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The in-between world of television's agents

Broadcasting Aug 18

The newsw Weekly of broadcasting and allied arts

Our 49th Year 1980

WE SCOOP ALL OF THE BIG NAMES THAT BLOW IN FROM THE COAST. That's because we offer viewers our exclusive GulfScan 2 Radar system that links us to every Weather Bureau radar station on the Gulf, plus our sophisticated SuperScan 2 Color Radar. Which is why, when it comes to tracking bad weather, we're good to the last drop. **KPRC TV HOUSTON**



Petry Television, Inc., National Representatives, NBC Affiliate.

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S E R I A L A C Q U I S I T I O N
MONTGOMERY AL 36112

PAPER

Introducing the most complete and experienced Broadcast service organization in the world.



The TM Companies constitute the most capable, full service braintrust in the world devoted to solving the unique problems and needs of broadcasters. Each division is an independent creative center designed to meet the needs of broadcasters today with an eye towards the future.

TM Productions creates successful sales, advertising and promotional campaigns for radio and television stations.

TM Programming means successful programming 24 hours a day, backed by factual market research and ongoing consultation.

TM Special Projects builds



TM

Companies

broadcast revenues and audience figures for the future with special programming and special entertainment features.

TM's Media Research Graphics designs and utilizes new ways for broadcasters to market themselves at the agency and retail advertising levels.

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The TM Companies . . . 32,000 square feet of creative energy and over 500 collective years of broadcast experience ready to work for you today. Your audience and your advertisers can tell the difference.

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The year is 2076. The Tricentennial has brought a world unbounded by the horizon of Earth. Technology has transcended even the dreams of a century ago, and you find yourself no longer confined to a single planet.

The systems known as radio and television have reached the ultimate form . . .

TOMORROW MEDIA

Mark your calendar well. August 25, 1980. It's the day The TM Companies present "Tomorrow Media." An unforgettable journey into the future of our industry.

When you return, stop by the TM Companies Suite, New Orleans Hyatt Regency to see and hear how TM is putting you in touch with tomorrow through innovation today.

TM Productions' newest image campaigns have broken the sound barrier of the seventies . . . to pioneer a new era of sound for the 80's. The next step in the evolution of what we commonly called "the jingle."

TM Programmings' Broadcast Consultants are expanding their already proven track record in producing ratings' success and sales results. By talking with TM's Broadcast Consultants today, you'll be ready for tomorrow.

And hear what are unquestionably the *hottest* multi-hour musical documentaries in the business from TM Special Projects.

1980

AUGUST 25TH

RADIO PROGRAMING CONFERENCE



NEW ORLEANS

"TOMORROW MEDIA." A TM COMPANIES PRESENTATION.

How sweet it is!



We're the new #2 in Jacksonville!

MAY 1980 ADI SHARE

	WJKS NBC	WTLV ABC	LEADER
Mon.-Fri. 9am-4:30pm	18	15	WJKS-TV
Sun.-Sat. 8pm-11pm	26	25	WJKS-TV
Sun.-Sat. 11:30pm-1am	22	20	WJKS-TV

Thanks to a change of networks and a much bigger serving of juice, we've really blossomed in Jacksonville. Now WJKS-TV is NBC. . . and with our new 4.5 million watts of power we cover the Jacksonville area better than ever.

The latest Arbitron proves it. . . we've sectioned out #2 in some very important day parts. So when you're shopping for TV in Northeast Florida, pick the fresh new #2. . . WJKS-TV.

We're 17. . . and Comin' on Strong!



PETRY

The Week in Brief

TOP OF THE WEEK

SCRATCHING IN THE GARDEN □ Broadcasters are hard put to keep up a lively flow of news during the Democratic national convention. There are high points, but not sufficient to put to rest doubts about the extensive efforts required. **PAGE 24.** On the ratings side, the donkey tied with the elephant as ho-hum television fare. **PAGE 25.** But for many broadcasters, the increased use of satellite technology from Madison Square Garden made the convention a winner. **PAGE 25.**

DEBATE GUIDELINES □ The League of Women Voters issues criteria for participation in the presidential confrontations, and the TV sessions may be three-person affairs. **PAGE 29.**

RKO SPIN-OFF □ Jencks is picked to head a new company that would take over the 13 licenses under a proposal that may be gaining favor at the FCC. **PAGE 30.**

WTAR-TV GOES FOR \$40 MILLION □ Knight-Ridder is the new buyer for the Norfolk, Va., facility that was almost sold to Scripps-Howard earlier this year. **PAGE 30.**

SPECIAL REPORT

THE 10 PERCENTERS □ The agent just may be television's ultimate middleman with methods of operation and financial legerdemain that could make a fictional script. Here's a close-up of some of the practitioners and how they view their world. **PAGE 32.**

BUSINESS

NO JITTERS □ JWT's Tomio says that recession shadows haven't frightened advertisers into budget cuts. He does cite soft areas of the networks and says that sports sales will suffer from oversaturation. **PAGE 42.**

WHERE IT REALLY HURTS □ Analysts assess the financial implications of the SAG-AFTRA strike. Network affiliates are likely to suffer from adjacency losses. **PAGE 44.**

BAR SELLING □ The ABA reports more lawyers are advertising on radio and television and notes increasing creativity in the messages. **PAGE 48.**

LAW & REGULATION

SIGNAL SNATCHING □ The California decision to allow sale of STV decoders renews the call for congressional help against unauthorized pick-ups. **PAGE 51.**

REPEAL APPEALS □ The NAB asks the FCC for a rulemaking to wipe out, or at least modify, regulations dealing with personal attacks and political editorializing. **PAGE 52.**

JOURNALISM

CAMERAS IN COURTS DEFENDED □ The RTNDA and 14 media organizations file a friend-of-the-court brief with the Supreme Court. It backs Florida's contention that newsgathering gear does not interfere with a fair trial. **PAGE 54.**

TECHNOLOGY

ENERGY SAVINGS □ PBS explains why it is high on a plan that it says would halve UHF power costs without reducing coverage. **PAGE 58.**

INTERIM DBS POLICY □ An NTIA official suggests that the FCC allow temporary operation before hemispheric allocations are implemented in 1983. **PAGE 56.**

SMALLER VIDEO RECORDING □ A new VCR by Technicolor and Funai uses quarter-inch tape. **PAGE 58.**

PROGRAMING

MARCHING INTO NEW ORLEANS □ The NAB reports a record 1,200 have signed for its third annual radio programming conference. The 52 exhibitors also represent a new high. **PAGE 60.**

TOUGH TALK □ AFTRA makes it clear at its annual convention that it intends to negotiate more sharply with TV networks in the future. **PAGE 60.**

PROFILE

KEEPING THE CONNECTION □ HBO's Nick Nicholas has some ideas that seem unorthodox to people in conventional television. But, as chairman and chief executive officer of pay cable's largest service, he recognizes sheer numbers of viewers are not as important as satisfied customers. **PAGE 89.**

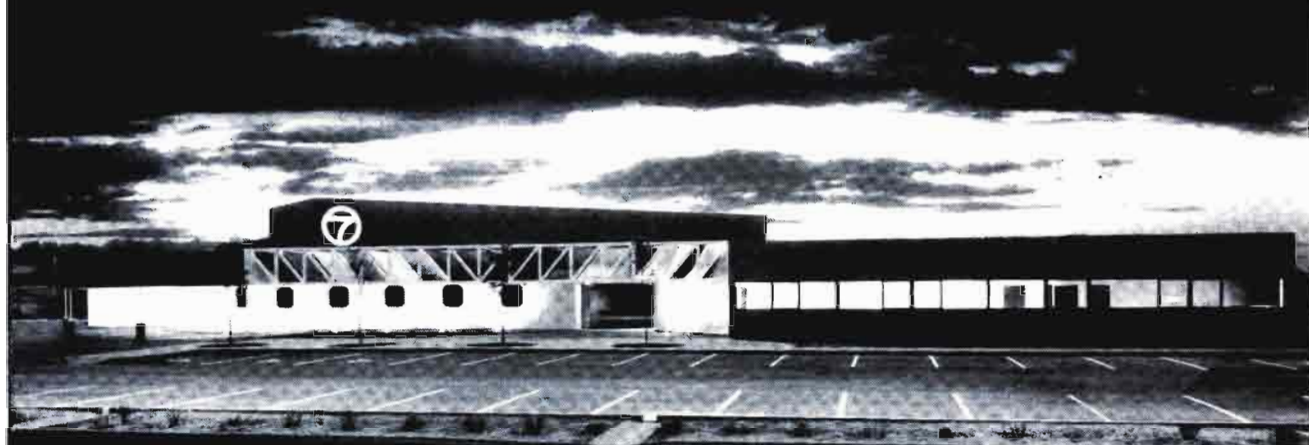
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KOAT-TV PROFESSIONALISM

a new beginning...



KOAT-TV abc

As consistently one of ABC's top four affiliates, we know to stay the best, we have to keep getting better. That's leadership. And that's why we're proud to herald a new beginning as we move into our new multi-million dollar broadcast facility this Fall.

Complete with two fully-equipped broadcast/production studios, we're now even better able to continue

our tradition of leadership in news and service to our community.

Quality people. Innovative thinking. That's KOAT-TV professionalism. That's the Pulitzer standard of broadcast journalism.

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STATIONS**

Touching the lives of over nine million Americans.

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KSDK 
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(Formerly KSD-TV)

KETV-TV 
Omaha

WTEV-TV 
New Bedford,
Providence

WGAL-TV 
Lancaster, York,
Harrisburg, Lebanon

KTAR & KBBC-FM 
Phoenix

 Represented by Blair
Television & Radio

Forget it

Although there's activity in House to move Commerce Committee-approved telecommunications amendments to 1934 Communications Act through legislative process in waning months of this session ("Closed Circuit," Aug. 11), Senate won't act on those or its own, more comprehensive, amendments this year. That's word from high sources in Senate Commerce Committee, where action will begin or end. What about Communications Act revisions in next Congress? Depends on how elections turn out, same sources say.

Bigger faster

Cable penetration is growing at accelerated rate. A.C. Nielsen Co. puts it at 16,613,350 homes, or 21.7% of all TV homes, as of July. That's 15.2% gain since July 1979, when penetration was put at 14,426,540 homes, or 19.3%. Year-ago figures were up 13% from July 1978, when they were 12,817,190 or 17.5%. Thus 2,186,810 cable homes were added in last 12 months, or 36% more than in previous 12.

More stereo delay

Sprague Electric, one of two companies that is actively pursuing market, has put development of AM stereo chip, key to mass production of stereo receivers, on back burner, awaiting clear-cut decision from FCC. Oliver Richards, design engineer at Sprague, said even though Sprague has done extensive ground work on four of five proposed AM stereo systems, it would take six months from time of FCC decision to get chips out in sample quantities and year before they could go into mass production.

Richards said Sprague wants no part in multisystem or universal decoder which is one subject of FCC notice. Richards said it can cost as much as \$2.5 million to develop chip, and in year it would take to develop AM stereo chip, marketplace would decide on one system and costly chip could be obsolete before it hit market.

Test vote

FCC Commissioner Anne Jones may once again be asked to cast deciding vote, this time on whether or not to renew license of KGGM-TV Albuquerque, N.M., case that has both legal and political considerations. KGGM-TV's license was challenged in 1971 by Mexican-American group that claimed inadequate representation of minorities in programming and employment. Administrative law judge granted renewal

in 1976, but appeal was taken to commission. Oral arguments were presented to FCC in 1978, and at that time there seemed to be four votes in favor of renewal, with former Commissioner Margita White (since replaced by Jones) voting with majority.

Draft of order for case is just now being completed by staff, and sources see 3-to-3 split on commission—Charles Ferris, Tyrone Brown and Joseph Fogarty against renewal and James Quello, Robert Lee and Abbott Washburn for. Jones usually abstains from voting on items heard by commission before she took office. In recent weeks, however, general counsel has prodded her to take part in such proceedings—and KGGM-TV may be beginning. If she votes way she usually does on programming issues—that FCC should keep out—station may at long last get renewal. However, sources say there may be political push to appease Hispanic groups by denying license.

Mixed blessing

Drive to restore sagging sales of U.S. car manufacturers is cutting both ways in broadcast advertising, with stations currently on short end. Auto makers, eager to sell new, smaller cars and cut imports' growing share, have done more up-front buying for fall on TV networks than ever before. But dealers are holding back on local buys, figuring they can sell small cars without advertising and that advertising heavily discounted big models either isn't worth it or should be responsibility of manufacturers. Radio stations are suffering same problem.

Next phase

Mike Dann, former CBS chief programmer and now consultant, has moved office to ABC headquarters in New York. Corporation this week is expected to announce that Dann has been retained as senior program adviser for ABC Video Enterprises, ABC Inc. subsidiary supplying programs to new technologies.

Silent soundtrack

At little-noted order of federal court, task force in U.S. Department of Education is working on rules to require hand-signing for hearing impaired to accompany programs on Public Broadcasting Service stations. Order was issued last March by Judge Manuel Real in U.S. District Court in Los Angeles in class action suit against PBS, Corporation for Public Broadcasting and noncommercial KCET(TV) Los Angeles. Judge ruled Section 504 of Rehabilitation Act of 1973, which says

handicapped can't be barred from participation in federally financed enterprise, applies to public broadcasting stations that use federal funds. Judge set deadline of Nov. 17 for guidelines to emerge from Department of Education.

Sources outside department say, however, deadline is unlikely to be met. Case has been appealed to Ninth Circuit, which has long backlog.

New shingle

Soon to be announced is resignation of George Jacobs as director of engineering, Board of International Broadcasting, since 1976 and 33-year veteran of government service. He'll open private engineering practice in Washington, effective next month. Jacobs, 56, will specialize in broadcast allocations, international telecommunications, radio frequency management and radio systems engineering.

Holding top rank in government's senior executive service, Jacobs has been attending international telecommunications conferences since 1958 and is fellow of Institute of Electrical and Electronic Engineers.

Up in air

ABC Radio and Drake Chenault Inc. are investigating possibility of syndicating 10 to 60 hours per week of news/talk programming in variety of formats to various markets. Programming would originate from ABC news/talk stations and would be repackaged for distribution. Talks are still preliminary while companies examine how much news/talk programming market will support and whether to distribute by satellite, land lines or both.

Music money

Insight into how music licensing societies hope to tap new technologies—cable videodisks, pay TV, etc.—will be given for first time Aug. 24 when Edward Cramer, president of Broadcast Music Inc., addresses general conference of music clubs in Sun Valley, Idaho. Report will follow flare-up over first distribution of cable pool of \$14.6 million by Copyright Royalty Tribunal (BROADCASTING, Aug. 4). Tribunal gave all performing rights societies 4.5% of total, all U.S. and Canadian commercial broadcasters, 3.25%.

In 1979 total collections from all sources by music licensing societies were about \$128 million for American Society of Composers, Authors and Publishers, something under \$100 million for BMI, about \$5 million for SESAC.

Business Briefly

TV ONLY

Safeway □ Grocery stores. Begins Sept. 14 for 52 weeks in 10 markets concentrating on Texas. Day and prime times. Agency: W.W. Sherrill, Co., Dallas. Target: women, 25-49.

Ragu Foods □ Cooking sauce. Begins Aug. 25 for 15 weeks in more than 20 markets. Fringe and day times. Agency: Waring & LaRosa, New York. Target: women, 25-54.

Citicorp □ Banking services. Begins Sept. 29 for 13 weeks in more than 20 markets. Prime, early fringe, news and sports times. Agency: SSC&B, New York. Target: adults, 25-54.

MJB Co. □ Coffee. Begins Sept. 29 for 10 weeks in 15 markets in mountain and Pacific states. Day, fringe and weekend times. Agency: Carlson, Liebowitz & Olshever, Los Angeles. Target: women, 25-54.

Armour-Dial □ Chili. Begins Sept. 8 for eight weeks in 30 markets. Day and fringe times. Agency: Foote, Cone & Belding,

Chicago. Target: women, 18-49.

Savings Bank Life Insurance □ Begins Sept. 5 for six weeks in New York and Albany-Schenectady-Troy, N.Y. News, fringe, weekend and sports times. Agency: Van Leeuwen & Partners, New York. Target: adults, 25-49.

Quincy's Family Steak House □ Restaurant chain. Begins Sept. 15 for six weeks in 10 Southeastern markets. Fringe, prime access and prime times. Agency: Thompson, Torchia & Dymond, Charlotte, N.C. Target: total adults.

Kemper Group □ Insurance. Begins Aug. 18 for six weeks in 10 markets. Early fringe times. Agency: J. Walter Thompson, Chicago. Target: men, 25-54.

Skinner Macaroni □ Begins this week for five weeks in about five markets. Prime, news and late fringe times. Agency: Bozell & Jacobs, Omaha. Target: women, 18-49.

Edwards Baking □ Pies. Begins Aug. 25 for four weeks in about 10 markets. Day, early news, late fringe and prime access

Rep Report

WFBL(AM) Syracuse, N.Y.: To Bernard Howard from Buckley Radio.

KHFI-FM Austin, Tex.: To Torbet Radio from Selcom.

WHCN(FM) Hartford, Conn.: To Queen Co. from Jack Masla.

WGGB(AM) Freeport, N.Y.: To Lotus Reps from Savalli & Schutz.

times. Agency: Austin Kelley Advertising, Atlanta. Target: women, 25-54.

Brown Vintners □ Black Tower wine. Begins Sept. 1 for four weeks in eight markets. Fringe and prime times. Agency: William Esty Co., New York. Target: total adults.

Tree Top □ Apple juice. Begins this week for four weeks in 15 markets. Day and late fringe times. Agency: McCann-Erickson-MIS, Seattle. Target: women, 18-49.

Gulf Power □ Utility. Begins Sept. 1 for four weeks in various Florida markets. Fringe, prime access, prime and news times. Agency: Cargill, Wilson & Acree, Atlanta. Target: total adults.

Kimberly-Clark □ Softique bathroom

Roll out. With advertising budget of \$11 million, Bic Pen Corp., Milford, Conn., will introduce new Bic Roller pen in 1981. Agency: Wells, Rich, Greene, created campaign that is tentatively scheduled to run in January on all three networks during prime, late fringe and



sports times, plus certain teen-age-oriented shows such as *American Bandstand*. TV spots will stress that Bic Roller lets users "go with the flow" and has point that "won't mush no matter how hard you push." Ninety percent of budget will be used for network TV, with rest in print.

A Notice to Our Clients, Friends and Associates

Dean Landsman Radio Services

is pleased to announce that

Steve Rivers

has joined the company as Executive Vice President.

We are also pleased to announce the new name of our firm.

Landsman/Rivers Radio Services

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New York, New York 10022
212 855-0445

741 Red Oak Terrace
Wayne, Pennsylvania 19087
215 964-9321

1980 NAB Program Conference Suite 2224

"The DC-10. The answers have finally caught up with the questions."

Pete Conrad

Former Astronaut

Division Vice President, McDonnell Douglas

"A year ago, there *were* questions. Serious, even urgent, questions in the public's mind about the airworthiness of the McDonnell Douglas DC-10 jetliner.

"Inevitably, the answers were slow in coming. They had to await the results of complex and time-consuming studies. One such test, a relatively new and highly sophisticated structural examination called Damage Tolerance Analysis, was more intensive than any previously used in the commercial aviation industry.

"The answers finally caught up with the questions in December of 1979 with the final report of the National Transportation Safety Board; and with the January, 1980 final report of the Federal Aviation Administration.

"Those answers are clear and conclusive. Teams of experienced, respected, *independ-*



dent technical experts using rigorous, objective methods established that the DC-10 meets or exceeds every standard of aerospace technology; that the tragic Chicago accident did not result from any design deficiencies, and that steps taken shortly after the accident had eliminated any possibility of recurrence. The facts have proven, again, that the DC-10 is a totally airworthy aircraft.

"We want you, with responsibility for the dissemination of accurate information, to have all the facts about the DC-10. Our booklet, 'The DC-10, A Special Report', puts those facts at your fingertips, and answers all of the relevant questions involved in the DC-10 investigation."

For your copy, write: "Special Report," McDonnell Douglas, Box 14526, St. Louis, MO 63178.

**MCDONNELL
DOUGLAS** 



WICU-TV **KYCU-TV⁺**
ERIE, PENNSYLVANIA CHEYENNE, WYOMING

**KYCU-TV⁺, CHEYENNE, WYOMING AND
WICU-TV, ERIE, PENNSYLVANIA
ARE PLEASED TO ANNOUNCE
THE APPOINTMENT OF
KATZ TV CONTINENTAL
AS OUR SALES AND MARKETING
REPRESENTATIVES.**

KYCU-TV⁺. WICU-TV. KATZ. THE BEST.



tissue. Begins Aug. 25 for four weeks in Albany-Schenectady-Troy and Rochester, all New York. Day and late fringe times. Agency: Leo Burnett Co., Chicago. Target: women, 25-54.

Schmid Labs □ Room deodorizer. Begins Sept. 15 for four weeks in various Florida markets. Day and fringe times. Agency: Howard Marks, Inc., New York. Target: women, 18-49.

Chesebrough-Ponds □ Chimiére perfume. Begins Sept. 12 for three weeks in 10 markets. Fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-49.

Fava Shoes □ Shoe stores. Begins this week for three weeks in 28 markets. Agency: Arnold & Co., Boston. Target: women, 18-49.

Diane Von Furstenberg □ Sportswear. Begins Aug. 25 for two weeks in Philadelphia, Washington and Los Angeles. All dayparts. Agency: Advertising Agency Associates, Newton Center, Mass. Target: women, 18-49.

M.B. Walton □ Roll-O-Matic mop. Begins Sept. 1 for two weeks in 12 markets. All dayparts. Agency: A. Eicoff & Co., Chicago. Target: women, 25-54.

Venture Stores □ N'est-ce pas jeans. Begins Aug. 20 for one week in St. Louis and Chicago. Day and fringe times. Agency: Grey-North, Chicago. Target: women, 18-49.

RADIO ONLY

Leo's Quality Foods □ Deli meats. Begins this week for six weeks in southern California markets. Morning drive, midday, and afternoon drive times. Agency: Klein Advertising, Beverly Hills, Calif. Target: women, 25-54.

Purolator □ Courier service. Begins Sept. 22 for six weeks in about 60 markets. Morning and afternoon drive times. Agency: Kurtz & Tarlow, New York. Target: adults, 25-49.

Sloan Valve □ Oil burner. Begins this week for six weeks in Philadelphia, Minneapolis-St. Paul, Boston and Hartford, Conn. Morning drive, midday and afternoon drive times. Agency: Marsteller Special Markets Group, Chicago. Target: adults, 25 and over.

Automatic Data Processing □ Begins Sept. 29 for four weeks in 44 markets. Agency: Schaefer Advertising, Valley Forge, Pa. Target: adults, 35-54.

Gasahol Plus □ Begins Sept. 15 in New York and Philadelphia for four weeks. Morning drive, midday and afternoon drive times. Agency: John Pearson, Boston. Target: men, 25-54.

General Cigar & Tobacco □ Gold River snuff. Begins Aug. 23 for four weeks in six markets. Agency: Stuart Ford Inc., Richmond, Va. Target: men, 25-54.

AdVantage

Television and politics. From Republican side came news that immediately after Democratic national convention ended last Thursday (Aug. 14), advertisements for Republicans on network television were to begin for one week, followed by hiatus of one week and resumption of TV drive for second week immediately after Labor Day. On another side of political spectrum, David Garth, media advisor to John B. Anderson (R-Ill.), reported that Anderson will not increase television advertising spending in next two weeks to help him qualify for forthcoming series of presidential debates by building up awareness of his independent candidacy. Garth said Anderson's campaign will adhere to \$500,000 budget over next two weeks and he feels confident that even without added TV exposure, Anderson will be choice of 15% or more of voters surveyed in public opinion polls. League of Women Voters, which is sponsoring debates, has said it would invite Anderson if polls at end of this month showed he was preference of 15% of respondents (see "Top of the Week").

Outside help. Advertising Research Foundation has volunteered to act as marketing research consultant to Na-

tional Advertising Division of Council of Better Business Bureaus, which serves as arbiter in resolving advertising complaints. NAD said ARF's expertise would be useful in substantiating advertising claims dealing with market research data.

Just starting. Prism, Philadelphia-area pay cable network, has launched its first radio campaign with theme, "Prism Brings It All Home." Spots air on 35 stations in greater Philadelphia area and were developed by Zimmer Studios, Dallas.

Ali sells out. Participating sponsorships in one-hour *Ali: a Living Legend* television special have been sold out to three advertisers: Amtrak, Gillette (Foamy and Right Guard products) and Keystone Laboratories, manufacturer of black-oriented beauty aid products. Special, which examines life and career of boxer Muhammad Ali, has been cleared in 75 markets and will be telecast between Aug. 15 and Aug. 31 as Ali prepares to try to win heavyweight championship crown for fourth time. Barter show is distributed by Gerber/Carter Communications, New York.

DELTA DASH.[®] SAME DAY DELIVERY ON SMALL PACKAGES.



Delta is an airline run by professionals. Like Customer Services Agent Terry L. Theiss.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves over 80 cities in

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Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta's domestic cities is \$40 (\$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

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Monday Memo®

A broadcast advertising commentary from Kenneth Roman, president, Ogilvy & Mather, New York

Radio: advertising's inflation fighter

There will be sweeping changes in American society during the next decade. The changes have been cited by all the demographers—smaller households, more people living alone, an older population, growth in the suburbs, growth in minority groups and a polarization between the haves and have-nots.

These are changes our society must come to grips with—socially and politically—changes we must cope with as marketers. As our population growth slows in this decade, people will change.

There will be a greater diversity of interests and tastes and needs. We will learn to live with inflation, rising taxes, and two-income homes in which roles have been blurred. Buying decisions will shift from the household to the individual; there will be more *personal* decision.

And what is more *personal* than radio?

It is with us in the morning when we wake up, with us going to and from work, and with us as we head to the store.

It is so portable, so personal, it can be with us when and where we choose. It is an invisible presence.

In his latest view into the future, Alvin Toffler points out that information has become perhaps the world's fastest growing and most important business: "Today, instead of masses of people all receiving the same message, smaller de-massified groups receive and send large amounts of their own imagery to each other." Greater individuality and a de-massification—a prescription for radio.

Do you realize how customized radio can be? There are 139 different station formats—22 country music formats alone, with names like: Country Fresh, Countryopolitan, Progressive Country, Country Sunshine, All American Country. What other medium can offer a specific target like this? And don't forget radio personalities with their loyal listeners who can be clearly identified for advertisers.

Radio has proved it can adapt to find the new tastes, the new segments, the special interests. Just look at how it reacts to the birth of disco or the emergence of country western as a national trend.

And it can react quickly, compared to the glacial changes in TV. Disco came and went in four years—radio was in at the beginning, and is now switching themes at the wake.

The big news recently is Ted Turner's all-news cable channel. But there are



Kenneth Roman became president of Ogilvy & Mather Inc., New York, in 1979 after 16 years with the agency. He joined O&M in 1963 as assistant account executive and was advanced to increasingly more important positions on the account side of O&M. Accounts under his responsibility have included General Foods, American Express, Lever Bros., Chesebrough-Pond's and Block Drug. Roman is co-author of two books, "How to Advertise" and "How to Write Better."

already over 150 all-news radio stations.

I liked the analysis by Angelo Dundee, Sugar Ray Leonard's trainer, of why his fighter lost to Roberto Duran. Dundee explained that Sugar Ray tried to "out-strong" Duran.

Radio doesn't have to outstrong TV to survive and prosper. Radio complements television. All our media studies, when taken together, say one thing: Media mixtures work.

The new environment of the 80's is inflation. If radio manages to hold its rates in coming years (without the pass-along costs of paper and equipment facing other media), its price advantages will be greater and radio could be very inexpensive. And since it is the most selective medium, with

less waste, it could be the best weapon against inflation.

Radio must be taken seriously by the national advertiser. We must consciously think about radio in our media planning. In Yogi Berra's immortal words: "Ninety percent of baseball is half mental." We must consciously think of radio in our creative planning.

The creativity may have left radio advertising, but it sure was there once. And it sold a lot of Lone Ranger rings. But we don't know if it works now, because we don't do the research.

What an opportunity for the writer, constrained on all sides by TV research, to demonstrate creative range. To take risks. To get involved with the listener. To use the unique strengths of a medium that depends on imagery.

Radio can—and must—be sold to the copywriter. Not as a place just for humor or music, but one that is ideal for highly creative, noticeable selling ideas.

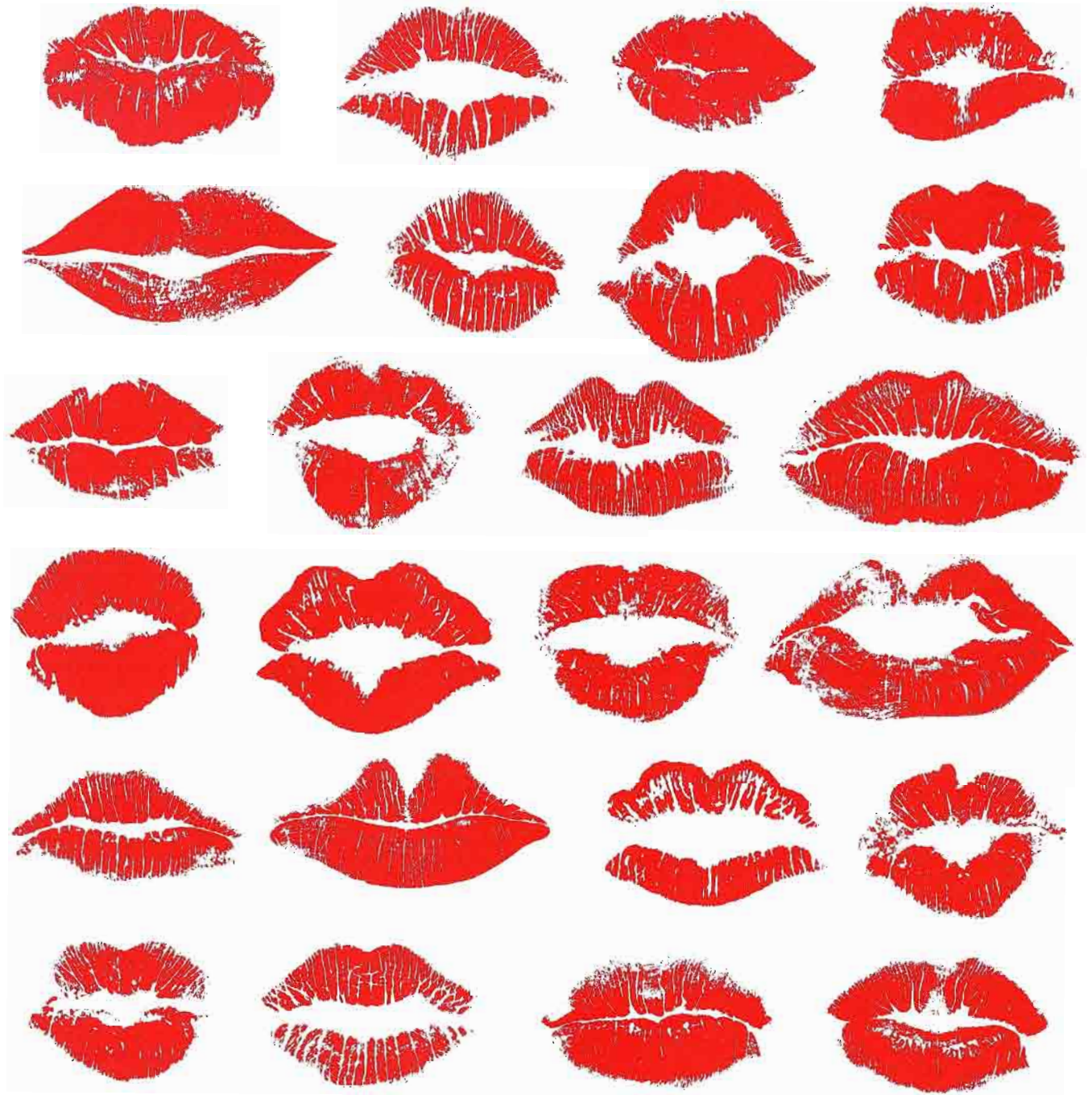
Ten years ago, David Ogilvy went to one of our clients and said: "I have discovered a new medium. Lo and behold, it is radio. The Cinderella medium."

Since that time we have learned how to use radio successfully; to move in quickly, as in an airline promotion war; to schedule commercials appropriately by time of day; to involve the listener with imagery; to promote a service at the national level for local tie-ins and even for special promotions, and to build brand images, as in the soft drinks and beer categories. Nor is radio without its own technologies for the new decade. Satellites will change the medium, by regionalizing campaigns. More stereo broadcasts and high fidelity will change the sound of the medium. Multiple channels will add programing options. But technology will not hold listeners or advertisers.

What saved radio when television came in was programing. Radio adapted to the new technology . . . and will do so again. Besides programing, radio must come up with more solid information on the radio audience. More help on testing radio and on the relative effectiveness of a television commercial versus a radio commercial.

And it must find ways to be an even better value. Miles David of the Radio Advertising Bureau tells me that in the first quarter of this year, network radio was up 33% and national spot radio jumped 45%. So national advertisers are beginning to discover Cinderella.

I foresee more advertisers in the 80's recognizing the enduring value of radio in an inflationary, personal world.



KSTW-TV turns on more Seattle women 18-49.

Again in May, KSTW-TV is number one with women as well as men 18-49 from 5-8 weeknights (Source: May '80 NSI)*. Our new Supertower, the tallest in the market, is beaming a sharper, stronger signal to 104,000



more homes—a 17% net gain in the last year. Next time you're considering a TV buy in America's free-spending 17th market, KSTW-TV is *the* medium for turning on more adults. Talk to the people from TeleRep.

KSTW-TV Seattle-Tacoma

**GB GAYLORD
Broadcasting Company**

One of America's largest privately owned broadcasting companies.

KTVT Dallas/Ft. Worth WTVT Tampa/St. Petersburg KSTW-TV Seattle/Tacoma KHTV Houston WUAB-TV Cleveland/Lorain
WVUE-TV New Orleans WWTW Milwaukee WKY Oklahoma City KYTE/KLLB Portland

*The audience figures shown are estimates subject to the limitations and procedures used by the service noted.

Datebook

■ Indicates new or revised listing

This week

Aug. 19—*Radio Advertising Bureau* Idearamas for radio salespeople. Americana Inn, Cincinnati, Sheraton Inn, Scranton, Pa.; Marriott Inn, Providence, R.I.; Ramada Inn, Billings, Mont

Aug. 21—*Radio Advertising Bureau* Idearamas for radio salespeople. Sheraton Airport Inn, Philadelphia; Arlington Park Hilton, Arlington Heights, Ill.; Hyatt, Pittsburgh; Stouffer's Denver Inn, Denver.

Aug. 21-23—*Idaho Association of Broadcasters* meeting. Sun Valley Lodge, Sun Valley.

Aug. 21-24—*West Virginia Broadcasters Association* 34th annual fall meeting. The Greenbrier, White Sulphur Springs.

Aug. 22—*Kansas Association of Broadcasters* annual sports seminar. Royals Stadium, Kansas City.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

September

Sept. 1—Deadline for entries for 15th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

Sept. 1—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Avenue, N.W., Suite 310, Washington 20036; (202) 466-6770.

■ **Sept. 5**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Omni hotel, Miami.

Sept. 5-6—*Radio-Television News Directors Association* board meeting. New York Hilton.

Sept. 5-7—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley.

Sept. 7-11—*International Institute of Communications* 11th annual conference. Ottawa. Information: Robert Tritt, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG; (01) 388-0671.

Sept. 8-9—*Society of Cable Television Engineers* technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Princess Kaiulani hotel, Honolulu.

■ **Sept. 9-10**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

Sept. 10—*Radio Advertising Bureau* Idearama for radio salespeople. Westward Hilton, Anchorage.

■ **Sept. 10**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." New York Hilton.

Sept. 10-12—*Minnesota Broadcasters Association* fall convention. Normandy Inn, Duluth.

Sept. 12-14—*Illinois Association of Broadcasters* meeting. Arlington Heights Hilton, Arlington Heights.

Sept. 12-14—*Maine Association of Broadcasters* annual meeting. Keynote speaker: Robert Mulholland, president, NBC-TV. Samoset-Treadway, Rockport.

Sept. 13-14—*Pacifica Foundation* board of directors meeting. Miramar hotel, Santa Monica, Calif.

Sept. 14-17—*Broadcasting Financial Management*

Association's 20th annual conference. Town and Country hotel, San Diego.

Sept. 15—Comments due in *FCC* proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14. *FCC*, Washington.

Sept. 15—Deadline for entries for 12th national Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

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

■ **Sept. 16**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Chicago Marriott.

Sept. 16-18—*National Association of Broadcasters* Executive Forum III. Keynote speaker: Allen H. Neuharth, chairman and president, Gannett Co. Sheraton Inn, Fredericksburg, Va.

Sept. 17-18—*Advertising Research Foundation's* third annual New England Advertising Day. Boston Park Plaza, Boston.

■ **Sept. 18**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." La Mansin Del Norte, San Antonio, Tex.

Sept. 18-19—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers, Broadcast Cable and Consumer Electronics Society*, Hotel Washington, Washington.

■ **Sept. 19-20**—Fourteenth annual South Dakota Broadcasters Day, *South Dakota State University* campus and Holiday Inn, Brookings. Information: (605) 688-4191.

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

Sept. 20-24—*International Broadcasting Convention '80*, Metropole Exhibition Center, Brighton, England.

Sept. 21-23—*Nebraska Broadcasters Association* annual convention, Midtown Holiday Inn, Grand Island. Former *FCC* Chairman Richard Wiley, now with Washington office of Kirkland & Ellis, will receive Nebraska Broadcasting Award.

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

■ **Sept. 23-25**—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

Sept. 24—*International Radio and Television Society* Newsmaker luncheon featuring *FCC* Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

Sept. 24—*Cable Television Administration and Marketing Society* Southeast regional marketing seminar. Atlanta Hilton.

Sept. 24-26—*Tennessee Association of Broadcasters* annual meeting. Hyatt Regency, Knoxville.

Sept. 24-26—*Indiana Broadcasters Association* fall conference. Executive Inn, Vincennes.

■ **Sept. 25**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Bonaventure hotel, Los Angeles.

Sept. 25-27—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

Sept. 25-28—*American Women in Radio and*

Television Western area conference. Brown Palace, Denver.

Sept. 26-28—*American Women in Radio and Television* west central area conference. Canterbury Inn, Wichita, Kan.

Sept. 26-28—*Massachusetts Association of Broadcasters* meeting. Sheraton Regal, Hyannis.

Sept. 26—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNY-FM-TV Syracuse. (315) 457-0440.

Sept. 28-30—*New Jersey Broadcasters Association* 34th annual convention. Bally's Park Place hotel, Atlantic City.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

Sept. 28-Oct. 1—*National Association of Black Journalists* annual convention. L'Enfant Plaza hotel, Washington. Information: Mal Johnson, Cox Broadcasting. (202) 737-0277.

Sept. 29-30—*National Association of Black Owned Broadcasters* fall conference. National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

Sept. 29-Oct. 2—Sixth *VIDCOM* International Market for Videocommunications. Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360.

Sept. 30-Oct. 1—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

Sept. 30-Oct. 3—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

October

Oct. 1—New deadline for comments in *FCC* rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1. *FCC*, Washington.

Oct. 1-2—*National Association of Broadcasters* directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

Oct. 1-5—*Women in Communications Inc.* 48th annual meeting. San Diego.

■ **Oct. 2**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile." Caribe Hilton, San Juan, P.R.

Oct. 2-5—*Federal Communications Bar Association* annual seminar. The Playboy Great Gorge Resort and Country Club, McAfee, N.J.

Oct. 3-4—*National Federation of Local Cable Programming* mid-Atlantic region, fall conference. Hosted by Berks Community Television, independent community television producer, Reading, Pa.

Oct. 3-5—*American Women in Radio and Television* mid-east area conference. Pittsburgh Hilton.

Oct. 3-5—*American Women in Radio and Television* Northeast area conference. Turf Inn, Albany, N.Y. Information: Julie Nolan, (518) 385-1297.

Oct. 4—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

Oct. 5-7—*Common Carrier Association for Telecommunications* annual MDS convention. Washington Hilton, Washington.

Oct. 5-8—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

Oct. 6-8—*Electronic Industries Association* 56th an-

GOOD NEWS FOR SMALL STATIONS.

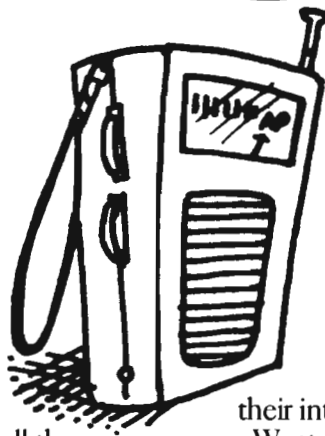
No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

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

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

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

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



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

their interest in news.

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

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

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

Name _____

Station _____

Address _____

Phone _____

AP Broadcast Services
INNOVATION for better news programming

Now Blair Radio is the designated hitter for KIIS-FM, Los Angeles, national sales.



KIIS-FM, stereo 102.7, is DANCE RADIO in Los Angeles. This Gannett Radio Division station brings a unique format that fuses danceable r&b, pop rock, and ballads into a sound that's giving listeners an earful of good music from Santa Barbara to San Diego.

The KIIS-FM music is punctuated with award-winning newscasts, bright young adult personalities and special features that keep the station deeply

involved with the greater L.A. community it serves.

And now Blair Radio has become the designated national sales hitter on the KIIS-FM team. KIIS-FM and Blair. Together we're making things happen in radio.



Blair Radio

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

The Blair Radio national sales blitz goes on for KZLA-AM/FM Los Angeles.



The KZLA stations cover the entire Los Angeles metro area with the sounds of music, news and personalities blended into a sharp and sparkling adult contemporary format. The Capital Cities Communications stations appeal strongly to the young adult Los Angeles market.

KZLA-AM/FM's finely tuned programming meets the community's entertainment and information needs with

extensive news coverage, traffic reports and weathercasts geared specifically to the lifestyles of Southern Californians.

Blair Radio is proud to be a starter on the KZLA sales blitz team. KZLA and Blair Radio. We're continuing to make things happen in radio.



Blair Radio

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

nual fall conference Century Plaza hotel, Los Angeles

■ **Oct. 7**—*National Association of Broadcasters* broadcast town meeting University of Wisconsin Milwaukee

■ **Oct. 7-10**—*Pennsylvania Cable Television Association* annual conference Valley Forge Sheraton Contact. Carolyn Smith (717) 232-1898

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

Oct. 8-9—"The World Administrative Radio Conference. An Analysis and Prognosis," sponsored by *Communications Media Center, New York Law School* in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, NY 10013

Oct. 8-10—*Public Service Satellite Consortium*, fifth annual conference Washington Hilton

Oct. 8-10—National symposium on videotape programming sponsored by *Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting*. University of Nebraska-Lincoln Information Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583, (402) 472-2844

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

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

Oct. 9-12—*American Women in Radio and Television* Southern area conference Sheraton hotel, Jacksonville, Fla

Oct. 9-12—*National Black Media Coalition* annual

meeting Mayflower hotel, Washington

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

Oct. 12-13—*North Dakota Broadcasters Association* fall convention Ramada Inn, Grand Forks

Oct. 12-14—*Pennsylvania Association of Broadcasters* annual fall convention Tofrees Country Club and Lodge, State College Information Robert H Maurer PAB, 407 North Front Street, Harrisburg, Pa 17101

Oct. 12-14—*North Carolina Association of Broadcasters* annual convention Pinehurst hotel and country club, Pinehurst

Oct. 12-15—*CBS Radio Network Affiliates* 1980 convention Arizona Billmore, Phoenix

Oct. 14-15—*Advertising Research Foundation's* second conference on business advertising research and research fair Stouffer's Inn on the Square Cleveland

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

Oct. 15-16—*Society of Cable Television Engineers* annual fall meeting on "Emerging Technologies" Playboy Great Gorge Resort and Country Club McAfee, N.J

Oct. 15-16—*National Association of Broadcasters* television conference Hyatt Regency, Phoenix

Oct. 15-18—*National Broadcast Association for Community Affairs* annual convention Sheraton Washington, Washington Information Mal Johnson, Cox Broadcasting, (202) 737-0277

Oct. 15-19—*American Association of Advertising Agencies* Western region meeting Doubletree Inn, Monterey, Calif

Oct. 16—*Connecticut Broadcasters Association* annual meeting/fall convention Hotel Sonesta, Hartford Information Bob Meinson (203) 771-7425

■ **Oct. 16**—*National Association of Spanish Broadcasters* marketing seminar, "U.S. Hispanics—A Market Profile" Mayflower hotel Washington

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

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

■ **Oct. 20**—*National Association of Broadcasters* broadcast town meeting Community Center Theater, Tucson Ariz

Oct. 22—*International Radio and Television Society* Newsmaker luncheon Waldorf-Astoria hotel New York

■ **Oct. 22-23**—*National Association of Broadcasters* television code board meeting Hotel del Coronado San Diego

Oct. 22-24—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Association of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*. Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo Information: Japan Electronics Show Association, No 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo

Oct. 24—*Colorado State University's* ninth annual CSU Broadcast Day CSU, Fort Collins Featured guest: FCC Commissioner Anne P Jones Information: Dr Robert MacLaughlin, Department of Speech and Theater Arts, 312 Willard Eddy Building, CSU, Fort Collins, Colo 80523

Oct. 25—*American Council for Better Broadcasts* annual fall conference Annenberg School of Communication, University of Southern California, Los Angeles

Oct. 26-28—*American Association of Advertising Agencies*, mid-Atlantic council second annual Washington seminar Four Seasons hotel, Washington

Oct. 26-28—*Kentucky CATV Association* annual fall convention Hyatt Regency hotel, Lexington

Oct. 26-28—"Cities and Cable TV Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programers and University of Wisconsin Extension*. Concourse hotel, Madison, Wis Information: Dr Barry Orton, U of W, 610 Langdon Street, Madison 53706, (608) 262-3566

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

■ **Oct. 27-28**—*New Jersey Cable Television Association* annual meeting Meadowlands Hilton, Secaucus

Oct. 27-29—*Mid-America CATV Association* 23d annual meeting and show Williams Plaza hotel, Tulsa, Okla

Oct. 27-29—*Scientific-Atlanta Inc.* sixth annual Satellite Earth Station Symposium Marriott hotel Atlanta Information: Gene Lovely, (404) 449-2000

Oct. 27-30—World Conference for Evangelical Communicators, sponsored by *Evangelische Omroep* (Evangelical Broadcasting) of Holland RAI Conference Center, Amsterdam

Oct. 28-29—*Ohio Association of Broadcasters* fall convention Carousel Inn, Columbus

Oct. 29-30—*National Association of Broadcasters* television conference Omni International, Atlanta

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

Oct. 31-Nov. 1—*Broadcasters Promotion Association* board meeting Hyatt Regency, Chicago.

November

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

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

■ **Nov. 7**—*National Association of Broadcasters*

Major Meetings

Aug. 24-27—*National Association of Broadcasters* radio programming conference Hyatt Regency, New Orleans.

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, 1982, Hyatt Regency, Kansas City, Mo.

Sept. 20-23—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

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

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

Nov. 10-12—*Television Bureau of Advertising* annual meeting Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

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

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

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

Jan. 18-21, 1981—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 8-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28, 1981—Joint convention of Na-

tional Religious Broadcasters and National Association of Evangelicals. Sheraton Washington hotel, Washington

March 13-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

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

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

May 6-10, 1981—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

May 25-28, 1981—*National Cable Television Association* annual convention. Las Vegas. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Atlanta.

