles	29 1/4	31 3/4	- 2 1/2	- 7.87	19	116
N Dun & Bradstreet	66	68 1/8	- 2 1/8	- 3.11	17	1,841
N Fairchild Ind.	20 1/8	21 1/2	- 1 3/8	- 6.39	5	229
N Gannett Co.	38 1/2	40	- 1 1/2	- 3.75	13	2,082
N General Tire	25 3/8	26 1/4	- 7/8	- 3.33	8	611
O Gray Commun.	42 1/2	42 1/2			9	20
N Harte-Hanks	34	35	- 1	- 2.85	14	323
O Heritage Commun.	11 3/4	13 3/4	- 2	- 14.54	34	63
N Insilco Corp.	18 7/8	19 3/4	- 7/8	- 4.43	9	203
N Jefferson-Pilot	23 5/8	25 1/4	- 1 5/8	- 6.43	6	517
O Marvin Josephson	13 1/2	13 3/4	- 1/4	- 1.81	6	31
N Knight-Ridder	34 1/2	35	- 1/2	- 1.42	12	1,116
N Lee Enterprises	27 5/8	29 1/4	- 1 5/8	- 5.55	12	197
N Liberty	13 5/8	14 1/2	- 7/8	- 6.03	6	173
N McGraw-Hill	48	48 1/2	- 1/2	- 1.03	13	1,192
A Media General	35 1/4	37 1/4	- 2	- 5.36	9	254
N Meredith	55 3/4	58	- 2 1/4	- 3.87	7	175
O Multimedia	32 1/4	35 1/2	- 3 1/4	- 9.15	15	324
A New York Times Co.	29 5/8	32 1/8	- 2 1/2	- 7.78	9	355
N Outlet Co.	34	35	- 1	- 2.85	15	85
A Post Corp.	24	25 1/4	- 1 1/4	- 4.95	17	43
N Rollins	17 5/8	17 5/8			12	480
N San Juan Racing	20 3/8	20	+ 3/8	+ 1.87	25	51
N Schering-Plough	30 3/4	32 1/4	- 1 1/2	- 4.65	7	1,632
O Stauffer Commun.	45	45			11	45
A Tech Operations	12 1/2	13 1/4	- 3/4	- 5.66	6	13
N Times Mirror Co.	49 1/2	52 3/8	- 2 7/8	- 5.48	12	1,688
O Turner Bcstg.	14 1/2	10	+ 4 1/2	+ 45.00		290
A Washington Post	28 5/8	30 5/8	- 2	- 6.53	12	401
N Wometco	17 5/8	18 3/4	- 1 1/8	- 6.00	10	233

Exchange and Company	Closing Wed. Aug 26	Closing Wed. Aug 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	12 1/8	13	- 7/8	- 6.73	10	36
N American Express	43 1/2	45	- 1 1/2	- 3.33	8	3,101
O Burnup & Sims	14 1/8	15 3/8	- 1 1/4	- 8.13	15	126
O Comcast	24	25 3/4	- 1 3/4	- 6.79	29	92
N General Instrument	35 3/4	37 7/8	- 2 1/8	- 5.61	5	908
O Rogers Cablesystems	7 5/8	8 5/8	- 1	- 11.59	15	144
O Tele-Communications	22 1/4	24 7/8	- 2 5/8	- 10.55	57	530
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	73 1/8	75	- 1 7/8	- 2.50	15	2,058
O Tocom	10 1/4	12 1/2	- 2 1/4	- 18.00		33
O UA-Columbia Cable	81 1/2	87 7/8	- 6 3/8	- 7.25	30	273
O United Cable TV	23	23 7/8	- 7/8	- 3.66	27	225
N Viacom	24 3/4	27 1/2	- 2 3/4	- 10.00	5	220

Exchange and Company	Closing Wed. Aug 26	Closing Wed. Aug 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	2 3/4	2 7/8	- 1/8	- 4.34	3	8
N Columbia Pictures	36	36 1/4	- 1/4	- .68	7	365
N Disney	53 1/4	51 7/8	+ 1 3/8	+ 2.65	13	1,732
O Enterprise Radio	1 1/8	1 1/8				2
N Filmways	7 1/2	7 5/8	- 1/8	- 1.63		47
O Four Star	1 1/4	1 3/4	- 1/2	- 28.57	13	
N Getty Oil Corp.	67 3/4	74 5/8	- 6 7/8	- 9.21	8	5,565
N Gulf + Western	17 1/4	18 1/8	- 7/8	- 4.82	4	1,287
N MCA	44 7/8	48 3/8	- 3 1/2	- 7.23	249	1,054
O Medcom	9 3/4	10 1/2	- 3/4	- 7.14	23	16
N MGM Film	7 7/8	8 7/8	- 1	- 11.26	15	256
O Reeves Commun.	26 3/4	28	- 1 1/4	- 4.46	16	145
O Telepictures	6 7/8	7	- 1/8	- 1.78	31	16
N Transamerica	22 1/4	22 5/8	- 3/8	- 1.65	6	1,454
O Video Corp. of Amer.	9 7/8	9 1/2	+ 3/8	+ 3.94	16	9
N Warner	45 1/4	49 3/8	- 4 1/8	- 8.35	18	2,659
A Wrather	20 1/8	21	- 7/8	- 4.16		46

Exchange and Company	Closing Wed. Aug 26	Closing Wed. Aug 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	36 1/2	38 1/2	- 2	- 5.19	7	91
O Compact Video	17 7/8	19	- 1 1/8	- 5.92	14	53
N Comsat	49 5/8	50 1/2	- 7/8	- 1.73	11	397
N Doyle Dane Bernbach	15	15 1/4	- 1/4	- 1.63	9	18
O Foote Cone & Belding	26 1/2	28 3/4	- 2 1/4	- 7.82	7	72
O Grey Advertising	63	62 3/4	+ 1/4	+ .39	6	38
N Interpublic Group	30 3/4	32 1/4	- 1 1/2	- 4.65	7	137
N JWT Group	31	31 3/4	- 3/4	- 2.36	7	94
O MCI Communications	21 3/4	23 1/2	- 1 3/4	- 7.44	121	796
A Movielab	4 3/8	4 3/8			5	7
A MPO Videotronics	5 5/8	5 1/2	+ 1/8	+ 2.27	19	3
O A.C. Nielsen	37 7/8	40 3/8	- 2 1/2	- 6.19	16	425
O Ogilvy & Mather	28 1/4	31	- 2 3/4	- 8.87	8	117
O Telemation	2 3/8	2 3/8			14	2
O TPC Communications	3 7/8	4 1/4	- 3/8	- 8.82		3
N Western Union	23 5/8	24 3/8	- 3/4	- 3.07	13	358

Exchange and Company	Closing Wed. Aug 26	Closing Wed. Aug 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	15	15 3/4	- 3/4	- 4.76	13	116
A Cetec	5	5 1/8	- 1/8	- 2.43	7	10
O Chyron	16 1/4	17 3/4	- 1 1/2	- 8.45	27	20
A Cohu	7	7 1/4	- 1/4	- 3.44	8	11
N Conrac	23 1/8	23	+ 1/8	+ .54	17	49
N Eastman Kodak	66 1/8	71 3/4	- 5 5/8	- 7.83	9	10,671
O Elec Missile & Comm.	11 1/4	12 1/4	- 1	- 8.16	54	31
N General Electric	56 3/8	57 1/4	- 7/8	- 1.52	8	12,778
N Harris Corp.	43	43 1/4	- 1/4	- .57	15	1,322
O Microdyne	21 3/4	21	+ 3/4	+ 3.57	26	57
N M/A Com. Inc.	25 1/2	26 1/4	- 3/4	- 2.85	28	851
N 3M	50 1/2	51 1/2	- 1	- 1.94	9	5,881
O Motorola	64	66 7/8	- 2 7/8	- 4.29	11	1,826
O Nippon Electric	88 3/4	94 3/8	- 5 5/8	- 5.96	39	2,914
N N. American Philips	45 7/8	46 3/8	- 1/2	- 1.07	8	552
N Oak Industries	30 5/8	31 1/8	- 1/2	- 1.60	16	333
A Orrox Corp.	11 1/2	12 3/8	- 7/8	- 7.07	41	19
N RCA	21 1/8	20 3/4	+ 3/8	+ 1.80	7	1,583
N Rockwell Intl.	35	37 1/4	- 2 1/4	- 6.04	9	2,625
A RSC Industries	4 3/4	4 7/8	- 1/8	- 2.56	34	11
N Scientific-Atlanta	28 3/8	28	+ 3/8	+ 1.33	35	601
N Sony Corp.	20	20 1/8	- 1/8	- .62	15	4,312
N Tektronix	48 1/8	50 3/8	- 2 1/4	- 4.46	11	878
A Texscan	13 3/4	14 7/8	- 1 1/8	- 7.56	24	40
N Varian Associates	29 1/4	30 3/4	- 1 1/2	- 4.87	14	225
N Westinghouse	28	29	- 1	- 3.44	6	2,378
N Zenith	13 3/8	14 3/8	- 1	- 6.95	10	251

Standard & Poor's 400  
Industrial Average 140.82 146.37 - 5.55

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.

## Choice of Pfister to head CPB well received

Public broadcasting community is impressed by background of current KERA-FM-TV president

The board for the Corporation for Public Broadcasting announced last week that it has unanimously selected Edward Pfister, president and general manager of non-commercial KERA-FM-TV Dallas, to succeed retiring CPB President Robben Fleming.

Pfister, 47, is slated to take over the \$69,000-a-year presidency immediately after CPB's annual board meeting Sept. 16-17, at which he will be formally appointed to the post.

Pfister's appointment apparently couldn't make public broadcasting station representatives happier.

Lawrence Grossman, Public Broadcasting Service president, said he was "delighted" by the appointment. "Ed has



Pfister

spent over 20 years in public broadcasting, including three years at PBS, where he has come to be regarded as a leader in television and radio from both the national and local perspectives. We look forward to working with him as the whole industry meets the challenges of this next decade," he said.

Frank Mankiewicz, president of National Public Radio, seemed equally pleased. "Ed Pfister is a first-rate appointment. For the first time, someone with first-hand knowledge of the system—who knows the consequences of CPB actions—will be in charge," he said.

Pfister will be the first CPB president to have had station experience. Board members agreed that experience was an important factor in his selection, and was apparently a major criterion for the search committee appointed to find candidates for the presidency (BROADCASTING, Aug. 24). Of the three other finalists recommended by the search committee, two had managed public broadcasting stations. (The other finalists were Richard Meyer, general manager of noncommercial KCTS-TV Seattle; Dr. Mary Bitterman, former executive director for the Hawaii Public Broadcasting Authority, and Luis Nogales, former president of Golden West Broadcasters' subscription television division.)

Observers say the selection of a station manager—and one with experience in both radio and television—could do much to ease what has been an almost constant friction among CPB, NPR, PBS, the National Association of Public Television Stations and independent producers.

And if Pfister has his way, those observers won't be disappointed.

Pfister told BROADCASTING his highest priorities would be to "harmonize the parts of this institution" and to "try to raise the awareness of the American people about public broadcasting."

Pfister said he thought his first goal was important because the public broadcasting community "can work more effectively when it is together than when it is separated." He said his second goal was important because the American people have "spent millions of dollars on this business, and I don't think they ought to be permitted to discard it, to disenfranchise it, or to diminish its value without fully knowing what it is they have in their hands.

"I think that's got to be done if this institution is going to prosper; if we don't do it, we're going to lose the very important ground we've gained in the last few years," he added.

Even though CPB's discretion has been cut back in its new authorizing legislation, Pfister said he accepted the job because he sincerely believes "the need for noncommercial programming is as deep and as real as it has ever been."

"I think public broadcasting is a singular institution, I really do. I've given my whole life to it. I think that it has enriched this society, and I think it's in a position to enrich this society even more," he said.

Pfister, who has worked as a newspaper reporter and school teacher, first entered public broadcasting in 1960 as a writer and public relations man for the National Educational Television and Radio Center in New York. From 1965 to 1968, he was director of information services at the National Instructional Television Center, Bloomington, Ind., and was assistant to the executive director there from 1968 to 1970. After that, Pfister became director of public relations for the National Association of Educational Broadcasters, and from 1973 to 1975 he was executive assistant to former PBS chairman Ralph Rogers. He has been at KERA-FM-TV since 1976.

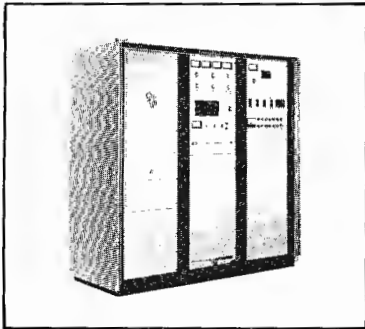
## NRBA heads south

Convention attendance expected to match last year's although air traffic scare, slow economy blamed for lack of growth

It's Miami Beach for the National Radio Broadcasters Association this year. With three weeks left before the opening of its annual convention, set for Sept. 13-16 at the Fontainebleau hotel, NRBA is anticipating an event at least as large as its "Radio Expo," held last year in Los Angeles (BROADCASTING Oct. 13, 1980).

Preregistrants totaled more than 1,700 as of late last week and are coming in at a rate "about on par" with that of last year, according to Abe Voron, NRBA vice president, government relations. Last year's convention drew over 4,300 participants,

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about 2,000 of them full-time registrants. NRBA's 1979 convention in Washington drew about 4,000 participants with 1,880 official registrants (BROADCASTING, Oct. 15, 1979).

The 1,700 preregistered so far this year are full-time conventioners and do not include exhibitor personnel or workshop panelists and VIP's who receive complimentary passes.

Lisa Friede, NRBA vice president, operations, said this may be "the first year we don't grow significantly" as a convention and blamed airline disruptions as a result of the ongoing air traffic controllers strike and a generally slow economy. "People have canceled this year because they're afraid of problems with their flights," she said. Friede also noted that companies planning to exhibit their wares or run hospitality suites are taking fewer people than they usually do and reserving smaller spaces on the exhibit floor.

RCA, which usually takes three exhibit booths and reserved the same for this year, last week canceled two of its booths, keeping only a 10-by-10-foot space to represent its Solid State division. RCA Americom will have a suite at the convention and RCA Broadcast Systems will send representatives.

Last week and the week before, rumors flew that Harris Corp., whose large exhibits are prominent features at most conventions, had canceled entirely this year. Edward Gagnon, product merchandising manager, said Harris evaluated NRBA's convention as it does every event, even though it already has funds budgeted for each, and decided it could not miss this one.

Two other companies who have exhibited at NRBA for at least the last two years, Dolby Labs and Orban Associates, have decided not to do so this year, although Orban will show some products at the booth of one of its dealers, Control Technology. Dolby's Bob Peterson said: "we were treated abominably last year in Los Angeles. Exhibitors were livid." When NRBA asked Dolby to exhibit at its convention this year, the company promised to consider doing so if NRBA sent a list of exhibitors and other information about how this show will be run. "We never received it," said Peterson, "and that was the straw that broke the camels back."

Peterson also said the number of potential customers it finds at NRBA do not make the show worth the cost of exhibiting there. "I don't know why," he said, "but that exhibit hall is extremely quiet."

NRBA expects to have all 150 of its available exhibitors booths reserved by the convention's start. As of last week 74 companies had reserved 108 booths. NRBA charges \$795 for each 10-by-10 booth. It had 96 companies exhibiting at its 1980 convention and 165 in 1979.

Hospitality suites are a problem for NRBA this year because the Fontainebleau has only 60 available. "The hotel was built in the days when they didn't include a lot of spacious suites,"

said Voron. All 60 have been reserved. Other companies have taken suites in the nearby Eden Rock hotel, but many of those will not be used, according to Friede, as official hospitality suites.

NRBA had originally planned to hold this convention at the Diplomat hotel in Hollywood-by-the-Sea, but switched when the Diplomat broke an agreement to allow NRBA exhibitors enough time to set up their displays before the convention's opening (BROADCASTING, April 28).

This year's agenda is similar to that of previous years, with heavy emphasis on management, sales and engineering and an expanding involvement with programming. Kent Burkhart, of Burkhart, Abrams, Michaels, Douglas and Associates, Atlanta, designed all of the programming workshops for the convention this year. They include sessions on each format, to be held Sunday night and Tuesday afternoon, and a critique of off-air tapes by Burkhart, E. Karl of The Research Group, a division of Sunbelt Communications, San Luis Obispo, Calif., and David Klemm, John Blair & Co.

Management sessions include one on how cable and satellite services will change

radio, financing a first acquisition, financing additions to a group and the new FCC. Those on sales include a mini-course on contracting, closing and collecting, videotaped local sales pitch critiqued by experts, and session on personnel.

Politics will not be absent from this year's convention. Delivering the keynote address on Monday morning will be Representative Cecil Heftel (D-Hawaii), whose Heftel Broadcasting owns three AM, four FM and two TV stations. At lunch that same day, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) will address conventioners on radio deregulation.

FCC Chairman Mark S. Fowler will address the convention at lunch on Tuesday. Following him on the podium will be former FCC Commissioner Robert E. Lee, who will receive NRBA's Gabbert Award for outstanding service to the radio industry.

Gordon McLendon, a former station group owner with a reputation for radio innovations, will receive NRBA's Golden Radio Award.

Entertainment will be provided by country singer Ronnie Milsap.

## Changing Hands

PROPOSED

**KNOW(AM) Austin and KCSW(FM) San Marcos, both Texas** □ Sold by Pioneer Broadcasting Inc. to Hicks Communications for \$3 million. **Seller** is principally owned by Wendell Mayes Jr., who owns 77.5% of KCRS(AM)-WWMJ(FM) Midland, 86% of KVIC(AM)-KCWM(FM) Victoria and 32.5% of KSNY-AM-FM Snyder, all Texas. **Buyer** is Dallas-based group of two AM's and two FM's principally owned by R. Steven Hicks and Thomas O. Hicks, brothers. They also bought, subject to FCC approval, KMMM(FM) Muskogee, Okla., for \$1,225,000 (see below). **KNOW** is on 1490 khz with 1 kw day and 250 w night. **KCSW** is on 103.7 mhz with 100 kw and antenna 580 feet above average terrain.

**WXOK(AM) Baton Rouge** □ Sold by Security Broadcasting of Baton Rouge Inc. to Winnfield Life Broadcasting Inc. for \$2,850,000 ("In Brief," Aug. 24). **Seller** is owned by Ed Muniz, Michael O'Keefe and Ben Bridgeman. They own **WAIL(FM)** Slidell, La.; **WNNR(AM)** New Orleans; **KALO-AM-FM** Beaumont, Tex., and **KIEL(AM)-KEZQ(FM)** Jacksonville, Ark. **Buyer** is owned by Ben B. Johnson, Shreveport, La., insurance executive who owns 12.5% of permittee of **KLAX-TV** Alexandria, La., and 50% of applicant for new AM at Shreveport, La. **WXOK** is on 1460 khz with 5 kw day and 1 kw night. **Broker:** *John Mitchell & Associates.*

**KMMM(FM) Muskogee, Okla.** □ Sold by K Triple M Corp. to KMMM Radio Inc. for \$1,225,000. **Seller** is owned by Daniel E. Wolff (70.6%) and mother, Imelda M. Wolff (29.4%), who have no other broad-

cast interests. **Buyer** is subsidiary of Hicks Communications, Dallas-based group of two AM's and two FM's that bought, subject to FCC approval, **KNOW(AM)** Austin for \$3 million (see above). **KMMM** is on 106.9 mhz with 97 kw and antenna 125 feet above average terrain.

**KAGC(AM) Bryan, Tex.** □ Sold by Brazos Media Inc. to The First One Broadcast Group Inc. for \$374,000. **Seller** is owned by Tom E. Spellman and wife, E. Jean, and A. Boyd Kelley and wife, Joan (25% each). Tom Spellman owns 51% of CP for new AM at Winters, and 33.5% of applicant for new AM at Plano, both Texas. Boyd Kelley owns 51% of **KDWT(AM)** Stamford and 30% of **KKDA-AM-FM** Grand Prairie, both Texas. They are also permittee of new AM at Conroe, Tex., and applicant for new FM at Bryan. **Buyer** is owned by John C. Culpepper Jr. (51%), Barry Turner and Michael A. Connor (24.5% each). Culpepper is Bryan real estate developer. Turner is general manager and Connor sales manager at KAGC. Turner is also principal with sellers for new FM at Bryan. **KAGC** is 500 w daytimer on 1510 khz.

**KRXK(AM)-KKQT(FM) (latter a CP) Rexburg, Idaho** □ Sold by Snake River Valley Radio Inc. to Tri County Radio Corp. for \$307,500. **Seller** is owned by Don T. Ellis, who has no other broadcast interests. **Buyer** is owned by Jerry W. Black (66.67%), Robert G. Hauser and Robert G. Norris (33.33%). They own **KSEN(AM)-KZIN(FM)** Shelby, Mont. **KRXK** is on 1230 khz with 1 kw day and 250 w night. **KKQT** is on 98.3 mhz with 3 kw and antenna 290 feet above average terrain.

**KPIN(AM) Casa Grande, Ariz.** □ Sold by

Santa Cruz Valley Communications Systems Inc. to Grande Communications Corp. for \$300,000. **Seller** is owned by James B. Hughes (51%) and Dean Weatherly (49%). Hughes owns KAMQ(AM) Carlsbad, N.M., and KGRO(AM)-KUEA(FM) (latter a CP) Pampa, Tex. **Buyer** is owned by Wycom Corp. (51%), Philip Riske (33.995%), Max S. Young (11%), Chris Fitzrandolph (2.5%), Gordon Pirie (1.5%) and Jo A. Fuhlage (.005%). Wycom Corp. is Pecos, N.M.-based group of two AM's and one FM principally owned by William R. Sims. Others are officers and minority owners of KSAA(FM) Casa Grande. KPIN is 1 kw daytimer on 1260 khz.

**WBVD(AM) Beverly, Mass.** □ Sold by Pauley Enterprises Inc. to Harbor Broadcasting Corp. for \$225,000. **Seller** is principally owned by Robert R. Pauley, one-time president of ABC Radio, and William Minot. Pauley is applicant for new UHF at Manchester, N.H. **Buyer** is subsidiary of United States Broadcasting Corp., owned by Joseph J. Snyder, Phoebe Walker and Rose Boritzer (one-third each). Snyder is sales engineer with Hewlett Packard Corp., Lexington, Mass. Walker is Manhasset, N.Y., real estate broker. Boritzer is director of Bronx, N.Y., nursing home. None have other broadcast interests. WBVD is 500 w daytimer on 1570 khz.

□ Other proposed station sales include: KWHY-TV Los Angeles (BROADCASTING,

June 8); KBLF(AM)-KSNR(FM) Red Bluff, Calif. (BROADCASTING, July 13); WSTL(AM) Emminence, Ky.; WYYY(AM) Kalamazoo, Mich.; WDRU(FM) Drew, Miss.; WXXX(AM) Hattiesburg, Miss.; WBBG(AM)-WWWM(FM) Cleveland, Ohio (BROADCASTING, Aug. 3); WURD(FM) Georgetown, Ohio (BROADCASTING, July 27); KGLC(AM)-KORS(FM) Miami, Okla. (BROADCASTING, Aug. 24); KOPY(AM)-KXMS(FM) Alice, Tex.; WMAD(FM) Sun Prairie, Wis. (BROADCASTING, Aug. 24) (see "For the Record," page 51).

APPROVED

**WFRV-TV Green Bay, Wis.**, and satellite, **WJMN-TV Escanaba, Mich.** □ Sold by Orion Broadcasting Corp. to Midwest Radio-Television Inc. for \$18.7 million. Stations are two of four that must be spun off to meet FCC ownership requirements and clear way for merger of Orion and Cosmos Broadcasting Inc., announced last summer (BROADCASTING, June 16, 1980). Others are WAVE(AM) Louisville, Ky. (BROADCASTING, April 6) and WMT-TV Cedar Rapids, Iowa (see below). Cosmos will absorb rest of Orion stations: WFIE-TV Evansville, Ind.; WMT-AM-FM Cedar Rapids, and WAVE-TV Louisville. Cosmos now owns WSEA-TV Montgomery, Ala., WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo, Ohio, and WIS-AM-TV Columbia, S.C. **Seller**, Orion, is owned principally by estate of George W. Norton. Norton's nephew, T. Ballard Nor-

ton, is president. **Buyer** of WFRV-TV and WJMN-TV is owned by descendants of W.J. and F.E. Murphy families, who published *Minneapolis Tribune* from 1900 to 1940. Tom Doar is president. WFVR-TV is NBC affiliate on channel 5 with 93.3 kw visual, 20 kw aural and antenna 1,192 feet above average terrain. WJMN-TV is on channel 3 with 100 kw visual, 20 kw aural and antenna 1,192 feet above average terrain. Midwest officials said company is looking for more stations to acquire.

**WMT-TV Cedar Rapids, Iowa** □ Sold by Orion Broadcasting Inc. to Guy Gannett Broadcasting Services Inc. for \$13 million. Sale is spin-off from proposed \$110-million Orion-Cosmos Broadcasting Corp. merger (see above). **Buyer** is subsidiary of Guy Gannett Publishing Co., publisher of daily newspapers in Portland, Augusta and Waterville, all Maine. It is controlled by Jean Gannett Hawley (chairman) and family. Its broadcast portfolio includes: WGAN-AM-FM-TV Portland, Me.; WGGB-TV Springfield, Mass.; WINZ-AM-FM Miami; KOFM(FM) Oklahoma City; KSTT(AM) Davenport, Iowa; WXLN(FM) Moline, Ill. WMT-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,450 feet above average terrain.

**WAVE(AM) Louisville, Ky.** □ Sold by Orion Broadcasting to Henson Broadcasting for \$2.75 million. Sale is spin-off from proposed Orion-Cosmos merger (see above). **Buyer** is owned by Charles E. Henson and family, who own KISO(AM)-KLOZ(FM) El Paso, Tex., and sold WXVW(AM) Jeffersonville (see below) and WORX(AM) Madison, (see "For the Record," page 52), both Indiana (see below). WAVE is on 970 khz with 5 kw full time.

**WXVW(AM) Jeffersonville, Ind.** □ Sold by Henson Broadcasting to Charles J. Jenkins Jr. and others for \$600,000. **Seller** has also sold WORX(AM) Madison, Ind. and purchased, WAVE(AM) Louisville, Ky. **Buyer**, Jenkins, is vice president and general manager of WXVW and is putting together local group of investors to participate in purchase of WXVW. He has no other broadcast interests. WXVW is on 1450 khz with 1 kw day and 250 w night.

**KTMA-TV (CP) Minneapolis** □ Control (80%) sold by Viking Television Inc. to Buford Television of Minnesota for \$383,000. **Seller** is owned by Irving Beaudoin who will keep minority interest in CP. **Buyer** is owned by Robert P. Buford and family, who own KLTU-TV Tyler and KTRE-TV Lufkin, both Texas, and WBTI-TV Cincinnati. They also are applicants for new TV's at Baltimore and Kansas City, Mo., and own cable systems in Indiana and Florida. Construction costs for KTMA-TV are estimated at \$1.2 million and first-year operating cost at \$2 million. Station will be second STV service operated by Buford. WBTI-TV is first. KTMA is on channel 23 with 316 kw visual, 63.1 kw aural and antenna 1,190 feet above average terrain.

□ Other approved station sales include: WRBJ-AM-FM St. Johns, Mich. (see "For the Record," page 52).

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8/31/81

## Petition answered on the DBS front

**Two applicants rebut STC claim that their bids were 'incomplete' and 'unacceptable' for filing**

Satellite Development Trust (SDT) and Focus Broadcast Satellite Co. (FBS), two of the 14 direct broadcast satellite applicants, have responded to the petition filed by Satellite Television Corp. (STC) urging the FCC to dismiss their applications and those of four other applicants.

In its petition, STC said the applications of SDT, Advance Inc., Home Broadcast Television Partners, National Christian Network and Unitel Corp. were "so incomplete on their faces as to be unacceptable for filing under any conceivable standard." Since FBS proposed to offer DBS service on a fixed satellite, Advance Westar, STC said there was no need to consider its filing as a DBS application. And, STC said, "if the FBS application is construed as a separate request for establishment of a DBS system, it is even more deficient" than the other five.

SDT, which submitted a one-page application by telex 12 minutes after the FCC's July 16 deadline, said its submission contained "the critical details" asked for by the FCC. "To the extent the commission determines what 'other pertinent information' it needs, such information can be supplied."

SDT said it would be wrong for the FCC to reject its application since no criteria for filing were ever established. "There are no application forms, no rules whatsoever for this service and clearly no established policy."

SDT made no attempt to explain its tardiness.

Los Angeles-based SDT did take advantage of the filing to identify some of its principals: Nicholas J. Cowan, president of Shelter Recording Co.; Malcolm K. Hyman, former executive vice president of Warner-Seven Arts and producer of "The Dirty Dozen" and "What Ever Happened to Baby Jane"; Joel Freeman, president of Joel Freeman Productions, producer of "Love at First Bite" and "The Heart Is a Lonely Hunter"; Gregson Bautzer, a Los Angeles attorney, and John Boseker, former manager, technical division, space and communications group, Hughes Aircraft Co.

Contrary to STC's contention, FBS said, its "application must be accepted and granted before [it] can provide the DBS services it proposes. The basic concept . . . is that FBS will be a broadcaster."

The STC petition is "anti-competitive," FBS said. "Clearly STC hopes to limit

DBS opportunities to those like itself who can afford to build and own their own satellites."

According to Florence Setzer of the FCC's Office of Plans and Policy, which is handling the DBS proceeding, OPP does not have the power to accept or reject any of the applications. It is preparing recommendations for the commissioners for action sometime in September.

In late comments on the FCC's proceeding on permanent DBS policy, The Washington Post Co. opposed allocation of the entire 12.2-12.7 ghz band to DBS. *The Washington Post* uses many of those frequencies to transmit by microwave facsimiles of newspaper pages from the news-

paper headquarters in downtown Washington to a printing plant in suburban Virginia 12 miles away.

"Corrective action" to avoid interference with the DBS service, the publisher said, would cost \$500,000. And, it said, the technology does not exist now to insure effective operation at the 18-ghz band. "Since there has been no showing that the proposed uses of 12 ghz [by DBS] are any more in the public interest than the current uses of the band by newspapers, state educational systems and others, it is the *Post's* view that the FCC should not approve so costly and disruptive a change without further consideration of [its] impact."

## InSync

**Southern dishes.** Scientific-Atlanta has received earth station orders from Trinity Broadcasting Network, Tustin, Calif.; Opryland Productions, Nashville, and KING Broadcasting, Seattle. Trinity signed up for 25 4.6-meter dishes, which will be installed at cable affiliates. Trinity's religious programming is transmitted via Comstar I/II to cable and broadcasting stations. Opryland Productions, division of Wsm Inc., has ordered 10-meter transmit-receive earth stations with which it will delve into cable programming business and eventually into satellite distribution of programming to independent broadcasters. According to S-A, Opryland deal amounts to about \$380,000. Elmer Alley of Opryland said its National Network will beam each day six hours of programming (and repeat it once) containing everything from games to variety shows. "It will all be pegged to the Nashville mystique," he said. Opryland hopes to have signed contract for satellite time within month and launch network in October 1982, he said. KING ordered three 7-meter earth stations (\$200,000) with programmable motor-drives, intended for KING-TV Seattle, KGW-TV Portland, Ore., and KREM-TV Spokane, Wash.

**Video snapshots.** Sony Corp. unveiled special single-lens-reflex still camera in Tokyo last week. Instead of film, camera's images are recorded in video on small magnetic videodisk. Mavica, as new camera is called, has look and feel of 35-millimeter camera and will be ready for marketplace in 18 to 24 months. Camera will cost around \$625 and each Mavipak, magnetic disk capable of recording 50 color pictures, will cost about \$2.65. Viewer that will display pictures on conventional television set will cost approximately \$220 and, Sony said, printer for transferring images to paper may also be available.

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# Programming

## Gridiron showdown between NCAA, CFA set for Sept. 10

**That's when 61-member CFA will meet to review earlier vote on NBC sports package at odds with NCAA-ABC/CBS deal**

Sept. 10 is the put-up-or-shut-up date in the pending showdown between the National Collegiate Athletic Association and the College Football Association over the control of college football TV rights (BROADCASTING, Aug. 17, et seq).

That is the date CFA leaders set for their members—61 major football colleges that are also NCAA members—to confirm or change the vote that gave a narrow tentative approval to the CFA's four-year, \$180-million contract with NBC-TV. The vote was 33 in favor of ratification, 20 against, 5 abstentions, 2 votes disqualified for technical reasons and 1 not cast because the college's representative was out of the room, according to participants (BROADCASTING, Aug. 24).

The tentative approval, if upheld on Sept. 10, is seen as certain to produce a

major confrontation with the NCAA, which has approved a \$264-million deal dividing its games between ABC-TV and CBS-TV for the same four years: 1982-85. NCAA has traditionally controlled regular-season football TV rights, but the CFA, unhappy with some of NCAA's arrangements and in disagreement on non-TV issues as well, claims each school has a right to determine how to sell its TV rights.

The NCAA and CFA agreements appear to be in direct conflict since many teams that ABC and CBS would expect to appear on their schedules would also probably be appearing on NBC's. ABC and CBS have said their contracts contain escape clauses permitting renegotiation if NCAA cannot deliver the teams.

The NCAA, meanwhile, took some comfort last week from results of its members' vote on what NCAA officials called "key amendments" that would enable them to proceed with the ABC and CBS contracts. The amendments were approved by a vote of 317 to 5, NCAA reported. It said that 16 CFA members were among those giving approval to the NCAA plan.

NCAA officials have said they would

consider court action if the CFA deal damages their program, and probably would expel participants in the CFA-NBC schedule from NCAA membership.

