

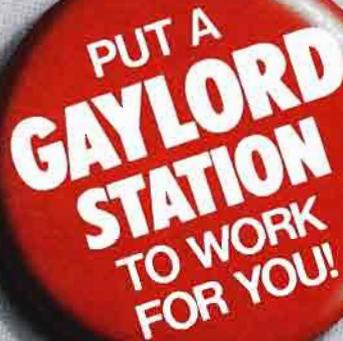
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Broadcasting Sep 1

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The Week in Brief

TOP OF THE WEEK

DEBATES ARGUMENTS □ Carter and Reagan argue with each other and with the League of Women Voters over the format and the timing of candidate confrontations. National Press Club and *Face the Nation* get into the act. **PAGE 23.**

WHILE THE STRIKE IS COOLING □ Actors' strike looked to be on its way to settlement last Friday as both sides got down to serious discussion. **PAGE 23.**

SNEAK ATTACK □ The House passes a little-noticed amendment that would put a stop not only to public station's *The Dial*, but also to other publications and program guides put out by noncommercial outlets. **PAGE 26.**

SPECIAL REPORT

LARGER FOCUS IN NEW ORLEANS □ The NAB's annual Radio Programming Conference offers more than just programming. The more than 1,600 in attendance find workshops on promotion and management as well. Some like the wider range, while others criticize the quality of some of the workshops. **PAGE 27.** Summaries of the different activities begin on **PAGE 28.**

MEDIA

DIPS DOWN □ An NAB study of the top 50 markets finds media concentration decreased by 9% from 1968 to 1978. The association argues that marketplace forces make government intervention unnecessary. **PAGE 35.**

HIGH HOPES □ Programming from the new CBS Cable unit will be arts-oriented, but with a wider target than PBS. VP Shay hopes for June 1981 start-up. **PAGE 35.**

LAW & REGULATION

BACK TO BUSINESS □ The FCC comes back to work after its August vacation to a packed agenda. Heading the list of items to be considered this month and next are VHF drop-ins, RKO, UHF comparability, children's advertising and direct broadcast satellites. **PAGE 39.**

MORE HOT WATER □ RKO General notifies the FCC that its parent, General Tire & Rubber, is being assessed \$24.5 million in back taxes in addition to \$11.3-million tax fraud penalty by the IRS. New South, the company seeking to replace RKO as a TV licensee in Memphis, asks the FCC to investigate. **PAGE 39.**

PROGRAMMING

DEFENDING 'BEULAH LAND' □ NBC asks a Yale professor to review its upcoming miniseries set on a Georgia plantation in Civil War times. He finds parts of it accurate. The network will prescreen the show for affiliates and advertisers prior to its Oct. 7, 8 and 9 airings. **PAGE 41.**

CABLE UPDATE □ NCTA survey on local cable programming finds slight increase in number of access channels and more political cablecasting. **PAGE 42.**

SECOND WEEK SET □ CBS announces its plans for the second week of the fall season. In light of the actor's strike the network will air mix of reruns, movies and 'Empire Strikes Back' special. **PAGE 43.**

JOURNALISM

CONFRONTATION □ FBI confiscates film shot by a news crew from noncommercial KQED(TV) San Francisco at a Navy installation. The government charges trespassing, while the station may sue for violation of First Amendment rights. **PAGE 44.**

NEW PROJECT FOR CRONKITE □ The CBS anchor is the chairman of a new nonprofit venture that will send, via satellite, a live, half-hour news show to schools across the country. **PAGE 44.**

TECHNOLOGY

REINVENTING THE DISH □ As the number of satellites increases, so does the need for earth stations with multiple capacity. Two manufacturers have come up with a solution: antennas that can receive from up to 11 different satellites. **PAGE 46.**

BUSINESS

SATISFIED □ The GOP, pleased with the results of its television campaign, decides to run it longer and spend an additional \$4 million between now and election day. **PAGE 48.**

PROFILE

CATALYST □ Gert Schmidt was just that when he united the competitive forces in Jacksonville, Fla., to find a permanent home for the channel 12 facility that is now WTLV(TV). Schmidt is now vice president of Harte-Hanks Television Group and chairman of the Jacksonville station. **PAGE 73.**

| | | | |
|---------------------------------|--------------------------------------|-----------------------------|-----------------------------------|
| Index to departments | Closed Circuit 5 | In Sync 47 | Open Mike 19 |
| Bottom Line 48 | Datebook 14 | Intermedia 38 | Playback 42 |
| Business Briefly 6 | Editorials 74 | Monday Memo 21 | Stock Index 71 |
| Changing Hands 37 | Fates & Fortunes 67 | Monitor 42 | Washington Watch 40 |
| | For the Record 50 | News Beat 45 | Where Things Stand 9 |

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Melange of meetings

Increased attendance and broadened subject matter at last week's Radio Programing Conference of National Association of Broadcasters sparked talk of evolution into full-fledged radio convention (see page 27). That, in turn, revived speculation about separate NAB annual conventions for radio and television, putting association in head-to-head competition for premiere radio meeting with National Radio Broadcasters Association. Two-convention prospect is expected to be discussed at NAB board meetings Sept. 23-25.

Strong participation of promotion executives in NAB radio conference has caused flutter of alarm among officials of Broadcasters Promotion Association. BPA's own annual conference could be threatened if big groups such as RKO and Westinghouse opted to send promotion managers to NAB instead of BPA and if smaller-market stations decided to budget only one trip for officials in charge of both programing and promotion.

Together again

Rapprochement between National League of Cities and National Cable Television Association on guidelines for franchising may be in prospect. League broke off talks on subject and urged municipalities to call halt to all franchising after NCTA went to support of S. 2827, Senate bill to overhaul Communications Act. Bill would substantially reduce municipal control over cable. Now that bill looks to be in limbo for this Congress, league and association have laid groundwork for further talks.

Benchmarks

Starting today (Sept. 1), each new TV network rating point will be worth 778,000 homes, up 2% from past 12 months. New value comes from new estimate of U.S. total TV homes, which Nielsen has pegged at 77.8 million as compared with 76.3 million in 1979-80 season. Actually, 77.8 million are estimate of what total will be Jan. 1, 1981, but under procedures started year ago, figure will be used from September to September.

There'll probably be some excitement over local TV households estimates. Market Statistics Inc., which supplies total homes estimates from which both Nielsen and Arbitron derive TV estimates, is already beginning to get complaints stemming from U.S. 1980 census. Walter Windsor of WFTV(TV) Orlando, Fla., for example, has protested that MSI estimates for his market are 20% under preliminary

census data. MSI officials are prepared for more of same as census figures trickle out—always from markets whose census figures are higher than MSI's, never where they're lower. They say they'll make adjustments—some markets up, some down—but cannot for months yet because ups and downs have to be balanced, and final census data won't start coming till toward end of 1980.

Yes and no

One of FCC's last actions before August recess may cause split among broadcasters. There are divergent opinions about FCC's proposal to abandon requirements for first-class operator's license. Effect, as one FCC staffer put it, would be to transfer responsibility for technical proficiency to broadcast management.

Small-market broadcasters, who have historically had trouble hiring and keeping first-class operators, are likely to favor proposal. Many large-market broadcasters, however, see government examination and licensing of engineers as important regulatory function and may oppose abandonment. They're sure to be joined by army of first-class operators who fear devaluation of their jobs. National Association of Broadcasters, with membership divided, has yet to take position.

Evasive action

This month's VIDCOM '80, international videocommunications marketplace in Cannes, France, will see introduction of new U.S.-made high-security subscription television decoder. Central to Telease Co. box is "random scrambling" feature that would allow signal originator to change coded signals at will, providing different code for each individual program if desired or to change code in middle of program. Unit will also make possible closed captioning, home security and teletext-type programing.

Recovery

RCA stock which had been in doldrums after cancellation of NBC coverage of summer Olympics, loss of RCA Satcom III and upheavals in management is coming back, moving from 24 1/8 month ago to 26 3/8 at midday last Friday. Action is ascribed to good second quarter plus "buy" recommendations from several big brokerages.

Expected soon are spin-offs of several small manufacturing companies acquired in acquisition of CIT. There'll also be company buy-back of some outstanding stock to increase price of outstanding shares.

Inside Kintner

Destined to be best seller in all media ranks will be memoirs of Robert D. Kintner, who served as president and chief operating officer of two networks—ABC and NBC. As yet untitled, volume is tentatively scheduled for release next spring by its publisher, (New York) Times Books. It will deal with Presidents and politics as well as networks and news media. Kintner, 70, has resided in Washington since leaving NBC in 1965.

Work on weekend

One little-noticed consequence of sudden rescheduling of National Cable Television Association's 1981 convention from Las Vegas to Los Angeles ("In Brief," Aug. 11) is that new dates start on Thursday, May 29, run through weekend to Tuesday, June 3. Inclusion of weekend is expected to attract more spouses than usual. Start before weekend will save exhibitors premiums they have had to pay technicians for weekend setups in past.

Back dues

CBS-TV, which stopped paying American Society of Composers, Authors and Publishers more than two years ago during network's ongoing legal fight for new, per-use form of music license (BROADCASTING, Nov. 26, 1979), has quietly resumed paying. Notice accompanying checks distributed to ASCAP writer and publisher members discloses CBS paid \$8,291,612.90, plus interest, as interim license fee for use of ASCAP music from March 31, 1978, to Feb. 29, 1980. Interest, it's estimated, brought total to about \$9 million.

Paying up does not mean CBS has given up on its almost-11-year-old lawsuit for per-use licenses—which it lost in district court, won in appeals court and at least partially lost in Supreme Court, which remanded case to appeals court, where CBS lost again. CBS will ask Supreme Court to hear appeal from that last loss.

Out of bounds?

Big winner last week in Georgia runoff for Democratic nomination, Senator Herman Talmadge is determined to have Communications Act amended to preclude what he describes as use of noncommercial stations—taxpayer supported—for political campaigning. He charged his runoff opponent, Lieutenant Governor Zell Miller, with initiating use of Georgia ETV stations for candidate debates, in what Talmadge says is violation of noncommercial station's conditions of license.

Business Briefly

TV ONLY

American Dental Association

□ Begins this week for 11 weeks in Kansas City, Mo., Cincinnati and Buffalo, N.Y. All dayparts. Placed by: CPM Inc., Chicago. Target: total teen-agers; total adults.

Standard Brands □ Reggie candy bar. Begins Sept. 8 for eight weeks in four markets. Day, fringe and weekend times. Agency: Lee King & Partners, Chicago. Target: teen-agers, 12-17.

Ralston Purina □ Whisker Lickens cat food. Begins Oct. 6 for eight weeks in 11 markets. Day, prime and late fringe times. Placed by: CPM Inc., Chicago. Target: women, 25-54.

Conoco □ Antifreeze. Begins this week for four to six weeks in 60 markets. News and fringe times. Agency: Metzdorf Advertising Agency, Houston. Target: men, 18-49.

General Mills □ Frosting mix. Begins Sept. 15 for six weeks in more than 65

markets. Day, early fringe and prime times. Agency: Needham, Harper & Steers, Chicago. Target: women, 18-49.

Old El Paso □ Mexican foods. Begins Sept. 15 for six weeks in three markets. All dayparts. Agency: Tracy-Locke, Dallas. Target: women, 18-49.

Congoleum □ Contemporary floors. Begins Sept. 15 for about five weeks in 35 markets. Day, early fringe and fringe times. Agency: Grey Advertising, New York. Target: women, 25-54.

Flav-O-Rich □ Dairy products. Begins Oct. 6 for five weeks in about 25 markets. Day, fringe and prime times. Agency: D'Arcy-MacManus & Masius, Atlanta. Target: women, 18-34.

Carl Buddig & Co. □ Smoked meats. Begins this month for five weeks in about 20 markets. Day times. Agency: N.W. Ayer ABH International, Chicago. Target: women, 18-49.

Janos □ Pasta. Begins Sept. 15 for four

Rep Report

□ KATZ(AM) St. Louis, WZEN(FM) Alton, Ill.: To Bernard Howard & Co. from Torbet Radio.

□ KLAQ-AM-FM Denver: To Major Market Radio Sales from Eastman Radio.

□ WBOK(AM) New Orleans: To Buckley Radio Sales from Bernard Howard & Co.

□ WFMJ(AM) Youngstown, Ohio: To Bernard Howard & Co., from Buckley Radio Sales.

□ KNEV-FM Reno: To Katz Radio (no previous rep).

weeks in 10 markets. Day, prime and late fringe times. Agency: McCann-Erickson MIS, Chicago. Target: women, 25-54.

Pacific Handy □ Quik Trash (compactor). Begins Sept. 15 for four weeks in various Texas markets. Agency: RMF Media Corp., Beverly Hills, Calif. Target: total adults.

Ship & Shore □ Clothing. Begins Sept. 8 for three weeks in about five markets. Early fringe, late fringe and day times. Agency: Ogilvy & Mather, New York. Target: women, 25-54.

New York Bronze Corp. □ Wood refinishing kit. Begins Sept. 3 for two weeks in Phoenix and San Francisco. Day, early fringe, late fringe and weekend times. Agency: Stillman Advertising, Melville, N.Y. Target: total women.

Alberto-Culver □ Various products. Begins Oct. 1 in 30 markets. Fringe times. Agency: Draper Daniels Media Services, Chicago. Target: women, 18-34; women, 25-64.

Rich's □ Department store harvest sale. Begins Oct. 3 for one week in Atlanta; Augusta, Ga.; Greenville-Spartanburg, S.C.-Asheville, N.C.; Columbia, S.C., and Birmingham, Ala. All day parts. Agency: Liller Neal Weltin, Atlanta. Target: total adults.

Food Enterprises □ Co-op coupon offer. Begins in October for one week in Boston; Providence, R.I.; Bangor, Me.; Springfield, Mass., and Hartford-New Haven, Conn.

August, 1980

\$5,000,000 Subordinated Debentures American Cable Television Company Phoenix, Arizona

The undersigned acted as advisor to and represented the above in the placement of this financing. This announcement appears as a matter of record only.



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Day and fringe times. Agency: Merchants Creative, Dedham, Mass. Target: women, 18-49.

Denny's Restaurants □ Grand Slam breakfast. Begins this week for three weeks in 77 markets. All dayparts. Agency: Western International Media Corp., Los Angeles. Target: adults, 18-49.

Doric Foods □ Sunny Delight. Begins Sept. 29 for 14 weeks in over 10 markets. Day and prime times. Agency: VMI West, Los Angeles. Target: women, 18-49.

Jimmy Dean Meats □ Taco filler. Begins Sept. 8 for 10 weeks in 20 markets. Day and fringe times. Agency: Sumner & Berry, Dallas. Target: women, 25-54.

Scott Paper □ Cotonelle bathroom tissue. Begins Oct. 27 for four weeks in 43 markets. Agency: BBDO, New York. Target: women, 25-54.

RADIO ONLY

Arkwright-Boston □ Insurance. Begins Sept. 8 for six weeks in New York, Chicago, Boston, Cleveland, Atlanta and San Francisco. Morning drive and afternoon drive times. Agency: Quinn & Johnson, Boston. Target: men, 35 plus.

Elegant Crust Pizza □ Begins Sept. 22 for five weeks in Sacramento and Modesto, both California. Agency: Lynch & Rockney Advertising, San Francisco. Target: adults, 18-34.

Colgate □ Cold Power detergent. Begins Sept. 22 for five weeks in 30 markets. Agency: Norman, Craig & Kummel, New York. Target: women, 25-49.

Southern Bell □ Business long distance. Begins this week for four weeks in Florida, Georgia and North and South Carolina markets. Morning and afternoon drive times. Agency: Tucker Wayne & Co., Atlanta. Target: men, 25-49.

Michigan Apple Committee □ Begins Sept. 22 for two weeks in eight markets. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich. Target: women, 25-54.

Bank of America □ Retirement plan. Begins Sept. 22 for three weeks in 22 California markets. Agency: Grey Advertising, San Francisco. Target: adults, 55 and over.

Canandaigua Industries □ Wild Irish Rose wine. Begins in October for 12 to 16 weeks in 30 markets. Agency: Helfgott, Towne & Silverstein, New York. Target: total black adults.

Advantage

Helping out. D'Arcy-MacManus & Masius/de Garmo is to serve as "special media consultant" to Campaign '80 Inc., in-house agency for Reagan presidential bid. According to announcement by Campaign '80 chairman, Peter H. Dailey, D'Arcy will assist in planning and purchase of all national network time. George S. Karalekas, senior vice president, executive media director for DM&M/deG, will be in charge of his company's efforts. Karalekas served in related capacities in past two Republican presidential campaigns—he was media director for 1972 Nixon November Group and special media consultant to Ford 1976 campaign. Other DM&M/deG staff involved will be John F. Roth, vice president and group media director and Gene Petrillo, D'Arcy-MacManus & Masius executive vice president and director of corporate broadcast. Petrillo will direct all network purchases. Aside from DM&M/deG operation, company's former vice president and associate media director, Martin J. Tubridy, has been appointed vice president and co-media director for Campaign '80, as has former Conohay & Lyon and Gordon & Shortt media director, Richard V. Berry.

Car campaign continues. Chrysler Corp., Detroit, apparently satisfied with four-week spot radio effort in 27 markets, has renewed campaign for additional three weeks and added 16 markets to original list plus Mutual Broadcasting. Campaign, created by Kenyon & Eckhardt, Detroit, positions Chrysler compacts as better buy than imports.

TVB's futuristic theme. Television Bureau of Advertising's 26th annual membership meeting in Las Vegas, Nov. 9-11, will accent trends of coming decade. Speakers will include John Naisbitt, publisher of *The Trend Report* and senior vice president of Yankelovich, Skelly & White, New York, on "Megatrends of the 1980's" and Larry Light, executive vice president and director of marketing and business development, BBDO, New York, on "Selling in the 1980's."

LaMarca for Anderson. LaMarca Group, New York, media services organization, has been named to handle media buying and placement for Representative John Anderson's independent campaign for Presidency.

New in the Northwest. Telerep Inc., TV station representation firm, is opening today (Sept. 1) new office, its 16th in U.S., in Seattle, at 2121 Fourth Avenue, 98121. It will be headed by Sales Manager Lou Morlino, formerly with Petry Television in San Francisco.

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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□
AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29). Commission also has under consideration other means of increasing number of radio facilities, including National Telecommunications and Information Administration proposal for reducing AM channel spacing from 10 khz to 9; U.S. submitted that idea at Region 2 (western hemisphere) conference that ended March 28 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (BROADCASTING, March 31). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3). NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, National Association of Broadcasters is pushing commission to institute government-industry advisory committee that would assist in devising comprehensive plan for all radio channel assignments. FCC's Broadcast Bureau is preparing order outlining how committee would operate. FCC is expected to approve committee this month (see story, page 39).

□
AM stereo. FCC last month backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's may ultimately be adopted (BROADCASTING, Aug. 4). Commission had ordered staff to write report and order defending Magnavox choice (BROADCASTING, April 14), but intense negative reaction from industry forced agency to back off. Other system proponents are Belar, Harris, Kahn and Motorola.

□
Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlements with all three. Agreement with NBC was approved by presiding judge in case (BROADCASTING, Dec. 5, 1977); CBS negotiated essentially same agreement, which imposes number of restrictions on networks in program ownership (BROADCASTING, May 12). Some restrictions are not effective, however, until agreement reached with ABC is approved by judge in case (BROADCASTING, Aug. 25).

□
Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washing-

ton against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, when both sides asked for summary judgment.

□
Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□
Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (BROADCASTING, June 18, 1979). Comments were filed late last year; majority supported more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□
Cable copyright. Copyright Royalty Tribunal, after 10 months of study and hearings, has issued formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Aug. 4). Under terms of formula, U.S. and Canadian broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5%; music performing rights societies, 4.5%; and National Public Radio, .25%. Next phase of proceeding, which must

be concluded by Sept. 11, and which can be appealed to courts, will be to decide distribution formula among members of joint claims.

□
Cable deregulation. FCC on July 24 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Commission had only voted, however, when Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28). National Association of Broadcasters has filed motion to intervene on Malrite's behalf. National Cable Television Association has taken FCC's side in court suit (BROADCASTING, Aug. 25). There has been no court action to date.

□
Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements, to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing sufficient amounts of children's instructional and educational television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June which provided survey of what's available in children's programming, as well as ideas of how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30).

□
Closed captioning. ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began March 15 (BROADCASTING, March 24). ABC and NBC are captioning five hours of network television a week (in prime time) and PBS more than 10 hours. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs \$250, while 19-inch color set with adapter built in sells for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work on teletext process (see "teletext" entry).

□
Communications Act. House Commerce Committee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill has been referred to Judiciary Committee, which will study it before sending it to House floor for vote (BROADCASTING, Aug. 25). In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (BROADCASTING, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Senate Commerce Committee Chairman Howard Cannon (D-Nev.) has not scheduled any dates for con-

sideration of bill, and says he won't until further hearings have been held.

□

Comsat. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay-TV programing via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING Aug. 6, 1979). Comsat planned to have details ready for filing at FCC first quarter of this year. However, filing has been put off indefinitely since joint-venture talks with Sears fell through (BROADCASTING, April 14). FCC meanwhile, has been conducting inquiry into Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present charter. FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28). On Capitol Hill, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee plans future hearings to determine whether legislation in this area is necessary. FCC will consider notice of rulemaking on technical and policy issues of DBS at Sept. 30 special meeting.

□

Crossownership (newspaper-broadcast).

Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of changed circumstances in market (entry of competition), and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

□

Crossownership (television broadcasting-cable television).

FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC, on June 25, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30).

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations,

effective April 1. Stations with five to 10 employees are required to have 50% parity overall with available work force, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. In June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9). Comments due Oct. 24.

□

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979). Rehearing was denied, and plaintiffs have asked Supreme Court to review Appeals Court decision (BROADCASTING, May 12).

□

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions in bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule, by Oct. 15. Commission will then solicit public comment and decide whether or not to proceed with inquiry.

□

FM quadrasonic. Nine years after it was first pioneered, FCC began rulemaking which seeks comments on two approaches for setting standards for FM quad system: either to adopt general standards and rely on marketplace to determine which systems be used or adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadrasonic Radio Committee. Second notice of inquiry was issued early last year (BROADCASTING, Jan. 15, 1979).

□

Format changes. FCC more than three years

ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court has agreed to review case (BROADCASTING, March 10).

□

License renewal forms. FCC adopted notice of proposed rulemaking that, if enacted, would shorten renewal form to postcard size for all AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (BROADCASTING, June 9).

□

Minority ownership. Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program for members to help minorities learn station operations.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with

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District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9). It has until Sept. 2 to ask Supreme Court to hear appeal.

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network/affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks (BROADCASTING, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (BROADCASTING, June 23).

Network standings. Prime-time TV rating averages, Sept. 17, 1979-Aug. 24: CBS 17.7, ABC 17.5, NBC 15.7

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28).

Operator licensing. FCC has abolished third-class operator permit after concluding that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. Commission issued further notice of proposed rulemaking which seeks to delete examination requirements for operators who install, service, maintain and adjust transmitting equipment at AM, FM and TV stations. Rulemaking also pro-

poses to abolish first-class operator license (BROADCASTING, Aug. 4).

Pay cable, pay TV. On April 24, Getty Oil and four motion picture companies—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp.—announced they were forming joint pay cable venture, called Premiere, that would compete with Home Box Office, Showtime, The Movie Channel and other established pay services (BROADCASTING, April 28). Potential competitors immediately argued that Premiere would violate antitrust laws, and threatened legal action, but government has now stepped in. Justice Department filed suit on Aug. 5 against Getty and four film firms, charging them with Sherman Act violations (BROADCASTING, Aug. 11). Meanwhile, over-air subscription television operators and government are battling, on several fronts, rising incidence of what they contend is illegal manufacture and sale to public of STV decoders (BROADCASTING, Aug. 25).

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is being considered by Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed (BROADCASTING, March 31). FCC will hold two days of panel discussions on issue Sept. 15 and 16, with representatives of both industry and public interest groups.

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). And news that county prosecutor invaded newsroom of KBCI-TV Boise, Idaho, with search warrant and seized news tapes may add impetus to drive for such legislation (BROADCASTING, Aug. 4). Also, newsman for wzb-

tv Boston was ordered by state court to jail for refusal to reveal sources for his story on judicial misconduct. Supreme Court Justice William Brennan issued 11th-hour stay of sentence, pending appeal to federal courts (BROADCASTING, July 21).

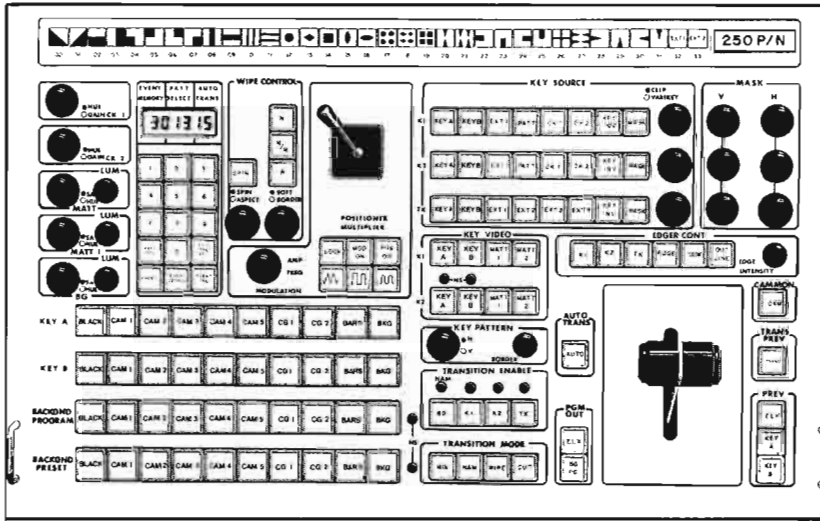
Teletext. CBS quit Electronic Industries Association Subcommittee attempting to work out industry wide teletext standards and submitted to FCC proposal based on French Antiope system (BROADCASTING, Aug. 4). While future of EIA subcommittee is unclear, it is likely that supporters of British Ceefax-Oracle and Canadian Telidon systems will file competing proposals at FCC and all three systems will carry on fight for adoption in U.S. market.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Last year, it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently drafting report and order, expected to be issued this month (see page 39).

WARC. President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television mobile and fixed services in 806-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

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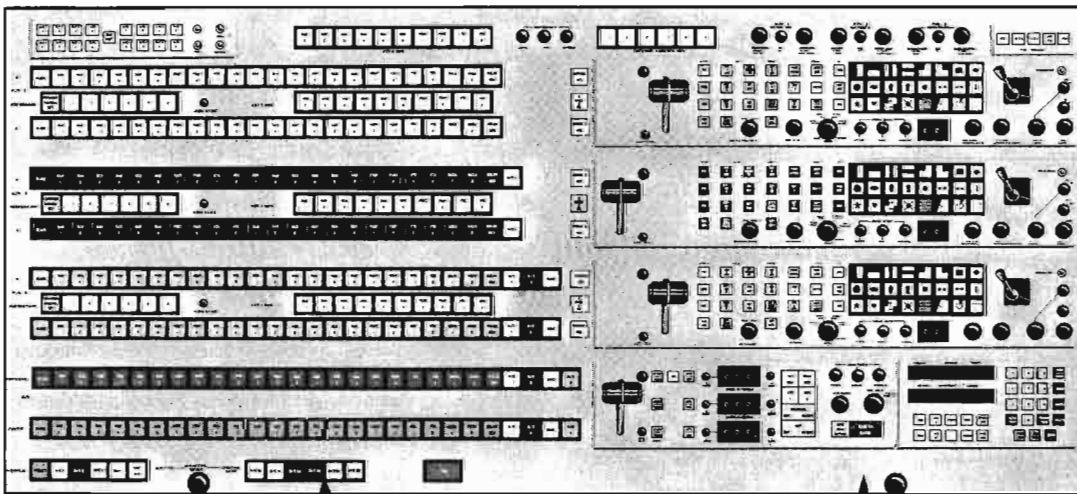


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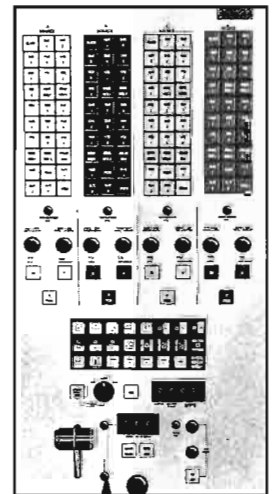
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■ Indicates new or revised listing

This week

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. Schisia, (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 programing 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.

Also in September

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: John Summers, executive vice president and general manager, National Association of Broadcasters. 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 annual 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**—*National Press Club* luncheon. Speaker: Leonard H. Goldenson, chairman, ABC Inc. National Press Building, Washington.

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 Mansion Del Norte, San Antonio, Tex.

Sept. 18-19—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers*,

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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. 28-30—*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.

Major Meetings

21-23, 1983, Orlando, Fla.; Dec. 3-5, 1984, San Antonio, Tex.

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

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

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

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

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

14-17, 1985; Las Vegas, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

May 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Atlanta.

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

June 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.

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*

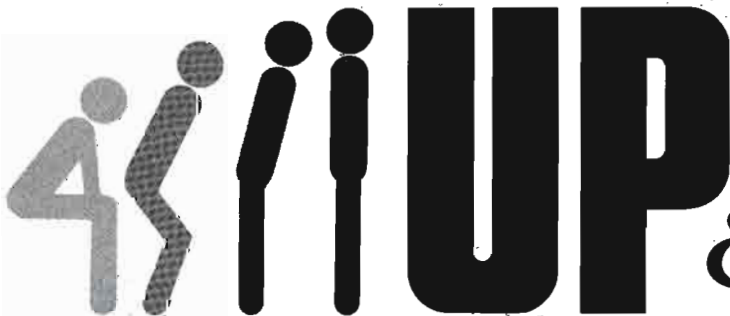
annual convention, Midtown Holiday Inn, Grand Island. Former FCC Chairman Richard Wiley, now with Washington office of Kirkland & Ellis, will receive Nebraska Broadcasting Award

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, Wash-

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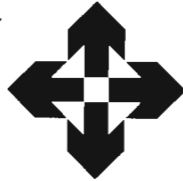
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August, 1980

Times Mirror Cable Television has acquired 20% interest in American Cable Television Company Phoenix, Arizona

The undersigned initiated this transaction and represented Times Mirror. This announcement appears as a matter of record only.



**Communications
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ington.

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. 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. 3—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspack 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* television conference. Fairmont hotel, Philadelphia.

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

Oct. 1-3—*National Religious Broadcasters* Eastern/Southeastern/Intercollegiate convention. Holiday Inn and Liberty Baptist College, Lynchburg, Va.

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, PR.

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*

midwest 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 annual 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, N.Y. 10013.

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

Oct. 8-10—National symposium on videodisk 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. 10-12**—*American Women in Radio and Television* Southern area conference. Keynote speaker: Joel Chaseman, president, Post-Newsweek Stations. Sheraton at St. John's Place, Jacksonville, Fla.

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

■ **Oct. 12**—*National Broadcasters Hall of Fame* fourth annual induction ceremony. Caesars Boardwalk Regency, Atlantic City.

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: Mai 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, Albu-

querque, 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:

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WABC-TV New York / WLS-TV Chicago / WXYZ-TV Detroit / KABC-TV Los Angeles / KGO-TV San Francisco

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. 24-26**—Fourth annual National Student Broadcasters Convention sponsored by *WUMB, University of Massachusetts*. Hotel Sonesta, Hartford, Conn.

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

Oct. 26-26—*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. 29-30—*Ohio Association of Broadcasters* fall convention. Hilton Inn East, 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 Colonial, Boston.

Nov. 7—*National Association of Broadcasters* 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.

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

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

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

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

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

Nov. 13—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

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

Nov. 14-16—*Loyola University* 11th national radio conference Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611, (312) 565-1000.

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

Nov. 17-18—*Society of Cable Television Engineers* technical meeting and workshop. Hyatt hotel, Phoenix.

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

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

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

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

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

December

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

Dec. 3-4—*Advertising Research Foundation's* second Western conference and research fair. Lo

Siouxland farmer/ranchers take stock in our news.



KMEG-TV is the station Siouxland farmer/ranchers listen to for news and *Market Update* is one big reason why. It's a complete, locally produced agricultural program providing Siouxland with early-morning livestock reports.

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KMEG-TV

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Avery-Knodel Television National Representatives

Angeles Biltmore.

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

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

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

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

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

Dec. 12—*Washington Area Chapter of Broadcast*

Pioneers awards dinner, Kenwood country club, Bethesda, Md

January 1981

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

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

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

Jan. 24-29—*National Association of Broadcasters* joint board meeting. Scottsdale, Ariz.

Open Mike®

Constructive criticism

EDITOR: As a 20-year veteran of broadcast news and programing, I continue to be curious of the perceived responsibility of local broadcasters as it relates to the current economic crisis in markets outside the top 50.

Recently *The Wall Street Journal* reported a true human crisis in Williamsport, Pa. The exceptional reporting of the paper sparked my thoughts about what local broadcasters were doing to assist in the correction of a very bad economic situation in the community.

I fully understand the difficulty of telling such a story on the air. Still, the story must be told. Local broadcasters, either without being able to recognize the impact of the human suffering or because of misperception of the importance of the story in "people terms," have left the telling of this particular story to the local newspapers. Bad news is always difficult to tell but the electronic news media must take some greater degree of responsibility in informational service to the community. Creative news ideas to solve old problems make broadcasting what it is: a service which is more than just playing records.—*Don Karnes, Montgomery, Pa.*

The unanswered question

EDITOR: One couldn't help but be impressed with the reasoning of Joel Segal's "Monday Memo" Aug. 11 on the staying power of the networks in the emerging era of cable TV. It is clear that they will continue to dominate television for the foreseeable future.

The question that Segal leaves unanswered is one vital to the health of local, independent television: What effect will cable have on their share of audience and income?

We are now waiting for the other shoe to

drop. The impending marriage of the networks with cable, the combined power of these forces to dominate program production, the movement of advertisers into cable originated programing all cast a dark shadow over the health of independent and public television stations.

With this re-ordering of television consumption and redirecting the marketplace muscle of the networks and cable MSO's, it is timely to have the FCC and Congress reflect on whether these shifts are truly in the public interest.—*Al Porte, Minneapolis.*

One hertz too far

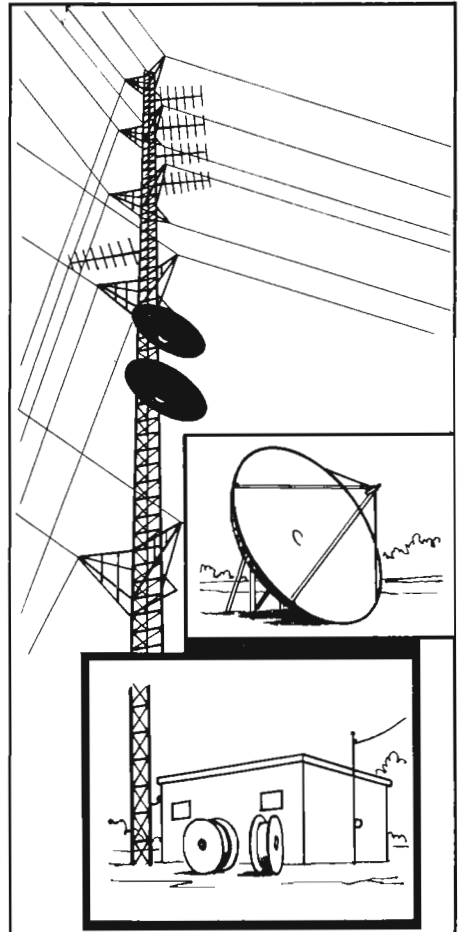
EDITOR: Your Aug. 18 editorial, "A Little Late," certainly tells it like it is on the 9 khz fiasco. The last paragraph sums it all up in admirable fashion. "Impetuous, if not irresponsible," you said and wisely suggest "a sober review of the comments that have now been solicited."

As a P.S. to your cogent advice to the FCC on the 9 khz mess, I'd like to suggest they finally wake up and give some relief to daytime radio operators.—*H. W. (Bill) Maschmeier, owner/manager, WKKO(AM) Cocoa, Fla.*

Something for everyone

EDITOR: In "Monday Memo" Aug. 18, Ken Roman describes radio as a medium tailored to the life styles of America, with an individual fit for most any advertiser, in tune with the time, able to act and react in a fast-changing world, and proud enough to be able to mix with any other medium well.

It's a Cinderella medium all right, and we admit that the shoe fits well. Oh, by the way, we're having a ball.—*Thom Sutton, account executive, Eastman Radio, Detroit.*



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"*Handbook of Radio Advertising*," by *Jonne Murphy*. Chilton Book Company, Radnor, Pa., 19089. 240 pp. \$27.50.

Drawing on over 40 years of experience in and around the advertising and broadcasting businesses, Jonne Murphy has written a concise how-to book on radio advertising. It should have particular value to the student or neophyte; it assumes nothing. A history and the nature of the medium are presented in the first chapter and enough of the business's jargon is introduced and clearly defined there to give the most ignorant reader a solid framework upon which to build with his own experience.

Murphy, who has been on all sides of the radio advertising business (she was director, sales services, for the Radio Advertising Bureau from 1966 to 1971) wrote her book from the perspective of none of them. Consequently, the book is of a value to the learning station representative media buyer, marketing manager and the do-it-yourself retailer. Once read, the book should serve as a ready reference. Although the many charts and graphs and names are apt to change, the time-tested techniques of buying, selling and making radio advertisements should be valid as long as the medium remains essentially the same. A 15-page glossary of radio broadcast and marketing terms should also help justify its space on the shelf.

"*Mass Communications: an Introduction, Second Edition*," by *John R. Bittner*, Prentice-Hall Inc., Englewood Cliffs, N.J. 07632. 442 pp.

Like the original, Bittner's new edition introduces student-readers to the expanding realm of the mass media—newspapers, magazines, radio, television, film, books and records. And since he touches on all these diverse media, he has the opportunity—and he takes advantage of it—to compare the different media and show their relationship to one another. The reason and need for a broad look at the mass media is given in the author's preface: "We must keep in mind that exposure to one message on one medium is not sufficient to explain human behavior."

Revealing media as examples of applied science, Bittner gives much attention to the technology of the various media. And the significance and untapped potential of such new technologies as satellites and teletext are not missed.

The complexities of the new technology, however, pale before the intricacies of the regulatory, legal, social and ethical issues surrounding the media. Bittner devotes four chapters—over a quarter of the book—to their discussion.

Interestingly, Bittner reduces cable to a "media delivery system," grouping it with satellites and computers. For Bittner, TV is still a broadcasting medium.

This announcement appears as a matter of record only.

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August, 1980

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Leonard Zeidenberg, senior correspondent
J. Daniel Rudy, assistant managing editor.
Frederick M. Fitzgerald, senior editor
Mark K. Miller, Kira Greene, assistant editors.
Alan Green, Harry A. Jessell, Kathy Haley,
Mary Pittelli, staff writers
Stephen T. McClellan, Malt Stump, editorial assistants.
Pat Vance, secretary to the editor.

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John Mercurio, manager.
Joseph A. Esser, assistant editor

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

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Kevin M. Thomson, subscription manager.
Christopher McGirr, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager
Don Gallo, production assistant

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.
Doris E. Lord

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Phone: 212-599-2830.
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Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Herrling, staff writer
Karen Parhas, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Charles Mohr, account manager.
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
James David Crook, assistant editor.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
William J. Sposato, correspondent



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

Monday Memo®

A broadcast advertising commentary from John A. Duquette, advertising director, Cunningham drug stores, Detroit

Using TV to build drug store traffic

The nature of drug stores is that we're convenience merchants for many people. A great many come to our stores whether we advertise or not, but you can't build sales peaks and profits from these people alone. You've got to bring in others. While advertising and promotion may attract only 25%-40% of the customers in a peak week, that's where most of the profits come from.

The major efforts for the 105 Cunningham drug stores in the Detroit and Cleveland markets are focused on this smaller consumer segment, the shoppers, in addition to promoting the total image of the chain.

Cunningham's competition today includes supermarkets, discount stores and department stores, as well as other drug stores, a consequence of the proliferation of different products carried by each store type.

If a woman has finished her shopping and needs one more thing, we probably have it. We have enough of the top sellers.

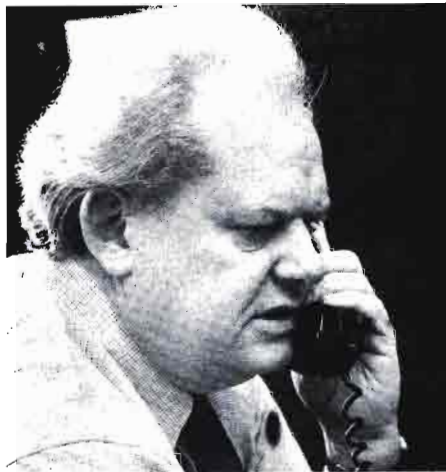
Yet we're more than just a mini-mass merchant. We're still a pharmacist at heart. Cunningham advertising makes this point in newspapers with the phrase "A drug store and a whole lot more" while the positioning statement for television—verbally and visually—emphasizes Cunningham as "the prescription experts."

While Cunningham has a solid reputation as a highly professional pharmacist, its customer outreach includes many other things, and has for decades. Modular stereo centers selling for \$199.95 at Cunningham's drug stores in 1979, for example, had their counterpart in 1927 when the firm sold all the components necessary to assemble a radio in an "oatmeal box."

Changes in both the look of printed communications and the media mix for the larger Cunningham stores in Michigan and Ohio markets have been considerable in recent years. A long-time user of ROP newspaper advertisements read by "our fan club," Cunningham began reaching out to noncustomers in several ways prior to becoming involved with broadcast advertising.

Pre-printed color inserts for newspapers, using glossy stock and rotogravure with a large number of items and coupons, became the principal print vehicle. In addition, full-page color advertisements in television magazines, featuring a single product such as the modular stereo center, were utilized effectively.

The inserts continue to be placed approximately once a month in Cleveland and Detroit area daily newspapers, aug-



John A. Duquette joined Cunningham drug stores, Detroit, in 1968 as director of advertising. Earlier he had spent 15 years with Wrigley supermarkets in Detroit in various capacities, leaving as advertising director. He is a member of the Adcraft Club in Detroit.

mented by suburban weeklies where the daily circulation is light. All are printed independently by Cunningham, and on occasion feature perforated lines for easy removal of specific coupons, as well as high-quality color reproduction.

Television was first added to the media mix in the early 1970's. We had done a lot of unusual things with our print advertising, but reached a point of marginal productivity increases. Print had done about all it could for us. The most logical place for us to get increased productivity and reach people who were not part of our fan club was television. At the outset, Cunningham's television advertising consisted primarily of three flights a year, supporting summer, anniversary (October) and Christmas promotions. Response was immediate and totally disproportionate to the color inserts alone.

Television was the exciter. If they'd seen our ad in newspapers and saw the major items on television, the double whammy provided a synergistic power that didn't exist before.

In the past three years, Cunningham television advertising in the Detroit and Cleveland ADI's has expanded steadily and now is coordinated year-round with the firm's major promotions: Medicine Chest Sale, Valentine's Day, March Dollar Days, Easter, Father's Day, Red Tag (summer clearance), August Dollar Days, Anniversary (October) and Christmas. As a share of Cunningham's multimillion dollar media budget, television is now about 20%.

Television commercials employed by Cunningham are changed weekly, but

have a consistent pattern. They open with a strong company identification and an event feature tag, followed by several sale items and the closing logo highlighted by the positioning statement, "the prescription experts." Depending on the event, anywhere from 300 to 800 GRP's (gross rating points) may be used in a given week against the target audience—women shoppers from 25 to 54—reached around-the-clock via all types of programs, daytime and prime time, early and late news.

National averages indicate that supermarkets get the woman shopper a little less than twice a week, drug stores get her somewhat under twice a month. She'll travel 12 miles to outfit the kids for school, but she won't travel 12 miles for a tube of Crest. So we've got to be more efficient merchandisers.