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

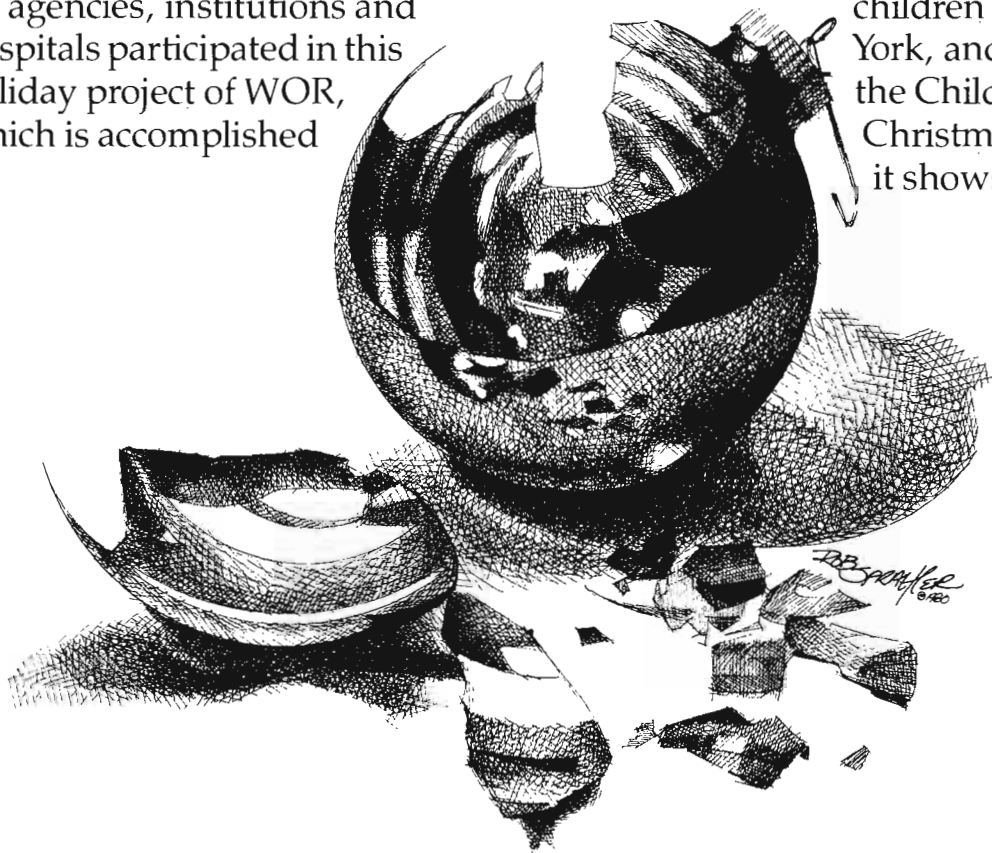
June 10-14, 1981—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars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

Santa Who?

70,000 disadvantaged boys and girls received brand new toys and warm winter clothing this Christmas past from WOR. For most these were the only Christmas gifts they received. Over 511 social service agencies, institutions and hospitals participated in this holiday project of WOR, which is accomplished

with an all-volunteer staff and completely underwritten by the station.

This momentous project, started in 1945, has been going non-stop ever since. WOR cares about the children of New York, and through the Children's Christmas Fund, it shows.



The RKO STATIONS
We care. And it shows.

WNAC-TV • WRKO • WROR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ • KHJ-TV
• KRTH Los Angeles/WHBQ • WHBQ-TV Memphis/
WOR • WOR-TV • WXLO New York/KFRC San Francisco/
WGMS AM-FM Washington, D.C.

Both of these test dummies without One was protected by an

More than 116,000,000 automobiles will be driven over a trillion miles on our nation's roads this year. Unfortunately, over 25,000,000 accidents will happen. Some will be fender-benders, but many will not. Millions of drivers and occupants will be injured; 27,000 or more of them will die.



Test dummy, unbelted, in 1975 Volvo sedan without an air bag protection system hitting a test barrier at 35 miles per hour.

What's being done to reduce serious injury in auto accidents?

Many state governments are actively pursuing tougher driving and highway safety rules and regulations, lower speed limits and vehicle inspection programs.

Following the urging of safety and medical experts, and the results of auto crash tests, the Federal Government in 1968 made lap and shoulder belts standard safety equipment in all cars sold in the U.S. A new Federal Standard requires that all full-size 1982 model cars *automatically* protect front seat occupants from serious injury in head-on or front-angle crashes up to 30 mph.

The technology for greater safety is ready.

The auto industry has proven technology to meet the new Federal requirements for 1982 models. A safety belt system that *automatically* restrains you is one approach. The air bag restraint system is another.

Over 600 million miles of real-world experience and controlled testing have been completed. This testing has proved that air bags can absorb the impact forces in head-on and front-angle crashes with a cushioning effect that dramatically reduces serious occupancy injury. And the cost is less than many car stereo systems.

were crashed at 35mph seat belts. air bag restraint system.



Test dummy, unbelted, in 1975 Volvo sedan equipped with an air bag protection system hitting a test barrier at 35 miles per hour.

Air bag protection is automatic. No initiative is needed from the occupant. However, manual lap belts will still be provided for those who desire additional protection for other than front-angle crashes.

Commitment to make cars and highways safer.

The American Insurance Association and its 150 member companies are committed to helping prevent as many accidents as possible, and to finding ways to reduce injury and death when accidents do occur.

To achieve this, we support the Insurance Institute for Highway Safety in its efforts to make cars safer and less

costly to repair. We are asking for stricter enforcement of the 55 mph speed limit. And we support legislation to get unsafe drivers and vehicles off the road.

In these inflationary times, the costs of hospital and medical care, of labor and replacement auto parts have all escalated rapidly. Each driver and occupant

injury and each damaged car therefore results in a more costly insurance claim. And that means higher auto insurance premiums for everybody.

We want to keep the cost of auto insurance reasonable. That's another reason why we support and applaud the efforts of all involved in the development and utilization of the air bag and automatic seat belt restraint systems.

If you'd like more information about what else our industry is doing to promote automotive safety, or if you'd like to meet with one of our specialists to discuss insurance issues, write to Ronald A. Krauss, Vice President-Communications, American Insurance Association, 85 John Street, New York, NY 10038.

radio code board meeting, Scottsdale, Ariz

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

Nov. 10-12—*Television Bureau of Advertising's* annual meeting. Hilton hotel, Las Vegas.

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

■ **Nov. 12**—*Radio-Television News Directors Association* region 7 management training seminar, University of Illinois, Champaign. Information: Dick Westbrook, WAND-TV Decatur, Ill.

Errata

James Pinkham, chief engineer, Broadcast International Inc., Fort Lauderdale, Fla., formerly worked for Multronics Inc., Fort Lauderdale, not RF Technology in Westport, Conn., as reported in "Fates & Fortunes," July 28, page 118.

Open Mike

Equal opportunity

EDITOR: Radio has to support broadcast TV in Sitka; the market is not big enough to support TV by advertising alone. The cable can charge its viewers a fee in addition to running advertising.

The cable has 85% saturation into this market. The cable sells time on its imported program channels, usually deleting a network spot to play a local one—something we can't do on broadcast TV. They undercut our rates because they can play more spots without regulation from the FCC or the networks. With the new FCC regulation they will now be able to simulcast the broadcast signals from imported stations, and it will only be a matter of time before we lose our local advertising because the merchants feel they would be wasting their money if the audience were sliced in half, half watching us, the other half watching the imported signal. If we have to lower our rates any further, the radio station which is co-owned, will not be able to support us, and within five years we will have to go black.

Why the FCC's cable deregulation? To make things equal?

If the FCC wants to make things equal, then remove the rules requiring full broadcast of network programming, ID's, PSA requirements and other daily operational requirements that saddle the broadcaster with a mountain of paper work and costs.—*Jonathan C. Morgan, operations director, KIFW-AM-TV Sitka, Alaska.*

A way to go

EDITOR: The arrogance of your editorials is undermined by the ingenuousness of your reportage. A July 7 editorial blasts FCC equal opportunity quotas as "unrealistic," while two weeks later a "Special Report" contains interviews with a cross section of news directors and other broadcasters all of whom are—as your own photographs reveal—white and male. Pictures, as media people should know, speak louder than words.

Whether or not "broadcasters are genuinely trying to help" minorities and women is not the point at all. It is including individuals in the latter groups as effective and recognized members of the

former, i.e. broadcasters. If this creates an "abrasive situation" as you fear, so be it until it becomes so intolerable that change occurs.

As for Anne Jones, she speaks as an individual, an FCC commissioner, but certainly not as a representative of women in broadcasting.—*Lisa L. Seidenberg, ENG Operations, ABC News, New York.*

Backgrounder

EDITOR: The actors strike has finally brought to headlines the dramatic financial impact of filmmaking on the economy. Few realize this is what Mayor Tom Bradley's Los Angeles Film Development Committee (LAFDC) has been exclaiming for nearly 10 years.

The strike is costing Hollywood \$40 million per week, according to a study by the Motion Picture and Broadcast Industries Negotiating Committee. And while the world's film capital is suffering such heavy financial losses, the reverberations are also being felt in cities and states that have discovered what Hollywood has always known—filmmaking is one of America's best sources of revenue. For 85 years, Hollywood has been the hub of the world's film activity, but more and more Hollywood filmmakers are being wooed away for location shooting to New York, Florida, Colorado, Texas and others.

But it's a fact Los Angeles isn't taking lying down. Mayor Bradley, long an ardent film industry supporter, who recognizes filmmaking as one of the city's most profitable businesses, formed the LAFDC in 1973 to keep him apprised of industry activities, sort out the problems and suggest ways in which filmmaking could be made easier for filmmakers and citizens and more lucrative to the city. The LAFDC is made up of 50 film industry members and I serve as Mayor Bradley's liaison.

New York recently boasted of a record 39 films and 21 television movies, for a direct expenditure of \$325 million in the city, January to June 1980. But Los Angeles continues to outrank the Big Apple and all other cities and states with 168 feature films and 136 television movies with an even higher percentage of dollars expended in the city for the same period.—*Maureen Kindel, commissioner, Los Angeles Board of Public Works.*

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TOP OF THE WEEK

Playing out the news hand in New York

After Kennedy's attempt failed on the first day of the convention, the networks were busy searching for interesting stories; his speech and speculation over whether the senator would support Carter helped pick up the pace

For one brief and shining moment, the Democratic national convention in New York's Madison Square Garden last week was, if not Camelot, at least alive to the passions and emotions aroused by what most who heard it regarded as an extraordinary political speech. For the most part, though, network correspondents had to work hard (perhaps too hard at times) to breathe life into a convention that had lost on the first day the principal element of suspense that it had. And although they succeeded to a degree, there were signs of erosion of network interest in extended convention coverage. But there were few reservations on the part of journalists representing individual stations who were covering the convention live. They seemed convinced that live was the only way to go.

To network news executives, the Democratic convention by midweek seemed a mirror image of the Republican gathering they had covered in Detroit a month earlier. Then, nothing more exciting than a carefully staged coronation was expected; but the fireworks set off on that Wednesday night by reports that former President Gerald Ford might be willing to accept the vice presidential nomination made for one of the most exciting nights broadcast journalists had ever experienced at a convention. In New York, journalists expected—hoped, really—for a lively contest between President Carter and his challenger, Edward M. Kennedy. Of course, advance indications were that Carter would win the decisive rules fight on Monday; still, there was a chance of an upset. But not only did Carter win easily the fight that assured his nomination; Kennedy, shortly after 10 p.m. on Monday, announced that, as “a realist,” he was abandoning the quest he had begun in such high hopes nine months earlier. That, as one network news executive put it, “took the zing” out of that story.

Said a subdued Ernest Leiser, CBS's vice president for special events and politi-

cal coverage, “It will tax our ingenuity to keep the next three days interesting.” Lester Crystal, senior executive producer, political coverage and special programs for NBC, took a more hopeful approach. “The story has changed,” he said on Tuesday morning. “The question is whether this party gets patched up for the campaign, and what is significant in terms of what will happen with Kennedy in '84.”

Those stories, while harder to dramatize than a contest in which there would be a winner and a loser, were and remain im-

portant. And the networks, each of which spent about \$10 million on their coverage and threw some 600 radio and television people into the fray, had the resources to go after them. They also had all those hours of prime time to fill.

They had help, of course, on Tuesday night, when Kennedy mounted the podium to deliver his speech on the economic planks of the platform. As CBS's Bruce Morton said during the 35-minute demonstration that followed the speech, it was the kind of address “people are going to be talking about for a long time.” It was eloquent in its emotional appeal for support of traditional liberal values and, to the delight of the audience, stinging in its

CBS PHOTOS



Key figures. (Top) President Carter and Rosalynn after his acceptance speech last Thursday. (Bottom left) Vice President Mondale delivering his acceptance speech as an interpreter for the hearing-impaired occupies the lower left portion of the screen (CBS also included interpreters in coverage of Governor Edmund G. (Jerry) Brown on Wednesday and President Carter on Thursday; ABC included the signer in its coverage of the Carter speech.) (Bottom right) Senator Edward M. Kennedy (D-Mass.) with his son Edward Jr. waves to the crowd outside his hotel on Tuesday.

Campaign  1980

attacks on Ronald Reagan. News executives were unanimous in calling it one of the best political speeches they had ever heard. CBS News president William Leonard placed it second only to Adlai Stevenson's acceptance speech at the 1952 Democratic convention.

But then what? The story—essentially whether the Carter and Kennedy forces would unite at the end of the convention, and could they resolve their differences over the platform—had to be dug out of the minds and emotions of delegates and leaders. (The big question—Would Kennedy join Carter on the podium on the final night of the convention?—wasn't answered until the final night, when Kennedy showed up in what seemed more an obligatory visit than an enthusiastic demonstration of support.) So the ubiquitous floor reporters, heaving and pushing themselves through the crowded aisles, tried to report developments as they occurred (before they occurred, if possible), one report building on another. That is broadcasting's way with a running story, and it was the technique that caused some press critics to complain in Detroit that the networks had become part of the story—and perhaps had affected it. That criticism wasn't heard in New York, but it wasn't for lack of aggressiveness on the reporters' part.

And in some respects at least, the reporters advanced the story. CBS's Phil Jones had machinists union president, William Winpisinger, on camera Monday night for an interview in which the union leader said he would "walk out" when Carter was nominated. ABC's James Wooten, in a series of reports following Kennedy's speech on Tuesday, disclosed a behind-the-scenes dispute between Kennedy and Carter forces over the Kennedy camp's demand for a voice vote on the entire economic platform. "If there was peace breaking out in the Democratic party," he said at 9:25 p.m., "it certainly isn't happening at this moment." But some 24 hours later, after Wooten reported that Kennedy was "angry" over reports Carter would repudiate Kennedy's \$12-billion jobs plank and quoted the senator as saying he "was sandbagged," CBS's Dan Rather filed two reports—one on the air, the other through Walter Cronkite, that quoted Kennedy aides and confidantes as denying the senator was angry. Kennedy was reported "feeling good about himself."

The competitiveness of the networks was evident in the congratulations Cronkite showered early Thursday morning on Susan Spencer, at Kennedy headquarters at the Waldorf Astoria, for being first with the statement "that the whole world—that part of it that follows American politics—was waiting for." It was the statement Kennedy issued pledging his support to Carter and urging all Democrats "to join in the effort to defeat Ronald Reagan." Spencer—who along with other reporters had simply been handed the statement—was on the air with it at 12:18

Viewers abstain. Democrats in New York last week consistently stressed the differences between their party and the GOP but on at least one count, they were on common ground. Both conventions drew only a ho-hum response from television viewers.

For the first three days (Monday-Wednesday), combined network audience shares, which normally can be expected to break the 80-share mark, were only 55.8, 52.9 and 55.6. That's up from the Republican prime-time performance—48.6, 45.7 and 52.0 (BROADCASTING, July 21) but certainly no demonstration of viewer support.

Over-all, it was CBS News that came out on top in prime-time national ratings for the three days (ratings for the fourth and final evening were not available by press time). CBS averaged a 9.4 rating and 18.9 share with NBC and ABC tied at an 8.9 rating and 18.0 and 17.9 shares respectively.

For the individual evenings in prime time, Monday gave CBS a 9.9/19.1 to ABC's 9.9/18.8 and NBC's 9.4/17.9; Tuesday, it was ABC 8.6/17.7, CBS 8.6/17.6 and NBC 8.5/17.6; Wednesday, CBS scored the biggest lead with a 9.6/20.0 to NBC's 8.9/18.4 and ABC's 8.4/17.2. Included in ABC's coverage were broadcasts of the newsmagazine *20/20* on all three nights, which drew higher numbers than its actual coverage of the convention floor. While the Monday and Tuesday *20/20*'s had a small impact on the ratings average, Wednesday was the opposite. Without *20/20*, ABC scored only a 7.1/14 instead of the 8.4/17.2.

For the slightly more than six hours of convention coverage when the networks were covering the floor head-to-head, NBC said the ratings show CBS with a 9.6/19; NBC 9.0/18 and ABC 8.1/16.

Skyward from New York. Satellite technology was prominent at the Democratic convention in New York last week, but not nearly to the degree that it was at the Republican meeting last month in Detroit (BROADCASTING, July 14). Only about 400 hours of satellite time for the Democratic convention were sold, compared to the well-over 1,000 hours sold for the Republican gatherings. The difference was the location. The major networks and many of their owned and operated stations and affiliates had only to send their feeds across town by microwave or wire and tap into regular network loops to get the news and convention coverage out to the local stations.

Nonetheless, a host of broadcasters made use of the satellites. As it did at the Republican convention, ABC leased the portable earth station of Western Tele-Communications Inc. The uplink, manned by WTCI technicians, was used by ABC's O&O's and its affiliates, which used time on transponder 10 and transponder 12, respectively, on Westar III. At the CBS camp, most stations were using landlines, but one O&O (KNXT-TV Los Angeles) and several affiliates, including the Storer Broadcasting and Bonneville stations, used the satellites. The NBC affiliates used satellites (Westar I and III) during the hectic evening news hours, but switched to the network's loop in the early morning hours for feeding taped reports. The NBC O&O's used the network's dedicated transponder on Satcom II.

Most of the broadcasters bought satellite time on Western Union's Westar system, directly from Western Union, or from resale carriers Robert Wold Co. or the Hughes Television Network. But some found time on the crowded transponders of the Satcom system. Five Storer stations used between three and four hours nightly purchased from Home Box Office on transponder 23 of Satcom I. Similarly, the Post-Newsweek stations bought time from Showtime on Satcom I and Comstar II. RCA Americom provided uplinking services for all Satcom system users at its facilities at Vernon Valley, N.J. Broadcasters who dealt directly with Western Union or Hughes were uplinked at WU's facility at Glenwood, N.J.

Wold sold time on the three transponders of the Westar system to NBC, Gannett, Bonneville and JTNA, among others. All its customers, except Capital Broadcast News, used the two portable uplinks that Wold had installed atop a parking garage near the convention center. CBN had bought uplinking time at the earth stations of WIVB-TV Buffalo and of the Public Broadcasting Service at WEDH-TV Hartford, Conn. KRON-TV San Francisco, which had bought satellite time directly from Western Union, also used the PBS uplink.

Hughes provided Westar satellite services for WTMJ-TV Milwaukee, Wis., and KLVX-TV Las Vegas. KTRK-TV Houston and WFAA-TV Dallas made their own arrangements with Western Union.

Cable News Network made use of its transponder on Westar III but had to go through Western Union for uplinking services. The portable earth station that Southern Satellite Systems had provided for CNN's use at the Republican convention didn't make the trip east. CNN's satellite demands were much less since it has a dedicated telco line between New York and its headquarters in Atlanta.

a.m., seconds before the other networks, according to CBS. (There are those at NBC who would not be impressed with Spencer's beat. NBC's Chris Wallace, at 7 p.m. on Wednesday reported from the floor that Kennedy would support Carter, that "Kennedy would make clear his support for the President.")

There was hot competition, too, in the

guests the respective anchors sought for interviews. NBC executives were said to have been miffed when Vice President Walter Mondale chose to appear with Cronkite on Monday night before he dropped in on John Chancellor and David Brinkley. But things worked out for NBC. The Mondale interview was interrupted for a live pickup of the Kennedy with-



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Command centers. Two of the three rooms that controlled what network viewers saw of the Democratic national convention last week. CBS executives in picture at left include (l to r) Russ Bensley, executive producer; Bill Leonard, president of CBS News; Ernest Leiser, vice president in charge of Campaign '80 coverage; and David Buksbaum, senior producer. Shown in NBC air control at right are (l to r) Lester Crystal, senior executive producer of political coverage and special programs



(seated, with hand to face). Joseph Angotti, executive producer, special broadcasts; Steve Flynn, vice president, sales services; William J. Small, president of NBC News, and (seated) Gordon Manning, vice president, political coverage and special programming ABC's news central, was under control of Jeff Gralnick, executive producer. Others there: Roone Arledge, president of news and sports; Richard Wald, senior VP for news, and Bob Siegenthaler, executive producer of news specials.

drawal announcement. So when the interview resumed, shortly after 10 p.m., NBC was ready with a high-level spokesman from the Carter camp from whom to seek a reaction. ("I think it was a class act.")

(The networks on the one hand and the Carter and Kennedy camps on the other, incidentally, engaged in wholesale efforts to use each other in the matter of spokespersons. In their command trailers located just off the convention floor in the Garden, Carter and Kennedy aides monitored the coverage of all three networks and were quick to offer network correspondents and news executives people who could comment on any issue—particularly if the other side had just gotten in a good lick. The offers were not always accepted. But, said NBC's Judy Woodruff, who was stationed outside the Carter trailer, the traffic often went the other way. "We bug them for people more than they bug us.")

It is probably true, as NBC News President Bill Small said last week, that those who watched the convention coverage "learned a lot about where Democrats stand and where they differ from Republicans." Viewers saw a party that, as represented in New York, at least, is more liberal than the Republicans, more diverse in its makeup, and, whatever the show of unity effected, one that is divided between followers of Kennedy and Carter. If nothing else, the Democrats' selection of country singer Willie Nelson to sing the "Star Spangled Banner" on Wednesday night in itself symbolized a difference.

But the convention coverage demonstrated the difficulties and dangers of reporting on the run and under the pressure of competition, particularly when a good, meaty story like a contest for the nomination is not available to draw off some competitive energy. Correspondents at times seemed to be reaching, at times to be interested in creating a story. CBS's performance in dealing with Carter's statement of reservations on controversial planks in the platform was a case in point.

Rather, after opening with a reference to the President's refusal to mention the \$12 billion in jobs program, asked a Kennedy delegate in the New Jersey delegation, "Is anybody really hot about it that you see? I mean, anybody angry about it?" The delegate did not take the bait; he hadn't had a chance to study the document and wasn't prepared to comment.

So, over to Morton Dean, who was with the New York delegation and in the middle of the women's caucus. He asked Bella Abzug and Gloria Steinem about the President's failure to endorse the specific plank calling for a cutoff of campaign

funds to candidates who refuse to endorse the Equal Rights Amendment. The women would not be stampeded. "I don't think there's any question that he's accepted the language of ERA," said Abzug. Dean had more luck with Representative Shirley Chisholm. After Dean showed her a copy of the plank, which she had not seen, Chisholm said she was not satisfied with the President's statement. Dean, moving in for the kill, then asked: "The bottom line: What does this mean about your support . . . come November?" Chisholm, however, wasn't prepared to answer. "I have to really see what happens



In addition. The networks weren't the only electronic journalists at the convention. (Top left) Bill Zimmerman and Daniel Schorr in the Cable News Network booth. (Top right) Independent News Network staff and executives included (l to r): Ford Rowan, senior Washington correspondent; Jeff Kamen, floor reporter; Leavitt J. Pope, president of INN's originating station, WPXI(TV) New York, and John R. Corporon, INN news vice president. (Bottom left) part of the group of reporters and technicians covering the action for Group W's seven AM and six TV stations. (Bottom right) Mutual Broadcasting System's Tom O'Brien relays information to the network's anchors as part of that network's gavel-to-gavel coverage



Noncompetitive tribute. Walter Cronkite anchored his 15th and last national political convention for CBS last week, and the occasion did not pass unmentioned. After the Democratic convention finally closed late Thursday night, several hundred delegates still in Madison Square Garden looked up at CBS booth and began chanting "Walter, Walter, Walter." Even rival ABC joined in observance of Cronkite's last convention. Its camera panned across the CBS booth, clearly showing not only the anchor but the CBS logo. As ABC co-anchor Frank Reynolds remarked, "We're glad to have him on our air." CBS remembered Cronkite at a party following the convention, Cronkite's wife Betsy cut the cake. Earlier, during closing minutes of CBS convention coverage, Cronkite's colleagues surprised him with a tribute by Charles Kuralt and presentation of the microphone Cronkite used to report the Democratic convention in 1956



between now and November 4th," she said. If the women were going to walk out, they weren't telling CBS.

For all of that, the coverage generally provided a window on the working of a political party in convention. The convention managers had hoped to tailor the show to a prime-time celebration of the Democratic party and an attack on the Republicans. But the intraparty squabbles wouldn't permit that; besides, they contributed to the drama both of the Kennedy speech and of his curious visit to the podium on Thursday, a visit that left open the question of how unified the Democrats were when they left New York. So for those viewers

who tuned in, there was, as CBS News President Bill Leonard said, "deal-cutting and the dynamics of TV politics before your eyes."

But it may not have been enough to keep from breaking the mold in which network coverage of so many past conventions has been set. The feeling in New York last week, as in Detroit last month, was that the networks' approach in 1984 may be different, assuming the method of selecting presidential nominees remains unchanged—that the conventions will be held largely to ratify choices made in the primaries. Indeed, there were cracks in the mold last week. No network covered the

convention gavel to gavel; large blocks of convention business went on in afternoon hours without a live television camera in sight. ABC did not even cover all of the convention's evening hours. NBC's co-anchor, John Chancellor, says that "the old concept of covering every last smidgin is over."

Something more than habit and tradition are involved in the decision to commit so much time to convention coverage. NBC's Small, for instance, says such coverage helps a citizen prepare for "the most important thing he can do—vote properly." The question about the resources committed to convention coverage, he noted, is asked every four years. "I happen to think it's worth that much as a news story." He also observed that comments about the networks' "excessive" coverage is often found in newspapers like the *New York Times* that devote endless columns to the same subject.

But CBS's Leonard is one of those who does not believe networks will continue to offer extensive coverage of conventions which serve merely to accept the results of the primaries. Knowing the winner in advance is the surest way to turn people off, he feels: "A Super Bowl with the Dallas Cowboys and the Pittsburgh Steelers wouldn't draw 30,000 people if the score was known before the game started."

"The guess of an outgoing senior citizen," said Leonard, who will retire next year, "is that the [network] armies in 1984 will be pretty near as large, with the same amount of firepower, but their appetite for invading the beaches will be smaller."

It may be that the approach to future convention coverage was pioneered last week by ABC. That network devoted large blocks of prime time to news and public affairs during the week, but substantially less than did other networks to the convention itself. It aired special editions of *20/20* on four nights, although not always at the same time, and actually split the program into two pieces sandwiched around live news on two of the nights. (On Tues-

InBrief

Typical television station in 1979 had 2.64% drop in pretax profits from year earlier on revenues that rose 6.70%, according to NAB. Annual survey showed 88.5% of stations made profit for total average profit of \$1,040,000, or 25.86% profit margin, compared with \$1,072,900 in pretax profits and 28.50% margin for 1978.

It's back to Los Angeles for National Cable Television Association. NCTA had moved its 1981 convention site from Los Angeles to Las Vegas (*BROADCASTING*, July 21) citing inadequate facilities. But with Los Angeles convention center and hotels threatening class action suit seeking damages as great as \$6 million, NCTA opted last week to return to its original site and dates (May 29-June 3). Kathy Creech, NCTA senior vice president, industry affairs, said suit was to have been filed tomorrow (Aug. 19) and fighting it would have been "a considerable legal risk" association didn't want to take.

U.S. District Court Judge Robert Demascio of Detroit refused to grant temporary injunction barring two area men from selling

decoders to unscramble subscription television signal of ON TV Detroit, reversing June grant of temporary restraining order against them. National Subscription Television was to have appealed last Wednesday's decision in U.S. Court of Appeals in Cincinnati. It was second federal ruling against STV operator in as many weeks ("In Brief," Aug. 11, see also page 51), but according to NST attorney Don Pollack, Detroit judge's decision ran counter to previous one by Los Angeles judge in that former declared Section 605 of Communications Act "doesn't provide for private causes of action" while latter ruled pertinent section does allow for such actions but does not apply to STV service. Neither judge addressed potential criminal liabilities of defendants' actions, which Justice Department is currently investigating.

FCC has scheduled full agenda for September. In addition to two regular meetings on Sept. 10 and 25, commission has scheduled three special meetings: Sept. 9, it will consider final report and order on low power TV and VHF drop-ins; Sept. 18, it will issue final report on UHF comparability prepared by UHF task force, and Sept. 30, it will issue notice of rulemaking on technical and policy matters associated with direct broadcast satellites.

It's understood organizational change for CBS Cable is to be announced this week. Operating since inception as independent unit re-

day, a live Barbara Walters interview with Robert Strauss was inserted in the program, which caused it to run over.) It may have been confusing to viewers accustomed to neat half-hour programs timed to the hour and half hour. But to ABC News and Sports President Rooney Arledge, the approach represented a kind of freedom in which to exercise news judgment he feels network news departments have not demonstrated in covering conventions over the years.

"Usually, a network news department's problem is not enough time," he said. And, as ABC News Senior Vice President Richard Wald said: "Predictably, large parts of the convention are not of great news moment." So the network prepared the 20/20's, each containing segments keyed to the convention—one on feminism, for instance, another on troubles that presidential brothers have caused the White House—and used them to fill what ABC News felt would be the gaps. Arledge feels that complete control of prime time—a control news departments do not often enjoy—offered an opportunity for another dimension in news coverage. "It's what we'd do if we were an all-news network," he said. "If there [had been] a major foreign story, we'd have covered that."

But if there are questions about the kind of coverage networks will provide at future conventions, representatives of several of the score or more stations that covered the convention live were satisfied they had the answer for themselves. Indeed, the fact that several stations that did not cover live in Detroit decided to cover live in New York indicated that the appeal of providing such service—and concern over the possible competitive disadvantage of not providing it—was spreading.

Such service is not cheap: Telephone line connections between the Garden and the street cost about \$8,000, and satellite time is not inexpensive. But the local newsmen in the Garden who were sweating under camera lights and the pressures of the job felt it was worth the time and

money.

All talked of a custom service. "All of our stations get the network coverage," said Rich Sabreen, vice president of television news for Westinghouse Broadcasting Co. "We try to enhance the coverage. The vote on the [delegate-binding] rule as of great interest to WBZ-TV [Boston]. We had our own people on the floor to supplement the network. Instead of staying with the report of the roll call, we got New England reaction."

Unlike most of the companies providing live coverage, Westinghouse used land lines rather than satellite service to reach its five stations in the East. (Its West Coast station—KPIX(TV) San Francisco—did not receive live feeds.) But generally the pattern of service of the stations was the same: Taped pieces would be fed to stations during the day, and then supplemented with reports and interviews broadcast live during regular news programs.

What's more, reaction has been good. "The picture is as good as the networks," said Sabreen.

Following the closing gavel Thursday, each of the networks gave parties for those who helped produce the four nights of TV coverage. The time to relax had arrived. But it wouldn't last long. In two weeks, the presidential campaign—and campaigns for state and local offices across the country—begin in earnest. The prologue is over; the serious work starts.

Debate participation guidelines announced

The League of Women Voters issued its criteria for participation in the 1980 presidential debates last week, and it appears as if the televised sessions may be three-person affairs.

Under this year's rules, independent candidate John Anderson is within reach of qualifying for a spot on the podium with President Carter and Ronald Reagan. The

league has stipulated that, to be a participant, a candidate must be constitutionally eligible for election; he must be on the ballot in enough states to have a mathematical possibility of winning a majority of votes (270) in the electoral college, and he must meet league standards for demonstrated voter support and interest.

To assess voter interest, the league will rely on nationwide public opinion polls provided by a number of polling organizations. To participate in the debates, an independent candidate must receive a level of voter support of 15%, or the level of support received by one of the major party candidates.

The league will sponsor three presidential debates and one vice-presidential debate, and it will determine in late August who will be invited to participate. The running mates of the presidential participants will automatically be invited to the vice-presidential debate. The cities proposed by the league for the debates are Baltimore, Cleveland, Louisville, Ky., and Portland, Ore.

But a candidate excluded from one debate could participate in others. Throughout the series, the league said, it will "retain the option to reassess the participation of nonmajor-party candidates in the event of significantly changed circumstances."

A spokesman for Anderson said last week that he was awaiting the certification to be included on the ballot in the required number of states, but the necessary number of signatures had been obtained. In addition, he said that some polls now show Anderson at the 25% level of support, although others put him at 14%. He added, however, that Anderson supporters were confident they would have the necessary following to be included in the debates when the league makes its decision.

Unhappy with the league's guidelines was Libertarian Party presidential candidate Ed Clark, who called the criteria

porting to office of chairman, CBS Cable, with Robert E. Shay vice president and general manager, **will now come under CBS/Broadcast Group president Gene Jankowski's wing.**

City of Boston is soliciting applications for its cable television franchise. Bids are due Nov. 3. In prepared statement, Mayor Kevin H. White said, "After months of study this administration is ready to begin this massive and tremendously important undertaking. We will be imposing the strictest standards of ethical conduct on city employees and cable applicants to insure the integrity of the franchising process." (Public notice soliciting bids appears on page 80.)

General Motors, angered by treatment it has received in television documentaries, is advising executives to refuse to participate in documentaries unless unedited and unrehearsed. First victim of new policy is CBS News which is working on report on unemployment in Detroit.

Planning to step up their activities in Washington, **CBS-TV Affiliates Board and CBS Radio Network announced formation of government relations committees.** TV committee will be headed by Homer Lane of KOOL-TV Phoenix, radio committee by Albert M. Sanders Jr. of WMAZ-AM-FM Macon, Ga., who also is chairman of radio affiliates board.

Rae Forker Evans, CBS director, affiliate/Washington relations, will be CBS's liaison with committees.

FCC has granted NAB request for extension of comment deadline in proceeding to amend equal employment opportunity rules and FCC form 395 (Docket 21474). Deadline has been extended from Aug. 25 to Oct. 24, replies from Sept. 25 to Nov. 24.

Federal court resolved 11-year dispute between RCA and IRS in company's favor; **refund will amount to almost \$6 million.** At issue was accounting for television service contract revenue from 1958 and 1959.

Susan Greene, director of FCC's children's television task force, is leaving government to join Time Inc. as vice president for corporate affairs of Time's Manhattan Cable television subsidiary. Replacing her will be **Steven A. Bookshester, staff attorney in Broadcast Bureau's Policy and Rules division.**

Paul J. Fox has been appointed assistant chief for technology in FCC's Office of Plans and Policy. He has been engineer in that office since October 1977. Prior to that he was engineer for Office of Telecommunications Policy and Cable Television Information Center.

"narrowly partisan, exclusionary and a disservice to the American people."

"The criterion of a 15% showing in a national opinion poll is grossly unreasonable," Clark said. "It places an undue burden on serious third-party candidates such as myself, who have yet to receive national news coverage."

Jencks picked to head 'NewCo,' proposed spin-off of RKO stations

Chances that FCC will approve venture seen increasing; would avoid 'death sentence' for 13 licenses beyond three major V's lost by license denials

RKO General has chosen Richard W. Jencks, a former president of the CBS/Broadcast Group and Washington vice president for CBS Inc. before his retirement in 1976, to be chairman of the board of "NewCo," the company it hopes to spin off to shareholders along with the licenses of 13 broadcast stations. The NewCo proposal awaits approval of the FCC, which has stripped RKO General—a General Tire & Rubber subsidiary—of three other television licenses and which is considering the fate of the remaining stations in that major broadcast group.

Jencks, 59, would bring impressive credentials to such an assignment. Not only does he have policy and operating experience at the highest level, but as a lawyer (he was CBS's general counsel before being named to the broadcast group presidency) and Washington operative could be expected to give the new venture strong regulatory credibility. Since retiring from CBS, he has lived in Stinson Beach, Calif., and has been involved as a broadcast consultant and lecturer on communications at San Diego State university. He is also an accomplished writer, and has had a number of articles published in recent years, including several in the *Wall Street Journal*. His name figured in the attempted acquisition of McGraw-Hill by American Express in 1978; he was mentioned as a likely candidate to be the "voting trustee" Amexco was proposing for McGraw-Hill's broadcast properties.

Should the FCC approve the spin-off option, it is anticipated that the company—under some other name; NewCo was coined only for legal purposes, and is said to be "not graven in stone"—would apply for listing on the New York Stock Exchange and would take its place as an independent entity in much the same way that Viacom was spun off from CBS in 1971. Jencks said last week he had not begun to assess a possible headquarters site, although both Washington and the West Coast are contenders. (RKO's radio division is headquartered in Los Angeles, although its RKO Radio Network is based



Jencks

in New York.)

Odds on the FCC's approving the spin-off option are considered to be strengthening. The Broadcast Bureau is believed ready to recommend such a course when the matter comes up in late September or early October. One commission source said last week that "a complete death sentence"—that is, the FCC's deciding to take the licenses of the other 13 stations—is not likely. In his view, there are neither four votes for denial nor four in favor of allowing sale of the properties to other buyers. The most likely course, he said, is for the FCC to adopt the Broadcast Bureau's recommendation to allow the spin-off, with conditions. One proviso it mentioned in comments last month was that all present and former RKO and General Tire directors divest themselves of stock in the spun-off corporation within six months.

These are the stations that may end up in NewCo: WOR(AM)-WXLO(FM) New York, WRKO(AM)-WROR(FM) Boston, KHJ(AM)-KRTH(FM) Los Angeles, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington, WFYR(FM) Chicago, KFRC(AM) San Francisco, and WAXY(FM) Fort Lauderdale, Fla. Their total market value is in the \$130-million range, according to estimates compiled last winter from various brokers (BROADCASTING, Jan 28). And in the fiscal year ended Nov. 30, 1979, those stations had before-tax profits of \$13.7 million on revenues of \$57.5 million. The three TV stations whose license renewal the FCC has denied, WOR-TV New York, KHJ-TV Los Angeles and WNAZ-TV Boston, earned \$10.5 million on \$72.3 million revenue in the same year, according to a General Tire report to stockholders.

Last Thursday's announcement stated that Jencks's "immediate responsibilities will include coordination and participation in the selection of the remaining directors and officers," including a chief executive officer. Jencks said he hasn't started on those tasks yet, although he expects shortly to begin looking for possible appointments and "reviewing the executive structure." Thomas F. O'Neil is the present chairman of both General Tire and

RKO General. John B. Poor is vice chairman of RKO General, and Frank Shakespeare is president. Dwight Case heads the company's radio division and Robert Glaser its TV division.

WTAR-TV is sold for \$40 million-plus

Knight-Ridder is the buyer of the ch. 3 Landmark station; earlier deal with Scripps-Howard fell through two months ago

For the second time in four months Landmark Communications has struck a deal to sell its Norfolk, Va., ch. 3 television property, WTAR-TV, a CBS affiliate, for a price in excess of \$40 million.

The latest buyer is Knight-Ridder Newspapers, Miami-based newspaper publisher and group station owner of three VHF's and one satellite UHF. They are: WJRT-TV Flint, Mich. (channel 12); WPRI-TV Providence, R.I. (channel 12); WTVN-TV Albany, N.Y. (channel 10) and its satellite, WCDC-TV (channel 19) Adams, Mass. Albert J. Gillen, president of Knight-Ridder's broadcasting division, said he was "particularly pleased" with the acquisition because the Tidewater market "has great growth potential, having established itself as one of the world's great naval complexes and shipbuilding centers."

Last April Landmark and Scripps-Howard Broadcasting Co. announced their intention to swap stations—WTAR-TV for WMC-TV Memphis (channel 5)—but the deal fell through in June when the two companies arrived at an impasse over the financial details (BROADCASTING, June 30).

William Geitz, a Landmark veteran of 30 years and president of its broadcast division comprising one AM, one FM and three TV's, will be leaving that post to sign on with Knight-Ridder for which he will operate WTAR-TV as president and general manager. The two companies expect to sign a contract sealing the transaction, subject to FCC approval, in early September.

Landmark first agreed to sell its Norfolk property in March 1979 as part of the settlement of a 10-year battle with Hampton Roads Television Corp. which sought to replace Landmark as licensee of channel 3 (BROADCASTING, April 2, 1979). Under the terms of the agreement which the FCC approved last February, Landmark agreed to reimburse Hampton Roads for legal expenses incurred in the fight and to sell the station to someone other than Hampton Roads within one year of its next license renewal. Landmark, which also owns the *Norfolk Ledger-Star*, *Virginian-Pilot* and WTAR(AM)-WKEZ(FM) there, also expects to be granted a tax certificate in connection with the sale for furthering the FCC's diversification of ownership policy.

PEOPLE
WATCH US
BECAUSE
WE WATCH
OUT FOR
THEM

RKO

There are two sides to every television set. And at RKO Television we never forget it.

Our viewers are real people. With needs and wants and likes and dislikes. Not just rating points or markets or TGIs. That's why we look out for them with special programs and programming tailored to their needs and community problems.

For New York that means the WOR Children's Fund, the Tri-State Town Meeting, 9 on New Jersey, Meet the Mayors, Newark in Reality and Latin New York. Public affairs programs and community events that show our metropolitan audience that we're keeping an eye out for their best interests.

And in Boston, our WNAC station sponsors H.O.T. Car—a crime prevention program that cuts auto thefts by 23%. They even run a program that does more than lend a helping hand—it could save your life—called Life Line.

On the west coast, KHJ Los Angeles lets citizens ask their officials the tough questions themselves in a phone-in show called Government on the Line.

And for the people of Memphis, WHBQ TV provides Press Conference, Dialogue, The Other Side, Straight Talk and Etcetera. Penetrating forums for discussion and information.

When you're watching an RKO Television station it's never a question of what's on TV. But who's on TV.



RKOG
TELEVISION
DIVISION OF RKO GENERAL, INC.

WOR-TV (9) New York KHJ-TV (9) Los Angeles
WNAC-TV (7) Boston WHBQ-TV (43) Memphis

PEOPLE TUNE INTO US BECAUSE WE TUNE INTO THEM.

TV's agents: without whom the twain would never meet

Mickelson said that his life was going to change, he was going to want to renegotiate his contract and he would need a lot more money.

"Do you have an agent?" Mickelson asked.

"No," said Cronkite.

"Well you'd better get one," Mickelson said. "You're going to need one."

"No I won't," Cronkite said.

"Yes, you will," Mickelson said.

—*"The Powers That Be,"
David Halberstam.*

Somewhere in the never-neverland bounded by Sixth Avenue and Century City, where dreams of Rolls Royces and Malibu beach houses are parlayed into hours and half-hours of tape or film, moves the ubiquitous agent. Comfortable in each world but a little in awe of both, he moves incessantly between them, corralling a network vice president at a cocktail party and persuading him to take just one look at a five-minute cassette featuring some unknown starlet who just might be perfect for a new pilot or, backstage in a tiny theater in Hollywood, convincing a young actor that with the right kind of representation he just might become the new Robert Redford or Paul Newman or, in television, Alan Alda or Robert Wagner.

The Hollywood agent just may be television's ultimate middleman. His product: creativity. His method: the deal. His payoff: 10%.

Before prime time television production was halted by the continuing actors strike, rising production costs and the ever spiraling expense of making television programs were the number-one subject of conversation this summer in the television business world. The networks say they are adamant, that costs will be controlled, that the geese of midtown Manhattan are running short of golden eggs and that the 20% or more annual salary increases for Hollywood talent must come to an end. There is, it appears, a growing militancy on the part of network executives. They are said to be taking tougher stands in the annual contract talks with talent than they

have in years. Network officers say the unions are growing unruly and that basic costs have been inflated through featherbedding or unrealistic work rules. But they also point to the unheard-of costs for talent—for producers, writers, directors and actors—and, of course, to agents who negotiate the contracts for all of them. Agents are the physical embodiment of what program buyers call the greed of Hollywood.

Agents and agency run the gamut. On the high end are the William Morris Agency, International Creative Management and Creative Artists Agency. They are the big three of the television business, representing not only individuals but also shows and production companies, even studios, in the packaging of series and other television programs. Below them come the myriad of smaller companies, some representing major stars, others handling actors or writers or producers of lesser luminance. They may do some program packaging, but little on the scale of the big three. At the bottom of the heap are literally scores of small-time operators, many of whom are looked on scornfully by those higher up the pyramid as little more

than flesh peddlers or ambulance chasers.

In California, the center of the agent business, the state licenses individuals as talent agents. There is little overt regulation of the business, but under the laws governing it, only a licensed agent can actually book a job for an actor. And this is a closely guarded right because it distinguishes the agent from the personal manager, who is saddled with the sometimes nebulous responsibility of guiding an artist's career. Periodically, moves are made in the California legislature to open the field of booking to personal managers. Largely through the efforts of the Beverly Hills-based Association of Talent Agents (to which most in Hollywood belong), however, these efforts have been rebuffed.

The ATA lists 119 member companies in Los Angeles. Most of the leading agencies are included in the group's membership, with CAA the most notable exception.

□

William Morris is the IBM of the business. A privately owned company, Morris's gross billings are estimated to have exceeded \$500 million. Traditionally, the agency, founded in 1898, has maintained a



William Morris's Jerry Katzman

This Xerox ad is brought to you by Kathleen Coyle.



“ Oh, darling! ^{did} how/ you ever ~~su~~ guess? A Xerox word processor is ~~really~~ just what i need! ”

Cartoon Quiz, Xerox Corporation, Stamford, Connecticut 06904.

Name: Kathleen M. Coyle

All entries must be postmarked by May 15, 1980; void where prohibited by law.

XEROX® is a trademark of XEROX CORPORATION.

Over the past few months, we ran a “write-the-best-caption” contest.

The rules were simple: Use the Xerox trademark properly, and have a little fun doing it.

Some 1600 people sent in entries. Fifty were winners, including Kathleen Coyle who provided the caption above.

Of course, we didn’t do it just for

fun, but to remind you of an important point:

Xerox is a registered trademark of Xerox Corporation, and should only be used as a proper adjective, followed by a noun describing the particular product.

Naturally, we like people to use our name, but we like them to use it correctly.

We’d like to compliment Kathleen Coyle for the clever way she used our name. And thank her for using it right.

XEROX



ICM's Gerry Saltsman and Sylvia Gold

business-like image, sharply contrasting with the popular notion of a Hollywood talent agent. Its unobtrusive building on a side street in Beverly Hills is physically removed from most of the other agencies, which have congregated in the office towers lining the Sunset Strip in West Hollywood. Morris agents, by reputation, are cool-headed and have their collars buttoned down. By virtue of its client list, a veritable who's anyone in Hollywood, and a stable of agents around the world, Morris has the entree and the access to information that few smaller agencies can match.

But like most images, that of the Morris agency is grounded partly in fact and partly in mythology. The company is not above indulging in flash, and blue jeans and open collars are getting as common as suits and ties. Smaller companies especially look upon Morris as a client snatcher, one that waits for an artist to reach a certain career level under another agency's guidance before it tempts him away with promises of greater wealth and more prestige. There is the story, for example, of the Morris agent wooing a star by delivering new scripts to his home in a chauffeured limousine. To each script there was said to have been a note attached saying, "Your agent probably hasn't shown you this yet." It's said that star eventually signed with Morris.