CFA did not disclose which of its members voted for and which against the plan. But other reports suggested that Pittsburgh, Penn State, West Virginia, Rutgers, Notre Dame, Florida State and South Carolina were among those voting for it, and that Syracuse, Boston College, Army, Navy and Texas A&M were among those voting against it.

## Satellite Music Net set to start

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## PlayBack

**Godfrey returns.** O'Connor Creative Services, Los Angeles, is bringing Arthur Godfrey back to radio after absence of five years. He will host *The Time Of Your Life*, daily, three-minute series offering information on how to plan for, adjust to and make most of retirement and offering advice for families of retirees. Show "will mark our entry into the barter syndication field," said Harry O'Connor, company president, "and we expect the program to air in some 500 markets in the U.S., Canada and overseas." For information: (800) 423-2694.

**All-night hosts.** RKO Radioshows, newest of RKO Radio networks, premieres new service Tuesday (Sept. 1) with *America Overnight*, talk show broadcast in stereo six nights weekly. Hosts Ed Busch and Eric Tracy will interview newsmakers and take phone calls from Dallas and Los Angeles, respectively, beginning at midnight, local time. First three hours will originate from Dallas, second three from Los Angeles.

**Comedy for every taste.** Progressive Radio Network announces new series, *Laugh Machine*, to debut in October. Series includes 10 programs each week, 90 seconds to two minutes in length, and is designed for contemporary, adult contemporary and album-oriented rock stations. Many types of comedy appear in programs: big name acts, new comedians, montages, topical comedy, commercial satires. Original material written and produced by PRN is included. Bill Quinn, general manager, says *Laugh Machine* will be distributed through both cash sales and barter. Nine stations will carry it, he says, six of those stations in major markets. For information: (212) 585-2717. Progressive Radio Network also produces and syndicates *News Blimp*, *Sound Advice* and *Holiday Package*.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Endless Love* by Diana Ross and Lionel Richie on Motown; (2) *Slow Hand* by the Pointer Sisters on Planet; (3) *I Don't Need You* by Kenny Rogers on Liberty; (4) *The Greatest American Hero Theme* by Joey Scarbury on Elektra; (5) *Who's Crying Now* by Journey on Columbia. The top five in **country radio airplay**: (1) *Older Women* by Ronnie McDowell on Epic; (2) *There Ain't No Gettin' Over Me* by Ronnie Milsap on RCA; (3) *You Don't Know Me* by Mickey Gilley on Epic; (4) *Miracles* by Don Williams on MCA; (5) *Party Time* by T.G. Sheppard on Warner Bros/Curb.

program services to become a reality. The network began transmitting on three stereo channels last Thursday, with at least seven of its more than 150 signed affiliates set to begin broadcasting at 6 a.m. NYT today.

A joint venture of the Atlanta-based consulting firm, Burkhart, Abrams, Michaels, Douglas & Associates; WCCO(AM) Minneapolis; United Video, a satellite brokerage firm in Tulsa, Okla., and John Tyler, owner of KATT(AM) Oklahoma City, the network is offering a modern country format, "Country Coast to Coast," and a pop adult format, "Starstation." It is also offering a beautiful music channel, programed and marketed by Bonneville Broadcast consultants of Tenafly, N.J.

Ready to air the country format last week were KKYS(FM) Hanford, Calif., and KKSJ(AM) Vancouver, Wash. Pop adult stations on line were KKA(AM) Aberdeen, S.D.; KBRJ(AM) Boise, Idaho; WHRT(AM) Hartselle, Ala., and WKBA(AM) Vinton, Va. KIOU(FM) Corpus Christi, Tex., was set to air the Bonneville channel.

The network had hoped to have 18 stations on line by today, but a delay in equipment deliveries cut the number by more than half. Demodulators, enabling earth stations to receive a particular channel, are being manufactured and delivered as quickly as possible, said Ivan Breaker, general manager of Satellite Music Network, but there are 53 affiliates awaiting that piece of equipment but otherwise ready to air either the country or pop adult format.

There are 70 stations signed up for the Bonneville channel, according to Breaker. Bonneville hopes to have all 100 of its client stations, which now receive programming on tape, affiliated with its satellite channel within the next 12 months.

All three channels went on the air with some paid advertising, said Breaker, but they are "far from being sold out." Katz Radio is representing the network, and, according to company president, Ken Swetz, Colgate toothpaste and K-Mart have purchased an introductory run-of-station package on all three channels.

Stations expecting to receive demodulators by last Friday were KSXX(AM) Salt Lake City; KORD(AM) Pasco, Wash.; KIXI(AM) Seattle; WTHU(AM) Thurmont, Md., and WFEZ(AM) Meridian, Miss. WFEZ, a beautiful music daytime that has been programming a 24-hour-a-day stereo cable channel in its market since last summer (BROADCASTING, July 28, 1980), plans to market "Country Coast to Coast" and "Starstation" on two more stereo cable channels. WFEZ leases its channels from TV Selection System, Meridian's cable system, which offers the audio channels as part of its basic service.

According to Breaker, there is only one other cable system, located in New Jersey, negotiating to carry Satellite Music Network's channels. The network charges cable systems the same rate, \$1,000 per month and two commercial spots per hour, said Breaker, as it charges radio stations. "We haven't begun to market ourselves to

## Monitor

**Century production.** Chicago-based Century Broadcasting, group owner of six radio stations, has formed Century National Productions, independent production company producing programming for broadcast and cable TV, as well as theatrical features and home video. New division has opened three-person office in Hollywood and hired two staffers for Chicago office. Spokeswoman describes firm as "in development stage right now."

**New title.** New NBC-TV series starring actor James Arness has changed title from *The James Arness Show* to *McClain's Law*. Series, one-hour drama premiering Nov. 20 at 9 p.m., is produced by Eric Bercovici Productions in association with MGM Television.

**Auditioning by satellite.** Post-Newsweek Distribution, selling 26 half-hours of Australian *Paul Hogan Show*, has scheduled "national audition" to prospective U.S. buyers via Westar III satellite tomorrow (Sept. 1) at 10 a.m. and 1 p.m. Hogan, said to be highest-rated comedy series in Australia, already has been picked up by RKO stations WOR-TV New York (once-weekly) and KHU-TV Los Angeles (as strip).

cable systems yet," he said, "but we plan to begin to at next year's National Cable Television Association convention," set for May 2-5 in Las Vegas.

Programming on both the pop adult and country formats is meant to be mass appeal, according to George Williams, network manager, who oversees programming from the Atlanta offices of Burkhart, Abrams, Michaels, Douglas & Associates. Top 30 countdowns, to be aired on Sunday afternoons and prerecorded by network personalities, are the only special programs already scheduled, but the network plans to offer live concerts and other specials in the future.

Studios for all three channels are in Mokena, Ill., about 20 miles outside Chicago. As time ran out before sign-on last week, equipment was still being delivered and unpacked and air personalities were being critiqued on dry runs of their air shifts.

Gary Semro, formerly an air personality at KG(AM) Spokane, Wash., opens each day's programming at 5 a.m. central time on "Country Coast to Coast." Pulling the 9 to noon shift is John Anthony, formerly of WJJD(AM)-WJEZ(FM) Chicago, who is also program director for the country channel. From noon to 4 p.m., it is Don Bishop, formerly of WCLR(FM) Skokie, Ill. Jim Morgan, formerly of KCKN(AM) Kansas

City, hosts the 4 p.m. to 8 p.m. show and Larry Watts, who moved from KOSI(AM) Denver, hosts from 8 p.m. to midnight. Barb Wunder, formerly of WSUN(FM) Tampa, Fla., is overnight host.

On Starstation, Bob Leonard, formerly with WLS(AM), hosts from 5 a.m. to 9 a.m. and Robert Hall, formerly of CKGM(AM) Montreal, is host from 9 a.m. to noon and is also the channel's program director. Paul Trembley, most recently with WHAM(AM) Rochester, N.Y., hosts from noon to 4 p.m., Ron Britton, formerly with WFCL(AM) Chicago, hosts from 4 p.m. to 8 p.m. and John Calhoun, who joined from WEFM(FM) Chicago, is on from 8 p.m. to midnight. Hosting the all-night show is Susan Reynolds, who had a talk show on WKBN-TV Youngstown, Ohio.

Weekend airshifts will be hosted by part-timers drawn from stations in and around Chicago, according to Breaker. A six-person news staff will provide four minutes of national news each hour, using AP Radio for actualities.

Satellite Music Network holds options for six more channels, four stereo and two monaural. It is still negotiating with TM Companies, Dallas-based producer of syndicated formats, special programs and image campaigns, for satellite carriage of several of its formats ("Closed Circuit," Aug. 17).

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## Next in line for moral scrutiny: cable programing

**Morality in Media kicks off campaign for state, local laws against offensive material**

Morality in Media, a New York-based organization claiming 50,000 members nationwide, has launched a campaign against cable-TV programing it considers indecent.

The group, led by the Rev. Morton Hill, S.J., is pushing for local and state laws that would ban "patently offensive" material from cable.

According to Hill, "We're concerned about the sex industry and its move into cable."

Through Bruce Eberle & Associates, handling Morality in Media's direct mail and fund-raising campaigns, 150,000-200,000 letters are going out with former Dallas Cowboys quarterback Roger Staubach as spokesman. The mailing includes a postcard to be sent to local mayors and also asks for contributions to the cause.

In addition, Hill soon plans a nationwide trip to address about 30 "town meetings" to stir up grass-roots action and gain media coverage. Financing for the current effort is said to have come from contributions

received after a direct-mail test last March to 44,000 people.

Hill will be presenting the local gatherings with a "model ordinance" against "indecent material" on cable.

Paul J. McGeedy, Morality in Media's general counsel, said the model ordinance is based on a proposed bill to ban indecent fare that the FCC submitted to Congress, without success, in 1976.

Indecency, as defined in the model ordinance, is the "representation or verbal description" of a "human sexual or excretory organ or function"; "nudity"; "ultimate sexual acts, normal or perverted, actual or simulated," and "masturbation," which "under contemporary community standards of cable television is patently offensive."

An example of the programing Morality in Media hopes to take off cable is the syndicated *Midnight Blue* series. "Hard-R" films also are targets.

## Satellite-delivered program marketplace

**Preview Channel will offer show samples and information to TV and cable systems**

What its backers refer to as "an electronic trade magazine" for broadcasters and cable programers is set to debut Oct. 19 over the Satcom I satellite. The Preview Channel, according to its president and owner, James Speck, is designed "to replace the tedious, time-consuming search for product on the part of program buyers, and for outlets on the part of producers."

The Los Angeles-based channel will transmit program samples and pertinent information to potential buyers over Satcom I's transponder 21 from 10 p.m. to 1:30 a.m. five nights each week. The service is not intended for a consumer audience, but for distributors, syndicators, program marketers, advertisers, producers and investors. User cost is \$5,500 for two separate half-hour plays and a two-to-three-line listing in the channel's monthly program guide.

"The Preview Channel gives clients an opportunity to reach 250 TV stations and more than 4,500 cable stations nationwide simultaneously," Speck explained. He anticipates that relatively few people will watch the service in real time, electing instead to videotape presentations of interest based on program guide listings.

The channel is a service of Speck's The Marketplace, which is also offering a mechanism for buyers to acquire product at a discount.

"A producer or distributor may presell a program at a lower rate to assure production funds," says Speck. "We will help both parties by setting up a Marketplace Trust Account using a letter of credit forwarded from the television or cable buyer. While letters are in deposit (at a major Los Angeles bank), the producer or distributor will receive a statement showing the

amount of credit in trust. With this statement investors can be assured of the saleability of a production. When the product is delivered, the funds are released from payment." The account is being supervised by Peat, Marwick, Mitchell & Co. of Los Angeles.

## Ratings Roundup

With seven of the week's top-10 programs and four winning nights, CBS-TV swamped its network competitors for the week ended Aug. 23. It was low summer ratings as usual, but CBS managed more than a two-point rating lead.

The averages were CBS with a 15.4 rating/28 share to ABC-TV's 13.0/24 and NBC-TV's 12.8/24.

Of the week's 66 shows, only 11 were original. Only one first-run program, an NBC half-hour *Irene* special (scheduled between its Wednesday *Different Strokes* and *Quincy* hits), made it into the top half of the ratings rankings with a 16.3/27.

Preseason football brought ABC a mediocre 10.8/24 on Friday (Los Angeles vs. San Diego) but NBC a better 13.6/28 on Saturday (Pittsburgh vs. Dallas). Elsewhere CBS pulled only a 10.4/22 on Friday with a *Good Evening Captain* special (bringing early morning's *Captain Kangaroo* to prime time at 8 p.m.).

Only five shows scored a 20 or better rating and all on CBS: *The Jeffersons*, *Trapper John M.D.*, *Circus of the Stars*, *Alice* and *M\*A\*S\*H*.

During the week, CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC was first on Wednesday.

CBS claimed victory for the 14th consecutive week.

### The First 20

1.	<i>The Jeffersons</i>	CBS	23.5/39
2.	<i>Trapper John, M.D.</i>	CBS	22.4/39
3.	<i>Circus of the Stars</i> (special)	CBS	22.1/39
4.	<i>Alice</i>	CBS	21.3/35
5.	<i>M*A*S*H</i>	CBS	20.7/34
6.	<i>House Calls</i>	CBS	19.5/32
7.	<i>Different Strokes</i>	NBC	19.4/33
8.	<i>Dukes of Hazzard</i>	CBS	18.7/36
9.	<i>Hart to Hart</i>	ABC	18.5/33
10.	<i>Too Close for Comfort</i>	ABC	18.4/31
11.	<i>Three's Company</i>	ABC	17.7/31
12.	<i>Love Boat</i>	ABC	16.6/32
13.	<i>Little House on the Prairie</i>	NBC	16.5/30
14.	<i>Lou Grant</i>	CBS	16.5/29
15.	<i>Irene</i> (special)	NBC	16.3/27
16.	<i>60 Minutes</i>	CBS	16.2/34
17.	<i>Quincy, M.E.</i>	NBC	15.9/28
18.	<i>Dallas</i>	CBS	15.8/32
19.	<i>Fantasy Island</i>	ABC	15.6/29
20.	<i>Barney Miller</i>	ABC	15.6/28

### The Final Five

62.	<i>Foul Play</i>	ABC	9.6/18
63.	<i>Eight is Enough</i>	ABC	9.4/20
64.	<i>Lobo</i>	NBC	9.1/17
65.	"Buck Rogers" (movie)	NBC	9.0/16
66.	<i>Those Amazing Animals</i>	ABC	8.5/18



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## NAB and public broadcasters differ on logo legislation

**NAB claims that FCC must change its rules allowing public TV airing of corporation symbols; NAPTS says no change is needed**

The National Association of Broadcasters and noncommercial broadcasters are apparently at loggerheads over the intent of a key provision of the new communications legislation and its effect on pending FCC rules.

The provision, part of the new communications law package included in the budget reconciliation bill signed by President Reagan (BROADCASTING, Aug. 17), allows public television to broadcast the logos of corporate underwriters. Although the FCC has passed its own rule authorizing public broadcasters to run logos and to identify an underwriters' product lines (BROADCASTING, April 27), the NAB filed a petition of reconsideration on June 22 asking that the FCC clarify its guidelines to prevent public broadcasters from turning "donor acknowledgments into commercial advertisements."

Now the NAB is arguing that the new law requires the FCC to revise its rule, charging that Congress has implied that the rule goes too far. Nonetheless, the National Association of Public Television Stations and the Public Broadcasting Service have rebutted that the new law doesn't mandate the FCC to revise its underwriting rules.

Under the FCC rule, public broadcasters are allowed to broadcast logos and to identify the product lines of program underwriters. Previously, they were allowed only to run the names of underwriters—set in plain type—at the beginning and/or end of programs, with additional ID's permitted in programs longer than an hour.

Although the ruling continues to prohibit broadcasters from airing programs and announcements for pay, it allows them to air unpaid promotions of goods and services when the public broadcaster determines that such a promotion would serve the public interest.

In comments filed Aug. 7, the NAB argued that in the new law, Congress had intended that public broadcasters be allowed to broadcast only those logos that are "value neutral and solely for the purpose of generic identification." The NAB also argued that the committee that authored the provision had said it didn't

want to see products or services included as a part of underwriting announcements, which "evidences its [Congress's] opposition to visual identification of products or product lines on educational television," the NAB said.

As a result, the NAB said the FCC was under a "congressional mandate" to revise its regulations on the use of logos, keeping in mind the "committee's clearly stated position regarding the nonvisual, content-neutral use of underwriter announcements."

The NAB also urged the FCC to prohibit public broadcasters from airing any logos "containing promotional information."

NAPTS and PBS, however, said that although the FCC could revise its rule if it wished, the NAB was wrong to assume that the new law imposes a congressional mandate on that revision. "There is nothing in the [new law] or its legislative history which requires the commission to review the underwriting rules... nor is there anything which requires the commission to prohibit references to product lines in underwriting credits," they said.

The groups said that under the new law, the FCC had the discretion to regulate the underwriting guidelines for public broadcasters, and already had exercised that discretion with the promulgation of its underwriting rule.

"That decision, as well as the other

rules adopted in the decision, appropriately balance the competing interests between public broadcasting's need to raise revenue and the importance of maintaining its noncommercial character," the groups said. "The decision was fully supported by the record in this proceeding and there is no basis to reconsider it. The NAB's assertion is without merit and should be rejected," they said.

In a separate action, NAPTS and PBS filed a petition Aug. 24, asking the FCC to declare that another provision of the new law was "self-executing," and as such, would supersede the FCC's own rules.

That provision allows public broadcasters to accept payment in exchange for services, products or use of facilities as long as the facilities aren't made available for the broadcast of an advertisement, no Corporation for Public Broadcasting funds are used to defray any of the costs associated with the offering of the service, offering the service doesn't interfere with the provision of public telecommunications services by a station and the stations develop separate accounting systems to identify and report the amount received from offering such services.

In its petition, the groups noted that the provision is "more permissive" than the commission's own rules in that it permits public broadcasters to receive payment for broadcasting nonpromotional material and allows public broadcasters to broadcast

## Washington Watch

**Classical detente.** Two citizen groups—Classical Radio for Connecticut Inc. and WTIC-FM Listeners' Guild—and Ten Eighty Corp., licensee of WTIC-AM-FM Hartford, Conn., have announced settlement of four-year-old litigation over deletion of classical music format on WTIC-FM in 1977. In return for two citizen groups dropping law suit, Ten Eighty has agreed to give \$5,500 to Connecticut Public Broadcasting to help defray costs of upgrading facilities of WPBH-FM Middlefield, Conn.; contribute \$5,500 to Hartt School of Music to support broadcasts of concerts at school, and donate its classical record library to WPBH-FM and WUHF-FM West Hartford, Conn., licensed to University of Hartford.

**NBC's 10-4.** FCC has been affirmed in its action dismissing without evidentiary hearing claim by Yellow Freight System Inc. that NBC was guilty of deliberate distortion in three programs on highway safety in trucking industry that were broadcast in 1977. U.S. Court of Appeals for Tenth Circuit, in Denver, said that "while it is possible that there were errors in the three broadcasts, the inclusion of incorrect information cannot, in itself, lead to the conclusion that the network deliberately presented false reports." Court supported commission conclusion that Yellow Freight had failed to meet commission's standard for calling hearing in case—submission of extrinsic evidence of deliberate distortion.

**Moving south.** National Public Radio has petitioned FCC to start rulemaking proceeding to permit Class D noncommercial educational radio stations to operate on nonreserved FM channels within 199 miles of Mexican border. Current treaty prohibits Class D stations from moving to commercial frequencies there. NPR said FCC should renegotiate treaty to permit placement of Class D stations on frequencies above 92 mhz.

**Make it known.** American Legal Foundation has petitioned FCC to initiate rulemaking that would require broadcasters entering into agreements with citizen groups to file such agreements with commission and make over-air announcements concerning agreements "at least once daily on four different days within two weeks of concluding agreement." Current rule provides only that citizen agreements be placed in station's public file.

promotional announcements as long as those aren't for persons engaged in the offering of those products, services or facilities for profit.

The groups asked the FCC to rule on its interpretation of the provision as soon as possible, because "absent such a ruling, uncertainty will exist as to the effect of the statute and many public broadcasters may be hesitant to take full advantage of the fund-raising opportunities which Congress afforded them."

Another provision of the new legislation still awaits action. That provision would establish a "Temporary Commission on Alternative Financing for Public Telecommunications," whose primary role would be to conduct a study, which is to be completed by July 1, 1982, investigating new ways for public stations to raise money.

The commission is authorized, but not mandated, to set up an experiment testing the feasibility of permitting public broadcasters to broadcast advertisements.

If the commission decides to launch the test, CPB would select up to 10 public radio and 10 public television licensees to participate in the 18-month experiment, and the test would have to begin before Jan. 1, 1982.

Under the new law, the commission would be composed of FCC Chairman Mark Fowler and representatives of the National Telecommunications and Information Administration, CPB, National Public Radio, NAPTS, the chairman and

ranking minority member of the Senate Commerce Committee, the chairman and ranking minority member of the House Energy and Commerce Committee, and public radio and public television stations.

## Opposition mounts to judge's ban of cameras from Atlanta trial

**Press club does not want to appeal decision in Williams case since that would delay start of trial, but it will ask state supreme court to change rule governing situation**

The Atlanta Press Club last week lost its battle to open to television cameras the Atlanta courtroom where Wayne B. Williams is to be tried for the slayings of two of the 28 young blacks who have been murdered in that city over the past two years. But the club is continuing the war. Zeke Segal, of CBS News's Atlanta bureau, who is president of the club, said it will ask the Georgia Supreme Court to change the rules that permitted the trial judge to ban the cameras from a trial that is bound to attract worldwide attention.

Superior Court Judge Clarence Cooper

denied the press club's request on the basis of state supreme court guidelines that require the consent of the defense, prosecutors and the presiding judge. Williams's attorney, Mary Welcome, had opposed the presence of cameras at the trial, contending that "insensitive" reporters would edit the film to suit their own biases and would broadcast only "sensational" parts of the trial.

Cooper, in his order on Tuesday (Aug. 25), cited potential harm to the city's children. He acknowledged, as the press club had maintained in urging him to open the court to broadcast coverage, that "an overwhelming majority of the public—out of sheer interest and curiosity—would want to see a publicly televised trial.

"However," he added, "we must not let our emotions color our judgment for we must weigh in balance the desire for a televised trial against the potential harm or danger that might be done to those children and families who were adversely affected by the ordeal." He said some had to undergo treatment, and that some are still being treated.

Segal, who has covered the city for a number of years, said he thought there was no basis for the judge's concern. But he felt the major problem was the rule that permitted the judge to act as he did.

As a result, the press club will ask the state supreme court to change its rule—to make it conform to one adopted initially by Florida and copied by California and Oklahoma. The rule presumes the right of access by broadcast media, and empowers the judge to deny that access only upon a showing that it would impair the defendant's or particular witnesses' rights.

At present, at least, the press club plans no appeal of Cooper's ruling, as such. Segal said the club does not want to cause the delay in the trial—now set to start on Oct. 5—that an appeal would necessitate.

However, an appeal has not been ruled out: The media in Georgia are concerned about what they understand to be the judge's plan to allocate only 65 of the 130 seats in the courtroom to the press, and to limit each news organization to one representative. That would mean, Segal noted, that each network would have to choose between having an artist and a reporter at the trial.

Cooper is expected to announce on Sept. 1 the seating arrangements for the media. He is also likely to announce whether he will accept the suggestion of a media committee that he permit a television camera to transmit pictures of the trial to an overflow of reporters in another room in the building.

Segal said the closed-circuit coverage would not be an adequate solution to the problem of keeping the trial public. And Erik Gordon, the press club's attorney, said that if the seating arrangements are not satisfactory, "we reserve the right to appeal" Cooper's order banning television coverage. "We don't want to appeal now and cause a delay in the start of the trial," Gordon said. "But if he makes it a non-public trial, we'll appeal. We'll be forced to."

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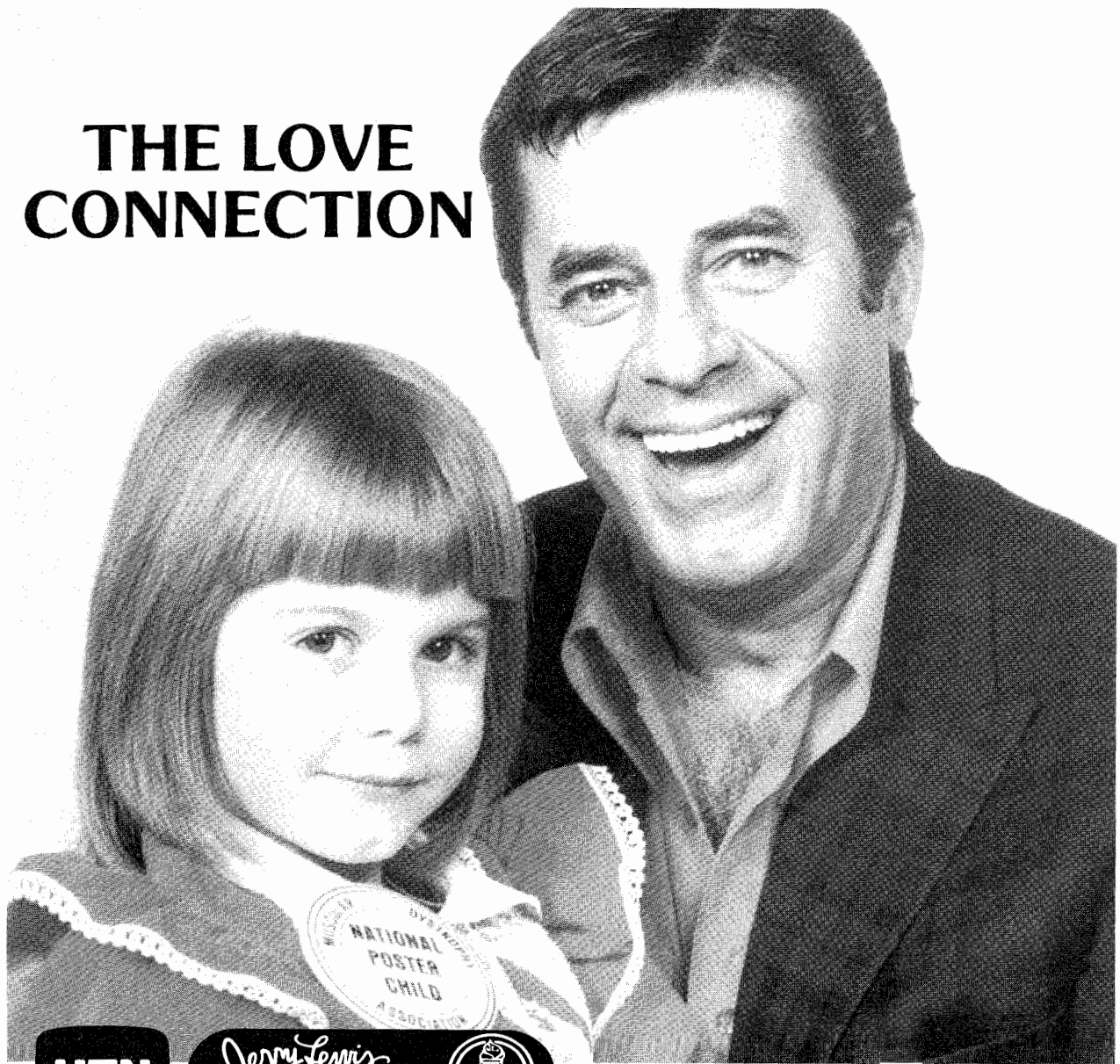
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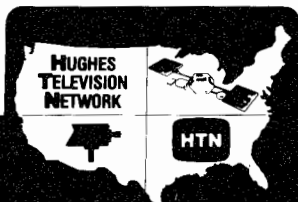
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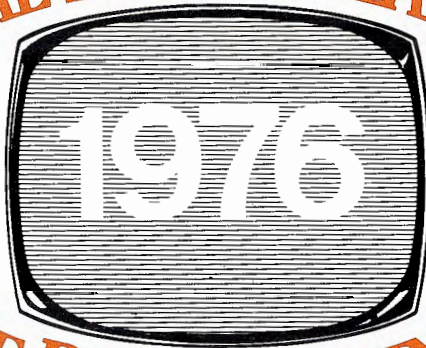


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# THE FIRST 50 YEARS



## OF BROADCASTING

An underdog Jimmy Carter made it to the White House. An underdog ABC-TV made it to the top of the prime-time ratings. And the family viewing rule failed to make it anywhere—stymied by a California court.

Those were among the major events that involved broadcasting in 1976, a year when the national elections made politicians all the more conscious of radio-TV influence on their futures. The year got off to a political start with a complaint against the networks by House Speaker Carl Albert (D-Okla.) who released a study by the Congressional Research Service of the Library of Congress. The document criticized TV for its willingness to afford live coverage of Republican President Gerald Ford's news conferences whenever the President's staff asked for it, while not according the same treatment to Democrats in Congress. "I must conclude," Albert declared, "that the networks have exercised little or no news judgment when considering presidential requests for air time for television addresses." All three TV networks categorically denied Albert's charges. A statement by Richard C. Wald, president of NBC News, typified the networks' rebuttals. Wald said: "NBC presents live coverage of presidential addresses when the President—regardless of his party affiliation—has something important to say to the American people as chief executive. In each case we exercise our independent news judgment."

To facilitate debate among 1976 political candidates, the FCC in 1975 had revised an original interpretation of Section 315 of the Communications Act to exempt broadcast debates between major-party candidates from the equal-time provision, if debates were arranged by parties other than the candidates or the broadcasters. Under the new rules, the League of Women Voters in 1976 organized five debates among the Democratic primary candidates, three between the Democrat and Republican presidential contenders, and one between the two vice presidential candidates. The major networks aired only segments of the primary debates as part of their regular news coverage, but National Public Radio covered all debates.

For the "Great Debates" between President Ford and his Democratic challenger, former Georgia Governor Jimmy



*CB radios became an obsession with Americans and a problem for an FCC deluged with applications.*

*Tongues wagged when 50 cadets were convicted of cheating at West Point in April. Arizona reporter Don Bolles, on assignment to investigate organized crime, died after a bomb explosion in his car June 12. The U.S. celebrated its bicentennial July 4. Israeli airborne commandos freed 103 hostages held by pro-Palestinian hijackers in an Air France plane at Uganda's Entebbe airport July 4. A mysterious disease killed 29 after striking an August American Legion convention in Philadelphia. A nationwide program of swine flu vaccinations, started in March, was halted Oct. 12 following the deaths of several persons who had received shots. The Seattle Seahawks and the Tampa Bay Buccaneers were the new expansion teams in the NFL. And in BROADCASTING...*

Eugene J. McCarthy (D-Minn.), running independently for President, filed suit in the U.S. District Court in Washington asking for a ruling that he and other presidential candidates be included in debates. Tom Anderson and Rufus Shackelford, presidential and vice presidential candidates, respectively, of the American Party, filed in the same court, seeking an order to block the debates. In the meantime, Lester Maddox, presidential candidate of the American Independent Party, asked the FCC to order radio and TV stations not to cover any debates from which he was excluded and to order the networks to give him equal time.

U.S. District Judge Aubrey E. Robinson Jr. dismissed the several suits, saying it appeared that the plaintiffs were attempting to reargue the case in which the U.S. Court of Appeals had upheld the commission's ruling that exempted the political debates from the equal-time law. The FCC rejected the Maddox petition.

The first debate, with pool coverage provided by ABC, was televised live by ABC, CBS, NBC and PBS in September, and brought Carter and Ford to an estimated 90-100 million viewers in 35-40 million homes. There was a 28-minute delay when the audio failed nine minutes before the end of the debate. No backup system had been set up because the electronic equipment used was presumed to be failure proof. Anchormen filled the time with summaries and interviews of each candidate's representatives. Referring to the 28-minute gap, moderator Edwin Newman of NBC observed that both

Carter, the networks utilized pool coverage. The same arrangement prevailed for the meeting between Senators Robert Dole (R-Kan.) and Walter Mondale (D-Minn.), vice presidential candidates.

Earlier, the Democratic National Committee, asserting that the FCC's revised interpretation of Section 315 favored incumbent Ford, and Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women, asserting it slighted minority and fringe-party candidates, filed appeals. But the U.S. Court of Appeals in April, in a 2-to-1 decision, upheld the FCC's interpretation.

Although this ruling cleared the way for the debates, other challenges persisted. Senator



Thomas J. Houser, who served on the FCC for 10 months in 1971 before he returned to private law practice, returned to the government scene in 1976 as director of the Office of Telecommunications Policy. The OTP post had been vacant since September 1974 when Clay T. Whitehead resigned it and John Eger stepped in as interim director. The oath of office was administered July 6, 1976, to Houser (l) by Supreme Court Justice John Paul Stevens (r) as Houser's wife, JoAnn, held the bible.

Broadcasting, July 12

candidates who were stiff with each other at the start, shared the camaraderie of two men "who had just had their pockets picked."

The second debate was aired in October by all networks, with CBS handling the pool coverage. It was seen by about 85 million Americans, fewer than had witnessed the first debate. On this occasion, President Ford made the remark that some critics felt cost him the election. It was a statement that Poland was not dominated by the Soviet Union.

The third debate showcased the vice presidential candidates in a 75-minute forum, 15 minutes shorter than the 90-minute presidential debates. The final debate between Ford and Carter with pool coverage by NBC, drew an estimated 74 million viewers.

There were those who wondered why the incumbent President had agreed to give his opponent the exposure of nationally televised debates. According to Michael Duval, President Ford's debate coordinator, Ford regarded the debates as necessary since Carter at the time was leading in the polls, there were indications of a general belief that Carter was more competent to be President, and Ford's campaign manager felt the need to counter Carter campaign charges that Ford relied on the trappings of the White House Rose Garden to enhance his image.