How many times does a woman have to see an advertisement before she responds? With newspapers, we can peg the sales to week, dollar by dollar, but television is interesting in that it throws unknowns into the equation. We've over-achieved a number of times with television and as long as we continue to do that, we'll continue to explore.

Cunningham explores—and analyzes—various information to make its marketing activities more effective. Interactive Media Systems (IMS) give reach, frequency and cost-per-thousand data for the media. IMS electronic Monday morning reports provide the company with inventory and sales information at the Cunningham headquarters.

For every dollar I spend Wednesday on advertising, I want to have money in the till by Saturday, or it wasn't well spent. That's true of what we're doing on television. I want to see the results on Monday when I look at the books.

Together with my staff of eight, we develop and execute the strategy for Cunningham, in combination with our agency, Mars Advertising, which creates and produces television commercials. Their success has resulted in helping to create substantial sales for such diverse products as calculators, Mr. Coffee appliances and some 12,000 miniature ping pong tables.

With Mars, Cunningham also is working to develop a series of corporate commercials to highlight the chain's professional image as pharmacists, an important element with many of its customers.

Many of us remember the century-old comment by a retailer that "half of our advertising dollars are wasted." When his questioner asked why he didn't cut his budget in half, he responded "Because we don't know which half is wasted." There's still too much of this apocryphal story left. We're trying to be more sophisticated.

SET YOUR SIGHT ON THE COAST.



In the last two and a half decades we've positioned ourselves as *the* station in a growing Mobile-Pensacola market. With viewers and advertisers alike, we've gained a reputation for which we're proud. Take a closer look. You'll see why.

**TAKE A LOOK AT WKRG-TV,
MOBILE-PENSACOLA.**

162 St. Louis Street Mobile, Alabama 36602 Represented nationally by Katz



Broadcasting Sep 1

Vol. 99 No. 9

TOP OF THE WEEK

TV debates are debatable

Carter wants Reagan, who's unhappy with dates, alone; National Press Club invites two; so does 'Face the Nation' and 'Ladies Home Journal,' but GOP candidate argues for inclusion of Anderson in all

The fate of this year's presidential debates was left hanging last week after the candidates refused to accept the terms, times and places of sponsoring organizations.

The major roadblock centered on exactly who would be debating. President Carter's campaign staff last week said the President wanted the first forum to be a head-to-head encounter with Republican nominee Ronald Reagan, and as soon as possible. After that debate, his spokesman said, he would be willing to participate in a three-way panel. Under the criteria set by the League of Women Voters, which has arranged for three presidential debates this fall, independent candidate John Anderson would be eligible to participate if the polls show he has a 15% voter support level. The first league-sponsored debate is slated for Sept. 18 in Baltimore, and the league plans to use the polling figures for the first week in September to decide whether Anderson should be included.

But Reagan was apparently unhappy with the Sept. 18 date, and petitioned for Sept. 21 or 23. Reagan, however, was willing to participate in a three-way debate. In fact, Reagan refused to participate in the first debate unless Anderson was included, presuming he met the league's established criteria.

With the controversy surrounding the league debates escalating, the National Press Club extended invitations to Carter and Reagan for a one-on-one debate early in September. Carter accepted, but Reagan refused the offer, insisting that Anderson be allowed a chance to participate in the first debate.

Anderson may have opened the door to a possible resolution of the dispute, when he agreed Friday to participate in a series of debates that would allow Carter and Reagan to meet one-on-one.

Anderson accepted the invitation from the press club that would set up debates between Carter and Reagan, Reagan and Anderson, and Carter and Anderson. But

Anderson agreed to the round robins with the understanding that the order of the debates would be determined by drawing lots.

It was unclear whether the other candidates would accept these terms. A Reagan spokesman, Joe Holmes, said of the proposal: "Our position is the same as it's been. We don't decline anything until the League of Women Voters thing is resolved."

Interpretations of the reasons for wanting Anderson included or excluded differed. White House Press Secretary Jody Powell, when notified of Reagan's position, said: "They're afraid of a one-on-one debate." James Baker, a spokesman for Reagan, saw it differently. "We're not scared of Anderson," he said. "That's the major difference between us and the Carter campaign."

News of the Press Club invitation followed a meeting Tuesday between league officials and Reagan and Carter campaign officials. The meeting did not produce any compromise on whether Anderson should be included, and the league held firm to its 15% voter support level as a criterion.

Invitations were later extended to Carter and Reagan for a one-on-one appearance on CBS's *Face the Nation*. Once again, Carter accepted and Reagan declined. And on Friday, Carter accepted a similar invitation from the *Ladies Home Journal*. The Reagan camp remained firm in its conviction that it would not be the one to have Anderson excluded from the first debate, which most agree will be the most important, because it will likely attract the largest viewing audience.

The league's position, however, is that it is an impartial organization, and it will continue to look for a mechanism that will give all significant candidates a chance to debate.

The proposed dates of the debates have caused some concern among the networks, and league officials plan a meeting with officials of ABC, CBS and NBC this week to explain where things stand.

But moving the time or place of debate is not an easy matter. The league had to reject some sites for the debates because there wasn't an adequate hall available. It intended this year to have the debates in arenas that would seat a large number of people. This involved security and scheduling problems: The Secret Service rejected some proposed halls, and others, which are often rented months in advance, did not have available dates. In addition, there is the problem of candidates' schedules. Reagan, for example rejected

the date of the Baltimore debate because of a conflict in his schedule.

The networks were apparently upset over the proposed dates because of conflicts with their schedules—ABC's *Monday Night Football* and NBC's *Shogun* would be affected if the league held firm to its original schedule.

It is possible that the league could change its rules so that Anderson would be excluded from the first debate, even if he qualified under the proposed criteria. Whether this will happen is uncertain, but Anderson has expressed disappointment that he was not invited to participate in the planning negotiations.

What the final outcome will be is still uncertain, but informed sources said last week there are some indications that the first debate would likely come off as scheduled. Carter has been taking heat in the press for his reluctance to participate under the league's guidelines, and the speculation is that Carter will maintain his desire for a two-person debate until the 11th hour, when the league looks at the polls to see if Anderson qualifies. If Anderson falls short of the 15% level, Carter would get his way and meet Reagan face-to-face. If Anderson does qualify, and is invited to participate, some close to the negotiations predict that Carter will still be on hand, with the evening of Sept. 21, in Baltimore, as the likely time and place.

Strike on verge of settlement

Actors and producers hard at work on agreement; other unions pressuring for quick action

Labor Day was to mark the beginning of the seventh week of the actors strike, and, for the first time since members of the Screen Actors Guild and the American Federation of Television and Radio Artists walked out on all prime-time and film production, it appeared that both sides of the struggle may be inclined toward a settlement. The producers were said last week to have accepted, at least in principle, the concept of substantial remuneration for actors for their work in the supplemental markets—pay television, videocassettes and disks—and the actors were reported to have softened somewhat in their demands for fixed percentages of revenues, starting

with the first dollar, from product distributed to the new technologies.

Negotiators for both sides met throughout the week, and proposals and counterproposals were made, rejected, altered and reoffered during sessions lasting often into the early hours of the mornings. Both sides began the week resolved to continue talking until a pact was made. And other production unions, their members out of work as a result of the virtual complete stoppage of production, exerted their own pressure on the actors to go back to work while the negotiations pressed on.

First, producers were reported to have proposed two plans: Actors could be entitled to a percentage of revenues for programs made specifically for the new technologies or a break-even point would be established before actors could share in the video revenues.

The actors were said to have countered with a plan to allow producers to recoup pay-television production costs prior to revenue participation. In the home-video markets, however, the unions are said to be urging the producers to step back from their 100,000-unit sales minimums before the paying of residuals.

Negotiations between the unions and the producers continued Friday, and, according to Philip Myers, spokesman for the producers, they were likely to continue through the holiday weekend. "I don't think anyone knows when a settlement is going to be reached," he said. "But we're going to sit there until a settlement is reached." Although there are still issues of regular wages yet to be discussed, and they could result in "lengthy discussions," Myers suggested that the home video issues were still paramount in the negotiations—"It was the sole point of discussion



Helping out. In New York, actors showed support for their striking brethren in California by picketing various production-firm headquarters. Among the East Coast contingent were Martin Balsam (l) and Jason Robards.

this past week." He discounted considerable speculation that an accord might be announced this week.

Meanwhile, the International Alliance of Theatrical and Stage Employees (IATSE) set up its own pickets outside the entrance to the West Hollywood office building where negotiations were being held, urging the actors to return to work while bargaining continued. And the American Federation of Musicians, which is also striking the production companies, accused the producers of ignoring its walk-out: Musicians are "playing second fiddle" to the actors, said AFM's President Victor Fuentealba at a press conference last week.

NBC-TV has decided to go ahead with the Sept. 7 telecast of the Emmy awards ceremonies. According to a network spokesperson last Friday, despite "questions some people had in their minds, the show was never canceled." And Hank Rieger, president of the Academy of Television Arts and Sciences, said he had been assured by NBC that it was "definitely going ahead with the show—strike or no strike." The network began setting up its remote equipment on Thursday at the Pasadena, Calif., auditorium where the program will originate.

If the strike were settled this week, what would the effect be on prime-time television? According to network officials, it would probably take a minimum of four weeks to launch their seasons after the settling of the strike. Half-hour taped shows are said to be producible in slightly less time, but the four-week period is seen as the shortest possible time that an hour-film show could be shot and prepared for airing.

InBrief

What is **public's perception of Cable News Network?** That's question Leo Burnett's media research section sought to answer with interviews of 239 people in San Diego. Phone survey, conducted July 12-19, six weeks after CNN start-up, found that 52% of people were familiar with network. Of those subscribing to Mission Cable (148), 59% knew of CNN, while of nonsubscribers interviewed, 43% knew of it. Out of those 148 subscribers, 59% had viewed CNN and they rated programming as follows: excellent, 37%; good, 53%; fair, 6%; poor, 0%, and no opinion, 4%. Burnett found it interesting that 55% of those who watch are doing so in blocks of 30 minutes or longer, and Burnett source said it looks as if CNN watching "has become a regular viewing habit." Burnett is working on another survey in Cumberland, Md.

FCC has ruled that "Donahue" program is not bona fide news program, and therefore, not exempt from equal time provisions of Section 315. Multimedia had filed request for news classification in April, saying Phil Donahue was "experienced news reporter who selects topics and interviews based on their newsworthiness." FCC, however, said *Donahue* does not fall in same category as *Meet the Press* or *Today* show because both Donahue and audience can give their personal opinions about subjects discussed. FCC, in denying request, said "we believe that the *Donahue* show is not an exempt bona fide news interview program as envisioned by Congress."

ABC Inc. has submitted to FCC engineering study prepared on its behalf

by A.D. Ring & Associates regarding commission's notice of proposed rulemaking to increase availability of FM channel assignments. Study concludes that **only one additional station could be dropped feasibly into top 15 markets**—class A or B in Minneapolis (14th). Study also concludes that commission's proposals, if enacted, would result in **reduction of FM service areas and greater interference** to existing stations.

MGM and United Artists announced Friday that effective Sept. 1 **television syndication of MGM feature film and other motion picture properties** in U.S. and Canada **would revert to MGM.** Since 1973 UA had handled task. UA will continue theatrical distribution of MGM films. MGM has always handled own network and pay cable licensing.

Prospects for passage of telecommunications legislation dimmed last week when House Speaker Thomas O'Neill (D-Mass.) set Oct. 1 deadline for Representative Peter Rodino's (D-N.J.) Judiciary Committee to study bill that was approved by Commerce Committee. With session expected to adjourn Oct. 3, prospects of moving bill to House floor seemed almost nonexistent. But Rodino said he would hold hearings Sept. 9 and 10, and then decide whether to send bill to floor, meaning there may still be chance of vote by full House.

Technology & Economics Inc. delivered fourth and final volume of study it did under \$136,000 contract to National Telecommunications and Information Administration on **"The Emergence of Pay Cable Television."** Last volume examines cable franchising and its interrelationship with growth of pay television. Study asserts that MSO's are counting on pay to make urban cable systems profitable, but that there

Christmas can't come in August

Weight of amendments, including five-year renewals, that were hung on Swift crossownership bill collapses entire legislation

Some people try to make something out of nothing; the House last week succeeded in making nothing out of something.

It happened in a two-day meeting of the House Commerce Committee, which had intended to mark up a bill introduced by Representative Al Swift (D-Wash.) to codify existing FCC crossownership rules. The legislation, H.R. 6228, had a full day of hearings last April, and was approved by the Communications Subcommittee in a 7-0 vote last July (BROADCASTING, July 7). And all indications pointed to favorable action by the full committee.

But with an opportunity to use the bill as a vehicle to move other broadcast provisions—possibly their only chance this year—a number of members decided to introduce amendments to the Swift bill ("Closed Circuit," Aug. 25). There was some concern that the bill might turn into a "Christmas tree," with one member after another hanging amendments on it.

When the mark-up started, with indications that at least two major amendments would come up, Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, urged his colleagues to forgo proposing amendments until the next Congress and give the Swift bill, which is relatively non-controversial, a chance to go to the floor as approved in subcommittee. "If we load this bill down with amendments, it's likely

Deciphering the numbers. Senator Barry Goldwater (R-Ariz.) said last week that he will seek a Government Accounting Office audit of FCC travel expenses and consultant contracts. At Goldwater's request, FCC Chairman Charles Ferris responded to questions about the commission's consultant and travel expenses (BROADCASTING, Aug. 11). Goldwater became interested in the commission's policies after allegations in the press that activities were being curtailed because of a substantial increase in international travel. Goldwater asked Senators Howard Cannon (D-Nev.) and Ernest Hollings (D-S.C.) to forward his questions about commission policies to Ferris. Goldwater characterized Ferris's response last week as "a vigorous defense" of commission practices. "He argues that priorities were correctly ordered and that the right decisions were made," Goldwater said in a statement inserted in the *Congressional Record*. But Goldwater apparently was not totally satisfied. The facts provided, he said, appeared to be a good starting point in the inquiry. "However, I do not believe that we have the expertise to evaluate them in a meaningful way," he added. "I plan, therefore, to recommend to Senators Cannon and Hollings that we seek a GAO audit of FCC consultant and travel practices, which will elicit additional information and provide us with an independent evaluation."

In his reply, Ferris said that the Office of Management and Budget has asked that an internal review of consulting practices be made by Sept. 1. But Ferris defended the commission's consultant expenses, saying that all such contracts entered into "are within existing law and regulations, and are very limited in number and amount relative to the agency's over-all budget." Ferris also defended the agency's travel expenditures. "I believe the commission has carefully allotted its limited travel funds in FY 1980 to meet our priority travel requirements... All of our travel, both domestic and international, has been in furtherance of our statutory objectives and no statutory obligation has been neglected," he said.

to kill the bill," Van Deerlin said.

And the tree did indeed topple over—not on the House floor, but in full committee.

The first ornament the committee hung on the bill was an amendment introduced by Andrew Maguire (D-N.J.) and approved by a 25-17 vote.

The Maguire amendment, similar to a bill that has been introduced in the Senate, stated that the FCC shall work to insure that each state has at least one VHF TV station, and if the commission revokes the license of a VHF TV station in a state with more than one, the license, if technically feasible, shall be assigned to a state with-

out one. It was clearly targeted at a move of WOR-TV New York, which the FCC has taken from RKO General, to Mr. Maguire's New Jersey.

The committee fought off two amendments to the Maguire amendment before finally approving the measure, and then also agreed to an amendment offered by Ronald Mottl (D-Ohio) to repeal the Lea Act, a 24-year-old amendment to the Communications Act that halted union efforts to coerce broadcasters into keeping staff musicians they didn't need.

Mottl had less luck with a second amendment, which would have required the FCC to make public the financial dis-

is no evidence that it will. Market projections being offered to cities, T&E says, "will probably resemble the reality of tomorrow's actual TV market in about the same way that maps of North America produced by the earliest Spanish explorers resemble North America as it really is." Report makes no real recommendation, but **urges NTIA to take steps to "clarify cable's optimum regulatory structure."**

SFM Media Corp., New York, named by Campaign '80 Inc., **agency for** Republican Presidential nominee **Ronald Reagan**, to handle placement of all spot radio-TV broadcast time for Reagan campaign. SFM team will be headed by Stanley H. Moger, executive vice president; Michael J. Moore, vice president, media, and Maria Carayas, vice president, spot broadcasting. All three were active in 1972 and 1976 Republican Presidential campaigns. Campaign '80 has also hired D'Arcy-MacManus & Masius/de Garmo as "special consultant" (see "Ad Vantage," page 8).

While stressing that quarrel is not with network, **U.S. Chamber of Commerce**, in press conference last Friday (Aug. 29), **lambasted Treasury Secretary G. William Miller**, claiming that cabinet member had exerted "undue influence" over ABC and refused to appear on *Good Morning America* that morning if Chamber President Richard Leshner was there to debate President Carter's new economic policy. ABC spokesman, however, offered different version, claiming that Leshner was only one of several voices *GMA* wanted to hear and that when all desired participants couldn't be assembled, decision was to go with Miller alone. ABC added that Leshner's point of view was incorporated into questions put to Miller. On that count, chamber explanation was consistent with ABC's.

Two "very competitive" radio stations joined forces in South Lake Tahoe, Calif., last Wednesday **to provide coverage of Harvey's Casino bomb crisis**. According to John Parker, owner of KOWL(AM) South Lake Tahoe, transmission line was hooked up (by Pacific Telephone Co. within hour's notice Wednesday morning) between antenna of KOWL(AM) in South Lake Tahoe (whose studio and offices, located across street from Harvey's, had to be evacuated Wednesday morning) to studio facilities of KRIT(FM) South Lake Tahoe whose tower is located atop Harvey's, where power was turned off at noon on Tuesday, first day of crisis. Efforts of two stations working together enabled them to provide seven hour "solid news format" from 11 a.m. to 6 p.m. Wednesday providing "at least 300 feeds" to ABC, CBS and NBC radio networks, ABC television network and others, according to Parker.

Comsat will file direct **broadcast satellite proposal with FCC** "end of October-early November time frame," says Chairman Joseph Charyk.

Citizens Party has filed complaint with FCC, charging **NBC** denied party candidate Barry Commoner equal time as result of John Anderson's appearances on *Today* show in July. Anderson was interviewed via satellite from Europe during Republican national convention. NBC, in denying request, replied that *Today* is bona fide news program, and therefore exempt from equal time law. Citizens Party told FCC, however, that "instant matter is unique, and perhaps unprecedented in broadcasting history... although the respondents have discretion in picking the appropriate spokesman, and circumstances, the FCC doesn't hesitate in egregious situations to order mathematical sameness for a complainant."

closure statements submitted by TV and radio stations.

It was Van Deerlin's turn next, with an amendment to extend radio license terms from three years to five. The committee did not finish with that amendment at its Wednesday session, and when it returned Thursday (Aug. 28), Van Deerlin offered to withdraw it if he had assurances that others wouldn't continue adding amendments to the bill, as he had requested at the outset. The amendment was not withdrawn, but was defeated 9-2, with Van Deerlin leading the opposition—much to the displeasure of some broadcast industry observers, who believed the necessary votes were there for passage.

An amendment to Swift's crossownership provisions, introduced by Henry Waxman (D-Calif.), was approved. Waxman wanted existing challengers to multimedia licensees to be exempted from the Swift bill which would bar competing applications for facilities occupied by licensees in compliance with the law. Then Representative Tim Wirth (D-Colo.) followed with another amendment that would have limited the terms of FCC administrative law judges to seven years, rather than for life.

With that, the tree fell. The simple broadcast bill Swift had introduced was suddenly too heavy for the liking of some, and Van Deerlin moved that the original bill be returned to the subcommittee for further study. The committee, by voice vote, agreed. Back to square one.

The latest twist of 'The Dial'

House member slides in amendment that prohibits CPB from giving money to stations that publish magazines containing advertising

After surviving a wave of controversy, public television's new magazine, *The Dial*, made its debut last week—only to find itself immediately faced with a possibility of execution by an act of Congress. Not only is *The Dial* endangered, so are hundreds of program guides and other publications put out by both public TV stations and noncommercial radio outlets.

The flap over *The Dial* publication started when Phillip Merrill, publisher of the *Washingtonian* magazine, asked the FCC to prohibit the nation's four largest public TV stations from on-air promotion for the magazine. Merrill subsequently went to court over the matter.

But the monthly magazine, a joint venture of WNET(TV) New York, WETA-TV Washington, KCET(TV) Los Angeles and WTTW(TV) Chicago, was mailed to subscribers as planned. Shortly after it arrived, however, it was in jeopardy.

Last Wednesday night (Aug. 27), Rep-

resentative Robert Bauman (R-Md.) proposed an amendment to a Labor-Health-Education appropriations bill that Bauman said would prohibit the Corporation for Public Broadcasting from appropriating funds to the stations that publish *The Dial* as long as they solicit commercial advertising. The \$84.6-billion bill contained an appropriation of \$172 million for the CPB fiscal year 1983 budget.

"The thing that concerns me most—and I have researched this to some extent—is that this magazine, which in its first publication goes to 650,000 recipients, is in fact being financed in part by taxpayers' funds," Bauman said in introducing the amendment. "I do not believe the federal government should be in the commercial publishing business . . . This amendment would simply say that public funds are not to go to any entity, either a quasi-governmental or governmental agency such as public broadcast stations, that publish a publication which seeks and obtains commercial advertising."

But while Bauman said he was specifically concerned about *The Dial*, his amendment, as worded, would affect all publications published by public TV and radio that contain advertising. At last count, this included 165 program guides published by National Public Radio affiliates, and 56 published by Public Broadcasting Service stations. The amendment, which would be effective Oct. 1, was approved by a voice vote.

A spokesman for Bauman said, however, that the language of the amendment was clearly aimed at *The Dial*, and whether other station publications would be affected was subject to interpretation.

But that analysis of the situation was soundly refuted on Capitol Hill, where the consensus was that the amendment would affect all public broadcasting stations, regardless of Bauman's intent. Specifically, the language states: "That none of the funds appropriated herein shall be used for grants to any public telecommunications entity, whether national, regional, or other system of public telecommunications which on or after October 1, 1980 . . . engages in the production or financing, directly or indirectly, of any magazine, journal, or other printed publication which accepts or receives pay-



The premiere issue

ments or credits for the placing of commercial advertising in such publication."

Public broadcasters were predictably upset with the action, but they were not alone. Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, said the action surrounding the handling of the Bauman amendment "makes a travesty out of the legislative process." Any actions involving public broadcasting, Van Deerlin said, should have first been scrutinized by his subcommittee.

Van Deerlin said he was preparing a letter to House Speaker Thomas O'Neill (D-Mass.), which he hoped would be co-signed by others, expressing concern that no hearings on the measure were held, and it was introduced in a manner that did not afford the opportunity for debate.

The Senate is not expected to take up the CPB appropriation until after the November elections, and Van Deerlin as well as public broadcasters were hopeful that a similar provision would not survive the Senate.

The magazine, meanwhile, is published in four separate editions, with local program guides and advertising sandwiched between national advertising and general interest articles. The premiere issue had 87 pages of national copy, including articles that tie in with upcoming PBS series, and advertising targeted to a generally upscale audience—Cuisinart, Tiffany, Sony, etc. The Washington insert, which runs 32 pages, had five full-page ads.

NAB enlarges the focus in New Orleans

Radio conference attracts more than programmers, while urging them to become more a part of the station management team; more than 1,600 in attendance; quality of some meetings criticized

The National Association of Broadcasters' Radio Programming Conference may already have outgrown its name.

At times, last week's third annual gathering seemed to offer as much to promotion directors and general managers as it did to programmers.

Of all the remarks by the more than 150 panelists at workshops and forums at the Hyatt Regency in New Orleans Aug. 24-27, one by Al Brady, program director of WHDH(AM) Boston, may have been the most telling:

"The 80's will be the era of marketing," he said. "The end result of any programming executive is to create a marketable product."

So, too, the New Orleans meeting pointed up, is the objective of the rest of a radio station's managerial team.

The conference, attended by a record-breaking 1,687 registrants (up from last year's 1,300), was classic convention nuts-and-bolts, ranging from "format rooms" to "Syndication: What the Users Have to Say"—not to overlook equal employment opportunity, promotion, management techniques and the rest.

The nuts and bolts, however, weren't limited to the product that goes out from the station. Lessons also were provided on how to cope better with what goes on inside the station—with the hands-down favorite session being a "People Management Forum," where, work-books open and pencils checking multiple-choice questions, radio broadcasters were able to evaluate their managerial skills.

Clearly, the underlying conference theme was twofold: to create a better product for listeners and better personal prospects for delegates. The latter was particularly appropriate for promotion directors, who consistently were encouraged to fight for more clout within the managerial mix.

With about 50 exhibitors (four times the number last year), and about the same number of hospitality suites (up threefold from last year), the public-relations and sales pitches from those outside the stations also were intensified. Here, too, were efforts that were directed at program direc-

tors but not exclusively, as programming services, research tools and equipment were offered up in deals that likely would have to be approved by general managers.

Group broadcasters, networks and program and other services also used the convention hotel as a meeting place for internal business.

Shortly after the conference's close, the NAB had not yet completed its breakdown of the executive and staff line-ups in attendance. The buttoned-down management tone, however, pervaded, and the NAB registration office's guess was that conventioners were about 50% program directors, 10%-15% operations directors and the rest general managers and others.

Right now, the NAB still considers the primary mission of the conference as a direct service to the programmers themselves. In the mind of Wayne Cornils, NAB's vice president for radio, the most important thing to come from the New Orleans meeting was that "programmers had to leave this conference and feel much more respect for their industry, station and most important, themselves."

Cornils wasn't ready to predict when or if the orientation would be broadened to become a "radio conference" rather than a "radio programming conference." "If it's supposed to happen it will," he said, adding that in the meantime, NAB plans to keep offering "as much variety as is required." (The same wait-and-see-what-develops attitude was taken by Cornils toward the competition between the NAB's program conference and the National Radio Broadcasters Association's

annual convention.)

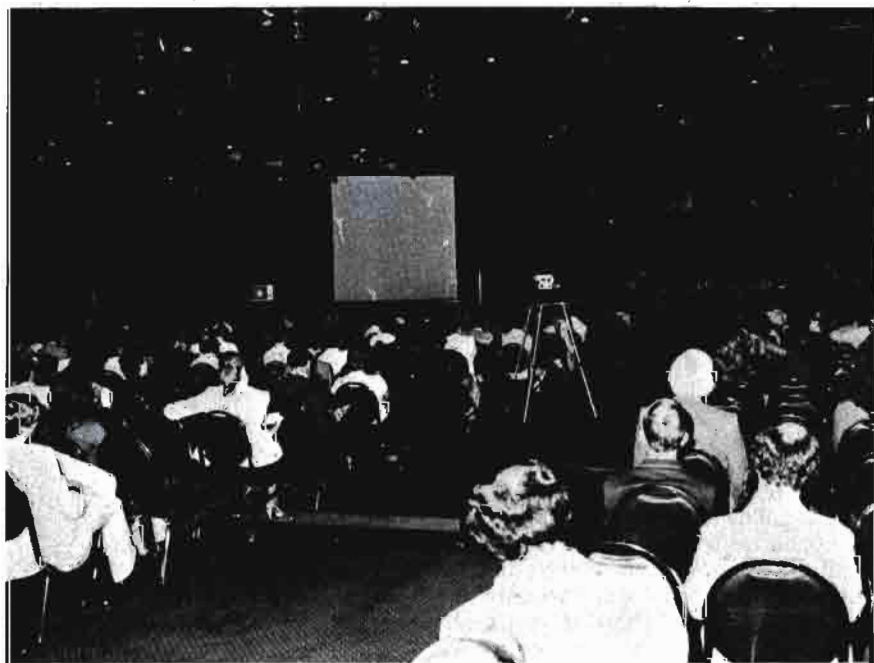
While there was impressive response at many sessions, the conference was not without its detractors. There were the typical convention snafus, such as cold hot dogs waiting for some who stood 20 minutes in line before a Commodores concert in a room with far-from-adequate acoustics. And of more direct conference significance, some said the workshops proved spotty, with conventioners too often having to chance upon one where panelists were full of solid information, or another where those on the dais would drone on with not much new to say.

An oft-heard criticism this year was that panelists were ill-prepared and that workshops lacked structure. "The energy level was higher at last year's conference," was a comment repeated in other words by several broadcasters.

Despite some negatives, the over-all reaction to the conference this year was positive. "I hope it keeps growing," and "I hope it becomes the major radio event of the year," were comments heard equally as often as complaints.

Cornils said that the "biggest challenge from the steering committee" has been to uncover solid panelists from the ranks of the thousands of radio stations, and it therefore was no surprise to have frequent reminders from NAB that convention suggestions are wanted.

Each conference program included a survey sheet and a request list for input into next year's Radio Programming Conference, Sept. 20-23 at the Hyatt Regency in Chicago.



At last. Radio people pack the closing session, "Radio of the 80's"

Four days in new Orleans: nothing but radio

Smaller stations seize chance to reach out about research

Although Monday was the official starting day for the NAB Radio Programming Conference, Sunday afternoon and evening offered several activities for those wanting to start early.

Broadcasters with questions about research could pose them to the experts at a question and answer session. Representatives from five research firms set up shop along with representatives from ABC Radio and Mutual Broadcasting and offered free advice to nearly 100 people in two hours.

Directing traffic were NAB's Larry Patrick and Steve Elliott who said most participants were small-market broadcasters curious about call-out research. Todd Wallace, whose Radio Index Inc. consults over 100 stations on music research, said people were looking for more cost-effective and efficient call-out research. Wallace believes that many stations in markets of every size waste a good percentage of their research budget each year on inefficient use of call-out research.

Programming to various life styles and market positioning were topics most often raised with Bob Balon of Multiple Systems Analysis and Fred Schmidt and Harvey Gersin of Reymor & Gersin Associates Inc. "People are realizing that they can no longer rely on gut feel alone in programming their radio station," said Gersin.

Free-forming in format rooms

Sunday evening at the NAB Radio Programming Conference featured "format rooms," which were less formal than those conducted last year. Open doors allowed participants to wander from room to room, hearing advice from some of today's leading major-market program directors.

Perhaps the most popular, and certainly the most rambunctious of the format rooms was top 40. Michael O'Shea, Golden West Broadcasters, and Bobby Rich, KHTZ(FM) Los Angeles, moderated in a quasi-air-shift mode, recalling the days in the late 1960's when the "Jungle and Bobby" (O'Shea and Rich) show on WOHO(AM) was Toledo radio's most highly rated evening program.

Conversation in the top 40 room began with Rich's comment that there is an "image trend," perhaps brought about by managers and owners, that says there is something wrong with being a top 40 station. "We're all doing what we've always done, but calling it adult contemporary because of this negative image," he said.

Rich and O'Shea affirmed their belief that playing the most popular current music remains a viable format, but that trends today are making all music radio sound alike. "Too much research and following of national trends has made us

forget our basic function, which is to relate to the community and have fun," said O'Shea.

As top 40 softens its sound, album-oriented-rock radio has an opportunity to become the dominant format in many markets, in the opinion of many programming that format. Ideas on how to achieve this dominance were sought and exchanged in the AOR format room where John Sebastian of WCOZ(FM) Boston officiated.

Personalities and extensive news and services are unfamiliar ingredients in much of AOR radio. Those present in the discussion seemed to be looking for ways to integrate these elements into AOR without losing its primary audience, whose interest is in uninterrupted music. "The goal," said Sebastian, "is to get better every year at serving the old top 40 audience."

Also reflected in this discussion was the dissatisfaction among many in AOR radio with Arbitron's measurement of their listening audience. "When all the other rating services have us higher than Arbitron does," said Sebastian, "I doubt that it's all the other services that are wrong."

As with much of the convention, the topic most often surfacing in the format rooms was the importance of getting back in touch with local communities. In the words of O'Shea: "Today's radio needs to get out and do more one-on-one shaking of hands in the community. It's almost frightening to think about how far away we've gotten from how it used to be done."

In the adult contemporary format room, a participant described an example of the kind of responsive programming that can result from a good rapport between a station and its community. The speaker told of a station doing the only daily 3:30 p.m. newscast in its market. Why 3:30? Because

a major employer in the town, an electronics factory, dismisses its daytime shift at 3:20. The station promotes its newscast by supplying the factory with styrofoam cups advertising the program.

All but one participant in the beautiful music format room were users or syndicators of formats. Dennis Weidler of Kalamusic, said he found the session educational but frustrating for its lack of structure.

■ Among the opening night's format sessions was one geared not to any specific music or information genre but rather to the people who must rev up excitement about any format: the promotion directors.

One key lesson taught was the use of power politics.

There was no argument among participants that action must be taken to increase the clout promotion directors carry at stations where the job often is seen merely as the next step up from secretarial work.

"The first thing you have to go for is the power," stressed Harvey Mednick, vice president for RKO Radio. One trick in doing so, he explained, is to learn all the jargon in the promotion business and win a psychological advantage by convincing upper management that "you have a magic, secret tongue as well" and therefore invaluable skills. Once this and other self-promotion is applied (and assuming a job well done), Mednick said another problem will be remedied: salary. "The money follows the power," Mednick added.

Bob Klein, president of Klein & Klein, said that "the problem is the system" and there was common thought that promotion directors suffer because general managers haven't come up that route and often don't have a sympathetic and understanding ear about the need for strong promotion budgeting.

The times, however, may rectify that



Early starters. Panelists at a Sunday evening promotions session (l to r): Tom Dawson, CBS Radio, Otis Conner, Otis Conner Productions, Harvey Mednick, RKO Radio, Bob Cambridge, ABC Radio Marketing Services, Bob Klein, Klein &



Getting in the acts. With 1,680 radio broadcasters in town, music was a natural for New Orleans. Entertainment ended both full days of the

conference, with an upbeat performance on Monday by the Commodores and mellow jazz by Chuck Mangione at a banquet on Tuesday

situation, according to Tom Dawson, CBS Radio vice president, division services, and president of the Broadcasters Promotion Association. Dawson acknowledged that his trade constituency has problems, but he believes there is "a very bright future." Assuming that the coming years will only bring intensified competition and the need for more and better promotion, Dawson said that "management is going to be forced" to improve the stature of the promotion director.

Bob Cambridge, ABC Radio marketing director, said that radio, right now, has a long way to go, contending that advertising for the medium "has not increased in the last 15 years" to the extent that advertising for club soda has grown in recent months.

Advice also was offered regarding specific campaigns and day-to-day problems facing the promotion director. Here, research was described as the all-important initial element. Otis Conner, president of Otis Conner Productions, for one, urged promotion people to "do their homework." An example he cited was WASH(FM) Washington where, he said, the station found that listeners didn't want cash prizes but rather "things ... they wanted something they wouldn't go out and buy themselves."

It's more than just playing records

Community involvement and a unified staff are the keys to successful programming in addition to that primary factor: music. Such was the conclusion of a workshop, "Beyond the Music," conducted Monday morning.

Moderating the discussion was Warren Potash, WBAP-AM-FM Fort Worth. Participating as panelists were Louisa Henson, WLRS(FM) Louisville, Ky., Gary Havens, WIRE(AM) Indianapolis and Tom Barsanti, WTIC-AM-FM Hartford, Conn.

"The biggest challenge," said Havens, "is interweaving the different kinds of programming with the music into an interesting whole." Havens said he asks that his air

personalities look for a focus in each day's programming. That focus, he said, should shape each show as well as tie it to the other shows on the air that day.

To find a focus, he continued, a station must have eyes and ears in the community and assure that its staff is well informed. Havens said a station should demonstrate its commitment to being up on current events by supplying its staff with local and national publications, rather than asking its staff to subscribe to them.

Barsanti believes success in nonmusic programming lies in a station's ability to reflect its community. "Every day there's a big event," he says, "and that big event is whatever people around town are talking about. It might be the weather, a TV program, or a state of mind, but whatever it is, reflect it, and if there is no event, create one."

To keep in touch with what's happening in town, Havens said WIRE openly solicits information on the air and rewards those who call in with it, by mentioning them on or buying them dinner on the town. "People feel comfortable calling the station with news," he said.

How a station can sound as if it has a morning team when it doesn't really have



one was another topic that generated discussion. Henson said WLRS had cultivated and promoted one of its newsmen to the point that he and the station's morning man are considered a team.

News and public affairs: Get everyone involved, promote it and give it a prominent slot

Go to your general manager. Get him involved and maybe even on-air for public-affairs programming. Make him ashamed if he doesn't. It's his station.

That charge, from the floor during the Radio Programming Conference's news and public affairs forum last week, reflected the central message being delivered by a panel of news executives: Don't treat public affairs as if it were inherently boring, but take whatever steps necessary to make it a vital part of a station's programming schedule.

As Paul Fredericks of KMPC(AM) Los Angeles asserted, public affairs "doesn't have to be that 30-minute interview with Harley Barfinkle," the talking-head politician.

Frank Warlick of KDKB-FM Mesa



Something extra. Leading a Monday-morning discussion, "Beyond the Music" (l to r): Louisa Henson, WLRS(FM) Louisville, Ky.; Gary Havens, WIRE(AM) Indianapolis, and Tom Barsanti, WTIC(AM) Hartford.

(Ariz.)-Phoenix may have used a more philosophic tone, but his point was the same. "We've tended to narrow our vision about what [public affairs] means," Warlick said, explaining that "public affairs is supposed to be about issues and ideas that concern the public and that can be anything."

The panelists said that it's no shame to promote public affairs and, in fact, strongly encouraged it. If the news and public affairs department is proud of its efforts, the common reaction among panelists towards promotion was "why not?"

The audience was encouraged to break out of the confines of stodgy public-affairs shows in ghetto hours. The RKO Radio Network's Jo Interrante talked about her 90-second public affairs broadcasts said to be viable in any daypart and promotable as well.

The Source's Jim Cameron, recalling his previous days at WCOZ(FM) Boston, offered a bit of advice for one news director in the audience complaining that he hadn't the personnel resources for major innovative efforts. Stressing that all station staffers should be in touch with the community, Cameron said that disk jockeys too can become an important part of the public-affairs team. At WCOZ, he explained, jocks were responsible for reports—a crossover which he claimed also allowed for a considerable cross-promotion benefit.

While public affairs dominated the panel's attention, straight news too was a concern. And here as well, those on the panel were encouraging a more aggressive attitude.

KMPC's Fredericks called for news broadcasters to "humanize" their newscasts and not to "pontificate" along the lines of "and now the news." As for new news avenues, he suggested, for example, that a live two-question interview might better serve listeners than the standard taped piece early in the newscast.

And inside the station, Interrante urged news directors to keep close tabs on what's going on inside the program director's and general manager's offices, explaining that "you must know what direction your station is going."

Promotions can draw more for a station than bigger audiences

Successful radio station promotion not only can draw listeners but also can prove to be a profit-making venture unto itself, adding to station revenues.

That tip, from Bernie Lucas, promotion manager for WLPX(FM) Milwaukee, came during one of the several promotion workshops at last week's NAB Radio Programming Conference. Lucas, participating in a "large-market promotion" session, discussed his station's "rock stores" where retail outlets in his area have been selling WLPX T-shirts. For an initial investment of \$60,000, the station expects a return of \$70,000 in addition to the main promotion objective—"walking billboards."

T-shirts, for \$2.97 each, aren't, however, the only item available from the "rock store" concessions. WLPX also offers baseball caps and jackets as well as jogging shorts. Lucas also explained his station's other promotional merchandising efforts such as the "Rock and Roll Air Force," a tie-in "club" with retailers, enabling WLPX listeners to receive discounts on items ranging from water beds to automobiles.

Beyond merchandising, attendees at the large-market session also heard advice from Jane Norris, promotion manager at WCOZ(FM) Boston, about how a promotion budget should be divvied up. Claiming that "television is the medium that gains the most momentum for a station in the shortest amount of time," Norris suggested that 50% be put into television, with another 20% for print and the rest divided among outdoor advertising, giveaways and other campaigns.

Despite the relatively high cost of television, Norris stressed its value to a station and for the cost-conscious, she demonstrated a few of the less-expensive time buys, 10-second commercials, designed to draw attention to her station's call letters, frequency and format.

Another at center stage was Bob Klein, president of Klein &, a company that develops campaigns for stations. Klein suggested that stations might want to pool their promotional resources to come up with a major campaign, otherwise unaffordable, that then could be tailored to the local market.

Klein presented a promotion campaign that drew the most attention—and laughs—when he demonstrated how the dialogue in old movies with major stars can be changed so Clark Gable in one clip and Claudette Colbert in another, appeared to be informing the public about a program scheduling switch.

Hi Brown spreads the gospel of resurgent radio drama

The tone of last week's NAB Radio Programming Conference as a whole was determined by the nuts-and-bolts workshop and forum agenda. But for an hour, at least, there was evangelical fervor from Hi Brown, producer-director of the *CBS Mystery Theater*, for the cause of radio drama.

A 51-year veteran of the form and one who acknowledges having been called "the Billy Graham of radio drama," Brown spread his gospel that "radio drama is as viable today as it was during the 30's and 40's."

The proof he offered was not only the 1,300 shows the *CBS Mystery Theater* has presented since bringing radio drama back on the air in 1974, but more important to Brown, its current audience and those others he believes should be exposed to and "touched" by it.

"Just a pause" in radio drama, Brown claimed, "can cause more excitement" than other forms of entertainment.

Brown stressed the ease, compared to



Brown

other media, with which radio drama can be produced. Unlike television, he explained, radio production costs need not go for set-building or shooting on location. "I have no hurdles . . . I can go as far as imagination will take you," he said. And with the contracts that are involved in radio drama, he said, the unions, which started out "overwhelmingly cooperative," still at least are reasonable.

As for the future, Brown promised more radio miniseries drama. A five-part "Story of Nefertiti" already was aired by *CBS Mystery Theater*, spurred on by the recent enthusiasm over King Tut, and another multiple effort is under way regarding Alexander the Great.

Brown cited the few other examples of radio drama series currently airing (he chastised Mobil at one point for underwriting public radio drama that is imported from Britain) and promised more American efforts in the future. "I absolutely believe there will be more radio drama."

The growth areas he looks for include children's programming and productions of the classics. He also suggested that radio soap opera-type love stories might prove fertile turf, citing the popularity of Harlequin and Silhouette romance books. And to stations without the resources to mount major efforts, he suggested tying up with nearby college English and drama departments. "Do it in your community," he said.

With music dominating the airwaves, Brown said that "the unfortunate thing today is we hear radio . . . but we've lost the ability to listen." But in true missionary spirit, he also said that "never again will there be a void or emptiness left in the world of radio drama."

The morning men: how to make or break the AM hours

Four of radio's premier personalities entertained broadcasters at a Monday luncheon session entitled, "How to Make Money With Your Mouth." Mutual Broadcasting's Larry King called the shots in a

informal rap session with three of morning drive's leading men, Don Imus of WNBC(AM) New York, Dan Ingram of WABC(AM) New York and Robert W. Morgan of KMPC(AM) Los Angeles.

Although wisecracks from the trio kept the audience laughing through much of the discussion, the panel also managed to share serious thoughts on how to make a career of being on the air. "Be yourself," was advice offered more than once to announcers aspiring to greatness. And to managers seeking to develop on-air talent, Ingram advised: "Offer support as well as criticism, and trust them to relate to their audience in the way they know how. If they fail, you have the ultimate power to get rid of them, but give them some freedom to try it their way."

Asked how program directors have most helped their careers, Ingram responded, "by allowing me to have input into what goes on the air."

Asked about source material, all three agreed that local media are the best sources. "Comedy services can be good for ideas," said Ingram, "but terrible when used verbatim."

While Imus and Ingram said they do no formal preparation for an air shift, Morgan described the hectic clipping sessions that precede his air shift every day. Morgan said he and his producers every day read eight or nine local newspapers and popular magazines, and watch the news on three television channels to keep informed.