Morris is celebrated for its efficiency. It operates a memo system whereby every agent in the company, whether in Beverly Hills, New York, Nashville or Rome, is kept apprised of what every other agent is doing. Every morning and several times each day, an agent is deluged with the yellow memo sheets bearing the company's operational motto: "Put It In Writing."

Its training program is also part of the legend. Prospective agents are hired out of college, many today out of law school, and placed in the mailroom. There, as one former Morris agent said, the object is to get to know the various departments of the company and the individual agents. It is also, he said, an unofficial part of the job

to read the mail—especially the envelopes marked "Personal."

From the mailroom, it's traditional that a future agent be assigned as a secretary to a line agent. It is and has been part of the training for men and women, and both are expected to take shorthand and do the typing. This apprentice-secretary role steeps the prospective agent in the business and familiarizes him with the minutiae of an operation that deals in the subtleties of contracts and the careful phrasing of a bargaining talk.

Jerry Katzman, West Coast vice president of the television department, did not come up through the Morris ranks in the traditional way. He is an attorney, and he joined the agency from the business affairs department of Columbia Pictures. A packaging agent, Katzman includes among his currently active clients EMI Television (producer Roger Gimble), *Speak Up America*, *Real People* and *Barney Miller*. Last year, he handled *Skag*, the much-touted but short-lived Lorimar Produc-

tions' series on NBC-TV, and *Eischied*, another quickly canceled NBC series. For next year, he has two miniseries, *Mansions of America* (ABC-TV) and *Kent State* (NBC-TV), as well as 10 made-for-television movies for all three networks.

Packaging is a lucrative business for an agency. In most cases, a package is developed by the agent with his own producer, writer, star, director and the like, and presented complete to the network. Although the packaging agent may represent each of the elements of the package, he is forbidden by union franchise agreements from collecting individual commissions. He takes his 10% from the network license fee and then from syndication. Different agencies work on different percentages. Morris, Katzman explains, has a "five-and-five" deal—5% of the network license fee up front and, should the show go into deficit, 5% deferred. The agency continues collecting its 10% from syndication revenues as well.

Although packaging has long been a function of Morris and other agencies, as Katzman describes the process, it has prospered under the relatively recent proliferation of independent production in Hollywood. In effect, the packaging agent functions as the businessman for the creative talent who make shows. In many cases, Morris has come to replace many of the functions formerly performed by studios.

"We do the network sales; we negotiate with the outside agents; we do everything that is offered by a studio. In some sense, we are the executive producers for the executive producers," he explains.

Morris has 40 television agents, 30 in Los Angeles and 10 in New York

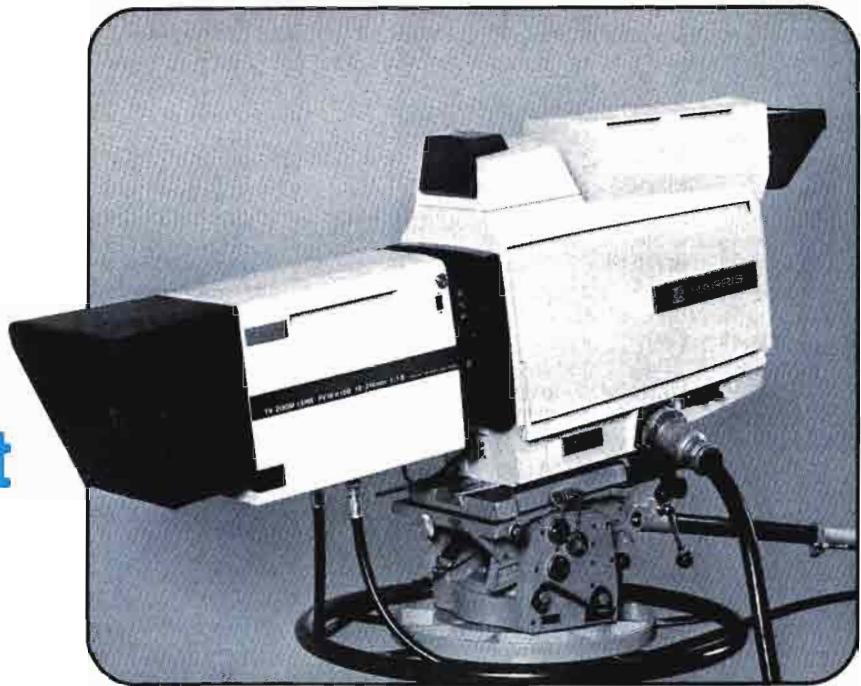
□

ICM was formed in the three-way agency merger of International Famous, Creative Management Associates and Marvin Josephson Associates. It is a wholly owned subsidiary of MJA, an entertainment con-



CAA's Bill Haber

Will tomorrow's technology obsolete your present TV camera?



Not if you own a Harris TC-80A! This is the camera that's designed to keep pace with developments in video technology, to keep you ahead of the competition. Our TC-80 customers can be as current now as they were when they bought their cameras—for as new technology has been introduced, it has been made available for every TC-80. For instance:

- The Harris TC-80A was one of the first cameras designed to accommodate Diode Gun Plumbicon® pick-up tubes....yet this did not obsolete older TC-80s. A single plug-in PC board allows quick conversion.
- The TC-80A introduced Highlight Handling to the industry...without obsoleting older TC-80s. An adaptor kit adds this feature.
- The TC-80A triaxial cable system is optional. It can be bought with the camera, or added later to any TC-80.

- Now Harris' TC-80A is available with full automatic computer set-up that controls all automatic camera functions, and sets up according to parameters preset in the computer at the factory or by the customer. Each camera is provided with its own microprocessor, allowing optimum performance from each TC-80A. Again, this does not obsolete previous TC-80s. The computer set-up system is designed for use with any TC-80.

If you want to keep up with advances in camera technology, look to the Harris TC-80A. It will provide top performance today, and for years to come. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301. 217/222/8200.



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Visit the Harris display at the NAB Radio Programming Conference, August 24-27, New Orleans.

glomerate that, in addition to its agency and management services, owns WWKR(AM)-WNIC(FM) Detroit and Robert Keeshan Associates Inc., producer of CBS's *Captain Kangaroo*. Gross agency and management billings for the company in 1979 have been estimated at something in excess of \$300 million.

ICM, itself, has a number of divisions. It has departments specializing in television, television packaging, motion pictures, theater, publishing and personal appearances. Early this year, ICM set up a television syndication division, under Joseph Goldfarb, called ICM Television Marketing. At some point in the future, ICM could well become a key player in the staffing, making and distributing of television programming. And at the heart of the ICM television connection is the packaging function.

"Unless you have a major operation like we do—or William Morris or CAA—it's rather difficult to package because you don't have the manpower to know what each of the networks is looking for," says Gerry Saltzman of the agency's business affairs department.

Some of ICM's current packages include *Taxi*, *Charlie's Angels*, *Breaking Away* and *Ladies Man*.

"In the packaging department," he says, "the business affairs people are more involved in making the deal directly with the networks. In that area, we represent a production company or we represent a star who has a company involved in production."

Generally, the basic deal, either for an actor or a package, is worked out by a line agent. Then, a business affairs representative sits across the bargaining table from his counterpart at a network or a studio and hammers out the fine points. And the points get very fine.

In a talent deal, for example, the negotiations may go well beyond such obvious points as basic salary and length of employment to billing, wardrobe or hairdresser to the type of accommodations a star will have if the show goes on location. And in a package deal, the smaller items will include the development agreement, script rewrites, supervising fees and any number of other fine points.

Sylvia Gold, a former shoe designer, is a line agent for ICM. Among her clients, she includes Jamie Farr of *M*A*S*H* and Victoria Principle of *Dallas*. "I think major agencies are very different from independents," she says. "This is a large company. From the client's and the agent's points of view a large agency has its advantages and its disadvantages. When an agent goes to a staff meeting, he comes out knowing everything that's going on in town. You're on the ground floor."

Unlike Morris, ICM generally relies on regular meetings within the various departments as the principal medium of exchange among the agents. Gold, who reports to Lee Gabler, head of ICM's television department, conducts the staff meeting for the six line television talent

agents. Each has, in effect, a beat, certain studios and networks, he covers. At the Monday afternoon meetings, each agent reports on what is going on in his area.

Five years ago Bill Haber was an agent with William Morris. Four other Morris agents and Haber left the company and formed Creative Artists Agency. Today theirs is the number-three agency in Hollywood. And it was built on the concept of packaging movies and television shows. Its gross bookings last year were \$90.2 million, and, according to Haber, roughly half of that came from television.

"I always like to look at packaging like



Diamond's Abby Greshler

car sales," he says. "That's what you do. You put all the pieces together; then you sell the car. If you sell a Cadillac, it's everything about a Cadillac that makes it work. If you're a talent agent, you sell a part, not the whole.

"A talent agent sells to a producer. A package agent sells the producer. We can also represent a studio. The producer owns the concept, and he will put the writer and the star into the package.

"My buyers are all at the network. A package agent's buyers are at the network while a talent agent's are at the studios. Occasionally, a network will make a talent deal, and that will change a little."

Last year, CAA packaged 77 hours of television movies alone, and its series included *Pink Lady*, *A New Kind of Family*,

Trapper John M.D. and *The Stockard Channing Show*.

In the coming season, the firm will package *The Tim Conway Show*, *It's a Living*, the *Shogun* miniseries as well as a number of made-for-television films such as *A Whale for the Killing* and *Enola Gay*.

Unlike Morris, but like ICM, CAA has a standard "six-to-three" package deal. That is, the company takes a 3% commission on the license fee of a network show and defers 3%. Like the others, however, it takes 10% in syndication.

In the hierarchy below the big-three agencies are any number of smaller partnerships or one-man operations. Some of the more noteworthy are Agency for the Performing Arts, The Artists Agency, J. Michael Bloom Ltd., Charter Management, Diamond Artists Ltd., Jack Fields & Associates, Henderson/Hogan, Irving Paul (Swift) Lazar Agency, Jack Lenny Associates, Progressive Artists, Rifkin-David, Talent Agency of America, and Writers and Artists Agency. Some firms specialize in the representation of actors while others may concentrate on writers or producers. Some are solely West Coast operations while others operate in both Los Angeles, where the concentration is mainly in movies and entertainment television, and New York, where the companies tend to concentrate on theater work or commercials.

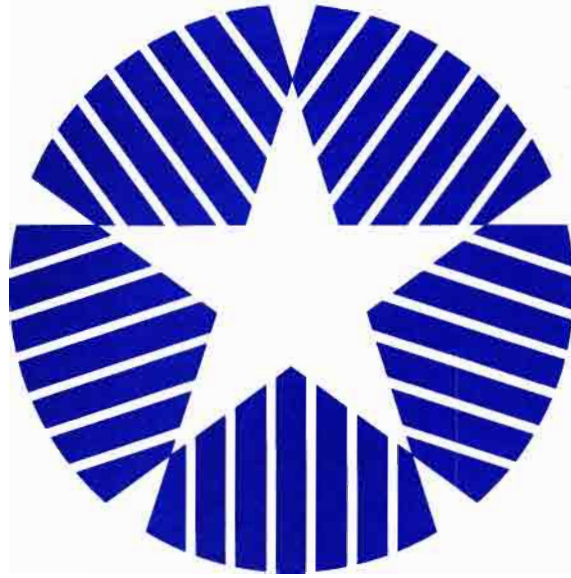
Abby Greshler, as ICM's Gold says, "could comfortably afford not to work for the rest of his life." At 60, Greshler talks as if he has met at least everybody who has ever had anything to do with television. His client list has included Jack Klugman and Tony Randall (he packaged their successful series, *The Odd Couple*), Vince Edwards of *Ben Casey* fame, Dean Martin and Jerry Lewis when they were teamed, producer George Schlatter and, for 23 years, the late David Janssen.

He is president and founder of Diamond Artists, a six-agent company with four in its Hollywood office and two in New York. Like many agents, Greshler resents the tarnished image his chosen profession has in the industry. "I resent the way people denigrate the role of the agent. As if it's a shade away from a pimp," he says. "The agency business plays a very important part in our over-all business. Agents still discover talent. More importantly, they're a force in bringing the talent to the attention of important people."

Greshler talks about television more like a network executive than an agent. He discusses demographics like a researcher. He says he learned the agent business in the forties when he got into booking industrial shows, and that is where he got attuned to the audience make-up, examining the ratio of men to women, the ethnic composition and median salary. He just transferred that knowledge to television, he says.

He got into broadcasting 35 years ago representing Dr. Jonah Weiss for a radio program on the Mutual Broadcasting System. In the early fifties, he teamed

IN THE AMERICAN TRADITION THAT
BLENDS GREAT IDEAS,
THE MONEY MACHINE HAS BECOME:



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It's been the heritage of Americans to take a great idea, and make it grow. That's just what The Money Machine has done. So, with our expanded capabilities, we changed our name.

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Martin and Lewis and put them under contract to NBC, first in radio and then in television. He signed Janssen while the young actor was "making \$1.50 a show" (actually \$750) in Four Star Productions' *Richard Diamond, Private Detective*. His first task for Janssen was to get him a suitable dressing room.

Jim Cota is one of five partners in Artists Agency, which was founded in 1971. Among his television clients is Judd Hirsch, star of ABC's *Taxi*. Mike Greenfield is Charter Management, a one-man agency that scored big this year with the signing of client Tanya Roberts to be the new Charlie's angel on ABC. At 33, Mike Marshall of Jack Fields & Associates is viewed as a real up-and-comer in town. He is one of five agents in the actors-only agency that includes *Lou Grant* star Ed Asner among its client list. Two relatively

that job entails directing a client's career, knowing when to turn down the shaky opportunity and accepting the less lucrative but more solid. Another part of the job is keeping the money coming in at ever higher rates. And there, today, is where the agent is most at odds with networks, studios and, at times, his clients.

At the height of the public attention to the rising costs of Hollywood product, the Larry Hagman deal for his portrayal of arch-fiend J.R. Ewing on CBS's *Dallas*, was cited by industry observers as the latest example of the networks' inability to say no. Contrary to its announced position, the criticism went, CBS refused to make an example of one actor and, in failing to do so, undercut its whole cost-containing argument. Most agents, however, see it differently.

On the sidelines. Many agents, like their clients, are out of work right now. The strike against motion picture and television producers by some 60,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists has had a ripple effect on the agent business. When actors aren't working they aren't collecting salaries. And when the actors aren't getting paid, neither are their agents.

Like the actors, however, the agents are collecting their shares from commercial work, industrial films, daytime programming and other entertainment areas unaffected by the four-week SAG-AFTRA walk-out.

"We're out of business," said Marvin Faris, president of the Association of Talent Agents, last week. "Those agents who represent actors are not in very good shape. We're very concerned."

Three weeks ago, over 200 agents met with representatives of the two unions. The agents voted a resolution backing the striking actors.

At the heart of the strike is the issue of percentages for revenues generated by the new video technologies—pay television, cassettes and disks. By and large, the agents are confident that their clients will prevail, at least in part. They see a resolution of the strike with some provision for participation in the supplemental markets. Beyond that, however, they see a great expansion of their current businesses as the new technologies grow.

"The reason the strike may be long is that this is the first time any union has dealt with this issue on a substantive level," said Bill Haber of CAA. "It will set the pattern for all the other unions. It's the first crack in the dam."

"Eventually, above-the-line people will have to participate in the subsidiary markets. You need software for this brave new world of hardware. And it has to come from producers represented by agents; acted in by actors represented by agents, and directed and written by directors and writers represented by agents."

new agents to town are John Kimble, who last year opened the Los Angeles office of his established Kimble/Parseghian Inc., of New York, and J. Michael Bloom, who opened the Western branch of his New York agency last year. Among Kimble's clients is Powers Booth, until April a virtual unknown but whose first television appearance, as Jim Jones in CBS's *Guyana Tragedy*, help to catapult the network to a season win and to open plenty of doors in town for himself. Bloom has two young clients in whom ABC is placing considerable investment this fall—Tom Hanks of *Bosom Buddies* and Ann Jillian of *It's a Living*. (Both have been touted by the network as major talents and candidates for super-star status this season.)

Ideally, the Hollywood agent functions to get more money and to make sweeter deals for his client. That's as true at the Morris office as it is at tiny Charter. Part of

Drawing parallels with sports figures, agents cite the relatively short earning years of most television actors. They point to the lengthy periods of unemployment between series. And to the profits producers and networks make from an actor's work.

"Larry Hagman has a right to strike while the iron is hot and to get whatever he can get within reason," declares Haber. "What happened to Larry Hagman happens once in an actor's lifetime." And the guiding principle, he adds, is: "Get what you can."

"No matter what the network or Lorimar say, the value of Larry Hagman to *Dallas* is infinitesimal compared to the real value of that series over a seven-year run and syndication," says Greenfield. "The numbers are staggering—and at the inflationary rates, say, of five years from now, will be even more staggering."

If CBS had drawn the line with Hagman, adds Cota, "it would have made it much tougher for people all the way down the line to go in and ask for top dollars."

The Hagman deal is not especially unusual; it merely has come at an unusual time—when there is so much attention being paid to escalating costs. Three weeks ago, the *Los Angeles Times* quelled much of the rampant speculation—some saying he was making as much as \$100,000 an episode—concerning the terms of Hagman's deal when it produced a detailed accounting of the actor's agreement with Lorimar and CBS. One agent close to the negotiations confirmed the newspaper's account.

His base pay is \$50,000 an episode for the 25 hours the network has ordered for the 1980-81 season. On top of that, Hagman is to receive another \$100,000 annually for every year the series airs. On top of that, he is to receive \$200,000 to appear in an as yet unnamed made-for-television film and another \$120,000 for three guest appearances on other CBS series. On top of that, he was guaranteed two *Dallas* directing assignments worth at least another \$20,000. And finally, he is entitled to 10% of Lorimar's gross on merchandising of the J.R. character. The total value of the deal for the year is in excess of \$1.7 million.

The structure of the deal is such that the network's cost per episode of the series is not substantially increased, but Hagman makes considerably more money than he made the year before when he was operating on a straight per-episode salary.

In an effort to spread out the costs of a series actor, the television movie agreement has become a standard element of many negotiations. Rather than paying an actor what it considers an inordinate sum for a series role, the networks are now offering (or agents are demanding) guarantees for made-for-television movies.

Leaving out the Robert Redfords or the Jane Fondas, as well as the day actor getting a few lines a few times a year, Phil Arcara, a partner in the eight-agent firm of Arcara, Bauman & Hiller, says that a featured television actor can expect to gross \$350,000 a year and, perhaps, as much as \$500,000. For pay like that, the actor will have a regular part in a series, do maybe two made-for-television movies and, perhaps, even a theatrical feature or two.

Major stars, the ranks of whom Hagman joined this year, can command minimums of \$50,000 an episode for a hit series. (With 22 episodes a year, the star will garner \$1.1 million from series television alone.) Throw in a couple of television movies and theatricals, and the yearly wage will easily exceed \$3 million.

Furthermore, as Arcara points out, some stars are so important to the success of a television project that they can get percentages of the profits. The star of one show that recently went into syndication,

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DANVILLE, KENTUCKY
EL CENTRO, CALIFORNIA
HAGERSTOWN, MARYLAND
SOUTH BEND, INDIANA



SCHURZ COMMUNICATIONS, Inc.
SOUTH BEND, INDIANA



Artists Agency's Jim Cota



Charter Management's Mike Greenfield



Kimble/Parseghian's John Kimble

Arcara claims, received a \$1-million check for his share of the first year of syndication revenues.

There is a consensus among the agents in Hollywood that the NBC-TV-Columbia Pictures-William Devane deal for \$100,000 for each of 13 episodes of the ratings failure, *From Here to Eternity: The War Years*, loosened the flood gates and sent the agents out on the street for more money.

"Nothing's enough any more," says Arcara. "A client's making good money—\$25,000 or \$30,000 a week—and he reads that so-and-so just signed for \$40,000. So I go back to renegotiate. It's immoral really. Renegotiation is immoral. It's breaking a contract. But you've got to do it."

"I'm a real doom-and-gloom guy about this. I think the cost problems are far worse than the industry's acknowledging," says Marshall of Fields & Associates. "I can't say to my client, 'Look, \$20,000 a week is real fair and that's what you should be getting' when somebody else is getting \$40,000. I have to go get the \$40,000—even though in the back of my mind it does sometimes bother me."

Still, there is a rule of thumb that can be followed in the gauging of actors' pay scales. This year, a new actor in the leading role of a half-hour situation comedy can expect about \$5,000 a week. A supporting character will be paid between \$2,500 and \$5,000, and an established lead can make up to \$25,000. There are, of course, exceptions.

The pay is better for an hour dramatic series. There, the new lead can make from \$10,000 to \$12,500 while a supporting actor can anticipate between \$3,500 and \$7,500. An established lead can reasonably expect up to \$30,000 but with upper limits actually extending far beyond that.

Despite talk that the summer negotiating season has been an exceptionally hard one, there is no consensus among the agents that this has been any worse than previous summers. Each, it seems, has one or two stories of tough deal-making this year, but each agent interviewed had just as many tales of successful contract renegotiations.

Greshler sets the criterion for what he refers to as the revising of deals: "Mainly you have to have the right, and you have to have the star." Renegotiation depends on the agent having the right combination of talent and leverage.

Greshler's long-time client, Jack Klugman, for example, has been doing NBC's *Quincy, M.E.* for six years. In that time, the agent says, the star has revised his contract three times. "Jack Klugman cannot be replaced," Greshler points out about the relationship between the star and the show. And once an agent is in that position, the sky just may, indeed, be the limit.

"I think I can present my case correctly," Greshler adds, however. "I never strand a show in the middle of a season. Finish the season, then make your deal."

Haber says he has found the networks no more difficult to deal with this year

than in previous ones. He admits to some tough negotiations, but says that license fees are still rising 20% to 25%, as they have previously.

The networks are "trying very hard to hold down their costs, but being reasonable when the suppliers have needs," he says. "We've renegotiated some license fees successfully. I find that the networks are extremely understanding of inflationary trends—if you're not unreasonable in your demands with them."

Arcara, on the other hand, sees a conscious attempt on the part of the networks to hang tough, and credits Robert A. Daly, president of CBS Entertainment, as a prime mover trying to break the cost cycle. "He's said, 'Enough is enough.' And he's making examples of certain actors." Arcara, an agent for 16 years, adds that he has never before seen so high ranking an executive as Daly take a personal hand in talent contract talks. (Indeed, as Arcara was interviewed, Daly—who was a top business affairs executive before becoming CBS's top programmer—called him to discuss one client's contract.)

"I don't sense anybody being more tough," says Cota of Artists Agency, who deals more with ABC than with either of the other networks. "I do think they're being awfully realistic."

□

"No one grows up wanting to be an agent," says John Kimble, who admits that since he has moved from New York he is now attracted to the field of producing. He became an agent, he says, because he realized he was not good enough as an actor to make that his career.

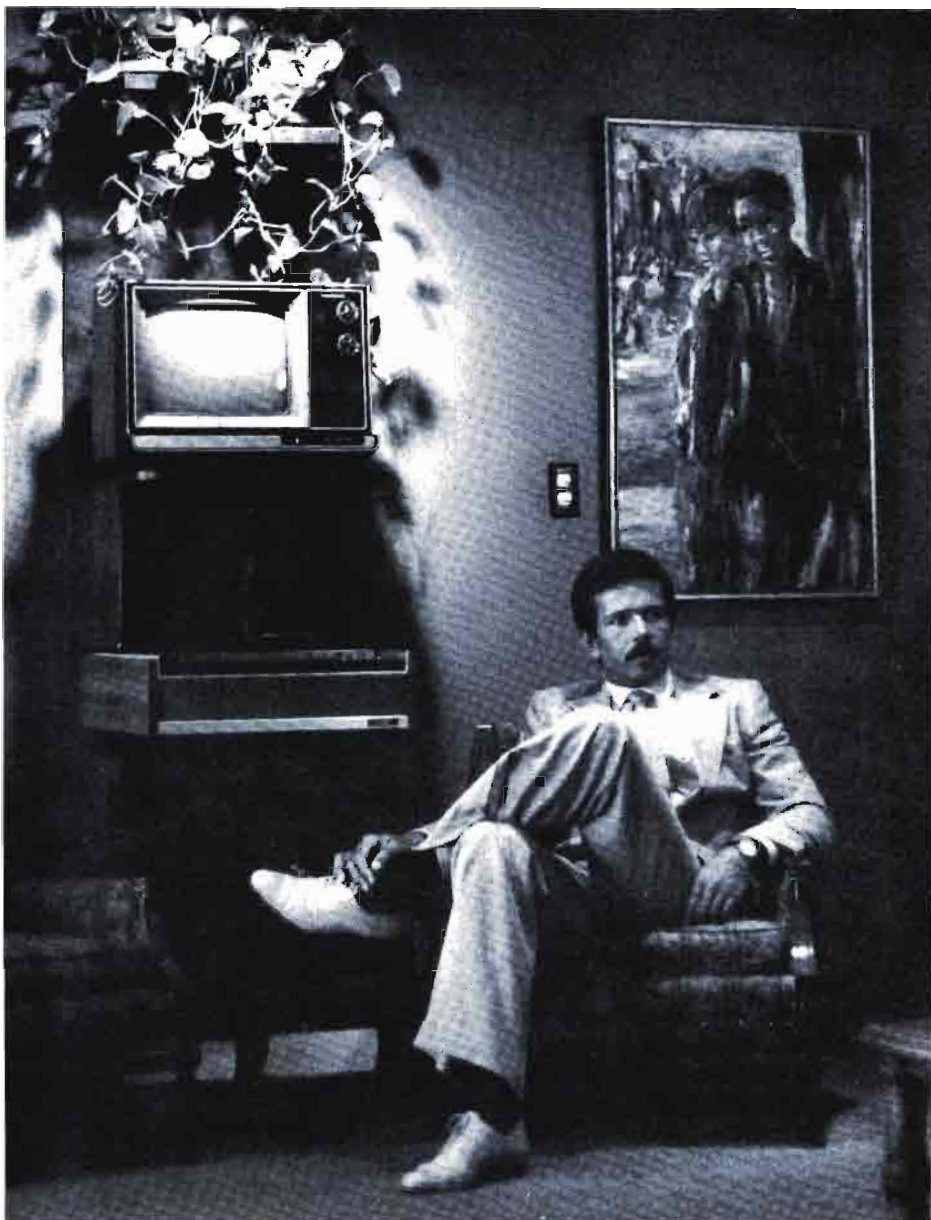
It is a similar story to Michael Bloom's. After five years with a company solely in New York, Bloom opened a Los Angeles office, primarily to hold on to clients moving to the West Coast. Like Kimble, Bloom was a professional actor and director before he became an agent.

Other agents bring with them other, more varied backgrounds. Haber taught blind, mentally retarded children. Marshall ran a series of travel agencies. Cota was in construction and then the owner of a night club. Katzman came from the business affairs departments of studios.

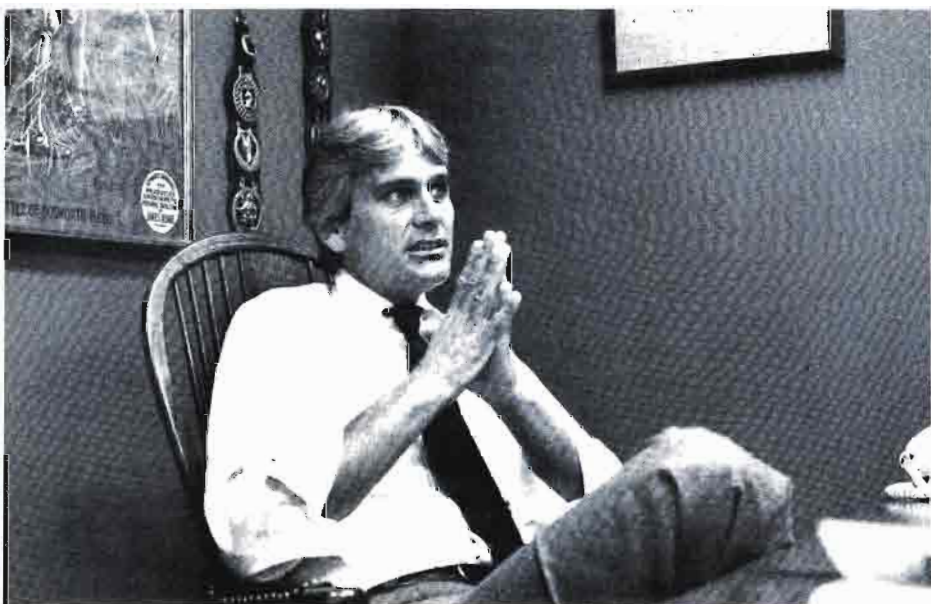
Indeed, agents move easily throughout the television business. It is not uncommon to find a former agent in the roster of executives at a network or heading a production company. Among leading executives in the industry who were once agents are Herman Rush, president of Columbia Pictures Television; David Begelman, president of MGM Film Corp.; producer David Gerber, and Jerry Perenchio, president of Chartwell Communications.

What the agents who remain in the business have in common, however, is what virtually every one of them says is a love of show business. Few admit they are in it for the money, but all admit to making a great deal of it.

A partner in an established smaller agency can expect to make



Fields & Associates' Mike Marshall



Bauman & Hiller's Phil Arcara

\$150,000-\$200,000 a year. An agent in such a company without an equity interest in it can expect a salary in the \$50,000-\$60,000 range with bonuses perhaps bringing his pay up to \$90,000. A subagent, someone who has just been elevated to booking talent after serving as a secretary, can expect starting pay in the \$25,000-\$35,000 neighborhood.

For that pay, an agent may place himself among the hardest working class in Hollywood. Agents' hours are long; most start their days early enough in the morning to make phone calls to the East before lunch and end them well into the night. At 7 o'clock one recent evening, Mike Greenfield had a client in his office and took at least 15 calls in one 20-minute period. During the summer production season, Mike Marshall works a minimum 12-hour day. Sylvia Gold spends her nights reading scripts and takes a tall stack to her weekend house on the coast south of Los Angeles.

But perhaps the hardest part of being an agent is the necessity to subordinate his own identity to the usually inflated egos of the client. "An agent must learn to subordinate himself to his client's needs," says Katzman. "To an agent, there's no such thing as 'I'."

"Some agents want to be the star," says Gold. "I don't. I'm most comfortable being a behind-the-scenes person."

"Agents are not a particularly loved group," adds Arcara. "They have to be professional sons-of-bitches, heavies."

"Agents have to realize they are intermediaries, not principals," says Haber. "If there's a weakness in the agency business right now, it's because too many agents think they're principals. They act, dress and comport themselves like principals. Agents always have to remember they are nothing more than the representative of a principal, nothing more than a sales per-

Meanwhile, on the other coast. Larry Hagman's deal grabbed the headlines on the entertainment side of television this year, but the reported \$8-million price tag for five years of Dan Rather's services at CBS News shows that the journalistic side of television is lucrative too. And like the stars of prime time, the news correspondents have their agents.

Richard Leibner of New York's N.S. Bienstock Inc. engineered the deal for Rather, outmaneuvering, some said, Roger Mudd's Bill Cooper. Shortly after Rather was tabbed for the anchor position, Mudd dumped Cooper for Ralph Mann of International Creative Management, who closed the deal taking his client to NBC News.

Most top names in the news business have agents. ICM's Mann does double duty, representing NBC's anchorman, John Chancellor, as well as Mudd. Barbara Walters's million-dollar-a-year deal with ABC was made by Lee Stevens of William Morris.

Among the biggest names in television news, NBC's David Brinkley does not have an agent. He does his own negotiating with the network.

Walter Cronkite, the dean of American television journalists, has been represented for 28 years by Tom Stix, a partner in the New York firm of Stix & Gude. They opened their firm in 1942 and have included among their clients Edward R. Murrow, Elmer Davis, Howard K. Smith and John Cameron Swayze.

Stix and Cronkite were brought together in 1952 while Cronkite was working at WTOP-TV in Washington. In addition to handling Cronkite's negotiations for the anchor's slot at CBS, Stix handles a wide array of the newsman's business affairs, including specials and speaking engagements. "It's a very close relationship," says Stix. "I take care of everything I can for him."

As one of the pioneers of this rather narrow segment of the agent business, Stix represents newsmen as only a part of a business that also handles writers, producers and other types of literary and theatrical talent.

Stix points out that newsmen probably "don't earn nearly enough" for the long hours and the sacrifices the job demands. Journalists, he notes, are not allowed to do many outside jobs that are often part-and-parcel (or bread and butter) of the territories occupied by their counterparts in the entertainment field do—commercials and industrial films, for example. "Newsmen work harder and deserve a lot more than most," he says. "It's a lot of work."

That sentiment, however, generally does not extend to the many local newscasters who have their jobs, Stix says, because they have the right looks and "just come in and read." In contrast, "people like Walter are newsmen—they know what they're talking about."

son, the sales person of a package. In the agency business, a good agent, a well-trained agent, a proper-functioning agent, knows no such things as 'I' because there is no such entity. He only represents some thing else."

Finally, there's Abby Greshler, lunching at the Polo Lounge, leaning back in the

green booth, holding a picture of David Janssen embracing him, showing another taken 30 years ago of Dean Martin and Jerry Lewis and Michael Dann and him sitting around a pool in Palm Springs:

"It's a scientific business. You've got to really do your homework. After all these years, I'm still an amateur." ■

Business

Recession and TV ad sales

JWT's Tomio sees advertisers spending more, but gains in some areas by networks aren't as big as previous years; sports sales will take a drop due to oversaturation while news is hot area

Recession may be here, but advertisers haven't cut their budgets. In fact, in the face of "fierce competition" and repositioning in their markets, many clients are spending more. That was part of the news Frank Tomio, network sales vice president

for J. Walter Thompson, had for security analysts in New York last week. Among examples Tomio cited were spending in the chewing gum market, where new entrants are forcing established brands to boost expenditures in the fight for market share, and increased television advertising by motion picture companies.

While this supports a general theory of the recession resistance of broadcasting, Tomio also told the financial community that television networks, particularly CBS, haven't realized the gains they thought they'd make in this year's round of up-front selling for prime-time spots. Compared to a sellout level last year in the neighborhood of 80%, Tomio said his "best estimate" of this year's prime-time sellout was 60%. Cost-per-thousand increases he estimated to run from as low as

2% on some shows to around 8%, down considerably from network projections. And NBC, which he indicated offered advertising packages at low cost, proved a "drag on the marketplace" that pulled the other two networks down with it.

CBS, according to the agency executive, has a significant imbalance in its sales effort. Relatively high levels of expensive spots remain unsold, with the network having to sell out lower priced inventory to boost the up-front sales percentage. Tomio said CBS has more programs containing spots that cost in excess of \$100,000 per 30 seconds than do the other two networks. As an example, he cited *M*A*S*H*, for which he said a 30-second spot in November would cost \$160,000 to \$165,000.

ABC meanwhile was "more willing to



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deal." It entered the up-front market with prime-time prices up 10% to 15% per thousand, but then worked its way down.

Over-all he said, CBS fared best in the selling competition, with ABC having experienced some slippage in ratings, including those for the age 18-34 premium demographic where it had possessed an advantage, and NBC running into "the worst of luck."

Tomio said that if the economy turns around, there is a possibility that "pent-up demand" on the part of advertisers could boost scatter market selling in the first quarter.

If the economy doesn't recover, people who plan on scatter buys will trim their budgets, he said. But real scatter sales won't be starting until September.

Reviewing other dayparts, Tomio said the networks are looking for 8% C-P-M gains in daytime. But that market hasn't broken yet, he said, and he theorized that 5% improvement will be the real average. Late fringe pricing is up 8% to 10% on the per-thousand basis, according to Tomio, with "more dollars flowing into that period than in the past." He termed ABC's *Nightline* "very successful."

A potentially serious prediction Tomio had is that "the sports bubble is about the burst." "The market is saturated with sports," he claimed, partly as a result of the availability of sports on cable systems. Up-front selling for football is already moving slower, said Tomio. ABC, for one, is effectively discounting its football pricing by offering better deals in other sports areas for football purchasers, he claimed.

News, in contrast, is "one of the hottest areas in the market," in the view of the agency vice president. He referred to ABC's "breakthroughs" in the field, although saying that both CBS and NBC would experience some problems: CBS because of the loss of Walter Cronkite and some ratings diminution, while NBC "can only compete by lowering C-P-M's [in light of] its older audience."

A great deal of the analysts' interest was focused on the potential economic effects of the current strike by television performers (see story, this page). Tomio indicated that advertisers are holding off on making changes in their plans at the moment. Reevaluations would be made a week or two before the scheduled start of the season, if the strike continues (Tomio expects no early settlement). Should the networks then offer packages of "re-runs and second-rate movies," Tomio predicts "a great deal of negotiations." He projects

re-runs would be "20% less effective" in garnering audience and says advertisers will "want that back in inventory."

Tomio also discussed cable advertising and its potential. He doesn't see cable "destroying networks' validity;" rather, "the pie will get bigger" as cable boosts total television viewing. Advertisers are now "putting their toes in the water," and with relatively little expense. But now it's "up to cable operators to prove its [cable advertising's] effectiveness," Tomio stated, adding "if they do, the sky's the limit."

Where the future of television lies, in Tomio's view, is in software. Indeed, he's so convinced of that premise that he'll be leaving JWT shortly to form his own company, Creative Media Enterprises Inc.

Strike analysis: The good news equals the bad

Financially, any network gains are expected to be canceled out by losses; affiliates, however, may find adjacencies suffering

"It's a wash."

That's the basic conclusion of the broadcast-watching financial community in assessing the economic impact on networks of the strike by the Screen Actors Guild and American Federation of Television and Radio Artists against prime-time production. There have been suggestions the networks are welcoming the idea—seeing it as a chance to halt spiraling production costs and to improve this year's third-quarter comparisons by delaying the heavy costs of new program introductions. But only about two weeks of the third quarter are involved, and network sources insist their people aren't jumping up and down in the aisles.

Nevertheless, the networks shouldn't be hurt financially by the strike. As Smith Barney, Harris Upham's Ed Atorino suggests, it may prove something of a "blessing in disguise." Although advertisers are sure to demand makegoods or other discounting in the event re-runs are used to fill in the gap, the cost of repeat episodes is generally considered to be about 20% that of first-run material. Thus, even if advertisers across the board are able to secure the 20% return some indicate they'd be

looking for, the networks would be cushioned by the substantially lower product costs.

That's not the case for stations, which stand to be the real losers. Although local and regional advertisers buying in prime time certainly won't want to pay for viewers who aren't there, stations accrue no cost savings from network re-runs. Given the nature of station business, John Reidy, analyst with Drexel Burnham Lambert, predicts "an audience drop-off would be instantly and accurately reflected in their prices."

Reidy also cautions against making any assumptions about the size of the network saving; much would depend on the mix of programing actually put on the air, re-runs vs. material already in the can, programs not affected by the strike, etc. Donaldson, Lufkin & Jenrette's Dennis Leibowitz points out that any short term advantage in September and October, "may hurt on the other end" if, once the strike is over and production resumes, the networks keep running original episodes past the traditional end of the season and into the summer.

One unknown in all this is the extent to which there actually will be an audience fall-off, if any, from expected prime-time viewing levels. Frank Tomio, network sales vice president at J. Walter Thompson, says he's assuming it would be 20% if repeat episodes make up the schedule. Theodore James Jr. of Montgomery Securities is estimating a 10% audience loss. What portion of the yearly rise in viewing at the start of the season is due to the introduction of new product and what to shorter days and the end of summer vacations would seem to be anybody's guess at this point.

As far as the long haul impact of the strike is concerned, James is projecting that settlement along the lines the union is demanding would boost production costs 4% on an annual basis.

Bullish on broadcasting

Analyst Leibowitz recommends stocks of some groups; says it's good time to get into TV generally

Some encouraging words for broadcasters were to be heard last week in an investment overview provided by entertainment

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Acton Corp.	6 mo. 6/30	\$62,341,000	+18.6	\$1,735,000	+ 14.1	58	\$52,580,000	1,520,000	53
Filmways	3 mo. 5/31	33,363,000	+30.0	-6,455,000	-467.8	-7.4	25,666,000	1,755,000	.25
M/A Com.	9 mo. 6/28	115,413,000	+25.9	9,121,000	+ 56.7	.96	91,651,000	5,820,000	69
MCA	6 mo. 6/30	627,237,000	+12.8	67,505,000	- 27.6	2.87	555,934,000	93,282,000	4.00
Meredith Corp.	Year 6/30	349,000,000	+ 9.7	21,399,000	+ 31.0	6.87	318,091,000	16,332,000	5.28
MGM	9 mo. 5/31	130,889,000	-15.3	10,192,000	- 58.1	.32	154,595,000	24,330,000	.75
Oak Industries	6 mo. 6/30	179,688,000	+34.6	9,479,000	+110.6	1.79	133,458,000	4,500,000	1.18
Turner Broadcasting	Year 12/31/79	27,789,000	+18.6	-1,496,000	-224.3	- 15	23,434,000	1,203,000	12
United Cable TV	Year 5/31	44,678,000	+44.3	6,513,000	+ 65.6	1.59	30,966,000	3,929,000	96

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Guest Star: **Liza Minnelli**
- Outstanding Writing In A Variety Or Music Program — Jim Henson, Don Hinkley, Jerry Juhl, David Odell
Guest Star: **Alan Arkin**
- Outstanding Art Direction For A Variety Or Music Program — Malcolm Stone
Guest Star: **Beverly Sills**
- Outstanding Costume Design For A Series — Calista Hendrickson
Guest Star: **Beverly Sills**
- Outstanding Video Tape Editing For A Series — John Hawkins
Guest Star: **Liza Minnelli**
- Outstanding Individual Achievement Creative And Technical Crafts —
Guest Star: **Alan Arkin**
- Outstanding Individual Achievement Creative And Technical Crafts —
Guest Star: **Kenny Rogers**

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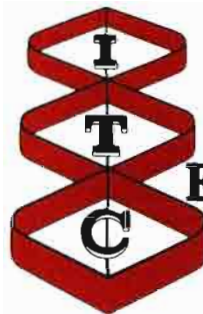
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BottomLine

Cox sells, sets solo course. Business publishing division of Cox Broadcasting Corp., Atlanta, is to be sold to Hearst Corp., New York, for \$26 million. Joint announcement last week said proposed sale is subject to approval of boards of both companies. Companies involved in transaction provide direct mail services and publish catalogues, buyers' guides and newsletters. Cox President Clifford M. Kirtland in June announced that publications group was being sold so that Cox could concentrate on its broadcast and cable interests. Cox's future was also discussed Aug. 5 at shareholders meeting in Atlanta when Garner Anthony, chairman of executive committee, emphasized Cox "has no further merger plans with any other company." He reviewed proposed merger with GE that was terminated in second quarter and remarked it "now is behind us." President Kirtland said revenue gains are expected for third quarter and for full year, but cautioned that lengthy strike by performers against production centers could affect TV revenues.

□

Six for five. Board of directors of Texscan Corp., at July 31 meeting, authorized six-for-five split of common stock of Indianapolis equipment manufacturer. Certificates for such shares will be issued Sept. 11 to shareholders of record at close of business Aug. 14.

□

Roller coaster news. Tribune Co. second-quarter and first-half earnings reached record levels, but company isn't optimistic about rest of 1980. Closely held publishing and broadcasting company reported net income in second quarter of \$28 million, double year-earlier \$14 million, while revenue increased 14% from \$282.7 million to \$322.2 million. For six months, net income climbed 72% from \$27 million to \$46.5 million, while revenues reached \$613.8 million, up 15% from \$533 million first half of 1979. Costs involved with new edition of *New York Daily News* and sag in economy are expected to cut profits in second half of this year, according to Chicago-based company.

analyst Dennis Leibowitz of Donaldson, Lufkin & Jenrette. "Group broadcasters," he said, "as a whole are getting more attractive." And while stopping short of recommending purchase of network issues at the present time, Leibowitz suggested that comparing their current prices with likely earnings next year and the year after, "the value is there." His current hesitancy on the networks he identified as a question of timing, with bad earnings news likely over the next few quarters.

Leibowitz had been maintaining purchase recommendations on Capital Cities Communications and LIN Broadcasting, and last week he also had good things to say about Metromedia and Taft. Another group broadcaster he singled out for favorable mention was Cox, though he is recommending its purchase primarily on the basis of its cable holdings. Other Leibowitz cable participation recommendations remain Viacom and Warner Communications Inc.

Television in general, he suggests, is "now at its lowest," and, considering the current poor state of the economy, "if television hasn't been killed yet, it's not going to be." With the possibility of some adverse impact on group owners from the Screen Actors Guild strike (see page 44), Leibowitz said he felt consequent stock price slippage might provide a good opportunity to get into those issues.

Focusing his attention on the networks, he's estimating 1981 earnings of \$7.75 for CBS, making its current \$52 price "reasonable." (Leibowitz isn't given to overstatement.) At ABC, "things are a lot less clear" to him, but granted that "it's a speculative situation," at \$32 the company's shares are "very, very cheap" up

against his estimate of \$5.50 in 1981 earnings.

In adding Cox to his recommended cable list, Leibowitz indicated his belief that the differential in multiple between Cox and other cable companies, with Cox trading at a reduced multiple from the others, "isn't justified." He said he thinks the market has been ignoring the growth potential Cox has in its existing systems, something he feels could triple Cox's cable earnings by 1984 without the addition of any new franchises.

Lawyer advertising on the rise, more creative, says ABA

More and more lawyers are advertising on radio and television, and their number is likely to increase, according to the chairman of the American Bar Association's Commission on Advertising.

Roger Brosnahan, a Minneapolis attorney, says that lawyers are looking more and more to the broadcast media, particularly in large metropolitan areas. Radio, in particular, Brosnahan says, is attracting private attorneys and legal clinics, because of the medium's ability to target specific audiences. On TV, however, the typical advertisers are large-volume legal clinics.

But it is not just lawyers and legal clinics that have increased their use of broadcast advertising. According to Brosnahan, state bar associations have also taken to the airwaves with institutional campaigns.

In the three years since a Supreme Court ruling opened the way to lawyer advertising, ads have changed dramatically,

Brosnahan says. "Initially, all the ads were very careful ... and probably not effective."

Brosnahan says that the most effective ads have been those that lawyers believe aren't "lawyer-like"—those using humor, for example. In some cases, he adds, TV advertising has helped to dispel the notion held by many people that lawyers are unfriendly and their services too expensive.

Although there have been some cases of what some in the profession might believe is unprofessional advertising, Brosnahan believes that broadcast advertising for attorneys is here to stay, and lawyers should be concerned about whether an ad is truthful, rather than whether it's dignified. "Our position," he says, "is the less restriction, the better."

Readying for the next 'Red Hot' run

RAB has new batch of spots designed to continue success of last year's campaign

The second wave of the "Radio: It's Red Hot" campaign, widely credited with generating new advertiser interest in radio, is scheduled to start this week and is expected to be carried by more than 3,000 radio stations as well as all radio networks.

The Radio Advertising Bureau, "sponsor" of the campaign, has distributed six new and two holdover "Red Hot" spots to its member stations and asked that they be aired for 60 days starting Thursday (Aug. 21)—"the period when more advertising plans are made than any other time of the year."

Station reps and many stations have credited the Red Hot campaign with contributing to this year's surge in radio billings. RAB President Miles David called the results so far "encouraging," and added: "Many stations report new advertisers have called in response to messages tagged with the station's phone number. RAB has received over 500 requests for additional information from national, regional and local advertisers, usually from top executives."