Associated Press's Walter Mears, a panelist at the vice presidential debates, felt that while the debates were useful, "It was a bad campaign. I think that there were a lot of things wrong with it . . . I think the debates focused it." Joseph Kraft, columnist and panelist at the third presidential debate, found the debates "not very good, and . . . not the best way to choose Presidents. [Because the debates] put a premium on qualities that are not very presidential—quickness, a capacity to articulate

something in a hurry, the appearance of being confident—very, very superficial qualities. . . . They don't demonstrate any capacity to think clearly, don't demonstrate any capacity for real depth or familiarity with the issues." Kraft conceded that "the debates were probably the best thing going in terms of giving the American people the best available view of the candidates in the flesh."

NBC's Newman agreed with Kraft, calling the debates "stuffy and stilted." Newman said the problem stemmed from candidates with "so much at stake. They won't take any chances. If one of them had been willing to take a chance, if one of them had so much as cracked a joke, the dividends could have been enormous. These men weren't trying to use TV well. They were trying to get elected President of the United States."

As a remedy, some suggested head-to-head confrontations as in the Lincoln-Douglas debates, a format that most com-

Life at the top was relatively short-lived for Anthony L. Conrad, who took charge of RCA in November 1975. That was when Robert Sarnoff resigned during a "palace revolt." Conrad, in turn, resigned as RCA chairman and president in September 1976, after admitting he had filed no personal income tax returns for 1971-75. Edgar H. Griffith was chosen RCA's president and chief executive. In another surprise change—at CBS Arthur Taylor was dismissed as president. William S. Paley at the same time announced his intention to relinquish the post of chief executive officer, but said he planned to stay at the helm as chairman. John D. Backe, president of the CBS/Publishing Group, was designated to succeed Taylor as CBS Inc. president.

mentators felt the candidates would never agree to. Max Frankel, associate editor of the *New York Times*, a questioner at the second debate, felt that in the current form "you really can't get down to brass tacks and there's too little time. . . . Not enough conversation or interchange and the sons-of-guns really didn't answer the questions."

From the networks' standpoint, improvements would come with greater control over the broadcasting of the debates and the selection of questioners. Under the League of Women Voters ground rules, the debates were not broadcast from studios. In addition, shots of the audience were not permitted, a prohibition that the candidates demanded in the name of impartiality, but which caused the networks to bristle at what they regarded as infringement of their rights. Broadcast journalists also charged that potential panelists had to be approved by the candidates, an allegation the league adamantly denied. Richard Salant, CBS News president, said that if CBS had been in charge of the debates, it would not have agreed to demands from the candidates to participate in the selection of panelists or to prohibit certain camera angles. "We just have never played and will never play a game where the subjects of interviews can have any part in whose going to interview them," Salant declared. "That's pretty basic."

Newton Minow and Dean Burch, both former FCC chairmen, proposed that in future debates TV access be granted to minor party candidates. Besides providing time for the two major party candidates, the Minow-Burch proposal would allow time to candidates who qualified for three-fourths of the state ballots, and who received one-eighth of the popular vote in the last election, and for new candidates who qualified in three-fourths of the states.

Television and radio, in addition to serving as vehicles for the debates, figured in the campaign as purveyors of each candidate's image. Gerald Rafshoon of the Atlanta-based Rafshoon advertising agency, media adviser to Jimmy Carter, described his campaign strategy in these words: "We advertised to our strength. We advertised to states we had to take. . . . If you want to put it in advertising terms, [you advertise] where you have the best market distribution. We had to keep Ford running around the country. In other words, in the states where we figured we didn't have a chance, he *had* to win them. We could lose California. He *had* to win California. So we kept pressure on him, kept him spending money in states that were really marginal."

John Deardourff of Bailey, Deardourff & Eyre, the political consultants handling Ford's campaign, acknowledged their challenge: "We knew from the day that they turned over to us all of their polling that it was a long, uphill climb. At the time that we first got involved, the President was something like 34 percentage points behind. That signalled to us that there was

a hell of a problem. Yet it also seemed to us that if virtually everything went right, they were willing to pursue the course that we were outlining, and if the Carter campaign was not sensationally effective, then there was a reasonable chance."

The Carter ads reiterated the theme of leadership. They stated that Carter "who had proved himself in the primaries would unite our country with strong leadership," and accused the Ford administration of "tired and worn-out" leadership. Early Ford ads stressed the President's accomplishments in his administration, the greatest of which was "the healing" of America after Watergate, and the President's expertise versus Carter's inexperience. Where Carter's spots showed him among the diverse ethnic groups of America, talking about the need for government to mirror the "competence, compassion and simple decency of its people," a Ford spot pictured the President presiding over a nation at peace.

The Carter trademark became a five-minute spot designed to introduce Carter to the nation as a family man of diverse abilities and a former successful governor of a prosperous state. A late Ford campaign tactic employed the man-in-the-street interview to emphasize negative Carter qualities. In the final weeks of the campaign, commercials using man-in-the-street interviews switched to the "upbeat" promotion of Ford with such homilies as "I like him because of his honesty. Jerry Ford reminds me of my father. I trust Jerry Ford."

Carter and Ford spent a total of \$27 million on advertising in 1976—\$12 million and \$15 million, respectively. Carter's breakdown by media: television \$8.2 million, direct mail \$1 million, radio \$1 million, print \$300,000, collateral (including production) \$1.5 million; Ford's: television \$8.5 million, direct mail \$3 million, radio \$1 million, print \$1 million, collateral (including production) \$1.5 million.

Election night imposed marathon time and personnel demands on broadcasters. Because of the closeness of the election, a Carter victory was not predicted until after 3 a.m. Over 120 million viewers watched some part of the returns. NBC, anchored by John Chancellor and David Brinkley with assistance from Tom Brokaw and Catherine Mackin, won the 7-11 p.m. Nielsen ratings. Barbara Walters, Harry Reasoner and Howard K. Smith anchored ABC's news. Walter Cronkite anchored the CBS returns, assisted by Dan Rather, Lesley Stahl, Bill Moyers, Eric Sevareid, Roger Mudd, Mike Wallace and Bruce Morton. With the election over, the broadcast industry, as BROADCASTING noted, pondered the "new uncertainties in the future of communications regulation" that the election of Jimmy Carter to the Presidency introduced.

Other issues of broadcast journalism received attention and stirred controversy in 1976. Among them were Daniel Schorr's fight in Congress to protect his

news sources, ABC's hiring of NBC's Barbara Walters for \$1 million and the TV networks proposal of longer national newscasts.

Schorr, after obtaining a copy of a secret House report on U.S. intelligence activities, passed this information to the *Village Voice* for publication. He then found himself the object of investigation by the House Ethics Committee and censure by CBS, which removed him from his intelligence beat, and then indefinitely suspended him.

CBS provided Schorr with legal counsel in support of his refusal to name the source for the House report. Richard Salant, CBS News president, explained the limits of the CBS help: "In respect of his subsequent actions in arranging for publication of the report [after use of the material on the air], Schorr acted as an individual and . . . as a matter of individual conscience."

Despite CBS's quickness to put some space between itself and Schorr's actions, Schorr envisioned himself as a journalist on a quest: "I do not seek the legal contests which may lie ahead, but I am confident that, as they unfold, it will become clear that what is involved beyond specific details of my action is the public's continued right to know in the face of the secrecy backlash."

After interviewing more than 400 people and spending more than \$150,000, the House Ethics Committee failed to uncover Schorr's source. After being subpoenaed by the House, Schorr refused to reveal his source. He placed himself in contempt of the House, but earned this praise from Salant: "Your appearance today was superb and an immense service to all your fellow journalists, to the Constitution and to the public's right to know. I am grateful."

Despite this praise and the Ethics Committee's eventual abandonment of its investigation, Schorr resigned from CBS News in late September. "Aware of the polarizing effects within CBS News of the controversy involving me," said Schorr, "I would doubt my ability to function effectively if reinstated. I believe that my reinstatement would be a source of tension within an organization whose future success I still care about."

Barbara Walters, with NBC for 12 years, signed with ABC in April for five years as co-anchor with Harry Reasoner on the *ABC Evening News*. Walters became not only a highly paid anchorperson, but the first woman to occupy such a position. Half of Walters's \$1-million annual salary was for her co-anchor position; the other half for four prime-time specials to feature her each year.

Walters's spectacular salary fed rumors that ABC wanted to lengthen its evening news to 45 minutes, a move that necessarily would have triggered like expansions at NBC and CBS. While ABC considered "not whether, but when" to lengthen its news, ABC affiliates along with NBC's and CBS's opposed the move

as a threat to lucrative programming now independently programed in the 7-7:30 p.m. period decreed off limits to the networks by the FCC prime time access rule. The National Association of Independent Television Producers and Distributors urged the FCC to safeguard the 7-7:30 p.m. time. "The networks ought not to be encouraged to proceed on the assumption that a commission waiver is a mere technicality to be satisfied after they have formalized their plans to enlarge the network news by invading access time," the association said.

The plans for longer evening news on networks failed to materialize. ABC, instead, outlined other plans for "areas of possible expansion of the network's news service, including a one-hour prime-time news magazine program, a daily one-minute news headline report in prime time, and a new five-minute daytime news program during Monday to Friday."

The family-viewing provision that the National Association of Broadcasters adopted in its television code in 1975 came a cropper in court in 1976. NAB, the FCC and the television networks had been sued by the writers, directors and actors guilds and by producers. The litigants charged that the concept of reserving evening hours for presentation of programming suitable for families, as instigated by FCC Chairman Richard Wiley, breached the no-censorship provision of the Communications Act and violated the First Amendment rights of writers and producers.

The networks continued to defend the family-viewing concept. To Arthur Taylor, president of CBS, the code provision had demonstrated its value by the "virtual elimination of violence in family viewing time. . . . The goal of family viewing, pur-



The family viewing concept proved to be one of the major issues of the February 1976 convention of the National Association of Television Program Executives. And, when the dust settled at the end of the San Francisco sessions, outgoing president of NATPE, Marv Chauvin (l) of WOTV(TV) Grand Rapids, Mich., prepared to turn over his gavel to incoming President Phil Boyer of ABC-owned television stations.

Broadcasting, March 1

posedly drawn in general terms, has enabled contemporary themes to be aired in the early evening hours while restraining dialogue that family audiences would find tasteless. [The concept proved] that there are creative people who can produce entertaining and enlightening programs of quality that are also responsible." Michael H. Franklin, the executive director of the Writers Guild of America West, took another view: "The family hour is in clear violation of the First Amendment, and we're going to get it thrown out."

After considerable court sparring and an attempt at compromise that failed, the court in November ruled that the networks, the NAB and the FCC had acted illegally by allowing "the NAB television code review board to act as a national board of censors for American television. The plaintiffs have evidenced a successful attempt by the FCC to pressure the networks and the NAB into adopting a programming policy that they did not wish to adopt." David Rintels, head of the WGA, hailed the court decision as a mandate that "we as creators will be free from unwarranted government interference and arbitrary censorship, hopefully to bring you diverse programming." John A. Schneider, president of the CBS/Broadcast Group, criticized the edict as one that "unfairly singled out the broadcasting industry for prohibitions not applied against other industries and professions [thereby setting a] dangerous precedent that threatens the American tradition of voluntary self-regulation. Voluntary maintenance of general industry standards is both good broadcasting and good citizenship, and . . . this cause is worth defending."

The NAB decided both to review its code and to appeal the court's decision. As seen by Robert Gordon of WCPO-TV Cincinnati, chairman of the NAB TV board, Judge Warren Ferguson's decision "does not alleviate the fundamental problem that led to the family-viewing decision in the

first place"—concern about excessive violence and sex on television. CBS and ABC planned appeals, seeing the ruling as a threat to industry self-regulation. However, NBC declined to appeal, calling Ferguson's opinion a "clear prohibition against government interference with broadcast program content and scheduling."

While the furor over family viewing raged, ABC-TV which had regularly finished in third place in the prime-time ratings, was beginning to move up. Change came under Fred Silverman, who had left CBS in 1975 to be the new president of ABC Entertainment

ABC-TV had made some gains in the fall of 1975, but after the 15th week, its 16.7 average prime-time rating was a distant third to CBS-TV's 19.3 and NBC-TV's 18.3. However, with the second season, ABC-TV came up with strong offerings that included the *Rich Man, Poor Man* miniseries, a revamped *Happy Days*, *Charlie's Angels* and the Winter Olympics. It meant that ABC-TV ran off a streak of 11 straight weekly ratings wins.

Frederick S. Pierce, president of ABC-TV, happily characterized the network as "hungry, aggressive, winning."

ABC continued to dominate the ratings for the rest of the year, pushing CBS into second place and NBC into third. Competition for ratings for the new season in the fall of 1976 was especially fierce, with each network "front loading" to capture bigger than usual audiences. ABC started the season for its *The Captain and Tennille Show*, with such guest stars as Bob Hope, Redd Foxx and Jackie Gleason during the first few weeks, as well as 90-minute episodes of *Happy Days* and two-hour episodes of such programs as *Starsky and Hutch*, *Streets of San Francisco*, and *Rich Man, Poor Man Book II* the series that evolved from the mini-series. CBS relied on such big-grossing theatrical movies as "Chinatown" with Jack

Nicholson and Faye Dunaway, "Play it Again Sam" with Woody Allen, and "Paper Moon" with Ryan O'Neal and his daughter, Tatum. NBC countered with a two-hour premiere episode of its World War II adventure series, *Baa Baa Black Sheep*, a 90-minute version of *Little House on the Prairie*, and a two-hour episode of the nine-hour mini-series, *The Captains and the Kings*.

New shows included *Delvecchio* (CBS), a drama about a big-city detective with a law degree, starring Judd Hirsch; *Eight is Enough* (ABC), a comedy/drama about a newspaperman with eight children, starring Dick Van Patten; *Serpico* (NBC), a drama about an idealistic undercover New York City policeman, starring David Birney; *Alice* (CBS), a comedy about a recently widowed mother who pursues a singing career and her independence by working as a waitress, starring Linda Lavin, Vic Tayback and Polly Holliday; *The Tony Randall Show* (ABC), a comedy about the home life of a Philadelphia judge; and *Family* (ABC), a drama about the Lawrence family in Pasadena, Calif., starring Sada Thompson, James Broderick, Kristy McNichol, and Meredith Baxter-Birney. *Mary Hartman, Mary Hartman*, starring Louise Lasser became a popular late-night show that satirized middle-class mores and was syndicated by Norman Lear's T.A.T./Tandem productions.

All the networks planned lavish coverage of the nation's bicentennial. As part of CBS-TV's 16 hours of special programming, at a cost of \$1.5 million, the network presented *In Celebration of U.S.*, a show that interspersed live coverage of celebrations with "anniversary reflections" by public figures and guests including Valerie Harper, Danny Kaye and Beverly Sills. Walter Cronkite anchored the day's coverage of the program that ran from 8 a.m. to midnight. NBC-TV's hour coverage, at a cost of also \$1.5 million, was *The Glorious Fourth*, produced by NBC News and co-anchored by John Chancellor and David Brinkley. It included coverage of live events from 8 a.m. to noon and 1 to 6 p.m., a special edition of *Meet the Press*, three hours of entertainment called *Happy Birthday America*, a Bob Hope special, and a late-night wrap up, *The Best of the Fourth*. ABC, at a cost of approximately \$500,000, featured three hours of special news broadcasts anchored by Harry Reasoner, entitled *ABC News Goes to The Great American Birthday Party*. All three networks scheduled pickups from outer space of the Viking Spacecraft landing on Mars, of "Operation Sail" in which some 200 historic ships from 30 nations sailed into New York Harbor, of the arrival of the Bicentennial Wagon Train at Valley Forge, Pa., of a speech by President Ford and a folk life festival in Washington.

By late 1976, 97% of the nation's families owned TV sets and average daily viewing had increased to about six and a quarter hours.



Judge Warren Ferguson, who said the family-viewing concept was illegal and bounced the ball back to the FCC.

Broadcasting, Nov. 8



In 1976, NBC celebrated a special birthday of its own, 50 years of programing. It traced its roots back to Nov. 15, 1926, when Merlin H. (Deac) Aylesworth, the first president of NBC, opened a four-hour special inaugural program that included five orchestras, a brass band, Metropolitan Opera soloists, a light opera company, an oratorial society, and entertainers that included Will Rogers. The special show in 1926 was carried by 25 stations, 21 NBC charter affiliates plus four other stations, and was heard in approximately five million radio homes.

Fifty years later, in 1976, Julian Goodman, chairman and chief executive officer of NBC, reviewed the network role. "The networks," he said, "have traditionally been the ones to step up with the amount of money, at high risk, to make possible the programing that has established the large viewing audience in the U.S. for the stations. And I think those networks that have made those risks, which have paid for sports rights, far into the future, which have paid for motion pictures, valuable motion pictures, at high prices, running far into the future—I think the networks, having made those risks, deserve to make a profit. And I think the figures will show that over the years the networks' profits not only have been reasonable, and have fluctuated, but they have been very modest as a percentage of return on sales."

To celebrate its 50 years, NBC had developed a new "N" logo at a cost estimated at "well under \$1 million" only to discover that the Nebraska Educational Television Network had been using the identical logo developed at a cost of "well under \$100" for the previous six months. Later in the year NBC negotiated a settlement with NETV for the use of the logo.

In other negotiations, NBC reached an agreement with the Justice Department that ended, for that network, the four and a half years of antitrust litigation that began in April 1972, when the Justice Department filed suits against all the networks. The suits had charged that the networks had used their control over access to television's prime-time hours to restrain and monopolize prime-time television programing in violation of the antitrust laws. The provisions of the negotiated agreement, including one limiting the amount of programing NBC would be able to produce for its own use, would not become effective until the outcome of litigation against CBS and ABC.

NBC argued that "by taking the lead in entering into this new charter, NBC continues its effort to advance constructive relationships in the industry to the benefit of our program suppliers, the NBC Television Network, and most importantly the viewing public." ABC disagreed, calling the negotiated provisions "basically anti-competitive, inconsistent with FCC policies, and not in the interest of our affiliated stations or the public. . . . ABC has no intention of entering into such a consent judgment." CBS concurred with



FCC nominees Margita White, from the White House staff and Joseph Fogarty, from Capitol Hill, as they faced questioners during their August confirmation hearings. White eventually filled the unexpired term of Charlotte Reid who had resigned in June. Fogarty succeeded Glen O. Robinson for a full seven-year term.  
*Broadcasting, Sept. 6*

ABC, noting that the government's claims against the network were "without legal or factual basis."

As the result of another executive decision, NBC Radio decided, after two years and more than \$10 million in losses, to terminate its News and Information Service by mid-1977.

The NAB, in a radio code action somewhat analogous to TV's family-viewing venture, urged radio broadcasters to screen records for offensive lyrics, particularly those concerned with sex and drugs. The code, which stated that "broadcasters are responsible for making good faith determinations on the acceptability of lyrics under radio code standards," encouraged broadcasters to be vigilant.

The FCC, recognizing the increasing prominence of FM radio, reduced the time that FM stations could duplicate the programing of AM adjuncts. Beginning May 1, 1977, an FM station was to be limited to 25% of the average week of a co-located, commonly owned AM station if either was in a community of over 100,000 population. In communities of between 25,000 and 100,000, FM's were to be limited to 50% of AM duplication.

Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee, proposed a copyright revision bill that the National Cable Television Association supported but that the NAB opposed. The bill that passed Congress in late September, the first revision of copyright law in 67 years, included the following major provisions for cable: The bill required cable systems to obtain a compulsory license requiring them to pay prescribed semiannual royalties based on a percentage of subscriber receipts for distant broadcast signals; established a five-member royalty tribunal to review cable and other rates, and prohibited cable systems from substituting their own commercials on imported broad-

cast signals. Broadcasters still argued that pay cable and deregulation of the cable industry constituted threats to free TV.

Broadcasters, looking ahead to 1977, saw a new configuration of the FCC with Benjamin Hooks's resignation (effective January 1977) to direct the National Association for the Advancement of Colored People and the appointment to the commission of Margita White, a Republican, and Joseph Fogarty, a Democrat.

Also on the horizon for broadcasters was the prospect of revision of the Communications Act, as promised in 1976 by Representative Lionel Van Deerlin (D-Calif.), the new chairman of the House Communications Subcommittee. The biggest unanswered question was what would happen to federal regulation when the new Carter administration came to power.

### Stay Tuned

1. What radio format did Jimmy Carter employ early in his presidency as part of his effort to eliminate presidential isolation?
2. Where was the first two-way cable system used and what was the name of the company that developed that service?
3. What hostage seizure in Washington, renewed speculation about the cause-and-effect relationship between broadcast coverage and terrorist activity?
4. Name the two appointments to FCC in 1977.
5. What programing series in 1977 drew record ratings for ABC-TV and strengthened its hold on prime-time leadership?

The answers next week  
in "1977."

As compiled by BROADCASTING Aug. 17 through Aug. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM applications

■ Central Valley, Calif.—Arby R. Beardslee seeks 840 khz, 50 kw-D, 500 w-N. Address: 3908 Fairway Avenue, Studio City, Calif. 91604. Estimated construction costs: \$23,000; first-quarter operating cost: \$44,500; first-quarter revenue: \$30,000. Principal: Arby R. Beardslee (100%), who is Studio City, Calif., writer and has no other broadcast interests. Filed Aug. 7.

■ Omaha, Neb.—Nebraska-Iowa Broadcasting Corp. seeks 1290 khz, 5 kw-U. Address: 1175 Woodmen Tower, Omaha 58102. Principal: Applicant seeks interim operating authority for deleted facilities of KOIL(AM)-KEFM(FM). Michael J. Tray is president and 13.3% owner. He is also 51% owner of applicant for new FM at Scottsbluff, Neb. Filed Aug. 6.

### FM applications

■ Clinton, Ark.—Weber-King Radio seeks 92.1 mhz, 800 w, HAAT: 574 ft. Address: Main & Griggs, Clinton, Ark. 72031. First-quarter operating cost: \$25,800. Principals: Victor R. Weber (75%) and Sidney R. King (25%) who own KGFL(AM) Clinton, Ark. Filed Aug. 12.

■ \* Citrus Heights, Calif.—First Apostolic Church Inc. seeks 89.7 mhz, 3 kw, HAAT: 257 ft. Address: 7737 Highland Avenue, Citrus Heights 95610. Estimated construction costs: \$18,450; first-year operating cost: \$7,700. Format: Religious educational. Principal: noncommercial corp.; William E. Geurin is pastor of First Apostolic Church, Citrus Heights, Calif., who has no other broadcast interests. Filed Aug. 14.

■ Indio, Calif.—Butterfield Broadcasting Co. seeks 92.7 mhz, 55 w, HAAT: 432 ft. Address: 41884 Fifth Street, Temecula, Calif. 92390. Estimated construction costs: \$30,500; first-year operating cost: \$13,500; first-year revenue: \$60,000. Format: contemporary. Principals: Stephen M. Cilurzo (49%), Lorianne J. Martinez (31%) and Roy T. Mendoza (20%). Cilurzo is general manager of KRTM(FM) Temecula, Calif. Mendoza is operations director for Anaheim, Calif., audio processing equipment company. Martinez is public affairs director and traffic manager at KRTM. They have no other broadcast interests. Filed Aug. 17.

■ Snowmass, Colo.—Ervin L. Cartwright seeks 103.9 mhz, 3 kw, HAAT: -763 ft. Address: 9896 East Maplewood Circle, Englewood, Colo. 80111. Estimated construction costs: \$13,500; first-quarter operating cost: \$30,300; first-quarter revenue: \$30,000. (100%), who is with Chapman Associates, Atlanta-based media brokerage firm, has no other broadcast interests. Filed Aug. 17.

■ Snowmass Village, Colo.—Sno-Mass Communications Inc. seeks 103.9 mhz, 3 kw, HAAT: -84 ft. Address: P. O. Box 5455, Snowmass Village 81615. Estimated construction costs: \$187,500; first-quarter operating cost: \$50,000; first-year revenue: \$200,000. Format: Variety/Standard pops. Principals: William J.

Lippman, Jack D. Gabow, Robert E. Lyon (one-third each). Lippman is Denver attorney. Gabow is New York typographer. Lyon is Snowmass Village exporter. None have other broadcast interests. Filed Aug. 17.

■ Naples Park, Fla.—Mark L. Wodlinger seeks 105.5 mhz, 3 kw, HAAT: 678 ft. Address: 800 Galleon Drive, Naples, Fla. 33940. Estimated construction costs: \$130,500; first-quarter operating cost: \$27,500; first-year revenue: \$60,000. Principal: Mark L. Wodlinger (100%), former owner of KBEQ-FM Kansas City, Mo. His wife, Constance J. Wodlinger, has applications for 15 low power TV stations and new FM at Miami. Filed Aug. 14.

■ Soperton, Ga.—Terry D. Meeks seeks 101.7 mhz, 2.5 kw, HAAT: 475 ft. Address: P. O. Box 441, Lyons, Ga. 30436. Estimated construction costs: \$75,000; first-quarter operating cost: \$3,300; first-year revenue: \$30,000. Principal: Terry D. Meeks (100%), who is Lyons, Ga., contractor and real estate developer, was recently granted FCC approval to buy WMPZ(AM) [formerly WYOK] Soperton, Ga., for \$232,500. Filed Aug. 12.

■ Sparta, Ga.—James S. Rivers seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 908 20th Avenue, East, Cordele, Ga. 31015. Estimated construction costs: \$76,000; first-year operating cost: \$72,000; revenue: \$180,000. Format: CW. Principal: James S. Rivers (100%), who owns 52% each of WMJM(AM)-WFAV(FM) Cordele, Ga., and WJIZ(AM) Albany, Ga., and 6% of WTJH(AM) East Point, Ga. Filed Aug. 11.

■ Defiance, Ohio—Wolfe Communications Inc. seeks 98.1 mhz, 50 kw, HAAT: 500 ft. Address: 1684 Paula Drive, Columbus, Ohio 43220. Estimated construction costs: \$300,000; first-quarter operating cost: \$63,000; first-quarter revenue: \$10,000. Principals: Robert R. Wolfe (48%) and wife, Frances E. (32%) and daughter, Frances A. (20%). Robert Wolfe is engineer with chemical company in Dublin, Ohio. They have no other broadcast interests. Filed Aug. 17.

■ Burkburnett, Tex.—Dove Media Inc. seeks 104.7 mhz, 93.84 kw, HAAT: 449 ft. Address: 1010 Washington Blvd., Abilene, Tex. 79601. Estimated construction costs: \$92,000; first-quarter operating cost: \$30,000; first-year revenue: \$140,000. Principals: Floyd E. Miller (34%), Bruce H. Campbell and Tom W. Ewing (33% each). Miller is sales representative for chemical company. Campbell is sales representative for KWKC(AM) Abilene, Tex. Ewing is Wichita Falls, Tex., physician. Campbell is also 75% owner of new FM applicant for Abilene. Filed Aug. 13.

■ Lockhart, Tex.—Cen-Tex Broadcasting Corp. seeks 94.7 mhz, 100 kw, HAAT: 1097 ft. Address: 1532 Twin Island, Lockhart, Tex. 78644. Estimated construction costs: \$600,000; first-quarter operating cost: \$143,000; first-year revenue: \$585,000. Principals: Raymond J. St. Germain (40%), Cecil E. Massey, D. Edward Moore, Clarence Moore, Edward P. Perez and Ann Wade (10% each). Germain is Houston geophysicist. Massey is city manager, Lockhart, Tex. Edward Moore is Galveston, Tex., real estate developer. Clarence Moore is Caldwell county real estate investor. Perez owns 50% of Lockhart nursery and landscaping service. Wade is nurse with Waelder, Tex., school system. They have no other broadcast interests. Filed Aug. 14.

■ Nederland, Tex.—Mid-County Communications seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 6161 Reims, No. 122, Houston 77036. Estimated construction costs: \$75,700; first-quarter operating cost: \$38,000; first-year revenue: \$300,000. Format: Contemporary. Principals: Ronald D. Haney, Van D. Goodall Jr., Nancy Havey (one-third each). Haney is chief engineer at KULF(AM) Houston. Goodall is Nacogdoches, Tex. program director. Havey is Irving, Tex., insurance investigator. They have no other broadcast interests. Filed Aug. 14.

■ Roy, Utah—Robert L. Wikstrom seeks 107.9 mhz, 49 kw, HAAT: 2359 ft. Address: 8610 N.E. 169th Street, Bothell, Wash. 98011. Estimated construction costs: \$6,000; first-quarter operating cost: \$30,000; first-quarter revenue: \$38,000. Principal: Robert L. Wikstrom (100%), is 14.5% owner of KCKO(AM) Spokane, Wash., and co-applicant for new FM's at Olympia, Wash., and Sweet Home, Ore. Filed Aug. 17.

■ West Jordan, Utah—Brent T. Larson seeks 102.7 mhz, 100 kw, HAAT: 1036 ft. Address: 4014 Beus Drive, Ogden, Utah 84403. Estimated construction costs: \$65,000; first-quarter operating cost: \$30,500; first-quarter revenue: \$45,000. Format: Popular/country. Principal: Brent T. Larson (100%) who owns KSVC(AM)-KKWZ(FM) Richfield, Utah; KUUF(FM) Nampa, Idaho; KOOS(FM) North Bend, Ore. Filed Aug. 13.

■ Clarksville, Va.—Clarksville Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 213 ft. Address: P. O. Box 904, Clarksville 23927. Estimated construction costs: \$105,800; first-quarter operating cost: \$17,300; first-year revenue: \$131,400. Format: Easy Listening. Principals: Robert R. Boyd (51%), S. Ben Judy (25%), Gregory C. Jones (10%), Willard C. Morgan (9%) and Jesse R. Overstreet (5%). Boyd is Annandale, Va., attorney. Judy is Clarksville, Va., physician. Jones is contractor. Morgan owns lumber company. Overstreet is Clarksville attorney. None have other broadcast interests. Filed Aug. 12.

■ Powell, Wyo.—Broadcast Enterprises seeks 104.4 mhz, 100 kw, HAAT: 1,855 ft. Address: P. O. Box 968, Powell 82435. Estimated construction costs: \$100,000; first-quarter operating cost: \$15,000; first-year revenue: \$60,000. Principals: William A. Mack (94.74%) and Arthur J. Brooks (5.26%). They own KPOW(AM) Powell and KAAA(AM)-KZZZ(FM) Kingman, Ariz. Filed Aug. 13.

### TV applications

■ Lexington, Ky.—Way of the Cross Outreach Inc. seeks ch. 62. ERP: 5000 kw vis, 500 kw aur., HAAT: 654 ft.; ant. height above ground: 559 ft. Address: 206 Hillcrest, Lexington 40555. Estimated construction cost: \$17,000; first-quarter operating cost: \$84,300; first-year revenue: \$300,000. Legal counsel: Gammon & Grange-Washington. Consulting engineer: Pete Warren. Principal: Nonstock corp.; Edward Bowlds is president. He is Lexington evangelist and has no other broadcast interests. Filed Aug. 6.

■ Hammond, Va.—Apogee Inc. seeks ch. 62. ERP: 13.3 kw vis, 1.3 kw aur., HAAT: 376 ft.; ant. height above ground: 402 ft. Address: P. O. Box 169, Point Clear, Ala. 36564. Estimated construction cost: \$354,000; first-quarter operating cost: \$208,000. Legal counsel: James E. Greeley-Washington. Consulting engineer: Robert L. Purcell-Washington. Principal is subsidiary of Shively Communications Inc., which is principally owned by Richard F. Shively, president, who also owns KTPX-TV Monahans and KWAB-TV Big Springs, both Texas. Apogee has filed six low power applications and also applications for new UHF's at Muskegon, Mich.; Danville, Va., and Appleton, Wis. (BROADCASTING, Aug. 24). Filed Aug. 14.

### AM actions

■ Albertville, Ala.—Bobby King granted 1090 khz, 1 kw-D. Address: Box 501 Arab, Ala. 35016. Estimated construction costs: \$78,910; first-quarter operating cost: \$9,225; revenue: \$80,000. Format: C/W. Principal: King owns realty co. in Arab, Ala. He is former general manager of WRAB(AM) Arab and 20% owner of WVOV(AM) Huntsville, Ala. Action Aug. 10.

■ Green Valley, Ariz.—Crystal Sets Inc. granted 1080 khz, 1 kw-D. Address: 3147 East Pima, Tucson, Ariz. 95716. Estimated construction costs: \$60,222; first-quarter operating cost: \$31,500; first-quarter revenue: \$30,000. Format: Standard pops. Principals: Joseph N. Crystal and wife, Martha J. (45% each) and William C. Scott and wife, R. Judith (5% each). Joseph Crystal is chief operating officer at KEVT(AM)-KWFM(FM) Tucson. Martha Crystal is administrator with Hughes Aircraft Co., Tucson. Judith Scott is Tucson public relations consultant. William Scott is attorney. Action July 6.

■ Quebradillas, P.R.—Jose J. Arzuaga granted 960 khz, 500 w-U. Address: P. O. "W" Quebradillas, P.R. Estimated construction costs \$30,700; revenue: \$60,000. Format: Pop. Principal: Arzuaga owns WREI-FM Quebradillas, 10% of WXYX-FM Bayamon, P.R. and 33% of applicant for new AM at Miami. Action Aug. 11.