Offering advice to managers on how to hire talent in small and medium markets where applicants lack impressive track records, all three agreed that a station should target a particular audience and hire the person who can best relate to that audience and that market.

"Treat yourself tomorrow," said Ingram, "and listen to local station WNNR's morning man." All three felt that WNNR's Larry McKinley is a leader in his field for the way he relates to his audience.



Of counsel. Offering advice at a Monday night legal clinic were NAB's Erwin Krasnow (standing) and Washington attorneys (l to r) Mark Bader, Richard Marks and Martin Leader.

Lawyers dispense free advice

If a station's regulatory house isn't in order, there's always the chance that the government will come in and wipe away any programming plans—no matter what the format. So it was no surprise to have communications attorneys among the mix of advisers at last week's NAB Radio Programming Conference.

But as Erwin Krasnow, NAB senior vice president and general counsel, summed up later: "Ask a communications lawyer a question—any question—and you'll get the same answer: 'It depends.'"

Nevertheless, Krasnow and James Popham, NAB deputy general counsel, plus Washington attorneys Mark Bader, Richard Marks and Martin Leader and New Orleans-based Ashton Hardy, were able to provide some general legal guidance to the 50 or so broadcasters attending an evening legal clinic at the conference.

Questions ranged in subject from station sponsorship of concerts to compliance with truth-in-lending laws. But the most common issue concerned equal-employment opportunity.

About two-thirds of the clinic was devoted to EEO, with major interest in

FCC staff standards to determine whether renewal applications receive in-depth EEO reviews.

The answer given to this typical question was that it depends on the number of full-time employees at the station, ranging from those with fewer than five full-timers and thus exempt from filing an EEO program, to stations with 50 or more full-time employees, which automatically receive an in-depth review.

Another area of interest regarded political advertising and whether a station, having offered a one-time, unusually low rate to attract a major advertiser, can avoid having that rate used in calculating the "lowest unit charge" for candidates.

The answer to that, Krasnow explained, depends on when the rate to the major advertiser stopped. That dollar figure doesn't count if the rate was discontinued at least 45 days before the primary election or 60 days before the general election.

Logging too factored strongly in the discussion. A typical question: If a station receives two free tickets to a concert and then goes with on-air announcements that the tickets will be awarded as prizes, must these announcements be logged as commercial matter?

Typical answer: Again, it all depends.

It would be a no, however, if the station didn't accept the tickets with the explicit understanding that the promos would be aired, and as long as the concert description doesn't go beyond just what's necessary.

Management in the next decade: Staying in touch with the staff

The "participatory" manager may be the one most attuned to the 1980's. Such an executive will trust his or her staff input. And while business decisions realistically can't be made by democratic vote, an enlightened manager will take a "consultative approach" with staff members.

That management attitude and the benefits that can come from it were discussed at the Radio Program Conference's "people management forum," a session that seemed more like a college lecture than a typical convention workshop.

Workbooks in front of them and pencils in hand, conventioners had a chance to take advice from Donald H. Kirkley Jr., of



Where their money is. Featured experts on "How To Make Money With Your Mouth" (l to r): Larry King, Mutual Broadcasting, Don Imus, WNBC(AM) New York and Dan Ingram, WABC(AM) New York and Robert W. Morgan, KMPC(AM) Los Angeles.



Kirkley

the University of Maryland's department of communication, arts and theater, and to evaluate themselves. As radio broadcasters were grading their tests, they were grading their management attitudes.

While Dr. Kirkley wasn't hesitant to point out that "autocratic" managers (those who simply give orders) often have impressive track records, he said they may find serious "shortcomings" in this decade. Kirkley maintained that employees now want a voice and are "no longer complacent to have companies take care of them."

Furthermore, he added, an autocratic environment rarely builds loyalty. Once trained and self-confident, the employee is likely to leave if his input isn't taken as valuable.

The best leadership approach, Kirkley explained, has to be true to the personality of the manager. He said that a false image may hold up in the short term but certainly not in the long run.

Stations tell syndicators: Give us marketing help

In the words of Watermark president, Tom Rounds: "Convention workshops on syndicated radio usually involve producer-panelists getting a little exposure in front of an audience of broadcasters. It's nice to see it done the other way around." At a Radio Programming Conference workshop entitled, "Syndication: What the Users Have To Say," major-market program directors shared their thoughts on syndicated programs.

Moderated by Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., the discussion zeroed in quickly on what broadcasters see as the syndicators' failure to provide client stations with the means to market their programs properly. "There are major syndicators as well as small ones who are at fault in this," said panelist Dave Martin of WFYR(FM) Chicago.

Panelist John Young, WZGC(FM) Atlanta, said he believed syndicators are "missing the boat." He said that by offering better marketing tools, syndicators might find a whole new means of attracting more sta-

tions to syndication. Panelists agreed that these marketing tools should be designed specifically to make the job of station sales personnel easier.

The best kind of tool, panelists replied to a question from a syndicator, would be a demo tape, complete with built-in sales pitch. "The syndicator is closest to the product and can best emphasize its selling points," said Martin.

A major problem with syndicated special programs, according to the panelists, is not enough lead time. Sales departments are unable to take advantage of a special program if they are given only a month in which to sell it, was the word from panelists.

Feature programs, in great abundance because of demand for informational programming, are generally too long, according to Martin. "Four-minute programs are hard to sell and hard to schedule," he said, and a station can easily end up losing money on them. Others agreed with Martin that 90 seconds is a good length, "for starters," in making it easier for stations to use short features.

Panelists agreed that one way to judge the quality of a syndication company is its desire for feedback. It is also a sign, they said, of how serious a new syndicator is about staying in business for more than six months.

The future of syndicated morning personalities drew mixed opinions from panelists. All agreed syndicated personality shows are viable in other dayparts. Panelist Bob Osborne, KMOX-FM St. Louis, Mo., said heavy use of local drop-ins and a good engineer producing the show can make syndicated mornings a cost-effective option. Young agreed: "There just aren't that many Charlie and Harrigans out there." Martin disagreed, however, affirming his belief in local radio, especially in the morning. "All that investment and preparation a station gives to a syndicated personality would be better spent on developing local talent," he said. Others agreed that proliferation of syndicated morning men could reduce stations' willingness to train new talent.

What's missing in what syndicators are



Blackwell

The future is now. In the 1980's, radio broadcasters can expect a steady increase in the 25-44 demographic and by the end of the decade, that age group should control more than half the income available. That was among the pointers offered by Roger D. Blackwell (above), professor of marketing at Ohio State University, during an independent McGavren Guild Radio session held concurrently with the opening of the NAB Radio Programming Conference. Before leading into a slide and music presentation Blackwell gave other tips about "programming for life styles," such as: Expect many more two-person families, with higher incomes, as the birth rate continues to decline.

offering today in the way of programming? "Religious programs and people-oriented news," said Young. Others in the room replied that with inflation an important part of people's lives, programs on how to cope with rising prices would be widely accepted. Economic programs currently on the market, many at the session said, are esoteric and expert-oriented, rather than targeted to the common person.



Listen to them. Panelists at Monday afternoon session, "Syndication: What the Users Have To Say" (l to r): Bob Osborne, KMOX-FM St. Louis, Dave Martin, WFYR(FM) Chicago, and John Young, WZGC(FM) Atlanta.

The best for last: Final session agrees the future is for the taking in radio

"It looks as if the next 20 years are really going to be the greatest in our history."

On that exuberant note, moderator Rick Sklar, vice president of programming for ABC Radio, launched the NAB Radio Programming Conference's last session—where panelists predicted the survival and further diversification of AM stations, strong radio marketing efforts, new format breakthroughs and a greater reliance on local community-service radio. The prophecies for "Radio of the 80's—an Era of Excellence" were painted brightly but with one major caveat: The government could unleash what some broadcasters believe would be economically disastrous new radio competition.

Sklar spoke of this decade as a time for "redefining radio" as society, demographics and regulation change. Of all the media, however, he said radio is probably the best suited to cope with change because of its flexibility—now being aided by innovations in fields ranging from minicomputer use to research.

Despite the marketplace entrance of videodisks and other new media, Sklar said, broadcast radio still has its traditional advantage of "portability." And even if the economy continues to be rocky, Sklar contended, dollars will keep flowing to radio because it remains relatively inexpensive among media.

Of the continuous ratings in prospect for the medium, Sklar here too was positive, claiming it will "give more stability." Further proliferation of satellite technology was another source of Sklar's optimism as he predicted "instant networks" and a wide range of new programming opportunities.

Holding up the warning flag, however, was Len Hensel, vice president and general manager for WSM(AM) Nashville, who claimed that "maybe if someone could tell me who the chairman of the FCC would be in 1981, I would tell you the future."

In an attack on FCC Chairman Charles Ferris, replete with quotes he attributed to the commission chief, Hensel claimed that the government seems to be placing radio on the "treadmill to oblivion." Hensel, citing regulatory actions and proposals to foster more competition in the industry through such moves as reduced channel spacing and the breakdown of clear channels, asked: "How would you like twice as many competitors?" He argued that the current regulatory philosophy could "cut your income" and the ability of radio broadcasters to program successfully.

Hensel, whose station is among the clear channels affected by the new regulation, did profess hope for the long run. "Over the decades," he said, "this industry has thrived in spite of them [regulators]. Ladies and gentlemen, I have every confidence that with your help, this too will pass."



Commemoration. NAB dedicated its third annual Radio Programming Conference to the late Hal Neal, who was president of ABC Radio. At Monday morning's opening general session, NAB President Vincent Wasilewski presented a silver award to Neal's widow, Shirley, and son, David. Pictured following the general session are (l to r): David and Shirley Neal, NAB Chairman Tom Bolger and Wasilewski.

From Bruce Marr, operations director for KVI(AM) Seattle, came the opinion that AM radio in the 80's is more likely to be akin to radio in the 40's and 50's than it was in the 60's and 70's. Among the examples he used to support his expectation were Merv Griffin's current efforts to attract stations to a new radio talk show ("It almost had to happen") and ABC Radio's exploration of a new division for live talk.

Al Brady, program director for WHDH(AM) Boston, explained that all his convention experience leads him to one firm conclusion about prophesizing. "The answer is there is no answer," he said, referring to a constantly changing radio business. But Brady does expect that further fragmentation will "lead to more creative approaches," and he said that this decade will be one where marketing considerations are stronger than ever before.

Currently, he said, "We are slave to a monster of our own making... Arbitron."

Replaced by a machine. In lieu of a speaker, NAB launched this year's Radio Programming Conference with a new version of TM Companies' "Tomorrow Media." An audiovisual extravaganza first presented last April at the NAB convention in Las Vegas, "Tomorrow Media" speculates on how new technology might alter broadcasting as it is known today. The new version of "Tomorrow Media" replaced General Patton as MC with Isaac, TM's R2D2-like robot that introduced the program. Delivering a rapid-fire history of broadcasting from its roots in the 1920's to the tricentennial in 2076, "Tomorrow Media" fantasized about the days when all electronic media will be programed from a single command center in outer space. New technology would allow each listener to program private listening, on a futuristic medium where one station will have 28 billion formats. While some who witnessed both programs said the new version lacked the continuity of the first, TM's three screens and 122 speaker cones provided an experience for the senses, at 10:30 a.m.

And while he said it wasn't the fault of the ratings service, he urged radio broadcasters to beef up their qualitative salesmanship rather than just relying on "tonnage."

Speaking for the small-market radio broadcasters was Carey Davis, station manager at WSDR(AM) Sterling, Ill. His tone, matched in passion at the convention perhaps only by Hi Brown, producer/director of the *CBS Mystery Theater* (see page 30), was that "You can't lose if your programming meets the needs" of the community.

Davis claimed that community-service radio is "impervious to the new technology" and claimed that small-market radio will replace local newspapers, which he said are dependent on "Canadian pulp" and "Arab oil." As for an "electronic newspaper," he said, "Try taking it to the bathroom."

The new technologies and other competition are not seen as a threat by Davis, who claimed that his station can, but "Ted Turner can't, announce the honor rolls at Dixon High School," and that his station can, but "Dan Rather can't, find a lost dog in Sterling, Ill."

Commercial side of radio meeting is satisfactory, not overwhelming

Exhibit-hall and suite traffic pleases suppliers more with its quality than its quantity

The abundance of pin-striped suits instead of satin jackets and Hawaiian shirts at the conference last week were one indication of what NAB Radio Programming Conference exhibitors and suite-holders were calling "quality people." People with the power to make buying decisions or who were interested in products and services braved slow elevator service to visit suites

spread out over 17 floors in the Hyatt Regency hotel and found time in a fairly crowded schedule to visit the exhibit hall.

Traffic was generally described as light on the exhibit floor but better in the suites. Most companies contacted, however, felt the conference, with its emphasis on programing, but its attraction for general manager types, was a worthwhile investment.

It was generally considered that this year's conference provided better exhibitor visibility than last year's. There were also hour-long agenda gaps this year; last year's program was a tightly packed schedule of workshops and activities.

Although most companies claimed to be making good contacts, many would like to see even more time—an afternoon's worth—left open in future convention schedules so participants can spend more time in the exhibit hall and suites. Veterans of the three-year-old conference agreed: NAB has come a long way with the event since its inception in Chicago.

ABC Radio Marketing Services made perhaps the biggest splash in the new products category with its "Listenerscan." Providing perceptual rather than quantitative research data, Listenerscan makes available some of ABC's research facilities to other stations.

Employing a telephone retrieval method, Listenerscan measures all stations in a market and will be sold only in markets where at least four stations subscribe. Surveying is conducted and final product released once a year, concurrently with a market's principal Arbitron survey.

ABC plans to charge \$7,500 per station for the service, regardless of how many stations in a market subscribe. Listenerscan will provide detailed computer tables plus executive summaries of listener perception of a station's image, programing, advertising and promotion. Another new service being introduced by ABC Radio Marketing Services at the conference was total image campaigns for radio and television, outdoor and print.

Arbitron Radio was demonstrating a

new subscriber service involving instant transmission by facsimile of data on listening habits, broken down by specific demographics and time of day.

RAM Research, now owned by Unidyne Technologies, was also introducing a new research service, American Music Research System. Company representative Andrew Hangarter said about half of the 50 stations using its traditional music research service were switching to the new service, which attempts to match listening habits of a particular demographic with current songs testing well with that demographic.

In addition to new research services being offered, a number of program syndicators exhibited new products. Dallas-based JAM Productions demonstrated two new jingle packages, "Meltdown" and "The Rock," and a new production library, "The Answer."

Charles Michelson Inc., Los Angeles, a distributor of old-time radio drama series demonstrated a new Henny Youngman comedy library, "Take My Radio Show . . . Please."

Among new companies on the exhibit floor was S. David Ness Studios of Kansas City, Mo. Company representatives Doug Nesbitt and Jane Pfeffer demonstrated its first syndicated radio program, a daily information series featuring one-minute programs on household economic tips three days a week and localized consumer tips on the best food buys that week in markets of subscribing stations.

Among company representatives circulating at the conference but not holding down exhibits or suites were Public Affairs Broadcast Group and Golden West Radio Productions. Roger Carroll, vice president, Golden West Radio Productions, a company formed earlier this year, said the company's first program, *Country Music's Magazine of the Air*, is now being carried by 61 stations.

At Golden West, plans for 1981 are a weekly adult contemporary radio magazine entitled *Weekend America*, featuring a guest celebrity profile, movie review, album review and life-style information.

On AIR

Radio syndicator organization ups membership to 35; meeting in New Orleans hears that progress in satellite delivery depends on spread of earth stations

Wide-scale satellite distribution of syndicated radio programing remains in the future principally because only 204 stations are now capable of direct satellite reception. Such was the prognosis presented members of the Association of Independent Radioproducers, who braved the early morning to hold their second general membership meeting at 8 a.m. Tuesday at the NAB Radio Programing Conference.

Officiating at the meeting was Harry O'Connor, O'Connor Creative Services, who is president of the organization, which was formed last October. Present at the meeting in a demonstration of support were NAB Chairman Tom Bolger, President Vincent Wasilewski and Executive Vice President John Summers.

Following expressions of optimism from O'Connor, AIR Secretary Tom Rounds of Watermark Inc. gave a report from the membership committee. AIR went into the convention with 27 members and left with 35.

Also on the podium that morning was AIR Vice President Bo Donovan of Tuesday Productions who mentioned the association's two major projects: a directory of syndicated products designed to accommodate frequent updates and a station direct mailing service provided by Bill Fromm of BF Productions, New York.

Fromm described the mailing service, which will be available by the middle of this month. It will cost members \$60 per 1,000 items mailed and its lists will be updated monthly. The service will be capable of breaking down the station list by format, AM or FM, and daytime or full time.

In addition to the new mailing service, AIR is offering members a medical plan because many independent production companies are too small to be eligible for group plans. Following general business reports, Dennis Waters of Waters & Co., a cable-satellite marketing firm, presented an overview of technical progress toward large-scale satellite distribution of programing for radio. Predicting that satellite distribution will not happen as fast for radio as it did for the cable industry, Waters said that it will only be economical when a great deal of programing is being distributed by satellite. "Once a heavy volume is achieved, delivery costs to the syndicator will drop to \$1 to \$1.50 per hour per station," he said.

Commitment at the station level will determine how fast satellite distribution will take hold, he continued. Receiving programs via satellite will mean a big change in the way stations do business internally, said Waters, and syndicators can help to convince them to accept it by sharing cost advantages with stations.



All's quiet in the exhibit hall

NAB tracks drop-off in concentration of media owners

Study of top 50 markets finds number of outlets increasing, incidence of multiple holdings decreasing; association argues marketplace forces are making government intervention unneeded

Media concentration in the top 50 markets decreased an average 9% from 1968 to 1978, according to a study prepared by the National Association of Broadcasters.

That figure, NAB stated, is for common ownership of newspaper and commercial radio and television outlets in those markets. Should public broadcasting outlets be included, the over-all percentage decrease would be 16%, a figure cited earlier by NAB (BROADCASTING, Aug. 25). The difference stems from the number of public television stations that have come into existence during that 10-year span.

NAB prepared the study with an eye to a number of government investigations looking at media concentration. The FCC, FTC and Justice Department have each considered the question in recent years and proposed and enacted various regulations restricting media crossownership.

The NAB, in releasing the study last week, said "the decrease is due to both the operation of the FCC's regulation against transfer of properties involving cross-ownership and the natural growth of the broadcasting industry. The results demonstrate that the marketplace is operating to reduce media concentration."

Stations included in NAB's analysis were those reported in Arbitron's November 1968 and 1978 measurement reports. Newspapers included in the study were those having a daily circulation of at least 100,000. NAB pointed out that the study did not include cable television, magazines or other media available in each market.

The cumulative 10-year variation shows that in the top 10 markets, there was a 38% increase in total owners, with a 14% decrease in the number of media outlets per owner. In 1968, there were 293 radio stations in the top 10 markets, as opposed to 367 in 1978. Television outlets for that period went from 67 to 73, and newspapers from 43 to 39. Media owners numbered 243 in 1968, with 147 owning radio only, 24 in television only, 25 in newspapers, only 30 having ownership in radio

and television, four in radio and newspapers, one in television and newspapers and 12 in all three media.

Those figures contrast to the total number of media owners in 1978 which increased to 336. Of those, 230 had ownership in radio only, 44 in television only, 29 in newspapers only, 23 in radio and TV, four in radio and newspapers, two in television and newspapers, and four in all three.

In the top 50 markets, while cross-ownership decreased 9%, the number of owners increased 41%. There was a 52% decrease in the number of owners having holdings in all three media, and a 34% decrease in those having an interest in both radio and television.

The markets with the largest decreases in media concentration were Rochester, N.Y., Dallas/Fort Worth, Washington, Salt Lake City and Buffalo, N.Y.

Rochester experienced a 40% decrease in outlets per owner over the 10-year period, with total owners going from seven to 15, and the total number of outlets increasing from 15 to 23, the largest increase in the radio category.

Dallas/Fort Worth lost two television

CBS Cable: playing on the upscale

Programing from this new unit will be directed to the high end of demographics, says Shay; start-up planned for June 1981

At the National Cable Television Association convention in May, Bob Shay was telling the cable industry "you'll be hearing from us." The "us" he had in mind was CBS Cable, the then newly formed company unit that Shay, former station manager of CBS-owned KNXT(TV) Los Angeles, had been named to head. At NCTA, Shay wasn't saying much about CBS's plans in the cable field, beyond pointing to the unit's announced "three basic functions"—"provide a unique high quality programing service," "develop and produce original programing" and "present programing currently not available in any other medium."

Back in his offices in the CBS New York headquarters, the vice president and

general manager of CBS Cable gives no impression of rushing to judgment in building the new operation. His timetable calls for a "formal presentation" to the industry at the Western Cable Show in December. And he freely admits to "taking a lot of time" in making the personnel selections for a staff that should eventually be 100. Planned start date is June 1981, and Shay figures on having a "basic" staff in place by Oct. 1, with his

sales force ready for the streets by April 1 of next year.

With Shay since the initial announcement have been Charlotte Schiff Jones, vice president, marketing, the former executive vice president of Manhattan Cable, and Gary Hoffman, vice president of programing and production, who had been director of program development for CBS's owned television stations.

While the process of pulling the pieces together proceeds, the broad outline of CBS Cable is already forming. Beaming a signal over Westar III, CBS will provide

The totals for the top 50 markets

| | 1968 | 1978 | % Change |
|--------------------------|-------|-------|----------|
| Media owners | | | |
| Radio only | 473 | 754 | +59 |
| TV only | 85 | 148 | +74 |
| Newspapers only | 59 | 68 | +15 |
| Radio and TV | 93 | 61 | -34 |
| Radio and newspapers | 10 | 10 | — |
| TV and newspapers | 7 | 7 | — |
| Radio, TV and newspapers | 25 | 12 | -52 |
| Total owners | 751 | 1,060 | +41 |
| Media outlets | | | |
| Total radio | 787 | 1,204 | +37 |
| Total TV | 211 | 226 | + 7 |
| Total newspapers | 124 | 117 | - 6 |
| Total media outlets | 1,213 | 1,547 | +28 |
| Outlets per owner | 1.61 | 1.46 | - 9 |

outlets during that period, resulting in a 3% decrease in the number of outlets, and an over-all decrease of 33% in outlets per owner. The market did gain one radio station, and nine owners with an interest in radio only, resulting in a 45% increase in total owners.

Washington gained five radio stations, lost one television station and one newspaper between 1968 and 1978, resulting in a 53% increase in ownership, 8% increase in the number of outlets, and a 30% decrease in the number of outlets per owner.



Shay

12-15 hours a day of "upscale" programming with a "fine arts" orientation. Intended as a basic cable package, Shay stresses that CBS wants to take "an approach that is not elitist, that is capable of being enjoyed by a wider range of people." Wider than whose programming? "Than PBS," which "has excellent programming but perhaps limited appeal," says Shay.

"Typical of the crossover" Shay hopes to achieve is, he feels, a production that has been purchased from Joseph Papp, the New York theatrical producer. Shay says ongoing negotiations preclude his releas-

ing details, but the program features "an actor and an actress from another medium" in the style of the current Papp production of Gilbert & Sullivan's "The Pirates of Penzance," which stars popular singers Linda Ronstadt and Rex Smith.

According to Shay, 60% of what appears on CBS Cable will be produced in-house. For a production organization, he intends to tap members of the creative community "on an exclusive basis in the cable field" who would then "contribute ideas on a regular basis" and produce those that were accepted. Shay says about half a dozen in-

dividuals with "excellent track records" in television production have already signed with CBS Cable, "excited at the opportunity" to work in a field where "narrowcasting" means "we don't have to attain a 30 share." As an example, a pilot is now in the works for a monthly arts "magazine." Bob Shanks is the producer.

To help the planning process along, Shay and his staff will undertake soon a "three-day creative marathon" to discuss the specifics of the schedule and the question: "How do you take this kind of subject and translate it in terms that are more acceptable to a wider range of people?"

"We feel that there is a potential for a popular culture format if we do it in a creative way, if we don't simply put it on as a sequence of exhibitions, but tied together in a thematic consistent way," he says. One method CBS Cable is exploring to achieve such unity, and one which Shay says "I'm very high on personally," is to have a "popular host" tie the programs together in three- or four-hour blocks. Hosts "would be from areas that aren't necessarily part of the arts clique."

Another scheduling possibility cable offers, in Shay's view, is the chance to use "multiple runs of programs" in different time periods to reach "nonduplicated audiences," maximizing the appeal and reach of the programs. "That will obviously also help in the advertising area," he notes.

Just like its audience, CBS Cable expects its advertisers to be "upscale." Shay cites the efficiency narrowcasting offers for certain advertisers and suggests CBS Cable would have a "flexibility and a capability" to offer interested advertisers "an association . . . over a long term basis. . . . We may find there are advertisers who would like to buy an hour of drama every night for 52 weeks." Of course, he says, the kind of program will dictate the kind of advertiser.

On a separate front, CBS Cable might find itself handing out some help down the line. Westar III isn't exactly the most watched bird as far as cable operations are concerned. Shay concedes that "yes, if there is an earth station problem, as we get closer to air date, we would consider supplementing earth stations in some shared arrangement with others on Westar III." "It is to our benefit obviously to debut before the largest possible audience, and if that means an earth station strategy in which we'll have to underwrite some of the cost of the hardware, we'll certainly consider."

Within CBS, the cable unit has just undergone some repositioning. (BROADCASTING, Aug. 18). Formerly reporting to the office of the CBS Inc. president, it's now been designated to report to Broadcast Group President Gene Jankowski. Shay downplays the change as "strictly an organization shift to ease the decision-making process in various areas."

Shay won't reveal the budget he's being given to work with, so it's difficult to know where CBS Cable will stand vis-a-vis the other components of the Broadcast

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Group, which last year had revenues of \$1.5 billion. He does call it a "significant commitment" on the part of CBS, and it would appear the company has in mind a budget in the low tens-of-millions range. Shay will say that the in-house projections for CBS Cable put profitability three to four years down the line.

The embryonic outfit hasn't had a chance to explore possible interaction with other CBS units such as the home video section that's a part of CBS Records. Right now, the two are just "making sure [they] know what [the] other is doing." CBS Cable isn't ready to consider any possible "afterlife" of its productions, says Shay.

The cable unit general manager rejects any notion of either competition or cross-fertilization between his unit and the rest of CBS's Broadcast Group. "The kind of programming we'll be doing will not be confused with broadcast television," he said. Nor does he see CBS Cable involved in such areas as news or sports.

Still, within the arts framework, there are some projects Shay mentions that might at first glance appear to stretch the concept. Emphasizing that he was only talking about it "in the perspective of filling out an entire schedule," Shay indicated he might "at some point down the line" want to further investigate a suggestion he's gotten from a producer of a network game show for a game show "geared to the arts."

Professor video

Seven universities join with TV to offer degree programs

This month, television stations, cable systems and colleges across the country will join together in an experiment that, if successful, will eventually lead to the awarding of bachelor degrees.

The National University Consortium, patterned after Britain's Open University, will supplement course work with regularly scheduled television broadcasts. Students, working at home and with tutors, will use the weekly broadcasts, which are primarily in documentary form, to pace their work.

For the trial run, financed in part by a \$400,000 grant from the Carnegie Corp., seven colleges and 11 TV stations will offer degree programs in behavioral and social sciences, humanities and technology and management. It is expected that 1,000 students will participate in the one-year trial, with more universities slated to join the consortium in following years. Students pay tuition rates set by each participating institution, and credits will be transferrable to other colleges.

Coordinating the project is the Maryland Center for Public Broadcasting, which for the past eight years has been working with the University of Maryland University College in a similar program. With the consortium, stations will receive two hours of programming per week by satellite, with local colleges paying \$35 to the consor-

tium to offset production and transmission costs.

Frederick Breitenfeld, executive director of the Maryland Center for Public Broadcasting, believes the experiment may help to break down the barriers that have traditionally existed between television and the academic world. Television can't replace teachers, Breitenfeld says, but it can be a useful educational tool. With college costs escalating and students unable to travel as freely, he adds that now might be the right time to use TV more for instructional purposes.

Breitenfeld says that the program is designed primarily for career-oriented adults, since it requires working on one's own without a structured classroom. But he thinks that once the program gets off the ground, college students in traditional programs might choose to take some of their coursework via this plan.

Initial participants include the University of Maryland University College and the

Maryland Center for Public Broadcasting; California State University at Dominguez Hills and KCET(TV) Los Angeles; Iona College, New Rochelle, N.Y., and Manhattan Cable and U.A. Columbia Cable TV of Westchester; Pennsylvania State University and WPSX-TV Clearfield, Pa.; the University of Tennessee, Chattanooga and WTCT(TV) Chattanooga; and Southern Vermont College and the Vermont ETV Network.

In addition, four TV stations will make the programming available, and students will register with the University of Maryland: WFYI(TV) Indianapolis; KUID-TV Moscow, Idaho; KWSU-TV Pullman, Wash.; and KVIE(TV) Sacramento, Calif.

This experiment is one of four which will soon be offering courses via TV. The others are the Appalachian Community Service Network, the American Educational Television Network and the University of Mid-America—all of which take different approaches.

Changing Hands

PROPOSED

■ **KBLE-FM Seattle:** Sold by George Wilson and Lamar N. Ostrander Family Trust (50% each) to First Media of Washington Inc. for \$3.4 million. Sellers also own **KASA(AM) Phoenix;** **KMLE(FM)**

Chandler, Ariz.; **KBLE(AM) Seattle,** and **KARI(AM) Blaine, Wash.** Buyer is wholly owned subsidiary of First Media Corp. owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott Corp., publicly held worldwide hotel and

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Intermedia

Peabody picks. Adams-Russell has won cable franchise for Peabody, Mass. System will pass 16,000 homes, include 52 channels, 145 miles of plant, three earth stations, mobile equipment and local origination facilities. Adams-Russell operates 14 systems with 75,000 subscribers in four states in addition to WYTV(TV) Youngstown, Ohio.

Back in the saddle again. Gene Autry, chairman and 51% owner of Golden West Broadcasters and former radio and TV star, has been chosen by National Radio Broadcasters Association as recipient of this year's Golden Radio Award. Autry will receive award during NRBA's convention first week in October at Bonaventure hotel in Los Angeles.

Research on research. Research standards agenda for cable industry is goal of ad hoc committee on research standards, chaired by Warner/Amex director of research, Jordan Rost. Group hopes to "standardize the documentation of all research findings for clear presentation to the public," with eye on claims regarding such items as program duplication, subscriber penetration and churn. Committee is soliciting brief outlines from interested parties identifying problem areas and suggestions for guidelines. Outlines should be sent to Char Beales, director of research, National Cable Television Association, 918 16th Street, N.W., Washington, 20006.

Wind out of his sails. Ted Turner, satellite programming entrepreneur, and his racing yacht, Courageous, were "dismissed" from further competition in America's Cup trials that have been held throughout the summer off Newport, R.I. Turner's Courageous successfully defended America's Cup during 1977 competition, but in this summer's trial it has been repeatedly beaten by two competitors, Freedom and Clipper, leading New York Yacht Club to eliminate Courageous from trials and right to defend cup this year.

Copycats. CBS Video Enterprises has let contracts for cassette duplication of CBS/MGM film library titles. Video Corp. of America will handle mastering operation and duplication chores for most of country. On West Coast, duplicating will be done by U.S. Video Corp.

restaurant chain. They also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston, and WZGC(AM) Atlanta. KBLE-FM is on 93.3 mhz with 100 kw and antenna 1,070 feet above average terrain.

■ **KJEL-AM-FM Lebanon, Mo.:** Sold by Risner Broadcasting Inc. to KJEL Inc. for \$375,000. Seller is owned by James L. Risner who has no other broadcast interests. Buyer is owned equally by John C. Bussinger, O.L. Cooper, Ronald M. Sewell, Joe H. Hendricks Sr. and Larry E. Gilpin. Bussinger is store manager; Cooper is pharmacist; Sewell is banker, and Hendricks is owner of title and abstract office, all in El Dorado Springs, Mo. Gilpin is account executive with KYTV(TV) Springfield, Mo. They have no other broadcast interests. KJEL(AM) is daytimer on 1080 khz with 250 w. KJEL(FM) is on 103.7 mhz with 25 kw and antenna 255 feet above average terrain. Broker: Ralph E. Meador.

■ **WQKI(AM) St. Matthews, S.C.:** Sold by Central Carolina Broadcasting Corp. to Radio Four Broadcasting Inc. for \$285,000. Seller is owned by Richard King and family who have no other broadcast interests. Buyer is owned equally by Robert Newsham and Henry Chassee. Newsham is sales manager of WRLM(FM) Taunton, Mass. Chassee is Lakeville, Mass., banker. They have no other broadcast interests. WQKI is 1 kw daytimer on 710 khz. Broker: Reggie Martin & Associates.

■ **WLKN-AM-FM Lincoln, Me.:** Sold by Frank A. Delle to Tully-Warwick of Maine Inc. for \$200,000. Delle has sold, subject to FCC approval, WDME(AM) Dover-Foxcroft, Me. Buyer is owned principally by C. Edward Rowe. He is Athol, Mass., judge and principal owner of WGAW(AM) Gardner and WSRO(AM) Marlboro, both Massachusetts. WLKN(AM) is on 1450 khz with 1 kw day and 250 w night. WLKN(FM) is on 99.3 mhz with 1.75 kw and antenna 380 feet above average terrain. Broker: Keith W. Horton Co.

■ Other proposed station sale is WPXC(AM) Prattville, Ala. (see "For the Record," page 51).

APPROVED

■ **WABQ(AM) Cleveland, Ohio:** Sold by Booth American Co. to WABQ Inc. for \$600,000. Seller, owned by John L. Booth and family, also owns WJLB(AM)-WMZK(FM) Detroit, WSGW(AM)-WIOG(FM) Saginaw and WIBM(AM)-WHFI(FM) Jackson, all Michigan; WRBR(FM) South Bend, Ind.; WTOD(AM)-WKLR(FM) Toledo and WZZP(FM) Cleveland, both Ohio, and WIOV(AM)-WZWZ(FM) Kokomo, Ind. Buyer is owned by John R. Linn (75%) and his wife; Barbara (25%). Linn also owns WKLC-AM-FM St. Albans, W. Va. WABQ is 1 kw daytimer on 1540 khz.

■ Other approved station sales include: KLIT(AM) Pomona, Calif.; WMSA(AM) Massena, N.Y., and KNEY(FM) Pierre, S.D. (see "For the Record," page 51).

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It's September and back to work for the FCC

The next two months will see the commission handling items such as drop-ins, RKO, UHF comparability, children's ads and direct broadcast satellites

The FCC will be back in business next week after a month-long hiatus. And it's not allowing itself any gearing-up time, as evidenced by a fall agenda that's packed with major broadcast rulemakings such as radio deregulation, children's television and direct broadcast satellites.

■ The action will begin with a special meeting planned next Tuesday, Sept. 9, to end the commission's seven-year rulemaking on VHF drop-ins. The FCC's Broadcast Bureau is preparing an order that would allow additional VHF assignments at short separations in any market, as long as they provide the minimum protection allowable under current rules (BROADCASTING, July 2).

But the proposal will face opposition from established broadcasters who view it as an intolerable reduction in interference protection. Should the FCC adopt the proposal, however, it would consider each application individually, making a determination on the public-interest benefits of the service involved. The commission is also considering approval of a staff proposal to allow "low-power" television stations—UHF's limited to 1 kw and VHF's to 100 w.

■ The following day, the commission has scheduled a regular agenda meeting, with items that include acting on the request by the National Association of Broadcasters to form a joint industry-government advisory committee on aural allocations. The Broadcast Bureau is drafting a proposal on the way the committee would operate and some of the tasks it would perform. The commission is expected to adopt this proposal.

■ The FCC is also expected to act on RKO General's request to spin off 13 of its stations into an independent company—NewCo. RKO came up with the proposal after the FCC stripped it of three other television licenses in New York, Boston and Los Angeles. The FCC, calling RKO General unfit to be the licensee of WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles, placed its other 13 stations in jeopardy. RKO proposed the NewCo idea as a way to avoid possible challenges to its other licenses.

Odds that the FCC will approve the plan

seem in RKO's favor, with the Broadcast Bureau already stating support (BROADCASTING, Aug. 25). The most likely course, one FCC source said, is for the commission to adopt the spin-off proposal with conditions. One proviso may be that all present and former directors of RKO and its parent, General Tire & Rubber, divest themselves of stock in the spun-off corporation within six months.

■ The following week, the commission will conduct two radio deregulation panels, Sept. 15 and 16, with representatives from both industry and public interest groups presenting sides. Similar panels are expected to be held on the FCC's children's television rulemaking. Those panels may be scheduled for mid-October.

■ The commission also has two other special meetings scheduled for September. On the 18th, it will issue a final report on UHF comparability. The task force studying the subject of UHF comparability with VHF television has an Oct. 1 deadline by which to file a report with Congress. It is expected that the task force will also make

policy recommendations to the commission.

■ On Sept. 30, the FCC is expected to issue a notice of inquiry into its authority to regulate direct broadcast satellites. The notice will address a number of policy and technical issues, such as spectrum planning, the way regional facilities will become available and how service areas will be defined.

The FCC has already faced adverse industry reaction on the subject. ABC has written two congressmen asking for a review of the FCC's position on DBS, charging that the commission has already prejudged the issue in favor of proceeding with the matter (BROADCASTING, Aug. 25).

■ The FCC also expects to issue a final report from its network inquiry staff in mid-October. The staff, after two years work, has yet to come up with any serious criticisms of the way the networks operate, and in fact, has told the FCC that many of its policies pertaining to the networks' operations should be reviewed.

GT&R and RKO in hot water with IRS

Parent hit with charges of civil fraud; licensee challenged on deductions for barter deals; FCC is informed by company, and New South wastes no time in seeking commission investigation

The bad news won't stop for RKO General Inc. The company has notified the FCC that its parent, General Tire & Rubber Co., has received an examination report from the Internal Revenue Service assessing GT&R some \$24.5 million in additional income taxes for the years 1968 through 1974. In addition, the IRS is penalizing General Tire \$11.3 million for alleged civil tax fraud.

The penalty is the result of two violations cited by the IRS: "Disguised political contributions" that IRS charges General Tire fraudulently claimed as salary "and other" deductions—\$285,000 in the years 1968-72—and GT&R's "treatment" of approximately \$550,000 paid to an unrelated Moroccan firm in 1970 and 1971, which in turn paid a Moroccan individual "in connection with the plant expansion of [General Tire's] affiliate in Morocco." General Tire is contesting all but about \$4.4 million of the assessed back taxes and the entire civil fraud penalty.

The imposition of the civil fraud penalty did not involve RKO. However, the IRS did challenge deductions by RKO in the form of trade and barter transactions totaling \$5,943,167 which RKO had claimed as

business expenses.

The IRS report states: "During the taxable years ending 11-30-73 and 11-30-74 [and tax years 1971-72 as well] . . . RKO General Inc. received various noncash considerations for air time. This noncash consideration included goods and/or services. RKO failed to adequately account for [these transactions] . . . since it deemed the disposition of the bartered items to be business expenses and an offset against any barter income."

In its statement to the FCC, RKO said that it intends to submit "additional documentation" during the ensuing administrative proceedings before the IRS with respect to the deductibility of the items disallowed.

In light of these revelations, New South Media, which seeks to displace RKO as licensee of WHBQ-TV Memphis, has formally petitioned the FCC to initiate an investigation into the alleged tax violations "to determine their impact upon the qualifications of RKO to serve as a broadcast licensee and, specifically, to identify the public interest with respect to the revocation of RKO's 13 remaining broadcast licenses and RKO's pending proposal to spin off those stations to a new, purportedly independent corporation ("NewCo")."

In a separate action, RKO has filed a memorandum of terms with the FCC that looks toward a definitive agreement to affect the acquisition by New England Television of the assets of WNAC-TV

Boston for \$54 million. The agreement is subject to the approval of the FCC which denied renewal of RKO's license to operate the Boston station. The commission also denied renewals for RKO's WOR-TV in New York and KHJ-TV in Los Angeles (BROADCASTING, Jan. 28). The actions were based on alleged GT&R corporate misconduct.

Cosat counters lobbying on Hill by ABC over DBS

Company that's looking to get into home satellite service argues that FCC has primary jurisdiction and that new medium won't hurt conventional TV

Two weeks ago, ABC sent letters to the chairmen of the House and Senate Commerce Committees, requesting that Congress take from the FCC the job of creating direct broadcasting satellite (DBS) policy (BROADCASTING, Aug. 25). ABC claimed the FCC had prejudged the basic issues of DBS. In letters sent out last Monday to the same two congressmen—Senator Howard W. Cannon (D-Nev.) and Representative Harley O. Staggers (D-W. Va.)—John A. Johnson, president of Satellite Television Corp., the Cosat subsidiary currently planning a DBS system, vigorously opposed the ABC request, contending that “the public interest would be harmed.” He urged Congress to “take no action which would delay or prevent” the FCC from developing a DBS policy.

“STC believes that the most appropriate procedure would be to allow [the FCC] to move forward with the gathering of information and consideration of arguments necessary to make a reasoned policy judgment,” Johnson said.

“If Congress were to act now to prevent the commission from moving forward in this area, the public benefits potentially available in satellite broadcasting might be seriously delayed or denied to the American public altogether.”

Johnson argued the FCC “has correctly perceived its obligation to establish a complete record on which to judge whether satellite broadcasting is in the public interest.” He added that all interested parties will have “ample opportunity” to add their thoughts to that record.

Although the job of developing DBS policy is primarily the FCC's, Johnson said, Congress still has a role. Because of Congress's “oversight responsibility,” he said, it will be able to review any FCC determination. “Indeed, congressional oversight would be far more meaningful when conducted with the benefit of FCC analyses.”

Johnson was restrained in referring to ABC: “While ABC's request may serve its parochial interest . . . broader national objectives would be impaired.”

Johnson also attempted to relieve concerns, expressed in ABC's letters, that DBS would be detrimental to local broad-

Fighting MCI decision. As expected, AT&T has filed appeal in antitrust suit won by MCI Communications Corp. last June. Federal Judge John Grady awarded MCI \$1.8 billion following jury verdict in its favor. MCI has charged in case that AT&T illegally obstructed MCI from entering market for private-line, long-distance telephone service.

Doesn't like. Not everyone was happy with restructuring plan announced by AT&T (BROADCASTING, Aug. 25). Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, who is hoping his telecommunications legislation will make it to House floor this session, said that until Congress acts, “only Ma Bell and her stockholders can applaud this plan.” Only Congress and courts—rather than FCC, as it did in Computer II inquiry—can order changes in industry structure that will protect consumers, Van Deerlin said. “It seems more urgent than ever to break the legislative logjam on Capitol Hill,” he added.

Still after United Way PSA's. National Committee for Responsive Philanthropy has asked U.S. Court of Appeals in Washington to review June 25 FCC decision denying NCRP complaint that TV networks violated fairness doctrine by failing to present contrasting viewpoints on whether United Way's system of collecting and distributing funds serves all elements of society. NCRP filed complaint after networks aired United Way public service announcements that NCRP described as addressing controversial issue. FCC concluded networks had not acted unreasonably in determining that PSA's did not constitute meaningful statement on issue as defined by NCRP.

Cosat support. Both Justice Department and National Telecommunications and Information Administration agree with FCC proposal to allow Cosat entry into retail marketplace—but differ on how proposal should be put into effect. FCC in April issued notice of proposed rulemaking looking to allow users in need of international satellite services to go directly to Cosat, instead of through other common carriers, and to remove all restrictions on resale and shared use of international communications services (BROADCASTING, April 28). FCC proposal would force Cosat to set up separate subsidiary to prevent it from cross-subsidizing these new services with funds from its regulated tariffs. NTIA agreed with this aspect of proposal, and furthermore stated that only carriers be given direct access to Cosat parent at this time and that rules be established to maximize competition among carriers, including Cosat subsidiary. Justice disagreed, saying: “We believe the substantial competitive benefit that would attend Cosat's entry into the retail market far outweighs the risk that Cosat will be able to engage in cross-subsidization.” Justice suggested that FCC permit independent ownership of earth stations and require Cosat to offer earth station services and satellite services separately.