David said all radio networks and more than 3,000 stations have been carrying the spots during the campaign's first phase, and that stepped-up participation is expected with the release of the six new messages along with two of the Dick & Bert spots used in Phase I.

The new messages are straight-sell and "ask for the order," David said. Some are 30 seconds in length, some 20 seconds.

One points up the availability of co-op advertising money to retailers: "This station can tell you about 1,500 manufacturers who provide radio co-op. Many pay 100% of the ad cost." Another stresses radio advertising's ability to build in-store traffic. Another emphasizes that businesses need to maintain or increase their advertising levels in today's economy.

Others urge advertisers to make radio

their primary medium, point up "newspaper circulation lag" and stress radio as the best means of reaching families with more than one wage-earner.

All the messages are tagged with the campaign theme line: "Radio—It's Red Hot." They were narrated by Peter Thomas, whose voice has been heard in commercials for American Express, AT&T, various financial institutions and other leading advertisers. RAB suggested that these spots and the two holdover Dick & Bert messages be rotated for best effect, starting with five to 10 messages a day if availabilities permit and continuing, after the 60-day "saturation" period, at as high a level as possible.

The new campaign tape is also available to stations that are not members of RAB. Contact: Jennifer Grimm at RAB, 485 Lexington Avenue, New York 10017; telephone (212) 599-6672.

The print-advertising campaign phase is scheduled to resume in September.

Media Corp. files for bankruptcy, proposes debt-payment plan with \$100,000

Media Corp. of America, New York, has filed for reorganization under Chapter 11 of the Federal Bankruptcy Act after a year of trying to resolve its financial problems without resorting to the court (BROADCASTING, Aug. 6, 1979, et seq.).

In a plan for reorganization submitted on July 31 by the media-buying service to the U.S. Bankruptcy Court for the Southern District of New York, Media Corp. made several proposals aimed at satisfying its debt, which is now estimated at \$7.5 million, while remaining in business.

Media Corp. proposed that the 2,600 creditors receive a pro rata share of \$100,000 to be disbursed upon consummation of the plan and of all recoveries by the debtor of various sums owed to it. In addition claimants will receive their pro-rata share of 5% of the pre-tax profits earned by the debtor during each of the five years beginning with the fiscal year following the consummation date.

The plan also cites the guarantee of Albert B. Shepard, president of Media Corp., who entered into a common law settlement last year under which he guaranteed personally 8% of the debt, payable over a three-year period, starting next winter. The plan proposes the guarantee's obligations be deferred for two years from the consummation date.

Media Corp.'s debt originally was estimated at more than \$13 million, but during 1979, Loew's Corp.'s Lorillard Division, a client, gave \$6 million to a fund to pay off its own media expenses and help pay off some other creditors.

Jules Teitelbaum, attorney for the creditors' committee, said the principal debtors of Media Corp. are magazines and outdoor advertising firms but there are some broadcast stations, primarily radio.

ABC out front

ABC-TV led the other networks by a big margin in both total revenues and average-minute prices in the first half of 1980, according to quarterly estimates compiled by Broadcast Advertisers Reports.

The BAR figures put the three-network revenue total for the first half at \$2,515,587,800, up 14.8% from the first six months of 1979.

ABC-TV was shown with \$949,925,700 in first-half revenues, or 37.8% of the total; CBS-TV with \$823,753,700, or 32.7%, and NBC-TV with \$741,908,400,

or 29.5%.

BAR's monitoring found 60,739 commercial minutes divided among the three networks during the six-month period, for an average of \$41,416 each. ABC had 19,292 minutes at an average of \$49,239 each; CBS, 21,063 minutes at \$39,109, and NBC 20,384 minutes at \$36,397.

For the second quarter alone, BAR showed 30,192 minutes sold by the three networks for a total of \$1,283,508,100, or an average of \$42,512 per minute. ABC sold 9,548 minutes for \$473,396,000, or an average of \$49,580; CBS sold 10,503 for \$428,389,400, an average of \$40,844, and NBC sold 10,141 for \$381,722,700, an average of \$37,642.

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PROPOSED

■ **WTAR-TV** Norfolk, Va.: Sold by Landmark Communications Inc. to Knight-Ridder Newspapers for in excess of \$40 million (see "Top of the Week").

■ **WLAC(AM)-WKBQ(FM)** Nashville: Sold by Billboard Publications Inc. to Sudbrink Broadcasting for \$5.3 million. Seller is publisher of *Billboard* magazine, *Amusement Business* and other publications in U.S. and abroad. William D. Littleford is chairman. It has no other broadcast interests. Buyer is owned by Robert W. Sudbrink and family. They also own **WORJ(FM)** Mount Dora, **WORL(AM)** Orlando and **WNWS(AM)** South Miami, all Florida, and **KPOI(AM)-KDUK(FM)** Honolulu. **WLAC(AM)** is on 1510 khz with 50 kw full time. **WKBQ(FM)** is on 105.9 mhz with 100 kw and antenna 410 feet above average terrain. Broker: The Ted Hepburn Co.

■ **KGRI-AM-FM** Henderson and **KSPL-AM-FM** Diboll, both Texas: Control (41%) sold by William L. Walling to Lynda M. Ruby and sisters, Marsha M. Shields and Connie M. McNab, already 49% stockholders, for \$1 million. Walling has no other broadcast interests. He will retain 10% interest

in stations. Buyers own auto insurance agency in San Antonio, Tex., and have oil and gas investments and real estate interests there as well. Each has 16.33% interest in station now. They are daughters of B.J. McCombs, 37.5% owner of **WOAI-AM-FM** San Antonio, **KELP(AM)** El Paso, and **KPAC(AM)-KHYS(FM)** Port Arthur, all Texas, and **KXXO(AM)-KMOD(FM)** Tulsa, Okla. **KGRI** is on 1000 khz with 250 w day. **KGRI-FM** is on 100.1 mhz with 3 kw and antenna 200 feet above average terrain. **KSPL(AM)** is 1 kw daytimer on 1260 khz. **KSPL-FM** is on 95.5 mhz with 6 kw and antenna 300 feet above average terrain.

■ **WXVI(AM)** Montgomery, Ala.: Sold by Brothers Broadcasting to Attaway Investment Corp. for \$400,000. Seller is owned by Ken Goodman, president (33%), B. Ward Wilson and John Pembroke (20.75% each), Arnold Goldstein (10%) and three others. They also own **WPAL(AM)** Charleston, S.C., and have sold, subject to FCC approval, **WWWZ(FM)** Summerville, S.C. (BROADCASTING, Aug. 4) to same buyer. Buyer is owned by Wesley Attaway and family who own weekly newspapers in Houston area. They have also purchased, subject to FCC approval, **KEES(AM)** Gladewater, Tex. (BROADCASTING, June

23). **WXIV(AM)** is on 1600 khz with 5 kw day and 1 kw night. Broker: Blackburn & Co.

■ **KSEY(AM)** Seymour, Tex.: Sold by Floyd Broadcasting to Venture Group for \$300,000. Seller is owned by W. David Floyd who also owns 20% of **wvOM(AM)-WTIB(FM)** Iuka, Miss. Buyer is owned by B.J. Glascock (40%), S.R. Brown (10%) and 22 others. Glascock is Dallas investor. Brown is retired Dallas physician. Buyer principals have no other broadcast interests. **KSEY** is on 1230 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ Other proposed station sale is **WTXY(AM)** Whiteville, N.C. (see "For the Record," page 63).

APPROVED

■ Only approved station sale was **WSHY-AM-FM** Shelbyville, Ill. (see "For the Record," page 64).

CABLE

■ **Valley Cable TV Inc.**, Harlingen, Tex.: Sold by Oliver J. Hensler (president) and others to Heritage Communications for \$18.65 million. Sellers have no other cable interests. Heritage is publicly traded Des Moines, Iowa-based broadcaster and MSO. It owns **KSIB(AM)-KITR(FM)** Creston, Iowa, and cable systems in seven states with total subscriber list of 115,000. James Hoak is president, chief executive officer and 7.5% owner. Valley Cable serves 20 southern Texas communities including Brownsville, Harlingen, McAllen and Alice with 30,000 subscribers passing 92,000 homes.

■ **Wheeling Antenna Co.**, Wheeling, W.Va.: Sold by Robert Levenson and family to Tele-Communications Inc. for approximately \$12.5 million. Sellers have no other cable interests. Buyer is Denver-based publicly traded MSO and microwave communications company. It owns systems in 43 states and, with purchase of Wheeling and Bridgeport, Ohio systems (see below), subscriber list has passed 1 million mark by 20,000. It recently purchased systems in Mitchell, S.D., and Ortonville, Minn. (BROADCASTING, June 23). John Malone is president and chief operating officer. Wheeling system serves 23,000 subscribers in Wheeling, Wellsburg, W. Va. and St. Clairsville, Ohio. Broker: Communications Equity Associates.

■ **Brookside Antenna Co.**, Bridgeport, Ohio: Sold by Allan E. Marty (45%), brother, Albert (20%), and John E. Conway (35%) to Tele-Communications Inc. for approximately \$1 million. Sellers have no other cable interests. Buyer has also purchased Wheeling (W.Va.) Antenna Co. (see above). Bridgeport system, located mile from Wheeling, has subscriber list totaling 2,300, passing 3,300 homes. Broker: Communications Equity Associates.

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TV piracy: growing issue for industry and lawmakers

California decision allowing sale of decoders to pick up STV signals leads to renewed call for legislation; Swift, Preyer measures due for Commerce Committee handling; backyard earth stations, MDS pirating also are concerns

When Congress resumes business this week, the first order of business for the House Commerce Committee is expected to be action on a bill authored by Representative Allan Swift (D-Wash.) that would codify existing FCC crossownership rules. But the committee will have something else to vote on as well—an amendment that will be offered to Swift's bill dealing with the unauthorized use of broadcast signals. Piracy, if you will.

The amendment in question is, in effect, half of a bill introduced last month by Representative Richardson Preyer (D-N.C.). The other half—which the Commerce Committee approved as an amendment to Representative Lionel Van Deerlin's (D-Calif.) telecommunications bill—makes illegal only the unauthorized use of common carrier signals. The consensus when that provision was approved was that action should be restricted to common carriers, as the Communications Subcommittee had intended to restrict its entire bill, and all mention of broadcast signals in Preyer's bill was dropped, with the understanding that it would be considered at a later date. That date, with the issue of so-called piracy receiving more and more attention, is likely to come this week.

The biggest battle regarding the unauthorized use of signals revolves around subscription television. The issue received major attention two weeks ago when a federal judge in Los Angeles ruled that over-the-air STV signals may be legally decoded without the consent of the originating station and that persons decoding those signals are not required to pay for the programming they receive (BROADCASTING, Aug. 11).

In a narrow reading of the Communications Act, U.S. District Court Judge Lawrence T. Lydick ruled that STV is a form of broadcasting made available to the general public and that "[b]roadcasting remains broadcasting even though a segment of those capable of receiving the broadcast

signals are equipped to ... decode it."

Relying on Section 605 of the act, which deals, in part, with unauthorized reception of radio communications, and the FCC's 1966 ruling creating STV service, Judge Lydick ruled that STV is a broadcast service presenting programming "of interest to a large segment of the public."

"Program specialization or control are not necessarily determinative of the requisite intent nor dispositive of broadcasting status," the judge ruled Aug. 4 in a case brought by National Subscription Television and Oak Broadcasting System Inc. against a number of Los Angeles-area electronics firms that had built and sold decoder boxes capable of unscrambling the signal of ON TV, an STV service broadcast by KSBCTV Los Angeles on channel 52.

The decision left open the possibility that the plaintiffs could seek relief either in Congress or at the FCC, but Lydick suggested that he would like to see congressional action on the question: "Under our constitutional system, the court is not charged as the arbiter of good policy

... [W]hile it makes an appealing picture to see courts and administrative agencies redeeming national communications policy, the fact remains that it is not the proper function of the courts to do so."

Enter Congress. The Preyer amendment received an easy go of it at last month's mark-up, and the STV industry is confident that Congress is sympathetic to its position. "Congress is very aware of the problem," says Rinaldo Brutoco, president of the newly formed Subscription Television Association. "Their attitude is a healthy one. It's obvious that Congress will do something about this."

Whether Congress will do something this session, however, is uncertain, given the short time remaining. But Brutoco says STV operators will move on other fronts in the meantime.

Specifically, STVA, which rejects Judge Lydick's interpretation of Section 605, is planning to do battle in court and is planning to draft a model statute to be introduced in every state. A bill clarifying existing law, which Brutoco says prohibits pirating signals, has passed the California

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assembly and is expected to go to the senate floor within two weeks.

But Brutoco says the biggest push may come in the courts. "We intend as private companies and as an association to unleash a horde of lawyers and prosecute at every conceivable level," he says, adding that STVA is making legal assistance available free to STV operators. Last week the group filed a friend-of-the-court brief in a Detroit case.

Brutoco also says that STV operators will litigate under other statutes besides Section 605. He says, for example, that the outright sale of a decoding device is illegal because the FCC doesn't want consumers to get stuck with potentially obsolete equipment.

Everyone agrees that the interpretation of Section 605 is the key issue, and interpretations among the legal community vary. An advertisement in the *Washington Post* offers, for \$299.95, "TV Signal Snatcher," a microwave antenna that allows viewers to see, without commercials, "First Run Movies, Sporting Events, Concerts."

There is no cable TV system in downtown Washington, but there is Home Box Office, offered by an MDS service. The device, which comes with a money-back guarantee if buyers are unable to pick up signals, can be used to receive HBO signals for homes in the MDS line of sight. The company claims it is all legal, but lawyers surveyed differ on whether this equipment violates Section 605.

A spokesperson for HBO said the company firmly believes its service is protected under Section 605, and that such devices as Signal Snatcher are illegal.

And then there's the problem of pirating satellite signals with backyard earth terminals—another area in which HBO and other pay services are involved, and one also being debated in Congress.

At the moment, HBO deals only with cable or MDS operators, rather than with private citizens. But the Society for Private and Commercial Earth Terminals (SPACE) believes that private citizens should be allowed to take signals off a satellite if they pay the required fees.

Rick Brown, vice president of SPACE, says the organization endorses the concept

Not satisfied. Association of Maximum Service Telecasters has asked FCC to reconsider its decision not to propose federal mandatory standards for suppression of automobile ignition noise. AMST claims noise causes interference in VHF portion of spectrum as well as "seriously" degrading reception of land mobile signals. AMST argues that FCC "apparently" had two reasons for decision: "standards set by the automobile industry are inadequate, and administration and enforcement of federal standards would be burdensome and difficult." Group said that "it is impossible to reconcile the reasoning behind the conclusion with the commission's statutory responsibilities."

of the Preyer legislation in principle. But he worries that, with civil and criminal penalties possible for unauthorized use of signals, individuals' rights of privacy may be invaded by law enforcement agencies investigating a charge that someone is pirating a signal. This, he says, could lead to officials taking depositions about what types of programming their family members were watching. "We don't want a federal policy of having the government snooping," he says.

NAB wants to erase some 'chilling' rules

It asks FCC for rulemaking to repeal personal attack and political editorializing regulations or, at least to modify and clarify latter

The National Association of Broadcasters has asked the FCC to repeal both the personal attack and political editorializing rules, which the association feels have had a "chilling effect" on the First Amendment rights of broadcasters.

In a petition for rulemaking filed with the FCC last week, NAB said the rules, which the commission adopted as extensions of the fairness doctrine, have "failed to serve the doctrine's underlying policies." Instead, the NAB said, the rules have "stifled debate and inhibited broadcasters from effectively informing the public about controversial issues of public importance."

The personal attack rule, adopted in 1967 and amended a year later, provides that when an attack is made on the honesty, character, integrity or "like personal qualities" of a person or group of persons during the discussion of a controversial issue of public importance, "the person or group attacked must be given notice, a transcript of the attack and an opportunity to respond."

The NAB said that rule, instead of furthering the expression of divergent viewpoints, "focuses the public's attention on personal, moral questions rather than important substantive issues."

Moreover, the NAB stated, that effect, combined with the confusion and administrative complications generated by the rule, its chilling effects and impingement on broadcasters' First Amendment freedoms and the availability of other legal remedies, serve to demonstrate "that the personal attack rule should be repealed in toto."

The NAB argued that "retention of the personal attack rule as a defamation remedy is not only unnecessary, it is also legally unjustifiable."

The political editorializing rule, also adopted in 1967, is invoked whenever a licensee editorializes in support of or against a particular candidate or an issue that can be identified with a particular can-

didate, even if the candidate is not mentioned. The rule requires the licensee to notify all rival candidates not supported and afford them an opportunity for a response.

The NAB claimed that the net effect of the rule, has been a "diminution of the discretion afforded licensees in their programming efforts."

The NAB feels that not only are there interpretive problems with this rule, but also "the procedures outlined . . . also obligate licensees to a greater extent than the fairness doctrine since they can trigger equal opportunity requirements" and the "parameters of a reasonable opportunity to respond are tighter in the political editorializing situation than in the traditional fairness setting" since, if a candidate chooses to reply, all his competitors must be given equal time.

The NAB noted that this rule "usurps broadcasters' control of programming" because they cannot decide "how best to present views contrasting with those broadcast in a political editorial."

If the FCC decides that this rule should be retained, the NAB urged that modifications of the rule be adopted to "include specification of more precise guidelines for licensees."

The NAB suggested that the commission amend the rule to state that "a station which merely editorializes on an issue without mentioning a candidate or a campaign is not subject to its requirements."

The NAB concluded that "viewed in the context of the relationship between the commission and those which it licenses, these rules have come to engender a level of anxiety and bewilderment among broadcasters which we think is unhealthy for free expression . . . The government's regulation of speech on radio and television cannot be countenanced when the net effect is to silence the broadcaster."

More TV for Delaware

FCC OK's translator to send WHYY-TV to rest of state; NTIA grant provides major funding

Delaware, which complains of slights in TV service, will be receiving at least some relief.

The Delaware Citizens' Committee has announced that the residents of the lower half of the state will soon be able to receive the signal of ch. 12 noncommercial WHYY-TV Wilmington (Philadelphia) by way of a newly licensed translator. This will give Delaware statewide coverage with its own public TV station, although the state remains, along with New Jersey, without commercial VHF service.

The translator will broadcast on channel 64, in Seaford. A major source of funding for the translator came from the National Telecommunications and Information Administration, which awarded the committee a grant of \$147,900. A target date for construction of the facility has not yet been set, although the committee plans to

proceed as soon as possible.

Shelton Merrill, president of the Delaware Citizens' Committee, said his organization had worked for two-and-a-half years for approval of the facility, and it was pleased with its dealings with government.

"We can now point to our accomplishments in Delaware and safely state that our desire for improvement in the state of television service within Delaware has not fallen upon deaf ears in Washington, nor been met with indifference at the federal level of our government."

Worried about U's

CUB tells FCC it's concerned about a lack of UHF emphasis at the commission when the task force on comparability is disbanded this fall

The Council for UHF Broadcasting is concerned that once the FCC's task force studying the viability of UHF television is disbanded, there will be no "UHF presence" at the commission. And it has written all seven commissioners saying it is "essential" that the commission maintain resources to assist in promoting policies for UHF reaching comparability with VHF television.

Richard Block, CUB's chairman, wrote that "despite the heroic efforts of individual commissioners on behalf of UHF, the commission's staff, and as a result, the commission itself, showed little responsiveness to UHF needs until the present UHF task force was established at the direction of and underwritten by a specific congressional appropriation for this purpose."

The commission's task force is scheduled next fall to release a final study that will set forth problems and make recommendations on UHF's achieving comparability with VHF (BROADCASTING, March 10). CUB feels that comparability will be an ongoing problem because "technological factors change constantly and can very significantly alter what the commission's regulatory response would be in order to promote comparability."

CUB gave the example of a new Japanese tuner, due out this year, "which may provide the basis for further UHF noise figure reductions and a requirement of random access digital tuning in at least some sets, thereby addressing the two problems thought by many to be the single most substantial components of the UHF handicap."

CUB urged the commission to establish a "high-level person or group of persons" at the FCC to "focus on UHF issues and to be sensitive to the UHF aspects of other issues."

The petition concluded that "the cause of UHF comparability requires an ongoing responsiveness not only because of its importance but also because of its complexity . . . it is essential, whether or not additional congressional funding is forthcoming," for the FCC to continue this task.

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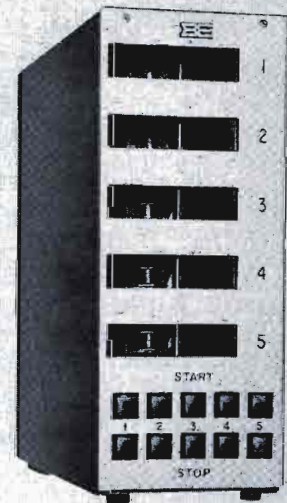
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Media argue for cameras in court

In friend-of-the-court brief filed with Supreme Court, news groups assert presence of broadcast media does not compromise defendants' rights

The Radio-Television News Directors Association, joined by 14 media organizations, including NBC, ABC and the National Association of Broadcasters, last week filed with the U.S. Supreme Court a friend-of-the-court brief in a case involving broadcast coverage of courtroom proceedings.

The brief supports the state of Florida in *Chandler v. Florida*, and argues that the use of cameras and microphones by the news media does not impair a defendant's rights to a fair trial—even if the defendant objects to the coverage.

The case involves two former Miami Beach policemen who, convicted of burglarizing a restaurant, seek reversal on Sixth Amendment grounds. The Supreme Court has agreed to hear the case, possibly this fall.

According to the brief, the appellants relied chiefly on the 1965 Supreme Court decision in *Estes v. Texas*, which held that Billie Sol Estes should not be punished on fraud charges because of disturbances caused in the pretrial hearing by news crews and their equipment. But due to technological advances since then, the brief held, the intrusion created by newsgathering equipment, as outlined in *Estes*, is no longer a valid ground for argument. The *Estes* court, the brief also pointed out, thought it significant that only two states permitted broadcast coverage of courts. Today, however, more than half the states have at least experimented with broadcast coverage and many admit it routinely. "No state which has permitted coverage has found that it interferes with the due process of law," the brief asserted.

The brief contended that, not only has the technology changed since 1965, but the role of television in news coverage has also changed. "The *Estes* court suggested that the mere knowledge by trial participants and the public that a trial is important enough to be reported in this manner is sufficient to prejudice the defendant's rights to a fair trial," the brief said. "If this were ever so, it certainly is not so now. Television coverage of ordinary news events is now so well established that the presence of a television camera in a public place suggests nothing more unusual than does the presence of a newspaper reporter

or sketch artist, a common occurrence in courtrooms."

According to RTNDA, 28 states now permit some form of electronic courtroom coverage, and no experiments of broadcast coverage have ended with a decision to bar cameras from the courtroom.

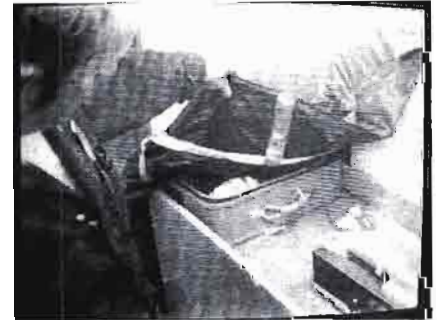
RTNDA also argued in its brief that by putting photographers and electronic journalists on par with print reporters, allowing routine coverage from all kinds of courts, "Florida has allowed carefully regulated access to trials by audio-visual equipment." But in order for it to conclude that the presence of cameras is a denial of due process of law, "the court would have to find that the presence of such equipment has an impact on trials so adverse and so different from the effect of note-taking reporters, sketch artists, and the public generally that a fair trial cannot be had." No such finding, it said, can be made.

Also joining as parties to the brief were the American Federation of Television and Radio Artists (AFL-CIO), the American Society of Newspaper Editors, Associated Press Broadcasters, Associated Press Managing Editors, the National Broadcast Editorial Association, the National Newspaper Association, the National Press

Club, the National Press Photographers Association, National Public Radio, the Reporters Committee for Freedom of the Press, and the Society of Professional Journalists, Sigma Delta Chi.

Filing a separate *amicus* brief was CBS, which argued that the same standard upheld by the Court in *Richmond Newspapers v. Virginia*—that the public and the press have a right protected by the First Amendment to attend and to gather information about criminal trials—supports a state's decision to permit coverage of trials (BROADCASTING, July 7). It added that the press—both the print and electronic media—as representative of the people, must funnel information to those who cannot attend trials.

CBS also rejected the claim that the concerns expressed in *Estes* were still valid today. "Whatever potential adverse effects of television coverage of criminal trials were feared at the time of *Estes*—when television was in its infancy and intrusive equipment was required—they are no longer valid today. Not only has the equipment changed; so has the public's familiarity with television. In 1965, television was a novel medium; today a television set is an accepted part of everyday life in virtually every American home."



Front line duty. The hazards that news crews must sometimes face in their work was again demonstrated Aug. 4 when an explosive device was found in a suitcase in a Boston department store. It called for front-line duty within 20 feet of the bomb by WNBC-TV Boston reporter Shirley Mc Nerney and cameramen Wes Williams and Jim Fitzgerald. Off-the-tube shots (top-to-bottom) show: Mc Nerney's interview with bomb technician Albert Thurston en route to the bomb site; an uncomfortably close view and description of the still-fused device, the touchy journey in which police took the explosive in a "bomb pot" to Moon Island, an area for such emergencies, the climax when the bomb was intentionally set off

McHugh sees continual improvement in TV news

Philip McHugh, a leading news consultant, has predicted that major television stations will soon routinely cover and present important news all day long during station breaks. In addition, he said he expects to see 24-hour television news stations in the biggest markets.

Speaking to the annual convention of the International Platform Association, a showcase for lecturers, in Washington, McHugh said that the increase in news budgets, coupled with advanced technologies, have created a "news explosion," which he expected to continue. "There will be interruption of programs, when appropriate, and people will be able to go to TV first rather than radio when they hear some major event has occurred," he added.

McHugh attributed the success of TV news in major markets to studies of the relation of news and audience. A station's research "analyzes whether its communication is getting through to its audience and in what ways the audience is constantly changing," he said.

The biggest change, McHugh said, has been the improved strength of local newscasts, which for many years improved faster than network news. "It was more experimental, much more effective in the use of live cameras and with the improve-

ment of its presentation technique," he said.

The most important change over the past two years has been a heightened interest in serious news, McHugh said. He attributed this in part to events such as the Iranian crisis and the economy—"a growing awareness of the increasing vulnerability of the United States to events which are beyond the control of

this nation."

Although McHugh said the general picture of TV news was good, not all of it is what it should be. "There are entire markets in the country where all the newscasts are poor," he said. "The market standard is low, and no one station cares enough to break the mold and make a significant improvement. Whether out of ignorance or inertia, the result is the same."

NewsBeat

In-house training. Right now, John Lane is vice president, deputy director of news for CBS in New York, and Ed Fouhy holds VP title for CBS News Washington, acting as bureau chief there. But come Sept. 8, they will be switching jobs and cities for month. CBS News says it's opportunity to broaden their bases of expertise. Lessons could help climbers up CBS News executive ladder. Both Lane and Fouhy are considered by observers as contenders to replace CBS News President Bill Leonard who plans to step down next May. Leonard will be 65 by then, meaning mandatory retirement from position at CBS. Another candidate for top slot is said to be Bob Chandler, CBS News vice president and director of public affairs broadcasts.

News war. Hotly contested local news battle in Los Angeles gets hotter Sept. 15 when KABC-TV there introduces three-hour afternoon news block, upstaging ratings-rising KNXT(TV) by 30 minutes. KABC-TV will become only major-market VHF station with three-hour local news programming, KABC-TV's from 4 to 7 p.m. Long dominant in market, ABC O&O has suffered in ratings competition with KNXT's (CBS O&O) long-form news format introduced over year ago. Still trailing KABC-TV, CBS O&O's success has been cited by network officials as example of value of extended news programming and as model for expansion of network's evening news.

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Public Service Director

Station _____

Street Address _____

City _____

State _____

Zip _____

PBS high on plan to halve UHF power costs or increase coverage

It would cost \$10 million for conversions in current system; savings could be even more dramatic if energy costs continue climb

The Public Broadcasting Service has unveiled portions of a continuing study concluding that UHF TV stations can cut power in half without reducing coverage ("Closed Circuit," July 14, "In Brief" Aug. 11).

The progress report on UHF transmitter improvements describes techniques successfully tested in laboratories and at Connecticut and Mississippi public TV stations. It attributes the breakthrough to the combined use of a BBC tuning system—which involves a different method of operating the klystron amplifier tubes—and an anode pulser, which provides greater energy efficiency along with a more efficient way to transfer power from the transmitter to the antenna.

"If further tests confirm results obtained so far, new transmitters may be built, or in some cases old transmitters may be modified, to reduce power consumption by 40% to 60% of the current consumption rate," the report said.

Submitted by John Wilner, former director of engineering for New Jersey Public Television, and now a consultant to PBS, the report is part of an ongoing effort to achieve UHF comparability with VHF. A committee of chief engineers from 19 public TV stations has been working with the PBS staff to find ways of resolving the problem.

According to the report, the necessary conversion costs for the 129 PBS UHF stations operating at 30 kw and above would be approximately \$10 million, less the cost of klystrons. It further estimates a system-wide power saving of \$5 million per year. Stations could, however, choose to increase their output power, thereby improving signal coverage, rather than to reduce input power and, consequently, utility power bills. For a 60 kw transmitter, power costs now average about \$6,000 per month, the report says. Depending on size and location, it added, electric bills for UHF public TV stations now range from \$50,000 to \$200,000 annually.

Tom Keller, PBS director of engineering development, said the cost of conversion makes it impossible for all public TV sta-

tions to retool immediately. "Stations may decide, however, to purchase the additional hardware when it comes time to replace worn-out klystron tubes," he added. "The initial costs could mean impressive savings for UHF stations as power costs continue to rise."

The current price of a klystron tube is approximately \$20,000. Three 30 kw klystron tubes (two visual and one aural) are required for a 60 kw transmitter. Dan Wells, PBS senior vice president for engineering and operations, said PBS would be talking to the National Telecommunications and Information Administration about the possibility of funding for conversions.

The report also notes that excess power from a UHF transmitter can be harnessed and used, for example, to heat buildings in cold weather, a technique already successfully applied by the Finnish broadcasting system. Wells said that Connecticut Public TV is planning to incorporate such a system in remodeling one of its buildings.

NTIA's Lyons suggests interim policy on DBS

FCC could permit operation before Region 2 adopts its final allocations in 1983, official suggests; Comsat only hopeful now in sight

An official of the National Telecommunications and Information Administration has suggested that the FCC might consider a temporary or "interim" policy on direct-to-home broadcast satellites (DBS) so that DBS service could get started prior to the Region 2 Administrative Radio Conference in 1983.

Speaking at the Satellite Users Conference in Denver, John F. Lyons, program manager, broadcasting and cable television policy, said if a DBS application is filed, the FCC "may decide that an interim policy is necessary so that DBS service can begin before the results of the '83 conference are fully implemented." (The 1983 conference will determine orbital locations and spectrum allocations for DBS service in North and South America and form the basis for permanent, domestic DBS policy.)

Lyons spoke in generalities, but the only United States company that has thus far embraced the DBS technology is Comsat, which hopes to have a system opera-

tional in 1984. To do that it would have to obtain FCC approval of its plans far in advance of the 1983 conference.

Lyons said NTIA would prefer to see the FCC retain "maximum flexibility on the regulatory front" instead of trying to fit DBS into "the current but perhaps outmoded regulatory categories [broadcasting and common carriers]."

Lyons also suggested some guidelines for forming long-range DBS policy on both the domestic and international levels. He said that communication policy in recent years has revolved around the themes of "competition and deregulation" and that these "should be the starting points for consideration of DBS policy." He listed five goals that NTIA believes should serve as guidelines in preparing for the 1983 conference:

- Communications policy should be designed to maximize diversity of entertainment and information.

- Spectrum resources should be managed to encourage diversity and competition and to retain flexibility for the introduction of new technologies.

- Government intrusion into program content should be minimized. The government's role should be to insure that the public is not denied new services.

- Economic regulation, if any, should be determined primarily by industry structure and designed to enhance competition and deregulation.

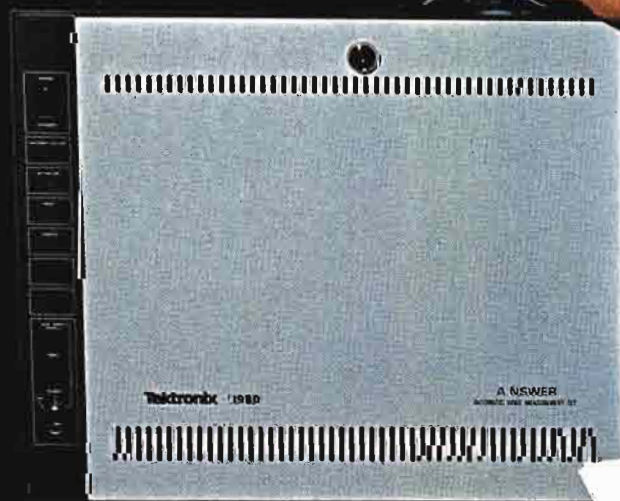
- The United States should seek orbital slots and spectrum space agreements that will optimize the possibility of a competitive domestic DBS industry.

Lyons said many complex policy questions have to be answered about DBS and that they will be impossible to answer prior to the 1983 conference since the agreements spawned by the conference "will undoubtedly affect the industry structure options available in the U.S."

Because of the importance of the 1983 conference, Lyons said a working group under the umbrella of the Interdepartmental Radio Advisory Committee has been set up to prepare the United States position for the conference. The working group, he said, includes representatives of NTIA, the FCC, the Departments of State and Defense and the National Aeronautics and Space Administration. It is headed by NTIA's Frank Urbany, who served as vice chairman of the U.S. delegation to the 1979 World Administrative Radio Conference.

Lyons said that the telecommunications industry and the public can affect the final U.S. position through an FCC notice of inquiry, released in July. He added that the FCC plans to issue a second notice of inquiry this fall to consider "the broad range of domestic policy issues relating to DBS."

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He said the second notice may consider interim rules as well as longer-term policy positions.

Lyons, who heads an NTIA task force on DBS, told BROADCASTING last week that a draft of the task force's report has been written and is being circulated within the agency for comments and revisions. Final version of the report will be released to the public some time in September, Lyons said.

Video recording made smaller

New Technicolor/Funai VCR uses quarter-inch tape about same size as audio cassettes; home and industrial markets are targets

"The portable that is!" reads Technicolor's description of the seven-pound color and sound videocassette recorder it recently introduced. A joint effort of the Costa Mesa, Calif.-headquartered audiovisual branch of the film processing giant and Funai Electric Trading Co. of Osaka, Japan. The 10-by-3-inch unit records on a quarter-inch tape cassette little bigger than standard audio cassettes. Playing time is 30 minutes per side of the cassette; though the recorder's battery can only power it for 40 minutes using the camera it's initially to be sold with. Technicolor says it has a new, less amperage-hungry camera in the works, and without camera the VCR is supposed to run for 80 minutes. The \$995 without-camera price tag includes a power adapter, while an optional tuner allows it to record television programs just like its big brothers. Cassettes are \$8.95 each.

Technicolor first intends to pitch the device at the industrial and consumer markets: The company's promotional material talks of "video memos" and taping "family gatherings." Sales projections are for a 50-50 split between the two applications. But prior to the public unveiling, Technicolor provided some sneak previews to broadcast engineers. One who sees interesting possibilities in the Tech-



Video the size of audio. The Technicolor 212 quarter-inch videocassette recorder is no larger than the average audio tape recorder, and the 30-minute videocassette used in the machine is just slightly larger than its audio counterpart. The recorder weighs seven pounds. Technicolor says its unique micro-helical scanning system is the key to the small size.

nicolor/Funai technology is the head of ABC's engineering operations, Julius Barnathan. "Sure it's not as good as three-quarter inch," he told BROADCASTING, but added, "it looks better than 16 mm." Barnathan can envision the quarter-inch recorder employed as the heart of a new travel edit package for news and sports coverage, replacing cumbersome 800-pound units now in use.

Technicolor was clearly saying it didn't intend to stop with the one product: Jack W. Minor, president of Technicolor Audio-Visual, told a New York audience: "It is the first step toward a more comprehensive and versatile group of video products than would be possible with former technology."

The new recorder employs a "micro-helical" recording system with monocrystal ferrite heads. An inscribed tape path is claimed to insure precise tape alignment, with a rotary transformer to eliminate mechanical wear on the head coupling circuit. Picture resolution is 240 lines.

Minor said the company intends to start shipping units nationwide on Aug. 20, though he doesn't expect to have enough of the Funai-manufactured VCR's to meet first-year demand.

In Sync

Big ones. E-Systems Commercial Division has received two contracts in excess of \$500,000 to provide earth stations for Alascom Inc. at Bartlett, Alaska, and RCA Americom at Roosevelt Roads naval base in Puerto Rico. Both earth stations will include 15.5-meter dishes. Alaska station will be used by Alascom as backup to its 30-meter antenna, which handles all sorts of telecommunications traffic between Alaska and contiguous 48. RCA Americom ordered Puerto Rican earth station, but it will be used exclusively for reception of Armed Forces Radio and Television Service satellite network feeds.

Sold out. Society of Motion Picture and Television Engineers reports that it has sold all exhibit space for its 22d annual conference, booked for New York Hilton, Nov. 9-14. Available 300 booths have been sold to 144 companies, making it largest-ever SMPTE conference in New York.

New top man. Kimiyasu Kobayashi has been named president of Toshiba America, succeeding Motoo Shinjo. Toshiba American is domestic marketing and manufacturing arm of Toshiba Corp., \$8-billion-a-year electronics manufacturer based in Tokyo. Toshiba America has restructured itself, spawning three new divisions: Broadcast Electronics Systems, Telecommunications and Medical Products.

Another conclave. Annual Broadcast Symposium, sponsored by the Broadcast Cable and Consumer Electronic Society of Institute of Electrical and Electronics Engineers, is on for Sept. 18 and 19 at Washington hotel, Washington. Julius Cohen, chairman of society, suggests advance registration. Information: (202) 783-0111.

Buying spree. Corinthian Broadcasting Corp., New York, is investing about \$3 million in purchase of RCA broadcast equipment for its five TV stations. Order includes 19 RCA TK-47 automatic color TV cameras for KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis and 60-kw VHF TV transmitter for KOIV.

Small and cheap. Comtech Antenna Corp., St. Cloud, Fla., says it has new three-meter satellite antenna in production with "real gain" in excess of 40 db. Total weight of three-section fiberglass structure is 450 pounds. Price is \$2,500.

On the move. Satellite Communications Network, distributor of Las Vegas Entertainment Network to cable, has ordered three transportable earth stations from Compact Video for \$2 million.

In praise of U.S. technical know-how

Yankee ingenuity isn't dead, according to Dr. James Vollmer, RCA group vice president in charge of government systems and commercial communications systems.

To prove his point, Vollmer offered the Boston Rotary Club three examples of fields where "electronic inventiveness" may yield practical future applications. The television set, he said, will evolve into a home information center offering up to 25 separate services including security, financial management and library functions. Advances in semiconductor technology could yield "electronic interpreters," devices providing simultaneous translations of conversations between individuals speaking different languages. And Vollmer predicted that electronic position location, already in use for air and sea travel, will be applied to the automobile to give drivers computer-prepared route information.

Vollmer assured his audience that inventiveness was keeping America in the forefront of the technological race, despite strides being made in other parts of the world.

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

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

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It looks like a record for NAB's radio programing meet

New Orleans conference has 1,200 signed up now, expects to top 1979 by 300; forums to discuss changing shape of competition in aural medium

A record 1,200 broadcasters have signed up for the third annual National Association of Broadcasters' Radio Programing Conference, to be held Aug. 24-27 in New Orleans. With preregistration 15% ahead of last year, Wayne Cornils, the association's vice president for radio, is hoping the final total will reach 1,500 (versus 1979's total of 1,200).

As of last week, space for 52 exhibitors and 54 hospitality suites had been reserved at the Hyatt Regency hotel, where the conference will take place. Last year's conference in St. Louis drew 12 exhibitors and featured 22 suites. One out of every three people preregistered is a general manager.

As befits the bigger crowd, NAB has planned a bigger convention (featuring, among other attractions, entertainment by Motown recording artists, the Commodores, on Monday night and Chuck Mangione at a dinner concert on Tuesday). Also on the entertainment agenda are a California wine-tasting and opening-night cocktail buffet.

This year's conference will open earlier than last year's, with a Sunday afternoon panel discussion on research beginning at 4 p.m. The topic of discussion is expected to be music and demographic research and consultancy services. Among the eight panelists are Rob Balon of Multiple Systems Analysis, Ron Werth of Mutual Broadcasting and Fred Jacobs of the ABC owned and operated FM stations.

Following a break for refreshments at 6:30, seven format rooms will be open for informal discussion of the nuts and bolts of top 40, country, adult contemporary/MOR, album-oriented rock, beautiful music, news/talk/sports and black rhythm/fusion/jazz. Michael O'Shea of Golden West Broadcasters, Lee Abrams of Burkhart/Abrams/Michaels/Douglas, and Candice Wessling of Plough Broadcasting will be among those leading discussions in the format rooms.

On Monday morning at 9, the conference will officially open with a general session introduced by Edward O. Fritts, chairman of the NAB radio board. Keynoting the convention will be a show-



Top billing. Chuck Mangione will entertain broadcasters at the NAB Radio Programing Conference this week. Mangione is pictured with NAB's Wayne Cornils before a recent performance at Wolf Trap, near Washington.

ing of "Tomorrow Media," a multimedia presentation created by TM Productions and tracing the history of broadcasting from its inception to the tricentennial year, 2076.

Then will come two and a half days of concurrent workshops on topics ranging from small-market promotions and promoting with TV to computers and radio and syndicated programing to Arbitron and ratings. Scheduled concurrently with the workshops this year will be an all-day forum on management (Monday) and half-day forums on promotions and news/public affairs (Tuesday). According to Cornils, the forums—new to the convention this year—will be more formally structured than workshops and will be able to accommodate as many as 300 people.

Closing the convention on Wednesday morning will be a general session entitled, "Radio in the 80's—An Era of Excellence," moderated by ABC Radio's Rick Sklar. The future of AM is expected to be a major topic of discussion. Among areas of interest: new emphasis on non-music aspects of programing, the use of satellites, networks and syndicated programing.

On the minds of many programers, according to Dan Halyburton, program director at WQAM(AM) Miami and a member of the steering committee for the conference, is the increasing fractionalization of radio and growing competition from other media. "Ten years ago there were one or two people in any given market who knew the basics of good radio," Halyburton said last week. "Now, there are five or seven in each market and they're working much harder."

Tough talk from AFTRA re future strike actions

Annual convention seeks to improve bargaining position; NAACP's Hooks says print media lag behind broadcasting in EEO

The American Federation of Television and Radio Artists made it clear at its annual convention in Dearborn, Mich., that it hopes to negotiate more sharply with television networks in the future.

Now joined with the Screen Actors Guild in a "prime-time" performers' strike against producers and networks, AFTRA passed resolutions at the convention aimed at giving the union more bargaining clout in future negotiations. It called on AFTRA and SAG to "insert into negotiations when they resume a firm demand that the prime-time agreement and the SAG agreements be co-terminous with AFTRA's network codes." The resolution added that "in the event that effort is unsuccessful because of the urgency of other very important proposals, AFTRA negotiators are instructed to make every effort in the next negotiations for the AFTRA-network agreements in 1982 to demand that those agreements be co-terminous with the date agreed upon in the current AFTRA-SAG negotiations."

AFTRA deals separately with the networks to cover performers working in dayparts other than prime time. Those codes expired last Nov. 16 and are still to be ratified by the membership. AFTRA's

resolution is an apparent attempt to cut off all access to members' services by the networks in the event of a strike. AFTRA members are now permitted to work outside prime time.

Sanford I. (Bud) Wolff, national executive secretary of AFTRA, said another important resolution mandated that in the next negotiation the national board "shall be required to recommend to membership an immediate work stoppage" if no agreement has been reached within 45 days after expiration of existing network contracts.

Wolff also urged the union to oppose in the courts and the Congress FCC decisions "making all programming available to cable systems." He said the FCC's decision against retransmission consent "is designed to destroy the residual formulas we now have and are dedicated to improve."

Benjamin L. Hooks, executive director of the National Association for the Advancement of Colored People and a former FCC commissioner, referred to the underemployment of minorities and women in broadcasting in a speech to the convention but said the newspaper and magazine industries have lagged behind television and radio.

"Today the newspaper industry is barely one percentage point above the level of employment for women and minorities that it was 12 years ago," Hooks said. "Perhaps the statistics in broadcasting have improved because the FCC did at least talk about it ... and because your great organization has an unswerving determination to achieve equality and opportunity."

At the closing session on Aug. 10, Bill Hillman of San Francisco was re-elected to his second one-year term as president. Jackson Beck of New York and Rubin Weiss of Detroit were elected first and second vice president, respectively. Other national officers elected: vice presidents—Tom Pettit, Washington; Brad Phillips, New York; Mimi Honce, Atlanta; Stan Farber, Los Angeles; Paula Perkins, Kansas City/Omaha; Ginny Taylor, Los Angeles, and John Sandifer, Seattle; treasurer—Elizabeth Morgan, New York; recording secretary—Peter Cleveland, San Francisco.

NCCB chides NPR on scarcity of input from outside sources

Report says network is trying to encourage more independent producers, but still falls short

The National Citizens Committee for Broadcasting has issued a report card for National Public Radio, and given it passing marks for effort, but generally failing grades for policy—particularly in regard to independent producers.

"Fine Tuning," written last year by three NCCB interns, characterizes NPR as

PlayBack

New year's day in New Orleans. ABC Radio will cover Sugar Bowl Jan. 1 as part of radio's and TV's \$201-million plans for current football season (BROADCASTING, Aug. 4). John Chanin, director, sports, ABC Radio Network, said this will be second year of three-year contract with New Orleans organization. He expects game's radio audience to be enhanced by team-pairing complications that may face rival Rose Bowl on NBC Radio that day. He cited Pac 10 disqualification last week of five of its members from post-season play and Big 10 policy on successive Rose Bowl appearances—factors that enhance Sugar Bowl's chances of offering national championship game between "an Ohio State and an Alabama."

Swinging live. *Live Again*, weekly, two-hour big band performance recorded live is being offered by JP Productions of Washington. Concerts will be performed in ballroom of Washington's Hyatt Regency hotel and sent to stations on tape until satellite distribution is possible. Live Again Band and Singers will back up guest performers including Tex Beneke, Charlie Spivak, Dick Stabile, Elliott Lawrence, Alvino Rey and David Allyn. Company plans to introduce program by Sept. 3 on at least 40 stations, among them, WNEW(AM) New York, WTAS(AM) Chicago, KQIN(AM) Seattle, WTLA(FM) Atlanta and KOA(AM) Denver. Program is available on barter basis and provides for 10 minutes of local advertising. For information: Frank Potts, (301) 899-2175.

Country countdown. *Country Report Countdown*, weekly, four-hour program is being offered by Weedeck Radio Network, Hollywood. Company chairman, Ron Martin, and Nancy Jordan, former air personality at KMPC(AM) and KHTZ(FM) both Los Angeles, will host program which will feature interviews, information and countdown of top-40 records in country radio. For information: (213) 462-5922.