## FM actions

- Marana, Ariz.—Saguaro Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 144 ft. Address: Box 498, Rillito, Ariz. 85246. Estimated construction costs: \$71,000; first-quarter operating cost: \$21,500; first-quarter revenue: \$14,850. Format: C/W. Principals: Steven R. Russell (50%), Thomas J. Curley and wife, Deborah A. (25% each). Russell is technical director at KOLD-TV Tucson, Ariz. Thomas Curley is project test engineer at Hughes Aircraft, Tucson. They have no other broadcast interests. Action July 15.
- Hudson Falls, N.Y.—Premier Broadcasting Corp. granted 101.7 mhz, 3 kw, HAAT: 248 ft. Address: 74 Oak Street, Hudson Falls 12839. Estimated construction costs: \$54,000; first-quarter operating cost: \$30,000. Format: Top 40 country. Principals: Carlton R. Reis, Robert G. Jennings and Lewis Roth (one-third each). Reis is South Glens Falls, N.Y., consulting engineer. Jennings is Hudson Falls radio program producer. Roth is Glens Falls attorney. They are also applicants for new AM at South Glens Falls. Action July 28.
- Evanston, Wyo.—Listeners Network granted 106.3 mhz, 3 kw, HAAT: 1446 ft. Address: 51 Wanders Drive, Hingham, Mass. 02043. Estimated construction costs: \$16,600; first-year operating cost: \$24,000; first-year revenue: \$30,000. Format: Standard pop. Principals: Eric Johnson, Brent W. Lambert and Gary Crowder. Applicants are also principals in KEVA(AM)-Evanston, Wyo., and KIOQ(FM) Bishop, Calif. Also, Johnson and Lambert own 100% of WIKE(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont. Applicant is also 50% owner of application for new AM at Golden, Colo. Action July 28.

## Ownership Changes

### Applications

- KWHY-TV Los Angeles (ch. 22; 2,570 kw vis., 257 kw aur., ant. 2,930 ft.)—Seeks assignment of license from Coast Television Broadcasting to Choice Channel of Los Angeles for \$5.3 million. Seller is principally owned by three brothers, Wiley D., Robert W., and Hugh R. Bunn and Frederick D. Custer, who have no other broadcast interests. Harris is president and principal owner of Harriscope Broadcasting Corp., Los Angeles-based group of two AM's, one FM and five TV's. Selec TV is Marina del Ray, Calif.-based subscription television service. Lionel Shaen is president. Selec TV, which has supplied pay programming to station, exercised option to buy. Filed Aug. 12.
- KBLF(AM)-KSNR(FM) Red Bluff, Calif. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw, ant. 1,080 ft.)—Seeks assignment of license from Communications By Design Inc. to Wireless Associates for \$835,000 (BROADCASTING, July 13). Seller is owned by David Caldwell and wife, Kathryn, who have no other broadcast interests. Buyer is principally owned by Gary Katz, vice president and general manager of KATA(AM) Arcata and KFMI(FM) Eureka, both California. Katz also is 50.1% owner and managing general partner of KAGO-AM-FM Kalmath Falls, Ore. Filed Aug. 11.
- WSTL(AM) Eminence, Ky. (1600 khz, 500 w-D)—Seeks transfer of control of Radio 1600 Inc. from Radio Michigan Inc. (100% before; none after) to Primary Media Ltd. (none before; 100% after). Consideration: \$74,000 plus unpaid balance on bank note of \$103,529.61. Principals: Seller is group of 10 stockholders who also own WBUK(AM) Portage, Mich.; WKTN(FM) Kenton, Ohio, and WIVQ(FM) Peru, Ill. Robert D. MacVay is president. Buyer is owned by Richard D. Garlick (64.77%) and 13 others. Garlick is station manager at WSTL and has no other broadcast interests. Filed Aug. 14.
- WBVD Beverly, Mass. (1570 khz, 500 w-D)—Seeks assignment of license from Pauley Enterprises Inc. to Harbor Broadcasting Corp. for \$225,000. Seller is principally owned by Robert R. Pauley and William Minot. Pauley owns 73% of UHF applicant for Manchester, N.H. Buyer is subsidiary of United States Broadcasting Corp., which is owned by Joseph J. Snyder, Phoebe Walker and Rose Boritzer (one-third each). Snyder is sales engineer with Hewlett Packard Corp., Lexington, Mass. Walker is Manhasset, N.Y., real estate broker. Boritzer is director of Bronx, N.Y., nursing home. Filed Aug. 14.
- WYYY(AM) Kalamazoo, Mich. (1470 khz, 500 w-D)—Seeks transfer of control of Circle Corp. from

Nancy A. Williams and Michael O. Day (100% before; none after) to Walter Isbert (none before; 100% after). Consideration: \$20,400. Principals: Sellers are transferring their 51% interest to Isbert, and Larry Kronenberger will increase his interest in station to 49%. Isbert also owns 51% of WJOR(AM) South Haven, Mich. Filed Aug. 14.

- WDRU(FM) Drew, Miss. (FM: 95.3 mhz, 3 kw, ant. 295 ft.)—Seeks assignment of license from Triangle Broadcasting Inc. to Galtelli Broadcasting Inc. for \$150,000. Seller: Group of 12 stockholders. George Wofford is president and 22.2% owner. None have other broadcast interests. Buyer: Paul L. Galtelli (51%) and wife, Patricia B. (49%). Paul is station manager at WROX(AM) Clarksdale, Miss., where Patricia is office manager. They have no other broadcast interests. Filed Aug. 17.

- WXXX(AM) Hattiesburg, Miss. (1310 khz, 1 kw-D)—Seeks assignment of license from Triplex Broadcasting Co. to Media Systems Inc. for \$105,000. Seller: Charles D. Saunders (100%), who has no other broadcast interests. Buyer is subsidiary of Catholic Engineering Equipment Co., which is wholly-owned by Joseph F. Tatum Jr. He is president of corrosion engineering and manufacturing firm and has no other broadcast interests. Filed Aug. 14.

- WBBG(AM)-WVWM(FM) Cleveland, Ohio (AM: 1260 khz, 5 kw-U; FM: 105.7 mhz, 27 kw, ant. 900 ft.)—Seeks assignment of license from Embrescia Communications Corp. to Robinson-Communications Inc. for \$6.2 million (BROADCASTING, Aug. 3). Seller is owned by brothers, Thomas and James Embrescia, and Joseph Restifo, who have no other broadcast interests. Buyer is owned by Larry J.B. Robinson, executive with New York-based W. R. Grace & Co., who had no other broadcast interests. Filed Aug. 14.

- WURD(FM) Georgetown, Ohio (97.7 mhz, 1.6 kw, ant. 390 ft.)—Seeks assignment of license from Brown County Radio Inc. to Jaco Broadcasting Group Inc. for \$480,000 (BROADCASTING, July 27). Seller is principally owned by Jerry E. Kiefer, who has bought, subject to FCC approval, WELE(AM) South Daytona

Beach, Fla. (BROADCASTING, May 18). Buyer is principally owned by Terry Jacobs. Jacobs owns WTSJ(AM) Cincinnati; WVOI(AM) Toledo, Ohio, and WTOW(AM) Towson, Md. Filed Aug. 12.

- KGLC(AM)-KORS(FM) Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Seeks assignment of license from Ottawa County Broadcasting Inc. to Duke Broadcasting Inc. for \$700,000 (BROADCASTING, Aug. 24). Seller is owned by Jeryl Smith and wife, DeAnn (44.1% each), Ken Lingen (6.8%), David Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Earlier deal to sell stations to Ottawa County Broadcasting for \$700,000 fell through. Buyer is owned by Larry Duke (51%) and Tim Eatman (49%). Duke owns KIIN(FM) Jonesboro, Ark. Eatman is former general manager of KARN(AM) Little Rock, Ark. Filed Aug. 14.

- KMMM(FM) Muskogee, Okla. (FM: 106.9 mhz, 97 kw, ant. 125 ft.)—Seeks assignment of license from K Triple M Corp. to KMMM Radio Inc. for \$1,225,000. Seller: Daniel E. Wolff (70.6%) and mother, Imelda M. Wolff (29.4%), who have no other broadcast interests. Buyer is subsidiary of Hicks Communications Inc., which is principally owned by R. Steven Hicks and Thomas O. Hicks, brothers. Hicks is Dallas-based group owner of two AM's and two FM's. Filed Aug. 17.

- KOPY(AM)-KXMS(FM) Alice, Tex. (AM: 1070 khz, 1 kw-U; FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of M S Broadcasting Inc. from Don M. Magee (100% before; none after) to Earle Fletcher and others (none before; 100% after). Consideration: \$80,473. Principals: Seller owns 89% of stock and has no other broadcast interests. Buyers are group of six stockholders. Earle Fletcher is president and 55% owner. He owns 89.96% of KCLE(AM) Cleburne, Tex. Filed Aug. 12.

- KAGC(AM) Bryan, Tex. (1510 khz, 500 w-D)—Seeks assignment of license from Brazos Media Inc. to The First One Broadcast Group Inc. for \$374,000. Seller: Tom E. Spellman and wife, E. Jean, and A. Boyd Kelley and wife, Joan (25% each). Tom Spellman owns 51% of CP for new AM at Winters, Tex.; 33.5% of applicant for new AM at Plano. Boyd Kelley owns 51% of KDWT(AM) Stamford, Tex., and 30% of KKDA-AM-FM Grand Prairie, Tex. They are also principals in new

# Oct 12

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## You belong in Broadcasting Oct 12

applicant for new FM at Bryan, Tex., and permittee for new AM at Conroe, Tex. Buyer: John C. Culpepper Jr. (51%), Barry Turner and Michael A. Connor (24.5% each). Culpepper is Bryan, Tex., real estate developer. Turner is general manager and Connor is sales manager both at KAGC. Turner is also principal in application for new FM at Bryan with sellers. Filed Aug. 17.

■ **WMAD(FM)** Sun Prairie, Wis. (92.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Patten Broadcasting to Erin Broadcasting Inc. for \$1,275,000 (BROADCASTING, Aug. 24). Seller is Southfield, Mich.-based owner of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. Patten has also sold, subject to FCC approval, WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Aug. 10). FCC also granted it approval to sell majority interest in WMPX(AM) Midland, Mich. (BROADCASTING, Aug. 24). Buyer is owned by Nancy C. McMahon who holds CP for new AM at Sun Prairie (BROADCASTING, July 6). Filed Aug. 13.

## Actions

■ **WXVW(AM)** Jeffersonville, Ind. (AM: 1450 khz, 1 kw-D, 250-N)—Granted assignment of license from Henson Broadcasting to Sunny Side Communications Inc. for \$600,000. Seller: Clarence E. Henson and family who own WLRN(FM) Louisville, Ky., and KISO(AM)-KLOZ(FM) El Paso, Tex. He sold WORX-AM-FM Madison, Ind., for \$700,000 (see below) and bought WAVE(AM) Louisville, Ky. for \$2.75 million (BROADCASTING, April 6). Buyer: Charles J. Jenkins Jr. (president) and nine others. Jenkins is general manager at station. Others are local businessmen who have no other broadcast interests. Action Aug. 14.

■ **WORX(AM)** Madison, Ind. (1270 khz, 1 kw-D)—Sold by Henson Broadcasting Co. to Richard D. Witty and others for \$230,000. Seller also sold, WXVW(AM) Jeffersonville, Ind. (see above) and purchased, WAVE(AM) Louisville, Ky. (see "Changing Hands," page 36). Witty is vice president and general manager of WORX. He is putting together local group of investors to participate in purchase of WORX. Action Aug. 14.

■ **WMT-TV** Cedar Rapids, Iowa (CBS, ch. 2; 100 kw vis., 20 kw aur.; ant. 1,450 ft.)—Sold by Orion Broadcasting Inc. to Guy Gannett Broadcasting Services Inc. for \$13 million. Sale is second spin-off from proposed \$110-million Orion-Cosmos Broadcasting Corp. merger (BROADCASTING, June 16, 1980). Seller is owned principally by estate of George W. Norton and family. Norton's nephew, T. Ballard Morton, is president. It has also spun off WFRV-TV Green Bay, Wis. and its satellite, WSMN-TV Escanaba, Mich. (see below), and also has spun off WAVE(AM) Louisville, Ky. (BROADCASTING, April 6). Orion, as wholly owned subsidiary of Cosmos, will retain WAVE-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WMT-AM-FM Cedar Rapids. In addition, Cosmos owns WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo, Ohio, and WIS-AM-TV Columbia, S.C. Buyer is subsidiary of Guy Gannett Publishing Co., publisher of daily newspapers in Portland, Augusta and Waterville, all Maine. It is controlled by Jean Gannett Hawley (chairman) and family. Its broadcast portfolio includes: WGAN-AM-FM-TV Portland, Me.; WGGB-TV Springfield, Mass.; WINZ-AM-FM Miami; KOFM(FM) Oklahoma City; KSTT(AM) Davenport, Iowa; WXLN(FM) Moline, Ill. Action Aug. 14.

■ **WRBJ-AM-FM** St. Johns, Mich. (AM: 1580 khz, 1 kw-D; FM: 92.1 mhz, 3 kw, ant. 125 ft.)—Granted assignment of license from Dittmer Broadcasting Inc. to Chase Broadcasting Corp. for \$245,000 plus \$75,000 for covenant not to compete. Seller: Robert D. Dittmer, who has no other broadcast interests. Buyer: R. Charles McLravy (80%), Richard D. Mooney and Bruce R. Stickle (10% each). McLravy is Grand Rapids, Mich., attorney. Mooney is Lansing, Mich., real estate investor and retail oil and gas distributor. Stickle is Chicago banker. McLravy and Stickle each own 9.09% of UHF applicant for Kalamazoo. McLravy is also 20% owner of applicant for Toledo, Ohio. Action Aug. 6.

■ **WFRV-TV** Green Bay, Wis., and satellite, WJMN-TV Escanaba, Mich. (WFRV: NBC, ch. 5; 93.3 kw vis., 20 kw aur.; ant. 1,192 ft.; WJMN: ch. 3, 100 kw vis., 20 kw aur.; ant. 1,192 ft.)—Sold by Orion Broadcasting Corp. to Midwest Radio-Television Inc. for \$18-\$20 million. Stations are two of four that must be spun off to meet FCC ownership requirements and clear way for merger of Orion and Cosmos Broadcasting Inc., announced last summer (BROADCASTING, June 16,

1980). Others are WAVE(AM) Louisville, Ky., and WMT-TV Cedar Rapids, Iowa (see above). Cosmos will absorb rest of Orion stations: WFIE-TV Evansville, Ind.; WMT-AM-FM Cedar Rapids, and WAVE-TV Louisville. Orion is owned principally by estate of George W. Norton. Norton's nephew, T. Ballard Morton, is president. Buyer of WFRV-TV and WJMN-TV is owned by descendants of W. J. and F. E. Murphy families, who published *Minneapolis Tribune* from 1900 to 1940. Tom Doar is president. Action Aug. 14.

## Facilities Changes

### AM applications

■ **KCMJ(AM)** Palm Springs, Calif.—Seeks modification of CP (BP-790313AB, as mod.) to make changes in ant. sys.; change TL; change power to 2.5 kw-N and 10 kw-D; change from non-DA to DA; change N frequency to 1140 khz.; change type trans. and increase height of tower. Ann. Aug. 12.

■ **WBRD(AM)** Bradenton, Fla.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; change city of license to Palmetto, Fla.; change TL; and make changes in ant. sys. Ann. Aug. 10.

■ **WAZE(AM)** Clearwater, Fla.—Seeks modification of CP to reduce number of towers in directional array. Ann. Aug. 13.

■ **WPRZ(AM)** Evanston, Ill.—Seeks modification of CP (BP-21, 239, as mod.) to change TL. Ann. Aug. 12.

■ **KDEC(AM)** Decorah, Iowa—Seeks CP to change frequency to 1200 khz; increase N power to 1 kw; change TL; go from share time operation to separate U operation; make changes in ant. sys. Ann. Aug. 14.

■ **WSRO(AM)** Marlborough, Mass.—Seeks CP to change TL. Ann. Aug. 14.

■ **KCMO(AM)** Kansas City, Mo.—Seeks modification of CP (BP-20989, as mod.) to modify N standard pattern. Ann. Aug. 14.

■ **WJLJ(AM)** Niagara Falls, NY—Seeks CP to change TL. Ann. Aug. 4.

■ **WKYK(AM)** Burnsville, N.C.—Seeks CP to increase D power to 5 kw. Ann. Aug. 14.

■ **WCGR(AM)** Canandaigua, N.Y.—Seeks CP to change frequency to 640 khz; add 1 kw-N; DA-2; make changes in ant. sys. Ann. Aug. 14.

■ **WFAI(AM)** Fayetteville, N.C.—Seeks CP to change freq. to 1200 khz; change power to 500 w; 5 kw DA-N. Ann. Aug. 14.

■ **WFMC(AM)** Goldsboro, N.C.—Seeks CP to change frequency to 640 khz; add 1 kw-N; DA-N, increase D power 10 kw. Ann. Aug. 14.

■ **WHLO(AM)** Akron, Ohio—Seeks CP to increase D power to 10 kw; change DA Pattern. Ann. Aug. 14.

■ **WNCO(AM)** Ashland, Ohio—Seeks CP to move ant. site; increase tower height and decrease ant. power to ant. efficiency. Ann. Aug. 12.

■ **WDXE(AM)** Lawrenceburg, Tenn.—Seeks CP to change TL; increase tower height and decrease trans. power. Ann. Aug. 13.

### FM applications

■ **WSKR(FM)** Atmore, Ala.—Seeks CP to change TL; specify SL/RC; to be determined; increase ERP: 100 kw; HAAT: 1,600 ft.; change type trans., and make changes in ant. sys. Ann. Aug. 12.

■ **KVPR(FM)** Fresno, Calif.—Seeks CP to change TL; increase ERP: 2.45 kw; HAAT: 1886 ft. and make changes in ant. sys. Ann. Aug. 12.

■ **KSTC-FM** Sterling, Colo.—Seeks CP to install aux. ant. to be operated on ERP: 1.8 kw (H&V); HAAT: 424 ft. (H&V) and change TPO (for aux. purposes only). Ann. Aug. 12.

■ **WGYL(FM)** Vero Beach, Fla.—Seeks CP to change TL; change HAAT: 300 ft.; change type trans. and make changes in ant. sys. Ann. Aug. 12.

■ **WFTZ(FM)** Hinesville, Ga.—Seeks mod. of CP (BPH-10,665) to change type trans.; change type ant.; decrease ERP: 1.95 kw (H&V); increase HAAT: 363 ft. (H&V) and change TPO. Ann. Aug. 12.

■ **\*WWHI(FM)** Muncie, Ind.—Seeks CP to increase ERP to 126.76 kw; HAAT: 904.75 ft. Ann. Aug. 10.

■ **\*WETL(FM)** South Bend, Ind.—Seeks CP to change

TL; increase ERP: 3 kw; HAAT: 300 ft. and make changes in ant. sys. Ann. Aug. 12.

■ **WTOS-FM** Showhegan, Me.—Seeks modification of CP (BPH-800527A0) to make change in ant. sys.; change type trans.; change type ant.; increase HAAT: 2,430 ft. (H&V) and change TPO. Ann. Aug. 12.

■ **\*WSHL-FM** Easton, Mass.—Seeks modification of CP (BPED-790607AF) to make changes in ant. sys.; change TL; change SL; change type trans. and change TPO. Ann. Aug. 12.

■ **\*WAVM(FM)** Maynard, Mass.—Seeks modification of CP (BPED-790427AB) to make changes in ant. sys.; change type ant.; change ERP: 0.136 kw and change TPO. Ann. Aug. 12.

■ **WOKM(FM)** New Albany, Miss.—Seeks CP to change TL; increase ERP: 100 KW; HAAT: 604.5 ft. change type transmitter and make changes in ant. sys. Ann. Aug. 10.

■ **WXLO(FM)** New York—Seeks CP to install aux. ant. on main tower, to be operated on ERP: 3.18 kw (H&V); HAAT: 1260 ft. (H&V) and change TPO (for aux. purposes only). Ann. Aug. 12.

■ **\*WPSA(FM)** Paul Smiths, N.Y.—Seeks CP to change frequency to 101.3 mhz. Ann. Aug. 10.

■ **\*WMUB(FM)** Oxford, Ohio—Seeks modification of CP (BPED-790926AA) to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 30.0 kw (H&V) and change TPO. Ann. Aug. 12.

■ **WAIM-FM** Anderson, S.C.—Seeks CP to install aux. ant. on main tower, to be operated on ERP: 60 kw (H&V); HAAT: 473 ft. (H&V) and change TPO for aux. purposes only). Ann. Aug. 12.

■ **\*WCEW(FM)** Charleston, S.C.—Seeks CP to change frequency to 107.9 mhz.; change ERP: 7.73 kw (H); decrease HAAT: 62.45 ft. (H). Ann. Aug. 12.

■ **WKTU(FM)** North Charleston, S.C.—Seeks modification of CP (BPH-800501AE) to make changes in ant. sys.; change TL; increase ERP: 100 kw (H&V); decrease HAAT: 547 ft. (H&V) and change TPO. Ann. Aug. 12.

■ **\*KNTU(FM)** Denton, Tex.—Seeks modification of CP (BPED-2244, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP: 6.7 kw (H&V); increase HAAT: 309 ft. (H&V) and change TPO. Ann. Aug. 12.

■ **KQUE(FM)** Houston—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 100 kw (H&V); increase HAAT: 970 ft. (H&V) and change TPO. Ann. Aug. 12.

### TV application

■ **WHMB-TV** Indianapolis—Seeks CP to change ERP to 2113 kw vis., 211.3 kw aur.; change type trans; Ann. Aug. 12.

### AM actions

■ **WAAV(AM)** Huntsville, Ala.—Granted CP to make changes in ant. sys. (modify D pattern). Action Aug. 4.

■ **KWCK(AM)** Searcy, Ark.—Granted construction permit to increase power to 5 kw. Action Aug. 6.

■ **WRTT(AM)** Vernon, Conn.—Granted modification of CP (BP-20,736, as mod.) to make changes in ant. sys.; change TL; and change ant. pattern. Action Aug. 6.

■ **WMAL(AM)** Washington—Granted CP to add MEOW's to N directional ant. pattern. Action Aug. 4.

■ **KWLA(AM)** Many, La.—Granted CP to change hours of operation to full daytime; change frequency from 1400 to 810 khz; change TL&SL; and make changes in ant. sys. Action July 30.

■ **WHTH(AM)** Heath, Ohio—Granted CP to increase power to 1 kw. Action July 17.

■ **WCTA(AM)** Alamo, Tenn.—Granted modification of CP (BP-21,270, as mod.); to change TL & loc. SL. Action Jul 14.

■ **KLAT(AM)** Houston, Tex.—Granted CP to change hours of operation to U by adding N service with 1 kw, DA-2; specify SL and RC to 101 North Milby Plaza, Houston, and make changes in ant. sys. Action July 14.

■ **KVNU(AM)** Logan, Utah—Granted CP to make changes in ant. sys.; change TL; change directional pattern. Action July 17.

■ **KSOP(AM)** Salt Lake City—Granted CP to change

D power to 5 kw. Action April 8.

■ KOMO(AM) Seattle, Wash.—Granted CP to operate No. 2(N) tower as D only auxiliary non-directional ant. (for aux. purposes only). Action July 16.

■ KFWY(AM) Sumner, Wash.—Granted construction permit to change hours of operation to U by adding 1 kw-N; increase D power from 250 w to 1 kw; install DA-1 and make changes in ant. sys. Action Aug. 5.

■ KVGW(AM) Yakima, Wash.—Granted CP to change hours of operation to U by adding 500 w-N; increase D power to 5 kw; install DA-N; change city of license from Yakima to Union Gap, Wash.; change TL&SL; and make changes in ant. sys. Action Aug. 7.

### FM actions

■ KLHT-FM San Francisco—Granted CP to increase ERP to 34.7 kw (H&V); change type trans.; decrease HAAT to 593 ft. (H&V) and change TPO. Action Aug. 4.

■ KGBA-FM Holtville, Calif.—Granted modification of CP (BPH-11, 193, as mod.) to make changes in ant. sys.; change TL, SL and RC; change ERP to 3.0 kw (H&V) and change TPO. Action July 13.

■ WLPL(FM) Baltimore—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 10 kw (H&V); increase HAAT: 560 ft. (H&V); change SL and RC and change TPO. Action July 29.

■ \*WSHL(FM) Easton, Mass.—Granted modification of CP (BPED-790607AF) to make changes in ant. sys.; change TL; change type trans. and change TPO. Action Aug. 5.

■ WOKQ(FM) Dover, N.H.—Granted construction permit to increase HAAT to 500 ft.; make changes in ant. sys. Action Aug. 4.

■ KRMQ(FM) Provo, Utah—Granted modification of CP (BPH-9137, as mod.) to change type trans.; change type ant.; increase ERP: 47.0 kw (H&V); increase HAAT: 2788 ft. (H&V) and change TPO. Action Aug. 4.

■ \*WVTC(FM) Randolph Center, Vt.—Granted CP to increase ERP: 300 w; HAAT: 203.8 ft.

■ WGAT-FM Gate City, Va.—Granted CP to change name to radio station WKIN Inc.; change TL; change SL/RC; decrease HAAT: 475 ft. and make changes in ant. sys.

### TV action

■ WXOW-TV La Crosse, Wis.—Granted CP to change ERP to vis. 400 kw (M), 227 kw (H), aur. 22.7 kw and change trans. Action July 22.

## In Contest

### Designated for hearing

■ Designated for hearing following 11 applications for new commercial TV to operate on ch. 14 at Washington, D.C., and 1 application for station to operate on same channel at Arlington, Va.: Washington's Christian Television Outreach Inc.; Century Communications Inc.; Capital Communications of Washington Inc.; Community Service Broadcasters Inc.; Focus Broadcasting of Washington, D.C.; Grant Broadcasting Corp.; Kent of Washington Inc.; Television Communications Inc.; Washington Television Inc.; WSCT-TV Inc.; and Metropolitan Television, Inc., to operate in Washington and Urban Telecommunications Corp. to operate at Arlington, Va. Hearing will determine whether Century Communications, Community Service, Focus Broadcasting, Television Communications, Urban Telecommunications and Washington Television are financially qualified; which of proposals would, on comparative basis, best serve public interest; and which of applications should be granted (BC Doc. 81-528-539). Action July 31.

■ Beckham Broadcasting Co. and Ronca Broadcasting Inc., for new commercial FM to operate on 96.5 mhz at Elk City, Okla.; to determine whether Beckham is financially qualified; which of proposals would, on comparative basis, better serve public interest; and which of applications, if either, should be granted (BC Doc. 81-549-550). Action July 22.

■ Carolina Christian Broadcasting Inc., and National Group Telecommunications of Burlington Inc.; for new commercial TV to operate on ch. 16 at Burlington, Vt.; to determine whether Carolina Christian is financially qualified; whether National Group Telecom-

munication's proposed tower height and location would constitute hazard to air navigation; which of proposals would better serve public interest; and which should be granted (BC Doc. 81-542-543). Action Aug. 5.

■ TV-8 Inc. and John R. Powley for new commercial TV to operate on ch. 8 at Iron Mountain, Mich., to determine whether TV-8 is financially qualified; which of applications on comparative basis, would better serve public interest; and which should be granted (BC Doc. 81-540-541). Action Aug. 3.

■ Golden West Broadcasters, Arch Communications Corp., The Great Hartford County Telecasting Corp. and Hartford Television Inc., for new commercial TV station to operate on ch. 61 at Hartford, Conn., and Community Television of Connecticut Inc.; to operate on same channel at Middletown, Conn., to determine whether Golden West, Arch Communications, Great Hartford County and Community TV are financially qualified; whether tower height and location proposals by Arch Communications, Great Hartford County and Community TV would constitute hazards to air navigation; which of proposals would provide fair, efficient and equitable distribution of TV service; in event that choice among applicants should not be based solely on preceding issue, which of proposals, on comparative basis, would best serve public interest; and which of applications should be granted (BC Doc. 81-556-560). Action Aug. 10.

■ Horne Industries Inc., River Valley Broadcasting, Inc., and Judy D. Purtle for a new commercial FM to operate on 100.9 mhz to determine which of proposals would, on comparative basis, best serve public interest; and which should be granted (BC Doc. 81-551-553). Action Aug. 3.

### FCC decisions

■ ALJ Thomas B. Fitzpatrick granted application of Men-Mar Broadcasting Corp. for new FM to operate on 106.3 mhz at Menominee, Mich. In doing so, Judge denied competing application of CJL Broadcasting, Inc. Both applicants hold licenses for AM's within proposed service area—Men-Mar is licensee of WAGN, Menominee, and CJL is the licensee of WCJL, Marinette, Wis., which is located directly across river from Menominee. Both applicants proposed to duplicate programming of their AM stations. Judge Fitzpatrick found Men-Mar's proposal to be quantitatively superior. He said his decision was based on Men-Mar's proposal to integrate ownership and management and that they planned to duplicate less programming from its existing station than did CJL. Action July 10.

■ FCC denied request by Atlantic City Television Corp. for stay pending consideration of its petition for reconsideration of March 10 action authorizing S. Jersey Broadcasting Corp. to purchase WAAT(TV)—(formerly WCMC-TV)—at Wildwood, N.J., and make facilities changes. In addition, FCC had denied ACTV's petition to deny assignment of license from Jersey Cape Broadcasting Corp. to S. Jersey and S. Jersey's request to make major changes in its station. ACTV contended that unless stay were granted, it would be unlikely that its proposed station on ch. 53 at Atlantic City would survive because of competitive advantage WAAT would have in generating advertising revenues due to common ownership with WOND(AM) Pleasantville, N.J., and WGM(FM) Atlantic City. FCC pointed out it had fully considered ACTV's market analysis previously and found that ACTV had overstated competition of WAAT. As for combined advertising rates between commonly owned aural and TV stations serving same area, FCC noted that this is prohibited and ACTV has not shown that S. Jersey's advertising practices would violate it. Action July 31.

■ FCC denied reconsideration and affirmed its authorization to Midcontinent Broadcasting Co., licensee of KPLQ-TV Reliance, S.D., for 1 kw UHF translator station on ch. 15 in Rapid City, S.D., to rebroadcast KPLO's signal to that community. FCC approved translator station in order released Feb. 17, 1981. Duhamel Broadcasting Enterprises, licensee of KOTA-TV Rapid City, requested reconsideration. FCC said Midcontinent's translator would provide full CBS network service to Rapid City and thus access to all three major networks for first time. Fact that some CBS programming is available there over cable system and two stations with secondary CBS affiliations does not negate need, it said. Duhamel's argument that two local TV's may lose their secondary CBS affiliations and that many viewers outside area reached by Midcontinent's translator will lose CBS programming they now receive is speculative, FCC said, and is no proof

that economic harm caused by translator to existing station would be detrimental to public. Action July 30.

■ ALJ James F. Tierney granted Chambers-Anglin Broadcasting's application for new FM on 103.1 mhz at Tehachapi, Calif., while denying that of Tehachapi Broadcasting for same facility. Judge noted that in view of numerous stations in each applicant's proposed service area, neither was entitled preference based on reception. However, judge pointed out that under subcriteria of "best practicable service" Chambers-Anglin warranted substantial preference over Tehachapi for local ownership and residence of Richard D. Anglin, which was enhanced by his previous participation in Tehachapi civic activities coupled with his 20% ownership. Issued Aug. 10.

■ FCC renewed licenses of stations WIRA(AM)-WOVW(FM) Ft. Pierce, Fla., and granted applications to assign licenses from Indian River Broadcasting Co. to David A. Roth, subject to following conditions. The grant of these applications is without prejudice to whatever action FCC may wish to take with respect to license renewal of station WKUL(AM) Cullman, Ala. and failure to consummate assignment of license for stations WIRA and WOVV will render grant of renewal applications for those stations null and void and will cause those applications to revert to pending status. Action Aug. 4.

■ FCC granted tax certificates to The Standard Corp. and Communications Investment Corp. following their sale of stock in TeleCommunications Inc., cross-owned with local KUTV(TV) Salt Lake City. FCC had originally denied CIC tax certificate in part because of comingling through succession of partial sales of certain interests that initially appeared to be "grandfathered" with its other interests. On reconsideration, however, it appeared that CIC had sufficiently clarified its various stock transactions. Moreover, divestiture of the debentures in this instance was consistent with FCC decisions in area of cable television-broadcast cross-ownership divestiture. Action Aug. 4.

## Allocations

■ Arroyo Grande and Pismo Beach, both California—Dismissed petition to assign 94.7 mhz to Pismo Beach and deleted ch. 237 at Arroyo Grande, effective June 29 (BC Doc. 81-192). Action Aug. 5.

■ Barstow, Calif.—In response to petition by Victorville TV Inc.; proposed assignment of TV ch. 64 to Barstow; comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-505). Action Aug. 4.

■ Redding, Calif.—In response to petition by Waterland Group proposed assigning 97.3 mhz to Redding as its third FM assignment, comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-514). Action Aug. 5.

■ Augusta, Ga.—Proposed assignment of 98.3 mhz to Augusta as its fifth FM assignment (BC Doc. 81-35). Action Aug. 5.

■ Hilo, Hawaii—In response to petition by Hawaii Broadcasting Inc.; proposed assigning 94.7 mhz to Hilo as its third FM assignment, comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-515). Action Aug. 5.

■ Petosky, Mich.—In response to petition by MacDonald Broadcasting Corp. proposed substituting 96.3 mhz for 96.7 mhz at Petosky; comments due Oct. 13, reply comments due Nov. 2 (BC Doc. 81-504). Action Aug. 4.

■ Wiggins and Lumberton, both Mississippi—Assigned 95.3 mhz effective Oct. 13 (BC Doc. No. 80-731). Action Aug. 4.

■ Greenfield and Springfield, both Missouri—In response to petition by John A. Watkins to reassign 93.5 mhz from Greenfield, to Springfield; comments due by Oct. 13, reply comments due Nov. 2 (BC Doc. 81-503). Action Aug. 4.