Going to the source. Speaker at Sept. 17 National Press Club luncheon in Washington is ABC Chairman Leonard Goldenson, who will comment on recent FCC actions and pending communications legislation.

casting. Citing STC's planned service, Johnson said it would compete with existing subscription services. “It would not compete directly with, or present a threat to, conventional advertising-supported television broadcasting.”

Dougan, Herndon confirmed

The Senate last week confirmed the nominations of two members of the board of the Corporation for Public Broadcasting, leaving the occupancy of three other seats still to be determined.

Board members Diana Lady Dougan and Lillie Herndon, whose terms expired last March, were confirmed last Wednesday (Aug. 27) by voice vote. Both Herndon and Dougan, along with board member Howard White, were questioned last month by Senate Commerce Committee chairman Howard Cannon (D-Nev.). All three had relatively easy times at the hearings, but White's name was not

brought up for a vote last week.

In a subsequent hearing, Cannon briefly questioned Reuben Askanase, a Texas businessman who has been nominated to the board as an independent. In that session, Askanase, who was nominated to replace board member Donald Santarelli, admitted that he had no experience in the field of public broadcasting, that he had no legislative recommendations to make and that he was not knowledgeable about such matters as the CPB Program Fund. There is no indication when his name may come up on the Senate floor.

The other seat that will probably change is that held by Vice Chairman Lucius Gregg, although the White House has yet to make a recommendation.

The CPB board has 15 members, and more than eight can be affiliated with the same political party. Of those members whose terms have not expired, there are seven Democrats, two Republicans and one independent.

Getting ready for 'Beulah Land'

History professor NBC asked to review miniseries says many aspects are historically accurate; airing is set for October for show which has drawn much flak from public; network will prescreen for affiliates and sponsors

The photographer aimed his cumbersome camera. The racist sheriff and his oafish companion shied away. A group of young black children on their way to school looked on. It was a scene straight from the civil rights demonstrations of the sixties. But this was the 1870's, and the characters in the drama were just that—actors in NBC-TV's miniseries, *Beulah Land*.

The scene was a parable of sorts—about the portrayal of the old, legendary South and about the power of the camera over prejudice.

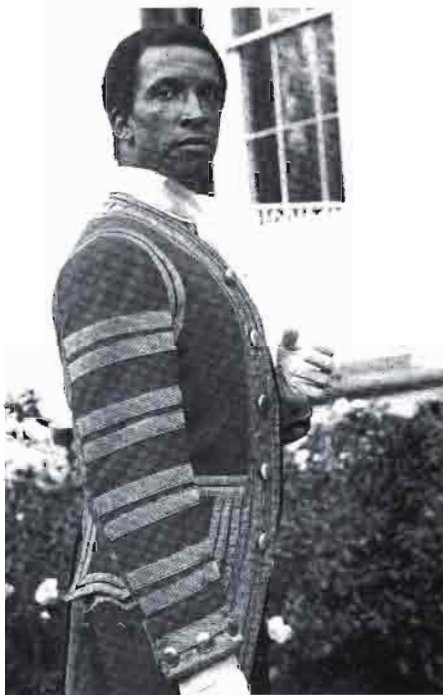
"I wanted to do a Civil War period-piece," said executive producer David Gerber, "an entertainment piece."

"If this were the only film ever made on slavery, I'd object strenuously to it," said John Blassingame, professor of history at Yale University. He had been selected by NBC to review the project—from script to finished film—and to give it a kind of imprimatur. He did so, with reservations, last week: "The film is historically accurate as far as this plantation is concerned." In the course of his comments, however, it was clear that the antebellum period specialist and Frederick Douglass scholar saw the six-hour miniseries as less than a broadly painted canvas of the South in the 45-year period leading up to, including and immediately after the Civil War.

In his official statement, the professor said, "The story is centered on the masters of a distinctly unique plantation. The program develops most fully and graphically some historically plausible aspects of the complexities of the relationship between the masters and domestic servants."

The distinction of the Beulah Land plantation in Georgia and its people is certainly evident. There is the suggestion of a life-long sexual relationship between a white mistress and her black female companion. Contrary to the pattern established in much of the South of the time, the plantation runs a school for the young slaves. Some slaves have their own weapons. Permeating the plantation is a sense of comradeship, at least, between slave and master.

The program is now set for airing Oct. 7, 8 and 9, some six months later than origi-



Residents of Beulah Land. Dorian Harewood as a slave; Paul Rudd and Leslie Ann Warren as masters in NBC's new miniseries

nally planned. It has been the subject at times of intense pressure-group activities. NBC and Columbia Pictures Television, producers of the film, have spent much of the past three weeks attempting to defuse the controversy that arose in the fears of some that the program would depict a South of shuffling, spiritless blacks happily toiling for their benevolent masters and resisting as much as the whites the abandonment of slavery.

"*Beulah Land* is not like such films as 'Gone With the Wind' and 'Birth of a Nation' which included deliberate stereotypes and malicious distortions of history," said Blassingame. "Rather, *Beulah Land* treats the inherent violence and degradation of slavery, as well as other aspects of Southern history with special sensitivity."

The network and the studio have shown



Blassingame

the finished film to reporters over the past weeks, and they are now preparing to make it available to interested citizen groups. Within the next 10 days, the network is expected to closed-circuit the miniseries to its affiliated stations. Sponsors, which as of last week had not been named, will also have an opportunity to review the show before it airs.

At its most basic levels, the miniseries is the story of Sarah Pennington Kendrick (played by Leslie Ann Warren) and the 45 years she spent at the plantation, first as a young visitor and later as its mistress. It is, too, the story of three generations of white Southerners and their slaves.

Its airing will, once again, raise the question of entertainment television's responsibility to present historically valid drama as well as the public's right to require some sort of accounting from the networks in areas where entertainment and history overlap.

Gerber declared that the program was "historically accurate within the context of today." By that, he said he meant that much of the controversy was the result of viewing a historical drama—"a fictitious story, a women's story"—with the changed attitudes toward race in the 1980's.

"It's unfortunate that people tended to prejudge the program," said Ralph Daniels, the network's vice president for broadcast standards. "To voice their feelings about something is fine, but the

public doesn't have an opportunity to see the program. It's probably better to wait to see it, then voice objections."

According to Daniels and Blassingame, changes made in the program in large part amounted to little more than corrections of relatively minor historical inaccuracies.

Blassingame was more inclined to accept advance public reaction to television projects. The public, he said, has "extensive" rights to demand validity from television and, "too often they can only express an opinion after they've seen" a program. He even went so far as to say he would "approve of them bringing heat to bear" on the networks to insure historical accuracy from television projects.

"If you're criticizing," added Daniels, "you may very well be embarrassed when you see the film."

NCTA report on local cable programming

The National Cable Television Association has released its latest reading on "local programming"—ranging from automated time and weather updates to daily newscasts—produced by its constituent cable systems. According to the results, 819 (70%) of the 1,167 cable systems that responded to the survey offer some form of local programming. The sample represented 29% of the total number of cable systems, but 49% (7,796,910) of the total of cable homes. The 819 systems that offer local programming serve 6,835,091 homes or 88% of the homes included in the survey sample.

Char Beales, director of research for NCTA, hesitated about drawing conclusions from the survey, except to say that local programming "is widespread and diverse in the cable industry." Although a similar survey was conducted last year, Beales said the methodologies employed were so different as to make valid comparisons impossible.

Beales said, however, increases over last year were substantial enough in two categories to allow for a few conclusions. She said there seemed to be a solid increase in the number of access channels and "more and more political cablecasting on all levels."

Since the 154-page report on the survey lists the responses of every participating cable system, Beales said the report's chief value may be as a "directory"—a source of information about local programming at particular cable systems.

The survey showed that on those 819 systems, 1,457 (15%) of the total available channels are devoted to local programming. And the report concluded that "local origination . . . is not the preserve of any optimally sized system. It is happening across the expanse of the cable television industry."

The report divided local programming into the subcategories of community-produced access programming and system-produced programming. The report said that there are 1,018 full- or part-time access

Monitor

Program slant. Not only does TV news use "special litmus test for oil companies," but businessmen in general are maligned in entertainment programs, perhaps subliminally causing negative image, according to Herbert Schmertz, vice president, public affairs, Mobil Oil Co. Following address before New York chapter of National Academy of Television Arts and Sciences, Schmertz claimed that TV portrayal of business in comedy and drama may have worse effect than problems he sees with news. From podium, Schmertz again defended Mobil's position that Public Broadcasting Service's *Death of a Princess* should not have been aired. And he warned media that "free speech is a right given by the public," contending that if it is used irresponsibly, "the public can also take it away." ABC News's *20/20* was on hand at NATAS chapter lunch, preparing fall segment on Mobil and TV networks.

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Maximizing Cinemax. HBO announced two-stage expansion of "complementary" Cinemax service, to make channel 24-hour service by Jan. 1, 1981. Oct. 1 will see weekend schedule grow to include 10 a.m. and 1 p.m. features; on Jan. 1, features will be added to daily schedule between 6 a.m. and 10 a.m.

□

All set. Two two-hour specials, *Show Biz This Year* (entertainers before camera and behind scenes), and *The Way They Were* (variety), as well as four-hour *Golda*, miniseries on late Israeli leader, are three Operation Prime Time specials for 1981. Another three for 1982 are expected to be announced shortly. These are in addition to OPT's first series effort, *Solid Gold*, scheduled to begin weekly run on 155 stations (93% clearance) next month.

□

Historical figures. RCA said it has obtained license from Sunrise Entertainment for use of two television dramas, *Clarence Darrow*, starring Henry Fonda, and *FDR, That Man in the White House*, starring Robert Vaughn, for use on its SelectaVision videodisks. Adaptations of successful stage productions, *Darrow* was first seen on NBC-TV and *FDR* on cable TV through Home Box Office.

□

Crossover. Group W Productions' corporate offices move to Universal City (70 Universal Plaza) on other side of Hollywood Hills from former CBS Television City site. Offices for *The John Davidson Show* and *Fight Back! with David Horowitz* remain at NBC in Burbank; *Hour Magazine* office stays at Golden West in Hollywood.

PlayBack

New source. States News Service, which is Washington bureau in locally-specific news for 130 newspapers in 21 states, has established radio service. For \$25 per week, States News Radio feeds three to 10 stories per week over phone to WINE-AM-WRKI-FM Danbury, WSNG(AM) Torrington, and WBIS(AM) Bristol, all Conn., and WJLK(AM) Asbury Park, N.J. Company allows stations to test service for two weeks free before purchasing and is currently testing with four more stations in Connecticut, four in New Jersey and six in Pennsylvania. Service does not duplicate national wire service because it covers Congressional delegations and regulatory actions specifically impacting in each of 21 states. For information: (202) 546-5160.

□

Elton on ABC. Rock 'n' roll star Elton John will head *Adult Contemporary Special* scheduled on ABC Information Radio Network for Sunday, Nov. 5, 3-5 p.m. NYT. It's last of four *Adult Contemporary Specials* set by network this year, and is being produced by Jim Hampton of The Ph Factor, Hollywood, with Leslie Corn, program production director for network, as coordinator.

□

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) *Upside Down* by Diana Ross on Motown; (3) *All Out Of Love* by Air Supply on Arista; (4) *Emotional Rescue* by the Rolling Stones on Atlantic; (5) *Magic* by Olivia Newton-John on MCA. The top five in **country radio airplay**: (1) *Looking For Love* by Johnny Lee on Asylum; (2) *Misery & Gin* by Merle Haggard on MCA; (3) *That Loving You Feeling Again* by Roy Orbison and Emmylou Harris on Warner Bros.; (4) *Driving My Life Away* by Eddie Rabbitt on Elektra; (5) *Charlotte's Web* by the Statler Brothers on Mercury.

□

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.

channels in the responding systems. Public access channels are offered in 252 systems, access channels for government officials are available on 104 systems, and educators have access to channels on 409 systems. The survey did not indicate to what extent government officials, educators and the general public took advantage of the opportunities afforded by the access channels.

A far more accurate indication of what is being done in cable programming on the local level came out of the figures on system-produced programming. The report said that 709 systems in the survey have time-weather channels. In addition, 396 systems offer message-service channels; 238 offer classified advertising channels; 167 offer stock market reports; 123 offer sports news roundups, and 123 offer television listings.

The survey also found that 79 systems produced their own newscasts, and 59 did so on a daily or weekly basis. The report added that 40% of the systems doing local news and public affairs programming have production staffs to produce the shows. Most of the work at the other systems is done by volunteers and students.

The report said 200 systems indicated that they produced public affairs programming: documentaries, weekly series or instructional programs. And it said that educators are the impetus behind most system-produced programming. It said 260 systems cooperatively produced over 3,300 hours a week of instructional programming with schools. Over 150 colleges and universities, 239 high schools, 109 elementary schools and 64 libraries worked with cable systems in developing programming.

The survey also found sports to be a significant source of local programming—that 218 systems are carrying sporting events of local colleges, high schools and youth sports leagues. And it added that 55% of the systems carrying local sports reported that they produced the sports programs themselves, while 40% said production was done by the schools.

The survey also found 232 cable systems that produced various types of political cablecasts, featuring local, state and federal officials; candidates for political office, and spokesmen for public interest groups.

The return of Hillier

With bureaus in San Francisco, Houston and suburban Washington, and with roving units attached to each, production has begun on *The World of People*, the latest enterprise of Bill Hillier, who created *Evening Magazine* for Westinghouse Broadcasting at KPIX(TV) San Francisco and later was executive producer for the *Evening/P.M. Magazine* consortium.

Although a strip show like *P.M.*, *World of People* does not involve local production and local hosts. Each client station airs the same program, described as "people events around the country... shot entirely on location." The pilot, for example,

First time out. Two new prime-time series had their network TV premieres in the week ended Aug. 24, with mixed results. ABC-TV's *Those Amazing Animals* bowed Sunday at 8-9 p.m. NYT and claimed a 20.9 rating and 40 share, the week's second-ranked show. NBC-TV's *Games People Play* moved into the Thursday 8-9 p.m. spot and scored a 13.6/26, ranking 30th among the week's 63 prime-time shows. *Amazing Animals* bowled over a repeat of *One Day At a Time* on CBS (14.9/29) and the opening hour of a repeat of *Part One of Backstairs at the White House* on NBC (11.7/21 for the three-hour segment). NBC's *Games* outscored an original *Joshua's World* on CBS (10.8/21), but not a *Mork & Mindy* repeat on ABC (15.1/30). ABC took the week with a 15.0/29.0 to CBS's 14.9/28.5 and NBC's 11.3/21.7. ABC won Monday, Tuesday, Wednesday and Saturday nights. CBS, the rest. Top-rated show of the week: A repeat of CBS's *Circus of the Stars* (22.2/42).

featured duck-calling and bicycle motocross contests, a roller disco show and the graduation ceremony at a guide dog school.

On board so far for a September start are about 40 stations, representing some 32% U.S. clearance. *World of People* backers expect about 45% clearance by launch. Among those signed are KABC-TV Los Angeles, WCVB-TV Boston and KRON(TV) San Francisco. New York, Philadelphia and Chicago remain open, although the last is said likely to close soon.

Distributed by Victory Television, the program is a Bill Hillier/Ben Okulski production in association with Meredith Broadcasting, which has put up some of the financing. Total budget for the first year of 40 original weeks is \$3 million, according to Hillier, who is executive producer and based in San Francisco.

World of People, to include three events each day, is being geared as a half-hour early fringe lead-in to local news. As part of the out-of-court settlement under which Hillier ended his contract with Group W, a condition was that *World of People* not compete with *P.M. Magazine*.

CBS shows its hand for the second week

Network announces schedule of repeat series plus specials of Sept. 22-28 period

Another mixture of original material and repeat programming was announced by CBS-TV last week for what would have been the second week of its new prime-

time season if there had been no actors' strike.

Opening the week (Sept. 22-28), the Monday-night schedule has an original production, *SPFX: "The Empire Strikes Back,"* dealing with special effects used in the blockbuster movie, at 8-9 p.m. NYT, followed by repeats of *M*A*S*H* and *WKRP in Cincinnati*, then the premiere of the *Lou Grant* series at 10-11 p.m.

Tuesday, Sept. 23, 8-11 p.m., will offer the second repeat broadcast of the movie "Papillon," starring Steve McQueen and Dustin Hoffman.

Wednesday will open with an original musical special, *John Schneider Back Home*, at 8-9, followed by part one of *A Rumor of War*, a made-for-TV movie based on the Pulitzer Prize-winning book by Philip Caputo, at 9-11.

Thursday will have a repeat of *The Body Human—the Miracle Months* at 8-9, and part two of *A Rumor of War* at 9-11.

Friday will carry repeats of the regular Friday-night line-up—*Incredible Hulk*, *Dukes of Hazzard* and *Dallas*.

Saturday night will open with the second original in the nonunion *Tim Conway Show* series at 8-8:30, followed by a repeat of "Marathon Man," starring Dustin Hoffman and Lawrence Olivier, at 8:30-11.

Sunday night will carry the regular Sunday-night schedule, with an original *60 Minutes* and repeats of *One Day at a Time*, *Alice*, *The Jeffersons* and *Trapper John M.D.*

CBS's schedule for the week of Sept. 15, also a mixture of new and repeat programming, was announced earlier, when ABC and NBC also made known their initial new-season alternatives (BROADCASTING, Aug. 25).

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U.S. threatens KQED news crew with prosecution

Government detains journalists, seizes film and charges they illegally entered Navy base

A government-press confrontation is building in San Francisco, where news personnel from a public broadcasting station are facing the possibility of federal charges for trespassing on U.S. Navy property and filming there without permission. The government, on the other hand, may be facing a suit charging it violated the First Amendment rights of the station and the reporters involved.

On Aug. 21, reporter Steve Talbot, cameraman Fred Cook and field producer John Dann of KQED(TV) San Francisco were detained by U.S. Marines and Navy security forces after the newsmen were allegedly discovered on the Concord (Calif.) naval weapons base. They were preparing an investigative story for the station's *Evening Edition* news program on the storage of nuclear weapons at the base, some 20 to 25 miles from the city. Their film was confiscated by the FBI, acting under orders from the U.S. Attorney there. The film was copied and later returned to the station.

Although the government originally detained the news crew on the ground that they may have violated national security, if they are charged it will most likely be for entering a military installation without permission and for photographing there without official authorization—both misdemeanors.

The program, which concluded that

nuclear weapons were being stored at the base, aired last Tuesday (Aug. 26).

According to Lou DeCosta, producer of *Edition*, the crew was on property not marked as belonging to the government and was there with the permission of a construction company working on the premises. However, according to Bob Breakstone, the U.S. attorney, the crew knew it was on government property and was found filming "a long distance" from the construction site—which was installed along a public highway adjacent to the base. Furthermore, according to Breakstone, a clearly marked fence runs along the road and the construction site was set up at a temporary break in the fence. And, he added, the crew had already been denied entry by the base commander.

According to DeCosta, the crew was detained by the military for five hours and presented with an "ultimatum" that it either hand over the film or face arrest. He said that the film was turned over to the FBI under the condition that it would not be processed or tampered with in any way.

Breakstone claimed he was unaware that such an agreement had been made and, "I told the FBI to process the film." He said he ordered it copied with permission from a judge.

Steve Bromse, KQED's attorney said, "KQED doesn't feel it did anything improper and neither do its reporters. We feel we were pursuing a legitimate and important news story." The station is considering filing charges against the government.

Breakstone admitted to being personally angered by the incident. "They went down to an area where they weren't supposed to be, and they filmed anyway," he said. "I think the members of KQED should be held accountable irrespective of their posi-

tions with the press. You can't violate the law." Breakstone said he was still awaiting the FBI report on the incident and charges may not be filed for up to two weeks.

There is an ironic footnote to it all—*Evening Edition* was canceled last Friday night, ending a 12-year run on the station. According to station spokesman Ken Waggoner, the station could no longer afford the \$1.3-million annual budget for the program.

New TV project for Walter Cronkite

CBS anchor is chairman of nonprofit venture that will send, via satellite, live, half-hour news show to schools

One thing Walter Cronkite will be doing after leaving the anchor desk next year is heading a new, half-hour daily news show.

He won't be competing with CBS News and he won't be sitting behind the anchor desk, but the newsmen is serving as chairman of a new nonprofit Satellite Education Services that hopes to present a live daily current-events program for high-school students.

His partners in the new venture are its president, Robert A. Klein, of the Los Angeles-based Klein & production and promotion firm, and Sig Mickelson, the former head of CBS News and later head of Radio Free Europe and Radio Liberty, the service's vice president and general manager. Joseph Benti, a former Los Angeles newsmen, will host the series.

To be called *Why in the World*, the live show will make its debut during a five-broadcast test the week of Oct. 13-17 on noncommercial KCET(TV) Los Angeles. If the \$150,000 test proves successful, SES hopes to have the series funded for national PBS distribution beginning in the fall of 1981. Underwriters for the initial test are the Rockefeller Foundation, General Motors Corp., the Sloan Foundation, Gannett Newspaper Foundation, the James S. Copely Foundation and Chesebrough-Pond's Inc.

A full year of the series would cost an estimated \$2.5 million.

The show will attempt to bring together the significant news stories of the day and present them as adjuncts to current high-school curricula. Seven Los Angeles-area high schools will serve as the target testing and evaluation sites this fall.

Said Cronkite of the new venture: "This education by satellite project is one of my own personal dreams. For years I had hoped that technology would make possible a current event service to our nation's schools on a daily, live basis. We have a

Awaiting the verdict. KBCI-TV Boise, Idaho, last week turned over to a district court three two boxes of videotapes that will be sealed until the outcome of a lawsuit involving the footage is determined. The dispute came about when a local prosecutor obtained a warrant and had investigators search the station's newsroom on July 26 (BROADCASTING, AUG. 4). The investigators were able to find only copies of tapes, which were made during a prison riot and which the county prosecutor wants to use in prosecuting the inmates responsible for damage at the prison. Judge Robert Rowett of the Fourth District Court ordered KBCI-TV to turn over the original tapes taken inside the prison at the time of the riot. He said the station had the option of asking the court to seal the tapes until its lawsuit against the county and the state—the suit charges that the search was a violation of the station's constitutional rights—is settled.

Meanwhile, a House bill, H.R. 3486, that would modify the effects of the Supreme Court's *Stanford Daily* decision affirming the right of law enforcement officials to search newsrooms is expected to come to the House floor soon. A similar bill, S. 1790, has already been approved by the Senate. Last week, the National Association of Broadcasters, joined by seven media organizations, sent letters to House members urging support for the bill, which would give newsrooms increased protection from a search by law enforcement authorities. Joining NAB were NBC, CBS, the Association of American Publishers, the American Society of Newspaper Editors, the National Newspaper Association, the Radio-Television News Directors Association and the Society of Professional Journalists, Sigma Delta Chi.

responsibility to provide these youngsters with the connective tissue, the perspective, the link between current events and the basic studies of history, science, literature and mathematics. It is my fondest dream that this new television service will achieve that end."

During the test period, the five programs will be shown during the school day as well as at night for the general audience.

Turning around the camera at ABC

News division does piece on Spelling-Goldberg case; it runs for four minutes on evening show

ABC News turned the focus of its *World News Tonight* last Monday to the problems its parent company is having over financial dealings with producers, devoting about four minutes—approximately one-sixth of the broadcast's news time—to the subject.

The broadcast, said to have been in preparation for two weeks, hit the highlights of the investigations being conducted by the Los Angeles district attorney's office and the Securities and Exchange Commission, stemming from a former ABC attorney's allegations of possible fraud in connection with the Spelling-Goldberg *Charlie's Angels* series on ABC (BROADCASTING, May 5, Aug. 25).

ABC News's report was generally regarded by persons familiar with the investigations as a straightforward account of the major allegations that have been made. ABC News officials said they felt a special obligation to report the story, covering it in more detail than they might have done if another company were involved, to avert any suspicion that they were shying away because of ABC's involvement.

"When the parent corporation is involved in a story, the news division does feel a greater responsibility," said ABC News Vice President David Burke—an assessment with which executives of CBS News and NBC News appeared to agree.

In the broadcast, ABC correspondent Charles Gibson described *Charlie's Angels* as "a financial gold mine" for ABC-TV and various Spelling-Goldberg programs in total as "a virtual hit machine for ABC, producing well over \$100 million in revenues for the network last year."

Gibson summarized the Los Angeles grand jury's questions as:

"Did Spelling-Goldberg attempt to defraud the co-owners of *Charlie's Angels*, most notably actor Robert Wagner and his wife, Natalie Wood, who were due a 46% share of the program's profits? And did ABC officials participate in such a scheme?"

Gibson also noted that "there exists, as one former Spelling-Goldberg employe told ABC News, a very cozy relationship between the producers and the network. For example, producer Goldberg, ABC network President Elton Rule and the law-

NewsBeat

Spreading out. C-SPAN, which normally provides gavel-to-gavel coverage of the House of Representatives, is gearing up for month of special programming, all of which will be related to presidential election. Beginning Oct. 6, Monday after House recesses, and continuing through election day, satellite-delivered cable service will present taped and live coverage of candidates and their campaigns five hours each weekday. In all, it will amount to over 100 hours of coverage. According to C-SPAN President Brian Lamb, programming will be varied, but backbone will be live coverage of speeches of candidates and their staff at National Press Club (C-SPAN has been taping luncheon speeches at Washington's Press Club since January). C-SPAN will fill some of time with taped speeches from other cities, produced by broadcasters or local origination crews of cable operators. Lamb said he will consider using anything he can get related to campaign. Coverage, he said, will not be limited to leading candidates and their running mates, but include little known candidates such as Barry Commoner (Citizen's Party) and Ed Clark (Libertarian Party). To carry extraordinary load, 10 people have been temporarily added to C-SPAN's payroll for month of October.

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Moving day. With WPXI(TV) New York running its own Independent Network News and having dropped out of Independent Television News Association, ITNA Sept. 29 switches New York headquarters base from WPXI to Metromedia's WNEW-TV there. Move to new Washington base at 1414 22d, N.W., Street comes earlier, Sept. 1.

□

Expanded line-up. Thirty-seven more stations have agreed to carry "Step-1," new education program sponsored jointly by Public Broadcasting Service and Radio-Television News Directors Association, bringing total to 119. Pilot series, which begins, Nov. 8, will bring journalists to PBS stations for closed-circuit presentations on current issues.

□

Judges. Eric Sevareid, retired CBS News commentator, and Elmer Lower, retired head of ABC News, were designated last week to be jurors to help select outstanding examples of news and documentary programming during 1979-80 broadcast year for Alfred I. duPont-Columbia University Survey and Awards in Broadcast Journalism. Sevareid has been consultant to CBS News since his retirement in 1977. Lower, who retired in 1978, now teaches broadcast journalism at University of Missouri, Ohio university and Syracuse university. Other duPont-Columbia jurors are Nora Ephron, columnist and author, and Margaret B. Young, civic worker and author, also named last week, and Osborn Elliott, dean of Columbia University's Graduate School of Journalism; Edward Barrett, publisher of *Columbia Journalism Review*, and Richard T. Baker, professor of journalism at Columbia.

□

Growth figures. Cable News Network announced it's now available to more than 2.4 million homes served by 319 cable systems. Meanwhile, Teleprompter, largest U.S. MSO, said over next six months it will increase CNN reach via its systems from between 80,000 to 300,000 homes. And CNN is projecting that by year end it should be available to between 4 million and 5 million homes.

□

Waiting for higher quality. *Wall Street Journal Report*, business news and feature service for radio stations, has had launch date pushed back from Sept. 2 to Nov. 17. Delay is for new technological arrangement that allows backer, *Wall Street Journal*, to offer service at 8 khz instead of previously planned 5 khz.

□

Gives up. British Steel Corp. has dropped suit against Britain's Granada Television demanding identity of source of confidential corporation documents used in TV documentary. British Steel said its own investigation had determined source.

yer and business adviser they both share are partners in a multimillion-dollar California land deal . . .

"It should be stressed, of course," he added, "how well Spelling-Goldberg have done for ABC. *The Mod Squad*, *Family*, *Starsky and Hutch*, *Fantasy Island*, *Hart to Hart*, *Love Boat* and *Charlie's Angels* are all theirs. And investigators stress there is nothing wrong with a close relationship between the producers and ABC officials, but SEC officials say they're checking to see whether multimillion-dol-

lar deals between the two can be concluded on a handshake and still insure that ABC stockholders are adequately protected."

Gibson also reported that "a spokesman for the Los Angeles district attorney said today the grand jury will not at this time be asked to return an indictment, and he noted that no charges have been filed. ABC Television has declined to comment until the investigations are completed. The company said again today it is cooperating with both inquiries."

Reinventing the dish

As an answer to the growing number of satellites carrying programming, two manufacturers are selling antennas that can receive from multiple birds

Television programming is now being transmitted over several domestic satellites, forcing satellite users that wish to receive signals simultaneously from one or more satellites to install additional earth stations. The problem is particularly acute for the cable operators, who have, in recent months, seen cable programming, contained for years on Satcom I, spread to Comstar II and Westar III.

But multisatellite users now have the option of installing one earth station that can do the job of many. U.S. Tower Co., Afton, Okla., and Comtech Antenna Co., St. Cloud, Fla., under contract to Comsat, are both manufacturing fixed antennas that more closely resemble billboards than dishes and that can receive signals from several satellites at the same time. Comtech's antenna can also be used for transmission.

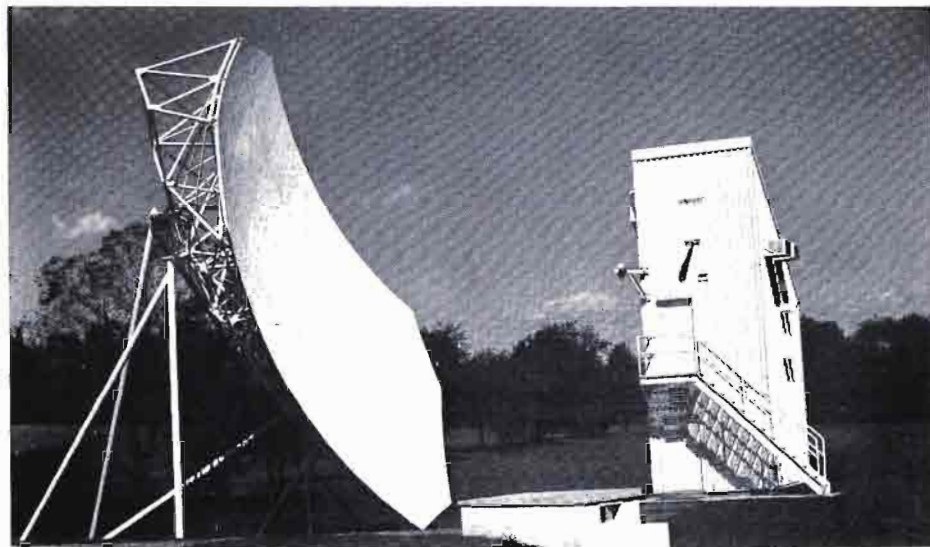
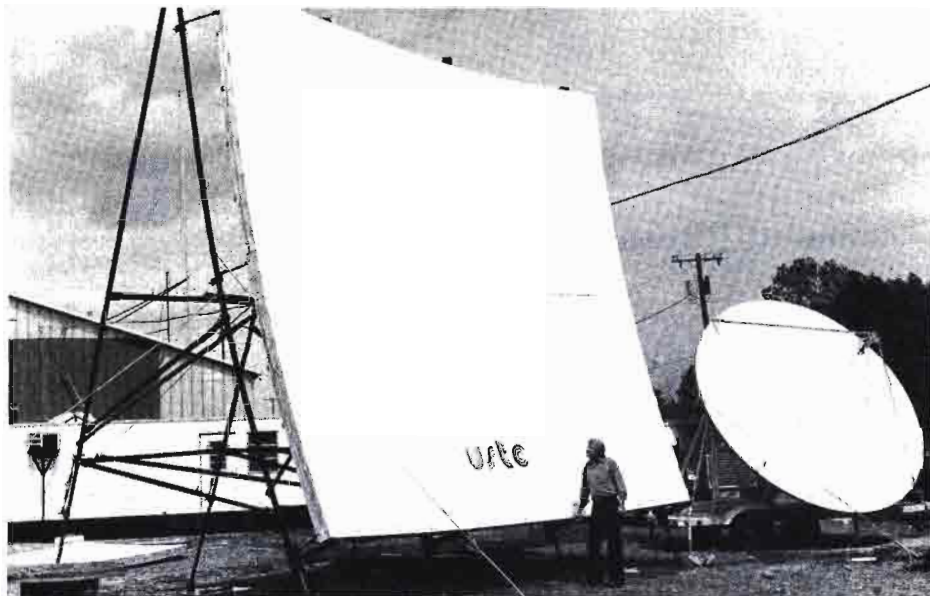
The two antennas are similar in concept. Each employs a large, slightly concave rectangular reflector, facing the southern horizon (where the satellites are) and a number of carefully placed feed horns. Microwave energy is bounced off the reflector between the feed horns and the satellites.

The antennas differ, however, in the shape of their curved surface. USTC's antenna is "spherical." Regardless of size, the antenna takes the shape of a rectangular section of a sphere with a radius of 60 feet. The Comtech or "torus" antenna, on the other hand, describes a small arc of a circle with a radius of about 100 feet on the horizontal plane and a parabola on the vertical plane.

The USTC antenna, regardless of size, can receive signals simultaneously from any of 11 satellites. The number of satellites that can be reached by a single torus antenna, which has been in development by Comsat since 1973, is dependent on its length.

To achieve the same antenna gain with the spherical antenna as with the torus antenna, said Len Mitchell, chief engineer at USTC, a larger spherical antenna is needed. Mitchell adds, however, that because the tolerances of the spherical antenna are less critical, it can be built for "considerably less money."

Because the spherical antenna is constructed from identical 8-by-10-foot panels, it can be built to a wide variety of sizes and dimensions. According to



Panorama. Don Philips (top), president of Rural America Cable, inspects U.S. Tower Co.'s spherical antenna, capable of simultaneously receiving signals from as many as 11 satellites, at USTC's Afton, Okla., plant. Prototype of Comsat's more sophisticated and costlier torus multisatellite antenna (bottom) has been tested at Comsat facility in suburban Washington. Comtech Antenna Co., St. Cloud, Fla., manufactures the production model.

Mitchell, a 24-by-20-foot antenna can produce gain equivalent to that of a conventional dish between 15 and 18 feet in diameter. Such a dish costs around \$18,000.

A smaller 16-by-20-foot antenna—the smallest antenna recommended for commercial applications—delivers a signal comparable to that of a 13.5-foot dish and costs around \$12,000, installed. A 40-by-48-foot antenna, equivalent to a 36-foot dish, is priced around \$75,000, not installed, and a 60-by-72-foot antenna—as big as they get—costs over \$100,000, with installation extra.

Mitchell said although antennas of all sizes can receive signals from 11 satellites,

signals coming from satellites lined up with the reflector's center are amplified more than those closer to the edge.

Unlike the spherical antenna, the torus antenna must be designed and manufactured to a specific size. The one Comtech is currently tooling up for will be, like the prototype built by Comsat, 30 feet from top to bottom and 55 feet across. It is comparable to a 30-foot dish antenna, said Jim Potts, chief engineer at Comsat's Systems Technology Services division.

Potts said the 55-foot-long torus can reach any satellite within an approximately 20-degree segment of the geostationary orbital arc. It can reach seven satellites spaced three degrees apart or five, spaced

four degrees apart. Potts estimated the selling price of a reflector and the small building that holds the feeds horns at about \$150,000. (George Birutis, president of Comtech, said Comtech is under contract to produce the antenna and structure for \$125,000.)

Thus far, Comsat has been doing all the marketing of the torus antenna, and its first customer and the recipient sometime next March or April of the first antenna off the Comtech assembly line is Multi-Vision, a cable operator based in Anchorage, Alaska. Comsat is providing Multi-Vision with a turnkey torus earth station, complete with the feeds and electronics to receive signals from three dual-polarized satellites for \$215,000, Potts said.

Birutis said although the first torus Comtech produced is being sold through Comsat, he is working on a licensing agreement with Comsat so Comtech can begin manufacturing and marketing torus earth stations or antennas "in about a year."

New birds on the horizon

Hughes gets AT&T contract to build Telstar 3's, designed to replace aging Comstars

AT&T awarded a \$137-million contract to Hughes Aircraft Co. last week to construct three domestic communications satellites—which will replace the Comstar satellites—and additional ground-control facilities.

AT&T along with General Telephone and Electronics currently operate three Comstar satellites, leased from Comsat General Corp., a subsidiary of Communications Satellite Corp. The new satellites, called Telstar 3's, will replace the Comstars as they come to the end of their design lives. The first Telstar is scheduled to go up in June 1983, the second in 1984 and the third in 1985 or 1986.

According to an application filed at the FCC in late April asking for authority to build and launch the satellites (BROADCASTING, May 5), the new satellites will fly in the same orbital slots now used by the Comstars—87 degrees west, 95 degrees west and 128 degrees west.

AT&T said last week that the Telstar 3's will be improvements over the Comstar satellites. Telstars, it said, will last longer and handle more telephone conversations. Each will last 10 years instead of seven and carry 21,600 conversations simultaneously instead of 18,000.

The Hughes contract also includes the construction of a 13-meter antenna for satellite control. It will join three existing 30-meter tracking and control antennas at AT&T's Hawley, Pa., satellite facility.

AT&T plans to have the National Aeronautics and Space Administration put the first Telstar 3 in orbit with a Delta rocket, the other two with the space shuttle.

Although AT&T has temporarily leased 11 transponders on Comstar to RCA

Americom to accommodate some of RCA's cable television customers, AT&T has shown no particular interest in providing video or audio services to broadcasters or cable programmers. The Telstar 3 system, like the Comstar system, will provide mostly long-distance telephone and specialized business services.

ATAS engineering honors

The closed captioning system, designed to provide program captions for hearing-impaired television viewers, has been awarded the 1980 Emmy award for outstanding achievement in engineering development, the Hollywood-based Academy of Television Arts and Sciences announced last week. Sharing the honor will be the National Bureau of Standards, PBS and ABC.

The award will be presented at a banquet Sept. 6, when the academy will present its "creative arts" awards.

The academy also made three engineering "citations" to engineer David Bargaen for the development of the "409" and "TRACE" off-line videotape editing computer programs, Vital Industries for its "pioneering development of digital video manipulation technology" and Convergence Corp. for the videotape editing systems utilizing a "joystick" control, as incorporated in its ECS-100 editing system.

Thwarting the pirates

"Well, sergeant, here's another piracy case closed, thanks to SNID." That scenario is suggested by the claims of Warner Home Video for a new anti-piracy "fingerprinting" system it has incorporated in all its videocassettes. Says WHV president Mort Fink, "It should provide excellent evidence in event of prosecution."

Standing for Serial Number Identification, SNID was developed through a year-long effort by S/T Videocassette Duplication Corp., Leonia, N.J., the company that supplies all of the Warner Communications unit's consumer cassettes. SNID not only identifies the lab where a tape was made, but because each cassette receives its own serial number, it's claimed the coding system can even pinpoint the date, the pass number and the recorder on which a cassette was duplicated. The identification number is recorded in both digital and binary configuration on every frame in the tape, making it, in Fink's words, "nearly impossible for the pirate to remove."

Commenting on the development, Fink said "Warner Home Video is pleased with its relationship with S/T Videocassette Corp. in the development of this new process, since it had been commonly thought to be impossible to do. Working together, we are continuing to develop new technologies and new state-of-the-art manufacturing and production concepts."

In Sync

It's mod. Rohde & Schwarz, Fairfield, N.J., is offering new Barco television modulator. R&S says VSBM 1/S can be used at cable headend as part of transcoding system. It can also be used, it says, as low-powered transmitter or as television generator in laboratory or on production line. Unit, mountable in 19-inch rack, uses SAW devices for vestigial sideband filtering.

Read all about it. Broadcasters can get good fix on state of digital video by reading collection of 24 papers that were presented at Society of Motion Picture and Television Engineers television conference in Toronto last February (BROADCASTING, Feb. 11). SMPTE has published papers in *Digital Video—Volume 3*, edited by Richard Marcus. Price is \$20, \$16 to SMPTE members. It's available through SMPTE headquarters in Scarsdale, N.Y.

Good looker. Precision-in-line cathode ray tube is heart of color monitor (PCM-520) now available from Lenco Inc. Electronics Division. Lenco says PIL tube is more reliable and needs less maintenance than delta gun tube. Video amplifier of PCM-520 employs keyed back-porch clamp for maintaining true black when operating either composite or noncomposite video. Cabinet measures approximately 14 by 17 by 19 inches.

New club. National Cable Television Association has formed engineering subcommittee on videotex and teletext. John Lopinto of Home Box Office is chairman. Subcommittee will try to develop industrywide standards for new technologies. Group plans to conduct tests of teletext and videotex in cable and satellite systems.

Squeezing out the most. Harris Corp. plans to unveil its new FM composite processor at 1980 National Radio Broadcasting Association convention in Los Angeles in early October. MSP-95, Harris says, features digitally synthesized modulation and dynamic transient response (DTR). DTR filter holds overshoot on any program material to 2% or less. Limiter section features "soft synching," which maintains stereo imagery while increasing loudness.

Stepping up. A.F. Associates, Northvale, N.J., designer and fabricator of mobile and studio video systems, announced agreement naming firm exclusive continental U.S. sales rep for Marconi broadcast studio products. New representative is calling agreement sign of commitment "to increase substantially the Marconi presence" in U.S. market.

GOP renews TV campaign

Spots have proven to be so successful that party will spend an additional \$4 million on them

Scene: Closed corrugated box factory. Speaker is a former employe, a man in his early 30's. Camera follows him through factory: Employe: "I used to work here. Along with a lot of other people. Nearly a year ago they closed the plant for good. I'm one of the millions of people in this country who have lost their jobs. And we've got something to say to the Democrats. You've been running Congress. You've been running the economy. So we've got just one question. If the Democrats are good for working people how come so many people aren't working?" Announcer voice-over and super: "Let's get America working again. Vote Republican for a change."

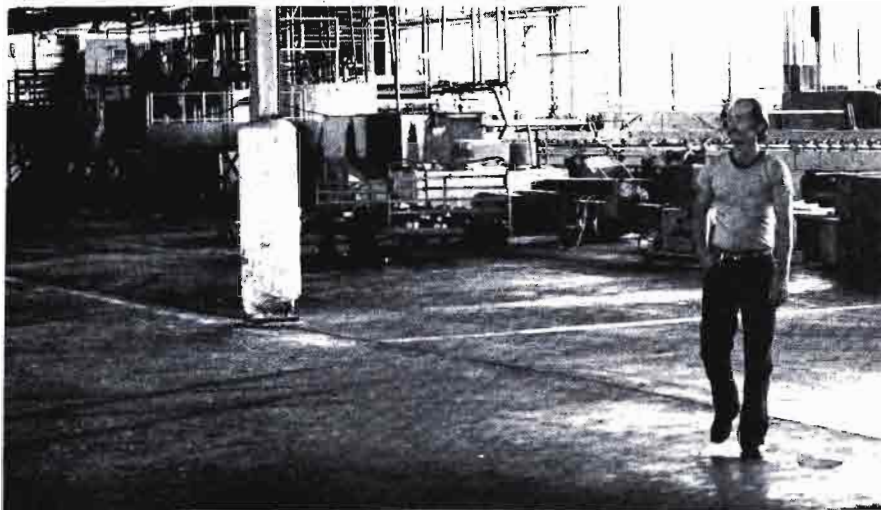
This 30-second TV spot, one of a series that the Republican party will be running this fall, will probably be seen often before the elections are over. In fact, the Republicans are so happy with the way television has been delivering their message, they plan to spend an additional \$4 million on a TV ad campaign between now and the time the polls open.