Television 1980. CBS Radio is broadcasting 20-part weekend special, *Television Watching: The New Season*, on Aug. 30-31 at intervals throughout those days. Segments feature TV critic Steven Scheuer discussing new and returning series on three networks, sports and election coverage and movie presentations.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Sailing* by Christopher Cross on Warner Bros.; (2) *Magic* by Olivia Newton-John on MCA; (3) *Emotional Rescue* by the Rolling Stones on Atlantic; (4) *Let My Love Open the Door* by Pete Townshend on Atco; (5) *Take Your Time* by the S.O.S. Band on Tabu. The top five in **country radio airplay**: (1) *Love the World Away* by Kenny Rogers on Asylum; (2) *That Loving You Feeling Again* by Roy Orbison and Emmylou Harris on Warner Bros.; (3) *Crackers* by Barbara Mandrell on MCA; (4) *Looking For Love* by Johnny Lee on Asylum; (5) *Driving My Life Away* by Eddie Rabbitt on Elektra.

BROADCASTING's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St., N.W., Washington, D.C. 20036. \$12 each, annually.

Monitor

The war is over. Lewis Freedman, director of Corporation for Public Broadcasting Program Fund, turned down pending request for \$1-million grant to fund series on war in Indochina. Series, being produced by WGBH-TV Boston and three European networks, was scheduled to begin in 1982, with National Endowment for Humanities having committed funds to project. Freedman informed station of bad news after panels had recommended funding projects focusing on more contemporary issues. Both WGBH-TV and Public Broadcasting Service are now looking for other funds for series.

Paying the next pay way. Cinemax, new pay TV service from Home Box Office, (BROADCASTING, May 27), has been launched over 56 cable systems in Eastern and central time zones, with about same number coming on next month in Pacific and mountain zones. Contracts already cover 14 of top 15 television markets, and by year-end, backers anticipate Cinemax will be option in systems with 1.2-million subscribers and passing 2.5-million homes. HBO, however, would not predict Cinemax subscription levels.

Store-bought service. Showtime pay TV service will be available in Chicago area through Montgomery Ward. Teleprompter (co-owner of Showtime with Viacom) has announced it has deal with retailer to sell premium service through department stores. Showtime will be transmitted through Teleprompter's multipoint distribution service unit; Montgomery Ward will install antennas and handle billing. Under similar arrangement Showtime currently is offered in Tampa-St. Petersburg, Fla., areas.

Easy as ABC. With four winning nights and five of the top-10 programs led by a *Barbara Walters Summer Special*, ABC-TV won a clear victory for the week of prime time ended Aug. 10. The averages were ABC 14.8 rating and 29.1 share to CBS-TV's 13.1/25.6 and NBC-TV's 12.5/24.3. Walters's top draw meant a 21.6/39 for ABC, followed by the same network's *Three's Company* and *20/20*, then CBS's *Dallas*, ABC's *Taxi*, CBS's *60 Minutes* and *Dukes of Hazzard*, ABC's *Vega\$*, CBS's *Jeffersons* and NBC's *Big Event* presentation of "The Duchess & the Dirtwater Fox." It was another week of bad news for two new NBC Friday shows: *Friday Night Fights* (8.7/16) and *Speak Up America*, which may have been up from its premiere but managed only a 10.9/21. During the week, ABC won Tuesday, Wednesday, Thursday and Saturday; CBS took the rest.

having failed to bring independents into the system as was originally planned when NPR was formed. "This centralization has been the cause of much deserved criticism characterizing NPR as an elitist, centralized organization, too concerned with its own survival and growth to encourage diversity, and not recognizing the value of independent producers as sources of diverse programming," the report says. "In short, NPR's production of the vast bulk of radio programming for distribution has left member stations and, in particular, independent producers extremely frustrated."

The report adds, however, that NPR has recently taken steps to improve the situation, conducting, for example, a series of production seminars around the country, and funneling money to stations that have not traditionally been major production centers.

"These actions taken by NPR to improve the technical quality of acquisitions from outside sources are a step in the right direction," the report says. "While the many criticisms voiced about submissions handling will not disappear overnight or even in one year, the proposed steps will eliminate many of the most visible, obtrusive problems."

It adds that the relationship between NPR and independents has four basic problems: the difficulty of establishing a personal relationship or contact at NPR; the difficulty of meeting NPR's technical quality or editorial specifications; the limited diversity of the national "program vehicle," and a lack of understanding between independents and NPR of each other's roles, resources and capabilities.

But some of the roadblocks facing independents are beginning to disappear, the report adds, and it cites a \$300,000 allocation by NPR to form a Satellite Program Development Fund and assistance with a magazine for independents as examples. "These efforts by NPR to integrate independents into the mainstream of its programming community are commendable; yet they are only a beginning," it concludes.

Faulty frequency spawns Miami ratings diary suit

Officials of Storer Broadcasting's WLYF(FM) Miami said last week they would sue Arbitron Radio to force the recall of Arbitron's April-May report for Miami-Fort Lauderdale, Fla., in which they claimed WLYF was the "direct victim" of the rating

firm's editing policy.

At issue were two Arbitron diaries, one kept by a 46-year-old male, the other by a 42-year-old female, whose cumulative listening during the April-May measurement was 216 quarter-hours. Dan DiLoreto, vice president and general manager of WGBS(AM)-WLYF(FM), said the diaries, instead of listing the dial position as 101.5, which is WLYF's, listed it as 101.4, assigned to "no radio station in the country." Nor, he added, is there a 101.3 mhz assigned within 350 miles. "This listening belongs to WLYF and that could have been confirmed if Arbitron had instituted callback procedures," DiLoreto said. Instead, he claimed, Arbitron "automatically" ruled the dial position "undetermined."

Arbitron said the diaries contained no other entries—such as call letters or program titles—that gave any clue to the identity of the station. Spokesmen there said they were obligated to follow the rules in such cases but that perhaps the rule affecting cases like this should be changed. They said they were looking into that possibility.

They like their TV down on the farm

The value of television to advertisers reaching farmers is underscored in a new study designed and commissioned by the Katz Agency Inc., New York.

The study shows that in most dayparts, farmers view more television programming than total men in the marketplace. The difference is most marked with respect to news programs: 26.6% of farmers usually view morning news, as against 7.2% for total men; 59% of farmers watch early-evening news, as against 32.8% for total men, and 75.6% of farmers view late-night news, versus 34.7% for total men.

In other dayparts, 26.4% of farmers watch TV during the average quarter-hour in early fringe, 15% higher than the average male viewing level, and 50% of all farmers watch prime-time TV, 6% above average male viewing.

The study was based on Nielsen Diary Base viewing information for February 1980, plus interviews by Nielsen with about 1,000 farm owner/operator respondents in 22 designated market areas (DMA) in the central time zone. The study was designed by Katz in association with five leading advertising agencies specializing in agricultural products; Barickman Advertising, Brewer Advertising Inc. and Valentine-Radford Inc., all in Kansas City, Mo.; CMS&Z Inc., Cedar Rapids, Iowa, and Fletcher-Mayo Associates, St. Joseph, Mo.



Here's Ralph. Consumer activist Ralph Nader (left) discussed consumer protection and corporate responsibility with John J. Nevin, who moved from top job at Zenith Radio to post of president and chief operating officer at Firestone Tire & Rubber last December, during taping of pilot for new Showtime series, *Ralph Nader: For the People*. Taping was done in front of live audience—mostly high school debaters—at Georgetown university in Washington last Tuesday by D.I.D. Productions, Los Angeles. The Nevin interview was just one of several segments in the two-hour taping that will be distilled into a 90-minute show for premiere on the pay cable network on Aug. 17. In other segments, Nader urged viewers to write representatives and senators concerning imminent legislation on the campaign contributions of political action committees and on damages resulting from chemical waste dumps. The show also featured a taped report from the "woods of Maine" on possible abuses of pesticides there, framed by Nader's interview with Ron Brownstein, the "reporter" who investigated the story. The show is the first of two pilots; place and time of next taping have not yet been set. If pilots pass muster, a single new show will appear and be repeated several times each month. According to Showtime's Randi Cone, by the end of the year, Showtime hopes to have "seven or eight" original programs included in its pay television package of 25 programs each month. (The bulk of Showtime's programming is movies.)

As compiled by BROADCASTING Aug. 4 through Aug. 8 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. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ St. Simons Island, Ga.—Cannon's Point Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: Box P 1907 First Ave., St. Simons Island 31522. Estimated construction cost: \$111,200; first quarter operating cost: \$31,700; revenue: \$62,500. Format: Pop (adult). Principals: J. Wesley Cox (63.4%) and family. He is manager special events of state owned resort island off Georgia coast (Jekyll Island). They have no other broadcast interests. Ann. Aug. 7.

■ Lewiston, Idaho—Nez Perce Broadcasting seeks 106.9 mhz, 88 kw, HAAT: 960 ft. Address: 111 Main St., Lewiston 83501. Estimated construction cost: \$5,100; first year operating cost: \$148,000; revenue: \$224,000. Format: Popular. Principals: Bill M. Holzheimer and J.J. Streibick and Assoc. (50% each). Holzheimer is former salesman for KOZE(AM) Lewiston. Streibick & Assoc., owned 100% by J.J. Streibick is Lewiston accounting firm. He also has various real estate interests in Lewiston. They have no other broadcast interests. Ann. Aug. 7.

■ Grundy Center, Iowa—Starrwhite Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 1034 Iowa Falls, Iowa 50126. Estimated construction cost: \$37,000; first quarter operating cost: \$20,500; revenue: \$150,000. Format: MOR. Principals: James W. Starr, wife, Mary, John P. Whitesell and wife, Patricia (25% each). They own (Whitesell having controlling interest) KIFG-AM-FM Iowa Falls. Ann. Aug. 7.

■ Pinnconning, Mich.—Wigwam Bay Broadcasting Inc. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: Box 903 Pinnconning 48650. Estimated construction cost: \$102,300; first quarter operating cost: \$34,000; revenue: \$40,000. Format: Beautiful. Principals: Kenneth E. Ralph, C. Warren Wagner, G. John MacDonald, Otis L. McKinley and David L. Perrot (18% each) and Richard A. Lange (10%). Ralph is Standish, Mich., attorney. Wagner is Tawas City, Mich., business consultant. McKinley is AuGres, Mich., dentist. Perrot is AuGres retired attorney. Lange is Standish and Pinnconning motel owner. MacDonald is AuGres pastor (Methodist). They have no other broadcast interests. Ann. Aug. 7.

■ Warrensburg, Mo.—Grapevine Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Box G Warrensburg 64093. Estimated construction cost: \$80,700; first quarter operating cost: \$29,100; revenue: \$77,800. Format: Contemporary. Principals: Vance A. DeLozier, Steven W. Angle and Michael R. Eisele (one third each). DeLozier is Warrensburg realtor. Eisele is production manager for WKRQ-FM Cincinnati. Angle is Warrensburg attorney. DeLozier owns 5% of KMLA(AM) Ashdown, Ark., KTRX(AM) Tarkio-Rock Port, Mo., and KSUN(AM) Bisbee, Ariz. Angle and Eisele have no other broadcast interests. Ann. Aug. 7.

■ Bandera, Tex.—Paloma Blanca Broadcasting Corp. seeks 98.3 mhz, 3 kw, HAAT: 264 ft. Address: 218 Carle San Antonio, Tex. 78204. Estimated construction cost: \$30,650; first quarter operating cost: \$7,800; revenue: \$9,000. Format: CW & contemporary. Principals: Applicant is minority controlled by John A. Pedraza, Mexican American (51%) and Patricia A. DeWerff (49%). Pedraza is financial/social counselor with Texas Department of Human Resources. He is also part time announcer for WOAI(FM) San Antonio, Tex. DeWerff is metro director for National Alliance of Business, San Antonio. She is also producer/moderator of community service program on KMOL(TV) San Antonio. They have no other broadcast interests. Ann. Aug. 7.

■ Bridgeport, Tex.—Golden Venture Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: PO 88 Decatur, Tex. 76234. Estimated construction cost: \$126,500; first quarter operating cost: \$29,100; revenue: \$31,250. Format: CW. Principals: Danny B. Wood and Olney Service Corp. (50% each). Olney Service Corp is wholly owned by Olney Savings Association, savings and-loan institution based in Olney, Tex. Alan D. Meyers, executive vice president of Olney Savings, votes all shares of Olney stock. Golden Venture is former nursing homes operator. Wood is president. They have no other broadcast interests. Ann. Aug. 7.

■ Brownfield, Tex.—Brownfield Broadcasting Corp. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 110 S. 5th St., Brownfield 79316. Estimated construction cost: \$26,500; first quarter operating cost: \$15,000; revenue: \$15,000. Format: CW. Principals: Billy B. Reynolds and Curcy H. Andrews (26% each) and Charles Wilson and DRA Inc. (24% each). DRA is owned by three Brownfield attorneys and law firm partners, William A. Dyess, Jim D. Rudd and Ray D. Anderson. Reynolds is assistant news director at KFYO(AM) Lubbock, Tex. Andrews is program director at KFYO. Wilson is electronics instructor for Lubbock school district. They have no other broadcast interests. Ann. Aug. 7.

■ Carthage, Tex.—Beverly E. Brown seeks 98.9 mhz, 100 kw, HAAT: 561 ft. Address: 218 E. Sabine St. Carthage 75633. Estimated construction cost: \$121,805; first quarter operating cost: \$15,787; revenue: \$60,000. Format: Music. Principal: Brown owns and operates KGAS(AM) Carthage. He and wife, Joyce each own 25% of Carthage cable system. Ann. Aug. 7.

■ Edinburg, Tex.—Rio Grande Bible Institute Inc. seeks 88.5 mhz, 3 kw, HAAT: 281 ft. Address: U.S. Highway 281 2 1/2 M South Edinburg, Edinburg 78539. Estimated construction cost: \$29,250; first year operating cost: \$25,000; revenue: \$65,000. Format: Hispanic. Principal: Applicant is private educational institution with no other broadcast interests. Leonard C. Hanes is president. Ann. Aug. 7.

■ Malakoff, Tex.—Cedar Creek Radio Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. 1062 Malakoff 75148. Estimated construction cost: \$78,000; first year operating cost: \$15,700; first quarter revenue: \$133,000. Format: CW. Principals: Edd L. Routt and wife, Norma Lee (35% each) son, Edd Jr. (25%) and Kendall A. Minter (5%). Routt is sales representative with Silver Spring, Md., communications research firm. Norma Lee is former Dallas insurance company office manager. Edd Jr. is office manager for Little Rock, Ark., ventilation systems company. Minter is New York attorney. They have no other broadcast interests. Ann. Aug. 7.

■ Moab, Utah—Moab Broadcasting and Television Corp. seeks 96.7 mhz, 1 kw, HAAT: —457 ft. Address: 840 Millcreek Dr., Moab 84532. Estimated construction cost: \$10,500; first quarter operating cost: \$7,000; revenue: not given. Format: CW. Principals: Randal J. Taylor (52.83%), T. Dee Tranter (38.89%) and others. They own and operate KURA(AM) Moab. Ann. Aug. 7.

TV applications

■ Washington, D.C.—Metropolitan Television Inc. seeks ch. 14; ERP: 5000 kw vis., 500 kw aur., HAAT: 539 ft.; ant. height above ground: 476 ft. Address: 610

Rhode Island Ave., Washington 20002. Estimated construction cost: \$3.5 million first-quarter operating cost: \$306,000; revenue: \$2 million. Legal counsel: Midlen & Reddy, Washington consulting engineer Peter V. Gureckis & Assoc. Potomac, Md. Principals: Thelma Garlington, president and eight others each with 12.5%. Garlington is crime analyst with District of Columbia Police Department. None of principals has other broadcast interests. Ann. Aug. 7.

■ Springfield, Mo.—Springfield Family Television Inc. seeks ch. 33; ERP: 579 kw vis., 115 kw aur., HAAT: 1,634 ft.; ant. height above ground: 1,615 ft. Address: 510 Gay St., Nashville, 37219. Estimated construction cost: \$231,800 first-quarter operating cost: \$54,000; revenue: not given. Legal counsel: McCampbell & Young, Knoxville, Tenn.; consulting engineer: B. Scott Baxter & Assoc., Brentwood, Tenn. Principals: Doctor R. Crants (91%) and two others. Crants, an American Indian, is Nashville investment counselor. He is also applicant for new TV in Murfreesboro, Tenn. Ann. Aug. 7.

AM action

■ Derry, N.H.—Returned as unacceptable for filing Spacetown Communications Corp. application for 1320 khz, 5 kw-D, 1 kw-N. Address: RFD Box 115-A, Hudson, N.H. 03051. Estimated construction costs: \$165,836; first quarter operating cost: \$31,725; revenue: \$100,000. Format: easy listening. Principals: Albert P. Gureckis (32.61%) and seven others. Gureckis is pressman for Nashua Corp., paper converters in Nashua, N.H. None have other broadcast interests. Action July 24.

FM action

■ *Champaign, Ill.—Illinois Bible Institute Inc. granted 91.7 mhz, 20 kw, HAAT: 463 ft. Address: P.O. Box 225, Carlinville, Ill. 62626. Estimated construction cost: \$127,723; first year operating costs: \$60,000; revenue \$105,000. Format: religious. Principal: Applicant is nonprofit corp., Richard W. Dortch is president of board of directors. They also own WIBT(FM) Carlinville, Ill. (amended and resubmitted) (BPED-790223AH). Action June 24.

Licenses:

- KABK-FM Augusta, Ga. (Action July 21).
- WDAX-FM McRae, Ga. (Action July 21).
- WWO(FM) Berryville, Va. (Action July 21).

Ownership Changes

Applications

■ WTXY(AM) Whiteville, N.C. (AM: 1540 khz, 1 kw-D)—Seeks transfer of control of Waccamaw Broadcasting Co. from Gregory Singletary and family (100% before; none after) to Tommie Grainger and Kendrick E. Wilkes (none before; 100% after). Consideration: \$110,000. Principals: Singletarys have no other broadcast interests. Buyers: Grainger owns Conway, S.C., pulpwood dealership. He also owns 50% of WJXV(AM) Conway. Wilkes owns Timmonsville, S.C., grocery store. He has no other broadcast interests. Ann. Aug. 7.

■ KGRI-AM-FM Henderson-KSPL-AM-FM Djboll, both Texas (KGRI[AM]: 1000 khz, 250 w-D; FM: 100.1 mhz, 3 kw; KSPL[AM]: 1260 khz, 1kw-D, FM: 95.5 mhz, 6 kw)—Seeks transfer of control of KGRI Inc. and KSPL Inc. from William L. Walling (51% before; 10% after) to Lynda M. Ruby, Marsha M. Shields and Connie M. McNab (49% before; 90% after). Consideration: \$1 million. Principals: Walling has no other broadcast interests. Transferees are daughters of B.J. McCombs, 37.5% owner of WOAI-AM-FM San Antonio, KELP(AM) El Paso; KPAC(AM)-KHYS(FM) Port Arthur, all Texas, and KXXO(AM)-KMOD(FM) Tulsa, Okla. They own auto insurance agency in San Antonio and have oil and

gas investments and real estate interests there as well. Ann. Aug. 7

Action

■ **WSHY-AM-FM** Shelbyville, Ill. (AM: 1560 khz, 500 w-D; FM: 104.9 mhz, 3 kw)—Granted transfer of control of Shelbyville Bdcg Co. from Donald Cutts and William Beach (75% before; none after) to Leonard and Vincent Weishaar (25% before; 100% after). Consideration: \$30,000. Principals: Cutts (47.5% before) and Beach (27.5% before) have no other broadcast interests. Weishaar Brothers own farming and rental properties in Teutopolis, Ill. They are equal partners and have no other broadcast interests. Action July 17.

Facilities Changes

FM actions

■ **KHNY(FM)** Riverside, Calif.—Granted CP to make changes in ant. sys., change type trans., increase ERP 3.0 kw, and change TPO (BPY-800326AK). Action July 25.

■ **WVFM(FM)** Lakeland, Fla.—Granted CP to install aux. trans. and ant. at main TL; ERP 17.5 kw ant. height 195 ft., conditions (BPY-800327AG). Action July 21.

■ ***WUWF(FM)** Pensacola, Fla.—Granted mod. of CP to make changes in ant. sys.; change TL to Florida Highway 1.1 miles NW of Florida Highway 197, near Milton, Fla., change type trans., change type ant. and TPO (BMPED-800602AP). Action July 23.

■ ***WVOX(FM)** New Orleans—Granted mod. of CP to make changes in ant. sys. change TL to Mississippi Batture at Nine Mile Point, near New Orleans; change type trans.; change type ant., decrease ERP 19.0 kw, ant. height 280 ft. and change TPO; conditions (BMPED-800613AJ). Action July 25.

■ **WTOS-FM** Skowhegan, Me.—Granted CP to increase ERP 50.0 kw; decrease ant. height 2420 ft., change type trans. and change TPO; conditions (BPH-800527AO). Action July 25.

■ ***WSRN-FM** Swarthmore, Pa.—Granted CP to increase ERP 11 kw, ant. height 140 ft.; and make changes in ant. sys.; conditions (BPED-790727AD). Action July 21

■ **WSIM(FM)** Red Bank, Tenn.—Granted CP to use equipment during unlimited hours rather than for aux. purposes; increase ERP 2.80 kw, ant. height 325 ft., change type and change TPO (BPH-800326AT). Action July 25.

■ **KIKK-FM** Houston, —Granted CP to increase ERP to 100 kw; conditions (BPH-791105AM). Action July 21.

TV actions

■ ***WPNE(TV)** Green Bay, Wis.—Granted CP to reduce aural ERP to 91.2 kw (A) (BPET-800512KG). Action July 28.

■ ***WMVT(TV)** Milwaukee—Granted mod. of CP to change ERP 1230 kw, MAXERP 2340 kw, ant. height 930 ft.; and change type trans. (BMPET-790419KF). Action July 24.

■ ***WHRM-TV** Wausau, Wis.—Granted CP to reduce aural ERP to 5.5 kw (BMLET-800512KH). Action July 22.

In Contest

FCC decisions

■ FCC has deferred to Oct. 15 date by which Faith Center Inc. must file supplement to its KVOF-TV renewal application in order to consider merits of proposed distress sale of three Faith Center television stations to subsidiaries of Telacu Industries Inc., Hispanic-controlled organization. Stations involved are KVOF-TV San Francisco, KHOF-TV San Bernardino, both California and WHCT-TV Hartford, Conn. Action July 31.

■ **Riverside, Calif.**—FCC has assigned UHF 62 to Riverside, Calif., to provide first local TV service to that community. FCC said in order to give all potential applicants equal footing in applying for channel, it would not reserve channel for noncommercial use.

FCC added that broadcast use that most clearly meets public interest needs of Riverside market could thus be decided in comparative hearing. Action July 31

■ **Miami**—FCC has refused reconsideration of petition by one applicant for Miami UHF television ch. 33 against acceptance of another's application. Action was brought by Coral Television Corp. licensee of VHF station WCIX-TV Miami, which operates translator station on ch. 33 and applied to operate satellite station on that channel. Coral sought to block acceptance of application by Miami STV Inc., for CP for independent TV station on channel. Action July 23.

■ **Pendleton, Ind.**—FCC has authorized South Madison Community School Corp. to increase power of *WEEM(FM) Pendleton, Ind., from .10 kw to 1.20 kw, despite objections by McGraw-Hill Broadcasting Co., licensee of WRTV(TV) Indianapolis. However, FCC conditioned change on WEEM(FM) first carrying out program tests to determine whether any interference would occur and, if so, whether corrective measures would be adequate. FCC also suggested that WEEM(FM) alert viewers that it was testing and ask them to report any reception problems to the station. Action July 31.

■ **Lockhart, Tex.**—FCC has assigned 94.7 mhz to Lockhart, Tex., as that community's first FM channel assignment. Class C facility (the highest power station) was sought by D. Garry Munson and John Charles Larsh. Both petitioners and Hicks Communications, Inc., indicated they would apply for channel, if assigned to Lockhart. Entertainment Communications Inc. (ECI), licensee of KLEF(FM), Houston, opposed assignment. ECI is operating under grant of special temporary authority at site about 15 miles southwest of Houston, which is short spaced by 8.17 miles to proposed Lockhart site. Action July 31.

■ **Lynchburg, Va.**—FCC has waived its minimum mileage separation requirement to allow WSET-TV Inc., licensee of WSET-TV Lynchburg, Va., to relocate transmitter site of its station. Application had been opposed by WDBJ Television Inc., licensee of WDBJ(TV) Roanoke, Va., and by Association of Maximum Service Telecasters Action July 31.

■ **Suffolk, Va.**—FCC has granted Voice of the People CP for new FM station on (106.9 mhz) ALJ Suffolk, Va. Initially, proceeding involved three mutually exclusive applications of Tidewater Sounds Inc., Town and Country Radio Inc. and F. In initial decision, former FCC Chief ALJ Chester F. Naumowicz Jr. granted Tidewater's application after determining that harassment which John Voorhees, law clerk in Washington, D.C., and his friend Nicholas Lefevre received when they attempted to inspect public file of WYAL(AM) at Scotland Neck, N.C., owned by Voice principal John Laurino, warranted Voice's absolute disqualification. FCC indicated that while it could not condone misconduct which had occurred at WYAL(AM) it agreed with Review Board decision that Voice's absolute disqualification on this basis was unwarranted. Moreover, it concluded that grant of Voice's application, which has been pending for more than six years, will serve public interest since it will bring new service to 20,000 persons and first competitive service to Suffolk. Action Aug. 1.

Designated for hearing

■ **Brawley, Calif.**—Applications of Imperial Valley Magic FM and Robert T. Mindte for new FM station on 96.1 mhz Brawley, Calif. to determine whether Mindte is financially qualified; whether Imperial's and Mindte's proposed tower heights and locations would constitute hazards to air navigation, which proposal would better serve public interest; and which application if either, should be granted; (BC Docket Nos. 80-394-95). Action July 8.

■ **Dahlonga, Calif.**—Applications of Lumpkin County Broadcasting Co. and Blue Ridge Radio Co. for new AM station on 1390 khz, 1 kw, DA, Day, and 1520 khz, 500 w, Day, respectively, at Dahlonga, to determine whether applicants are financially qualified; both applicants' ascertainment efforts; which proposal would better serve public interest; and which application, if either, should be granted (BC Docket Nos. 80-340-41). Action July 18.

■ **Denair, Calif.**—Applications of Denair Broadcasting Co., Denair Wireless Co. and All-American Broadcasting Co. for new FM station on 95.9 mhz Denair, Calif to determine whether Denair Broadcasting's proposed tower height and location would constitute hazard to air navigation; whether Denair Wireless' proposal complies with Communications Act; areas and population which would receive primary aural service from proposals and availability of other primary service to

such areas and populations; which proposal would best provide fair, efficient and equitable distribution of radio service; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-403-05). Action July 16.

■ **Ventura, Calif.**—Applications of Absolutely Great Radio Inc., Ventura Broadcasting Co., San Buenaventura Wireless Co., William Shearer and Arike Logan-Shearer, Joint Tenants, Latino Broadcasting Corp. Richard H. Albert, and Ventura Radio Inc. for new FM on 107.1 mhz Ventura, Calif. to determine whether Wireless' proposal complies with Communications Act; whether Latino's proposal would provide coverage of city to be served, and if not, whether waiver is warranted; whether Albert is financially qualified; Albert's ascertainment efforts; whether Albert has complied with rules which proposal would best serve public interest; and which application, if any, should be granted (BC Docket Nos. 80-366-72). Action June 26.

■ **St. Mary's, Ga.**—Applications for Casey Broadcasting Co., Camden Broadcasting Corp, Radio Charlton Inc. and Lloyd Banks for new FM station on 93.5 mhz St. Marys, Ga. to determine whether Casey's proposal to locate its studio outside community of license is in compliance with rules and, if not, whether waiver is warranted; whether Casey's proposed tower height and location would constitute hazard to air navigation; Camden's and Brink's ascertainment efforts; whether Brinks is financially qualified; whether Charlton's proposal would provide coverage of city sought to be served and, if not, whether waiver is warranted; areas and populations which would receive primary aural service from respective proposals and availability of other primary service to such areas and populations; which proposal would best provide fair, efficient and equitable distribution of radio service; which proposal would best serve public interest; and which, if any, should be granted (BC Docket Nos. 80-381-84). Action June 26.

■ **Aurora, Ill.**—Applications of College of DuPage, Glen Ellyn, Ill., Metrowest Corp. Aurora, Ill. and HATCO-60, West Chicago, Ill. for new TV station on Ch. 60 at Aurora to determine whether College of DuPage and Metrowest are financially qualified; College of DuPage's ascertainment efforts; whether College of DuPage's proposed tower height and location would constitute hazard to air navigation; which proposal would best provide fair, efficient and equitable distribution of radio service; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-431-33). Action July 31.

■ **Louisville, Ky.**—FCC has designated for hearing renewal application of Board of Education of Jefferson County, Ky., for noncommercial educational station WKPC-TV Louisville, and competing application of Metropolitan Louisville Public Television Inc., for WKPC-TV's frequency. FCC said that while Board of Education is qualified to be licensee it had questions regarding Metropolitan's legal and financial qualifications. Action July 31.

■ **Las Vegas**—Applications of Broadcast West Inc., Alden Communications Corp., Channel 21 Corp. and Dres Media Inc. for new commercial TV station on Ch. 21 Las Vegas to determine which proposal would best serve public interest and which application, if any, should be granted (BC Docket Nos. 80-399-402). Action July 16.

■ **Ocean City, N.J.**—Applications of Bradley, Hand, and Triplett, JM Communications and Ocean City Radio of New Jersey Inc. for new FM station on 98.3 mhz Ocean City, N.J. to determine whether Bradley is financially qualified; whether Bradley's proposal to locate its trans. outside of community of license complies with rules and if not, whether waiver is warranted; whether JM's proposal complies with Communications Act; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-344-46). Action June 25.

■ **Clovis, N.M.**—Applications of Zia Broadcasting Co. and KICA Inc. for new FM station on 107.5 mhz at Clovis, N.M. to determine which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-342-43). Action July 2.

■ **Sante Fe, N.M.**—FCC has set for consolidated hearing applications of Son Broadcasting Inc., for new television station on ch. 11 and New Mexico Media Co. (NMM), for new television station on ch. 2, both at Santa Fe, N.M. Applications were set for consolidated hearing because both seek to serve same city of license, transmit from same location and have same issues designated against them. Action July 31

■ **Greensboro, N.C.**—Applications of American

Telecasters Inc., Greensboro Telecasting Corp. and James Thrash for new commercial TV station on Ch. 48 Greensboro, N.C. to determine whether all of applicants are financially qualified; American Telecasters ascertainment efforts; which proposal would, on comparative basis, best serve public interest; and which application, if any, should be granted (BC Docket Nos. 80-406-08). Action July 16.

■ Cleveland—Applications of Cleveland Television Corp. and Channel 19 Inc. for new commercial television on ch. 19 Cleveland to determine with respect to ch. 19 extent of common ownership, operation and control between stations WHK(AM) and WMMS(FM) and proposed television station, and whether said ownership would be in public interest; areas and populations which would receive primary television service (Grade B or better) from Cleveland Television and Channel 19, and other primary television service to such areas and populations; which proposal would best provide fair, efficient and equitable distribution of radio service; which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-425-26). Action July 29.

■ Piedras, PR.—Applications of Academy Radio Corp. and Christian Broadcasting Corp. for new non-commercial educational FM station on 90.5 mhz at Rio Piedras, P.R. to determine number of other reserved channel noncommercial educational FM services available in proposed service area of each applicant and areas and populations to be served; whether share-time arrangement between applicants would result in most effective use of channel and thus better serve public interest, and, if so, terms and conditions thereof; which proposal would better provide fair, efficient and equitable distribution of radio service; which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-417-18). Action July 28.

■ Lubbock, Tex.—Applications of Radio Lubbock Inc., Rex Broadcasting Corp. and Western Broadcasting Co. for new FM station on 102.5 mhz at Lubbock, Tex. to determine whether Radio Lubbock is financially qualified; whether Rex's proposal is in compliance with rules with respect to location of main studio; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-419-21). Action July 28.

■ Oak Ridge, Tenn.—FCC has granted CP for Rau Radio Stations Inc., licensee of WUUU(FM) Oak Ridge, Tenn., to modify its facilities. Rau Radio proposed to relocate WUUU's trans. site approximately 7.1 miles east of center of Oak Ridge and to increase ant. height from -45 feet to 383 feet. Facilities change will allow WUUU(FM) to increase coverage of Oak Ridge so that approximately 95 percent of community would be served, substantially more than it is now. Application was opposed by Oak Ridge FM Inc., licensee of WOKI(FM) Oak Ridge, and Clinton Broadcasters Inc., licensee of WYSH-AM-FM Clinton, Tenn. Action July 31.

■ Yoakum, Tex.—Applications of Jim T. Payne and Ritchey Communications Co. for new FM station on 102.3 mhz Yoakum, Tex. to determine if Ritchey is financially qualified; which proposal would better serve public interest; and which applications should be granted (BC Docket Nos. 80-423-24). Action July 28.

■ Buena Vista and Hot Springs, both Virginia—Applications of Rockbridge Communications Inc. and Erwin S. Solomon for new AM station on 1270 khz, 1 kw, day, at Buena Vista and Hot Springs both Virginia, respectively, to determine both parties ascertainment efforts; whether Solomon is financially qualified; whether Solomon's proposed trans. site is satisfactory with particular regard to possible conditions in vicinity of ant. sys. which would distort proposed non-directional radiation pattern; areas and population; which proposal would better provide fair, efficient, and equitable distribution of radio service; which proposal would better serve public interest; which application, if either, should be granted (BC Docket Nos. 80-364-65). Action June 25.

■ Sun Prairie, Wis.—Applications of Car-Mel Broadcasting and Erin Broadcasting Co. for new AM station on 1190 khz, 500 w, DA, Day and 1190 khz, 1 kw, DA, Day, respectively, at Sun Prairie, Wis. to determine whether Car-Mel is financially qualified; both applicants ascertainment efforts; whether Car-Mel has proposed policy with respect to making time available for discussion of public issues which complies with Fairness Doctrine; which proposal would better serve public interest; and which, if either, application should be granted (BC Docket Nos. 80-308-09). Action July 31.

Procedural rulings

■ Birmingham, Ala.—Southeastern Bible College Inc., Birmingham, Ala., has been authorized to construct educational FM radio station on 91.9 mhz there by FCC Administrative Law Judge John Conlin in initial decision which also denied competing application of Glen Iris Baptist School. Southeastern is accredited interdenominational college established in 1935, primarily educating on both undergraduate and graduate level for church-related ministries. It has state-approved elementary teacher training program. Glen Iris is Birmingham kindergarten-through-12th-grade school. It is division of Glen Iris Baptist Church, Alabama corporation. Ann. Aug. 7.

■ Concord, Calif. (Bohannon Broadcasting Co. and First Century Broadcasting) **TV proceeding:** ALJ John Conlin denied Bohannon's request to participate in prehearing conference by speakerphone, rescheduled prehearing conference for Sept. 10 at 9 A.M., in lieu of Aug. 7, and continued without date hearing scheduled for Sept. 10 (BC Docket Nos. 257-258). Action Aug. 1.

■ Fresno, Calif. (McClatchy Newspapers (KMJ-TV) and San Joaquin Communications Corp.) **TV proceeding:** ALJ Thomas Fitzpatrick granted petition by San Joaquin for leave to amend its application to report change in business interests of certain principals (Docket Nos. 21274-76). Action July 21.

■ Los Angeles and Norwalk, both California (RKO General, Inc. (KHJ-TV), and Fidelity Television Inc.) **TV proceeding:** Office of Opinions and Review, by two separate actions, denied motion by City of Angel's Broadcasting Inc. for extension of time to reply to Fidelity's opposition to City of Angel's motion for leave to intervene and petition to reopen proceedings (Action July 31); granted petition by Fidelity for leave to amend its application to reflect issuances of additional stock and business activities of certain stockholders (Action July 29) (Docket Nos. 16679-80).

■ Salisbury and Fruitland, both Maryland (Radio Salisbury Inc., et al) **FM Proceeding:** ALJ Frederic Coufal granted petition by Broadcast Bureau and extended to Sept. 12 time to respond to various pleadings (BC Docket Nos. 80-254-56). Action July 30.

■ Henderson, Nev. (Henderson Radio Inc. and Pargo Broadcasting Corp.) **FM Proceeding:** ALJ Thomas Fitzpatrick granted petition to reopen record and motion for enlargement of issues by Henderson and ordered that if Pargo is preferred applicant in proceeding, final action on such application is withheld pending resolution of character qualification issues specified against Bendel Broadcasting Corp. and if issues are resolved against Bendel, to determine effect on qualifications of Pargo, and ordered record reclosed (BC Docket Nos. 79-123-25). Action July 23.

■ Corpus Christi, Tex. Kuno FM Inc. Big "C" Broadcasting Corp. **FM proceeding:** ALJ John Frysiax granted motion by Big "C" and granted Big "C"'s application for CP for new FM radio station on

99.1 mhz, dismissed Kuno FM Inc.'s application with prejudice, and terminated proceeding (BC Docket Nos. 79-223-24). Action Aug. 1.

Allocations

Petitions for rulemaking

■ Winston-Salem, N.C.—Delta Radio Co.—requests amendment FM table of assignments to substitute 95.1 mhz for 95.3 mhz at Delta, Colo. (RM 3711). Ann. Aug. 6.

■ Albuquerque, N.M.—Radio Broadcasters Association denied request for amendment TV table of assignments to assign ch. 42 in lieu of ch. 14 at Albuquerque (RM 3396). Ann. Aug. 6.

■ Washington, D.C.—D. W. McFarland requests amendment FM table of assignments to assign 92.1 mhz to Parris Island, S.C. (RM 3718). Ann. Aug. 6.

■ Fayetteville, N.C.—Cape Fear Broadcasting Co. requests amendment FM table of assignments by deleting 98.3 mhz from Clarksville, Va. (RM 3715). Ann. Aug. 6.

■ Roanoke, Va.—Vine and Branch Inc. requests amendment TV table of assignments to assign ch. 38 to Roanoke (RM 3713). Ann. Aug. 6.

■ Elkins, W. Va.—Marja Broadcasting Corp. requests amendment FM table of assignments to assign 96.7 mhz to Elkins (RM 3716). Ann. Aug. 6.

■ Washington, D.C.—Central Wyoming College requests amendment TV table of assignments to reserve for noncommercial educational use ch. 4 at Lander, Wyo. (RM 3712). Ann. Aug. 6.

■ Manning, S.C.—Clarendon County Broadcasting Corp. requests FM table of Assignments as follows: Manning, from 92.1 mhz to proposed 92.5 mhz; Bomberg, from 92.7 mhz to proposed 92.1 mhz; Batesburg, from 92.1 mhz to proposed 95.3 mhz, Mount Pleasant proposed 104.9 mhz; Beaufort from 104.9 mhz to 99.7 or 100.1 mhz, and Ridgeland, all South Carolina, proposed 104.9 mhz. (RM 3719). Ann. Aug. 6.

Action

■ Stuart, Fla.—Broadcast Bureau dismissed petition by Wendell A. Triplett requesting assignment of 102.3 mhz to Stuart (By memorandum Opinion and Order (RM-3600). Action Aug. 7.

Satellites

■ There are approximately 3,300 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses

Earth station applications

- Bren Mar, Va.—The Western Union Telegraph Co. (E2445).
- Port L'Ons, Alaska—Alascom Inc. (4.5m; Andrews; E2446).
- Cheviot, Ohio—Continental Cablevision of Ohio Inc. (5m; Ft. Worth Tower; E2452).
- Parker, Ariz.—Western Arizona CATV (4.6m; S-A; E2453).
- Tulsa, Okla.—Oral Roberts University (10m; Harris; E2455).
- Shady Cove, Ore.—Lost Creek CATV Inc. (5m; Hughes; E2455).
- North Lake, Ill.—Continental Cablevision of Cook County Inc. (4.3m; AFC; E2456).
- Aurora, Ill.—Hi-Net Communications Inc. (5m; AFC; E2457).
- Maquoketa, Iowa—Teleprompter Corp. (5m; Hughes; E2458).
- Cranston, R.I.—Cox Cable Communications Inc. (5m; E2459).
- Benton, Ky.—Benton Cable TV Corp. (5m; S-A; E2460).
- Delhi, N.Y.—New Channels Corp. (4.6m; S-A; E2461).
- Coal Valley, Ill.—Teleprompter Corp. (4.5m; Andrews; E2462).

Earth station grants

- Eagle River, Wis.—Vilas Cable Co. (E2164).
- Meridan, Conn.—Telesystems of Connecticut Inc. (E6215).
- Decatur, Tex.—Cable Television of Decatur (E2166).
- Iola, Kan.—National Telephone Co. (E2167).
- Arvin, Calif.—American Television and Communications Corp. (E2168).
- Momence, Ill.—Momence Community Cablevision Ltd. (E2169).

- Onarga, Ill.—Iroquois County Cablevision Ltd. (E2170).
- Gordon, Neb.—Communications Systems Inc. (E2171).
- Brighton, Mich.—Six Star Cablevision Management Corp. (E2172).
- Saxton, Pa.—Beterview TV Cable Co. (E2316).
- Huntington, Pa.—Huntington TV Cable Co. (E2317).
- Redbluff, Calif.—Tele-Vue Systems, Inc. (E2318).
- Millheim, Pa.—Millheim TV Transmission Co. (E2319).
- Asherton, Tex.—Asherton Cable Corp. (E2320).
- Niagra, Wis.—Niagra Community TV Cooperative (E2326).

Cable

- The following cable service registrations have been filed:
- C & H Service Inc. for Robert Lee and Bronte, both Texas (TX0638, 9) new system.
- Leap Cable Television for Londonberry, Pa. (PA1875) new system.
- Six Star Cablevision of Pomona California Inc. for Pomona, Calif. (CA0810) new system.
- Falcon Communications et al for San Juan Bautista, Calif. (CA0812) new system.
- Teleprompter Southeast Inc. for Holmes Beach, Anna Maria, Bradenton, Bradenton Beach, Plant City and Hillsborough, all Florida (FL0177, 8, 83, 91, 9, 8) add signal.
- Monterey Peninsula TV Cable for Del Rey Oaks, Marina, Asilomar Beach, Pacific Grove, Salinas and Seaside, all California (CA0028, 33, 35, 6, 9, 42) add signal.
- Acton CATV Inc. for American Fork, Midvale and West Jordan, all Utah (UT0050, 49, 51) new system.
- Storer Cable TVB Inc. for Anaheim, Calif. (CA0813) new system.
- Continental Cablevision for Michigan Inc. for Oneida, Mich. (MI0443) new system.
- Aircapital Cablevision Inc. for Eastborough, Kan. (KS0226) new system.
- Tele Media Co. of Western Ohio for Greenville, Ohio (OH0494) new system.
- Bayshore CATV Inc. for Onancock, Melfa, Onley, Accomack, Parksley, Keller and Wachapreague, all Virginia (VA0011, 102, 12, 10, 9, 13, 32, 87) add signal.
- Sunbelt Cablevision of St. Charles Inc. for St. Charles Parish, La. (LA0191) new system.
- Roseville Cablevision Inc. for Roseville, Calif. (CA0163) new system.
- Luverne TV Cable Service for Luverne and Rutledge, both Alabama (AL0031, 200) new system.
- Cable Television Systems of Arkansas Inc. for Cabot, Ark. (AR0196) new system.
- Telerama Inc. for Orange, Woodmere, Willowlick, Lundhurst and Mayfield Heights, all Ohio (OH0774, 5, 6, 663, 777) new system.
- Media Systems Nineteen Eighty Ltd. et al for Wylie, McKinney, Allen, Farmersville, Princeton and Sachse, all Texas (TX0640, 41, 2, 3, 4, 5) new system.
- Vision Cable Communications Inc. for Shelby, N.C. (NC0027) add signal.
- Tulsa Cable Television Inc. for Sand Springs, Okla. (OK0064) add signal.
- Dubois Area Cable TV Inc. for Clearfield, Jefferson, Brady, Sandy and DuBois, all Pennsylvania (PA1610, 11, 0722, 049, 2) add signal.
- Vision Cable Communications Inc. for Wilmington and New Hanover, both North Carolina (NC0016, 140) add signal.
- Vision Cable Television Co. for Fort Lee, Edgewater, Ridgefield, Englewood Cliffs, Englewood, Palisades Park, Fairview, Ridgefield Park, and Cliffside Park, all New Jersey (NJ0082, 92, 203, 8, 51, 2, 3, 4, 32) add signal.
- Vision Cable Television Co. of South Carolina for Florence, S.C. (SC0015) add signal.

- Twin Lakes Television Corp. for Harrison, Bellefonte and Boone, all Arkansas (AR0044, 111, 10) add signal.
- Cablecom General of Dyersburg Inc. for Dyersburg, Tenn. (TN0047) add signal.
- Cablecom General Inc. for Clay Center, Kan. (KS0012) add signal.
- New Channels Corp. for Middlefield, Otsego, and Cooperstown, all New York (NY0623, 6, 0054) add signal.
- Horizon Communications Corp. for Bloomington, Ind. (IN0034) add signal.
- Sonic Cable TV Inc. for East Lake Village, Freedom and Watsonville, all Calif. (CA0030, 31, 44) add signal.
- Madison Cablevision Inc. for Burke, N.C. (NC0221) add signal.
- Teleprompter Corp. for Wenatchee, Douglas, East Wenatchee, Cashmere, Rock Island and Chelan, all Washington (WA0116, 4, 3, 206, 301, 221) add signal.
- Total TV of Dodge County Inc. for Fox Lake and Beaver Dam, both Wisconsin (WI0213, 150) add signal.
- Tower Cable Systems Corp. for Patterson Heights and West Mayfield, both Pennsylvania (PA1876, 7) new system.
- Multimedia Cablevision Inc. for Bixby, Okla. (OK0202) new system.
- Princeton Cablevision Inc. for Cranbury, Jamesburg, Helmetta, and Spotswood, all New Jersey (NJ0437, 38, 9, 40) new system.
- Storer Communications of Illinois Inc. for Minonk, Ill. (IL0157) add signal.
- Falcon Communications for Oak Hills, Calif. (CA0622) add signal.
- Teleprompter Corp. for Bandon, Ore. (OR0222) add signal.
- Community Development Cablevision Inc. for Owasso, Okla. (OK0188) add signal.
- Wyoming Televents Inc. for Reno Junction, Wyo. (WY0055) add signal.
- WFMH Cable TV for Cullman, Ala. (AL0155) add signal.
- Concord Cable TV for Concord and Clayton, both California (CA0062, 1) add signal.
- Outer Banks Cablevision Inc. for Dare, N.C. (NC0049) add signal.
- Telerama Inc. for South Euclid, Ohio (OH0778) new system.
- Jones Intercable Inc. for Perry, Ill. (IL0403) new system.
- Roaring Springs Cable Television Co. for Roaring Springs, Tex. (TX0115) new system.
- Outer Banks Cablevision Inc. for Kill Devil Hills, Nags Head, both North Carolina (NC0047, 8) add signal.
- Ind. Co. Cable TV Inc. for Huntsville, Ark. (AR0019) add signal.
- Princeton Cablevision Inc. for South Brunswick, N.J. (NJ0441) new system.
- Gates Corp. for Eaton Rapids, Mich. (MI0444) new system.