■ Sidney, Neb.—In response to petition by KSID Radio Inc.; proposed substituting 98.7 mhz for 95.3 mhz at Sidney; comments due by Oct. 20, reply comments due Nov. 9 (BC Doc. 81-573). Action Aug. 11.

■ Las Vegas—In response to petition by Doctor R. Crants proposed assigning 103.3 mhz to Las Vegas as its eighth FM assignment; comments due Oct. 20, reply comments due Nov. 9 (BC Doc. 81-568). Action Aug. 11.

■ Sparks, Nev.—Assigned 92.1 mhz to Sparks as its second FM assignment; effective Oct. 13 (BC Doc. 81-82). Action Aug. 4.

- Truth or Consequences, N.M.—In response to petition by Sierra Industries Inc.; proposed substituting 98.7 mhz for 96.7 mhz at Truth or Consequences; comments due Oct. 13, reply comments Nov. 2 (BC Doc. 81-502). Action Aug. 4.
- East Hampton, N.Y.—Assigned 96.7 mhz to East Hampton as its first FM assignment; effective Oct. 13 (BC Doc. 81-101). Action Aug. 5.
- Goose Creek, S.C.—In response to petition by Sunrise Broadcasting Co.; proposed assigning 94.3 mhz to Goose Creek as its first FM assignment, comments due Oct. 20; reply comments due Nov. 9 (BC Doc. 81-571). Action Aug. 11.
- Crockett, Tex.—Assigned 93.5 mhz to Crockett as its second FM assignment; effective Oct. 13. (BC Doc. 81-81). Action Aug. 5.

## Cable

The following cable service registrations have been reported:

- Cable TV of Pointe Coupee Inc. for New Roads and Pointe Coupee Par, both Louisiana (LA0213, 214) new signal.
- TM Cablevision of Riverside County Inc. for Snowcreek and Palm Springs Oasis, both California (CA0676, 677) new signal.
- Pembroke Cable Corp. of Halifax and La Crosse, both Virginia (VA0264, 265) new signal.
- American Television and Communications Corp. for Kaukana, Little Chute and Menasha, all Wisconsin (WI0261, 262, 263) new signal.
- Berry-Decatur TV Line Inc. for Hartleton and Millmont, both Pennsylvania (PA1998, 1999) new signal.
- Pembroke Cable Corp. for Meckenbury, Va. (VA0266) new signal.
- Derry-Decatur TV Line Inc. for Swengal, Pa. (PA2000) new signal.
- Teleprompter Corp. for Woodbine, N.J. (NJ0466) new signal.
- Centel Cable Co. for Addison and Vernon Hills, both Illinois (IL0476) new signal.
- New Berlin Cablevision for New Berlin, Wis. (WI0260) new signal.
- Capital Cable Inc. for Rollingwood, Austin, Sunset Valley, West Lake Hills, all Texas (TX0779, 780, 781, 782) new signal.
- Teleprompter Corp. for Aledo, Ill. (IL0463) new signal.
- Zylstra Communications Corp. for Luverne, Minn. (MN0205) new signal.
- Teleprompter of Irving Inc. for Irving, Tex. (TX0783) new signal.
- Garden State Cable TV Corp. for Buena and Shiloh, both New Jersey (NJ0467, 468) new signal.
- Hudson Cablevision Corp. for Litchfield, N.H. (NH0092) new signal.
- Essex Nineteen Eighty-Two Operating for Lake City, Mich. (MI0497) new signal.
- Clinton Cablevision for Le Claire and Princeton, both Iowa (IA0160, 159) new signal.
- Johnny Wilcop for Crab Orchard, Ky. (KY0523) new signal.
- Joseph Gans for Stillwater and Fishing Creek, both Pennsylvania (PA1996, 1997) new signal.
- Sammons Communications of New York Inc. for Johnstown, Mayfield (town) and Mayfield (village) all New York (NY0934, 935, 936) new signal.
- Telecast Broadcasting of America Inc. for East Cleveland, Ohio (OH0889) new signal.

## Earth Stations

### Applications

- Midcontinent Broadcasting Co. for Sioux Falls, S.D. (7m; S-A; E3315).
- Pasadena CATV Inc. for Pasadena, Tex. (7m; S-A; E3316).

- Cylix Communications Network Inc. for Providence, R.I. (4.6m; S-A; E3404).

- Armstrong Communications Inc. for Oxford, Pa. (5m; AFC; E3416).
- Multimedia Cablevision of Oak Forest Inc. for Oak Forest, Ill. (6.1m; Harris; E3417).
- The Wheat State Telecable Inc. for Douglas, Kan. (4.6m; S-A; E3418).
- Marengo Communications Inc. for Marengo, Ill. (4.6m; S-A; E3419).
- Western Illinois Cablevision for Farmington, Ill. (4.6m; S-A; E3420).
- Eastern Iowa Cablevision for Manchester, Iowa (4.6m; S-A; E3422).
- Hi-Net Communications Inc. for Athens, Tex. (5m; AFC; E3423).
- Hi-Net Communications Inc. for New Britain, Conn. (5m; AFC; E3424).
- Hi-Net Communications Inc. for New Britain, Conn. (5m; AFC; E3425).
- Cylix Communications Network Inc. for Elgin, Ill. (4.6m; S-A; E3426).
- Cylix Communications Network Inc. for Phoenix (4.6m; S-A; E3427).
- GTE Satellite Corp. for Sacramento, Calif. (10m; Andrew; E3428).
- Cablevision of Kent for Rockford, Mich. (5m; Microdyne; E3390).
- H & R Management for Houston, Tex. (4.5m; Prodelin; E3381).
- GTE Satellite Corp. for Marina Del Rey, Calif. (10m; Andrew; E3429).
- Mickelson Media Inc. for Dixon, Ill. (5m; unknown; E3430).
- American Satellite Co. for Garland, Tex. (5m; S-A; E3432).
- American Satellite Co. for Scott AFB, Ill. (10m; S-A; E3433).
- American Satellite Co. for Macdill, Fla. (10m; S-A; E3434).
- Ipswich Cable TV Service for Ipswich, S.D. (4.6m; S-A; E3435).
- Satellite Business Systems for Santa Ana, Calif. (5.5m; Hughes; E3438).
- Valentine Cable TV Service for Valentine, Neb. (4.6m; S-A; E3439).
- Miller Cable TV Service for Miller, S.D. (4.6m; S-A; E3440).
- Ainsworth Cable TV Service for Ainsworth, Neb. (4.6m; S-A; E3441).
- Winner Cable TV Service for Winner, S.D. (4.6m; S-A; E3442).
- Western Union Telegraph Co. for Sky Valley, Calif. (11m; S-A; KE28).
- Brigham Young University for Provo, Utah (10m; Collins; KE75).
- RCA American Communications Inc. for Offutt AFB, Neb. (11m; Radio Mechanical Structurers; KF24).
- Santa Fe Cablevision Co. for Santa Fe, N.M. (4.5m; Andrew; KH30).
- Lansing Cable Television Co. for Vernal, Utah (4.5m; Andrew; KH53).
- American Cablevision Corp. for Cleveland, Tex. (5m; S-A; KH59).
- Community Cablevision of Odessa for Odessa, Tex. (4.5m; Andrew; KH62).
- West Texas CATV Associates for Seminole, Tex. (6m; USTC; KH69).
- West Texas CATV Associates for Seagraves, Tex. (6m; USTC; KH70).
- Southwest Cable Corp. for Espanola, N.M. (4.5m; Prodelin; KH76).
- Horizon Communications Corp. for Broken Bow, Neb. (4.5m; Andrew; KH77).
- Nation Wide Cablevision Inc. for Anacortes, Wash. (5m; S-A; KH88).
- General Electric Cablevision Corp. for Cressey, Calif. (5m; S-A; KH96).
- Perry Cablevision for Perry, Okla. (5m; S-A; KJ36).

## Other

- FCC proposes allocating the 38.6-40 ghz band to TV auxiliary broadcast stations on secondary basis for electronic newsgathering equipment or similar TV auxiliary pickup equipment. This band is presently allocated to Fixed and Mobile Services on shared, co-equal primary basis for stations authorized in Point-to-Point Microwave and Private Operational Fixed Microwave Services Comment date-September 18. Reply Comment date-October 19. Gen. Doc. 81-415.
- Request for revision of Parts 2 and 90 of Rules to permit inland assignment of frequencies in 420-450 MHz band for non-government radiolocation. Radiolocation is use of radio waves to determine position for purposes other than those of navigation (e.g., oil exploration). Comment date-September 21. Reply comment date-October 21. Gen. Doc. 80-135.
- FCC has adopted further notice of inquiry in order to receive more comments on problem of radio frequency interference. Number of complaints have been received about RFI to home electronic entertainment equipment. Comment date-September 30. Reply comment date-November 16. Gen. Doc. 78-369.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WIXR	East Cooper Communications, Mount Pleasant, S.C.
	<b>New FM's</b>
KOPO	Saguaro Broadcasting Co., Marana, Ariz.
KSQU	Valley FM Radio, Weed, Calif.
WMKM	Radio San Augustin Inc., St. Augustine, Fla.
WIUS	Western Illinois University, Macomb, Ill.
WKSZ	Greater Media Radio Co., Media, Pa.
WCWV	R&S Broadcasting Inc., Summersville, W. Va.
	<b>New TV's</b>
WAQP	Saginaw Communications Inc., Saginaw, Mich.
WATX-TV	Arecibo Video Corp., Arecibo, Puerto Rico
	<b>Existing AM</b>
KROT	KSXX Sandy, Utah
	<b>Existing FM's</b>
WIFF-FM	WDKB-FM Auburn, Ind.
WSSL	WGXL Laurens, S.C.
KLUV	KNUS Dallas
	<b>Existing TV</b>
KECY-TV	KECC-TV El Centro, Calif.

### Grants

Call	Assigned to
	<b>New AM's</b>
WIAB	Bryant Radio Co., Mount Juliet, Tenn.
WERU	Erin Broadcasting Inc., Sun Prairie, Wis.
	<b>New FM's</b>
KERG	Daniel J. Healy, Garberville, Calif.
KIAJ	Energy Enterprises Inc., Rawlins, Wyo.
	<b>Existing AM's</b>
WIQR	WPXC Prattville, Ala.
WSCR	WOMN Hamden, Conn.
WMPZ	WYOK Soperton, Ga.
WWOK	WSML Graham, N.C.
WQDQ	WLSN Lebanon, Tenn.
KJZZ	KZAM Bellevue, Wash.
	<b>Existing FM's</b>
KXJX	KPLL Pella, Iowa
WIOK	WNKR Falmouth, Ky.
WWMR	WRUM-FM Rumford, Me.
WMJX	WBZ-FM Boston
WRRB	WONO Syracuse, N.Y.
KJOJ	KMCV Conroe, Tex.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Station manager** for group owned Class B FM in beautiful vacation area of California. Must have extensive sales background. Reply to Radio Management Associates, 1050 Hancock St., Quincy, MA 02169.

**Excellent Sales Manager** with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest bidder at their station okay! Compensation package proves we want a winner. Letter and resume Box H-123.

**Corporate Controller** for the Inner City Broadcasting Corporation, an Equal Opportunity Employer. Accounting degree with significant public accounting and corporate broadcast group experience with proven management/supervisory skills required. Responsibilities: financial statement consolidation and analysis, multi-state tax return preparation, budgeting, cash management and systems development. Reporting to the President, and Corporate General Manager. Send resume, references and salary history by September 20 to Pierre M. Sutton, President, Inner City Broadcasting Corporation, 801 Second Ave., New York, NY 10017.

**General Manager** for radio stations on East Coast. 5000 Watt day; 1,000 Watt night Class 'C' companion. Combined revenues approximately \$900,000. Qualifications must include college degree, 10 years radio sales and management experience. Licensee privately held corporation with excellent reputation which also owns newspapers and TV stations. Good salary plus incentive bonuses. Send resume to Box H-153.

**Wanted: Station Manager**—5000 Watt AM non-directional with construction permit for 100,000 Watt FM. Opportunity to buy in plus percentage of profit. Golden opportunity for the right person. St. Ignace, Michigan. Call nights 517—321-1763.

**Selling Sales Manager** for exciting East Texas AM/FM moving into new studios. You will build sales staff and billing. Base plus generous commission and override. Send resume and references to Jim Wallace, KGRI Radio, Box 1400, Henderson, Texas 75652.

**Major West Coast AM** with Contemporary Christian Format needs a Sales Manager with outstanding track record for opportunity to match. Near skiing, camping, fishing and San Francisco. Call Tom Wallace 916—485-7710.

**Manager/Student Radio** Station New position opportunity with newly established student oriented FM radio station located at West Virginia University. Responsibilities include planning, developing policy, managing operations, programming, and personnel, working with various student and campus organizations. Applicants must possess a Bachelor's Degree in a communications field. Effective experience in a radio station management position including planning, policy and program development, budget control, and personnel management. Thorough knowledge of FCC rules and regulations applicable to programming, licensing, ownership, management and related areas. Salary \$17,000+ depending upon qualifications. Forward resume by September 18, 1981 to: Jack Podeszwa, Assistant to Search Committee, Office of Personnel, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

**Intelligent articulate** and aggressive sales manager wanted by growing N.E. group. Must have had previous management experience, looking for future and willing to make commitment. Excellent benefits and compensation package. Call Turner Porter, WIGY, 207—443-5542 (EOE).

**Sales Manager** to help make the best better. Pacific Northwest small group station offers super pay, growth and benefits to experienced professional that can sell, train and lead. We've got it all... ratings, sales tools, pro staff... all we need is you. Send resume, track record, sales philosophy, to Box H-209. EOE.

**Manager for small** market station in Minnesota. Attractive incentive plan. Some ownership possible. Reply Box H-210.

**General Sales Manager** a shirt sleeve executive, will carry a small but profitable list. Lead and develop sales force of five. First years earning is assured in excess of \$45 thousand, reply to Box H-186.

### HELP WANTED SALES

**Radio Salesperson** Number one station in market, number six ranked AOR in America... has an opening for a winner in sales... A \$300,000 list, and the right person will assume the entire list. Don't call, put in writing, include your goals for the next five years, tell me all I need to know about you... include a copy of your 1979 & 1980 W-2. Write to: Dennis C. Lemon, General Sales Manager, 101-C Waters Building, Grand Rapids, MI 49503.

**One of the Country's** leading AOR stations, located in the growing Fort Lauderdale/Miami market, is looking for experienced salespeople. Candidates must have working knowledge of co-op, be retail sales oriented and have a superior track record. Send resumes to General Sales Manager, Joe Davidman, at WSHE, 3000 SW 60th Ave., Fort Lauderdale, FL 33314.

**Miami/Ft. Lauderdale, Schulke II**... Experienced, direct-sell salesperson needed. ARB and Agency selling O.K. but not necessary. May contact Diane Rosenthal, G.S.M. at 305—485-4111, but letter and resumes preferred. EOE and confidentiality assured. WWJF, P.O. Box 5333, Ft. Laud., FL. 33310.

**Successful sales person**, with opportunity for advancement to Sales Manager. West Texas Full time AM-100,000 FM. Group operation with many benefits for career person with proven track record in sales. Resume to Galen Gilbert, 325 North Shiloh Road, A2, Gariand, TX 75042.

**Top sales person** going back to school after ten years at WRGC. Need experienced replacement with production abilities. Active account list. Also sales-announcers job at new Virginia operation. Contact Jim Childress, Box 1044, Sylva, NC 28779 EOE.

**No Growth Limits**—Multimillion dollar sales organization in beautiful NJ medium market offers a chance for a highly-charged pro to make substantial income representing top Arbitron-rated AM-FM combo. If you can prove to us you're a strong closer who doesn't need handholding, we'll offer an excellent salary/incentive plan. EOE. Box H-203.

**Successful Sales Pro** wanted for number one rated AM/FM station in beautiful Oregon. We need an aggressive career broadcaster to join us in our growing group. Top bucks, benefits, list and sales tools. Our team is setting new sales records in spite of the economy! Winners only send complete info to Box H-199. EOE.

**If You want to earn** money, we want to talk to you. Two dedicated broadcasters are needed for straight sales and sales/news combo positions at small mid-western station. Good earning potential, established territory available. Reply Box H-196.

**The Best.** That's what we're looking for and willing to pay to get. A Sales Executive with a proven track record in agency and direct business. Must be ready to join the radio leaders in a fast growing market and a faster growing group. Send resume to James C. Seifert, General Sales Manager, KQEO/KZZX, 5095 Ellison, NE Albuquerque, N.M. 87109. No calls please.

**Experienced Radio Sales** executive for Central Florida growing small to medium market. Challenging position. Send resume WTMC Radio, P.O. Box 897, Ocala, Florida 32678.

**Sales Person**—Pittsburgh radio station is looking for an account executive with two years experience in sales. EOE Resumes to: Box H-216.

### HELP WANTED ANNOUNCERS

**Wanted:** Experienced announcer/assistant engineer-salary open. Let's talk 916—233-2713.

**Experienced Morning** personality needed to join CHR team at top FM in Midwest. Box H-149.

**Versatile announcer** for community involved local radio station. We want a person looking for a stable, long term position. Announce, production, news, sports, the more variety you can do the better! Contact Jeff Hancock, WCBK AM-FM, 317—342-3394. Box 1577, Martinsville, Indiana 46151. EOE.

**AM-FM Stereo Station** needs morning announcer. Beautiful New Mexico community. Cool summers, mild winters. Adult community. Send resume to: Darrel Burns, KRNS, Los Alamos, NM 87544.

**Afternoon drive jock** for N.W. Ohio Country leader. Must know country and be "up" in delivery. Tape/resume to Jerry Wells, P.D. 419—422-4545. EOE M/F.

**Radio Announcer/Technician** with emphasis as News/Information Producer. To work at WGTD—FM/91. Gateway Technical Institute's Radio Station. Among other things, this person will develop and produce news/information stories, programs, modules, features, documentaries, in addition to radio staff announcing duties. Position includes evening hours. Minimum Qualifications include a Bachelor's Degree in Radio Broadcasting or the equivalent; two years full-time diversified radio experience with an emphasis in news and/or public affairs programming. Salary Range: \$13,013 to 16,071 with merit increases to \$19,129. For an application blank and a Posting Statement contact: Ken Niemyer Personnel Office, 1001 Main Street, Racine, WI 53403 or call: (414) 836-7320. Gateway Technical Institute is an Equal Opportunity Educator and Employer operating under an Affirmative Action Plan.

**Vermont's largest radio** station is looking for a full-time announcer. Good pay and benefits in Vermont's largest city. If you can communicate with adults, send tape and resume to: Gary Wheelock, WVMT, P.O. Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

**Group Operation** need experienced announcer/production person for new small market Virginia station. Resume to Childress Group, Box 1044, Sylva, NC 28779. EOE.

**D.J./News combo** person wanted by country music stations WAFL AM/FM, Box 324, Milford, Delaware 19963. Send tape and resume.

**Professional** for full time air and production. Experience helps, education a must. Starting salary \$10,000. Send tape and resume to WMMW, 21 Colony St., Meriden, CT 06450. EOE.

### HELP WANTED TECHNICAL

**Virginia, AM, FM** seeks Chief Engineer. FM, Class B, AM, DA2, experience with directionals mandatory. Plans under way to construct new AM tower site. Well equipped history of good maintenance. Clay Media is an equal opportunity employer and encourages minority and female applicants. Please forward salary requirements and resume to Michael J. Ludgate, Clay Media, Inc., P.O. Box 5387, Charlottesville, Va. 22905.

**Experienced qualified** engineer for 100,000 watt FM SMC Automation, and AM. Delightful year round climate. Excellent salary. Benefits include retirement pension. Contact Bill Harrell, KVOX KOYE FM Laredo, Texas. 512—723-4396.

## HELP WANTED TECHNICAL CONTINUED

**Full Time Chief Engineer** needed for 5KW AM NDA Daytimer and 100 kw fulltime FM in North Carolina. Strong background in studio and transmitter maintenance. Growing group operated station. Send complete resume and salary requirements to Box H-163. EOE.

**Wanted:** Engineer/Announcer with automation experience. R.F. experience to \$1,200,000!!!! Immediate opening. Call 916-742-5555.

**Engineer Wanted** Major market East Coast-Write Box H-150.

**Need chief engineer** to organize, construct and operate a 100 kw shortwave transmitting plant on Saipan. A challenging project in Florida-like climate. Send resume to Hammett & Edison, Inc., PO. Box 68, International Airport, San Francisco, California 94128.

**West Texas.** Engineer AM/FM with strong audio & maintenance ability. Some air work. Good salary & benefits. EOE/mf, Galen Gilbert, Suite A2, 325 N. Shiloh Rd., Garland, TX 75042.

**KRGV-AM** in the lower Rio Grande Valley of Texas, has an opening for a dedicated Chief Engineer. KRGV is a full time, 5 kw, directional night facility. We offer an excellent salary and benefit package, state of the art equipment and a beautiful new studio building. If you are a dedicated professional who knows good sound, can handle a very stable 3 tower night time directional, and like to work with young aggressive pros then we would like to talk to you. For more information contact Bill Yordy, Director of Engineering, Manship Stations, c/o WBRZ-TV, PO. Box 2906, Baton Rouge, Louisiana 70802, or phone 504-387-2222.

**Chief Engineer** Search reopened, 12 month appointment, for Broadcast facilities in Communications Department. Includes new 1 kw non-commercial FM currently under construction as well as closed circuit TV facilities. At least three years experience in both radio and television an absolute requirement. Must have FCC First Class license. Good knowledge of FCC regulations needed. Experience in installation and maintenance of audio and video equipment. Experience with non-commercial broadcast facilities helpful. Ability to work with departmental teaching staff and student radio staff. Salary competitive. Send resume and references to Robert White, Acting Chairman, Communications Department, Stephens College, Columbia, Mo. 65215. Deadline for applications Sept. 14. Stephens is an E.O.E. employer.

**Full Time Chief Engineer** for top rated AM/FM Combo on the West Coast-We need a hard working, hands on chief who has working knowledge of FCC regulations, practical experience in transmitters, SDA's, STL's, audio processing and automation. Good stability. Good salary. Great place to live. EOE. Send resume to Box H-181.

## HELP WANTED NEWS

**Immediate Opening** for a News Director position. Solid AM & FM combination programmed separately with two networks, 3 person department, Wire Services, Private Weather Service, and most of all a strong management commitment to news. Must have experience with good references. Tapes and resumes only to Terry King, V.P. & G.M., KTRR & KZNN Radio Stations, PO. Box 727, Rolla, MO 65401. Equal Opportunity Employer.

**Skilled Journalist** needed for top local news operation in North Central Pennsylvania. Will anchor PM drive news. Creative writing, good voice, and conversational delivery a must. News happens at all hours, we need someone committed to work under those conditions. Award-winning facilities, excellent pay and benefits. Call yesterday! Tony Kale or Ken Sawyer 717-323-7118.

**WBBQ AM/FM.** Opportunity to join the leading radio news team in Georgia's second largest SMSA. Immediate opening for general assignment reporter. Excellent working conditions and company benefits. Rush resume, tape, writing samples, and salary requirements to News Director, WBBQ, Box 2066, Augusta, GA 30913. EOE/MF.

**100KW FM, 50KW AM** Top-Rated Combo in growing southeastern market needs a newscaster-anchor for September opening. One year broadcast news experience required to work with four-member news staff. Tapes/resumes to: Doug Fellows, PO. Box 35297, Fayetteville, N.C. 28301. EOE, M/F encouraged.

**Morning Anchor** Mature adult delivery with personality. Heavy on experience and teamwork. Great salary and benefits to right person. Beautiful South Carolina Coastal living. Tape and resume to News Director, WTMA Radio, PO Box 31089, Charleston, SC 29407.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Operations/Production Director**—Needed for award winning public radio station in Texas. College degree and professional dedication required. Salary competitive, excellent benefits and working conditions in a beautiful location. Send non-returnable tape, letter, resume and references to Bill Oellermann, General Manger, KETR, East Texas State University, Commerce, Texas 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

**We offer stable,** challenging, rewarding employment in a highly professional environment to outstanding performers. We're the Radio Group of Capitol Broadcasting Company operating WRAL, North Carolina News Network, Tobacco Radio Network and TN Spot Sales in Raleigh; WHTN-WKKE in Huntington; AM63-KISS in San Antonio and soon WRNL-WRXL in Richmond (FCC approval pending). Our formats include Top 40, AC, Country, Oldies and Album Rock. Our rapid growth provides opportunities in Sales, Talent-Production, and News-Public Affairs, to you if you're committed to professionalism and goal achievement. Tell me about your needs, interests and qualifications and I'll tell you more about us in a confidential reply. Wally Voigt, Group Vice President, Capitol Broadcasting Company, Box 17,000, Raleigh, North Carolina 27619. We're an Equal Opportunity Employer.

**PD-TOP MOR,** requires strong experience in programming, music, management. Send resume, tape with air check and production to KOTA, Rapid City, SD 57709.

**Programmer For Southeast.** Must have medium-major market experience. Salary 25 K+. Resume to Box H-140.

**Radio Production** Assistant East Coast commercial production studio seeks production specialists to record-edit- and log radio programs. Position will involve technical production from assembly to distribution. Send resume, salary requirements, and references to Box H-163.

**Program Director,** morning air shift, mass appeal contemporary, strong production, promotions, good at handling staff. Send resume with air check and production to Al Johnson, 15 River Lane, Lake Charles, LA 70605.

**Information Specialist** \$20,000 (Negotiable) National radio network seeks broadcast publicist with excellent writing skills to do national promotions of network programs; develop & distribute related promotional materials to member stations; and handle national press activities and serve as resource person for assigned series. Must have 4 yrs. college or equivalent experience with at least 5 yrs. job related experience. National publicity exp. preferred. Send resumes and writing samples by 9/10/81 to: Personnel National Public Radio, 2025 M St., NW, Washington, DC 20036. AA/EOE.

**Assistant Coordinator** for On-Air Promotion \$16,000 National radio network seeks highly creative individual with excellent writing, organizational, and tape editing skills. Individual will assist with production of audio & video promotional spots. Requires 4 yrs. college or equivalent related experience with at least 1 yr. work exp. in radio or TV production. Previous public broadcasting experience preferred. Send resumes and writing samples by 9/10/81 to: Personnel, National Public Radio, 2025 M St., NW Washington, DC 20036.

## SITUATIONS WANTED MANAGEMENT

**General Manager**—Now Medium Market. Success With Major Market Background. Experienced Sales, Programming, Promotion, Administration. Seeks Relocation. Box H-136.

**Successful young manager** wants move near coast in Southeast. Small or medium best. Experience. Impeccable track record and references. Degree. Family. Presently employed. REply Box H-169.

**Turnaround Situation?** 25, three years of sales/s.m. both major/medium market experience. Seek similar size market. East, as G.M. Box H-204.

**General Manager:** Interested only in long term association with a quality organization. Can offer 18 years experience managing AM/FM all markets. Dedicated professional with success based on strong leadership, sales results. Knowledgeable skills in ENG, programming, maintaining goals. Profit oriented. Best credentials. Box H-213.

**Experienced GM** seeks position, expertise turnaround situation, sales, programming, excellent references, prefer urban contemporary or Black oriented formats, bottom line oriented. If your ratings and sales are low, make your move before fall book begins. Box G-122.

**Here's A GM** that loves to sell, hold expenses, increase profits. Have done 8 applications and renewals, put 2 stations on air. Can lead, motivate and make us both money. Family man, prefers Northern climate. Box H-194.

**Successful SM, GM** and I've been group mgr. Let's discuss your situation. Will consider all 919-822-2530.

## SITUATIONS WANTED SALES

**Experienced Sales Pro** seeks position with progressive station. Also have thorough knowledge of jazz fusion, and wish to do part time air shift to complement sale. Would prefer southeast. Peter Deitchman, PO. Box 4538, Winter Park, FL 32792. 305-677-4952.

## SITUATIONS WANTED ANNOUNCERS

**Experienced air** personality seeks full time position. Strong background in sports, music and board work. B.A. Radio & TV, reply, 524 Cloverdale Ave. Crestline, Ohio 44827.

**Female Announcer,** FM style, Country. Good voice, dependable. Looking for small market station. Joan Dobbins 415-566-4228.

**Experienced AC/Top 40 Jock.** I'm ready to move when you give the work. No offer overlooked, market size no problem. Kevin Hilley, Box 73, Clementon, NJ 08021.

**Top Market Jock** wants to do mornings, but will consider all shifts, on a well run radio station. If this is your station, call Paul after 2 p.m. Central only! 312-824-0676.

**Beginning D.J.** first job was for on air training. Willing to learn and dependable. Good delivery Holder of a third phone and willing to relocate. Call or write to Robin Weeks, 904-893-2409. 3602 Altoona Drive, Tallahassee, FL, 32308.

**1958 Classic** loaded with extras. Talented DJ and newscaster, distinctive style, tape and resume ready for immediate delivery—must Hear to Appreciate! Call Dennis Jones, 215-922-2530.

**Beginner-One year** experience part-time in all facets of Radio. B.S. Communications, Journalism. Former college Station Manager. Have professional newspaper sports experience. Looking for Full time in sports, news, or D.J. position. Call Stevé, 215-825-4644.

**MOR/AOR Talent,** Dependable, 3rd phone. Tight board, 2 years exper. Dan Boulton, 36000 Fremont Blvd. No. 167, Fremont, CA 94536, 415-792-2586. Work Phone 415-793-5881.

**Experienced female** announcer seeks position along the coast. First class ticket good production. Prefer nights. Call Jennifer mornings. 314-449-8728.

**Midnight to dawn.** First Phone, experienced, reliable country personality with the ability to keep you number one overnight. 714-922-3633 after 12 noon P.D.T.

**Experienced,** dependable announcer, license, mature voice, salary open, prefer midwest, Bill 612-447-2835, after 1 PM.

**Beginning radio** disc jockey wishes to break into contemporary Christian, field. Big on desire to serve God. Hard worker, self-starter. Resumes tapes available. Call 207-498-6487, after 3 p.m. (EST).



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Jazz, adult contemporary.** Excellent voice, good reader, diligent. Claude Matley, 3138 N. 44th St., Milwaukee, Wis. 53216. 414-449-1796.

**Quality Announcer** with 6 years experience, seasoned voice, seeks position in TRI-state area. Other markets would be Philadelphia, Washington, D.C. and Atlanta. Call James Cameron 212-536-7772, Mon-Fri. 4 p.m.-10 p.m.

**Tele/Talk Host**—Mature, skilled polemicist; assertive but sensitive and humorous. 7 years talk experience; 20+ all phases including Metro N.Y.C. and major network. Excellent interviewer. Interested in major markets and/or major dollars. Box H-135.

**Announcer/Sportscaster**... five years board, 10 years PBP know. Rock, CW formats. Southern Rockies or West Coast preferred. Anytime 303-346-8916.

## SITUATIONS WANTED TECHNICAL

**Experienced location** recordist, conservatory graduate, with 1st class license (plus Amateur extra) and a strong belief in public radio, would like useful part-time or temporary work in NYC. David Satz, 212-662-1787 or 865-9593.

**Available, Short-Term** Employment. 20 year old. New installations, rebuilds, troubleshooting, proofs, maintenance programs. Should 717-249-6584.

**Experienced AM-FM** All Aspects including: directionals, applications, construction, proofs, rules News also. First SBE certified. Upper Midwest. Box H-189.

## SITUATIONS WANTED NEWS

**News Director/Reporter**—already in Top 30 market with radio, TV, and newspaper experience. Contact Box H-91.

**Outstanding Sportscaster** one of the best, but hidden in a remote medium market, so you don't know it yet. Exceptional PBP solid sportscasts and interviews. 516-781-0937, Gary.

**American, London-based** free-lance radio reporter seeks assignments in UK, Europe, Middle East, and Africa. Please respond to Douglas Joyner, 9 Grape Street, London, WC2, England.

**Willing to go** anywhere in midwest for first break. News, sports, play-by-play A.O.R. Format. For details, phone: 219-845-8127 or write Ken Scott, 1413 169th St., Hammond, Ind. 46324. Tape available.

**Need morning** sports then sales? Also air talent/prod. plus more. Versatile. 215-334-6906 or 912-232-0730.

**Excellent news reporter** with strong delivery, 6 years experience, want dependable operation; any market, ready immediately. Call Jim 614-436-8133.

**Serious-minded** newscaster eager to demonstrate communicative skills. Please contact Roger Dean at 312-477-5427 after 5 p.m. Any day of the week.

**Talented Sports Reporter** looking for solid station, any market, excellent PBP sportstalk, reporting 6 years experience, ready immediately, call Jim 614-436-6133.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programmer**, major market know how wants smaller pond to swim in. 35K. 919-822-5218.

**Los Angeles Pro** wants Chicago area! PD, D.J., sales. First phone. Box H-217.

# TELEVISION

## HELP WANTED MANAGEMENT

**General Manager** Group owned network affiliate in Southeast market seeking experienced broadcaster for general managers position. Sales, budgeting and people skills essential, as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box H-301.

**Director of Engineering**—Public VHF station on Southwest seeks candidate for senior management level position. Individual should have proven background in state-of-the-art television engineering and operation. Must have ability to manage personnel in the technical aspect of production, transmission, and telecommunications planning. Responsibilities include budget management, transmission including translator and state microwaves, personnel, design and planning. Station is aggressive producer of public affairs and cultural programming using studio, mobile unit and EFP facilities. Individual must be oriented to growth and expansion. Experience 5-7 years in administration and technical areas of broadcast television. First class license and current knowledge of federal laws required. College degree useful. Equivalent experience and education accepted in lieu of degree requirement on a one year for one year basis. Minimum salary \$24,232. Send materials to: Personnel Department, University of New Mexico, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference requisition No. 617-A. AA/EOE.

**Production Manager:** Middle market midwest affiliate seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher and motivator of people. Send resume and salary requirements to Box H-126. EOE.