Bill Brock, chairman of the Republican National Committee, last week unveiled plans for the campaign which began last winter and was slated to die a summer death. But because of the success of the commercials, Brock said, the campaign would continue through three more phases: \$1.4-million worth of network time—a continuation of the current campaign—which will end the second week in September; \$900,000 of spot time in 55-60 markets for two weeks in mid-October; and a final network purchase, costing approximately \$2 million, the last two weeks of the campaign. For the entire year, this will bring to \$8 million the amount spent by the Republicans on TV advertising.

Brock said that although some money is being spent on other media, the Republican effort is "fundamentally a TV campaign," targeted at people under 40, without college degrees, making \$15,000-\$25,000 per year, and relying on TV, rather than newspapers, for their opinions.

"One major reason we have decided to continue our advertising program is that our most marked gains of support have been in areas where the GOP commercials have been airing. . . .

"These commercials will help the voters to make an informed decision on Nov. 4," Brock said. "That is why we are going



Looking for work. James Willders, of Baltimore, the laid-off factory worker who did the "unemployment" commercial for the Republican campaign, said he felt like a spokesman for all those who had lost their jobs. Willders found other employment, although not in his field, shortly after filming the spot.

ahead with the fall media campaign. That is why we are going nationwide with these commercials. And that is why we are arranging for network airings, so all Americans can see our message."

Joining Brock were Senator John Heinz (R-Pa.), chairman of the National Republican Senatorial Committee, and his House counterpart, Representative Guy Vander Jagt (R-Mich.), both of whom said their organizations would be making major contributions to the media program.

According to Brock, three Midwestern cities were used as test markets for the spots, and the results showed a significant change in attitude among those surveyed. The media buys are still being made. Brock rejected a suggestion that the TV commercials, which focus on among other issues, the Democrats' record with employment, are manipulative. "It's not possible to convince people of something they don't already believe," he said. "You can only reinforce their attitudes."

Bottom Line

Gamesmanship. "Strong marketing effort" in syndication of rerun game-show properties was cited by Chuck Barris Productions in accounting for 20% net income rise for fiscal 1979, ended May 31. In March Barris had announced production halt in prime-time game and talk fields. Income for year was \$6.3 million (\$1 per share) on revenues of \$38.5 million, 22% increase

Common million. One million shares of United Cable Television common stock are expected to reach market shortly. Offered through group led by Goldman Sachs and Bache Halsey Stuart Shields, 87% of shares are being sold by United, with proceeds to be used to reduce company's cable construction debt. Roughly 13% of shares come from exercise of warrants underwriters are acquiring from independent holder.

High costs for Comcast. Comcast net income rose 24% in second quarter to \$561,000, 22 cents a share, on 16% revenue boost to \$6.3 million. But cable MSO said "aggressive franchising activity" and corporate expansion has caused "considerable increase in costs," which in short run "serves to affect profits adversely." Comcast also said franchise development has led management to explore "various financing techniques, including public or private securities offerings and/or joint ventures relating to existing or future franchises."

If needed. ABC Inc. has established \$150-million credit facility with 12 banks. Half is revolving credit with term loan option; rest is credit lines. Proceeds, if utilized, will go for general corporate purposes.

Agencies rush to the altar

BBDO and Doremus merge; Interpublic produces Marschalk Campbell-Ewald

For those who already needed a scorecard to know the players in the ad agency game, the last two weeks haven't made their life any easier. An internal merger within the Interpublic Group of Companies has produced a group whose 1979 billings came close to \$700 million; BBDO and Doremus & Co. announced their intention to merge.

The BBDO deal leaves the names unchanged. Doremus would continue to operate under its own name as an independent subsidiary if the agreement in principle between the companies receives all necessary approvals. Chairman Frank Schaffer and President Barry McMennamin are to continue in those capacities in the new association with BBDO. The price tag for the stock trade that would effect the merger would be about \$7.6 million.

Last year, Doremus earned \$595,000 on revenues of \$13.8 million, while BBDO's revenues of \$141.8 million generated \$11.5 million in net income. In BROADCASTING's 1979 survey of the top 50 agencies active in the broadcast field, BBDO placed fourth, with combined radio and television billings of \$361 million. Doremus did not rank.

The BBDO action would advance a developing trend in the agency business—the incorporation of public relations operations into industry majors.

Under the provisions of the agreement, each Doremus shareholder would receive 3.25 BBDO shares per Doremus share, with fractional shares paid in cash. There are 563,668 shares of Doremus common stock outstanding, and options to purchase an additional 12,000.

The Interpublic restructuring creates a new name in the agency world. The Marschalk Co., 24th largest agency in broadcast billings according to BROADCASTING's annual survey (\$78.8 million in 1979), has been merged with the 17th, Campbell-Ewald Worldwide (\$170.9 million in 1979 broadcast billings). The new entity will be known as Marschalk Campbell-Ewald Worldwide, with the Tinker Campbell-Ewald unit becoming part of Marschalk.

Thomas B. Adams is to be chairman of Marschalk Campbell-Ewald Worldwide, Lester A. Delano, president. Harry Thompson, president of the Tinker Campbell-Ewald section, "will move up into new worldwide responsibilities." Marschalk Chairman Michael Lesser and President Andrew J. Langer have been named to the Worldwide board.

The Worldwide system will consist of Detroit-headquartered Campbell-Ewald, New York based Marschalk, and Chicago's Clinton E. Frank Co. (previously associated with Campbell-Ewald), plus Campbell-Ewald's string of international offices.

Growth areas. Looking at the past to detect trends for the future, the Television Bureau of Advertising has named consumer services, home and auto do-it-yourself products, apparel, retail stores and new technology as what TVB President Roger D. Rice called "prime candidates for major growth in television advertising in the 1980's."

A TVB analysis of advertising trends of the 1970's not only showed "growth for such traditional television advertisers as foods, toiletries, automotive, proprietary drugs, confectionery products and soft drinks," Rice said, but also provided "insights into emerging television business areas for the 1980's."

TVB traced the 1970-79 growth in TV spending by what it called "emerging television categories of the 1970's" which show promise for continued expansion. In addition, Rice said, other categories of promise continue to emerge, including legal, medical, dental and other consumer services; do-it-yourself products in many fields; apparel manufacturers and the new technologies that would compete with broadcast TV.

TVB summarized the 1970's track record of "emerging television categories" as follows:

| Leisure-time products and services | TV expenditures 1970 | TV expenditures 1979 | Annual growth rate | Dollar increase |
|--|----------------------|----------------------|--------------------|-----------------|
| Restaurants and drive-ins ¹ | \$43,600,000 | \$453,100,000 | 30% | \$409,500,000 |
| Movies and theaters ¹ | 22,600,000 | 175,400,000 | 26% | 152,800,000 |
| Publishing and media ³ | 20,800,000 | 129,700,000 | 23% | 108,800,000 |
| Records and tape recorders ³ | 7,800,000 | 87,500,000 | 31% | 79,700,000 |
| Amusements and entertainment ³ | 11,400,000 | 68,800,000 | 22% | 57,300,000 |
| <i>Retail</i> | | | | |
| Department and discount stores ¹ | \$63,000,000 | \$301,800,000 | 19% | \$238,800,000 |
| Food stores and supermarkets ² | 30,400,000 | 159,000,000 | 20% | 128,600,000 |
| Furniture stores ² | 17,400,000 | 122,500,000 | 24% | 105,000,000 |
| Clothing stores and ready-to-wear apparel ¹ | 18,100,000 | 105,700,000 | 22% | 87,600,000 |
| <i>Miscellaneous</i> | | | | |
| Wine ³ | \$19,000,000 | \$103,300,000 | 21% | \$84,400,000 |
| Communications and public utilities ³ | 15,600,000 | 93,900,000 | 22% | 78,300,000 |
| Trucks and mobile homes ³ | 7,000,000 | 74,000,000 | 30% | 67,000,000 |
| Equipment and fixtures ³ | 7,900,000 | 67,800,000 | 27% | 60,000,000 |

Notes: ¹National and local television advertising

²Local television advertising only

³National television advertising only

Source: Television Bureau of Advertising analysis from Broadcast Advertisers Reports data.

June jump. Investments in network television advertising in June climbed by 23.9% over June 1979 to \$401.2 million, according to the Television Bureau of Advertising.

Using figures supplied by Broadcast Advertisers Reports, TVB said that on a daypart basis, nighttime registered the largest gain, rising by 27.7% to \$275.4 million, followed by weekday daytime, up 16.9% to \$89.8 million, and weekend daytime, up 17.7% to \$35.9 million.

| | May | | | % change |
|--------------|-----------------|-----------------|---------------|-----------------|
| | 1979 | 1980 | | |
| Daytime | \$108,142,800 | \$125,738,700 | | +16.3 |
| Mon.-Fri. | 76,809,600 | 89,804,100 | | +16.9 |
| Sat.-Sun. | 31,333,200 | 35,934,600 | | +14.7 |
| Nighttime | 215,676,100 | 275,427,600 | | +27.7 |
| Total | \$323,818,900 | \$401,166,300 | | +23.9 |
| January-June | | | | |
| | 1979 | | % change | |
| Daytime | \$ 732,978,100 | \$ 856,403,200 | | +16.8 |
| Mon.-Fri. | 492,619,200 | 585,880,600 | | +18.9 |
| Sat.-Sun. | 240,348,900 | 270,522,600 | | +12.6 |
| Nighttime | 1,458,818,300 | 1,659,184,600 | | +13.7 |
| Total | \$2,191,796,400 | \$2,515,587,800 | | +14.8 |
| By Network | | | | |
| Quarter | ABC | CBS | NBC | Total |
| Jan.-March | \$476,529,700 | \$395,364,300 | \$360,185,700 | \$1,232,079,700 |
| April-June | 473,396,000 | 428,389,400 | 381,722,700 | 1,283,508,100 |
| Year-to-date | \$949,925,700 | \$823,753,700 | \$741,908,400 | \$2,515,587,800 |

| Company | Period/Ended | Revenues | Current and change | | | Year earlier | | | | |
|---------------------------------|--------------|-------------|--------------------|------------|------------|--------------|-------------|-------------|------------|------|
| | | | Change | % | Net Income | Change | % | Per Share | | |
| Cap. Cities..... | 6 mo. 6/30 | 227,228,000 | 14.6 | 35.7 | 16,000 | 17.7 | 2.71 | 198,242,000 | 30,322,000 | 2.20 |
| Cox..... | 6 mo. 6/30 | 144,010,000 | 25 | 22 | 748,000 | 7 | 1.68 | 115,297,000 | 21,335,000 | 1.59 |
| Foote Cone & Belding..... | 6 mo. 6/30 | 78,121,000 | 22.9 | 5,500,000 | 45.9 | 2.04 | 63,555,000 | 3,769,000 | 1.45 | |
| Harris Corp..... | year/6/30 | 1,300,932 | 21 | 79,682,000 | 15.8 | 2.63 | 1,074,881 | 68,772,000 | 2.32 | |
| Harte-Hanks Communications..... | 6 mo. 6/30 | 141,604,000 | 26.3 | 9,790,000 | 17.7 | 1.04 | 112,064,000 | 8,315,000 | .90 | |
| Lee Enterprises..... | 9 mo. 6/30 | 103,306,000 | 18.6 | 15,963,000 | 45.1 | 2.22 | 87,095,000 | 10,994,000 | 1.5 | |
| MCI..... | 3 mo. 6/30 | 48,081,000 | 64.1 | 4,026,000 | 90.9 | .05 | 29,629,000 | 2,108,000 | .04 | |
| New York Times Co..... | 6 mo. 6/30 | 358,214,000 | 15.2 | 21,883,000 | 28 | 1.82 | 310,923,000 | 17,077,000 | 1.44 | |
| Times Mirror Co..... | 28 wks. 7/13 | 921,060,000 | 16.2 | 60,149,000 | -10 | 1.76 | 792,525,000 | 66,815,000 | 1.97 | |
| Warner Communications Inc..... | 6 mo. 6/30 | 876,945,000 | 11.9 | 60,599,000 | 18.7 | 2.13 | 783,275,000 | 51,010,000 | 1.91 | |
| Wometco..... | 24 wks. 6/14 | 153,168,000 | 13.6 | 9,446,000 | 6 | 1.02 | 134,747,000 | 8,909,000 | .97 | |

For the Record

As compiled by BROADCASTING Aug. 18 through Aug. 22 and based on filings, authorizations and other FCC actions.

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

New Stations

FM applications

■ Evergreen, Ala.—Vogel-Moody Corp. seeks 93.5 mhz, 3 kw, HAAT: 259 ft. Address: P.O. 350, Evergreen 36401. Estimated construction cost: \$22,725; first quarter operating cost: \$7,000; revenue: \$75,000. Format: CW. Principals: William R. Vogel (51%), Billy J. Moody (37%) and two others. They own WBLO(AM) Evergreen and WTCB(AM) Flomation, both Alabama. Vogel is principal stockholder of

WHOD-AM-FM Jackson, Ala.; WMPI(FM) Scottsburg and WIFN(FM) Franklin, both Indiana and WNOI(FM) Flora, Ill. Ann. Aug. 18.

■ Fayetteville, Ark.—Fayetteville Communications Co. seeks 107.9 mhz, 100 kw, HAAT: 1,252 ft. Address: 510 Gay St., Nashville 37219. Estimated construction cost: \$364,300; first quarter operating cost: \$54,000; revenue: not determined. Format: MOR. Principals: Vanda L. Brooks (33.3%), Shirley J. Crants (22.3%), Brenda Harrison and Jeanne Bottorff (22.2% each). Brooks is Kansas City, Mo., school teacher. Crants is homemaker. Harrison is employe-program coordinator for YWCA Nashville. Bottorff is oriental rug importer, Nashville. Crants and husband, Doctor are applicants for new UHF at Springfield, Mo. Doctor is one-third stockholder of applicant for new UHF at Murfreesboro, Tenn. (see below). Ann. Aug. 18.

■ Russellville, Ark.—River Valley Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 212 ft. Address: 619 E. Main St., Russellville 72801. Estimated construction cost: \$30,500; first quarter operating cost: \$96,000; revenue: \$110,000. Format: CW. Principal: Jerry Canerday (100%). He owns Russellville auto exhaust system installation company and Dardanelle, Ark., cattle ranch. He has no other broadcast interests. Ann. Aug. 7.

■ Martinez, Ga.—Columbia County Broadcasters seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 3726 Washington Rd. (P.O. 4538) Martinez 30907. Estimated construction cost: \$50,200; first year operating cost: \$108,000; revenue: \$90,000. Format: Standard pops. Principals: R.E. Watkins Jr. and Patrick G.

Blanchard (50%). Watkins is Martinez construction contractor. Blanchard is Martinez banker. They have no other broadcast interests. Ann. Aug. 7.

TV applications

■ Chillicothe, Ohio—Triplett & Associates seeks ch. 53; ERP: 63 kw vis., 6.3 kw aur., HAAT: 328 ft.; ant. height above ground: 387 ft. Address: Rt. 2 East Sandusky Ave., Bellefontaine, Ohio 43311. Estimated construction cost: \$46,500; first-year operating cost: \$55,300; revenue: \$280,000. Legal counsel: Marc S. Triplett, Bellefontaine, Ohio; consulting engineer: Wendell A. Triplett. Principals: Wendell A. Triplett (49%); brother, Robert (20%), Wendell's son, Marc (26%); G.L. Dunnigan III and wife, Sally (5% jointly). Wendell owns WTOO-AM-FM Bellefontaine, WOSE(FM) Port Clinton, both Ohio; WTKC(AM) Lexington, Ky., and WCOR-AM-FM Lebanon, Tenn. Robert is 33% stockholder of WWJM(FM) New Lexington, and 50% owner of WTRJ(AM) Troy, both Ohio. Marc is Bellefontaine attorney. Dunnigan is employed with Lima, Ohio trucking company and Sally is controller of Triplett Broadcasting. Ann. Aug. 18.

■ Murfreesboro, Tenn.—Channel 39 of Murfreesboro Inc. seeks ch. 39; ERP: 1,762 kw vis., 176 kw aur., HAAT: 808 ft.; ant. height above ground: 379 ft. Address: One American Plaza, Suite 314, Evanston, Ill. 60201. Estimated construction cost: \$2.1 million; first quarter operating cost: \$200,150; revenue: not determined. Legal counsel: Midlen & Reddy, Washington consulting engineer: E. Harold Munn, Jr., Coldwater, Mich. Principals: Irene M. Chung, president and 7.2% stockholder, and 25 others. Chung is director of planning for Evanston, Ill., graphic design corporation. She and others have various interests in applicants for new UHF's in Joliet, Ill., Kannapolis, N.C., and Washington. Ann. Aug. 18.

■ Murfreesboro, Tenn.—Family Television Inc. seeks ch. 39; ERP: 896 kw vis., 179 kw aur., HAAT: 1,286 ft., ant. height above ground: 834 ft. Address: 201 W. Main St., Murfreesboro 37130. Estimated construction cost: \$70,215; first-year operating cost: \$256,000; revenue: not determined. Legal counsel: McCampbell & Young, Knoxville; consulting engineer: B. Scott Baxter, Brentwood, Tenn. Principals: Thomas E. Smith, Doctor R. Crants and Morton J. Kent (one third each). Smith is Murfreesboro realtor. Crants is Nashville investment counselor and Kent is Chattanooga real estate developer. Latter has 23% interest in new UHF in Tallahassee, Fla. Crants has 91% interest in applicant for new UHF at Springfield, Mo. Ann. Aug. 18.

■ San Angelo, Tex.—Morton Telecasting Inc. seeks ch. 6; ERP: 100 kw vis., 10 kw aur., HAAT: 1,051 ft., ant. height above ground: 1,087 ft. Address: 4 Park Ave., New York 10016. Estimated construction cost: \$232,000; first-year operating cost: \$232,000; revenue: \$685,000. Legal counsel: Russell C. Balch, Washington; consulting engineer: Lohnes & Culver, Washington. Principals: John D. Overmeyer (100%). He has no

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other broadcast interests. His sister, Elizabeth, is applicant for new UHF's in New Bedford, Mass., Utica-Rome, N.Y., Lakeland, Fla., and Stockton, Calif., and VHF in Yuma, Ariz. She is also vice president of Strang Telescoping which has purchased KTUX(TV) Rock Springs, Wyo., and is applicant for new VHF in Rawlins, Wyo., and new UHF in Lima, Ohio. She is also officer, director and beneficiary of Clark Trust which owns Clark Television Inc., pending applicant for transfer of control of WDHO-TV Toledo, Ohio from D.H. Overmeyer, Elizabeth's father. Ann. Aug. 18.

AM action

■ Avon Park, Fla.—Charles A. Esposito granted 106.3 mhz, 3 kw, HAAT 170 ft. P.O. address: Box 1390, Avon Park 33825. Estimated construction cost \$3,910; first-year operating cost \$7,140; revenue \$1,800. Format: MOR. Principal: Esposito owns WAPR(AM) Avon Park, and is applying for FM in Clewiston, Fla. Action Aug. 21.

FM actions

■ Tuscaloosa, Ala.—Board of Trustees of the University of Alabama granted CP for new Educational FM station on 90.7 mhz, ch. 214; ERP 118 w; antenna height 142 ft. (BPED-790522AA). Action June 11.

■ Shelby, Ohio—The Petroleum V. Nasby Corp. granted 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 118 Plymouth St., Plymouth, Ohio 44865. Estimated construction cost \$66,495; first-quarter operating costs \$19,650; revenue \$120,000. Format: variety. Principals: Edward A. Hunter (40%), Joanne L. Root (40%) and Thomas L. Root (20%). Hunter is announcer for WSPD(AM) Toledo, Ohio. Root is Washington attorney and his mother, Joanne, is teacher in Shelby (BPH-790117AH). Action July 15.

TV actions

■ Cleveland, Ohio—Dismissed: Gaylord Broadcasting Co. of Ohio application for ch. 19; ERP: 1,000 kw vis., 151 kw aur., HAAT: 1,067 ft. Address: c/o Edward L. Gaylord, P.O. Box, 25125, Oklahoma City, Okla. 73125. Estimated construction cost: \$444,220; first-year operating cost: \$6,597,500; revenue: \$7 million. Legal counsel: Pierson, Ball & Dowd, Washington. Principals: Applicant is group owner of two AM's, one FM and seven TV's. Its parent, Oklahoma Publishing Co. publishes *Oklahoman*, *Oklahoma City Time* and *Colorado Springs Sun*, newspapers (BPCT-5241). Action July 22.

■ *Centralia, Wash.—Tacoma School District No. 10 granted CP for new educational TV station on 476-482 mhz, ERP: 603 kw, MAXERP: 603 kw, antenna height: 2130 ft., condition: (BPET-790725KE). Action July 31.

Ownership Changes

Applications

■ WPXC(AM) Prattville, Ala. (AM: 1410 khz)—Seeks assignment of license from Prattville Radio Inc. to Broadcast Company of the South for \$190,000. Seller: T.O. McDowell (70%) and Al Finch (30%). They have no other broadcast interests. Buyer: E.D. Steele Jr. (99.6%) and two others. Steele owns WGML(AM) Hinesville, Ga. Ann. Aug. 21.

■ KBLE-FM Seattle (FM: 93.3 mhz, 100 kw)—Seeks transfer of control of KBLE-FM Inc. from shareholders (100% before; none after) to First Media of Washington Inc. (none before; 100% after). Consideration: \$3.4 million. Principals: George A. Wilson and Lamar N. Ostrander Family Trust (50% each). They also own KASA(AM) Phoenix, Ariz., KMLE(FM) Chandler, Ariz.; KBLE(AM) Seattle, and KARI(AM) Blaine, Wash. Buyer: First Media Corp. (100%) which is owned by Richard E. Marriott and family. He is vice president of Marriott Corp., publicly held world wide hotel and restaurant chain. They also own WPGC-AM-FM Morningside, Md., KAYK-AM-FM Provo, Utah, KOPA-AM-FM Scottsdale, Ariz., KFMK-FM Houston and WZG(AM) Atlanta. Ann. Aug. 21.

Actions

■ KLIT(AM) Pomona, Calif. (AM: 1220 khz)—Granted assignment of license from Harold Gore to Creative Communications Associates for \$80,000. Seller: Harold W. Gore who also owns WTOW(AM) Towson, Md., WGOR(AM) Toledo and WZIP(AM) Cincinnati, both Ohio, and WINQ(AM) Tampa, Fla.

Buyer: John M. Boyd and Thomas E. Steele 50% each. Both are Garden Grove, Calif.-based broadcast consultants, and have 10% interest (each) in stations KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque, N.M. Action July 29.

■ WMSA(AM) Massena, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Johnson Newspapers Corp. to 1340 Broadcasting Corp. for \$210,000. Seller: Watertown, N.Y.-based publisher/group owner which is liquidating its broadcasting holdings. It has sold WWNY(AM) Watertown, N.Y., to same buyer (BROADCASTING, Feb. 25). It also owns WWNY-TV Carthage, N.Y. John B. Johnson is president and principal owner. Buyer: McCaffrey and McCall Inc., employe owned New York-based advertising company. David B. McCall is chairman and 37% owner. It has no other broadcast interests. Action July 29.

■ WABQ(AM) Cleveland (1540 khz, 1 kw-D)—Granted assignment of license from Booth American Co. to WABQ Inc. for \$600,000. Seller also owns WJLB(AM)-WMZK(FM) Detroit, WSGW(AM)-WIOG(FM) Saginaw and WIBM(AM)-WHFI(FM) Jackson, all Michigan; WRBR(FM) South Bend, Ind.; WTOD(AM)-WKLR(FM) Toledo and WZZP(FM) Cleveland, both Ohio; and WIOW(AM)-WZZP(FM) Kokomo, Ind. It is owned by John L. Booth and family. Buyer is owned by John R. Linn (75%) and his wife, Barbara (25%). John Linn also owns WKLC-AM-FM St. Albans, W. Va. Action Aug. 15.

■ KNEY(FM) Pierre, S.D.—Granted assignment of CP from Pierre Radio Inc. to Sorenson Broadcasting Corp. for \$1,080. Seller: William P. Turney et al. Turney owns 10% of permittee for new FM in Winfield, Kan., 10% of applicant for new FM in Cadiz, Ohio and 30% of applicant for new FM in Osage City, Kan. Buyer: Dean P. Sorenson and Thomas J. Simmons (50% each). They own KCCR(AM) Pierre, KYNT(AM) Yankton, KWAT(AM)-KIXX(FM) Watertown, KOBH(AM) Hot Springs, all South Dakota and KOZY(AM) Grand Rapids, Minn. They are applicants for new FM's in Yankton and Hot Springs. Action July 29.

Facilities Changes

AM applications

■ KKEG(AM) Fayetteville, Ark.—Seeks CP to change frequency to: 107.9 mhz, change TL: atop Been Mountain, intersection of County Rds. near Spring Valley, Ark., SL/RC: Lewis and Holly Streets, Fayetteville, increase ERP: 100 kw; HAAT: 1293 feet and make changes in ant. Ann. Aug. 22.

■ KHIP(AM) Hollister, Calif.—Seeks CP to change TL to: San Juan Cynrd. 2.0 NE of Hollister; SL/RC: 887 Washington St., Hollister, change ERP: .09 kw; HAAT: 1517 feet and make changes in ant. sys. Ann. Aug. 22.

■ WRMF(AM) Palm Beach, Fla.—Seeks CP to change TL: 2.3 mi. W of Hwy. 441 near Lantana, West Palm Beach, increase HAAT: 1350 feet and make changes in ant. sys. Ann. Aug. 22.

■ KNLU(AM) Monroe, La.—Seeks CP to change TL: Olin Hall Monroe, increase ERP: 4.275 kw; HAAT: 140.6 feet and make changes in ant. sys. Ann. Aug. 22.

■ WBME(AM) Belfast, Me.—Seeks CP change hours of operation to unlimited by adding nighttime service with 250 watts, increase daytime power to 1 kw. Ann. Aug. 22.

■ WRKZ(AM) Elizabethtown, Pa.—Seeks CP to change SL to: Hershey, Pa., change TL: S.E. of Route 241, 1 mile N. of city limits near Elizabethtown, SL/RC: to be determined, Hershey, change ERP: D.A. max. 20.0 kw (H)-ND 10.0 kw (V); HAAT: 500 feet and make changes in ant. sys. Ann. Aug. 22.

■ WCRK(AM) Morristown, Tenn.—Seeks CP to increase daytime power to 5 kw. Ann. Aug. 22.

FM applications

■ WGFA-FM Watska, Ill.—Seeks CP to decrease ERP: 9.02 kw; increase HAAT: 336 feet. Ann. Aug. 22.

■ WJSC(FM) Johnson, Vt.—Seeks CP to change frequency to: 90.7 mhz; change TL; Senator's Hall North Johnston State College, Johnson, increase ERP: 0.155 kw; HAAT: minus 485.7 feet and make changes in ant. sys. Ann. Aug. 22.

AM actions

■ KUTY(AM) Palmdale, Calif.—Granted CP to

change hours of operation to unlimited by adding nighttime service with 500 w, DA-N; install trans.; and make changes in ant. sys. conditions (BP-790507AE). Action Aug. 5.

■ WORL Eatonville, Fla.—Returned as unacceptable for filing application for AM broadcast CP (ARN-790530AJ). Action July 30.

■ KLIX(AM) Twin Falls, Idaho—Granted CP to change TL to 1.25 miles N of Kimberly on 3400 East Road, Twin Falls., increase nighttime power to 2.5 kw; and make changes in ant. sys., conditions (BP-790709AF). Action Aug. 12.

■ WEAW(AM) Evanston, Ill.—Granted CP to make changes in ant. sys.; conditions (BP-21,239). Action July 24.

■ WFFF(AM) Columbia, Miss.—Granted CP to change TL to Horseshoe Drive, Columbia; increase ant. height and adjust input power; conditions (BP-800529AI). Action July 31.

■ WHDM(AM) McKenzie, Tenn.—Northwest Tennessee Broadcasting Co. Inc. granted CP to increase power to 5 kw; change type trans., conditions (BP-20,158). Action July 31.

■ WTCR(AM) Kenova, W. Va.—Granted CP to change city of license to Kenova; add nighttime service with 500 W, DA-N; change hours of operation to unlimited; and make changes in ant. sys.; conditions (BP-790417AD). Action Aug. 12.

FM actions

■ *WUAL-FM Tuscaloosa, Ala.—Granted CP to change frequency to 91.5 mhz; increase ERP to 100 kw; ant. height 488 ft.; change TL to 0.9 miles W of intersection of State Route 215 and US 11, Tuscaloosa; studio and remote control location 914 Colonial Drive, Tuscaloosa; install new ant.; make changes in ant. sys. (BPED-790517AE). Action June 11.

■ KKLV(FM) Anchorage—Granted CP to make changes in ant. sys.; change TL to 0.27 mile NE of intersection of Klatt Road and Hilltop Drive, Anchorage; change studio and remote control location to 3900 Old Seward Highway, Anchorage; increase ERP 2.8 kw (H), ant. height 71 ft. (H), and change TPO; conditions (BPH-790619AG). Action Aug. 8.

■ KNJO(FM) Thousand Oaks, Calif.—Granted CP to increase auxiliary ant., ERP 2.8 kw, ant. height —120 ft. (BPH-800408AE). Action Aug. 4.

■ WHLG(FM) Jensen Beach, Fla.—Granted mod. of CP to change TL and SL to 1000 Alice Avenue, Stuart, Fla.; decrease ant. height 285 ft., and change TPO; conditions (BMPH-790523AG). Action Aug. 8.

■ WLYD-FM Palatka, Fla.—Granted CP to make changes in ant. sys., ERP 50 kw, ant. height 180 ft., and change TPO; conditions (BPH-800317AU). Action Aug. 4.

■ WLWV(FM) Tallahassee, Fla.—Granted CP to make changes in ant. sys.; change TL to 0.5 kw East of Highway 151 and I-10 intersection; change type trans. and ant.; decrease ERP 25 kw, increase ant. height 490 ft. and change TPO (BPH-790330AD).

■ WREN-FM Warner Robins, Ga.—Granted CP to make changes in ant. sys.; decrease ERP 2.5 kw, ant. height 350 ft., and change TPO; conditions (BPH-800325AD). Action Aug. 4.

■ WRUL(FM) Carmi, Ill.—Granted CP to change ERP 50.0 kw, ant. height 195 ft.; and make changes in ant. sys., condition (BPH-781211AJ). Action Aug. 5.

■ WVEM(FM) Springfield, Ill.—Granted CP to change trans., studio, and remote control location to Toronto Road and Interstate Highway 55 on South side of Springfield, and change coordinates (BPH-780925AL). Action Aug. 8.

■ *WISU(FM) Terre Haute, Ind.—Granted CP to make changes in ant. sys.; change TL to Gillum Hall, 436 N. 6th Street, Terre Haute; change type trans. and ant.; increase ERP 25 kw (H), decrease ant. height 130 ft. (H), and change TPO (BPED-800519AJ). Action Aug. 4.

■ KQKQ-FM Council Bluffs, Iowa—Granted CP to increase ERP to 100 kw, ant. height 510 ft., and change type of trans. (BPH-791029AF). Action Aug. 11.

■ KZZQ(FM) Golden Meadow, La.—Granted CP to change SL to Galliano, La., change TL to State Highway 308, near Belle Amie, La.; change trans. and make changes in ant. sys. (BPH-790322AE). Action Aug. 8.

- ***WMEM(FM)** Presque Isle, Me.—Granted CP to make changes in ant. sys.; change type ant.; increase ERP 100 kw, and change TPO; conditions (BPED-800408AF). Action Aug. 4.
- ***KLUM-FM** Jefferson City, Mo.—Granted CP to change TL to Intersection of County Roads B & E. 8.5 miles south of downtown Jefferson City; conditions (BPED-790521AQ). Action Aug. 5.
- **WIL-FM** St. Louis—Granted CP to increase ant. height 910 ft., TL to Highway 21, and Butler Hill Road. St. Louis; and make change in ant. sys., condition (BPH-71022AG). Action Aug. 11.
- ***KEMC(FM)** Billings, Mont.—Granted mod. of CP to make changes in ant. sys. and change TL to ant. farm Coburn Road area 2 miles ESE of Billings (BMPED-800317AS). Action Aug. 4.
- ***WBFO(FM)** Buffalo, N.Y.—Granted CP to increase ERP to 24 kw; change type trans. and ant., and change TPO; conditions (BPED-800407AL). Action Aug. 4.
- **WVBR-FM** Ithaca, N.Y.—Granted CP to change TL to 245 Bundy Road, Ithaca; change type ant.; increase ant. height 300 ft., and change TPO (BPH-800307AI). Action July 24.
- ***WFAE(FM)** Charlotte, N.C.—Granted mod. of CP to change type ant.; increase ant. height 240 ft., and change TPO (BMPED-790223AR). Action Aug. 4.
- **WPEG(FM)** Concord, N.C.—Granted CP to make changes in ant. sys., utilize former main trans. and ant. as auxiliary, to be located at main TL. ERP 10 kw, ant. height 380 ft., and change TPO; conditions (BPH-800411AJ). Action Aug. 4.
- **WIVA-FM** Agudilla, P.R.—Granted CP to increase ERP 38 kw, ant. height 1000 ft., and make changes in ant. sys. (BPH-800428AJ). Action Aug. 4.
- **WDAR-FM** Darlington, S.C.—Granted CP to increase ant. height 280 ft., and make changes in ant. sys.; conditions (BPH-800428AD). Action Aug. 4.
- ***KAUR(FM)** Sioux Falls, S.D.—Granted CP to increase ERP 377 w; ant. height 115 ft.; install new ant., conditions (BPED-790709AC). Action Aug. 11.
- **KXIT-FM** Dalhart, Tex.—Granted CP to increase ERP 3 kw (H), and install new type trans. (BPH-800422AF). Action Aug. 4.
- ***KTRU(FM)** Houston—Granted CP to increase ERP 650 w, ant. height 160 ft., and make changes in ant. sys. (BPED-800225AB). Action Aug. 4.
- ***WNSB(FM)** Norfolk, Va.—Granted mod. of CP to make changes in transmission line and decrease ERP .92 kw (H) (BPED-800328AF). Action Aug. 4.
- **WCOW-FM** Sparta, Wis.—Granted CP to increase ERP 50 kw, ant. height 610 ft., and make changes in ant. sys.; conditions (BPH-800414AJ). Action Aug. 4.

In Contest

Procedural rulings

- Cherokee Village, Ark. (Vance Broadcasting Inc., and Cherokee Village Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-150-151) ALJ Reuben Lozner granted motion by Cherokee Village for summary decision and resolved in its favor designated issues dealing with whether applicant is financially qualified to construct and operate proposed station and whether applicant's proposal would provide coverage of community of license as required by FCC rules and waived, to extent required, FCC rules. Action July 28.
- Anderson, Calif. (Shasta Broadcasting Inc., and Jancur Inc.) **FM Proceeding:** (BC Doc. 80-224-225) ALJ Walter Miller, by two separate actions, dismissed as moot letter request of Mountain Valley Broadcasting Inc., that their application be withdrawn; and denied motion by Shasta to enlarge issues. Actions July 30.
- Fresno, Calif. (McClatchy Newspapers KMJ-TV, et al.) **TV Proceeding:** (Doc. Nos. 21274-76) ALJ Thomas Fitzpatrick granted petition by San Joaquin Communications Corp. for leave to amend its application to report change in business and media interests of principal. Action Aug. 11.
- Chubbuck, Idaho (Good Times Inc. and Temujin Corp.) **AM Proceeding:** (BC Doc. Nos. 80-101-02) ALJ Reuben Lozner, by three separate actions, granted petition by Good Times for leave to amend its application to reflect changes in ownership percentages and loan commitments; granted motion by Good Times for

summary decision on certain financial, ascertainment and fairness issues; and granted joint request for dismissal of application and approval of agreement, approved reimbursement expenses of Temujin, dismissed with prejudice Temujin's application, granted application of Good Times and terminated proceeding. Action Aug. 6.

■ Eunice, La. (Arcadiana Broadcasting Co., and Eunice Broadcasting Inc.) **FM Proceeding:** (BC Doc. 80-231-32) ALJ John Conlin, by three separate actions, established certain procedural dates and scheduled hearing for Nov. 3, in lieu of Sept. 4; granted petition by Arcadiana for leave to amend its petition, as supplemented, to report that Arcadiana principal pleaded guilty to crime of conspiracy to buy votes within last year; and denied petition by Eunice to modify issue. Actions Aug. 11.

Translators

VHF actions

- K06KG Talkeetna, Alaska—Talkeetna Chamber of Commerce granted CP for new VHF TV translator station on ch. 6, to rebroadcast signal of KIMO-TV Anchorage. (BPTTV-800201IA). Action June 19.
- K05GW Ganado, Ariz.—Regents of the University of N.M. and Board of Education of the City of Albuquerque granted CP for new VHF TV translator station on 76-82 mhz, ch-5, to rebroadcast signal of KNME-TV Albuquerque (BPTTV-790606IH). Action June 27.
- K09PI Happy Camp and North Indian Creek, both California—Slater Butte Translator Co. granted CP for new VHF TV translator station on ch. 9, to rebroadcast signal of KIEM-TV Eureka, Calif. (BPT-TV-790806IG). Action June 27.
- K10LK Monument Manor, Calif.—Morongo Basin TV Club Inc. granted CP for new VHF TV translator station on ch. 10, to rebroadcast signal of KNBC-TV Los Angeles (BPTTV-790625ID). Action June 16.
- K09PJ Ouray, Colo.—City of Ouray granted CP for new VHF TV translator station on ch. 9, to rebroadcast signal of KTSC-TV Pueblo, Colo. Action June 27. (BPTTV-800114IE). Action June 27.
- K12MG Monument Manor, Calif.—Morongo Basin TV Club Inc. granted CP for new VHF TV translator station on ch. 12, to rebroadcast signal of K-ABC-TV Los Angeles (BPTTV-790625IE). Action June 16.
- K11PM Ouray, Colo.—City of Ouray granted CP for new VHF TV translator station on ch. 11 to rebroadcast signal of KJCT-TV Grand Junction, Colo. (BPT-TV-800128IA). Action June 27.
- K07QK Rosebu and East rural area, Mont.—Forsyth TV Tax District granted CP for new VHF TV translator station on ch. 7, to rebroadcast signal of KTVQ-TV Billings, Mont. (BPTTV-790525IY). Action June 16.
- K02KG Cliff and Gila, N.M.—Regents of New Mexico State University granted CP for new VHF TV translator station on ch. 2, to rebroadcast signal of KRWG-TV Las Cruces, N.M. (BPTTV-790625IN). Action June 27.

UHF actions

- K55CJ Cripple Creek and Mountain Estates, both Colorado—Cripple Creek Mountain Estates Property Owner's Assn. granted CP for new UHF TV translator station on ch. 55, to rebroadcast signal of KOA-TV Denver (BPTT-790514IC). Action June 27.
- K57BY Cripple Creek and Mountain Estates, both Colorado—Cripple Creek Mountain Estates Property Owner's Assn. granted CP for new UHF TV translator station on ch. 57, to rebroadcast signal of KMGH-TV Denver (BPTT-790514ID). Action June 27.
- K59BZ Cripple Creek and Mountain Estates, both Colorado—Cripple Creek Mountain Estates Property Owner's Assn. granted CP for new UHF TV translator station on ch. 59, to rebroadcast signal of KBTV(TV) Denver (BPTT-790514IE). Action June 27.
- K64AH Meeker, Colo.—Rio Blanco County TV Assn. granted CP for new UHF TV translator station on ch. 64, to rebroadcast signal of KRMA-TV Denver (BPTT-790522IF). Action June 17.
- K61BR Ouray and Ridgeway, both Colorado—City of Ouray granted CP for new UHF TV translator sta-

tion on ch. 61, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-800114IG). Action June 19.

■ K57BW South Fork and rural area, Colo.—South Fork TV Assn. granted CP for new UHF TV translator station on ch. 57, to rebroadcast signal of KNME-TV, Albuquerque, N.M. (BPTT-7909261A). Action June 27.

■ K56BL Walsenburg, Colo.—University of Southern Colorado granted CP for new UHF TV translator station on ch. 56, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-790503IF).

■ K58BF Waunita, Hot Springs, and Gunnison, all Colorado—City of Ouray granted CP for new UHF TV translator station on ch. 58, to rebroadcast signal of KTSC-TV Pueblo, Colo. (BPTT-800114IF). Action June 19.

■ W63AP Ingram, Ky.—Kentucky Authority for Educational Television granted CP for new UHF TV translator station on ch. 63, to rebroadcast signal of WKHA-TV Hazard, Ky. (BPTT-790521IM). Action June 16.

■ K62BI Imlay, Nev.—Humboldt County granted CP for new UHF TV translator station on ch. 62, to rebroadcast signal of KCRL-TV Reno (BPTT-790521IN). Action June 16.

■ K61BS Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for new UHF TV translator station on ch. 61, to rebroadcast signal of KOB-TV Albuquerque,

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- N.M. (BPTT-8003251C). Action June 19.
- K67CE Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for new UHF TV translator station on ch. 67, to rebroadcast signal of KGGM-TV Albuquerque, N.M. (BPTT-8003251D). Action June 19.
- W59AP Herkimer, N.Y.—Roy H. Park Broadcasting of Utica-Rome Inc. granted CP for new UHF TV translator station on ch. 59, to rebroadcast signal of WUTR-TV Utica, N.Y. (BPTT-7907251D). Action June 27.
- W58AN Ripley, N.Y.—Board of Cooperative Educational Services of Chautauqua County granted CP for new UHF TV translator station on ch. 58, to rebroadcast signal of WNEB-TV Buffalo, N.Y. (BPTT-790611K). Action June 27.
- K53AQ El Paso Natural Gas Co. granted CP for new UHF TV translator station on ch. 53, to rebroadcast signal of KNME-TV Albuquerque, N.M. (BPTT-7906061I). Action June 27.
- K57BX Lake Andes, S.D.—Midcontinent Broadcasting Co. granted CP for new UHF TV translator station on ch. 57, to rebroadcast signal of KELO-TV Sioux Falls, S.D. (BPTT-7908091C). Action June 17.
- K24AD Wichita Falls, Tex.—Wichita Falls Educational Translator Inc. granted CP for new UHF TV translator station on ch. 24, to rebroadcast signal of KERA-TV Dallas (BPTT-7907191D). Action June 17.
- K53AP Logan, Utah—Cache County Municipal Corp. granted CP for new UHF TV translator station on ch. 53, to rebroadcast signal of KSTU-TV Salt Lake City (BPTT-7905101F). Action June 27.

- Charlottesville, Va.—Vic. Inc. (5m; AFC; E2471).
- London, Ky.—OVC Telecommunications Inc. (4.6m; S-A; E2472).
- Orlando, Fla.—Martin Marietta Corp. (11m; Harris; E2473).
- Middle River, Md.—Martin Marietta Corp. (11m; Harris; E2474).
- Belvidere, Ill.—Gene al Media Satellite Services Inc. (10m; Andrew; E2475).
- Morganfield, Ky.—Union County Cable TV (4.6m; S-A; E2476).
- Lebanon, Ky.—Union County Cable TV (4.6m; S-A; E2477).
- Lima, Ohio—Cable Communications Operations Inc. (5m; S-A; E2478).
- Galena, Kan.—Jerico Cable TV Inc. (5m; US Tower; E2479).
- Memphis—Memphis CATV Inc. (5m; S-A; E2481).
- Danville, Ark.—Petit Jean CTV Co. (5m; S-A; E2482).
- El Dorado, Kan.—Crest Communications Inc. (4.6m; S-A; E2483).
- Columbus, Ga.—Columbus Cablevision Inc. (5m; S-A; E2484).
- Salem, Utah—Community Cable of Utah (5m; S-A; E2485).
- Derby, Kan.—Crest Communications Inc. (5m; Hughes; E2486).
- East Detroit—Metro Cablevision Inc. (5m; Hughes; E2487).
- Taylor, Mich.—Wayne Cablevision Inc. (5m; Hughes; E2488).
- Clarion, Pa.—Centre Video Corp. (5m; Hughes; E2489).
- Juneau, Alaska—General Communications Inc. (12m; Andrew; E2490).
- Eagle River, Alaska—General Communications Inc. (12m; Andrew; E2491).
- Seattle—General Communications Inc. (12m; Andrew; E2492).
- Raleigh, N.C.—Interstate Investment Inc. (4.6m; S-A; E2493).
- Union, Ore.—American Television and Communications Inc. (5m; E2494).
- Shelby, Miss.—Heritage Communications Inc. (5m; AFC; E2495).
- Sumner-Tutwiler, Miss.—Heritage Communications Inc. (5m; AFC; E2496).
- Red Bay, Ala.—Heritage Communications Inc. (4.6m; S-A; E2497).
- Charleston, Miss.—Heritage Communications Inc. (5m; AFC; E2498).
- Columbia, Miss.—Heritage Communications Inc. (5m; AFC; E2499).