Call Letters

Applications

Call	Sought by
KCTT	New AM Adams Broadcasting Co. Yellville Ark.
*WBGL	New FMs Illinois Bible Institute Inc., Champaign, Ill.
WWZD	Rockbridge Communications Inc., Buena Vista, Va.
*WWPF	New TVs Public Broadcasting Foundation of Palm Beach County Inc., West Palm Beach, Fla.
KGSW	Galaxy-Southwest Television, Albuquerque, N.M.
KGCT-TV	Tulsa TV 41, Tulsa, Okla.

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KTXA	Channel 21 Inc., Fort Worth
	Existing AM
WHNE	WSNE Cumming, Ga
	Existing FMs
WSKR	WART-FM Atmore, Ala
WCRJ-FM	WJEE Jacksonville, Fla
WGEN-FM	WRSQ-FM Geneseo, Ill
KKAT	KLOQ Lyons, Kan.
WLTV	WOOO Statesville, N.C.
	Existing TV
WJTM-TV	WGNN-TV Winston-Salem, N.C.

Grants

Call	Assigned to
	New FMs
WEAD	Northbanke Corp., Winchendon, Mass.
KFMT	Faith Media Inc., Pendleton, Ore
KSBC	Sunshine Broadcasting Corp., Redmond, Ore.
	New TVs
*KLT-LTV	Louisiana Educational Television Authority, Lake Charles, La.
WFTI-TV	Family Television Inc., Poughkeepsie, N.Y.
	Existing AMs
WHTT	WWOK Miami
KLSR	KBGH Memphis, Tex
KSNI-FM	KSMA-FM Santa Maria, Calif.
WGMD	WLRB Rehoboth Beach, Del
KWLB-FM	KAPB-FM Marksville, La.

Addenda to the 1980 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLE YEARBOOK 1980. They appear by page number in the same order as in the YEARBOOK.

Page A-41. Under **Great Trails Broadcasting Corp.** change the address and phone number to 4 S. Main St., Dayton, Ohio 45402. (513) 223-4822.

Page B-89. Under **KIFW-TV** Sitka, Alaska change personnel to Roy Paschal, pres & gen mgr; Steve Rhyner, stn & sls mgr; Jon Morgan, opns dir; Leslie Hupp, prog dir; Mel Holmgren, chief engr.

Page B-91. Under **KMPH** Fresno, Calif. change the city of license from (Tulare) to (Visalia).

Page B-94. Under Visalia, Calif. change the cross reference for **KMPH** to:
KMPH—Licensed to Visalia.

Page B-104. Under **KCCI-TV** Des Moines, Iowa change the TWX number to 910-520-2618.

Page B-105. Under **WTVQ-TV** Lexington, Ky. change the channel number from 62 to 36.

Page B-108. Under **WMDT(TV)** Salisbury, Md. change the phone number to (301) 749-8847

Page B-146. Under Gravelbourg, Sask. change **New TV** to **CBKFT-6**.

Page B-146. Under Swift Current, Sask. insert a listing for **CKMC-TV**:
CKMC-TV—ch. 12; 25 kw vis, 2.5 kw aur, ant 549t/369g. Rebroadcasts CKCK-TV Regina.

Page B-146. Under Willow Branch delete the listing for **CKMC-TV** and change the heading from Willow Branch to Willow Bunch.

Page C-9. Under **KIFW(AM)** Sitka, Alaska change personnel to Roy Paschal, pres & gen mgr; Steve Rhyner, stn & sls mgr; Jon Morgan, opns dir; Bob Barger, sports dir; Jeff Johnson, music dir; Mel Holmgren, chief engr.

Page C-12. Under **KOPA(AM)** Scottsdale, Ariz. change the phone number to (602) 941-1007

Page C-28. Under San Diego change **KRPI(FM)** to **KPRI(FM)**.

Page C-31. Under Seaside, Calif. insert a new listing for

KOKQ(FM):

KOKQ(FM)—Nov 22, 1972: 107.1 mhz; 680 w. Ant 570 ft. Stereo. Box KOKQ (93955). (408) 394-9000. Monterey Media Inc. (acq 4-23-79) Format: contemp. ■ Michael S. Moyle, VP & gen mgr; Jim Petrucci, chief engr.

Page C-40. Under **WILM(AM)** Wilmington, Del change the address to Box 1990 (19899). Change Rep to Savalli-Gates. Add Daniel Drew Angeline, opns dir; Elma Andres, news dir; Delete Drew Angeline as news dir. Change rates to \$19; 13; 19; 13.

Page C-67. Under ***WNIU-FM** De Kalb, Ill. change the network affiliation to NPR, APR. Change the format to read: Classical, News & Public Affairs. Spec progs: Black 1 hr, jazz 10 hrs, folk 4 hrs. wky Change the personnel to Michael Lazar, stn mgr; Kathy Laack, opns dir; Mary Jacobsen, office mgr; Frank Seely, news dir; Marc Magliari, pub affrs dir; Bill Munger, fine arts dir; John Freberg, chief engr.

Page C-75. Under Fort Wayne, Ind. insert a new listing for **WEZV(FM)**:

WEZV(FM)—Aug 24, 1970: 101.7 mhz; 3 kw. Ant 300 ft. Stereo. 424 Reed Rd. (46815). (219) 422-4646. Fairfield Bcstg Co. of Indiana (acq 7-24-79). Rep: Christal. Format: Btl mus. ■ Stephen C. Trivers, pres; William J. Wertz, VP; Howard J. Karlin, VP & gen mgr; Jeffrey Holmes, sls mgr; Al Greenfield, prog dir; Bill Forsythe, news dir; Raymond S. Winters, chief engr.

Page C-80. Under ***KWRR(FM)** Cedar Rapids, Iowa change the phone number to: (319) 363-8213.

Page C-88. Under Wichita, Kan. change **KAKE(AM)** to **KAKZ(AM)**. Also change phone number to (316) 942-7955.

Page C-95. Under Baton Rouge change ***WRFK(FM)** to **WRKF(FM)**. Change sign-on date to Jan. 18, 1980.

Page C-100. Under Bath, Me. delete the listing for **WBME(AM)**. Under Maine Radio add the heading "Belfast" and insert a new listing for **WBME(AM)** under "Belfast:"

WBME(AM)—Sept 20, 1964: 1230 khz; 250 w-U. School St. (04915). (207) 338-2277. Seth Bcstg Corp. (acq 4-15-80). Format: Adult contemp. ■ Stephen B. Anthony, gen mgr & chief engr; Keryn Smith, prog dir; Timothy Hazeltine, mus dir; Dennis Bryant, sls mgr.

Page C-106. Under **WROR(FM)** Boston change the network affiliation to RKO and change the format to Adult contemp. Change the personnel to Dwight Case, pres; Tom Baker, VP & gen mgr; Gary Berkowitz, prog & mus dir; Marilyn DeMartini, prom mgr; Rod Fritz, news dir; Bob Smith, chief engr.

Page C-111. Under Bay City, Mich. change **WRDD(AM)** to **WBCM(AM)** and insert a new listing:
WBCM(AM)—June 5, 1925: 1440 khz; 5 kw-D, 2.5 kw-N. 301 Davidson Bldg. (48706). (517) 894-4543. Mid-State Bcstg Corp. (acq 1979) Net: ABC/I, Mich. Farm Radio. Rep: Masla, Pearse. Format: Pop/Adult. ■ Lowell E. Homburger, pres & gen mgr.

Page C-111. Under Michigan Radio add the heading "Beaverton" Under "Beaverton" insert a new listing for **WGEO-FM**:
WGEO-FM—1980: 97.7 mhz. Ant 259 ft. Box 278 (48612). Leona Katherine Lacey.

Page C-115. Under Kalkaska, Mich. insert a new listing for **New FM**:
WKLT(FM)—April 1979: 97.7 mhz; 1.3 kw. Ant 497 ft. 105 4th St. (49646). (616) 258-2800. Peninsula Bcstg Inc. Rep: Pearse Sales. Net: Mutual. Format: Adult contemp. ■ Roy E. Henderson, pres & gen mgr; Michael O'Shea, stn mgr; Glen Richards, prog dir; Chuck Poet, mus dir; Barry Scott, news dir.

Page C-123. Under ***KLSE-FM** Rushford; Minn. change the address to: 735 Marquette Bank Bldg. Rochester (55901).

Page C-123. Under Minnesota Radio change the heading "Spring City" to "Spring Grove." Also change the call letters for the station in Spring Grove from **KYBQ(FM)** to **KQYB(FM)**.

Page C-138. Under Beatrice, Neb. change **KWBE-FM** to **KMAZ(FM)**.

Page C-146. Under Albuquerque, N.M. change the address for **KHFM(FM)** from Box 8263 to 5900 Domingo Rd. N.E.

Page C-151. Under Cornwall, N.Y. delete the listings for

WDCX(FM), WEBR(AM) and **WNED-FM** and reinsert them under Buffalo, N.Y.

Page C-158. Under ***WSPN(FM)** Saratoga Springs, N.Y. change the power from 250 kw to 253 w.

Page C-159. Under **New York Radio** change the heading "Southbold" to "Southold."

Page C-170. Under **WTOB(AM)** Winston-Salem, N.C. add Net: CBS.

Page C-171. Under **KEYJ(AM)** Jamestown, N.D. change the call letters to **KQDJ(AM)** and insert a new listing:

KQDJ(AM)—Aug. 12, 1954: 1400 khz; 1 kw-D, 250 w-N. Box 1170 (58401). (701) 252-1400. Great West Bcstg (acq 7-1-80). Net: APR. Format: MOR, contemp. ■ Roger G. Greenley, pres & gen mgr; Charlie Foxx, sls mgr; Tim Ost, prog dir; Darrell Williams, news dir.

Page C-175. Under **WMEX(FM)** Clyde, Ohio insert a frequency of 100.9 mhz.

Page C-183. Under Holdenville, Okla. change **KYVL(AM)** to **KVYL(AM)**.

Page C-188. Under **KOOS(FM)** North Bend, Ore. change the power from 8 w to 800 w.

Page C-190. Under **WNCC(AM)** Barnesboro, Pa. add Polka, 7 hrs wky under special programming Delete John Dial III, prog dir and Bob Helbig, prom mgr; and add Dennis Pompa, prod dir.

Page C-190. Under Bethlehem, Pa. delete the cross reference for **WEZV(FM)**.

Page C-190. Under **WGPA(AM)** Bethlehem, Pa. change the licensee from Cadwick Bcstg Co. to Chadwick Bcstg. Co. Also change Gilbert Akoyd, chief engr to Gilbert Aykroyd, chief engr.

Page C-190. Under Bethlehem, Pa. insert a new listing for **WZZO(FM)**:

WZZO(FM)—Feb. 14, 1946: 95.1 mhz; 12 kw. Ant 630 ft. Stereo. Suite 205, 2285 Schoenersville Rd. (18017). (215) 694-0511. The Holt Corp. of Pa. Inc. Rep: Christal. Format: Album Rock. ■ Arthur H. Holt, pres & gen mgr; Gordon A. Holt, VP & natl sls mgr; Lyn Corey, prog dir.

Page C-192. Under **WSKE(AM)** Everett, Pa. change the power from 250 w-D, DA to 1 kw-D, DA.

Page C-196. Under **WDVR(FM)** Philadelphia change the address and phone number to WDVR Bldg, 10 Presidential Blvd., Bala Cynwyd (19004). (215) 667-8400. Delete Don LeBrecht, prom mgr and add Mike Marder, gen sls mgr; Dave Roberts, prog dir; Diane Sulpizio, pub affrs dir.

Page C-211. Under Hendersonville, Tenn. insert a new listing for **WBYQ(FM)**:

WBYQ(FM)—Oct. 16, 1970: 92.1 mhz; 3 kw. Ant 300 ft. Stereo. Box 24850, 810 Division St., Nashville (37202). (615) 256-6556. Mooney Bcstg Corp. (group owner; acq 3-1-77). Net: ABC/C. Rep: H.R. Stone Inc. Format: Contemp. ■ George P. Mooney, pres; William H. Seaver, VP & gen mgr; James W. Wesley, coml mgr; Mark Damon, opns mgr & prog mgr; Scooter Davis, mus dir; Mary Lassiter, news dir; Watt Hairston, chief engr. ■ Rates: \$38; 33; 36; 29.

Page C-215. Under Nashville insert a new listing for **WMAK(AM)**:

WMAK(AM)—July 1, 1948: 1300 khz; 5 kw-U, DA-N. Box 24850, 810 Division St. (37202). (615) 256-6556. Mooney Bcstg Corp. (group owner; acq 11-1-67). Net: ABC/C. Rep: H.R. Stone Inc. Format: Adult Contemp/Gold. ■ George P. Mooney, pres; William H. Seaver, VP & gen mgr; James W. Wesley, coml mgr; Mark Damon, opns mgr; Chris Romer, prog dir; Scooter Davis, mus dir; Mary Lassiter, news dir; Watt Hairston, chief engr. ■ Rates: \$38; 33; 36; 29.

Page C-215. Under Savannah, Tenn. insert the heading "Savannah" over the listings for **WORM(AM)** and **WORM-FM**.

Page C-220. Under Conroe, Tex. change **New AM** to **KSKS(AM)**.

Page C-224. Under Houston insert a new cross reference:
KYST(AM)—See Texas City.

Page C-231. Under Texas City, Tex. change **KTLW(AM)** to **KYST(AM)**.

Page C-236. Under **WBBC(FM)** Blackstone, Va.

change format to gospel/sports. Delete Noel Shekleton, ops mgr. Add Mike Gregory, mus dir.

Page C-236. Under **WKLV(AM)** Blackstone, Va. change the format to Country/Adult contemp. Add Spec progs: Black Gospel 6 hrs. Delete Fox as gen mgr and add Pamela S. Umstead, corp. mgr.

Page C-237. Under **WBOB(AM)** Galax, Va. change the power from 1 kw-D to 5 kw-D.

Page C-250. Under Oak Hill, W. Va. change **WJRL(FM)** to **WRJL(FM)**.

Page C-252. Under Green Bay, Wis. change the name of the news director of **WNFL(AM)** to Frank Catalano

Page C-261. Under Vega Baja, PR. insert a new listing for **WEGA(AM)**:

WEGA(AM)—1972: 1350 khz: 500 w-U. Box 1488 (00763). (809) 858-1350. Vega Baja Bcstg Corp. ■ Angel Manuel Ciordia Jr., VP & gen mgr. ■ Rates: \$10; 10; 10; 10.

Page C-271. Under St. Catharines, Ont. change **CHSC-FM** to **CHRE-FM**.

Page C-275. Under **CKOI-FM** Verdun, Que. change the phrase Co-owned with CKUL(AM) to Co-owned with CKVL(AM).

Page C-276. Under Ville Degelis, Que. change **New AM** to **CFVD(AM)**.

Page C-298. Under **AM Calls** change the listing for KWRF from Warren, CA to Warren, AR.

Page C-309. Under **FM Calls** change WIOC Donce, PR to WIOC Ponce, PR.

Page C-319. Under **1050 khz** change the power for WSKE Everett, Pa. from DA-D-250 to DA-D-1,000.

Page C-330. Under **1440 khz Regional** insert a listing for **KRDZ(AM)**:
KRDZ Wray, Colo. (III) D-5,000.

Page C-332. Under **1470 khz Regional** delete the listing for KRDZ Wray, Colo.

Page D-8. Under **Buckley Radio Sales Inc.** insert a new listing:

Buckley Radio Sales Inc. 485 Madison Ave., New York 10022. (212) 832-0404. Richard D. Buckley, pres; Joseph M. Bilotta, exec VP/gen mgr; Mel Trauner, senior VP/dir rsch; Edward H. Forester, NY sls mgr; Robert J. Lurito, VP/Midwest rgnl mgr; Lloyd McGovern, VP/West rgnl mgr.

Atlanta 30309: Suite 610, 1819 Peachtree Rd. N.E. (404) 352-1287. T. Richard Rawlins, mgr.

Chicago 60611: 520 N. Michigan Ave. (312) 644-4530. Robert J. Lurito, VP/Midwest rgnl mgr.

Dallas 75205: 5327 N. Central Expressway (214) 528-1315. Lee Bell, mgr

Detroit 48202: 818 Fisher Bldg. (313) 871-1030. Roger Hornung, mgr.

Los Angeles 90028: Suite 908, 6255 Sunset Blvd. (212) 461-3313. Jack Kabateck, mgr

New England: 869 Blue Hills Ave., Bloomfield, Conn. 06002. (203) 242-0872. Ron Pell, mgr.

Philadelphia 19102: 1420 Walnut St. (215) 546-5045. Andy Goldblatt, mgr.

San Francisco 94119: Rm 1410 St. Francis Hotel, Union Sq. (415) 982-4735. Lloyd McGovern, VP/West rgnl mgr.

St. Louis 63102: Equitable Bldg., 10 Broadway. (314) 621-6040/6041. Kay Lavsa, mgr.

Page D-51. Under **Capitol Hill News Service** change the name and address to:

States News Service. 316 Pennsylvania Ave. S.E., Washington 20003.

Page D-60. Under **Producers, Distributors** insert a new listing under the heading "I":

Israel Broadcasting Service. 800 2nd Ave., New York 10017. (212) 867-7584. Beverly Siegel, dir; Jon Schachter, asst.

Page D-62. Under **Producers, Distributors** insert a new listing under the heading "M":

Media Americana. City National Bank Plaza, Suite 602, 606 Wilshire Blvd., Santa Monica, Calif. 90401 (213) 394-6977. Michael S. Emerson, pres; Christina Aerenlund, exec in charge of prod and mktg; Diane McClure, prod/distribution coordinator.

Page E-6. Under **CCA Electronics Corp.** insert a new listing:

CCA Electronics Corp. Broadcast Plaza, Box 5500, Cherry Hill, N.J. 08034. (609) 424-1500. Richard N. Groves, pres; Joseph T. Consalvi, pres-bcst products; Stanley Gobbi, mgr-intl mktg; Evan Pezirtzoglou, VP-engrg.

Mexico City: Medellin Mktg. 94-B. (905) 511-4795. Carlos Caballero.

Scotts Valley, Calif. 95066: Box 66507 (408) 438-4273. Marty Jackson/Ted Tripp.

Canyon Lake, Calif. 92380: Box 6098. (714) 684-7502. Dave Diels.

Seattle 98155: 1916 N.E. Ballinger Way-Ste. B. (206) 364-9911. John Nutting.

Golden, Colo. 80411 Box 204 (303) 422-9511. Greg Pine.

Azle, Tex. 76020: Route 2, Box 257 (817) 444-3193. John R. Crouse.

Tampa, Fla. 33614: 5401 S. Comfort Blvd. (813) 885-1411. Alan Jester/Lloyd Walton.

New Orleans 70123: 5441 Pepsi St (504) 733-7265. H.T. Henley/Dave Smyth.

Doraville, Ga. 30340: 3684 Clearview Ave. (404) 455-3120. Gino Nappo.

Oshkosh, Wis. 54902: 19 Irving Ave. (414) 235-8930. W.P. Tedlie.

Kalamazoo, Mich. 49006: 334 Industrial State Bank Bldg. (616) 342-4937. Ray Winters/John Seymour.

Dayton, Ohio 45151: 3381 Successful Way. (513) 236-5500. Carl Raasch (Don Imbody/Indianapolis).

Wenonah, N.J. 08090: 4 Oak Ave. (609) 468-2585. Don Powers

Clifton, N.J. 07013: 160 Elmwood Dr. (609) 468-2585. Charles Hecht.

Totowa, N.J. 07511: Box 322. (201) 256-0455. Herb Holzberg.

Miami 33144: 1031 S.W. 74th Court. (305) 261-4755. RR. Fermaintt.

Riyady, Saudi Arabia: Box 1456. 67892. Edward O. Lauman, pres, CCA Telecommunications Inc.

Scarborough, Ont. 1080 Bellamy Rd. N. (416) 438-1012. Bruce Emmonson, pres, Caldwell.

AM/FM/TV broadcast transmitters, antennas, related equipment.

Page E-40. Under **Equipment Makers, Distributors** insert a new listing:

Transcom Corp. Box 26744, Elkins Park, Pa. 19117 (215) 379-6585. Martin Cooper, pres.

Metro Manila, Philippines: Legaspi Towers 200, Suite 301, Paseo de roxas. E.V. Rosales, sls rep.

Used AM & FM transmitters, new broadcast equipment packages.

Page F-6. Under **Consultants** insert a new listing:

Clark Network Programming. 777 Silver Spur Rd., Rolling Hills, Calif. (213) 541-3309. Charles Patterson, VP progmg; F. Joseph Clark, VP sls (Progmg and consultation for AM, FM, TV, cable TV and cable FM, provides taped music for automated radio stns and automated music for cable systems plus film or taped programs for TV and cable.)

Page F-8. Under **Consultants** insert a new listing:

Edward J. Jaeger. 5530 Rab St., La Mesa, Calif. 92041. (714) 460-9831. (FCC applications, license renewals, market surveys, organize office and progmg operations.)

Page F-8. Under **Consultants** change the listing of **Mitchell A. Lieber** to:

Lieber & Assocs. 653 W. Barry Ave., Chicago 60657 (312) 975-6123. Mitchell A. Lieber, pres. (Coml and non-coml broadcast stn development.)

Page F-9. Under **Consultants** insert a new listing:

Robert P. Rimes. 729 Singing Trails Dr., El Cajon, Calif. 92021.

Page F-13. Under **Pike & Fischer Inc.** change the address and phone number to 4550 Montgomery, Bethesda, Md. 20014. (301) 654-6262.

Page F-15. Under Engineering Consultants delete the cross reference for ***Callison, Glen B.** and insert a new listing: ***Callison, Glenn B.** 15745 Terrace Lawn Circle, Dallas 75248. (214) 233-6034.

Page F-19. Under Law Firms insert a new listing under the heading "G":

Law Offices of Leo I. George: 1707 L. St. N.W., Suite 540, Washington 20036. (202) 833-5678.

Page F-20. Under Attorneys Active in Communications Law insert a new listing as follows:

Becker, A. Harry: 1730 M St. N.W., Washington 20036. (202) 833-9400.

Page F-21. Under Attorneys change the listing for John A. Borsari as follows:

Borsari, John A.: Law Offices of Leo I. George, 1707 L. St. N.W., Suite 540, Washington 20036. (202) 833-5678.

Page F-22. Under Attorneys insert a new listing under the heading "E":

Evans, Donald J.: Law Offices of Leo I. George, 1707 L. St. N.W., Suite 540, Washington 20036. (202) 833-5678.

Page F-23. Under Attorneys insert a new listing under the heading "G":

George, Leo I.: Law Offices of Leo I. George, 1707 L. St. N.W., Washington 20036. (202) 833-5678.

Page F-30. Under "Talent Agents/Managers" insert a new listing:

Donald M. Ephraim Ltd. Suite 300, 172 North Franklin St., Chicago 60606. (312) 726-1245. Donald M. Ephraim, pres.

Page F-31. Under National Association of Broadcasters delete the first paragraph under **Radio Board** and substitute:

Edward O. Fritts; Fritts Bcstg Inc., Indianola, Miss., chmn; Cuille Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., vice chairman.

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RADIO

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New owners need new manager for KNOR in great university community. Norman, Oklahoma. Tremendous opportunity for leader who can motivate and sell. Must operate strong news, sports, and special events programming with total local involvement. Bonus incentives based on production. Know FCC rules. EEO. Send resume, references, and performance record to Monte Moore, PO Box 1450, Porterville, CA 93257

Have You Been Trained on tell-me's and sell-me's? We are looking for top people for sales and management in West Coast multi-million dollar property. We'll supply ongoing training with the best tell me trainers around. Confidential replies to 99 East Magnolia, Suite 117, Burbank, CA 91502.

Dynamic General Manager for possible C&W in Alabama which produces approximately 1/4 million in revenues annually. Must have strong sales background, be able to motivate and carry the top local list. Stable economy with agriculture base. We have owned station over 30 years and have excellent plan of salary benefits and incentives. Send resume and salary requirement to Randolph H. Millar, PO Box 3032, Ft. Pierce, FL 33450. An Equal Opportunity Employer.

Sales Manager. AM/FM Pennsylvania. Prestige, unusually high earning potential, benefits. Send resume, references. Box H-125.

Group owner is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EOE. Box H-162.

Station Manager—Supervise installation and operation of new NPR 100,000 watt public radio station. Five years broadcast related—three years supervisory—experience required. MA degree preferred (may teach one course). \$22,500. Deadline September 22. The University of Alabama Employment Office, Box 6163, University, AL 35486. An equal opportunity employer.

WJMS and WIMI, Ironwood, Michigan is looking for a top flight general manager. The right person must have a solid sales background, be familiar with small market radio operations and ready to settle into a lucrative resort area in the heart of God's country. Contact The President, Roberts Broadcasting Inc. immediately at 715-588-3852 or 906-932-2411 EOE.

Alabama Medium Market station needs station sales manager. Must be experienced with a heavy emphasis on sales organization. Salary plus override. This is a good position for somebody who wants to earn and work with a good radio station. Equal opportunity employer. Box H-187

HELP WANTED SALES

Beautiful Burlington, Vermont powerhouse FM looking for aggressive small market salesperson to move up to major regional station. 36,000 watts from Mt. Mansfield blankets Northern Vermont, Northeastern New York, and Montreal with beautiful music. Resumes to Tom Pierce, WEZF FM 93, PO. Box 22, Burlington, VT 05402. Equal Opportunity Employer.

The opportunity demands you investigate. If you are presently an account executive or a sales manager and are looking to learn, grow, contribute and prosper; I strongly suggest you investigate this exciting AM-FM sales manager opportunity. The pay is excellent, the market is prosperous and the future is bright. We are an equal opportunity employer and employees know about this advertisement. Send a mailgram or letter to Box H-56.

Wanted strong salesperson for FM station in growing Central Florida area. Salary plus commission. Send resume to Box H-110.

Account Executive—possible Sales Manager. New 100,000 watt FM in rich Red River Valley wants an experienced sales person. Real opportunity to grow. Contact M. Leighton, 218-281-6820 Crookston/Grand Forks, ND (EOE).

Account Executive—Great opportunity in the South for young energetic self-starter. Account list plus fringe benefits. Chance to prove yourself with eventual management a real possibility. Contact Station Manager 504-446-5604

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to R. Vickrey, Sales Manager, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer M/F.

Upper Midwest Group seeks local salesperson with sales management potential. Liberal expense account, commission and guarantee for the right person. All medium market operations. EOE M/F Dakota North Plains Corporation, Box 1770, Aberdeen, SD 57401.

Three account executives are about to move to Springfield, Vermont and make major market dollars selling radio. They already have 1) Proven track record 2) The conviction that radio advertising works 3) Understanding of retail. And here's what they'll get... 1) Financial reward in exchange for hard work 2) opportunity to learn and grow professionally 3) host of bennies 4) a challenging career in New England's biggest little market. Be one of the chosen three. Contact Robert Russo, Sales Manager, WCFR 802-885-5147 before 10 am E.O.E.

HELP WANTED ANNOUNCERS

Clean air... no traffic jams. No. 1 ratings. CBS Country outlet with emphasis on personality and information will have a rare daytime opening this fall. We pay major market dollars plus full company benefits. Tapes, resume to: Tom Wynn, KFGO, Box 2966, Fargo, ND 58108

All-classical 105,000-watt WNED-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Tape and resume, including references, to Peter Goldsmith, program director, WNED-FM, 23 North Street, Drawer A, Buffalo, NY 14202. EOE

Morning Personality needed for South Georgia's modern country giant. Production & sales experience preferred. Excellent pay plan. Tape, resume, to Jim Jennings, General Manager, WGAF, PO Box 100, Valdosta, GA 31601.

DJ with production and/or sales/service ability Call Kevin Doran, Hornell, NY 607-324-1480.

Wanted: Experienced personalities for adult oriented format. Must be smooth with strong production abilities. Top pay for the right people with excellent fringe benefits. Tapes and resumes to Jim Curtis, KQCR, 500 Paramount Building, Cedar Rapids, IA 52401. EOE

Wanted—entry level announcers for beautiful New England small market AM/FM. Only college on-air experience necessary. Send resumes. Box H-91.

Afternoon air personality needed for regional mid-west AM. Must be strong on production, public service and community involvement with a minimum of three years experience. Send tape, resume and salary required to Rick Carson, WCMR Radio, PO Box 307, Elkhart, IN 46515

Night opening available immediately in this beautiful Western Massachusetts city. We want someone who can read well, write well, take direction and work for a solid operation. This could be your first job in radio. Send tape and resume immediately to: General Manager, WBRK, Box 987, Pittsfield, MA 01202. M/F EOE

50,000 watt midwestern FM, now accepting tapes & resumes for possible future openings. Top 40 and dominant in market. Send to Operations Manager, PO Box 260, W. Terre Haute, IN 47885.

Indiana community involved small market station needs announcer. Play by play also helpful but not required. Up to \$15,000 to start! EOE. Reply Box H-148.

Nice Community to live and work in! Need announcer who also likes to do other things like production, news and perhaps play by play. Above average pay. WCBK AM-FM, Box 1577, Martinsville, IN 46151 or call David Keister, 317-342-3394. EOE.

Welcome to the Ocean State! WPRO has an immediate on air opening for experienced Top-40/AC air talent. If you've got 3-5 years experience along with impeccable references, send tape, and resume to: Gary Berkowitz, Operations Manager, WPRO AM-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO is an Equal Opportunity Employer

Major AM in medium southeast market needs morning personality for new big band format. E.O.E. Reply Box H-168.

Iowa, KBKB AM-FM, losing PD to Chicago. Accepting resumes and tapes for evening jock position, and all-night jock. EEO. Tapes and resumes to: Martin Sheridan, VP, KBKB, PO 369, Fort Madison, IA 52627.

Sportscaster, experienced PBP needed to cover U. Va. sport. 1980 NIT champs. Colin Reese, G.M., WINA-WQMC, Box 1230, Charlottesville, VA 22902. E.O.E.

Experienced Mid-Day A/C Personality for east coast ocean resort medium market. Top production required. E.O.E. \$16,000/plus benefits. Resume to: Box H-184.

Creative Afternoon Drive Personality: For 50 kw Capital Cities' Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "personality" more important than years of experience. Excellent opportunity for the right person. Tapes & resumes to: Neil McGinley, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

HELP WANTED TECHNICAL

Top Notch Engineer required to build a new FM for this AM/FM combo committed to engineering excellence. Must be into state of the art, and strong on maintenance, especially FM and studio. Box G-195.

Chief Engineer for Milwaukee area AM-FM. Excellent salary and fringe benefits for experienced, hard-working engineer. Position available immediately at this group-owned station. Send resume to Box H-48.

State of the Art ability required to build new FM. Seeking chief engineer who demands the best signal in town from his equipment and gets it. Brand new studios just completed need finishing touches. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can perform. Applicant must have ability and desire to advance to technical director. KQDS FM-AM, Box 6167, Duluth, MN 55806.

Experienced Chief Engineer. Take full charge of technical operations—Austin, Texas. KOKE AM (daytimer)/KOKE FM (Class C fulltimer). A successful operation needing a lot of work to meet growing pains. New studios planned for 1982-83. If you have four years experience and like your work, call today. Immediate opening. Jim Ray or Jim Green, PO Box 1208, Austin, TX 78767. 512-454-2561

Chief Engineer for growing broadcasting group which currently consists of 3 AMS and 4 FMS. Send resume and salary requirements to Box G-180.

Chief Engineer—for SE Florida coast 100kw FM. First Phone and experience with transmitters, studio and microwave equipment. Salary commensurate with experience. EEO/Minorities encouraged. Box H-160.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer—for AM/FM operation in Southeast. Send resume to Box H-145.

Chief Engineer WHEN/WONO Syracuse, N.Y. First Phone and 3-5 years experience maintaining high power transmitters, directional antennas and automation. Salary negotiable DOE. Robert Carolin, V.P. 315—457 6110. WHEN/WONO is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer—Install, maintain new 100,000 watt stereo public radio station. Familiarity with newest equipment, three years broadcast experience and First Class Ticket required. Supervisory background and BA degree preferred. \$17,500. Deadline September 22. The University of Alabama Employment Office, Box 6163, University, AL 35486. An Equal Opportunity Employer.

Wanted: Chief Engineer with complete knowledge of FCC Rules and Regulations, strong in administrative capabilities for a major market AM/FM radio station in the midwest. We are an equal opportunity employer. Please send all replies to Box H-172.

Transmitter engineer: Minimum two years experience. First class license required. Prefer high power FM or TV experience. Send resume to Personnel Director Broadcasting, WSM, Inc., PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED NEWS

Excellent opportunity as News Director at one of Minnesota's best stations. Strong commitment to news. Candidates must have superior reporting/and air skills, and be able to administer 3 person department. Tapes and resumes to Dave Ziebell, KAGE Stations, Box 767, Winona, MN 55987 507—452-2867.

Reporter/Florida Public Radio Network: Annual salary \$11,300 plus benefits. Assists in planning & production of statewide governmental affairs programs for distribution to Florida Public Radio Stations. Conducts interviews, writes scripts, edits, and announces statewide governmental affairs programs. Operates variety of broadcast and production equipment. Requires: College graduation with major coursework in journalism or broadcasting. Send resume to: Florida Public Radio Network, 420 Duffenbaugh Building, Florida State University, Tallahassee, FL 32306. Application deadline: September 1, 1980. Position available: September 15, 1980. Equal Opportunity Employer.

Immediate opening for experienced reporters. Good on-air delivery and writing skills a must. Contact News Director, Radio Station WIIN/WFPQ 609—348-4646. Minorities are encouraged to apply.

Radio—Experienced News Director. Immediate opening with top midwest C&W AM station. This person must be able to maintain, supervise, and direct an award winning news staff. Applications should include resume & salary required. E.O.E. Please reply Box H-66.

Money is important—So is performance to southwest suburban market of 30,000 needing news director. Extra pay for sports and PBP. EOE. Tape and resume to KARS, Box 860, Belen, NM 87002

50,000 Watt FM in a beautiful northeast coastal community looking for an experienced news & sports director. Must have strong delivery and writing skills. Salary is competitive. Living conditions fabulous. EEO. Resume to Box H-75.

Afternoon Drive Newscaster for Adult Contemporary suburban Washington, D.C. station. Tapes and resume to Johnny Long, WPRW, Box 1460, Manassas, VA 22110. EOE.

News Director for Toledo, Ohio's largest radio news staff. WSPD Radio is an adult contemporary station with a serious commitment to news and information. The applicant should be an aggressive broadcast journalist with experience as a News Director or Assistant. Qualified candidates send tape, resume and references to James P. White, WSPD Radio, 125 S. Superior, Toledo, OH 43602. Equal Opportunity Employer.

Highly respected Midwest medium market station is looking for a newscaster to join our four man News Department. Group ownership, excellent salary and fringe benefits. EOE M/F. Resumes to Box H-109.

Dominant news facility seeks addition to morning drive team. Looking for experienced news reporter-writer for 50K AM/100K FM in North Carolina Arbitron rated No. 1, CBS affiliate. Send tape and resume to Doug Fellows, News Director, WFNC/WQSM Radio, Box 35297, Fayetteville, NC 28303. EOE M/F.

All News anchor/reporter. minimum 2 yrs. news experience. Resume, writing samples and tape to: Kerry Painter, WILM News Radio, Box 1990, Wilmington, DE 19899.

Iowa, KBKB AM-FM, looking for old-timer who still has what it takes, or beginner who's willing to work hard, to dig, write and announce news. Ideal situation for those "who've been there", and want to get away to a small river town, or for those talented people who are just starting. We've sent many on to major markets. Tapes and resumes to: Martin Sheridan, KBKB, PO 369, Fort Madison, IA 52627

KLAZ is seeking news talent. You must have a good voice with good reporting skills. College degree with at least two years experience. Send tape, resume, and writing samples to: Philip Beasley, 1501 N. University, Suite 768, Little Rock, AR 72207

I need a super general assignment reporter. New and exciting modern country format. Excellent writing skills and one year experience required. Send tape and resume to Mike Manns, News Director, KSKX Radio, PO Box 4407, Topeka, KS 66604. Equal opportunity employer.

Major Ohio market seeks an experienced news professional. Duties include extensive outside coverage and weekend anchor. Contact Art Barrett at 513—294-5858 between 9AM-3PM weekdays. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Program Director to train and motivate air staff of 5 KW adult contemporary station located in the mountains of the Northwest. I need a person who knows production, music, promotion and can rule with an iron fist. Also must run a board shift. Don't apply if you're not willing to put the time into the job. I need a pro! Great working conditions and benefits in a growing group operation. An equal opportunity employer. Send resume and references to Box H-26.

Operations Manager at AM/FM Public Radio Station. Desire person with equipment and audio background, B.A. and at least 2 years experience in control room operations. Resume, audition tape, references and salary requirement to David Beach, KFJM/KFJM-FM, Box 8116, Grand Forks, ND 58202. EOE.

Music Programmer: For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine melodic currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. M/F. Send resume with salary history to Box H-89.

Experienced Program Director for major market 50,000 watt country facility needed. Must have thorough knowledge of modern country music programming. Send tape and complete resume immediately to General Manager, WYDE, PO. Box 3326-A, Birmingham, AL 35255.

Classical Music Producer for all classical WNED-FM. We're expanding our local production effort and seek a candidate to produce, record, and host live music events. Requires radio production and classical music recording experience and professional on-air skills. Resume, references and a non-returnable audition tape showing appropriate skills to Peter Goldsmith Program Director WNED-FM, 23 North Street, Buffalo, NY 14202. WNED-FM is an equal opportunity employer.

News-Production Person for evening shift at WIKE, Newport Vermont. Or Production-Newscaster. Job involves tending the automation gear. Good voice and quick mind necessary ... experience desirable. Send tape and resume to Walter Hanlon, General Manager, WIKE, PO Box 377, Newport, VT 05855.

Morning DJ/PD. for medium resort market (near top ten eastern market). Requires broad experience in adult contemporary/PA. with heavy news/information programming. Minimum three years experience required. Others please don't respond. \$20,000/plus benefits. Rush resume in confidence to: Box H-161

SITUATIONS WANTED MANAGEMENT

General Manager: experienced in all phases of station operation. Sales — programming — FCC renewals. Looking to grow with right station. Box G-161

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box H-10.

General/Station Manager: 20 years experience all phases of station operation. Ambitious, responsible, professional and a leader. Currently employed, but new owners have own manager. Must relocate soon. Box H-69.

General Manager: Good at stabilizing your organization, making it a leader and profitable. Over 13 years in medium market broadcasting, the last six in management, including General Manager. Strong in programming, community involvement and sales. Change in ownership and management structure prompts a move. Looking to lead your team. Box H-67

Wisconsin Broadcasters. Former broadcaster, now successful Advertising Director of award-winning newspaper group wants to return to first love ... radio. Will consider all opportunities. 312—584-4460 after 4:30.

GM and/or GSM, strong on sales and motivation. Will personally sell, direct staff, recruit and train. Aggressive, experienced, professional, self starter. Reply Box H-105

General Manager: Highly experienced general manager with successful track record desires change. Interested only in Pacific West Coast markets. Currently large market, also medium market background. Expertise in turning around sagging property. Box H-150.

Ambitious News Director looking for Operations Director and/or Sales with possible future ownership. Tony 313—987-7408.

Successful 22 year career in broadcasting sales, programming production. Available in September to manage your radio or television station. If not satisfied with ratings or revenue, contact me now, because I can make your company successful. Box H-178.

California General Manager with 12 years medium and major market experience. A review of my resume and its thorough investigation will disclose a responsible person with a successful background in all facets of both AM and FM radio operations. Box G-237.

I'm seeking promising opportunity with small-medium market facility having honest, well-regarded ownership, in attractive, clean-air location. Earned-interest arrangement considered. Sixteen years experience ... management, sales, or air including 50 kw AM country stations. Educated, first phone, excellent grassroots management skills. Presently in Northwest. 907—344-9290.

Pick hits and nix stiffs. Rock critic with radio experience wants Music Director's job with Northeast AOR or top 40 station. Call Marc 617—267-0566.

Ten Years Sales, 5 programming/operations (country). Supervision, promotions, copy, production. Consider small-medium market with fringe benefits. Box H-131

General Manager-Sales Manager can do it all, sports, talk, production, strong sales—Welsh Company, Columbia School of Broadcasting. Young, enthusiastic, aggressive, tireless worker, excellent community relations man. Steve 303—384-8611.

Turn you station around! Increase billing overnight! New, unique format commands large, active audience and high-ticket advertisers. Broadcast veteran with sales/management/operations/programming background will be your GM or consultant. Competitive markets only. Contact today, start making money tomorrow! Box H-167.

SITUATIONS WANTED ANNOUNCERS

Expert PBP in hockey, football, baseball & basketball. I am willing to relocate immediately in Canada or U.S.A., and I also have PBP tape and personal resume available. Ask for Joe 312-652-2452. Call after 5 p.m.

DJ/Sportscaster. 3 years experience. 3rd ticket. College grad. Relocate anywhere. Handle all formats. Specialty Oldies. Strong PBP news reporting of all sports. Tape, resume, references., photo. 201-338-4100, leave message. Or Jim Spiro 12 Cambridge Road, Bloomfield, NJ 07003.

Cookin Top 40 personality. Creative, dependable, hardworking afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box G-184

Sports Director in Chicago area looking for any type of sports work. Can do P-B-P, color, daily sportscasts, sports talk, even combo. Have job, will travel. Doug Strickland, 208 North Loomis, Naperville, IL 60540. 312-420-9585.

Reliable young chick ready to kick! Prefer Top 40's format. Tape, resume available. Diana Marzano, 10812 S. LaPorte, Oak Lawn, IL 60453. 312-636-4350 or 312-636-0925.

Dedicated, hardworker, seeking to find a station that's interested in my talents and Broadcasting ability. Can do any format. Third Class. Good voice. Will relocate immediately. Contact Charles (Chuck) Robinson 312-787-8220. Top 40, Disco, R&B or Jazz.

Dependable—aggressive. A.O.R. preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

Sharp black morning man: experienced in programming and production. Masters, first phone. For tape and resume Box H-87

Bright, eager and reliable black, male disc jockey is seeking entry-level shift. Location and hours are no problem. Good tape! Will work within your budget Will travel. Call Charles Stephens 215-877-6782.

Broadcaster hard working, no place to small willing to relocate. Spec's Grad. Write or phone Robert Alexander, 1055 Philip Apt. No. 15, Detroit, MI 48215, 1-313-331-7699.

Varied background over 5 yrs -3rd. DJ AOR/format top 40. Automation. Major market experience, tight board, production. Double B.A.-government, communications. Graduate work, Emerson College. 3/4" video. References, Jeff Kline, 23 Lyndon Rd., Sharon, MA 02067

Good news for small stations - Graduate from B.C. School NYC., from Michigan want to re-locate in Midwest. Versatile, great rapp for all formats—impressions—hard working and high energy. Third phone very strong in sales and production. Keith Packard 212-564-1927 work, 212-625-4774 home.

Experienced PBP announcer looking for first full time sports job. Trained and talented with third ticket. Wants to do more PBP, has sold radio time and will double on news. Any size market, willing to travel. Sal Genovese, 1505 Alta Vista Court, Seaside, CA 93955. Call 408-394-7635 or 408-724-9371

Enthusiastic communicator seeks major market adult format. Enjoy crowds! Have performed over 2,000 hours of both personality and street interviews. Box H-176

Newsman-announcing, writing. College experience including news director, editing. Looking for radio break after trying other things. Call Pat O'Neill, 212-825-0100, ext. 260.

Common sense and experience. Hire on that basis? I'd like to talk. Single, 22. Six years small markets. Extensive airwork, copywriting, production, news, remotes. Prefer Alabama, southern Tennessee, western Georgia. Most familiar with contemporary and country. Current employer best reference. Dan. work: 205-245-4354 Home: 205-245-5756.

I have a great job. Seek warm winters. Entertaining personality desires long term. growth. MOR, AC, top 40, AOR. Available September: 10th, with notice. 701-775-5311 unit 63 answering service. Leave message for aircheck and or return call.

Help! Experienced, talented, creative announcer wasting away. Tape tells all. Prefer AOR, will consider all. Box H-157

California: Oldies freak with 7 years experience, most formats. Available yesterday Good production and news; first. Mark Solomon, 671 Nello Dr., Campbell, GA 95008. 408-866-4256.

Black jock looking for first break, tight board, pleasant voice. 3rd phone, looking forward to relocating and willing to go anywhere. Ready now Box H-182.

8 years experience. Will relocate. Prefer AOR. Mornings 608-788-7040 afternoons 608-788-7198 ask for Tom.

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

Hire a top man for the coming football season. Commercial experience in PBP sales, music. Mitch 212-594-5824.

Morning pro of 14 years wants to work for a winner again. Prefer nights, good medium or major only and MD responsibilities. Country. Box H-134.

Available now. Experienced dependable announcer, licensed, mature voice, midwest preferred. Bill 612-447-2835, after 1 PM.

Experienced female professional looking for station in New England where quality counts. Tight board, sharp copy and production. Carol Ann Pretzel, Star Route, Box 180, Matamoras, PA 18336. 717-491-4330

Experienced Announcer wants to move up. Sincere, cooperative and hard worker. Call Bob Long at 414-547-0748.

Male D.J. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Illinois, Southeastern Wisconsin, and Northwestern Indiana. Box H-165.

Woman: Staff announcer, news, production, copywriter, 3rd class license Tosca Pisano, 415-861-6136, Evenings.

SITUATIONS WANTED TECHNICAL

9 Years experience AM-FM-TV operations/maintenance. studio/transmitter. Relocatable. Box H-51

SITUATIONS WANTED NEWS

200% GM backup - Accomplished Anchor-Reporter-(Professional approach)-R-TV News/Sports. Degree-Journalism. Hank Holmes 617-679-6957 after 2 p.m./eves.

Experienced Anchor/Reporter. Five years radio news experience. Presently afternoon drive in top 75 market, seeking to move up in market size. Have college degree. Prefer Northeast, but will relocate. Call 617-822-6480 evenings.

Looking for small market sports break. Experience in PBP & sports reporting! Call for resume & tape. Phil Wald, 312-274-4947 7533 N Seeley, Chicago, IL 60645.

Major market all news editor seeks reporter/anchor position. Young, aggressive, organized. Top 25 please. Box H-77

Experienced news/sports reporter, BA in communications, excellent play-by-play, sports talk, general reporting, seeking medium market position, call Jim 614-436-6133.

Sportscaster, 6 years, Network exp. football, basketball, baseball, Dan Lee, 316-231-6205.

8 Years Experience - News Director of Suburban New York station looking for anchor/reporter position in medium/major market where I can make a long term commitment. Box H-133

Small Market Black Male Anchor looking to move to major or medium market. Limited but broad experience. Box H-138.

Sportscaster—spice up your news/information programming with local sports features and reports. PBP 12 years experience. Medium to large market. Box H-173.

College grad—11 months experience—looking for full-time sports slot, or news position with sports emphasis. Bob 703-667-0791.

Need first break. Mature college grad with strong news background, good voice, delivery will go anywhere in IN, MI, IL, OH area. Creative, ambitious. For tape, resume call David White 219-264-1453

Sportscaster—Six years experience in all phases of radio news and sports. Produced NBA audio reports. Excellent interviewer. On air or producer's position desired. Will relocate. Stu Miller, PO Box 1149, Union, NJ 07083, 201-372-2852

Award Winning PAC 10 play by play pro on 23 station network. Seeking new challenge in play by play, Sports Director, and/or Sports/talk. 10 year pro with top references. No rookie but still young. Competitive and hard worker. Spontaneous, witty, always prepared, and very creative. Strong production and personality. Available now to relocate. Call Mike Stone 503-484-9939

Articulate, self-starter seeking quality news operation. Background in major market radio and television. Will relocate. Call Jeff Long 412-899-3430

Award winning medium market news director looking for large market. 5-year college grad. Average voice, excellent skills, sports background also. Tony 313-987-7408.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

33 year old professional man wishes to return to broadcasting after 8 year hiatus. Ideal position will combine air work or programming responsibilities with opportunity to participate in station management. My goal is a senior management spot and/or equity position. Varied, successful background. Prefer Chicago metro area or other Illinois location, but will equally consider all opportunities. All replies promptly answered. Box H-104.