**Program Accountant** to specialize in area of program production. Prefer candidate with Accounting degree and 2-5 years experience in motion picture or TV program production industry. Call Charles Shultz, SuperStation WTBS-TV, 404-892-1717. EOE.

**Promotion Manager**—Experienced marketing professional with expertise in research, media planning, advertising and public relations. Qualified residents should send resumes to: W.H. Mebane, Jr., Program Director, WTNH-TV, 135 College Street, New Haven, Connecticut 06508. An Equal Opportunity Employer.

**PBS Associate Director, Program Scheduling** Public Broadcasting Service presently has an excellent opportunity in our Program Scheduling and Submissions Department for an Associate Director. Position requires BA degree in Communications or equivalent with a minimum of four (4) years work experience in telecommunications preferably in the area of scheduling. Successful candidate must possess excellent verbal, writing and organizational skills with demonstrated ability to deal with details. Primary job responsibility will be to manage and implement day-to-day operations of the PBS national schedule. Interested individuals should submit by September 11, 1981 resume with letter of interest stating salary requirements and the names of three professional references to: Public Broadcasting Service, Attn: Jennifer Dupree, 475 L'Enfant Plaza, SW, Washington, D.C. 20024.

## HELP WANTED SALES

**N.Y.C. based video** company with state of the art equipment seeking experienced video production salesperson. Good opportunity for serious-minded person. Send resume and requirements to: Box H-201. EOE M/F.

**Unique opportunity** for AE ready to move up, or Local or National Manager who is stifled. Sunbelt UHF Indy is on the move! Need management help in both local and national sales to take advantage of swiftly growing market revenue. Ground floor opportunity with unlimited potential. EEO employer. Box H-195.

**Account Executive**—must have at least two years television sales experience. Send resume to Larry Sylvia, Local/Regional Sales Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

**KTBC-TV, the CBS** affiliate in Austin, Tex. is looking for an experienced television sales person. An ability to generate new business dollars and to effectively service a major client/agency list are two of our requirements. Contact Gus Stewart, local sales manager KTBC-TV, P.O. Box 2223, Austin, Tx. 78768. KTBC TV is a Times Mirror station and an equal opportunity employer.

**Opportunity** for an aggressive, self-motivated salesperson to team up with a rapidly growing television production company. Send complete resume to: Producer/Writer Network, Commons West Suite 1-C, 638 Newtown Yardley Road, Newtown, Pa. 18940.

**Established and reputable** account executive needed to handle active account list with our professional, growing organization. You'll have the best of both worlds by living in New England, and dealing with a creme of the crop account list consisting of banks, corporations, local agencies and regional co-op manufacturers dollars. You must be experienced. You must be creative, innovative and aggressive. Contact Brad Worthen, Sales Manager, WNNE TV, Box 906, White River Jct., VT 05001. 802-295-3100.

**General Sales Manager**—Strong CBS affiliate in Southeast market looking for GSM to direct experienced and successful sales staff. Candidates with successful local and national sales management experience will be considered. Excellent opportunity with outstanding station for person interested in challenge and personal advancement. Equal opportunity employer, reply Box H-220.

## HELP WANTED TECHNICAL

**TV & Video Engineers Needed.** Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

**Studio Maintenance Engineer** for KMID-TV in Midland, Tx. 1st Phone and 1 year practical experience required. Salary negotiable. Contact Grady Woodward 915-563-2222. KMID-TV is an equal opportunity employer.

**Assistant Chief Engineer**—Experienced engineer with maintenance background needed for expanding group television station. Contact Paul Bock, CE, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Phone 304-525-7661. An Equal Opportunity Employer.

**Texas-Oklahoma market** seeks qualified studio engineer who has experience with and knowledge of: PC-70's, Ampex 1200's, TCR-100, TK-27. Send resume to: Manager, KXII-TV, Box 1175, Sherman, Texas 75090. 214-892-8123. E.O.E.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV, Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background and FCC General License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Electronic Technician**—Responsible for the maintenance of all electronics or mechanical equipment. May be required to repair or maintain the physical facilities at station. This includes but is not limited to: plumbing, painting, carpentry, and set construction. May be required to perform other duties as assigned by Chief Engineer. Must have First Class Radio-Telephone License. Experienced in the maintenance of complex electronics and electro-mechanical equipment. Able to lift and carry 130 lbs. a distance of 200 feet. Normal hearing and color vision with vision correctable to 20-30. Must be able to operate a motor vehicle and be insurable. Send application, along with resume, to KIMO-TV, 2700 East Tudor Road, Anchorage, AK 99507, Attn: Chief Engineer.

**Video Tape Editor:** Primary job to edit weekly half hour minicam news documentary. In addition will supervise editing facility and assist in other minicam editing. Knowledge of time code editing necessary. Must have minicam news editing experience and ability to edit for content. Background in journalism and TV production desirable. ENG camera experience desirable. Samples of work required. Submit salary requirements, resume and cassette to Wiley Hance Office B WNED TV, 184 Barton St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Opportunity Employer.

**TV Technician:** Immediate opening. Minicam three years experience in TV broadcasting. Operating experience with 2-inch and 1-inch video tape operation, camera setup and ENG operations necessary. Send resume to Myron Oliner, C.E., KBTU, 1089 Bannock St., Denver, CO. 80217. We are an equal opportunity employer.

## HELP WANTED TECHNICAL CONTINUED

**Studio/Transmitter Maintenance** Wanted 3-5 years experience with State of the Art equipment. ACR-25, VPR-25, VPR2, Chron 4B and Grass Valley 300 with DVE. Experienced only, must be self starter. We are a growing UHF Independent in San Francisco. Salary negotiable. Contact Chief Engineer, KTZO-TV, 2500 Marin St., San Francisco, CA. 94124 E.O.E.

**Operating and maintenance** engineer opening at PTV station WBGU-TV for studio/remote production and broadcast/CCTV equipment. Commercial FCC license required. Two years' TV station experience desirable. Send application letter, resume, three letters recommendation to: William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43403. Application deadline September 18, 1981. Equal Opportunity Employer.

**TV Maintenance & Operations Engineers.** Experience required, state-of-the-art equipment. FCC license preferred. Excellent salary & benefit package. Send resume to: Box H-198. Equal Opportunity Employer.

**Assistant TV Maintenance Engineer.** Associate degree (2 years) in electronics technology (or equivalent service school) including training in digital and microelectronics systems, and experience working as a part time student assistant for 1 year required. Will assist maintenance engineer in repairing all varieties of Television equipment including all types of color and monochrome cameras, U-matic and reel-to-reel video recorders, monitors, receivers of both broadcast and "small systems" varieties. Operation of television equipment is required. Deadline for applications: September 11, 1981. Date of appointment: October 5, 1981. Salary minimum \$15,332. Letter of application, transcripts and three letters of recommendation should be sent to Bart Derby, Chief Engineer, TV Services, C-101 Music and Speech Center, Kent State University, Kent, Ohio 44242. Kent State University is an Equal Opportunity/Affirmative Action Employer.

**Chief Engineer.** Responsible for installation and maintenance of non-commercial FM broadcast and closed circuit color television facilities. Must have FCC 1st or 2nd class license and training and experience with audio and video equipment. Must be able to work with students and Broadcast Faculty. Competitive salary and benefits. Apply by September 21, 1981, to Dr. Earl Lammel, Chairman, Speech and Theatre Department, Westminster College, New Wilmington, Pennsylvania 16142 or call 412-946-8761. Position opens October 1, 1981.

**Chief Engineer** for growing UHF independent in South Louisiana. Submit resume and salary history to: Director of Engineering, KADN-TV, 1500 Eraste Landry Road, Lafayette, La. 70506. An equal opportunity employer. Phone AC 318-237-1500.

**Studio Engineer** for Northeast Public TV station capable of installing, operating and maintaining Ampex AVR-2, ENG equipment and Fernseh cameras used on 30 ft. unit. 1st Phone and 3 yrs. equipment maintenance experience. Resumes: Personnel, WGBY, 44 Hampden Street, Springfield, MA 01103 EOE.

**Tapepower, N.Y.C.** post-production facility is looking for a maintenance engineer who has a working knowledge of video electronics and experience in the repair and maintenance of Sony 3/4" VTR's and One Inch Type "C" VTR's. Responsibilities will include assisting in the construction and set up of new facilities which will include: 2 computer editing suites, broadcast quality insert stage, and maintenance after construction. Salary will be commensurate with experience. Send resumes to: Tapepower, 18 East 50th Street, New York, N.Y. 10022.

**TV Maintenance Engineer:** Must have FCC first class or General Class Radio/Television license and several years of actual maintenance experience with state of the art television studio equipment and associated systems. Salary commensurate with experience. Contact Jack Cowart or Bernie Wimmers. 305-377-0811 ext. 130. WCIX-TV 6, 1111 Brickell Ave., Miami, Florida 33131. Equal Opportunity Employer.

**Maintenance Engineer:** Must be competent in trouble-shooting and repair of state-of-art television equipment. Minimum three years maintenance required. Experience with Ikegami cameras, GE transmitter, Ampex VTRs preferred. State salary requirements. Personnel, KCPT/Channel 19, 125 E. 31st, Kansas City, Missouri 64108. EOE.

## HELP WANTED NEWS

**News Director** - Midwest NBC-TV affiliate seeks production oriented journalist to manage entire news operation, including weather and sports departments. Must have imagination and energy plus ability to deal effectively with people. Salary open. EEO Station. Send resume to Box H-110.

**Iowa TV station,** competitive market, needs an assignment editor. Experience preferred, unless you come highly recommended. Knowledge of Iowa scene desirable. We are an Equal Opportunity Employer. Send letter and resume to Box H-130.

**6 & 10 PM Anchor**—Monday thru Friday in sunny Florida. No beginners, no readers. We need experienced working Anchor person. Send resume and salary requirements. Top 60 market. Box H-157.

**News Director, 125-140 size.** In one of the west's fastest growing markets. Net affiliate wants experienced person to run expanding dept. EOE employer. Send resume and salary requirements to Box H-165.

**Number 2 Medium** market station in South looking for Co-Anchor to take us to number one ... salary to \$20,000. You will write and do some reporting ... Resumes to Box H-167. An Equal Opportunity Employer.

**Anchor-Producer-Reporter.** Requires several years experience. Work in professional atmosphere with state-of-art technology in the Black Hills. Mail resume, VTR with anchor/reporting skills to Mike Morgan, KOTA-TV, Rapid City, SD 57709.

**Co-Anchor/Producer** for Midwest network affiliate. Creative compensation package for talented veterans. Writing samples, tapes, first reply to Tom Maxedon, WLF-TV, P.O. Box 18, Lafayette, Indiana 47902.

**Hiring Staff** for new newscast. All positions open for news, sports, weather. Experience preferred. Send cassette to KTPX, News Director, Box 6699, Midland, TX 79701.

**Weekend Anchor.** We are still looking for a bright energetic person to anchor and report at our Corinthian-owned, CBS affiliate. Rush audition tape and resume to Robert Allen, News Director, KOTV, PO Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

**Reporter**—Top-rated station looking to increase its dominance. Two years previous television experience. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. EOE.

**Anchor Western Affiliate** is looking for a strong broadcast journalist to lead a competitive news team. Good salary and benefit package. Send tape and resume to Olivia Lage, Personnel Department, KSEE, PO Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

**Weekend Anchor/Reporter** Minimum two years experience in commercial TV as a reporter or anchor. Send resume and audition tape to Bob Totten, News Director, KTSB, Box 2700, Topeka, Kansas 66601. Equal Opportunity Employer.

**If You Can Produce** a visually pleasing journalistically sound news cast then you may have a great future with this midwest group. You'll work with a new staff of 50 dedicated journalists. Send resume and letter of news philosophy immediately to Box H-218. EOE Deg/Exp Req.

**Sports Anchor**—For a Southwest network affiliate station. Excellent facilities, all ENG, large news operation. Applicant must have on air experience. Send resume to Box H-185. EOE.

**Newsproducer:** Minimum one year experience. Resumes to Personnel Director-Broadcasting, Box 100, Nashville, Tennessee 37202. An Equal Opportunity Employer.

**Director of Production Facilities:** Responsible for the day-to-day production operations of a progressive 4-station public television network. Supervision and training of entire production staff including Producer/Directors. Complete responsibility and control of all studio and remote productions. Prepare and control production budgets, survey and plan multi-camera remote shoots, work closely with Engineering in the purchase of state-of-the-art television equipment, and technically produce a variety of programming. A take-charge position. Requirements: An academic degree is desirable and three years professional experience as a Producer/Director or Production Manager at a TV production facilities. Salary: \$24,000-\$34,000. Send resume to Gary Nenner, Program Director, New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Trenton, N.J. 08638 (EEO).

**Troubleshooter/Investigative Reporter**—Three years minimum experience. Send resume/tape to Edwin Hart, WPRI-TV, 25 Catamore Boulevard, East Providence, R.I. 02914. No Phone Calls. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING

**WFMY-TV,** Greensboro, N.C. needs co-host for the top rated morning show in market. Previous on-air television experience required. Send resume and tape to Operations Manager, P.O. Box TV 2, Greensboro, N.C. 27420. EEO station.

**Director/Florida** Production Center, Tampa. The largest film, videotape and AV production center in Florida has an exceptional opportunity at FCC's new Tampa facility for a creative professional with a strong track record in directing both film and tape commercials for regional/national agencies. Candidates should send: resume detailing work experience, salary history, references and a sample reel (with budget figures for the spots on the reel) to: L.J. DiGiusto, III, Vice President, Florida Production Center, 150 Riverside Ave., Jacksonville, Florida 32202.

**Producer.** Searching for experienced Producer/Writer. Write and produce children's programming and supervise small staff. Send resume, VTR cassette to Director of Local Programming, WCCO-TV, 50 South 9th Street, Mpls, MN. 55402. Phone 612-330-2560.

**Commercial Director/Announcer/Copywriter:** We're seeking a director with experience, talent and enthusiasm; someone skilled in location and studio tape production, in editing, and on-camera performance. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Southeast medium market. EOE. Box H-178.

**Commercial Producer/Director**—2 years minimum commercial production experience required with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients and have hands-on experience with TK-76 camera, videotape editing, Chron IV, location lighting. Quality-minded applicants may send resume and cassette to: Tom Tenhundfeld, WKRC-TV, 1906 Highland, Cincinnati, Ohio 45219 by Sept. 9 EOE.

**Video Tape Editor:** Primary job to edit weekly half hour minicam news documentary. In addition will supervise editing facility and assist in other minicam editing. Knowledge of time code editing necessary. Must have minicam news editing experience and ability to edit for content background in journalism and TV production desirable, ENG camera experience desirable. Samples of work required. Submit salary requirements, resume and cassette to Wiley Hance, Office B. WNED TV, 184 Barton St., Buffalo, NY 14213. As soon as possible. No phone calls please. An Equal Opportunity Employer.

**Production Photographer/Editor.** ... thorough working knowledge of 3/4 inch and 1 inch shooting and editing a must. Send resume and sample tape to Production Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

**TV Program Manager**—College graduate with experience in programming, promotion and production; and at least three years experience as supervisor or department head in television. Contact William E. Wuerch, WPRI-TV, 25 Catamore. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Editor**—Production house in western region seeking experienced computer editor. Minimum 2-3 years experience. Send resumes to Box H-202.

**Producer for PM Magazine:** Person will be responsible for complete production and packaging of PM Magazine; pre-production, field-production, and post-production of feature stories, development and production of local departments and tips, development and management of all office systems, budget development, and control. Management, budget and organizations skills are necessary. Producing and directing experience in the studio and the field is essential. Prior experience with PM Magazine is highly desirable. Send salary requirements and resume to Frank Watson, Station Manager, WINK-TV, P.O. Box 1060, Fort Myers, Florida, 33902. EEO.

**Need Full Staff** GM-PD-AE's N.D. For Indi V.H.F. in top 50; Resumes; salary requirements; no tapes. Box H-197.

**TV Director** for medium market network affiliated VHF with solid credentials as a newscast director. Must also have experience with commercial, public affairs, and promotion productions. If you are looking for a place to step in and direct all kinds of television right away, this is the situation for you. Send resume and tape to, Michael Meyer, Production Manager, WOTV, PO Box B, Grand Rapids, Michigan 49503 or call 616-459-4125. WOTV is an equal opportunity employer.

**TV Producer-Director**—California Public TV station now accepting applications for creative and experienced director with strong background in all phases of production. Requires: Telecommunications graduate, or related field, and two years experience as Broadcast Producer-Director. Salary: \$18,132 to \$22,008 plus full benefits. Applications must be postmarked by September 26, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

**Program Manager:** Responsible for programming television station and related duties. Some college desirable but not necessary. Must have several years of experience in television programming and complete knowledge of FCC rules and requirements. Salary and other benefits open. Send resume and salary requirements to: EEO Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601. Equal Employment Opportunity Employer.

**Producer/Director:** 50's Market CBS affiliate is accepting applications for the position of staff director. The applicant should have 2-4 years news and/or commercial production directing/TD. experience in a comparable production facility. Send resume and cassette demo to: Steve Doan, Production Manager/KTHV, Arkansas Eleven/PO. Box 269/Little Rock, Ark., 72203.

**WOSU is recruiting** for 3 TV Senior Producers. Must have a B.A. degree in Communications or related field. Significant experience in producing, writing, and TV directing (preferably at a PBS station). Considerable knowledge of TV studio and EFP production procedures. Previous experience with budget management and supervision. Must have previous production experience in one of the following areas: Special Events and Sports, Community Affairs, or News/Public Affairs. Send video tape and resume to: Debbie Eberle, Personnel Manager, WOSU-TV, The Ohio State University, 2400 Olentangy River Road, Columbus, Ohio 43210.

## SITUATIONS WANTED MANAGEMENT

**Program Director/Station Manager.** 20 Year TV Management Professional ... Programming, operations, administration. Complete knowledge of FCC rules ... Licensing is a specialty. 602-293-3383.

**Local Account Executive** desires sales management position with progressive broadcast group. Medium-sized Midwestern market preferred. Experience covers 6+ years with same company in local/regional sales and national agencies. Box H-192.

**Successful bottom line oriented manager.** GM or GSM independent or affiliate. Open to all offers. Call 919-822-2530.

## SITUATION WANTED ANNOUNCERS

**3 YRS. N.B.C.** affiliate. News-Sports Anchor, Weatherman, Journalism background, excellent voice, delivery, appearance. 904-673-5215.

## SITUATIONS WANTED TECHNICAL

**First Phone broadcast** production Engineer and Air Switcher, Box 2391, Warminster, PA 18974.

## SITUATIONS WANTED NEWS

**Award-winning Anchorman** in top seven market available by Fall season. 12 years experience from reporter to news director. Hard-hitting documentaries, crisp writing, solid delivery and strong on-air appearance to be your up-front anchor. Box H-171.

**Professional Meteorologist,** AMS Member, currently top 50 market, desires full-time number one weathercasting program. Box H-119.

**Weathercaster:** Employed. Prefer Climate of Gulf, Atlantic or Southern Market. Size not important. Confidential. Box H-205.

**Recent graduate** seeks entry level news position. Fully trained—will relocate. Phone Nancy 212-933-2398.

**Weekend sports anchor/reporter/producer** looking for move to bigger market. Four years experience with top rated 50's market station. I have done it all. Box H-208.

**A reasonable voice** attached to a probing mind, achieving solid communication. And I throw a great party! Medium market anchor needs money and challenge. Box H-212.

**Science reporter** top 50 market, five years experience. Can make science stories come alive. Box H-215.

**Powerful Presence** that makes people listen, understand and remember where they heard it. Street-wise hustler whose warm, mature credibility may also warrant anchoring. Box H-182.

**Eager Energetic** Enthusiast individual desires on-air position. PM and cable-TV reporter experience. Contact: Mitchell Rappazzo, 6812 Bonnie Ridge Drive, Baltimore, Maryland 21209. 301-486-3611.

**Sportscaster** ... available in September. Seven years experience in tv. and radio, including play-by-play. Call John ... 317-448-1359.

**Weathercaster:** Professional yet personable, educated in science and humanities, good appearance, wants first position. All offers considered. Charles 804-323-2852 days.

**Dealines?** Pressed for last minute project assistance? Crisp copy and clean audio production in a hurry my specialty. Available now. Burton 212-243-5062.

**American, London-based** free-lance television reporter-producer, seeks assignments in U.K., Europe, Middle East, and Africa. Please respond to Douglas Joyner, 9 Grape Street, London WC2, England.

**Hard Working Female** seeks TV news Reporter position in a small market. Has some radio experience. Will relocate. Tape and resume Sheryl 212-392-6449. (after 6 p.m.)

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**What Can I Do For You?** Producer/Writer experienced with talk show and magazine news formats in number 2 market seeks work. Field producing/directing and videotape/film editing background in the bargain. Box H-206.

**Production Specialist** with experience in all phases of production seeks work in TV or film, prefer south Florida. 305-584-8829.

**Creative, Enthusiastic** person looking for work as cameraperson, switcher, lighting, etc. Interning experience. Will relocate (prefer n. east). Call Jeff collect 516-938-7715; 935-3363.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Producer/Host/Anchor,** (Amateur Model). Female seeking similar position in medium market with a talk show, PM. Magazine or News format. Experienced, aggressive, witty personality. Will relocate. Call Linda 412-422-0595.

**Five Years Experience** all phases of production. Commercial, Industrial, Educational. Strong Director, will relocate. Fredric Bracken, 815 Thornwood, Suite 6, Toledo, Ohio 43609. 419-382-5229.

**Experienced TV Director** with switching ability seeks position as Producer/Director or Director in a more competitive market. Former Radio News Director. Box H-191.

## ALLIED FIELDS

### HELP WANTED SALES

**Jingle salesperson,** Southeast; Top \$\$\$ Call Jim Scott 904-355-7736.

### HELP WANTED TECHNICAL

**Chief Engineer** for newly equipped University telecommunications center. Facilities include 50 kw FM, UHF, ITFS, CCTV, and production studio, EFP and remote units. BS in related field and 3 years engineering experience required. Competitive salary plus university fringe benefits. Apply to: Joel L. Hartman, Bradley University Center for Learning Resources, Peoria, IL 61625, 309-676-7611 X235. An Affirmative Action/Equal Opportunity Employer.

**Consulting firm** has opening for experienced engineer proficient in radio-television allocations, antenna systems, project management. Send resume and salary requirement to—Lawrence Behr, Lawrence Behr Associates, Inc., P.O. Box 8026, Greenville, North Carolina 27834.

**Videotape Technician** Independent Production Company wants videotape production technicians to record, edit, and dub commercial/industrial programs. Send resume, salary requirement and references (no tapes) to Box H-184.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Growth Opportunity** In Cablecasting. State-of-the-art cable system serving over 80,000 subscribers has an opportunity for Dynamic self starter. The right person should have broadcast experience in news, public affairs and advertising sales. This is the spot for a person looking to do their own thing. It's a new position in an established North East cable television company. The position report to the senior management of the company. Please submit resume and salary history to (no telephone calls): James E. Doucette, Cablevision Industries, Inc., 6 Wierk Avenue, P.O. Box 311, Liberty, New York 12754.

**Audio Production** East Coast R-TV production firm seeks radio production people to handle recording, editing, and final assembly of broadcast programs. Send resume, salary requirements, and references to Box H-164.

**Wanted Admin Asst./Exec Secy** for Pres. of newly formed comm. corp. in N.Y.C. B.A. degree (any), int. in learning stock market as relates to comm. industry. Type/Steno or dict. Bright, alert, mature. Salary open. Box H-207.

**Audience Research Analyst**—Leading national opinion research firm, specializing in surveys of viewer attitudes toward television news, has attractive position available for research analyst. Responsibilities include questionnaire design, written analysis of results, and project direction. Position demands excellent writing skills and analytical ability. Salary commensurate with experience. Send resume and writing sample to Geoffrey Garin, HRA, 1724 Connecticut Avenue, N.W., Washington, D.C. 20009.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Wanted: Magazine Editor.** Experienced journalist who is concerned about media issues to become editor of The Quill, 30,000-circulation monthly publication of The Society of Professional Journalists. Chicago-based editor will be responsible for total editorial product. Salary commensurate with experience. Send resume, recent work samples, references to: Search Committee, Quill, 840 N. Lake Shore Drive, Chicago, Ill. 60611. Application deadline: Sept. 11.

## 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.

**Wanted four** to sixteen Bay Circularly Polarized high power FM antenna ... Call 916-233-2713.

**Want to Buy Used** equipment for Class A and Class C CP's Need everything; transmitters, towers, antenna's, marti remotes, etc. Call John 612-222-5555.

**Christian Television Network** non-profit Religious organization needs cameras, recorders, switchers, monitors, transmitters, microwaves, towers, trucks, etc. Tax deductible receipt issued for any amount of contribution or will buy. Contact Rev. Lee Foster 713-991-3053. P.O. Box 772, Alvin, TX 77511.

**Tax-exempt organization** seeks donated equipment. AECC, 4602 Euclid Avenue, Fort Wayne, Indiana 46806.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**3.5KW FM McMartin** 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

**10KW FM Harris** 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

**RCA TP 66**—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St., Miami, FL 33138.

**10KW AM RCA BTA** 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215-379-6585.

**1KW AM Collins 20V-3** (1969), many spares, proof, on air. M. Cooper 215-379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

**For Sale**—CVS, 520 TBC Best Offer Call: 312-641-6030 Days.

**Radar colorizer** for sale. One Arvin TW1A Telweather 3 level colorizer. Call 515-289-1314.

**Sparta/Bauer** two 15 kw AM transmitters like new, can be used as a 25 kw AM with combiner or used as 10 kw AM. Both units available Sept. 15th. Many Spares. Will sell separately or together. New in 1972. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX. 75248 214-630-3600.

**FM-Optimod**—Orban Tri-band 8100-A Limiters, in stock. Call Val-tronics, 717-655-5937.

**Spectrum Analyzer** Tektronix 7L13 Perfect condition. \$12,000. Radio Engineering Company, N. Patterson. 805-688-2333.

**10KW AM RCA BTA** 10F, many spares, exc. proof, on air. M. Cooper 215-379-6585.

**5 KW AM Gates** BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

**Helicopter**—Eye in the Sky at ½ the cost! 1981 Hughes 300C ENG Helicopter with LIVE Microwave capability, plus extras. Available immediately. Sale or Lease. NI-CAD, INC., South Bend, IN 219-287-5905.

**KADI's installation** of the new Gates FM50K enables us to offer for sale choice transmitting equipment: CCA 20,000 DS with 10 DS Exciter and SG1D Stereo Generator, 1972 Model; complete Gates RDC-10 Remote Control Units; 3 inch Andrews Heliqax, one section 280 feet, one section 40 feet; one Phelps Dodge FMCHP-8, 8 sections circular polarization FM antennae 96.3 MHz; Phelps Dodge FMCHP-2, 2 sections circular polarized; CCA Watchdog, Never Used; Electronic Research ISO Coupler, Model 425, 20 KW; two 25KW Bird Wattmeters, Never Used. All equipment very reasonably priced. Liberal terms available if you have good credit. KADI, 7530 Forsyth, Saint Louis, MO 63105. 314-721-2323.

## COMEDY

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed** again this year! Free sample. Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, Texas 75227.

## MISCELLANEOUS

**Small Market radio** station owner who has done it all for thirty-two years and loves radio would love to meet like-minded lady who is station owner, or Mang., SM, Salesperson or who would like to be anyone of the above. I'll merge or marry. Whoever survives will be wealthy widow or widower. Please hurry, I'm not getting any younger. Rush replies to Box H-168.

**For Sale:** Radio Reception Stamp collection w/scrap book from 1920's—collectors item. Box 303, Elk Grove, Ill. 60007.

**Coping with Cold Weather**, flexible 90/60-second feature series for all formats. Demographic appeal "across the board." Inquire Before The Snow Flies! National Narration, 23721 L'Enfant Plaza Station, Washington, DC 20024.

**Radio Promotion**—Dial-A-Door Vaults with changeable 7 digit push button locks for sale. \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins, collect at 813-522-5896, Drawer 84, St. Petersburg, FL 33731.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

**Promote Your Face**, name, station, and phone number on 100's of glossy, inexpensive "Photo-Stamps"! Send 18¢ postage for color brochure. Advancement, Box 6355B, Syracuse, N.Y. 13217.

## RADIO PROGRAMING

**Radio and TV Bingo** Oldest promotion in the industry. World Wide Bingo, Copyright 1962, P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

## INSTRUCTION

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

# RADIO

## Help Wanted Management

### BROADCAST COMPANY CONTROLLER

Radio station corporation, expanding communication company located in suburban Philadelphia seeks an aggressive, creative controller. Reporting, advising, and consulting directly with the President. Must have strong financial background, knowledge of budgets, planning, projections, interpretation of financial statements, accounts receivable, working directly with other Corporate executives, with experience and ability to communicate with local station managers, salesmen and office personnel.

Starting salary as good as you are. Growth possibilities financially. Some travel required. EDP helpful. Send complete and detailed resume including references and compensation expectation in confidence to: Box H-200.

We are an Equal Opportunity Employer.

## Help Wanted Sales

### EXPERIENCED

**SALES MANAGER NEEDED NOW**—medium market—northeast—complete rebuilding of sales department needed. If you can only sell from ratings, don't apply. We need aggressive leadership for this group owned station. Salary \$25,000+ percentage. If you think you have it, then let's talk. Box H-190.

### WMNE-WMEQ Radio

is looking for an exceptional salesperson. This person will have a minimum of 2 years selling experience, be highly motivated and have the desire to eventually become a sales manager and station manager. If you would like to work at one of America's most successful and progressive small market stations, send your resume and reason why you are the right person for the job to: Michael A. Phillips, General Manager, WMNE-WMEQ, Box 1360, Menomonie, WI 54751. EOE-M-F.

## Help Wanted Technical

### CHIEF ENGINEER NEEDED

Experience in maintaining AM/FM transmitters and automation equipment at the best equipped stations in western Massachusetts. Brand new studios and equipment. Excellent salary and living environment. Write WUPE/WUHN, P.O. Box 1265, Pittsfield, Massachusetts 01202.

## ENGINEERS

National public radio station WEST, has an opening for an Engineer. You are totally responsible for the proper installation operation and maintenance of all broadcast equipment including a three kilowatt transmitter. Two to three years experience and appropriate FCC license required. Application deadline is Sept. 15, 1981. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306.

"An Equal Opportunity Affirmative Action Employer"

## Situations Wanted Management

### OPERATIONS/PROGRAM MANAGER

with proven ratings track record in "adult full-service AM Radio and in Top-40 FM Radio with excellent administrative abilities to be a leader and take charge. Full understanding of advertising and promotions and all areas of station operations and FCC rules and regs and understands what harmony means between sales and programing. Looking for a solid well established company that takes pride in employing top caliber management programing people and also understands what it takes to keep them. I am carefully looking for a long-term association with a high-quality, first class organization. If your company has the professionalism of a WSB, WCCO, or Westinghouse please reply in confidence to Box H-219.

## Situations Wanted Announcers

### OWN YOUR MORNING MARKET

AM Drive Communicator ... Relevant and enjoyable approach incorporating basics ... phones ... humor geared to your market ... community involvement ... Major market success in AM Drive and Programing ... Currently employed and succeeding. Call (609) 397-8318.

**Situations Wanted Programing,  
Production, Others**

**Triple Threat**

One of the nation's leading Radio/TV talk show hosts, currently employed, now available for major opportunity. Mature, witty, controversial, entertaining and contemporary. PLUS broad programing background with phenomenal track record and ratings success in top ten markets. Long on experience. Can lead your news/talk operation into a winning one. In person get together can be arranged Sept 13-16 NARB, or write Box H-180.

**TELEVISION**

**Help Wanted Management**

**BUSINESS MANAGER—FLORIDA SUNCOAST**

CBS affiliate seeks experienced person to supervise accounting/personnel departments. Should have a college degree in accounting with a general office management background. Will be responsible for credit, collections, building management and coordination of efficient work flow between departments. Contact General Manager, WTVT, P.O. Box 22013, Tampa, FL 33622. (813) 876-1313. Equal Opportunity Employer.

**OPERATIONS MANAGER**

This important position for a leading independent station in top 50 market is available to an experienced and dedicated individual. Administrative strength is a must. Position will report directly to General Manager. Reply Box H-214.

An Equal Opportunity Employer

**ENGINEERING  
MANAGEMENT**

A major West Coast (California) broadcast facility has an excellent opportunity for a take-charge professional with proven engineering management skills.

The ideal candidate must have a thorough knowledge of master control, studio, video tape, transmitter and E.N.G. microwave operation. Individual must have proved abilities to coordinate personnel, budget and interdepartmental interface.

Excellent salary and benefits package. For prompt consideration in strict confidence submit resume to:

Dept. EEM  
P.O. Box 60234  
Los Angeles, CA 90060

Equal Opportunity Employer

**Help Wanted Technical**

ENGINEERS/TECHNICIANS

**OUR TIMING COULDN'T HAVE  
BEEN BETTER**

**... and neither can yours  
if you take advantage  
of our exciting opportunities:**

HERITAGE COMMUNICATIONS INC. is fortunate that the communication fields we've chosen are among the most exciting and fastest growing in the nation, including display, speciality advertising and our major area of concentration, cable television. We're now the 20th largest cable TV operator nationally, with systems in more than 120 communities in 11 states.

Join us as we continue to expand during this crucial developmental period of the cable TV industry. We're currently seeking individuals with the following qualifications:

**MICROWAVE TECHNICIAN  
HARLINGEN, TEXAS**

- Capable of installing and maintaining microwave receivers, antennas and associated equipment.
- Able to perform tower maintenance functions and service restoration duties.
- Has thorough knowledge of FCC and FAA rules and regulations and is able to maintain Heritage picture and sound quality standards.
- Has electronics knowledge and skill.
- First Class FCC License is desired.