- Oxford, Miss.—Heritage Communications Inc. (5m; S-A; E2500).
- Iuka, Miss.—Heritage Communications Inc. (4.5m; Andrew; E2502).
- Baldwin, Miss.—Heritage Communications Inc. (5m; AFC; E2503).
- Booneville, Miss.—Heritage Communications Inc. (5m; S-A; E2504).
- Bren Mar, Va.—Communications Technology (10m; E2505).

Earth station grants:

- Philadelphia—Transponder Pennsylvania Inc. (E2028).
- Highland, Ill.—Dow Jones & Co. (E2125).
- Bowling Green, Ohio—Dow Jones & Co. (E2126).
- Shenango Township, Pa.—Dow Jones & Co. (E2127).
- Jackson, Ga.—Jackson Cablevision Inc. (E2335).
- Winters, Calif.—Multiview Systems of Woodland Inc. (E2340).
- Collinsville, Okla.—Collinsville Cablevision (E2341).
- Chattanooga, Tenn.—Hi-Net Communications Inc. (E2342).
- Denison, Tex.—Hi-Net Communications Inc. (E2343).
- Blair, Neb.—Omniview Inc. (E2349).
- Sebastian, Fla.—Jones Intercable Cable TV Fur (WH57).

Cable

- The following cable service registrations have been filed:
- Western Ohio Cablevision Inc. for Center, Ohio (OH0387) new system.
- Service Electric Cable TV Inc. for Bear Creek, Kline, McAdoo and New Ringgold, all Pennsylvania (PA0842, 988-9, 838) new system.
- American Television and Communications Corp. for Orange, Calif. (CA0814) new system.
- CPI of Louisville Inc. for Broad Fields, Brownsboro Village, Cambridge, Houston Acres, Lynnview, Meadowview, Mockingbird Valley, Plymouth Village, Maryhill Estates, Graymoor, Bellewood, St. Matthews, Lynond, Devondale, Richlawn, Druid Hills, Crossgate, Fairmeade and Jeffersonstown, all Kentucky (KY0040-58) new system.
- Acton CATV Inc. for Pleasant Grove, Utah (UT0052) new system.
- Arlington Cablesystems Corp. for Arlington, Mass. (MA0115) new system.
- Western Ohio Cablevision Inc. for Bryan, West Unity, Montpelier, Stryker, Archbold, Pulaski, Jefferson, Center, all Ohio (OH0780-86) new system.
- Service Electric Cable TV Inc. for East Brunswick, Delano, Gelberton, Mahonoy, Ryan, Rush, Tamaqua, Walker, West Penn, Ringtown, Union and Schuylkill, all Pennsylvania (PA0841, 809, 732, 3, 832, 1, 484, 839, 7, 445, 797, 338) new system.

Other

- Total of 3,758 complaints from public was received by FCC Broadcast Bureau in June 1980, decrease of 1,449 from May. Other comments and inquiries for June totaled 1,621, decrease of 1,346 from previous month. Bureau sent 1,427 letters in response to these comments, inquiries and complaints. Ann. Aug. 19.
- Broadcast Bureau granted request by Broadcast Financial Management Association and extended to Oct. 9 and Nov. 28 time to file comments and reply comments, respectively, in matter of amendment of Form 324, annual financial report of broadcast stations (B Docket No. 80-190, RM-3630). Action July 31.
- San Juan, P.R.—Puerto Rico Broadcasting Inc. licensee of WAPA-TV San Juan, P.R., has appealed federal appellate court FCC's action permitting WSTE-TV to change its transmitter from Fajardo to Jimenez, P.R. Puerto Rico Broadcasting sought reconsideration contending FCC erred in shifting evidentiary burden with respect to availability of alternate transmitter sites from WSTE to it. Action Aug. 25.

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

Satellites

- Based on FCC tabulations announced on July 10, there are 3,355 licensed earth stations. Approximately 3,000 are receive-only with remainder being transmit-receive. There are 489 pending earth station applications. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Earth station applications:

- New Albany, Miss.—Heritage Communications Inc. (5m; S-A; E2501).
- Nehalem, Ore.—Underhill TV Service (5m; S-A; E2463).
- Swayzee, Ind.—Word of Joy (5m; AFC; E2467).
- Fremont, Neb.—Cablevision (4.6m; S-A; E2470).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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 resort area in the heart of God's country. Contact W. Donald Roberts, Roberts Broadcasting Inc. at 715-588-3852 or 906-932-2411. EOE.

General Manager for midwest radio station. Must be aggressive having strong background in local and national sales. Equal opportunity employer. Send resume and references to Box H-263.

General Manager for growing N. Illinois small market AM/FM. Ideal candidate presently sales manager of Ill/Ind AM/FM with desire to manage a station. EEO/AA Employer. Box H-204.

Group Broadcaster needs 2 Sales Managers. Medium Southern Markets. If you're an aggressive RAB trained salesperson with a good track record looking for your first management slot, send complete resume to Box H-239.

Manager for station in dynamic, growing community near Twin Cities. Excellent profit sharing plan. Candidates must have outstanding sales performance records. EOE. Reply Box J-7

General Manager for dominant Gulf Coast AM/FM stations using separate formats. Must be strong on local and national sales with proven experience and motivation. These prestige stations require exceptional managerial expertise and dedication. Box J-12.

Growing company needs manager. One of the largest gospel radio chains is looking for a General Manager that can sell Gospel Radio. Eleven stations in Major Markets in only 15 years! We're still growing! Contact: Dick Marsh, Vice-President, Universal Broadcasting 3844 E. Foothill Blvd., Pasadena, CA 91107 213-577-1224.

Sales Manager: To supervise local staff of WDMT, Cleveland's most powerful FM. Major market sales experience required. Management and promotional background important. Contact Bob Manning, Exec. VP, Beasley Broadcasting, PO Box 1355, Goldsboro, NC 27530 919-734-8003.

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.

First Class Sales Manager wanted to lead, train, and motivate very productive sales force. Must be excellent salesperson. Will be given top account list. Our well programmed radio station is No. 1 in this market. We promote big and successfully. We provide the tools you need to close sales. Must be proven producer accustomed to earning big bucks. Box J-35.

HELP WANTED SALES

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.

Sales Manager for central Minnesota station who can sell and lead others to high sales volume. May move into management at a future time. Must have positive outgoing nature to match station format. Box H-246.

Senior Account Executive sought for Duluth-Superior's new and only AOR station. First class situation. A very experienced sales person who has record results will seek this fabulous opportunity. He or she will find all the tools and promotion they need. Duluth is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. This top market where beautiful living abounds is ready for a radio pro at a station staking claim to "number one" Resume to General Manager, KQDS, Box 6167, Duluth, MN 55806.

Account Executives—expanding sales department at two Patten Corporation stations in Florida WJNY-FM (Beautiful Music-The Palm Beaches), WDOO-FM (Top Forty in Daytona Beach), both outstanding leaders in the market. Grow with us in Florida. Excellent benefits including an E.S.O.T. program. We're looking for winners and for people who want big earnings. Write Carl Como, Box Q102, Daytona Beach, FL 32015.

KLMR AM-FM needs a sales professional. If you are serious about selling radio call Bill Arnold at 303-336-2206

Salesperson—Highly motivated. Must be a closer and a leader. Only experienced professionals need apply for this medium market opening. Send resume, sales history and salary requirements to Rich Reim, WKIX, PO Box 12526, Raleigh, NC 27605.

WTMA & WPXI FM Charleston, South Carolina needs dedicated experienced sales people. Guarantee and high incentive, based on experience and performance. Great opportunity for career minded individuals with growing Sconnix Group. Three positions. Immediate. EEO employer. Contact Claire Shaffner, GM. 803-556-5660.

Somewhere out there is a person who loves small market radio—a person who can sell, do an air shift, can write and deliver local news—a person who becomes involved in the community. If you fit the bill, I want to hear from you. Send tape, resume, references and salary requirements to Jeff Barber, WENG Radio, PO Box 908, Englewood, FL 33533. No phone calls, please. Women and minorities encouraged to apply.

Imagine selling the only FM station in a metro market of 189,300! Further imagine selling in a market with no TV competition! Rapidly growing Salem in the beautiful Willamette Valley in Oregon is the place 100,000 watt KSKD has an opening for a sales pro—two years continuous radio sales experience required. Rush resume to: Ty Benham, General Sales Manager, KSKD Radio, Box 631, Salem, OR 97308.

Account Executive for Detroit's only Country station. Three to five years experience in radio sales essential. Send resume in confidence to: Personnel Director, WCXI, Golden West Broadcasters, PO. Box 1130, Detroit, MI 48235. EOE M/F

Sales Manager and Salesperson, both experienced, are needed for our suburban New York separately programmed AM/FM due to impending separation of AM and FM sales. We are seeking above average people and are prepared to offer above average compensation. If you are in a market which limits your potential, and have considered moving up, we have a lot to offer the right people. Tell us about yourself your experience and your objectives. EOE Write Box J-36.

HELP WANTED ANNOUNCERS

Wanted—entry level announcers for beautiful New England small market AM/FM. Only college on-air experience necessary. Send resumes. Box H-91

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.

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.

A 3-Market operation in Colorado/Nebraska has openings for Engineer/Announcer, Sales and Announcers with good creative production. Immediate opening. Send resume to Ray Lockhart, Box 509, Ogallala, NE 69153 or call 308-284-3633.

WESB/Bradford PA is seeking an announcer with strong news background. Send audition tape and resume to Bill Winn, PD., Box 545, Bradford, PA 16701. Equal Opportunity Employer.

South Florida Modern Country AM seeking warm, friendly communicator. Automation experience for FM sister station helpful. Tape/resume to: WEAT, Box 70, West Palm Beach, FL 33402. An equal opportunity employer.

Needed immediately . . . Announcer with 1st Class FCC License for Top AM Contemporary Music Station in largest market in North Carolina. Send tapes and resumes to Bill James, WCOG Radio, PO Box 8717, Greensboro, NC 27410. EOE/Minorities Encouraged.

Suburban Washington-Adult Contemporary seeks full time announcer with strong production. Tapes and resumes to Johnny Long, WPRW, Box 1460, Manassas, VA 22110. 703-368-3100 EOE.

Here is the perfect opportunity to break into one of the most exciting markets in the country. WAYS is looking for an overnight personality. Minimum three years commercial broadcast experience necessary. Personality and production are paramount. Send tape and resume to Scott Slade, 400 Radio Road, Charlotte, NC 28216. EOE.

Experienced morning personality for top rated adult-contemporary station. Must be smooth and creative with strong production ability. Excellent station with good pay and professional climate. Send resume and tape to Dex Card, WLIR, PO Box 659, Kenosha, WI 53141. E.O.E.

Wanted: Experienced personality for adult oriented personality format. Must be a first rate one to one on air communicator, and possess outstanding production skills. Top pay to the right person. Send non-returnable aircheck and production tape, plus resume (No phone calls) to Jim Casey, WEBC, Duluth, MN. 1001 9th Street 55805. E.O.E.

Florida—need a strong reliable morning DJ to be program/music director for small market - \$10,000 year to start. Need a level headed aggressive person to report direct to owner. Send tape & resume to Duke Roberts c/o WAPR, Box 1390, Avon Park, FL 33825.

Texas Station looking for good DJ with a good voice. New plant with new production equipment. Send resume and tape to KWEL, 3306 Andrews Hwy, Midland, TX 79703. EOE.

WAAY is looking for an experienced morning personality for our 50,000 watt contemporary station. Must be willing to make a commitment and get involved with the community. Number one ratings but morning numbers need to improve. Rush tape & resume to Fred Holland, Box 2041, Huntsville, AL 35804. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Classical Announcer with warm voice and commercial production ability needed. \$8320. Call Dennis Kambs 207-774-9816.

HELP WANTED TECHNICAL

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.

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.

Tired of metro rat race? Come to the country. Excellent facilities, top-notch station, \$15,000 per year plus benefits, must know AM/FM directional, two-way radio. Minimum five years experience, references carefully checked, engineering excellence a must. Station owned by technical people. Box H-240.

Wanted: Chief Engineer. AM radio experience necessary. Please send resume, qualifications, and salary requirements. An Equal Opportunity Employer. Box H-201

Live in Paradise Chief Engineer wanted. Experienced with Schafer Automation, Ampex 350's, 25,000 watt Collins FM transmitter Work 12-6 AM (single). KRUZ, Santa Barbara 93101, 805-963-1831 (11 AM to 12 PM).

Wanted: assistant chief engineer for major Southwestern broadcaster. Experience in contemporary audio, digital, and directionals a must. First phone necessary. BSEE helpful. No beginners. Send resume and salary requirements to Box H-249.

Chief Engineer—University CPB/NPR public radio station in Northeast Texas. Responsible for full technical operation of 7KW Stereo FM and instructing one college course. Valid FCC First Class Radiotelephone license required and Master's degree preferred. Send resume, references, and salary requirements by September 20 to Dr. Gideon T. James, Vice President for Planning and Institutional Advancement, East Texas State University, Commerce, TX 75428. ETSU is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer with automation experience and good maintenance habits, keeps orderly records. Call WCCF/WQLM Punta Gorda, FL. EEO Employer. 813-639-1188.

Chief Engineer for KKOJ/KSFT in St. Joseph, Mo. New studios with new equipment. AM-fulitime 5 kw directional. FM-100 kw. You would be in charge. Steve Dinkel 816-279-6346.

\$22,000 for the right engineer! AM/FM group needs an innovative Chief. Metro area near fantastic recreation. Call Tom Greenleigh, SGS Broadcasting of Utah, 801-392-7535. EOE.

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.

Radio Broadcast Maintenance/Operations Engineer needed immediately. Two years experience and First Class License required. Call Dave Garner at 202-364-5856.

Chief Engineer/Announcer for quality minded Beautiful Music FM in West Texas. Some announcing required but heavy emphasis on maintenance. Send resume to Guy Smith, Box 3280, Albuquerque, NM 87190, or call 505-884-5833.

Chief Engineer—Eastern Shore of Maryland AM & FM combo need technician. Your ear and experience needed for this forward looking company. Stations are ENG equipped, microwave remote, RCA, Gates. Strong preventive maintenance a must. Resume and salary requirement to Box J-32.

HELP WANTED NEWS

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.

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

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.

Immediate opening for local news reporter 80 miles from N.Y.C. EOE MF. Call H. Borwick, WVOS 914-292-5533.

News Director. Outstanding AOR station in medium market seeks professional on-air newscaster who is also very knowledgeable on public affairs and can do weekly talk show. Excellent market to settle in! Tapes and resumes to General Manager, KQDS, Box 6167, Duluth, MN 55806.

Georgia small market AM daytimer needs news director to continue award winning news commitment. EOE. Send resume and salary requirements to Box H-212.

50,000 watt FM on beautiful Cape Cod in need of an experienced news person. Must have strong delivery and writing skills. Play by play, sports a plus! Call Jim Connors at 617-548-3102. EEO.

News Director: direct local news operation, produce and host news and public affairs programs; supervise student reporters; teach one class per semester. BA required, MA preferred. Experience in broadcast journalism; teaching experience desirable; skill in writing, production, editing, student relations. Deadline: September 22, 1980. Send resume, tape and references to Karen Holp, General Manager, KRWG-FM, Box 3J, New Mexico State University, Las Cruces, NM 88003. Equal Opportunity/Affirmative Action Employer.

Newscaster: Career opportunity for experienced, aggressive broadcast journalist in leading medium market station. Tape, resume and writing samples to News Director, WIBX, Box 950, Utica, NY 13503.

Best small market station in America will have news director opening. Midwest replies only. Commercial experience and college degree preferred. EOE. Box J-24.

WMZQ, Washington, DC has immediate opening for morning anchor. Duties include street reporting. Creativity welcomed; Intelligence essential; previous experience required. Send tape and resume to WMZQ News, 5513 Conn. Ave. NW, Washington, DC 20015. Viacom Radio is an Equal Opportunity Employer.

Midwest News Leader seeks experienced news pro for morning drive Anchor. Strong voice, delivery and good writing a must. Rush complete resume and salary history. Box J-21.

A news/talk/information radio station wants to expand its staff with experienced, mature sounding persons willing to share in growth and able to assume responsibility. Both news and news/talk persons will be considered. Resumes must be accompanied by tapes. Send to WALE, Box 208, Fall River, MA 02722. An equal opportunity employer.

Opening Sept 15 for news director reporter. Ideal for one seeking experience in total news operation of small medium market. Aaron Durham, WAKI, Box 409, McMinnville, TN 37110. Phone 615-473-6535. EOE.

Live Line and Public Affairs Producer for all-news station. Staff expansion position to produce hour live/taped interviews and half-hour public affair programs. Requires strong interview, production, delivery skills. Resume, non-returnable audition tape, including interview samples, references to News Director, WEBR Newsradio 970, 23 North Street, Buffalo 14202. No telephone calls. WEBR is an equal opportunity employer.

Telephone-Talk Host-Producer. If you're a self-starter with the ability to conduct interesting and intelligent interviews using the call-in format, then we're looking for you. The successful applicant will also have excellent news judgement, the ability to communicate with the listener and knowledge of audio tape editing procedures. Starting salary is \$14,000 per year. Application deadline is October 6, 1980. For details contact Jack Mitchell, Station Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Position available South Texas market C&W for combination news-production person. Emphasis on news. May do 3 hour air shift. Must be committed to professionalism, aggressiveness. Salary negotiable. EOE. Resume to Box J-38.

Radio News Director. We need a dedicated News Director/Reporter to assume the administrative and anchor duties of the team. Bright conversational delivery complete with solid Broadcast Journalism. Salary range \$14-17,000 plus benefits, depending on experience. We offer permanency. Send Tape/Resume to Buster Pollard, General Manager, PO Box 54, Huntsville, AL 35804.

Competent newscaster to work in the Arkansas Ozarks at station with strong news and public affairs commitment. Looking for a high caliber journalist. Tape, resume and letter to News Director, KHOZ, Box 670, Harrison, AR 72601. EOE.

Washington correspondents for regional network. Fulltime and Parttime. Send resume, cassette aired and salary requirements to WRAPS, 9209 Three Oaks Dr. Silver Spring, MD 20901

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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 3321, A, Birmingham, AL 35255.

Coordinator of development and Public Relations for FM Radio station. Bachelor's Degree (Master's preferred) for position with new 90KW public radio station. Duties will include fund-raising involvement in preparation of grant proposals, and station promotion and development. Writing and speaking talent essential; marketing, promotion, and public relations experience desirable; experience in radio (preferably public radio), knowledge of classical music, the arts, and public affairs, plus layout, design and graphics experience helpful. Must be a self-starter. The position is a 12-month faculty appointment. Salary \$12,000+, depending on qualifications and experience. Send samples of audio and print work, plus complete resume with names of at least three references to David T. Wilkinson, Station Manager, WKYU-FM, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

Operations Manager: Responsible for daily operations of University radio station, coordination of NPR programs, program productions, and training of announcers in use of equipment. Bachelors Degree and two years experience in radio production or management. Application deadline: Sept. 22, 1980. Position available: October 1, 1980. Apply to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Excellent opportunity for individual with minimum five years experience in programming and production. Creative, congenial ability to deal with customers by telephone. Good job, good pay, good benefits for right person. Novices need not apply. Western Pennsylvania market. Box H-262.

Will work air-shift, supervise announcing department and work on promotions, under the general manager; personalities only!! No time/temp jocks; this station located just minutes from the beach. Send resume, air check, and salary requirements to: Karen Burton, WKLM Radio, 118 Princess Street, Wilmington, NC 28401. EOE. M/F.

SITUATIONS WANTED MANAGEMENT

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.

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.

Turn your 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

25 years experience. 15 as Manager, able to make money for owners. Have doubled station gross, from 20 to 40K in 3 months. Presently employed, but interested in leaving. Any size market, midwest or west, salary \$3,500 plus. Box H-200.

Sound like a radio station again! General manager available. Top industry references. Plus young, talented PD/MD. All markets considered. Write: Box J-8.

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 a 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 H-33.

SITUATIONS WANTED SALES

Aggressive Female account executive looking for long term association with quality organization in medium market—Excellent track record—prefer northeast or sunbelt. Box J-40.

Sell radio and sail boats. Need Southern Coastal competitive market. Nancy 616-983-4628. 511 Price, St. Joseph, Mi.

SITUATIONS WANTED ANNOUNCERS

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, Riviera, AZ 86442.

Male D.J. Experienced in and know country very well. Looking for surrounding Chicago area, Northern Illinois, Southeastern Wisconsin, and Northwestern Indiana. Deke Rivers 312-864-3304.

Top-notch Florida easy listening, beautiful music, adult contemporary stations: Hire a dependable announcer with 16 months experience, good voice, automation, board and production skills. Box H-254.

5 years in Chicago Metro Market. Seeks AC or MOR/Talk format in Medium Market. Also programming experience. University grad. Steve Dale 312-676-0785.

"Coming home!" to relocate in the U.S.A. after 14 years with family in Europe (W. Germany). I have 22 years combined experience in radio and films; 3 years drive time at 50 kw (AM), American Forces Network, Munich; 4 years as announcer/translator with the North America English Shortwave Service of Radio Deutsche Welle, Cologne. 7 years as freelance announcer/translator for industrial, documentary, and business films. Some news experience. Excellent voice, best references, 3rd phone. I seek production, programming and announcing at Btfl. Music or MOR format in a medium or major market with a chance to move up to PD or OM. I prefer NC or VA but will consider other east coast areas. Available mid. Sept. 1980. For resume, references, contact: John Hamilton Fish, 208 Merwin Road, Raleigh, NC 27606 Phone 919-851-3474.

Experienced. Excellent working record. Good voice and delivery. FCC second. Paul Kaishian, 510 N. 106 St., Wauwatosa, WI 53226 414-453-4548.

Craig Worthing—WKAT Talkradio, Miami—is in the same class as Michael Jackson (KABC, Los Angeles), Barry Farber (WMCA, New York), Dave Blackwell (KWMS, Salt Lake City) and Larry Kent (WINZ, Miami). As a result of a grave error in News/Talk Programming, and through no fault of his own, Worthing is currently unemployed. As WKAT Talkradio's former News/Program Director, I strongly endorse worthing's humor, wit, intelligence and on-the-air presentation. Worthing is, indeed, South Florida's Number One Talk personality. Call him: 305-685-9806 or call me, Don Karnes: 717-547-6289.

World's oldest male DJ looking for part time work in small town. Here I sit with one of the finest collections of traditional jazz, big bands, famous blues and jazz singers with personal stories about the music, the musicians, composers and the scene because I was there and met many of these cats when it all started in the roaring 20's. Have station wagon with hitch ready to U-Haul out of this nice but square town. Contact Prof. Milo Hufnagel Box 10151 Kansas City, MO 64111 or phone 816-561-4391 evenings or before 8 AM.

Young chick ready to kick! Jumpin' top 40 show. Tape, resume available. Diana Marzano, 10812 LaPorte Oak Lawn, IL 60453. 312-636-4350. 312-636-0925.

Hire the Tiger. News/Announcing/Sports. Hard worker, spirited, experienced. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02178.

Good news for small stations—Graduate from B.C. School of NYC., from Michigan want to re-locate in Mid-west. 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.

Expert PBP in hockey, football, basketball, & baseball. I am ready to relocate immediately in the U.S.A. or Canada. Have resume & audition tape available. Call after 5 PM. & ask for Joe at 312-652-2452.

Versatile P.D. 5 years experience. Looking for medium/major market announcer/news position. Will also consider position in music programming. Prefer Michigan, Indiana, or Ohio area; but will relocate for right offer. Phone Bill, afternoons at 616-637-1659 or 517-644-3905 any time.

Creative Personality needs medium market temporary AM or FM. Strong production and writing skills. Willing to come in early and leave late. Bret 303-781-1802.

King Cooper. A young black ambitious DJ that appreciates all kinds of music. Jazz, R&B, Disco, Spiritual, Rock etc. 1431 5th Ave., Chicago Hgt., IL 60411 312-757-7341 or 333-2758. Tape and resume upon request.

Sharp male D.J. well versed and experienced in Country and A/C. Looking for good medium or major only. Tight board, creative voice versatility and production whiz. Box J-23.

SITUATIONS WANTED TECHNICAL

Experienced BSEE with First Phone. Can do studio and transmitter work, computer programming, microprocessor programming and interfacing, and more. Hard working, willing to relocate, and looking for challenging work. Box H-218.

SITUATIONS WANTED NEWS

Hank Holmes—50 kw-TV News/Sports Anchor available. 617-679-6957. Box H-231.

Mature, stable professional seeking change. Public Affairs, talk and managerial experience. Now near N.Y.C. Box H-250.

Reporter, anchor at major midwest news-talk station seeks new location. BJ, 6 yrs. experience. Highly competitive. Box H-264.

Bright, energetic young newswoman with solid production experience at CBS O&O seeking reporter/anchor position in medium market. Strong on sports, interviews, talk. Ready to relocate. Box J-4.

News Director. 3 years as TV reporter, now want radio management position. Have M.A. Box J-17.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking Responsibility to build Top 40, AOR, AC operation. Prefer Pacific Northwest, will consider all. Extensive automation, music and audience research experience, creative production. Sharp attention to detail, staff supervision, FCC. Includes airshift. References, employed, 702-733-8540 mornings, late afternoons.

Four year M.D./Personality looking for M.D. or PD. growth position in town of at least 25,000. Prefer A/C, heavy 50's and 60's. Will relocate. Box J-37.

Small/Medium Markets: Stable, mature, winning programmer desires long-term commitment with above-average compensation. Rated No. 1 Top 10 Market. Box J-1.

Program-Music Director/Announcer available. 8 years experience in staff supervision, budgeting, promotions, community involvement, motivation. Also computer research experience. Proven Arbitron success record—excellent references. Bill McCown 803-226-1408.

Talk show host—currently top rated in large eastern market (Arbitron, August). Award winner, mature, knowledgeable, versatile, humorous, worldly, excellent interviewer, outstanding resume. For right dollar will relocate. Box J-39.

TELEVISION

HELP WANTED MANAGEMENT

Director of programming for major urban-based public television station. Provides overall direction for program scheduling, acquisitions, and production for station reaching 2.5 million viewers. Bachelor's degree in mass communications, journalism or related field and five years full time professional experience in broadcasting or equivalent combination; demonstrated success as full time manager of television programming and production staff, and demonstrated ability to design and manage public television broadcast schedule, or equivalent television experience. Current knowledge of "state of the art" television production techniques and experience in long-range planning for a broadcasting organization. Salary negotiable in range of \$31,680 to \$35,207. EOE. Letter of application, resume relating education and experience to specific job requirements and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold Stetzler, Executive Director Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Richard B. Holcomb, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by September 5, 1980.

General Sales Manager—Top 10 Market. Prefer prior GSM experience, must have strong local experience. EEO Employer. Send resume to Box J-2.

T.V. Station Manager—VHF station, small market in Sun Belt. Opportunity for equity position for top notch G.M. Send resume and salary requirements to Box J-9.

HELP WANTED SALES

Southwest Sun Belt top 50 market needs aggressive self starter. Great potential for right person. Some experience helpful. Send resume to Box H-210.

HELP WANTED TECHNICAL

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

TV Engineer: Houston independent station needs engineer with 1st class license and broadcast experience. Call 713-626-2610 or send resume to KRIV/Metromedia, P.O. Box 22810, Houston, TX 77027. EOE.

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.

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

Technicians wanted for maintenance and operation of major television facility. Formal training in electronics and First Phone Previous TV experience desirable. Send resume and salary requirements to: Jack Verner, 1018 West Peachtree St., Atlanta, GA 30309. An Equal Opportunity Employer.

ENG Maintenance Technician trained in repair of Sony VTRs. Prefer experience on VO 2860 and BVU 50 Dale Heckel, KTVH-TV, Box 12, Wichita, KS 67201 316-838-1411.

Chief Engineer—Major TV, group-owned and net affiliated in Florida. Strong technical management background necessary. Send resume and salary requirements to Tom Sheally, PO Box 17000, Jacksonville, FL 32216 EOE.

Top salary for experienced Engineer capable of doing heavy digital maintenance for the latest state of the art production facility. Positions are available at both our Ft. Lauderdale and Atlanta facilities. Call: Michael Orsburn, Director of Engineering, Video Tape Associates for appt. 305-587-9477

Maintenance Engineer—needed for an eastern large market group owned station. We are looking for an aggressive self starter with 3-5 years experience in studio and/or transmitter maintenance. Good salary and benefits. E.O.E. Send resume to Box J-30.

Assistant Chief Engineer: Opening for an assistant Chief Engineer with a broad background in studio maintenance. Experience with RCA TCR-100 and TR 70's, Norelco PC-70's, and other related studio equipment. A southeast affiliate in a great place to live offering a challenging opportunity. Salary open. E.O.E. Reply to Box J-5.

Interested in doing real television, not just running spots/programs of questionable content? We are real television: live remotes, regional magazine, local programs all in the beautiful New York Hudson Valley. No city hustle—country living. Contact Jim Boslough c/o Family TV, Box 549, Poughkeepsie, NY 12602. EOE. 914-454-3030.

Broadcast Engineer: The University of Michigan has an immediate opening for a Television Broadcast Engineer. The department's operation includes general and instructional broadcasting using full color equipment. Applicants must be able to operate, maintain and install television equipment. Previous related experience is necessary and a first class radio-television operators license is desired. Salary commensurate with experience and excellent fringe benefits. Send resume to: University of Michigan, S.C.I.L. Personnel Service Center, 1020 L.S.&A. Bldg., Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

Transmitter Engineer for new UHF-STV operation. Requires self starter with transmitter experience and first class F.C.C. license. Salary and fringes competitive with market. Send resume to Chief Engineer, WOTV-TV68, 390 Commonwealth Avenue, Boston, MA 02215. EOE.

Seton Hall University, Department of Communication. Seton Hall University seeks candidates to fill the position of Engineer in the Department of Communication. Responsibilities include repair and maintenance of B/W closed-circuit TV facility and selected motion picture equipment. Qualifications: Prefer a 1st Class technical school graduate, but a talented, energetic beginner would be considered. Salary: \$15,000-\$16,500 depending upon qualifications and experience. Please send letter of application and resume to: Chairperson, Department of Communication, Seton Hall University, South Orange, NJ 07079. An EO/AA employer.

Studio Maintenance Engineer: A Florida network affiliate has an opening for a Studio Maintenance Engineer. Most equipment is RCA, Grassvalley, and Norelco. In process of extensive remodeling of master control which you would be a part of. Must have a minimum of 3 years experience. Salary open. E.O.E. Reply to Box J-28.

Maintenance Engineer: Seeking self-starter and independent worker with minimum of two years broadcast maintenance experience to include familiarity with RCA video tape equipment, cameras, digital logic; salary DOE; submit resume to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female.

Assistant Chief—Major Market—Here is a chance for a smaller market chief, assistant chief, or maintenance supervisor to move up to an eastern major market plant. We need someone with a strong studio/transmitter maintenance background with management potential. Good salary and benefits. E.O.E. If you are interested in working in our modern facility send resume to Box J-43

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.

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.

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.

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.

Reporter. Unique opportunity with tropical island cable TV system. Winner of national award for cable news. Tapes and resumes to: Claiborne Clark, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Co-anchor for 6:00 & 11:00 PM newscast needed for WRBL, Columbus, Georgia. Salary commensurate with ability. Send resume, tape to: News Director, WRBL, PO Box 270, 1350 13th Avenue, Columbus, GA 31994. EEO employer. M/F.

Assignments Editor, TV News. If you have five years of experience in a local TV newsroom (commercial), know news and how to cover it for TV and have run the desk for a year, write Arthur Alpert, News Director, KGGM-TV, PO Box 1294, Albuquerque, NM 87103. Of course, your knowledge of New Mexico would be a big plus. Equal Opportunity Employer.

WRDW-TV 12 has an immediate opening for the position of General Assignment Reporter. Entry level position. Journalism or Broadcasting degree preferred. Knowledge of TV equipment desirable. EOE. Please send resume to Cynthia Sardo, Affirmative Action Officer, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

Anchor/Reporter for television news staff. Must have strong investigative aggressive news gathering ability. Please forward resume and video tape to: Eric Johnson WICU-TV Box 860, Erie, PA 16512. No telephone calls accepted, please. Equal Opportunity Employer.

Meteorologist—Excellent opportunity at station in the top 100 markets equipped with color radar and weather fax. Market known for climate extremes. Good benefits, E.O.E. Box H-232

Producer. Seeking an individual who can produce a well paced, journalistically sound newscast. Must know the value of visuals and promos. Immed. opening. Good future with group. Deg./exp. req. E.O.E. Send letter with resume and salary history to Box H-228.

Assignment Editor . Looking for aggressive, serious, person who can motivate and direct a large newsroom. Prod. exp helpful. Degree/exp. req. E.O.E. Send letter, resume and salary req. to Box H-235.

TV Meteorologist: station with total commitment to the best in weather reporting and casting looking for top meteorologist. Latest equipment, including enterprise radar. Must be able to generate up to the minute forecasts, prepare and deliver weathercasts including graphics. Minimum requirements: professional meteorologist with BS and AMS certification with 3-5 years current TV weathercasting experience. Salary negotiable, depending upon experience and training. Send current resume and tape to: Dick Vohs, News Director, WOI-TV, Ames, IA 50011, by September 15, 1980. EOE/AEE.

Producer for award-winning, nationally recognized New York State public affairs program, "Inside Albany." We need a creative individual to produce weekly report on state government. Will supervise two camera crews. Must provide creative input and work well under deadline. Requires Minimum five years experience in broadcast journalism. Should be experienced in ENG and 3/4" editing. On-air experience desirable. Reports to Executive Producer. Starting salary: \$15,000-20,000. Send resume to: Personnel Department, WMHT, Box 17, Schenectady, NY 12301. EOE.

Weekend Weather Anchor/Reporter. Need experienced person for on-air weekend weather-plus 3 day-per-week news reporting. Weather Radar experience helpful. Apply to: Ron Miller, News Director, WWBT, PO. Box 12, Richmond, VA 23201, or call 804-233-5461

Immediate opening for a news reporter, videographer with an aggressive, growing news staff that desires to be number one in the southeast market. Must be able to gather and to creatively shoot, write and edit stories for air presentation, as well as operate as one-person unit transporting own ENG equipment. Degree in journalism and current driver's license required. Contact A.R. "Specs" Munzell, News Director, WCBD-TV, PO. Box 879, Charleston, SC 29402. 803-884-4141. An equal opportunity employer.

Major Market Station in the sunbelt seeking a dynamic weekend sportscaster. The successful candidate will have a solid sports background in television and have the ability to produce highly visual, concise street reports in both sports and news. Responsibilities include weekend sportscasting plus three days per week news and sports reporting. Send tape and resume to Personnel Department, KMOL-TV, PO Box 2641, San Antonio, TX 78299. All replies will be kept confidential. EEO employer.

KJRH TV-2 Tulsa is hiring a third staff meteorologist for some TV and forecasting work. Need a solid background in synoptics and a desire to work in one of the best equipped TV weather facilities around. TV experience not essential for this entry level position, but must be a fast learner. Contact News Director Susan Silver or Chief Meteorologist Gary Shore at 918-743-2222.

Reporter: Washington state station is looking for TV news reporter with working knowledge of Pacific Northwest. Ideal candidate would have 2-3 years as TV street reporter at commercial station in Washington, Oregon or Idaho—with BA in Journalism preferred. Salary: \$19,000 or more, depending on experience. If this description fits you, send resume and tape immediately to: Marian Boylan, KVOS-TV, 1151 Ellis Street, Bellingham, WA 98225. KVOS-TV is an equal opportunity employer.

HELP WANTED NEWS CONTINUED

News Producer for medium-market NBC affiliate 6 & 10 PM. Requires previous television news experience, knowledge of ENG systems and ability to write and block a highly visual newscast. Weekend and back-up anchors with producing experience encouraged to apply. Send resume only to: J. Michael Beecher, News Director, KTIV-TV, Sioux City, IA. EOE.

Weekend Sportscaster/Sports Reporter. Someone who not only has strong on-air background, but capable of interesting sports features and stories. Send tapes to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. Previous applicants need not reapply. EOE.

ENG Camera Operator—needed fulltime ENG camera operator. Must be thoroughly familiar with news photography. At least two years prior experience. No entry level. EOE/M-F. Send resume to 5111 East McKinley Avenue, Fresno, CA 93727

Reporter needed for top-rated SE station in Top 100 range. Must know how to shoot and edit ENG. Send resume to Box J-19.

Meteorologist: Growing weather company servicing radio-TV operation has unique opportunity for knowledgeable forecaster with the personality to get the info across. Color radar, NAFAX, 'A', AMS Seal format. Resume, video and audio cassette to Weathertrac, c/o WHP Stations, Box 1507, Harrisburg, PA 17105.

Reporter/Photographer needed to "one-man band" Midwest State Capitol bureau. Must be aggressive self-starter. Send resume to Don North, WFRV-TV, PO. Box 1128, Green Bay, WI 54305. No phone calls accepted.

Weekend anchor/producer, woman or man for Upper Midwest ABC affiliate, competitive market. General assignment reporting duties during the week. Must know film and ENG. Equal Opportunity Employer, Affirmative Action. Send letter and resume to Box J-35.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Assistant Promotion Manager, major sunbelt market. Responsible for all facets of media and on air promotion. Send resumes to: Box H-170.

South Florida TV Station seeks promotion manager. EOE. Please send resume to Box H-130.

Co-host—Morning talk show. Pacific Northwest, 25th market. Must be experienced, knowledgeable interviewer with a verifiable record of achievement in this format. Our program has been highly successful for the past six years and rates consistently high. No phone calls please. Submit written resumes and 3/4" audition cassettes as soon as possible. All inquires confidential: Production Manager, PO Box 8799, Portland, OR 97208.

We are looking for a Director/Producer with special skills in commercial spot production and direction of sports remotes. Experienced in computer editing a must. In addition, this person may be called upon to direct public affairs shows, news, etc. Send resume to: KWGN-TV, PO Box 17588, Denver, CO 80217. Attention: Production Department. An Equal Opportunity Employer.

Director Program Production for major market Northwest PTV VHF station responsible for developing and implementing program production activities; coordinate activities of program production units. Degree in communications or related field or education/work equivalent, 5 years' experience in PTV program production with verifiable national credits in key role. 2 years' production management; project/unit management or executive producer. Salary \$23,232-\$37,356 plus liberal benefits. Deadline: October 10, 1980. Contact Selection Committee, 80-P-7E, c/o Fujita, KCTS/9, University of Washington, 4045 Brooklyn NE, Seattle, WA 98105. AA/EEO employer, women and ethnic minorities encouraged to apply.

Graphic Art Director. Looking for someone with television experience and who is strong on design. This is an ideal opportunity for someone on the way up to move into a top 15 market. Supervisory position over two artists and responsibility for station graphics design, including electronic graphics and news. Send resume to Box J-20.

Production person wanted for master control, switching, some directing and audio. Sunny South Texas Gulf Coast station. Call Chris Kelly at KGBT-TV, 512-423-3910. An affirmative action equal opportunity employer.

Promotion Manager. Need aggressive promotion person in excellent mid-west market. Need idea person with strong working knowledge of all area's of promotion, especially on-air. All replies confidential. Not an entry level position. Salary \$17,000 range. An Equal Opportunity Employer. Box J-18.

Major Market Station in the sunbelt searching for a creative and experienced producer-director in news and commercial production. Must operate switcher, be self-starter, and be thoroughly knowledgeable of current state of technology. All replies sent to Personnel Department, KMOL-TV, PO. Box 2641, San Antonio, TX 78299. Replies will be kept confidential. EEO employer.

Producer/Director. Seeking highly creative Producer/Director for number one rated station in Top 50's market. Need strong commercial as well as news and public affairs. Minimum two years directing experience. An Equal Opportunity Employer. Send resume and salary requirements to Box J-15.

Co-host wanted—bright intelligent individual to co host with bright intelligent female on morning live 5 day a week talk variety program. Must have 2 years on air experience. Must like people and be interested in all aspects of life. Production background necessary. Salary negotiable. If you want a challenging opportunity contact Cindy Walker, Program Director, WYTV, 3800 Shady Run Road, Youngstown, OH or phone 216-783-2930. EEOE.

Bookkeeper—Experienced with A/P A/R sub-journals and payroll: EDP preferred. Send resume and salary expectation to KMPH-TV, 5111 East McKinley, Fresno, CA 93727. EOE/M-F.

Commercial Continuity Writer for group owned station in growing market in Southeast. Applicants should have good advertising writing skills with the ability to assemble on paper, video and audio materials for television spots. EOE. Send resume to Box J-42.

Promotion Manager—Why spend another winter in the snow and cold? Strong Promotion Manager with creative imagination and flair needed in Gulf Coast market. Send complete resume and salary requirements. An Equal Employment Opportunity Employer. Box J-31.

Regional PTV station needs experienced producer/director for varied schedule of local productions. EFP experience including editing desirable. Salary range \$15,500-\$16,500. Deadline for letter of application and resume is September 26th. Send credentials including cassette program sampler and three letters of recommendation to: Ronald Gargas, Program Manager, WBGU-TV, Bowling Green, OH 43403. An equal opportunity/affirmative action employer.

Producer/Director for upstate NY PTV station. Entry level position responsible for producing and directing assigned projects. Requires Bachelors degree in TV related field, technical competence essential, on-air ability a plus. Submit resume, salary history, and writing sample by 9/5 to WCFE-TV, PO Box 617, Plattsburgh, NY 12901. No calls, please. Equal Opportunity/Affirmative Action Employer.

SITUATION WANTED MANAGEMENT

General Manager with outstanding credentials! Practicing TV since '52! Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive-programing, sales-production, promotion, community-involvement, news, etc. Leadership and motivational skills. Intuitive ability. Big-picture strengths accompany strong financial capability. Accustomed to bottom-line responsibility and compensation based on performance. Produces spectacular ratings, sales, and profits, plus prestige. Box J-13.

Currently in management. Experienced in programming, news, promotion, traffic, production, sales, FCC. Ready for small/medium market manager. All replies considered. Prefer East Coast. Box J-11.

SITUATIONS WANTED SALES

TV Salesman Aggressive, responsible professional—3 yrs. cable sales and network affiliates seeking to boost sales for growth opportunity station. Please send replies to Drew Frank 242 E. 80th St., New York, NY 10021 212-535-3979.

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.

Broadcast Engineer complete maintenance capability requests television entrance level production with maintenance duties. Handle any maintenance situation. Graduate Broadcast Engineering, Industrial Electronics, First Class FCC License. David Dellinger 303-986-9786, 1987 South DeFrame Way, Lakewood, CO 80228.

SITUATIONS WANTED NEWS

Feature Reporter. Talent, creativity and enthusiasm abounding. BA in Journalism and 2 years experience. Box H-230.

Accomplished Anchor/Reporter 50 kw TV News/Sports. Degree Journalism. Hank Holmes 617-679-6957. Box H-234.