Production Wizard: Third endorsed. Call, Ron 316-524-7626. Wichita, KS. Between 9am to 4pm CDT

British current affairs/community talkback show host (formerly foreign correspondent) seeks similar work in U.S. Immediately available. Contact Box H-116

Programing problems? I'm not Burkhart and Abrams, but I am an experienced PD, researcher, consultant and jock in top 25 markets. My background: Top 40, R&B, Disco, MOR, AOR & Country. The fall book is less than 2 months. Hurry! Box H-140.

Winning programmer available to give your station results—not promises. Impeccable track record. No "places" or "shows", let's win together! Box H-137

Ten years sales, 5 programming/operations (country). Supervision, promotions, copy, production. Consider small-medium market with fringe benefits. Box H-131

Attention—Experienced PD. has developed a winning adult format. Different. Contact Mike 319-462-4100 evenings.

Program Director. Can modernize and revitalize your AOR. Contemplating a switch to Album Rock? Let me make it a successful one. Ten years major market broadcast experience. I know what I'm doing and can make you money! Available for any Arbitron Market. Gary Lee 408-377-2935

Ten year programing -announcer-sales professional available now for popular formats. Jack 301-589-1028.

Eager male with programming, on-air, sales and public relations radio experience seeks entry position in New York metropolitan area market. BA, Boston College. FCC 3rd class license. Box H-186.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

8 years experience as program-music director/announcer, including staff and copywriting supervision, sales ideas, promotions, budgeting Computer research-logo artwork experience. No. 1 Arbitron success record Bill McCown 803-226-1408.

Country Music Pro with 15 years in all phases plus sales Home wanted (not a "job") Box H-188.

TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

Promotion Manager: Seeking qualified, aggressive individual with knowledge of print, graphics, art and layout; television production: ability to compose; and capability to create and control budgets; press relations experience helpful; salary DOE, submit resume to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114 Equal Opportunity Employer/Male/Female.

Development Manager. Plan and execute KTEH fundraising efforts including development of individual and corporate contributions, special events, program underwriting and grant proposal activities, plan and supervise the publication of monthly program guide, supervise volunteer activities, produce and administer station budget for development activities. \$27,605/year. App. Deadline: 9-5-80. Contact Larry Condit, Personnel Commission, 100 Skyport Drive, San Jose, CA 95110. 408-299-2754.

HELP WANTED SALES

We're looking for an aggressive self-starting salesperson ready to work and make money. Offering excellent guarantee and benefits package and the Monterey Peninsula to live. Send resume to Ben Tucker, Genl Manager, KMST-TV, 48 Garden Court, PO Box 1938, Monterey, CA 93940 EOE.

Local Sales Person for fourth fastest growing television market. Must have broadcast sales experience. Send resume to General Sales Manager, KIVA-TV, Farmington, NM 87401. EOE.

HELP WANTED TECHNICAL

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WCEA-TV 904-893-3127

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

Maintenance Engineers required for television station in South Pacific. KVZK-TV (owned and operated by the Government of American Samoa) needs both studio and transmitter engineers. A two year contract is offered at a salary of approximately \$18,000 per year depending on experience. Low cost furnished housing is supplied. Travel and shipping is paid to and from American Samoa. No shift work and a forty hour work week. Five weeks annual leave. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Chief Engineer: Sunbelt area. Take charge chief engineer. Responsible for all facets of technical operations. Call, will discuss on phone—Bill Moore 713-833-7512.

Chief Engineer for a small market television station. Responsible for all aspects of technical operation and equipment. Contact Roger Rien, KUMV-TV, Williston, ND Phone 701-875-4311 An Equal Opportunity Employer

Chief Engineer, 4 station network, group owned. Minimum 5 years experience in management, ENG, 3/4" and 2". Weather Radar, microwave, transmitter, multi-studio locations. Full responsibilities, personnel, purchasing, maintenance. Salary commensurate with experience. An Equal Opportunity Employer. Send resume and references to Box H-17

Assistant Director of Engineering—Studio Technical operations for multi-station State UHF television network. This is a newly created position resulting from a major expansion of facilities. Position requires leadership qualifications as demonstrated by previous supervisory experience, plus a high level of proficiency in studio/remote/EFP technical operations. Send resume to Herbert P Michels, Director of Engineering, NJ Public Television, 1573 Parkside Avenue, Trenton, NJ 08638. Salary Range Starts: \$24,082 (EEO).

Studio Maintenance Technician: Minimum 5 years experience RCA videotape equipment. Attendance at RCA videotape school desirable. Send resume to Technical Director, WOC-TV, 805 Brady, Davenport, IA 52808. An EEO employer

TV Engineer: Houston independent station needs engineer with 1st class license and broadcast experience. Call 713-626-2610 or send resume to KRIV/Metromedia, PO. Box 22810, Houston, TX 77027. EOE.

Chief Engineer-TV. VHF group owned Rich., Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Forward resume to or contact Don Watkins, PO Box 2349, Knoxville, TN 37901; phone 615-637-9666. EOE.

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

On-Air Switchers, Master Control. The "SuperStation" is looking for some special people; experienced, career minded on-air Master Control Switchers. Our around-the-clock operation requires a consistent high quality on-air look on all shifts. Applicants must have a verifiable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work all shifts. We have an excellent staff and superb new facilities. This position offers good pay, benefits and working conditions for the right career minded individuals. An Equal Opportunity Employer (M/F) If qualified, send complete resume to: J. A. Everett, Super Station, WTBS TV, 1018 West Peachtree St., N.W., Atlanta, GA 30309. No phone calls, please.

Operator-technician with first phone license for top-10 market with at least 3 years recent studio experience in the following: On-air switching using Grass Valley 1600 switcher; editing 2-inch video tape, and setup live and film cameras. Salary negotiable plus company benefits. Equal opportunity employer. Please send resume and references to: Chief Engineer, KXAS-TV, PO Box 1780, Fort Worth, TX 76101.

Chief Engineer: Vacation climate all year long. Management oriented chief needed to run well equipped engineering department with all the latest equipment. Some design work. We appreciate our engineers. Contact General Manager, KIII-TV, Corpus Christi, TX 512-854-4733.

Manager of Engineering (Chief Engineer) for growing PBS affiliate. Seeking a progressive engineer to manage VHF broadcast operations, multicamera remote truck, multiple transmission systems. Requires 1st class license. Prefer maintenance and remote production experience, minimum three years supervising an engineering department. Salary: open Closing date: August 29 Send resume to: Howard Lowe, KVIE, PO Box 6, Sacramento, CA 95801. EOE/AA

Experienced TV Engineer needed for WJAN-TV in Canton, Ohio. Must have thorough knowledge of all aspects of engineering maintenance and operation. Send resume to: Dale Lamm, Chief Engineer, WJAN-TV 6600 Atlantic Blvd., Louisville, OH 44641. WJAN is an EOE/Affiliated with PTL of Heritage Village Church and Missionary Fellowship Inc. of Charlotte, N.C. No phone calls.

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

Growth-Minded Chief Engineer needed now to build a Full-time station out of a long term Daytimer operation! Directional AM, STL, hands-on-experience required. Good salary, benefits, and long term growth potential as part of management team. Send resume, references, and salary requirements to Doug Collins, WQIO, Box 9260, Canton, OH 44711. Do not phone. EOE.

Wanted Now! TV transmitter engineer, 1st Class FCC license required, experience with transmitter preferred. EEO. Reply to Box H-127

Maintenance Engineer—Florida West Coast. Must have studio, transmitter, ENG experience. RCA equipped, ABC affiliate, good benefits. Contact Mike Burnham, Chief Engineer, WXLTV, Sarasota, FL 813-922-0777. E.O.E.

Engineers—Medium market west coast station is now accepting applications for qualified engineers. FCC 1st required. Need applicants with operating and maintenance experience. EEO/AA. Send resumes to Box H-149.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send reply and resume to Box G-50.

Accepting Immediate Applications for experienced reporters who are energetic and creative. Mail cassette and resume to Gary Long, PO Box 748, Little Rock, AR 72203 An equal opportunity employer. Female & male.

Producer for one hour news program with progressive, growing NW independent. Must have: two years experience and working knowledge of film and ENG. Send resume: Jack Eddy, KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

Immediate Opening for experienced ENG news photographer and video tape editor. Good opportunity for right person. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

Wanted News Director: To continue our tradition of excellence and aggressive news coverage. An excellent opportunity for an individual to step up to News Director in a well equipped modern facility. EEO employer. Contact: Tom Gagnon, General Manager, WLUC TV, Marquette, MI 49855.

Sunbelt VHF Television Station looking for an experienced, take charge, News Director and Assignments Editor. Salary for both positions negotiable. An E.O.E. Station. Address all inquiries to Box H-99.

Southeastern Station is expanding news operation and seeks reporter experienced in all phases of news reporting and delivery. Must be familiar with E.N.G. and be able to shoot video. Journalism degree or equivalent experience. E.O.E. Send tapes and resume to: Mr. Specs Munzell, PO Box 879, Charleston, SC 29402.

It's almost football time in this medium market SEC City. Need a sports director/anchor. We're number one and we're looking for an electrifying personality who can give this town the best in local sports. Only experienced people need apply. EOE M/F Resumes to Box H-107

Meteorologist/Weathercaster—Group owned station in a mid-sized market in the sun belt needs an experienced weathercaster to help build a complete weather services department. M/F E.O.E. Send resume to Box H-146.

**HELP WANTED NEWS
CONTINUED**

Anchor. Midwest network affiliate seeks strong talent with reporting and producing background. Mid-size market with good growth opportunity for right applicant. Box H-147.

Meteorologist Top station in three station Joplin market. All equipment you need. Should have academic training and good air personality. Salary negotiable. Equal Opportunity Employer. Contact Don Blythe, KOAM TV Pittsburg, KS 316--231-0400. No collect calls.

A high performing aggressive news operation has an opening for a News Director. We have an excellent organization committed to winning that needs fine-tuning. Must have total newsroom experience ranging from reporting to management. A southeast network affiliate. E.O.E. Reply to Box H-155.

Reporter: Aggressive, experienced with anchor opportunities ENG and writing skills required. Equal Opportunity Employer. Send tape and resume to Karen Adams, PO Box 659, Pittsburg, KS 66762, 316--231-0400. No collect calls.

Sportscaster. We need a sports-nut who eats, sleeps, and lives sports to become our number one sportscaster. Small midwest market station with a great future. Box H-180.

Reporter—KFSN TV is looking for a General Assignment Reporter with anchor potential who can communicate thru the TV screen. If you have good appearance and speaking voice and have reporting experience, you might be what we are looking for. Please send resume and video tape to John Howell, KFSN TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Meteorologist—37th Market. Must have degree, 2 years minimum broadcasting experience. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

Producer-Anchor for a four-station statewide television news network. Excellent news organization, and beautiful country. Send tape, resume and particulars to: MTN News, Box 1331, Great Fall MT 59403.

Anchor-Reporter for growing News Department. Must have production skills and some experience. EOE Box H-179.

Reporter/Producer—Responsibilities will include producing segments for Weekly Magazine, hosting a weekly talk show and contributing to our Documentary Series. Must be creative, well organized and able to develop new program ideas. Experience as a News Reporter or Public Affairs Producer and bilingual (English/Spanish) skills are required. Please send resume and video tape to Frances Reyes Acosta, KFSN TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Sports Reporter/Anchor: Need hard working person to fill second position in our Sports Department. Weekend anchoring, weekday reporting. Send resume, tape and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

Weathercaster. Small, upper midwest news operation needs weathercaster who can deliver lively, informative weather presentation. Box H-158.

Co-anchor: Top fifty market losing our co-anchor to California. Person with journalistic background, peppy and pleasing personality needed to fill her post. If you're it, contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641.

Experienced TV Reporter: We're looking for a creative, innovative, digger who knows how to do the homework and legwork necessary for a good news story. Must be able to "think on feet" in "Live" situations. Minimum 2 to 3 years TV news experience required. Send resume to News Director, WALA-TV, PO, Box 1548, Mobile, AL 36633. No phone calls please! EEOC M/F.

Reporters. Growing news operation is looking for young, aggressive reporters. Prefer folks from small markets who are ready for a move up. Medium-market, group-owned, network affiliate. Box H-185.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

Assistant Promotion Director: Need highly qualified person with minimum of two years promotion experience. Good opportunity for someone who wants to work in a top television station. Send resume and tape to Lucy Valerio, Personnel, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

On-Air Promotion Producer: Strong writer with imagination and flair who has at least two years experience in location and in-studio production. Position demands quick and efficient ability to conceptualize and produce high quality promos for both radio and TV. Responsibilities include scheduling promos, maintaining slide and promo storage systems, and processing paper work. Send resume and tape to: Nina Sedita, Department B, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Producer Wanted. Do you have that extra spark that would make an already successful talk/variety audience show in a top market even better? Obviously, you'll need good ideas, experience, enthusiasm, organizational and managerial skills. But, do you have that unique twist—does your mind work that way everyday? EOE. Send resume: Box H-68.

Looking for experienced video tape editor to fill immediate position. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

Experienced talk show host for established live daily show in Southeast top 20 market. Send full resume to Box H-169.

Program Manager for group owned network affiliate in growth market in Southeast. Must be experienced programmer capable of administering promotion and production departments. EOE. Send resume to Box H-163.

Assistant Promotion Manager, major sunbelt market. Responsible for all facets of media and on air promotion. Send resumes to: Box H-170.

Television Design Specialist. Design graphics for television production. 2 years' experience. \$12,000 annual. Contact: Paul Stankavich, University of Wisconsin-Stout, Menomonie, WI 54751.

Directors—Medium market west coast station is now accepting applications for qualified directors. Control room and field production desirable. FCC 1st not necessary. EEO/AA. Send resumes to Box H-159.

TV Producer/Videographer. Produce public television programs, operate EFP equipment. 2 year's experience. Salary: \$12,083, 10 month contract. Contact: Paul Stankavich, University of Wisconsin-Stout, Menomonie, WI 54751.

South Florida TV Station seeks promotion manager. EOE. Please send resume to Box H-130.

Audio Production Specialist. Responsible for all remote and studio sound recording. 2 year's experience. Salary: \$10,833, 10 month contract. Contact: Paul Stankavich, University of Wisconsin-Stout, Menomonie, WI 54751.

Promotion Assistant: Top 50, group-owned TV station. Assistant to Promotion Manager. Some public affairs. One year production/promotion preferred. Contact: Katy Baetz, WLKY-TV 1918 Mellwood Avenue, Louisville, KY 40204.

Program Director/Producer for University center. Must be creative and experienced in all aspects of production. Minimum of four to five years of commercial or public TV experience in producing and directing. B.A. required. Advanced degree preferred. Send resume, production credits, references and tape to: Director of Telecommunications, Youngstown State University, 410 Wick Ave., Youngstown, OH 44555. Closing Date August 28. An Equal Opportunity Employer.

Southwest Florida ABC Affiliate accepting applications for experienced commercial videographer/producer. Would expect maximum work for minimal salary, the only way to go is up! Write Box H-177.

SITUATIONS WANTED MANAGEMENT

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

Profit minded television sales manager seeks return to television as National/Local Sales Manager. 10 years television sales, management. Currently exceptionally experienced in National/Local newspaper advertising and Co-op. Box H-126.

SITUATIONS WANTED SALES

I'm an experienced broadcast executive who is making the switch from production to sales. I've got what it takes to sell, but need the right opportunity. Willing to relocate. Interested? Write Box H-154.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

First Phone. Seek career in broadcasting AM-FM-TV or? Related experience in military radar, teletype and field radio. Ambitious and willing to relocate. Call Mary Plummer 805-526-8750, 462 Talbert Ave., Simi, CA 93065.

Is 100 hours a week enough? If that's what it takes to prove myself—you've got it! FCC First Phone with light experience and unquenchable energy. Carmine, 201-634-3297.

SITUATIONS WANTED NEWS

Young aggressive broadcast journalist with three years experience seeks position as reporter and/or anchor. Also has producing experience. Recent graduate of Emerson College, Boston. Willing to relocate. Gerry Wardwell, 57 Seymour Street, Bristol, CT 06010, 203-582-5378.

Strong Economics/Financial Background. Experienced Foreign Correspondent for Major TV news company seeking to resume TV news career stateside after several years achievement and acclaim covering headline stories around world. Wide editorial and technical experience with bureau management responsibilities in important international newsmaking area. Strong and proven record investigative reporting. Consider any field, news or public affairs. Relocate anywhere. Available for interviews. Resumes/ references available on request 201-279-6760. Box H-59.

Europe! 12-year pro wants overseas assignment. Experienced reporter, field producer, writer available now. Awards, MA degree, well traveled, currently major market. Box H-92.

Sharp Black Weathercaster: on air experience, masters, first phone, articulate and personable. For tape and resume Box H-85.

National and regional award winning photographer seeking new challenges in top ten market. Creative, aggressive, quality sensitive. Experienced in all phases of film/ENG photography and editing in news, sports, and special features. Box H-98.

Young reporter, four years in radio news, one year Radio-TV, currently with a newspaper, ready to return to broadcasting in the Fall. Good understanding and strong interest in many fields, especially: politics and law, housebuilding and real estate, heavy construction, land use planning and environment, human psychology and health. I seek work with small or medium market station, preferably Northeast. My resume, writing samples, photo are ready for your review. Box H-78.

Female Meteorological Forecaster. Currently Top 40, 5 years. Seeking professional operation where weather is significant. AMS NWA. 216-452-9157.

SITUATIONS WANTED NEWS CONTINUED

Award winning investigative reporter/producer seeks position with top notch news organization interested in serious journalism. Heavy ENG experience, strong production background. Box H-81

Experienced Reporter/Producer. Looking for career move. Can dig up own stories. Excellent feature work. Box H-100.

ENG photographer, editor, experienced with live shots, film shooting, editing, processing, college grad, 11 years experience. Call Doug, 319-364-0047

Experienced Female Anchor/Reporter/News Director has a nose for news. If you want a woman with chutzpah—look no more! Day 516-427-4230, Eves 207-496-0601.

News Reporter/ENG Photographer-Editor, sports anchor BS-Broadcast/Film, switcher/director; Illinois state capital field reporter, ENG Photographer/editor. Sportscasting merit award from university president. Box H-129.

Sports Director with major market experience wants a change of location. Must remain in sports crazy city. Can be your Number 1—weekday or weekend. Available August 31. Box H-152.

Four year veteran sportscaster looking to help a fine station. 318-433-2971. Box H-136.

Feature Reporting is my first love. Degree and several years experience in news, public affairs, and announcing. Excellent voice and appearance. Will consider all offers. Box H-171

Weather Anchor, A.M.S. Seal, 5 years medium market. Box H-189.

MSJ seeks general assignment. Reporting internship in Washington. Proven experience in ENG shooting and packaging. Jeff Hawley, 311 S University, Beaver Dam, WI 53916, 414-887-1330

Broadcast Pro—9 yrs. in TV seeks reporting position in small or medium market. Call Bob 202-291-4732.

Minority female, TV school graduate with brains, energy and motivation. Willing to relocate. Box H-139.

Hard worker looking for reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery. Will relocate. For video tape contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-552-2473.

Experienced young newswoman willing to relocate. Good writing, ENG reporting, M.A. Journalism. Box H-181.

Young Television newsmen, experienced anchor, reporter, ENG photographer, seeks a full time reporting position at station with a definite commitment to news. Write to Matt Leone, 971 Summit Ave., Macon, GA 31211 or call 912-745-7124 evenings. Tape and resume available.

That special news director would recognize these unique reporter qualifications: Ph.D. in political science from University of California; six years' radio and TV news experience including work in San Francisco and Washington, D.C., currently working for all-ENG CBS TV affiliate far better than market size would indicate. 28 years old. Call Richard anytime 702-329-7656.

News/Sportscaster—Experienced anchor, reporter, & producer looking for an active position in medium to large market. Box H-183.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced auditor with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

Extensive background in TV includes production on syndicated show filmed on location, set design, script writing and familiarity with Magazine format. Position more important than salary. Box H-115

Creative ENG Photographer employed producing News/Commercials desires position with Magazine/People Show. Box H-47

Producer/Director—N.Y.C. Director wishes to relocate to sunbelt area. Solid background in all areas of production: commercials, news, sports, public affairs, ENG/EFP editing. 212-639-3563

First Phone: Professional experience in studio production, audio, Chyron III, 16mm and ENG news photography, and some editing. Plus more. Looking for production, news, or engineering position. Hard worker. Diverse talents. Willing to relocate. Kenneth Hazlett, 1629 Gilcrest Ave., East Lansing, MI 48823. 517-351-7359.

Personable and Versatile Writer/Producer will bring talents to a creative, challenging and responsible production/promotion position. Achieve positive results for your station: Call 717-562-1317

Afternoon Delight. Creative TV personality looking for a good creative talk show host position. At the present time I am working in a major market on air doing PM Magazine I am just looking to expand. I am 30 creative and funny. Box H-128.

For Fast Action Use BROADCASTING's Classified Advertising

CABLE

HELP WANTED MANAGEMENT

General Manager: System in New York State seeks top executive. Starting salary in 40's plus benefits. Applicant must have major system experience as G.M. or better. Outstanding opportunity for skilled candidate. Equal Opportunity Employer. Send resume to Box H-164.

ALLIED FIELDS

HELP WANTED SALES

Salesperson Wanted: Outstanding opportunity to join the world's largest supplier to the broadcast industry. Travel a must. Please call David Tyler, William B. Tanner Company, collect at 901-320-4340.

Syndicator needs moonlighters to rep quality programming to radio and TV stations. All areas. High commissions. Mac McIntosh 4150 Arch Dr. No. 9, N. Hollywood, CA 91604.

HELP WANTED TECHNICAL

Transmitter Design Engineer. Degree optional. Skill a must! FCC First phone a must. Some prior experience as CE for an AM station required. 100% solid state AM broadcast transmitters to 1,000 watts output. Will be best on the market! New firm in San Francisco. Equity possible! 415-751-1974 any evening to 9 PM (PDST). Mr. Gottesman. Resumes to: M. Gottesman, 863-25th Avenue, San Francisco, CA 94121.

Immediate openings for tech supervisor: Mobile Production Company seeking supervisor for mobile truck. Maintenance required for quad tape, one inch tape. Grass Valley Norelco PC-70 cameras. Contact: John Crowe, MCI Productions, No. 10 Greenway Plaza, Houston, TX 77046 713-627-9270

Chief Engineer for rapidly growing sports programming company in Northeast currently building most advanced remote vehicle in the country. New studios and additional support truck being planned—1st class license, minimum five years experience, must wear several hats, must have worked with and be experienced in most current state-of-the-art equipment or do not apply—we need a take charge pro. Reply Box H-151

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Television and Audiovisual Services. Hampshire College seeks applicants for Assistant or Associate Director of the Library Center for Communication Services. Responsibilities include production of broadcast quality educational video programs; consultation with and instruction of faculty and students; supervision of a staff of six and management of an annual budget of \$130,000. Position requires Masters level training in communications, experience in studio and field production, and administrative experience. Salary \$14,000+ depending on qualifications; excellent fringe benefits. Application deadline 15 September 1980. Apply to: Director, Library Center, Hampshire College, Amherst, MA 01002. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Electrical Technology Instructor. To instruct students of Electrical Technology—Communications and Telecasting in Electronics and state-of-the-art applications to broadcast electronics. Will also instruct in open and closed circuit broadcasting subjects related to Telecasting. Will be responsible for the coordination of student workshops in television. Must hold First Class Radio-Telephone license and have 4 years of broadcast electronics experience, plus a Bachelor's degree with major in Electrical Engineering or Electrical Technology. Excellent fully paid benefits, with salary based on training and experience. Apply to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6 Street, Milwaukee, WI 53203.

Assistant/Associate Professor, Communications—Florida International University. Nine-month, tenure-earning position requiring earned doctorate plus industry experience in area of expertise. Minimum of two years university-level teaching experience with ability to teach in four of the following areas: broadcast management, radio broadcast programming, broadcast production, public relations, advertising (copywriting/layout), telecommunication policy, third world media. Must have published research or equivalent research/creative outlets with expectations of actively pursuing coherent research program. Should be able to demonstrate broad and current acquaintance with local and national industry professionals with continued participation in industry organizations. Application deadline, August 30, 1980. Send resume to Dr. David LeRoy, Chairman, Communications Department, Florida International University, North Miami Beach, FL 33181. An Equal Opportunity/Affirmative Action Employer and a member of the State University System of Florida.

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

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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

50 kw AM high level modulation. WINB, Red Lion, PA, F. Wise 717-246-1681.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

FM Equipment, used—Collins 31021 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

FOR SALE EQUIPMENT CONTINUED

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

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

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

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

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

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000

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

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

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

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

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

RCA TP-6 Projectors—Reverse, good condition, ea \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. \$22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, inahncer, scope, monitor, 2 available, new low price, ea. \$14,000.

New Edutron CCD-2H Time Base Corrector—Broadcast specs, \$5,800.

VHF Antenna—RCA Batwing, Available now, \$8,000.

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

1 KW AM Gates BC-1F with 500 w. cut-back, s.s power supply. M. Cooper 215-379-6585.

20 KW FM Wilkinson, 20E, 7 yrs old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585

Model 147A Tetrnix—NTSC Test Signal Generator; Model 1440 Tetrnix—Automatic Video Corrector; Model 1441 Tetrnix—VIR Signal Deleter/Inserter; TSG-3000 GL Telemation-Broadcast Synchronizing Generator; Frequency Modulation System; Sequential Switcher, Ampex-Editec, Amtec & Colortec; 400 Feet Norelco Camera Cable; 100 Feet Grass Valley Switcher Cable; Fujinon TV Lens 1:2 F-11-80 MM Model K7 x 11 RM-2; Best offer Call: Jim Nelson 312-236-5535

2 Philips LDH-20 Cameras 1 yr old, \$13,000 each. WGCBC-TV, Red Lion, PA, F. Wise, 717-246-1681

10KW, AM transmitter, RCA 10-U, perfect condition, used in top chain operation, many spares. Presently on 1240kc. Many other 5kw, 10 kw and 20 kw AM and FM units in stock ready for delivery. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Thank you for doing business with BESCO

5 KW FM Gates 5B, redesigned SS power supply On air, w/Sparta 660 exciter, spares M. Cooper, 215-379-6585.

5 KW AM Collins 820-E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215-379-6585.

Equipment for Sale: 1 H1-77; 1 CEI 310/330; 1 Ampex VR 3000; Please contact Ed McDonnall 212-757-8919

RCA TT-50AH TV Transmitter, excellent condition, many spares, Channel 10, best offer Robert Horton 615-637-1010

Surplus 2 inch video tape, minimum 50 reels per month, assorted 30 min. 60 min. & 90 min assorted manufacturers program to run for a minimum of 12 months. Quality does not meet strict network standards (1 drop out or edge damage per 30 min) Contact J. Richards—ABC, 40 W. 66th Street., N.Y.C., NY 10023. 212-887-4906-7

1800 feet Prodelin line, 6 1/8 inch, (19 1/2 foot sections) hangers, elbows, flanges, best offer. Robert Horton 615-637-1010

Datron Videocue Editor 5200-202-SMPTE time code, IVC Color CDR 1" Model 900 Rack-mounted. IVC VTR 1" Model VC 800. Westrex Color Densitometer RA1100G; Video Tape Sound Reader Quad 2"; Film Chain Norelco PCT 701 color camera system, variable matrix, multiplexer, two 16 min. TC510D projectors, RCA TP7 projector and pedestal; Burrough's Billing Machine L2000; ARR1 Silver Recovery Cell Tape 100, IBM-PBX Dictating System, magnetic belt recorder, 5 remote desk mikes and transcribing unit, IBM hand held dictating machine Model 224. No reasonable offer refused Byron Motion Pictures, 65 K St., N.E., Washington, DC 20002. 202-789-1100.

Like New Ikegami HL-77A, 10-120 servc zoom, powerpack, batterypack/charger, 2 Anton Bauer batteries. 5" studio viewfinder, shipping case w/wheels. Less than 500 hours on tubes. In excellent condition and a great buy for \$28.5k Call Harry Elstermann at 813-877-9591

Need more FM Power? Would like to swap 5 year old CCA 20 KW FM Transmitter (presently on air) for 10 KW FM Transmitter. Swap plus cash difference. Must be in good condition. Contact Marshall Rowland or Duane Cornett at 904-396-4001

Shure Products, Remote Special: M-67 \$245, SM-12 mike/phone combo, \$115. SM-81 Condenser, \$225. Audio Arts, 228 University Dr. East Lansing, MI 48823.

Used Broadcast Television Equipment, Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings 213-641-2042.

COMEDY

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

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227

MISCELLANEOUS

Custom, client jingles in one week PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample Galaxy Box 20093-B, Long Beach, CA 90801 213-438-0508

RADIO PROGRAMING

Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign Demo available Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W 42nd St NYC Phone 212-221-3700 Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee Command Productions, Box 26348-B, San Francisco, 94126

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams Classes begin September 2 and October 13. Student rooms at the school 61 N. Pineapple Ave., Sarasota, FL 33577 813-955-6922.

First Class License Preparation, September 22nd commencement Ron Bailie School of Broadcast, 1-800-426-7054

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia Our twentieth year teaching FCC license courses Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461

RADIO

Help Wanted Management

MEDIUM SIZED MARKET GENERAL MANAGER

Wanted an experienced General Manager for a profitable AM station in the Southeast Administrative skills, FCC and EEO compliance, sales management background and programming knowledge required. Salary plus bonus based on profits. An Equal Opportunity Employer (M/F) Send resumes in complete confidence to Box H-153.

Morning Radio Personalities

Also operations managers needed by midwest group. Excellent stations, good pay, professional climate. Send resume to Box H-121 EOE.

Help Wanted Announcers

CREATIVE AFTERNOON DRIVE PERSONALITY

For 50KW Capital Cities' Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "personality" more important than years of experience. Excellent opportunity for the right person. Tapes & resumes to: Neil McGinley, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Oldies Personality

Major market contemporary music & personality station looking for a unique speciality "oldies" jock who knows and digs the music... and who has an on-air "act" as special as the music itself. If you're looking to break into the majors, this could be your big shot! Rush tape, resume, and salary requirements to Dick Fraser, WBBG Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115 An equal opportunity employer.

Help Wanted Technical

Technical

Major Broadcast Group seeking hands-on Engineers for Management Positions. Must have experience in all phases of AM/FM Operations. Send your resume and letter of application to Box H-84. An Equal Opportunity Employer

Help Wanted News

WE NEED A RESOURCEFUL

skilled newsperson who can handle tape two-way radio, editing and carting (combo) Drivers license Good at interviewing and handling people Good creative on-air delivery (Southern California) We urge minorities to apply Send resume and tape to PO Box "L" Pasadena Calif 91109 Equal Opportunity Employer

Situations Wanted Management

OPERATIONS GENERAL MANAGER

Major market operations manager, experienced in all phases, seeks medium market general management opportunity or major market operations. Contemporary, country, MOR and beautiful music. Call Thom Sanders, KHOW-FM, Denver 303/573-6300.

OPERATION/PROGRAM MGR.

Currently Ass't PD at Top 35 market-leading station. Seeking small/medium market station with solid future. Prefer Northeast. Call 405-755-0095 evenings or write Box H-141. The money is not as important as the opportunity.

Situations Wanted Announcers

South Florida's Morning Maverick 'DOUGIE BEAR'

Money back guarantee Morning entertainment with Doug Taylor has raised ratings 500% in South Florida, setting new market record Seeking major market station with creatively attuned management needing strong promotional personality Creative freedom a must. 1400 NE 2nd Street, Pompano Beach, FL 33060

INTERVIEWER-TALK-NEWS HOST

A seasoned, sensitive & searching generalist who stimulates guests & callers. This proven audience builder presently in major market is ready to move for S and future. Ph (503) 256-2282 7-9 a.m. Pacific Time or leave message 226-1611 xt 323 Bob.

TELEVISION

Help Wanted News

ENG EDITORS

Experienced, fast, accurate, . . .
for high pressure news bureau in
Jerusalem.

(Please, no producers, directors, writers, cameramen or other
sometime editors.)

Transportation paid but otherwise no overseas premiums. Salary
compatible with media market station. For local interview write
Box H-156. Interview week of Aug. 18.

We have three immediate openings on our news staff, and we are inviting applications for positions in future staff expansion.

Our immediate openings are: investigative reporter/producer
ENG photographer/editor, News Producer.

Our future staff expansion creates openings for producers, re-
porters and ENG photographer/editors. All applicants must be
thoroughly experienced.

Please reply with resume and cassette of recent work to:

Richard Moore
Executive Producer-News
WPLG TV-10
3900 Biscayne Blvd.
Miami, Florida 33137
(No phone calls, please)

(WPLG TV is an Equal Opportunity, Affirmative Action Employer)

NEWS PRODUCER

TOP 20 MARKET SEEKING EXPERIENCED TV NEWS PRODUCER. Experience in News Production should include writing, editing, production with both tape and live shots. The person we are looking for must have energy, imagination, ambition, and the ability to work well with people. Send resume and tape to:

WFLA-TV

Richard W. Roberts
Corporate Personnel Director
905 East Jackson St.
Tampa, Florida 33601

An Equal Opportunity employer M/F

NEWS REPORTER

Top-rated Miami TV station needs an experienced General News Reporter. Must have a solid reporting background including live reports. Journalism degree preferred. This position offers an excellent salary & benefits package. Send resume to Manager of Employment:

PO Box 010787
Miami Fla 33101

Equal Opportunity Employer M/F

**Help Wanted Programing,
Production, Others**



Top 10 market station needs experienced video photographer/cameraperson for PM Magazine. Creative flair a must. Immediate availability. Send resume to Box H-191. Equal opportunity employer.

Help Wanted Technical

**25% GROWTH AREA!
NEED CHIEF/MAINT. ENGINEERS**

VHF 2-Network, growing station in booming border area needs people with studio, ENG, transmitter experience. Call Bill McDonald, Gen. Mgr., KGNS-TV, Laredo, Tex 512-723-7457 Equal Opportunity Employer

**TV Broadcast Engineer
Position Available**

WIXT(TV) has an opening for a TV Broadcast Engineer. A current First Class License is required. This is a full-time permanent position. Experience and training in the installation, operation and maintenance of Ampex video tape machines, RCA projection equipment, GE studio cameras and STL. Microwave is highly desirable. Interested candidates should contact Charles Mulvey, Chief Engineer, WIXT Television, Inc., Shoppingtown Mall Syracuse, New York 13214, telephone No (315) 446-4780 WIXT Television, Inc. is an equal opportunity employer

**CONSULTING ENGINEER
NEEDED**

to design telecommunications delivery system for KVCR-TV, Channel 24, San Bernardino, California. Design is needed for replacement and relocation of transmitter and necessary support technology to extend coverage to outlying areas. Write or call for details: Fred Burgess or Judy Hert, San Bernardino Community College District, 701 South Mt. Vernon Avenue, San Bernardino California 92410: (714) 888-6511 ext 127 An Equal Opportunity Employer.

**Help Wanted Technical
Continued**

MAINTENANCE TECHNICIAN

public KVCR-TV, near Los Angeles seeks engineer with first phone 2 years full time broadcast operations and maintenance. Salary \$13K to \$16K plus excellent benefits. Resume and letter postmarked by September 5, 1980 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino CA 92410 EOE/MF

Situations Wanted News

**PERSONABLE
WEATHERMAN:**

now working part time, looking for a full time position anywhere. Good appearance, likeable, and willing to work. Let's talk! Michael Scott Blue 615-331-9757.

Help Wanted Management

**WOSU-AM-FM-TV
The Ohio State University**

Challenging positions for three qualified professionals:

Marketing Director

Responsible for all publicity, promotion, advertising, marketing, and research. Bachelor's Degree in advertising, marketing, or related field required; advanced degree preferred. Must have several years experience in marketing, sales, advertising, and publicity. Public broadcasting experience a plus. Salary range: \$23,520-29,400.

Development Director

Responsible for all fundraising events, membership efforts, and underwriting. Secure in-kind contributions, major individual and deferred gifts. Bachelor's Degree required; advanced degree preferred. Successful public broadcasting experience in fundraising or sales necessary. Salary range: \$23,520-29,400.

Data Processing Manager

Responsible for all data processing, instant retrieval, update, and access to a multiple terminal and multi-program operation. Bachelor's Degree in Computer Science required in addition to significant experience in hardware and software decision making. Salary range: \$18,000-24,000.

Excellent benefits package including recreation and education. Application deadline: August 31, 1980. Send resume to: Debbie Eberle, Personnel Director, WOSU-AM-FM-TV, 2400 Olen-tangy River Road, Columbus, Ohio 43210.

EOE/AEE



**MARKETING
SERVICES MANAGER
KING-TV, SEATTLE**

New position within Sales Department of major market NBC affiliate for individual with minimum three years experience at a television station in marketing, sales promotion or promotion.

Job requires strong writing and graphics skills, knowledge of broadcast research and television selling. Self motivation essential.

Please send resume, samples of work and letter outlining interest to:

Sturges Dorrance
General Sales Manager
KING Television
Box 24525
Seattle, Washington 98124



An Affiliate of King Broadcasting Company

King Broadcasting is an equal opportunity employer—M/F.

Group Operations V.P.

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

TIME INC.

Entertainment Publicist with Managerial Skills

Home Box Office, America's leading Pay TV network, seeks a Manager of Program Publicity. This individual will be responsible for assisting in the supervision of the national consumer public relations campaigns for HBO's films, specials, and sports programs, in addition to managing the day-to-day operation of the Program Publicity Department. All candidates must have at least five years entertainment publicity experience and proven managerial skills. Network experience is preferred.

A good salary and Time Inc./HBO's excellent benefits package are offered. Please send resume with salary history to Ms. Vinton Taylor,
Personnel Department, Room 22-48/HBO5,
Time Inc., Time & Life Building,
Rockefeller Center, New York, N.Y. 10020.

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We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential - no fee. Best industry reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Kornish at (717)287-9635 or send your resume' now. Employer inquiries invited.

KEY systems
NEW BRIDGE CENTER, KINGSTON, PA. 18704

ALLIED FIELDS

CABLE

Help Wanted Sales

INTERESTED IN MOVING AHEAD IN MARKETING

Aggressive, shirt-sleeve, marketing type individual wanted for growing MSO based in N.Y. area. Must travel, create copy from layouts to completed artwork. Must have proven record of getting the job done and the subscribers on!! Equal opportunity employer. All replies confidential. Reply to Box H-166.

Help Wanted Instruction

**CHAIR IN JOURNALISM
TROY STATE UNIVERSITY**

Looking for the top person in the field of broadcasting or newspapers to fill a newly established Chair in Journalism. The person we are seeking must have a national reputation in one of the above fields. The person named will be expected to teach at least one course a quarter as well as help develop and implement the programs of the Chair.

Appointment will be on the basis of an academic year but will consider quarter basis. Liberal stipend to the right person.

Prospective nominees should submit inquiries by September 30, 1980, to: Dean, Hall School of Journalism, Troy State University, Troy, Ala 36081. An Equal Opportunity and Affirmative Action Employer.

Help Wanted Programing, Production, Others

ECONOMIST

A Washington broadcast organization seeks an economist to conduct financial and policy research. Master's degree required, broadcast background preferred. Salary mid-20's. Write Box H-135.

Help Wanted Sales

SALES WITH UNLIMITED INCOME

We are one of America's largest and most respected musical commercial production companies and we have immediate opportunities in sales.

Our clients include Budweiser, CBS, Levi's, McGraw-Hill, STP, RKO, Buster Brown, Bonneville and hundreds of local radio and TV stations.

If you've got strong character and a background in programming and/or time sales, we'd like to talk to you about living and working in America's Finest City.

Call, send your resume or see us at the NAB in New Orleans. Ask for Bo Donovan.



tuesday productions, inc.

4429 morena blvd □ san diego, california 92117 □ (714) 272-7660

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The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



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Jonesboro Arkansas 72401
501-972-5884



Consultants

COUNTRY— CONTEMPORARY—M.O.R. AT LAST!

A programming consultation service designed specifically for small and medium markets

Ask yourself:

1. Are we playing the *right* music?
2. Are we able to obtain qualified air talent, for the salary we have to pay?
3. Are my announcers being given proper guidance to help develop their style and my sound?
4. Do my promotions *really* promote?
5. Is there a program consulting firm that will give me what I need without charging major market rates?

The answer to all 5 of the above questions will be yes with Scott Consultants, a firm created by former national program director and consultant Mike Scott. We did it for WJZ in Decatur, Illinois. Scott Consultants, 8683 Tanbark San Antonio, Texas 78240

Wanted To Buy Stations

WE ARE BUYING

A large financial firm with experience in media financing has asked us to assist them in acquiring multiple radio/TV properties. All markets and formats will be considered. Requests for financing also invited. Ready to move now. Contact Jerry Norman.

The J. D. Norman Company CONSULTANTS TO BROADCASTERS

**JOHN HANCOCK BUILDING
SUITE 209
7601 WEST FLAGLER STREET
MIAMI, FLORIDA 33144
(305) 266-4753**

Public Notice

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE BOSTON, MASSACHUSETTS

The City of Boston, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications must be filed with the City Clerk, City Hall, Boston, Massachusetts 02201. No applications will be accepted after 3:00 p.m. on November 3, 1980. Applications, along with seven (7) copies, must be filed on the Massachusetts C.A.T.V. Form 100, supplemented by Form B100 required by the City of Boston, and must be accompanied by a \$100 non-refundable filing fee, payable to the City of Boston. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

Form 100 is available at the Massachusetts C.A.T.V. Commission, 100 Cambridge Street, Boston, Massachusetts 02202. Form B100 is available at the City Clerk's Office, City Hall, Boston, Massachusetts 02201.

All applications received will be available for public inspection in the City Clerk's Office during regular business hours, 9:00 a.m. Monday-Friday, and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

City Clerk
City Hall
Boston, Massachusetts
02201

PUBLIC NOTICE APPLICATION FOR CABLE TELEVISION LICENSE MAYNARD MASSACHUSETTS

The Town of Maynard, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on the 22nd day of October, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee payable to the Town of Maynard. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

This is the only period during which applications may be filed.

Board of Selectmen
Town of Maynard
Town Hall, Main Street
Maynard, Massachusetts 07154

Miscellaneous

FOR SALE

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

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

WOULD LIKE TO PURCHASE

Small to medium radio station in Florida or the Southeast. Willing to negotiate terms. All replies confidential.

FCL
P.O. Box 381171
Miami, Florida 33138

QUALIFIED BUYER SEEKS CHALLENGE

Will buy your low power and/or daytime AM. Markets 100,000 or over. Brokers welcome. Reply in confidence. Box H-142.

For Sale Stations

- Cable TV Southern Alaska. Small. \$110,000. Terms
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market ID. \$660,000 terms.
- AM/FM in Alaska. \$900,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment. \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E \$4 million cash.
- S.E 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. \$450,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

Drop by our Hospitality Suite at the NAB Radio Programming Conference. Hyatt Regency, New Orleans

R.D.HANNA COMPANY

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- 8340 E. Princeton Ave., Denver, Co 80237 • 303 771 7675
- 1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404 351 0555

AAA RADIO STATION AVAILABLE

Honolulu, Hawaii. High power, Clear Channel. Seller will finance with 29% down, balance over 7 years. With NO interest. This is a great opportunity. Call Dave Wagenvoord, Media Broker (808) 949-6648.

THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948
 Elmira, N.Y. 14902
 24 hr Phone: (607)733-7138

Bob Kimel's office:
 P.O. Box 270,
 St. Albans, VT 05478
 24 hr Phone: (802)524-5963
Brokers and Consultants



EXCELLENT OPPORTUNITY FOR YOUNG, INDUSTRIOUS PERSON WITH LITTLE CAPITAL

Georgia AM Station for sale. Only \$25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181

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 2508 Fair Mount St.
 Colorado Springs, CO 80909

SOUTHEAST CLASS C

Major market FM with full power, tall tower presently under developed. Box H-132.

REGGIE MARTIN & ASSOCIATES

TIME TO BUY IS NOW BEFORE INTEREST RATES GO BACK UP

Sm.-med mkt. stas. Tenn., Va., No. and So. Car. from 150K-550K. Own-opr. situations Fla., Ala., and Ga. from 165K-575K.

Fla.-Reggie Martin Va.-Ron Jones
 (305) 361-2181 (804) 758-4214

Select Media Brokers

(912)883-4917

P.O. BOX 850 ALBANY, GA. 31702

WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
IA	Fulltime FM	600K	Suburban
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
GA	Daytime AM	350K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NC	Daytime AM	350K	Small
NC	Fulltime AM	210K	Small
MN	Daytime AM	225K	Metro
FL	Fulltime AM	135K	Small
NJ	Daytime AM	395K	Small
MO	AM—Down payment	\$20,000	
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$25,000	



MILTON Q. FORD & ASSOCIATES
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Fulltimer

in single-station W.Va. market. Good investment for right person. Reply Box H-174.

Dan Hayslett

& associates, inc.
Media Brokers
 RADIO, TV, and CATV
 (214) 691-2076

11311 N. Central Expressway • Dallas, Texas

5000 Watt

day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 P.M. 517-321-1763.

CALIFORNIA 5KW DAYTIME

Profitable religious station in good market. \$900,000. Box H-175

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**

T428. MODERN RADIO BROADCASTING: Management & Operation in Small to Medium Markets by R.H. Coddington. A comprehensive guide to successful practices of radio stations in small to medium-sized markets. 288 pages, illustrated **\$12.95**

T428. ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages **\$14.95**

T423. MANAGING TODAY'S RADIO STATION by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated **\$12.95**

T411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations **\$10.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) ____ My ____ payment is enclosed

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued



STATION					CONTACT	
SW	Small	AM-FM	\$395K	\$114K	Bill Whitley	(214) 387-2303
MW	Small	FM	\$425K	\$123K	Jim Mackin	(312) 323-1545
MW	Small	AM-FM	\$550K	Cash	Peter Stromquist	(218) 728-3003
S	Medium	AM	\$310K	Terms	J.T. Malone	(404) 458-9226
W	Medium	AM-FM	\$750K	20%	Ray Stanfield	(213) 363-5764
E	Major	FM	\$2650K	Cash	Art Simmers	(617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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AT YOUR SERVICE WITH OVER 25 YEARS EXPERIENCE

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Shahen INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



**For Fast Action Use
BROADCASTING'S
Classified Advertising**

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, Radio, Cable or Allied Fields, 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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. NW, 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.

CONSTRUCTION PERMIT

UHF — 400,000 + population:
Send inquiry to Box H-144.

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

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

213/826-0385 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049

202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036

CENTRAL TEXAS SMALL MARKET POWERHOUSE.

Possibly best equipped small market station in the state of Texas. Like new equipment. 1980 sales at our about \$80,000.00. Full particulars when you visit the facility. Price: \$250,000 cash. FIRM. Excellent opportunity while interest is down. Don't miss this one. Address all letters to George McClarin, Box 592, Hamilton, Texas, 76531. If ready to talk immediate deal call 817-386-5292. Mr. McClarin will be happy to discuss matters with you.