**FIELD TECHNICIAN  
Vail, Colorado**

- Capable of assuming the responsibilities of system trouble shooting and technical projects (including design of extensions, additions of channels and re-builds of plants).
- Must have 4 years CATV experience.
- Experienced in system trouble shooting, splicing, headend, balance or sweep.

**FIELD AUDIT SUPERVISOR  
HARLINGEN, TEXAS**

- Capable of coordinating field audit activities with office records (including handling non-pay disconnects, audit verification and collection).
- Able to develop cases for criminal prosecution against illegal CATV users and persons making illegal connections.
- Must have supervisory experience and 5 years of CATV experience.
- Must have construction background.
- High degree of personal integrity and good driving record.
- Skill in compiling reports and working with computer data is helpful.

**CHIEF ENGINEERS/TECHNICIANS  
SOUTHERN CALIFORNIA AND COLLIERVILLE,  
TENNESSEE**

- Able to take responsibility for the design and construction of new 54-channel 400 mhz plants (including headends, earth stations, system maintenance, liaison and coordinating utilities).
- Must be graduate of recognized technical school or individual with equivalent CATV experience.
- Strong technical and management skills.
- Strong theoretical knowledge of HRC systems.
- Organizational and supervisory ability.
- FCC License is required.

HERITAGE COMMUNICATIONS INC. offers competitive salaries, a comprehensive benefits package, plus ample opportunity for personal and professional growth. For confidential consideration, send your resume or contact the personnel department:



**Heritage**  
COMMUNICATIONS

2195 Ingersoll  
Des Moines, Iowa 50312  
(515) 245-7579  
An Equal Opportunity Employer

**Help Wanted Programing, Production, Others**

**HOST/  
CORRESPONDENTS  
A New Dimension in  
Public Affairs Television**

WCVB-TV, the ABC affiliate in Boston, seeks three host/correspondents for the most ambitious series of local public affairs programs in the station's history.

The individuals we seek must possess a rare and extensive combination of personal qualities and professional experience: intelligence, drive, enthusiasm, and warmth coupled with journalistic background, the ability to write and produce, personal magnetism in front of the camera and behind it, maturity, and a strong sense of curiosity about the world around you.

**If you believe that you meet these criteria and are prepared to commit yourselves fully to the creation of the finest local public affairs programing in television today, then we would like to meet you. Send us a detailed resume and video cassette of your best work (no telephone calls please) to the Personnel Department, H881, 5 TV Place, Needham, MA 02192.**

An Equal Opportunity Employer M/F

**Help Wanted News  
Continued**

**Top 25  
News Anchor**

Sun belt West Coast network affiliate is searching for experienced, professional anchor talent to join expanding, quality news operation. We'll only consider "genuine" people interested in people and who can demonstrate same on tape. An Equal Opportunity Employer, M-F. Send resume and references to Box H-143.

**EVENING ANCHOR**

For highest rated station in top 150 markets. Want experienced, authoritative air personality. All inquiries confidential, E.O.E. Send resume and video cassette (tape returned) to: James A. Noe, KNOE-TV, P.O. Box 4067, Monroe, Louisiana 71201.

**PRODUCER/DIRECTOR  
IMMEDIATE OPENING**

- Top 50 market ... Major news operation.
  - 3-5 years experience.
  - Must know switcher, character generator, lighting.
  - Must be motivated and creative.
- Send resumes and salary requirements to KMOL-TV, P.O. Box 2641, San Antonio, Texas 78299. An Equal Opportunity Employer.



No. 1 rated PM Magazine program looking for a full-time field producer. Produce and write feature stories for PM Magazine. Send resume and VTR cassette to Executive Producer-PM Magazine, WCCO-TV, 50 South 9th Street, Mpls. MN. 55402, Phone 612-330-2560.

**REPORTERS**

We are expanding our news operation and are forming a special reporting unit. If you want to help us turn Nashville on its ear and you have the expertise in the following areas, we want to see your work:

- Business/Economics
- Consumer
- Health
- Legal
- Features

We are also looking for producers and photographers.

Send tape & resume to Jim Cairo, ND, WNGE TV, 441 Murreboro Rd., Nashville, TN 37210. EOE.

**Help Wanted News**

**ON AIR ..... BULLETIN ..... OFF AIR**

We are looking for telejournalists who agree that news means more than a job. We have positions to fill, at the network level and in the Top-100 markets. High quality is essential.

- |                      |                       |                           |
|----------------------|-----------------------|---------------------------|
| <b>VIDEOGRAPHERS</b> | <b>WRITERS</b>        | <b>PRODUCERS</b>          |
| <b>ANCHORS</b>       | <b>SPECIALISTS</b>    | <b>REPORTERS</b>          |
| <b>SPORTSCASTERS</b> | <b>MANAGERS</b>       | <b>ASSIGNMENT EDITORS</b> |
|                      | <b>WEATHERCASTERS</b> |                           |

**Television News Talent**

239 West Blithedale Mill Valley, California 94941 415/388-3544

**TELEVISION NEWS ANCHOR**

Aggressive news operation in competitive, sun belt, major market needs a talented anchorperson with solid reporting experience for weekday program. M/F. EOE. Send resume and tape to:

Box 1046  
Drexel Hill, PA 19026

**METEOROLOGIST**

This is a rare opportunity for a rare individual. If you have a degree in Meteorology, an AMS Seal, and superior on-air presentation skills, we may have a job for you.

Our nine person weather services department is equipped with state of the art equipment, including Doppler Radar and computerized graphics.

Your application will be held in the strictest confidence. Send a resume and aircheck containing several recent weathercasts to:

Dennis Feltgen  
**KSTP-TV**  
3415 University Avenue  
St. Paul, MN 55114



Equal Opportunity Employer

## Help Wanted News Continued

### WEATHER PERSONALITY

We want a creative communicator with imagination, energy, and a winning personality. If you can relate the weather to the audience, get involved in community events, and become our communities favorite weathercaster, your the person we're looking for. Meteorology credentials are desirable but not required. We are the NBC affiliate in Madison, Wisconsin. The most attractive university community in the midwest. We have color weather radar, graphics computer, and a 24-hour weather service. Send resume and tape to Laurie Leonard, President, WMTV, 615 Forward Drive, Madison, Wisconsin 53711. EOE.

### Situations Wanted News

#### TOP TEN ANCHORMAN

Available soon. Mature, dynamic, multiple-award winner looking for news operation committed to being market leader. In-depth reporting, solid writing, strong camera appearance. All replies considered. Box H-170.

### Public Notice

#### NOTICE OF CALLING FOR BIDS

NOTICE IS HEREBY GIVEN TO WHOM IT MAY CONCERN that on Tuesday, September 22, 1981, at 10:00 a.m. at the Marathon Sub-Courthouse, Marathon, Monroe County, Florida, the Board of County Commissioners of Monroe County, Florida, will consider sealed bids for the following:

Use by lease of the five (5) sites located in Monroe County, Florida, for the purpose of establishing thereon translator towers and related equipment; that in addition to the building of the towers and related equipment, the bid should contain an offer to construct the same at bidder's cost; the rights to commercial use of said towers, exclusive of the use of County services; to provide for maintenance; and the bid is to be for a time certain not to exceed thirty (30) years.

Bid proposals will be received until 5:00 p.m. on September 21, 1981.

Plans, specifications and all other bid information are on file with the Monroe County Translator Committee, 310 Fleming Street, Key West, Florida 33040.

All bids must be accompanied by bid bonds, or certified checks in the amount of five percent (5%) of the bid price and shall be submitted in sealed envelopes marked on the outside "PROPOSAL FOR FIVE TRANSLATOR TOWER SITES." Each proposal and bid bond shall remain firm and binding for at least 60 days to allow time for the Owner's evaluation of bids.

All proposals must be delivered to the Clerk of the Board of County Commissioners of Monroe County, Florida, at the Monroe County Courthouse at Key West, Florida, no later than 5:00 p.m. on September 21, 1981.

Any successful Bidder awarded contract in accordance with this notice shall be required to post a performance bond and payment bond guaranteeing completion of the work under the specifications.

The Commission reserves the right to reject any and all bids, to waive irregularities and informalities in any and all bids, or to readvertise for bids. An award, if made, will be to the most responsible and qualified Bidder as the Commission deems to be in the best interest of the County.

The Commission also reserves the right to separately accept or reject any item or items of a bid which the Commission deems to be in the best interest of the County.

DATED at Key West, Florida, this 14th day of August, A.D. 1981.

## ALLIED FIELDS

### Help Wanted Sales

Expansion and continuing growth make possible this new position of

## SALES ENGINEER

with industry leading manufacturer of broadcast equipment.

Replies held in strict confidence.

Reply to Box H-211

### Help Wanted Programing, Production, Others

#### BROADCAST MEDIA PROFESSIONALS

Rapid growth of the William B. Tanner Company Inc., the world's largest media placement service, has created exceptional opportunities for experienced professionals. Unlimited potential for promotion and career advancement. Immediate openings for the following positions exist:

##### Manager, Media Planning

Working closely with clients, prepare complete media plans. Minimum 5 years experience in all areas of media planning, buying, and media research desired. Work directly with senior management of large national advertisers. (Respond to DEPT/MMP)

##### Assistant Manager/Radio Division

Report to the Vice President/Radio to manage operations of the department. Department consists of 8 Account Supervisors and over 40 employees. Applicants should possess strong management skills, in-depth knowledge of radio media, and experience with direct client contact. 2 years agency media experience required. (Respond to DEPT/AMR.)

##### Account Supervisor/Radio Division

Work directly with account executives, clients and your own staff to coordinate and place radio advertising. Applicants must have capability to manage and direct subordinates, a working knowledge of ARB, buying/planning experience on regional or national level, ability to handle direct client contact, and 1-2 years agency media experience. (Respond to DEPT/ASR.)

##### Assistant Manager/TV Division

Report to Vice President/TV to manage the operations of the department. Department consists of Account Supervisors and over 60 employees. Applicants must possess strong management skills, and have an in-depth knowledge of TV media research negotiation and supervision. Minimum 2 years agency media experience required. (Respond to DEPT/AMT.)

##### Account Supervisor/TV Division

Will deal directly with clients and supervise staff. Qualified applicants should have agency media experience in buying and placing TV time. Applicants must be able to handle direct client contact, supervise employees, and negotiate with TV stations. (Respond to DEPT/AST.)

##### Buyer/TV Division

Will buy air time on the local and national level. Qualified applicants must have agency media experience and have a thorough knowledge of TV media buying. (Respond to DEPT/BYT.)

Salaries will recognize experience and ability. For immediate confidential consideration send your resume with salary history to:

Philip Arensberg, Director of Personnel  
William B. Tanner Company Inc.  
Dept/  
2714 Union Extended  
Memphis, Tn. 38112  
EOE

### SALES REPRESENTATIVE

Professional Broadcast Audio

#### ESTABLISHED EAST COAST TERRITORY

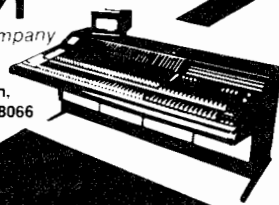
We're ADM Technology Inc.—the systems, consoles and components corporation whose precision-engineering and innovative manufacturing have made us the leader in our field. In the last 6 years alone, our sales to the television and radio industries have quadrupled.

We are seeking an experienced Sales Representative who is a dynamic, take-charge professional. The desired candidate must have a proven solid background in the professional audio field. We offer an excellent starting salary, commission and benefits. If you've been searching for the opportunity that this job can offer you, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400.

ADM TECHNOLOGY, INC.

**ADM**  
The Audio Company

16005 Sturgeon,  
Roseville, MI 48066  
An Equal Opportunity  
Employer M.F.



## Consultants

### TUNNEL RADIO AVAILABLE

Own and operate your own commercial Tunnel Radio station—Broadcasts to motorists while driving thru tunnel & heard across entire AM dial! Tunnel Radio stations on air since 1976. Markets still available. New York, Pittsburgh, Detroit, Houston, Norfolk, San Francisco, Wheeling, Seattle, Minneapolis, New Haven & Mobile. Turn-key stations available. Preparation with some clients on cut-off lists! For more info... Tunnel Radio of America Inc., 3590 S. 60th Ave., Suite 9, Hollywood, Fla. 33023. (305) 981-8480.

## Ratings Down? Profits Down? Is Your Music Right?

It takes a lot of work, planning and showmanship to make or keep your station a winner.

We have experience in ownership, management and programming in at least 12 major and medium markets.

We can help rebuild your radio station, at affordable prices.

Call Collect Today!

L.J. Lancer, (803) 556-4363

**Jones, Lancer and Associates**

P.O. Drawer 30369 Chas., S.C. 29407

## Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
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Phone: 501-972-5884

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"His Voice Can Give  
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A Brand New Space  
Adventure for Radio.

Five Minute Daily Episodes.

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Box 38839, Hillywd, CA 90038



## Miscellaneous



**SOUND EFFECTS**  
**40 ALBUMS \$7.98 EACH**

WRITE FOR FREE CATALOGUE  
P.O. BOX 1441,  
BELLINGHAM, WASH. 98225

## Miscellaneous Continued

### How to Buy Printing A Guide for Small Businesses and Professionals



**\$5.67 (Postpaid)**  
The Printers (Dept. B)  
1804 Osos Street  
San Luis Obispo, CA 93401



### Rent it!

We offer one of the largest broadcast equipment rental fleets in America. Call or write for your copy of our rental equipment catalog. David Green, Broadcast Consultants Corporation, Box 590, Leesburg, VA 22075. Phone: 703-777-8660.

## Employment Service

### RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week!! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience!! One week computer list \$6.00 Special Bonus: Six consecutive weeks only \$12.95—you save \$23.00!

**AMERICAN RADIO JOB  
MARKET**  
6215 Don Gaspar  
Las Vegas, Nevada 89108

## For Sale Equipment

### CLOSEOUT SPECIALS

**Scully 10.5" Reel-To-Reel Equipment**  
(4) Model 255-2 Stereo Playback, 2-track, 7.5 IPS rack-mount, 600-ohm balanced output. Each \$1,150.

(1) Model 250-2 stereo record/play, 2-track, 3.75/7.5 IPS, rack-mount, 600-ohm unbal. out. Each \$1,595

Call Elaine Hayes (217) 224-9600



**BROADCAST  
ELECTRONICS INC.**

4100 NORTH 24TH STREET, P O BOX 3606  
QUINCY, IL 62305, PHONE (217) 224-9600

## For Sale Stations

### DISTRESS SALE

Class C FM—Low Dial AM. Top Forty ADI—Southeast Sunbelt. All new equipment. As little as \$600,000 down to qualified buyer.

Box H-151



**Brokers**

RADIO • TV • CATV  
MEDIA SERVICES (813) 939-7066  
Colonial Executive Center  
1620 Medical Lane Ft. Myers, FL 33907

Stations available in NY, CT and FL.

## For Sale Stations Continued

### CAROLINA AM-FM

Owner of small market combo wishes to retire. Long history of profits. Little competition. \$600,000 with liberal terms.

Box H-183

### SOUTHWEST

Medium market fulltime AM. Profitable. Class III. Excellent dial position. Growth market. By owner.

Box H-193

### Class "A" Stereo FM

in Western Indiana; New building, Studio and Transmitter at same site; New Equipment (Harris), 2 control rooms; 4 acres R/E; Auxiliary Generator power; two-way radio; Remote Pick-up equipment, incl. portable TT's; Beautiful layout with excellent billing, but surface only scratched; Dual city ID with Clinton, IN. Terms available to Qualified Buyers. For info, contact Keith Spencer, R.R. 4, Box 144-A, Rockville, IN 47872, or call 317-569-2026.

### WALKER MEDIA & MANAGEMENT, INC.

William L. Walker  
President

Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553

Brokers-Consultants-Appraisers

California: 500,000 down. Regional AM facility in attractive growth market. Price of \$1.5-million includes \$200,000 real estate. Current operating profit is approx. \$150,000 yearly.

Hawaii: Full time facility with unique format and good ratings ... grossing approx. \$500,000 and priced at two times gross on terms, seven times operating profit.

Sunbelt: Class C FM top growth market. Projecting \$900,000 gross with \$250,000 operating profit. Asking \$2.2-million on terms.

Pacific NW: Best AM facility in market with only class C assigned to city. Real Estate included. Grossed \$800,000 in 1980, expect \$1-million in 1981. Price \$3.2-million. FM coverage being improved dramatically with move.

Top 10 market. Independent U. \$10-million.

### H.B. La Rue, Media Broker

RADIO • TV • CATV APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737



## For Sale Stations Continued

### UPSTATE NEW YORK

Those of you who answered our previous ads know who you are. We have an existing AM station with FM CP under construction within Top 50 Market. Available at cost, or controlling interest with liability assumption or loan/equity arrangement with \$100,000 investment. Market value for both stations will be over \$1 million when fully operational. Our FM is in the strongest growth area of Upstate N.Y. If this sounds like the kind of growth train you want to ride, reply to Box H-188.

- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer, E. Ark. \$150,000. Terms.
- AM/FM, E. KY. Good billing. \$600,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. SE KY. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer, N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

Drop by our Hospitality Suite 788 NRBA Convention, Fontainebleau Hilton in Miami Beach, September 13-16.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**R.A. MARSHALL & COMPANY**  
MEDIA INVESTMENT ANALYST & BROKER  
EXECUTIVE SUITE 200 PROFESSIONAL BUILDING  
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

(803) 842-5251

August 31, 1981

To my friends in broadcasting:

We are opening an investment analysis and brokerage firm on Hilton Head Island September 1, 1981. We hope you will call us or visit our new offices when you want to discuss the current market for media businesses.

My goal in this new venture is to present media financial opportunities in a discriminate manner to selected, qualified investors. My fifteen year association with Blackburn & Co. and my participation in over \$135 million of media sales has well equipped me to deal with the complex transactions in our industry.

Again, we invite you to visit or call us at our new offices located in the Executive Suite of the Professional Building on the Island. We would welcome the opportunity to work with you in a professional, confidential manner.

Cordially,

Robert A. Marshall  
President

10,000 watt DA-D. Fantastic Mkt., potential \$470,000; Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000; Daytimer w/Suburban Location. Potential. Terms \$320,000.

**E B S EDEN BROADCAST SERVICES**  
P.O. Box 647, Eden, N.C. 27288  
919/623-3000

**Sran Raymond & Associates**  
Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.  
Call or write now.

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MW	Suburban AM	\$400K 29%	Peter Stromquist (612) 831-3672
SW	Metro Fulltime	\$700K Terms	Bill Cate (904) 893-6471
S	Metro FM	\$1,300K \$780K	Bill Cate ((904) 893-6471
MW	Major FM	\$3,250K Cash	Corky Cartwright (303) 741-1020

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KS	FM	480K	Medium
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109 North Main, 2nd Floor  
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**Due to the holiday, Monday, Sept 7, the deadline for our Sept. 14th issue will be FRIDAY, SEPT. 4th.**

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**Effective with the Nov. 16, 1981 issue of BROADCASTING**

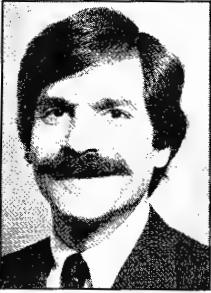
Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: 85 cents per word. \$15.000 weekly minimum. Situations Wanted: (personal ads) 50 cents per word. \$7.50 weekly minimum. All other classifications: 95 cents per word. \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

# Fates & Fortunes

## Media



Kleiner

**Arnold Kleiner**, director of sales, WPVI-TV Philadelphia, joins WMAR-TV Baltimore as VP-general manager, succeeding Dale Wright, who resigned in July ("Fates & Fortunes," July 27).

**Paul Miller**, board member and one-time president of Gannett Co., Rochester, N.Y., becomes director

emeritus in September when he reaches age of 75, mandatory retirement age for board members. Miller is also former AP president and chairman.

**John Spinola**, station manager, Group W's WBZ-TV Boston, named VP-general manager of co-owned WPCQ-TV Charlotte, N.C., succeeding **Robert Schuessler**, who resigns. Schuessler has not announced future plans.

**Raymond Coleman**, general manager, WUFO(AM) Buffalo, N.Y., joins WAOK(AM) Atlanta in same capacity.

**Jim Hardy**, general sales manager, Sandusky Newspapers' KBPI(FM) Denver, joins co-owned KWFM(FM) Tucson, Ariz., as general manager.

**Bob Gage**, Western regional sales director for agency marketing division, William B. Tanner Co., Memphis, joins KPRI(AM)-KPRA(FM) Paso Robles, Calif., as general manager.

**William Adams**, sales manager, KSTT(AM) Davenport, Iowa, and co-owned WXLP(FM) Moline, Ill., named general manager.

**Cliff Walker**, general sales manager, Herneich Broadcasting's KFPW-TV Fort Smith, Ark., and co-owned KTVP(TV) Fayetteville, Ark., named station manager for KTVP. **Tom Arnold**, general manager, KTGR(AM)-KCMQ(FM) Columbia, Mo., joins Herneich's KWBO(AM) Hot Springs, Ark., as station manager.

**George Kapheim**, sales manager, WKZN-AM-FM Zion, Ill., named manager.

**William Parris III**, national program director, United Broadcasting, Bethesda, Md.-based station group, named VP-operations.

**Bill Young**, from KILT-AM-FM Houston, joins KENR(AM) there as operations director.

**Peter Schementi**, director of planning and administration, CBS management information systems, New York, named VP of MIS, succeeding **James Walsh** who retires in September after 20 years with CBS.

**Nelson Davis**, manager, miniseries and novels, NBC Entertainment, Los Angeles, named program policy manager, broadcast standards, West Coast, NBC.

**Steven Georgeou**, director of marketing, Citicorp Services, New York, joins Warner Amex Cable Communications there as director of marketing, Western division. **Robert Hols-**

**tein**, account supervisor, Grey Advertising, New York, joins Warner Amex there as marketing manager for its metro systems where Warner has launched its Qube systems.

## Advertising

**Ronald Sampson**, executive VP-director of client services, Burrell Advertising, Chicago, joins D'Arcy-MacManus & Masius there as senior VP-management supervisor. **Jeanette Jummanti** and **Donna Schauer**, assistant planners, DM&M, Chicago, named media planners.

**Chessye Hill**, assistant media director and media group head, and **Elizabeth Tully**, assistant media director, Grey Advertising, New York, named VP's.

**Jean Anwyll**, VP of public relations, McKinney/Midatlantic, Philadelphia advertising firm, named president.

**Proctor Ritchie**, freelance photographer, joins Associated Advertising, Wichita, Kan., as account service manager. **Jeff Armstrong**, graduate, University of Kansas, joins Associated as traffic manager.

**Ronnie Kosches**, from J. Walter Thompson, Miami, and **Sharon Davis**, media buyer, Milici/Valenti Advertising, Honolulu, join Kenneth C. Smith & Associates, La Jolla, Calif., as media buyers.

**Michael Farnam**, associate creative director, Ruben Montgomery Associates, Indianapolis, joins Sive Associates, Cincinnati, as writer-producer.

**Judy Castles-Sheets**, retail creative director, Byer & Bowman Advertising, Columbus, Ohio, joins Tracy-Locke, Dallas, as copywriter.

**Scott Meier**, Minneapolis office manager, Blair Radio, named VP. **Margie Kane**, account executive, Blair Radio, Philadelphia, named office manager.

**Robert Hance III**, general sales manager, WDIV(TV) Detroit, joins Eastman CableRep, New York, as VP-director of sales.

**Bob Hesse**, account executive, TeleRep, New York, and **Martin Dugan**, with Petry sales training program, New York, named account executives for Petry Television there.

**Ruth Webb**, account executive, Seltel, Atlanta, joins Avery-Knodel Television there in same capacity.

**Fritz Mills**, account executive, TeleRep, Chicago, joins Katz American Television there as account executive.

**Gale DiFlavio**, from WEFM(FM) Chicago, joins P/W Radio Representatives there as account executive.

**Kathy Steinehour**, account executive, WXYZ(AM) Detroit, joins Major Market Radio Sales there in same capacity.

**James Ring**, manager, daytime sales, NBC-TV New York, named director of Eastern sales.

**B&B appointments.** Named senior VP's, Benton & Bowles, New York: **John Spencer**, VP-management supervisor; **Donald Weir**, VP-account supervisor, who also assumes post of management supervisor; **Norman Sherman** and **Richard Jennings**, management supervisors; **Peggy Bell Masterson**, creative group head; **Joseph Toto**, VP-associate creative director, who also assumes post of creative group head, and **Richard Kassof**, VP-associate creative director, who also assumes post of creative group director. Named VP's, Benton & Bowles, New York: **Richard S'Dao**, and **Joan Bonnette**, account supervisors; **Mark Abrams**, account executive; **Karen Gray**, **Susan Perry Ferguson**, **Nell McCarren**, and **Joey Reiman**, creative supervisors.

**William Phippen**, station manager, WRC(AM) Washington, joins WSB-AM-FM Atlanta as general sales manager.

**Jeff Silver**, account executive and regional sales coordinator, KMJO(FM) Houston, named sales manager.



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**Dennis Reese**, account executive, WMAL(AM) Washington, named sales manager.

**Jennifer McCann**, local sales manager, WJIB(FM) Boston, named general sales manager.

**John O'Neill**, account executive, WLCY(AM) Tampa, Fla., joins WJYW(FM) there as sales manager.

**Michael Fiorile**, from TeleRep, New York, joins KHOU-TV Houston as national sales manager.

**Bob Barron**, account executive, Harrington, Righter & Parsons, Los Angeles, joins KMGH-TV Denver as national sales manager.

**Linda Bramhall Metcalf**, account executive, Outlet Co.'s WJAR-TV Providence, R.I., named national sales manager for co-owned KOVR-TV Sacramento, Calif.

**Robert Krieghoff Jr.**, general sales manager, WRQC-TV Rochester, N.Y., joins WLWT(TV) Cincinnati as national sales manager.

**John Gardner**, group sales manager, Peters, Griffin, Woodward, New York, joins WFSB-TV Hartford, Conn., as national sales manager.

**Jim Lynch**, account executive, WBNS-TV Columbus, Ohio, named local sales manager.

**Jane Wallace**, sales representative, KING(AM) Seattle, joins co-owned KING-FM there as local sales manager.

**Edwin G. Stumpf**, account executive, WALL(AM) Middletown, N.Y., named local sales manager for WALL-AM-FM.

**Bill Pezzimenti**, with WZIR-FM Niagara Falls, N.Y., named local sales manager.

**Richard Charnack**, regional sales manager, WAXY(FM) Fort Lauderdale, Fla., joins WINZ-AM-FM Miami as regional sales manager and marketing services director. **Jay Jenny**, account executive, WGBS(AM)-WLYF(FM) Miami, joins WINZ(AM) in same capacity.

**Joanne Bamke**, recent graduate, University of Wisconsin, Green Bay, joins WFRV-TV Green Bay and co-owned WJMN-TV Escanaba, Wis., as assistant marketing director.

**Bob Ferro**, director of business affairs, NBC FM Group, based in New York, named account executive for NBC's WYNY(FM) there.

**Raymond Heidenga**, on sales staff of WOOD-AM-FM Grand Rapids, Mich., named co-op advertising manager. **Linda Moore**, formerly with Genesis Promotions, Grand Rapids, joins WOOD sales staff.

**Frank Marciante**, account executive, WHAT(AM)-WWDB(FM) Philadelphia, and **Diane Abramson**, Northeast regional sales manager, Alcare Communications, Philadelphia-based TV syndication firm, join WPHL-TV Philadelphia as account executives.

**Georgia Balog**, from WXYZ(AM) Detroit, joins WQRS-FM there as account executive.

**Dennis Derbins**, promotion manager, KBMT(TV) Beaumont, Tex., named account executive.

**Ian Epstein**, sales manager, KADX(FM) Denver, joins KOA(AM) there as salesman.

**Ralph Robison**, production manager, KEBC(FM) Oklahoma City, joins sales team there.

**Thomas Fisher**, salesman, WTTM(AM) Trenton, N.J., joins WHWH(AM) Princeton, N.J., and co-owned WPST(FM) Trenton as advertising consultant.

**Charles Stauffer**, assistant news director and Santa Barbara, Calif., bureau chief for KCOY-TV Santa Maria, Calif., named account executive.

**Angie Sauer**, media director and account executive, Caldwell-Van Riper Advertising, Evansville, Ind., and **Mike Hargrave**, account executive, WHKC(FM) Henderson, Ky., join WFIE-TV Evansville, Ind., as account executives.

**Charlie Ross**, former general manager of Boston University's carrier current station, WTBU(AM), joins WARA(AM) Attleboro, Mass. as account executive.

**Tim Roesler**, former account executive, KOTD(AM) Plattsmouth, Neb., joins KGOR(FM) Omaha, in same capacity.

## Programing

**Peter Weisbard**, VP-New York sales manager, Group W Television Sales, named VP-national sales manager, based in New York. **Edward Goldman**, group sales manager, GWTS, succeeds Weisbard.

**Sara Levinson**, associate director of marketing services, Viacom cable division, New York, joins Group W Satellite Communications there as director of marketing support services. She will be responsible for advertising and promotion, conventions and exhibits, media buying and analysis, and program guides.

**William Schickler**, VP-finance, Golden West Television, Los Angeles, named VP-general manager.

**Russell Steneham**, producer-director, Motown Productions, Los Angeles, named executive VP, responsible for Motown's television department, which will develop specials and movies for TV. **Carol Caruso**, production executive, Motown Productions, named VP of acquisitions and development. **Chris Clark**, freelance screenwriter, based in Los Angeles, joins Motown Productions as VP of internal creative development, responsible for development of original material and concepts. **Suzanne Costen**, with Motown's creative department, named VP of music department.

**James Dullaghan**, VP-administration, Entertainment and Sports Programming Network, Bristol, Conn., named senior VP-production.

**Steven Bornstein**, director of program planning and acquisition, ESPN, named director of programing.

**Brian Owens**, assistant professor, Huston-Tillotson College, Austin, Tex., joins Cable America, Encino, Calif.-based MSO, as VP of program development.

**Michele Brustin**, director of current drama programs, NBC Entertainment, Los Angeles, named director of drama development. **Carole Coates-West**, manager, drama development, NBC Entertainment, Los Angeles, named manager of current drama programs.

**Peter Greenberg**, freelance producer-journalist based in Los Angeles, joins ABC Circle Films ABC's made-for-TV film production unit there, as producer. **Ken Fouts**, director, NBC Sports, based in New York, joins ABC Sports there, as staff director. **Andrew Suser**, program attorney, contracts department, ABC-TV, New York, named assistant general attorney for ABC Video Enterprises there.

**David Brenner**, account executive, WTBS(TV) Atlanta and co-owned Cable News Network there, joins MCA TV, New York, in newly created post of director of advertiser sales for MCA's advertiser-supported programs.

**Alan Zapakin**, senior publicist, Showtime, New York, named manager of scheduling for programing department.

**Allen Balch**, former press secretary to U.S. Senator John Tower (R-Tex.), Washington, joins O'Connor Creative Services there as producer for its agri-business commentary by Senator Bob Dole (R-Kan.), and for *The Senators*, bipartisan forum of viewpoints from leading members of Senate. O'Connor is radio syndicator.

**Carolyn Mohr**, with Smeloff Teleproductions, Lincoln, Neb., television syndication firm, named director of operations.

**Terri Johnson**, production manager, Satellite Program Network, Tulsa, Okla., named marketing representative for parent Satellite Syndicated Systems there.

**Charlie Van**, sales consultant, TM Productions, Dallas, joins Toby Arnold, syndication and production firm there as Southern sales manager.

**Don Friedman**, director of operations, KRBB(TV) Sacramento, Calif., joins Mizlou Television Network, New York, as director of sales development.

**William Dunlap**, account executive-writer, Hill & Knowlton, New York, joins Modern Satellite Network there as manager of programing and program publicity.

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**Frank Guida**, freelance producer, based in New York, joins Progressive Radio Network there as producer for its *Holiday Package Series*.

**Dave Roberts**, director, Telemation Productions, Chicago, named production manager. **Dan McEachern**, videotape editor, Telemation, succeeds Roberts.

**Joe McCoy**, operations and program manager, WTVR(AM) Naugatuck, Conn., joins WCBS-FM New York as program director.

**Mike Scott**, program director, WNDE(AM) Indianapolis, joins WTVN(AM) Columbus, Ohio, in same capacity.

**Ron Ziskin**, producer, *A.M. Los Angeles* for KABC-TV Los Angeles, named executive producer, succeeding Frank Kelly, named program director ("Fates & Fortunes," July 27).

**Larry Emsweller**, executive news producer, WNGE(TV) Nashville, joins Group W's *PM Magazine*, San Francisco, as coordinating producer.

**Chris Fitzgerald**, assistant production manager, WKYT(TV) Lexington, Ky., named production manager, succeeding **Mike Kanarek**, named director of operations (see "Media").

**Jay Zollar**, recent graduate, University of Minnesota, Minneapolis, joins WFRV-TV Green Bay, Wis., as production assistant.

**Bill Green**, news photographer, WWAY(TV) Wilmington, N.C., named chief production photographer.

## News and Public Affairs



Adler

**Lou Adler**, news director and morning news anchor, WCBS(AM) New York, joins WOR(AM) there (effective in November) in same capacity, succeeding **Reg Laite**, who hasn't announced future plans.

**James Plante**, director of domestic news, NBC News, New York, named director of news services, responsible for all off-network broadcasts. **Joe Bartelme**, producer of special events programming, NBC News, New York, succeeds Plante. **Mark Landsman**, director of news, NBC, London, named producer of special broadcasts, based in New York. **David McCormick**, manager of NBC News's Frankfurt-Bonn bureau, succeeds Landsman. **Roan Conrad**, manager, election news, NBC News, New York, named director of special political coverage. **Nadine Stewart**, NBC News correspondent based in New York, named to same post in NBC's Pittsburgh bureau.