First Edward R. Murrow Fellow in broadcast journalism, Award winning, bright, energetic woman looking for entry level reporting position with a first rate news operation. I'm a talented, competitive professional with two years reporting experience. Resume/references/tape available. Call Kelly Fredrickson 714-835-8855.

Meteorologist, two years experience, medium market, seeking top 40 eastern market committed to a professional and personable weathercast. Box H-245.

Ever think of a father/son TV news anchor? Plenty radio experience. Minor TV. What have you? Write Box J-8.

Sportscaster with four years experience. Have had outstanding performances in major market. 318-933-2971 Box J-29.

Reporter, 3 years experience. Can produce/anchor. Looking for career move. Box J-25.

You'll be glad you called if you need a hard-working young reporter-anchor with ENG photography and editing experience. Perfect for number two sports position or news-sports combination. Solid writer. Tape and resume available. Phone 309-688-2874.

Female Reporter with 5 years experience seeks position with top 75 TV station. Box J-41

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Producer/Director, currently with large teleproduction center, seeks position with emphasis on producing. National program credits, strong background in sports, live and remote telecasts. CMX editing. Box J-6.

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.

HELP WANTED TECHNICAL

Production Engineer: Management position. Responsible for the development, management and operation of engineering services for the production department of the Southwest's newest and largest cable TV franchise. Production facilities will include three (3) cable television studios, two (2) mobile units, extensive cablecasting equipment, plus portable equipment for use by public access personnel. Qualifications desired: 1st Class FCC License, experience with RCA TK 760/76, C Type 1" or equivalent, experience and knowledge of remote microwave facilities. Will not be responsible for cable operations. Salary commensurate with experience. Qualified applicants send resumes to Bob Wilson, Director of Personnel, UA-Columbia Cablevision of Texas Inc., San Antonio, TX 78205. No phone calls, please.

ALLIED FIELDS

HELP WANTED MANAGEMENT

We seek an aggressive, imaginative, take charge Sales Manager for a computer logging and billing service to radio stations. Must have experience with computer usage in radio stations and radio station management. Salary + commission + stock options. You will be on a trial period during which time we would expect results. Send background & experience to: President, Groton Computer, PO Box 1024, Groton, CT 06340.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. Paul H. Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341

HELP WANTED TECHNICAL

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.

HELP WANTED INSTRUCTION

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, KIS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038. 213-462-5600.

Professional oriented Journalism Department seeks two assistant professors starting January 15, 1981 for editorial and broadcast sequences respectively. Advanced reporting and editing experience a must for print slot, commercial news practice preferred to theory for expanding broadcast sequence. Tenure track or lecturer route negotiable. 22,000 campus in 400,000 population best of Southwest city. 200 majors in hard-working six-member department committed to affirmative action and equal opportunity. Resumes, references to Bob Lawrence, Chairman, Journalism Department, University of New Mexico, Albuquerque, NM 87131

Broadcast Faculty—Tenure-track position, beginning spring semester, 1981. MA/MS required in Broadcasting or related area with minimum of five total years professional experience in studio and field production, and teaching. Duties will include teaching advanced television and field production. Prefer additional competency in cinematography and writing for radio and television. Deadline for applications: September 22, 1980. Send application, resume, transcripts, and three letters of recommendation to N. Doyle Satterthwaite, Broadcast Search Committee, Department of Communication and Theatre, Western Kentucky University, Bowling Green, KY 42101 An Affirmative Action/Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde 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)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz 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.

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 2880 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, inhandler, 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.

20 KW FM Wilkinson, 20E, 7 yrs. old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585.

5 KW AM Collins 820-E1, 4 yrs. old, w/proof, many spares, Mint. M. Cooper 215-379-6585.

Jampro 2 bay antenna, 95.9 Mhz, 149' guyed tower, coax, on the ground, \$1,995 package price. FO.B. Denair, California. (209-634-7820).

FM Equipment, Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR 20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

10kw AM Collins 820F-1 Very popular transmitter. Only 9 years old. Mostly solid-state. Looks and performs like new. Will go presently, to 125% mod. Over \$5,500.00 in new spares. Many other 5kw 10 kw 20 kw AM and FM units in stock. Besco Internacional 214-630-3600. 5946 Club Oaks Dr. Dallas, TX 75248.

TK-60's, TM-6, Pedestals, Cradle Heads, TK-60 Camera Cable, Gates and McMartin 5 input Stereo Boards, Lenses-Varatol and other, all must go. Contact with offer for all or any: University of Maryland, Communications Arts & Theatre Department, Tawes Fine Arts Theatre Building, College Park, MD 20784. Attention: John Fleetwood. Or Call 301-454-2541

Like new Hitachi SK-80A color camera with motorized zoom and accessories. Panasonic NV9400 color videotape recorder with AC adaptor and charger. Quikset tripod with dolly & fluid head. Colortran mirror lighting set. All used less than 200 hours. 318-478-5055 after 3 pm.

Collins 820E-1 AM Transmitter. 5KW with matching 2-tower phasor and antenna coupling units. Presently on the air and available for inspection. Contact Tom C. Doell, KXVI, Inc., 214-369-1271, Suite 902, 7515 Greenville Avenue, Dallas, TX 75231.

Oktel Slo-motion recorder. Less than one year old. Includes spare head. Immaculate. Call Video East 215-337-8766.

Like new Ikegami HL-77A. 10-120 servo zoom power pack, batterpack/charger, 2 Anton Bauer batteries, 5" studio viewfinder, shipping case w/wheels. Less than 500 hrs on tubes. In excellent condition and a great buy for \$28.5K. Call Harry Elstermann at 813-877-9591

For Sale Mini-Van: Dodge Tradesman 200—3 years old (15,000 miles) Air-conditioned, insulated, carpeted, ideal for cable-TV, for news gathering or remote production. 2 Ikegami's HL-35 mini-cams, 1 CDL Switcher, syng gen., 1 color monitor, four 9" conracs monitors, VDA's, PDA's, lights, mikes, tripods, completely wired ready to go, extras. Best offer over \$50,000. Call: Ernie Panos 9 to 5:00 p.m. 312-236-5535

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

SMC Time announcer control TAC-1 and Dual cartridge playback 721-R, new never used, contact Terry Kinne, 108 N. Main St., Livingston, MT 406-222-6890.

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 Twineing, Dallas, TX 75227

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

Artlat 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

Marie's Microwave Minutes! Lessons in microwave cooking by that lady from Atlanta famous for teaching energy conservation through food preparation. A market exclusive from Tony Visk Creative Broadcasting, 3802 Greenrock Court, Atlanta 30340.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits

FCC "Taste-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.

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

General Sales Manager WZZK(FM) Birmingham, Alabama

Park City Communications has recently taken ownership of WZZK(FM), a 100,000 watt facility in the growing Birmingham market. We are looking for an aggressive, energetic and goal-oriented broadcaster, with considerable retail and agency sales experience. The individual we're seeking should possess a documented track record in sales management and a natural facility for working with people.

This position represents a great management opportunity, offering top money, excellent benefits and, most importantly, career development. You will join a management team that owns a controlling interest in the company and believes in the individual strengths, talents, and personal growth of its people. In addition to WZZK-FM, we operate three other outstanding radio stations (2 FM, 1 AM).

Please write and send a resume detailing your work experience, and outlining your attitudes on sales management to Jerdan Bullard, General Manager, WZZK-FM, 530 Beacon Parkway West, Birmingham, Alabama 35209. All replies will be held confidential and will be answered.

Park City Communications is an Equal Opportunity Employer M/F.

Business Manager New York City

An excellent career opportunity for an experienced radio business manager to become an integral part of our management team.

You should have a strong background in accounting and finance, be exceptionally good at your job, and aspire to being more than a "bean counter". If you're tired of being kept in the back room and ready to participate in the decision making process, reply in confidence to:

Raymond Yorke, Vice-President
and General Manager
WPIX-FM
220 East 42nd Street
New York, NY 10017

We are an equal opportunity employer/ minority and female applicants encouraged.

RADIO STATION MANAGER

Search reopened for immediate opening in 3 Kw non-commercial educational WWFM under construction at suburban West Windsor Campus. Report to Chairman of Telecommunications Division. A Self-starter needed, able to remain calm under pressure. BA and 4 years medium market public/community radio experience desirable. College student station experience not acceptable. On-air duties required on this community service format station. Salary minimum \$13K. Excellent fringe benefits. Send resume, references and non-returnable audition tape to: Mercer County Community College, Personnel Services, Dept GS, PO Box B, Trenton, NJ 08690. Equal Opportunity/Affirmative Action Employer

Help Wanted Technical

RADIO TECHNICIAN

KNX-FM, Los Angeles, needs a Broadcast Maintenance Technician. Should have five years broadcast maintenance experience and be strong on digital. 1st class FCC license required. Please send resumes to: CBS, INC., Placement office, 7800 Beverly Blvd., Los Angeles, Ca. 90036 Men/Women of all races desired.

Help Wanted Programing, Production, Others

PROGRAM COORDINATOR Major Market Talk Station

This is an administrative position; we're not looking for an air personality (we already have the top ones in the nation). We want a shirt-sleeve diplomat who knows how to work with talk show hosts and their guests, who can coordinate promotional activities, and handle the day-to-day complexities of talk station programming.

We're the number one talk station in Philadelphia. If you have broadcasting savvy and the guts to use it, send resume (with salary requirements), to Ed K., Station Manager at WWDB, 3930 Conshohocken Ave., Phila., Pa., 19131. No phone calls, please.

An Equal Opportunity Employer, M/F

EXPERIENCED ADULT- CONTEMPORARY PROGRAM DIRECTOR

Needed for Major Market 50,000 kw AM in South Florida. Must have successful track record in format. Please send resume to Box J-3. Equal Opportunity Employer.

SUNBELT

Top station in major sunbelt market needs a take charge traffic manager. Applicant must have full knowledge of computerized traffic system as well as creative ability to go beyond normal functions. Supervise department and keep sold out station running effectively. Only hard working career person need apply. Will discuss income. An EOE. Send resume to: Box J-27

Help Wanted Announcers

MORNING PERSONALITY WJAR Providence

We have an immediate opening for a Morning personality for our new FM station. Must be mature, friendly, informed, hard working, organized... a total professional. Minimum 3 years medium/major market experience. Send your resume and best aircheck to:

Peter Mokover
WJAR
111 Dorrance Street
Providence, RI. 02903
E.O.E. M/F

Help Wanted News

WJAR RADIO in Providence

Immediate opening for morning drive newscaster for WJAR's new 50,000 watt FM facility. Must have mature voice, minimum 3 years commercial experience, must be aggressive. Send tape and resume to Jim Martin, News Director, WJAR Radio, 111 Dorrance Street in Providence, RI 02903. No phone calls please. Equal opportunity employer.

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. 305-943-5355

Situations Wanted News

Gene Steinberg Seeks New Horizon:

This newsman/talk-show host is heard late nights on a major East Coast clear-channel station... and he's ready to move on.

Got a radio/TV slot in a top five market? Want a guy with 12 solid years of multimedia experience? That's

Gene Steinberg

CALL HIM AT: (212) 631-9290

TELEVISION

Help Wanted Management

Group Operations V.P.

Established TV 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 Nathanson, Richards Consultants, (212) 682-6880.

Help Wanted News

FILM/ENG EDITOR:

Join major State-wide Nightly News Program with opportunities for career advancement. Will consider experienced news film editor anxious to develop ENG skills. Send resume and cassette to: Herb Bloom, Executive Producer, N.J. Nightly News, 1573 Parkside Ave., Trenton, N.J. 08638 (EEO)

Help Wanted News Continued

NEWS ANCHOR

A communicator with solid writing and reporting skills. A first-class professional for a first-class news operation. Send tapes to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, Kansas, 67201. An EOE.

WEEKEND SPORTS ANCHOR/ SPORTS REPORTER

Must have 2 years TV experience. Not an entry-level position. Don't call. Send tape and resume to Dow Smith, Executive News Director, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008.

Help Wanted Programing, Production, Others Continued

Photographer/editor

for PM Magazine show open. Must have experience with magazine-type show, be totally familiar with ENG equipment. Tape will be requested from those considered. Box H-261

AN ANCHOR

Whose personal delivery is crisp and authoritative and who relates well to the other newsteam members is needed by WBRE-TV, Wilkes-Barre/Scranton, PA. This key person, for two nightly newscasts, will be offered favorable contract with good salary and fringe benefits. Send resumes and off-air tapes to Mr. Pat Dennis, News Director, WBRE-TV, Box 28, Wilkes-Barre, PA. 18773. EEO Employer M/F.

Help Wanted Programing, Production, Others



Now seeking candidates for Talent (Host & Hostess) and Producer for January premiere of PM Magazine. Preference given Producer/Talent combo. Prior experience with magazine-type format a must for Producer. Send resume, tape and salary needs to Larry Pate, WALA-TV, P.O. Box 1548, Mobile, AL 36633.

An EEO Employer

DIRECTOR OF ADVERTISING & PROMOTION

Organized, selfstarter needed to manage promotion department for the leading independent station in the country. Responsible for on-air, print and radio promotion, as well as publicity. Send resume to Box J-22. Equal employment opportunity employer M/F.

REPORTER

Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box H-226. EEOE, m/f.

Attractive, energetic co-host

needed for PM Magazine show in mid-size television market. Broadcasting and/or theatre background considered. Show has good ratings and station commitment. Send resume. Tape will be requested from those being considered. Box H-236.

PROMOTION MANAGER

WHAS-TV is looking for a first rate person with strong creative and writing skills. Must have experience in all facets of promotion. Send resume/tape to Steve Steinberg, WHAS, Inc. P.O. Box 1084, Louisville, Kentucky 40201.

AN EQUAL OPPORTUNITY EMPLOYER

PRODUCER

Daily talk show in top ten market focusing on news and issues. Prior experience a must, as well as contact and research capabilities. Send resume to Box J-14. Equal employment opportunity employer M/F.

TOP 20 Sun Belt Market

Assistant Sports Director - Weekend Sports Anchor plus reports three days a week; minimum 3 years experience as reporter/anchor.

General Assignment Reporter - Cover and write stories as assigned; do live inserts via microwave or on the news set; journalism degree or equivalent experience in a Public or commercial news organization.

News Photographer - Videotape and edit stories as assigned; also, prepare live shots using ENG equipment; minimum 2 years experience with ENG cameras and equipment.

AN EQUAL OPPORTUNITY EMPLOYER

Send resumes to: Box J-34

Help Wanted Technical



PRODUCER

WBZ-TV, Group W in Boston is looking for the best in the country to produce our number one rated, daily prime-time access program.

Candidate must have extensive management and producing background, preferably in similar formatted program series and be able to effectively manage and motivate a sixteen person staff.

Send resume and cassette (no phone calls please) to Richard Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, Massachusetts 02134. An equal opportunity employer.

Broadcast Engineers

The newest state-of-the-art equipment is what you'll be working with if you want to see just how far your electronic background and broadcasting experience can take you. You'll begin as a maintenance engineer at Oklahoma City's most outstanding Independent Television Station. Oklahoma City is the 3rd fastest growing market in the nation's prosperous sunbelt. Your experience, your attitude, and your motivation to complete projects and perform routine maintenance on this excellent equipment on your own could advance you into the position of Assistant Chief Engineer. Find out more by calling

(405)478-3434

Greg Miller
KGMC-TV
P.O. Box 14587
Oklahoma City
OK. 73113



WEATHER PERSONALITY

Experienced weathercaster with lots of personality wanted for aggressive news operation. Send resume, tape and salary requirements to: Bill Jenkins, WCTI-TV, P.O. Box 2325, New Bern, NC 28560 E.O.E. M/F.

A Mailrite Station

**Help Wanted Technical
Continued**

Help Wanted Sales

**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.

**CHIEF
ENGINEER**

Wanted for new commercial UHF TV station in fast-growing Albuquerque, sign-on early 1981. Employment start October this year. A growing multiple radio/TV station company.

Solid UHF background essential with management ability. EOE. Send letter/resume to

Box J-16

**SPORTS REPORTING
POSITION WANTED**

BJORN BORG, DUKE SNIDER & FRANK SINATRA recent interviews of SPORTSLADY REPORTER - a 1st round draft choice! savvy & well-seasoned! Those with excellent taste call . Spring de Haviland. Sports' broad' caster! 213-828-6143 anytime! or 213-841-2769.

ALLIED FIELDS

**Help Wanted Programing,
Production, Others**

**NEWS AND DOCUMENTARY
TYPE PRODUCTION**

We are broadcast journalists using our skills and ENG technology to write and produce motion pictures for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Four years TV news experience minimum. Send resume and tape to:

VIDEA, LTD.
200 Guaranty Building
Cedar Rapids, Iowa 52401
Equal Opportunity Employer M/F

REGIONAL SALES MANAGER

Promotions in Arbitron's Radio's Midwest Sales Division has opened up a position for a hard-hitting Regional Sales Manager for our advertiser/agency radio sales division.

The person we're seeking must have at least 5 years plus experience in advertiser/agency media and/or broadcast sales and a proven sales management background. If you're a self starter and are highly motivated to increase your income, this is an opportunity you should explore.

We offer an exceptional starting salary and incentives, generous and comprehensive fringe benefits, and an outstanding opportunity for advancement.

To explore this fine opportunity, send your resume, with salary history, in confidence to:

THE ARBITRON COMPANY

GD a research service of
CONTROL DATA CORPORATION

1350 Avenue of the Americas, New York, New York 10019
An Affirmative Action Employer M/F



Employment Service

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L** **BROADCASTER'S
ACTION LINE**
The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

Television Programing

ORIGINAL PROGRAMS WANTED
We will market your uncirculated programs in our syndicate. Need variety, musical, sports, travelogue, documentary, uniques, etc. Send tape.
The HILTON Organization
1700 N. Westshore Blvd.
Tampa, FL 33607
813/879-8267

Radio Programing

**The MEMORABLE Days
of Radio**
30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

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American Radio Associates
*A Full-Service Broadcast Consulting Firm
offering professional services in . . .*
**PROGRAMMING ENGINEERING
SALES CREATIVE SERVICES
MANAGEMENT/TALENT PLACEMENT**
phone (216)289-3660 Cleveland, Ohio

Products

**STATION PROFITS
UP IN WOODSMOKE...
HEAT HELP IS ON THE WAY!**
HEAT HELP is 60 one-minute radio programs that cover wood & woodheating from A to Z...the ONLY program of its kind we know of to get to the thousands of your listeners who burn wood.
for sample tape phone
802-775-7134 or write
**OR
OMNI** **OMNI RADIO SERVICES**
P.O. BOX 58
RUTLAND, VERMONT 05701

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REELS and
BOXES**
for Audio & Video Tape
ASK FOR OUR CATALOG OF SUPPLIES
PROFESSIONAL RECORDING
Polyline
Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

**PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION
LICENSE
RANDOLPH, MA**

The Town of Randolph will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications shall be delivered to the office of the Board of Selectmen, Town Hall, Randolph, Mass. in a sealed envelope marked "Application for Cable TV License" and shall be received until 3:00 p.m. on Monday, Nov. 10, 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 Randolph. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

This is the only period during which applications may be filed.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

The Board of Selectmen of the Town of Randolph shall be the issuing authority and reserves the right to waive formalities, to reject any and all applications, or to accept the application deemed best for the Town.

BOARD OF SELECTMEN

Thomas M. Sullivan, Chairman
Joseph J. Semens, Vice Chairman & Clerk
Paul J. Connors
Alvin J. Yorra
Maureen A. Dunn

PUBLIC NOTICE: Request for Amendments to original applications and initial applications from other interested parties for Cable Television License, Wakefield, Massachusetts

The Town of Wakefield, Massachusetts will accept amendments to original applications, and initial applications from other interested parties, for a community antenna television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Amended applications and initial applications will be accepted at the address below until 4:00 p.m. on Tuesday, October 7, 1980.

All amended applications and initial applications received will be available for public inspection in the Town Clerk's office during regular business hours, and for reproduction at a reasonable fee. Each original application should be accompanied by a \$100 non-refundable filing fee payable to the Town of Wakefield. All interested applicants are urged to submit complete and fully detailed amended applications or initial applications, as the case may be, at their earliest convenience.

Initial applications may obtain a copy of the System Specification Report of the issuing authority by addressing a request therefor to the Board of Selectmen at the address below

John F. Carney, Chairman
Board of Selectmen

Board of Selectmen
One Lafayette Street
Wakefield, Massachusetts 01880

**PUBLIC NOTICE
REQUEST FOR PROPOSALS
CABLE TELEVISION FRANCHISE**

The Village of Springville and Town of Concord, Erie County, New York, hereby invites the submission of sealed proposals for a cable television franchise in said Village and Town.

A formal "Request For Proposals" is available from the Village Clerk, Gail M. Dayton, telephone (716) 592-4935, located at 5 West Main Street, Springville, New York 14141. All proposals must be submitted in writing in the form and manner specified in the "Request For Proposals" and must be received not later than 5:00 P.M., November 3, 1980. All proposals will be available for public inspection during normal business hours at the Village Clerk's Office at the above address, and at the Town Clerk's Office, 86 Franklin Street, Springville, New York 14141.

NOTICE TO APPLICANTS

Notice is hereby given that the Board of Public Works and Safety of the City of LaPorte, Indiana, will receive applications in the office of the Clerk-Treasurer, 801 Michigan Avenue, LaPorte, Indiana, until the hour of 9:00 A.M. on November 3, 1980 for a franchise for operation of a Cable Television System in the City of LaPorte, Indiana.

Applications must be submitted in accordance with the provisions of Ordinance No. 1605 of the City of LaPorte, Indiana, copies of which are available from the Clerk-Treasurer.

**BOARD OF PUBLIC WORKS AND SAFETY
CITY OF LAPORTE, INDIANA**

By: Florence G. Chrobak
Clerk-Treasurer

Dated this 12th day of August, 1980.

September 3-4, 1980 Public Broadcasting Service, Technology Applications Task Force meeting, 9 p.m. September 3, Loew's L'Entant Plaza Hotel; 9 a.m. September 4, PBS offices; Washington, D.C. Discuss future technology applications for public television: Western Union sharing, value-added services by satellite, relinquished transponder time, teleconferencing, cable, cassette and disc distribution, foreign program sales, music publishing, technical services, subscription television, direct broadcast satellite, teletext, captioning for the deaf

**SEPTEMBER 16, 1980
EXECUTIVE COMMITTEE MEETING**

National Association of Public Television Stations will meet in the conference room at 9:00 A.M. in Suite 7200 from 10:00 a.m. to 3:00 p.m. In addition to general business and Committee and staff reports, agenda will include matters of membership and assessment policy, the agenda for the fall, full Board meeting, new CPB policy directions, new technologies in television and selection of independent auditors.

**REQUEST FOR PROPOSALS
CITY OF GERMANTOWN,
TENNESSEE**

The City of Germantown, Shelby County, Tennessee is requesting proposals for the installation and operation of a cable television system. Germantown is located in the southwestern corner of the state of Tennessee immediately to the east of the City of Memphis. The area to be served by the successful applicant will include that area contained within the city limits of the City of Germantown which has an estimated total population of 22,000.

The City's Request for Proposals is available to all interested parties. Proposals must be received by the City Administrator, City of Germantown Municipal Center, 1930 Germantown Road, Germantown, Tennessee 38138, no later than 5:00 p.m. on Monday, December 1, 1980. Each proposal must be accompanied by a \$3,500.00 non-refundable filing fee.

For copies of the City's Request for Proposals or for further information, please write to John W. Minton, City Administrator, Municipal Center, 1930 Germantown Road, Germantown, Tennessee 38138.

**For Fast Action Use
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Classified Advertising**

Investor(s)

wanted for new program service. Its time has come. Reply Box H-214.

Capital Needed

Excellent opportunity to help secure fulltime AM facility in one of the fastest growing cities in the nation. 125K needed with high returns being offered! For more information on a secure investment call: 1-704-253-0771.

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H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

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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

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COMPANY**

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1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404 351 0555

RADIO STATIONS FOR SALE

Nationwide! List of over 75 AM or FM. \$50. Broadcast engineer will assist further. Send no payment! M. Gottesman, 863-25th Avenue, San Francisco, CA 94121 (415) 751-1974 eves. (PDST).

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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

- 1,000 watt daytimer. \$330,000. Terms.
- UHF-TV in Iowa. \$320,000.
- 1,000 watt daytimer. KY. \$300,000.
- Florida station under construction. Prefers partner but will sell. \$280,000. Terms.
- Atlanta area. 5,000 watts. \$520,000.
- 5,000 watt daytimer. TN. \$340,000. \$40,000 down.
- AM/FM Arkansas. \$700,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- Class C in single FM market. Montana. \$510,000. Terms.
- AM/FM in Oklahoma. \$1,100,000.
- AM/FM in Louisiana. \$320,000.
- Class C. Midwest. \$700,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- 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. \$375,000.
- 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.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

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Profitable station group in medium Western markets. Excellent AM and FM facilities including valuable real estate. \$5.7 million with terms for well qualified buyer.

Chapman Associates
11900 Woodley Ave.
Granada Hills, CA 91344
213-363-5764

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 |
| MN | Daytime AM | 225K | Metro |
| FL | Fulltime AM | 135K | Small |
| NJ | Daytime AM | 395K | Small |
| SC | AM—Down payment \$25,000 | | |
| TN | AM—Down payment \$25,000 | | |
| NC | AM—Down payment \$25,000 | | |

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- Poorly Run 5KW Full Time AM In Mid-West
- City of License Medium-Size Market
- Only Full Timer In Bedroom Community Adjacent To Medium/Large-Size Market
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FOR SALE

Eastern suburban top 10 FM with 3 mv/m over center city. Growth and profitability. Asking \$2,650,000—write Art Simmers, Chapman Associates, 75 Abrams Hill, Duxbury, MA 02332.

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

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

For Sale AM-FM

In recession free southeastern market. Priced at 2 1/2 times gross with excellent terms and good real estate. No brokers. Box J-33.

AM - FM COMBO
100,000 WATT FM, REGIONAL FULLTIME AM, SOUTHEAST. PRICED TO SELL AT 10 TIMES POSITIVE CASH FLOW -- \$1,800,000.00
UNBELIEVABLE POTENTIAL. ATTRACTIVE TERMS.

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919-623-3000
P.O. BOX 647
A DIVISION OF EDEN HEALTH COMPANY, INC.
628 WASHINGTON ST., EDEN N.C. 27288

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| nationwide service | |

STATIONS

| | | | | | | |
|----|--------|-------|--------|--------|------------------|----------------|
| SW | Small | AM/FM | \$375K | 29% | Dan Rouse | (214) 387-2803 |
| SW | Small | AM/FM | \$395K | \$114K | Bill Whitley | (214) 387-2303 |
| 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 |
| S | Metro | AM | \$375K | \$52K | Jim Mackin | (312) 323-1545 |

CONTACT

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

COLORADO

Most beautiful America. Class IV AM. Price 2 1/2 times gross \$375,000. Includes Xmtr, Real Estate, new downtown studios leased.

Box J-26

FOR SALE

Maryland suburban 5 kw AM station. Asking \$1,320,000 CASH. New transmitter. Walk in—take over. Write—Art Simmers, Chapman Associates, 75 Abrams Hill, Duxbury, MA 02332.

Dan Hayslett

dh & associates, inc.
Media Brokers
 RADIO, TV, and CATV
 (214) 691-2076
 11311 N. Central Expressway • Dallas, Texas

For Sale AM-FM

Central Michigan, Small AM-FM station \$250,000.00 cash. No Brokers. Send to Box J-10.

Are you

an aggressive general manager/sales manager looking forward to becoming an owner operator? WKEM, a full time AM serving Immokalee Florida is available. (One station market). Priced for immediate sale. \$125,000. Terms negotiable. Contact: Jan Kantor 813-334-8135.

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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., N.W., Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted (personal ads) 40c per word \$5.00 weekly minimum. All other classifications: 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue

Rates: Classified display: Situations Wanted (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy

Books for Broadcasters

304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting. 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques while digging deeper into all technical and electronic aspects of audio operation. 192 pages illustrated index. **\$10.00**

306. BROADCAST MANAGEMENT by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting are a student of broadcasting or already are employed in broadcasting this second edition—revised and enlarged—is a must reading. 464 pages charts & index. **\$16.50.**

316. RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition by Robert L. Hilliard. Reset expanded and revised throughout this new edition includes radio news. First Amendment problems and current techniques of electronic journalism. 478 pages 100 illustrations notes bibliography appendices glossary. **\$10.95.**

336. THE BROADCAST COMMUNICATIONS DICTIONARY edited by Lincoln Diamant. Second edition—newly revised and enlarged—of this standard reference work. Some 4,000 technical, common and slang definitions including familiar words meaning different things in English-speaking countries everywhere. Accurate indispensable. 210 pages. **\$9.95**

345. AMERICAN BROADCASTING: A Sourcebook on the History of Radio and Television by Lawrence W. Lichty and Malachi C. Topping. A skillfully edited anthology of 93 selections this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre history to 1975. Articles by such notables as Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few. A must for every broadcaster's library. 723 pages notes, tables, bibliography, index, chronological table of contents. **\$26.50**

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Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

Fates & Fortunes

Media

Richard McIntosh, operations director, KPRZ(AM) Los Angeles (formerly KITS), named president and general manager.



Wildman

Sherman Wildman, director of marketing, CBS Television Stations, New York, named VP-general manager of CBS-owned WCAU(AM) Philadelphia.

Cecil R. Forster Jr., VP-general manager of Group W's WINS(AM) New York, has resigned, effective Sept. 1, to pursue other business opportunities, including broadcast ownership.

Ronald Kwasnick, general sales manager, WILX-TV Onondaga, Mich. (Lansing), named general manager.

Stan Greenberg, general manager of Gannett Co.'s KSD-AM-FM St. Louis, named president and general manager of co-owned WDKL-FM Cleveland. **Wally Clark**, from www(FM) Detroit, joins Gannett succeeding Greenberg. **Charles Robb**, controller, KSD-AM-FM, named VP.

Julian Goodman, retired chairman and chief executive officer of NBC, elected to board of directors of Gannett Co.

Doug Brown, VP-general manager of Malrite Broadcasting Co.'s KEYE-AM-FM St. Paul, named regional VP, with operating responsibility for KEYE and co-owned WZUU-AM-FM Milwaukee.

Gary Swartz, sales manager, KEYE-AM-FM, named station manager.

Bill Thomas, VP-general manager, WVOJ(AM) Jacksonville, Fla., joins WREC(AM)-WZXR(FM) Memphis, Tenn., in same capacity.

Vesta Brandt, VP-sales for KNUZ(AM)-KQUE(FM) Houston and co-owned KAYC(AM)-KAYD(FM) Beaumont, Tex., named general manager of KAYC-KAYD.



Everill

Charles H. Everill, VP of Harte-Hanks Communications, president of company's National Group and publisher of *Journal News* in Hamilton, Ohio, named senior VP-marketing for Harte-Hanks. Everill oversees company's cable operations.

Tom Kanarian, VP-general manager, Theta Cable of California, named president.

Richard Holcomb, general manager of non-commercial KRMA-TV Denver, joins American Television & Communications Corp. there as VP-public affairs.

Daniel Gold, former VP-general manager of

CBS-owned WCAU-TV Philadelphia, named VP and executive assistant to Daniel Aaron, president of Comcast Cable Communications division of Comcast Corp., Bala-Cynwyd, Pa.

Robert Miller, former chief executive officer of noncommercial KTSU(FM) Houston, joins KYST(AM) Texas City, Tex., as general manager and VP of licensee, Henderson Broadcast Corp.

Stephen Godofsky, operations manager, WHLI(AM)-WKJY(FM) Hempstead, N.Y., named station manager.

Bonnie MacClain, from KWEN(FM) Tulsa, Okla., joins Memphis Cablevision as marketing director.

Patricia Henry, manager of rating services for radio in research department of CBS/Broadcast Group, New York, named director, audience research, CBS Radio.

Steven Simms, with WMLA(FM) LeRoy, Ill., named research director.

Robert Arena, director of financial planning, policies and procedures, Group W, New York, named controller for Group W's WINS(AM) New York.

Philip Howitt, assistant controller, Specialty Restaurants Corp., Long Beach, Calif., joins Harriscop Broadcasting Corp. and Harris Cable Corp., Los Angeles, as controller.

John Steffan, formerly with Antrim Kalkaska Community Mental Health Services Board in northern Michigan, joins WPBN-TV Traverse City, Mich., as controller.

Advertising

John Breen, VP-account group supervisor, and **Benjamin Bishop**, VP-account supervisor, D'Arcy-MacManus & Masius, Chicago, named senior VP's and management supervisors. **Stanley Sundermeyer**, account executive, DM&M, St. Louis, named account supervisor.

Christopher Ebner, VP-management supervisor, Ketchum MacLeod & Grove, New York, named senior VP.

Randall Schroeder, media director, N W Ayer, Detroit, elected VP. **Deborah Worrell**, media supervisor, D'Arcy-MacManus & Masius, Bloomfield, Mich., joins Ayer in Detroit as media supervisor.

Diane Gilley, account supervisor in New York office, and **Elizabeth Musch**, account supervisor in Paris office, Benton & Bowles, elected VP's.

Michael Siegel, VP-director of media operations, SFM Media Services, New York, joins American Media Consultants there as senior VP-director of media operations.

Jack Soos, copy chief, Langelier:Mason Inc., Bethany, Conn., joins Keiler & McKinley Advertising, Farmington, Conn., as broadcast and audio-visual production manager.

Tammie Jackson, account executive, Bozell & Jacobs, Dallas, joins Ogilvy & Mather,

Houston, in same capacity.

Jeanne McLaren, assistant account executive, W.B. Doner, Detroit, named account executive.

Margaret Mohler Cromelin, formerly with The Martin Agency, Richmond, Va., joins Earle Palmer Brown, Washington, as account executive.

Mike Rix, account executive on jaguar sales team in New York for TeleRep, named Chicago sales manager for jaguars. **Jim Monahan**, research supervisor, Metro TV Sales, joins TeleRep as director of research.

Robert Alan Glasser, former president of Robert Alan Marketing, telephone marketing services company, joins Roslin Radio Sales as sales manager of Southeast region, based in Atlanta.

Robert Paine, director of sales research, Peters Griffin Woodward, New York, named VP-research.

Scott T. Meler, local sales manager, KSTP-FM Minneapolis-St. Paul, joins Blair Radio as office manager of its Minneapolis office. He succeeds Brian E. Robinson, recently named national sales manager of Blair's WHDH(AM) Boston.

Karen Glass, from Meeker Television, New York, and **Mary Jane Hayes**, from MMT Sales

UP YOUR PROFITS!

Sid Connolly, formerly President and General Manager of KGSC-TV, Channel 36 in San Jose, announces the opening of his new broadcast consulting firm.

Over 15 years of proven recent experience. If you have a problem, let us help you solve it. Available for television and radio consultation in all areas of the country except San Jose and San Francisco.



1850 Willow Road, Suite 42,
Palo Alto, CA 94304

there, join Blair Television in New York on CBS/green team and NBC/red team, respectively.

Loren Kertes, from New York sales staff of TeleRep, joins Avery-Knodel Television there as account executive.

Beverly Appleman, assistant to president of McGavren Guild, New York, named to New York sales staff.

Michael Gillham, account executive, Metro TV Sales, Chicago, joins HR Television as account executive in St. Louis office.

Jeff Osborne, account executive, Television Advertising Representatives, New York, named director of sales promotion and research.

Clint Pace, national sales manager, Scripps-Howard Broadcasting's Wews(TV) Cleveland, named general sales manager of co-owned WCPO-TV Cincinnati.

Andy Lee, VP of Southwest area for MCA-TV, joins WALA-TV Mobile, Ala., as general sales manager.

Harvey Pearlman, VP-general manager, WMET(FM) Chicago, joins WIND(AM) there as general sales manager.

Thomas Blair, formerly with WTLV(TV) Jacksonville, Fla., named general sales manager of WDBJ-TV Roanoke, Va.

Greg O'Connor, local sales manager, WNE-TV Hanover, N.H., named national sales manager.

James DiMino, account executive, WGR-TV Buffalo, N.Y., named sales manager for co-owned WGR(AM) there.

Jeffrey Jay Weber, program and operations manager, WAZY-AM-FM Lafayette, Ind., joins WWCM(AM)-WBDJ(FM) Brazil, Ind., as sales manager.

Natalie Cole, account executive, WTEV(TV) New Bedford, Mass., joins WNAC-TV Boston in same capacity.

Sue Holzhauer, traffic and operations manager, WISN-TV Milwaukee, named account executive.

Karen Henlger, account executive, MMT Sales, New York, joins KENS-TV San Antonio, Tex., in same capacity.

Terri Hogue, former account executive, KIRO-TV Seattle, and **Shannon O'Leary**, former national sales representative with CBS Television Spot Sales, join KCPQ(TV) Tacoma, Wash., as account executives.

Linda Penn, from noncommercial WQUB-AM-FM Athens, Ohio, and **Jeff Hedgemon**, from KJET(AM) Beaumont, Tex., join KCOH(AM) Houston as account executives.

Sue Bell, art director, Rollins Partnership, Houston, joins KODA-FM there as account executive.

Kim Lewis, account executive, WILD(AM) Boston, joins WEEI(AM) there in same capacity.

Joe Bacarella Jr., account executive, www(FM) Detroit, and **Jeff Sleete**, from Detroit office of Torbet Radio, join WLLZ(FM) there as account executives.

Mike Kitsteiner, promotion director, KBEQ(FM) Kansas City, Mo., named account executive.

Page Palmer, promotion director, Oak Park Mall, Kansas City, joins KBEQ as account executive.

Terri Penny, research and planning supervisor, WBTV(TV) Charlotte, N.C., named research and marketing specialist.

Judy Sopper, sales representative, WBNQ(FM) Bloomington, Ill., joins WMLA(FM) LeRoy, Ill., as marketing director.

Programming

Irwin H. Moss, senior VP, entertainment acquisitions, NBC Entertainment, named president, Marble Arch Television, effective Sept. 2.

William P. Andrews, senior VP-domestic syndication, Viacom Enterprises, New York, has announced he will leave Viacom at end of year to form his own television program syndication company, specializing in domestic distribution, with offices in New York and Los Angeles.



Andrews



Schneier

Fred Schneier, VP-feature films, Viacom, New York, named to newly created post of senior VP-program acquisitions and motion pictures for Viacom Enterprises. At end of year, he will relocate to West Coast.

Kathy Jones, executive director of field marketing, Paramount Pictures, joins motion picture division of Time-Life Films as VP for domestic marketing.

Richard Wolfe, former president of WBNS-TV Columbus, Ohio, and co-owned Video Indiana, owner of WTHR(TV) Indianapolis, joins Premiere, Los Angeles, as VP-operations and engineering.

Jeanne O'Grady, director of programming, Daniels & Associates, Denver, named VP-programming.

Fred Cohen, head of international television distribution and consulting company, Fred Cohen and Associates, Washington, joins Home Box Office, New York, as director of co-productions.

Tom Maples, Southern division manager, 20th Century Fox Television, joins MCA TV as manager of Dallas office, with sales responsibility for Southwest area.

Lee Tenebruso, district sales manager, south central region, Showtime, named regional sales manager for Western region, based in San Fran-

cisco. **Michael O'Connor**, regional affiliate manager, north central region, named regional affiliate manager for Western region.

Judith Green, former syndication sales representative for Sandy Frank Television Distributors, joins Newsweek Broadcasting, New York, as director of marketing.

Jane Schwartz, director of music development and special projects, Warner Cable Co. joins Video Corp. of America, New York, as manager of programming and product acquisitions for VidAmerica subsidiary. **Gary Needle**, controller, Learning Corp. of America, joins Video Corp. of America as manager of business affairs and personnel.

George Prescott, controller, Columbia Pictures Home Entertainment, New York, has been reassigned to concentrate on financial reporting for company. **David Schwartz**, manager of business affairs at Long Island City, N.Y., tape and film facility of Columbia Pictures, named director of operations for Columbia Pictures Home Entertainment.

Claudia Young, legal assistant, Warner America Cable Communications, New York, joins Worldvision Enterprises there as director of office management and personnel.

Norma Goldstein, music coordinator, Melvin Simon Productions, named talent coordinator for Satellite Live, satellite-delivered live national call-in radio show which begins Sept. 21.

Susan Burks, current affairs associate in programming department of Public Broadcasting Service, Washington, joins Independent Film and Video Distribution Center, Boulder, Colo., as associate director.

Robin Young, host-producer, WBZ-TV Boston's *Evening Magazine*, named co-host, *It's Your World*, NBC News half-hour magazine to premiere early next year at 11:30 a.m. weekdays. Beginning next month, Young will, in interim supply features for *Today*. On-air partner for Young on *It's Your World* has not yet been named.

Launa Newman-Minson, associate producer, producer and writer for Dinah Shore's syndicated and network television ventures, joins ABC Entertainment, Los Angeles, as executive producer, special programs.

Eric Stearman, producer-director, WISN-TV Milwaukee, named production manager. **Clyde Becker**, from WTOL-TV Toledo, Ohio, joins WISN-TV as field producer for *PM Magazine*.

John Behring, *PM Magazine* field producer, WISN-TV Milwaukee, joins staff of Jerry Smith Production Studios there.

Ron Bartlett, production manager, WYEA-TV Columbus, Ga., named operations manager. **Curtis Elder**, director, succeeds Bartlett.

Insider's story. Neal Gregory, whose workaday occupation is with the House of Representatives subcommittee that oversees TV and radio broadcasts from that chamber, has been moonlighting on a book that deals in part with radio-TV coverage of the death of Elvis Presley. Gregory and his wife, Janice, also a professional staff member in the House, collaborated on the book, which describes the extraordinary reaction, in the U.S. and around the world, to Presley's death. "When Elvis Died," published by Communications Press Inc., is based on interviews with journalists and others and on research into hundreds of newspapers, television scripts and broadcast logs. Among other things, the book records that ABC and NBC led evening newscasts, on Aug. 16, 1977, with news of Presley's death, and that CBS, which did not, suffered its worst ratings drubbing in years, in a sampling of viewers in New York and Los Angeles. Neal Gregory, a native of Tupelo, Miss., where Presley was born, is a former journalist who is now information policy liaison for the House Administration Committee.

Robert Shaw, senior producer, noncommercial WOSU-TV Columbus, Ohio, joins WCMH-TV there as executive producer of *PM Magazine*. **Rich Lavon**, from KTEW(TV) Tulsa, Okla., joins WCMH-TV as photographer-editor on *PM Magazine* staff.

Appointments to *PM Magazine* on WIS-TV Columbia, S.C.: **Bill Chapman**, executive producer of *Awareness* and *Carolina Magazine* on WIS-TV, named executive producer of *PM Magazine*; **Robert Dicks Jr.**, news producer, WTAZ-TV Norfolk, Va., named producer of *PM Magazine* at WIS-TV; **Lou Green**, reporter and host of *Carolina Magazine*, named host and associate producer of *PM Magazine*; **Inga Dennis**, reporter and weathercaster, WBTW-TV Florence, S.C., joins WIS-TV as host and writer, and **Tom Posey**, cinematographer for *Carolina Magazine*, named *PM Magazine* field producer.

C.J. Underwood, on *Top O' the Day* and *This Morning* programs on WBTW(TV) Charlotte, N.C., and former host of *Carolina Camera* on WBTW, returns to *Carolina Camera*.

John Larson, program director, WZOK(FM) Rockford, Ill., joins WLLZ(FM) Detroit in same capacity.

Les Tracy, formerly with WLUP(FM) Chicago, joins KZAP(FM) Sacramento, Calif., as program director.

Brent Alberts, program director, WYFE-FM Winnebago, Ill., joins WQFM(FM) Milwaukee in same capacity.

Randy Lane, from WTMA(AM)-WPXI(FM) Charleston, S.C., joins KBEQ(FM) Kansas City, Mo., as program director.

Sal Glangrasso, director of news and public affairs, Williams Broadcasting, Hempstead, N.Y., named program director for company's WKJY-FM there.