Fates & Fortunes

Media



Rosenwald

Gil Rosenwald, VP-general manager of Malrite Broadcasting Co.'s WHK(AM)-WMMS(FM) Cleveland, named VP-group operations for Malrite. He will be involved with administration of Malrite's five AM, four FM and four TV stations. He will be based in Cleveland. **Bill Jenkins**, regional VP

responsible for North Carolina operations of Malrite, WCTI-TV New Bern and Outer Banks Cablevision, assumes additional responsibility for Malrite's new WFLX(TV) West Palm Beach, Fla. **Murray Green**, VP-general manager of Malrite's WNYR(AM)-WEZO(FM) Rochester, N.Y., named regional VP of WNYR-WEZO and WUHF(TV) there, and Malrite Television Productions, Rochester. **Doug Brown**, VP-general manager of Malrite's KEYE-AM-FM St. Paul, named regional VP of KEYE and WZUU-AM-FM Milwaukee. **Walt Tibursky**, station manager, WMMS in Cleveland, named general manager. **Ron Jones**, program director, WHK, assumes additional duties as operations director.

James Bennett, director of broadcasting, WBBM-TV Chicago, joins KNXT(TV) Los Angeles as station manager.

Chuck McKeever, VP-general sales manager and assistant manager of WDBJ-TV Roanoke, Va., named VP-station manager.

Robert I. Ratcliff, VP for broadcasting, Home News Publishing Co., radio and television group based in Kingsport, Tenn., named president of Home News's Caloosa Television Corp., licensee of WEVU(TV) Naples, Fla. Earlier this year, Ratcliff was named president of Home News's Holston Valley Broadcasting Corp., licensee of WKPT-AM-FM-TV Kingsport. Ratcliff has appointed **George E. DeVault Jr.**, executive VP-general manager of Holston Valley Broadcasting. DeVault had been station manager of WKPT-TV.

David Ross, VP-general manager of WHTT(AM) (formerly WWOK)-WHYI(FM) Miami-Fort Lauderdale, Fla., named group VP for licensee, Metroplex Communications, radio group based in Cleveland. **Matt Mills**, general sales manager, WHYI, named general manager. **Dave Gleason**, VP-general manager of WQII(AM)-WZNT(FM) San Juan, Puerto Rico, named general manager, WHTT.

William B. Knight, general manager of WXNE-TV Boston, named VP of licensee, CBN Continental Broadcasting Network.

Ed Graham, general manager, WITH(AM) Baltimore, elected VP of licensee, BENI of Baltimore Inc.

Carl Hamilton, VP-operations, WCOL(AM)-WXGT(FM) Columbus, Ohio, named general manager, WGBF(AM) Evansville, Ind., and co-owned WHKC(FM) Henderson, Ky.

Charles A. Hicks, general manager, WEGO(AM)-WPEG(FM) Concord, N.C., joins WKEE(AM)-WHTN(FM) Huntington, W. Va., as VP-general manager.

Greg Fabos, account executive, WBCS-AM-FM Milwaukee, joins KARO(AM) Vancouver, Wash., as VP-general manager.

Pamela Morris, former manager of Village Booksmith in Bennington, Vt., and for past two months, assistant in broadcast standards for WEEI(AM) Boston, named director of broadcast operations, WEEI.

Daniel Bean, operations director for multiple distribution system of Paradigm Communications Corp., Brooklyn, N.Y., joins Viacom Cablevision of Long Island, Central Islip, N.Y., as assistant to general manager. **Ted Haugstad**, plant manager of Viacom's Everett, Wash., cable system, named plant manager for Viacom Cablevision of Long Island. **Richard Chapman**, part-time operator for Long Island system, named night operator. He will program and monitor computer functions and scheduling patterns, and circulate videotape programs to other cable systems.

Peter Jay Bernbaum, associate, Rubin, Baum, Levin, Constant & Friedman, joins Warner Amex Cable Communications, New York, as assistant counsel.

Ilene Price, attorney with Washington law firm of Haley, Bader & Potts, joins Mutual Broadcasting System there as staff attorney.

John Szypulski, from WANE-TV Fort Wayne, Ind., joins Park Broadcasting, radio and television group owner, Ithaca, N.Y., as assistant controller.

New officers of California Broadcasters Association: **Stoddard Johnston**, KXES(AM) Salinas, chairman; **Joe Lake**, KXTV(TV) Sacramento, vice chairman; **Lionel Shane**, KHJ-TV Los Angeles, TV vice chairman; **James Wesley**, KFI(AM) Los Angeles, radio vice chairman, and **Ort Lofthus**, KJOY(AM) Stockton, treasurer, and **Richard Green**, KRCR-TV Redding, secretary.

New officers, Colorado Broadcasters Association: **Douglas Stephens**, KDEN(AM) Denver, president; **Rusty Shaffer**, KBOL(AM)-KBVL(FM) Boulder, president-elect, and **James Kercheville**, Mountain Bell, Denver, secretary-treasurer.

New officers, Association of Broadcasting Executives of Texas: **Mary Lee Kilgore**, KCBN Advertising and Public Relations, president; **Jim Jones**, KTVT(TV) Fort Worth, VP; **Karen Schmidtke**, MMT Television Sales, reasurer, and **Donna Wald**, J. Walter Thompson, secretary.

Advertising

William Marx, VP-management supervisor, and **Sirje Helder**, VP-group creative director, N W Ayer ABH International, New York, elected senior VP's.

David E. Boyd, management supervisor, McCann-Erickson, San Francisco, and **Barbara E. Lindberg**, VP and deputy research director in

New York, named senior VP's of agency.



Bergin

John F. Bergin, vice chairman and director of creative services at SSC&B Inc., New York, named vice chairman of McCann-Erickson Inc. and worldwide director of Coca-Cola account, effective in November (both McCann and SSC&B are Interpublic Group of Companies units).

Ronald H. Sugarman, senior VP of McCann-Erickson and management supervisor on Coca-Cola international business, based in Atlanta, will take over responsibilities for account services worldwide, reporting to Bergin.

Stephen Seiter, senior VP, McCann-Erickson, New York, joins D'Arcy-MacManus & Masius/deGarmo there as senior VP-management supervisor. **Mary Pascal**, director of DM&M's international services operation in New York, elected VP. **G. Gerald Hart**, account supervisor, J. Walter Thompson, Chicago, joins DM&M in St. Louis as VP-account supervisor. **Patrick Wood**, assistant account executive, Leo Burnett, Chicago, joins DM&M there as



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* The Wall Street Journal, 1977

account executive. **Christine Vatter**, writer, Byer & Bowman Advertising, Columbus, Ohio, joins DM&M in St. Louis as writer.



Hirschman

Robert Hirschman, director, international operations, for music publisher Hal Leonard in London, named president of Jacobs & Gerber, Los Angeles advertising agency.

Adrienne Hall, co-founder of Hall & Levine Advertising, Los Angeles, named vice chairman of board of Eisaman, Johns &

Laws Advertising there.

Named VP's at J. Walter Thompson U.S.A., New York: **Larry Dalton**, associate creative supervisor; **Dennis P. Leavy**, public relations account supervisor, and **Tom McCann**, senior account supervisor.

Merwin A. (Merv) Hiller, administrative VP, creative services, Leo Burnett Co., Chicago, appointed VP, manager, creative business affairs, Needham, Harper & Steers, Chicago.

Faith Slan, assistant media director, Grey Advertising, New York, named VP-media director of Grey subsidiary, Grey, Conahay & Lyon there.

Paula Librante, VP-broadcast supervisor, Rosenfeld, Sirowitz & Lawson, New York, joins Winner Communications there as VP-director of media.

Ben Kuwata, from J. Walter Thompson, New York, joins Cunningham & Walsh there as VP-executive art director.

Carrol Allen, production manager, Associated Advertising Agency, Wichita, Kan., named VP-operations. **Robert Illidge**, account executive, named VP. **Donna Walker**, communications specialist, Cessna Aircraft Co., joins Associated Advertising as senior copywriter.

Sheila Campbell and **Eric Hatch**, account group supervisors, Earle Palmer Brown & Associates, Washington, named VP's.

Jerry Danford, from sales position with CBS-TV, joins Tracy-Locke Advertising, Dallas, as director of network and syndication services.

Phil Ganz, media supervisor, Tracy-Locke, named associate media director.

Brian Hurley, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor. **Mark Holtzer**, assistant account executive, named account executive.

Donna Larrabee, San Francisco advertising manager for *Barron's*, national business and financial weekly, joins Chiat/Day/Hoefer, San Francisco, as account supervisor.

John Hidalgo Jr., director of advertising and marketing, WVUE-TV New Orleans, joins Schoenfeld/Prusmack, New York advertising agency, as general manager of its New Orleans-based subsidiary, Schoenfeld Rand.

Robin Lieman, former media planner-buyer, Warwick, Welsh & Miller, Houston, joins media department of Weekley & Penny, Houston.

Douglas Stafford, former marketing manager for Bonanza International restaurant chain, Winston-Salem, N.C., and **Peter Kahlenberg**, associate ad manager, Red Lobster Marketing,

Orlando, Fla., join Price/McNabb Advertising, Asheville, N.C., as account executives.

Joe Winkelmann, former director of broadcasting for Media and Marketing Affiliates Inc., Newport Beach, Calif., and earlier with Blair Television in Los Angeles, has opened broadcast buying service, Greenstripe Media, at 901 Dove Street, Suite 220, Newport Beach, Calif. 92660, (714) 752-9277. **Cindy Arnett**, formerly with KCBD-TV and KLBK-AM-FM, both Lubbock, Tex., joins Greenstripe Media as director of broadcast placement. **Tony Dedios**, formerly with Media and Marketing Affiliates, joins Greenstripe as director of research.

Jim Monahan, research supervisor, Metro TV Sales, New York, named director of research for TeleRep, New York. **Greg Rose**, account executive in Atlanta office of TeleRep, named Atlanta sales manager.

Randy Harris, former account executive, WNVN(AM) Naugatuck, Conn., named account executive on Dallas sales staff of Blair Radio.

Debra Berk, account executive, Roslin Radio Sales, New York, joins Bernard Howard & Co. there in same capacity.

George Coles, general sales manager of Taft Broadcasting Co.'s WTVN-TV Columbus, Ohio, named general sales manager of Taft's WGR-TV Buffalo, N.Y. He succeeds Frank DeTillio, who was named general sales manager of Taft's WDCA-TV Washington (BROADCASTING, Aug. 4).

Mike Sommerfeld, national sales manager, KGUN-TV Tucson, Ariz., named general sales manager.

O.J. Reiss, director of creative services, Cox Broadcasting Corp.'s KTVU-TV San Francisco, named director of local sales development for Cox. He will continue to be based in California for few months before transferring to Cox headquarters in Atlanta.

Gene Keenan, local sales manager, WBAL-TV Baltimore, joins WCBM(AM) there as general sales manager.

Bill Lind, account executive, WISN-TV Milwaukee, named local sales manager.

Robert Tole, general manager, WPOR-AM-FM Portland, Me., joins Maine Information Radio Network, Augusta, as VP-sales and marketing.

Frank (Rocky) Sisson, account executive, WJR-FM Detroit, named sales manager.

Dave Harris, sales manager, WHTT(AM) Miami,

formerly WWOK, named local sales manager of co-owned WHYI(FM) Miami-Fort Lauderdale.

Dan Covey, account executive, WPNM(FM) Ottawa, Ohio, joins WDTN(TV) Dayton, Ohio, in same capacity.

Carl Wilcoxson, from retail sales position with *Cleveland Plain Dealer*, joins WTLV(TV) Jacksonville, Fla., as account executive.

Charles Hatch, former general manager of WFWR(AM)-WCMX(FM) Fort Wayne, Ind.; **Patricia Anne Malloy**, account executive, WZGC(FM) Atlanta, and **Monte Maupin**, account executive, KHOU(AM) Denver, join WSB-AM-FM Atlanta as account executives.

Frank Kampel, station manager, WWJW(FM) New Lexington, Ohio, joins WPNT-FM Pittsburgh as account executive.

Claudia Feeney, from sales position with WWLB(AM) West Hartford, Conn., joins WPOP(AM)-WIOF(FM) Hartford, Conn., as account executive.

Programing

Fernando Roca, production executive, Marble Arch Productions, Los Angeles, joins Columbia Pictures Television there as VP in charge of special projects.

Steven Yanovsky, communications manager, consumer products group of 3M, New York, joins RCA SelectaVision videodiscs there as advertising director.

Fern Field, director of development for off-network programs, Tandem Productions and T.A.T. Communications Co., Los Angeles, named director of development. **Pamela Fong**, director of taxes, Tandem/T.A.T., named assistant treasurer.

Ron Smiley, producer of children's programming, WQIQ(AM) Chester, Pa., joins Videomith, Philadelphia, as general manager.

James Simmonds, head of his own tape duplicating firm in New York, named VP in charge of video sales for Reilly Video Communications, New York, tape duplicating and distributing company. **Harry Watson**, with traffic and forwarding department of Wm. Esty Co., New York, named sales representative of Reilly Video.

Stan Sellers, sales manager, Show Biz Inc., Nashville, which produces country music programs and specials, elected senior VP-marketing. **Dick Montgomery**, regional sales manager, Show Biz, elected VP-sales.

Greg J. Crawford, air personality with number of stations, including WIND(AM) Chicago, named operations manager, Radio Arts Inc., Los Angeles.

Peter Ratican, director of corporate internal audit, MCA Inc., Los Angeles, named assistant controller.

Paul Budline, producer-director, Cappy Productions, joins Newsweek Broadcasting Service, New York, as sports producer-reporter for feature service.

Steve Lawrence, formerly with Center for Non-Broadcast Television, New York, joins Public Interest Video Network as staff producer and will direct PIVN's newly opened New York office.

Chuck Seelhoff, formerly with Ross-Roy Advertising, Campbell-Ewald and Leo Burnett,

Detroit, joins General Television Network, Detroit videotape production facility, on production accounts sales staff.

Henry Urick, director of operations, WJRT-TV Flint, Mich., joins KOVR(TV) Stockton-Sacramento, Calif., as program manager.

Robert O'Malley, manager of program services, KMOX-TV St. Louis, named executive producer, public affairs programming.

Jo Ann Williams, from WMAR-TV Baltimore, and **Mike Leiderman**, sportscaster, WMAQ-TV Chicago, join WFLD-TV Chicago as co-hosts of *PM Magazine*.

Doug Waldo, actor who recently appeared on *PM Magazine* on WCCO-TV Minneapolis, and **Pat Brown**, from public affairs department of National Association of Home Builders, Washington, join WDTN(TV) Dayton, Ohio, as co-hosts of *PM Magazine*. **L. Jay Goodyear**, executive news director, WMT-TV Cedar Rapids, Iowa, joins WDTN as *PM Magazine* producer. **Sherry Sorrell**, secretary to station manager of WDTN, named *PM Magazine* associate producer-secretary. **Dan Sexton**, producer-director with WDTN's creative unit, named videographer for *PM Magazine*.

Jim Conlee, assistant program director, KHTZ(FM) Los Angeles, named program director.

Dick Bailey, assistant general manager, non-commercial KBIA(FM) Columbia, Mo., joins KING-FM Seattle as program director.

Dave Denver, corporate program director, Community Service Broadcasting Co., Miami, joins WISN(AM) Milwaukee as program manager.

Jeanne Pierce, secretary to program director of KNBC(TV) Los Angeles, named program coordinator.

Gary Delfiner, freelance producer, joins WCAU-TV Philadelphia as executive producer of daily morning talk show, *Whitney & Co./Live*.

John Bos, director of performing arts division of New York State Council on the Arts, named director of performance programs, National Public Radio, Washington.

Mario Mazza, station manager, noncommercial WAMC(FM) Albany, N.Y., joins noncommercial WMHT-FM Schenectady, N.Y., as program manager.

Colleen Bagley, producer of *Twin Cities Today* on KSTP-TV St. Paul, joins WPVI-TV Philadelphia as producer of *AM Philadelphia*.

Rick Meeder, sports director, KEZI-TV Eugene, Ore., named sports director, KOMO-TV Seattle.

Matt Cooney, sports reporter and anchor, WTLV(TV) Jacksonville, Fla., named sports director and sports anchor. He succeeds **Walt Dunbar**, who retired after 23 years as sports director there. **Gil Tyree**, formerly with WAPE(AM) Jacksonville, Fla., joins WTLV as sports reporter and weekend sports anchor.

Randy Blair, weekend sports anchor, WJZ-TV Baltimore, named weeknight sports anchor.

Bob Gamere, sportscaster, WNAC-TV Boston, named weekend sports anchor.

Scott Clark, assistant sports editor and producer, WTOL-TV Toledo, Ohio, joins sports staff of WKYC-TV Cleveland.

Mike Elliott, program director and sports director, WTMJ(AM) Milwaukee, joins KENR(AM)

Houston as sports director.

Walter Levy, sports programming producer, Community Cablevision of Framingham, Mass., joins WEEI(AM) Boston as manager of network sports operation.

J.D. Hayworth, who has been working part time in sports department of WPTF-TV Durham, N.C., joins sports department full time.

Jack Booher, from production staff of WFTV(TV) Orlando, Fla., joins KCWY-TV Casper, Wyo., as producer-director. **Sarah Erickson**, from Casper (Wyo.) College, joins KCWY-TV as production assistant. **John Arellano**, graduate, Elkins Institute, Denver, joins KCWY-TV as film director.

Bob Charlton, formerly with WOMC(FM) Detroit, who left station last year to pursue other interests, and **Steve Peck**, music director, WOMC, named air personalities.

Joe Coburn, production director and announcer, KZOK-AM-FM Seattle, joins KOMO(AM) there as air personality.

Paul Feinman, announcer-producer, noncommercial WILL-AM-FM Urbana, Ill., named director of music and fine arts programming, noncommercial WGLT(FM) Normal, Ill. **John Burk**, announcer-producer, noncommercial WCBU(FM) Peoria, Ill., joins WGLT in same capacity.

Chiqui Quinones, sales assistant, WCAU-TV Philadelphia, named assistant manager of continuity acceptance.

Bruce Camwell, formerly with WJTO(AM)-WIGY(FM) Bath, Me., joins Maine Information Radio Network, Augusta, as traffic director.

Tom Matthies, in production department of

WFRV-TV Green Bay, Wis., named ENG photographer-editor for *PM Magazine*.

News and Public Affairs

Rita Sands, CBS News correspondent, New York, joins ABC News there as correspondent.

Tony Guida, co-anchor, WNBC-TV New York, joins WCBS-TV there as chief political correspondent.

Jess Marlow, anchor, KNBC(TV) Los Angeles, joins KNXT(TV) there Dec. 6. He will anchor station's news programs at 6 and 11 p.m., replacing **Brent Musburger**, who is leaving local news operation to devote full time to CBS Sports.

Ed Godfrey, news director, WSB-TV Atlanta, joins WAVE-TV Louisville, Ky., in same capacity.

Ron Fortner, news director, XETV(TV) Tijuana, Mexico (San Diego), joins WPEC(TV) West Palm Beach, Fla., as news director.

Craig Barrick, general assignment reporter, KOMO-TV Seattle, named assignment editor.

David Ahrendts, news director, KLMS(AM) Lincoln, Neb., joins KETV(TV) Omaha as assignment editor.

Michael Whitney, news editor, *Morning*, CBS News, New York, named producer of weekday editions of *Morning*. **Franklin Teltsch**, associate producer-news writer on *Morning*, named news editor.

John Prescott, news director, KHAS-TV Hastings, Neb., joins WQWT(TV) Omaha as executive producer of 5 p.m. news.

Frank Baker, night news producer, WTLV(TV) Jacksonville, Fla., named executive news pro-

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ducer. **Bob Coleman**, from WRDW-TV Augusta, Ga., joins WTLV as night news producer. **Bill Price**, from WWLP(TV) Springfield, Mass., joins WTLV as general assignment reporter.

Brad Holbrook, general assignment reporter, WNAC-TV Boston, named weekend co-anchor.

Roy Carden, news director, and **Kim Brattain**, weather reporter, WPTF-TV Durham, N.C., named 6 and 11 p.m. co-anchors. Carden will continue as news director. **Ernie Hood**, reporter-photographer, named news producer.

Scott Feldmeyer, reporter, WISN(AM) Milwaukee, named producer-reporter for co-owned WISN-TV there.

Jan Hopkins, reporter, WKBN-TV Youngstown, Ohio, joins WLWT(TV) Cincinnati as reporter.

Julius Humi, VP-general manager of Europe, Africa and Middle East division of UPI, based in London, named senior VP. **Eugene Blabey**, business manager for division, succeeds Humi.

Bob Machson, news consultant, WIOQ(FM) Philadelphia, joins WBLS(FM) New York as evening newscaster.

Michael Moss, news director, WPOP(AM) Hartford, Conn., joins WEEI(AM) Boston as anchor and reporter.

Leroy King, graduate, Mercer County Community College in New Jersey, joins WGNV(AM)-WFMN(FM) Newburgh, N.Y., as reporter-anchor.

Cherle Simon, producer, Instructional Television Center, Dallas, joins WJLA-TV Washington as 11 p.m. news producer.

Nancy Solomon, public affairs producer,

WTVJ(TV) Miami, joins WPLG(TV) there as director of public affairs.

Promotion and PR

Kathlene McGarry, promotion coordinator, WKWB-TV Buffalo, N.Y., named promotion director.

Phil Michael, assistant promotion manager, WTOL-TV Toledo, Ohio, joins WISH-TV Indianapolis in same capacity.

Karen Malone, assistant managing editor of *Enterprise*, magazine published by National Association of Manufacturers, Washington, joins WJLA-TV there as director of publicity and special events.

Edward Berger, production engineer, WKYS(FM) Washington, named advertising and promotion manager.

Jeannie Maslowski, promotion assistant and production assistant on 10:30 p.m. news, KVOS-TV Bellingham, Wash., named promotion director.

Daniel Lee Smigrod, promotion director, WKIX(AM)-WYYD(FM) Raleigh, N.C., joins WHYI(FM) Miami-Fort Lauderdale as promotion director.

Jo Huntington, interagency coordinator, Center for Human Development, Ohio university, Athens, named director of promotion and community relations for Ohio university's non-commercial WOUB-AM-FM-TV Athens and non-commercial WOUC-TV Cambridge, Ohio.

Mary Carter, from Public Relations Advisers, subsidiary of The Bloom Agency, Dallas, joins Tracy-Locke Advertising there as account executive in public relations department.

Technology

Jerry D. Stahler, general manager, engineering and operations technology, CBS Television Stations, New York, named VP, engineering and operations technology.

Jerry Nordsiek, chief engineer, WTLV(TV) Jacksonville, Fla., named to same position with co-owned KENS-TV San Antonio, Tex. **Clyde Smith**, from WCJB(TV) Gainesville, Fla., named to succeed Nordsiek at WTLV.

Willie Douglas and **Aaron James Jr.**, both in engineering department of WREG-TV Memphis, named maintenance supervisor of ENG equipment and senior film and VTR technician, respectively.

David Davis, graduate, Vincennes university, Vincennes, Ind., joins WISH-TV Indianapolis as technical assistant for *PM Magazine*.

Irwin Sylvan, VP-marketing, Anixter Bros., Skokie, Ill., named president of Anixter-Mark, earth station and microwave antenna division of Anixter Bros.

Allied Fields

Herman Saunders, producer, named chairman of membership committee of Caucus for Producers, Writers and Directors, Hollywood.

Mike Silverstein, research director, KABC-TV Los Angeles, has formed Innovative Audience Research Inc., consulting firm. ABC O&O will be his first client.

John Brokowski, attorney in Broadcast

Bureau of FCC, Washington, joins communications law firm there, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

James Cronin, graduate, St. John's university, New York, joins Arbitron Television Station Sales there as client service representative.

Alan Strumwasser, research analyst, Petry Television Spot Sales, joins Arbitron Radio Representative and Advertiser/Agency Sales as client service representative.

Deaths



Hurlleigh

Robert F. Hurlleigh, 68, broadcast journalist who was president of Mutual Broadcasting System from 1959 to 1968, who had been serving as Washington communications consultant in recent years, died of heart attack Aug. 10 in Suburban hospital in Bethesda, Md. He had been under treatment for heart condition since he left Mutual presidency.

Hurlleigh began his broadcasting career in 1933 as announcer for WOL(AM) Washington and later served as director of news and commentator for WBBM(AM) Chicago. He was former associate of late Fulton Lewis Jr. In 1946 he began 22-year career with Mutual as director of news for WGN(AM) Chicago, affiliate that was co-owner of MBS. Although he left Mutual presidency in 1959, he continued to serve as commentator. Hurlleigh was president of National News Service, communications consulting firm in Washington, at time of his death. In his consultancy, he had represented, among others, National Republican Congressional Committee, Advertising Council, National Association of Manufacturers, American Security Association and National Space Service. Survivors include his wife, Marjorie, two sons, three daughters, his mother, half-brother and six grandchildren.

Howard Tuckner, 48, television correspondent for ABC News in Vietnam, Johannesburg, Hong Kong and Chicago, died in New York on June 4. News of his death was revealed last week by members of his family who said Tuckner, under treatment for depression, had jumped from window of apartment building in the Bronx where family lived. He had left ABC News several months before his death. He also had worked as reporter for NBC and WPIX(TV) New York. He is survived by his mother and two sisters.

C.J. McDonald, 55, VP-general manager, WIZZ(AM)-WLAX(FM) Streator, Ill., died Aug. 5 in crash of aerobatic airplane he was piloting near Streator airport. He was practicing for national competition. Before joining WIZZ in 1969, he worked at various radio and television stations in Lawton, Okla. Survivors include his mother, two sons and one daughter.

John (Milt) Hall, 66, former owner of KCEY(AM)-KMIX(FM) Turlock, Calif., died July 13 in Turlock hospital after long illness. He purchased KCEY(AM) Turlock in 1973, and founded KMIX in 1977. He sold both stations last year. Hall was also president and general manager of KWBB(AM)-KQTY(FM) Wichita, Kan., now KEYN(AM) and KFDI-FM, from 1950 to 1967. Survivors include his wife, Kay, one son and four daughters.

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Stock Index


Exchange and Company	Closing Wed. Aug. 13	Closing Wed. Aug. 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. Aug. 13	Closing Wed. Aug. 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							PROGRAMMING						
N ABC	32 3/4	32 1/8	+ 5/8	+ 1.94	6	923	O Chuck Barris Prods.	3 1/2	3 5/8	- 1/8	- 3.44	3	11
N Capital Cities	62 1/2	60 3/4	+ 1 3/4	+ 2.88	13	823	N Columbia Pictures	32 1/2	33 5/8	- 1 1/8	- 3.34	9	326
N CBS	51 5/8	50 3/8	+ 1 1/4	+ 2.48	7	1,496	N Disney	51 7/8	53	- 1 1/8	- 2.12	13	1,885
N Cox***	45 1/2	42 1/4	+ 3 1/4	+ 7.69	7	1,227	N Filmways	9 3/8	9 5/8	- 1/4	- 2.59		59
A Gross Telecasting	27	25	+ 2	+ 8.00	7	21	O Four Star	1 5/8	1 5/8			10	1
O LIN	53 1/2	52 3/4	+ 3/4	+ 1.42	11	14	N Getty Oil Corp.	83	79 1/2	+ 3 1/2	+ 4.40	9	8,818
N Metromedia	83 1/2	80 1/2	+ 3	+ 3.72	9	954	N Gulf + Western	18	17 3/4	+ 1/4	+ 1.40	4	1,006
O Mooney	9 1/4	10	- 3/4	- 7.50	12	3	N MCA	48 1/2	49 1/8	- 5/8	- 1.27	6	1,140
O Scripps-Howard	54 1/2	59 1/2	- 5	- 8.40	9	140	O Medcom	6 7/8	6 7/8			25	11
N Storer	29 1/4	28 3/8	+ 7/8	+ 3.08	9	851	N MGM Film	7 7/8	8 1/8	- 1/4	- 3.07	5	254
N Taft	31 3/4	30 5/8	+ 1 1/8	+ 3.67	9	310	O Reeves Commun.	31	24 1/4	+ 6 3/4	+ 27.83	22	75
BROADCASTING WITH OTHER MAJOR INTERESTS							SERVICE						
A Adams-Russell	21 3/4	23 1/8	- 1 3/8	- 5.94	16	40	O BBDO Inc.	42	41 1/2	+ 1/2	+ 1.20	9	105
A Affiliated Pubs.	20 3/8	19 3/4	+ 5/8	+ 3.16	8	105	O Compact Video	19 3/8	16 7/8	+ 2 1/2	+ 14.81	18	36
N American Family	8	8			4	84	N Comsat	38 3/4	38 1/2	+ 1/4	+ 64	8	310
N John Blair	21 7/8	21 1/2	+ 3/8	+ 1.74	7	81	O Doyle Dane Bernbach	35	35 3/4	- 3/4	- 2.09	10	91
N Charter Co.	16 5/8	16 3/4	- 1/8	- 74	1	463	N Foote Cone & Belding	31	29 1/8	+ 1 7/8	+ 6.43	8	83
N Chris-Craft	25 1/4	25 7/8	- 5/8	- 2.41	12	67	O Grey Advertising	54 1/2	54	+ 1/2	+ 92	5	33
N Coca-Cola New York	6 1/4	6 3/4	- 1/2	- 7.40	14	110	N Interpublic Group	31 1/8	31 5/8	- 1/2	- 1.58	6	139
N Cowles	27 1/2	25 1/8	+ 2 3/8	+ 9.45	18	109	O MCI Communications	9 7/8	9 7/8			49	300
N Dun & Bradstreet	50	49 3/4	+ 1/4	+ 50	15	1,392	A Movielab	7 1/2	7	+ 1/2	+ 7.14	6	12
N Fairchild Ind.***	26 1/4	22 3/4	+ 3 1/2	+ 15.38	8	299	A MPO Videotronics	6	4 5/8	+ 1 3/8	+ 29.72	17	3
N Fuqua	15 5/8	15 3/4	- 1/8	- 79	3	198	O A. C. Nielsen	34 1/8	30 3/4	+ 3 3/8	+ 10.97	14	375
N Gannett Co.	51 7/8	51 1/2	+ 3/8	+ 72	14	1,823	O Ogilvy & Mather	24 1/2	24 3/4	- 1/4	- 1.01	7	100
N General Tire	17 7/8	17 1/8	+ 3/4	+ 4.37	7	422	O Telemation	1 1/2	1 1/2			9	1
O Gray Commun.	52 1/2	44 1/2	+ 8	+ 17.97	11	24	O TPC Communications	6 3/4	6 3/4			48	6
N Harte-Hanks	30 1/4	31 1/2	- 1 1/4	- 3.96	14	262	N J. Walter Thompson	36	35 1/2	+ 1/2	+ 1.40	8	110
O Heritage Commun.	17 5/8	16 5/8	+ 1	+ 6.01	9	57	N Western Union	24 1/4	23 1/4	+ 1	+ 4.30		368
N Insilco Corp.	16	16			7	172	ELECTRONICS/MANUFACTURING						
N Jefferson-Pilot	27 3/8	27 7/8	- 1/2	- 1.79	6	600	O AEL Industries	12 3/8	10 1/4	+ 2 1/8	+ 20.73		20
O Marvin Josephson	12 1/2	12 1/2			8	32	N Ampex	24	24 5/8	- 5/8	- 2.53	12	274
O Kansas State Net.	28 3/4	28 3/4			23	54	N Arvin Industries	13	12 7/8	+ 1/8	+ 97	7	101
N Knight-Ridder	27 3/4	25 3/8	+ 2 3/8	+ 9.35	10	902	O CCA Electronics*	1/8	1/8			1	
N Lee Enterprises	23 7/8	22 1/2	+ 1 3/8	+ 6.11	11	171	A Catec	6 1/4	6 3/8	- 1/8	- 1.96	8	13
N Liberty	15 1/2	15 3/8	+ 1/8	+ 81	6	200	A Cebu	6 3/8	6 1/2	- 1/8	- 1.92	9	10
N McGraw-Hill	35	36 1/4	- 1 1/4	- 3.44	11	862	N Conrac	18 5/8	17 1/4	+ 1 3/8	+ 7.97	8	38
A Media General	30 5/8	30 1/4	+ 3/8	+ 1.23	8	217	N Eastman Kodak	62 7/8	64 1/2	- 1 5/8	- 2.51	10	10,147
N Meredith	41	40 1/4	+ 3/4	+ 1.86	6	128	S Elec Missile & Comm.	4	4 3/4	- 3/4	- 15.78	50	11
O Multimedia	28 1/4	26	+ 2 1/4	+ 8.65	15	283	N General Electric	58 7/8	55 3/8	+ 1 1/2	+ 2.70	9	10,498
A New York Times Co.	30 1/8	27 3/8	+ 2 3/4	+ 10.04	9	361	N Harris Corp.	44 1/2	44 1/4	+ 1/4	+ 56	16	1,348
N Outlet Co.	24 5/8	23 7/8	+ 3/4	+ 3.14	36	61	O Harvel Industries	7	6 1/2	+ 1/2	+ 7.69	18	3
A Post Corp.	15 3/4	16 3/8	- 5/8	- 3.87	8	28	O Intl. Video*	1 1/8	1 1/8				3
N Flohins	28 1/2	26 1/2			12	382	O Microdyne	28	29	- 1	- 3.44	21	3
N San Juan Racing	16 3/4	17 1/2	- 3/4	- 4.28	19	42	N M/A Com. Inc.	38 7/8	41 3/4	- 2 7/8	- 6.88	34	387
N Schering-Plough	42 1/4	42 7/8	- 5/8	- 1.45	10	2,241	N 3M	57 3/4	58 3/4	- 1	- 1.70	10	6,726
O Stauffer Commun*	35	35			9	35	N Motorola	56 1/4	53 1/4	+ 3	+ 5.63	10	1,805
A Tech Operations	13 5/8	12	+ 1 5/8	+ 13.54	15	19	O Nippon Electric	48	45 1/8	+ 2 7/8	+ 6.37	37	1,576
N Times Mirror Co.	40	37 7/8	+ 2 1/8	+ 5.61	10	1,357	N N. American Philips	31 1/2	30 7/8	+ 5/8	+ 2.02	5	379
O Turner Broadcasting	13	13				130	N Oak Industries	34 5/8	30 1/4	+ 4 3/8	+ 14.46	12	186
A Washington Post	19 3/4	18 3/4	+ 1	+ 5.33	8	278	A Orrox Corp.	6 3/8	5 3/4	+ 5/8	+ 10.86	21	10
N Wometco	22	23	- 1	- 4.34	10	194	N RCA	25 1/2	24 3/4	+ 3/4	+ 3.03	7	1,909
CABLE							N Rockwell Intl.	29 1/2	29 5/8	- 1/8	- 42	8	2,189
A Acton Corp.	13 3/4	12	+ 1 3/4	+ 14.58	10	41	A RSC Industries	4 7/8	4 1/8	+ 3/4	+ 18.18	12	11
N American Express	36 7/8	36 5/8	+ 1/4	+ 58	8	2,628	N Scientific-Allianta	37 1/4	37 3/4	- 1/2	- 1.32	33	386
O Burnup & Sims	13 1/2	11	+ 2 1/2	+ 22.72	17	118	N Sony Corp.	11 1/2	9 3/4	+ 1 3/4	+ 17.94	19	2,479
O Comcast	27 1/2	23 1/4	+ 4 1/4	+ 18.27	31	220	N Tektronix	69	65 1/8	+ 3 7/8	+ 5.95	15	1,241
O Entron*	5	5			5	4	O Texscan	14 1/4	16 1/2	- 2 1/4	- 13	28	15
N General Instrument	71	67	+ 4	+ 5.97	12	614	O Valtec	36 1/2	39 5/8	- 3 1/8	- 7.88	37	145
O Geneve Corp.	41 7/8	42	- 1/8	- 29	30	46	N Varian Associates	29 3/4	28 3/8	+ 1 3/8	+ 4.84	13	228
O Tele-Communications	14 5/8	18 1/4	- 3 5/8	- 19.86	14	323	N Westinghouse	25 5/8	25	+ 5/8	+ 2.50	6	2,203
N Teleprompter	19 5/8	23 1/4	- 3 5/8	- 15.59	16	333	N Zenith	15	15 3/8	- 3/8	- 2.43	14	282
N Time Inc.	57 1/8	52 5/8	+ 4 1/2	+ 8.55	11	1,606	Standard & Poor's 400 Industrial Average						
O TOCOM	15 3/4	16	- 1/4	- 1.56	47	47	139.88	137.77	+ 2.11				
O UA-Columbia Cable	65 1/2	64 1/2	+ 1	+ 1.55	48	219							
O United Cable TV	36	35	+ 1	+ 2.85	25	148							
N Vlocam	48 1/4	47 5/8	+ 5/8	+ 1.31	18	203							


Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.


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. **** Two-for-one stock split. + Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Aug 25  **Radio 1980.** This year's definitive report on the state of the art on the audio side. Among the parts making up the whole: an overview identifying the latest trends, a report on billings and business, the annual listing of the First 500 stations (the top 10 in the first 50 markets), a story on formats and syndication, where things stand in equipment innovation, the latest look in radio journalism. Upwards of 20 pages on the oldest of broadcasting's family of Fifth Estate media, at the beginning of its latest and most competitive decade.

Sep 15  **The siren song of DBS.** As if there weren't enough to worry about, and work with, in the expanding world of telecommunications, still another new medium may be just beyond the horizon—or above the atmosphere, as it were. It's the direct broadcast satellite, a possibility looking less like science fiction with every passing day. The assignment of this special report is to put into beginning-of-the-decade perspective what may be a functioning reality by its end.

Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting  Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

HBO's Nick Nicholas: guiding force behind pay's largest network

In the headquarters of the television networks, across the street from his office in the Time-Life Building, Nick Nicholas would sound like a heretic. "We don't play a Nielsen game," he says. "We're more interested in the qualitative response from our subscribers than in the quantitative response. What we care about is how much they like it. We'd rather have lower tune-in and higher satisfaction than high tune-in and low satisfaction."

Nicholas, as head of Home Box Office, by far the largest pay cable service, is pleased that HBO's Nielsen ratings and shares in last May's sweep measurements were "identical" with those of May 1979, and last November's "identical" with those of the November before. "Steady as she goes," he exults. But wouldn't he like the number to be trending upward. "I'd be more interested in having the satisfaction go up," he replies, and adds in another burst of conventional-television heresy:

"Right now consumers are using pay television five hours a week—that's plenty. That's 20 hours a month, for \$8 or \$9, which is what they're paying for it. We'd like to get our over-all qualitative scores up as a priority, as opposed to actual ratings and shares."

Nicholas and his colleagues and competitors in the pay business operate in an economy different from the networks', of course. "The consumer pays the networks indirectly," he points out. "Our consumers ring the cash register once a month. When they get their program guide and bill, we need them to feel good about our service. It's quite a different concept than the one across the street."

Nicholas has been on *his* side of the street, working for Time Inc., since he got out of Harvard Business School in 1964. In fact, except for summers when he earned money "sandblasting the hulls of merchant ships and being a short-order cook in a prison," he has worked only at Time.

The son of a Navy officer, he was born in Portsmouth, N.H., a submarine base, and grew up all over—in port cities along the East and West Coasts and in Europe. His training, at Princeton and especially at Harvard Business School, was in finance. Indeed, it was while he was browsing through corporate annual reports in the business school library that he was first touted onto Time Inc. by a friend who had held a summer job there and found it, in Nicholas's words, "an incredible place to work."

Armed with his MBA, Nicholas applied, was accepted and started work as "an



Nicholas John Nicholas Jr.—chairman and chief executive, Home Box Office Inc., b. Sept. 3, 1939, Portsmouth, N.H., Andover Academy, 1958; BA, Princeton University, 1962 (magna cum laude); MBA, Harvard Business School, 1964; director of financial analysis, Time Inc. controller's department, and in corporate research and development, 1964-69; assistant to president, Time Inc., 1970; assistant treasurer of Time Inc. with special responsibilities in broadcast, cable TV and pay TV, 1971-73; president, Manhattan Cable TV, 1974-76; vice president, Time Inc., 1975; president, Home Box Office, 1976-79; present position since August 1979; m. Llewellyn Jones, 1971; children—Hilary, 17 (by former marriage); Alexandra, 2; and three stepchildren, Charlotte, 20; John, 19, and Alexander, 16.

adding-machine jockey" in Time Inc.'s controller's department. He became director of financial analysis, doing analytical work on deals, acquisitions and divestitures and getting to know "a little about a lot of the company," including its magazines, forest products, broadcasting—"which we were heavily involved in at that time"—and cable. In 1970, James Shepley took over as president of Time Inc., and Nicholas worked as his assistant for a year, then was named assistant treasurer with special responsibilities for broadcasting, cable and pay cable.

"At that time," he recalls, "we had a very small stake in cable—somewhere between 50,000 and 60,000 subscribers in many small systems around the country," plus a controlling interest in Sterling Communications in New York, which owned Manhattan Cable TV and which formed Home Box Office. Later Time acquired the rest of Sterling and, not happy with its financial results, sent Nicholas down to run the company as president of Manhattan Cable, which replaced Sterling as the corporate name. "In a couple of years we managed to turn it around," he recalls, citing two key factors: Manhattan Cable

signed with its HBO subsidiary and started selling it in Manhattan, making it "a dramatic, instantaneous success," and management smoothed out its relationship with the union representing employees, "greatly" improving productivity.

His next step was HBO itself, as president. HBO at that time, in mid-1976, was not in the best of shape: "We had under half a million pay subscribers, we'd been on the satellite for nine months, the connect rate was the same as the disconnect rate and we weren't growing." It was also "the only game in town, so we had no model to emulate. We made every mistake there was to be made in terms of buying and scheduling—we did a lot of things right, but we did as many wrong as right."

In the years since, Nicholas can cite no one decision as the key to HBO's growth to its present total of more than 4 million subscribers. Rather, he says it was the cumulative effect of many things: "We paid a lot of attention to research, to scheduling, to promotion—just like those guys across the street do, those other networks." In other words, he says, "the satellite had given us national distribution, and getting our own act together helped to get better word-of-mouth on the product."

As part of keeping its act together, HBO, he says, does a lot of qualitative research that it keeps to itself: "It's one of the proprietary things we've learned that help us in deciding what to buy and what not to buy, how to schedule it and how to promote it to encourage tune-in."

His areas of concentration have changed as HBO has grown, but currently he says, he probably spends more time "thinking about people"—making sure the right ones are in the right places, being brought along, being motivated and compensated fairly—than about any other one subject. HBO has over 500 employees who, he says, average about 30 years in age. Next to people, he concentrates most on long-range planning, which he calls "thinking opportunistically about the future and coming to conclusions about what we ought to do tomorrow to be where we want to be three years from now."

Nicholas says he doesn't buy the notion that pay cable will put broadcasting networks out of business. "I think they're going to dominate the video and broadcasting scene for the foreseeable future," he says. "The rest of us will carve out audiences only if we've got programming the consumer wants. There's room for all of us."

With one exception he finds his job exciting and rewarding: "It's very satisfying to be in something that's dramatically new and changing the way Americans receive their entertainment." The exception is a sense of frustration: In the suburban New York area where he lives, there is no cable service.

A little late

More and more it becomes apparent that when the FCC voted last December in favor of reducing AM channel spacing from 10 khz to 9, it was flying blind into a future it had idealized but only dimly seen. The notice of further inquiry issued three weeks ago as one of the commissioners' last acts before leaving on August vacation (BROADCASTING, Aug. 4) was an inadvertent admission that the agency had originally adopted what was to turn into official U.S. policy without knowing how many new stations could be created as a consequence, where they could be placed, at what cost or with how much interference to the existing system.

Considering the poverty of information then available to the U.S. delegation to the western hemisphere conference in Buenos Aires last March, it is legitimate to wonder why the Americans would argue as vociferously as they did for the 9 khz proposal against a general disinclination among other nations to adopt it. Did the U.S. know something others didn't? Quite the contrary. The U.S. didn't even know the results of a \$230,000 study of probable 9 khz effects that the FCC had ordered from a private contractor. The decision to support 9 khz was reached before the study was made. Indeed the FCC is still waiting for some parts of the contractor's assignment.

Those who have been most vocal in their advocacy of adding to the broadcast station population have variously estimated that the shrinkage of AM spacing to 9 khz would make room for 200 to 1,400 new facilities. That range of guesses by itself betrays the basic ignorance about the consequences of last December's precipitate action. The notice of further inquiry that was the commission's latest act admitted that 300 stations at most would be made possible. Nor were FCC officials able to contradict the prediction of the FCC Broadcast Bureau's former chief, Wallace Johnson, that few if any of the new assignments could be fitted into markets big enough to matter (BROADCASTING, Aug. 11).

If the most to be gained from a compression of channel spacing is 300 new AM assignments of little or no commercial value, what is the point of going on with this charade? The FCC will be perpetrating a cruel hoax if, on no more evidence than it is so far known to possess, it continues to encourage minorities to believe there will soon be plums for their picking in AM radio.

Both the National Association of Broadcasters and the National Radio Broadcasters Association are supporting new engineering investigations of the 9 khz proposals. These ought to produce the intelligence that the government needs to arrive at a serious position by the fall of 1981 when the subject comes up at the next western hemisphere conference.

The government's original embrace of 9 khz was impetuous, if not irresponsible. Broadcasters and citizens alike must hope that the first ardor has cooled enough to permit a sober review of the comments that have now been solicited.

Common cause

The Supreme Court was given impressive reasons last week to affirm the constitutionality of broadcast coverage of criminal trials. The reasons are to be found not only in the content of the two major briefs that are described elsewhere in this issue but also in the universality of journalism interests in whose names the briefs were filed. The broadcasting organizations that could be expected to take up arms in what is essentially a broadcast journalism case are joined here by the American Society of Newspaper Editors, Associated Press Managing Editors, National Newspaper Association, National Press Club, National Press Photographers

Association, Reporters Committee for Freedom of the Press and Society of Professional Journalists, Sigma Delta Chi.

An array like that elevates this above the usual case testing the legality of broadcast regulation. Surely the court will get the message that all kinds of journalists are seriously concerned. The message is amplified with clarity and craftsmanship in the legal briefs prepared at the collective bidding of the participants.

In essence the court is being asked to modernize views that it first expressed in 1965 in a Billie Sol Estes case that is now obsolete. The bare majority in that 5-to-4 Estes court was obviously appalled by evidence that the television paraphernalia of the time had disrupted a preliminary hearing. As last week's briefs cogently argued, both television equipment and public reaction to it have changed.

The betting here is that the cause of journalism will prevail. But whatever the outcome of this case, the foundation has been laid for united action in the future when the rights of any form of journalism are at stake.

Going up

As reported here last week, FCC Commissioner Robert E. Lee has questioned the need for several budgetary increases the commission has proposed. Lee wonders, for example, why the Cable Television Bureau staff should be enlarged when cable regulation has been all but erased.

The commissioner also sees no reason to add an economist to the already swollen staffs of the individual commissioners. Lee gets along without the engineer that is allocated to his and each other member's office (although he has put one on for two months to help prepare material in the forthcoming consideration of low-power television stations and VHF drop-ins). Lee thinks the existing and recently expanded staff of FCC economists is all the help he and others need.

Others are questioning FCC expenses. Senator Barry Goldwater (R-Ariz.) has been examining travel costs, which include international excursions in unusual number. The large sums paid outside contractors are also in the news. Lee is not alone in detecting inconsistency between an asserted policy of general deregulation and rising budgetary demands.



Drawn for BROADCASTING by Jack Schmidt

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