**Ivan Ladizinsky**, head of own television consulting firm, I.L. Productions, based in Los Angeles, joins ABC News there as West Coast producer for *ABC News Nightline*.

**Ken Strobeck**, senior news producer, KATU(TV) Portland, Ore., joins KOLD-TV Tucson, Ariz., as news director. **Jeff Bartlett**, news producer, KBTU(TV) Denver, joins KOLD-TV as executive news producer.

Appointments, news department, WPDE-TV Florence, S.C.: **David Morgan**, from news producer, WOKR(TV) Rochester, N.Y., to news direc-

tor: **Jan Kalameja**, from WBTU(TV) Florence, and **Al Klersch**, sports director, WPDE-TV, to co-anchors. **Rick Henry**, with WPDE-TV, succeeds Klersch.

**Barrie Fromme**, morning news anchor, WKRS(AM) Waukegan, Ill., named news director.

**Kim McBride**, executive news producer, WANE-TV Fort Wayne, Ind., joins WREG-TV Memphis as news producer. **Fran Curran**, co-anchor, WTRF-TV Wheeling, W. Va., joins WREG-TV as general assignment reporter.

**David Goblaskas**, sports reporter, WESO-AM-FM Southbridge, Mass., joins WSMW-TV Worcester, Mass., as news producer.

**Enrique Martinez**, Spanish broadcast coordinator, University of California's extension program, based in Riverside, Calif., joins KESQ-TV Palm Springs, Calif., as producer-host of station's public affairs program, *Panorama Del Valle*.

**Lloyd de Vries**, with National Public Radio, Washington, named backup news anchor and associate producer of NPR's daily two-hour news and information program, *Morning Edition*.

**Creigh Yarbrough**, afternoon news anchor, WIKS(FM) Greenfield, Ind., named news director and morning anchor.

**Claudia Collins**, reporter-weekend anchor, WAST(TV) Albany, N.Y., joins noncommercial KLVX(TV) Las Vegas as reporter-producer for newly-formed documentary unit.

**Sharon Seay**, reporter, WODD-AM-FM Chattanooga, joins WSB-AM-FM Atlanta as news anchor.

**Debbie Kirby**, weekend news anchor, WATE-TV Knoxville, Tenn., named co-anchor of weekday 11 p.m. newscasts. **Bruce Whiteaker**, assignment editor, WATE-TV, succeeds Kirby.

**Bob Koop**, news anchor-reporter, KTVX(TV) Salt Lake City, joins WIVB-TV Buffalo, N.Y., as anchor for 6 and 11 p.m. newscasts.

**Russ Ewing**, reporter, WMAQ-TV Chicago, joins WLS-TV there as general assignment reporter.

**Beau Bock**, sports commentator, WQXI-AM-FM Atlanta, joins WAGA-TV there in same capacity.

**Judy Muller**, news reporter-anchor, KHOU(AM) Denver, joins CBS News, New York, as reporter.

**Tom Campbell**, sports anchor, WAVE-TV Louisville, Ky., joins KMGH-TV Denver as sports director.

**Angela Shelley**, reporter, WBNS-TV Columbus, Ohio, joins KSTP-TV St. Paul-Minneapolis in same capacity.

**Ed Crump**, anchor-reporter, WMAZ-TV Macon, Ga., and **Tina Cosby**, news intern, WAVE-TV Louisville, Ky., join WTVC(TV) Chattanooga as reporters.

**Steve Shapiro**, weekend sports anchor, WDBJ-TV Roanoke, Va., joins WPTF-TV Durham, N.C., as sports reporter.

**Ceci Rodgers**, recent graduate, Northwestern University, Evanston, Ill., and **Loren Taylor**, news intern, WRAU-TV Peoria, Ill., join WIFR-TV Rockford, Ill., as reporters.

**Carol Howard**, former Santa Barbara, Calif., bureau chief (post held before **Charles Stauffer**, see "Advertising"), KCOY-TV Santa

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# Books for Broadcasters

**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**

**T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE** by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

**T469 ALL-NEWS RADIO** by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

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Maria, Calif., and **Jeff Gianola**, writer, KGTV(TV) San Diego, join KEYT(TV) Santa Barbara, as general assignment reporters.

**Ken Ostmo**, news photographer-editor and producer, KGCT(TV) Tulsa, Okla., joins KOTV(TV) Oklahoma City, as news photographer-editor.

## Technology

**James Alic**, staff VP, business management and controls, RCA SelectaVision's videodisk division, based in New York, named group VP for RCA Corp. **Robert Feeny**, group leader, production testing, RCA Cablevision Systems, Van Nuys, Calif., named manager of customer service program.

**John Merritt**, general manager, Teleprompter's Chicago MDS operations, named national operations director of Teleprompter's MDS, based in New York.

**Robert Weirather**, VP-engineering, Broadcast Electronics, Quincy, Ill., joins Harris Corp. there as consultant on advanced developments for its broadcast products division.

**John Holm**, research manager and technical service and product maintenance manager for 3M's magnetic audio/video products division, St. Paul, Minn., named technical director.

**Hank Wilks**, national sales manager, Videomedia Inc., Sunnyvale, Calif.-based manufacturer and distributor of video systems and equipment, named general sales manager.

**Bruce Graham**, production coordinator, T.P.C. Communications, Pittsburgh production company, joins Florida Production Center, Jacksonville, production firm, as chief engineer.

**Gunnar Rieger**, engineering operations supervisor, WLVI-TV Cambridge, Mass., named engineering manager.

**Gordon (Skip) Morris**, maintenance engineer, WMC-TV Memphis, joins WPTY(TV) there as chief engineer.

**Ted Hall**, part-time assistant engineer, WUU(FM) Long Branch, N.J., joins WHWH(AM) Princeton, N.J., and co-owned WPST(FM) Trenton, N.J., as full-time assistant engineer.

## Promotion and PR

**Ted Faraone**, publicity director, noncommercial WNYC-AM-FM-TV New York, joins WNBC-TV there as press representative.

**Mark Lipsky**, associate director of creative services, WPEN(AM)-WMGK(FM) Philadelphia, named promotion manager.

**Rick Hermann**, assistant production manager and producer, KTRH(AM) Houston, joins KHOU-TV there as assistant promotion manager.

**David Benton**, from KMAK(AM) Fresno, Calif., joins KJEO(TV) there as promotion director.

**Paul Sansone**, promotion director, KGB(AM) San Diego, joins XETRA(AM) Tijuana, Mexico, in same capacity.

**Alan Erwin**, executive assistant, public affairs department, Dow Chemical Co., Houston, joins Hill & Knowlton there as VP-office manager.

**Jan Sneed**, director of public relations, Benton & Bowles, New York, named VP.

**NRBA at large.** The National Radio Broadcasters Association has elected 11 new at-large directors. They are: **John Bayliss**, Charter Broadcasting, San Diego; **Lynn Christian**, Century Broadcasting, Chicago; **Robert Duffy**, Christal Co., New York; **Jack Gennaro**, WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis.; **Ragan Henry**, Broadcast Enterprises National, Philadelphia; **Paul Lange**, KDLR(AM)-KDVL(FM) Devils Lake, N.D.; **Ray Livesay**, WLBH-AM-FM Mattoon, Ill.; **Frank Moore**, WVCG(AM)-WYOR(FM) Coral Gables, Fla.; **Nicholas Verbitsky**, WHN(AM) New York; **Norman Wain**, Metroplex Communications, Cleveland, and **Tom Worden**, KRSB(FM) Roseburg, Ore.

**Nancy Pearl**, director of media relations, Carl Terzian Associates, Los Angeles public relations firm, named VP-media relations. **Alison Hold**, assistant director of media, Carl Terzian, succeeds Pearl.

**Harvey Farr**, who formerly operated his own public relations firm, and **Stephen Lawton**, media relations representative for Lloyds Bank of California, join Harshe-Rotman & Druck, Los Angeles, as account executives.

**Robert Schettino**, director of communications, Cox Cable, San Diego, joins HomServ, El Cajon, Calif., cable consulting firm, as director of public relations.

## Allied Fields

**Maurice Talbot Jr.**, acting deputy chief of policy, Common Carrier Bureau, FCC, Washington, named acting associate general counsel. He will head regulatory review working group.

**Don Fitzpatrick** and **Steve Meacham** with Audience Research & Development, San Francisco media research and consulting firm, named VP of talent and executive search division and VP of research, respectively.

**Irene Mastro**, account executive, Nielsen Television Index, New York, named VP.

**Joan Thayer**, freelance consultant based in New York, joins Broadcast Music Inc., New York, in newly created post of coordinator of public relations, responsible for public relations and advertising and for production of BMI magazine, *The Many Worlds of Music*.

**Mark Young**, Southeastern manager, Arbitron Television Station Sales, based in Atlanta, named division manager, Arbitron Eastern Television Station Sales, based in New York.

## Deaths

**Dennis Neill**, 62, former assistant VP of operations for Comsat and retired Air Force colonel, died of cancer Aug. 23 at his home in Arlington, Va. Neill joined Comsat in 1964 and was project manager responsible for launch of Comsat's Early Bird satellite in 1965. He also was responsible for launching of many communications satellites from Intelsat system. He retired in 1978. He is survived by his wife, Camille, five sons, two daughters and five stepchildren.

# Profile

## NBC's Ray Timothy: keeping affiliate relations on the network forefront

When Ray Timothy was named president of the NBC-TV network a few weeks ago, NBC affiliates expressed delight—for him, and for themselves. For him because they seem genuinely to like him. For themselves because the appointment carried the implicit assurance that their problems would continue to get the ear—and at an even higher level—of a man who has himself managed stations and therefore has some first-hand sense of the affiliate, as well as the network, side of things.

Ray Timothy had, in fact, 10 years' grounding in sales and general management at four NBC-owned stations before he was put in charge of station relations for the network four years ago. For the past two years he has been responsible for sales and sales service as well as affiliate relations, and as president he'll have still more to oversee, including operations and technical services and advertising and promotion. But affiliate relations, he says, will remain high priority: "You've got to have the affiliates' interest at the top of your mind if you're in the network business."

Given the peculiar nature of the network business, in which a network and its affiliates are both partners and competitors, affiliate-relations people have a fine line to walk. Navigating it does not become less tricky when, as in NBC's case in recent years, the network partner/competitor is running third in a three-network race. Mutual understanding of mutual problems helps, but there's more to it than that.

"He's bright and he's honest and he knows television inside out," says Fred Paxton of WPSD-TV Paducah, Ky., chairman of the NBC-TV affiliates board of delegates. "He also has a good sense of humor to go with it. When anybody is that nice, you might think he's a patsy, but a patsy Ray Timothy is not. He can draw the line and say, 'No sir. That's not in the network's best interests.'"

"Top-drawer," "good, tough Irishman" and "straight shooter" are other descriptions offered by station people. Jack Harris, a long-time leader of NBC affiliates, calls Timothy "candid and decent and a person you can get an answer from—whether you like the answer or not. He's a delight to deal with." Harris also says: "He won't lie to you. Give him a legitimate beef and he'll say, 'Maybe I can do something about it' if he thinks he can, or 'No, this is the way it's going to be' if he can't. He won't lie."

Timothy himself seems both modest



Raymond Joseph Timothy—president, NBC-TV network; b. March 23, 1932, New York; AB in political science, Queens College of City of New York, 1954; LLB, Brooklyn Law School, evening division, 1961; tour guide, subsequently assistant guide supervisor, radio network billings clerk and TV network interruptions clerk, NBC, 1954-56; PFC, Army military police, 956-58; records clerk, later production coordinator, NBC scenic production, 1958-60; in NBC network TV sales, successively as assistant sales service representative, regional business manager and then manager of co-op sales, 1960-64; account executive, NBC Spot Sales, 1964-66; local sales manager, NBC-owned WKYC-TV Cleveland, 966-67; general sales manager, NBC-owned WRC-TV Washington, 1967-70; station manager, WKYC-TV, 1970-73; vice president and general manager of NBC-owned KNBC-TV Los Angeles, 1973-76, and of NBC-owned WNBC-TV New York, 976-77; executive vice president for affiliate relations, NBC-TV, 1977-79; executive vice president, NBC-TV, 1979-81; present post since July 30; m. Kathleen Shanahan, 1963; children—Matthew, 16; Patrick, 15, and Luke, 13.

and honest in self-appraisal. Asked to account for his standing with stations, he put it this way:

"Look, if I have any reputation out there, it's that I'm honest and straight-dealing, and that's the way I am. That's pretty easy, OK? And I worked at stations for a long time—outside of New York—so I have a real understanding of what their problems are.

"I mean, if you're sitting in Cleveland and you get a wire from New York, you can get almost paranoid about it. I just happen to have a sense of that from my experience. Having been there, I think I have a better feel for it than I might otherwise have."

He signed on as a tour guide with NBC and shepherded visitors through the studios until the Army intervened to give him two years in the military police at Fort Lewis, Wash. Out of uniform, he returned to NBC as a records clerk and later as coordinator in the scenic production department.

In the meantime, he had enrolled in night classes at Brooklyn Law School, figuring he needed something extra to compete with people holding graduate degrees. A law degree, he reasoned, would have the added advantage of being something to fall back on if things didn't work out at NBC. He received the degree in 1961 and was admitted to the New York bar, but has never practiced. "I have a joke about that," he says. "In New York, it's not practice. It's for keeps."

In network TV sales, starting in 1960, he progressed over the next four years from assistant sales service representative to regional business manager of co-op sales and, finally, manager of co-op sales. Then he switched over to NBC Spot Sales, where he was an account executive for two years until sent to NBC's WKYC-TV Cleveland as local sales manager. He got into sales management and eventually general management, he says, because "otherwise you'll be selling forever, while the buyers get younger and your legs get older."

From Cleveland he went to WRC-TV Washington as general sales manager, then back to WKYC-TV as station manager. After that it was vice president and general manager. After that it was vice president and general manager at KNBC-TV Los Angeles for three years and then at WNBC-TV New York for 16 months, before being moved into NBC-TV headquarters as executive vice president, affiliate relations. Two years later he was given additional responsibilities, along with affiliate relations, and his title was shortened to executive vice president.

Both as executive vice president and now as president, Timothy is used to a fairly long workday. It starts a little after 8 a.m. and ends anywhere from 6:30 p.m. on. He spends a lot of time traveling. "One year," he says, "almost a third of my workdays were spent on the road." Last year was "not quite so heavy," but this year, with the new job, he expects to get back to the earlier level.

"I don't mind that a bit," he says. "I don't care for airports, but once I get to where I'm going, it's terrific. I think you get a hell of a perspective by getting out of these narrow confines. You can get back in touch with things. That's why I love the affiliate part: You get different perspectives in different parts of the country, big markets, little markets—just a better feel for what's going on."

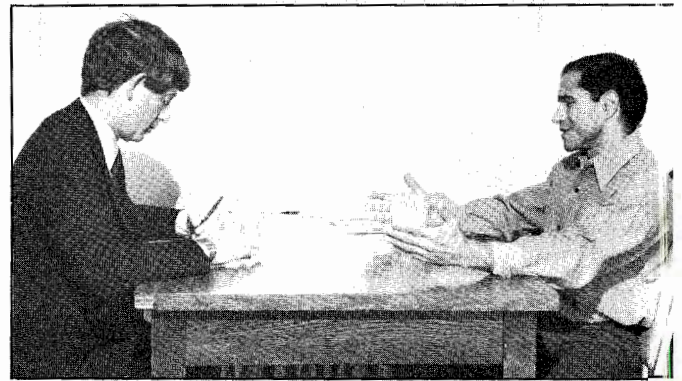
**News organizations in Buffalo, N.Y., were turned down last week by Supreme Court** in their request for stay of trial judge's order closing pretrial hearings in sensational murder trial. Judge William J. Flynn Jr. said he had ordered closed-door sessions in proceeding involving Army Private Joseph Christopher, Buffalo man accused of killing several blacks, to assure defendant's right to fair trial. *Buffalo Evening News*, WKBW-TV and WIVB-TV, both Buffalo, had asked Justice Thurgood Marshall to halt pretrial sessions which are now in their second week, until they could appeal to New York court of appeals. Marshall referred case to full court, and eight justices, apparently acting by phone, rejected media's request. Only one justice—William Brennan—said he would have granted it. Decision, which seemed setback for media, came one year after court, in case involving Richmond Newspapers Inc., held that media and public have First Amendment right to attend trials (BROADCASTING, July 7, 1980). However, high court did not rule on merits of matter, and Buffalo media will resume fight today, in New York court of appeals, where they will seek reversal of Flynn's order.

**FCC released last week second cut-off list for low-power television (LPTV) stations and translators since it imposed partial freeze** on processing applications for two services last April. All applications on new list, as on first, fall under one of three exemptions to freeze. Under exemption for new station applications, proposed facility must be located in areas now served by fewer than two full-service stations. Total of 119 applications are on list: 59 for LPTV stations, 51 for translators and nine for changes to existing translators. Competing applications and petitions to deny any of applications on list must be submitted to FCC prior to close of business Oct. 8. Deadline for first post-freeze cut-off list, released early this month, is Sept. 4.

**Broadcast Advertisers Reports**, which monitors commercial activity on TV networks and stations, said Friday it would extend its monitoring to four major cable TV satellite networks, effective Jan. 1. Move was not unexpected, though BAR had indicated earlier it would do additional tests in fourth quarter of this year ("Closed Circuit," June 1). Officials said Friday that tests already made had proved sufficient. Cable networks to be monitored: Cable News Network, Entertainment and Sports Programming Network, USA Network and superstation WTBS(TV) Atlanta. BAR said it would produce weekly, monthly and quarterly reports showing advertisers, extent of activity and estimates of expenditures.

By next January, **all three network-owned TV stations in New York** will have at least two hours of late-afternoon/early-evening news. Expansion, already successful with WNBC-TV's *Live at Five*, continues Nov. 30 with launch of WABC-TV's tentatively titled *Now on 7* (4:30-6 p.m.) and in January 1982 with WCBS-TV's new hour-long *Five O'Clock Report*.

**Motion Picture Association of America has asked National Association of Broadcasters to agree to set of proposals for amending cable copyright laws.** Proposals include full liability for distant signal carriage, no liability for local signal carriage and exemption from fees for cable systems with fewer than 3,000 subscribers unless systems are owned by multiple operator with 25,000 subscribers or more. **NAB executive committee**, meeting in Washington last Monday and Tuesday, **tabled proposals for further study.** Edward O. Fritts, NAB joint board chairman, said proposals are not acceptable to NAB because they contain no must-carry rules or distant signal carriage limitations. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, which has held hearings on three cable copyright bills and performer royalties bill, plans markup on all four Oct. 14-15.



ABC News's *Nightline* presented **Ted Koppel interview with Sirhan Sirhan**, convicted assassin of Robert Kennedy, last Thursday (Aug. 27) but circumstances were unusual. Since Sirhan forbade TV camera during interview earlier in week a California's Soledad state prison, ABC relied on still photographs for *Nightline*. Sirhan also had said no tape recorder, but Koppel brought one anyway and convinced Sirhan to let it run. Nevertheless, Sirhan allowed his actual voice to be broadcast for only small portion of interview. For most part, Dr. M.J. Mehdi, president of America-Arab Relations Committee, was voice viewers heard reading Sirhan's part from transcript.

**Television users of future satellites continue to multiply** George Milne of TSI Ltd., Skiatook, Okla.-based company that leases its Westar III transponder to Satellite Syndicated Systems, told BROADCASTING last week that TSI has purchased one transponder on Westar V and two on Westar VI and is in final stages of negotiations to lease 72 mhz, C-band transponder, capable of transmitting two television channels, on Spacenet I from Southern Pacific Communications. Milne said transponders would be used primarily for transmission of cable programming. TSI has already begun discussion with programmer about developing unique format, he said. Hughes Television Network may also lease spot on Spacenet I. HTN's Bill Page said last week that discussions with SPC are continuing, but no to expect announcement of deal, if indeed one is made, before middle of September. Bonneville Satellite Co. announced earlier it had put down \$640,000 to lease two-and-a-half transponders on Spacenet I (two 36 mhz, C-band transponders and one half of 72 mhz, Ku-band transponder) and one spot on Spacenet II (36 mhz, C-band transponder). Bonneville's Bruce Hough said at least one of Spacenet I spots would be used to deliver cable service. Meanwhile, Group W Satellite Communications became third tenant of Hughes Communications' Galaxy I. Group W announced it had purchased four transponders on satellite, joining Time Inc., which purchased six, and Turner Broadcasting System, which signed up for two. (Eighteen of 24 transponders were made available to select cable programmers by Hughes early this year; six transponders on bird are being reserved for back-up.) Group W has not released specific plans for use of Galaxy spots. Galaxy I is scheduled for launch in May 1983. Spacenet I and Spacenet II are set for launch in first and fourth quarters of 1984, respectively. Westar V is to be launched in September 1982 and, Milne said, Westar VI will blast off in fall of 1983. Western Union received permission last week from FCC to begin construction of Westar VI.

**Alascom Inc.**, subsidiary of Pacific Power & Light Co., has purchased entire capacity of **Satcom V**, 24-transponder satellite set for launch in October 1982. Deal, valued at **\$180 million**, includes agreement by which RCA will operate satellite during its eight-and-a-half year life. Alascom now leases 14 transponders from RCA on Satcom II with which it links largest state with lower 48 for variety of voice, data and video customers, including three major television networks. The Alascom



Satellite, as satellite is being renamed, will orbit at 143 degrees west, longitude that cuts through eastern Alaska. It will be licensed jointly to RCA and Alascom.

□  
**Affiliated Broadcasting**, subsidiary of Boston Globe Co., has signed letter of intent to sell **WSAI-AM-FM Cincinnati** for about **\$5 million** to Detroit-based Booth American Co., group owner of five AM's and seven FM's. Asking price was reportedly \$8,250,000. Broker: Ted Hepburn Co.

□  
**ABC-TV's 1981 pro football schedule** of 16 Monday-night games and four prime-time football specials **will be closed-captioned for hearing-impaired**, ABC announced last week. As in ABC coverage of Sugar Bowl last January, closed-captioning will cover scoreboard information, including current score, down to be played, number of yards needed, times and timeouts remaining, change of possession, score by quarters and penalties. Captions will be prepared at National Captioning Institute at Falls Church, Va., and fed to ABC-TV network.

□  
**Cable television penetration in July reached 27.3%** or 21,930,490 of U.S. TV homes (including Hawaii, excluding Alaska), A.C. Nielsen Co. estimated last week. That represented **gain of almost 3%** or 636,490 homes since May, when Nielsen put penetration at 21,294,000 or 26.5% of TV homes.

□  
When RKO Radio's new network, **RKO 2, bows Sept. 1 with 5 a.m. newscast, there will be 56 charter affiliates**, exceeding original goal of 50 for start of satellite service. Among stations signed are: WOMC(FM) Detroit; WGSO(AM) New Orleans; WAYS(AM) Charlotte, N.C.; WSNi(FM) Philadelphia; KING-AM-FM Seattle and RKO-owned WOR(AM) New York; WRKO(AM) Boston and KHJ(AM) Los Angeles. Charter advertisers include Ford Motor Co. (auto, truck and corporate divisions), Lincoln-Mercury, Goodyear Tire & Rubber Co., General Mills, Dow Jones and Sears.

□  
**CBS Radio** said it has **acquired exclusive national radio rights to National Collegiate Athletic Association basketball** for next two seasons, with 1981-82 schedule embracing four key games in February, conference playoffs in March and, also in March, 15 national tournament games including championship final March 29 in New Orleans Superdome. Rights were acquired from Jim Host & Associates, Lexington, Ky., which will co-produce coverage with CBS Radio. Games were on NBC Radio last season.

□  
**Efforts to gain congressional consideration of antipiracy legislation protecting pay-TV signals have been revived** during August recess. Representatives of Motion Picture Association of America, National Association of MDS Service Companies, and several pay TV operators have drafted proposals for bill that would set civil and criminal penalties for unauthorized reception of pay-TV signals. Civil penalties include statutory damages between \$250 and \$10,000; criminal penalties would be \$25,000 or up to one year's imprisonment for first offense and \$50,000 or up to two years' imprisonment for repeated violation. Similar bill was introduced in 96th Congress by former Representative Richardson Preyer (D-N.C.) and backers of new bill have been working on it some months (BROADCASTING, April 6). New efforts to advance it stem from recent victories in U.S. Court of Appeals which has ruled twice that manufacture of decoders violates Section 605 of Communications Act. Program suppliers and pay TV operators now "want to put teeth" in Section 605, said Rick Brown, Washington attorney who represents Society for Private and Commercial Earth Stations (SPACE), group of manufacturers, distributors and users of stand-alone earth stations. Brown said SPACE could support antipiracy legislation if it did not apply to interception of signals for personal consumption. John Giles,

MPAA spokesman, said proposed bill is aimed primarily at commercial users but would also apply to personal consumption. Likely sponsor is Representative Henry Waxman (D-Calif.) who supported Preyer's efforts last year. His chief communications aide, Bruce Wolpe, has been involved in efforts to draft new bill but refused to comment until Waxman has returned from recess and had chance to evaluate it.

□  
**CBS Radio last week named key executives for "young-adult-oriented" Radioradio network** to be launched next spring (BROADCASTING, June 20). All come from CBS fold: **Robert P. Kipperman**, VP, Eastern sales, CBS-TV, named VP and general manager; **Larry Cooper**, news director, KCBS(AM) San Francisco, named news director; **Lawrence Storch**, director, national sales, CBS Radio network, named director of sales; **David P. West**, manager, central region, affiliate relations, CBS Radio network, named director of affiliate relations, and **Leslie J. Corn**, director of programing, CBS Radio network, named director of programing.

□  
**Warner Amex Cable Communications**, New York, announced it had **signed final agreements with five Chicago suburban communities** that had chosen it earlier this year to negotiate cable franchises. Company said **construction will begin immediately** on 550-mile, 54-channel, 400 mhz cable system, along with institutional network, to serve **more than 51,000 homes** in communities of Palatine, Rolling Meadows, Elk Grove Village, Buffalo Grove and Hoffman Estates in northwest Cook County.

□  
**Katz Television** told its represented stations last week that **FCC repeal of prime-time access rule** is clear possibility, though repeal is contrary to broadcasting's localism concept, **would be financially damaging to stations and would rob local/regional advertisers of access to this nightly half-hour**. "Estimates are that almost \$600 million in spot revenue accrues to stations from the prime access half-hour," Frank J. McCann, president of rep firm, told stations. Moreover, he said, "there can be no doubt that PTAR has succeeded in stimulating local control and production of prime-time programing." McCann suggested stations "may want to write and call your senators and representatives to alert them to this issue."

□  
**Advertisers** "have every right and responsibility to choose what sort of programing is most appropriate for the promotion of their products," but they **should base their choices on their own decisions and not be "misled or pressured by individuals or groups trying to suppress entertainment or choke off the expression of ideas," James Rosenfield, CBS-TV president, said Thursday** in speech to Memphis Advertising Federation. He said "a very loud and well organized, tiny minority is doing a very good job of emphasizing [television's] weakest points." He also noted that Rev. Donald Wildmon, chairman of Coalition for Better TV, had agreed to let outside researchers evaluate coalition's surveys but had failed to follow through (BROADCASTING, Aug. 24). "He surely knows his techniques reflect his own personal biases," Rosenfield said. "I predicted his threats of boycott were empty. I am also certain that his threats of intimidation will no longer be acknowledged by thinking advertisers."

□  
**James W. Blackburn Jr., 34, has succeeded his father as chairman and president of Blackburn & Co., media broker** headquartered in Washington. Senior Blackburn, 74, died Aug. 20 (BROADCASTING, Aug. 24). Management team of nine, headed by Jack V. Harvey and Joseph M. Sitrick, senior executives, will continue in present positions. Richard F. Blackburn, 32, second son, continues as vice president of company of which all stock is held by Blackburn family.

## Those greenback covered walls

The battle over college football television rights, if it comes to that, could be a lot more exciting—and a lot gorier—than any game likely to be played on any football field this year.

The stakes are high and the contestants formidable. On one side is the National Collegiate Athletic Association, historically the warden of college sports and of football TV rights in particular. On the other side is the College Football Association, a group of 61 schools, most of them football powerhouses, that are also members of the NCAA but feel that the NCAA shortchanges them in its TV dealings.

The NCAA and the CFA are at cross-purposes on a number of issues, but the one that threatens open warfare is television. The NCAA has approved a \$264-million deal that splits football TV rights between ABC and CBS for the next four years. The CFA has made a \$180-million deal with NBC for the same four years, and a majority of its members have tentatively ratified the plan, 33 voting yes, 20 no, 5 abstaining and 3 not being counted for technical reasons.

CFA leaders gave their members until Sept. 10 to think about it and change their votes if they want to. It would seem that the NCAA has more to defend and, therefore, more to lose, but damage could be great on both sides. An NCAA lawsuit or expulsion from the NCAA, or both, seem likely consequences if the CFA-NBC deal is approved. Expulsions could lead to collapse or at least a weakening of entire NCAA conferences, depending upon how the conference members voted, and expulsion, of course, could keep schools out of participation in NCAA events involving other sports. Rejection of the CFA-NBC pact, on the other hand, would leave NCAA more or less supreme but undoubtedly weakened by the in-fighting and still susceptible to further challenges. As for television, one or more of the networks stands to be hurt no matter which way the vote goes.

The guess here is that more than the immediate contracts with commercial television networks are on the minds of college football authorities. Everyone in sports has dreams of even larger revenues eventually to be derived from video distribution systems of the future. Sides are being chosen for a long haul.

It may be a classic no-win situation. On Sept. 10 we'll know whether the game will be scrubbed or will begin in earnest, to continue, no doubt, into overtime. In pro ball it would be called sudden death.

## Easy does it

Last Monday's issue of this publication contained a report of *Playboy* magazine's entry into cable programming in competition with the previously announced pay cable offerings of *Penthouse* magazine. This week's issue, as will be noted on page 40, reports the beginning of a crusade by the New York-based Morality in Media against what the organization perceives to be indecencies on cable channels. More is certain to be heard from both developments.

It should be noted that the Morality in Media campaign is prompted by cable programming that is already observable by any subscriber in Manhattan. For years, *Midnight Blue*, a sleazy attraction for certifiable voyeurs, has been playing on New York access channels. *The Ugly George Show* has more recently corrupted the access principle with its peculiar prurience.

The expansion of sexually oriented programming, even with

glossier fare, is certain to intensify the fervor of reform. If the Jesuit-led Morality in Media picks up public support for its crusade against cable, can the fundamentalist-led Coalition for Better Television be far behind? The jiggly television that the coalition targeted in its threatened boycott of broadcast advertisers is tame stuff alongside any *Playboy* or *Penthouse* centerfold.

There is obviously a market for eroticism on cable television. The trick will be to serve that market without offending everybody else. The confinement of sexually explicit programming to pay cable channels erects at least a modest barrier between it and cable subscribers who don't want that kind of material in the house.

It will be better for all concerned if diverse interests can be satisfied without a First Amendment showdown.

## Memory lane

The so-called golden age of television was revisited, briefly, last week in a rerun of "Marty," one of the few 18-karat works in a period that is much overrated, especially by critics who are too young to remember it. Viewed 28 years after its first broadcast on a Sunday night in 1953, "Marty" stands up as a slight but touching drama, the equivalent of a good one-act play. Indeed it is more a creature of the theater than of the newer media, as was most of the drama seen on television back in "Marty's" time.

In the season of "Marty's" first appearance, live drama on television was profuse. The *Goodyear Playhouse*, where "Marty" was staged, alternated with the *Philco Playhouse* on NBC Sundays. Other regulars, according to the "Network TV Showsheets" that BROADCASTING published at the time, included *Studio One* on CBS Mondays, *Robert Montgomery Presents* on NBC Mondays, *Armstrong Circle Theater* on NBC Tuesdays, *Kraft Television Theater* on NBC Wednesdays, *Lux Video Theater* on CBS Thursdays and the *Schlitz Playhouse of Stars* on CBS Fridays. For Broadway actors, writers and directors it could be called a golden age of steady work. But for every "Marty" there were a hundred forgettable productions.

The Public Broadcasting Service will show several selections from the early fifties theater on television. Last week's presentation of the most acclaimed example of the genre reminds us that the fifties were simpler times.



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## HOW THE FS-16 GETS THE SIGNALS STRAIGHT ON 71 SPORTS & NEWS FEEDS

WKBD has consistently been one of the top 10 Independents over the years. Not by accident. They combine quality production and high-appeal programming to maintain their healthy audience share.

"We carry 70 sporting events that come in on the long lines," relates WKBD Director of Engineering Al Martin. "We can't gen-lock our studio to those remote sources. Instead we synchronize the incoming signal through one of our two NEC FS-16's."

Al uses the second compact frame synchronizer from NEC on a roll-around rack to synchronize WKBD's Independent Network News feed nightly. "We pick it up from the Western Union satellite to our earth station eight miles out. From there it comes into our station where we run it through the FS-16, tape it, and delay it for 45 minutes before rolling on air at 10:00 P.M.

"We're real happy with the job the FS-16 does for us. We chose it basically because of its cost, size, and performance," reports Al. "We've also

been using three NEC Time Base Correctors which is how we first found out about how their equipment performs. They've eliminated the need for 5 other pieces of equipment. The whole play-back mode is now processed through the TBC's. The third Time Base Corrector is used on the output of a 3/4" tape machine to upgrade the signal to broadcast quality."

Find out how NEC can help you get your signals straight. Call today for a hands-on demonstration of the NEC FS-16 or Time Base Corrector.

Pictured: WKBD-TV Director of Engineering Al Martin.

# NEC

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