Susan Brothen, director of news and public affairs, noncommercial KFJM-AM-FM Grand Forks, N.D., named director of programing and news.

Bob Kimball, writer and producer for *Curt Gowdy Show* on Mutual Broadcasting System, assumes additional duties as statistician and researcher for Gowdy's football broadcasts on CBS-TV.

Tom Erickson, former sports director, KTHI-TV Fargo, N.D., joins KESQ-TV Palm Springs, Calif., in same capacity.

Anthony Martinez, weekend sportscaster, KOOL-TV Phoenix, named weeknight 6 and 10 p.m. sportscaster. **Marc Middleton**, sports director and reporter, WJCL(TV) Savannah, Ga., joins KOOL-TV as weekend sportscaster.

Craig Wunderlich, tape editor and unit supervisor, WJLA-TV Washington, named sports producer.

J.D. Hayworth, who has been working part time in sports department of WPTF-TV Durham, N.C., joins staff full time as sports reporter.

Frank Glieber, sports director, KRLD(AM) Dallas, joins Texas State Network as daily sportscaster.

Brent Seltzer, news reporter and producer, KZLA(FM) Los Angeles, named director of news and community affairs, KNX(FM) there.

John Conboye, from news staff of KDBC-TV El Paso, Tex., joins WKBT(TV) La Crosse, Wis., as news director. **Mark Quade**, who had been news director at WKBT, becomes public affairs director.

Bob Rieske, director of news operations, WTEV(TV) New Bedford, Mass., named news director.

Stephanie Rank Brady, news director, KHJ-TV Los Angeles, named VP.

Gabe Dalmath, producer and anchor of 6 p.m. news, WHEC-TV Rochester, N.Y., named news manager. He will continue to anchor 6 p.m. news.

John Mainelli, from KFVB(AM) Los Angeles, joins KSDO(AM) San Diego as news director.

Jon Floriano, anchor and reporter, WPVL(AM) Painesville, Ohio, named news director and morning anchor. **John Michalakes**, from WERE(AM) Cleveland, joins WPVL as anchor and reporter.

Lee Bailey, news director, WNGE(TV) Nashville, joins WKYC-TV Cleveland as executive news producer.

Steve Craig, reporter and weekend anchor, WNEP-TV Scranton, Pa., named executive news producer. **Bill Flanagan**, reporter, named weekend anchor. **John Barnish**, formerly with WBOY-TV Clarksburg, W. Va., joins WNEP-TV as general assignment editor. **Paul Douglas**, weekend weather forecaster and staff meteorologist, WNEP-TV, named weeknight 6 and 11 p.m. forecaster, and continues as staff meteorologist. **Max Kinkle**, with WBAX(AM) Wilkes-Barre, Pa., named weekend weathercaster on WNEP-TV.

Mary Lou Manalli, host of *Newstalk* program on KBHK-TV San Francisco, assumes additional duties as news and public affairs manager.

Lynne Russell, co-anchor, KHON-TV Honolulu, joins KENS-TV San Antonio, Tex., as 5 p.m. co-anchor.

Cynthia Collyer, reporter, anchor and producer, WJRT-TV Flint, Mich., joins WISN-TV Milwaukee as general assignment reporter and producer-anchor for noon news.

Bob Scott, former anchor-reporter, KNX(AM) Los Angeles, joins WSTM-TV Syracuse, N.Y., as 6 p.m. anchor and reporter.

Carol Williams, reporter, writer and producer, Warner Cable, Boston, joins WGAL-TV Lancaster, Pa., as general assignment reporter.

Bruce Cramer, assistant news director, WOWW(FM) Pensacola, Fla., joins WLOS-TV Asheville, N.C., as general assignment reporter in Greenville, S.C., bureau.

Jim Berry, anchor of *This Morning* and business news editor, WBTW(TV) Charlotte, N.C., named weekend anchor. He will continue to serve as business news editor.

Creigh Yarbrough, former afternoon anchor, WAPI-AM-FM Birmingham, Ala., joins WIKS(FM) Greenfield, Conn., as afternoon anchor and feature reporter.

Margaret Speich, reporter and anchor, WIZM-AM-FM LaCrosse, Wis., joins WAYY(AM)-WAXX(FM) Eau Claire, Wis., in same capacity.

Paula Wilson, former reporter and ENG and film photographer, WJRT-TV Flint, Mich., named general assignment editor for *PM Northwest* on KOMO-TV Seattle.

Patrick Roddy, supervisory editor, ABC's *World News Tonight*, Washington bureau, named producer of *Weekend Report* and *World News Tonight Sunday*.

Ann Gunter, producer of 11 p.m. news, and associate producer of 6 p.m. news, WTVT(TV) Tampa, Fla., joins WJLA-TV Washington as 6 p.m. news producer.

Greg Todd, anchor-reporter, WFMJ-TV Youngstown, Ohio, joins WRTV(TV) Indianapolis as reporter and weekend anchor.

Peter Rogot, weekend anchor, KJEO(TV) Fresno, Calif., named weeknight anchor. **Michele Babbitt**, reporter and anchor, named public affairs director.

Sandra Butler, producer of special projects unit in news department of WQVM(TV) Washington, named producer of programing department, responsible for local on-air public affairs programing.

Bill Cunningham, former news producer at KBTW(TV) Denver, joins WNAZ-TV Boston as news producer.

Michael Igoe, formerly with WAST(TV) Albany, N.Y., named producer, investigative unit, WNEP-TV Scranton, Pa.

Karen Anderson, from WCBY-AM-FM Cheboygan, Mich., joins news staff of WPNB-TV Traverse City, Mich.

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News and Public Affairs

Armando Silvestre, actor, named director of news and community relations, KBSC(TV) Los Angeles.

Hap Hansen, farm director, WPTF-TV Durham, N.C., named 6 and 11 p.m. weather reporter.

Pete Gonigam, public affairs director, WBRE-TV Wilkes-Barre, Pa., awarded Bagehot Fellowship in business and economic reporting at Columbia university graduate school of journalism, New York.

Angela Burnett, lecturer in department of radio-TV-film, Howard university, Washington, named community affairs director for WTTG(TV) Washington.

John Brooks, formerly with KBST(AM) Big Spring, Tex., joins Louisiana Network, Baton Rouge, as editor and anchor.

John Harris, formerly active in cable interests of Village Broadcasting in North Carolina, named broadcast executive for North and South Carolina, based in Raleigh, N.C., for AP.

Alonzo Johnson, graduate, University of Cincinnati, and **Ben Pollock**, graduate, Stanford university, Stanford, Calif., join noncommercial KFJM-AM-FM Grand Forks, N.D., as news producers.

Promotion and PR

Robert G. Shortal, director of news and information for RCA, New York, named staff VP, public affairs, RCA SelectaVision Videodiscs, New York.

Peter Goodman, press representative, CBS News Information Services, named manager of department.

Terri Park, manager of national and international publicity for dramatized documentary, *Death of a Princess*, noncommercial WGBH-TV

Boston, joins WBZ-TV there as information services manager.

David Strandberg, marketing specialist, office products division of IBM Corp., joins KBEQ(FM) Kansas City, Mo., as promotion director.

Gay Levinson, promotion director, WAXY(FM) Miami, joins WGBS(AM)-WLYF(FM) there as promotion and creative services director.

Lauren Kirkman, advertising representative, *Daily Republic*, Fairfield, Calif., joins WMLA(FM) LeRoy, Ill., as promotion manager.

Patrick Muldowney, former New York City press secretary to New York Governor Hugh Carey, named VP-director of television and radio, Burson-Marsteller.

John Higgins, with Conrac Corp., Stamford, Conn., named corporate director of public relations.

Allied Fields

Independent programming and distribution consultant **John H. Mitchell**, elected president, Academy of Television Arts and Sciences, Hollywood. He is former president of Columbia Pictures Industries Inc.

David Jatlow and **Stuart Feldstein**, with Washington communications law firm of Fleischman & Walsh, named partners in firm. **Richard Rubin**, former attorney in Common Carrier Bureau of FCC, Washington, joins Fleischman & Walsh.

Technology

Robert Bailey, former VP-general manager of American Electronic Laboratories, Montgomeryville, Pa., named president of Cable TV General, new company formed to build distribution systems in St. Louis area for Telcom Cablevision.

Hiro Kawamoto, from technical staff of RCA Laboratories, joins Sony Video Products Co., New York, as general manager of new market development and product planning.

Richard Levin, manager of retail advertising, RCA, Indianapolis, named manager of merchandising for RCA's upcoming videodisk player.

Mark Fehlig, marketing manager, Moseley Associates, Goleta, Calif., joins Harris Corp., Quincy, Ill., as product marketing manager for satellite and microwave products, Broadcast Products Division. **Charles Rockhill**, Western regional sales manager, Drake-Chenault, Canoga Park, Calif., succeeds Fehlig as Moseley's marketing manager.

Dietmar Zieger, formerly with Robert Bosch Corp., Broadview, Ill., named VP-marketing and product management for Fernseh Inc., Salt Lake City, new video company formed by Bell & Howell and Robert Bosch.

Charles Darrow, VP-operations, Dentron Radio Corp., joins Antenna Specialists Co., Cleveland, as product marketing administrator.

Jeffrey Groves, system engineer, Rockwell International, Cedar Rapids, Iowa, named assistant chief engineer for KRNA(FM) Iowa City, Iowa.

Tom Powers, technical director, WKYC-TV Cleveland, named manager, electronic-journalism operations.

Leaving the Hill. Harry M. (Chip) Shooshan, chief counsel and staff director of the House Communications Subcommittee, who last spring announced his intentions to move into private practice, firmed up his plans last week. Shooshan will leave the subcommittee Oct. 3 to establish his own law practice. In addition, Shooshan will be establishing a consulting firm in Washington with Charles Jackson, currently the Com-



Shooshan

Jackson

munication Subcommittee's staff engineer, who will also be leaving his post Oct. 3. Working with the two will be Robert Crandall, a senior fellow at the Brookings Institution, whose fields of specialization include antitrust policy and regulation. Succeeding Shooshan will be Bernard Wunder, an eight-year Capitol Hill veteran who is now a professional staff member of the House Commerce Committee, working with the minority.

Ron Fries, former director of engineering operations, KMST(TV) Monterey, Calif., named director of engineering, KOLO-TV Reno. **Robert Northam**, senior maintenance engineer, KSB-TV Salinas, Calif., named assistant chief engineer for KOLO-TV. **M. Patrick O'Brien**, maintenance engineer, WPEC(TV) West Palm Beach, Fla., named senior ENG maintenance engineer, KOLO-TV.

John Aasen, chief engineer, noncommercial KFJM-AM-FM Grand Forks, N.D., named director of engineering.

Dennis Woods, videographer, WKFT(TV) Dayton, Ohio, joins WDTN(TV) Dayton, Ohio, videographer for *PM Magazine*.

Deaths

Sam Levenson, 68, television comedian during 1950's, died of heart attack Aug. 27 at Long Island College hospital in New York. He had his own show, *Sam Levenson Show*, in 1951, and also appeared on *This Is Show Business* and *Two for the Money*. Later, he was panelist on *Match Game* and *To Tell the Truth*. Levenson also frequently appeared on *Ed Sullivan Show*.

Gower Champion, 61, famed musical director and choreographer, died Aug. 25 at Memorial Sloan-Kettering Cancer Center in New York from rare blood cancer. Opening night of his late Broadway show, "42nd Street," coincided with his death. Champion first achieved national fame when he and his wife, Marge, from whom he was later divorced, appeared on original *Saturday Night Live* television show, *The Admiral Revue*, as dancing team. Later they starred in their own television show, and frequently appeared on major variety shows, including those of Ed Sullivan, Perry Como, Steve Allen and Dinah Shore.

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Stock Index

| Exchange and Company | Closing Wed. Aug. 27 | Closing Wed. Aug. 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|----------------------|----------------------|--------------------|------------------------|-----------|---------------------------------|
| BROADCASTING | | | | | | |
| N ABC | 32 1/8 | 32 1/2 | - 3/8 | - 1.15 | 6 | 905 |
| N Capital Cities | 62 1/2 | 63 1/8 | - 5/8 | - .99 | 13 | 823 |
| N CBS | 50 5/8 | 50 1/2 | + 1/8 | + .24 | 7 | 1,467 |
| N Cox | 50 | 47 1/2 | +2 1/2 | + 5.26 | 8 | 1,348 |
| A Gross Telecasting | 25 7/8 | 25 7/8 | | | 7 | 20 |
| O LIN | 53 1/2 | 53 | + 1/2 | + .94 | 11 | 147 |
| N Metromedia | 91 1/4 | 83 1/4 | +8 | + 9.60 | 10 | 387 |
| O Mooney | 9 1/2 | 9 1/4 | + 1/4 | + 2.70 | 13 | 4 |
| O Scripps-Howard | 56 1/2 | 55 | +1 1/2 | + 2.72 | 9 | 145 |
| N Storer | 28 7/8 | 29 | - 1/8 | - .43 | 9 | 376 |
| N Taft | 31 3/8 | 31 3/8 | | | 9 | 306 |

| Exchange and Company | Closing Wed. Aug. 27 | Closing Wed. Aug. 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|--|----------------------|----------------------|--------------------|------------------------|-----------|---------------------------------|
| BROADCASTING WITH OTHER MAJOR INTERESTS | | | | | | |
| A Adams-Russell | 21 3/4 | 21 1/8 | + 5/8 | + 2.95 | 18 | 40 |
| A Affiliated Pubs. | 21 7/8 | 21 1/2 | + 3/8 | + 1.74 | 9 | 112 |
| N American Family | 8 | 7 3/4 | + 1/4 | + 3.22 | 4 | 84 |
| N John Blair | 21 5/8 | 21 7/8 | - 1/4 | - 1.14 | 7 | 80 |
| N Charter Co. | 20 3/8 | 20 5/8 | - 1/4 | - 1.21 | 1 | 568 |
| N Chris-Craft | 24 | 24 | | | 12 | 64 |
| N Coca-Cola New York | 6 1/8 | 6 1/2 | - 3/8 | - 5.76 | 14 | 108 |
| N Cowles | 26 1/2 | 27 3/8 | - 7/8 | - 3.19 | 18 | 105 |
| N Dun & Bradstreet | 53 3/8 | 51 5/8 | +1 3/4 | + 3.38 | 16 | 1,486 |
| N Fairchild Ind. | 26 | 25 | +1 | + 4.00 | 8 | 296 |
| N Fuqua | 16 1/4 | 15 7/8 | + 3/8 | + 2.36 | 3 | 206 |
| N Gannett Co. | 51 3/8 | 51 1/2 | - 1/8 | - .24 | 13 | 1,806 |
| N General Tire | 19 3/4 | 19 3/4 | | | 8 | 467 |
| O Gray Commun. | 50 | 51 1/2 | -1 1/2 | - 2.91 | 10 | 23 |
| N Harte-Hanks | 28 7/8 | 29 | - 1/8 | - .43 | 14 | 269 |
| O Heritage Commun. | 21 1/8 | 18 3/8 | +2 3/4 | +14.96 | 11 | 69 |
| N Insilco Corp. | 15 5/8 | 15 3/4 | - 1/8 | - .79 | 7 | 168 |
| N Jefferson-Pilot | 27 1/4 | 27 1/4 | | | 6 | 597 |
| O Marvin Josephson | 13 1/4 | 12 1/2 | + 3/4 | + 6.00 | 8 | 34 |
| O Kansas State Net. | 28 3/4 | 28 3/4 | | | 23 | 54 |
| N Knight-Ridder | 25 3/4 | 27 1/2 | -1 3/4 | - 6.36 | 9 | 837 |
| N Lee Enterprises | 23 7/8 | 24 | - 1/8 | - .52 | 11 | 171 |
| N Liberty | 15 1/4 | 15 1/2 | - 1/4 | - 1.61 | 6 | 197 |
| N McGraw-Hill | 36 1/2 | 36 1/2 | | | 12 | 899 |
| A Media General | 30 3/8 | 30 7/8 | - 1/2 | - 1.61 | 8 | 216 |
| N Meredith | 39 3/4 | 40 1/4 | - 1/2 | - 1.24 | 6 | 124 |
| O Multimedia | 29 | 29 | | | 15 | 291 |
| A New York Times Co. | 30 1/8 | 29 1/2 | + 5/8 | + 2.11 | 9 | 361 |
| N Outlet Co. | 27 3/8 | 26 5/8 | + 3/4 | + 2.81 | 40 | 68 |
| A Post Corp. | 15 1/2 | 15 3/4 | - 1/4 | - 1.58 | 8 | 28 |
| N Rollins | 28 7/8 | 29 1/4 | - 3/8 | - 1.28 | 12 | 387 |
| N San Juan Racing | 17 3/4 | 17 1/4 | + 1/2 | + 2.89 | 20 | 44 |
| N Schering-Plough | 42 1/2 | 42 1/8 | + 3/8 | + .89 | 10 | 2,254 |
| O Stauffer Commun* | 44 | 35 | | | 11 | 44 |
| A Tech Operations | 14 | 13 3/4 | + 1/4 | + 1.81 | 15 | 19 |
| N Times Mirror Co. | 42 | 41 1/4 | + 3/4 | + 1.81 | 10 | 1,425 |
| O Turner Broadcasting | 13 3/4 | 14 | - 1/4 | - 1.78 | | 137 |
| A Washington Post | 20 1/4 | 19 7/8 | + 3/8 | + 1.88 | 8 | 285 |
| N Wometco | 22 1/2 | 23 3/8 | - 7/8 | - 3.74 | 10 | 199 |

| Exchange and Company | Closing Wed. Aug. 27 | Closing Wed. Aug. 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|-----------------------|----------------------|----------------------|--------------------|------------------------|-----------|---------------------------------|
| CABLE | | | | | | |
| A Acton Corp. | 14 1/8 | 14 1/4 | - 1/8 | - .87 | 10 | 42 |
| N American Express | 36 | 36 7/8 | - 7/8 | - 2.37 | 7 | 2,566 |
| O Burnup & Sims | 14 5/8 | 13 1/8 | +1 1/2 | +11.42 | 18 | 128 |
| O Comcast | 28 | 28 | | | 31 | 224 |
| O Entron* | 5 | 5 | | | 5 | 4 |
| N General Instrument | 69 1/4 | 72 3/8 | -3 1/8 | - 4.31 | 12 | 599 |
| O Geneve Corp. | 43 | 43 7/8 | - 7/8 | - 1.99 | 30 | 48 |
| O Tele-Communications | 20 7/8 | 19 3/4 | +1 1/8 | + 5.69 | 20 | 461 |
| N Teleprompter | 24 5/8 | 24 3/8 | + 1/4 | + 1.02 | 21 | 418 |
| N Time Inc. | 57 3/4 | 56 5/8 | +1 1/8 | + 1.98 | 11 | 1,624 |
| O Tocom | 17 3/4 | 15 | +2 3/4 | +18.33 | | 53 |
| O UA-Columbia Cable | 67 1/2 | 66 1/2 | +1 | + 1.50 | 50 | 226 |
| O United Cable TV | 37 3/4 | 38 1/2 | - 3/4 | - 1.94 | 26 | 155 |
| N Viacom | 49 | 48 3/4 | + 1/4 | + .51 | 18 | 206 |

| Exchange and Company | Closing Wed. Aug. 27 | Closing Wed. Aug. 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|----------------------|----------------------|--------------------|------------------------|-----------|---------------------------------|
| PROGRAMING | | | | | | |
| O Chuck Barris Prods. | 3 1/2 | 3 3/8 | + 1/8 | + 3.70 | 3 | 11 |
| N Columbia Pictures | 31 3/8 | 31 1/2 | - 1/8 | - .39 | 9 | 315 |
| N Disney | 51 | 51 5/8 | - 5/8 | - 1.21 | 13 | 1,657 |
| N Filmways | 9 | 9 1/8 | - 1/8 | - 1.36 | | 56 |
| O Four Star | 1 1/2 | 1 5/8 | - 1/8 | - 7.69 | 15 | |
| N Getty Oil Corp. | 82 | 82 1/2 | - 1/2 | - .60 | 9 | 6,736 |
| N Gulf + Western | 19 1/2 | 19 | + 1/2 | + 2.63 | 5 | 1,089 |
| N MCA | 47 | 47 1/4 | - 1/4 | - .52 | 8 | 1,104 |
| O Medcom | 6 1/8 | 6 | + 1/8 | + 2.08 | 22 | 10 |
| N MGM Film | 7 7/8 | 7 1/4 | + 5/8 | + 8.62 | 5 | 254 |
| O Reeves Commun. | 33 | 31 1/4 | +1 3/4 | + 5.60 | 23 | 80 |
| O Telepictures* | 4 5/8 | 4 5/8 | | | 21 | 10 |
| N Transamerica | 17 3/4 | 18 1/4 | - 1/2 | - 2.73 | 5 | 1,158 |
| N 20th Century-Fox | 35 7/8 | 36 | - 1/8 | - .34 | 6 | 7,560 |
| O Video Corp. of Amer. | 10 3/8 | 9 7/8 | + 1/2 | + 5.06 | 22 | 10 |
| N Warner | 54 3/8 | 50 | +4 3/8 | + 8.75 | 13 | 1,547 |
| A Wraether | 19 3/4 | 19 1/2 | + 1/4 | + 1.28 | | 44 |

| Exchange and Company | Closing Wed. Aug. 27 | Closing Wed. Aug. 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|----------------------|----------------------|--------------------|------------------------|-----------|---------------------------------|
| SERVICE | | | | | | |
| O BBDO Inc. | 43 1/2 | 42 | +1 1/2 | + 3.57 | 9 | 109 |
| O Compact Video | 20 1/4 | 19 3/4 | + 1/2 | + 2.53 | 19 | 38 |
| N Comsat | 36 3/8 | 37 7/8 | -1 1/2 | - 3.96 | 8 | 291 |
| O Doyle Dane Bernbach | 32 1/2 | 32 3/4 | - 1/4 | - .76 | 9 | 85 |
| N Foote Cone & Belding | 34 7/8 | 31 1/8 | +3 3/4 | +12.04 | 9 | 93 |
| O Grey Advertising | 54 1/2 | 54 1/2 | | | 5 | 33 |
| N Interpublic Group | 31 | 30 | +1 | + 3.33 | 6 | 138 |
| O MCI Communications | 9 7/8 | 9 3/8 | + 1/2 | + 5.33 | 49 | 300 |
| A MovieLab | 8 1/4 | 8 | + 1/4 | + 3.12 | 7 | 13 |
| A MPO Videotronics | 5 1/2 | 5 1/2 | | | 15 | 3 |
| O A.C. Nielsen | 32 1/8 | 33 | - 7/8 | - 2.65 | 13 | 353 |
| O Ogilvy & Mather | 25 1/2 | 24 1/2 | +1 | + 4.08 | 8 | 104 |
| O Telemation | 1 1/2 | 1 1/2 | | | 9 | 1 |
| O TPC Communications | 7 3/4 | 7 1/8 | + 5/8 | + 8.77 | 55 | 6 |
| N J. Walter Thompson | 36 | 36 1/2 | - 1/2 | - 1.36 | 8 | 110 |
| N Western Union | 26 1/4 | 26 5/8 | - 3/8 | - 1.40 | | 398 |

| Exchange and Company | Closing Wed. Aug. 27 | Closing Wed. Aug. 20 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------------------|----------------------|----------------------|--------------------|------------------------|-----------|---------------------------------|
| ELECTRONICS MANUFACTURING | | | | | | |
| O AEL Industries | 13 7/8 | 14 | - 1/8 | - .89 | 23 | |
| N Ampex | 25 7/8 | 24 3/8 | +1 1/2 | + 6.15 | 13 | 296 |
| N Arvin Industries | 15 | 13 | +2 | +15.38 | 8 | 116 |
| O CCA Electronics* | 1/8 | 1/8 | | | 1 | |
| A Cetec | 6 3/8 | 6 1/8 | + 1/4 | + 4.08 | 8 | 13 |
| A Cohu | 6 7/8 | 6 3/8 | + 1/2 | + 7.84 | 10 | 11 |
| N Conrac | 19 1/2 | 17 3/4 | +1 3/4 | + 9.85 | 8 | 40 |
| N Eastman Kodak | 65 5/8 | 64 1/8 | +1 1/2 | + 2.33 | 10 | 10,591 |
| B Elec Missile & Comm. | 4 1/2 | 4 1/8 | + 3/8 | + 9.09 | 56 | 12 |
| N General Electric | 54 7/8 | 56 3/8 | -1 1/2 | - 2.66 | 9 | 10,128 |
| N Harris Corp. | 41 7/8 | 43 7/8 | -2 | - 4.55 | 16 | 1,266 |
| O Harvel Industries | 7 | 7 | | | 18 | 3 |
| O Intl. Video* | 7/8 | 7/8 | | | | 2 |
| O Microdyne | 32 | 28 | +4 | +14.28 | 24 | 3 |
| N M/A Com, Inc. | 42 1/8 | 40 1/8 | +2 1/8 | + 4.98 | 37 | 420 |
| N 3M | 58 5/8 | 59 1/4 | - 5/8 | - 1.05 | 10 | 6,828 |
| N Motorola | 59 7/8 | 58 5/8 | +1 1/4 | + 2.13 | 11 | 1,709 |
| O Nippon Electric | 49 3/4 | 50 | - 1/4 | - .50 | 38 | 1,633 |
| N N. American Phillips | 30 7/8 | 30 7/8 | | | 5 | 371 |
| N Oak Industries | 39 | 35 3/8 | +3 5/8 | +10.24 | 13 | 209 |
| A Orrox Corp. | 8 5/8 | 6 5/8 | +2 | +30.18 | 28 | 14 |
| N RCA | 26 3/4 | 26 1/4 | + 1/2 | + 1.90 | 7 | 2,003 |
| N Rockwell Intl. | 30 1/4 | 29 5/8 | + 5/8 | + 2.10 | 8 | 2,245 |
| A RSC Industries | 5 1/8 | 5 | + 1/8 | + 2.50 | 13 | 12 |
| N Scientific-Atlanta | 39 1/8 | 39 1/4 | - 1/8 | - .31 | 34 | 406 |
| N Sony Corp. | 12 | 11 3/4 | + 1/4 | + 2.12 | 20 | 2,587 |
| N Tektronix | 66 3/8 | 66 1/4 | + 1/8 | + .18 | 15 | 1,194 |
| O Texscan | 15 3/4 | 15 1/4 | + 1/2 | + 3.27 | 31 | 16 |
| O Valtec | 40 7/8 | 38 3/8 | +2 1/2 | + 6.51 | 41 | 163 |
| N Varian Associates | 29 | 29 1/8 | - 1/8 | - .42 | 13 | 222 |
| N Westinghouse | 26 1/8 | 26 | + 1/8 | + .48 | 6 | 2,246 |
| N Zenith | 16 1/4 | 15 1/2 | + 3/4 | + 4.83 | 15 | 306 |


Standard & Poor's 400 Industrial Average 140.30 140.59 - 29

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:

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.

Dec 1  On the eve of the annual convention of the Radio-Television News Directors Association, BROADCASTING will report **the state of the art on all sides of the electronic journalism profession.** Nationally and locally. The content. The competition. The new forms. The new tools. Where things stand now and whither they are trending as the broadcast media strive to fill an ever-enlarging news hole.

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.*

Harte-Hanks's Schmidt: man of many interests

One of the longer and more controversial cases in FCC history helped to make Gert Schmidt a broadcaster.

In it, he was the catalyst who united competitive forces in Jacksonville, Fla., and enabled channel 12 there to find a permanent home. It also started him on the way to his present position as chairman of the board of that facility, now WTLV(TV). The station originally was WFGA-TV, a 1956 grant to Florida-Georgia Television.

Schmidt's involvement began after 1960 when a congressional subcommittee forced the resignation of the late FCC Commissioner Richard Mack on charges that his vote was bought in a Miami television case, and influenced by other persuasions in other contests for station grants.

"All the awards either in Mack's area or in his term at the commission were reviewed," Schmidt said. And even though the WFGA-TV grant was affirmed, it set off a series of marches in and out of the courts and to and from the FCC. At that time, three companies were organized to compete for the Jacksonville facility. Gert Schmidt was one of 12 hand-picked stockholders of Community First Corp., one of the three.

"I was drawn into it because I had become well known in agriculture, the tractor business and other Florida activities," he explained.

Once in, Schmidt was more than a passive part of the stockholder list. For starters, he didn't see justice in the FCC's selection of Florida-Georgia as interim operator while merits of the four competing applicants were weighed.

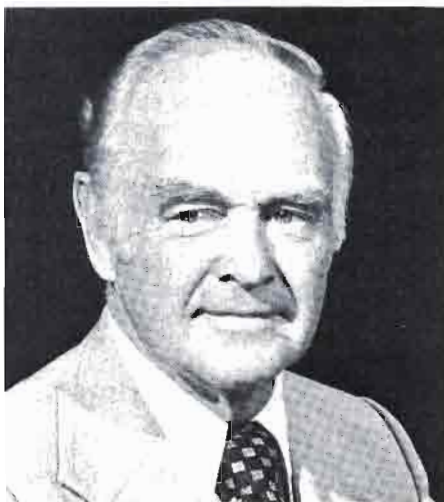
"Why should the party that lost the license sit there, operate the company and get all the profits?" he asked. "We sued, and the U.S. Court of Appeals in Washington ordered that channel 12 be operated on an interim basis by all the competing parties as a joint venture."

Then Schmidt began step two:

"I kept cajoling people in the four-way operation. I told them we ought to merge, go to the FCC and say, 'Here we are—four local companies that have operated together for some time. We seem to get along. We offer a broad base of local ownership. So why don't you give the license to all of us?'"

His logic prevailed in Jacksonville and, a year later, in Washington. "We got the license on June 21, 1971, as Channel 12 of Jacksonville Inc.," Schmidt said. "I moved in as president and six months later was made general manager also."

When Harte-Hanks Communications bought WTLV for \$11.5 million in 1975,



Gert Hans Werner Schmidt—vice president, Harte-Hanks Television Group, and chairman of board, WTLV(TV) Jacksonville, Fla., b. Sept. 9, 1915, Adenau, Germany; Cornell University, BS in hotel administration, 1938; University of North Florida, MBA, 1979; winter resort operator in Vermont, 1939; assistant manager, Hotel Tampa Terrace, Tampa, Fla., 1939-41; in charge of housing and feeding of Air Corps cadets, and later flight instructor, Ocala, Fla., 1942-43; flight officer with 5th Ferrying Group, in U.S., Africa and Mediterranean, 1944-45; manager, Hotel George Washington, Jacksonville, 1945-47; sales manager, Florida Ford Tractor Co., eventually becoming chairman of that company, now Florida Tractor Corp., 1947-present; also currently chairman of Southeast Tractor Corp. and in executive capacities with several leasing, investment and other concerns in area; president and general manager of Television 12 of Jacksonville Inc., 1971-78; current broadcast positions, 1979-present; m. Christine Henderson, Aug. 16, 1941, four children—William G., 36, Kent H., 34, John C., 29, and Robert T., 20.

there was no question that the reins should stay in the firm hands of the station's general manager. In 1979, he was elected vice president of the Harte-Hanks Television Group and chairman of the WTLV board.

Schmidt has just completed his term as president of the Florida Association of Broadcasters. And he has been on the National Association of Broadcasters television board since 1979, currently serving on the bylaws, research and convention subcommittees.

In addition, he is a trustee of the NAB's Television and Radio Political Action Committee, which he regards as a vital operation. "We need friendly, well-informed legislators elected to Congress to make certain our viewpoint is heard and our industry protected from harmful legis-

lation," Schmidt says.

Schmidt was 9 years old when his family came to America from Germany, where his widowed mother had worked for the Associated Press and the Inter-Allied Rhineland Commission. In 1928, the family relocated from New York to Pittsford, Vt., where they operated a small inn.

Schmidt turned down a scholarship from the University of Vermont in order to study hotel administration at Cornell. He graduated with some of the highest honors in his class.

After a brief tenure at a Vermont winter resort, he migrated to Florida to be assistant manager of the Hotel Tampa Terrace. While there, he learned to fly, received instructions in flight theory, meteorology and aircraft maintenance at Tampa University.

In 1945, after Air Corps service as a flight officer, he began many years of involvement in Jacksonville community affairs while manager of the Hotel George Washington there. In the latter part of 1947, he joined Florida Ford Tractor Co. as sales manager, the first rung on the ladder to the chairmanship of that company, now Florida Tractor Corp. That and Schmidt's rise to the chairmanship of Southeast Tractor Corp. paralleled his long and close association with the agricultural industry as well as the investment, banking and insurance fields. He is a director of MCM Corp., a major holding company for insurance firms across the nation.

In banking, Schmidt was director of the Jacksonville branch of the Federal Reserve Bank of Atlanta for six years. In two of those years, 1974 and 1978, he was chairman.

All the while, Gert Schmidt was plowing back equal amounts of time and energies into charities and civic endeavors, the American Cancer Society, Mental Health Association, Crippled Children's Society and the Episcopal Church.

On the state level, he was named in 1977 to the Citizen's Commission on the Future of Florida's Public Universities by Chancellor E.T. York and the State Board of Regents. As site selection chairman, Schmidt was instrumental in the establishment of state universities in central and north Florida.

What impels a man to seek out so many responsibilities? One insight on Gert Schmidt's motivation might be found in an unusual assignment he completed as part of his MBA work for the University of North Florida. It was to write his own eulogy.

In it, he confessed Gert Schmidt's "never-ending goal of making the world just a little better because he had the privilege of being a contributing member to it for so many years."

Rerun

The jabbing and feinting that went on last week between Reagan and Carter tacticians trying for political advantage in forthcoming debates distracted attention from a law that unnecessarily complicates all arrangements for broadcast appearances by candidates. Without Section 315, the political broadcasting law, broadcasters could deal directly with the Reagan and Carter camps instead of waiting for the League of Women Voters to straighten things out. Direct negotiations would not eliminate political maneuvering, but they would be tidier than those the law now allows, and broadcasters would be promoted to a level above that of the soap box, their present function.

As has been noted here before, Section 315 guarantees artificiality at best and government censorship at worst in broadcast coverage of political campaigns. As amended in 1959, it first invited an FCC to rule that candidate debates arranged by organizations outside broadcasting did not qualify as bona fide news events of the kind exempt from equal-time requirements. The same amended 315, unchanged, invited a later FCC to reverse the earlier decision.

That brought the League of Women Voters into the act as a contrivance to conduct the debates which, by the FCC's impenetrable reasoning, lose their exemption as news events if they are conducted by broadcasters. The league's entry was inauspicious. The first debate between President Gerald Ford and Jimmy Carter opened with 26 minutes of silence caused by a failure in audio circuits. It was noted at the time that repairs would have been made more swiftly, if needed at all, if Section 315 had permitted the event to take place in a modern broadcast studio instead of a hall rented by the League of Women Voters.

The league has probably learned from experience, and it has a thoroughly tested broadcast journalist in charge this time. Without Section 315, however, it wouldn't need to be there at all. Isn't there any way to clean that incrustation off the Communications Act?

On and on and on

Eight years of an expensive and pointless charade have at last been brought to an end with ABC's settlement of the antitrust suit that the Justice Department filed against it and the other two commercial networks, which settled earlier (BROADCASTING, Aug. 25). It is a textbook case for students researching the reasons for decline in public confidence in government.

There are loose ends still to be tied in the courts before this prosecution can be closed, but for practical purposes it is over. It should never have begun.

Before the sudden and unexpected initiation of the suit, in April 1972, the Nixon administration had begun an orchestrated attack on television networks for what it perceived to be an antagonistic attitude in news. The point man was Spiro T. Agnew, the Vice President, whose speech writer put in his mouth the memorable criticism of "nattering nabobs of negativism." The men in the coaching booth were the Nixon palace guard, Halde- man, Ehrlichman and Colson.

Nobody ever proved that the suit against the networks was political in origin, but the suspicion lingers to this day among observers old enough to remember the circumstances. One clue to the haste of its legal preparation lay in the statistics the complaint contained—all five years out of date and taken from FCC proceedings that had long before been resolved in rules that ended many of the practices that Justice was attacking.

Administrations may come and go, some more swiftly than

they planned, but antitrust suits have lives of their own, nurturing careers for government lawyers and justifying departmental budget requests. This one cost the government and networks more millions than can easily be calculated—and to what end? The networks have agreed to limitations that are precisely those within which they have been operating all along.

There are no winners in cases like this. There are sure losers—the taxpayers, including those who lose twice if they happen also to be network stockholders.

Nor is the losing over for that same group. Some time this month the FCC will get a report from a special staff that has spent about \$1.5 million in the past two years painstakingly investigating—you guessed it—television network practices.

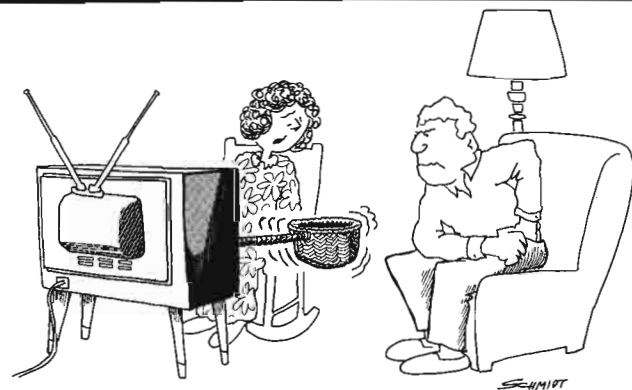
Clearing focus

If we read the signs right, the intermediate and long-term relationships between broadcast television and pay cable may be less contentious than many broadcasters have feared.

The research findings that are emerging—both the ongoing studies by Nielsen and, most recently, the Arbitron-Video Problem Index study (BROADCASTING, Aug. 25)—confirm that movies are by all odds pay cable's foremost attraction. As a VPI official put it, the volume of sports on pay cable is "close to digestible, but the appetite for movies seems insatiable." An Arbitron executive went as far as to suggest that pay cable's "whole future" may be based on movies.

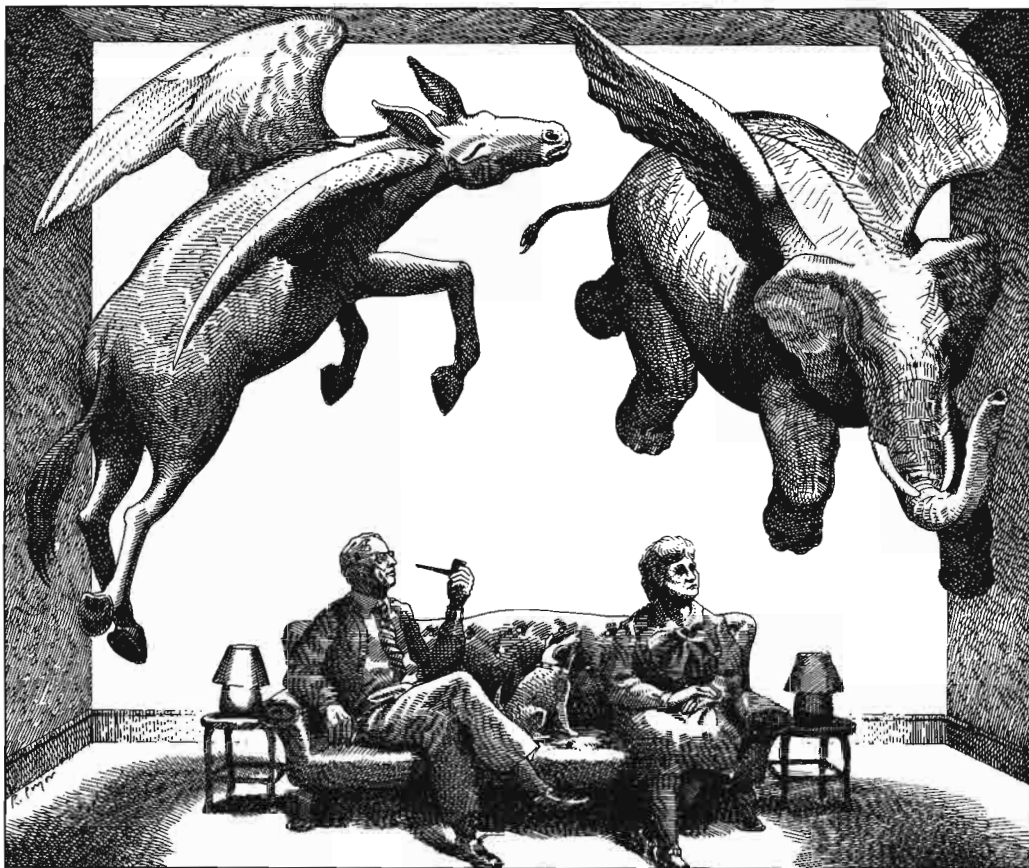
To many, this sounds as though pay and free were inevitably moving toward a confrontation in which pay at some point would have grown big enough and rich enough to outbid broadcasters for the movies that are a major audience draw for them, too. What this interpretation overlooks, however, according to experts, is that producers for some time have been releasing their movies to pay cable before releasing them to broadcasters.

From the earliest days of pay cable, the order of film release has been first to theaters, next to pay cable and finally to television networks. There is no reason to expect that to change, but it poses no more threat to broadcasters in the foreseeable future than it has posed in the past. Some day, when pay cable's penetration is much deeper than it is now, its use of movies may reduce their later value to broadcasters—in which case their price-tag should come down. At present growth rates, we venture that either of those occurrences will be a long time coming.



Drawn for BROADCASTING by Jack Schmitt

"I didn't know this was paid religion."



NATIONAL CONVENTIONS GO LOCAL AND LIVE

At the 1980 national political conventions a new era in broadcast journalism began.

Live coverage by local television stations, direct from the convention scene, came into its own. It brought with it a new dimension in public participation in the democratic process.

Among the industry pacesetters were the news teams of the seven Gannett television stations. They combined the new opportunities of advanced technology with the long-standing convention coverage traditions of the Gannett News Service. They stayed close to their state delegations from the headquarters hotels to the convention floors. They provided viewers back home with details

not available from the networks.

KBTV in Denver broadcast live as Colorado GOP delegates joined the fight over the ERA plank. Home viewers heard the full range and intensity of their arguments and could draw their own conclusions about their state's representation.

When Nelda Barton became the first Kentucky woman to address a GOP convention, she spoke before the day's network coverage began, but WLKY-TV in Louisville covered her remarks for home-state viewers.

From the Democratic convention, KARK-TV probed the Carter record and the party's platform on farm issues, putting Agriculture Secretary Bob Bergland on the spot in a live hookup with Arkansas Farm Bureau President Nick Hargrove, who was back home in Little Rock.

Atlanta Mayor Maynard Jackson responded to network speculation that he might be named to an important federal post by telling Georgians over WXIA-TV he had no interest in a Carter administration job.

From both conventions came individual live reports for each local newscast of each Gannett television station every convention day. In addition, around-the-clock radio reports went to Gannett's all-news radio stations KSD, St. Louis and KSDO,

San Diego, and to clear-channel WWWE, Cleveland, and WVON/WGCI, Chicago.

Thirty-six Gannett broadcast news professionals from the local stations provided more than 88 hours of live satellite feeds. The quality, live local convention coverage was unconventionally complete.

Gannett believes in the freedom of the people to know, and pursues that freedom in every communications form we are in, whether it is newspaper, television, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, in its broadcast voices from Louisville to Little Rock, from St. Louis to San Diego, from Denver to Detroit. It rings in news coverage, in editorial opinions, in community service. Each member serves its own audience in its own way.



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Louisville

KSDO, KEZL-FM
San Diego
WCZY-FM, WLQV-AM
Detroit

KBTV
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Contact Blair Television for details.

Tacoma - Seattle

is Kelly Broadcasting's newest market. KCPQ, Channel 13, goes on the air September 29th. Contact HR Television for details.



Nationally - Fall '81

'Weeknight', Kelly Broadcasting's pioneer magazine strip program, is in production for a Fall 1981 start.

Details from VIACOM.

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